



Rossington Parish Council

Communication Policy

Adopted 16 January 2018

INTRODUCTION

Effective communication with those living in the parish is essential in order to fully achieve our potential. The success of this policy depends on it being an evolving mechanism, changing as new channels become popular. This policy should be owned by the whole parish but implemented by the Parish Council.

The Clerk to the Parish Council has the overall responsibility for coordinating action and monitoring the progress on implementing this policy.

Aims and Objectives

All communications from Rossington Parish Council should help to deliver one or more of the following:

1. Understanding

To increase resident understanding and awareness by providing information that is up to date, accurate, relevant and provided in a suitable way for those receiving the information.

2. Attitude

To increase a positive attitude towards the Parish Council's activities.

3. Quality

To provide professional, measurable communications to the community to ensure residents are kept well informed and involved.

4. Recognition

To strengthen the Parish Council's image and public awareness of its services, through the use of consistent and relevant communication.

5. Value

To deliver a best value service.

Summary

- Communication processes must be clear and comprehensive to all.
- Communication must be purposeful and timely, particularly in relation to consultation and decision making.
- Communication must be open, honest and frank.
- Communication should be two-way encouraging and supporting the community to get in touch, get involved, feedback and respond in a positive way.
- Information must be made available on an open basis.
- Closed mailing lists or password protected web pages or documents will only be used when there is a good reason for restricting or limiting access, the reason for so doing must be recorded.
- Effective communication often depends on information systems which must therefore be easy to use, accessible, robust and reliable.
- All members of the Parish Council are responsible for communication.