

THE COMMUNITY CENTRE YORKLEY

POLICY – COMMUNICATIONS AND EVALUATION

The Trustees are aware that communication with the community they seek to serve is an essential element in ensuring that our programmes and activities continue to meet community needs.

Scope

This policy and the associated procedures apply to the trustees and members and it is their responsibility to maintain effective communication with the community.

Policy Principles

- Communication should be clear and accessible, inviting and seeking response from the community.
- All means of communication will be exploited, social media, email, websites, newspapers, newsletters, posters, leaflets, face to face etc.
- Emphasis will be given to communicating with partner organisations to explore joint working opportunities and a wider uptake of community programmes and activities.
- Communication will be used as a tool to evaluate the relevance and success of our programmes and activities.

Procedures

All programmes and activities will relate to the Centre's primary objectives:

- Community health and well-being
- Youth engagement
- Educational value
- Financial viability

These objectives will be used to measure and evaluate the success of any programme or activity. Single or "one off" events will be evaluated with the assistance of the organisers. Longer term programmes or activities will be evaluated throughout their duration with preset review points. All evaluation results will be presented to the Trustees in report form by the Trustee with responsibility for communication.

A nominated member of the Trustees will be given the responsibility for the effective operation of this policy but all members and volunteers will be expected to co-operate in ensuring its implementation.

Hiring documents will carry a feedback sheet that invites the hirer to make comments and recommendations with regard to our facilities and service levels. These will be reviewed by the responsible committee member with responsibility for communications and presented in report form to the management committee every six months.

An annual Questionnaire will be distributed in the community and made available via the website to assess the current views and future needs of users and non-users.

The Trustees will use one of its annual events to report back and to consult face to face with the community

Review

The Trustees will review the results of the communication and evaluation at least every six months. They will reflect upon and learn which approaches do or do not work, identify good practice and opportunities for improvement. Their conclusions will inform and direct improvements to facilities, service levels and/or programmes and activities.

The Trustees will, by communicating with the community, check that programmes and activities remain relevant to changes in community needs.

Alterations and Amendments to this Policy

This policy will be reviewed on an annual basis at the general meeting and amended where appropriate.

Adopted by the Management Committee on 1st July 2013
