



ALCONBURY RECREATION FIELD CHARITY ALCONBURY SPORTS AND SOCIAL CLUB



Communications Policy and procedure

Aim:

This policy has been developed to ensure that communications between the members, the management committee, and facility management is transparent, complete and works in both directions to the benefit of all.

To this end, this policy sets out the methods of communication that will be adopted by all involved.

Communications responsibilities

Trustees of the charity oversee the operation of the Alconbury Recreation Field Charity and set annual objectives for the charity.

Management committee develop and steer the business strategy to meet the aims and objectives of the charity and responsible for the commercial success of the Alconbury Sports and Social Club

Management **sub committees** are co-opted to support the management committee

- Communications /social media/website
- Bar committee
- Buildings and maintenance
- Commercial development
- Social Committee
- Field users group liaison
- Junior membership

General Manager

Maintains membership database
Sends communications to the membership
Controls and communicates facility bookings

Employed Sports and Social Club staff

Delivering excellent customer service to members and guests passing on messages as appropriate

Sports Clubs and user groups.

All affiliated clubs/groups to have a constitution that sets out governance, officers and membership criteria. Club officers set fees and charges. Sports clubs hold meetings monthly during the season, a representative to attend the monthly management committee meetings.

- **Senior Football | Colts Football**
- **Senior Cricket | Junior Cricket**
- **Thursday Club | Keep fit group | Carpet bowls | Run for Fun group**

Objectives and Scope of the policy.

To ensure that effective communication is taking place at all levels, through controlling all communication, as well as increasing regularity of transparent communication to all members and users.

This policy is intended ensure that messages/decisions/details are communicated quickly and effectively. In addition, that all concerned have the opportunity to feedback to the management committee on a regular basis.

Meeting Cycle

Meetings	Frequency	Attendees
Annual General Meeting	April each year	All ASSC Members
Trustees of the Charities	February review annually	Trustees
Management committee	Monthly 2 nd Monday	All Committee Members / General Manager/Members
Service teams (Bar staff)	Monthly 3 rd Monday/shift meetings	General Manager/Shift teams
Sub Committee Groups	Monthly 3 rd Monday	Sub Group Committees
*"Affiliated Sports Club	Monthly 3 rd Monday	Sports Club Committee lead and ~representatives from each club or group.

*" Affiliated Clubs are expected to hold annual general meetings and regular meetings with their membership to ensure that communication lines are established and kept open.

~ A representative from each of the sports and activity groups should attend.

Meeting content:

In order to allow the general membership direct access to the managing committee, during the first section [**'membership matters'**] of any meeting, members of the ASSC may attend and bring to the relevant committee's attention any issue that concerns them regarding the operation of the ASSC.

Agenda items should be forwarded to the chair of each committee no later than 7 days before the commencement of the meeting. Agenda should be available to committee members and posted on website and the committee noticeboard in the Club House 5 days prior to the meeting date.

A standard agenda will consist of - Previous minutes, Membership Matters, Communication of CLUB NEWS and events and feedback. Then any items raised by committee members | club members.

Minutes of each meeting will be made available online and in the Club House within 7 days of the meeting.

Methods of Communication

Key to all communication will be the continued use and development of the **ASSC web site** and the use of **social media sites**. Through these sites, we will update calendars and 'what's on this month' pages across the business.

Associated Clubs and activities are encouraged to update information regarding their activities and to link to the ASSC website where applicable.

The Communications subcommittee is a high priority and vital to the continued success of the charities.

Web site maintained at: www.assc.org.uk

Facebook pages: <https://www.facebook.com/alconburysportsandsocialclub>

Flickr page: https://www.flickr.com/photos/_ASSC

Twitter page: https://www.twitter.com/_ASSC

Other social media: Nextdoor, Parent Mail

Monthly: Online update of 'what's on', inc any meetings, events, feedback, issues, fund raisers etc.

Via:

- ASSC Newsletter: Online and available for download, printed copies in local outlets and the club
- Email: 'mailchimp', direct mail, vouchers, landing page offers, etc
- Posters: Throughout the villages and the Alconbury Weald
- Hard copy: For special large scale events and data gathering
- On line@: Posting of minutes and details of meetings

Quarterly: A review of business performance throughout the year.

- Brief progress report, socials and events
- Financial position, money spent where and why
- Forecast moving forward

Annually: Year-end review at the AGM

- Social events and activities review
- Financial review and current position
- Forward plans for next year
- Progress against the five year business plan
- Thanks and appreciations

Communications responsibilities of the committee lead

Secretary (Management Committee only)

- Preparation and circulation of agenda for each meeting
- To ensure accurate notes and minutes of each meeting are maintained
- To ensure minutes are circulated after the meeting to the general membership by the noticeboard and publication online

Sub-Committee Lead:

- Preparation and circulation of agenda for each meeting
- To ensure accurate notes and minutes of each meeting are maintained
- To ensure minutes are circulated after the meeting to the general membership by the noticeboard and publication online

Communications sub-committee: [*Coms Officer*]

- To provide a gateway for the publication of agenda, minutes of meetings held to ensure the general membership has access to information and decisions made by the various committees

Approved by: The Management Committee

Date approved: 10 March 2020