

# **THE FINDHORN VILLAGE CONSERVATION COMPANY**

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## **POLICY AND PROCEDURES**

## **COMMUNICATION**

Reference Number	Version Number 2	Prepared by -	Adopted by Board	Review Date
-	Date –	Frank Allan	Date -	
CP 2	September - 2020			

## **Communication - Policies and Procedures**

Effective communication is central to the whole process of efficient management of The Findhorn Village Conservation Company (TFVCC). TFVCC is committed to disseminating effective communications as an integral part of continuous improvement.

The communication policy has core values of – transparency, fairness, honesty and partnership. TFVCC is committed to these values through communicating with members, the wider community and the media.

Communications have a number of benefits -

- Keeping people informed of our activities
- Developing and improving through feedback
- Making people aware of our achievements
- Encouraging others to be involved

All Board members have a role to play in communicating with the local community. Board members must sign a confidentiality clause as some issues discussed cannot be in the public domain as TFVCC must not breach Data Protection legislation.

Methods of Communication -

TFVCC receive and send communication via a variety of methods, both internal and external to the Company. These include – monthly minutes, feedback forms, emails, internet, facebook, annual newsletter, on-going updates, press briefings, media interviews, Annual General Meeting, Surveys (Survey Monkey) and liaising with Local Groups.

### **1. Internal Communication**

- The main forum is the monthly Board meeting.
- Minutes of the previous meeting will be issued to Board members at least 14 days before the scheduled Board Meeting.
- Agenda for the Board meeting will be issued to Board members at least 5 days before scheduled meeting.
- Board members should notify the secretary of any additional agenda items at least two days before the meeting.
- Board members can, if deemed important, add agenda items before the Board meeting commences.
- Board members should check on our e mail site the monthly correspondence file.
- Between meetings the main modes of communication between Board members are – e mail (findhorn vcc and personal e mails), telephone calls, sub-group meetings and correspondence; any interim meetings requested to deal with a particular issue will be arranged.
- Sub/working groups will report back at monthly Board meetings
- Records of internal communication, will be maintained by a combination of electronic files and hard paper copies.

## **2. External Communication**

Board members play a role in relaying messages to members, associate members, residents of the village and the wider community. Board members play a vital part in TFVCC's development of member participation and partnership. The elected Board has the authority to make decisions on behalf of the membership and decide when an issue should be subject to wider consultation. The Board must always work within the conditions of the Articles of Association.

Prior to any communication being made TFVCC Board must decide how it wants the communication to be received and composed. The recipients should be identified and the effective method of delivery chosen to ensure maximum coverage. In cases where it is deemed responses are low, TFVCC will evaluate and consider other methods of communication.

It is essential that TFVCC develops effective two-way communication channels between members, associate members and the wider community.

- All external correspondence received between Board meetings will be brought, by the secretary, to the next scheduled Board meeting.
- All external communication received will be acknowledged within 7 days of receipt.
- After each Board meeting decisions reached relating to any relevant external correspondence will be communicated to the sender within 14 days after the meeting.
- The Board member responsible for dealing with any external correspondence will be clearly identified at the Board meeting.
- The Board member responsible will update other Board members on any feedback received from external correspondence. This will be communicated through the company email address and personal emails.
- Where there is a request for a meeting from an external source or from the Board, a minimum of two Board members will attend. Notes will be taken and a summary sent to Board members. Meetings can take place between a project group member and an external source while progressing a specific task. A record of the meeting must be made and reported back to the Board.
- Board members will have to use their discretion if approached out with meetings ensuring that any information communicated is already out in the public domain.
- Minutes of Board meetings will be posted on the Findhorn Village Conservation website once they have been approved by the Board.
- Members will be updated at times the Board deem appropriate. Members will receive a newsletter or update on specific issues, either by email, delivered hard paper copy or posted.
- The secretary will maintain records of all external correspondence

## **3. Media Handling**

Directors approached directly by the media to comment on a specific issue may respond with a written statement agreed by the Chair and ViceChair where appropriate. In cases where the issue may be deemed contentious the director should contact other Board members to compose an appropriate response.