



# **Watford Football Club's Community Sports and Education Trust**

## **Communications and PR Policy**

<b>Policy Name</b>	Communications and PR
<b>Effective Date</b>	1 April 2019
<b>Next Review Date</b>	1 April 2021
<b>Drafted By:</b>	Impact & Communications Officer
<b>Approved by Board</b>	28 March 2019

In line with the Governing Document, Articles of Association, Watford Football Club's Community Sports and Education Trust (the Trust) objects are • To increase the awareness of Watford Football Club's Community Sports and Education Trust as a charity and the positive social impact made in its community.

- To protect and enhance the Watford FC brand.
- Ensure the Trust's values are reflected in all internal and external communications.

This policy calibrates with the Communications Plan. Therefore, when the policy references communications, these include all platforms listed in the Communications Plan. Similarly, key audiences are as stated in the Communications Plan.

Specifically in relation to communication and public relations (PR) the Trust will:

- Utilise its various communication platforms to promote its services and activities honestly and effectively.
- Communicate the outcomes and impact of its activities on individual's lives and the wider community via various communications platforms, including:
  - An external publication providing a summary of the Trust's outcomes and impact to be released on an annual basis.
  - Digital formats such as website, email and social media accounts.
  - Direct communication in the form of networking or otherwise.
  - Printed materials and resources.
  - Third-party media (e.g. newspapers, relevant websites, broadcast media etc.).
- Produce annual report, to include accounts and submit to the Charity Commission.
- Ensure all communications underpin the Trust's strategic plan and uphold the Trust's key messages and values.

- Have a clear employee lead for the communications and PR of the Trust. He/she will seek reasonable guidance and/or approval of the Community Director and/or members of the Board of Trustees on any public statements and/or communications where appropriate.
- Have a clear board of Trustees' lead for the communications and PR of the Trust.
- Keep all staff, volunteers and members of the board of Trustees appropriately informed of any organisational updates and/or successes.
- Encourage two-way communications with all key audiences (see Communications Plan).
- Work closely with Watford FC as its parent football club on all joint communication and PR ventures, including, but not limited to:
  - The organising, supporting and reporting of Watford FC player appearances in Trust activities (in line with Player Appearance Policy outlined in the Communications Plan).
  - The promotion of the Trust's services and activities.
  - The acknowledgment and celebration of the outcomes and impact of the Trust's activities on individual's lives and the wider community.
  - Sharing and upholding Watford FC brand guidelines.
- Work closely with any Trust partners and/or funders on all joint communication and PR ventures, in line with specific contractual agreements.
- Ensure all Trust partners and/or funders are adequately publicly acknowledged in line with any contractual agreements.
- Ensure any project specific communications are discussed with Line Manager in the first instance and Impact & Communications Officer informed where applicable.

*The Trust is committed to being a fair employer, involver of volunteers and a fair service provider. We want a workplace and volunteering environment where everybody has equality of opportunity and we want equality of treatment for those we provide services and support to, or otherwise encounter.*

*Promoting equality and diversity is an essential part of our mission and values and key to our effectiveness. Our diversity vision is that we should 'act inclusively, upholding equality law, treating everyone fairly and seeking to provide a culture which delivers the best outcomes for the diverse society in which we operate'.*

*Our Equality, Diversity and Inclusion policy aims to promote equality and diversity, ensuring that delivery of our objectives and the demonstration of expected*

*behaviours is the responsibility of all staff, trustees and volunteers currently involved with the Trust.*

Policy Name	Communications Policy
Effective Date	Dec - 2018
Next Review Date	Dec- 2021
Drafted By:	Kristian Hitchins
Approved by Board	Dec – 2018