



Communications Policy

Strategy

Communications is a vital element within any organisation.

In the case of Havant Hockey Club, we have identified the following channels in which the establishment of clear, timely and appropriate communication will be focussed.

Appropriate communication will be targeted at the following audiences.

Communication to Prospective Playing Members

Objective

- Prospective members should be able to access information that enables them to understand what the club does, who to contact and how to join.

Information requirements

- What subsections and teams exist within the club
- What range of playing abilities are catered for
- What playing facilities are available – pitches, training equipment
- Who to contact concerning membership
- How much does it cost
- Membership forms

Primary Channels

- Club Website – with a mix of webpages and downloadable materials
- Press - Radio and Newspaper communications
- English Hockey and Fixtures-Live websites

Communication to Playing and Associate Members

Objective

- Playing and Associate members should be able to access information that enables them to understand the following information about the club.

Information requirements

- What events are taking place – Social, AGMs
- Fixtures and Results information
- Location information for Home and Away venues
- Organisation and Contact Information
- Access to Club Policy and other “Club Library” resources
- How to participate in feedback on club affairs.



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- Club Forum
- Is the Club Clubs 1st accredited
- What is the ethos and ethical policy of the club

Primary Channels

- Newsletters
- Club Website via internet – Ability to view both “public” and “member only” areas of club website
- Mobile Access – via Phone or PDA.
- English Hockey and Fixtures-Live websites

Communication to Prospective Junior Members

Objective

- To enable parents of prospective junior members (age <11) or the Juniors themselves (>11) to understand what the club does, who to contact and how to join

Information requirements

- What ages and range of playing abilities are catered for
- What playing facilities are available – where - how to get there
- Is the Club Clubs 1st accredited
- What is the ethos and ethical policy of the club
- What Welfare and Child Protection measures are adopted by the Club
- Who to contact concerning membership
- How much does it cost
- Membership forms

Primary Channels

- Newsletters
- Club Website – with a mix of webpages and downloadable materials
- Club Forum
- Information via the School or Borough Council
- Press - Radio and Newspaper communications
- English Hockey and Fixtures-Live websites

Communication to the Public and Community

Objective

- This communication channel is designed to demonstrate that the Club plays a full and responsible role in community affairs, as well as communicating the successes and progress of the club to the public at large.

Information requirements

- Key successes and results
- Key Contact Information



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- What is the ethos and ethical policy of the club
- Key community activities that the club is engaged in

Primary Channels

- Press - Radio and Newspaper communications
- Club Website
- Information via the Borough Council
- English Hockey and Fixtures-Live websites

Communication to Sponsors, Patrons and Advertisers

Objective

- This communication channel is designed to market to prospective sponsors and advertisers the benefits of association with the club, and to also keep existing advertisers and sponsors fully up to date with the club in which they have invested.

Information requirements

- What events are taking place – Social, AGMs
- Fixtures and Results information
- Information regarding “hits” on website to Sponsor/Advertiser weblinks
- Organisation and Contact Information
- Access to Club Policy and other “Club Library” resources
- Is the Club Clubs 1st accredited
- What is the ethos and ethical policy of the club

Primary Channels

- Direct communication to Sponsors and Patrons
- Club Newsletters
- Club Website
- Press - Radio and Newspaper communications

Policy and best practice

There are a number of key principles that drive communication in all of the above areas.

- That it should be timely and accurate
- That it should reflect the club ethos
- That confidentiality should be protected
 1. It is particularly important for Junior Members where information will be strictly controlled.
 - Junior membership information will be protected in a separate database and visible to officers of the club on a “need to know” basis only.
 - Photographs on the club website or other publications will only be used where permission has been given.



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2. For all members and associates it is possible for all members to designate themselves as “ex directory” so that other club members can only see contact information for other members where permission has been given.
3. Broadcast information via email to club members should “blind copy” the email addresses on the distribution list.