



**Castlecomer
Discovery Park**
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**Castlecomer Demesne Company - CLG.
Castlecomer Discovery Park.**

Communications Policy

JULY 2022.

REV 1.



Communications Policy

Organisation: Castlecomer Demesne Company

Introduction

Castlecomer Demesne Company is committed to communicating the mission and work of the organisation in an open and transparent manner to its diverse audience of stakeholders. Through the services and supports we deliver, we aim to improve the quality of life of all people living in our area. We especially aim to work with those who are most in need of assistance.

The Policy

This policy will assist us to:

- achieve our vision, mission and strategic priorities;
- engage with our stakeholders including beneficiaries, the people we support, funders, and other relevant community and voluntary organisations;
- communicate the outcomes and impact of our work;
- promote a greater understanding of the services and supports we deliver; and,
- positively influence stakeholder perceptions about the work we carry out.

Communications Objectives

The communications objectives of Castlecomer Demesne Company may be summarised as follows:

1. To increase levels of participation in services and supports delivered by our organisation.
2. To positively influence stakeholder perceptions of the organisation.
3. To provide a regular flow of information to stakeholders that enhances their understanding of the work we carry out.
4. To encourage feedback from beneficiaries and the people we support as a means of informing Board/Trustee strategic decisions.



Communications Planning

By the beginning of each calendar year, the management team in Castlecomer Demesne Company will finalise the annual communications plan. As an operational plan of the organisation, the draft communications plan will be forwarded to the Board of Directors/Trustees for comment and approval.

The Annual Communications Plan will identify key internal and external audiences and stakeholders, reporting requirements and dates (where applicable), primary communications messages and communications methods. A Stakeholder Communications Planning template is attached to this policy document.

Results arising from the implementation of the communications plan will be reviewed on a quarterly basis. Results will be evaluated on the basis of targets achieved and progress made towards achieving the organisation's communications objectives.

Monitoring and Review

This policy will be monitored for its effectiveness and will be reviewed every two years. The policy may be reviewed more frequently in response to changes in legislation and/or organisational needs.

Revision July 2023

Stakeholder Communications Plan

For the Period: *(00/00/20)* to *(00/00/21)*



Stakeholder	Reporting Requirements	Reporting Date(s)
<i>Identify each of the stakeholders of relevance to your organisation.</i>	<i>Identify your reporting obligations or requirements for each stakeholder.</i>	<i>Identify relevant reporting due dates.</i>

Stakeholder Contacts/Target	Primary Communications Message	Primary Methods of Communication
<i>For each stakeholder identify the target audience/person(s) communications should be directed towards</i>	<i>What message do you wish to communicate to the target audience?</i>	<i>What are the most effective methods to communicate with the target audience?</i>

Communications Objective

State each communications objective separately.

Target Audience

Key Message

Call to Action



<i>Which internal/external audience is the focus of our communications activity?</i>	<i>What message do we want the target audience to hear and engage with?</i>	<i>What action do we want the target audience to take when they have viewed/heard the message?</i>	
Targets, Key Marketing Actions and Promotional Methods		Completion Date	Person(s) Responsible
<i>Set specific targets to be achieved and list the key marketing actions or tasks to be undertaken and the communications tools to be used.</i> <i>Detail the people responsible for carrying out the actions, the budget and marketing materials required, as well as the completion date.</i>			
Human Resources Required			
Financial Resources Required			
Marketing Collateral Required			