

**BEACON  
OF LIGHT**



**ALTRUISM**  
SUPPORTING THE COMMUNITY  
THROUGH FOUNDATION OF LIGHT

Ratified Date: February 2023

Review: 3 years from date

Compiled by: LS

Authorised by: Remuneration  
and Nominations Committee

**Title: Accountability and  
Communications Policy**

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## **ACCOUNTABILITY AND COMMUNICATIONS POLICY**

Ratified Date: February 2023

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Compiled by: LS

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and Nominations Committee

**Title: Accountability and  
Communications Policy**

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Version Date	Description of Change If Any)	Authorised
February 2023	New policy	YES
June 2024	Quality Check	YES

### **1. Policy Statement**

The Foundation of Light (FOL), led by its Board, operates with transparency and communicates effectively to promote its services and achievements, build its profile in the community, and influence positive change.

### **2. Policy Aim**

To deliver genuine and open two-way communication internally and externally that celebrates successes and demonstrates willingness to learn from mistakes, helping to build trust and confidence in the charity.

### **3. Scope**

The policy (and accompanying manual) applies to all employees, Board Members, partners, and volunteers of the Foundation. It also applies to Foundation partners, and consultants working on behalf of the Foundation.

### **5. Policy Principles**

#### **Procedures**

The FOL has a written Communications and PR procedure that demonstrates its commitment to the principles of accountability and transparency including the FOL's outcomes and impact; overall responsibility for managing communications and PR; communications and PR aspects of crisis management; authorisation and approval of public statements issued by the FOL; the digital presence including the use of social media and how/why these tools are used.

#### **Lead and Expertise**

The FOL has a designated lead for Communications and PR reporting to the Assistant Director- Development. Responsibilities include managing the department score card.

#### **Communications Plan**

The FOL has an internal and external communications plan covering 12 months. The implementation of the plan is monitored by the designated lead, and via the Executive Team, reported to the Board annually.

#### **Annual Reporting**

The FOL produces an annual report which includes information about its services, outputs, outcomes and impact and provides transparency about the FOL's governance, management and operations. The FOL produces a summary version of the report to publicise and showcase the FOL's work, achievements and impact to both internal and external stakeholders that is available on the website.

#### **Inclusive Communication Principles**

It is important that the Foundation is as inclusive to as many people as possible considering its varied audiences. This includes:

- Informing in a way people can understand
- Considering the audience
- Using inclusive language and images

- Making accessible, attractive and transparent

**Digital Presence**

The FOL has its own website and uses other forms of digital presence (including social media). It reviews its digital strategy annually.

**Collaboration with the Club**

The FOL collaborates with the Club on internal and external communications. This includes reputation and brand protection, maximising positive PR opportunities and crisis management, which is recorded in the FOL's agreement with the Club.

**External Communication**

The FOL publishes external communications about its services, outputs, outcomes and impact that tells the FOL story, recognises donor contributions and are relevant to targeted audiences.

**Internal Communication**

The FOL issues internal communications to its staff and volunteers including key messages about the FOL's vision, mission and values, priorities from and progress against the Strategic Plan and the Operational Plan, outcomes and impact of the FOL's activities and learning and good practice.

**Equality, Diversity and Inclusion**

We will ensure that equality is embedded in all our activities, policies and decisions and will work with our partners to share good practice.

**6. Policy Ratification and Review**

This Policy was reviewed and approved by the Board of Trustees on 14 February 2023. The Policy will be reviewed every three years.