

**Scouts**   
South London  
**Greater London South County Scout Council**  
**Internal Communications Policy**

Effective communication processes are an essential part of our approach to distributing details of our county programme of events and activities, and the support and services we provide to our adult members.

The aim of this communication policy is to:

- outline our commitment to effective communications
- document the ways in which we communicate with our adult members
- list our communication aims
- ensure that our communications are consistently co-ordinated and focused to meet the needs of those with whom we communicate
- consider and progress a programme of measures to facilitate more effective communication

### **1. Scope**

This policy applies to all members of our wider South London Scouts County Team across our Organisation, Programme, People, Places and Governance functions.

### **2. Aims and Objectives**

The aim of this policy is to ensure we provide information to our adult members, delivered through a range of communication methods, which is:

- accurate
- clear
- concise
- consistent
- relevant
- reliable
- timely

### **3. Communication Purpose**

We provide our adults with a range of information. Broadly speaking our communication approaches fall under the following categories:

- To inform: we provide information about our services, programme opportunities, and the support we offer
- To notify: we provide notifications and reminders
- To respond: we respond to queries we receive from our adults at all levels face-to-face, by email, on the telephone, on messaging services, and via social media

### **4. Communication Principles**

To ensure effective communication with our adult members, we aim to embody the following principles:

- in order to deliver our messages succinctly, our communications are clear and concise
- we aim to use plain English so our communications are easy to understand
- we deliver timely communications that are relevant to the recipients at their point of need
- we reply promptly to queries

- we adopt a flexible communication approach, delivering our messages in a variety of ways that meet our adults needs and preferences
- we use a standard approach to delivering our communications in order to ensure clarity – the know, feel, do communication model.
- we use templates for sharing information and newsletters

### Know, feel, do

The know-feel-do communication model is a great tool which can be used to support your messaging in an engaging and effective way.

As you've guessed approaching your comms with these three elements in mind helps ensure that your audiences – Know what you are talking about, get excited about the opportunities to get involved, click, call or email you to find out about the next steps and get involved.

The 'know, feel, do' model is a simple and effective way to ensure people read your message, and that you inspire the correct emotion and encourage action according to how you intend. You want to be in control of what message is received. Clear communication is not the message sent — it's the message received.

It's extremely important to think through Know, and Feel, and Do, and not let cultural pressure force you to drop one or more of these dimensions. For example, your culture may be extremely action-oriented.

So, the cultural tendency may be to just “get to the point” on Do and forget the others. This may get the desired actions — this time — but fails to engage and educate teammates on what's behind those actions. So, you'll have to repeat Do, Do, Do again and again.

All three parts of the model are necessary if you are going to have a sustainable impact on people's behaviours.

Ask yourself:

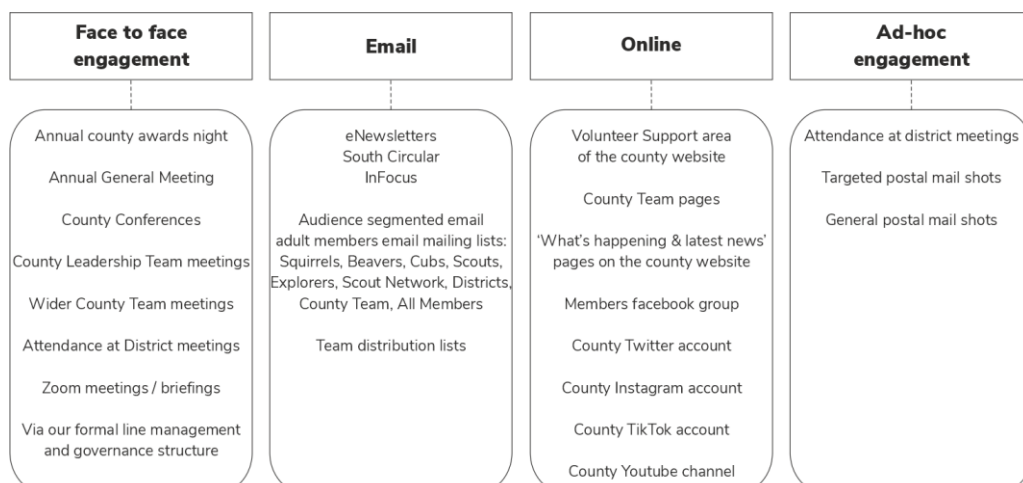
- Know: What is the one thing you want me to know?
- Feel: Why is it important to me?
- Do: What do you want me to do as a result?

## 5. Effective Internal Communications

To provide effective communications, we ensure that our internal communications is delivered consistently. We do this by using our agreed channels to provide a consistent approach to delivered.

## 6. Our Communication Channels

We communicate with our adult members through a variety of appropriate channels and mechanisms, in ways which meet individual needs and preferences. These currently include:



## Mailing lists

Audience	Goes to
Squirrels Leaders	SSLs, ASSLs, SSSAs, GSLs, AGSLs, County Leadership Team
Beaver Leaders	BSLs, ABSLs, BSSAs, GSLs, AGSLs, County Leadership Team
Cub Leaders	CSLs, ACSLs, CSSAs, GSLs, AGSLs, County Leadership Team
Scout Leaders	SLs, ASLs, SSAs, GSLs, AGSLs, County Leadership Team
Explorer Leaders	ESLs, AESLs, ESSAs, GSLs, AGSLs, DESCs, County Leadership Team
Network Member	Network members, DSNCs, County Leadership Team
Managers	GSLs, AGSLs, DESC, DSNCs, County Leadership Team
South London Scouts	All adults with an appointment in South London Scout County
Royal Greenwich	All adults with an appointment in Royal Greenwich District
Lewisham	All adults with an appointment in Lewisham District
Southwark	All adults with an appointment in Southwark District
Lambeth	All adults with an appointment in Lambeth District
Wandsworth	All adults with an appointment in Wandsworth District

These methods are reviewed regularly and as advances in communication technology emerge, we will adopt them where we deem them effective or appropriate.

## 7. Communication processes

Information can be shared with our adult members via the channels listed above.

Many of these channels are self-service, for example, content creators can post on our internal Facebook page, or attend meetings to publicise activities, events or support available.

Information to be distributed via our email mailing lists or to be published on our web site needs to be submitted using our internal communications request form ([www.jotform.com/SLScouts/communications-request-form](http://www.jotform.com/SLScouts/communications-request-form)).

This form needs to be submitted at least three days / 72 hours in advance of when you want to communicate. The earlier you submit your request, the better!

We will review your request and get back to you within one day / 24 hours of your submission.

Depending on the size or nature of your project / activity, we may work with you to devise a communications plan.

## 8. Policy Evaluation

Our Communication Policy is kept up to date with an bi-annual review. We also review any of our policies that impact on our Communication Policy, for example our social media Policy, and Website Development Policy.

## 10. Evaluating our Communications

In order to ensure the effectiveness of our communication, we evaluate our communication approach by:

- seeking volunteer feedback (both formal and informal) on our communication and information provision
- listening to and responding to suggestions regarding our communication and information provision
- making changes to our communication methods or principles where necessary
- reviewing and updating our Communication Policy accordingly
- regularly reviewing and updating all information content to ensure accuracy and relevance
- gather and analyse statistics regarding the usage of our communication channels where possible

When available, we use these statistics to inform our policy and decision-making regarding communication and information provision.

Version 3 – reviewed March 2023

**Uncontrolled when printed:**

When printed, this document cannot be guaranteed to have the current information and should be used with caution. This document is marked “uncontrolled” and the user is responsible for determining if the printed version is the current active version. To find the most updated version, please visit our volunteer transformation pages at [www.southlondonscouts.org.uk](http://www.southlondonscouts.org.uk)