

GRASSHOPPERS

Rugby • Netball • Social

GRASSHOPPERS COMMUNICATIONS POLICY

Introduction

Our communication strategy will ensure Grasshoppers improves the quality and timeliness of all information and messaging with key external stakeholders.

Communications policy

All communications by Grasshoppers with key external stakeholders will adhere to this Communications policy. Recognising that every element of the club acts as an ambassador for the whole club, this includes the sporting sections of the club at every level as well as the business section of the club. All such communication shall adhere to the following communication principles:

- Communication will be honest, open, inclusive, and accurate
- Communication will be timely and relevant
- Communication will be accessible
- Communication where necessary will be made available in different formats
- Communication channels will be regularly reviewed
- Communication will be delivered in the most cost-effective manner

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RUGBY.**

Teamwork Respect Enjoyment Discipline Sportsmanship

www.grasshoppersrfc.com

Grasshoppers RFC, Syon Lane, Isleworth, Middlesex TW7 5PN.
Telephone: 020 8568 0010

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This will:

- Help us achieve our overall organisational objectives
- Ensure we engage effectively with all stakeholders
- Help demonstrate the success of our actions
- Ensure inclusively individuals understand what we do
- Change behaviour and perceptions where necessary
- Positively promote the Grasshoppers brand and message

Communication Objectives

- To increase the overall awareness of Grasshoppers
- To ensure members and public are aware of our range of services
- To provide a regular flow of relevant information to key stakeholders
- To showcase successes in local and national media

Key External Stakeholders

We will implement effective communications with all key external stakeholders, which includes:

- Client/Customers
- Sponsors/Partners
- Key Sporting bodies (including RFU, County Associations, Netball England, Sport England)
- Hounslow Council
- Suppliers
- Media

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Communications Control/Consistency

To ensure consistency in our messaging and look and feel (including use of our logo), all communications with key external stakeholders will be in line with our latest brand usage guidelines.

A library of imagery/photographs/video will be developed for use across various publicity and promotional materials and communication vehicles.

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