

POWYS CHALLENGE

Registered Charity Number: 1091494 Company No: 4350654

PUBLIC RELATIONS POLICY

FUNDAMENTAL UNDERPIN

EVERYTHING that Powys Challenge trustees, committee members, staff & volunteers do, say or write, anywhere, impacts to a greater or lesser extent, for good or harm, on the image of Powys Challenge.

Aim

Ensure that all stakeholders, decision-makers and the public have a positive image of Powys Challenge and its work.

Objectives

- Promote understanding of the aims and work of Powys Challenge, and the environment in which it operates.
- Build confidence in the effectiveness of the Powys Challenge.
- Ensure that stakeholders, decision-makers and the public recognise the benefits which flow to them, from the work of Powys Challenge.

Action

- Take a proactive stance in order that:
 - i) the public becomes confident in the work of Powys Challenge continuation & expansion;
 - ii) Powys Challenge has a base of solid support from which it can withstand criticism, mistakes and disasters in the future.
- Maintain a consistent message, in tune with the mission statement, by identifying three or four key points, one or more of which can be drawn upon in all press releases, statements to the media and in interviews with decision-makers.
- Hold a one-day training course on PR/image-building to all staff and volunteers, including trustees and committee members.
- Train staff to be able to include PR issues on all new volunteer training
- Include signed commitment to the PR strategy at point of acceptance of volunteers.
- Identify individuals and organisations for targeting – ensure that this is seen as a responsibility on all Trustees, committee members, staff and volunteers.
- Identify key messages to be promoted to target audiences – ensure that this is seen as a responsibility on all Trustees, committee members, staff and volunteers.
- Identify and cultivate selected media representatives – primarily a staff responsibility.
- Ensure regular press releases on current matters.

- Ensure that all stationery and publications are always consistent and carry the mission statement or message
- Consistently promote the importance of PR/image to volunteers through the medium of the newsletter.
- Ensure that volunteers are made aware of press releases.
- Extend strategic approach to PR in next business plan.
- Identify one trustee to hold overall responsibility for the strategy.

Extracts from Powys Challenge Strategic Plan

Summary

Powys Challenge exists to share in raising the quality of life in Powys.

It does this through working with offenders, defendants and those at risk of offending to reduce crime and reintegrate people within their communities.

Aim

To reduce crime and the fear of crime, and to tackle the causes of criminal behaviour in Powys by providing a range of support services and opportunities to offenders, defendants, those at risk of offending and their families.

Values

Powys Challenge is committed to the following values:

- Challenging attitudes and behaviour which result in crime and cause distress to victims
- Reconciling offenders and communities, recognising the obligations and needs of both
- Co-operation between volunteers and paid workers.
- Bringing out the best in people and encouraging them to take responsibility for their actions
- Treating all people fairly, openly and with respect

Long Term Objectives

- 1) Raise funds.
- 2) Recruit, train and develop staff and volunteers.
- 3) Undertake work with and for other agencies.
- 4) Ensure that any organisation contracted to work on behalf of Powys Challenge meets the standards required by Powys Challenge and complies with relevant legislation.
- 5) Ensure that the Board of Trustees continues to contain experience and knowledge in business, commercial, legal social and criminal justice fields.
- 6) Produce Annual Business Plans that take account of changes in the socio-economic environment, legislation, and resources available to Powys Challenge.