

# SHIRLEY CHILDREN'S CENTRE PUBLICITY AND MARKETING POLICY

This policy links to the following:

- Home-visiting and lone-working
- Equality and Diversity
- Complaints
- Volunteering
- Partnership with parents and the local community
- Family trips and off-site activities

Document Control

Amendment History

<b>Version/Issue Number</b>	<b>Date</b>	<b>Author</b>	<b>Remarks/Reason for change</b>	<b>Review Date</b>
1	October 2014	Eyullahemaye Henry-Miller	To be ratified by the governing body	October 2015
2	November 2019	Katie Coomber	Reviewed	November 2020

# Publicity and Marketing Policy

## 1. What is our approach?

Shirley Children's Centre will use a variety of imaginative, low-cost but effective, positive and non-prejudicial ways of promoting the centre and the services which it provides. Such creative measures will take full account of those people who may find it difficult to use its services and they may involve other partner agencies in distributing relevant material.

## 2. Why are we doing this?

Shirley Children's Centre will:

- Ensure that all communications, publicity and services are fully inclusive and equally accessible to the local community
- Give full consideration to issues of mental, physical and sensory impairment, and the literacy skills, language and confidence of all families

## 3. Who will be doing this?

This policy applies to everyone in the centre including staff, volunteers, families and visitors. 'Staff' includes both those employed by the Croydon Council as well as those from other who provide services for the centre, as part of the change for children agenda. This also applies to staff from the statutory and non-statutory sector; the latter includes private, voluntary and independent groups.

## 4. Why do we have to do this?

This policy is covered by:

- GDPR 2018
- Disability Discrimination Act 1995
- Race Relations Act 1976, [Amendment Act] 2000
- Human Rights Act 1998
- The Gender Equality Duty 2007
- The Duty to Promote Community Cohesion 2007
- The Disability Equality Duty 2006 and Equality Act 2010
- Children's Centre Practice Guidance 2013
- The Children Acts 2004, Adoption and Children Act 2002
- Every Child Matters: change for children 2004. Outcomes: **Be healthy, Stay safe, Enjoy and achieve**

## 5. What will we do?

The Children's Centre Manager will ensure that:

- All publicity used including leaflets, posters and flyers follows all Croydon Council's Publications Protocol.
- Parental consent will be gained through parents/carers signing the centre's consent form for any photos which are used. If photos are taken by centre staff then a courtesy copy should be given to the family concerned. In crediting the children shown, only first names should be given
- The centre develops robust links with other relevant projects, organisations and community groups to help in disseminating information and material

- The centre will contribute articles as appropriate to newsletters and fliers of other local organisations and agencies, to promote key events and information.
- The centre has, or has access to, a designated budget for publicity and marketing
- A calendar is used to plan the production of publicity material on an annual basis
- All press releases are checked prior to their release and that the Croydon Council Public Relations (PR) and Media Team are involved in their production and distribution if necessary
- All marketing i.e. job adverts if externally advertised appear in local papers and where appropriate on local community notice boards i.e. schools, shops, churches etc. This is in addition to the standard Croydon Council procedure of using the intranet and advertising
- An imaginative approach to marketing and publicity is used. This may involve partners distributing leaflets and other material to local families
- Not use publicity which overtly markets branded goods i.e. formula baby milk will not be used
- All publicity material will have a high regard for its content in terms of equality and diversity. It will also promote images of positive parenting and reflect the varied nature of contemporary family composition
- All language used is made as easy to understand as possible and that all information presented is accurate and clear in accordance with basic skills and Plain English principles.
- All staff will always behave professionally, calmly and with courtesy to visitors, so that a positive and friendly image is created at all times.
- The strength of local word of mouth is acknowledged in enhancing the reputation and good standing of the centre in the local community
- All publicity material used conforms with Forest Academy and Croydon Council guidance
- All enquiries from the media are forwarded to Forest Academy and Croydon Council communications group who will formulate a response on behalf of the centre

## **6. How are we going to make sure that this happens?**

As part of the centre's evaluation of events and activities, the effectiveness of its marketing and publicity will always be researched, investigated and then reported back to the centre manager with recommendations for future practice. In addition, the centre manager will ensure that all publicity conforms to any Croydon Council's standards and guidelines.

### **Self evaluation form (SEF) and annual conversation**

This will be monitored on an annual basis with the Advisory Board.

## **7. How will we check this?**

- It is the responsibility of the Children's Centre Manager to monitor and review the effectiveness of all policies relating to the centre
- The Children's Centre Manager will review and update this policy as part of the children's centre policy review cycle

- The Children's Centre Manager will update and amend this policy and its procedures in line with any emerging and relevant government legislation or Croydon Council guidance

**8. For further information please contact:**

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It is intended that by adopting this policy and keeping staff, volunteers, families and the management committee informed/trained and up-to-date with procedures, the centre can avoid the need for complaints.

However, the Children's Centre Manager is the first point of contact should any queries arise over this policy and its related procedures.

**9. Policy endorsement**

This policy is agreed and signed by the governing body of Forest Academy School