



Chairman: Mark Lunn: [dpachairman@gmail.com](mailto:dpachairman@gmail.com) Vice Chairman: David Trueman: [dpavicechair@gmail.com](mailto:dpavicechair@gmail.com) Secretary: Robert Barley: [dpasecretary@gmail.com](mailto:dpasecretary@gmail.com) Treasurer: Hannah Trever: [dpatreasurer@gmail.com](mailto:dpatreasurer@gmail.com)

## Communications Policy

### 1) Introduction

The Dance Promoters Association recognises that consistent, effective and appropriate communications – both external and internal – are essential for the DPA to achieve its aims, objectives and policies, and to its credibility as a publicly accountable organisation. This document outlines the principles for managing Communications, including a summary of key strands of communications, and the responsibilities of staff in relation to communications.

### 2) Scope

The Members, and Executive committee should be familiar with this Policy, and membership should be aware of it. The aim of the Communications Policy is to reduce the risk to the DPA of damaging or ineffective communication, and to ensure that all staff are aware of how communications are best conducted externally and internally, and who has responsibility for which aspects.

### 3) Definitions

**External Communications** include all the messages and information that the DPA presents to different audiences, whether directly (through telephone calls, letters, e-mails, newsletters, marketing materials, social media channels, online and press releases) or indirectly through the media and word of mouth.

**Internal Communications** include all the messages and information (whether verbal or written) shared within the DPA Office, Meetings, Executive and principally between members of committee. Internal Communications include the information given to those working in associated companies.

### 4) Legal Basis

The DPA's responsibilities in relation to Communications stem from the Data Protection Act (1998) and the Freedom of Information Act (2005).



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## 5) Statement of Principles

The objective of the Communications Policy is to help the DPA achieve a better understanding of what it offers to the public and its membership to ensure that the DPA can work as efficiently and effectively as possible, and to:

- improve the clarity with which the values and identity of the DPA
- promote transparent and open communication
- provide clear and well-judged information at the most appropriate level of detail in relation to the needs of the reader or user

### *Principles for managing External Communications*

Corporate and marketing communications should be considered as part of the wider field of advocacy in which the DPA wishes to:

- distribute high-quality information about its plans, projects and programmes of activity, ensuring that those who are influential for the future support of the DPA are well informed
- reach out to target audiences, to those in partner organisations and potential participants
- offer background and corporate information – principally through the website - as a reference source
- ensure that the visual identity of the DPA, as shown through all its print and digital communications, is clear, coherent and expresses the DPA's key values
- have a beneficial dialogue with its audiences using research, feedback and social media channels to gain insights, answer queries and deliver key messages

### *Principles for managing Internal Communications*

Internal communications are based on active management across the DPA to ensure that:

- Chairs and Executive are informed of the most important information relating to the good management of the DPA
- regular exchanges through e-mail, meetings and telephone calls are thoughtful, respectful, efficient and well disciplined
- an informal exchange of information is encouraged through the committee/members for creative of ideas and proposals



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## 6) Responsibilities

### Chairman

- The Chairman is responsible for ensuring that the EC help to promote the DPA's reputation through consistent external communication.
- All EC are expected to be familiar with the programmes and activities of the DPA and to refer complex or difficult external questions to the DPA Chair
- The Chairman, with the Vice Chairman as appropriate, is responsible for the overall clarity and coherence of the DPA's external communications.
- The Chairman seeks opportunities for good advocacy in order to promote the interests of the DPA.
- The EC works to create an internal culture of open, honest, efficient and transparent communications

### The Executive Committee

- ensuring that the DPA offers clear and consistent messages about its objectives and its work
- ensure that all print communication from the DPA (other than publications) including marketing, social media, development, learning and access, hand lists and signage, are of a standard for communication and corporate image.
- promoting effective communications through the media, whether printed or broadcast, and seeking collaboration with appropriate media channels
- ensuring that communication for members within the DPA, and at associated organisations, is appropriate and as clear as possible
- working with the DPA Secretary to promote good internal communications
- are responsible for ensuring that information is carefully and appropriately made available to the public, and that the principles of the Freedom of Information Act

## 7) Social Media

Members and Committee are advised to observe caution when using social media, it is advised for safety as well as upkeeping of the reputation of a member and the council. Consideration should be taken with posts and images. Personal information is advised to be kept private and when operating in a professional capacity social media is used in a positive and constructive manner.

## 8) Breach of the Policy



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Any actions taken by members of the DPA which contravene the Communications Policy will be dealt with by the EC. Depending on the severity of the contravention, any external matter will be dealt with at General meetings under complaint procedure, and any internal matter will be reported to the EC. If in either case it is a matter which threatens the reputation of the DPA, or creates severe disruption, then the DPA's Disciplinary Code will be followed.

#### **9) Review**

The Communications Policy will be reviewed every five years as part of the cycle of reviewing BDC policies and procedures. The next review will be in autumn 2025.

#### **10) Date of Approval**

This Communications Policy was reviewed approved by the DPA Chairman – June 2020



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