Communications Policy

Purpose

Clear Quality Ltd is committed to maintaining clear, effective, and professional communication across all levels of the organisation. This policy ensures consistency, professionalism, and inclusivity while fostering collaboration and engagement among employees, learners, employers, and stakeholders. This policy applies to all employees, associates, and representatives of Clear Quality Ltd and covers both internal and external communications.

Principles of Communication

All communications within Clear Quality Ltd should align with our core values: Professionalism – Communication should be clear, concise, respectful, and aligned with our brand identity. Integrity – All messages should be honest, transparent, and factual. Inclusivity & Respect – We celebrate diversity and ensure all communications are free from discrimination or bias. Engagement & Responsiveness – Communication should encourage dialogue and feedback, ensuring all employees, learners, and stakeholders feel heard and valued. Confidentiality & Data Protection – Sensitive information should be handled responsibly and in line with GDPR requirements. Safeguarding – Communication should prioritise the safety and well-being of all learners, ensuring safeguarding concerns are managed appropriately.

Internal Communication Methods

We use a variety of channels to ensure our team stays informed, connected, and aligned with company goals.

Method	Purpose	Frequency
Internal Newsletter	Updates on business activities, achievements, and key announcements.	Monthly
Quarterly Newsletter (for Learners & Employers)	Training updates, success stories, compliance information.	Quarterly
Email	Primary form of business communication.	Ongoing
Microsoft Teams	Collaboration tool for internal discussions, meetings, and document sharing.	As required

Method	Purpose	Frequency
1:1 Meetings	Performance discussions, support, and feedback.	As needed
Biannual Employee Survey	Gathering feedback on workplace engagement and communication effectiveness.	Twice a year
Annual Business Updates Day (In-Person)	Strategic updates and company-wide engagement.	Annually
Monthly CEO Drop-In Session (Recorded for Accessibility)	Open forum for employees to ask questions and engage with leadership.	Monthly

Employees are expected to engage with these communication channels and provide feedback to improve communication effectiveness.

External Communication

Clear Quality Ltd communicates with learners, employers, and stakeholders through multiple channels.

Channel	Purpose
Company Website	Information about services, training, and ISO consultancy.
Newsletters	Updates on training programmes, funding, and industry trends.
Social Media (LinkedIn, X, Facebook, Instagram)	Engagement with employers, learners, and industry professionals.
Client & Learner Emails	Formal communication regarding training, compliance, and updates.
Meetings (Virtual & In-Person)	Employer and learner engagement, support, and strategic discussions.
Marketing & Advertising	Promotion of courses, consultancy, and industry expertise.

All external communications should align with Clear Quality Ltd.'s branding, tone of voice, and professional standards.

Expectations for Communication

All employees and associates are expected to uphold high standards of communication, ensuring:

- Clarity & Professionalism – Avoid jargon where possible; messages should be structured and easy to understand.
- Respect & Courtesy – Communications must always remain respectful, even in difficult discussions. Responsiveness – Aim to acknowledge emails and messages within a reasonable timeframe (ideally within 24-48 hours during working days).
- Use of AI & Technology – AI tools may be used to support content creation and efficiency but must be reviewed for accuracy and appropriateness before being sent externally.
- Appropriate Use of Communication Channels – Sensitive or complex discussions should be handled via meetings or calls rather than email.

Communication & Digital Etiquette

To ensure effective communication, Clear Quality Ltd employees should follow these guidelines:

Emails:
- Use professional and respectful language.
- Include a clear subject line that summarises the email's content.
- Use a professional signature.
- Avoid excessive use of "Reply All" unless necessary.
- Do not send confidential or sensitive data via email without encryption.
- Do not use company email for personal correspondence.

Microsoft Teams & Virtual Meetings:
- Mute microphones when not speaking.
- Maintain professional behaviour and background settings.
- Use Teams chat for quick queries, but emails for formal communications.

Social Media & Public Communication:
- Ensure that any content shared reflects Clear Quality Ltd.'s values.
- Do not disclose confidential or commercially sensitive information.
- Avoid engaging in negative discussions about competitors or industry partners.

Safeguarding & Confidentiality in Communication

Clear Quality Ltd is committed to safeguarding and ensuring the well-being of learners.

- Any safeguarding concerns must be reported immediately to the Designated Safeguarding Officer (DSO) via email or in person.
- No safeguarding concerns should be discussed via Microsoft Teams chat, social media, or unapproved communication channels.
- All communication regarding safeguarding must be documented appropriately following Clear Quality Ltd.'s Safeguarding Policy.
- Employees must comply with GDPR and Data Protection policies when handling personal and sensitive information.

Accessibility & Inclusion in Communication

To ensure all employees, learners, and stakeholders can engage effectively:

- Alternative formats (e.g., large print, audio, or translated materials) will be provided upon request.
- Clear Quality Ltd will ensure that all internal and external communication channels are accessible to employees and learners with disabilities.
- Staff must consider different learning needs and communication styles when interacting with learners and employers.

Feedback & Continuous Improvement

Clear Quality Ltd values open feedback to improve communication processes. Employees, learners, and employers can:

- Participate in the biannual employee survey to provide feedback on communication effectiveness.
- Share suggestions with management on improving internal and external communication methods.
- Report any communication issues or concerns through the appropriate reporting channels.

Policy Compliance & Monitoring

This policy applies to all employees, associates, and stakeholders of Clear Quality Ltd.

- Line managers are responsible for ensuring communication best practices within their teams.
- Any breaches of this policy may result in corrective action or disciplinary measures where necessary.
- This policy will be reviewed annually to ensure it remains relevant and effective in supporting business and compliance needs.

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