

Key Aim 1 – To raise the awareness of stakeholders on the range of services we provide, how to access our services, our performance in providing these services and how they can influence our services					
What?	Why?	Who?	When?	How will it be measured?	How much will it cost?
1.1 Further develop and improve tenant newsletter by: <ul style="list-style-type: none"> Actively seeking input from tenants into content of newsletter via Armchair Reviewers, social media etc Establish newsletter editorial panel 	<ul style="list-style-type: none"> To ensure newsletter remains tenant focussed and contains a variety of content. 	Kelsey Watkins	Beginning July 2015	<ul style="list-style-type: none"> Feedback from Armchair Reviewers Random tenant telephone surveys 	<ul style="list-style-type: none"> Tenant newsletter currently sent twice per year at total cost of £16,500 per annum
1.2 Maintain Caerphilly Homes quarterly media planner	<ul style="list-style-type: none"> To ensure consistency in coverage across Caerphilly Homes. To maintain a regular flow of 'good news' stories and ensure stakeholders are kept fully up to date on Caerphilly Homes services. 	Joanne James	Ongoing	<ul style="list-style-type: none"> Regular input from managers across Caerphilly Homes Information fed into corporate media planner 	N/A
1.3 Reinstate staff bulletin	<ul style="list-style-type: none"> To ensure staff are kept fully updated on activities across Caerphilly Homes and our performance in different areas of service delivery. 	Joanne James	Beginning July 2015	<ul style="list-style-type: none"> Bulletin containing mix of content from across Caerphilly Homes sent to staff every 6 weeks 	<ul style="list-style-type: none"> £800 pa

<p>1.4 Utilise existing opportunities to capture tenant communication preferences, e.g. via TLO/TSO visits, social media, etc</p>	<ul style="list-style-type: none"> • To allow us to target our communications effectively and efficiently, e.g. sending electronic newsletters to those who request it to reduce printing and postage costs. • To ensure our communications materials are accessible to all, e.g. in alternative languages, braille, large print, etc. 	<p>Kelsey Watkins / Joanne James</p>	<p>Beginning July 2015</p>	<ul style="list-style-type: none"> • Database compiled of tenant communication preferences 	<ul style="list-style-type: none"> • No costs associated with gathering data as this will be done as part of existing contact with tenants. • Data may lead to some financial savings if sufficient numbers of tenants request contact via email.
<p>1.5 Increase and improve use of social media:</p> <ul style="list-style-type: none"> • Increased postings on existing social media channels, in line with media planner • Develop campaign to increase engagement on current social media channels • Explore opportunities for use of other social media channels, including potential for staff engagement 	<ul style="list-style-type: none"> • To actively engage with those tenants often seen as 'hard to reach.' • To raise awareness of stakeholders on the range of services provided by Caerphilly Homes and how they can influence services. 	<p>Kelsey Watkins / Joanne James</p>	<p>Beginning June 2015 and ongoing</p>	<ul style="list-style-type: none"> • Number of page 'likes' and 'followers' • Increased post engagement 	<p>N/A</p>
<p>1.6 Schedule of events for elected members, including:</p>	<ul style="list-style-type: none"> • To ensure members are kept fully updated on 		<ul style="list-style-type: none"> • Road trip – 	<ul style="list-style-type: none"> • Schedule of regular events 	<ul style="list-style-type: none"> • Affordable housing road trip

<ul style="list-style-type: none"> Affordable housing road trip WHQS open day to launch member information pack Briefing sessions on key housing issues / updates 	<p>performance across Caerphilly Homes.</p> <ul style="list-style-type: none"> To raise members' awareness of the range of services delivered by Caerphilly Homes. 	<p>Kelsey Watkins</p>	<p>July 2015</p> <ul style="list-style-type: none"> Member pack – September 2015 Briefing sessions - 2016 	<ul style="list-style-type: none"> Attendance at events Event evaluation / feedback 	<p>being funded by RSL partners</p> <ul style="list-style-type: none"> Anticipated costs for printing of member pack and launch event £500
<p>1.7 Maintain housing pages of website and review regularly with staff working group to ensure continuous improvement.</p>	<ul style="list-style-type: none"> To ensure stakeholders can obtain accurate, up to date information about Caerphilly Homes' services via the website. Use more effectively to share good news stories 	<p>Kelsey Watkins / Louise Saddler</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> Surveys and user testing 	<p>N/A</p>
<p>1.8 Produce Caerphilly Homes directory</p>	<ul style="list-style-type: none"> To provide internal and external stakeholders with information on Caerphilly Homes, including range of services provided and key contact details. 	<p>Kelsey Watkins</p>	<p>April 2016</p>	<ul style="list-style-type: none"> Feedback from Armchair Reviewers and Employee Panel 	<ul style="list-style-type: none"> Initial print run for approx. 6,000 copies - £3,000; for dissemination via Area Housing Offices, Housing Advice Centre, Tenant Handbook, community groups. E-version to be made available on website,

					<p>emailed to members and partners, e.g. RSLs, CF.</p> <ul style="list-style-type: none"> • Copies available on request and promoted via tenant newsletter, with plans for dissemination to wider tenant body in financial year 2016/15
<p>1.9 Increased use of other mediums, such as film, including:</p> <ul style="list-style-type: none"> • Rowan Place film • Digital storytelling • 'What we do' video • Filming of awards 	<ul style="list-style-type: none"> • To ensure stakeholders are able to access information about Caerphilly Homes and its services through a range of different formats. 	Kelsey Watkins	Ongoing	<ul style="list-style-type: none"> • Number of completed film projects per year 	<ul style="list-style-type: none"> • Total anticipated costs for Rowan Place film (2 year project) - £4,000 • Digital storytelling project – minimal costs attached, e.g. refreshments • 'What we do' video – £2,000 • Awards filming - £350
<p>1.10 Develop annual Caerphilly Homes event planner.</p>	<ul style="list-style-type: none"> • To provide a range of opportunities for informal, 	Kelsey Watkins / Joanne	Ongoing	<ul style="list-style-type: none"> • Level of engagement at 	<ul style="list-style-type: none"> • Annual events budget set at

	face to face engagement with stakeholders	James		events • Outcomes from events, e.g. surveys completed, take up of 'hard to let' properties, etc	£4,500 (to include provision of branded merchandise)
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Key Aim 2 - To promote Caerphilly Homes' reputation locally, regionally and nationally					
What?	Why?	Who?	When?	How will it be measured?	How much will it cost?
2.1 Maintain regular flow of press releases	<ul style="list-style-type: none"> To raise the profile of Caerphilly Homes, by sharing successes. 	Kelsey Watkins	Monthly / ongoing	<ul style="list-style-type: none"> Number of positive news items in media 	N/A
2.2 Continue annual Transforming Lives and Communities Awards	<ul style="list-style-type: none"> Awards ceremony / celebration event offers the opportunity to raise Caerphilly Homes' profile through publicity before and after event. The awards help develop a positive reputation for Caerphilly Homes' amongst stakeholders. 	Kelsey Watkins / Joanne James	Held annually in September	<ul style="list-style-type: none"> Number of award nominations received Event feedback 	<ul style="list-style-type: none"> Allocated awards budget £2,000 (to be enhanced with sponsorship from suppliers)
2.3 Launch Caerphilly Homes gardening competition	<ul style="list-style-type: none"> To encourage tenants and local communities to take a sense of pride in their surroundings and improve general appearance of estates. To help promote the Caerphilly Homes' reputation amongst stakeholders. 	Kelsey Watkins / Mandy Betts	Summer 2016	<ul style="list-style-type: none"> Number of entries received 	<ul style="list-style-type: none"> £1,000 (will also explore opportunities for sponsorship)
2.4 Involvement in national housing campaigns and initiatives, e.g. Housing	<ul style="list-style-type: none"> To raise the profile of Caerphilly Homes within housing sector locally, 	Kelsey Watkins	Ongoing	<ul style="list-style-type: none"> Number of initiatives supported 	N/A

Camp, Housing Day, Council Homes Chat, etc.	regionally and nationally.				
2.5 Digital storytelling project	<ul style="list-style-type: none"> To promote reputation of Caerphilly Homes and local communities, through challenging perceptions and addressing stigma of social housing. 	Kelsey Watkins / Gail Taylor	September 2015	<ul style="list-style-type: none"> Digital story premiered at Transforming Lives and Communities Awards 	<ul style="list-style-type: none"> Minimal costs, e.g. refreshments for community
2.6 Work with local schools, colleges and adult education, e.g. careers aspirations talks.	<ul style="list-style-type: none"> To raise aspirations and promote housing as a career. To help build relationships with partner organisations. 	Kelsey Watkins	December 2015	<ul style="list-style-type: none"> Number of successful events / initiatives 	N/A
2.8 Production of e-bulletin for circulation to elected members, partner organisations, etc.	<ul style="list-style-type: none"> To raise the profile of Caerphilly Homes. To help forge stronger relationships with partners and raise awareness of potential areas for joint working. 	Kelsey Watkins	Summer 2016	<ul style="list-style-type: none"> Quarterly e-bulletin 	<ul style="list-style-type: none"> Design costs approx. £250

Key Aim 3 - To develop a consistent brand image and positive identity for Caerphilly Homes					
What?	Why?	Who?	When?	How will it be measured?	How much will it cost?
<p>3.1 Schedule of staff events, to include:</p> <ul style="list-style-type: none"> • Monthly 'hot topic' sessions • Caerphilly Homes staff conference / event 	<ul style="list-style-type: none"> • To help facilitate better partnership working across teams at Caerphilly Homes • To develop staff's sense of ownership and identity with Caerphilly Homes brand and ensure consistency across the housing service 	<p>Kelsey Watkins / Richard James</p>	<p>Commencing June 2015</p>	<ul style="list-style-type: none"> • Event evaluation / feedback • Increased staff satisfaction 	<ul style="list-style-type: none"> • Proposed annual staff event budget £2,000
<p>3.2 Develop Caerphilly Homes mascot through children's design competition</p>	<ul style="list-style-type: none"> • To engage local communities in developing a mascot which links in to Caerphilly Homes brand and offers tenants a sense of ownership. 	<p>Joanne James / Gail Taylor</p>	<p>Autumn 2015</p>	<ul style="list-style-type: none"> • Number of entries received • Mascot costume produced for use at events 	<ul style="list-style-type: none"> • £1,000
<p>3.3 Stationery audit</p>	<ul style="list-style-type: none"> • To collate all service leaflets, standard letters, etc being used by Caerphilly Homes and review in conjunction with Armchair Reviewers to ensure they are in keeping with brand and meet plain English guidance. • Production of easy reads and other formats where 	<p>Kelsey Watkins</p>	<p>July 2016</p>	<ul style="list-style-type: none"> • All materials consistently branded and written in plain English 	<ul style="list-style-type: none"> • We are not able to estimate rebrand costs at this stage, as stationery audit will identify what materials need to be rebranding / revised

	necessary to ensure materials are accessible to all.				
3.4 Review content of intranet pages and ensure it is updated regularly	<ul style="list-style-type: none"> To ensure consistent message is being delivered to staff 	Kelsey Watkins / Joanne James	Reviewed by August 2016	<ul style="list-style-type: none"> Staff feedback / engagement 	N/A