

Colour key - Timescale met In progress / not yet met Timescale not met Not yet due

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?	Progress
<p>1.1 Further develop and improve tenant newsletter by:</p> <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. 	<p>Kelsey Watkins</p>	<p>Beginning July 2015</p>	<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 	<ul style="list-style-type: none"> Newsletter continues to be sent twice a year to all tenants, leaseholders, staff and elected members. Armchair reviewer surveys continue to be undertaken and comments considered in advance of newsletter being finalised. Social media is also being utilised in an attempt to gauge readership levels and areas for improvement. A task and finish group will be developed to review layout of

APPENDIX A - Communications Action Plan 2015 - 16

						newsletter. This will be done during summer 2016 with support from the Tenant and Community Involvement Team.
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. 	Chloe Thomas	Ongoing	<ul style="list-style-type: none"> Regular input from managers across Caerphilly Homes Information fed into corporate media planner 	N/A	<ul style="list-style-type: none"> Media planner is updated regularly and all managers across Caerphilly Homes are asked to feed into it, in order to ensure coverage is maintained across the housing service.
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. 	Chloe Thomas	Beginning July 2015	<ul style="list-style-type: none"> Bulletin containing mix of content from across Caerphilly Homes sent to staff every 6 weeks 	•£800 pa	<ul style="list-style-type: none"> Staff bulletin was reinstated in January 2016, when post of Programme Support Assistant was filled. This is now being produced and circulated to all Caerphilly Homes staff every 2 months.

<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>WHQS team</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. 	<ul style="list-style-type: none"> Information being captured via contact card at survey stage Preference sheet also being sent to Armchair Reviewers
<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 	<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 / Chloe Thomas</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>	<ul style="list-style-type: none"> Section of Caerphilly Homes media planner is dedicated to social media in order to ensure daily postings. A series of ongoing social media campaigns are currently underway including 'Monday money savers',

<p>opportunities for use of other social media channels, including potential for staff engagement</p>						<p>'Find a home Friday' and 'A day in the life'.</p>
<p>1.6 Schedule of events for elected members, including:</p> <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 	<ul style="list-style-type: none"> • To ensure members are kept fully updated on performance across Caerphilly Homes. • To raise members' awareness of the range of services delivered by Caerphilly Homes. 	<p>Kelsey Watkins</p>	<ul style="list-style-type: none"> • Road trip – July 2015 • Member pack – September 2015 • Briefing sessions - 2016 	<ul style="list-style-type: none"> • Schedule of regular events • Attendance at events • Event evaluation / feedback 	<ul style="list-style-type: none"> • Affordable housing road trip being funded by RSL partners • Anticipated costs for printing of member pack and launch event £500 	<ul style="list-style-type: none"> • Affordable housing roadtrip was undertaken. • Member pack still in draft format.
<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>	<ul style="list-style-type: none"> • Web pages updated regularly and improved continuously, e.g. addition of video links on specific pages, changes to layout and format of 'homes ready to rent' section, etc.

<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, emailed to members and partners, e.g. RSLs, CF. Copies available on request and promoted via tenant newsletter, with plans for dissemination to wider tenant body in financial year 2016/15 	<ul style="list-style-type: none"> Initial discussions have been held with tenants around which format this should take and several options have been presented, such as pocket guide and magnets. Issue 8 of the newsletter also includes a 'How to contact us' section in response to a request from Repairs & Improvements Group.
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<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. 	<p>Kelsey Watkins</p>	<p>Ongoing</p>	<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 	<ul style="list-style-type: none"> • Films and digital stories produced to date include Rowan Place/Hafod Deg; Rough Sleepers; Damp and Condensation; Tenancy Support Officers
<p>1.10 Develop annual Caerphilly Homes event planner.</p>	<ul style="list-style-type: none"> • To provide a range of opportunities for informal, face to face engagement with stakeholders 	<p>Kelsey Watkins / Chloe Thomas</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> • Level of engagement at events • Outcomes from events, e.g. surveys completed, take up of 'hard to let' properties, etc 	<ul style="list-style-type: none"> • Annual events budget set at £4,500 (to include provision of branded merchandise) 	<ul style="list-style-type: none"> • Separate events planner compiled and updated with events throughout the county borough. • Events attended in 2015 include: • Bargoed Spring Fair • Blackwood Beach Party • 'Afternoon tea' at Rowan Place and The Bungalows,

						Hengoed • Lansbury Park Community Event • Ael y Bryn fun day
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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?	Progress
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	<ul style="list-style-type: none"> 17 press releases issued in total since April 2015. These have covered a number of stories across the housing division.
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 / Chloe Thomas	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) 	<ul style="list-style-type: none"> Successful celebration event held in September 2015. Due to growth of event a decision has been made to change venue for 2016 event and plans are underway for September event.

<p>2.3 Launch Caerphilly Homes gardening competition</p>	<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. 	<p>Kelsey Watkins / Mandy Betts</p>	<p>Summer 2016</p>	<ul style="list-style-type: none"> Number of entries received 	<ul style="list-style-type: none"> £1,000 (will also explore opportunities for sponsorship) 	<ul style="list-style-type: none"> Article asking for nominations to be included in Issue 8 of Caerphilly Homes newsletter and awards will be incorporated into September celebration event.
<p>2.4 Involvement in national housing campaigns and initiatives, e.g. Housing Camp, Housing Day, Council Homes Chat, etc.</p>	<ul style="list-style-type: none"> To raise the profile of Caerphilly Homes within housing sector locally, regionally and nationally. 	<p>Kelsey Watkins</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> Number of initiatives supported 	<p>N/A</p>	<ul style="list-style-type: none"> The Caerphilly county borough played host to the inaugural Housing Camp Cymru in November 2015. The Communications & Tenant Engagement Officer played an active role in the Council Homes Chat campaign and also worked with tenants to produce content for Housing Day 2015.

<p>2.5 Digital storytelling project</p>	<ul style="list-style-type: none"> To promote reputation of Caerphilly Homes and local communities, through challenging perceptions and addressing stigma of social housing. 	<p>Kelsey Watkins / Gail Taylor</p>	<p>September 2015</p>	<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 	<ul style="list-style-type: none"> Staff from Housing Communications and the Tenant & Community Involvement Team supported Penyrheol Residents Association with a digital storytelling project in summer 2015. This was premiered at the Caerphilly Homes celebration event. The Tenant & Community Involvement Team also produced a digital story to promote the work of the Tenancy Support Officers.
<p>2.6 Work with local schools, colleges and adult education, e.g. careers aspirations talks.</p>	<ul style="list-style-type: none"> To raise aspirations and promote housing as a career. To help build relationships with partner organisations. 	<p>Kelsey Watkins</p>	<p>December 2015</p>	<ul style="list-style-type: none"> Number of successful events / initiatives 	<p>N/A</p>	<ul style="list-style-type: none"> Some work has begun through delivery of contractor community benefits, e.g. Keepmoat's involvement in the Careers Wales Business Class scheme with Blackwood Comprehensive School, talks to

						<p>primary schools, etc. Initial conversations also held between Contract Services and St Martin's school about potential joint working.</p> <ul style="list-style-type: none"> • Additional plans are underway with other contractors to increase activity in this area.
<p>2.8 Production of e-bulletin for circulation to elected members, partner organisations, etc.</p>	<ul style="list-style-type: none"> • To raise the profile of Caerphilly Homes. • To held forge stronger relationships with partners and raise awareness of potential areas for joint working. 	<p>Kelsey Watkins</p>	<p>Summer 2016</p>	<ul style="list-style-type: none"> • Quarterly e-bulletin 	<ul style="list-style-type: none"> • Design costs approx. £250 	<ul style="list-style-type: none"> • Opportunities being explored to utilise Gov Delivery to send out targeted frequent bulletins.

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?	Progress
<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 	Kelsey Watkins / Richard James	Commencing June 2015	<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 	<ul style="list-style-type: none"> • WHQS hot topic sessions are ongoing. • Additional work required to plan staff event.
3.2 Develop Caerphilly Homes mascot through children's design competition	<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. 	Joanne James / Gail Taylor	Autumn 2015	<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 	<ul style="list-style-type: none"> • Mascot competition was launched and promoted in numerous ways including via social media, newsletter etc. Unfortunately there was insufficient response to continue.
3.3 Stationery audit	<ul style="list-style-type: none"> • To collate all service leaflets, standard letters, etc being used by Caerphilly Homes and review in 	Kelsey Watkins	July 2016	<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, 	<ul style="list-style-type: none"> • This work has commenced with rewriting of WHQS standard letters.

	<p>conjunction with Armchair Reviewers to ensure they are in keeping with brand and meet plain English guidance.</p> <ul style="list-style-type: none"> • Production of easy reads and other formats where necessary to ensure materials are accessible to all. 				<p>as stationery audit will identify what materials need to be rebranding / revised</p>	
<p>3.4 Review content of intranet pages and ensure it is updated regularly</p>	<ul style="list-style-type: none"> • To ensure consistent message is being delivered to staff 	<p>Kelsey Watkins / Chloe Thomas</p>	<p>Reviewed by August 2016</p>	<ul style="list-style-type: none"> • Staff feedback / engagement 	<p>N/A</p>	