

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
1.1 Further develop and improve tenant newsletter by: <ul style="list-style-type: none"> <li>Actively seeking input from tenants into content of newsletter via Armchair Reviewers, social media etc</li> <li>Establish newsletter editorial panel</li> </ul>	<ul style="list-style-type: none"> <li>To ensure newsletter remains tenant focussed and contains a variety of content.</li> </ul>	Kelsey Watkins	Beginning July 2015	<ul style="list-style-type: none"> <li>Feedback from Armchair Reviewers</li> <li>Random tenant telephone surveys</li> </ul>	<ul style="list-style-type: none"> <li>Tenant newsletter currently sent twice per year at total cost of £16,500 per annum</li> </ul>	<ul style="list-style-type: none"> <li>Newsletter continues to be sent twice a year to all tenants, leaseholders, staff and elected members.</li> <li>Armchair reviewer surveys continue to be undertaken and comments considered in advance of newsletter being finalised.</li> <li>Social media is also being utilised in an attempt to gauge readership levels and areas for improvement.</li> <li>A task and finish group will be developed to review layout of</li> </ul>

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"> <li>To ensure consistency in coverage across Caerphilly Homes.</li> <li>To maintain a regular flow of 'good news' stories and ensure stakeholders are kept fully up to date on Caerphilly Homes services.</li> </ul>	Chloe Thomas	Ongoing	<ul style="list-style-type: none"> <li>Regular input from managers across Caerphilly Homes</li> <li>Information fed into corporate media planner</li> </ul>	N/A	<ul style="list-style-type: none"> <li>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.</li> </ul>
1.3 Reinstate staff bulletin	<ul style="list-style-type: none"> <li>To ensure staff are kept fully updated on activities across Caerphilly Homes and our performance in different areas of service delivery.</li> </ul>	Chloe Thomas	Beginning July 2015	<ul style="list-style-type: none"> <li>Bulletin containing mix of content from across Caerphilly Homes sent to staff every 6 weeks</li> </ul>	•£800 pa	<ul style="list-style-type: none"> <li>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.</li> </ul>

<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"> <li>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.</li> <li>To ensure our communications materials are accessible to all, e.g. in alternative languages, braille, large print, etc.</li> </ul>	<p>WHQS team</p>	<p>Beginning July 2015</p>	<ul style="list-style-type: none"> <li>Database compiled of tenant communication preferences</li> </ul>	<ul style="list-style-type: none"> <li>No costs associated with gathering data as this will be done as part of existing contact with tenants.</li> <li>Data may lead to some financial savings if sufficient numbers of tenants request contact via email.</li> </ul>	<ul style="list-style-type: none"> <li>Information being captured via contact card at survey stage</li> <li>Preference sheet also being sent to Armchair Reviewers</li> </ul>
<p>1.5 Increase and improve use of social media:</p> <ul style="list-style-type: none"> <li>Increased postings on existing social media channels, in line with media planner</li> <li>Develop campaign to increase engagement on current social media channels</li> <li>Explore</li> </ul>	<ul style="list-style-type: none"> <li>To actively engage with those tenants often seen as 'hard to reach.'</li> <li>To raise awareness of stakeholders on the range of services provided by Caerphilly Homes and how they can influence services.</li> </ul>	<p>Kelsey Watkins / Chloe Thomas</p>	<p>Beginning June 2015 and ongoing</p>	<ul style="list-style-type: none"> <li>Number of page 'likes' and 'followers'</li> <li>Increased post engagement</li> </ul>	<p>N/A</p>	<ul style="list-style-type: none"> <li>Section of Caerphilly Homes media planner is dedicated to social media in order to ensure daily postings.</li> <li>A series of ongoing social media campaigns are currently underway including 'Monday money savers',</li> </ul>

opportunities for use of other social media channels, including potential for staff engagement						'Find a home Friday' and 'A day in the life'.
<p>1.6 Schedule of events for elected members, including:</p> <ul style="list-style-type: none"> <li>Affordable housing road trip</li> <li>WHQS open day to launch member information pack</li> <li>Briefing sessions on key housing issues / updates</li> </ul>	<ul style="list-style-type: none"> <li>To ensure members are kept fully updated on performance across Caerphilly Homes.</li> <li>To raise members' awareness of the range of services delivered by Caerphilly Homes.</li> </ul>	Kelsey Watkins	<ul style="list-style-type: none"> <li>Road trip – July 2015</li> <li>Member pack – September 2015</li> <li>Briefing sessions - 2016</li> </ul>	<ul style="list-style-type: none"> <li>Schedule of regular events</li> <li>Attendance at events</li> <li>Event evaluation / feedback</li> </ul>	<ul style="list-style-type: none"> <li>Affordable housing road trip being funded by RSL partners</li> <li>Anticipated costs for printing of member pack and launch event £500</li> </ul>	<ul style="list-style-type: none"> <li>Affordable housing roadtrip was undertaken.</li> <li>Member pack still in draft format.</li> </ul>
1.7 Maintain housing pages of website and review regularly with staff working group to ensure continuous improvement.	<ul style="list-style-type: none"> <li>To ensure stakeholders can obtain accurate, up to date information about Caerphilly Homes' services via the website.</li> <li>Use more effectively to share good news stories</li> </ul>	Kelsey Watkins / Louise Saddler	Ongoing	<ul style="list-style-type: none"> <li>Surveys and user testing</li> </ul>	N/A	<ul style="list-style-type: none"> <li>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.</li> </ul>

<p>1.8 Produce Caerphilly Homes directory</p>	<ul style="list-style-type: none"> <li>To provide internal and external stakeholders with information on Caerphilly Homes, including range of services provided and key contact details.</li> </ul>	<p>Kelsey Watkins</p>	<p>April 2016</p>	<ul style="list-style-type: none"> <li>Feedback from Armchair Reviewers and Employee Panel</li> </ul>	<ul style="list-style-type: none"> <li>Initial print run for approx. 6,000 copies - £3,000; for dissemination via Area Housing Offices, Housing Advice Centre, Tenant Handbook, community groups.</li> <li>E-version to be made available on website, emailed to members and partners, e.g. RSLs, CF.</li> <li>Copies available on request and promoted via tenant newsletter, with plans for dissemination to wider tenant body in financial year 2016/15</li> </ul>	<ul style="list-style-type: none"> <li>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 &amp; Improvements Group.</li> </ul>
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<p>1.9 Increased use of other mediums, such as film, including:</p> <ul style="list-style-type: none"> <li>• Rowan Place film</li> <li>• Digital storytelling</li> <li>• 'What we do' video</li> <li>• Filming of awards</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure stakeholders are able to access information about Caerphilly Homes and its services through a range of different formats.</li> </ul>	<p>Kelsey Watkins</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Number of completed film projects per year</li> </ul>	<ul style="list-style-type: none"> <li>• Total anticipated costs for Rowan Place film (2 year project) - £4,000</li> <li>• Digital storytelling project – minimal costs attached, e.g. refreshments</li> <li>• 'What we do' video – £2,000</li> <li>• Awards filming - £350</li> </ul>	<ul style="list-style-type: none"> <li>• Films and digital stories produced to date include Rowan Place/Hafod Deg; Rough Sleepers; Damp and Condensation; Tenancy Support Officers</li> </ul>
<p>1.10 Develop annual Caerphilly Homes event planner.</p>	<ul style="list-style-type: none"> <li>• To provide a range of opportunities for informal, face to face engagement with stakeholders</li> </ul>	<p>Kelsey Watkins / Chloe Thomas</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Level of engagement at events</li> <li>• Outcomes from events, e.g. surveys completed, take up of 'hard to let' properties, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Annual events budget set at £4,500 (to include provision of branded merchandise)</li> </ul>	<ul style="list-style-type: none"> <li>• Separate events planner compiled and updated with events throughout the county borough.</li> <li>• Events attended in 2015 include:</li> <li>• Bargoed Spring Fair</li> <li>• Blackwood Beach Party</li> <li>• 'Afternoon tea' at Rowan Place and The Bungalows,</li> </ul>

						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"> <li>To raise the profile of Caerphilly Homes, by sharing successes.</li> </ul>	Kelsey Watkins	Monthly / ongoing	<ul style="list-style-type: none"> <li>Number of positive news items in media</li> </ul>	N/A	<ul style="list-style-type: none"> <li>17 press releases issued in total since April 2015. These have covered a number of stories across the housing division.</li> </ul>
2.2 Continue annual Transforming Lives and Communities Awards	<ul style="list-style-type: none"> <li>Awards ceremony / celebration event offers the opportunity to raise Caerphilly Homes' profile through publicity before and after event.</li> <li>The awards help develop a positive reputation for Caerphilly Homes' amongst stakeholders.</li> </ul>	Kelsey Watkins / Chloe Thomas	Held annually in September	<ul style="list-style-type: none"> <li>Number of award nominations received</li> <li>Event feedback</li> </ul>	<ul style="list-style-type: none"> <li>Allocated awards budget £2,000 (to be enhanced with sponsorship from suppliers)</li> </ul>	<ul style="list-style-type: none"> <li>Successful celebration event held in September 2015.</li> <li>Due to growth of event a decision has been made to change venue for 2016 event and plans are underway for September event.</li> </ul>

<p>2.3 Launch Caerphilly Homes gardening competition</p>	<ul style="list-style-type: none"> <li>To encourage tenants and local communities to take a sense of pride in their surroundings and improve general appearance of estates.</li> <li>To help promote the Caerphilly Homes' reputation amongst stakeholders.</li> </ul>	<p>Kelsey Watkins / Mandy Betts</p>	<p>Summer 2016</p>	<ul style="list-style-type: none"> <li>Number of entries received</li> </ul>	<ul style="list-style-type: none"> <li>£1,000 (will also explore opportunities for sponsorship)</li> </ul>	<ul style="list-style-type: none"> <li>Article asking for nominations to be included in Issue 8 of Caerphilly Homes newsletter and awards will be incorporated into September celebration event.</li> </ul>
<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"> <li>To raise the profile of Caerphilly Homes within housing sector locally, regionally and nationally.</li> </ul>	<p>Kelsey Watkins</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>Number of initiatives supported</li> </ul>	<p>N/A</p>	<ul style="list-style-type: none"> <li>The Caerphilly county borough played host to the inaugural Housing Camp Cymru in November 2015.</li> <li>The Communications &amp; 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.</li> </ul>



<p>2.5 Digital storytelling project</p>	<ul style="list-style-type: none"> <li>To promote reputation of Caerphilly Homes and local communities, through challenging perceptions and addressing stigma of social housing.</li> </ul>	<p>Kelsey Watkins / Gail Taylor</p>	<p>September 2015</p>	<ul style="list-style-type: none"> <li>Digital story premiered at Transforming Lives and Communities Awards</li> </ul>	<ul style="list-style-type: none"> <li>Minimal costs, e.g. refreshments for community</li> </ul>	<ul style="list-style-type: none"> <li>Staff from Housing Communications and the Tenant &amp; Community Involvement Team supported Penyrheol Residents Association with a digital storytelling project in summer 2015. This was premiered at the Caerphilly Homes celebration event.</li> <li>The Tenant &amp; Community Involvement Team also produced a digital story to promote the work of the Tenancy Support Officers.</li> </ul>
<p>2.6 Work with local schools, colleges and adult education, e.g. careers aspirations talks.</p>	<ul style="list-style-type: none"> <li>To raise aspirations and promote housing as a career.</li> <li>To help build relationships with partner organisations.</li> </ul>	<p>Kelsey Watkins</p>	<p>December 2015</p>	<ul style="list-style-type: none"> <li>Number of successful events / initiatives</li> </ul>	<p>N/A</p>	<ul style="list-style-type: none"> <li>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</li> </ul>

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

<b>Key Aim 3 - To develop a consistent brand image and positive identity for Caerphilly Homes</b>						
<b>What?</b>	<b>Why?</b>	<b>Who?</b>	<b>When?</b>	<b>How will it be measured?</b>	<b>How much will it cost?</b>	<b>Progress</b>
<p>3.1 Schedule of staff events, to include:</p> <ul style="list-style-type: none"> <li>• Monthly 'hot topic' sessions</li> <li>• Caerphilly Homes staff conference / event</li> </ul>	<ul style="list-style-type: none"> <li>• To help facilitate better partnership working across teams at Caerphilly Homes</li> <li>• To develop staff's sense of ownership and identity with Caerphilly Homes brand and ensure consistency across the housing service</li> </ul>	Kelsey Watkins / Richard James	Commencing June 2015	<ul style="list-style-type: none"> <li>• Event evaluation / feedback</li> <li>• Increased staff satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Proposed annual staff event budget £2,000</li> </ul>	<ul style="list-style-type: none"> <li>• WHQS hot topic sessions are ongoing.</li> <li>• Additional work required to plan staff event.</li> </ul>
3.2 Develop Caerphilly Homes mascot through children's design competition	<ul style="list-style-type: none"> <li>• To engage local communities in developing a mascot which links in to Caerphilly Homes brand and offers tenants a sense of ownership.</li> </ul>	Joanne James / Gail Taylor	Autumn 2015	<ul style="list-style-type: none"> <li>• Number of entries received</li> <li>• Mascot costume produced for use at events</li> </ul>	<ul style="list-style-type: none"> <li>• £1,000</li> </ul>	<ul style="list-style-type: none"> <li>• Mascot competition was launched and promoted in numerous ways including via social media, newsletter etc. Unfortunately there was insufficient response to continue.</li> </ul>
3.3 Stationery audit	<ul style="list-style-type: none"> <li>• To collate all service leaflets, standard letters, etc being used by Caerphilly Homes and review in</li> </ul>	Kelsey Watkins	July 2016	<ul style="list-style-type: none"> <li>• All materials consistently branded and written in plain English</li> </ul>	<ul style="list-style-type: none"> <li>• We are not able to estimate rebrand costs at this stage,</li> </ul>	<ul style="list-style-type: none"> <li>• This work has commenced with rewriting of WHQS standard letters.</li> </ul>

	<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"> <li>• Production of easy reads and other formats where necessary to ensure materials are accessible to all.</li> </ul>				<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"> <li>• To ensure consistent message is being delivered to staff</li> </ul>	<p>Kelsey Watkins / Chloe Thomas</p>	<p>Reviewed by August 2016</p>	<ul style="list-style-type: none"> <li>• Staff feedback / engagement</li> </ul>	<p>N/A</p>	