

Communications Work Plan

#	Actions	Start	Finish	Progress	Comments/Actions
1	Appoint a Communications consultant	June 07	July 07	✓	Seymour Cotton appointed in July
2	Produce and distribute an involvement questionnaire to tenants, staff and members	June 07	July 07	✓	Questionnaires sent out in June to residents and staff and in July to members
3	Map out and attend internal staff meetings for face-to-face discussions and capacity building	June 07	Jan 08	☺	Dates mapped out and regular attendance at team meetings has taken place. A final round of briefings for this phase will take place after the Council decision in Jan
4	Write copy for the South Cambs Magazine to ensure all residents are kept up to date on the project	June 07	Jan 08	☺	Articles in the summer and winter editions. The Council decision in January will be published in the Spring edition
5	Ensure agendas and minutes for the HFPT and HFCEG are available for staff and members on the intranet	June 07	Jan 08	✓	Specific pages set up on the intranet for the Housing futures project and agendas and minutes are added when appropriate
6	Attend monthly TPG meetings on the HF Project	June 07	Jan 08	✓	DL attending TPG monthly to update on the project along with tenant reps on HFCEG
7	Attend and update key meetings with stakeholders e.g. GOEE, South Cambs Strategic Partnership, LAA Board	June 07	Jan 08	✓	Updating stakeholders as meetings are arranged
8	Analyse and develop a database of the results of the involvement questionnaires to inform the communications plan	July 07	July 07	✓	Database of responses set up following consultation
9	Respond to and clarify points raised from any of the questionnaires	July 07	Aug 07	✓	Over 415 acknowledgement letters sent out and questions answered
10	Attend coffee mornings at sheltered housing schemes	July 07	Sept 07	✓	Every sheltered housing scheme visited between July and November. Some revisited in December where requested
11	Ensure staff are equipped to answer questions on the project especially at	July 07	Sept 07	✓	Staff trained and a number of surgeries attended by the RIO

	Housing Surgeries				
12	Arrange home visits where necessary	July 07	Sept 07	✓	All tenants requesting a home visit have received one
13	Arrange and service monthly Communications Group meetings	July 07	Jan 08	✓	Comms group was well attended and very participative
14	Keep councillors informed with advance copies of newsletters, leaflets and special briefings	July 07	Jan 08	✓	Councillors have been kept informed and invited to briefings
15	Keep the MPs informed with emails and copies of newsletters etc.	July 07	Jan 08	✓	MPs sent all correspondence to keep them up to date
16	Produce a series of fact sheets for all stakeholders	Aug 07	Sept 07	✓	Seven were produced for this phase and all are on the intranet and internet
17	Produce a frequently asked questions booklet for internal and external use	Aug 07	Sept 07	✓	Completed and available on the intranet and internet
18	Establish a free phone telephone advice line	Aug 07	Jan 08	✓	Available via the ITA
19	Organise and administer financial briefing sessions from Tribal consulting to SMT, staff, tenants, the HFWG and the TPG	Sept 07	Sept 07	✓	Series of briefings carried out through September
20	Arrange training on Housing Finance for tenants on the HFWG	Sept 07	Sept 07	✓	Training conducted by the ITA in September
21	Develop a feed back form to use at Drop ins and other consultation events	Sept 07	Sept 07	✓	Form produced and used to gather tenants views which were include in the final report to Council
22	Plan and publicise a series of drop ins throughout October for all tenants and leaseholders to attend and brief housing staff that will attend	Sept 07	Oct 07	✓	Diary of events published in the first newsletter at the end of September
23	Produce contact cards with ITA and South Cambs contact details for staff particularly DLO to hand out	Sept 07	Oct 07	✓	Cards printed and given to staff to hand out at the end of October

24	Write to all parish councils to invite them to participate in the process and ask if they would like information in their parish magazines	Sept 07	Oct 07	✓	Letter sent out giving parish councils time to respond. Only one response was received stating they did not want to be involved. Newsletters and relevant information was still posted to the PC's for information
25	Produce a monthly update for staff either through the Housing Services News or a separate publication depending on timing and space available	Sept 07	Jan 08	✓	Briefings sent out in September and November – set to continue monthly via the Housing services news
26	Ensure agendas and minutes for the HFWG are available for all to see on the intranet and website	Sept 07	Jan 08	✓	All publicly available via modern.gov on the internet with links to the Housing Futures pages
27	Arrange pre and post HFWG meetings with the local media to inform them of the project	Sept 07	Jan 08	✓	GH and Comms team arranged in accordance with agreed dates of HFWG meetings
28	Produce and distribute three Housing Futures Newsletters to all stakeholders including large print and audio versions involving the HFWG, tenants sounding board and TPG in its content	Sept 07	Jan 08	☺	First newsletter sent out at the end of September, second newsletter sent out week ending 23 November. Final newsletter due to be posted early February following the Council decision
29	Arrange training on the Decent Homes Standard for tenants on the HFWG	Oct 07	Oct 07	✓	Training given by BOH early October
30	Organise and administer briefing sessions on the stock condition survey from Savill's to staff, tenants, the HFWG and the TPG	Oct 07	Oct 07	✓	HFWG received briefing from Savill's ahead of their November meeting. Staff to receive the same presentation from BOH on 26 November
31	Publish up to date information via the Councils website and provide links to the ITA and DCLG	July 07	Jan 08	✓	Updated regularly
32	Proactively develop news releases and respond to mis/disinformation	July 07	Jan 08	✓	Ongoing via the comms team and Comms advisor