



Our 2024 Communications Plan

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We've embedded internal communication processes and strengthened what we mean by **proactive communication**.

Over the next year, we want to demonstrate this externally through engaging messaging and **brand management**.

We want to use the information our residents tell us to tailor our messaging, making it **easier for them to engage and communicate with us** in a way that suits them.

We want to empower our teams to showcase the great work they do, and **share best practice across the sector** through positive media relations and storytelling.

What we want to achieve

Our five areas of focus

Support resident engagement

- Community days/events - maximise exposure and impact.
- The Place - targeted engagement via myHavebury.
- Sponsor local community events and incentives.
- Improve partnership working with stakeholders in the community.
- Storytelling and sharing what we are doing in our communities more.

Tailored resident communications

- Ensure communications are tailored to resident's preferences and requirements.
- Monthly round-up of news to be produced in print and sent to residents who aren't online. This will also be replicated on digital platforms.
- Work with teams to ensure all resident communications align to our branding and tone of voice.
- Create workshops to help teams improve resident facing communications.

Branding and reputation

- Improve media relations. Let's get some good news stories in the press.
- Collaborate with teams to produce great content for awards submissions and awareness campaigns.
- Empower our people to be brand ambassadors, promoting our brand and what we do.
- Brand and reputation management training via learning academy.

Our website and myHavebury

- Launch a new website that improves our customer experience.
- Rebrand myHavebury to ensure it aligns with our branding.
- Ensure our digital channels are accessible and easy to use.
- Review all content to make sure it's in plain English.
- Teams to take ownership of the information they are communicating.

Increase internal engagement

- Empowering the wider team to share what they are doing on The Hive.
- Work with managers to improve team visibility across the organisation.
- Organise internal events that people want to attend.
- Listen to feedback and act on it.
- Improve standard of internal videos.
- Internal communications workshops with teams.

Our actions throughout 2024

Support resident engagement

- News story after every community event to be posted on our website and The Hive. Send to local press/community newsletters to maximise engagement.
- Launch The Place on myHavebury and use it to tailor and increase engagement.
- Get involved in more local community events in and around Bury St Edmunds and Haverhill.
- Create stakeholder list and update them regularly on what we are doing and offer opportunities for partnership working.

Tailored resident communications

- Input all resident survey results into Cx.
- Work with Cx team to streamline all Cx prompts and communicate this to the wider team.
- Launch communication preference module on myHavebury.
- Create printed monthly round-up to send to residents who aren't online. This information will be replicated on our digital platforms.
- Create and deliver tailored workshops to ensure our teams are aligned to our branding and tone of voice guidelines. For example, how to improve letter writing.

Branding and reputation

- Capitalise on good news. Post on our website and send stories to local media.
- Send news stories to housing publications to improve brand visibility within the sector.
- Create an awards and awareness calendar and work with teams to produce campaigns and awards submissions. Use video to enhance these.
- Support wider business to post more regularly on LinkedIn. Share these posts on our corporate page.
- Design and launch brand and reputation management training to business, including new starters.

Our website and myHavebury

- Audit current website and produce a proposal of improvements based on user experience and feedback.
- Procure new web developer to support us in designing and launching new website. Website must be accessible and easy to use for all users.
- Work with myHavebury team to rebrand myHavebury to align with our new website.
- All content to be reviewed to make sure it's in plain English.
- Have regular meetings with teams to review their content to make sure it remains correct and relevant.

Increase internal engagement

- Set up meetings with all managers and teams to produce a communications plan that includes awareness campaigns, resident messages, days in the life and potential award submissions.
- Empower and support teams to post on The Hive to improve internal knowledge of each team and engagement.
- Deliver staff conference and engagement events based on feedback.

How we'll measure success by 2025

Support resident engagement

- 10% more resident engagement.
- 10% more residents signed up to The Place and actively using it
- Stakeholder list produced. All stakeholders are sent invite to community events and monthly highlights email to keep them engaged and informed.

Tailored resident communications

- 95% of residents have given us their most up to date information with the remaining 5% choosing to opt out and not share this.
- Communication preference alerts added on Cx. To include preferred language and size of print.
- Needs and requirements added to myHavebury.

Branding and reputation

- Increase in positive news stories in both local and regional press.
- One award won in 2024.
- Branding and reputation management training has been launched via The Learning Academy and completed by all team members

Our website and myHavebury

- New website launched.
- 10% more residents signed up to myHavebury and actively using it.

Increase internal engagement

- 10% more engagement on The Hive with regards to posts and likes.
- 90% of the organisation attend one internal engagement event per year.
- Increased visibility of teams across the business with the launch of our 'getting to know the team' sessions.
- Increase in satisfaction reflected in GTPW data.

To support these SMART objectives, we'll be creating a communications dashboard, which will report both our internal and external communications performance.