



## **Bristol Housing Scrutiny Panel - Communication Plan 2016**

The Housing Scrutiny panel has a responsibility to communicate and promote the role and work of the group to stakeholders and the wider tenant & leaseholder body. The purpose of this plan is to set out the Housing Scrutiny Panel's approach to planning and coordinating communication about the panel and its work.

### **Communication objectives**

- That everyone can easily understand who we are and what we do.
- That Information about the panel and the projects the panel are working on is current and up to date and communicated in a timely and consistent way.
- That information is provided in a variety of ways that meets the needs of stakeholders and is accessible to all.

### **Role of the Housing Scrutiny Panel (HSP)**

The role of the scrutiny panel is to take an independent and objective view of Bristol City Council Landlord Services. The Housing Scrutiny Panel will consider all areas of service performance against agreed local and national standards, and make evidence based recommendations for on-going service improvement

### **Key Messages**

It is vital that key messages explain the purpose and remit of the panel, who the panel members are together with the panels overall aim to improve the services provided to tenants.

## **Accountability to tenants and leaseholders**

The HSP will ensure that the work of the panel including reports and recommendations made by the panel focused on improving Bristol City Council (BCC) Housing Services and performance to tenants and leaseholders, will be made widely available to tenants and leaseholders in accordance with HSP Terms of Reference (revised 2016)

The HSP will actively promote recruitment opportunities to tenants and leaseholders to join and /or work with the panel in accordance with the Tenant Involvement Partnership agreement (July 2012) and HSP TOR.

## **Communication with BCC Housing Management Board and BCC Housing Services Team**

The HSP will ensure that the work of the panel, including and any requests for information together with any subsequent reports and recommendations, is communicated in a timely and appropriate way in accordance with the HSP TOR and in line with agreed protocols setting out how the HSP and BCC Housing Services will work together.

## **Communication with other groups who we work with**

HSP members will work with tenants through a wide variety of formal groups, including Service User Groups, Tenant Management Organisations, and also with individuals. The HSP may also work with Housing Inspectors, Councillors, M.P.s, and The Mayor, and can also involve discussions with staff, Registered Social Landlords and contractors, other scrutiny panels and tenant support organisations.

The HSP will provide information and feedback in a timely and appropriate manner as agreed with the individual stakeholder.

**All Stakeholders** as listed above may from time to time require more detailed information and on a more regular basis, individual arrangements may need to be agreed if not already in place.

### **General promotion**

Information about the group and the projects the group are working on, including report findings and any periodic reviews will be published through the BCC web site and newsletters and other accessible formats. The HSP is part of BCC tenant involvement structure and will be promoted through BCC Tenant Participation Team as one of the ways to get involved.

### **Confidentiality / Data Protection.**

Due to the nature of the work of the HSP, the panel may have access to information about services that is essential to ensure scrutiny is evidence based. The HSP will ensure safeguards are in place to protect personal, commercial or legally sensitive information in line with agreed protocols and the data protection Act.

## **Promoting Equalities**

The HSP will make every effort to ensure all communications are accessible and reach as many tenants and leaseholders as possible. The HSP will work in partnership with Bristol City Council and will take steps to make sure that the HSP promotes equality of opportunity and eliminates discrimination in line with BCC Model Equalities Policy for groups.

## **Budget and Resources**

Any expenditure relating to communications will be discussed and monitored by the panel at business meetings. Where possible the panel will aim to make best use of technology to reach the widest audience and the most environmentally friendly method. The panel will work with the Tenant Participation Team to ensure the information about the group is promoted in the most appropriate, accessible and timely way.

## **Monitoring / Reviewing communications**

- The HSP will review its communication plan annually.
- Communications will be monitored by the panel and discussed as a regular agenda item at business meetings.
- The panel will nominate a HSP communication lead person.
- Individual Projects – Communication will be planned and monitored as part of a project.
- HSP will maintain an annual communication calendar.

## **Future work / ongoing development**

As part of the ongoing development of HSP communications, the panel will be looking at how they can make better use of technology including emails, text, twitter and skype to develop communication channels and support and enable links with stakeholders. The panel will be working on developing these communication channels during 2016/ 2017.

## **Logo/ Image that represents the group**

The HSP logo should be used on everything that goes out from the panel, in accordance with HSP guide lines regarding appropriate use of the logo.

## HSP Communication Action Plan

<b>Communication Level</b>	<b>Audience / Stakeholders</b>	<b>Method</b>	<b>Time frame</b>	<b>Resources / Budget</b>	<b>Action by</b>	<b>Monitoring and Evaluation</b>
1) General Day- to-day communication	Tenants / Leaseholders citywide  Wider citywide / external audience	BCC web pages  Enquiries, Information Leaflet & recruitment information	24/7  As required	None BCC web site  Print / Post (Email version as 1 <sup>st</sup> choice)	HSP Lead to liaise with BCC. All copy & articles to be agreed by HSP panel meetings.	HSP to review content annually or as required.  All enquiries to be recorded.
2) Periodic scheduled communication	Tenants / Leaseholders BCC Staff Wider audience	BCC Housing News		BCC Housing Services	HSP Lead to liaise with BCC. All copy & articles to be agreed by HSP at meetings.	HSP Lead to gather any feedback from articles and report to group.

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2. Periodic scheduled communication	Tenants / Leaseholders BCC Staff Wider audience	Open days Recruit Events	3 x per year	HSP budget	Dates / format to be agreed at HSP management meetings. Events to be arranged to coincide with Housing News and other publicity.	HSP lead to ensure display stand material is up to date.  Feedback to be collected
		HSP Annual report	1 x per year	HSP / BCC TPT budget	HSP with support of BCC TPT	Feedback from Involved Tenant groups / BCC Housing Service Team
		HSP Road shows	1 x per year			

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3) Project communication	BCC Housing Services Team Housing Management Board Service User Group, Other tenant groups Individuals  Wider body of tenants / leaseholders	Publication of reports & updates  Joint events /meetings  Surveys or other consultation  Post project reports via Annual report / articles in Housing News (See Point 2 )on the web site.	During project required       Post Project	HSP / BCC TPT	HSP Via TPT and others as agreed	Information protocols in place.  Protocols to be reviewed and monitored by all parties as agreed.  HSP Monitor feedback



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Ad-hoc communication	Tenants / Leaseholders BCC Staff Wider audience	HSP attending conference or events  Organising networking events  Visit other groups	1-2 per year  1-2 per year	HSP/ BCC TPT	HSP Lead / HSP / BCC TPT	HSP will monitor feedback from events and conference, networking.

Date agreed: HSP Business meeting 11<sup>th</sup> October 2016  
Date of review: 2017