

Clydebank Housing Association Limited

Communications Strategy – Action Plan (August 2020) – Management Committee submission 25 Aug 20

(Section heading references Communications Strategy – May 2020)
<F:\Policy & Procedure Folder\Customer Service\Communications Strategy>

Section	Topic	Action Required	Responsibility	Target Date	Action to date
N/A	General				All staff notified of new Strategy 14/05/20
4.1	Customer Care				Email to all staff 14/08/20 Meeting 15/07/20 – focus purely on CC during CV19 Ongoing practice
					N/A (Last focus group/Policy review April 2019)

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4.2	Complaints				Ongoing practice
					Ongoing practice
					All staff notified 15/07/20 of new MCHPs to be in place c. 01/10/20 and that training will be carried out with all staff
4.3	Regular Communication s/General Contact				Digital HAF updated in 03/20

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			Medical Form made digital in 04/20 You and Your Application booklet reviewed 04/20
			c. 100 annually
			New housing software explored/purchased /ongoing staff training and testing
			Regular advertising throughout CV19 (per Comms Plans) Permission received 02/20 permitting 5 years of advertising (SG projects/Centre81)

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					– current CV19 message
					N/A
					N/A
					Recent celebration fund information and form added and CV19 developed. FOI response no. 2 added 07/20
					Recent sponsored content posts in partnership with Clydebank Post. Centre81 Steering Group actively

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			tagged CHA during funded project		
			ChitChat 03/20 and 06/20 and special CV19 edition 04/20		
			ChitChat 03/20		

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					06/20
					ChitChat 06/20
					Procedure reviewed 02/2020– requires review on return to main office
					Issued 07/20 and reported MC 25.08.20
					Completed 2019

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			Completed 2020		
			N/A		
			Concluded 14/08 - no results received		
			Await SHR guidance		
			June ChitChat newsletter article		
			N/A		

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					N/A
					N/A
					Meeting held 11/08 re bin situation with WDC/staff
					2 held in 2020 so far
					Check-in emails during CV-19
					Held 2019, postponed due to CV19

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					Last held 11/19
					Liaison with Wheatley Comms Officer on quote and photoshoot
					C81 project staff provided a stall in Clyde Shopping Centre on numerous occasions
					Participated in the Big Disability Virtual Open Day by providing a virtual stall of information 05/20
					Last reviewed 06/19 and new

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			ones ordered/old one disposed of
			Design of pack overhaul 2019
			N/A
			All staff browsers managed to enforce this as home page 07/20
			New CV19 section added 04/20
			Held over Zoom during CV19
			Internal signage being redone 10/20 as part of office move

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			N/A
			N/A
			Welcome to RP signage was added 08/17

Updated – 14 August 2020