



You matter | Ti'n cyfri

The background of the slide features a stylized illustration of a town on a green hill. There are three houses: one on the left is pink with a black roof and a red chimney; the middle one is orange with a black roof and a red chimney; and the one on the right is pink with a black roof and a red chimney. The houses have white window frames. In front of the houses are several trees with circular canopies in shades of orange, yellow, and green. The sky is a light blue color with a large white cloud in the top left corner.

# Local Authority Digital Engagement - Research Findings

# Hosts today are:



**Mali Beynon**



**David Wilton**

[www.tpas.cymru](http://www.tpas.cymru)



# Thank you to Carmarthenshire County Council



# Thank you to YOU!





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# Background of the Project

# Consultancy & Training

- We regularly deliver consultancy/training on engagement, communications, tenant engagement strategies etc.
- Always have 3 - 4 on the go with landlords in Wales.
- We combine training/engagement & co-production technique to shape our research, recommendations and handover.
- We try to avoid '.....here is the report.... bye!!!'



# TPAS Cymru & CCC

- CCC wanted us review digital channels they use to communicate with and engage with tenants.
- We did a project for them (50+ page report and presentation).
  - As you would expect, our thoughts and recommendations on that are confidential and we will not be sharing that today.
  - However as part of the work, we agreed with CCC that some of the sector research and analysis could be shared.
- If interested in our consultancy services, please contact us!





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# Wider context of LA housing sector

# Changing digital world



- Webinars, Video conferencing, Skype have been around for 15-20 years.
- The pandemic has changed our use of technology and how we communicate and engage. Overnight, words like 'Zoom' became household phrases.
- Large sections of society are now working from home, we are all learning new skills, businesses embracing e-commerce etc. Post pandemic, it's unlikely we will return to the way we operated before.
- Social housing has needed to change as to how it listens to tenants and enabling residents to shape and influence service delivery and strategic decision making.
- Communication and engagement methods need to be fit for purpose.

# LA & HAs



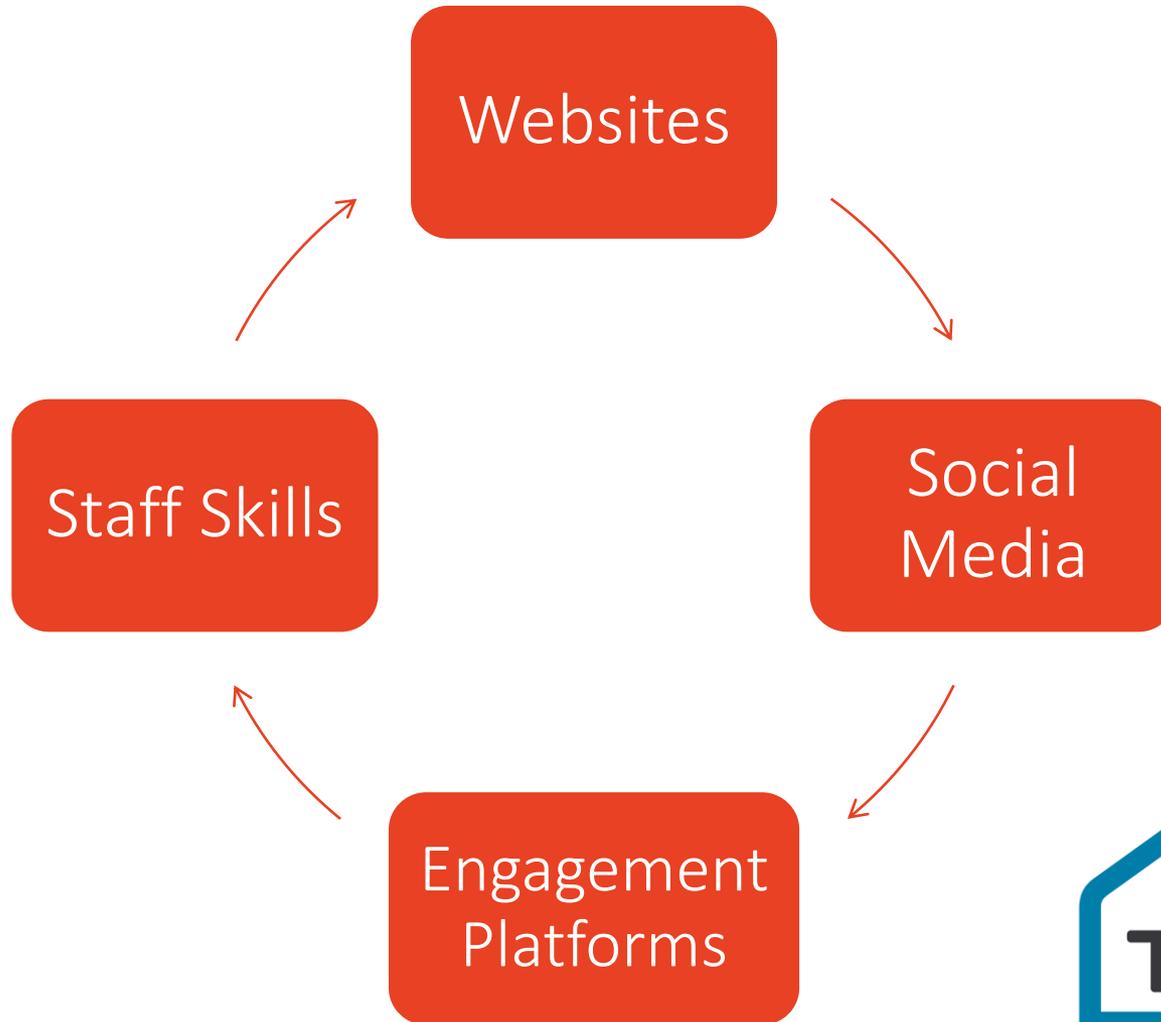
- Local Authority Housing depts are facing a challenge that Housing Associations don't seem to have. This concerns central control v's devolving control.
- Generally, tenant focused staff in HA have far greater autonomy for communications, using social media and engagement tools.
- The pandemic has amplified this difference, as a 'digital first' approach has developed.

# Regulation



- HA are regulated by the Welsh Government's (WG) Housing Regulation Team. (LA by Audit Wales)
- HA are judged against defined requirements for tenant engagement and voice under wider Regulatory Performance Standards.
- These performance standards are being revamped with stronger tenant engagement requirements.
- There are some in the housing sector trying to bring LA Housing under the same WG Regulatory framework (like Scotland).
- Some LA may not benchmark as well alongside HA on the tenant engagement requirements; not because of lack of resource or staff commitment, but due to:
  - 1) Lower public visibility of their tenant engagement work.
  - 2) Restrictions imposed by wider central depts like IT.

# What we focused on





Local Authority  
information

Housing  
info

Tenant  
engagement



## Quantitative data

- Surveys
- Metadata
- CRM data
- Traffic analysis
- Etc.

## Qualitative data

- Interviews
- Open questions
- Direct observation
- Etc.



# User persona creation



“ I want a living room like in Pinterest photos, but I need some guidance... ”

## Mary Taylor

- 26
- Brooklyn
- Student, waitress
- Living with his husband

### Bio

She lives with her new husband in a rented apartment, with three rooms. She has a busy schedule between school and work. She and her husband now moved into the apartment, and they expecting a child in 7 months.

### Wants & Needs

- Design the new apartment with existing furniture and some new additions.
- Add plants to her home.

### Tech

- Internet**
- Social Media**
- Online Shopping**
- Gatgets**
- Early Adopter**

### Favorite Brands



### Frustrations

Wants to add accessories that will make the living room like the pictures on Pinterest, but she cannot decide what to do and does not do that.

# FREE PEOPLE COFFEE: SAN FRANCISCO CA



## “STACEY” THE STUDENT

“If you're drinking Starbucks,  
you really aren't  
even drinking coffee, in my view.”

### STACEY'S DAILY LIFE

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

### LIFE STORY

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

### BUDGET

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

### MARKETING PLATFORMS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

### HER NEEDS

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

### INFLUENCERS

- Her friends and colleagues
- Magazines, blogs, articles, and design publications



### HER PAIN POINTS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

### OUR SOLUTIONS

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts



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# Key observations about the LA housing sector



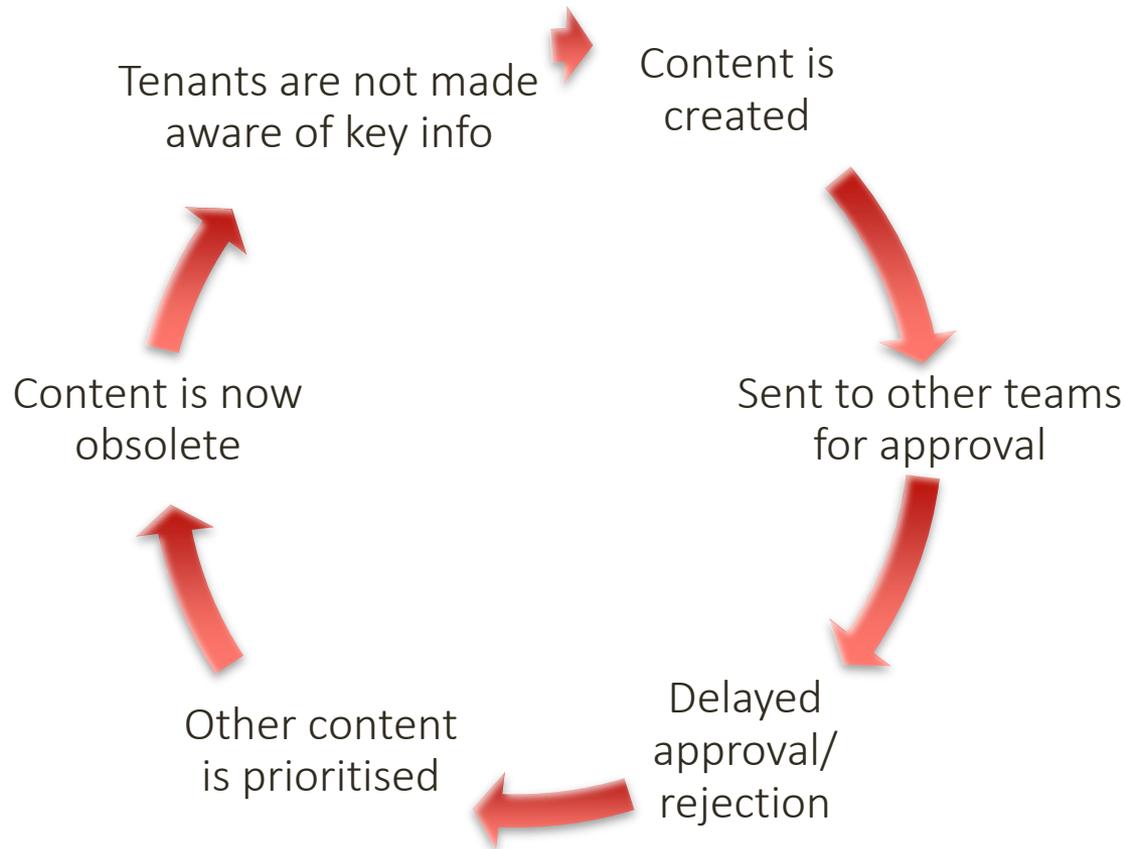
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# Websites

# Websites

- Not many Local Authorities have a dedicated housing website.
- Housing content is posted on the housing section on the main council website.
- The content must be approved, causing delays in updating the information.



# Websites

*“They want it kept corporate; they don’t want everyone to have their own webpage. They’re like ‘no we are a County Council; it’s all got to be in one place”.*

*“RSLs all have their own branding and identity, why are we any different and why shouldn’t we be allowed to have it?”*

*“I think the content on the council website, as a housing webpage, is not as interesting and as friendly as it could be”*

*“We have a corporate County Council website and then we have a housing page, but trying to find stuff on it is absolutely dire. For me, it’s one of the worst websites ever but they think it’s one of the best”*



# Websites

## Click Test

- As part of the research, we conducted a 'click test' with eight typical questions tenants would have.
- For the Carmarthenshire website and other Local Authority websites.

	To get to housing general page	What help can I get if I am at risk of being homeless?	How can I log a repair?	How to pay rent and/or council tax?	Where can I report a noise complaint?	How do I swap my house?	What days are my rubbish bins taken?	How do I get a parking permit?	<b>Av</b>
LA1	4	4	4	2	6	4	4	4	<b>4</b>
LA2	2	2	3	2	2	5	2	2	<b>2.5</b>
LA3	1	2	4	2	2	2	2	2	<b>2.25</b>
LA4	1	2	20+	2	2	20+	2	2	<b>6.4</b>
LA5	2	3	4	1	5	7	1	2	<b>3.2</b>
LA6	1	2	4	1	3	4	2	3	<b>2.5</b>
LA7	3	3	4	2	4	4	3	3	<b>3.25</b>
LA8	4	1	4	3	9	20+	1	4	<b>5.75</b>
LA9	1	2	4	2	3	3	2	4	<b>2.7</b>
LA10	4	2	4	2	4	3	1	4	<b>3</b>
LA11	1	3	3	2	4	6	2	20+	<b>5.2</b>

# Websites

## Click Test

- Generally, there is a 'three click rule' when it comes to web design.
- If it takes more than three clicks to find the information, generally people lose interest and give up searching.
- These results would be better if they were conducted on a dedicated housing website as the information would be easier to find quickly.



# Tai Sir Ddinbych Denbighshire Housing

Buddsoddi yn ein Cymunedau • Investing in our Communities

Browser address bar: <https://www.denbighshirehousing.co.uk>

Page header: Tai Sir Ddinbych Denbighshire Housing  
Buddsoddi yn ein Cymunedau • Investing in our Communities

Contact information: 01824 706000  
housing@denbighshire.gov.uk  
Cymraeg

Navigation menu: Home, Search

- Apply for a home
- Pay your rent
- Report a repair
- Anti-social behaviour
- Your Community
- Coronavirus



# Tai Sir Ddinbych Denbighshire Housing

Buddsoddi yn ein Cymunedau • Investing in our Communities

## Getting involved

In a recent survey, 75% of you said you were satisfied that we listen to your views and act on them. We want all of you to be involved in and:

- have a voice on how our services are delivered,
- work in partnership with us to continue to improve our homes and communities,
- be able to provide us with feedback to improve our services, and

To help us achieve this, we are keen to hear from you. If you would like to volunteer and get involved, we have a number of opportunities and working groups including:

- Newsletter editorial
- Tenant feedback
- Greenrangers
- Digital inclusion
- Financial inclusion
- Community development

If you feel you have any skills that would benefit our commitment to investing in and improving our communities, or want to develop new skills, then please **contact us**.

There are also other opportunities in Denbighshire to volunteer and be a part of your community. Denbighshire County Council want to increase volunteering opportunities for people and recognise the contribution that volunteers make in improving the health and wellbeing of their communities. For more information about how you can volunteer in Denbighshire [click here](#).



← → ↻ 🏠 🔒 https://www.cardifftenants.co.uk ☆ ✔ ☆ 🗄 👤 ⋮

 [Home](#) [News](#) [Who are we?](#) [Points4U](#) [Get involved](#) ▾ [Newsletter](#) [Contact us](#) Cymraeg

**i** COVID-19 - Service changes for council tenants



## ▶ Cardiff Tenants

Cardiff Council's Tenant Participation team works year round engaging with tenants on a variety of topics including;

- ✔ Help with everyday issues such as searching for employment
- ✔ Being your first point of contact
- ✔ Running consultations so that you can have your say to improve council services
- ✔ Help tenants understand council services and how they can be accessed
- ✔ Arranging community events such as coffee mornings, seasonal events and

## ✔ Upcoming events

Sorry, there are no events coming up.

[View all events...](#)

Start 

Enter Search here...



Contact us

# CORNWALL HOUSING

About Cornwall  
Housing

Residents area

Find a home

Independent Living

Private Letting  
Service

## About your tenancy with Cornwall Housing and the coronavirus outbreak.

Your safety, security and wellbeing is most important to us.



### Tenant Services

We've made it easy for tenants to report a repair by phone, text or email or online.



### Housing Options

Housing options offers free advice and assistance for landlords, tenants and owner occupiers across Cornwall on a wide range of housing issues.



### Homelessness

We provide information and advice to landlords, tenants and owner occupiers to help keep your home or by helping to find alternative accommodation.



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# Social Media

# Social Media

- If only using the main council social media sites, housing content can get lost in the sheer number of other posts.
- More Local Authorities have some form of dedicated housing social media pages.
- A great, cost effective way to engage with tenants.
- Most tenants have personal social media accounts and are confident using them.



# Facebook Research

	Main Council FB page		Dedicated housing FB page	
	No. of Posts	Housing Related Posts	No. of Posts	Housing Related Posts
<b>LA1</b>	62	2	11	11
<b>LA2</b>	76	11	27	16
<b>LA3</b>	52	2	55	35
<b>LA4</b>	25	0	n/a	n/a
<b>LA5</b>	47	2	n/a	n/a
<b>LA6</b>	45	1	n/a	n/a

# Social Media

*“Tenants find that having a Facebook page just for Housing information, easier than trying to look for information on our corporate Facebook page. There is so much information posted on the corporate Facebook page that the Housing posts just got lost.”*

*“It’s been great, a really useful communication channel. We have lots of good information to share and now we have somewhere to put it”.*

*“It’s around making sure that when we do post something, it is useful, it is informative, and it is timely. Our likes have gone up, and that has been noticed since lockdown”.*



https://www.facebook.com/yourcaerphillyhomes



Your Caerphilly Homes

Sign Up

Like

Message

Find Friends



0:48

Check out the improvements made to Ty...

6

2.3K views · a year ago

Page transparency See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created – 1 May 2013

Related Pages



Caerphilly Environmental...  
Government organisation

Like

Press Enter to post.



Your Caerphilly Homes

16 October 2020 ·

Oakdale is one of the areas in the county borough receiving a new skate park as part of the council's £260 million Welsh Housing Quality Standard (WHQS) programme. The WHQS is an improvement programme ring fenced to council owned homes and the communities that they're located in.

We previously asked you to give your views on designs for the skate park and, now that we've taken this feedback on board, we've worked with the designers to develop 3 different plans.

Please use the poll to vote for your preferred design. We're really keen to get young people involved so please ask them to take part in the poll!

<https://poll.app.do/oakdale-skate-park-parc-sglefrio-3028799>

Oakdale yw un o'r ardaloedd yn y Fwrdeistref Sirol a fydd yn cael parc sglefrio newydd fel rhan o raglen y Cyngor, sydd werth £260 miliwn, i fodloni Safon Ansawdd Tai Cymru. Mae cyllid y rhaglen wella hon wedi'i glustnodi ar gyfer cartrefi sy'n eiddo i'r Cyngor, a'r cymunedau lle maen nhw wedi'u lleoli.

Yn flaenorol, gwnaethom ni ofyn i chi fynegi'ch barn ar ddyluniadau ar gyfer y parc sglefrio a nawr, ar ôl i ni ystyried eich adborth, rydyn ni wedi gweithio gyda'r dylunwyr i ddatblygu tri chynllun gwahanol.

Defnyddiwch yr arolwg i bleidleisio dros eich hoff ddyluniad. Rydyn ni'n awyddus iawn i gael pobl ifanc i gymryd rhan, felly gofynnwch iddyn nhw gymryd rhan yn yr arolwg!



← **Caerphilly Homes**  
2,925 Tweets



Cartrefi Caerffili  
Caerphilly Homes



**Follow**

**Caerphilly Homes**

@yourccbchomes

Transforming council homes, lives and communities.

📅 Joined January 2014

**623** Following **930** Followers

 Followed by Elizabeth Taylor and David Lloyd

**Tweets**

Tweets & replies

Media

Likes

https://www.facebook.com/PCCHousing



Find Friends



Gwasanaethau Tai Sir Benfro/ Pembrokesh...

Send Message

Like



Government organisation

Like

Comment

Share

### Photos

See all



### Page transparency

See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.



Page created – 3 April 2020

### Related Pages



Cartrefi Dewisedig Sir Be...  
Public & government service

Like



Gwasanaethau Tai Sir Benfro/ Pembrokeshire County Council Housing Services

29 January at 16:01 · 🌐

Remember the competition to name our new development at Cranham Park, Johnston? Here it is – Old School Lane, our first new houses in 25 years! Some of the houses already have windows, doors and internal stairs fitted, and the last of the timber frames will be delivered to site in the coming weeks. Work is progressing well and we are on track for completion in December 2021. Watch this space!





https://www.facebook.com/Powys-County-Council-Housing-Services-371359156382116/

Find Friends

**Powys County Council Housin...** [Send Email](#) [Like](#) [Message](#)

Press enter to post.

**Powys County Council Housing Services**  
1 February at 10:33 · 🌐

Reminder - tomorrow at 11am

You are invited to come along for a virtual chat with the Engagement Team on Tuesday 2 February 2021, 11.00am till 11.30am  
Click on the link and join us - <https://tinyurl.com/yyesv9rm>  
If you are unsure on how to join our Microsoft teams meeting, email [engagement@powys.gov.uk](mailto:engagement@powys.gov.uk) and we will send you the instructions on how to join.  
We look forward to seeing you.  
Fe'ch gwahoddir i ddod draw am sgwrs rithwir gyda'r Tîm Ymgysylltu ddydd Mawrth 2 Chwefror 2021, 11.00am tan 11.30am  
Cliciwch ar y ddolen ac ymunwch â ni - <https://tinyurl.com/yyesv9rm>  
Os nad ydych yn siŵr sut i ymuno â'n cyfarfod Microsoft teams, anfonwch e-bost at [engagement@powys.gov.uk](mailto:engagement@powys.gov.uk) a byddwn yn anfon cyfarwyddiadau atoch ar sut i ymuno.  
Edrychwn ymlaen at eich gweld chi yna.

[See translation](#)

**Videos** [See all](#)

 0:15  
8 likes  
279 views · a year ago

**Page transparency** [See all](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

 Page created – 23 April 2015

**Add your business to Facebook**  
Showcase your work, create ads and connect with





[Follow](#)

## Housing Development

@HousingPowys

Powys CC building homes for the first time in decades - We want your views, needs and ideas

📍 Llandrindod Wells, Wales 📅 Joined May 2017

**99** Following **143** Followers

Not followed by anyone you're following

[Tweets](#)

[Tweets & replies](#)

[Media](#)

[Likes](#)



**WCBC Housing**

 **Send Message**

 **Like**

Press enter to post.

 **Page transparency** See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

 **Page created – 12 March 2015**

**Related Pages**

- 
**Wrexham School Meals**  
Government organisation
 Like
- 
**Wrexham Trading Standa...**  
Government organisation
 Like
- 
**The Fat Boar Wreccsam**  
Restaurant
 Like

**Add your business to Facebook**

Showcase your work, create ads and connect with customers or supporters.

**Create Page**



**WCBC Housing**

16 February at 11:40 · 

Would you like to learn more about IT, online safety or how to use Zoom? Maybe you want to learn practical skills – like arts, crafts, or repairs and maintenance? You might want to learn a new sport, or improve your maths and English?

Whatever you want to learn, please take part in our survey and help us plan adult community learning courses for 2021 🙌

<http://orlo.uk/RTdly>



2 comments 2 shares

 Like

 Comment

 Share



Follow

## WCBC Housing

@WCBCHousing

Wrexham County Borough Council Housing Repairs

📍 Wrexham [🔗 wrexham.gov.uk/housing](https://wrexham.gov.uk/housing) 📅 Joined February 2015

22 Following 154 Followers

Not followed by anyone you're following

Tweets

Tweets & replies

Media

Likes

er.com/DCCHousing

← **Tai Sir Ddinbych - Denbighshire Housing**  
5,047 Tweets




**Tai Sir Ddinbych - Denbighshire Housing**  
@DCCHousing

Croeso i'r dudalen Twitter swyddogol ar gyfer Tair Sir Ddinbych. Welcome to the official Twitter page for Denbighshire Housing.

📍 Denbigh, Wales 🌐 [denbighshirehousing.co.uk](http://denbighshirehousing.co.uk) 📅 Joined June 2012

281 Following 629 Followers

👤 Followed by David Lloyd and TPAS Cymru

Tweets   Tweets & replies   Media   Likes

📌 Pinned Tweet

**Tai Sir Ddinbych - Denbighshire Housing** @DCCHousing · Jan 2

Please keep an eye on:  
@PublicHealthW @DenbighshireCC @DWP @WG\_Education for up to date information about the current coronavirus situation. Stay home & stay safe.



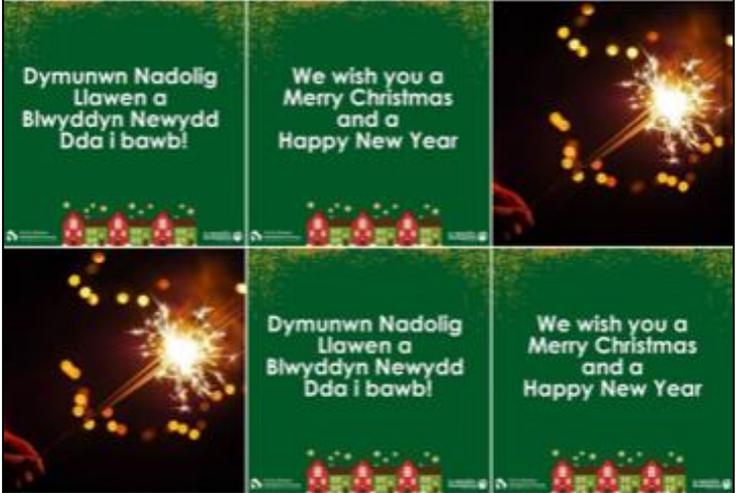
dcchousing



459 Posts   260 Followers   43 Following

**Denbighshire Housing**  
Tai Sir Ddinbych  
[www.denbighshirehousing.co.uk/](http://www.denbighshirehousing.co.uk/)  
Caledfryn Council Offices, Denbigh  
See Translation

Follow   Message   Contact   ▾



🏠   🔍   📅   📧   👤



**Tenant Participation Cardiff** [Contact Us](#) Like Message

**Good Neighbour Award / Gwobr Cymydog Da!**  
14 August 2020  
WOBRR £100 FR ENILLYDD  
Do you live near someone who makes a positive difference in their community? Please send all entries to: [tenantparticipation@cardiff.gov.uk](mailto:tenantparticipation@cardiff.gov.uk)  
A ydyh yn byw yn agos i ryw sy'n gwneud gwahaniaet cadarnhaol cymuned leol. Dangoswch eich gwerthfawrogiad i gymydog da. Cyfrangolastenantiaid@caerdydd.gov.uk 02920671777

**Tenant Participation**  
14 August 2020  
Are you a Cardiff tenant that wants to recognise a fellow tenant for being a good neighbour? Have they gone above and beyond to help you out or do little things... [See more](#)

**Gwobr Cymydog Da! / Good Neighbour Award**  
13 July 2020  
WOBRR £100 FR ENILLYDD  
Do you live near someone who makes a positive difference in their community? Please send all entries to: [tenantparticipation@cardiff.gov.uk](mailto:tenantparticipation@cardiff.gov.uk)  
A ydyh yn byw yn agos i ryw sy'n gwneud gwahaniaet cadarnhaol cymuned leol. Dangoswch eich gwerthfawrogiad i gymydog da. Cyfrangolastenantiaid@caerdydd.gov.uk 02920671777

**tpcardiff** 9 Posts 33 Followers 28 Following

**Tenant Participation**  
Government Organization  
Tenant Participation Team for Cardiff Council.  
[www.cardifftenants.co.uk/](http://www.cardifftenants.co.uk/)  
Followed by benthyg and 1 other

[Following](#) [Message](#) [Contact](#)

**DOG HEALTH DAY**  
**OUR NEW WEBSITE IS LIVE**  
**Are you a Council Tenant or Leaseholder?**  
**Rent Surgery at**



## Swansea Council Housing / Tai Cyngor Abertawe

Private group · 258 members

About

Discussion

Join Group

### About this group

This is the Swansea Council Housing Facebook page. This is a closed group for all current tenants and leaseholders of Swansea Council. If you w... [See more](#)



#### Private

Only members can see who's in the group and what they post.



#### Visible

Anyone can find this group.



Swansea, United Kingdom



General group



#### History

Group created on 1 February 2019. Name last changed on 27 January 2020.  
[See More](#)



# Bristol City Council Housing

@bristolcouncilhousing · Public service

[Send Email](#)

[Home](#) [Photos](#) [Videos](#) [Events](#) [More](#) ▾

[Like](#) [Search](#) [More](#)

## About

[See all](#)

- i** 'Bristol Council Housing' exists for our tenants to get more involved, or share experiences. Your ideas, news and stories are welcome!
- i** 'Bristol Council Housing' Facebook page exists for our residents, as a place where they can get more information about services, council news and information and find out about opportunities to get involved. [See less](#)



Create Post



Photo/Video



Check In



Tag friends

### PINNED POST



**Bristol City Council Housing**

25 February at 09:32 · [Public](#)



National lockdown restrictions are still in place.



# Aberdeen City Council - Housing Hub

@ACCHousingHub · Government organisation

[Home](#) [About](#) [Photos](#) [Videos](#) [More](#) ▾

## About

[See all](#)

- i** We want to make it as easy as possible for tenants of ACC to get involved! Even if you cant make it to meetings please let us know how you feel by posting on this page.



Photo/V



Aberde



# West Dunbartonshire Council Tenant Participation

@WestDunbartonshireCouncilTenantParticipation · Government organisation

Call Now

Home About Events Photos More ▾

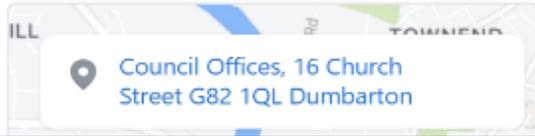
Like

Message



## About

See all



### West Dunbartonshire Council Tenant Participation

3h · 🌐

There is support available to those who need help with their heating. More details at <https://homeheatingadvice.scot/>

<https://homeheatingadvice.scot/>



# North Ayrshire Council Housing Services

@nachousingservices · Government organisation

Learn

north-ayrs

Home About Photos Events More ▾

Like

Message

## About

See all

North Ayrshire Council Housing Services  
Working together to achieve quality homes and neighbourhoods



This Page posts about COVID-19

Visit the COVID-19 Info Centre for updates and questions you may have about coronavirus.

See info

CORNWALL  
HOUSING

# Cornwall Housing

@cornwallhousing1 · Public & government service

Home About Photos Events More ▾

## About

See all

Follow us to hear about the great things we are doing in your community.

3,133 people like this

3,382 people follow this



### Cornwall Housing

Yesterday at 12:05 · 🌐

Starting this month, anyor centre will receive a new s  
We would be really gratef complete this. See what d <https://www.cornwallhous>

**Is a Facebook  
page enough?**





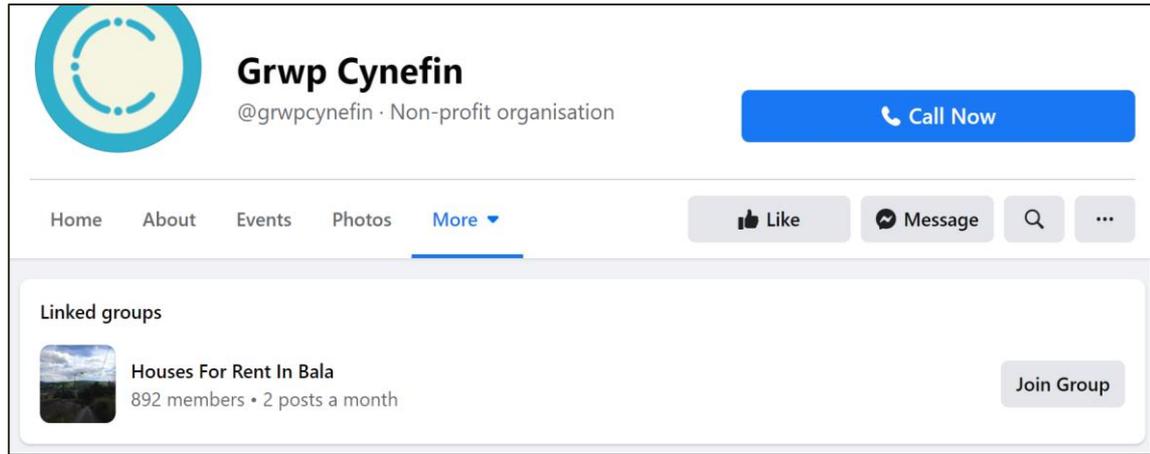
**Facebook Pages v's Groups**

**Live Streamed Events**

**Matching younger people media consumption**

**Engagement platforms**

- So much to consider as part of a engagement strategy



**Grwp Cynefin**  
@grwpcynefin · Non-profit organisation

Call Now

Home About Events Photos **More**

Like Message

**Linked groups**

**Houses For Rent In Bala**  
892 members • 2 posts a month

Join Group

**Grŵp Cynefin** @Grwp\_Cynefin · 17h

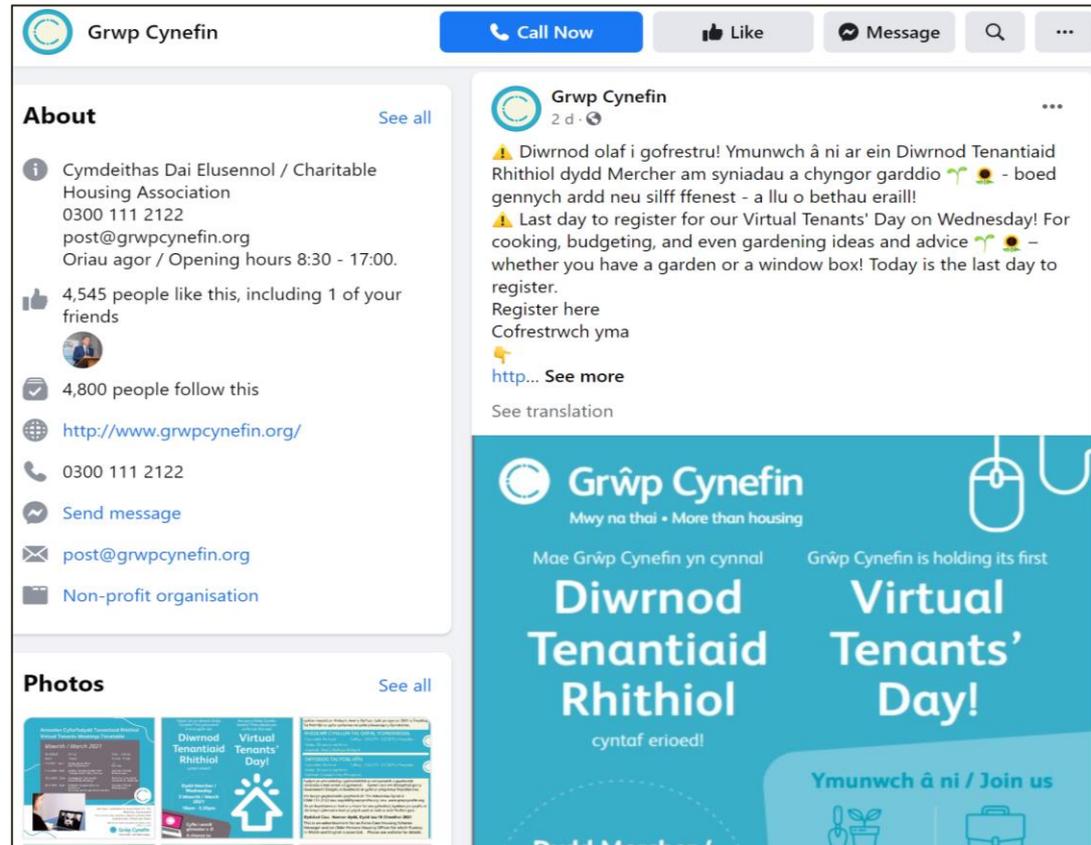
Are you a Grŵp Cynefin Tenant? If you're interested in one, or all, of the topics below, you're welcome to join us during March in our Virtual Tenants Meetings.

11.3.2021 - 4pm	Arlofwg Google Street View 'Google Street View' Survey	Cynnal a Chadw Maintenance
18.3.2021 - 2pm	Strategaeth Cymunedol Community Strategy	Mentrau Cymunedol Community Initiatives
25.3.2021 - 2pm	Cofrestr Gwasanaethu ac Archwilio Servicing and Inspection Schedule	Cynnal a Chadw Maintenance

Am fwy o wybodaeth cysylltwch â'r Tim Mentrau Cymunedol  
For more information please contact the Community Initiatives Team  
MENTRAUCYMUNEDOL@GRWPCYNEFIN.ORG  
0300 111 2122

**Grŵp Cynefin**  
Mwy na thai • More than housing

2 1



**Grwp Cynefin**

Call Now Like Message

**About** See all

Cymdeithas Dai Elusennol / Charitable Housing Association  
0300 111 2122  
post@grwpcynefin.org  
Oriau agor / Opening hours 8:30 - 17:00.

4,545 people like this, including 1 of your friends

4,800 people follow this

<http://www.grwpcynefin.org/>

0300 111 2122

Send message

post@grwpcynefin.org

Non-profit organisation

**Grwp Cynefin**  
2 d ·

⚠️ Diwrnod olaf i gofrestru! Ymunwch â ni ar ein Diwrnod Tenantiaid Rhithiol dydd Mercher am syniadau a chyngor garddio 🌱🌻 - boed gennych ardd neu sillff ffenest - a llu o bethau eraill!  
⚠️ Last day to register for our Virtual Tenants' Day on Wednesday! For cooking, budgeting, and even gardening ideas and advice 🌱🌻 - whether you have a garden or a window box! Today is the last day to register.  
Register here  
Cofrestrwch yma  
[http...](#) See more  
See translation

**Grŵp Cynefin**  
Mwy na thai • More than housing

Mae Grŵp Cynefin yn cynnal Grŵp Cynefin is holding its first  
**Diwrnod Tenantiaid Rhithiol** Virtual Tenants' Day!  
cyntaf erioed!

Ymunwch â ni / Join us

Photos See all



## Hafod Housing

3,847 Tweets



## Hafod Housing

@HafodHousing

We're a not-for-profit social landlord managing over 4,500 homes across South Wales. #caringforthefuture with @HafodCare. Here to help Mon – Fri 8.30am - 4.30pm

📍 Wales [hafod.org.uk](http://hafod.org.uk) 📅 Joined July 2013

782 Following 4,129 Followers

👤 Followed by Michelle McGregor, Elizabeth Taylor, and 2 others you follow

Tweets Tweets & replies Media Likes



Hafod Housing @HafodHousing · 19h

👩 We're proud to have amazing women in our leadership teams:  
- Half of our Board and executive team are women (33% and 25% three years ago)  
- 63% of our senior management team are women



## Hafod Housing

@HafodHousing · Community organisation

[Learn More](#)

[hafod.org.uk](http://hafod.org.uk)

Home About Videos Photos **More** ▾

👍 Like 💬 Message 🔍 ...

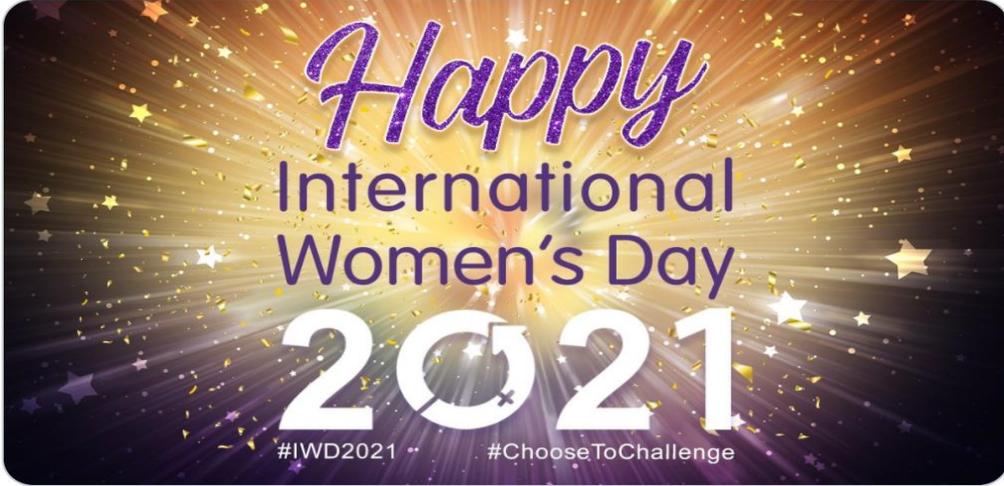
### Linked groups

-  **Hafod #Connect Merthyr Tydfil**  
36 members • 5 posts a week [Join Group](#)
-  **Hafod #Connect**  
571 members • 7 posts a week [Join Group](#)
-  **Hafod #Connect Rhondda Cynon Taf**  
67 members • 2 posts a day [Join Group](#)
-  **Hafod #Connect Cardiff**  
143 members • 7 posts a week [Join Group](#)
-  **Tŷ Heulog Extra Care**  
46 members • 9 posts a week [Join Group](#)
-  **Hafod #Connect Vale of Glamorgan**  
105 members • 3 posts a day [Join Group](#)
-  **Dream Big**  
2 members [Join Group](#)
-  **Vale Vulnerable Families**  
10 members • 5 posts a week [Join Group](#)
-  **Hafod #Connect Newport/Torfaen**  
24 members • 5 posts a week [Join Group](#)

**Newydd** @NewyddHousing · Mar 8

Happy #InternationalWomensDay ♀ to all of our amazing staff, tenants, scrutiny group & board members!

#ChooseToChallenge & call out gender bias & inequality. Choose to seek out & celebrate women's achievements. A challenged world is an alert world and from challenge comes change.



3 replies 5 likes

**newyddhousing**

342 Posts 995 Followers 671 Following

**Newydd**  
 Newydd is a charitable housing association that offers ~3k affordable homes for rent & sale in Mid & South Wales.  
[www.newydd.co.uk/](http://www.newydd.co.uk/)  
 Ty Cadarn, 5 Village Way, Tongwynlais, Cardiff, Cardiff  
 Followed by wepsouthwales, uprisingcymru and 55 others

Following Message Contact

Vale Show... Be the best... Low cost ho... Newtown 2...

Happy International Women's Day 2021 The census is coming Mae'r cyfrifiad argyrraedd



### Newydd's Community Club

Private group · 78 members



Newydd's Community Club is where you'll find out about what's changing as ...  
4 unread posts



### Newydd Noticeboard

Public group · 1.1K members



We have so much we'd like to share with you, we've set up our very own Notic...  
25 unread posts



touchdowns from Josh Adams and Liam Williams during the 40-24 win for Wayne Pivac's men at the Principality Stadium.

**UPDATE 2**

**#YouSpokeWeListened**

**WHAT'S CHANGING AS A RESULT?**

Following Newydd's first online Tenant Scrutiny Conference in November 2020, the Scrutiny Group reviewed all the feedback received from participants then met with senior staff to discuss their recommendations. The following was agreed:

- Website content will be updated to increased promotion of services/ activities
- A performance report on the Institute's services requested will be published in the online Tenant Review
- Landlord and Tenant responsibilities will be updated to an amended 'Tenants First' Charter published on our website
- Newydd's high profile will better support health and wellbeing activities beyond swimming
- Staff will undertake formal training with focus on customer service/ customer behaviour more frequently
- Information will be sent to tenants about the impact the housing has on service charges. It also set expectations of how high quality service charges will be adjusted based on the year's reduced costs where tenants are unable to provide some services because of the pandemic
- Training for staff and tenants on equality and diversity, disability awareness and unconscious bias will be provided

Newydd **SPONSORED**

Newydd  
Following our first online Tenant Scrutiny Conference in November, the Scrutiny Group reviewed all the feedback received from participants then met with seni... See More

[Learn More >](#)

5

**Advert placement using a retargeting network.**

**So people who visited Newydd's Facebook or Website in the last 12 months are shown updates whilst browsing.**

**Updating on #YouSpokeWeListened**

**Cost £15**



## #YouSpokeWeListened

### WHAT'S CHANGING AS A RESULT?



- Following Newydd's first online Tenant Scrutiny Conference in November 2020, the Scrutiny Group reviewed all the feedback received from participants then met with senior staff to discuss their recommendations. The following was agreed:
- Website content will be updated & increased promotion of services/ activities
  - A performance report on the indicator's tenants have requested will be published in the online Annual Review
  - Landlord and Tenant repair responsibilities will be clarified & an amended 'Safety First' Charter published on our website
  - Newydd's hapi project will deliver suggested health and wellbeing activities (budget permitting)
  - Staff will update/contact tenants who have made complaints about anti-social behaviour more frequently
  - Information will be sent to tenants about the impact fly-tipping has on service charges & also an explanation of how next year, service charges will be adjusted based on this year's reduced costs where Newydd was unable to provide some services because of the pandemic
  - Training for staff and tenants on equality and diversity, disability awareness and unconscious bias will be provided





# Care Housing Association

@CareHousingAssociation · Non-profit organisation

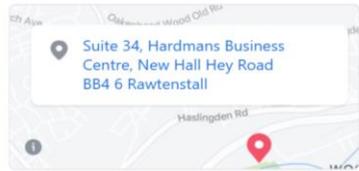
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Home Services Reviews Photos More

Like Search

## About

See all



Offering individuals requiring support a personalised choice of high quality and sustainable supported homes while promoting independence.

Care Housing Association (Care) develops Supported Living properties across North West England for vulnerable people in society. All our residents re... See more

159 people like this

177 people follow this

<http://www.careha.org.uk/>



Create Post

Photo/Video Check In Tag friends



Care Housing Association

14 September 2020

Marking that 2020 is an unusual year is not a ground-breaking statement. This article reflects on the changes since our Board Strategy Day 6 months ago and highlights our new considerations, operational changes and says a huge thank you to the individuals who are directly supporting our tenants through this <http://careha.org.uk/news/stranger-than-fiction/>



# Warrington Housing Association

@WHAorguk · Community group

Contact Us

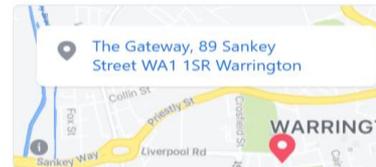
[wha.org.uk](http://wha.org.uk)

Home About Events Photos More

Like Message Search

## About

See all



Warrington Housing Association was established in 1975 and manages approximately 1,300 properties in the Warrington area. We are a registered society under the Co-operative and Community Benefit Societies Act 2014 with tax-exempt, charitable status.

214 people like this

238 people follow this

2 people checked in here

<http://wha.org.uk/>

01925 246810

Send message

[admin@wha.org.uk](mailto:admin@wha.org.uk)



Create Post

Photo/Video Check In Tag friends

### PINNED POST



Warrington Housing Association

19 March 2020

No one should lose their home because of coronavirus.

Warrington Housing Association supports the National Housing Federation's recent comment that no-one should lose their home because of coronavirus and we will work closely with our customers and the NHF to make sure that does not happen.

While the coronavirus pandemic will affect us all, the hardest hit as the UK prepares for tighter measures to delay the virus will undoubtedly be some of those living in social housing.... See more





## Housing Leeds

@HousingLeeds

Leeds City Council's Housing Leeds teams provide services for people looking for a home, living in council or private rented homes and council leaseholders.

📍 Leeds [leeds.gov.uk/housing](https://leeds.gov.uk/housing) 📅 Joined September 2013

**1,338** Following **3,704** Followers



## Sutton Housing Partnership

@SHP\_Sutton

We manage council housing in Sutton. Tweets read Mon-Fri, 9am-5pm. Report, request and apply online: [suttonhousingpartnership.org.uk](https://suttonhousingpartnership.org.uk)

📍 London Borough of Sutton [suttonhousingpartnership.org.uk](https://suttonhousingpartnership.org.uk)  
📅 Joined August 2013

**1,354** Following **1,284** Followers


**wiltshire.council.housing**
 



**98**  
Posts

**252**  
Followers

**58**  
Following

**Wiltshire Council Housing**  
Social Service

Welcome to the official housing management Instagram for Wiltshire Council. A page for current & future tenants to stay in touch with the team.  
Bourne Hill, Salisbury, Wiltshire

Following ▾

Message

Contact

^

Suggested for you See All



**Cyfannol Women'...**  
cyfannol

Follow Back



**Mind Pembrokeshire**  
mindpembrokeshire

Follow Back



**Bitesize E...**  
bitesize

Follow











**oceanhousingassociation**




**173**  
Posts

**367**  
Followers

**180**  
Following

**Ocean Housing**

Ocean Housing is a not-for-profit Housing Association proudly based in Cornwall. Building communities; we provide over 4,500 homes for local residents  
[www.oceanhousing.com](http://www.oceanhousing.com)  
Stennack Road, Saint Austell  
Followed by haltonhousing\_, newyddhousing and 11 others

Follow

Message

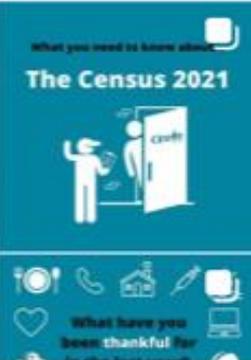
Contact

▾















You matter | Ti'n cyfri



# Tenant Engagement

# Tenant Engagement

- Most LA are permitted to use MS Teams, it is the preferred platform by corporate teams.
- There have been issues trying to get permission to use Zoom as a tenant engagement platform.
- Staff and tenants do view Zoom as user friendly and prefer it over Teams.
- TPAS Cymru has undertaken 3 Wales-wide surveys of tenants during the pandemic. **Zoom is the clear platform of choice with tenants in these surveys.**





- One of very few LA permitted to use Zoom as an engagement tool with tenants.
- Initially tenants were hesitant to use any form of online platform to engage but once they practiced, they are now more than happy to use.
- Wrexham achieved 2<sup>nd</sup> place in TPAS Cymru's Recognition Awards 2020 for their use of a variety of digital communication methods with tenants (Zoom, social media, newsletters etc).

*“We can’t ignore the audience user needs. We would not make a group of pensioners climb 10 stories with no lift just because we had a free meeting room on the 10th floor. So why inflict challenging barriers on low tech confident audiences just because you have a license for a powerful business tool?”*





CDNOW

CDNOW





# Grŵp Cynefin

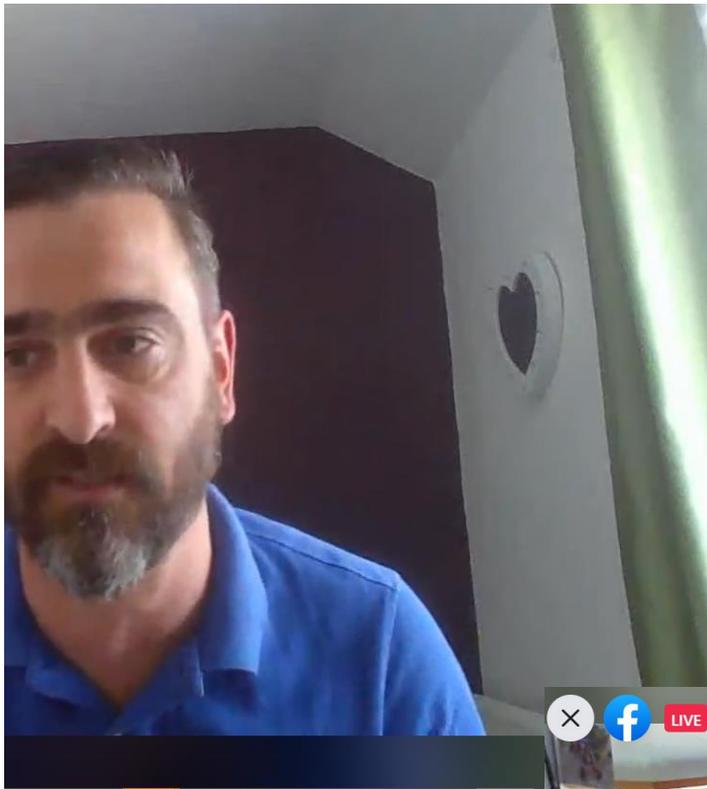
Mwy na thai • More than housing

- Holding weekly online Zoom meetings with tenants, with an average of 8-10 tenants attending each time.
- A new topic is discussed each week to keep people interested and engaged.



All of the above have been using Facebook Live to engage with tenants.

By using this, they have widened their audience as many people have Facebook accounts and are happy to use.



 Cardiff Community Housing Association (CCHA) is live now.  
23 mins · 🌐

 You and 2 others [28 comments](#)

-    
-  Dai Tpas-Cymru
-  Iara Nascimento
-  Sandra Louise
-  Adam Richard Kaps
-  Cardiff Community Housing Association (CCHA)
-  Katie Burden
-  Jo Daniels
-  Dan Wagstaff
-  Richie Thomas
-  Kay Baber
-  Lisa Claire Grainger
-  Teresa McCarthy

 Iara Nascimento  
I agree  
[Like](#) · [Reply](#) · 1 m



  LIVE  8

 Taff Housing Association is live now.  
14 mins · 🌐

 You and 2 others  
[Like](#) [Comment](#) [Share](#)

**Comments**

-  Paul Jones  
All working   
[Like](#) · [Reply](#) · 13 m
-  Taff Housing Association  
Do you have a question fo  
Ask in the comments:)  
[Like](#) · [Reply](#) · 7 m

 Write a comment...



### Family Housing Wales

23 hrs · 🌐



We held our first virtual coffee morning today with our involved tenants. You can join our Community Engagement Team every Wednesday at 10a.m. for a cuppa and a chat via Zoom, We have the Fire Service joining us next Wednesday for a ☕ .

For more info on how to join in contact [Communityengagement@fha-wales.com](mailto:Communityengagement@fha-wales.com)  
^EW



You and 7 others

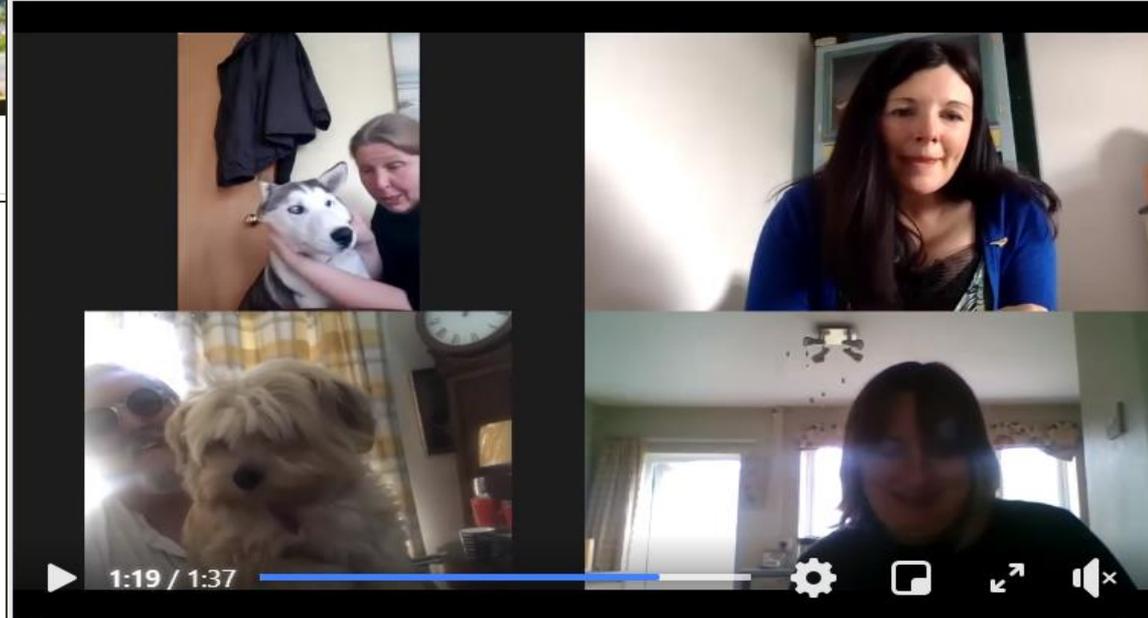


### Linc Cymru Housing Association

15 April 2020 · 🌐



Don't forget you can join Charlotte from our community engagement team for a knit and knatter session today at 1pm!  
No experience needed 😊



▶ 1:19 / 1:37



Carol Johns



David Wilton - TPAS Cymru



Jennifer Howells



Marcia Sinfield



Sallyanne's iPad



a.hopkins



Jo Ashford Family Housing



Mike



Barbara Ballinger



Mel Rayner

# Social Media Conclusions

- Platforms matter - its about ease of use and consumer experience not the features.
- Timings matter - daytime v's evening.
- Know your audience.

Needs to reflect in your engagement strategy.





You matter | Ti'n cyfri

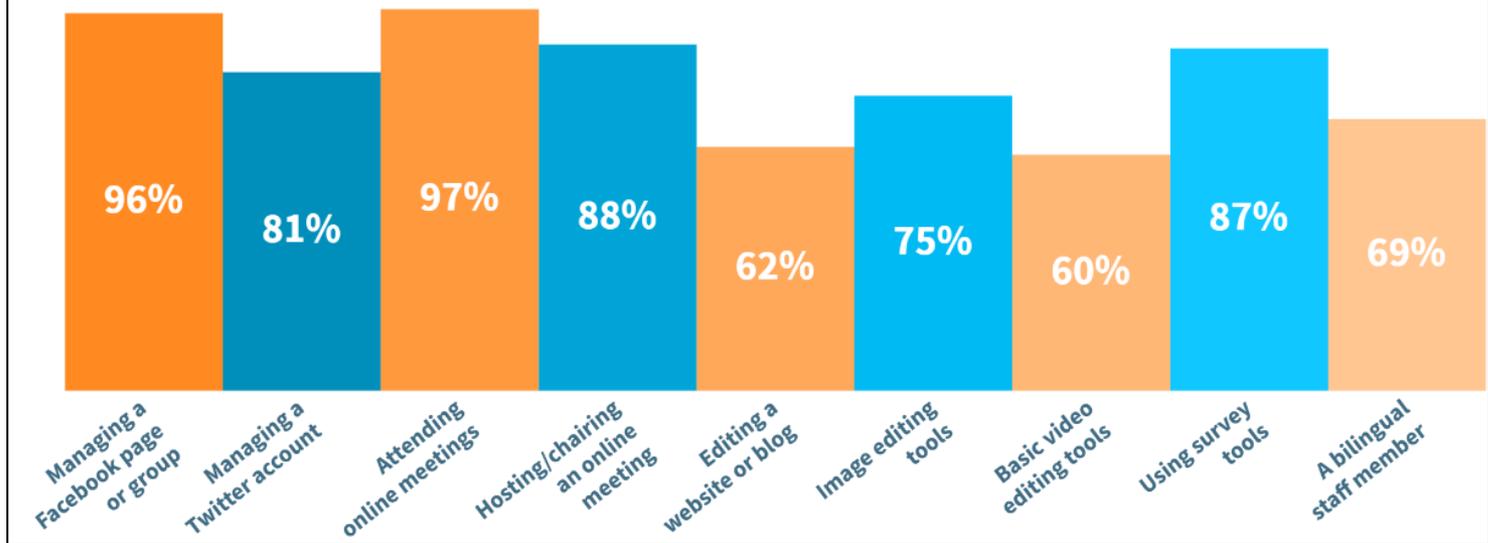


# Staff Capability

# Staff Capability

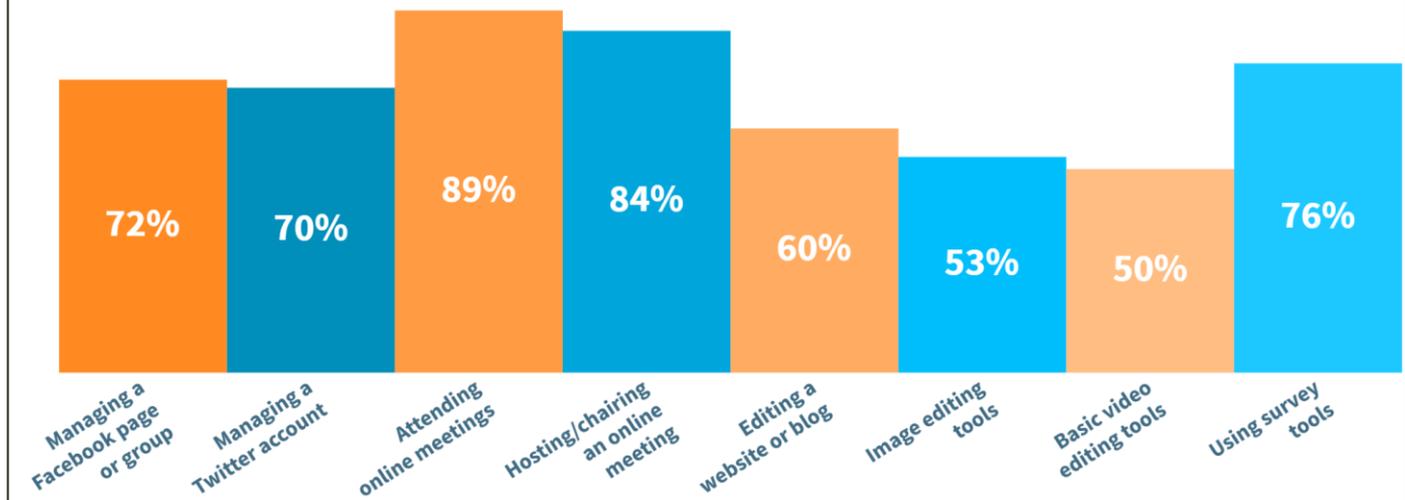
- LA staff are more than capable of managing a variety of social media pages, updating websites and using engagement platforms.
- Use the skills they have, to help increase your digital engagement.

**Do you have any members of staff within the housing team with the following skills? (skills do not need to have been gained in the workplace)**



LA staff in Wales.

**Do you have any members of staff within the housing team with the following skills? (skills do not need to have been gained in the workplace)**



LA staff in England and Scotland.



You matter | Ti'n cyfri

# In Summary

# Upcoming Events with TPAS Cymru

## Officers Network:

23<sup>rd</sup> March, 10.30 - 12.00

## Digital Platforms for Engagement:

5<sup>th</sup> May, 10.30 - 12.00

## How to run positive and effective online meetings:

18<sup>th</sup> May, 9.30 – 12.30

## How to get the most out of Zoom for your online meetings and events:

25<sup>th</sup> May, 10.30 - 12.30

## How to get the most out of MS Teams for your online meetings and events:

9<sup>th</sup> June, 10.30 – 12.30

Visit <https://www.tpas.cymru/events> for more information on our events!!

# Decarb Week 19<sup>th</sup> - 23<sup>rd</sup> April

How housing can lead Wales into a lower carbon world: 19<sup>th</sup> April, 11.00 - 12.30

How you can make a difference:  
20<sup>th</sup> April, 14.00 - 15.30

Everything you need to know about retrofit and how it will benefit us all:  
21<sup>st</sup> April, 10.30 – 12.30

Futuristic low carbon homes – what can tenants expect:  
22<sup>nd</sup> April, 11.00 – 12.30

This is what our communities will look like in the future:  
22<sup>nd</sup> April, 14.00 – 15.30

Why you need a 'Library of Things' in your area:  
23<sup>rd</sup> April, 10.00 – 11.30



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**Any Questions?**



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**Thank you for joining us!**