

Keep it human,
keep it kind.

taffhousing.co.uk

TAFF



Our approach.

TAFF



We launched a new website as part of our rebrand in **November 2020**.



Our main focus was to make sure that it **functioned better for our tenants**.



Making sure that **accessibility** and **easy navigation** were key focuses.

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**Tenant voice acts
as a compass
guiding our journey.**

Together at Taff.

**Provide
services that
are inclusive
and accessible
by all.**

Tenant Voice.

Simple navigation and easy to find information

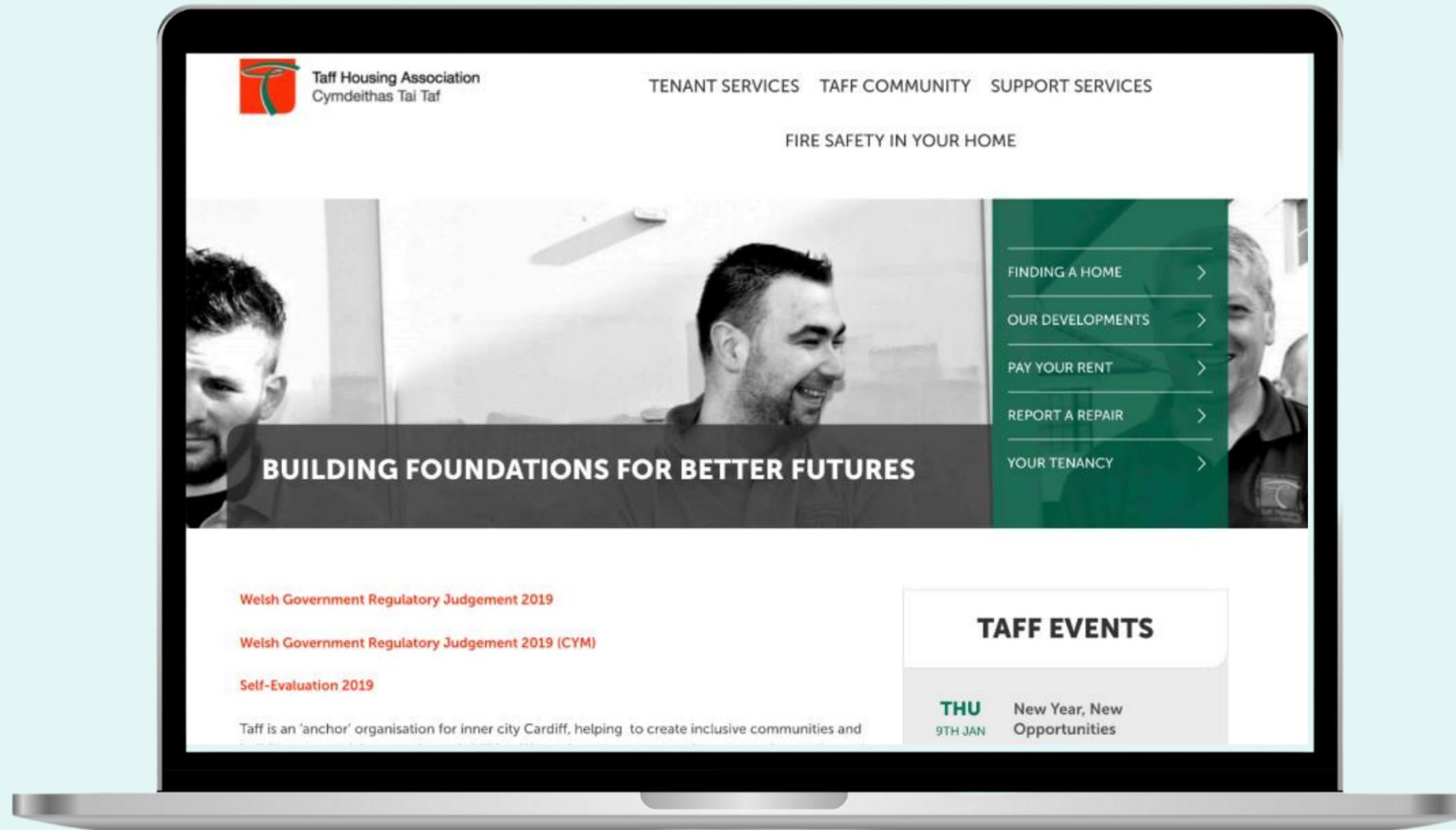
Clear and to the point information

Language options

Recruitment of colleagues with community language.

(Taff Disability Awareness & Black, Asian, Minority Ethnic Group)

Old brand site.



Pre re-brand

TAFF

**Can't read red
as I am dyslexic**

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Wider consultation

Pre re-brand

TAFF

**The colour
should be in line
with **PIE.****

(Psychology informed environment)

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Pre re-brand

TAFF

**The font is
small**

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Wider consultation

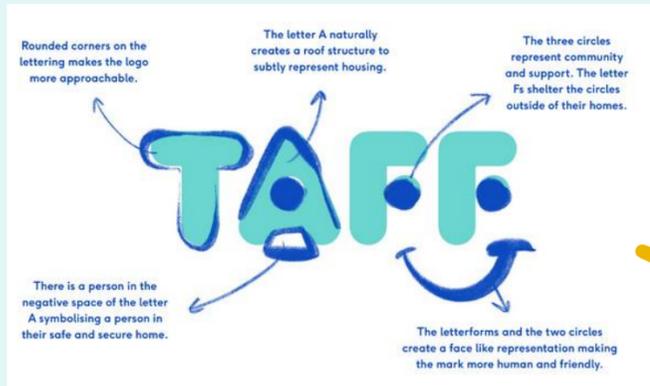
Pre re-brand

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Messy website structure.

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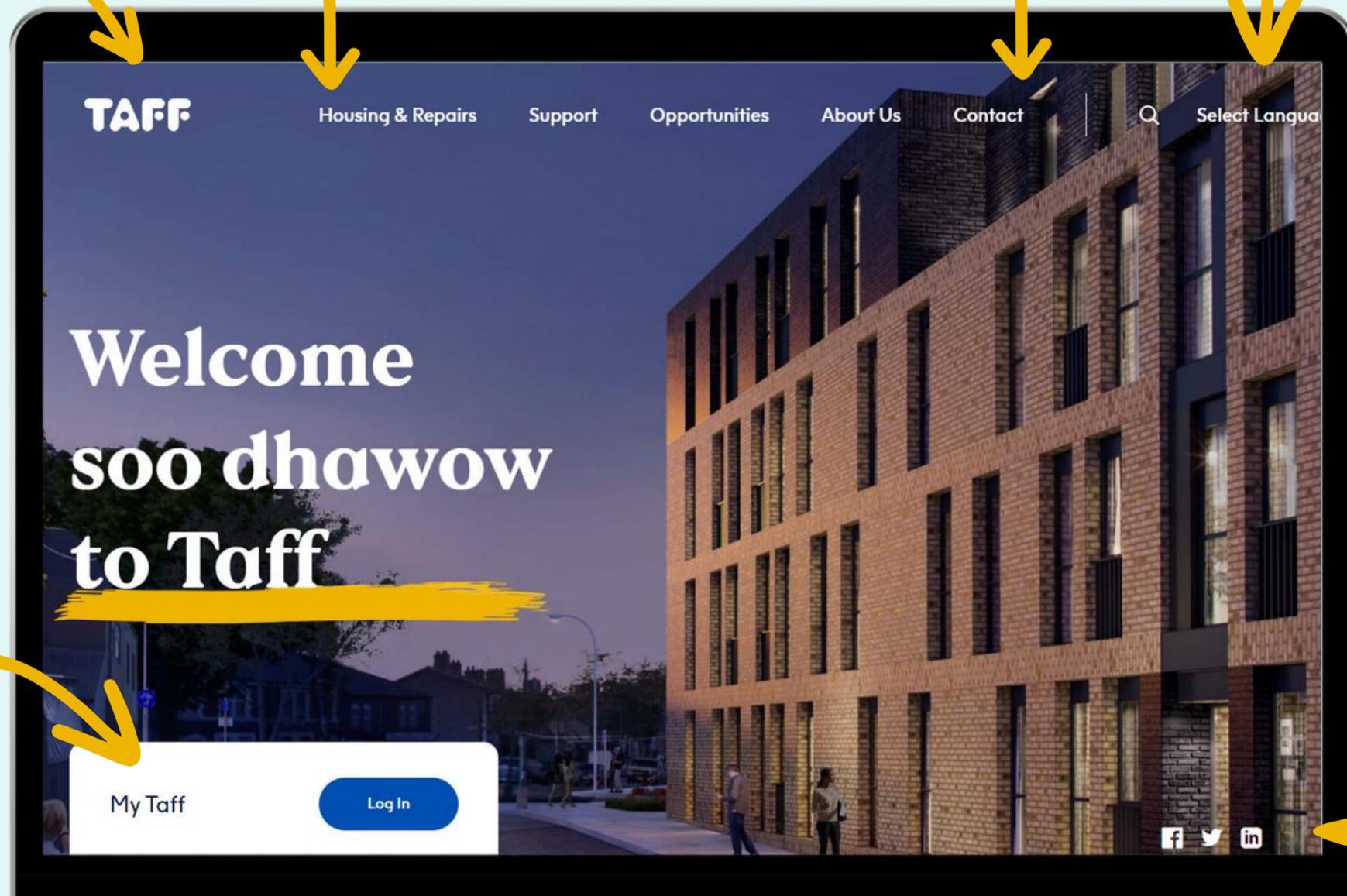
Wider consultation



Psychologically informed brand

Easy navigation. 2 key areas of the what we do (Housing & Support),

Language preference



Welcome language from the start

Easy access to web version of our Tenant portal

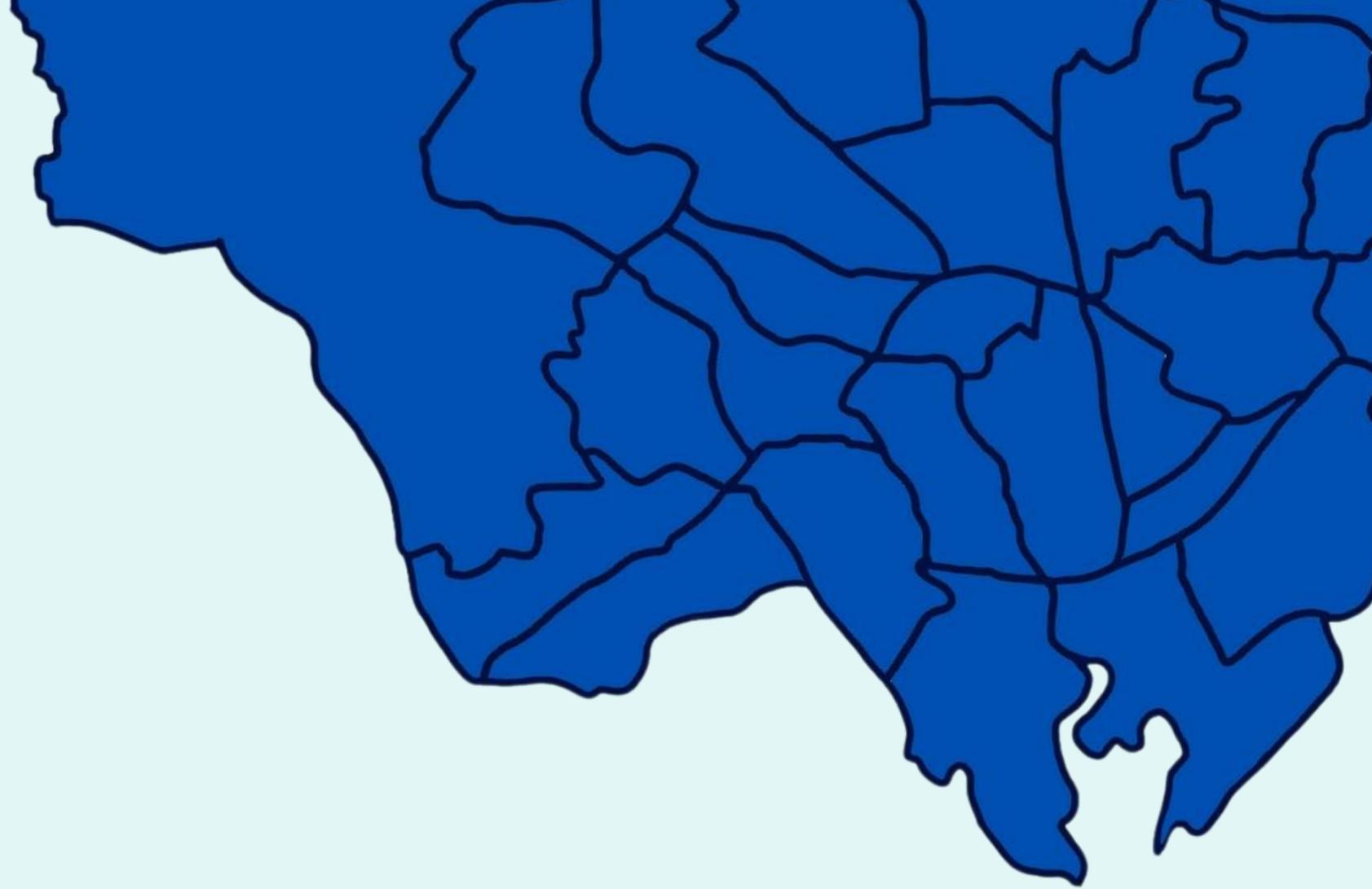
Does this render well on a phone?

Keep the banner simple

Imagery does not need to be complex

Promote Social Media.

Across Cardiff the languages spoken by our tenants are...



أهلا بك

Arabic

Soo dhawow

Somali

خوش آمدید

Urdu

স্বাগত

Bangla

Croeso

Welsh

Welcome

English

Our key takeaways.

TAFF



Not to be seen just through a comms lense. Organisational priority



We developed a language guide.



Helps breakdown complex subjects / key issues that tenants need to know about.



Decarb / Affordable Warmth, Safety, Damp and Mould etc.



Aids recruitment of colleagues who represent the communities we serve



There are 15 languages spoken internally.

Letter Writing

The 4 C's of good writing
Correct, clear, concise, conversational

1. First paragraph/line
How does the message impact the reader?

When a decision is made we all want to know how we'll be personally affected. Prioritise this information and include it in your opening sentence.

Use personal experience

Have a think about how you would like to receive a letter from your bank.

- What information would you want prioritised?
- What tone would you prefer the letter was written in?

2. Second paragraph/line
Why is it happening?

Include the reason why a decision has been made

3. Third paragraph/line
How can the reader feedback?

Prioritise your preferred methods - for example:

1. Website / live chat
2. Social media



Language

Write how you speak

Audience

The average reading age of someone in the UK is 9 years.

Everyone is entitled to information that affects them no matter their educational attainment.

So aim to use less jargon and more everyday.

Conversational

It's a common myth that you can't start a sentence with a connector.

Try breaking up sentences with:

so
and
but
because

Jargon busting

assistance/help
commence/start
enable/let
ensure/make sure
further/more
however/but
in order to/to
obtain/get

provide/give
query/question
request/ask
require/need
resolve/fix
therefore/so
utilise/use

Punctuation

Letters should be capitalized when it's the first word of a sentence, a pronoun or a name.

So, try not to capitalise the word tenant or service user.

Accessible Design

Tips to make sure that you're being inclusive

1. Where possible use font size 14pt for body text

- As a minimum all documents should be size 12pt

4. Contrast

- Consider how different colours contrast. For example,
 - dark background/light font
 - light background/dark font

2. AVOID USING CAPITAL LETTERS

- This can give the impression that you're shouting or are angry at the reader

5. Icons

- These can help readers visualise information where reading skills lack. Stick to black and white outlines

3. Avoid red font

- Red can connote feelings of anger or warning which might disengage the reader

6. Use subheadings

- These help readers understand the overall outline of the document and also help to the reader navigate to specific information on the page

Thank you!

TAFF



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