



You matter | Ti'n cyfri

Comms Club – Renting Homes (Wales) Communications

22 June 2022

**Event today is free for
tenants and exclusively for
TPAS Cymru members**





Diolch yn
fawr i'n
noddwyr

Thank you
to our
sponsors



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government

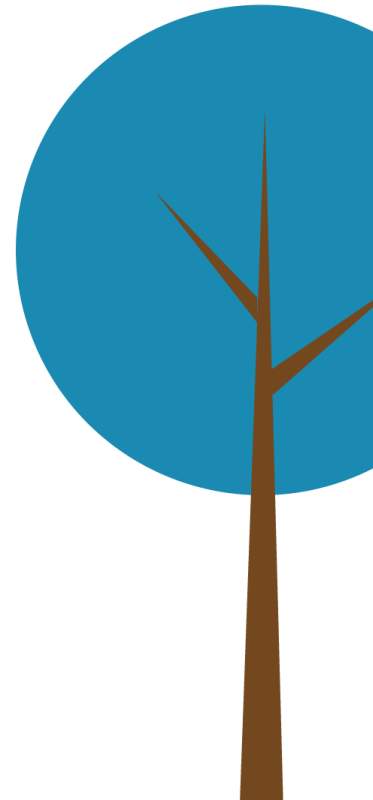
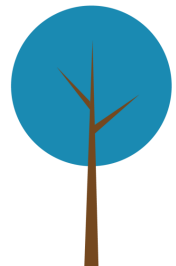


Closed Facebook Group for members

The image shows a screenshot of a Facebook group page. The top navigation bar includes the Facebook logo, a search icon, a home icon, a people icon, a video icon with a '9+' notification, a shop icon, a menu icon, and a plus icon for additional options. The left sidebar contains the 'Groups' section with a search bar and options for 'Your feed', 'Discover', and 'Your notifications', along with a '+ Create New Group' button. Below this is a 'Groups you've joined' section featuring a card for the 'Renting Homes Act Implementation Staff Network by TPAS Cymru' group, which is marked as 'Last active a day ago'. The main content area displays the group title 'Renting Homes (Wales) Act 2016' and the specific group name 'Renting Homes Act Implementation Staff Network by TPAS Cymru'. It indicates the group is 'Private' and has '37 members'. A row of member profile pictures is shown, including one with a TPAS logo. Action buttons for 'Joined' and 'Invite' are visible. Below the group name is a navigation menu with 'About', 'Discussion' (highlighted), 'Rooms', 'Topics', and 'More'. A search bar and a user profile picture are also present. At the bottom, a 'Rooms' section is partially visible with a colorful bar.

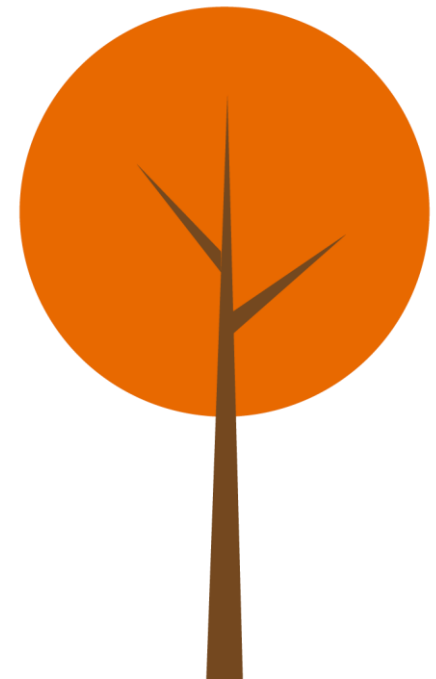
Housekeeping.....

- Use Q&A – start with 'QUESTION'
- Use the chat to share any links/
good practice etc – '*copy & paste*'
what you want
- Session will not be recorded



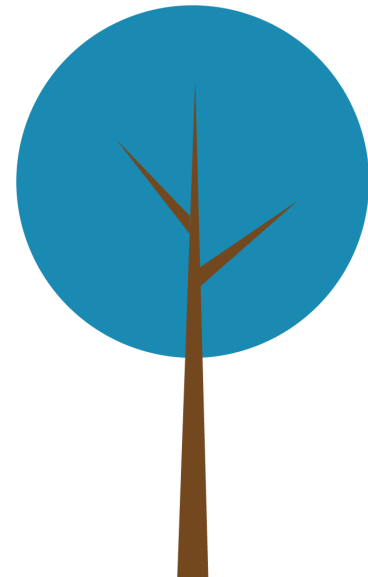
What info to share today.....

1. Update from Simon White and Mark Price Welsh Government
2. Have you updated tenants about change in implementation date?
3. What comms are you planning between now and December?
4. Renting homes and Rent increases – clash?



'Chat storm'

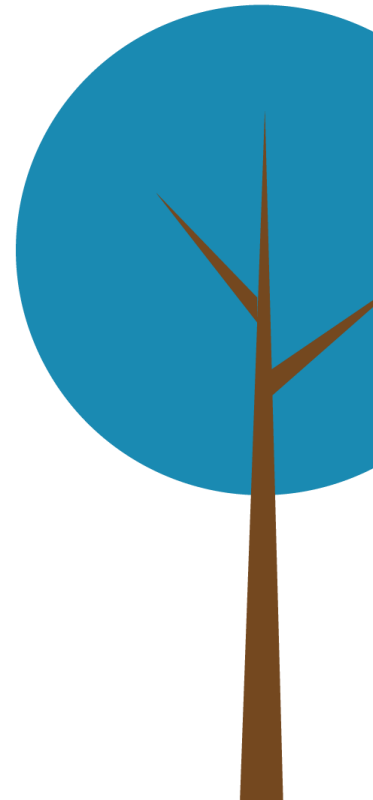
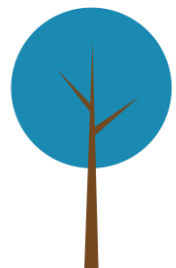
- How do you feel about RH comms ? - what picture from 1 – 9 best sums it up??!
- Use the chat function
- DON'T press enter until I say so!





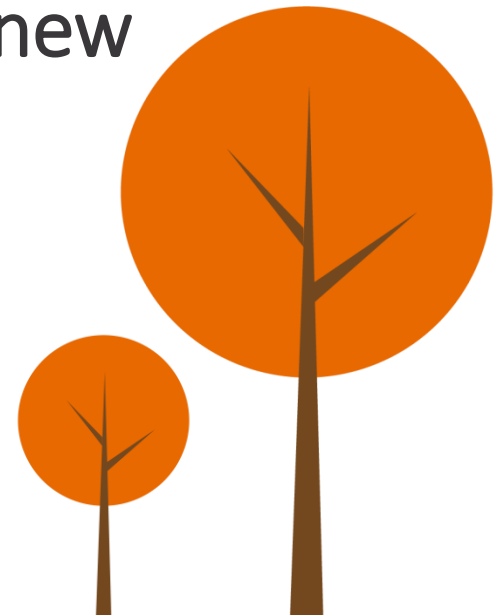
Who are you communicating with about RH implementation?

- Tenants! /Residentsobvs! – *Correct up to date details?!!*
- Prospective tenants – those on waiting lists
- Staff – frontline, contact centre & back office
- Partner organisations – e.g. support providers, local advice organisations, CAB,
- Elected members /MS
- Board
- Local press



Insight from Tenants.....

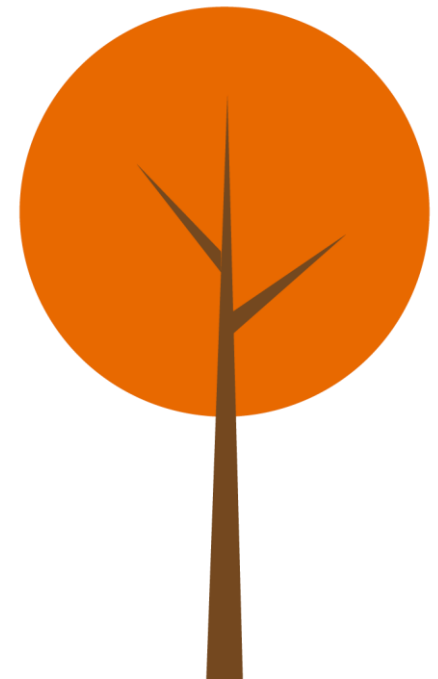
- Will my rights change?
- What will be different in the new contract?
- Why won't I be called a 'Tenant'?
- Do I have to read it all and sign the new contract?
- Will my rent go up?



Over to you...

What info to share.....

1. Have you started your RH comms ?
2. Who have you communicated with?
3. What comms methods have you used ? E.g. social media, email, newsletter
4. What resources have you used so far?
5. What are your RH comms hopes and fears?!



Your comms plans going forward

- What are your comms plans going forward?
- How?
- When?
- Where?
- Challenges anticipated and how to avoid them!?

Evaluation



<http://doo.vote/views>

<http://doo.vote/gwerthusiad>