



You matter | Ti'n cyfri





You matter | Ti'n cyfri

Comms Club – Renting Homes (Wales) Communications

5th April 2022

**Event today is free 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 section for 'Groups you've joined' 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 icon are also present. At the bottom, a 'Rooms' section is partially visible with a colorful bar.

Groups

Search groups

Your feed

Discover

Your notifications

+ Create New Group

Groups you've joined

Renting Homes (Wales) Act 2016

Renting Homes Act Implementation Staff Network by TPAS Cymru

Private group · 37 members

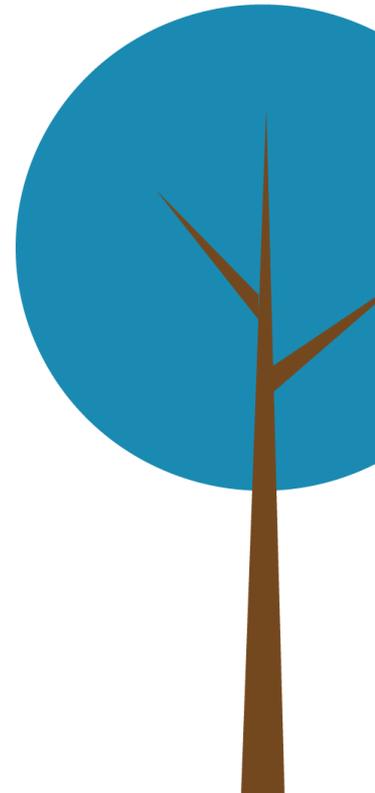
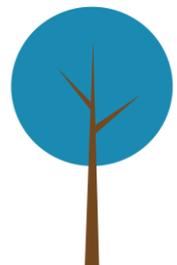
Joined Invite

About Discussion Rooms Topics More

Rooms

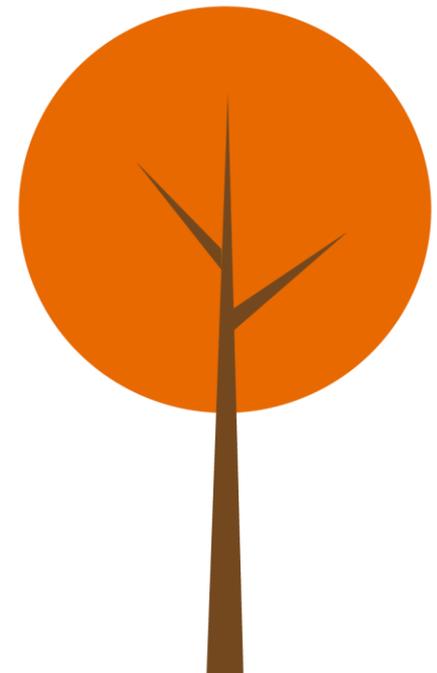
Plan for the session.....

- TPAS Cymru thoughts and insight
- Share your comms work to date
- Share your comms plans going forward
- Use the chat to share links/documents etc – *'copy & paste' what you want*
- Session will not be recorded
- Comfort break
- Who's here?.....



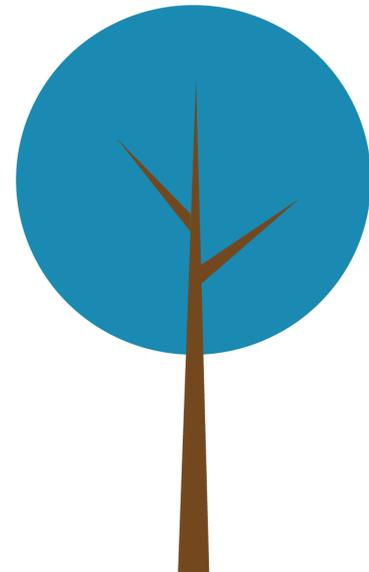
What info to share today.....

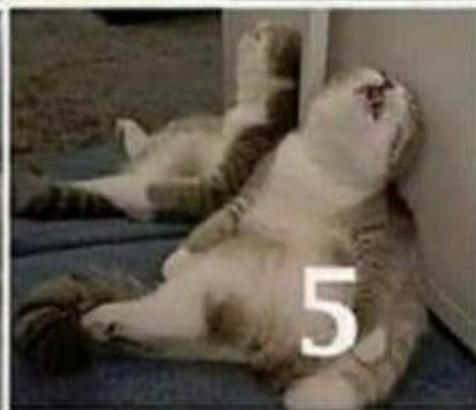
1. Have you started your RH comms ?
2. Who have you communicated with?
3. What comms methods have you used ? E.g. social media, email, newsletter
4. What resources have you used so far?
5. What are your RH comms hopes and fears?!



'Chat storm'

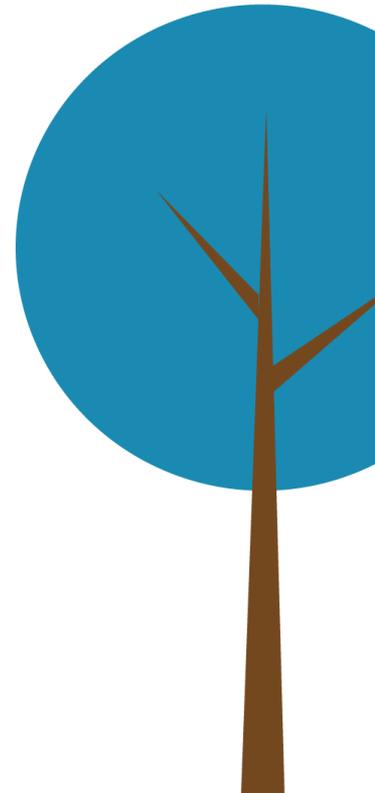
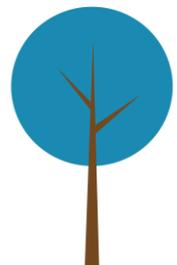
- How do you feel about RH comms ? - what picture from 1 – 9 best sums it up??!
- Use the chat function
- DON'T press enter until I say so!





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





Llywodraeth Cymru
Welsh Government

THE WAY YOU RENT IS CHANGING

for tenants & landlords

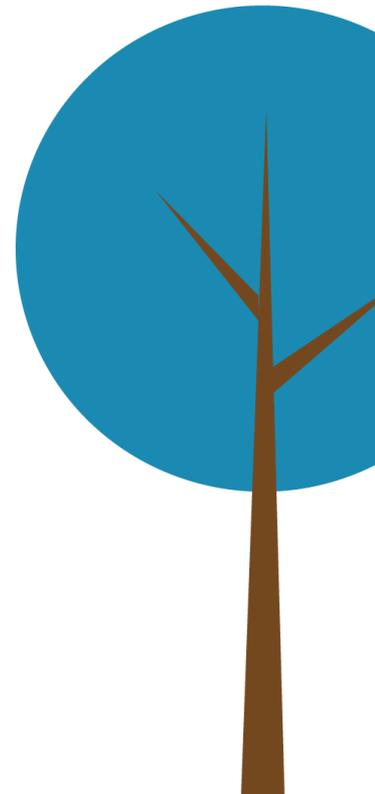
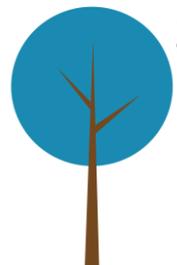
Welsh Government/SBW

In-house
comms/collaboration?

3rd party comms?? –
e.g. Shelter Cymru,
WLGA, CIH Cymru

Communications campaign stakeholder document

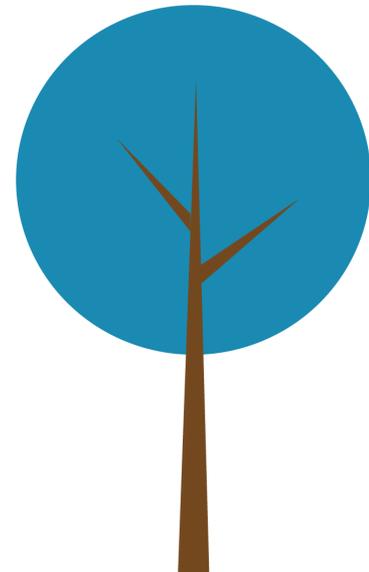
- WG will provide a communications campaign stakeholder document that landlords can use to tie-in their own communications and messages around core Welsh Government announcements.
- This will be completed once dates are finalised and slots are booked for radio and On-Demand TV advertising etc.



Translation

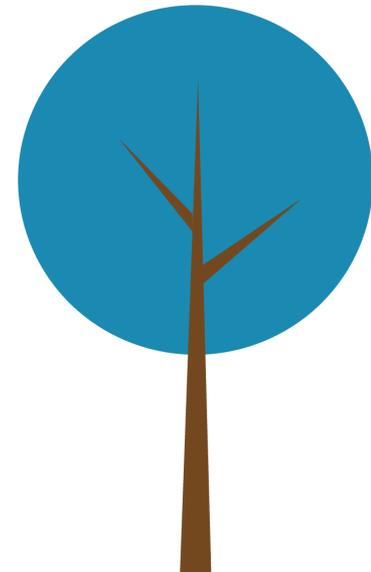
WG will be producing an explainer film, tenant guidance documents and a leaflet in the ten most commonly spoken languages in Wales that are not English or Welsh,

There will also be **BSL versions** of the explainer films and voice overs will also be added.



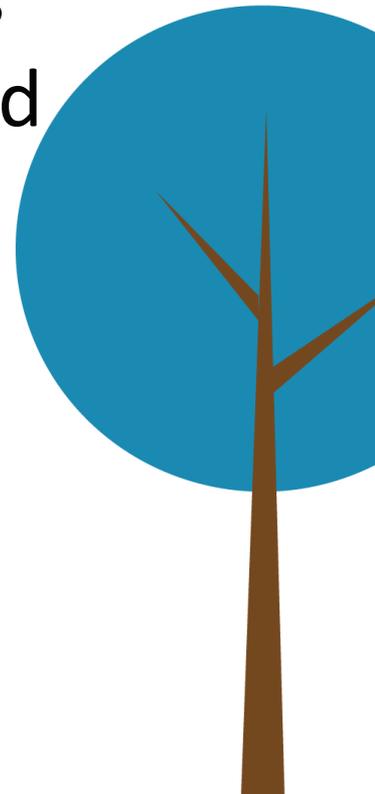
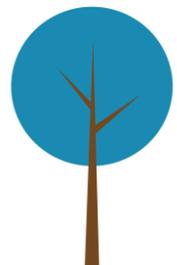
Translation

- - Polish
- - Arabic
- - Bengali
- - Urdu
- - Chinese
- Romanian
- Portuguese
- Tagalog
- Panjabi
- Czech/Slovak



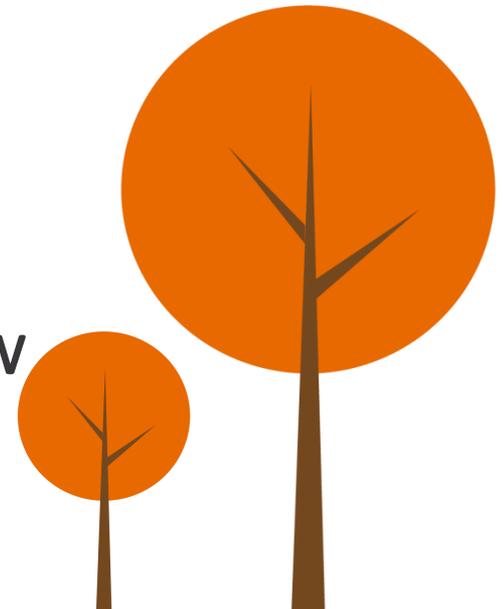
Downloadable and printable leaflet

- WG will [via SBW] produce a downloadable and printable leaflet that organisations can disseminate at harder to reach public places eg food banks, shelters as well as more general places such as libraries and GP surgeries.
- This will be added to the stakeholder toolkit.



Insight from Tenants.....

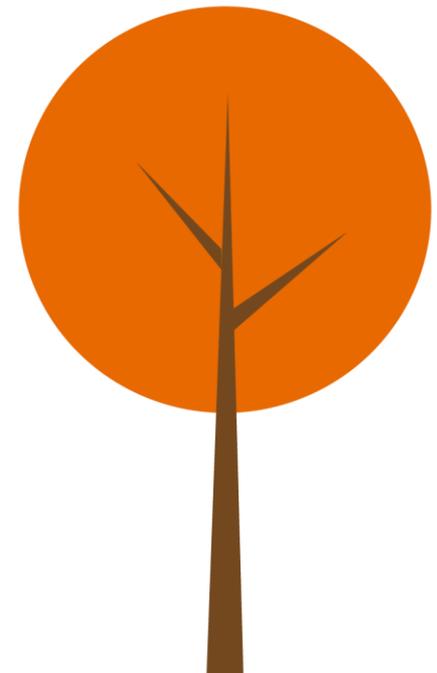
- Is my rent changing in July?
- Why do they need to change things?
- Landlords are too busy to do it all
- What will be different in the new contract?
- Why wont I be called a 'Tenant'?
- Will my rights change?
- Do I have to read it all and sign the new contract?



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
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Your comms plans going forward

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



**Good Practice Awards
Gwobrau Arfer Da
2022**



**Wednesday
6th July 2022**



**Jury's Inn
Cardiff Hotel**

**Promoting
Good
Practice**



**Sharing
Learning &
Experiences**





Save the date!

Decarb week 2022

13 - 17 June 2022

Keep an eye on our website for
more information:

tpas.cymru

Let's connect!



Edit profile

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[tpas.cymru](#)  Joined March 2022

Evaluation



<http://doo.vote/views>

<http://doo.vote/gwerthusiad>