Appendix 4

DCCS Housing – Communications and Engagement Strategy

Current audiences and communication channels

Communication Channel and audience	Purpose	Frequency	Format	Owner/Lead
@Home Newsletter 1,250+ signed up to receive communications from Housing	Keep residents informed on Housing updates including policies and projects, legislation, estate-specific news, consultation and engagement, financial support and advice, safety and security, events, City-specific information and health, wellbeing, community and sustainability messages	First working day of each month	Digital newsletter (Dynamics)	Strategic Communications and Engagement Officer/Business Support Manager
@Home Magazine 1,250+ signed up to receive communications from Housing	Same purpose as @Home newsletter but longer form	2x per year (summer, winter)	Digital (Issuu), advertised through @Home newsletter, and paper copies to Estate Offices and sheltered schemes	Strategic Communications and Engagement Officer/Business Support Manager
Community Centres (CC) Newsletter 250+ signed up to receive CC communications	Keep hirers and users of the Golden Lane CC and Portsoken CC updated on schedules, projects, events, and information from our hirers.	Quarterly	Digital newsletter (Mailchimp)	Strategic Communications and Engagement Officer, CC Manager, CC Assistant, Resident Involvement Manager

Non-newsletter emails 1,250+ signed up to receive communications from Housing	Advise residents on estate-specific or time-sensitive projects, news, events or consultations	Responsive/demand-driven	Digital newsletter (Dynamics)	Strategic Communications and Engagement Officer
Posted Leaflet/Letters All residents (3083) or only leaseholders (971) or only tenants (2086)	Advise residents about policies, projects (including Major Works), consultations, estate-specific information, tenancy information or legal notices	Responsive/demand-driven	Paper, posted through letterboxes by Estate staff	Strategic Communications and Engagement Officer, Heads of Service, Resident Services Officers, Estate Supervisors
Home visits All residents (3083)	Provide personalised support, discuss tenancy matters, welfare or safeguarding concerns, estate issues, service requests and help residents access services	Responsive/demand-driven	Face-to-face visits carried out in residents' homes by Housing staff	Resident Services Officers, Customer Service Officers, Estate Supervisors, Heads of Service, other officers as required
Estate office/estate noticeboards posters All residents (3083)	Advise residents about policies, projects, consultations, estate-specific information	Responsive/demand-driven	Paper, posted in Estate offices and noticeboards by Estate staff	Strategic Communications and Engagement Officer, Heads of Service, Resident Services Officers, Estate Supervisors
Estate bulletins Various estates	Advise residents about localised policies, projects, consultations, and estate-specific information	Weekly	Paper, posted in Estate offices and noticeboards by Estate staff, and digital through RSO-managed distribution lists	Resident Services Officers, Area Managers supported by Strategic Communications and Engagement Officer

Housing Management engagement sessions (drop-ins and walkabouts) All residents (3083)	Provide residents with the opportunity to give feedback on estate-specific matters directly to estate staff	2-3 times per year, per estate	In-person	Resident Services Officers and Estate Supervisors, supported by Estate Services Manager and Area Managers
Estate events All residents (3083)	Provide residents with the opportunity to socialise, get to know their neighbourhoods and build community	Responsive, demand-driven or seasonal	In-person	Resident Services Officers and Estate Supervisors, supported by Estate Services Manager and Area Managers
Resident Voice Group	Resident led scrutiny and strategic influence and oversight across the whole of the Housing Service.	4-6 meetings per year, plus additional work as required	In-person	Director of Housing, Resident Co-Chair, Resident Involvement Manager
Resident Associations ASRA, GLERA, MSERA, PSLA, SMRA	Provide messaging to RAs to distribute among their members, primarily related to policies, projects, consultations and estate-specific information	Responsive, demand-driven	Email	Strategic Communications and Engagement Officer, Resident Involvement Manager
Resident engagement and consultation events All residents (3083), neighbours to our estates around London	Provide project-specific information to residents and gather feedback on projects that will immediately impact them/their homes, primarily delivered by Major Works and New Developments and Special Projects	Responsive, demand-driven	Workshops, forums, door-knocking, exhibitions, briefings, panels In-person and virtual	Major Works and New Developments and Special Projects teams, Strategic Communications and Engagement Officer, Resident Involvement Officer

Members Members for City Estates and allocated Members for out of City estates	Provide messaging to Members to distribute among their constituents, primarily related to policies, projects, consultations and estate-specific information	Responsive, demand-driven	Email	Strategic Communications and Engagement Officer, Head of Housing Management
Housing and Homelessness section of City Corporation website Public	Provide wide-ranging messaging related to all Housing teams, including policies and procedures, governance, support and assistance and projects	Responsive, demand-driven, content reviewed yearly	Web	Strategic Communications and Engagement Officer (Housing and DCCS as content lead)
Social media (Housing Facebook and X) Public 420 followers on Facebook 118 followers on X	Advise residents about policies, projects, consultations, estate-specific information	Responsive/demand-driven	Facebook/X	Strategic Communications and Engagement Officer
Civica communications All residents (direct)	Contact residents directly related to service changes, emergency communications, legal notices or time-sensitive matters	Responsive/demand-driven	Email/letters	Systems & Management Information Administrator, Business Support Manager, Resident Services Officers
Commonplace All residents, though website is public	Provide consultation and engagement platform for residents to provide feedback on estate services, policies and projects	Responsive/demand-driven (dependent on live consultations from teams)	Digital (platform)	Resident Involvement Manager

Team-based communications All residents (direct)	Contact centres for specific teams, used as first option to report an issue or raise a query	Responsive	Shared team email inboxes and phone lines	Various individual Housing teams
News release/City Corporation newsroom All residents, though website is public	Highlight positive news stories and provide proactive messaging around sensitive news stories	Responsive, demand-driven	Web – news section of City Corporation website	Strategic Communications and Engagement Officer, Corporate communications team/DCCS Media Officer