

**Barbican Estate Office
Communications Plan 2015/2016
January 2016**

ACTIVITY	FORMAT	AUDIENCE/ NUMBERS	FREQUENCY	CONTENT	IMPROVEMENTS/ACTIONS (<i>in italics</i>)
Email Broadcasting (EB) SS	Email	Residents email database/ 1,400	As required (average 5-10 per week)	Updates on service issues, fringe developments, information provided by the Barbican Association & other COL Departments.	To review how BEO can increase resident engagement in joining BEO's email broadcasting service via all of our communications, as well as AGMs, Estate Concierge team. Publicity campaign to collect email addresses including letters to absent leaseholders. <i>Produce schedule of current activities to increase database.</i> <i>Produce schedule of potential activities to increase database.</i>
Bulletins LB	Mailchimp via EB	Residents email database/ 1,400	Quarterly (Spring, Summer, Autumn, Winter)	Projects, works, estate-wide issues & updates on services. Key EB over the previous quarter. Committees 'You Said; We Did'	Developed Mailchimp service – following Winter 14 EB. Copies available in the BEO & Concierge Offices/Desks for residents that do not use email, access to a computer. Autumn & Winter bulletins completed. <i>Schedule for 2016:</i> <i>Spring - March</i> <i>Summer - June</i> <i>Autumn - September</i> <i>Winter – December</i>

					<i>Develop 'You Said; We Did' for House Group Committees – review Spring 2016.</i>
Messages to leaseholders & absentee landlords MB	Letters	Leaseholders absentee landlords/ 2,500	Quarterly (Spring, Summer, Autumn, Winter)	Key messages & updates	Develop a programme of quarterly messages. June 15 – lease enforcement. October 15 – short term holiday lets. <i>Schedule for 2016 (to review regarding number of key messages/bulletins/costs)</i> <i>Spring – March</i> <i>Summer – June</i> <i>Autumn – September</i> <i>Winter – December</i>
Car Park Offices & Lobby Desks BA	Notice boards, folders	Residents	24/7	'Information Points' updating residents on key issues	Trial of 1 car park office (review possible equipment, displays, content). <i>Bunyan Car Park Office to be used as trial with noticeboard/leaflet holder.</i>
Residents Information Pack (RIP), Service Level Agreement (SLA) Handbook, Alterations Pack SD/LB/SS/H D	Booklet	Residents/ 2,000	All residents when printed. New residents thereafter included in Welcome packs. Those leaseholders considering alterations.	RIP (A-Z format of facilities/aspects of Barbican living) SLA – definition of agreed services.	SLA Handbook/RIP (to include alterations pack) to be reviewed by BEO & COL legal Department. First stage – BEO to redraft SLA Handbook/RIP to be then reviewed by SLA Working Party. Second stage – documents to be reviewed by RCC representative for each block. <i>Draft Alterations Pack to SLA WP January. Set up trial of basecamp (web based discussion grouping) for Alterations Pack</i> <i>Alterations Pack – draft to RCC representatives –</i>

					<i>February.</i> <i>RIP – BEO draft March.</i> <i>SLA – update only – date TBC.</i>
Welcome packs HD	Booklets Website Letters	New leaseholders, residents & registered sub-tenants	New leaseholders, residents & registered sub-tenants	RIP/SLA handbook & BEO contact details	Review of email links with welcome letter & RIP/SLA handbook & BEO contact details.
Website SS	Website	Residents COL staff	As required, monthly	Concept Design, Resident Information & resident representation & consultation	Review website profile with COL. Review website pages & content. <i>Live - December - update in Winter bulletin asking for feedback.</i> <i>Review in conjunction with EB feedback & changes to RIP.</i> <i>Residents survey July 2016 – ask for feedback</i>
Residents' Open Day MB	Presentation & Q&A	Residents	Annual	Presentation & Q&A	Possible annual event with an opportunity to offer open Q & A, celebrate achievements, make residents feel valued & present important messages. <i>Summer 2016 – review with new AD.</i> <i>2017 - plan for 2019 50th Barbican Estate Anniversary – set up Officer Working Party.</i>