Communications & External Affairs
Strategic Delivery Group
Terms of Reference

Last updated: October 2021

CHC's Strategic Delivery Groups (SDGs) actively support a strong and resilient sector and support the lobbying and advocacy work on issues identified by the membership through CHC's Corporate Plan.

Purpose:

The Communications & External Affairs SDG will:

- Work collaboratively and where possible with one voice to protect the reputation of the sector
- Support the telling of the sector's story to journalists and stakeholders, including politicians
- Horizon scan to identify future risks and opportunities
- Feed into and shape CHC conferences and training so that they are relevant and beneficial for members

Remit

In 2021/22, this SDG will focus on the following priority areas (as identified by the sector):

- This is Housing Campaign
- Senedd Election Campaign and formation of the next Welsh Government: Telling the sector's story and influencing strong local relationships
- Internal communications

The Chief Executives and Housing Association Chairs & Vice Chairs SDGs may commission pieces of work from this SDG.

SDG Chair & Vice Chair

The Chairs & Vice Chairs of the SDGs are appointed following an election process. Their current term will end in April 2022.

SDG Meetings

- Attendance to SDG meetings is free as part of the CHC membership package
- Each Housing Association will determine which members of staff should attend the meetings of each SDG
- SDGs will run once every quarter. The dates for 2021/22 have been set in advance and are available [here](#)
- All SDG meetings are virtual. They will be held on Zoom and joining instructions will be circulated the day before the meeting.
- An agenda for each meeting will be circulated at least one week in advance
- There will be an agenda item at the end of each SDG to self-evaluate
- CHC staff will provide admin and tech support for each meeting
- Outcomes and progress from each SDG will be reported to the CHC Board and shared with the rest of the sector