Actions:

**Communications & External Affairs SDG**

Presentation can be found here:

**Actions:**

**Mapping our priorities**

* We mapped out the priority areas for the next 12 months. There were lots of overlaps between organisations including; website, rebrand, tenant engagement, internal communication and corporate and strategic planning.
* Nia, Mark and Edwina will use the information to populate the workplan which will be circulated within a month.
* Edwina will discuss the themes with other CHC SDG leads early July once all SDGs have run to see where the overlaps are and to plan how best to facilitate collaboration.

**This is Housing**

* Mark and Rebecca gave a presentation to update on the This is Housing campaign which will be launched in September.
* Rebecca will send out the list of those who’ve volunteered to help and this will be refreshed based on capacity and skills we need over the next 3 months. If you’d like to get involved, please let Rebecca know [Rebecca-goodhand@chcymru.org.uk](mailto:Rebecca-goodhand@chcymru.org.uk)
* Group to work on brand voice for the sector – ensuring no jargon.
* Group to work on editorial policy to ensure consistency.
* Discussion that the campaigns needs to extend to existing staff explaining the benefits of working in the sector.
* We now need lots of content – please send your case studies to [catrin-harries@chcymru.org.uk](mailto:catrin-harries@chcymru.org.uk)
* We also discussed comms role in writing, crafting and support recruitment – not just publishing adverts and jobs at the end of the process. This topic came up during priority mapping so this point will be extended and added to that .

**Affordable Housing Review**

* Edwina gave a presentation looking at the recommendation of the Affordable Housing Review.
* We discussed the comms role in communicating rent setting and added that to the priority list to
* discuss with other SDGs in particular Finance.
* We discussed the importance of building local relationship with other communications team,
* particularly LAs and local AMs and MPs.
* We discussed the zero carbon agenda and the ambitions in Housing Horizons linked with the
* recommendations in the review. Discussion about ensuring when we’re communicating the work
* we’re doing on the green agenda, the importance to link with this ambition and government policy.
* The in-depth briefing can be found here:
* <https://chcymru.org.uk/uploads/general/Affordable_Housing_Review_-_In_Depth_Briefing.pdf>
* If you’ve any questions on the review recommendation please contact [aaron-hill@chcymru.org.uk](mailto:aaron-hill@chcymru.org.uk)

**Homeless World Cup**

* Jade from the FAW Trust gave us a presentation on the opportunities to get involved in the HWC which is taking place at the end of July – 3 August.
* For more information about applying or the opportunities available, please contact Jade:

[jade@fawtrust.cymru](mailto:jade@fawtrust.cymru)

**Interactive session:**

* Nia facilitated a session to gather data to help inform future agendas.
* 10/15 respondents are members of a professional body – barriers or the others included cost.
* Edwina to speak to CIPR HQ about Corporate Membership
* Edwina to speak to CIPR HQ about getting the SDGs CPD listed.
* Training needs and best practice suggestions will be looked at when we populate the workplan.

Thanks to everyone who contributed.

Any questions drop me a line [Edwina-ohart@chcymru.org.uk](mailto:Edwina-ohart@chcymru.org.uk) or [Nia.Rolfe@cadwyn.co.uk](mailto:Nia.Rolfe@cadwyn.co.uk)