



NOTES

Communications & External Affairs SDG Meeting

Date: Thursday 5th September 2019

Venue: Cartrefi Conwy, Morfa Gele,
North Wales Business Park
Cae Eithin, Abergele LL22 8LJ:

In attendance

Organisation	Name	Job title
1. Cartrefi Conwy	Annette Hennessey	Communications & Marketing Manager
2. Cartrefi Conwy	Guto Williams	Creative & Digital Media Coordinator
3. ClwydAlyn Housing Limited	Sue Ormesher	Interim Comms & Marketing Manager
4. Community Housing Cymru	Rebecca Goodhand	Marketing & Communications Manager
5. Community Housing Cymru	Josh Rousen	Brand & Design Creative
6. Community Housing Cymru	Julia Sorribes	Member Services Assistant
7. Newydd HA	Illtud Deiniol	Digital Media Officer
8. North Wales HA Ltd	Sian Parry	Communication & Marketing Manager
9. Trivallis	Mark Woods	Head of Communications
10. Wales & West Housing	Andrew Price	PR and Marketing Officer



Online attendance

Mid Wales HA	Alwena Richards	Communications Officer
Tai Tarian	Rachel Gardiner-James	Communications Officer
Trivallis	Rebekah Hewett	Communications Officer
Trivallis	Sadye Baker	Communications Officer
Wales & West	Louise Hughes	Communications Manager

Summary

HR benchmarking report

- The report is due to be published towards the end of September – CHC will run a webinar once the final report is ready (the date has been postponed from the 17th September so we'll let you know ASAP). CHC will share key messages, and will offer additional comms support if required.

Tenant involvement

- Please share your tenant engagement stories with Catrin Harries on catrin-harries@chcymru.org.uk – people in the sector really engage with these on our social media/ other communication channels, and it's a great way to share good practice

Fair Rent Review

- If you'd like to find out more about this please contact Mark Woods on Mark.Woods@trivallis.co.uk.

This is Housing

- The campaign will be launching on 26th September. We will be sending a comms brief giving details on how you can support across all comms channels. This will include a template email to stakeholders informing them about campaign



Mental health

- We will try and get hold of CIPR training presentation on mental health in comms

Alcemi

- On October 10th, CHC is launching a programme to prepare you for the future. Listen to Edwina's webinar on the topic **here**. More info will be shared soon on how you can support us comms wise around the launch – your help would be really appreciated!
- **Do you know your 'why'?** It's your last chance to book onto our 'Vision' workshop – the first in a series of business transformation events taking place over the next three months. More info and our booking form is [here](#). **If you book onto all four, you'll save £120!**

Newydd – My Newydd

- Iltud Deiniol is available to answer additional questions on 'My Newydd', Newydd's award winning, brand new tenant portal. His presentation is available here. Contact Iltud on Iltud.Deiniol@newydd.co.uk

Nudge 101 - Shayoni Lynn

- Shayoni will be presenting at our communications conference which is taking place on 22nd January at the Copthorne Hotel in Cardiff. Our booking page will be open soon! She will be offering training and consultancy on behaviour science and nudge theory in the interim, please contact her on shayoni@lynnpr.co.uk
- **Books Shayoni recommends include:**
 - Nudge by Richard H Thaler and Cass R Sustein
 - Thinking, Fast and Slow by Daniel Kahneman (although this is more advanced and she recommends reading 'Nudge' first)
- Shayoni recommends using the [EAST framework](#) and [GCS models](#) when planning strategic comms