

Community Housing Cymru

This Is Housing

Telling the sector's
story

Introduction

Despite the attraction of a career in housing, we have a skills shortage in Wales.

As a sector we have huge ambitions – so we need to plan for the future. We can't make our ambitions a reality without the right resources and capacity.

The CHC HR SDG has identified that visibility and sector perceptions are a key problem - do people know enough about it?

The PR & HR SDG have been working together over the past few months, and have devised a campaign idea to:

- attract more people with the right skills into the sector
- tell our sector story to showcase what a career in housing looks like – and all the benefits that come with it!
- demonstrate the wide range of opportunities available in the sector – it's not just housing

The team

In collaboration with wider HR and PR SDG a team has been established:

Comms

- Mark Woods (Project Lead) and Rebecca Hewett – Trivallis
Ben Black – Bron Afon
- Nia Boulton – Cadwyn
- Marian Jones and James Cozens – Pennaf
- Janice Thomas – Tai Ceredigion
- Anna Meredith and Claire Canning - United Welsh
- Rebecca Goodhand, Catrin Harries & Josh Rousen – Community Housing Cymru
- Marcus Warner and Sam Muftuoglu - Melin Homes

- Andrew Price – Wales and West Housing
- Alison Watkins – Tai Tarian

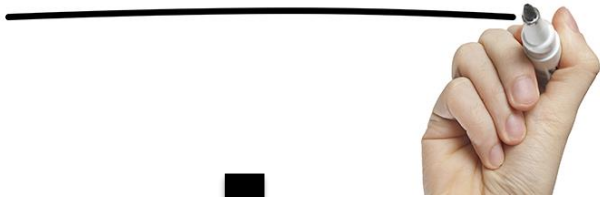
HR

- Phillipa Knowles - CHC
- Kate Griffiths – CCHA
- Alex Jones – Tai Tarian
- Bev Flood – NCH
- Donna Howells – United Welsh
- Louisa Neale – Trivallis

The journey so far...



ACTION PLAN



- You told us you want to attract the right staff and board into the sector to achieve our ambitions

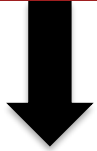
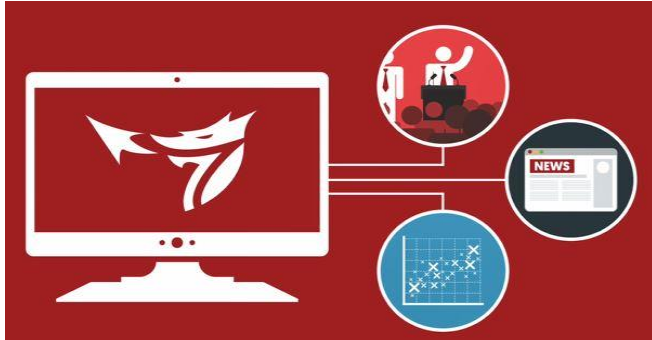
- Work plan agreed for HR & Comms
SDG – working groups set up

- Values agreed with Chief Executives

Our values

- We are more than the homes we provide
- We make a difference
- A real business with social values
- We are ever evolving
- Our work is built on relationships
- Our roles are challenging, fulfilling and we still have fun
- We celebrate and embrace diversity
- We have our own identity
- Our people are our USP

The journey so far cont...



- HR SDG undertook research with 137 people who work in the sector showing:
 - The best thing about working in the sector is making a difference – 65%
 - Some were unaware of the breadth of work undertaken by HAs – 38%
 - 35% hadn't considered working in social housing before applying for a job – many had none/limited knowledge of sector

Further research findings (March 2019)

- 181 people who don't work in social housing completed survey
- 80% employed in other sectors, 16% unemployed, 4% at school or university
- 33% have never thought about career in social housing, for reasons including: “no knowledge” and “wasn't sure what was available”
- Top reasons people would apply for jobs include:
 - Salary (76%)
 - Flexible working (60%)
 - Making a difference (74%)
 - Location (65%)

Strategy

Using data insights to develop a strategy that promotes a positive view of the sector. Tactics will include:

- Telling real stories about real people and showcasing a diverse and interesting sector – stories will be told through written blogs & films
- Website – hub
- Social media campaign
- Career fairs/ open days etc

Website: shop window

- A gateway to the Welsh social housing sector – showcasing what it's like to work in the sector

Purpose:

- Tell the sector's story about our amazing organisations, staff and the work we do
- Content led with varying case studies, blogs and news stories
- Drive people to Housing Jobs Wales website – to support This is Housing

What does success look like?

20% uplift in web visits to Housing Jobs Wales compared to CHC jobs page on website.

- Website delivered on time and on budget
- Working with HR SDG to put metrics in place for measurements on recruitment success
- 100% of members sign up to using messaging and brand
- HR SDG to map out key strategic partners for HR to help tell our story and identify areas to build on – it's not just a website!
- 20% of traffic from Housing Jobs Wales going to This is Housing homepage – showing job seekers are becoming more informed about sector (Google Analytics – **12,000 page views on Housing Jobs Wales already**)
- 20% of traffic from This is Housing homepage going to Housing Jobs Wales – showing the website is attracting people to find out about jobs (Google Analytics)
- 300 followers on Facebook, 500 followers on Twitter, 200 followers on Instagram, 300 connections on LinkedIn (showing increased awareness of site, and more likelihood of people being informed of sector)
- Changed positive perceptions of working in social housing sector (compare March 2019 survey taken this year to one going out next year)

Timeline of activity to launch

Activity	Date
Strategy developed Website build Brand finalised	May-August
Campaign development (social media imagery, case studies , photography, digital films)	May-August
CHC benchmarking survey to take place	June
HR SDG work plan developed to develop the campaign further than the website—building relationships with Careers Wales, universities, schools etc	June
Website & collateral ready Campaign launched	September HR conference – 26 th September

This Is Housing
Just the first stage
We need your help and
ideas Kate