

Communications Plan

St George's Court

(September 2025)

1. Purpose of the Plan

To ensure clear, timely and consistent communication with residents of St George's Court, helping to rebuild trust, increase transparency and provide residents with meaningful opportunities to influence decisions affecting their homes.

2. Plan Objectives

- **Keep residents informed** with regular, accessible updates about progress, timelines, and decisions.
- **Build trust** by demonstrating openness, listening to concerns, and acting on feedback.
- **Support involvement** by creating two-way communication channels and opportunities for co-design and shared decision-making.
- **Manage expectations** by being honest about what is possible and the limitations we may face.

3. Key Messages

- We understand and acknowledge the frustration caused by past delays and unclear communication.
- Things are changing – we are committed to listening, sharing information openly and involving you in decisions.
- Planning approval is a major milestone, and while progress may take time, we are working hard behind the scenes to bring about positive change.
- Your voice matters and is essential to shaping the future of your homes.

4. Core Communication Channels

Channel	Purpose	Frequency	Who's responsible?
Resident newsletter	Share project updates, key milestones, answers to FAQs, stories from the community, and highlight upcoming opportunities to engage.	Quarterly	Everyone to feed information into Comms write. Neighbourhoods to share.
Dedicated page on Tai Calon's website	Provide detailed, regularly updated project information: plans, timelines, meeting summaries, FAQs.	Updated monthly or as needed	Everyone to feed information into Comms and them to write and publish.
Resident Panel Meetings	Co-design and consultation group, helping shape renovation plans and hold us to account.	Bi-monthly meetings (starting July)	Resident services and Neighbourhoods
Noticeboard in communal area	Quick-glance updates on upcoming works, drop-ins, contact details.	Updated as needed	Resident services and Neighbourhoods
Email and Phone Support	Personal support and direct contact with known officers.	Ongoing	Resident services, Neighbourhoods and Customer Services.
Drop-in Surgeries / Site Visits	In-person engagement with key staff (Housing, Development, Comms).	Monthly or tied to key milestones	Resident services and Neighbourhoods

5. Suggested ideas

- **“Meet the Team” section in the first newsletter** – profiles of the key people involved, including contact info and photos, to help humanise the organisation and create visibility.
- **“You Said, We Did” feature** – show how resident feedback has directly influenced decisions or changes in the plans.
- **Visual timeline** – a project roadmap included on the website and newsletter, clearly showing past progress and upcoming milestones.

- **Video updates** – short, subtitled video messages from the project team, including site visits or progress walk-throughs.
- **Feedback cards with freepost envelopes** – for residents less comfortable with digital communication, to submit questions and feedback anonymously.
- **Translation or accessible formats** – ensure all materials are available in large print, Welsh, and other languages/formats as needed.

6. Roles and Responsibilities

ROLE	RESPONSIBILITY
Communications Team	Oversee the delivery and coordination of all communications
Tenant Liaison Officer	Act as day-to-day link with residents; provide personal support and feedback route
Community Housing Team	Support residents' queries and feed into the panel/consultation processes
Resident services	Provide clear, up-to-date technical/project info
Resident Panel	Act as a sounding board and guide comms effectiveness from a resident perspective

7. Evaluation and Review

To ensure this strategy is working, we will:

- Track engagement levels (e.g., newsletter feedback, attendance at meetings).
- Regularly review feedback from residents to adapt our approach.
- Conduct a short communications survey every 6 months to measure resident trust, satisfaction with updates, and areas for improvement.
- Review and refresh the strategy annually or after key project phases.

8. Conclusion

The future of St George's Court depends not just on bricks and mortar, but on trust, transparency and respectful two-way communication.

Tai Calon is committed to walking alongside residents through this journey — keeping them informed, involved and empowered to shape the changes ahead.