



Cambridgeshire Home Improvement Agency
Improving Homes - Improving Lives



HEADLINE MESSAGES COMMUNICATIONS AND OUTREACH STRATEGY

Enhancing Cambs HIA's impact and accessibility through strategic engagement with relevant stakeholders and the local community.

Purpose

The purpose of the Cambs HIA's Communications and Outreach Strategy is to enhance our impact and accessibility by strategically engaging with relevant institutional stakeholders and the local community. This will foster awareness, collaboration, and engagement, ultimately leading to a more informed, engaged, and empowered community.

Target Audiences

Residents

- Children with disabilities
- People with disabilities
- Residents Associations
- Community Centres
- People on low incomes
- Older People
- Influential individuals

Organisational Partners

- City Council Teams
 - i) Housing
 - ii) Social Care
 - iii) Think Communities
 - iv) Environmental Health
- County Council Teams
 - i) Public Health Team
 - ii) Integrated Care Team
 - iii) Adult Social Care

- Statutory Bodies
 - i) NHS Teams
 - ii) Police Department
 - iii) Fire Department
- Local Charities
- National Charities
- Schools
- Contractors
- Mobility Aids Companies

Miscellaneous

- Hairdressers
- Local media – Newspapers, Magazines, Radio
- Community events
- festival organisers
- Places of Worship

Objectives

- Raising Awareness
- Timely Communication
- Highlighting Impact
- Establishing Partnerships
- Monitoring

STRATEGY



AWARENESS

Raising awareness amongst relevant stakeholders and the general public about the importance of home improvement, the impact of Cambs HIA's work and the different types of support available through Cambs HIA and other organisations.



PARTNERSHIPS

Establishing effective partnerships with a diverse set of key stakeholders including NHS teams, Council Teams, local and national charities, community groups, and other statutory bodies, fostering collaborative initiatives for collective community wellbeing.



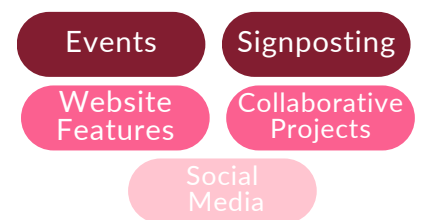
ENGAGEMENT

Actively engage with communities and organisational partners through events, social media, and post-service interactions, cultivating an enduring connection, feeding back into our social media content. Participating in local events, fairs, and events to directly connect with the community.

ACTIONS

Establishing Collaborations

By collaborating with key stakeholders such as other council teams, NHS teams, charities, and community organizations, Cambs HIA can leverage collective resources, share expertise, and extend its support network. These partnerships will not only enhance the agency's visibility and credibility but also create a collaborative ecosystem focused on improving housing conditions.



Reaching Information Hubs

Engaging with information hubs is pivotal for Cambs HIA's outreach. Presence on such platforms ensures residents are seamlessly directed to Cambs HIA for their home improvement and adaptation needs.



Social Media Reposting

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Engagement

Direct engagement with clients and the general public is critical to the success of our work. Engaging with residents at events and through social media can help us understand their needs, challenges and any issues faced by them in accessing our services. It also gives us an opportunity to create success stories of our work and feature our actual work on social media.

Signposting

Collaborative Projects

Social Media

Targeted Leaflet Drops

Leaflet drops in areas of high deprivation allow Cambs HIA to deliver relevant information directly to the homes of residents that may be eligible for grants and benefit from our work.

Signposting

CAMPAIGNS

The Social Media campaigns are central to the Communications and Outreach Strategy of Cambs HIA. The campaigns are meant to help Cambs HIA staff ideate posts and ensure that the social media content comprehensively covers all the themes that we wish to cover. The campaigns can be found in the Marketing folder of the shared drive.

- Cambs HIA – We Care
- Save the Date
- Spread the Word
- We're in this Together
- Energy Efficiency and Environmental Sustainability
- Home Improvement Advice

TOOLS



Large Language Models

ChatGPT, Google Bard, Bing



Photo Repositories

ChatGPT, Google Bard, Bing



Online Design Tools

Canva, Visme



Performance Tracking

On platform tools

CHALLENGES AND RISKS

- Reputational Hazard
- Navigating Sensitive Topics
- Low Rates of Engagement
- Balancing Digital and Traditional Outreach
- Human Resource Constraints