



RESIDENT INSIGHT Communications Strategy

Work was undertaken during December 2024 and January 2025 with support from the resident engagement team to seek views from residents – including shared owners and leaseholders as well as social and affordable rent tenants and sheltered residents - alongside stakeholders, partners, peers, key local businesses in and around Plymouth, and staff at PCH. The VRA (now the RCA) also hosted a focus group and gave an in-depth review.



How we listened



472 residents took part in the survey, with 12 anonymous responses. 17 residents took part in focus group sessions. 9 peer social housing associations were consulted with and 17 key stakeholders were consulted with and asked for recommendations.

What you said



Most residents feel PCH communicates well, especially through the InTouch newsletter, website, and local media. People want clear updates on their tenancy, home improvements, and PCH services. By phone is still the top

contact method, but many like digital options too. Residents ask for more face-to-face contact, local events, and info in plain English. They value regular, easy-to-understand updates that suit different needs and ways to stay in touch.

What we will be doing



Resident feedback helped shape the entire focus of the Communications Strategy, and was vital to ensure the aims and outcomes were relevant, targeted, and would address the key issues residents felt were important.

As well as hosting a focus group for residents, the Resident Communication Advisors (RCA) panel was sent the first

draft of the Comms Strategy once it was produced - and asked to review and amend it.

A two hour workshop was then held with the RCA and changes to wording, content and text were made live during this workshop based entirely on resident feedback and suggestion.

You said, we did



You said: The proposed Mission statement contains the word 'need' - this is a restricted word whereas it is not just what you 'need' but also what you 'want' as a resident, or 'what you are happy with' that PCH needs to address. Can this be reworded?

We did: The Mission statement was changed as a direct result of this helpful feedback, and now reads "To provide clear, accessible and relevant information and engagement opportunities through tailored channels which cater to audience requirements".



You said, we did

You said: Communication services need to meet resident requirements and be delivered in the right way - not everyone uses online services.

We did: One of the 10 Key Aims for the Communications Strategy - and the 2nd overall priority - became 'Provide tailored methods of communication'. This outlines how PCH will encompass all methods of communication to meet resident requirements, deploying a variety of channels and tailoring communication services to ensure information is accessible to all, taking into account individual need. Suggestions were built in from the RCA such as making better use of noticeboards, billboards, community venues for promotional material to be shared, alongside digital promotions.

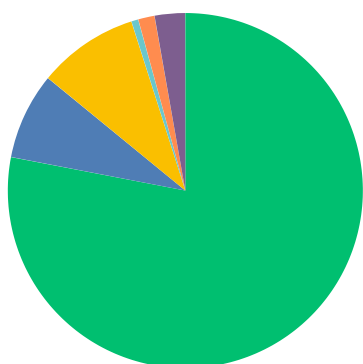
You said: PCH needs to know its residents and their preferences for receiving information - digital or print.

We did: The 9th Aim was 'Know and Understand our residents' communications preferences. This aim outlines how PCH needs to ensure we capture, record and effectively use information about residents and their preferences for communication - digital, print, face to face - and how we provide effective news, information and updates through those channels, tailoring communications to the right platforms to meet resident requirements. This includes the import of a CRM being introduced at PCH, the new Data Strategy - including a project to capture information about communication preferences - and keeping records updated internally through a culture shift.

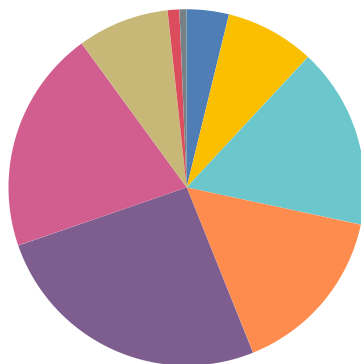
You said: Staff sometimes don't know what is going on so they can't tell residents

We did: The import of addressing internal communications and improving staff engagement to help ensure staff can provide the right information to residents was addressed through the Comms Strategy, with the 10th Aim being 'Keep Staff Informed and engaged to support service delivery'. This outlines how PCH would tailor its internal communications work to make sure staff were kept up to date, and could therefore provide the right information to residents.

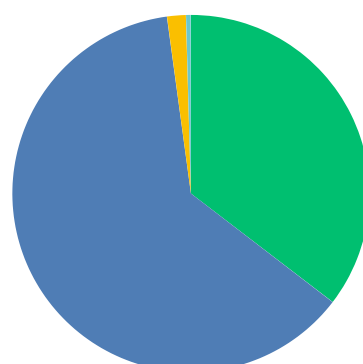
Resident profile



Tenant	366
Leaseholder	37
Shared Owner	43
Older Persons Accommodation	3
Housing with Support	7
Other	13



Under 16	0	55 - 64	121
16 - 24	18	65 - 74	95
25 - 34	38	75 - 84	39
35 - 44	77	85 +	5
45 - 54	73	PNTS	3



Male	165
Female	291
PNTS	8
Other	2