

**BRENT HOUSING PARTNERSHIP BOARD**

<b>Meeting: Board Meeting</b>	<b>Date: 28<sup>th</sup> July 2011</b>
<b>Report Author: Linda Footer</b>	<b>Title: Communications Strategy 2011-2014</b>
<b>Contact Officer: Linda Footer x 2356</b>	<b>Classification:  For Decision</b>
<b>Contains Private and Confidential Information:</b>	<b>No</b>

**1. Matters for Consideration**

- 1.1 It is a prerequisite of being an ALMO that our organisation maintains its own identity and this must be epitomised in our communications strategy – the identity of BHP must continue to be clearly and easily recognised as an organisation in its own right.
- 1.2 Changes to government legislation in the housing and wider sector together with the need to keep pace with best practice locally and nationally have had and will continue to have a significant effect on the way BHP conducts its day to day business and interacts with residents, council members and staff, partner agencies, the press, and members of the public.
- 1.3 The last update to BHP’s Communications Strategy was approved by the Board in 2006. Many of the recommended policies have been achieved, some are no longer relevant and new communication objectives have become necessary to satisfy regulatory bodies and changing priorities.
- 1.4 An updated Communications Strategy is attached at Appendix 1 including a Communications Action Plan setting out BHP’s communications objectives for the next 3 years. Since BHP has recently set up Facebook, Twitter, Youtube, and the facility for blogs, a new Social Media Policy is attached at Appendix 5 for approval by Board Members. This covers the benefits and risks associated with using social media and considerations for its use. For those members who have joined the board since 2006, copies of the following documents are also attached for information:
- Translation Policy – appendix 2
  - Media Protocol – appendix 3
  - Visual Identity Guidelines – appendix 4
  - Social Media Policy – appendix 5 (new for approval by the Board)

**2. Financial and/or Legal Implications**

- 2.1 There are no financial or legal implications for adopting the strategy outside of those budgeted for in the relevant service areas

**3. Recommendations**

- i. Board members are requested approve the proposed amendments to the Communications Strategy.

**4. Access to Information**

- 4.1 No restrictions apply