

Priority 1 : Spread the word									
Ref.	Action	Who	Reported to	Year	When	Resources	Outcome	Status Green - On track Amber - Issues identified Red - Serious issues identified Blue - Completed/abandoned	Commentary and annual update
1	Ensure the Resident Support Service works more effectively with the inhouse Communications Team to use marketing campaigns to promote different aspects of the service.	R. S. Lead Specialist, R. S. Specialists, Communications Specialist	Housing Project Board	YR 1 - YR 5	Ongoing for the life of the strategy	Any costs associated with increased marketing activity will need to be built into the Council's budget.	Greater awareness of the help and support available with housing exists across the District.	GREEN	A marketing campaign for shared ownership was implemented. Magazine articles on the Homelessness Strategy and joint working arrangements with Job Centre Plus were published. An article for the Tandridge Magazine Summer Edition has been prepared covering the launch of the Homelessness Forum. During the Pandemic, regular liaison took place to publicise temporary service access arrangements and the additional support available, as well as contributing to the COVID-19 Infographic produced by the Council. The Communications Team were involved in the specification and design of the content on the new customer portal on Tandridge Home Choice.
2	Ensure partnerships are working effectively to promote the service and explore new ways of working with new partners to promote the service to a wider range of people, for example, by working closely with Health.	Director of People R. S. Lead Specialist R. S. Specialists	Housing Project Board	YR 1 - YR 5	Ongoing for the life of the strategy	Within identified staff costs	Synergy and value for money is achieved through partnership working which prevents homelessness and achieves good outcomes for vulnerable people.	GREEN	Joint bid for Surreywide Rough Sleeping / Mental Health funding developed with Public Health England. Arrangements established for Job Centre Plus to host a surgery once a week at TDC Offices. Arising from multi-agency responses to the COVID Pandemic, significantly improved joint working was implemented across County during 2020/21. This has led to development of the Surrey Adults Matter (SAM) Process, the launch of the Multi Agency Group, the Bridging the Gap Project, Joint PSHE / SCC bids for funding through the Changing Futures Programme, as well as a number of other initiatives.
3	Collate various data, including website analytics to determine the efficacy of the information provided regarding housing options.	R. S. Lead Specialist R. S. Specialists, Communications Team	Housing Project Board	YR 1 - YR 5	Ongoing for the life of the strategy	Housing Committee Housing Project Board	Changes implemented by 2022. Then ongoing for the life of the strategy	AMBER	Not progressed yet but the service is actively participating in developing the digital business case for the Future Tandridge Programme to capture where the application of the technology being considered (Customer Account, chatbots, proactive messaging/contact with residents) can add value, which is being taken forward during 2022/23
4	Research where people go for help before approaching the Council for assistance to enable improved targeting of promotional material and advice and explore option for mystery shopping to continue to improve service delivery.	Resident Support (R. S.) Lead Specialist Resident Support (R. S.) Specialists Customer Services	Housing Project Board	YR 3	end of Q4 20-21	Identified within current staff resources	New opportunities are identified to communicate information about the help available. Effective referral pathways are developed. People experiencing housing problems can access advice at the earliest opportunity.	GREEN	Analysis of data provided via Duty to Refer referrals has been used to identify the main referral agencies. Housing options assessment form also now captures how client heard about our service and where they first went to for advice.
5	Use Mosaic data to understand demographic and behavioural trends and preferences in service user communication and identify new ways of communicating with customers. This could include a Tandridge Housing app, chat bots or Skype for Business.	Specialist Services Manager R. S. Lead Specialist R. S. Specialists	Housing Project Board	YR 4	end of Q4 21-22	The potential development of software may require funding to be built into Council budgets otherwise will be within current identified staff resources	A greater variety of different ways of interacting with customers are explored and implemented, improving the accessibility of the service.	GREEN	On schedule. However, TDC has made decision not to renew Mosaic licences so this action cannot be progressed as originally intended. However, the benefits of new working practices and methods of communication adopted during the COVID pandemic will be fully considered and maintained /developed, as appropriate. The service is also actively participating in developing the digital business case for the Future Tandridge Programme to capture where the application of the technology being considered (Customer Account, chatbots, proactive messaging/contact with residents) can add value, which is being taken forward during 2022/23
6	Introduce motivational interviewing for relevant staff.	R. S. Lead Specialist R. S. Specialists	Housing Project Board	YR 4	end of Q4 21-22	Within existing resources	A person centred approach is taken with homeless people with complex needs to empower them to effect positive change in their lives and engage with the help available.	AMBER	Not progressed previously due to Covid but will be developed and delivered during 2022/23

7	<p>1) Build closer relationships with LGBTIQ+ services operating in the district and work with them through the relaunched Homelessness Forum to explore</p> <p>2) training for staff on LGBTIQ+ issues and awareness;</p> <p>3) Revisiting wording on diversity data collection questionnaires and exploring ways to encourage greater disclosure in the future;</p> <p>4) Exploring what visible signs of inclusion the Council could use in the way services are delivered.</p>	Specialist Manager R. S. Lead Specialist R. S. Specialists Head of Communications and Customer Experience	Housing Committee Housing Project Board	YR 4	Changes implemented by end of Q4 21-22. Then ongoing for the life of the strategy	Within identified staff resource and budget	Services provided are welcoming, safe and inclusive. People who identify as LGBTIQ+ feel able to declare their identification for diversity monitoring purposes to enable tailored support to be delivered. The Council is compliant with statutory Equality Act duties.	AMBER	Not progressed previously due to Covid but will be delivered during 2022/23
8	Contribute towards the development of the Council's Digital Strategy	Head of Communications & Customer Experience Specialist Services Manager R. S. Lead Specialist R. S. Specialists	Housing Project Board	YR 5	By the end of the life of the strategy	Within existing staff resources	Homeless people are able to access the help and support they need on line where appropriate for them to do so.	GREEN	On schedule with respect to delivery date.
9	Review the housing advice and information area on the website and explore the use of explainer clips.	Head of Communications & Customer Experience R. S. Lead Specialist R. S. Specialists	Housing Project Board	YR 5	By the end of the life of the strategy	Mainly within identified staff costs with the potential for some software costs that need to be build into the Council's budget.	Homeless people are able to access the help and support they need on line where appropriate for them to do so.	GREEN	On schedule with respect to delivery date. Being progressed during 2022/23
10	Develop the housing advice and information literature that is available by using behavioural insights to achieve service improvements, efficiencies and improved outcomes for homeless people.	Head of Communications & Customer Experience R. S. Lead Specialist R. S. Specialists Case Services Team Leaders Case officers	Housing Project Board	YR 5	By the end of the life of the strategy	Within identified staff costs	People with housing problems are given effective information about housing and the help that is available.	GREEN	On schedule with respect to delivery date. Being progressed during 2022/23