

City of Bradford Metropolitan District Council

Supporting People

Communications & Consultation Framework July 2008

Final



Supporting People

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| Document Purpose | To outline Communication & Consultation Protocols between the Supporting People Administering Authority and its Customers |
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1. INTRODUCTION

Welcome to Bradford Supporting People Communication and Consultation Framework. The document was written for everyone with an interest in the Supporting People programme in Bradford.

This includes the following, non-exhaustive list:

Service Users, Carers, Advocates, Health Authorities, Housing related support service providers, Local Housing Authorities, Private and Social Landlords, Probation Services, Social Care Services, Other Supporting People Administering Authorities and many other partner agencies (stakeholders).

In Bradford MDC we are committed to involving service users and stakeholders in the planning, development and commissioning of supporting people services.

The aim of this framework is to assist the Bradford Supporting People team to achieve its aims and objectives; and to ensure that all the above are involved in the shaping of Supporting People services in Bradford. This strategy will assist in both informing and consulting with stakeholders by listening to their views and incorporating them into the Supporting People programme.

2. KEY PRINCIPLES

The key principles of the strategy are to:

- use effective, consistent, two-way communication as the key element of the programme
- use a range of different ways of communicating to ensure a wider choice in service access and delivery
- recognise areas of improvement so as to inform better delivery of the service
- ensure that internal and external stakeholders are communicated with, in a consistent manner
- publicise successes and achievements to improve awareness of the Supporting People programme and its delivery
- ensure the Supporting People approach is consistent with the Council as the Administering Authority for the programme

3. INFORMATION

This is the giving of information to let people know what is happening once a decision has been made.

3.1 Aims

The Supporting People Commissioning Body and Supporting People team will:

- promote awareness and share information through direct contact with stakeholders and the use of a range of media materials
- develop two-way communications with stakeholders
- Promote better understanding and use of performance measures
- improve public information on services and how to access them
- improve exchange of information between the statutory and non-statutory agencies
- ensure published documents are understandable and accessible via other languages, large print, Braille etc
- ensure contact with the media follows the Council's guidelines and that any contact with the media concerning a partner agency is dealt with in partnership with the relevant agency

- ensure all information is made available subject to confidentiality and the Data Protection Act and in accordance with the Freedom of Information Act
- ensure the Supporting People compliments/complaint procedure(s) are followed at all times
- Link in with service users and providers fayres/open days/road shows as possible

3.2 Communication Sources

- The Supporting People website can be accessed via Bradford Council's website at www.bradford.gov.uk/supportingpeople and communication can be made with the team at supporting.people@bradford.gov.uk and via telephone 01274 43500
- A general Supporting People leaflet is available at information and access points throughout the district and can also be downloaded from the above website. Additional copies of the leaflet can also be obtained by contacting the Supporting People team
- The Supporting People team produces a free newsletter for service users, providers and stakeholders. This is distributed to all Supporting People providers and internally across the Council. It can be ordered by contacting the Supporting People team on the listed contact details
- The Supporting People team will also maximise the use of other media communications to publicise the Supporting People programme, including the use of provider newsletters, other council communication sources and outside media where appropriate
- The Supporting People team produces and maintains a directory of services, which is also available online
- The Supporting People team attends the Supporting People Provider Forum and other relevant forums in the district, including the BME and housing group, Domestic Violence group, Safeguarding Adults Board, Learning Disabilities Board etc.
- The Supporting People team will undertake to provide timely information to all providers single point of contact (SPOC) when necessary
- The Supporting People team will undertake contract monitoring visits with all providers
- The Supporting People team will arrange at least one stakeholder/service user event per annum
- The Supporting People team will undertake formal consultation of service users annually and formal consultation of providers when required

3.3 Future

The Supporting People Commissioning Body and Supporting People team are committed to:

- continually reviewing information formats to make sure they are accessible and useful
- keeping an up to date diary of events on the Supporting People website
- keeping reports on past event on the website
- reviewing Supporting People information systems for the effective collecting and use of data to inform future planning

4. CONSULTATION

We define consultation as having a discussion, either spoken or written, that takes place in order to find out people's views. It can be an information gathering exercise and a process of listening and responding to people. The information collected through the consultation process is used to inform the Supporting People Commissioning process and acts as a catalyst for change.

The Supporting People Commissioning Body and Supporting People team are committed to:

- building on current involvement structures and giving service users and providers the opportunity to be involved in the Supporting People programme
- listening to and taking account of all views

- consulting in ways that maximise involvement and minimise consultation fatigue
- ensuring consistency of practice
- monitoring feedback sheets completed at any events and to undertake any appropriate action
- incorporating a two week minimum consultation time, wherever possible, when consulting

5. PARTICIPATION

This is a term often associated with 'consultation'. Participation can be seen as a more intensive and interactive form of consultation. It is an approach that encourages greater involvement in the exploration of issues and influences the decision-making process.

The Supporting People Commissioning Body and Supporting People team are committed to:

- involving service users at all levels of the decision-making process
- providing appropriate support to service users who wish to be involved in the programme
- making appropriate changes to the Supporting People programme in light of information drawn from participation of service users

6. STANDARDS

To ensure that the Supporting People programme is appropriately governed and that the decision-makers are fully informed. The Supporting People team will submit progress reports (verbally and in writing), which will include:

- Quarterly monitoring reports to Communities and Local Government Department (CLG)
- The Supporting People Commissioning Body
- The Supporting People Strategic Core Group
- Bradford Council's Social Care Improvement Committee
- Bradford Council's Portfolio Holder for Adult Social Care
- Supporting People Provider Forum

When invited to meetings we will confirm our attendance or apologies as soon as possible.

When arranging meetings we will:

- circulate invitations well in advance
- distribute agenda's and associated papers at least a week beforehand
- aim to hold meetings at convenient times to those invited, especially when inviting service users
- aim to share information from appropriate meetings with the attendees and other interested parties in good time
- maintain an up to date circulation list of all meeting attendees

7. SP GOVERNANCE STRUCTURE

For full SP Governance structure please see appendix 1

8. SERVICE USERS

Service users are the key focus within the Supporting People programme and need to be kept up-to-date with work that is being undertaken; plus the need to be fully consulted and have the opportunity to participate in how the programme is delivered.

The Supporting People Commissioning Body and Supporting People team will:

- let service users know what they can expect from consultation, participation and involvement

- maximise involvement and continue to build on involvement structures
- encourage service users to inform us when providers fail to meet or exceed expected service levels
- seek the views of difficult to reach and unrepresented groups
- provide appropriate interpreters when required
- give service users the opportunity to have appropriate support from advocates, carers or providers at every point of contact with them
- consult with service users on their needs and perception of current provision of services
- consult on the future direction for services, the Supporting People strategy and yearly work programmes.

Service user consultation processes will be used during the following:

- contract monitoring visits of services
- validation visits to services
- the service user involvement group
- the ongoing implementation and review of the service user strategy
- client group forums
- existing service user forums
- questionnaires, telephone conversations and web surveys
- specific focus groups and in-depth interviews
- consulting on specific information materials
- existing service provider consultation paths

To see or receive publicised information, service users can:

- register on our mailing list
- log onto our website www.bradford.gov.uk/supportingpeople
- use their service provider, advocate or carer to get the information for them

9. SERVICE PROVIDERS

It is recognised that service providers need to be kept up-to-date and consulted on the Supporting People programme. The Supporting People Commissioning Body and Supporting People team will ensure this happens by the following methods and by using the single point of contact:

- The use of one-off e-mails and/or letters around specific issues
- The use of the Supporting People newsletter
- By provision of appropriate updates and attendance at Supporting People provider forum
- By involving providers in the Supporting People Strategic Core Group
- By involvement at inclusive forums
- By the use of seminars and/or training days
- By contract monitoring visits
- Through questionnaires, telephone and web surveys

10. OTHER STAKEHOLDERS

Many other stakeholders have key roles in terms of the Supporting People programme and the Supporting People Commissioning Body and Supporting People team wish to ensure this is recognised within this document. We will:

- ensure all relevant officers in the three statutory agencies can take part in the planning of services
- encourage them to voice their opinions on services and on our administration
- consult on strategy reviews and the development of annual plans
- ensure future development of services is carried out in partnership with other strategies in the district
- ensure stakeholders are fully engaged in the Supporting People programme

11. BRIEFING COUNCILLORS

We will ensure that our Councillors are kept informed about the programme through the Social Care Improvement Committee and through individual briefings.

We will also consult with Ward Councillors where there are service specific issues that they need to be aware of, including the development of new services.

12. DECOMMISSIONING

Under the revised SP five year strategy it is highly likely that the SP Commissioning Body (SPCB) will have to make decisions around the decommissioning of Providers and as the Administering Authority Bradford Metropolitan District Council will need to manage how this message is communicated to the wider community. Consideration will need to be given to the client group supported by any one particular provider and any other sensitivities that may be present. The SP team will work closely with CBMDC marketing and communications department to ensure the message is communicated appropriately.

13. MONITORING AND EVALUATION

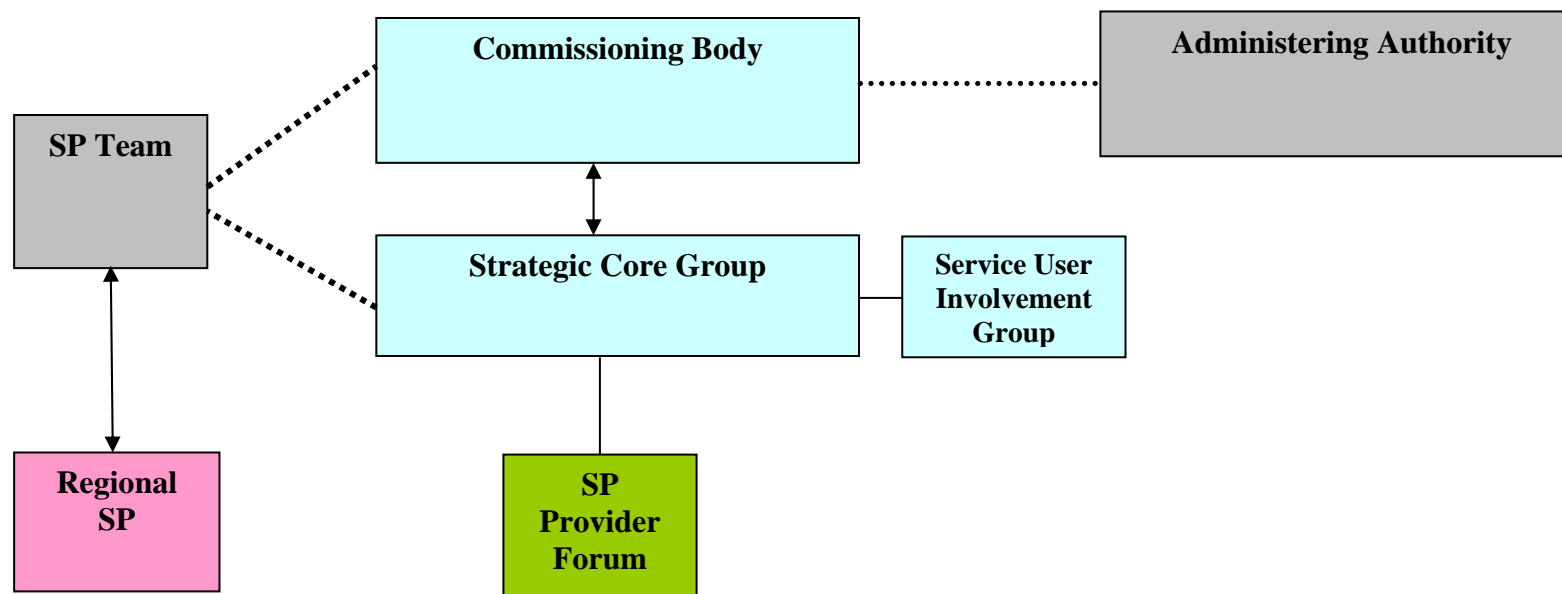
We will review the communications and consultation strategy on an annual basis. The purpose of this is to determine whether the planned developments are being achieved, if the existing methods are successfully continuing and to identify any further areas for improvement. This review will include questionnaires being circulated to service users, providers and other stakeholders. Any feedback will be reviewed and, where possible, we will listen to comments and endeavour to make changes accordingly.

14. SUMMARY

Communication is a two way process – we can introduce the mechanisms and ensure we continually assess how well we are working, but providers need to take some responsibility for informing the Supporting People team of any changes to their circumstances, whether it be a change of address or a change of contact. We need to encourage participation from all involved, including providers and other agencies, in order to sustain the Supporting People programme through implementation into steady state.

15. Decision Making

Current decision making structures



Service User Consultation

Service users are the key focus within the Supporting People programme and the BCB is committed to involving service users throughout the delivery of the whole programme including decision making. Section 1 sets out detail of this.

There is an essential recognition that members of the SCG and CB are able to provide the right strategic direction for the programme. We have worked hard to ensure that members reflect the community as a whole and to this end we include service users, advocates and commissioners

who represent the local strategic partnerships. This enables SP to have the right mix of people and provides a sound framework for decision making from 2009 when funding is allocated through area based grant and priorities determined by the Big Plan.

Future decision making structures

The removal of the Supporting People Grant from 2009 into allocations of funding through area based grants will mean that decisions relating to the delivery of the strategy will be made through the local strategic partnerships as set out in the emerging Big Plan. Supporting People is aligning up to two local strategic partnerships (LSPs) which are **health and well being** and **safer stronger**. Decisions relating to commissioning will deliver the priorities set out in the community strategy which address the priorities of these partnerships. In preparation for this change we have set out how current services meet with outcomes identified in the Local Area Agreements (LAAs) which are set by the LSPs (see Section 2). By preparing early and demonstrating that services already meet the targets set out in the LAAs SP is confident that its current and future market will continue to be prioritised by these partnerships.

16. Supporting People Communication Framework 2008

| Traffic lighting for progress | |
|-------------------------------|---|
| Complete | G |
| On track | A |
| Not on track/started | R |

Note: It is intended that there will be a 'focus week' in October and this communication plan will need to be revised to reflect this once the plans are confirmed so that communication can coincide with this.

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress | |
|---------------|---|---|---|-------|----------|--|
| General Comms | <ul style="list-style-type: none"> Role of SP programme in the community and in helping people rebuild their lives Examples of outcomes for service users | SP team attend public events held throughout the district | <ul style="list-style-type: none"> Ongoing | RL/FJ | G | Schedule in place |
| | | Distribute SP leaflet | <ul style="list-style-type: none"> Review of leaflet to ensure fit for purpose by July 2008 Consultation on draft with SP service user group July 2008 Reviewed leaflet distributed August 2008 Spot checks and quarterly ring round of information points to ensure supply consistent. | FJ | A | Leaflet reviewed and made into small pocket size issue Considered by SU group |
| | | Distribute client group specific leaflets | <ul style="list-style-type: none"> Key leaflets drafted by September 2008 Consultation on drafts with service users in September 2008 | RL | A | |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress | |
|---------------|--------------|---|--|------|----------|--|
| | | | <ul style="list-style-type: none"> Leaflets distributed by September 2008 | | | |
| | | Develop promotional DVD for use at awareness raising sessions and events and posting on website | <ul style="list-style-type: none"> DVD to be completed by July 2008 Posted on website by July 2008 | FJ | A | First draft in place and currently being edited by GVD |
| | | Publish SP newsletter | <ul style="list-style-type: none"> Publish half yearly newsletter – next due August 2008; | KW | A | Document in draft format |
| | | Press release on new commissions and key aspects of five year plan | <ul style="list-style-type: none"> Aug 08 | KG | | JH to send info to KG. |
| | | Press release based around the SP focus week to T&A and other local media | <ul style="list-style-type: none"> Press release in Sept/Oct 08; | KG | A | Draft press release with SPLO |
| | | Press release to announce successful contractor for Home improvement Agency | <ul style="list-style-type: none"> August/Early September 2008 | KG | A | Potential providers to be interviewed 19 th August |
| | | Press release/feature for T&A/other local media on Octavia Court on progress and role of In Communities | <ul style="list-style-type: none"> Sept/October 08 | KG | A | KG to liaise with Incommunities press officer over this detail |
| | | Feature in T&A about SP's role in the community and in helping people rebuild lives (with case studies) | <ul style="list-style-type: none"> Agreement of T&A to carry feature around new commission of SP services Draft of feature agreed by | KG | A | List of Service users willing to be involved provided to Kathy – July 08 Commission of new Home |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | | Progress |
|---------------|---|---|--|-------|---|---|
| | | | Sept; Feature carried in Oct/Nov 08. | | | Improvement Agency (HIA) and Handy person service by beginning Sept |
| | | Press release on new Home Improvement contract awarded. | • Aug/Sept 08 | KG | | Tender interview dates to be undertaken 29 th August |
| | | Article for P@W and Community Pride with examples/ case studies of how SP helped people change lives for the better | <ul style="list-style-type: none"> Article drafted for publication in Sept/Oct 08 (subject to volunteers willing to share their story). Consider how to feature in future additions of Pride@Work | KG/RL | A | |
| | | Update and maintain Bradford SP website (providing key local SP information, documents for download and other relevant info | <ul style="list-style-type: none"> Shadow website to go live early July 2008; Weekly review of website (ongoing); Partners and service users to provide critical analysis of site. | KW | G | Updated website went live July 2008 ongoing improvements and upgrades |
| SP Team | <ul style="list-style-type: none"> Awareness of the inspection and significance to the SP programme Importance of demonstrating outcomes and providing evidence of progress Service delivery priorities up to and beyond inspection Likely content of the inspection and critical risk factors such as mystery shopping | Regular updates on inspection preparation, the importance of demonstrating outcomes, key risk issues and service delivery priorities at team meetings/ away days and planning days; | <ul style="list-style-type: none"> Monthly Team meetings Regular e-mail briefings | JH | A | Ongoing |
| | | Training for staff on identifying and collecting outcomes | <ul style="list-style-type: none"> Outcomes being collected by staff, detailed discussion at team meeting 23rd July | JH | G | |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress |
|---------------|--|---|--|-------------------------|----------|
| | <ul style="list-style-type: none"> Expected behaviours during inspection Practical arrangements for the inspection and responsibilities Key messages for the inspection (including progress pre inspection and forward plans) | | 2008 | | |
| | | Circulation of self-assessment and discussion of key issues in team meetings | <ul style="list-style-type: none"> Self assessment posted on shared area by Nov 08; | JH | A |
| | | Information in shared area on arrangements for inspection along with briefing note – supported by e mail | <ul style="list-style-type: none"> Information on shared area within two weeks of inspection; Briefing note produced and circulated | JH | A |
| | | Staff advised of expected behaviours in team meetings – reinforced by e mail | <ul style="list-style-type: none"> Expected behaviours reinforced through team meetings - ongoing Email to all staff – January 2009 | JH GvD | A |
| Service users | <ul style="list-style-type: none"> Awareness that the Inspection is happening and that inspectors may want to meet with users | Briefings to Service User Involvement Group | <ul style="list-style-type: none"> Item for discussion at meetings in Oct/Nov & Dec meeting | RL | A |
| | | Request to larger RSLs to carry item on inspection in any tenant information through providers forum and direct contact | <ul style="list-style-type: none"> Briefing /press release prepared for RSLs; Request to be made to RSL's to include item Oct 08 Items carried in Oct - Dec 08 | RL/KG JH/RL JH/RL | A |
| Providers | <ul style="list-style-type: none"> Awareness that the Inspection is happening and significance to SP programme and providers Inspectors will want to meet with providers/ carry out visits/ | Regular reports to Provider Forum | <ul style="list-style-type: none"> Reports to providers forum on 16th October meeting Updates to be included within the December newsletter Regular briefing documents | JH | A |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress |
|-------------------|--|--|---|---|----------|
| | <ul style="list-style-type: none"> meet with users Key developments/progress made pre inspection and immediate plans for further developing programme post inspection | | sent went needed via e-mail | | |
| Partners | <ul style="list-style-type: none"> Awareness that the Inspection is happening and significance to SP programme and partners Likely content of the inspection and critical risk factors such as mystery shopping Provides information link for SP from Local Authorities choice based letting scheme | Targeted briefing of key partners by most appropriate individual | <ul style="list-style-type: none"> Mapping of key partners and most appropriate mechanism for briefing them in Aug 08 Key messages briefing produced – Oct 08 (and revised thereafter) Briefing commence on ongoing basis from Sept 08 | Perf. Clinic JH/ SW As agreed | A |
| | | Update to Housing Partnership alerting members to inspection | <ul style="list-style-type: none"> From Sept 08 as appropriate | DS | A |
| | | Ensure link to SP website from Homehunter and influence to Homehunter steering group | <ul style="list-style-type: none"> SP to attend Homehunter Steering Group to ensure link made by Dec 08 | JH | A |
| Senior management | <ul style="list-style-type: none"> Significance of inspection Progress on preparations for the inspection Likely content of the inspection and critical risk factors such as mystery shopping Role in disseminating key messages in department/ service area | Reports to SP performance clinic on progress on service plan and inspection project plan | <ul style="list-style-type: none"> Ongoing meetings on monthly basis | JH | A |
| | | Updates to key forums/groups (CMT/ADs) | <ul style="list-style-type: none"> Ongoing, commencing Sept 08 | Perf Clinic | A |
| | | Distribution of partners' key messages briefing to SDs and key ADs for information | <ul style="list-style-type: none"> Produced Sep 08 and revised thereafter (see above) | JH/SW | A |
| | | Distribution of copy of self - assessment and covering briefing | <ul style="list-style-type: none"> Covering briefing produced Distribution Nov 08 | JH/SW MW/ | A |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress |
|-------------------------|--|---|--|------------------------------|----------|
| | | to SDs/ADs | | GvD | |
| Other Council staff | <ul style="list-style-type: none"> Awareness of SP programme and how users can access this Awareness that inspection is happening and of potential for mystery shopping Reception points etc understand practical arrangements for inspection (e.g. Olicana House, City Hall) and who to contact with queries | Mystery shopping report to be publicised to wider council employees | <ul style="list-style-type: none"> Sept edition outcome of mystery shopping report | KG | R |
| | | Article in P@W on inspection and some Q&As explaining to readers what SP does | <ul style="list-style-type: none"> How to feature in future edition of Pride@Work | KG | R |
| | | Information on inspection and key messages included in CMT briefing | <ul style="list-style-type: none"> Briefing in Dec 08 Cascade of information in Departments | KG CMT | R |
| | | Briefing of key reception points on inspection arrangements and who to contact with queries | <ul style="list-style-type: none"> Briefings in Jan 09 | JH/SW | A |
| Senior members/ Exec | <ul style="list-style-type: none"> Significance of inspection Progress on preparations for the inspection Likely content of the inspection and critical risk factors such as mystery shopping | Regular briefing of portfolio holder | <ul style="list-style-type: none"> Agree briefing arrangements with portfolio holder by Oct 08 Briefing to commence Aug 08 | MW/ GvD GvD/ JH | A |
| | | Updates to Executive by Portfolio Holder (subject to agreement of portfolio holder) | <ul style="list-style-type: none"> Agree role of portfolio holder in updating Executive and identify any additional support needed for this by Oct 08 | MW/ GvD | A |
| | | Briefing of Leader/ opposition leaders | <ul style="list-style-type: none"> Ongoing (as required) | TR/JM | A |
| Members (incl Scrutiny) | <ul style="list-style-type: none"> Awareness that the Inspection is happening and significance to SP programme and Council Progress on recommendations from previous inspection (reported to IC) | Regular briefing of link member(s) from Social Care IC | <ul style="list-style-type: none"> Agree briefing arrangements with link member(s) by Oct 08 Briefings to commence Aug 08 | CC/ JH GvD/ JH | A |
| | | Updates to Improvement | <ul style="list-style-type: none"> Agree role of link member(s) | JH/ | A |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress |
|--|--|--|--|------------------------------|----------|
| | <ul style="list-style-type: none"> Likely content of the inspection and critical risk factors such as mystery shopping General awareness of implications of changes in housing related support (for members as ward representatives). | <p>Committee by link member (subject to agreement by link members)</p> <p>Report on progress to Social Care Improvement Committee</p> | <p>in updating IC and identify any additional support needed for this by Oct 08</p> <ul style="list-style-type: none"> Report in Nov 08 | <p>CC/ SW</p> <p>GvD</p> | <p>A</p> |
| | | Provision of general information to members | <ul style="list-style-type: none"> Briefings of groups during focus week (13 October 2008) and members invited to other events | GvD/ JG | A |
| People being interviewed or otherwise involved in inspection | <ul style="list-style-type: none"> Practical arrangements for interview including briefing/debriefing arrangements Possible areas that may be explored and key messages Key developments/progress made pre inspection and plans for further developing programme post inspection Progress on recommendations from previous inspection Links between SP programme and other key strategies Links between SP programme and other key strategies (especially for key partners and officers) | Copy of final self-assessment distributed to key officers, SP team members, members of CB and CSG and key providers if appropriate; | <ul style="list-style-type: none"> Distributed by 21 Nov 08 | GvD | A |
| | | Inspection briefings prepared and distributed to key individuals | <ul style="list-style-type: none"> Outline plan for series of briefings up to inspection agreed by Oct 08 Briefings produced starting with covering briefing for self –assessment. | JH/SW/ KG | A |
| | | 1:1 briefing - supported by briefing pack, where appropriate, containing key documents, inspection arrangements, key points/messages and briefings | <ul style="list-style-type: none"> Briefing pack developed Nov 08; Key points/messages agreed by Performance Clinic Dec 08; Briefing arrangements agreed Dec 08; | JH/SW | A |
| | | | | Clinic | |
| | | | | GvD/ JH/SW | |

| Target groups | Key messages | Actions | Timing/ milestones | Lead | Progress |
|---------------|--------------|---------|---|-----------|----------|
| | | | <ul style="list-style-type: none"> 1:1 briefings carried out Jan 09. | As agreed | |

Key

| | | | | | |
|-----|-------------------------|----|-----------------|-----|----------------------------|
| CC | Caroline Coombes | JH | Jayne Hellowell | MW | Moira Wilson |
| CMT | Council Management Team | JG | John Ghader | RL | Rachel Lorimer |
| DS | David Shepherd | JM | Jo Miller | SW | Simon Welch |
| FJ | Fotima Juraeva | KG | Kathy Grillo | TR | Tony Reeves |
| GvD | Guy van Dichele | KW | Kellie Wheeler | RSL | Registered Social Landlord |

Summary of key 'outputs'

| | | |
|---|--|--------------------------------------|
| Revised SP leaflet | Press release (Octavia Court) | Coverage in CMT briefing |
| Client group specific leaflets | T&A feature (outcomes) | Report to Improvement Committee |
| Promotional DVD | Article in P@W/Community Pride | Inspection 'briefings' |
| SP newsletter | Self-assessment | Key points/messages for interviewees |
| Press release (general) | Briefing/press release for use by RSLs | Briefing pack for interviewees |
| Press release (Home Improvement Agency) | Key messages briefing for use with partners (and also circulated to senior managers/CB /CSG) | |