

▶ **Client**

*Nuneaton and Bedworth Borough Council.*

▶ **Project**

Communication strategies for Housing Options Appraisal (HOA) and Comprehensive Performance Assessment (CPA).

▶ **Background**

This Warwickshire local authority is facing the dual challenges of CPA and HOA and needed external support.

▶ **Objective**

To ensure that the Council's target audiences understood CPA and HOA and that the opportunities for consultation and involvement were maximised.

▶ **Our role**

With HOA, Word Association worked with the housing department to develop a communications strategy that met the different expectations of tenants, staff and the Community Housing Task Force. Word Association then helped implement the strategy which included a special edition of the tenant newsletter.

For CPA, the Council's assessment was not long before the 2004 Olympics in Athens. A campaign based around CPA being the 'Olympics for Councils' was developed involving the design of an Olympic rings CPA logo. The campaign was launched by a local Olympic swimmer and a decathlon of media events are planned throughout the year to promote different Council services.

▶ **Results**

The HOA followed soon after a stock transfer vote where tenants voted to stay with the Council. It was important for tenants to view the exercise positively. This was achieved and the HOA was completed in just a few months efficiently and cost effectively. It's early days for CPA but a successful, high profile launch has already generated lots of interest in the Council and its services.

