

Successful Internal Communications

A2Dominion Case Study

Ralph Gilbert
24th April 2013

Agenda

- Background
- The Project
- Internal Communication
- Finding People
- Declaration of Interests
- Starters and Leavers

A2Dominion

- Provide high quality housing
- London and Southern England
- Provide over 34,000 homes
 - Over 52,000 residents
 - Affordable rented homes
 - Temporary accommodation
 - Student housing
 - Care and support accommodation and services
 - Key worker accommodation
- Employ 900 staff
- 67 offices

SharePoint – Starting the project



Internal Communications - The Challenges

- Existing Content Management
- Would SharePoint work?
- Modern and reliable software
- Difficult to find information on the intranet
- Many copies of the same document
- Inconsistent business practices
- Need to delegate control



Internal Communications - The Approach

- Define the requirements
- Design and build
 - Templates
 - Content Types
 - Metadata
- Testing
- Deployment
- Live

Internal Communications - The News Hub

- Consistent look to news stories
- Promote important news to the top
- News ticker for urgent items
- Show news stories on department pages
- Amalgam of news feeds from the web
- Latest blog posts and social news on the home page

Headline News

Internal Communications - News Hub Demo

 info feed

Headline News



Formation of a joint venture

25 March 2013

A2Dominion has formed two innovative joint venture companies (JVs) to provide responsive repairs and void works valued at more than £150m over the next 10 years to the Group's 34,000 properties across London and the South East. In a forward-thinking approach to delivering repairs, the Group has appointed Breyer B-Line, the responsive repairs and maintenance division from the Breyer Group, and MITIE, the FTSE 250 strategic outsourcing and energy services company, as its limited liability partnership partners under a 10 year agreement starting from 1 April 2013, with an option to extend for a fu...

[Read more... →](#)

Departmental News

Half of staff 'not aware of HR policies', figures show
Human Resources

Comms team scoops gold customer satisfaction award
Communications

Training sessions for SharePoint now being offered
Information Systems

General News



Top not for profit to work for

25 March 2013

A2Dominion has been named by the Sunday Times as one of the Top 100 not-for-profit organisations to work for in 2013. The ranking was revealed following an independent survey of the Group's 900 staff, run by Best Companies. Staff ranked the strength of A2Dominion's leadership team, satisfaction with...

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Disused Shelter Housing Redevelopment

21 March 2013

Disused sheltered housing site in Surrey set for transformation with 50-home scheme Plans to transform a disused site in Surrey with a new development of almost 50 new affordable homes have been given the go-ahead.

[Read more... →](#)

Press Releases

Putney development scoops Evening Standard New Homes Award

Next phase of shared ownership homes in Stanmore, north London, to go on sale

Oxford homeless hostel launches magazine

New release due today

Formation of a joint venture

25 March 2013 15:00

A2Dominion forms joint venture companies to deliver £150m repairs services

A2Dominion has formed two innovative joint venture companies (JVs) to provide responsive repairs and void works valued at more than £150m over the next 10 years to the Group's 34,000 properties across London and the South East. In a forward-thinking approach to delivering repairs, the Group has appointed Breyer B-Line, the responsive repairs and maintenance division from the Breyer Group, and MITIE, the FTSE 250 strategic outsourcing and energy services company, as its limited liability partnership partners under a 10 year agreement starting from 1 April 2013, with an option to extend for a further five years.

The joint venture companies have been named Pyramid Plus.

Andrew Evans, A2Dominion's Executive Director (Operations), said:

"Following a lengthy procurement process, we look forward to working with Breyer and MITIE to establish the new companies. The JV model is, we believe, a more efficient and cost effective delivery vehicle that will provide a first class service to our customers whilst, at the same time, offer opportunities to generate additional revenue streams."

Tim Breyer, Managing Director of Breyer Group, said:

"This is an innovative delivery structure which provides us with the opportunity to further enhance our collaborative approach and develop a model that is at the forefront of partnership working."

Peter Griffin, director of social housing at MITIE, said:

"We are extremely excited about the JV with leading housing provider A2Dominion. The venture will guarantee a high value of investment in its people, ensuring excellent customer service for the ten year life of the contract and beyond."

The award of the contracts follows the successful completion of a comprehensive OJEU tender process, and the subsequent customer consultation and standstill period. For each of the JVs, A2Dominion will be the majority shareholder, with a 70/30 split agreed with the contractors. A2Dominion will pay a fixed price for the responsive repairs and void services, with any surpluses being shared by both parties and reinvested into additional work, or employment and sustainability initiatives. Each JV will have a Board responsible for maximising efficiency and delivering the services that residents need.

Over time, A2Dominion will look to extend the scope of the JVs to work for other clients, such as housing associations.

Added by *Peter Harrison*, Communications



looking after your property

The new joint venture companies have been named Pyramid Plus

Find People

- What is David's phone number?
- I need to find someone who does that?
- Who else is in their department?
- Help, I need a fire warden!



Find People - David

All **Who's Who** Document Centre Help

david

Go

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View

All Matches

[Name Matches](#)
[Profile Matches](#)

Job Title

Any Job Title

[Caretaker - London
CSA](#)

[Deputy Group Facili...](#)

[show more](#) ▾

Department

Any Department

[Leasehold Services](#)

[Property Services](#)

[Pyramid Plus South](#)

[Housing Services](#)

[show more](#) ▾

Office

Any Office

[85 Uxbridge Road,...](#)

[Sinclair House, W...](#)

[Chilsey House, Ch...](#)

[40 London Road, S...](#)

[show more](#) ▾

1-10 of 14 results

Sort by:



David Lee
Surveyor - Staines
Pyramid Plus South
██████████
85 Uxbridge Road, Ealing
david.lee@pyramidplus.co.uk
» Add as colleague
» Browse in organizational chart

About Me:
Works closely with our responsive repairs contractor, carrying out post-repair inspections to ensure the quality of service is maintained, and listens to feedback from residents. Health & Safety Staff Consultation Committee representative.



David Rivers
Maintenance Officer (Guildford)
Key Worker & Student Accommodation
0845 4086765
Royal Surrey County Hospital, Guildford
David.Rivers@a2dominion.co.uk
» Add as colleague
» Browse in organizational chart

About Me:
Responsible for maintaining and repairing the accommodation managed by the South Team.



David MacMurray
Service Improvement Project Manager
Business Planning & Performance
1771
85 Uxbridge Road, Ealing
david.macmurray@a2dominion.co.uk
» Add as colleague
» Browse in organizational chart

About Me:
Responsible for implementing the Lean Programme.



David Lingeman
Group Director Property Services
Property Services
2245
85 Uxbridge Road, Ealing
David.Lingeman@a2dominion.co.uk

About Me:
Responsible for the overall delivery of repairs and maintenance services to all A2D homes.

Find People - Planning

[Preferences](#)
[Search Options](#)

1-10 of 25 results

Sort by:

View

All Matches

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Job Title

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[Customer Survey Off...](#)
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[Planning Manager](#)
[show more](#)

Department

[Any Department](#)
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[Finance & Strategy](#)
[Commercial \(South...](#)
[Chief Executives ...](#)
[show more](#)

Office

[Any Office](#)
[Capital House, Pa...](#)
[Godstow Court, Ox...](#)
[Sinclair House, W...](#)
[40 London Road, S...](#)
[show more](#)

Ask Me About

[Any Ask Me About](#)
[Lean](#)
[Performance board](#)
[Audit commission](#)
[show more](#)

Extra Responsibil...

[Any Extra Responsib...](#)
[Fire Warden](#)
[First Aider](#)



Kamaran Rasheed
Policy & **Planning Manager**
Business Planning & Performance
1752
Capital House, Paddington
Kamaran.Rasheed@a2dominion.co.uk
[» Add as colleague](#)
[» Browse in organizational chart](#)

About Me:
Responsible for overseeing the creation and review of policies for A2Dominion with particular responsibility for corporate policies including Equality & Diversity and Value for Money. Also responsible for co-ordinating responses to government, sector related and Local Authority consultations. Will also lead on the A2Dominion 'mapping communities' strategy and support on regulatory preparation. Recently, I have been appointed Chair of Southern E&D forum and Deputy Chair of Policy Exchange Network

Ask Me About:
VFM strategies::Policy Exchange Network::Performance information::Performance board::Legislative and statutory requirements ...



Ellie Broughton
Group Director of **Business Planning & Performance**
Business Planning & Performance
1669
Capital House, Paddington
Ellie.Broughton@a2dominion.co.uk
[» Add as colleague](#)
[» Browse in organizational chart](#)

About Me:
Developing the overall performance of the Group.



Tim Giddy
Planning Manager
Commercial (South East)
1369
Godstow Court, Oxford
Tim.Giddy@a2dominion.co.uk
[» Add as colleague](#)
[» Browse in organizational chart](#)

About Me:
Works in conjunction with the South East Development Director and other project managers to oversee the delivery of the development programme in Oxfordshire, West Berkshire, Swindon. Project manages phase 1 of Green Man Lane regeneration.



Jim Smith
Planning Manager
Commercial (South East)
1831
Godstow Court, Oxford
jim.smith@a2dominion.co.uk
[» Add as colleague](#)
[» Browse in organizational chart](#)

About Me:
Responsible for identifying potential sites for development, and managing the process of the build from start on-site to practical completion.



My Colleague's Colleague

Nandi Offei
Service Improvement Team Manager
Business Planning & Performance
1370
Capital House, Paddington
Nandi.Offei@a2dominion.co.uk
[» Add as colleague](#)
[» Browse in organizational chart](#)

About Me:
I am responsible for leading the Service Improvement Team in the delivery of the Group's Service Improvement Programme I have been involved with the following lean reviews: Customer Services (Lean Foundation Plus) Corporate Service - Lean Foundation rollout Housing Services Lean Review Complaints Recruitment & Induction Finance Income Process

Ask Me About:
Lean review

Find People – Organisation Chart

Facilities

View chart without photos.

Please use the **Actions** button below to print this version.

Actions ▾ Settings ▾ View: Facilities ▾

- Peter Morrison**
Head of Facilities & Procurement
Capital House, Paddington
 - David Goodwill**
Deputy Group Facilities Manager
Capital House, Paddington
 - Michael Collier**
Senior Facilities Officer
40 London Road, Staines
 - Beverley Henry**
Senior Facilities Officer
85 Uxbridge Road, Ealing
 - Syed Hussain**
Senior Facilities Officer
Capital House, Paddington
 - Jaspreet Sandhu**
Facilities Apprentice
85 Uxbridge Road, Ealing
 - Shamiela Von Doorze**
Senior Facilities Officer
40 London Road, Staines
 - Konrad Adamski**
Group Procurement Officer
Capital House, Paddington
 - Andrew Williams**
Health & Safety Senior Manager
Capital House, Paddington
 - Janet Belcher**
Health & Safety Co-Ordinator
Capital House, Paddington

People Search – Fire Warden

All **Who's Who** Document Centre Help

fire warden

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Job Title

Any Job Title
Accounts Payable As...
Development
Finance...
Development project...
show more ▾

Department

Any Department
Financial Services
Business Planning...
Commercial (London)
Chief Executives ...
show more ▾

Office

Any Office
Capital House, Pa...

Extra Responsibil...

Any Extra Responsib...
Fire Warden
First Aider

Ask Me About

1-6 of 6 results

Sort by: Default ▾



Susan Cranston
Accounts Payable Assistant
Financial Services
1546
Capital House, Paddington
Susan.Cranston@a2dominion.co.uk

» Add as colleague
» Browse in organizational chart

About Me:
Query investigation and resolution, liaising with suppliers.



Melanie Adams
Executive Assistant
Chief Executives Office
2201
Capital House, Paddington
Melanie.Adams@a2dominion.co.uk

» Add as colleague
» Browse in organizational chart

About Me:
Providing administrative and secretarial support to the Group Chief Executive.



Anthony Tyndale-Ford
Development Finance Officer
Finance & Strategy
1642
Capital House, Paddington
Anthony.Tyndale-Ford@a2dominion.co.uk

» Add as colleague
» Browse in organizational chart

About Me:
Responsible for providing accounting services for the Development Finance Team, including the provision of accurate information in terms of spending and grant receipts on new developments.

Ask Me About:
Development funding



Mark Gilbert
Insurance Manager
Financial Services
1784
Capital House, Paddington
Mark.Gilbert@a2dominion.co.uk

» Add as colleague
» Browse in organizational chart

About Me:
Is responsible for the management of correspondence to the Group's insurers and their nominated representatives. To report trends and significant insurable events to the Operational Management Team (OMT).

Ask Me About:
Insurance services::Buildings insurance::Insurance claims

Declaration of Interests – The Challenges

- To keep track of who has completed a declaration and when
- To provide reports on status, by department, by manager
- To ensure staff are notified when they need to do something, be it complete a new declaration, review their staff's declaration or action a declaration
- To improve the quality of the data being captured
- Provide a secure area for this confidential information



Declaration of Interests – The Approach

- Define the process
- What were the options
- Provide some screen mock ups – prototype
- Backing of Head of Governance

Declaration of Interests – The Solution

- Automate the Declaration of Interests process
 - Automatic yearly reminder for staff
 - Notification for managers to review and approve their staff declarations
 - Governance to review and action any declarations.
- Escalation process if not completed
- Better reporting of status
- People can only see what they are allowed to see
- Customisable solution including changes to questions and notifications
- Integration with SharePoint features

Declaration of Interests - Demo

Home

A2Dominion has a responsibility to ensure that its staff and senior managers maintain a high standard of conduct and behaviour when performing duties on behalf of the Group.

As a registered housing provider, we face close scrutiny from our residents, regulators, central government and the wider public. Therefore it's important that we create a culture of trust and transparency across everything that we do.

To help us achieve this, we need staff to complete a Declaration of Interests form on a regular basis.

DoI Status

Declaration of Interests status: Awaiting manager's approval

Submitted date: 13/11/2012

Expiry date: 13/11/2013

[New Declaration](#) [View Declaration](#)

Declaration

1. Do you have a close personal relationship with someone who works for a supplier, contractor or consultant of A2Dominion?

You are required to declare whether anyone with whom you have a close personal relationship works for a business which carries out work on behalf of A2Dominion, such as: the sale, purchase, letting or management of property; building, refurbishment or repair work or related professional services; consultancy services relevant to the Group, i.e. solicitors, accountants etc; the supply of furnishings, equipment, food, office materials, etc. any other business which might supply or do business with the Group, including any work undertaken for a third party (e.g. employment agency) as this may involve contact with other housing/care organisations.

Yes No

Name of individual who works for supplier, contactor or consultant:

Role :

Name of supplier, contactor or consultant used by the group:

Explanation:

2. Do you or anyone with whom you have a close personal relationship have an interest in or use the services of any organisation or business (including partnerships & sole traders) which could give rise to conflict or duality of interest in relation to the business of A2Dominion? If you wish to use a contractor or professional advisor such as a solicitor who undertakes work for any member of the Group, you must ask your Director's permission before you proceed.

You are required to declare whether you or anyone with whom you have a close personal relationship has an interest in any organisation or business listed in Question 1 which could result in a conflict or shared interest in relation to the business of A2Dominion.

Yes No

Manager

Manager DoI List							
First Name ▾	Last Name ▾	Submit Date	Expiry Date	Interest Declared	Status		
A2D DOI	Manager	23/11/2012	23/11/2013	Yes	Approved	View	
Christopher	Jones	11/03/2013	11/03/2014	Yes	Rejected	View	
Peter	Harrison	25/09/2012	25/09/2013	No	Approved	View	

Admin

DoI Admin

First Name ▾	Last Name ▾	Submit Date	Expiry Date	Interest Declared	Status		
Ralph	Gilbert	13/11/2012	13/11/2013	No	Submitted	View	Create New
Richard	Gray	31/08/2011	31/08/2012	Yes	Submitted	View	Create New
Robert	Greyling	26/09/2012	26/09/2013	No	Submitted	View	Create New
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z							

Users with no manager

First Name ▾	Last Name ▾	Submit Date	Expiry Date	Interest Declared	Status		
Jodie	Browning	03/12/2012	03/12/2013	Yes	Submitted	View	
Richard	Gray	31/08/2011	31/08/2012	Yes	Submitted	View	

Business Process Automation Starters and Leavers – The Challenges

- To better manage scenarios where staff join, leave or change job
- To keep systems up to date with accurate information
 - Staff have the correct access to systems
 - Personal details are correct, e.g. job title or telephone number changes
- Ensure the teams are notified when they need to do something



Starters and Leavers – The Solution

- Standard form for new starters, leavers and movers
- Forms initiated by managers, completed by departments
- Notification sent to departments about the new starter, leavers and movers but only if necessary
- Each department actions their section of the form
 - IT Services grant access to the network
 - Facilities grant access to the building
 - HR set up user for payroll
- Reminders sent out if not completed
- Simple to use forms
- Solution build using standard SharePoint features - no code

New Starter



PRIMARY INFORMATION

- Please complete all the fields that are marked with a * before saving the form.
- Fields marked with a (>) are required for the form to progress to the next stage.
- Other fields are optional but should be completed if known.
- Save and Submit the form.
- This will then send the form to the Line Manager identified to complete the rest of the form.

Title:

First Name: The first name as appears on the passport or birth certificate * (>)

Last Name: The last name as appears on the passport or birth certificate * (>)

Preferred Name: How the person likes to be know (>)

Date of Birth: *

Contract Type: * (>)

Start Date: * (>)

Job Title: What is the Job Title of the new starter * (>)

Directorate: (>)

Department: (>)

Team:

Primary Location: (>)

Line Manager: * (>)

Save and submit form

New Starters - Create New Starter







Leaver

Line Manager to complete

BRIEF INSTRUCTIONS

- The Line Manager enters the name and leaving date of the member of staff.
- Existing information will be pulled through from the Who is who record.
- Please confirm that this is the correct person.
- Fields marked (>) are mandatory for the form to progress to the next stage.
- Once completed, save and submit the form and it will be distributed to all the necessary departments.

LEAVER INFORMATION

Name of Leaver	<input type="text" value="Ralph Gilbert"/>	  (>)
Leaving Date:	<input type="text"/>	*  (>)
Contract Type:	<input type="text"/>	*  (>)
Existing Job Title:	<input type="text" value="Business Analyst"/>	
Existing Directorate:	<input type="text"/>	
Existing Department:	<input type="text" value="Customer Service"/>	
Existing Team:	<input type="text"/>	
Existing Location:	<input type="text" value="Ground Floor"/>	
Existing Direct Dial:	<input type="text" value="105"/>	
Existing Mobile Number	<input type="text"/>	
What should happen to the leaver's Personal Files?	<input type="text" value="Select..."/>	*  (>)
What should happen to the leaver's Emails?	<input type="text" value="Select..."/>	*  (>)

Summary – The Outcome

- New look that people love
 - “Looks great and a marked improvement from previous version.”
- Communications system that people like
 - “This is much easier to navigate around. I particularly like the events section on the home page and the quick links at the bottom to help me access the information I need. Well done.”
- New extensible SharePoint solution
 - Appraisals System
- Consider using SharePoint for their website

Any questions?