

Communications Annual Report 2023

2023 has been a settled year for the communications team, operating at full capacity for the majority of the year. Ensuring a stable team has allowed the team to enhance business as usual activity into more development areas. Key drivers for development have been member feedback, accessibility, sustainability and longevity of resource, building on areas of the HELOA Strategy.

Key projects

- Realignment of the heloa.ac.uk website. A membership sector insight piece was conducted at the start of 2023 and the website navigation enhanced and remodelled to suit a better user experience
- New Group pages. HELOA Group web presence has been transitioning over the year to produce a new, slimmer and customisable page for the HELOA Groups, making it easier to display activity in each Group
- Content. A suite of video and photography has been commissioned to make HELOA messaging clearer and engage with members in a much more diverse fashion, with different channels to communicate key ideas
- Social. More engagement on social media with launch of LinkedIn networking groups and the new HELOA Instagram account.

Plans for 2024

- Web accessibility. A project to undertake a full accessibility audit of the heloa.ac.uk website, with a view to increasing accessibility across the site
- Content dissemination. Focusing on content created through HELOA investment and member input, putting content at the heart of our communications approach to better showcase the work of the Association and its members
- Communications strategy. Viewing HELOA's communications through a strategic lens, building on data and insights gathered across our successful channels and putting multi-channel communication at the heart of how we engage our audiences.

I would like to thank all colleagues who have worked with me as part of the Communications team over the last five and a half years for all your efforts enhancing the way we work to engage our members.

Andy Cotterill

UK Vice-Chair (Communications)

November 2023