

# COMMUNICATIONS STRATEGY

2025 - 2028

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## SW9 Communications Strategy 2025-2028

# Introduction

It is important that we continue to ensure that we are delivering the best and most effective services for all our residents, our colleagues and our stakeholders, as well as being an engaging and inclusive organisation.

We present this strategy in the knowledge we are able and willing to show the different methods used to create, manage and deliver communications over the next few years, to the best of our ability.

This strategy is in support of SW9 Community Housing's Mission, and the HEART & Communications Principles.



**Delroy Rankin**  
**Executive Director**  
**SW9**

# Mission

The SW9 Community Housing mission is to: “work in partnership with local people to provide effective and sustainable housing services, enabling our community to flourish.”



# The HEART Principles

The HEART Principles are made up of five ‘profiles’ which act as the cornerstone of our team’s journey towards excellence:



**H** is for Hungry - Ambitious to Succeed

**E** is for Embrace Everyone - Supporting residents and colleagues to nurture confidence and building an inclusive culture

**A** is for Accountability - Personal ownership and responsibility to getting things done

**R** is for Respectful - Treating everyone with respect and understanding

**T** is for Together - Proud to be One Team

# Communications Principles

SW9 wishes to show that the chosen actions and methods for communications help toward achieving a healthy working relationship between residents, colleagues and key stakeholders. We will:



- Increase understanding, knowledge and availability on our services.
- Produce engaging and inclusive communications for our residents, colleagues and stakeholders.
- Utilise a variety of methodology and ensure that delivery is met in a timely and courteous fashion.
- Maintain our brand identity and that through all of our communications, our brand is applied and adhered to.
- Continue in helping with the promotion of SW9 Community Housing's good standing.
- Provide an effective and professional communications service to and for everyone, and,
- Align our services in accordance with SW9 Community Housing's Mission, Values and Strategic Objectives.

## SW9 Communications Strategy 2025-2028

# Brand Guidelines

SW9's identity should be viewed as a vital component of how we deliver our communications and how our audiences receives and reacts to communications.

We present our Brand Guidelines to lend a greater understanding of our identity and invite you to explore. Press on the image to access the Brand Guidelines.



# Delivery Methods External

We use various methods to communicate to both external and internal stakeholders. They are targeted in order to be received by the correct audience and in some instances, methods used are available for both external and internal audiences.

Please see the following which outlines the methodology used and delivery timescales for our external communications.

- **Annual Report - Annual**
- **Communications/Resident Engagement Strategies - Tri-Annual**
- **Consultations/Meetings - Ad Hoc**
- **Door Knocking - Ad Hoc**
- **Digital Platforms - Daily**
- **Emails/Letters/SMS - Ad Hoc**
- **Handbooks/Newsletters/Publications - Periodical**
- **Leaflets/Noticeboards/Posters - Frequent**
- **Reception Noticeboards - Frequent**
- **Television Screens - Periodical**
- **Website - Frequent**

## SW9 Communications Strategy 2025-2028

# Delivery Methods Internal

We use various methods to communicate to both external and internal stakeholders. They are targeted in order to be received by the correct audience and in some instances, methods used are available for both external and internal audiences.

Please see the following which outlines the methodology used and delivery timescales for our internal communications.

- **Emails/SMS - Ad Hoc**
- **Intranet - Ad Hoc**
- **Digital Platforms - Frequent**
- **Meetings/Presentations - Ad Hoc**
- **Posters - Ad Hoc**
- **Staff Newsletter/Surveys - Periodically**
- **Handbooks/Newsletters/Publications - Periodically**
- **Noticeboards - Frequent**



# Customer Service Promise

The Customer Service Promise outlines standards of service that our residents and other stakeholders should expect.

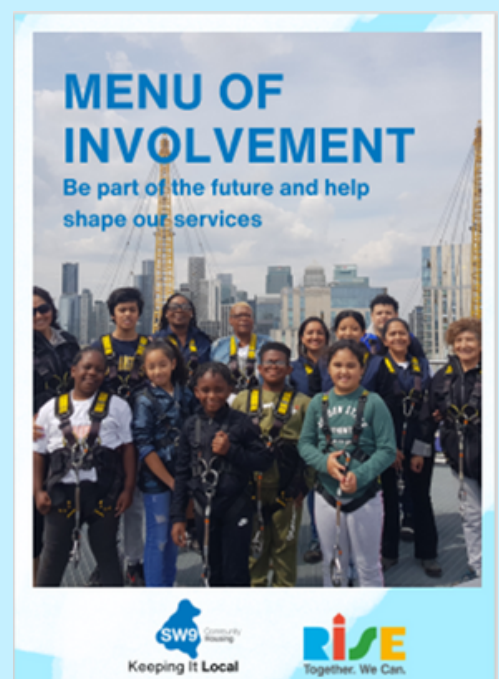
The Communications Strategy is incorporated into the Customer Service Promise which can be accessed by clicking on the image.



# Community Engagement

We strive to deliver engaging and meaningful activities, events and services throughout the year through our resident engagement programme, RISE, which is actively promoted to our residents.

Further details on the programme can also be seen in the Menu of Involvement. Click on the image to access.



# In Conclusion

- We have a duty to continually improve considerations of our communications and the delivery to our audiences. This includes an appraisal of the channels we choose to deliver communications, the manner and the tone of delivery.
- We will strive to achieve value for money and time efficiency.
- We will use several methods of analysis in regards to the effectiveness of our communications and delivery; this to include comment and feedback from all of our stakeholders including colleagues, and Key Performance Indicators.



## SW9 Communications Strategy 2025-2028

# Contact Us



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[SW9 Community Housing](https://www.youtube.com/SW9CommunityHousing)