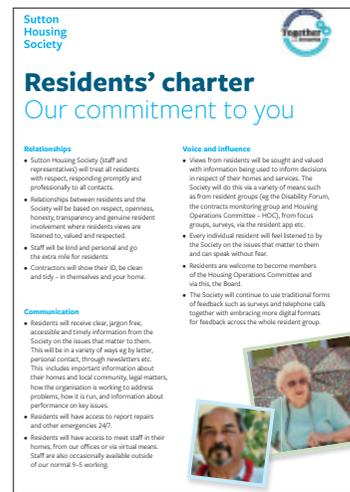


Communications strategy 2022/2025

Our communications strategy supports the delivery of our corporate plan. We seek to provide excellent services to our residents and ensure that we are communicating with all our stakeholders in a timely way, providing the information they need and require via their preferred means and pro-actively. We recognise that our communications influence how others perceive the business; we want to embed a culture that positively supports our belief that we are a trusted and reliable landlord, employer and partner.



Residents'/stakeholder voice

It is important that residents know how they can influence the work and services provided by us. As an inclusive organisation, we encourage our residents to share their thoughts and views with us. The residents' charter assists us in monitoring how residents feel about us and the services provided. By hearing our residents, we can be confident that we are focussing on and improving services that are important to them. By being open and transparent, we can build trust and loyalty with our residents.

We will survey residents annually and encourage residents to share their views via their birthday card survey. For our staff, regular opportunities are available to share their views openly.

For our stakeholders, we seek to build and create relationships that achieve positive outcomes, increasing brand awareness locally and nationally.

Bringing our strategy to life

We will focus our communications to four key groups – our residents, our staff, our partners/stakeholders and the public. Promoting our 'brand' is linked to our culture and includes the image we portray, how staff interact and present themselves as well as our digital presence. By maintaining a strong brand presence locally, we can continue to build our reputation in line with our growth and development plans.



Our priorities (2022/2027)

Our main aims are to:

Our residents

- develop our website and review the resident app during 2022;
- promote our work via social media, encouraging take up for engagement events and activities;
- communicate with residents via their preferred contact methods;
- make available hard copies of our resident newsletter 'Sutton Scoop' and our annual report;
- promote digital versions, issuing the newsletter routinely to those residents that prefer email communications.

Communicating with our staff

- hold monthly all team performance meetings;
- hold quarterly whole team meetings;
- hold shared learning sessions, 1:1 meetings and annual appraisals together with ad hoc away days to focus on particular projects/topics;
- undertake a new staff survey during 2023.

Working with the media

- produce informative articles to the local newspaper and national publications (on a semi-regular basis);
- enter relevant awards and accreditations that bring value to the organisation.

Monitoring the success of our communications strategy

- we will monitor and measure our communications through regular discussions at our senior management team meetings with communications introduced as standard agenda item;
- report regularly to the Board on all communications activity.



UKHA 2021
FINALIST

THE INVESTORS IN PEOPLE AWARDS 2021
Finalist

CONSTRUCTING EXCELLENCE
SCBE AWARDS 2021
Finalist

HOUSING HEROES AWARDS 2021
FINALIST

Sutton Housing Society

Development	Count
GEFFRIES COURT	+17
CLYDEDALE COURT	+21
REINOLD HOUSE	+5
TREBERT TOWN	+18
AMEY COURT	+5
THORNA HOUSE	+25
NORMAN HOUSE	+13
ROBERTSON HOUSE	+4
SARABERT HOUSE	+8
STURLOW COURT	+9
NEWM COURT	+7
Infill and extension developments	+30

Rooftop developments

