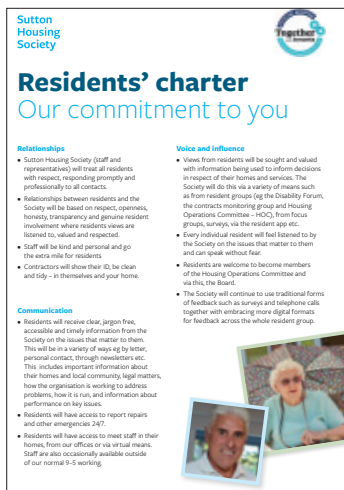


# Communications strategy 2026/2031

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 via their preferred method. 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.



**Sutton Housing Society**

**Residents' charter**  
Our commitment to you

**Relationships**

- Sutton Housing Society (staff and representatives) will treat all residents with respect, responding promptly and professionally to all contacts.
- Relationships between residents and the Society will be based on respect, openness, honesty, transparency and genuine resident involvement where residents' views are listened to, valued and respected.
- Staff will be kind and personal and go the extra mile for residents.
- Contractors will show their ID, be clean and tidy - in themselves and your home.

**Communication**

- Residents will receive clear, jargon free, accessible and timely information from the Society on the issues that matter to them. This will be in a variety of ways eg by letter, personal contact, through newsletters etc. This includes important information about their homes and local community, legal matters, how the organisation is working to address problems, how it is run, and information about performance on key issues.
- Residents will have access to report repairs and other emergencies 24/7.
- Residents will have access to meet staff in their homes, from our offices or via virtual means. Staff are also occasionally available outside of our normal 9-5 working.

**Voice and Influence**

- Views from residents will be sought and valued with information being used to inform decisions in respect of their homes and services. The Society will do this via a variety of means such as from resident groups (eg the Disability Forum, the contract monitoring group and Housing Operations Committee - HOCC), from focus groups, surveys, via the resident app etc.
- Every individual resident will feel listened to by the Society on the issues that matter to them and can speak without fear.
- Residents are welcome to become members of the Housing Operations Committee and via this the Board.
- The Society will continue to use traditional forms of feedback such as surveys and telephone calls together with embracing more digital formats for feedback across the whole resident group.

## Residents'/stakeholder voice

It is important that residents know how they can influence the work and services provided. 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 continue to encourage residents to share their views with us. For our employees, regular opportunities are available to share their views openly and we use the Sunday Times survey and Investors in People reviews to obtain independent feedback.

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 employee, our partners/stakeholders and the wider general 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 (2026/2031)

Our main aims are to:

### Our residents

- continue to develop our website and resident app;
- promote our work via social media and the resident app, 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 employees

- 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;
- participate in The Sunday Times best places to work surveys.

### 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;
- promote and share our work on LinkedIn;
- contribute to journal articles;
- host sharing sessions at our new developments.

### 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.

