

Nottingham City Homes strategy summaries



Communications and marketing strategy 2008-2011

This communications and marketing strategy sets out how Nottingham City Homes (NCH) will communicate with and involve our customers, employees and stakeholders in decisions about services and policies that affect their lives.

This three year strategy will make sure all communications and marketing activities support and embed our mission, vision, values and strategic objectives. It will be reviewed once a year to reflect developing corporate objectives and the principles set out in annual delivery plans.

The strategy also seeks to embed the principles of tenant participation across all services. We have involved our tenants, leaseholders and partners in the creation of this strategy. It links directly to other supporting strategies and agreements, including the Tenant and Leaseholder Participation Compact, NCH accommodation, ICT, culture change and HR strategies, Joint NCH/ Nottingham City Council communications strategy to co-promote an improved awareness of both organisations' roles and how we work together. The key areas which will be the focus of this strategy are:

1. Reputation management

We will enhance our reputation by being proactive in the issuing of news releases, dealing efficiently with media requests and defending the company's reputation when criticised. We will also further establish the company's image by use of the company brand in the promotion of key messages and themes as well as on all marketing literature and all company publications.

2. Customer participation and consultation

The team will support the Tenant and Leaseholder Involvement team to deliver a comprehensive programme of consultation and involvement. Activities will be based on the core standards for information, consultation and involvement set out in the Tenant and Leaseholder Participation Compact 2007-2010. We will also support all panels and forums to develop their own publicity and communications activities. This includes use of branding, presentation of information and management of events. The panels and forums are required to follow this strategy.

The team will support the customer relations team in promoting the 3Cs (compliments, comments and complaints) system and encouraging feedback via

- 3C reply boxes in all NCH offices
- a dedicated page for 3Cs on the company website
- reporting back on action resulting from the 3Cs ("You said...we did") in News from Nottingham City Homes and other publications.

3. Internal communications

It is recognised that excellent internal communication is a core management responsibility and, therefore, the Executive Management Team, assistant directors and heads of service have a key role to play. If the strategy is successful employees will be fully informed to enable them to perform their jobs well and act successfully as ambassadors for the company; protocols and guidelines will be followed and the company's mission and values will be fully embedded in everything we do.