



## **Dunbritton Housing Association Limited**

<b>Name of Policy</b>	<b>Communication Policy</b>
<b>Responsible Officer</b>	<b>Corporate Services Manager</b>
<b>Date approved by Board</b>	<b>14 April 2021</b>
<b>Date of next Review</b>	<b>April 2024</b>
<b>Section</b>	<b>Corporate Services</b>
<b>Reference</b>	<b>C3</b>

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## Appendices

N/A

## **1. Aims and Objectives**

1.1 To ensure that the Association's objectives are linked to its communications strategy and that they are communicated effectively.

1.2 To ensure that key stakeholders and the wider communities we serve are aware of the Association's work, understand why it is necessary, and what benefits it will deliver.

1.3 To manage expectations among our various stakeholders and target audiences.

1.4 To ensure that stakeholders have the opportunity to input to and feedback on the work of the Association.

## **2. Audiences**

2.1 The Association has several target audiences; these include but are not limited to the list below. It will be the overall responsibility of the Management Team to ensure that the target audience is covered when considering any communication.

- Tenants and applicants – The Association will naturally be required to communicate with its tenants. direct list and transfer list applicants on a regular basis on a number of different subjects.
- Tenants' Representative Groups including, for example, Residents Consultation Groups, Scrutiny Panel etc.
- The Wider Communities in West Dunbartonshire and Argyll and Bute – It is vitally important for DHA to consider the wider communities beyond the tenant base, and to appreciate how our activities impact on them.
- Other Housing Associations – DHA will communicate effectively with other Housing Associations to promote and share best practice.
- Professional Bodies – DHA will be required to liaise with bodies such as Chartered Institute of Housing (CIH), Employers in Voluntary Housing (EVH), Scottish Federation of Housing Associations (SFHA), Glasgow and West of Scotland Forum of Housing Associations (GWSF), The Scottish Housing Regulator and the Scottish Government on various issues.
- MPs, MSPs and Policy Makers – DHA will engage with this particular group to ensure that it is involved in any consultations, debates, and discussions.
- Various Press Outlets – For promotional purposes and to issue statements on current local and national issues.
- Shareholding Members – The Association will continue to develop effective communication and consultation with Shareholding Members, listening to what they have to say, and taking appropriate action as and when required.
- Board and Staff of DHA – Another vital target audience for the Association to consider.

## **3. Our Message – “Together we can”**

3.1 DHA will ensure that it sends positive and consistent messages to all

stakeholders, adhering to the principles of collaborative working.

3.2 DHA will publicise its Strategic Objectives through a range of mediums to develop a shared vision with stakeholders that encourages 'buy-in' to the overall objectives.

3.3 Progress Reports – Regular Progress reports on key projects will be brought to the Board and communicated to stakeholders through our Website, Newsletter, and local press as and when required.

3.4 Complaints and Resolutions – DHA embraces complaints as opportunities to improve. We will share the issues and resolutions with stakeholders openly and honestly at all times.

3.5 Consultations and Contribution of Ideas – DHA will ensure effective consultation with stakeholders on all major issues, for example - annual rent-setting, so that those affected have the opportunity to contribute any ideas or suggestions they may have. The results and outcomes of all consultations will be openly communicated through the DHA website and other relevant resources.

#### **4. Communication Tools and Activities**

4.1 DHA aims to continuously review and develop effective communication throughout our communities and the wider social housing community through a range of tools and activities including:

- Website – The Association regularly updates the website with information, policies, Board minutes, and news updates. There are also online tools which allow for complaints and repair reporting.
- Social Media – The Association currently utilises Facebook, and we will consider all other forms of social media that may enable us to communicate effectively with wider audiences in future.
- Email – A vital tool for quick and effective communication between stakeholders.
- DHA Newsletter – DHA currently produces a quarterly newsletter that includes features and articles on the Association's key areas of work. This will be reviewed in future as we develop the use of the new website.
- Annual Report – The Annual Report is continuously reviewed to ensure that it meets the needs of our stakeholders and will be available through the new website.
- Annual General Meeting (AGM) – This provides an excellent opportunity to showcase the Association's performance and highlight achievements. We will continuously review and develop the AGM as a tool to improve communication across the board.
- Flyers/Posters – This can be an effective means of communication when we need to target a specific area or group of people.
- Other ad hoc events – The Association will hold ad hoc events as and when required.

- Texting – We have incorporated a texting system into our housing management software and shall look to develop this efficient communication method.

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## **5. Resources and Timescales**

5.1 The Association have implemented a communication procedure which entails by-annual publication of the newsletter, a Tenants Report, and an Annual Report.

## **6. Assessment and Refinement**

6.1 The Association is committed to continuous review and improvement and aims to achieve this by striving to develop new and innovative practices that meet the needs of tenants and other stakeholders. We will do this through effective communication, actively listening to their views, and working with them to achieve the desired outcomes.

## **7. Equality and Diversity**

7.1 As a service provider and employer, we recognise the requirements of the Equality Act 2010, oppose any form of discrimination and will treat all customers, internal and external, with dignity and respect. We recognise diversity and will ensure that all of our actions ensure accessibility and reduce barriers to employment and the services we provide.