



Housing Service Communications Strategy

Hinckley & Bosworth
Borough Council

Our vision

To ensure clear, transparent, and accessible communication with Hinckley and Bosworth Borough Council's tenants, in line with the Housing Service's vision of providing a high-quality service that meets the needs of our tenants.

Key objectives

The key objectives of this strategy are to:

Increase awareness of the range of council housing services available, including those outlined in the Customer Charter (e.g., tenancy advice, repairs and maintenance, welfare support).



Promote tenant rights and responsibilities, emphasising our commitment to treat tenants with respect and dignity.



Foster a sense of community within council housing estates, aligning with the Customer Charter's focus on social inclusion and community cohesion.



Address tenants' concerns and complaints effectively, ensuring tenants are aware of their right to have mistakes rectified and the routes through which this can be achieved.



A place of opportunity

People • Places • Prosperity

Communication channels

Website and self-serve

We will provide:

- Clear information on the full range of services offered, as highlighted in the Customer Charter.
- Information on how to access the range of services offered and what support or adjustments are available.
- The opportunity to make service requests online, except for emergencies which should be phoned through to customer services.
- Guidance on Social Housing eligibility criteria and application forms.
- A dedicated section on tenant rights and responsibilities.
- FAQs addressing common inquiries.
- Key contact details for the housing service team.
- Publish key performance information and results of our Tenant Satisfaction Measures annually.
- Our My Account service gives tenants a quick and secure way to check their rent balance, make a payment, view personal and sensitive information that we hold about them, and update us with any new information.
- Continue to develop our My Account service to enable reporting repairs and checking current or previous repair requests.

Social media

We will:

- Utilise social media platforms like Facebook and YouTube to:
 - Share updates, news, and announcements relevant to housing services.
 - Encourage tenant interaction by responding to comments and messages promptly.
 - Feature stories and resources to support tenant well-being within the community.

Targeted email and text messages

We will:

- Implement a regular email newsletter specifically for council housing tenants. This newsletter can be used to:
 - Share important information on service updates and council policies.
 - Promote tenant engagement opportunities (surveys, focus groups).
 - Feature stories and resources to support tenant wellbeing within the community.
- Send time-sensitive news by text message.
- Use text messages in the day-to-day delivery of our service to tenants, such as confirming repair appointments by text message, or prompts when rent payments are overdue.

Printed materials

We will:

- Recognise there is still a place for printed communication including posters, leaflets, mail-outs and tenant newsletters.
- Continue to produce printed information and disseminate to our tenants who prefer this method of communication.

Tenant engagement events

We will:

- Organise regular events, such as information sessions and open days, to provide tenants with the opportunity to:
 - Ask questions directly of housing service staff.
 - Learn more about their rights and responsibilities as tenants.
 - Provide feedback on services and suggest improvements.

The objective of this communications Strategy aligns with our corporate objectives;

People: Help people to stay healthy, happy and active and continue to provide initiatives that support children and young people, older people and our vulnerable residents.

Our diverse audience



10.2%

of residents live in social housing,
compared to 17.1% for England



2.9%

do not speak English as their
main language, compared to
9.2% for England

17.5%



of residents identified as being disabled, compared to 17.7% for England

Communication tone

We will ensure that our communication tone is:

- **Informative:** Provide clear and accurate information in a straightforward and easy-to-understand manner.
- **Accessible:** Use plain language and avoid jargon.
- **Respectful:** Maintain a professional and courteous tone in all communication, reflecting the Customer Charter's commitment to treating tenants with dignity.
- **Inclusive:** Ensure all communication materials are accessible to all.

Monitoring and Evaluation

We will:

- Regularly track website traffic, social media engagement, and email open rates to assess the effectiveness of communication channels.
- Conduct surveys and gather feedback from tenants to understand their needs, preferences and experiences with the housing service.
- Analyse this feedback to identify areas for improvement, aligning with the Customer Charter's emphasis on tenant feedback.

Hinckley and Bosworth Council Housing Service

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