



# 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



## 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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[www.hinckley-bosworth.gov.uk](http://www.hinckley-bosworth.gov.uk)

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