



**Craigdale**  
HOUSING ASSOCIATION

## **Communications Strategy**

**Date of Approval: 30.03.26**

**Date of Next Review: 2029**

**Craigdale Housing Association can provide this document on request, in different languages and formats, including Braille and audio formats.**

## 1. Strategic Purpose

Effective communication is essential to delivering high-quality housing services and building strong communities.

This strategy outlines how Craigdale Housing Association (CHA) will communicate clearly, consistently and transparently with tenants, staff and stakeholders between 2026 and 2029. It establishes a framework to ensure communications support organisational priorities, strengthen tenant relationships and maintain trust in CHA's services.

## 2. Strategic Objectives

CHA's communications approach supports the organisation's wider strategic priorities. The objectives below ensure communications contribute to service delivery, tenant engagement and transparency.

- Strengthen trust and transparency with tenants and stakeholders
- Ensure tenants receive clear information about services, repairs and improvements
- Increase meaningful tenant engagement and participation
- Promote digital services and improve accessibility
- Support staff engagement and internal communication
- Protect and enhance CHA's organisational reputation

## 3. Communication Principles

All CHA communications follow a set of principles designed to ensure information is clear, accessible and consistent.

- Clarity – Use plain language that is easy to understand
- Accessibility – Ensure information is available in accessible formats
- Consistency – Align messaging with CHA values and brand
- Transparency – Communicate openly about decisions and changes
- Responsiveness – Provide timely responses and updates
- Two-way engagement – Encourage feedback and dialogue

## 4. Key Stakeholders

CHA communicates with a range of internal and external stakeholders who have an interest in its services and activities.

Our key internal audiences are our staff, tenants and Board.

Our key external audiences are prospective tenants, Contractors / service providers, Community partners (councils, charities) Scottish Housing Regulator & statutory bodies and local media.

## 5. Core Messages

To maintain consistency across communications, CHA promotes a set of core messages that reflect its purpose and values.

- CHA places tenants and communities at the centre of its services
- CHA invests in safe, warm and well-maintained homes
- CHA listens to tenants and uses feedback to improve services
- CHA operates with integrity, fairness and accountability

## 6. Communication Channels

CHA uses a mix of digital, printed and face-to-face communication channels to ensure information reaches all tenants and stakeholders effectively.

- Website – primary source for information and service updates
- Tenant Portal (MyCHA) – online services and repairs reporting
- Email and SMS alerts for targeted updates
- Social media for engagement and community news
- Quarterly tenant newsletter
- Letters for formal or legal communication
- Tenant forums, surveys and engagement events

## 7. Tenant Engagement Framework

Tenant engagement is central to CHA's approach to service improvement. Tenants will be encouraged to influence decisions through consultations, surveys and participation activities as follows:

- Tenant and owner satisfaction surveys
- Consultation on policy and service changes
- Tenant scrutiny panel (Tenants' Table)
- Community engagement events
- 'You Said – We Did' reporting

## 8. Reputation and Media Management

Maintaining a positive reputation helps build trust with tenants, communities and partners. CHA will communicate proactively about its work and respond transparently to issues or concerns.

- Maintain relationships with local media
- Promote positive community stories
- Respond quickly to media enquiries
- Monitor media and social media coverage

## 9. Crisis Communications

During emergencies or major service disruptions, clear and timely communication is essential.

CHA will follow its Disaster Recovery Policy and crisis communication procedures.

- Activate the crisis response team
- Prepare clear and accurate messages
- Communicate through multiple channels
- Provide regular updates to tenants
- Conduct a post-incident review

## 10. Governance and Responsibilities

Clear roles and responsibilities ensure communications are delivered effectively across the organisation.

- Board of Management – approve the strategy and monitor performance
- Chief Executive – provide strategic leadership
- Leadership Team – manage channels and deliver strategy, ensure consistent communication within services
- All Staff – communicate professionally with tenants and partners

## 11. Performance Monitoring (KPI Dashboard)

CHA will measure the effectiveness of communications through the following key performance indicators:

Indicator	Target	Reporting
Tenant satisfaction with communication	≥ 90%	Annual
Newsletter open rate (once digitised)	≥ 40%	Quarterly
Tenant portal usage	Increase YoY	Quarterly
Tenant engagement participation	Increase YoY	Annual
Website traffic	Increase YoY	Quarterly

## 12. Annual Communications Action Plan

The strategy is supported by an annual communications action plan outlining key engagement activity and communication priorities each year. These include:

- Quarterly tenant newsletter
- Annual tenant satisfaction survey and/or snap surveys
- Rent Consultation
- Regular website and social media updates
- Quarterly tenant engagement events
- Annual communications of performance report (Report Card)

## 13. Accessibility

CHA is committed to ensuring information is accessible to all tenants. Documents and communications can be provided in alternative formats including large print, Braille, audio and translated versions on request.

## 14. Digital Communications and Inclusion

Digital communication plays an increasing role in service delivery. CHA will promote digital services while ensuring tenants who are not online can still access information through alternative channels.

- Maintain non-digital communication options
- Ensure the website meets accessibility standards
- Promote use of the tenant portal
- Support tenants who need help accessing digital services

## 15. Conclusion

This strategy provides a clear framework for how Craigdale Housing Association will communicate with tenants, staff and stakeholders between 2026 and 2029. By prioritising transparency, accessibility and meaningful engagement, CHA will strengthen trust, support strong communities and ensure tenants remain at the centre of service delivery.