

CUSTOMER COMMUNICATIONS STRATEGY 2016/18

Report of the Head of Housing Management & Housing Options

1. SUMMARY

The Derby Homes Customer Communication Strategy appended to this report sets out our key focus over the next three years in relation to communicating with both customers and staff. This replaces the previous strategy dated 2008 and has been completely rewritten.

2. RECOMMENDATION

That the Operation Board approves the Customer Communication Strategy.

3. MATTER FOR CONSIDERATION

- 3.1 This strategy replaces the previous Communications and Marketing Strategy. It takes into account the changes to team structures within Derby Homes and the current Service Level Agreement with Derby City Council.
- 3.2 The purpose of the strategy is to update our key communications aims to align with our strategic objectives. It will create lasting, sustainable work practices within key areas of communications work.
- 3.3 The end aim is to have an improved communications service, which works in a proactive way, with clear guidance for both customers and staff on what to expect from the service how to engage in the various communications processes.
- 3.4 Associated action plans and supplementary strategies, policies and procedures will be brought back to the Operational Board for approval once they have been completed.

4. FINANCIAL AND BUSINESS PLAN IMPLICATIONS

Funding for Communications work and key projects will sit within the existing budgets for Marketing and Print.

5. EQUALITIES IMPACT ASSESSMENT

- Does this report affect the delivery of a service? **Yes**
- Has an Equality Impact Assessment been completed? **Yes, see Appendix 2**

6. POLICY REVIEW IMPLICATIONS

This is a key policy of Derby Homes and will be included in the Key Policy Review Schedule. In accordance with minute 10/51 this policy will be reviewed no later than 3 years from the date of this meeting.

The areas listed below have no implications directly arising from this report:

Consultation
Legal and Confidentiality
Council
Personnel
Environmental
Health & Safety
Risk

If Board Members or others would like to discuss this report ahead of the meeting please contact:

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Background Information: None
Supporting Information: None