



TELLING OUR STORY

Communications Strategy
2024-2025



It's good to talk.

Every day we have an impact on lives and communities. Coastline is far more than just a landlord and what we offer is far more than just bricks and mortar.

It's important that we tell our stories. It helps foster relationships with current and future customers, colleagues, stakeholders and anyone else who we might come into contact with.

The more people understand what we do and why, the more people we will bring with us on the journey to achieve our mission to work with others to end the housing crisis in Cornwall.

Communication is the lifeblood of any organisation.

This Strategy sets out the ways in which we intend to communicate with different groups of people over the next year and the key messages we will be getting across. We also present a plan for how we intend to do this.



Our Values

Our Values underpin everything we do and will be first and foremost in our minds as we prepare communications ready to send out into the world.



Put our customers first

We will deliver the best possible services to our customers. We will always put our customers first and ensure feedback from customers shapes services.

Be open, honest and accountable

We will be open, honest and accountable so that we are trusted. If we get things wrong we will admit it, and pass on what we have learnt to others. We will publicly share how we are performing against our promises.

Strive to be the best

We challenge ourselves and each other and set high performance standards. We are constantly seeking to improve. We will learn from our mistakes.

Value each other

We are open with each other and treat each other with respect. We will be fair and engage with all our staff, rewarding appropriately. We seek and benefit from a diverse set of people with differing perspectives.

Our audiences

We are keen to communicate with a variety of different audiences locally and nationally to grow our brand. These include:

- Customers - present and future
- Employees - present, past and future
- Local community partners
- The wider housing industry
- Local and national media
- The general public in Cornwall
- Regulators
- Funders
- Press and media



Dynamic channels of communication

We have a range of channels available to us to reach different audiences and we will use them all accordingly to maximise our impact and help tell our stories.

For colleagues, we will commit to physical communication methods such as team meetings, tool box talks and more as well as the digital channels available to us

This selection is not exhaustive and may evolve over time. Our communication channels include:

Website and My Coastline portal

Press releases, comment pieces and media interviews

Digital newsletters - for staff, customers and stakeholders

Traditional phone, email and text services

Social media channels - Facebook, X, Instagram, Threads, LinkedIn and TikTok

Printed material and newsletters

Face to face events, meetings and visits

Sharepoint areas, Coastline TV and Viva Engage for internal communications



Our key messages

It's important that our communications are meaningful and purposeful to make the best use of our resources. Here are the key messages we will put at the heart of our communications.



We are a Cornish housing charity and we aim to work with others to end the housing crisis.

This is the key ethos of our Coastline Plan and should underpin all our communications. Emphasising wherever possible that Coastline is a charity serves to remind everyone that we have a charitable purpose and are not driven by profit.

Coastline is a great local employer.

Reminding people of all the benefits we offer colleagues and the good work Coastline is doing helps to achieve our desire to be an employer of choice in Cornwall.

Other key messages we will focus on for the coming year include:

We provide high quality services that are well managed, well governed, viable and efficient.

We provide safe and secure places to live, with the aim of ending homelessness in Cornwall.

We bring over £19 million to the local economy every year, providing jobs and supporting business.

We are a positive contributor in our communities, being a strong partner with a range of other organisations, movements and forums.

We are pro-active in meeting the needs of customers - always putting them first.

We value all our colleagues and stakeholders.

We listen and welcome ideas from complaints.

We focus on innovation to provide services in modern and efficient ways.

Storytelling



Storytelling can be a powerful tool for communication, helping to increase an audience's attention and retention of a message, as well as their understanding and appreciation.

Hearing a story enables the listener to convert the ideas presented in the story into his or her own experience, making the communication more personal and relatable.

We know from experience that pieces of communication featuring real

people, or talking about things that will have an impact on real people, have much more of a reach and impact than those focusing on stats or targets.

Coastline has access to a treasure trove of stories. As well as the day to day ways that we impact on lives by providing people with homes, we also provide Extra Care Services and Homelessness Services, as well as a variety of community and neighbourhood initiatives. In every

part of the business there are human interest stories just waiting to be told. The key is capturing them and presenting them to key audiences in the form of either a case study, press release, video or website article.

The more stories we capture and put into a format that can be shared across our different platforms, the more we will begin to engage more customers and others, bringing them with us on our mission and hopefully

turning them into positive advocates as we go.

Within the housing industry, any positive stories we can tell to continue to help 'stop the stigma', preventing unhelpful narratives about social housing taking hold will be of huge benefit.

The key driver for the Comms Strategy this year will be telling our stories.

A secret weapon?

In order to unearth as many of these story opportunities as we can, we will incentivise our colleagues to bring them forward to the Comms Team with the Coastline Comms Initiative.

We will renew our efforts this year to encourage colleagues to tell us about stories they come across during their work and put everyone who contributes a great idea for some communications into a monthly draw for a £100 voucher.

We will share these stories far and wide in customer documents, newsletters (internal and external), our website, across social media and in the press where possible, to build a library of stories involving real customers, staff and community partners.



Evaluating success

It is important that we monitor and measure the success of our communications activities so that we can see if our comms vision is working or if we need to adjust it.

Here are some of the tools we will use to monitor our comms activity:

Number of followers on each social media platform, along with number of posts per month

Customer survey - response to questions surrounding awareness of Coastline in neighbourhoods and more

Google analytics to reveal website traffic and most popular pages

Number of new videos on TikTok and other suitable platforms

News value, number of news items and reach per month - all provided by Onclusive media monitoring software

Number of likes and shares on social media channels

Number of case studies and articles on website

Colleague engagement - responses to surveys, number of entries to Comms Initiative and Social Media Referral Scheme



Let's go...



Comms goals for 2024/25 -

To have One Coastline firmly at the heart of all internal comms. One Coastline means we are all working towards the same mission. But in order to do that we need to recognise each other's differences and how we all need to be communicated with differently. We'll aim to communicate all messages in a way that is digestible, accessible and understandable for each and every area of the business.

Seek out stories to tell from our communities and at Coastline itself to help people connect with and support our mission.

Embrace new ways of communicating with video across our social media channels, to reach a bigger and more diverse audience.

Relaunch our Comms Initiative to encourage colleagues to keep giving us great stories.

Continue to promote Coastline as a local employer of choice, working closely with colleagues on recruitment.

Keep up our regular flow of staff newsletters to ensure colleagues feel informed and engaged, but also utilise Viva Engage and SharePoint as platforms to keep pushing out messages so they are not missed.

We will work with the IT Team to use Coastline TV to help maximise the impact of colleague communications moving forwards.

Continue to promote our work externally through all news channels including local media and specialist national housing media, as well as social media platforms.

Ensure our website is regularly reviewed and remains up to date, offering clear and concise information to the wider world.

Continue to promote our more day-to-day good work under the themes of the new Tenant Satisfaction Measures, utilising our new bespoke branding in doing this.

Work closely with Tenancy to let customers know when we will be out in their neighbourhoods carrying out Community Standard Inspections.

Report quarterly to Exec Team on our Comms activities to ensure members have an overview of what's going on and what's coming up.

Continue emphasising our mission and key values across all communications.

We will monitor and measure our activities so that we can continue to get better.



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