

aspire
housing

Communication

Promise

Promise

Sharing information with you

In July 2019, 1600 (almost 20%) of our customers talked to us via our Chat2Aspire survey – either face to face or online.

To help shape our communications with you, the survey asked what news and information you wanted us to share with you, your preferred method and how frequently you wanted those communications.

The majority of customers told us this...

As customers you are interested in what's going on with your home and in your area, and how we spend your rent.

Information you want, when you need it

You'd like to know this information as often as we have news to give you and the majority of you would like to receive this by email.

You're not too interested in how Aspire Housing is doing as a business or the services we offer. We can send it to you, but infrequently, and again by email was the preferred option.

As a regulated business there are some updates we must share with you, for example the number of complaints we've had each year and how we've handled them, and how we've performed against our targets and against other local housing providers. We'll continue to share this information with you on our website for you to view anytime.

We're using the above as a basis to share information with you, what we share, when we share it and how we share it.



Communication

Our Communication Promise

Our communication promise to our customers is to be collaborative, open and informative.

We will be responsive and flexible in our communications with customers,

delivering as much or as little they 'opt-in' for, as often as they want us to.

We will also deliver our communications via customers' preferred methods.

Designed by customers

To improve our communications and give customers more of what they want, we have created a communications group consisting of around 100 customers, who put themselves forward to get involved.

We'll work with the group to brainstorm new ideas and to gather feedback on our existing marketing communications pieces.



Getting in the know

So what information are you interested in, and where can you find it?

The table on the next page allows you to see the range of information we may share, and how you can see it:

Communication
Promise

Getting in the know

So what information are you interested in, and where can you find it? At a glance you can see the range of information we may share, and how you can see it.

Information we may share	Why?	How?	When?
<p>Annual report What we've done in the last year. Overview of how many complaints we've had</p>	As we're a regulated organisation we have to share this each year	Online at aspirehousing.co.uk Braille and translated copies available	Each year, usually Summer time
<p>Annual rent statement Information on your planned rent charges for the coming year</p>	As we're a regulated organisation we have to share this each year	By post. Braille and translated copies available	Each year, February time
<p>Customer consultation Ask you to share your views on something</p>	If you've said you'd like to be involved, then we'll contact you via your preferred choice to get your views on what we do	By your preferred choice. Could be face to face, email, phone, Facebook	Ad-hoc
<p>Business updates About our business e.g. new services or changes to existing, awards we've won etc</p>	So you know about us as your landlord and what we can offer you as our customer	Online at aspirehousing.co.uk and on Facebook and Twitter	Ad-hoc
<p>Our services Information on all the services we offer customers</p>	So you know what we can offer to help should you need it	Online at aspirehousing.co.uk and on Facebook and Twitter	Ad-hoc
<p>New developments in your area Information on proposed new developments and changes to existing homes</p>	To keep you up to date with any proposals for new homes in your area	By email and post. We'll write to you if you're directly affected by any proposals, and we'll email you updates on your area where you may not be directly affected but may be interested to know what's going on. Braille and translated copies available	Ad-hoc
<p>Information about your area Community events hosted by us</p>	To keep you up to date with events we're hosting in your area and information in line with the locality plans	Online at aspirehousing.co.uk . By email and on Facebook and Twitter	Ad-hoc
<p>Improvements to your home Information on proposed investment in your home e.g. kitchen/bathroom refurbishment</p>	To keep you up to date with planned investment in your home	Online at aspirehousing.co.uk . By post. Braille and translated copies available	Ad-hoc
<p>Community Living Schemes Newsletters for customers about their scheme or activities and general information</p>	Part of the older person service offer. Following Chat 2 Aspire customers wanted to know more general information that could help them or about activities	Online at aspirehousing.co.uk By post. Larger print available	Quarterly
<p>Repairs and maintenance Information about your booked repair/service/maintenance</p>	To keep you up to date with your booked repair	By email, text and phone	Ad-hoc

Contact us

If our approach isn't quite right for you, please feel free to contact us at marketing@aspirehousing.co.uk to share what would work better for you.

Follow us



aspire
housing

Aspire Housing, Kingsley, The Brampton,
Newcastle-under-Lyme, ST5 0QW

aspirehousing.co.uk