



**Muirhouse  
Housing  
Association**



**Muirhouse  
Homes Ltd**

<b>Title of Policy:</b>	Communications Policy
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<b>Lead Officer:</b>	Susan Bell, Governance and Compliance Manager
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## Our Vision, Our Mission, Our Values

**Our Vision** is an engaged, thriving, desirable and eco-friendly Muirhouse with high quality, truly affordable and greener homes.

**Our Mission** - We will provide high quality, truly affordable homes and services for residents and strengthen our engagement and partnerships to enrich the community and safeguard our environment.

**Our Values** - In upholding our central value of providing high quality, affordable homes and services, our behaviours and decisions will demonstrate our commitment to

**Excellence:** Ensuring the highest standards in all that we do and innovating to continually improve. Across the MHA Group, we are committed to providing a high quality, customer focused service that demonstrates value for money.

**Caring:** Being compassionate about and responding appropriately to the needs of our residents, staff, and Board.

**Mutual Respect:** Valuing the views, knowledge, expertise, and skills of others and collaborating to achieve good outcomes for residents, staff and the Association. We will continue to be a leading member of the local community, working with our customers and statutory, voluntary, and private sector partners.

### This policy applies to

All employees, board of management, contractors and consultants who carry work out on behalf of MHA.

### Policy Summary

This policy sets out various methods of communication to promote our works, to share good practice, to promote our services, to engage with customers and stakeholders and market the Muirhouse brand.

### Equalities

MHA will ensure there is a consistent approach in promoting equality and diversity across all areas and this policy will be administered in accordance with the MHA's Equality, Diversity, and Inclusion Policy

### Privacy

This policy has been developed and will be applied in compliance with General Data Protection Regulations (2018).

### Compliance

#### **SHR Regulatory Standards**

**Standard 2:** RS 2 requires the RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders. And its primary focus is the sustainable achievement of these priorities.

#### **Scottish Social Housing Charter Outcomes & Standards**

Outcome 2: Communication

Social landlords manage their businesses so that: Tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides.

### Related Policies

Code of Conduct for staff and board members  
Freedom of Information  
Data Protection Policy  
Retention Policy  
Information Technology Policy  
Tenant Participation Policy and Strategy  
Customer Service Standards

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## **1. Introduction**

- 1.1 Muirhouse Housing Association (MHA) and Muirhouse Homes Limited (MH4) aim to be open and transparent in all our dealings and good communication is crucial in the development and provision of effective services. We will use various methods of communication to promote our work, to share good practice, to promote our service, to engage with customers and stakeholders.

## **2.0 Aims and Objectives**

### **2.1 Aims**

The purpose of this policy is to:

- Ensure all internal and external communications are effective.
- Ensure effective two way communication.
- Promote and enhance our reputation.
- Promote and encourage customer and stakeholder engagement.
- Explain our approach to being open and transparent while recognising the importance of ensuring confidentiality where appropriate.
- Acknowledge accountability to our stakeholders.

### **2.2 Objectives**

Our objectives are to:

- Communicate our strategic goals, and how we achieve them, in a coordinated way.
- Be open and accountable to our stakeholders.
- Effectively manage positive and negative reputational perceptions.
- Communicate effectively internally and externally.
- Ensure effective two-way communication.
- Develop customer and stakeholder engagement.
- Manage existing media platforms and monitor emerging platforms.
- Conduct our affairs in an open and transparent manner and make information publicly available unless there are justifiable reasons for withholding it.

## **3.0 Confidentiality**

- 3.1 Employees, consultants, contractors and members of our governing body will be made aware of the need to treat information gained through their relationship with MHA as confidential and should not disclose any information which may be of a sensitive nature to any unauthorised person. Additional controls are in place to protect personal data under the Data Protection Act 2018.

## **4.0 Audience**

4.1 MHA has a diverse audience, each with particular communication requirements and the platform/method of communication will vary according to need. These audiences include:

- Tenants and potential new tenants
- Staff and potential staff
- Board Members
- Suppliers/ Contractors
- Key stakeholders Inc. local councillors/MP's/NHS/social services
- Local residents
- Community and voluntary organisations
- Media
- The Scottish Housing Regulator
- Other housing associations

4.2 Tenants and potential tenants are at the heart of what we do and we recognise their individual needs. These are identified through customer profiling which allow us to tailor our communications to ensure their effectiveness.

## **5.0 Customer Engagement**

5.1 MHA aim to strengthen the community by working with our customers, communities and local stakeholders to create an area where people choose and are happy to live. With our strong and positive reputation in the area and physical presence, we also want to play a key role in attracting mixed investment to improve the facilities, resources and opportunities in the area. Our goal is to have MHA play a leading role in bettering the lives of our residents and their families.

5.2 We realise the importance of ensuring effective communication with our customers and other stakeholders and involving them in the decision making process.

5.3 MHA expects to send and receive communications using a variety of platforms. The messaging and channels will vary depending on the target audience and reason for communication and we will provide a transparent and timely response to any communication received.

5.4 This policy will complement our Tenant Participation Strategy and action plans relating to any to customer consultation.

5.5 We will provide accurate, relevant and accessible information to ensure customers and other stakeholders are well equipped to participate.

## **6.0 Accountability**

- 6.1 We will be open and transparent with our customer and other stakeholders.
- 6.2 We will provide information in accordance with Freedom of Information (Scotland) Act 2002.
- 6.3 The Scottish Social Housing Charter set the standards and outcomes that all social landlords should aim to achieve when performing their housing activities.

## **7.0 Monitoring, Reporting and Evaluating success**

We evaluate our success by monitoring responses to surveys, how many people have viewed our website and our press coverage.

## **8.0 Equality and Diversity**

- 8.1 We are committed to promoting an environment of respect, understanding, encouraging diversity and eliminating discrimination by providing equality and opportunity for all. This is reflected in our Equality, Diversity and Inclusion Policy.

## **9.0 Complaints**

- 9.1 Although we are committed to providing high levels of service, we accept that there may be occasions where you may not be satisfied with the service you have received from us. WE value all complaints and use this information to help us improve our services. Our complaints Policy describes our complaints procedure and how to make a complaint.

## **10.0 GDPR**

- 10.1 We will treat personal data in line with our obligations under the current data protection regulations and our Privacy Policy. Information regarding how data will be used and the basis for processing data is provided in our Fair Processing Notices.

## **9.0 Policy Availability**

- 9.1 The Policy will be published on the website.

## **10.0 Policy Review**

- 10.1 This policy will be reviewed at least every three years or sooner if required.