Appendix 5

Improving communication with City of London Corporation Housing tenants and leaseholders

Accessible summary of the Housing Communications and Engagement Strategy 2027-2031

Our aim

Providing clear, accurate and respectful communication that keeps tenants, resident leaseholders, non-resident leaseholders and other affected households/stakeholders informed, provides meaningful opportunities to influence decisions, and shows how feedback leads to action.

What is changing?

- Communications will explain what is happening, why it is happening, when tenants and leaseholders can expect it to happen and who is responsible.
- Important information will be checked for accuracy and written in clear, plain English.
- Tenants and leaseholders will receive updates when important plans or timescales change.
- We will show how feedback has influenced decisions and service improvements.
- Communications will take account of disability, language, literacy, digital access and individual communication needs.
- Digital communication will be used where appropriate, but printed, telephone and face-to-face options will remain available when needed.
- City Corporation Housing staff, contractors and consultants producing communications will be expected to follow the same standards.

When will it change?

1. **From 2027:** The strategy and delivery plan will guide how City Corporation Housing communicates and engages with tenants and leaseholders, with improvements introduced from the start of the strategy period.
2. **In the first year:** City Corporation Housing will strengthen communication standards and quality assurance, improve how we record and follow up on commitments, improve the feedback-to-action process, review the accessibility and reach of communication channels, and support staff to communicate consistently.
3. **Throughout 2027-2031:** Residents should see ongoing improvements in how we communicate and engage, including digital and non-digital communications, better and more frequent feedback opportunities, and more detail on how we use feedback and performance information to review progress.
4. **By 2031:** These improvements will be embedded across our services, so that tenants and leaseholders can consistently expect to understand what is happening and why, when it will happen, who is responsible, how to ask questions or raise concerns, and how resident feedback has influenced decisions or improved services.

Clearer and more reliable information

- Tenants and leaseholders should receive timely, accurate and consistent information about relevant Housing services, repairs, major works, building safety, service changes and other important matters.
- Significant updates should make the responsible service or project lead clear.

More visible action on feedback

- City Corporation Housing will use a 'You said, we did, we're doing' approach to explain what feedback we've heard, what has changed and what is still in progress.
- For significant consultations, City Corporation Housing will publish feedback reports focusing on feedback received and what will change in response.

More accessible and inclusive communication

- Important communications and consultations will use an appropriate mix of channels rather than relying only on digital communication.
- Alternative formats and translations will be provided when requested, with telephone, paper and face-to-face options used where appropriate.
- City Corporation Housing will use resident insight, including the Household Survey, to improve communication with different estates and communities.

More consistent standards

- City Corporation Housing will introduce principles, guidance, templates and quality checks to improve consistency across teams.
- Estate noticeboards will be checked against an agreed schedule and out-of-date information removed.

How can you hold us to account?

5. **Check progress updates.** City Corporation Housing will provide regular progress updates to tenants and leaseholders, including through newsletters, on the Housing Communications webpage and information in the Annual Report for Tenants.
6. **Look for evidence of action.** Updates will show what City Corporation Housing has delivered, what is in progress and how feedback has influenced decisions or services.
7. **Take part and ask questions.** Tenants and leaseholders can respond to consultations, attend meetings and events, contact Housing teams, work through Resident Associations, or take part in the Resident Voice Group.
8. **Use the published standards.** Tenants and leaseholders can expect communications to be accurate, clear, timely, accessible, inclusive and accountable, and can raise concerns with the Housing Communications team (home@cityoflondon.gov.uk) when these standards are not met.

How progress will be measured

City Corporation Housing will monitor resident satisfaction, consultation participation, accessibility requests, communications reach and engagement, feedback reports, and compliance with communication standards. Detailed actions, responsibilities, timescales and measures will be set out in the separate delivery plan.