



KINGDOM
Group

MORE THAN A HOME

Communications Policy



HAPPY TO TRANSLATE

Approved: August 2020
Next Review: August 2025

COMMUNICATIONS POLICY

1. Statement of Intent

This policy applies to Kingdom Housing Association Limited and all its Subsidiary companies within the Kingdom Group of Companies.

Good communications are crucial to Kingdom's success 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 services, to engage with customers and stakeholders and to market the Kingdom brands.

Aim

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.

Outcomes

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.

Internal and external communications will be detailed in the Communications Strategy and will be reviewed regularly.

This policy applies to all staff within the organisation and relates to all types of internal and external communications.



2. Confidentiality

Employees, consultants, contractors and members of our governing body will be made aware of the need to treat information gained through their relationship with Kingdom as confidential and should not disclose any information which may be of a sensitive nature to any unauthorised person.

3. Media Contact

Enquiries from the media should be directed to the Communications and Media Officer or, in their absence, the Chief Executive. Departmental Managers may be asked to deal with enquiries with the approval of the Management Team.

4. Audience

Kingdom has a large and diverse audience, each with particular communication requirements. The messaging, flow of information and platform of delivery will vary according to need and is identified in the Communications Strategy.

Broadly, Kingdom's audience can be segmented into Customers and Stakeholders.

Customers

Customers are at the heart of all we do and we recognise that their needs vary. Identifying these various needs through customer profiling allows us to tailor our communications to maximise their effectiveness to the benefit of our customers.

Customers include tenants, residents, supported individuals and their families.

Stakeholders

Our stakeholders are identified through the Communications Strategy and Communications Action Plan.

For the purposes of this policy, stakeholders are people or organisations with a direct involvement or interest in our operation and performance, including employees, consultants, contractors, the media, members of the governing body, sector groups, RSL's, community groups, investors, funders, MPs, MSPs, Local Authorities and Government.

Stakeholder mapping allows us to establish interest and influence and to identify the most appropriate communication methods and messages for our target audience.



5. Message and Channels

Kingdom expects to send and receive communications using a wide variety of platforms. The messaging and channels will vary depending on the target audience and reason for communication. Details of Messages, Methods and Channels can be found in the Communications Strategy.

6. Customer Engagement

We realise the importance of ensuring effective communication with our customers and other stakeholders and of involving them in decision making. This policy will be compliant and complimentary to our Tenant Participation policy and action plans.

To evidence our commitment, we will provide accurate, relevant and accessible information to ensure customers and other stakeholders are well equipped to participate.

We will use a range of methods to communicate with tenants, supported individuals, stakeholders and other customers to ensure they are fully informed and regularly updated. We will seek their views tailoring our methods of communication to accommodate any particular needs.

We value two-way communication with customers and recognise the importance of customer feedback. We actively encourage and promote open discussion and dialogue and take customer views and opinions into consideration when making decisions.

7. Accountability

We will be open and transparent with our customers and other stakeholders.

A Communications Action Plan will be maintained to record and monitor the relevant activities implemented through this policy.

We will provide information in accordance with Freedom of Information (Scotland) Act 2002.

The Scottish Social Housing Charter sets the standards and outcomes that all social landlords should aim to achieve when performing their housing activities.

The Scottish Housing Regulator requires to be notified of any significant or exceptional issue, event or change within our organisation (a notifiable event) and how we intend to deal with it. The events relevant to this policy would come under the Regulator's heading of Performance and Service Delivery issues or Financial and Funding issues. The Scottish Housing Regulator's Guidance, Notifiable Events, gives examples of notifiable events.

A link to the Scottish Housing Regulator's Guidance is below:

<https://www.housingregulator.gov.scot/for-landlords/statutory-guidance/notifiable-events>



The National Care standards published by the Care Inspectorate sets the standards for the housing support and care at homes services which KSC delivers and regular inspections are carried out to ensure these continue to be met. The Care Inspectorate has a schedule of events on which KSC is required to report. Links to the care standards and reporting requirements are:

<https://www.careinspectorate.com/index.php/notifications>

<https://www.careinspectorate.com/index.php/new-standards-and-inspections>

KSC is required to report any significant events and Adult Support and Protection issues to the Local Authorities in which it operates.

KSC is also governed by the Community Interest Company Regulator and is required to inform them of any significant changes or risks to the organisation.

8. Monitoring and Review

This policy will be reviewed 5 years from the date of implementation, which will be the date the policy is approved by the governing body or earlier if deemed appropriate.

This policy will remain current until an updated Communications Policy is approved.

