



Communicating your investment programme

Are you about to start work on a major improvement programme to homes and are wondering how to ensure affected tenants are communicated with effectively? Alternatively, are you a few years into the work and you want to celebrate your achievements?

This major investment will make a real difference to people's lives by improving properties and creating communities where people enjoy living. Expectations will be high and all eyes will be on you to make sure that you are delivering on the promises made to tenants.

However, it is a long programme and expectations need to be managed about the pace at which the major improvements can and are being achieved. Tenants also need to have a clear understanding of exactly what is involved in the refurbishment of their home.

IPB Communications can work with you to develop a communications strategy which:

- a) Gives tenants, in preparation for work starting, information about the package of improvements to their home and what exactly is involved.
- b) Provides customers with the support they need while work is taking place.
- c) Promotes progress of the investment programme to a range of stakeholders, including tenants, staff, Board members, local councillors and the media.

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