

Specialist communications for social housing



Frontier PR is a specialist public relations agency that delivers creative and intelligent public relations campaigns for social housing.

Our mission

“To use our expert knowledge of housing and housing communications to deliver specialist, creative and intelligent solutions, and measurable return on investment, to our social housing focused clients.”

Over 15 years we have built a strong reputation for delivering consistent value in social housing through expert, creative thinking, and hard work.

We embrace social housing as a unique market because it is rooted in peoples’ homes and communities, and Frontier PR has worked with around 25 social landlords, delivering everything from profile raising and crisis management, to change management and community engagement.

This means we live and breathe social housing every day, and understand the evolving political, social, and technological forces that shape the industry.

We also know that social landlords have a unique role to play in helping to make our cities, towns, and homes smarter and more economically, socially, and environmentally sustainable.

To find out how you can benefit from Frontier Public Relations’ social housing knowledge, skills, and experience visit FrontierPR.co.uk/GettingStarted scan the QR code or drop us an email.



Scan to find out more

We communicate to change

Social housing has changed dramatically since Frontier PR first entered in 2008, but a few big issues and challenges continue to endure.

Top of the agenda remains balancing budgets whilst accelerating the supply of new homes and modernising and maintaining often older or outdated housing stock.

But things are changing fast, and social housing is increasingly at the heart of the smart home and smart city revolution.

Innovations in the shape of MMC, AI, smart and connected homes, and energy efficiency are tackling many key challenges such as housing supply, net-zero, home safety, and improving the ways that customers can engage with their landlord.

Communications must be aligned with change, with the necessary skills and capacity in place to support an increasingly complex set of demands and to make the most of emerging opportunities.

There’s a lot to talk about, so let’s get talking.



Frontier PR can:

- Raise your profile.
- Defend your reputation.
- Support change and transformation.
- Position you as industry leaders on the issues that matter.
- Effectively engage with your Stakeholders.



Strategic support

Tactical support

Some of the ways we have supported social landlords



Short term support

Long term support

How we help social landlords

Our specialist support ranges in length and complexity – from day-to-day, hands-on press office or media relations support – to high-level strategic communications planning and implementation.

Short-term to long-term, we can build a package of support that suits your unique needs and budget.



“We were very pleased with the support we received from Frontier PR. We had some urgent PR needs and they were quickly able to get up to speed with the context of the challenge and assist us. We also received excellent support in achieving some positive media coverage.”

Sara Sheard,
Executive Director of Business Operations,
Incommunities



Strategic Planning



Before undertaking any communications activity, Frontier PR will work with you to fully understand your objectives and how change could be achieved.

We will then identify the areas where resources are needed and create a strategy that helps you define your communications objectives and achieve your goals.

We'll clearly map out what you want to say, how you want to say it, and who you need to say it to. Crucially, we will also define and agree value for money – so everyone knows what success looks like when we get there.

Media Relations



Effective media relations should get you seen, heard, and read about in all the right places. At Frontier PR we use our expert knowledge of media relations and contacts in local, national and trade media to:

- Help you take 'ownership' of the issues that matter to you.
- Establish thought leadership on key issues.
- Promote the work you do with your tenants and the wider industry.
- Defend your reputation against potential negative media stories.

Change Communications



Half of senior managers cite effective communications as the most critical factor in managing change.

Whether you're changing systems and processes for staff or customers, managing a re-structure, redundancies or a merger, we know that communicating change can be uncharted territory for some in-house PR teams, and additional support we can help with:

- Organisational change communications – internally and externally.
- Programme communications planning to support business transformation.
- Behavioural change communications e.g., channel shift.

Media Training



Speaking to the media can be one of the most challenging and daunting experiences an organisation faces.

That's why it's essential that every landlord has well-trained, well-briefed spokespeople who can deliver a clear message, whatever the circumstances.

Frontier PR provides bespoke training that matches the individual needs of landlords. We plan for scenarios to ensure that staff are confident and prepared to handle media opportunities that will boost the reputation of their organisation.

High Value Content Marketing



In a marketing world where content is king, Frontier PR will create output such as blogs, webinars, case studies, videos and podcasts and make sure these are on message and of the highest quality.

To achieve this, we will engage directly with management, members of your team and third parties to gather opinion and expert insight, before developing content that resonates with key audiences.

We will always try and maximise the value of any content we create by considering how it could be deployed across multiple channels, including national, regional and sector specific media – and social media.

Crisis Communications



How an organisation operates in a crisis can define its reputation for years to come. Our team has experience in managing communications crises, and we offer media training and put plans in place to make sure you are prepared for every eventuality.

Frontier PR will be there for you during a crisis to operate a 24-hour press office, manage communications channels to avoid misinformation, and ensure the right messages reach tenants, staff, and the media. We provide regular scenario training to make sure that your team understands their roles and responsibilities in the event of a crisis situation.

Event Management and Support



Creating engaging on and offline events can be a highly effective way of getting your message directly to your target audiences.

We can help you:

- Develop themes and concepts for a single or a series of events.
- Host and manage smaller events such as round tables, forums, and presentations.
- Sponsor or partner with industry conferences and exhibitions and maximise your presence.
- Create, organise, and manage webinars – from concept through to broadcast.

Social Media



Social media has revolutionised the way we connect and interact with each other, and the way landlords present themselves through social media is now essential to managed communications.

Frontier PR can help you develop a social media strategy that sets out communications objectives, tone, and a practical content plan. At one end of the scale, we can simply format content so that it is social media ready – at the other we can deliver social media activity or even full campaigns.

London association secures planning for five rooftop development schemes

NEWS 28.07.20 5.10 PM BY JACK SIMPSON

A London-based housing association has secured planning permission for 71 new homes to be built on the roofs of five existing developments.



Sutton Housing Society will build the developments in south-west London (picture: Sutton Housing Society)

“We wanted to share our experiences in airspace development to a much wider audience. Frontier PR quickly understood our brief, but also created a compelling media campaign that reached a far greater audience than we had ever hoped.”

Robin Roberts,
Chief Executive,
Sutton Housing Society

**Sutton
Housing
Society**

“Sustain UK has been working with Frontier PR for a number of years, and we have found their team to be hugely helpful. Most importantly they listen and really understand our business and our market position. Consequently, they have been great at leading our PR and media relations and helped position us where we need to be – all done with the minimum of fuss and great professionalism.”

Ian MacGregor,
Sustain UK Ltd



SustainUK Ltd



Why not get in touch and make the time and space for some fresh thinking.

Our one-hour online PR audit will let you take a step back, while Frontier PR looks at the bigger picture, before sharing our big PR ideas.

Communicate to Change

Frontier  Public Relations
Housing

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