

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."

For over 15 years, Frontier Public Relations has built a strong reputation for delivering consistent value to the social housing sector through strategic insight, creative thinking, and hard work.

We see social housing as a uniquely important market – rooted in people's homes, lives, and communities. That's why we've worked with around 25 social landlords across the UK, delivering everything from profile-raising and crisis communications to change management and community engagement.

We live and breathe housing and get the shifting political, social, and technological forces that shape the sector – and we recognise the vital role social landlords play in making our towns, cities, and homes smarter, fairer, and more sustainable.



Scan the QR code to discover our work in social housing and how we can help you.

We communicate to change

Social housing has evolved dramatically since Frontier PR began working in the sector – but some of the biggest challenges remain. Chief among them is the ongoing pressure to balance tight budgets while increasing the supply of new homes and upgrading ageing housing stock to meet modern standards.

At the same time, the pace of change is accelerating. Social housing is no longer just about bricks and mortar – it's increasingly central to the smart home and smart city revolution. From Modern Methods of Construction (MMC) and artificial intelligence, to connected homes, digital services, and energy-efficient technologies, innovation is transforming how social landlords tackle key challenges like supply, sustainability, building safety, and customer engagement.

In this fast-moving landscape, communication must keep pace. That means having the right skills, tools, and capacity to navigate complexity, build trust, and seize new opportunities. The conversation is changing – and we're here to help you lead it. Let's talk.



Strategic support

PEAKS & PLAINS
Housing Trust

Change management



Reputation management



Crisis support



Event management



Promoting a new community centre

Some of the ways we have supported social landlords



SustainukLtd

Media relations

Sutton
Housing
Society

Strategic
development

ForViva

Media relations



Development
support



Securing media
coverage



Homes for
older people



Out-of-hours
press office

Tactical support

Short term support

Long term support

How we help social landlords

Our specialist support spans a wide range of needs – from day-to-day, hands-on press office and media relations, to high-level strategic communications planning and delivery. Whether you need short-term input or a long-term partnership, we'll tailor a solution that fits your unique goals, challenges, 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



SustainukLtd



**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.**

Let's get started

Frontier Public Relations
Housing

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Frontier Public Relation