



S4B
COMMUNICATIONS PLAN 2025

OVERVIEW

Formed in 2014, S4B is the consortium set up to deliver the 25-year £106m regeneration project of the Brunswick area and made up of four organisations – Onward Homes, Mears, Vistry and Equitix, who deliver the Brunswick PFI on behalf of their client, Manchester City Council (MCC).

The objectives set last year have been achieved, supporting and working with partners, customers and community groups to deliver what was outlined in the 2024 document and the year was a hive of activity as we marked the 10th anniversary of S4B.

Our focus for 2025 will now be to continue to build on this positive momentum and continue to take opportunities to showcase the work we do to customers, colleagues, and the wider community.

Aims and Objectives

Activity never stops, so we need to ensure there is a proactive pipeline of communications activity that includes opportunities for meaningful engagement.

This year the S4B team will also be delivering various programmes to engage with tenants. We will support this by identifying opportunities to communicate with customers around how they can get involved and where their feedback is resulting in change.

We will collaborate with the team to communicate with customers, stakeholders, and the media around key milestones, minimising any reputational risks and taking opportunities to showcase our work.

We also need to ensure we deliver on the requirements of our tender with Manchester City Council.

This Communications Plan has the following objectives:

1

Develop a strategy of listening to customers, getting them involved and advertising the outcomes.

2

Delivering key campaigns to keep customers informed and engaged.

3

Showcasing our customers successes and achievements in the neighbourhood.



We will measure the overall success of these objectives as follows:

Objective	Overall measure of success
Develop a communications strategy to support tenant engagement activities, taking opportunities to demonstrate how we are listening to customers, getting them involved and advertising the outcomes.	Use the results of the TSM survey and other tenant engagement activities to inform our communication with customers. Support the team with the introduction of resident feedback groups to gain more customer insight and opinions on services and products to tailor future campaigns and opportunities. Continue to monitor web and campaign stats to maximise reporting and shape content.
Delivering key campaigns to keep customers informed and engaged, maintaining a drumbeat of positive communication around Brunswick.	A pipeline of regular communication with customers that provides opportunities to showcase our work and establish a meaningful dialogue about key local issues, improving perceptions and continuing to build trust. Proactive engagement with customers, colleagues, partners, local stakeholders, including politicians, community groups and the media.
Showcasing our customers and colleague successes and achievements in the neighbourhood.	Showcasing the positive work that we do with our customers, local partners, and community groups, identifying opportunities to communicate this wider and to external partners, the media and beyond.

Objective 1 – Listening to customers and getting them involved:

You said, we listened is a key focus this year. Building on the results of the Tenant Satisfaction Survey Measures (TSM survey), we have taken on board resident feedback, and we are acting on what customers have told us which we now need to publicise.

Communications can support effective tenant engagement by publicising opportunities to get involved and how customer feedback is driving change. Therefore, we will work with S4B to develop a communications strategy aligned to tenant engagement which promotes this work across Brunswick and takes opportunities to demonstrate how we are listening to customers.

The strategy will support the team with feedback groups such as the quarterly newsletter; complaints process plus repairs and estate management. Customers can choose how much or as little they get involved, and how they get involved such as in-person, virtually, via email or by hard copy. The choice is theirs but we want to reach out to as many customers as possible to get a true flavour of thoughts and ideas from across the whole neighbourhood.

We can then advertise and celebrate how customer opinion has helped shape and influence any positive changes.

Date	Activity	Channels	Audience
Ongoing/ periodic	Complaints group	Online/email Website Newsletter TVs	Customers Colleagues Partners
Quarterly	Repairs group	Online/email Website Newsletter TVs	Customers Colleagues Partners
Annually	Estate management group	Online/email Website Newsletter TVs	Customers Colleagues Partners

How we will measure success.

Customer feedback and quotes, changes made to documents on the back of their feedback and showcasing the changes they have influenced.

Objective 2 – Delivering key campaigns and keeping customers informed:

Good quality customer communication is vital, using the many communication channels available to reach as many customers as possible and be as accessible as possible, reinforcing our already solid customer connections and building on more.

The purpose of this is to retain and build customer trust and keep customers as informed as possible in a timely and efficient manner. We will continue to produce the quarterly newsletter and periodic e-bulletin publications on time and to budget while progressing the move towards digital only publications using the feedback group to tailor customer friendly content.

We will keep the option of print being available for those customers who require a hard copy, so we can continue to reach as many customers as possible using the tools available. This also adheres to the MCC contractual requirements.

Website updates are ongoing and one of the main sources of keeping customers and partners up to date with key information. This information can then be shared via social media channels, text message and email sources etc. This year we will be delivering many new campaigns such as, Housing Perks, Give Respect Get Respect, Sunflower Growing Competition, and Who Inspires You complete with a special award ceremony planned for the end of September, to name a few.

These will be delivered along with other ongoing and annual campaigns such as, fire safety, Leaseholder communications, fly-tipping and recycling and rent and money advice services. There will also be the annual events such as Brunswick Bonanza, various fun days, Halloween and Christmas, plus celebrating and recognising various religious festivals.

This year we have reintroduced the use of the reception and communal area TV screens which will be updated quarterly in line with the issue of the newsletter. This is to help reach out to and share messages with those who are not online or who have not requested or received a paper copy of the newsletter. This could include non-residents such as contractors, partners, or visitors to the area. We have requested an additional TV for Brunswick Village Bistro, to enhance the atmosphere and to help share key messages and events.

The Art Project is another key and major campaign for this year. We already have the art installation produced by Dave Draws, and we have started on installing customer artwork, stencilling and uplighting to each of the floors at Brunswick Village. We are also installing chainsaw artwork and finalising and promoting the signage trail as part of learning at work week.



Date	Activity	Channels	Audience
Ongoing/ periodic	Housing Perks Art Project Sunflower comp Who Inspires you? Give respect Get Respect High-5	Web/online Newsletter TV Postcards Email Socials Text Events Meetings	Customers Colleagues Partners
Quarterly	Newsletter Reception TV updates In Brunswick for Leaseholders	Web/online TV Email Socials Text Events Meetings	Customers Colleagues Partners
Annually	Lunar New Year Ramadhan/Eid Funday Brunswick Bonanza Halloween event Christmas events	Web/online TV Email Socials Text Events Meetings	Customers Colleagues Partners

How we will measure success.

Evidence of positive engagement activity with key audiences structured around important development milestones via channels such as events, media, social media, and website stats. see activities delivered that maintain existing relationships and open more opportunities for partnership working in the community.

We will also have a pipeline of communications collateral that highlights all the work we do with our partners, including newsletter and social media content, along with press releases for local outlets.

Objective 3 – Celebrating our customers and successes.

There has been lots of additional customer support over the past year due to the 10-year Celebrating Brunswick Campaign. There have been competitions and funding opportunities, and we need to publish and promote some of that good news to further raise the profile of S4B and maximise media opportunities.

We plan to do follow-on interviews on the back of the various campaigns such as High-5, Brunswick Bonanza, Community Fund, Art Project, Photography Competition to name a few. This can be transposed into interviews, media, newsletter articles, web posts, film, and galleries.

Date	Activity	Channels	Audience
Ongoing/ periodic	High-5, Brunswick Bonanza, Community Fund, Art Project, Photography Competition Housing Perks Sunflower comp Who Inspires you?	Web Socials Newsletter Media Film	Customers Colleagues Partners Local media MPs/Councillors

How we will measure success.

Customer quotes, feedback and interviews, media coverage, web stats, email, and social media reporting.