

Contour Homes Stakeholder Survey Reputation and communication review



Overview

Stakeholder engagement surveys of strategic ‘critical friends’ help an organisation to:

- understand more about their reputation.
- target external communications effectively.
- embed a positive perception within the mindsets of key partners and strengthen relationships.

Contour Homes identified a cohort of key contacts, segmented into four categories: ‘political’; senior council officers; Housing Association directors; and other key partners. 34 interviews were completed in Spring 2013.

Client
Symphony Housing Group / Contour Homes

Outputs

- Full report
- Transcripts
- Research templates
- Management presentation

Location
NW England; UK

“Very accommodating, professional and easy to work with.”
Assistant Comms & PR Manager, Symphony Housing Group

“Excellent piece of work and Michael is a dream to work with.”
Communications & PR Manager, Symphony Housing Group

Aim & objectives

The overarching aim of this stakeholder engagement project was to understand more about the reputation of Contour Homes, to inform the development of external communications and strategic relationships.

Gathering feedback primarily via a telephone survey, the objectives were to gather evidence and assess perceptions regarding:

- how well Contour Homes works in partnership.
- the impact of work on the ground.
- what communication is needed in future.
- organisational strengths and weaknesses.
- local reputation.



Added value & outcomes

- Findings used to inform 2013 communication strategy.
- Research materials and templates supplied to the client to enable ‘in-house’ repetition of the work in future.
- Presentation and discussion of key issues at senior management group enhanced the assessment of implications of the work.

More information

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