LHT Stakeholder Survey

Liverpool Housing Trust (LHT) communication and reputation research

Overview

Enhanced reputational value, targeted messages and effective communication are critical outcomes for a communication strategy.

Understanding more about the corporate perceptions of strategic stakeholders is an important part of an initial communications 'audit' prior to strategy development.

When commissioning a stakeholder engagement project, LHT identified a cohort of key Members of Parliament (MPs), councillors, senior council officers, housing provider managers and other key partners. 50 interviews were completed.

"What you produced for us as a result of your work has proved very valuable to the organisation… the experience of completing the survey with you went down very well." Business Intelligence Manager

"We were really pleased with the quality of the work. You offered a really responsive service that was flexible." Research & Performance Team Leader

Client
Liverpool Housing Trust (LHT)

Outputs
- Full report
- Typed transcripts
- Research templates
- Presentation to senior management

Location
Liverpool, UK

Aim & objectives

The overarching aim of this stakeholder engagement project was to understand more about the reputation of LHT (and Symphony Group as a whole), to inform the development of external communications and ultimately to help to embed a positive perception of the organisation within the mindsets of key partners.

Gathering feedback primarily via a telephone survey, the objectives of the work included understanding more about:
- How LHT works in partnership?
- Perceived impact of LHT work?
- What communication is needed in future?
- Perceptions of reputation?

Added value & outcomes

- Findings broken down by geographical location of stakeholders as well as the type of stakeholder, to aid analysis.
- Research materials and templates supplied to the client to enable 'in-house' repetition of the work in future.
- Presentation of findings in discussion group format enhanced the assessment of implications of the work.

More information

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