



Linstone Housing Association Limited

Rebranding Exercise

Linstone Housing Association Limited

32 Burnbrae Avenue Linwood PA3 3DD Telephone: 01505 382383 Fax: 01505 382384 Email: general@linstone.co.uk

Register of Friendly Societies No 2524R(S) Scottish Housing Regulator Registered No HEP 299 Recognised as a Scottish Charity No SCO 27454

1.0 Introduction

- 1.1** Linstone Housing Association (the Association) was formed on 1st March 1998 and currently owns around 1570 houses throughout Renfrewshire, predominantly in Linwood and Johnstone. The Association is a registered Charity under the Rules of the Industrial & Provident Societies Act 1965. The Association currently employs approximately 35 staff.
- 1.2** In addition to being landlord Linstone is also Estate Manager to approximately 2700 owner occupiers, 450 of whom receive a Factoring Service.
- 1.3** The Association is a “not for profit” organisation, registered and regulated by the Scottish Housing Regulator and is run by a voluntary Committee of Management. The Association’s Aims and Objectives are outlined below:
- To continuously improve our services to our tenants and customers by designing services that meet their needs.
 - To ensure financial sustainability and compliance. We will maximise income and seek efficiencies in line with our longer term objectives. We will meet our regulatory, governance and financial requirements.
 - To develop our people through training, education, coaching and leadership.
 - To develop effective partnerships which maximise the benefits to Linstone and our communities.
 - To develop a clear asset management strategy and housing demand assessment, to better direct our available resources
- 1.4** Linstone recognises that our current corporate image/brand/identity has been in place for 14 years and requires to be modernised to meet the current ethos and direction of the organisation.
- 1.5** A strong brand is essential to improve satisfaction, build relationships and trust with tenants, other service users and stakeholders and to help people understand what they pay rent for.

2.0 Scope of Work

- 2.1** The aim of the rebranding exercise is to ensure that we develop an improved visual brand which is ‘fit for purpose’ and accommodates the current and future aspirations of the organisation. While we recognise that a corporate brand goes beyond the visual aspects like the association’s logo, stationery and corporate colours this should be the focus in this assignment.
- 2.2** The association expects to move into a new purpose built office in 2012 and prior to this occurring we are keen to ensure that our brand is modernised.

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2.3 Linstone is a successful Housing Association operating throughout the Renfrewshire area. We have high levels of tenant and customer satisfaction and compare favourably in terms of performance with similar organisations.

2.4 The rebranding exercise will focus on the following key areas:

- Retaining the existing name of the organisation, consider how this could better describe our purpose and allow our message to be communicated.
- How our existing vision of 'Providing homes, Enhancing communities' can become more effectively communicated.
- Developing a new logo, corporate colours, promotional material and stationery which embodies the culture of the organisation, is easily identifiable to service users, raises the profile of the association to future service users and stakeholders.
- Develop high quality, easy to identify visual images for the association to use in our communications with customers and stakeholders – for example in our leaflets, newsletters and on our website.
- Develop a suite of flexible (e.g. seasonal or activity based) template materials which can be used for corporate and service user communications.
- Using the geographical locations of the association's operations to identify images, historical information which can possibly be utilised within our corporate image.
- Utilising plans for new office space to provide advice on how best to promote the brand within this space, for example internal and external signage, display materials or murals etc.
- Work in partnership to launch and effectively market the new brand to all relevant parties.

2.5 The above list is not exhaustive and is designed to provide an overview of the types of work we anticipate this exercise undertaking. We would anticipate the technical expertise of the consultants may identify other approaches which may be taken to ensure the most successful outcome for the association.

3.0 Approach

3.1 The association has created an in-house working group who will be the main point of contact for this rebranding exercise. It is anticipated that once appointed the first stage should be to hold discussions with this working group to ascertain the association's perspective on the rebranding exercise.

- Prepare an initial outline to your approach to the work, including draft project plan, added value areas and actions to be undertaken.

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- As rebranding encompasses areas like customer perception, organisation's purpose and stakeholder's perceptions some analysis should be undertaken to ensure any rebranding exercise meets the current and future requirements of the organisation.
- Produce a range of conceptual designs for discussion with working group.
- Undertake a session with staff and committee to gather views on areas to be considered in rebranding exercise.
- Present a range of conceptual designs for discussion with Management Committee for approval.

4.0 Reporting

- Discuss all relevant matters with Chief Executive and Corporate Design Working Group to confirm meeting organisation's requirements.
- Draft designs and rebranding timetable to be developed for discussion and agreement.
- Present final drafts to Management Committee for agreement.

5.0 Timescales

- Proposal returns by 5pm on 15th February 2012.
- Consultant interviews during towards the end of February 2012.
- Letter of appointment to successful consultant by beginning of March, agreeing timescales for start of review.
- Initial meeting with Corporate Working Group in middle of March 2012.
- Following meeting with working group and fuller understanding of requirements a clear outline of the consultants approach to the project, including key stages to be provided by end March 2012.
- Produce initial designs for discussion by mid / end April 2012.
- Present final designs for Linstone Management Committee during May 2012 (attend meeting)

Again the timescales identified are not prescriptive and are intended to act as a guide for consultants in submitting a tender for this work.

Tenders should be returned to Linstone Housing Association by post or email, giving details of the:

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- Number of days work and costs associated with the review and also whether VAT would apply.
- Key project stages and actions to be undertaken.
- Your approach to this rebranding exercise.
- Your experience in carrying out similar work in this area.
- Any 'added value' methods or approaches which you can provide.

Further information can be provided on request by Gary Dalziel, Director of Corporate Services or Jacqueline McCulloch, Corporate Services Officer on 01505 382383 or alternatively email gadalziel@linstone.co.uk or JacquelineMcCulloch@linstone.co.uk

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