

Case Study

Scottish Churches Housing Association Review of Marketing and Communications Strategy



Scottish Churches Housing Action was launched in 1995 to bring together the major Christian denominations to work together to address homelessness in Scotland. Its three main strands of work: supporting locally based volunteering initiatives to help homeless people, encouraging churches to make surplus land or property available for affordable housing, and raising and maintaining awareness of homelessness and related issues in parliament and the media.

The organisation asked for help in reviewing its marketing and communications strategy to promote giving to the charity itself, and to continue to raise the profile of homelessness in Scotland. Key outcomes were the development of an informed paper that tied the strategy and marketing together and ensured that the organisation take the marketing of the organisation seriously, going forward with a specific budget. Alistair Cameron, the Chief Executive of SCHA, was keen to express his gratitude to the Cranfield Trust for its involvement, stating:

“Thank you for setting up the placement with Rupert Jones (*The Cranfield Trust volunteer*). He quickly developed an enthusiasm for what we were doing, and presented us with some challenging ideas, not all of which we are taking up, but which we have considered. The main outcome is that I am much more confident about the element in our forthcoming business plan on marketing and communications, and about ensuring we know how much we spend on it.

Working with Rupert gave me a clear process to take to our committees for developing an improved approach to how we address the various audiences... I feel we are more confident and likely to do better. The Convener of our Friends' Committee commented on the quality of the report based on Rupert's work.

There was a clear difference between our circumstances and those of the corporate organisations Rupert is used to dealing with. We benefited from that, because of the new perspective. Jane Whitworth (*the Trust's Project Manager*) was very helpful in setting up and following up the placement. I am happy to recommend Cranfield Trust to other organisations we support”

Rupert Jones, the volunteer, was also pleased with the success of the project, remarking:

“I carried out the review through a series of interviews with the Chief Executive and other members of the staff and also did some research. I received complete co-operation from the client and it was easy to reach an understanding on the key issues and the recommended action points. SCHA is run on very business-like lines and I had no difficulty in discussing business topics and getting my points across. It was therefore very satisfying to have been able to develop a good rapport with the organisation and feel that I made a positive contribution to the marketing activity.

The key to a successful project is the writing up of the Project Brief and this was really well done, it gave me more than enough information and I was able to see easily what the nature of the project was and how I could contribute to a successful outcome. Jane (*Whitworth, the Project Manager*) is also very encouraging and supportive and you really feel that your efforts are appreciated!”

Scottish Churches
Housing Action



no room for homelessness!