



# Changing lives in Shakespeare's country

## ▶ Client

*Warwickshire Rural  
Housing Association*

## ▶ Project

Charity status communications campaign.

## ▶ Background

For various financial reasons WRHA decided it wanted to gain charitable status. To achieve this the Association has to demonstrate that 80% of its tenants were in "necessitous circumstances".

## ▶ Objective

To explain the issues surrounding becoming a charity, find out tenants views and get information to enable the charity commissioners to assess whether WRHA could become a charity



## ▶ Our role

Word Association developed a communications strategy to achieve these objectives. This included local publicity, articles in the quarterly tenants newsletter and a carefully designed plain English information leaflet and questionnaire. All responses were entered into a prize draw for £100 of gift vouchers.



## ▶ Results

The campaign achieved its target with over 80% of residents responding to the questionnaire.

A tremendous response to any consultation campaign, particularly this one which involved residents disclosing personal financial information about their circumstances. The response enabled WRHA to become a charity and paved the way for the launch of the new Midlands Rural Housing Alliance.