

ELEVATEX · GROWTH PARTNERS

FOR UK SOCIAL HOUSING

The Social Housing Growth Playbook

Tender-ready brand, resident communications and the credibility that wins commissioning decisions.

A trust market, not an advertising market

Housing associations and local authorities do not buy from adverts. They commission from organisations that look, read and behave like safe hands. Much of the supply chain presents fifteen years of solid delivery through a dated logo and a brochure that is really a price list.

Tender-readiness

- A capability document you would be happy to submit unedited.
- An evidence library — accreditations, case detail, social value — kept current, not rebuilt per bid.
- Case studies that are evidenced rather than decorated.
- Consistent brand across bid, site and site signage.

Surviving the due-diligence click

- A website that answers coverage, accreditations and track record within one screen.
- Named leadership with real credentials.
- Contact routes that are monitored and answered.
- Nothing on the site older than your last two contracts.

Residents, referrers and process

Resident communications

Programmes succeed or stall on resident trust, and the letters and guides residents actually receive are usually the least-designed materials an organisation produces. Clarity here is a safeguarding matter, not a style choice.

- Plain-English programme guides and appointment communications.
- Accessible formats considered from the start.
- One consistent voice across letters, site and doorstep materials.

Professional referrers

- CPD or briefing sessions for the advisers and brokers who refer.
- A nurture programme that keeps you present between referrals.
- Follow-up automated so nothing depends on someone remembering.

Process automation

Document review and intake are where volume hides. Automating the repetitive parts frees the team for the judgement work and shortens the response times commissioners notice.

Want this built for you?

We embed as one senior partner and run the whole system — brand, web, marketing, CRM and lead generation. Every engagement is scoped and priced on a call. We take on a small number of partners, and if we are not the right fit we will tell you.

Book a call: cal.com/elavatewithalex/free-strategy-call