

Ashley Community Housing has evolved

Wednesday 25 April, 2018

2017 was the most successful year to date for marketing at Ashley Community Housing. We increased our social media following, had press coverage nearly every month, and ran a number of hugely successful events in the West of England and the West Midlands.

We also won an unprecedented number of national awards, and are now beginning to be seen as thought leaders on refugee issues in Europe and globally, as well as in the UK.

But, we want to do even more! And to help with this we have decided to refresh our branding for our 10th anniversary.

Branding is extremely important for all businesses, having a strong brand identity is key to standing out and differentiating yourself from the competition, and for us it will allow new partnerships to be formed and existing relationships/projects to be elevated.

Over the past few years our focus as a business has evolved. In the past year we had a lot of feedback that our current name makes us sound:

- Like we only provide housing
- Like a small community organisation

Yes, we do provide housing, and this was (and still is) a core part of our business from the beginning, but we also do so much more than simply giving people a roof over their heads, and our current name doesn't reflect this.

Going forwards we will be working with 2500 people per year across our housing, training and careers advice services. We've also become a thought leader in refugee resettlement and integration and are working with global businesses, such as Starbucks, to get refugees into work.

So, from now on, we will simply be known as ACH, and have a bright new look and feel for our 10th anniversary. This new name reflects our heritage; we were firstly known as Asylum Care & Housing, then Ashley Community Housing.

As well as a new name, logo and colour scheme, we also have a brand new website and have renamed our social media channels.

Ashley Community Housing has evolved, but we remain true to our original values. We believe refugees are assets to employers and local communities. We fight for social justice. We are ACH.

Media:



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