



CLAIRE WINTERFLOOD

Communications & PR Specialist

PROFILE

Claire has over 30 years' experience of communications in the housing/property sector. After a long career in Corporate Communications with Taylor Woodrow, she set up as a freelancer 20 years ago and works on a wide range of projects for leading housebuilders and developers.

Claire has been involved with several urban regeneration schemes – Greenwich Millennium Village; Grand Union Village, Northolt; Basildon Town Centre; The Alton Estate, Wandsworth; and is currently working with landowner Henley Camland at Ebbsfleet Garden City. She also works with planning consultancy Urbanissta.

Whilst Claire can cover the full communications mix, her current role involves community relations, event management and planning consultation:

CORE SKILLS

- Planning Consultation
- Communications
- PR Strategy
- Event Management
- Trust Development & Administration
- Marketing
- Community Engagement

DETAILS

Location:

North London & Home Counties

Member of the Chartered Institute of Public Relations

- Community projects to fulfil the localism agenda Working with community groups; schools and colleges: on employment initiatives; public art projects; health and safety visits; setting up community websites.
- Planning consultation Building good relationships with residents and the wider community. Chairing /administering local stakeholder/ community liaison meetings; ensuring communities are kept informed and can comment on upcoming plans; ensuring all communications are easy to understand; working with some of the 'harder to reach' community groups.
- Newsletters Resident/community updates.
- New housing site launches High profile visits, charity events. Ribbon cuttings to hog roasts to visits from the Prime Minister; to corporate charity fundraising activities.
- Administering a Community Development Trust
- Marketing and PR Producing/implementing strategies.
- Green travel plans Producing the documents needed to discharge the planning condition.