



Minutes

Minutes of Customer Communications Team
meeting held on
14 April 2009, 14 Hounds Gate
PRESENT:

Chair: Amanda Schofield	AS
Phil England	PE
Catherine Shenton	CS
Graham Ward	GW
John Riley	JR
Valerie Schneider	VS
Janet Storar	JS
Paddy Long	PL
Jenny Grant	JG
Jean Agbodjan	JA
Tim Prentice	TP
Martin Valentine	MV
Apologies:	
Rosanne Hill	Unable to attend
Alan Darby	Unable to attend
Sue Stevenson	Unable to attend
Alison Thorpe	Unable to attend
Clive Thorpe	Unable to attend

1. Welcome, introductions and apologies

AS welcomed everybody to the meeting and explained that she would be chairing today's special meeting focussing on the review of the Customer Communications Panel.

TP gave the apologies.

2. Minutes of the March meeting

TP The minutes of the March meeting were agreed to be a fair and true account of the meeting, subject to a couple of small amendments.

ACTION

JS comments regarding the Tenant and Leaseholder conference altered slightly

and the spelling of JR's name amended.

3. Customer Communications Panel review

MV opened the review with a presentation outlining the objectives of the Communications and Marketing team for 2009-10, and the Communications service improvement plan.

A copy of the presentation is included in the minutes.

4. Group activity

AS introduced the group activity section of the review. The panel considered five areas of communication that was felt that they could have a direct influence on:

- 1) News from Nottingham City Homes
- 2) PR
- 3) Standard letters
- 4) The website
- 5) Publications

1. News from Nottingham City Homes

What would the panel like to see included / what should the involvement be?

- o Include 'fun' elements, suggestions included Horoscopes or 'Joke of the month'
- o More 'people' stories
- o Community news from other partner organisations
- o More local news – but not parochial
- o Greater promotion of tenant and leaseholder involvement
- o Include sections of the tenancy agreement to remind tenants of their responsibilities
- o Design input

How are tenants / leaseholders to be involved?

- o Now until autumn
- o Develop a timetable of stories
- o Members of the panel who are also members of forums / area panels

should consult with tenants / leaseholders on these panels / forums to get their views and feed back to the comms panel

- Conduct readership surveys

2. PR

What would the panel like to see regarding PR?

- Look at acquiring slots on radio programmes that involve discussions – for example Radio Nottingham
- Encouraging tenants / leaseholders to Get Involved – particularly Young People
- Panel to have a role in developing key messages for press

Action: Clare Pilling, PR Officer to attend a future Comms Panel Meeting to speak about PR

How can the panel be involved?

- Identifying key stories and case studies
- Debate stories that have appeared in the press and the approaches being taken by NCH to deal with these

3. Letters

- Customer Communications panel to review all standard letters for clarity of information
- Provide feedback on the letters and develop criteria for letter consistency
- Read and comment on any new letters

Action: All standard letters to be brought to the May meeting for review

4. Website

- Members of the panel to perform regular 'mystery shopper' audits of the main website and feedback any corrections / faulty links etc
- Panel members to provide comment on language used and how easy to understand the information provided is etc
- Panel members to be involved in the review of other NCH websites for example the review of the HomeLink website

Action: A session to be held in the July meeting looking at the main website

5. Other publications

- o Panel to be involved in the review of leaflets produced to include content / distribution / cost effectiveness etc

Action: Leaflet review meeting to be conducted in a future comms panel meeting – TP to advise

General

Conduct a key skills audit of the communications panel, to identify the added value and expertise they can bring to the group.

Define roles of individual members of the panel.

5. Monthly literature reviewers list

Literature reviewed in March:
Improving your home, your guide to Secure Warm Modern

This was reviewed by John Riley and Sue Stevenson in their capacity as members of the Secure Warm Modern Customer Care Group

Literature to be reviewed in April by MP and VS:

Sheltered Housing handbook

TP to send copy of the handbook for MP and VS to review as soon as it's ready

6. Date of the next meeting

The next meeting will be held 2pm Tuesday 12th May 2009 in the Board Room at Hounds Gate

7. Any other business

There was no other business