

Minutes



Minutes of Customer Communications Panel meeting held on Thursday 13th May 2010 at the Tenant and Leaseholder Resource Centre, Hounds Gate

Present: Valerie Schneider (VS), Paddy Long (PL), Phil England (PE),
Rosanne Hill (RH), Robert Morrell (RM), Jenny Grant (JG)

Apologies: Chris Broom (CB) and Alan Darby (AD).

1.0 **Agree minutes from the last meeting**

The minutes of the April meeting were signed off as a fair and true account.

TP informed the panel that CB would be standing down from the group and thanked her for her work, on behalf of the group

2.0 **Three year Communications and Marketing Business Plan**

MV thanked PL for the comments that he'd received from her on the plan.

JG requested a copy to be sent to her.

PL commented that it's quite difficult to give full comment on the plan without further information to put the plan into context.

RH commented on the amount of acronyms in the plan (e.g. 'EMT', 'SMT'), which made it difficult to understand

RM suggested including a glossary of terms.
RM also thought that the section about

Action

TP to send JG a copy with the May minutes

'Developing community links' was very vague.

MV informed the panel that this document is for internal use only but that we should look to write out acronyms in full when we first mention them, bracket the acronym, and then write it.

VS and JG informed the panel of work that they are undertaking on behalf of the various tenant forums that they represent, including:

JG – Secure Warm Modern, Tenant Services Inspectors contractor scrutiny work

VS – work with the Homes 4 Us forum on the collecting of fire service data

MV informed the panel that one thing that we want to do this year is to create short information videos that we can put on our website – some of which maybe used to promote forums. MV is always happy to hear suggestions of videos that we look to shoot.

3.0 Developing the brand – company values

MV picked up upon what he discussed with the panel in April about developing Nottingham City Homes' company values.

This means developing an understanding as to what each of our values really mean for staff, tenants and leaseholders – and how we will achieve this. This all forms part of the internal communications strategy that is being developed.

4.0 News from Nottingham City Homes

TP told the panel that the next edition of the newsletter, being published in June would be focussed on the Repairs service and the changes that are happening to improve services to tenants and leaseholders.

TP asked for suggestions from the panel about stories that they would like to see as tenants and leaseholders about the service.

There was general agreement that it should be a balanced piece, reflecting on the

MV to talk to the panel about the internal communications strategy at a future meeting

improvements that have been made and the areas where improvement is still to be made.

The panel suggested the possibility of using real examples to highlight points.

If real examples are used, from those suggested by the panel, the copy will go to the relevant members for approval

5.0 HomeLink website

MV informed the panel that the new HomeLink website will be going live in the next few weeks, and that this will be shown to the panel in the July meeting

6.0 Welcome pack update

Work continues on the Welcome Pack project – and will include maps and bus timetable information as suggested by the panel

7.0 Date of next meeting

The next meeting is to be held Thursday 1st July, 2pm – 4pm in the Tenant and Leaseholder Resource Centre

