

Minutes



Minutes of Customer Communications Panel held on Date 31.05.11 @ 2pm to 4pm Venue Tenant Resource Centre

Present: Valerie Schnieder (VS), John Riley (JR), Rosanne Hill (RH) and Robert Morrell (RM).

Apologies: Alan Darby (AD) and Sue Stevenson (SS).

1.0 **Agree minutes from the last meeting-Tuesday
31st May**

The minutes were signed off as a fair and true account.

2.0 **News from Nottingham City Homes-issue 40**

RM made the point that the 'Hate Crime Conference 2011' article advertising was not clear.

He made the suggestion that the text 'Hate Crime Conference 2011' should have been in bold white text.

RM noticed that some events had already come and gone when he read the newsletter. He asked communications to make sure that advertisement for events which have already been are not included in the newsletter.

TP explained that they make every effort to make sure this doesn't happen, but is aware that on occasions this has been the case. Mostly this is as a result of delays at the postage stage, that they cannot control.

RH made a comment in relation to the 'Tracking the route to your repair' story on page 4 of issue 40 of the newsletter. She said the new pda system is a fantastic improvement on the old system. The plumbing work that she requested was done at a

Action

faster rate. From talking to members of the repairs team using the new system, she said the repairs team felt there is improved communications since the system was introduced.

TP said he hopes to hear more valuable feedback in regards to the repairs pda system. A piece was included in the newsletter called 'Tell us what you think!'

RM would like to see captions underneath photographs in future editions of the newsletter.

JR made the group aware that the old Housing Service Centre (HSC) address is still on the back page of the newsletter.

TP explained that this was a mistake and the new HSC address will be in future editions of the newsletter.

RM was very happy with issue 40 of the newsletter and said: "It is a very good edition"

VS enquired about the figures provided on the estate ratings article.

MV explained that the estate classification system has changed. There were originally 36 estates and now there are 42.

3.0 News from Nottingham City Homes- forward planning

TP asked the panel what they would like included in future editions

RM suggested:

- Environmental issues
- The role of the housing patch manager
- Follow up pieces about weeks of actions

Include captions, where appropriate, under photographs in future editions of the newsletter.

Ensure the new HSC address is on the back of the next edition of the newsletter.

- that are publicised
- o Information about parking rights

VS suggested a piece about the affordable warmth champions for a future edition of news from Nottingham City Homes. Perhaps, guiding tenants to more energy efficient energy suppliers.

TP to speak to SWM about affordable warmth.

4.0 Communications team Service Improvement Plan 2011-12+ campaign planning process-what we plan to do this year (MV)

MV talked through NCH's yearly communications and marketing plans, his main aim for the year is to create outcomes not outputs. He explained how the tenant profile is getting younger and more diverse.

5.0 Service area annual communications plans 2011-12: How the communications team is supporting all of NCH to deliver targeted, cost effective marketing (MV)

MV explained how the management of Nottingham City Homes communications is divided between TP, himself and Clare Hitchings.

The three team members have divided the business into three parts and each person manages communications for specific sections of the business e.g. TP manages communications for Tenancy and Estate Management.

MV discussed the internal communications strategy 2011. He stated that internal communications are so important because they create improved team integration. As a result each team has a greater understanding of different sections of Nottingham City Homes.

6.0 Date of next meeting and AOB
The next customer communications panel meeting will be on Tuesday 12th July at the Tenants and Leaseholder Resource Centre at 2pm to 4pm.

