

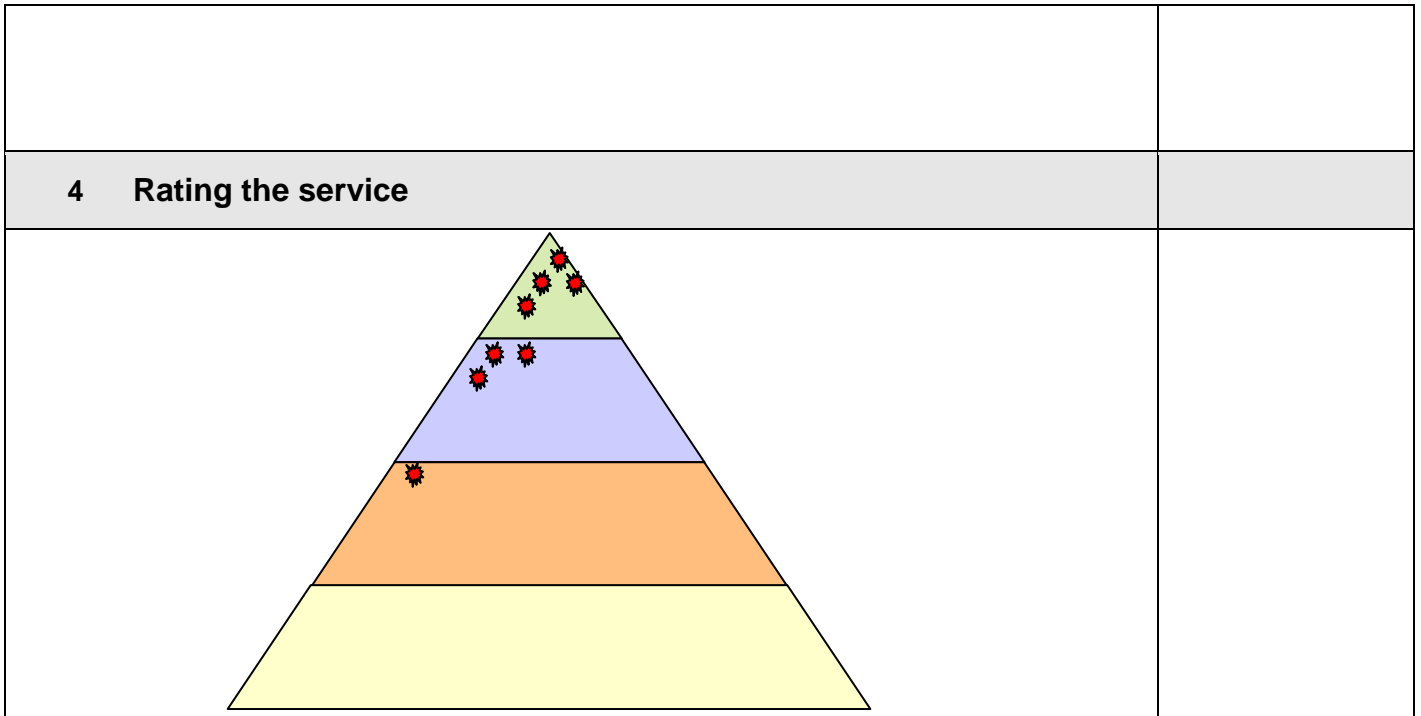


Communications and Marketing

Held on Thursday, 29th July 2010 at 6.00 pm
In the Boardroom, Southgate House

Present:

Item	Action
1 Apologies	
1.1 None	
2 Introduction and health/safety issues	
2.1 Lyn Scudamore gave an overview	
3 Identifying cost of service	
3.1 Lyn S informed the annual budget for Marketing, Publicity and Printing costs is £67,000 which equates to a cost of £0.30p per week per tenant	



5 Service Improvement/Decline																					
<table border="1" style="margin: auto; border-collapse: collapse;"> <tr style="background-color: #ffffcc;"> <td colspan="5" style="text-align: center;">Decline</td> <td colspan="5" style="text-align: center;">Improvement</td> </tr> <tr> <td style="text-align: center;">-5</td> <td style="text-align: center;">-4</td> <td style="text-align: center;">-3</td> <td style="text-align: center;">-2</td> <td style="text-align: center;">-1</td> <td style="text-align: center;">1+</td> <td style="text-align: center;">2+</td> <td style="text-align: center;">3+</td> <td style="text-align: center;">4+</td> <td style="text-align: center;">5+</td> </tr> </table> <p style="text-align: center;">←—————→</p>	Decline					Improvement					-5	-4	-3	-2	-1	1+	2+	3+	4+	5+	
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-5	-4	-3	-2	-1	1+	2+	3+	4+	5+												
6 Reviewing Service Standards 																					
<p>6.1 Lyn S handed out GCH current Communications service standards</p> <p>6.2 Lyn S gave an overview on this area explaining GCH endeavours to communication in ways our tenants prefer. An example given how we can produce communications such as Tenant Times and Investment Newsletter on CD for people with sight problems.</p> <p>6.3 Following going through service standards Lyn S asked the group for their comments on whether they feel the current standards are appropriate for tenants' needs</p> <p>6.4 A number of suggestions were made by the group</p> <p style="padding-left: 40px;">Q. Would it be possible within Tenant Times public ations to have a whole page devoted to each individual locality for people who are solely interested in only reading what goes on in their area?</p> <p style="padding-left: 40px;">A. This depends on the feedback received from the different areas. All tenant and resident groups have an opportunity to submit</p>																					

<p>articles for publication. The latest edition of Tenant Times had a large feature on Matson & Robinswood area.</p> <p>Q. Will the cost of producing T enant Times reduce now that GCH has installed new photocopiers?</p> <p>A. No as the Tenant Times magazine is externally produced/printed</p> <p>Comments were made that Tenant Times is a great publication</p> <p>Q. A number of sheltered housing scheme residents mentioned they don't like having hoar ds of posters on scheme notice boards. The notices are only relevant for short time scales.</p> <p>A. Jenny W advised we try to provide a range of information about the other schemes as we thought you would like to know who other scheme managers are in case of times of cover. Following discussions at the Sheltered Action Group meetings each scheme designated scheme residents can access the notice board to take down posters following expiry date of the event being advertised</p> <p>Q. Are the Service Standards printed in Tenant Times?</p> <p>A. No. These are contained within the Tenants Handbook</p> <p>6.5 Jenny Wyatt advised the group GCH has a Publications Group consisting of tenants that meets every month to look at design of all forms of communications. Over the last year the group has completely changed the appearance and format of Tenant Times. The group was involved in choosing a new company to produce the Tenant Times newsletter.</p> <p>6.6 Focus group attendees commented t he publication was much easier to read and photographs were definitely better</p> <p>6.7 Following lengthy discussion about the service Jenny W asked the group if they felt the service is good value for money? All attendees agreed that it was incredible value for money taking into account all the publications produced.</p> <p>Quote: " At 30 pence per week this is excellent value for money – just one edition of the loc al newspaper costs more t han that! What can y ou get these days for 30pence per week? "</p> <p>6.8 Lyn S handed out Your Views Counts cards for completion</p>	
<p>7 Summary</p>	
<p>Overall service is excellent value for money</p>	

A consistently good service with marked improvement The service was rated highly	
8 Any other business	
Lyn S asked for AOB there was none	