

Editorial Panel



MEETING MINUTES

Purpose of Meeting

1. Welcome and Introduction
2. Repairs Handbook
3. Customer Engagement Promotional Leaflet
4. Any other business

Date 10th January 2023

Venue The Hut, Old Ashby Road, Loughborough

Attendance:

Members	Phil Hudson	Fielding Court Association
	Craig Jordan	Ashby Road Estate Community Centre
	Trish Edwards	Staveley Court
	Christopher Hipwell	Selbourne Court
	Stuart Wells	Fielding Court Association
	Dianne Lockwood	Chapman Street

Guests	Sally Ramalho	Principal Officer
	Helen Kennedy	Customer Engagement Officer
	Andrew Everitt-Stewart	Customer Engagement Officer
	Daley Francis	Communications Officer

Apologies		
Chair	June Bush	Thorpe Acre Community Association
	William Clark	Unicorn Street
	Tracey Riley	Chapman Street
	Jackie Thomas	Staveley Court
	Mark Biggs	Thorpe Acre Community Association
	Paul Maine	Chapman Street Garden Association
	Christine Maine	Chapman Street Garden Association
	Wayne Bridges	Brooke Street Shepshed
	Simon Waldran	Brooke Street Shepshed
	Gerry Ryan	Oxford Court Syston
	Janice Wright	Riversdale Court
	Ireen Kennedy	Park Court

Meeting commenced at 10.20 am

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1: Welcome and Apologies

Everyone was welcomed, no new members to the Panel have attended.

2: Repairs Handbook

Introduction explaining that this is a new repairs booklet and is designed to match the Tenancy booklet, creating continuity, and fitting in with the new corporate image. The original document has been updated and a draft produced for this meeting.

The question of format was raised, should this stay as A4 or should it match the tenancy booklet, which is 210 mm square, it was decided that for this, the A4 format was better. It will have a flat glued spine and will not be stapled so it is more like a book.

The idea behind the guide was explained, this will provide all repairs information, and you will be able to identify specific problems from the pictures provided in the book. This should reduce any potential misunderstandings as problems should be reported accurately.

Photos on the front of the booklet should be more repair based, it was agreed that this would be changed.

The title of the book was discussed and will be changed to 'Tenants guide to repairs'.

It was asked that the committee look through the draft and comment on the layout and structure of it rather than the literary content.

Page 32, can we add a 4th column for 'service' in the second table. Can we also add a table at the bottom for initial meter readings when tenants move in.

The Communications Team explained that to make the printing economical as it works in batches of 4 pages, we need to add 3 pages or lose 1. We do need to add a section about Charnwood Borough Councils recharge policy for visits which are a result of problems caused by tenants, this may fill the extra pages needed.

It was agreed that the Emergency section would be moved to the last page of the book. Titles on pages 4,5 and 6 were then edited to read in a more user-friendly way. It was also agreed to put on the contents page in a box or in bold that the emergencies section was on the last page.

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The 'What you must do' section (pages 9, 10, 11, 12) was agreed to be moved to page 26 so the handbook starts with reporting problems, followed by the process of reporting, information on reporting and then your responsibility section.

It was agreed that each section should be colour coded in the corporate colours of the tenancy book to make clear distinctions between sections and these colours are to be echoed on the contents page for ease for the reader.

On page 4, the picture should show a stop tap not a smoke alarm.

It was agreed to add an 'our policies' section in which fencing, and the recharge policy would be placed. It was also added that communal gardens don't come under that section as the responsibility for maintenance of those is down to Charnwood Borough Council and not the tenants.

A question was asked on whether we should add more information to page 10, 'What if I can't carry out my responsibilities?' It was agreed to add a statement saying that 'if you are unable or unsure, please arrange to have the works completed by a competent trades person'.

It was asked what the situation is if the tenant is on benefits, it is still the tenant's responsibility to arrange competent repairs.

It was asked if there were any further comments on the layout and usability of the book, the panel was happy, but pointed out a small error in grammar on page 26, the number 4 should be added to the first paragraph, right hand column before the word 'foot'.

It was asked if money saving, and cost of living advise should be added but it was decided against as it may encourage tenants to make changes to appliances that they are not qualified to make.

It was asked if contractors could run some DIY/maintenance workshops to help with basic tasks. Charnwood Borough Council to investigate this as part of the contractor's social value policy.

It was decided that each section of the book should refer to the handy hints section and page numbers will be added to this for ease.

The Communications' team will now complete a fully updated dummy copy of the book and present this to the Editorial Panel at a date to be decided for final approval. The target is the end of March as this will then be presented to the Housing Management Advisory Board in April.

It was asked if this book will be distributed to all tenants, it was explained that this will go out to all new tenants, but it will be distributed to the wardens, Lifeline and any other relevant departments. There will also be a request form on the Charnwood Borough Council's website.

3: Customer Engagement Promotional Leaflets

All members were provided with a draft copy of the new Customer Engagement Promotional Booklet, a single handout for tenants to be able to express an interest with us, a business card containing the contact details for the Customer Engagement Officers, also a design for a banner to use on roadshows.

The promotional booklet will be included in the new Tenancy sign up pack and distributed accordingly to tenants, staff and sent to relevant community groups and hubs.

The Customer Engagement team felt they want a fresh start to increase the Customer Engagement profile and help create a new identity and it was hoped that it echoes the way we work with the 'cog' design. The colours are in line with the tenancy agreement and will be the same size booklet with 8 pages and printed back-to-back. We wanted it to be more fun and interesting and capture the tenant's attention.

We have also designed a leaflet to encourage tenants to respond to their interest with us, and asks for their contact details, preferred method of contact, what they are interested in getting involved in and if they want to develop any personal skills. This is a separate leaflet however it was asked if this could be included within the booklet and have an option for this to be perforated so tenants who want to return it to us can easily tear from the booklet without destroying the original. It was agreed that this is an option and will get a quote from the printers of the cost. Therefore, the leaflet will now be included in the promotional booklet.

The Tenant Training advertised in the literature was questioned so it was explained that we do have a budget where we are able to allow tenants to attend relevant courses which can be arranged by the Customer Engagement team. This can include training people to help get them involved, digital inclusion and even getting a tenant training programme started to include DIY, Food Hygiene courses etc.

We have previously struggled for tenants to let us know what courses they would like to attend so it was agreed that we will amend our literature to provide an option for them to let us know what courses they would be interested in. It was also agreed that we need to provide examples on the literature to provide guidance into what we can offer.

The business cards, there will be one printed for the team with no names on, then individual ones, the cost for this can be justified as it will be quite small. These will be given out to staff within Housing Services and to tenants when the team are engaging.

It was decided to help promote the leaflet we will have a copy online, for it to be placed in noticeboards and to be included in the Your Homes Matter magazine.

A member asked about having a QR code put on all our literature, and it was agreed by the whole panel that this is a good idea. There is no cost associated with creating a QR code

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and we can link the code to a contact page on our website, that mirrors the promotional leaflet where we ask for details including what they would be interested in.

5: Any Other Business

The Customer Engagement Team asked all attendees if they were happy to have a quarterly meeting so they can assist in the Your Home Matters Tenant Magazine. All were in agreement so invites will be sent to the Editorial Panel.

6: Actions

- Amendments made to the Repairs Handbook as noted (various)
- Promotional work on the new literature
- To include the customer interest leaflet within the booklet
- To create a contact form on our website for our Customer Engagement page
- All literature to obtain a QR code to point to the new contact page
- To include an option for tenants to be able to let us know what tenant training they would be interested in and to provide example on the leaflet to help them.
- Business cards need the website address on and a joint card and individual officer cards
- To amend the Banners to say 'influence your Housing Service'
- Make it clearer on all literature that this is only for Charnwood Borough Council Tenants
- Main leaflet on the Editorial Panel sections needs changing to 'You will also be involved in the editing of other Council Housing literature'
- To make the cogs clearer and more square
- Add a QR code to the repairs handbook that links to the repairs web page

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Meeting Closed At; 2:00pm