



## Partners Gazette Scrutiny Feedback November 2019

### 1. Introduction

- 1.1 Partners Gazette is a resident newsletter which is sent to Partners tenants and leaseholders 5 times a year.
- 1.2 The purpose of the Gazette is to share information with residents about Partners services, important safety information, tenant/leaseholder responsibilities, personal interest stories and general information which may be useful or interesting.
- 1.3 Partners Gazette has been produced in its current format for 4 years.
- 1.4 Some residents have questioned the appropriateness of a 'glossy newsletter' from an environmental and cost perspective.
- 1.5 This scrutiny exercise reviewed the content, format and style of the Gazette to ensure it meets residents' needs.

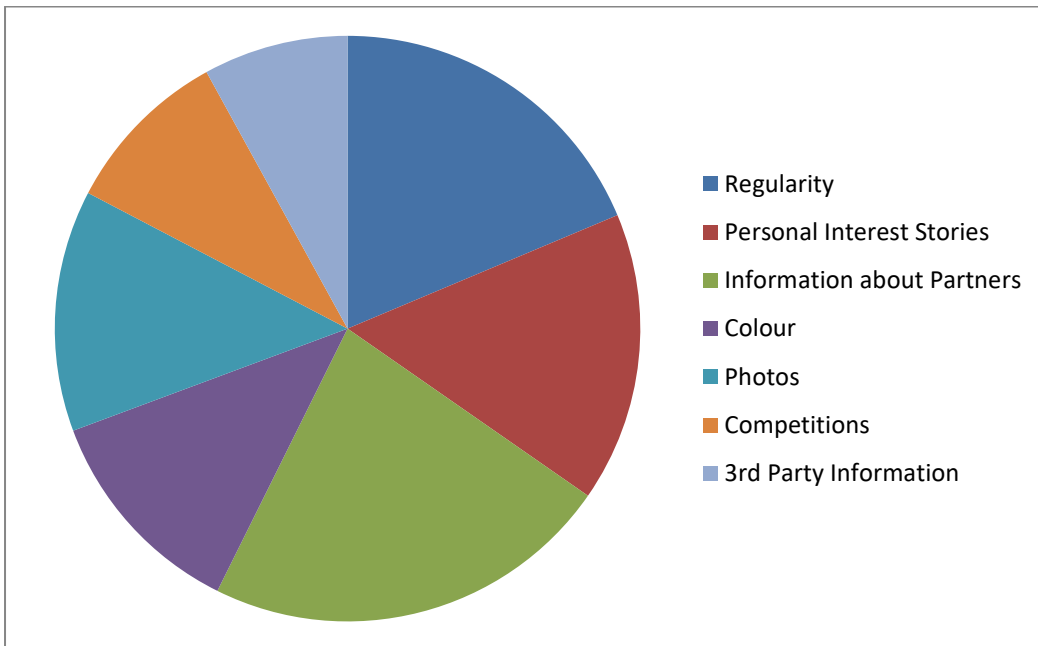
### 2. Involvement

- 2.1 Residents at Partners July Open Forum completed a questionnaire and were asked for their views on the Gazette.
- 2.2 Residents at November's Open Forum were asked to consider different paper options.
- 2.3 A Gazette questionnaire was added to Partners website and 20 questionnaires were completed.

### 3. Partners Gazette Feedback Questionnaire

- 3.1 Residents were invited through Partners Gazette and Partners Open Forum to complete the following questionnaire. 20 were completed and the results were as follows:

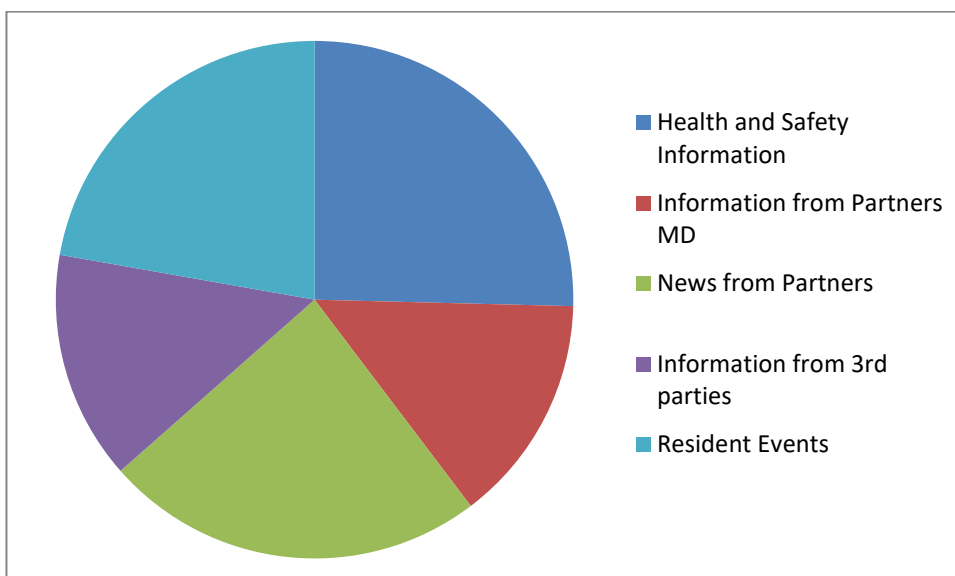
1. *Do you receive Partners Gazette?*  
100% of respondents receive Partners Gazette
2. *Do you read Partners Gazette?*  
100% of respondents read Partners Gazette
3. *What do you like about Partners Gazette?*



Free Text Feedback:

- Need feedback from residents about local activities, what's on in Islington specifically for older people
- Could be less expensive paper/print
- The first impression is easy to read and photos are eye catching
- The latest editions from April are brilliant. A good read
- It's a user-friendly way of updating us about Partners. Good to have personal-interest stories too.

4. *What type of information do you think is essential content for Partners Gazette?*





#### Free text feedback:

- History of some of the houses in the area
- Thickness of paper, info on areas of cyclical work, where and when they start. info on events, re social isolation
- Info about Partners staff. Not so much about resident events
- Articles with financial advice for residents who are unemployed, who are receiving any (state) benefits and who are on low income. Articles for long-term employed - not only for young people but also for over 50's and the disabled!
- Partners events
- Competitions
- Diary of events over the year
- Rolling programme/small section of reminders about certain key things that affect us all, not just changed but good practice.
- It's good you include reminders about certain Council-wide things such as changes re trees, rubbish/recycling collection dates and procedures, parking - i.e. not specifically Partners things.

#### 5. *What would you change about Partners Gazette?*

- It would be good to know when we are going to get new kitchens as telling us that the kitchen supplied should last thirty years is ridiculous!
- More information on events, festivals within the borough
- Partners Gazette needs no change. It has adequate information on events, dates, times and places of the events which readers need. The residents have no better media to circulate their information.
- Reduce the thickness of the printed paper. And matt-laminated is not comfortable to read as the light reflects from the surface of the printed paper to my eyes making it difficult to read
- Any articles that contain cash incentives should not be included (published) as it can be construed as an extortion / bribery
- Ideal as it is
- Nothing
- Less information about Partners staff

#### 6. *Is there any other feedback you'd like included in the review?*

- I would like to know why tenants should have home insurance when most of the time any problems stem from repairs not done properly
- Suggest trips to markets
- Crosswords on housing themes
- Local events
- Much prefer a printed copy
- At present I am too frail to attend most of the meetings, so I rely on

reading up on the Gazette to know what is going on when I get the copy

- Add a URL on the back page so people can see where to download an electronic copy
- I think it's a good mixture of visuals and information windows. I think the hard copy is a good idea to encourage people to read something that makes us feel included - whether it be health and safety issues or in knowing about changes in policy or procedures. I think its strength is that it makes residents feel included in all these things and encourages a sense that we can have a say

#### **4. Partners Open Forum Feedback July 2018**

4.1 Residents were asked for their feedback on Partners Gazette at the July Open Forum.

4.2 The following feedback was received:

- Gazette is easy to read and it's good to get information about Partners
- I like the booklet format
- There aren't enough events relating to the north of the borough
- Brickworks community centre runs good events which could be advertised
- More community events
- I like the pictures
- Don't want long biographies about Partners staff
- I like the information about Partners staff
- More about residents
- Jazz on the green
- Glossary of events in the borough over the year e.g. Islington festivals.
- Information to help stop social isolation – buddying, companionship, gardening schemes etc
- Ask people if they'd rather get it via email to save paper
- Social events for Partners residents e.g. trip to Christmas markets, Rochester
- Information about Cyclical decorations – when we'll be working in which areas Resident training – DIY – giving the skills to residents to do the things that they are responsible for in their homes.

#### **5. Benchmarking**

5.1 Seven (Peabody, Islington, Barnsbury, Camden, Westminster, Southwark and L&Q) other social housing providers' newsletters were reviewed.

5.2 All produced a resident newsletter in varying formats and regularity. Some only provided e-newsletters and some only sent newsletters to those who opted in.

5.3 The content was very similar to Partners Gazette and included



health and safety information, general interest stories, staff information, events etc.

- 5.4 'How to' guides for repairs which residents were responsible featured in the Barnsbury newsletter. They appeared to be very useful and something that Partners Gazette should include as tenant repair obligations are frequently discussed at the Open Forum.

## **6. Conclusion**

- 6.1 Feedback on the current Partners Gazette was generally positive with some improvement suggestions and areas for consideration identified. These have been included in an improvement action plan detailed below which will deliver residents' suggestions.
- 6.2 The action plan has been agreed with Partners Complaints and Communications Manager and will be completed to implement the findings of the review. The plan will be reviewed until completion by Partners Service Improvement and Engagement Team.
- 6.3 An article in the first edition of Partners Gazette in 2020 will be included to explain the changes have been made as a result of the scrutiny review.
- 6.4 Moving to a subscription only Gazette could be considered in the future, but the Gazette is a means of communicating important safety information to residents, this option was not suggested by Partners residents and would also require approval by Islington Council.



## Partners Gazette Action Plan

<b>Request</b>	<b>Action</b>	<b>Owner</b>	<b>Update/Timescale</b>
Include stories about the history of the properties	Contact engagement register to identify volunteers to produce an article about the properties history	Katrina Dalby	Have article ready for inclusion in Q3 2020
Consider thickness of the paper used	Consider other paper	Michelle O'Toole	Samples being provided by printers for consideration
Information about Partners staff	Re-introduction of 'Spotlight'	Michelle O'Toole	Re-introduce Q1 2020
Financial advice for residents	Identify information from Hyde, IC and other agencies for inclusion	Katrina Dalby/Michelle O'Toole	Ongoing
Partners events	Ask residents at Partners Christmas party to complete a questionnaire about future events.	Michelle O'Toole	Review feedback in January 2020 and implement findings
Competitions	Competitions will be ongoing.	Michelle O'Toole/Katrina Dalby	Resident competition in December 2019 edition. Ongoing thereafter depending on take up
Diary of events/more information about borough wide events	Increase links with IC and advertise calendar of events	Michelle O'Toole/Katrina Dalby	Ongoing
Repairs help – how to tackle tasks which are the residents' responsibility	Include pictures/step by step instructions on how to change a washer etc.	Michelle O'Toole	One item per edition of the Gazette from Q1 2020 onwards
Cyclical decorations	Include details of the forthcoming programme	Katrina Dalby/Michelle O'Toole	Q1 2020
The paper the Gazette is printed	Review paper used	Michelle O'Toole	Samples with less shine being provided

on is too shiny			by printers for consideration at Partners Open Forum.
Crosswords/word searches	Create both	Michelle O'Toole/Katrina Dalby	Include from Q1 2020
URL on back of Gazette telling residents where they can find it online	Include in future Gazettes	Michelle O'Toole	Include from Q4 2019
Information to help social inclusion	Increase links with local agencies and advertise their services/events	Michelle O'Toole/Katrina Dalby	Include from Q1 2020

