

Communications – Challenges and improvements

Olaide Oyekanmi – Communications
Faisal Pirbhai – Resident Participation

Keeping residents informed is a key priority

- Hackney Homes Newsletter
- Twice annual Get Involved News
- Website updated daily
- Regular events
 - Fun days
 - Involvement Day
- Information and leaflets in local offices
- Articles in local newspapers
- Awareness campaigns
 - Reporting ASB



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Stories suggested by Hackney Homes residents
www.hackneyhomes.org.uk




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We involve residents in communication

- Quarterly resident reader panel provide feedback and suggestions for Hackney Homes News
 - Around 40% of the newsletter is generated from residents
- Working in partnership with TRAs for events on estates
 - This year, we are working with and have sponsored ten TRAs to host community events
- Surveys and consultation
 - Hackney Homes News Readership Survey showed high satisfaction with the newsletter



Main challenges – use of jargon

- Roll out Plain English training
 - Highlights the importance of clear and simple language
 - Over 30 staff trained
- Universal Housing letter templates used
 - Consistency
 - Clear and simple
- Jargon Buster
 - Make sense of the popularly used acronyms e.g. ALMO
 - Will be made available on website



Resident Communication & Feedback

Estate Management

- Role of Estate Manager
- Patch sizes
- Customer Services
 - Parking Permits

- Focus on improving communal services
 - Inspections – Repairs & Neighbourhood Housing Offices
 - Main challenges – improving feedback on communal repairs/walkabouts/184 and Estate Improvement Budget

- Support at Panel level
 - Feedback & action updates – Resident Participation & Neighbourhood Housing Offices

- Key process to improve ETRA process – i.e. consistency across neighbourhoods

Review of Services – Customer functions

- Customer services
- Estate management
- Leasehold management
- Income and rents
- Voids
- Anti Social Behaviour
- Tenancy management
- Inspections
- Resident Participation

Main challenges –information to Panels

- Ad-hoc emails and letters
 - Telephone issues
 - Staff Changes
- How would you like to receive updates? Which format is easy for you to cascade?
- What is important for you and residents in your area?
- How often would you like to receive information?



Questions