

Title of Consultation

Review of Spring 2019 Unity

Month / Year

January 2019

Service Area

Communications



Why did we need feedback from our Tenants and Customers?

We asked our Virtual Panel of customers to review a draft version of the Spring edition of our customer magazine, Unity. We wanted to know whether the content and design were appropriate for the intended audience. After only receiving a limited number of responses we went out to a group of our Plus Dane Voices to seek more feedback.

How did we get the feedback from our Tenants and Customers?

A proof version was circulated to 35 customers, who had expressed an interest in being a part of the virtual panel or who were part of Plus Dane Voices and had expressed an interest in being involved in this type of engagement. A draft version of the Spring edition of Unity was emailed to customers with a short online survey for them to complete.

What did our Tenants and Customers say?

Whilst only 17 customers responded, the process was informative and the feedback we received led to changes being made to the publication before it went to print, and also gave us some indication of what content we should include in future editions.

The feedback we received indicated that the work we have been doing to try and make sure that there is a good balance between Liverpool and Cheshire related stories is addressing some of the issues that have been highlighted with previous editions. The majority of comments suggested that this edition contained a good mix of stories from across the Plus Dane footprint.

We asked for opinions on which sections of the magazine were most interesting or useful, and it was pleasing to note that there was no clear favourite for this, indicating there is something for everyone in the current approach we take.

We also asked about what features customers would like to see included in our summer edition. Customers recommended some articles about what events are being held across the region for different age groups, particularly children and older people. There was also the suggestion that we ought to include a letters page that would include letters from customers.

What changes are Plus Dane going to make using this feedback?

We are currently discussing the idea of including a letters page in future editions. It is highly likely that we will do this, however we are currently discussing the logistics of how we can make this happen.

We will include articles about what events are coming up for different age groups, as was suggested by a number of customers in the feedback.

We will continue to make sure that we provide a balance of stories from across the region and will continue to make sure that we include stories on all of the topics that our customers told us they find interesting.