

Housing Communications Scrutiny

4 September 2017

making messages stick

BISLINGTON Regular channels Fire safety update **Your Home** There is plenty of communication using a mix of on and offline channels - and we build 'OTS' by coordinating across them Some are 'owned' by the council, some are not Leaseholders and Freeholders Open Day 2017 The main 'universal' channels include the quarterly IslingtonLife pages, annual service charge mailing and housing web pages There is a lot of localised and targeted activity Repetition is often the key to



Making more of digital channels

- Applications for council homes are now online
- We have an online (non emergency) repairs reporting tool
- We use Twitter and Facebook corporately – mainly for customer service and to promote more human interest/events information and are looking to extend this model to estates.
- SMS? According to Ofcom in 2015 smartphones had overtaken laptops as no 1 device for internet usage





Hot topics for residents

- Our big picture housing messages focus on tacking the housing shortage in Islington; new build; reducing the numbers of homeless families; improving our repairs service
- Tenants' and leaseholders' concerns are closer to home. Based on a mix of complaints and web data highlight the following transactional issues:
 - Repairs and maintenance
 - ASB (esp dog fouling and litter)
 - Value for money/rent statements/service charges
 - Estate management (including opportunities to have their views taken into account)
- Could we be making more of these opportunities to drive engagement with the service?



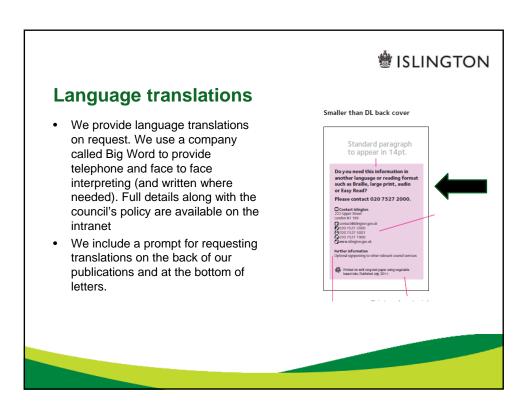
Quality control and evaluation

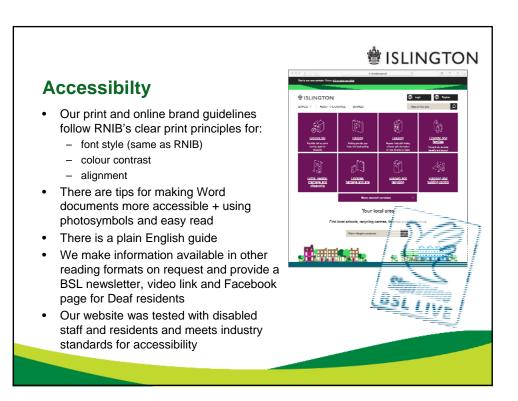
- · The evaluation we do is mainly qualitative
- We don't do any quantitative tracking and it is very difficult to prove a direct link between communications and behaviour
- There are some issues that residents have fed back about consistently in other reviews on new build and the complaints process:
 - the need for simplicity
 - the need for a more empathetic tone of voice
 - use of feedback / resident experience (for example in new build) which is important for reflecting back to residents.

Training and support

- Not all communications goes through the communications team – though we tend to be involved in the higher profile/higher profile communications and campaigns and some bespoke projects
- There is a practical toolkit on the intranet for colleagues to help them to 'self serve'.
 This includes detailed advice on branding, plain English and accessibility
- We have a range of templates and our online system Panacea to make it easy for staff to produce accessible and properly branded materials
- Letter writing and customer service training is offered by our corporate Learning and Development team









Useful links

- www.lslington.gov.uk/housing
- https://www.islington.gov.uk/repairs
- http://izzi/me/staff-essentials/communications-customerservice/Pages/default.aspx
- https://app.panacea-software.com/islington/default.aspx

Thank you. Any questions?