

Title of Consultation

Review of Autumn Edition of Unity

Month / Year

September 2018

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 autumn edition of our customer magazine, Unity.

We wanted to know whether the content and design were appropriate for the intended audience.

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

The draft was circulated to 289 customers who had expressed an interest in being a part of the virtual panel.

Whilst only 13 customers responded, the process was informative and feedback enabled changes to be made to the publication before it went to print. This ensured we felt confident that what we had produced was fit for purpose and was what customers wanted.

What did our Tenants and Customers say?

69% felt that the publication was well balanced, however, some fed back that there were not enough articles about Cheshire.

85% told us that there were a good variety of stories, with a couple of comments reiterating the need for more Cheshire input.

100% of responses said that there were enough pictures

100% of customers felt that the articles were interesting.

We also asked about which individual topics customers were most interested in, and received a balanced response

Overall, feedback was overwhelmingly positive, which was very encouraging.

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

In response to feedback highlighting a lack of articles from the Cheshire region we added some extra stories into the publication.

We will continue to ensure that all of the topics highlighted as important to our customers in the survey will be included in Unity, and will consider the story balance when planning future editions.

Where we have received positive feedback in this consultation, we will strive to achieve the same standards in future editions.

Customers indicated that they were happy with the different topics discussed within Unity so we will ensure we will continue to include all of these in future.