

**Appendix 1 - Draft
Barbican Estate Review of Communications January 2015**

INFORMATION – activities which provide information to residents and do not necessarily require them to respond			
ACTIVITY	FORMER/CURRENT POSITION	IMPROVEMENTS TO DATE	FUTURE POSSIBILITIES
Newsletters	Barbicanews has been produced twice a year during the summer and winter and distributed to all flats. Although costs of production have been reduced resources to edit are high. The newsletters are also available on the website.	Apprentice Officers have been involved in improving the design of Barbicanews. Each edition has been reviewed in order to attempt to improve the image of the newsletter and not remain 'stale'.	<ul style="list-style-type: none"> - To distribute a 'newsletter' via email broadcast, making a few copies available in the BEO & Concierge Offices/Desks for anyone who does not use email? - To review how BEO reach more vulnerable residents or those that do not have access to a computer/those residents that BEO do not hold email addresses for - To replace newsletter with monthly/quarterly bulletins? - To engage residents in suggesting and contributing articles?
Monthly/Quarterly bulletins		A December/Christmas bulletin was sent via Mailchimp (an email service managing email newsletters about our services) to our resident email address database as a trial which provided updates on some of our services.	<ul style="list-style-type: none"> - There are a number of project/work/repair estate-wide issues and this will help maintain feedback on what was happening. - There were 377 email broadcasts sent to residents in 2014 & a monthly/quarterly summary of the key broadcasts via Mailchimp could help communications. A few copies could be made available in the BEO & Concierge Offices/Desks for anyone who does not use email.

Publications - Residents Information Pack (RIP), Service Level Agreement (SLA) Handbook, Alterations Pack	The SLA Handbook was developed over 10 years ago. The RIP was also developed in 2006. These were then distributed to all residents. The Alterations Pack was reviewed over 5 years ago and has been sent to those leaseholders considering alterations. A welcome letter and pack including these publications are distributed to all new residents which are also available on the website.		<ul style="list-style-type: none"> - SLA Handbook & RIP to be reviewed in 2015 with SLA Working Party. - To review all other publications/sources of resident information e.g. Alterations Pack and possibility of including these in RIP
Social Media - Facebook & Twitter	Facebook/Twitter has been explored by the BEO but there are issues with resourcing.		<ul style="list-style-type: none"> - There are a number of other possible opportunities such as Mailchimp that could be explored further
Email Broadcasting	Over 1,400 resident email addresses are included on our database. In 2014, 377 email broadcast were distributed updating or informing residents on a range of services, issues (see Appendix 1).	A publicity campaign is run once/twice per year to collect email addresses including letters to absent leaseholders (over 200 joined the database in the Summer 2014) and other letters to residents. The BEO also distribute updates/information provided by the Barbican Association & other COL Departments via email broadcasting.	<ul style="list-style-type: none"> - A monthly/quarterly bulletin could be distributed via our email address database (see above). - To review how BEO can increase resident engagement in joining BEO's email broadcasting service via all of our communications, as well as AGMs, Estate Concierge team
Committee Papers	Copies of Committee papers were left in BEO Reception for residents to view.	Committee papers are now sent via a link via our email broadcast quarterly following each RCC/BRC meeting.	<ul style="list-style-type: none"> -
'You Said; We Did'	There have been issues regarding actions for Officers resulting from RCC/BRC.	Actions for Officers resulting from RCC/BRC are included in a 'You Said; We Did' format. This is then communicated via the committee papers which is also included via our email broadcast	<ul style="list-style-type: none"> - 'You Said; We Did' could also be developed in conjunction with our monthly/quarterly bulletins.

Noticeboards	There are over 160 noticeboards in the communal areas of the blocks & car park offices which are used for notices updating residents on service issues, resident meetings, forthcoming events.	Some House Groups have decided to upgrade noticeboards with lockable units to help the monitoring of what is displayed.	- The fibre installation for the TV broadband project could lead to the possibility of electronic notice boards in the communal areas of the blocks.
Car Park Offices/Lobby Desks	Car Park Offices/Lobby Desks are manned 24/7 with staff that are a source of information to residents	Car Park Offices/Lobbies have been used in 2014 to help in the Beech Gardens Landscaping consultations & for the Streetscene projects with large amounts of display information.	- Possibility of increasing Car Park Offices/Lobby Desks as 'Information Points' for residents with for example, resident notice boards, folders updating resident on key issues
Service Charge Letters	Leaseholders receive letters from the BEO Service Charge team, for example, for service charge estimates, actuals & Ground Rent. <ul style="list-style-type: none"> • February – Ground Rent • May/June – Service charge Estimates • Aug/Sep – Service charge Actuals • December – Standard communications 	A start has been made to include key messages/updates to leaseholders with the distribution of letters from the BEO Service Charge team, for example, updates on the Background Underfloor Heating.	-
Website pages	Reviewed by COL & then BEO Officers 2013. Reviewed monthly by BEO.	New web pages introduced for Projects, Working Parties, committees/reports	- Review to be carried out again in 2015.

FEEDBACK – activities which require a response from residents but do not necessarily involve a dialogue

ACTIVITY	FORMER POSITION	IMPROVEMENTS TO DATE	FUTURE PLANS
Annual Residents Satisfaction Survey (held every Spring)	Paper survey of resident satisfaction for 5 main service areas – Customer Care, Estate Services (cleaning, Concierge), Property Maintenance, Major Works, Open Spaces run every other year (approx. 10 pages of questions). Very resource intensive as all responses had to be manually inputted onto our database. Results reported in newsletter, to committee, on website and to service providers. 15/20% return rate.	Type of survey and questions asked reviewed and changed for 2013. An electronic survey was used via 'Survey Monkey'. Simpler survey with reduced number of questions and reduced administration required by the BEO. This generated a much-improved return rate of 25%.	-
Resident surveys for other services, for example, Major Works, new services (paybyphone temporary car parking)	Paper survey of resident satisfaction with other service areas – redecorations as required. Very resource intensive as all responses had to be manually inputted onto our database. Results reported to House Group. Approx. 5-10% return rate.	From 2013 electronic surveys have been used via 'Survey Monkey'. Simpler survey with reduced number of questions and reduced administration required by the BEO. This has generated a much-improved return rate of 15-20%.	-
Complaints Process	The complaints process is laid out in the RIP & SLA Handbook including the corporate complaints process and the Disputes Resolution Panel. Complaints are analysed on a quarterly basis and underlying trends or issues are reported to the SLA Working Party.		- 2015 - BEO are currently part of an Officer working group review of the Departments Complaints Procedure
Section 20 Consultation	Statutory consultation carried out with leaseholders on specific major projects which will impact on their service charges.	2013 – Information sheets are attached to statutory consultation letters, as much as possible, to attempt to provide more information to leaseholders about works/projects.	

Engagement – activities which involve an active dialogue between officers and one or more residents

ACTIVITY	FORMER POSITION	IMPROVEMENTS TO DATE	FUTURE PLANS
Welcome Packs to new leaseholders/residents & registered sub-tenants	Reception send a Welcome Pack (including the RIP/SLA handbooks & BEO contact details) which provides an opportunity to establish a relationship with residents and to attempt to make sure they have and understand all the information they need.		Welcome Pack contents to be reviewed in 2015.
House Officer Joint Inspections	Block inspections are held 6 weekly between House Officer and resident representative monitoring cleaning, repairs and maintenance, other issues. Inspection reports are distributed via email to the House Group and placed on the block noticeboards.		-
Residents Meetings	Residents meeting held by the BEO/other COL Departments to update residents on services/projects/works.	Q & A's follow residents meetings via the email broadcast service to enable those residents not able to attend to be updated. They are also placed on our website.	-
Residents' Open Day			- Possible annual event with an opportunity to offer open Q & A, celebrate achievements, make residents feel valued and present important messages?
City of London Consultation Protocol for Projects/schemes in & around the Barbican Estate	There have been a number of issues with communications for other schemes/projects in & around the Barbican Estate involving other COL Departments	A new City of London Consultation Protocol for Projects/schemes in & around the Barbican Estate has been agreed through a collaborative exercise in 2014 between the Barbican Association, Residents Consultative Committee, Town Clerks, Department of Built Environment & the BEO.	- Review after 18 months in 2016

Participation – activities which contribute to the services of the estate and in which residents can be heavily involved and/or lead themselves

ACTIVITY	FORMER POSITION	IMPROVEMENTS SO FAR	FUTURE PLANS
House Group Meetings	House Groups invite House Officers and other BEO/COL Officers to provide updates on services/take away actions to follow up with Officers. Quarterly with Annual General Meeting.		
Working Parties	Working Parties generally meeting quarterly which are set up by the BEO to review services, projects/works, for example, Gardens Advisory Group, SLA, Asset Maintenance, Background Underfloor Heating, Beech Gardens Project Board to include Officers and resident representatives. Minutes distributed to each Working Party & placed on the website. Membership of Working Parties reported to committee annually.	2014 – RCC formation and reviews of Working Parties with proposed protocol including annual reviews, remits, distribution of minutes, membership/appointment process. Project Boards distribute regular bulletins to residents via email broadcast/noticeboards.	New Working Party protocol to be adopted in 2015.