RESIDENT INSIGHT
PCH Resident Newsletter



Plymouth Community Homes publishes and sends a monthly newsletter, and we wanted to understand if we were publishing information that residents wanted to see, in the format residents found engaging, and at the right frequency. The Resident Newsletter is a key form of our engagement that provides a mixture of important information, as well as competitions and insight to how different parts of PCH operate.

How we listened

A survey link was embedded within the August edition of the newsletter, so that we were gaining responses from those that access the newsletter currently. This ensured responses were gathered from residents that had an understanding of the newsletter in its current format.

What you said

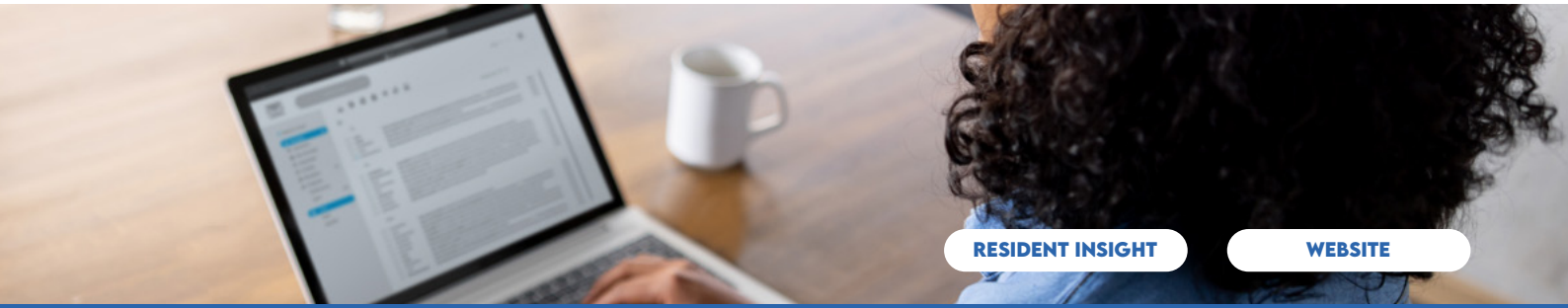
You told us that you liked a lot of the elements of the current newsletter. You provided us with suggestions on content, layout and formatting that will ensure we are sending out information that is relevant, engaging, and easy to read. You told us that the newsletter can be a valuable tool for challenging negative perceptions of PCH and helping colleagues better understand the roles people play across the organisation.

We've acknowledged this through implementing features such as A Day in the Life, where we spent time with Area Repairs Supervisor Kevin Tapp. By showcasing the people behind our services, this feature helps introduce colleagues to different teams, share knowledge, and provide a better understanding of what it takes to deliver services for PCH residents.

What we have done

Residents voted for the Newsletter to be named the 'Resident Round-Up'. We have taken the information from the feedback and ensured that we retain those key newsletter components that you say you like as they are. We are looking to build the content around home improvements that will take some time to ensure that it is safe and beneficial for you to know, as this will require collaboration with other PCH departments. We have spoken with the PCH Resident Communications Advisors to look at what we publish and how the Resident Round-Up can be a useful tool to be more transparent with residents, as well as how this information is displayed and formatted within the Resident Round-Up.

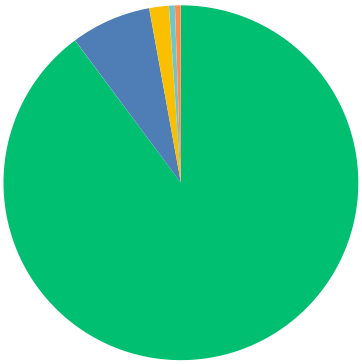
We have increased our focus on our staff spotlights, to give residents an insight of what PCH staff get up to in their 'day to day' job. We will be publishing a new staff spotlight in the November edition, and you can also see the latest staff spotlight here: www.plymouthcommunityhomes.co.uk/news/articles/meet-kevin-the-person-helping-keep-your-home-maintained



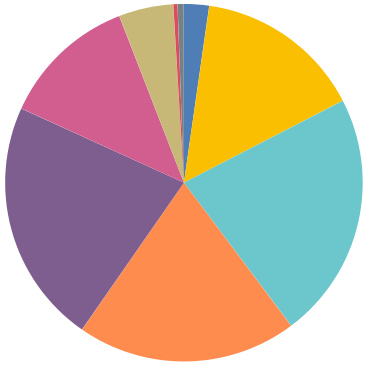
You said, we did

You said: There were numerous elements of the newsletter in its current format that you liked, such as 'What's on', the length of the current newsletter, how frequently it is sent out, and the competitions.	**We did:** We will be ensuring that we continue to include these content pieces, and send the newsletter out in its current monthly scheduling.
You said: You would like to see more staff spotlight articles, that showcase what staff across PCH to in their day to day role. (particularly repairs).	**We did:** We will be increasing the amount of these we publish, with one already scheduled for the November edition as well as publications across our other media platforms.
You said: You would like to see home advice information included to support you with maintaining your home.	**We did:** We are working with our repairs team, to build accurate, safe and informative articles that will support you in maintaining your home in areas such as plumbing.
You said: You wanted to see more short and visual content that is easy to understand and engaging.	**We did:** We will be updating our newsletter design to feature shorter content, with more images, icons and more colour.

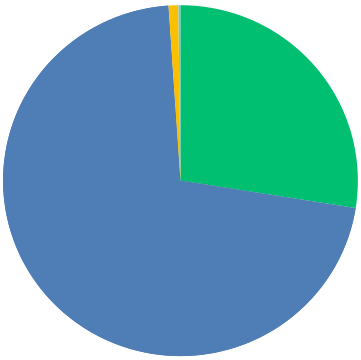
Resident profile



Tenant	16
Household Member	0
Leaseholder	0
Shared Owner	1
Older Person Accommodation	1
Housing with Support	0
Other	0



Under 16	0
16 - 24	0
25 - 34	0
35 - 44	1
45 - 54	2



55 - 64	5
65 - 74	5
75 - 84	4
85 +	0
PNTS	1

Male	4
Female	14
PNTS	0
Other	0

