



Ongo

Publications Panel

Terms of Reference

Purpose

The Publications Panel will be involved in reviewing leaflets & public information, policy & strategy documents, standard letters, Customer Engagement information, and Key News.

The panel will influence and make suggestions to documents and publications, and will agree the content of each edition of Key News to create a magazine full of useful, informative and entertaining articles, making it a publication that residents will want to read.

The panel will champion awareness of the magazine and encourage customer feedback on it.

All members of the panel will be expected to participate in accordance with the Volunteers Code of Conduct.

Terms of Reference

The panel will be tasked with the following relating specifically to Key News:

- 1. To make sure Key News is a magazine which is relevant to all residents of Ongo Homes**

The panel will make sure the content and design are relevant to residents, making it a publication that all will look forward to receiving and reading.

- 2. To monitor customer satisfaction**

The panel will monitor and evaluate customer satisfaction - initiating and analysing feedback from customer satisfaction questionnaires and focus groups, and reviewing compliments and complaints received about the magazine.

3. To ensure that Key News represents value for money

The panel will monitor and review the cost of producing and distributing the publication on an annual basis, with a view to ensuring optimum value for money especially in relation to print, format, design and circulation costs.

4. To raise awareness & positively promote Key News

The panel will employ various methods to raise awareness of the magazine and identify new ways to promote the publication.

5. To promote customer engagement

To encourage customers to offer articles for inclusion and give feedback on content to make sure we are offering them a magazine they want to read. To ensure maximum customer influence in the production of the magazine.

6. To participate in the identification of best practice

The panel will consider areas of good practice and lessons learnt, in the production of the Key News, utilising previous issues and other magazines (including those from other housing providers as well as others available on the open market).

7. To address issues of diversity

The panel will ensure articles are included that are relevant, raise awareness and of interest to the diverse nature of the Ongo Homes customer base.

8. To proof read copies before distribution

The panel will be sent a draft copy of each edition for proof reading.

For the full paper editions, the panel will receive a content planner that will be discussed at a panel meeting.

For the digital versions, the panel will receive the content planner and written content at least two weeks before the edition is due to feedback to the editor.

Membership and person specification

- Membership of the panel will consist of a maximum number of 5 members
- Membership will be for a period of 12 months and subject to an annual review at which time members will be asked if they wish to continue as a member of the panel.

We will proactively work to ensure the membership reflects the diverse customer base, particularly in terms of age, ethnicity, gender and ability.

The Publications panel is not a policy making or decision making body, its primary role is to check information to ensure it meets the needs of Ongo tenants.

Information would be reviewed either in a meeting or via email (especially when a quick response is required) to each of the panel members, so access to and the use of an email account is essential, along with ICT skills.

Individuals will be expected to show their commitment by responding to any information which they are asked to comment on (even if individuals have no changes to make they need to acknowledge this).

Members should be confident in proof reading, with an understanding of grammar. They should have an eye for detail, and be proactive in suggesting content ideas.

If and when the occasion arises, a customer or Ongo Homes staff member may be co-opted onto the group for a specific purpose, (e.g. for their expertise in a particular area). This will be in agreement with Publications Panel members.

Individuals will be expected to show their commitment by attending meetings regularly.

Any member who is absent for two consecutive meetings without a valid reason may be voted off the group. Contact will be made with the individual after the second absence by the Customer Engagement Team to determine future intent.

Adopted at the meeting held on: 9 April 2019

No changes made to it following review in April 2020