
Heylo Housing
Registered Provider

heylo

Heylo Readers' Panel

Terms of Reference



heylohousing.com

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<p>Purpose</p>	<p>The purpose of the Readers Panel is to involve Heylo customers in shaping the overall content and delivery of marketing and communications materials to new and existing customers and scrutinize the performance of ResiManagement Limited, the managing agent for HHRP activities as they relate to customer facing and impacting marketing and communications activities. To deliver this purpose, the Readers Panel will:</p> <ol style="list-style-type: none"> 1. 1. Be invited to review and scrutinize key marketing and communications assets created for new and existing HHRP customers before they published or advertised by ResiManagement on behalf of HHRP. 2. 2. Be encouraged to monitor all marketing and communications assets that they see as a HHRP customer and make recommendations for improvement aligned to the Readers Panel charter (Clarity, Accessibility, Simplicity and Transparency) 3. 3. Maintain independence from ResiManagement throughout and ensure its work and feedback provided is fair.
<p>Number of members</p>	<p>A minimum of 20 and a maximum of 50 HHRP customers. Should it not be possible to recruit and maintain 20 members, the Readers Panel will persist pending recruitment activities. This will ensure scrutiny of marketing and communications materials of some of form while numbers are grown.</p>
<p>Membership</p>	<p>An open recruitment period of 2-weeks with applicants asked to complete and submit an application form which will be used to select members. The application form will ask for demographic information and a tick box for the applicant to opt into the Panel terms and conditions.</p> <p>If over subscribed, a waiting list will be created so that any vacancies due to resignations will be filled from the waiting list in the first instance.</p>
<p>Support</p>	<p>ResiManagement Limited executive and other officers will support the Readers Panel by presenting marketing and communications materials for the Panel to consider via structured surveys which will allow the necessary quantitative and qualitative data to be gathered.</p> <p>There is no need for formal Readers Panel meetings.</p>

Quorum	5 Members
Frequency of meetings	N/A
Decisions	<p>Decisions about the effectiveness and usefulness of any marketing and communications materials considered by the Reader's Panel will be made at an individual level, with each panel member completing a questionnaire on the materials supplied to them. ResiManagement will then collect these responses and consider each response for overall trends and key learnings. ResiManagement will then make the final decision on whether changes are necessary, and if so, what those changes are. ResiManagement will circulate a report after each questionnaire to notify Panel members of the key learnings identified and the changes that were adopted as a result, and changes that were considered but not adopted. These reports will also be shared with the Heylo RP Customer Committee on a quarterly basis.</p>
Appointment of members	<p>Reader's Panel candidates will be sourced by ResiManagement with a proposed roster approved by the HHRP Customer Committee. Any candidate not approved by the HHRP Customer Committee will be informed with ResiManagement proposing a replacement candidate.</p>
Reporting	<p>ResiManagement will publish reports twice yearly that provides information to HHRP Customer Committee, HHRP and HHGL Boards; and Executive Committee members of the following data:</p> <ol style="list-style-type: none"> 1. Total number of questionnaires / surveys circulated to Reader's Panel members 2. Total number of questionnaires / surveys returned as completed 3. Total number of change / amend requests made from the Reader's Panel 4. Total number of change / amend requests adopted by ResiManagement on behalf of Heylo. 5. Total number of change / amend requests not adopted by ResiManagement on behalf of Heylo and key reasons why
Terms of office	<p>Reader's Panel members will serve an initial 12-month term with the option to renew for further 12-month terms thereafter. Members are required to complete at least two in every three surveys they are sent, and that two in every three must be completed within the specified five-working day deadline. Members who miss these deadlines may be removed from the panel.</p>



Heylo and Heylo Housing are trading names of Heylo Housing group limited (registered in England and Wales with company number 11104403) and its subsidiary companies.

The Registered Office of each of the group companies is 6 Wellington Place, 4th Floor (Ref: CSU), Leeds, LS1 4AP

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