

Ancho Email Bulletin Survey

Cairn sent an email consultation to 240 tenants to ask their views on our bi-monthly emails bulletin. We had 23 responses, of which 17 were completed fully. They were asked three questions:

- What do you like about the email bulletins?
- Is there anything you don't like?
- Is there anything you'd like to see us include in a future newsletter bulletin?

1. What do you like about email bulletins?

Tenants' favourite thing about email bulletins were there Environmental contribution in reducing paper waste. Following this, they liked the accessibility of the email and the content we provided.

Topic	%
Content	23
Design	12
Email	23
Environmental	27
Readability	12
Positive	4

Topic	Count of response
Content	6
Answers questions	1
Updates	5
Design	3
Cheerful	1
Colourful	1
General	1
Email	6
Accessibility	1
Instant	1
Postage savings	1
Quick communication	1
Storage	1
Storage	1
Environmental	7

Environmentally friendly	3
No recycling	1
Saves paper	3
General	1
Positive	1
Readability	3
Easy	3
(blank)	
(blank)	
Grand Total	26

All responses can be found here:

What do you like about the email bulletins?
Environmentally friendly
Easy to read. Straight to the point.
Keep me up to date
I don't have to file them & always have them available if I need to look back on something.
Keeps u in the loop
A lot better than paper newsletter and saves paper waste
Instant
Saves paper
Keep me informed
it's fantastic design also
The bulletin answer's all of questions about repairs holiday dates and much more
Ease of access
Saves money on postage
It saves paper
I can keep up to date with news
its eco-friendly to receive emails.
Easier to read
Brighter and more cheerful
Kinder to the environment
first class
Fast and efficient
I don't need to recycle them as I had to with paper ones.
Always up to date information very informative
Colourful
Easy to read
Easy to store

2. Is there anything you don't like?

Tenants unanimously agreed that there wasn't anything that they didn't like about our bulletins.

Topic	Count of response
General	17
No	17
Grand Total	17

All responses can be found here:

Is there anything you don't like?
No
No
Nope
No
No, its perfect
No
No
No
No, it's a good format
No
No
I don't think so, but I think I would have to read a few first to see what they are going to be like before I jump to conclusions
The bins
NO
No
Can't think of anything.
Everything is perfect

3. Is there anything you'd like to see us include in a future newsletter bulletin?

Tenants didn't specify specific requests for future content, though 50% of the general remarks requested us to continue with our current content. 20% of responses would like more information about refurbishments and upgrade information.

Topic	%
General	67
Housing	20
Stories	7
Cairn Focus	7

Topics	Count of responses
General	10
No	5
Continue content	5
Housing	3
Refurbishments	1
Upgrades information	2
Stories	1
Tenant perspectives	1
Cairn Focus	1
Replicate	1
Grand Total	15

All responses can be found below

Is there anything you'd like to see us include in a future newsletter bulletin?
When tenants will start to get kitchen/bathroom upgrades
No, you have covered everything I need to know thanks.
Can't think of anything right now.
When people without security enter will be fitted and when baths will get handrails
No, it covers most things relevant
The same as the paper version
No
No
No, it's comprehensive as is
When any refurbishment is getting done
No
Maybe some tenant's reviews and their thought about some of the things that are going on now. Both with ancho and with the COVID thing it would be nice to see a kind of viewer's panel. Maybe even a question and answer you write in and someone local tries to answer your questions not anything legal it might be interesting
can't think of a single thing it's okay with me
Not really/ merry Christmas
Doing an amazing job, the way it is :)

Conclusions

Overall, our tenants demonstrated an overwhelmingly positive response for our bimonthly news bulletin. When given the chance to voice dislikes about the publication, all tenants unanimously responded there was nothing to dislike. In future, tenants would like us to continue to write about the topics we currently focus on, but 20% of responses to Q3 would like to know more about refurbishments and upgrades.