

Editorial Board

Thursday 18th June 2026

Minutes of Meeting

Attendance:

Residents:

MS, TC, SG, MC, SW, BA

South Essex Homes staff:

Julia Pack (JP) – Communications and Project Manager

Amber Rodgers (AR) – Marketing and Communications Officer

Nichola Hayden (NH) – Housing Support Officer

		Action
1	<u>Welcome</u>	
	SW and NH were welcomed to the meeting and the group introduced themselves.	
2	<u>Apologies</u>	
	Apologies were received from Sam Elliott (SE)	
3	<u>Minutes of last Meeting</u>	
	N/A	
4	<u>Last Issue of Insight</u>	
	Members of the group were given a copy of the most recent issue of Insight magazine and they looked through page by page. Comments were as follows. • SG suggested adding some SEH branded colours to the sections that <i>must</i> be included such as safety messages – colour coding sections • SG suggested adding more bullet points to make things easier to read, SW agreed that online now things are much shorter and quicker to read – people have a shorter attention span now. SG added to break it up with bold or italic for the really important information to stand out. ○ The group agreed that a quick overview section ‘main points to know’ would be useful in articles that are long and technical by nature. • SG mentioned that the story she wrote was appreciated by the Multicultural Women’s Group. • SW asked if many people enter the children’s competitions, JP confirmed that this is often a struggle. SW suggested that the competitions need to appeal to parents as they’ll be the ones encouraging kids to enter. • BA said that the background of page 8 was too dark and the images could have been of real pets. The whole group didn’t like this page – clash of colours, like the old Insight. • SW added that on page 9 it is a lot easier to read as it is broken down into bullet points. • JP noted that the SEPS article is an intro, but we hope to have more of an	

	interview style article in later issues. • SG suggested some images could be taken of when people come to the community fund panel, to show the process from start to finish. • SW added that it would be nice to have resident opinions in some articles. JP mentioned that as South Essex Homes is an Arms Length Management Organisation for Southend Council, we cannot publish critical opinions. But suggested that another option is to have a meeting with companies like Suez, and then write an article on the responses and the meeting. BA mentioned that the Neighbourhood Focus Group have Suez attending next week (<i>later postponed</i>) and invited SW. ○ AR to speak to resident engagement team about attending the meeting to take photos. • The group liked the community news section. • The group suggested an article on CrimeStoppers specifically – JP suggested this could be revisited in a later issue, as it was covered in this issue already. • BA suggested a ‘useful numbers’ section that people can cut out and save. • MC confirmed that the Leaseholder Focus Group has an input in what the ‘Leaseholder Matters’ story is for each issue. • SG asked if it can be made clearer that the insurance will be void if you miss rent payments, as this wasn’t clear in the article. • SW said the table on the performance page is clear and easy to look at. ○ The group didn’t like the orange text on an orange background, or green text on a green background – this isn’t useful if someone’s dyslexic, if they are using coloured cards to read it will all blend in. ○ The visual pie charts were appreciated. • BA suggested a day in the life article for the resident engagement team, as they are the face of resident engagement, some residents see them more than their Tenancy Officer. • Some acronyms appeared in this issue: ○ SIM should say Income Management Team to make more sense to residents. ○ HO should be expanded to say Housing Ombudsman. ○ SG suggested a glossary if the big words are needed. • BA asked if the crossword answers could be at the bottom of a different page as some people can read upside down. • NH asked if Insight can be translated, JP explained that the articles are uploaded on the website over a few months and can be translated and printed from there. All comments from this section have been added to an editorial note for the editor and designer of Insight to refer to.	AR
5	<u>Next Issue of Insight</u>	
	AR read out the article list for the next issue of Insight and comments were as follows: • BA suggested that the Fire Safety article about the warmer months could have gone in the spring issue instead of the summer issue as the warmer months have already happened by the time this issue goes out. ○ Instead, it was suggested that the article could be more transitional to cover warmer and colder months – end of summer, start of winter. • SG suggested the checking in on your neighbours article would be good to go into the next issue ahead of cold months, and could ask the repairs team for prevention information. ○ This links with the DMC article – prepare for the colder months by checking your heating etc. Top tips.	
6	<u>VerseOne Project Update</u>	
	• JP updated the group on progress of the new app/website project.	

	• It was reiterated that MySEH is going to be an app on your phone – information can be updated directly, repairs can be booked and tracked • JP will share the preview with members to get their feedback • BA shared feedback on the residents meeting with VerseOne at the Forum – the children running in and out was distracting, SG suggested making it clear that children are welcome but not in the actual meeting room. • JP introduced iMy – the AI assisted search function, which will provide simple answers to resident queries. • Website personalisation was also mentioned.	
7	<u>Resident Key Information Guide</u>	
	• JP emphasised that our website is the one single source of the truth as information when printed can go out of date very quickly, but we are aware that not everyone has digital access. • SE wanted to know if residents would benefit from a printed version of information that they need to know including service standard information. • JP suggested service standards could be condensed for print, into simple bullet points. It was also suggested that this would go alongside an easy read version of our Tenancy Conditions to make them more accessible. • MC thought it was a good idea, and added that it would be good if it can be printed from the website too. • BA suggested that some residents would like the full tenancy conditions and service standards, JP agreed that this can be accessed on the website and should be available to print upon request and agreed there should be a footnote to the short version to say they can request the longer version. • SW asked if the full version will still be available – JP confirmed that this would not replace the full tenancy conditions that are provided at the start of every tenancy. • The group agreed to provide their opinions on a draft version once it's been pulled together • It was raised that it is important to ask residents when they sign up how they would prefer the information to be given to them and if they need any adaptations such as a different language. • People who aren't online won't be aware if there are any updates to the Service Standards so this will need to be considered.	
8	<u>Website Content Review</u>	
	• JP informed the group that as the Communications team review webpages, they are trying to make them as easy to read as possible. • JP wants to hear resident views on the tone and information on the webpages. • SG asked if this would include navigation, JP explained that this will be covered in the website upgrade project, and with iMy the navigation issues will not be so prevalent. • There are 102 main webpages – how would the group like to approach this? ○ It was agreed that it could be approached in sections. • SG emphasised the importance of tone, not looking down on people but being clear etc. • BA added that the navigation on the STRF website was very well thought through. • JP will communicate project updates in the meantime and will then call on the group for their assistance when it is needed. • SG suggested a smaller meeting in between the quarterly meetings, in order to focus on the website. • There was a discussion about how there are generational differences in how people use the website so it will be good to have a range of people looking at the content.	

9	<u>Any other Business</u>	
	No other business was raised.	
10	<u>Date of next meeting</u>	
	The next meeting will take place at the Civic Centre in Committee Room 7 on Thursday 10 th September 2026 11am-1pm.	

Key Outcomes from Meeting (to be completed in meeting)

Residents asked to start looking at the website content.	Once the website upgrade is complete, it was agreed that the group will meet to discuss the content of the website in organised sections.
Residents asked for more resident opinions to be represented in Insight.	If possible, an article will be written on the Neighbourhood Focus Group meeting which Suez will be attending, where resident opinions will be shared.

For Resident Engagement – You Said, We Did uploaded ☐