

## Cairn Email Bulletin Survey

Cairn sent an email consultation to 1115 tenants to ask their views on our bi-monthly emails bulletin. We had 188 responses, of which 77 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?

The responses show that the tenants like our content the most, but they also like how emails are accessible and kinder to the environment.

Topic	%
Content	47
Design	10
Email	20
Environmental	13
Readability	9
Negative	1

Topic	Count of response
<b>Content</b>	<b>44</b>
Cairn information	1
Concise	1
Current	2
Informative	8
Quality	1
Quick facts	1
Reminders	1
Short	1
Simple	1
Summary	1
Topics range	1
Updates	21
Subject matter	3
Local information	1
<b>Design</b>	<b>9</b>
Attention grabbing	1
Colourful	2
Easy	1

Layout	3
Simple	1
Style	1
<b>Email</b>	<b>19</b>
Accessible	3
Attention grabbing	1
Better format	2
Clearer	2
Easy access	2
Economic	2
Faster	1
Less paper	1
Mass communication	1
No filing	1
Quicker communication	3
<b>Environmental</b>	<b>12</b>
Environmentally friendly	5
Less mail	1
Less paper	5
No waste	1
<b>Negative</b>	<b>1</b>
Nothing	1
<b>Readability</b>	<b>8</b>
Easy	5
Enjoyable	1
Quick	1
Simple	1
<b>Grand Total</b>	<b>93</b>

All responses can be found here:

What do you like about the email bulletins?
Easily accessible
eco friendly
Full of informative information
easy to find information
Less paper usage
Simple to see
Save wasting paper
I can view them at anytime
Well designed
Information

Easy to read

reminds me to check what is happening

Easy to follow

Easy to read

Easy to read

Punchy and simple

saves paper and helps the environment

It is good and a great quick way to communicate with everybody

Grabs attention

How easy it is

There paper free and I support the planet

The colourful set up

Easy to read

Saves on paper

I can keep it for future ref and no paper clutter

Brighter and easier to read

The information

quick and easy saving postage

better for our planet

Informative

Less mail in the door

Easy access. Informative without too much jargon.

Easy to access

Quite informative

They're easy to access

Informative

They are easier to glance

Clear and easier by email.

Quick way to keep informed

The quick bulletin updates.

It's up to date

Well laid out

Getting info quicker

Tells you everything that cairns doing or going to do

Keeps me updated

nice to read and I seem to read it more than the booklet

It keeps me up to date about our houses as when it was letters, they were always ripped

Progress, Informative, easy to access, less paper coming through letter box

Keeps you informed of any important news etc

Good information

Nothing

Keep Tenants up to date

Informative

Easy to read much better than letters

Keeps you up to date

Updates on events etc
Very good and good information on it
Layout, graphics, and factual content - superb and easy to navigate.
Keep you informed and up to date
Keeps me up to date with what's going on
Keep you up to date
Great as it keeps you updated
I like the email bulletins as it keeps you up to date with everything to do with Cairn
What is happening in the area
Much better than sending letters out. Saves trees
Keep me updated
Good idea to keep tenants up to date
I like the presentation of the site, the layout is easy to follow, also it is full of useful information, such as helpful phone numbers, love the Christmas theme, also brings a smile to the face.
To be kept informed on what is happening.
Very informative
Keeps you very up to date with new information
Keeps us up to date with terms and current conditions
Keeps u informed about different issues
It's good to have regular updates
They keep me up to date
Informative
Getting updates
Saving the planet
Keeping costs down
Always kept up to date with changes
Enjoyable to read
short.
I like the summary of what is happening rather than prolonged details
Information updates
Faster than letters
No paper waste
Good clear information
It's good to keep in the loop!
Great Information
Very informative and concise; and it looks as though someone has actually proof-read it! Makes a pleasant change. Merry Christmas to you all. Cairn have been my landlords for over 20 years and I really do not want to leave. But, on health grounds, looks like I am headed for a ground floor flat somewhere. It's just such a shame it's not going to be with Cairn!
Better than trying to keep up with paperwork!
Informative
Keeps you updated

## 2. Is there anything you don't like?

The results show tenants like the current bulletin.

Topic	%
No	94
Suggestion	4
Yes	2

Topic	Count of responses
<b>No</b>	<b>7</b>
General positive	76
<b>Suggestion</b>	<b>3</b>
Exchange updates	1
Feedback option	1
Services	1
<b>Yes</b>	<b>2</b>
Emails	1
General negative	1
<b>Grand Total</b>	<b>81</b>

All responses can be found here:

Is there anything you don't like?
no
No.
No
There usually isn't a feedback section on the email
No
No not really
Not really,
Quite happy
No
No
There is never any news on homes available or news of homes for swapping.
No
Well presented
Well presented

nothing. It is well presented and easy to read.

Not really only sometimes feel as though don't know if you receive the emails.

Depends on situation though

No, its well set out

No

No nothing as yet

No it covers quite a lot

No

No

Not so far

No

No

No

Bo

No

No

No

No

no

No

Sometimes the lack of service

Never had any issues with cairn and anyone a have spoke to was a great help

No - everything is clear and concise

nothing

No i love my area and house

Unnecessary paper through my letterbox

No

No

All of it

No

No

No, it's all good

No it seems very straight forward

No everything is fine

No

Nope

No

No

Nothing that comes to mind.

Not at the moment but needless to say if there is anything, I will be in touch

No

No

Not that I can't think of. Maybe the putting up tent every year is a bit much. Especially in these in certain times.
No
Not really
No everything is in order, there are more likes than dislikes for me
Nope
No
No, I'm happy with the service
Everything is fine
Not at present
No, it is positive
No
No
Like to see what places are next to be renovated
No. There is nothing to dislike
Not yet
Could do it all by email rather than letters to save paper
No
No
No
No all news good
No
Nope
Not that I can think of off-hand
No
No
Not really

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

The tenants responded that they would like to see more information about housing, superficially exchanges. However, 34 out of the 35 tenants who said they did not have ideas about future content suggests that they are satisfied with the content we are currently producing.

Topic	%
Community issues	6
Content ideas	1
Future works	1
General	45
Housing	14
Maintenance and repairs	8
Shared facilities	1
Rent and Service charges	1

Negative	1
Shared ownership	1
Tenant information	3
Updates	5
News stories	6
Activities	5

Topic	Count of responses
<b>Community issues</b>	<b>5</b>
Anti-social behaviour	1
Living independently	1
Loneliness	1
Seagulls	1
Gardening	1
<b>Content</b>	<b>1</b>
Photos	1
<b>Future works</b>	<b>1</b>
Updates	1
<b>General</b>	<b>35</b>
Don't know	1
No	34
(blank)	
<b>Housing</b>	<b>11</b>
Allocations	1
Exchanges	6
General Housing	1
Housing upgrades	1
Upscale/Downscale	1
Young people	1
<b>Maintenance and repairs</b>	<b>6</b>
Future works	3
Upgrades	2
Contractor visits	1
<b>Rent and Service charges</b>	<b>1</b>
Justify rent	1
<b>Shared facilities</b>	<b>1</b>
Rules	1
<b>Shared ownership</b>	<b>1</b>
General	1
<b>Tenant info</b>	<b>2</b>
Contact details	1



Contact numbers	1
<b>Updates</b>	<b>4</b>
Cairn Community Fund	1
Crofters Gate	1
Listings	1
Tenant participation	1
<b>(blank)</b>	
(blank)	
<b>News stories</b>	<b>5</b>
Current residents	1
Heart-warming stories	1
New tenants	1
Scottish views	1
Tenant stories	1
<b>Activities</b>	<b>4</b>
Competitions	2
Puzzles	1
Quiz	1
<b>Grand Total</b>	<b>77</b>

All responses can be found below

<b>Is there anything you don't like?</b>
Is there anything you'd like to see us include in a future newsletter bulletin?
Not that I can think of.
No
All is good
You seem to have it covered.
Not currently
Not at present.
Just keep up what you're doing now, and I'll be a happy bunny.
No think everything gets covered
Not sure
Not just now
No
No
No
No
No
I think it basically covers everything
No

Think you've covered everything. Sending via email is more environmentally friendly too. Well done for being innovative and giving the opportunity for tenants to respond- very much appreciated

No

I personally think that you keep the tenants well informed.

No

No, I think it covers everything

Can't think of anything

No

None

The bulletin just now covers most aspects

Not that I can think of right now

I think you are doing a good job in the content now. As time goes on there may be things that can be included, but at the moment you have it just right

No, I enjoy how informative but not like an essay to read

No

No, I think this covers it all

No

I'm in a rush now but will give it some thought over the festive period.

No

## Conclusions

Overall, our tenants demonstrated an overwhelmingly positive response for our bimonthly news bulletin. Only 2% of respondents in this survey said that they didn't like the email when specifically asked about this.