



RECENT PROJECTS

The TSA National Conversation

The Mill Group engaged with tenants from Penzance to Carlisle during the TSA’s fact-finding mission to establish new standards for landlords.

Strikingly liveried in pink, Mill’s iconic VW campervans welcomed tenants on board into ‘Big Brother’ style diary room studios that proved vital in accessing the views of normally hard-to-reach groups – especially young people.

TSA Chief Executive Peter Marsh came onboard personally to undertake the first interviews and commented afterwards: “I am delighted with the results and am determined to ensure that tenants nationwide get the excellent service they deserve from their landlords”.

NHS Brighton and Hove

Mill’s NHS-liveried VW campervans, located at shopping malls, bus and railway stations, inspired anyone to climb aboard to record their experiences and describe their ambitions for improving health service provision.

Interviewers teased out some telling comments and allowed this PCT to learn how to tailor their services in line with the changing demands of local residents.

Jane Bolding, their Patient and Public Engagement Manager was unstinting in her praise: “ The pink campervan was very Brighton and getting over 100 interviews was a huge bonus for us - we got feedback from people we would never hear from. Mill’s interviewers sensitively drew out emotive stories, plaudits and criticisms – all of a high quality – and their non-NHS backgrounds elicited really honest feedback. Our Board, senior staff and others in the NHS will really learn what people think of local services”.

Bedford Pilgrim’s Housing Association (BPHA)

Susan Jacobs from BPHA was delighted with The Mill’s contribution in identifying some key areas to improve their landlord-tenant relationship:

“ I think The Mill Group’s idea about a Comments Campervan was brill! – it’s really good to get out and about and hear what people say and it’s been a really positive experience for all of us”.

Online (MySpace etc.) DVD viewing allows wide audience participation and at conferences colleagues at all levels see what’s actually happening at ‘the sharp end’ and through discussion can share concerns and enhance future service delivery.

Tesco

Prior to unveiling plans for their new eco-store in Middleton, Leeds, Tesco commissioned The Mill Group to engage with as wide a sector as possible of the local community to gain an insight into their views or hear objections to their plans.

Deborah Hayeems, Tesco's Corporate Affairs Manager commented: " By using one of Mill's campervans we were able to engage those groups that are hard to reach, including young people".

NHS Calderdale

Young people under 25 got their chance to chat 'Big Brother' style about sexually transmitted diseases when Mill's pink campervans visited colleges, town centres and late-night weekend venues.

Young people climbed into the 'Diary Rooms' to be recorded airing their views on Chlamydia – what did they know about the disease?...what would stop them getting screened for the infection?...where would they like to be tested?...and for confidentiality – how would they like to receive their results?

Chlamydia testing advice and kits were handed out, together with helpful literature and free condoms and Calderdale took the first steps nationwide to tackle a highly sensitive issue directly with this hard-to-reach group.

Lisa Berrea from Calderdale's Sexual Health Programme added: " The Comments Campervan was an excellent way to get young people to speak up about Chlamydia screening and make an impact on local service delivery".

Yorkshire Housing Group

As part of a 'fun-day' Yorkshire Housing wanted to learn how their residents became tenants – were they victims previously of homelessness?...or domestic violence?...or overcrowding?...and how long did they have to wait?

By employing a Mill Group VW campervan to record tenant conversations for later analysis, YH asked Mill's interviewers to further question residents about how they liked their neighbourhoods and if they had any concerns for their homes or their environment.

As an incentive to spur on colleague interaction, residents were asked to single out any members of staff they had found particularly helpful with a description of the help given.

Migs Bryan, YHG Marketing and PR Manager enthuses: " The Mill Group has innovatively tackled a number of communication and marketing projects for YHG, including our Annual Report with accompanying DVD, web video portal and feedback from customers via their Comments Campervan. These have all been great pieces of work that exemplify solid partnership working. The finished results were excellent and provided good value-for-money".

For more information please contact Michelle:

T 01422 310 799

E michelle@themillgroup.co.uk

W <http://www.themillgroup.co.uk>