



GOOD PRACTICE GUIDE

TENANT CALENDAR COMPETITION

EASTBOURNE BOROUGH COUNCIL

2001/2002

Eastbourne...
...the good life
just got better.



Introduction

Each year Eastbourne Borough Council produces a calendar for it's 4,200 tenants.

In 2001 we launched a competition, inviting our tenants and their families, to submit artwork to us, for inclusion in the 2002 Tenant Calendar.

We offered each of the 13 winners prizes of cameras & accessories.

Each winner to have their artwork produced in the calendar, the overall winner's artwork to be on front cover.

We hoped that by holding this competition, we would encourage a much wider group of tenants, to be aware of the increased opportunities for tenant participation.

We were successful in being awarded an 'Innovation into action' grant for this new idea.

Implementation

- Presentation to senior management outlining idea.
- Consultation with tenant representatives
- List of rules devised and submitted to our legal department.
- Application forms designed and printed 'in house'
- Application made for 'innovation into action' grant
- Tenant calendar competition working group set up
- Publicity posters distributed to all council buildings
- Tenant Representatives distribute posters in local areas
- Press releases and radio interviews promoting competition

Judging

- Age group categories spanned from under 5years to over 65years, so giving all tenants and their families an equal opportunity to participate.
- Competition entries judged by senior manager, elected member, staff member & student of art from local college.

Winners presentation event

- All winners presented with prizes by Eastbourne Mayor
- Press coverage
- Extra copies of calendar for winners
- Attended by Tenant Participation Manager, Chartered Institute of Housing

Conclusion

The results of our annual survey show that tenants would like us to run the competition again.

Younger Tenants have become more aware of tenant participation through this competition

The competition had a positive effect on both tenants and staff and showed the 'human face' of the Council.

Documents: Publicity poster
Application form
Rules
Guidelines
Calendar

Are available from Gina Morgan, Senior Tenant Participation Officer, Housing Advice Centre, 61, Seaside Road, Eastbourne BN21 3LQ.
Direct Dial 01323415356 or e.mail Gina.Morgan@eastbourne.gov.uk