JACQUELINE BOLTON

PLANNING FAMILY SUPPORT SERVICES TO BE MORE ACCESSIBLE FOR GYPSY AND TRAVELLER FAMILIES

AGENDA

Introduction

Theoretical - Fair access, fair exit, diversity and inclusion

Practical - The Customer is King – Sales & Marketing principles

The Marketing Mix

Sources of further help

Summary

FAIR ACCESS, FAIR EXIT, DIVERSITY AND INCLUSION

Applies to any service:

Policies and procedures

Equality Impact Assessments

Resources – human, physical

Enquiries, assessments, allocations

Quality control

THE CUSTOMER IS KING!
THE MARKETING MIX

THE 4 C'S

Consumer wants and needs

Cost to satisfy

Convenience to buy

Communication

CONSUMER WANTS AND NEEDS

Mass markets – no!

Study Travellers wants and needs and then attract families one by one – WIFM factor

Confidentiality, reliability, involvement

“Build it and they will come” - Field of Dreams

COST TO SATISFY

Price - £s only part of the cost to satisfy

No such thing as a free service!

Driving to your office, parking, phone calls, lost wages, lost opportunities to do other things, emotional cost, disclosure etc

Value for money for funders/ contracts, cost per outcome

CONVENIENCE TO BUY

Make it easy to use your service!

Location of office/ outreach
Phone access/ helpline

Timings – eve's/weekends

Staff – Male, Female, Gorger, Traveller

Referrals/ Waiting lists/ Assessment/ Support Plans

Creche/ activities

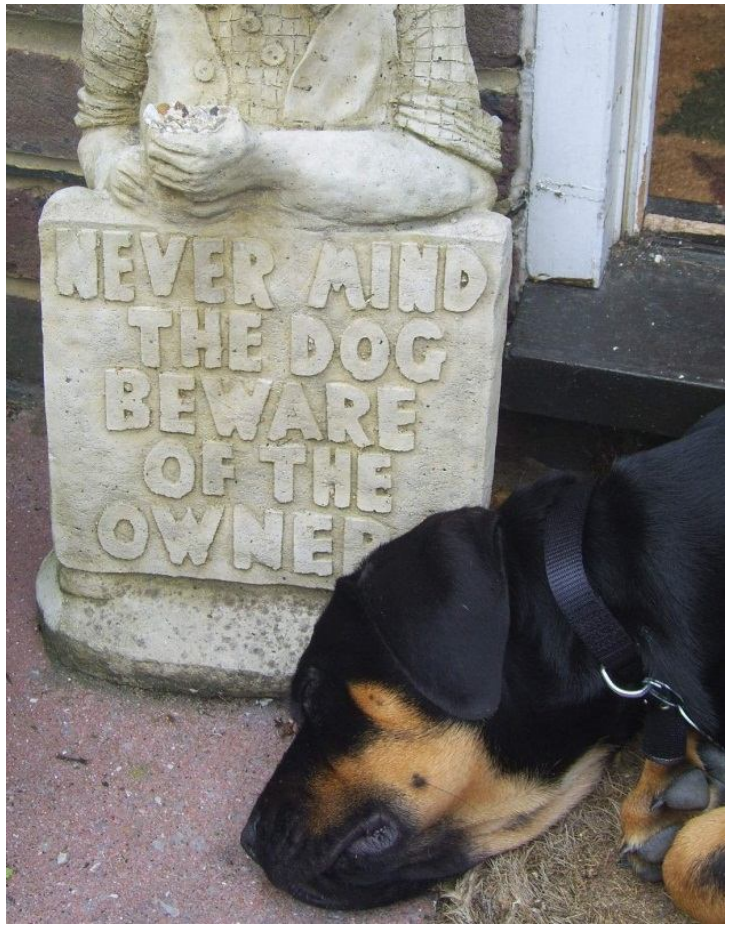
COMMUNICATION

Requires give and take

Be creative – relevant images, few words

Use phone numbers keyed into mobiles

Listen to your customers adapt your service based on feedback



Your brand is your promise!

SOURCES OF FURTHER HELP

Local Gypsies and Travellers

Friends and Families of Travellers

Gypsy Council

Supporting People QAF

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Sources of further help

THANKS FOR LISTENING!