

Chapter 5

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Possible Follow-ups

It is good practice to provide a mechanism to encourage direct feedback on the report from key target audiences, to handle enquiries, and to evaluate the effectiveness of the report. The feedback can facilitate review for improvement in the next reporting exercise.

1. Invite Feedback

There are many ways to invite feedback, including:

- insert a reply card along with the published report that invites the audience to respond to similar questions;
- provide a contact name and address in the report to encourage feedback from the audience in writing or by phone; and
- hold formal or informal meetings with interested audience groups or on a one-to-one basis for feedback.

Attached below are some examples of reply cards for reference.

Fax back
or post back

Please add me/delete me from/amend my details on the mailing list of future reports.

Name

Address

Post Code

e-mail

I am a
 BT Employee BT Shareholder
 BT Customer Environmental Professional
 Other (Please specify)

We seek continually to improve the quality of our environmental report and this year have made a lot of changes and have also produced a health and safety supplement for the first time. Please let us know what you think by circling the number that best represents your views.

How would you rate: 😞 😐 😊

The reports overall?	1	2	3	4	5
Their thoroughness?	1	2	3	4	5
Their style and clarity?	1	2	3	4	5
The design?	1	2	3	4	5
BT's environmental performance?	1	2	3	4	5
BT's health and safety programme?	1	2	3	4	5

How can we best improve the reports?

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Any additional comments?

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Send to: BT Environment Unit,
PP A223, North Star House, North Star Avenue, Swindon, SN2 1BS
Fax to: 01793 544779 (international +44 1793 544779)
Telephone 0800 731 2403 (international +44 1793 544279)

Also on the internet at
<http://www.bt.com/world/society/reports>

Sample from British Telecommunications plc: "Environmental Performance Report 1998"

To help CLP Holdings improve future editions of this Review, we would be grateful for your comments:

Do you find the information in this Review useful? Yes No

Do you think the content is easy to understand? Yes No

Do you find the Review clearly presented? Yes No

Do you find the Highlights leaflet useful? Yes No

Do you have any suggestions on how the information could be better presented?

Do you think this Review enables you to understand more about CLP's performance in environment, health and safety? Yes No

Are there any other topics that you would like the Review to cover?

Other suggestions / comments:

Please indicate your overall assessment of this Review:

Poor Fair Good Very good Excellent

Thank you

Please return the completed questionnaire by mail or by fax (852) 2678 8361.

Sample from CLP Holdings Ltd.:
"Environmental, Health and Safety Review 1997"

2. Evaluate Effectiveness of the Report

To improve the quality of subsequent issues of the report, it is important to evaluate its effectiveness after each publication.

Evaluation could include:

- feedback and concerns received from audiences;
- review report style and content to suit changing conditions including audience expectations and organizational policy, services and operations; and
- assess extent to which the objectives of reporting are being met.