

**WRITTEN QUESTION TO THE MINISTER FOR HOUSING
BY DEPUTY S.Y. MÉZEC OF ST. HELIER
ANSWER TO BE TABLED ON TUESDAY 28th APRIL 2015**

Question

Could the Minister provide a breakdown of what has been spent on marketing by Andium Homes since its incorporation last year? Specifically, could the Minister outline what has been spent on banners, flags and social media promotional adverts?

Answer

Andium Homes has spent a total of £17,790 on marketing and promotional activities since incorporation. The costs of these activities can be broken down as follows:

Flags	£495
Banners	£4,150
Marketing and branding	£13,145

Social media activities are managed internally by Andium Homes using existing resources.

It is essential that all affordable housing providers communicate, engage and consult with tenants, and the draft regulatory framework for affordable housing being developed will include a standard to ensure that housing providers carry out effective and meaningful engagement with their stakeholders.