

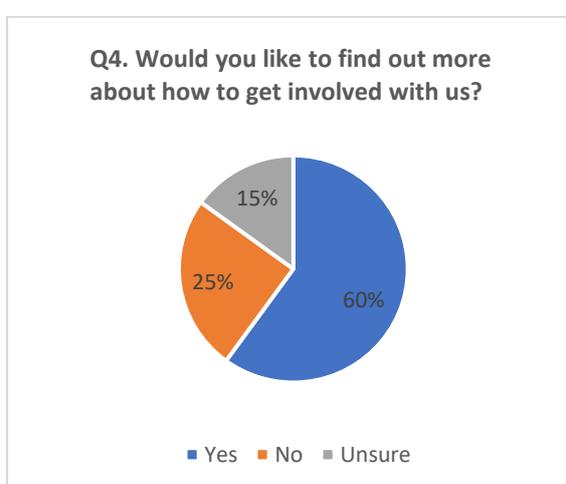
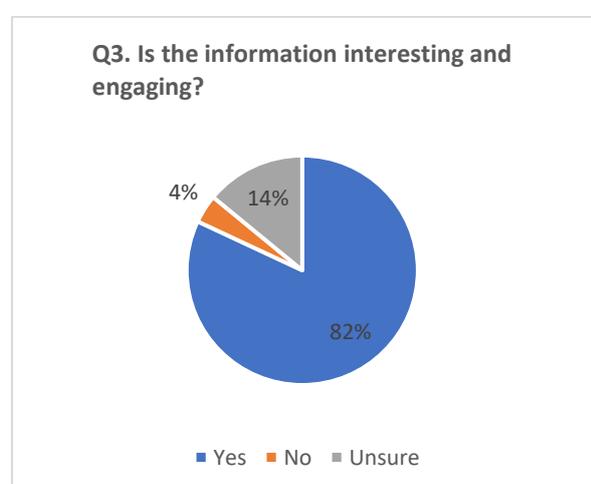
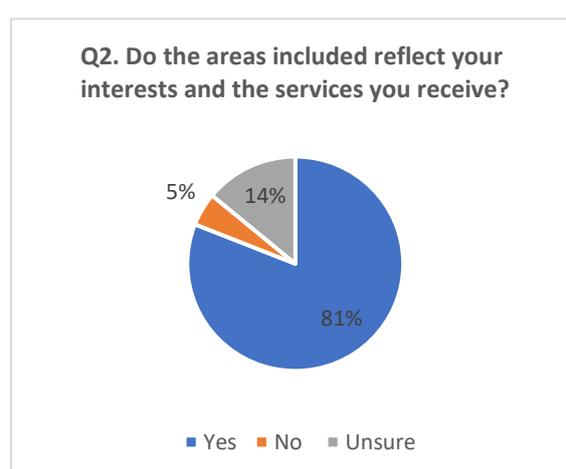
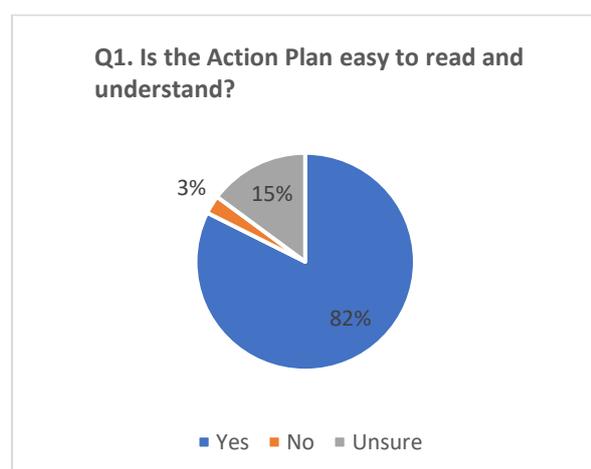
## Housing Customer Services Engagement Strategy Action Plan – Consultation Report

In September 2020, Housing Services launched an online consultation to gather views from tenants, Council staff and other social housing landlords on the Housing Customer Engagement Strategy 2020-23 and associated Action Plan.

The Council received 185 responses from tenants and two from other landlords, the results of which are included in this report.

### Tenants' Online Survey - Results

The Council texted out a link directing South Derbyshire District Council tenants to the Action Plan document and a five-question survey to gauge their opinions on its contents. The percentage responses are illustrated in the pie charts below:



## **Tenants' Comments**

<b>Q1. Is the Action Plan easy to read and understand?</b>
Everything is set out plainly and easy to read.
Looks overly corporate, the easiest way to convey information is through story.
Too much information to absorb on first reading, needs simplifying or summarising.
Although I personally found this easy to read and understand, my experience as a support worker shows me that a significant number of people shy away from documents such as this. Perhaps it is this group that you need to craft the design of the document for so that they engage with it?

<b>Q2. Do the areas included reflect your interests and the services you receive?</b>
There's a lot about communicating with tenants in it whereas it's next to impossible to get in touch with some departments (even before Covid).
Because it is written in quite a convoluted way that is not quite clear what the goals and outcomes are. I believe that the average layman will not understand this.
Not really, most is based Swad/Gresley way and unless you drive it's harder to get to.
Don't know all of this answers we haven't been used to it. We have no idea what it's all about?? We are only council tenants that's all.
Again, I think you need to be 'lightening the appearance' of the document with maybe line drawings, cartoon type illustrations or similar, to make it seem less formal.

<b>Q3. Is the information interesting and engaging?</b>
No Ts and Cs or action plans are interesting.
No it's is like that stupid Swad booklet that comes through the door straight in green bin. Your information I find very boring. Sorry but it is true.
It didn't make me want to fall asleep it was very informative.
It is rather wordy.
After reading a few of the subjects everything seemed to be about sharing whatever things better. It seemed more internal measures not external measures.
Again, I'm not sure it is people like me who you need to be engaging with. I take a natural interest in such things anyway.

#### Question 4

12 respondents said they were not interested in getting involved with Housing Services, for the following reasons:

- Not got time – 6
- Illness – 3
- Live too far away – 1
- In vulnerable group (Covid) - 1
- Too old – 1

Two said they were unsure about getting involved because they did not know what time commitments were needed and whether their input would be relevant.

#### Question 5 - Do you wish to make any further comments about the Action Plan, or do you have any ideas about how we could improve it?

- 51 tenants commented on the Action Plan.
- 1 said they would like to comment.
- 31 said they had no further comments.
- 11 said they thought the document was great or good, they liked what we had done, that it was a good idea to keep tenants informed and agreed that tenants should be listened to and wanted to help us to do this.

Eight other suggestions about how we could improve the document are below:

Actually take action not just say it and write out plans.
I think emails would be good.
Include a short conclusion outline of information discussed.
Make it easier to understand and clearer what this is trying to achieve. If this was information for in house council staff, like the appendix of a policy or memo, or even a strategy publication this is fine. However, if this was going to be put out to all council tenants as is, you are going to have issues with both the language used and its format. The afore mentioned does not make this document accessible to all.
While it reads well in theory it will be interesting to see if more tenants will become involved.
For me I would like to see the results of what is being done and ongoing/future plans in the neighbourhood, which is what I think what mean when you talk about 'how to share information.
The whole plan seems very much dependant on tenant participation which is unlikely in this coronavirus epidemic.
You clearly need to make documents like this more visually engaging and less intimidating in appearance so that people are interested in reading it and studying it further.

## **Comments from other social housing landlords**

Two responses were received from other landlords – North Kesteven District Council (Jo Mason, Senior Community Engagement Officer) and Trent and Dove Housing (Annie Bhogal, Community Officer).

### **Trent and Dove:**

- The Customer Engagement Team felt the 2017-20 Community Engagement Strategy document is very clear, easy to read, with a full and varied menu for how residents can become involved in the delivery of their services and within their community.
- The action plan reflects this and has concise actions relating to the goals which reflect back to the regulatory standards.

### **North Kesteven District Council:**

- The strategy is very customer friendly, straight to the point, easy reading and it is good to note that tenants have been part of its development.
- To make it more understandable include a sentence or two to explain the different ways to be involved.
- Missing - any reflection of the complaints process, as this is part of housing regulation.
- Missing – Local Offers.
- Missing - benchmarking i.e. your starting point and then to measure your performance where it is you want to be.