



Involvement Project Neighbourhoods

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Customer Voice and Value Team
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Background and approach

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Background

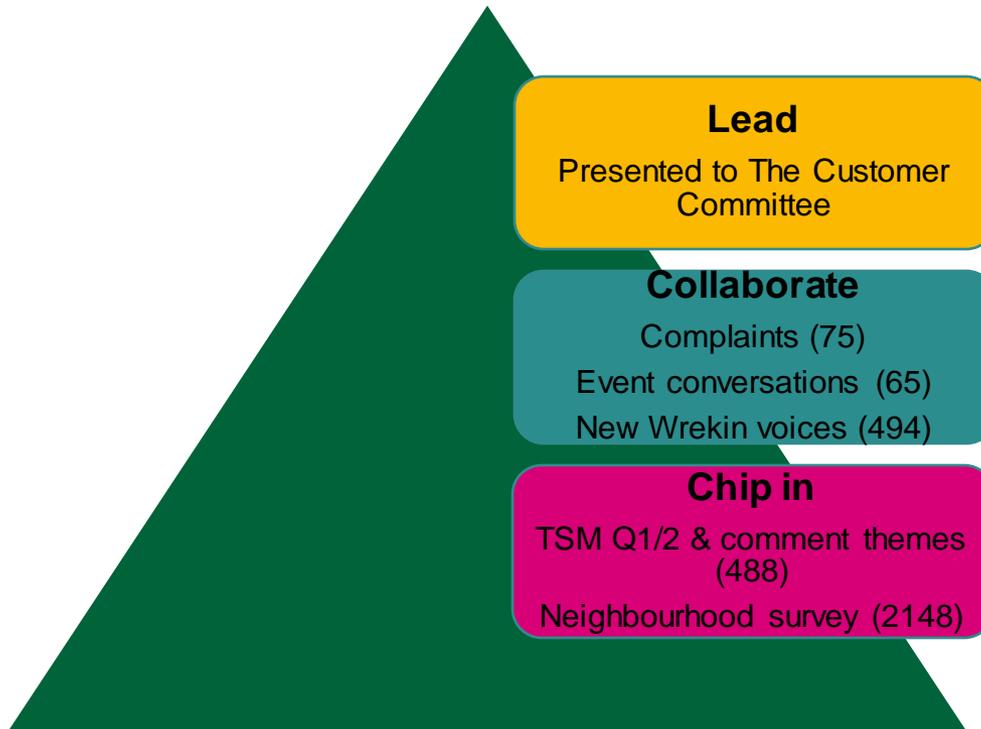
- Neighbourhoods is a key aspect of customers experience of Wrekin homes and this work is designed to increase understanding of customers' experiences.

Approach

- We went out into neighbourhoods joining community events, holding our own events, walkabouts and action days.
- We consulted with customers and neighbours at community events with a short survey about neighbourhoods. 65 members of the community took part. This survey was also sent to Wrekin Voices via the Facebook page and newsletter.
- An all tenant digital survey asked about neighbourhoods 2,148 people took part.
- Themes of dissatisfaction and feedback from complaints and the TSM survey were also looked at.

Background and approach

Engagement pyramid



The majority of views are through 'chip in' with fewer customers more actively involved in collaborative engagement.

This complies with a representative sample based on market research methodology that you should aim for a 95% confidence level and 5% margin of error. (we needed 383 surveys to achieve this)

Wrekin voices – 494 are looking to collaborate more going forward



Findings

Findings

Community impact days and events summer 2023

Bushbury

Litter pick
Community & partnership connections
Conversations with customers

Donnington

Clean up event
Help families and elderly to clear gardens
Staff & tenant litter pick
Armed Forces event

Stafford

Walkabouts & community garden volunteering
Litter picks
Conversations with residents

Dawley

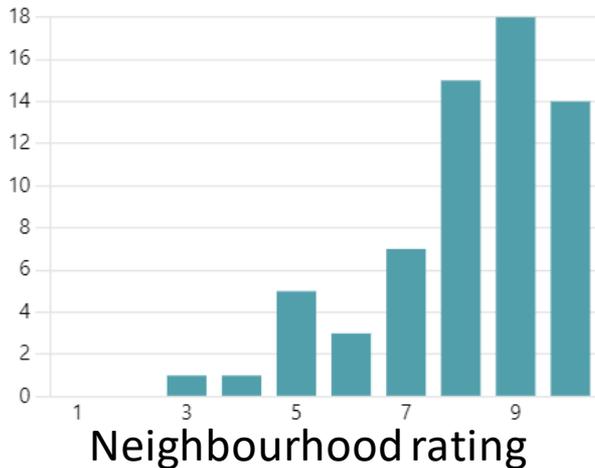
Events
Dawley day
Malinslee big picnic



Findings

Neighbourhood survey from events

- 73% rated their neighbourhood as 8-10 with 10 being best.
- Those who rated the neighbourhood below this lived in a mixture of locations including Dawley (4) Hadley/Leegomery (2) and Bushbury.(2).
- The main areas for improvement are ground maintenance, partnership work, ASB in general (Drug use/dealing in particular) and parking.
- If people could make a change to improve the neighbourhood parking was the main improvement that they would make.



The people –
the location

“Grounds
maintenance
could be better
- hedges need
cutting”

Its quiet,
relaxing and
very clean

Drug dealing
and scooters

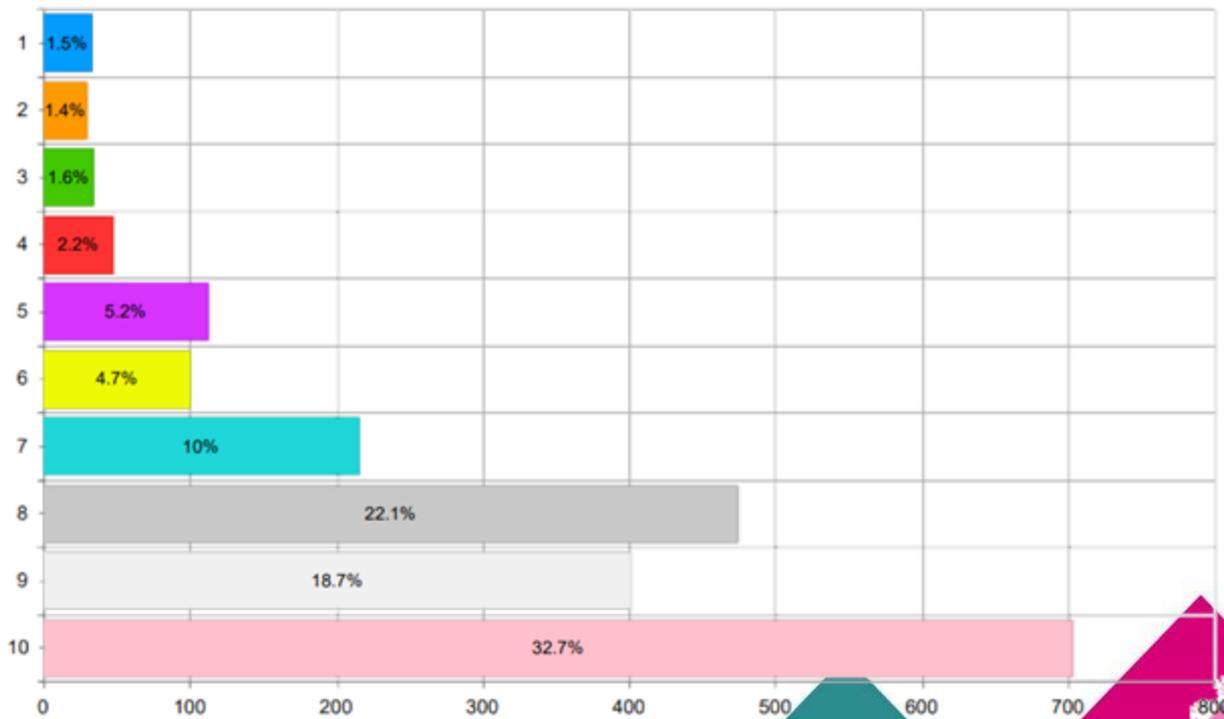
Speeding
drivers going
past!

Findings

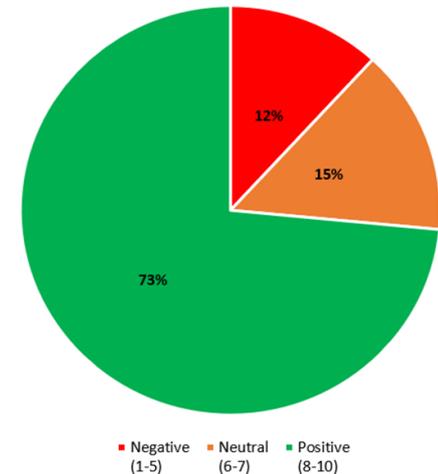
Neighbourhood survey to all customers
2148 responses a 24% response rate

- 73% rated their neighbourhood as 8-10 with 10 being best.
- The management areas Woodside, Wolverhampton, Wem, Stirchley and Hadley showed lower satisfaction with their neighbourhood.
- Looking at age, the 35-44 age group this dips to 63% and over 75s goes up to 85%

Neighbourhood Rating



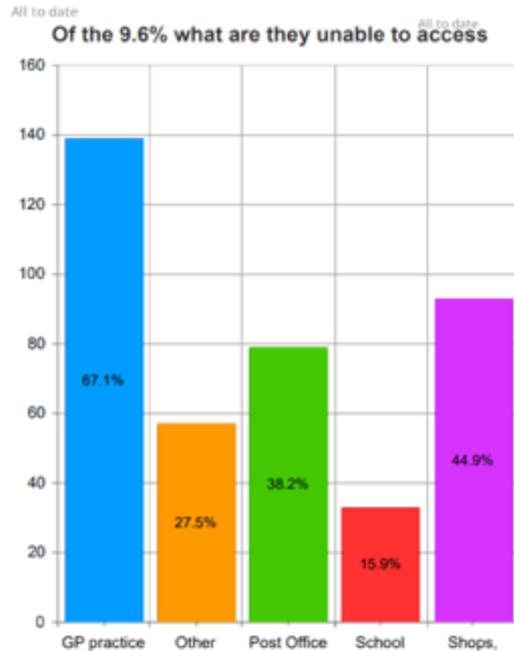
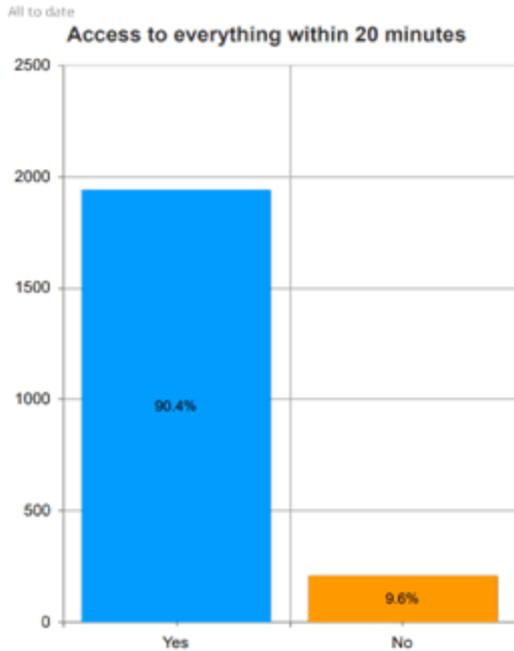
Overall Neighbourhood Rating



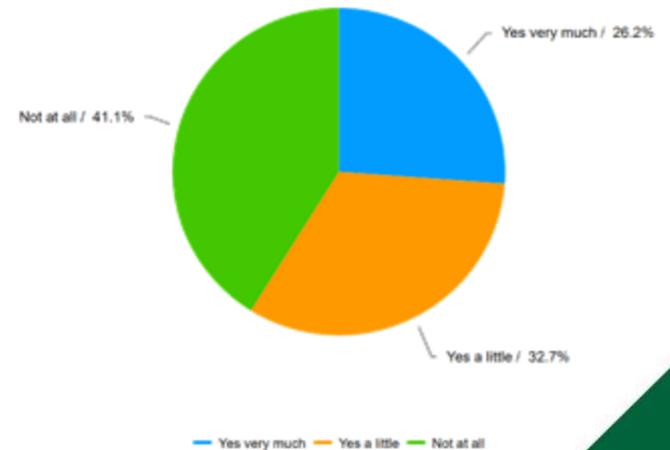
Findings

Neighbourhood survey to all

- Just under 60% of people say that things that Wrekin don't directly control impact their neighbourhood score
- 10% of customers can't get to what they need within 20 minutes. This goes up to 18% in Oswestry and Newport management areas. The GP is a particular concern. This reflects the rural nature of some of our areas.



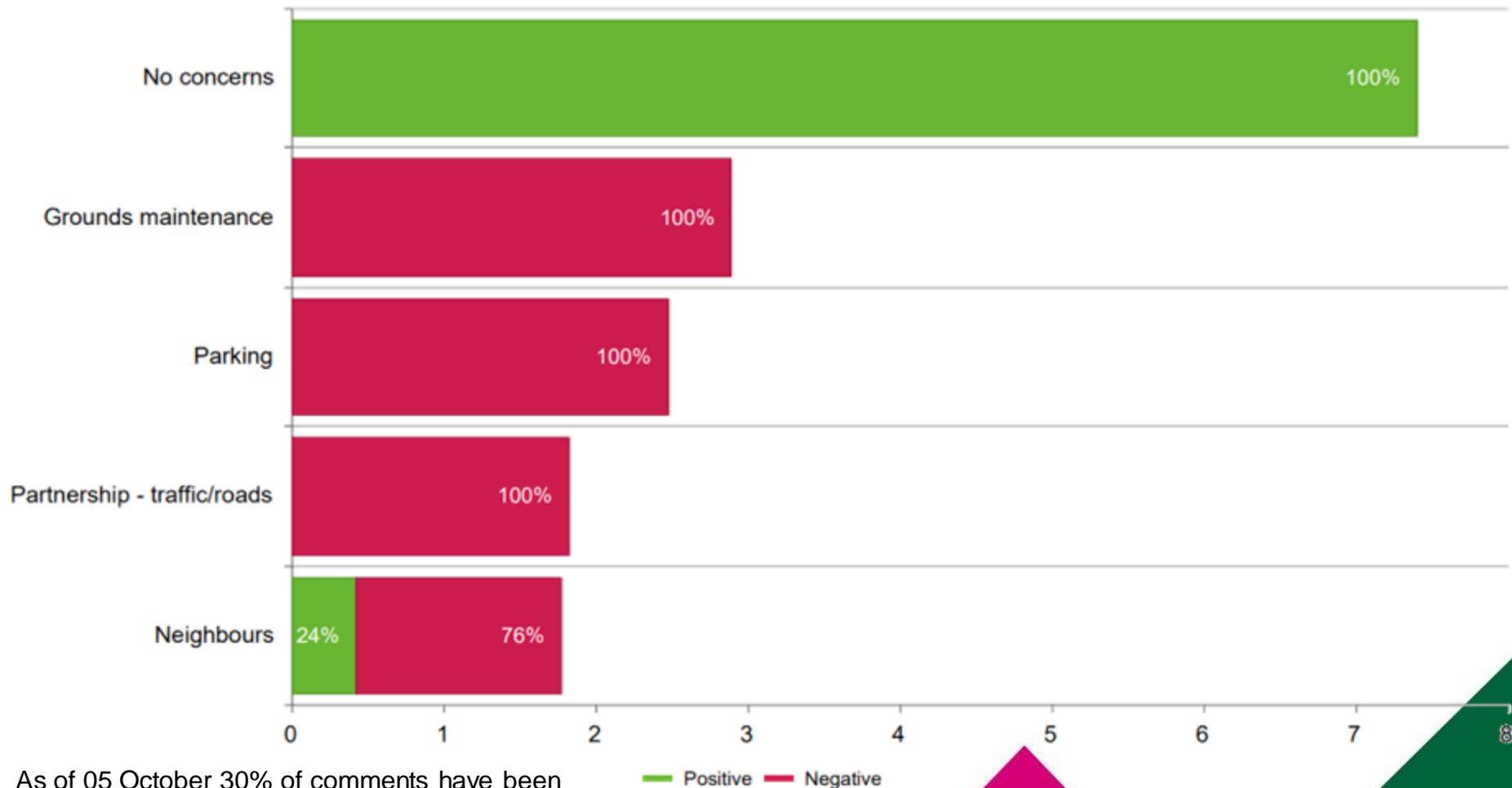
Impact on your Neighbourhood by items out of Wrekin's control



Themes from responses

All to date

How could Wrekin Improve the neighbourhood - top 5 comment themes

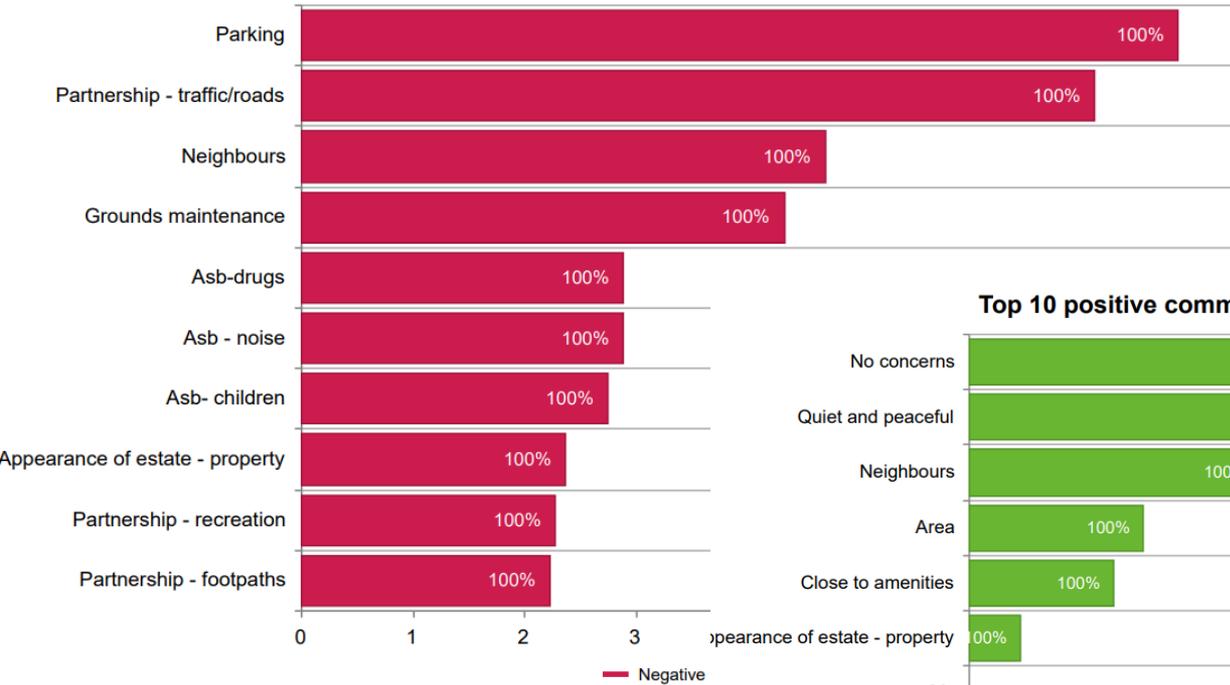


As of 05 October 30% of comments have been tagged for themes

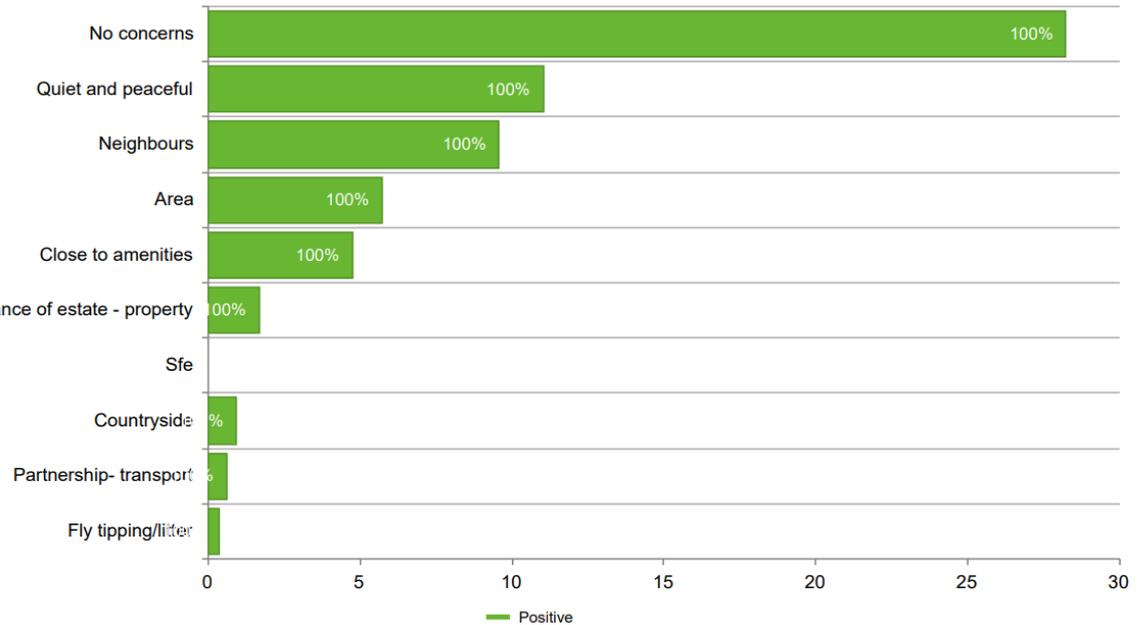
Positive Negative

Themes from responses

Top 10 negative comment themes - all questions



Top 10 positive comment themes - all questions



Findings

Complaints and surveys

Tenant Satisfaction Survey (Q1 & Q2 2023) 488 completed surveys

How satisfied or dissatisfied are you that the Wrekin Housing Group makes a positive contribution to your neighbourhood?



How satisfied or dissatisfied are you with the Wrekin Housing Group's approach to handling anti-social behaviour?



Is there anything else you would like to say about your home and/or the services the Wrekin Housing Group provides? If you are dissatisfied with anything, please tell us here:

In Qtr 1&2: (Comments may relate to more than one negative area)

17 negative comments were made relating to neighbourhoods and **nine** positive comments.

13 negative comments were made relating to ASB

31 negative comments were made relating to grounds maintenance

Some of the comments: "Gardening services are lacking." "Would like the hedges outside to be cut more often. They always look's messy." "The amount of times we have had to report ASB is ridiculous." "Non collectable rubbish left behind the bins." "Lack of parking is a nuisance."

Findings

Complaints and surveys

Complaint themes

Although neighbourhoods don't have a distinct complaints area, areas which impact neighbourhoods do have complaints. For example grounds maintenance, ASB and estate management.

COMPLAINTS Q1 Q2

50 complaints received about grounds maintenance – these are a split between grass cutting/mowing and frequency of mowing and management of the estate appearance for example; hedges and bushes.

Learning outcomes from these complaints focus on better communication of pruning and cutting schedules to both customers and Housing teams. There was also a resource issue (now recruited) which caused delays. Any future delays need to be better communicated.

15 complaints related to ASB cases. **Learning outcomes** vary depending on the outcome expected. Some were due to escalation to other services/Police. Some things could have been better communicated by staff and some outcomes were not what customers wanted.

10 complaints about estate management, although only **four** related to neighbourhoods. With the main theme being the management of neighbours gardens.

Findings

Findings and Opportunities for improvement

- 73% of customers rated their neighbourhood as good (8-10).
- 12% of customers rated their neighbourhoods as not good (1-5).
- 60% of customers recognise that we can't directly control all aspects of neighbourhoods.
- Customers feel Wrekin can increase area satisfaction by improving grounds maintenance, parking, traffic, in particular speed, and neighbour issues.
- Just under 10% of customers can't access everything they need easily. This goes up to 18% in the Oswestry and Newport management areas. Access to GP services is a concern.
- Through the TSM survey 74% of customers are satisfied with how Wrekin contribute to their neighbourhoods. 65% are satisfied with how we handle ASB.
- The main theme through complaints is grounds maintenance.



Recommendations and actions

Recommendations and actions

Recommendation	Action	Impact/aim	Timescale	Lead
Create neighbourhood locality plans	Use customer survey information and feedback to help inform the direction of new locality plans for neighbourhoods.	Staff will have good knowledge of where our customers live, area specific needs and priorities. Allowing for targeted support and improvement.	April 2024	Nick Grub Housing Team
Better understand locally based resilience offer and/or gaps to help shape and deliver effective community impact initiatives.	Use neighbourhood survey information and local intelligence to help inform and shape community impact activity, linking with local partners to help build customer and community resilience.	Increase support available to customers through partnership working. Build resilience and improve local areas through impact days and initiatives.	Ongoing	Sam Hine Kathryn Holmes/Michele Ashley David Lewis
Look at ASB in more detail. Explore the customer experience of ASB cases	Complete a journey mapping exercise with customers with recently closed ASB cases.	Understand how key points of the journey effect customers. To discover high and low points of the experience.	November 2024	Kathryn Holmes Phil Heywood Jenny Jackson

Recommendations and actions

Recommendation	Action	Impact/aim	Timescale	Lead
Service standard review	Agree a standard/responsibility for key items relating to neighbourhoods	Create clear communication of responsibilities for Wrekin and tenants.	On going	David Hall Nick Grubb James Marston
Boost wider understanding of what Wrekin can/can't directly control in respect to neighbourhoods.	Linking to service standards, better communicate Wrekin responsibilities across neighbourhoods.	To help improve customer expectations of what Wrekin can achieve across the areas tenants live.	On going	Ed Thomas Nick Grubb
Can we better predict parking pressures in the new communities we build?	Overlay areas less satisfied with parking. How do our new homes compare? Are some new areas better than others?	To prevent future parking issues and the ASB this can also cause.	On going	Simon Thompson New home operations group Jane Green



Measuring success

Measuring success

Measures

- Improved satisfaction of neighbourhoods

Monitoring

- Consumer standards self assessment
- TSM reporting quarterly
- Complaints numbers
- Feedback on walkabouts and community events