

Customer Engagement Strategy Consultation



Rural Stirling
Housing Association

Prepared by Laura Chisholm, Target Applications, on 12 May 2021



Purpose of the Consultation

RSHA aim to make engaging with tenants an integral part of the HA culture. The survey provided the outline proposals regarding tenant engagement and consultation methods. It asked the tenants whether the proposals are correct, and if they disagreed with them, what the correct methods should be.

Ways to get involved

"We want to make sure that there are a variety of options to enable everyone to get involved"

There are three levels of engagement

1. Light Touch / just a minute
2. Taking more interest / an hour or so
3. Get involved / regular engagement

Working Groups

There is a range of working groups that tenants can become involved with, with engagement levels to suit everyone

The Communication Framework

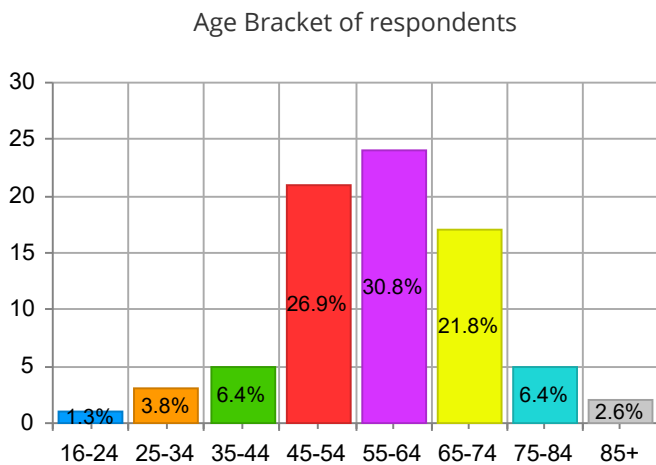
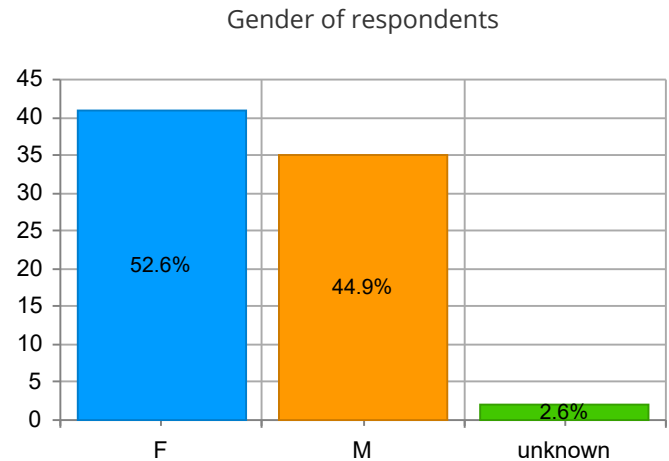
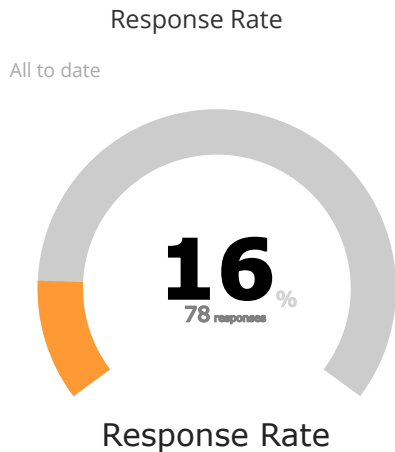
"We will ensure there are a range of communication methods to suit all tenants and service users"

These methods will include traditional, face to face and digital communications, including events and consultations.

Who answered the survey ?

The survey was sent digitally to 628 tenants via SMS or email. 58 tenants had no digital communications methods available. 64 tenants had mobile numbers listed that were returned as invalid. Survey requests were sent a total of 3 times to give tenants the chance to participate.

78 responses were received, giving a response rate of 15.6%

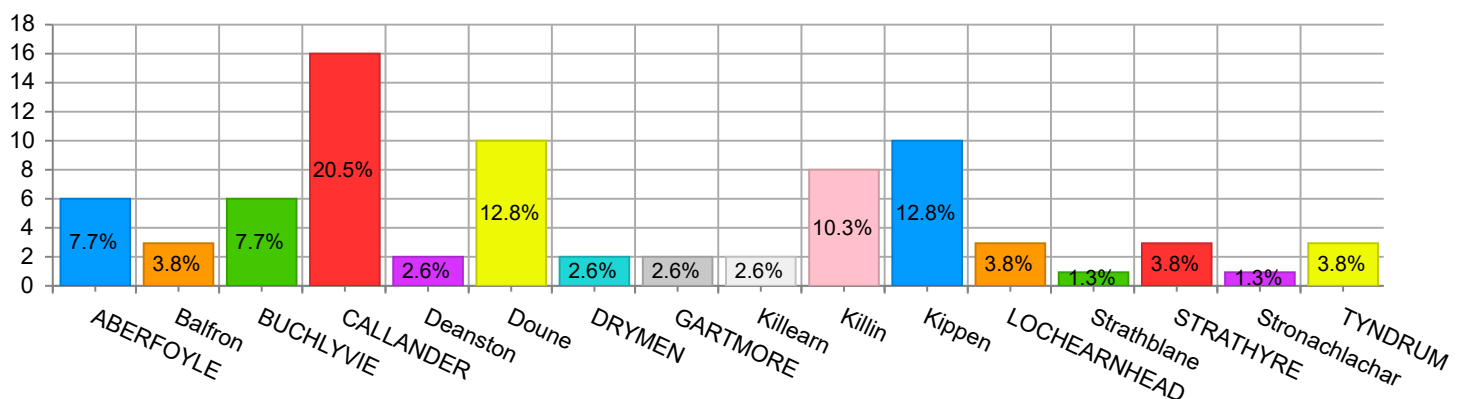


The gender of the respondents shows nothing extraordinary, with just over 50% females, 45% males and a small number of unknowns.

The age bracket follows a normal distribution which would be expected and corresponds to the entire tenant population.

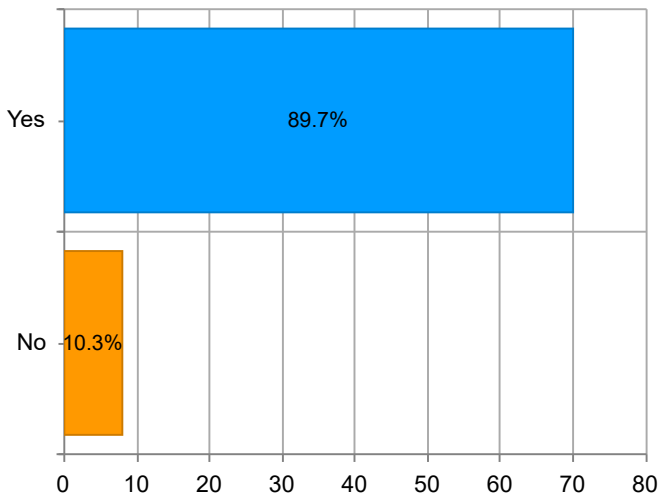
The home town of respondents follows fairly closely to the pattern of the overall tenant population, although there is a greater percentage from Doune, Killin, Kippen and a lower percentage from Callander, Balfroon and Tyndrum.

Home town of respondents



Responses

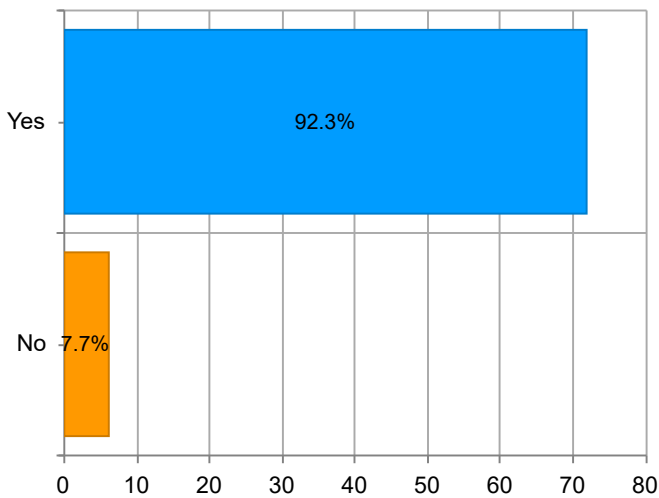
Do you think we have included the correct range of consultation methods ?



Those who responded "No" were then asked why that was so. The responses can be summarised as follows

- Suggestion to use online/digital means for group consultations, such as Zoom
- Those who didn't agree with the methods suggested, but did not want to become involved
- Those who did not see the link that was available and did not read the document
- Those who used the survey as an opportunity to air issues other than those specifically asked - RSHA have a list of these people to contact individually to follow up.

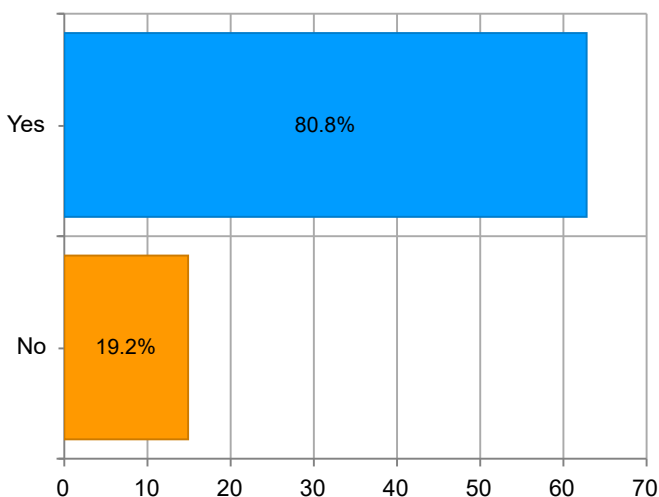
Do you think the working groups are covering the right topics ?



Those who answered "No" were then asked what other working groups should be included. The responses can be summarised as follows

- Working group to look specifically at heating
- Tenant working groups specifically within each estate

Are we providing the right range of communication methods and information ?



Those who answered "No" were then asked which communication methods should be provided. The responses can be summarised as follows

- Provide regular updates, a quarterly magazine or minutes of meetings
- Regular visits by the housing officer
- More Face-to-Face meetings
- Pop up visits to individual estates, ensuring that the dates, times and places are known in advance
- Those who used the survey as an opportunity to air issues other than those specifically asked - RSHA have a list of these people to contact individually to follow up.

Getting Involved

All respondents were asked what would encourage them to get involved with RSHA.

Misc (1) More HO F2F contact (1) **Not interested in being involved (2)** Guarantees of listening (4) Incentives (1)
Increase communications (1) Increase involvement across age bands (1) Make Contact (2)
Not interested in being involved (8) Regular Meetings (1) Would like to know more (1) Encourage younger people (1)
Increase communications (3) Increase involvement across age bands (1) **Increase local involvement (3)**
Make Contact (21) Not interested in being involved (1) Online meetings (2) Regular Meetings (1) Would like to know more (1)

■ Positive ■ Neutral ■ Negative

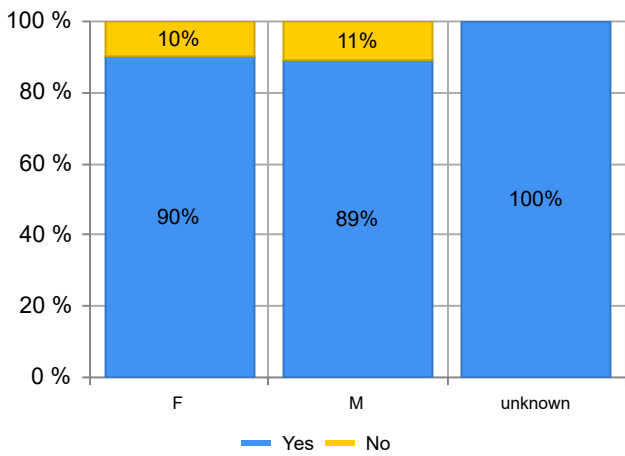
The themes that are present in this question are displayed above. As in previous comment questions, there are some respondents who took the opportunity to highlight issues that were not relevant to the specific questions being discussed, however still require a response from the HA. These individuals will be contacted separately. The other suggestions to get tenants involved with RSHA include

- Regular, possibly online, meetings
- Maintaining communications
- Having guarantees that action will be taken and tenant views listened to
- Encouragement of diverse age groups being involved from young to older

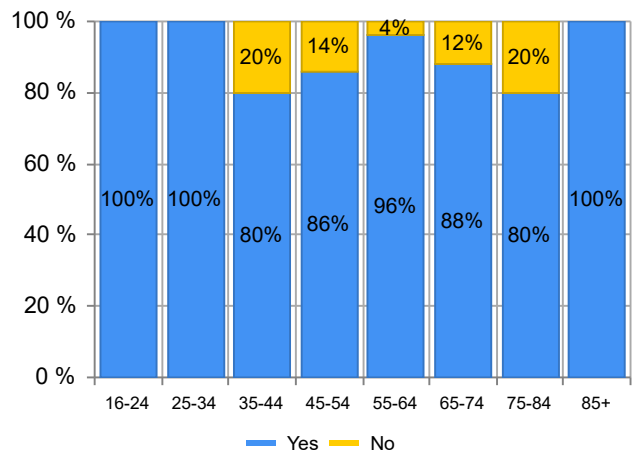
There are also those that don't wish to be involved due to illness or disability, or a lack of time

Analysis by demographics

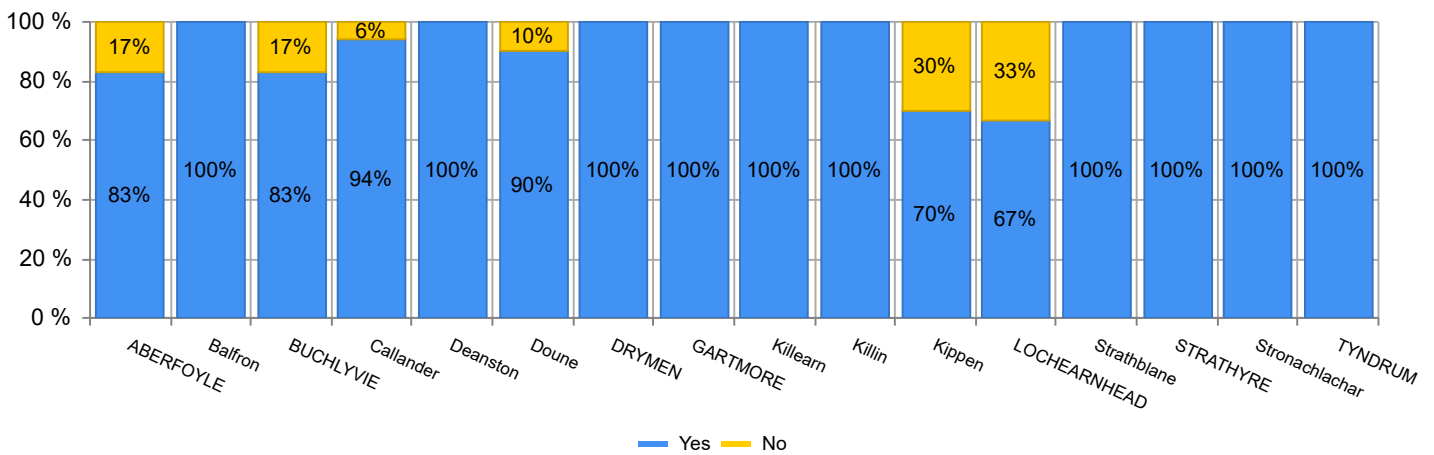
Do you think we have included the correct range of consultation methods : by gender



Do you think we have included the correct range of consultation methods : by age bracket



Do you think we have included the correct range of consultation methods : by town

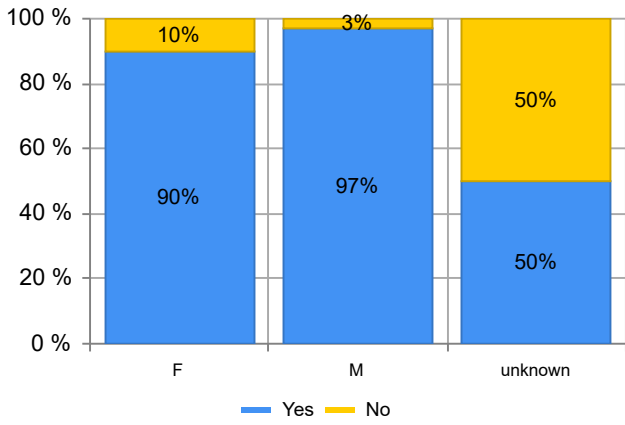


There are very little differences between the responses of the genders to this question.

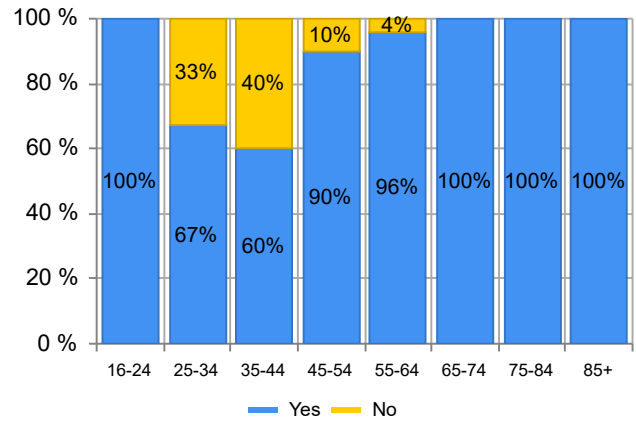
For age brackets, the middle groupings indicate more need for alternative consultation methods, especially the 35-44 and 75-84 years brackets which both have 20% of respondents not agreeing that the consultation methods are correct.

Within the individual towns, more than one third of respondents from Kippen and Lochearnhead indicate that alternative methods consultation are required.

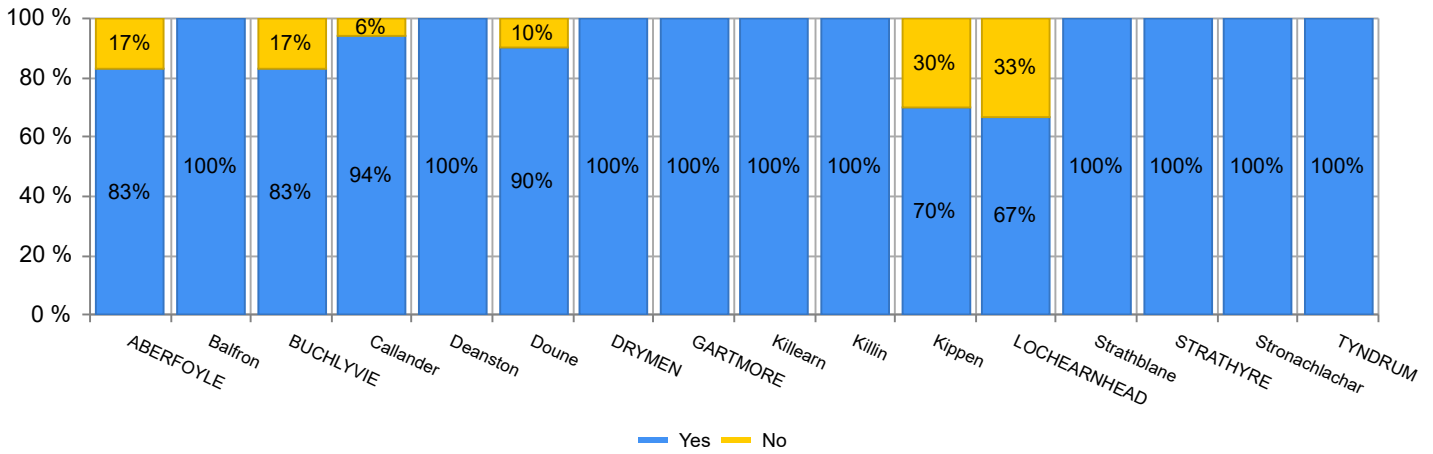
Do you think the working groups are covering the right topics : by gender



Do you think the working groups are covering the right topics : by age bracket



Do you think the working groups are covering the right topics : by town

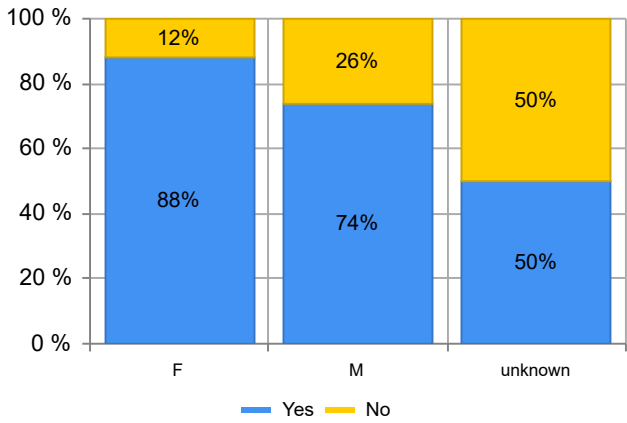


There is very little difference between the genders regarding opinions on the consultation covering the right topics. The unknown gender looks like it is split, but actually there are only 2 respondents in that category, so the result is not significant statistically.

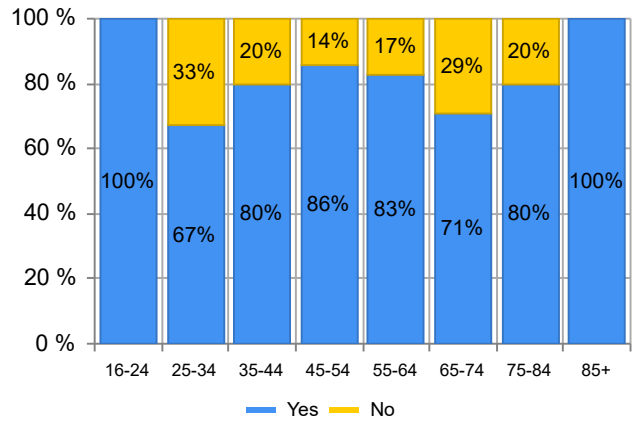
The younger age brackets of 25 to 44 are strongly of the opinion that the topics are not correct, with 33% and 40% respectively disagreeing that the topics covered by the working groups are correct.

Analysis by town indicates that Kippen and Lochearnhead would like additional topics to be covered.

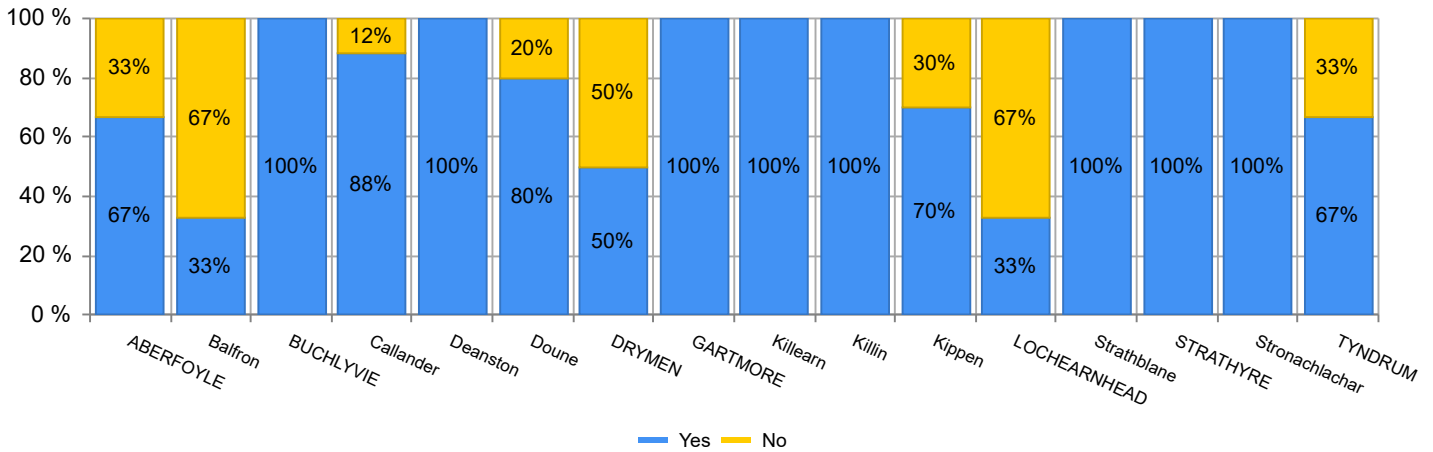
Are we providing the right range of communication methods and information : by gender



Are we providing the right range of communication methods and information : by age bracket



Are we providing the right range of communication methods and information : by town



Analysis by gender reveals that a higher percentage of males don't believe that RSHA is providing the right range of communication methods.

Around one third of the 25-34 and the 65-74 age brackets also do not believe that RSHA provides the right range of communication methods.

Viewing the response data by town, reveals that more than half of the respondents in Balfron, Drymen, and Lochearnhead don't believe that the range of communication methods provided are correct. Additionally, approximately one third of Aberfoyle, Kippen and Tyndrum respondents also don't believe that the communication methods are correct.

Summary

Essentially, the results of the survey show that the majority of respondents are happy with the engagement proposals and strategies outlined in the Customer Engagement Strategy document they were provided.

There were some suggestions for additional methodologies and working groups, but there were few differences in the suggestions to those proposed by RSHA.

There does seem to be some differences within the individual towns that RSHA covers, but the volumes of responses were fairly small overall.

A list of those who require further contact either to become active participants in the working groups, or to discuss an unrelated issue that was highlighted via the survey methodology has been provided to RSHA.