# Housing Services "Future Spending Priorities"

Report Date: September 2023

**Data analysis and report author:**

David Besbrode
*Research and Insight Manager*

**Co-authors:**

Stewart Henderson
*Strategic Communications Advisor*

Patience Quarcoo
*Consultation & Events Officer*

David Barreto Ian
*Neighbourhoods & Housing Internal Communications Officer*

**Contact**

Hackney Consultation Team
on 020 8356 3343 or
consultation@Hackney.gov.uk

have **your** say

Hackney

# Contents

# Introduction

Hackney Council's Housing Services wanted to find out what housing services are the most important to tenants to help shape the future priorities for how they deliver the services tenants need and want.

# Background

Changes in government rent policy last year saw social housing rents being capped at 7%.

This cap may have helped minimise the impact of the cost of living crisis. However, it means the Council has less money for maintaining, repairing and improving homes and estates.

The money we use to carry out this work comes from rents we are able to collect. Like all households, the Council is facing higher costs of things like building materials, fittings and delivering services due to inflation.

As a result it means we have to make £11 million savings from our Housing Services budget over the next 4 years from April 2024.

Our work is split across five main areas:

- **Repairs** - e.g. general repairs to your home, tackling damp and mould
- **Resident & Building safety** - e.g fire and gas safety, building safety regulations
- **Capital Works Programme** - e.g. replacing kitchens and front doors, improving estates, making your homes more energy efficient, maintaining lifts
- **Tenancy Services** - e.g. rent collections;  management of council homes, and tackling anti-social behaviour
- **Service Improvement / Complaints** - e.g. customer services,  managing and monitoring service performance, supporting service improvements and driving up standards.

# Consultation & Engagement Approach

A consultation was carried out on a platform called Simulator by Delib.

Simulator is an interactive tool where respondents allocate points using a slider to specify which priorities they value most and whether they are a low or high priority.

We ran a communication campaign through a variety of channels.  Here is a brief overview of the various communication and engagement channels used:

- ○ Social media (both paid for and organic)
- ○ Videos - one outlining why we were carrying out the survey and another explaining how to complete it
- ○ SMS messages to Hackney Council tenants
- ○ Hackney Council website
- ○ Events - face to face
- ○ Media
- ○ E-newsletters (including Hackney Matters, Our Homes and Hackney News)
- ○ Love Hackney
- ○ Posters on estates and in libraries
- ○ Leaflets handed out at housing surgeries and by repairs staff during visits. Some were also provided through the community champions.
- ○ Members briefing

You can read all the details of the communications and engagement campaign methods in the appendix at the end of this document.

## Response rate

1,023 respondents took part in the consultation between 30th June 2023 and 10th September 2023.

1,023 responses provide an overall data accuracy of **+/-3.5%**.

This means that if 50% of respondents answer 'yes' to a yes/no question, then we know that if we run the same survey again, between 46.5% and 53.5% of all residents would give the same response including those who did not submit a completed survey.

# Executive summary

- The highest priority area from all respondents is "**General repairs inside your home**", with an average allocation score of **7.3 out of 10**.
- The **top three priority** areas are all related to repairs:
  - **General repairs inside your home**
  - **Work to reduce damp and mould**
  - **External repairs to buildings**
- **776 Council Tenants** took part, which accounts for **76%** of all respondents who completed the consultation.
- **126 Freeholders/Leaseholders** took part, which accounts for **12%** of all respondents who completed the consultation.
- The **top five priorities** for Council Tenants, which account for a majority response of 50% or more, is:
  - **General repairs inside your home**
  - **Work to reduce damp and mould**
  - **External repairs to buildings**
  - **Internal improvements to your home**
  - **Anti-Social Behaviour and Estate Safety**
- **Repairs** received the highest number of comments (269) with the main key theme relating to **maintenance and repair issues**.
- Other comment areas and top key themes are:
  - Service Improvements (213 comments)
    - **Complaint Handling and Response**
  - Tenancy Services(148 comments)
    - **Anti-Social Behaviour (ASB) and Safety Concerns**
  - Capital Works Programme (131 comments)
    - **Property Maintenance/Repairs**
  - Resident and Business Safety (101 comments)
    - **Importance of Safety and Maintenance**
  - Final comments (48 comments)
    - **Maintenance and Repairs**

# Overview of results

## Average allocation of points for all services and what is provided

| Category | Service | Value |
|---|---|---|
| Repairs | General repairs inside your home | 7.3 |
| Repairs | Work to reduce damp and mould | 7.0 |
| Repairs | External repairs to buildings | 7.0 |
| Tenancy Services | Anti-Social Behaviour and Estate Safety | 6.2 |
| Capital Works Programme | External works to buildings | 5.9 |
| Service Improvement / Complaints | Customer Services | 5.9 |
| Resident & Building Safety | Fire safety work to buildings | 5.9 |
| Capital Works Programme | Internal improvements to your home | 5.8 |
| Resident & Building Safety | Compliance with building safety regulations | 5.7 |
| Tenancy Services | Housing Management | 5.5 |
| Capital Works Programme | Communal/Open areas | 5.4 |
| Resident & Building Safety | Asbestos Management Services | 5.1 |
| Service Improvement / Complaints | Managing and monitoring performance of services | 5.0 |
| Service Improvement / Complaints | Service improvement projects | 4.9 |
| Tenancy Services | Rent collection | 4.5 |
| Capital Works Programme | Investment to improve energy efficiency / retro-fit your home | 4.5 |
| Tenancy Services | Resident Participation, Communities and TMOs | 4.3 |
| Capital Works Programme | Lifts | 4.1 |

| Service | What is provided by the service | Average Allocation |
|---|---|---|
| Repairs | General repairs inside your home | **7.3** |
| Repairs | Work to reduce damp and mould | **7.0** |
| Repairs | External repairs to buildings | **7.0** |
| Tenancy Services | Anti-Social Behaviour and Estate Safety | **6.2** |
| Capital Works Programme | External works to buildings | **5.9** |
| Service Improvement / Complaints | Customer Services | **5.9** |
| Resident & Building Safety | Fire safety work to buildings | **5.9** |
| Capital Works Programme | Internal improvements to your home | **5.8** |
| Resident & Building Safety | Compliance with building safety regulations | **5.7** |
| Tenancy Services | Housing Management | **5.5** |
| Capital Works Programme | Communal/Open areas | **5.4** |
| Resident & Building Safety | Asbestos Management Services | **5.1** |
| Service Improvement / Complaints | Managing and monitoring performance of services | **5.0** |
| Service Improvement / Complaints | Service improvement projects | **4.9** |
| Tenancy Services | Rent collection | **4.5** |
| Capital Works Programme | Investment to improve energy efficiency / retro-fit your home | **4.5** |
| Tenancy Services | Resident Participation, Communities and TMOs | **4.3** |
| Capital Works Programme | Lifts | **4.1** |

The chart and table above represent the average points allocation by respondents.

They show that the top three services that were the highest priority for respondents were all related to repairs. All three scored an average allocation of 7 or more points overall.

Maintenance of lifts was the least priority according to respondents with an average allocation of 4.1 points.

Respondents were asked to allocate 100 points across 18 services, using a scale of 0 to 10 by increments of 2 (0, 2, 4, 6, 8, 10), with 0 being the lowest and 10 being the highest.
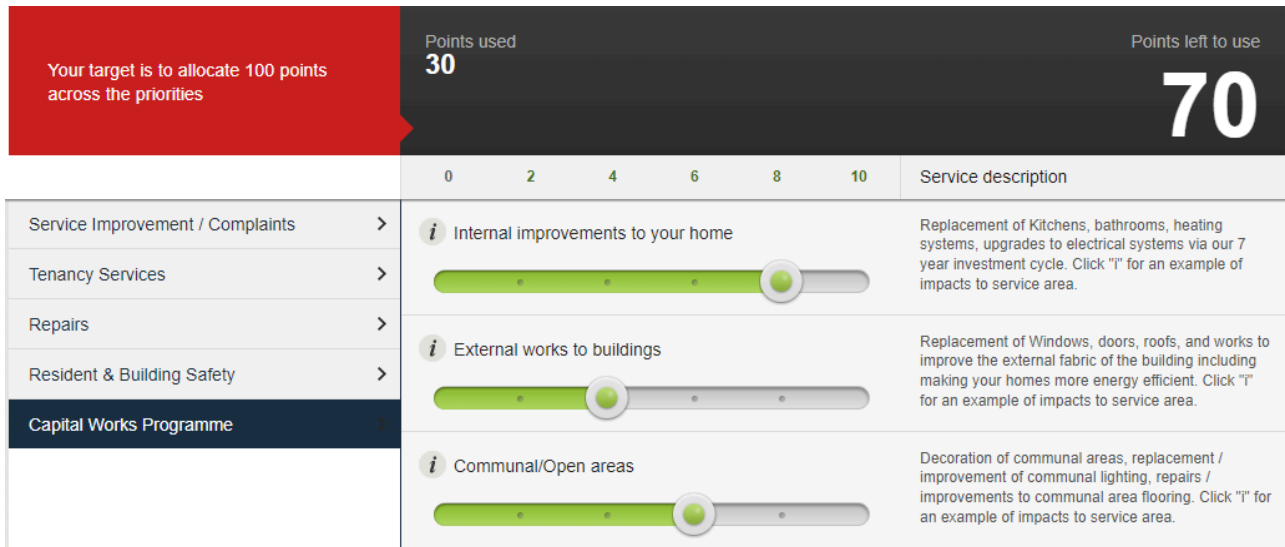
*(Simulator slider page example that the user takes part to allocate points)*

The average allocation is calculated based on the total number of points that are given to each service and then divided by the number of respondents that allocated points (allocated points / no. of respondents = average allocation).

To provide more detail around the priority levels of each service, and for the purpose of analysis, we categorised what each priority means:

- 0 - No priority
- 2 - Very low priority
- 4 - Low priority
- 6 - Medium priority
- 8 - High priority
- 10 - Very high priority

From this we grouped them into three main priority categories, using a traffic light rating for analysis:

- 2 & 4 - Green (Low priority)
- 6 - Amber (Medium priority)
- 8 & 10 - Red (High priority)

Please note that zero was omitted from the grouping.  As points were allocated towards priorities that mattered to them, if it was left at zero then it means all allocated points were used elsewhere.

## All Respondents Allocated Points Breakdown by Priorities

| Service | High priority | Medium priority | Low priority |
|---|---|---|---|
| (954) General repairs inside your home | 625 | 175 | 154 |
| (943) Work to reduce damp and mould | 598 | 162 | 183 |
| (965) External repairs to buildings | 563 | 201 | 201 |
| (918) Anti-Social Behaviour and Estate Safety | 462 | 222 | 234 |
| (880) Internal improvements to your home | 425 | 181 | 274 |
| (902) External works to buildings | 414 | 215 | 273 |
| (907) Customer Services | 391 | 257 | 259 |
| (900) Fire safety work to buildings | 386 | 259 | 255 |
| (905) Compliance with building safety regulations | 353 | 277 | 275 |
| (865) Communal/Open areas | 349 | 205 | 311 |
| (898) Housing Management | 336 | 255 | 307 |
| (843) Asbestos Management Services | 317 | 236 | 290 |
| (706) Investment to improve energy efficiency / retro-fit your home | 309 | 157 | 240 |
| (875) Managing and monitoring performance of services | 287 | 211 | 377 |
| (658) Lifts | 277 | 151 | 230 |
| (866) Service improvement projects | 264 | 233 | 369 |
| (778) Resident Participation, Communities and TMOs | 241 | 182 | 365 |
| (808) Rent collection | 236 | 211 | 361 |

■ High priority   ■ Medium priority   ■ Low priority

The chart above represents the breakdown of services by the priority groups mentioned above, which has been ordered in descending order of "High priority".

This shows that the highest number of respondents allocated points to the top three options, which all were under the Repairs service.

Two thirds of respondents stated that "General repairs inside your home" was the highest priority (66%), followed by just under two thirds for "Work to reduce damp and mould" (63%), and just under 60% for "External repairs to buildings".

As the top three high priorities were over 50%, these are a majority view when compared to all other options.

"Lifts", which has the lowest overall allocated points, has a 38% high priority response which is 9% higher than "Rent Collection" at the bottom of the chart.  The caveat is that "Lifts" has 150 fewer responses overall, but not all of our tenants live in properties with lifts, therefore in these cases it is likely that lifts would not be prioritised.

## Council Tenants Analysis

776 Council tenants took part in the consultation, which is 76% of all respondents. This was significantly higher than all other tenures, with the next highest being those who have a home being bought on a mortgage with only 78 respondents (8%).

The consultation was aimed mainly at our tenants, although it was open to anyone to take part, but Housing Services provides most services for them. Leaseholders/Freeholders also receive some services, but there are far fewer when compared to Tenants.

Leaseholders/Freeholders, who could fall under the tenure categories of "being bought on a mortgage", "owned outright" and "shared ownership", account for 12% of all respondents who took part.  This is a small percentage compared to 76% for tenants, so the following charts focus on tenants only, followed by a section on Leaseholders/Freeholders.

## Council Tenants ONLY  Allocated Points Breakdown by Priorities

| Priority | High priority | Medium priority | Low priority |
|---|---|---|---|
| (740 )General repairs inside your home | 506 | 131 | 103 |
| (725) Work to reduce damp and mould | 470 | 121 | 134 |
| (730) External repairs to buildings | 409 | 155 | 166 |
| (687) Internal improvements to your home | 348 | 148 | 191 |
| (695) Anti-Social Behaviour and Estate Safety | 346 | 169 | 180 |
| (689) External works to buildings | 300 | 176 | 207 |
| (683) Fire safety work to buildings | 291 | 205 | 193 |
| (679) Customer Services | 286 | 200 | 193 |
| (689) Compliance with building safety regulations | 266 | 212 | 211 |
| (680) Housing Management | 254 | 181 | 245 |
| (533) Asbestos Management Services | 253 | 181 | 217 |
| (651) Communal/Open areas | 235 | 158 | 251 |
| (498) Investment to improve energy efficiency / retro-fit your home | 224 | 119 | 190 |
| (644) Lifts | 215 | 116 | 167 |
| (646) Managing and monitoring performance of services | 213 | 161 | 278 |
| (652) Service improvement projects | 189 | 177 | 280 |
| (624) Rent collection | 188 | 161 | 275 |
| (590) Resident Participation, Communities and TMOs | 184 | 130 | 276 |

■ High priority   ■ Medium priority   ■ Low priority

The chart above is shown in descending order of "High Priority".  The top five priorities accounted for a majority response of a high priority to the tenants (50% or more).

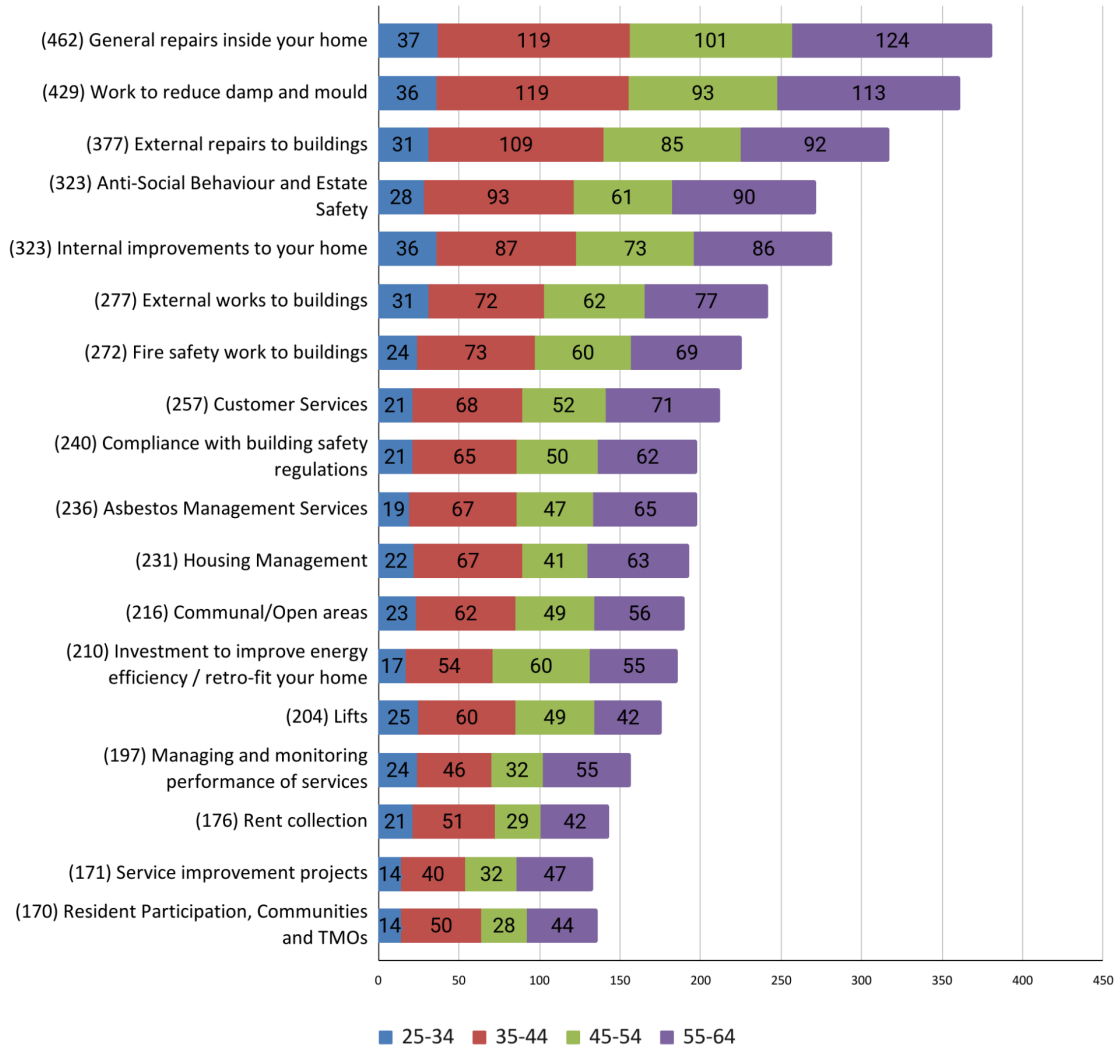We can breakdown the data by four demographic categories:

- Age groups - 25 to 64 (95% of respondents) - *(Under 16, 18-24, 65-74 and 85+ excluded due to low number of respondents - 5% combined)*
- Ethnic groups (all groups included)
- Gender - male and female only (95% of respondents) - *(Non Binary, Another term and Prefer not to say excluded due to low number of respondents - 5% combined)*

- Disability (those who stated "Yes" - 29%)

Where certain age groups and genders have been excluded, this is due to a significantly low number of respondents.  The data would be insignificant in comparison to the majority of respondents who fall within the 95% for each demographic.

The following charts are focused on the percentage of respondents who chose each priority area as a "High Priority" only (8 & 10 allocated points).  The reason for this is for ease of understanding each chart and what the data is telling us.  By adding in all priority status of low, medium and high, this would make the visuals of the charts very crowded and not understandable.  By focusing on the high priority only, this gives the clearest indication of where respondents priorities lie.
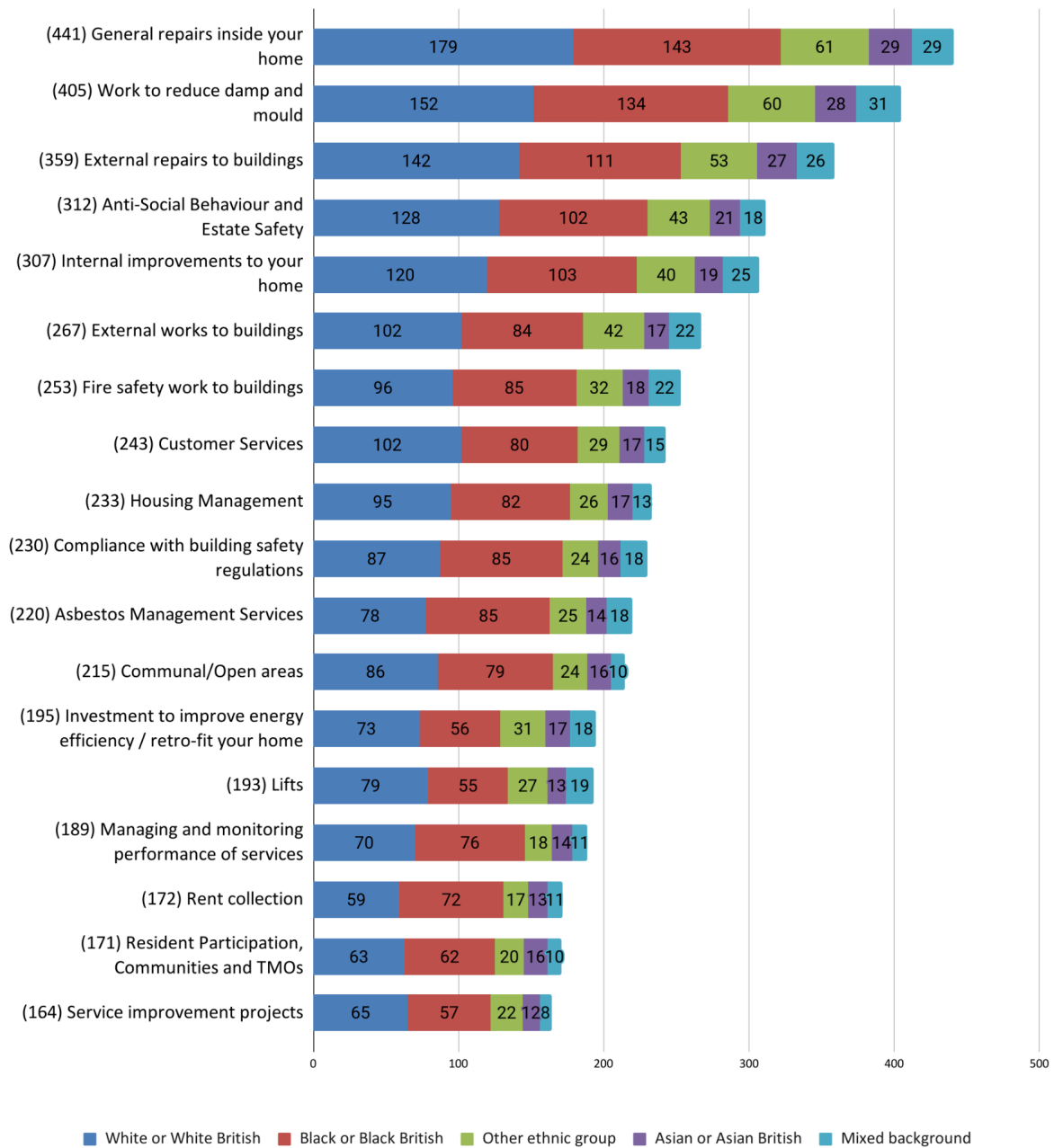
## High Priority ONLY (8 & 10 allocated points) by AGE GROUPS (25 - 64)



| Category | 25-34 | 35-44 | 45-54 | 55-64 |
|---|---|---|---|---|
| (462) General repairs inside your home | 37 | 119 | 101 | 124 |
| (429) Work to reduce damp and mould | 36 | 119 | 93 | 113 |
| (377) External repairs to buildings | 31 | 109 | 85 | 92 |
| (323) Anti-Social Behaviour and Estate Safety | 28 | 93 | 61 | 90 |
| (323) Internal improvements to your home | 36 | 87 | 73 | 86 |
| (277) External works to buildings | 31 | 72 | 62 | 77 |
| (272) Fire safety work to buildings | 24 | 73 | 60 | 69 |
| (257) Customer Services | 21 | 68 | 52 | 71 |
| (240) Compliance with building safety regulations | 21 | 65 | 50 | 62 |
| (236) Asbestos Management Services | 19 | 67 | 47 | 65 |
| (231) Housing Management | 22 | 67 | 41 | 63 |
| (216) Communal/Open areas | 23 | 62 | 49 | 56 |
| (210) Investment to improve energy efficiency / retro-fit your home | 17 | 54 | 60 | 55 |
| (204) Lifts | 25 | 60 | 49 | 42 |
| (197) Managing and monitoring performance of services | 24 | 46 | 32 | 55 |
| (176) Rent collection | 21 | 51 | 29 | 42 |
| (171) Service improvement projects | 14 | 40 | 32 | 47 |
| (170) Resident Participation, Communities and TMOs | 14 | 50 | 28 | 44 |

The chart above represents the breakdown of priorities (high priority only) by age group.

The age range included is from 25 to 64.  All other age groups accounted for under 5% of respondents, so their responses would be insignificant in comparison to include in this analysis.
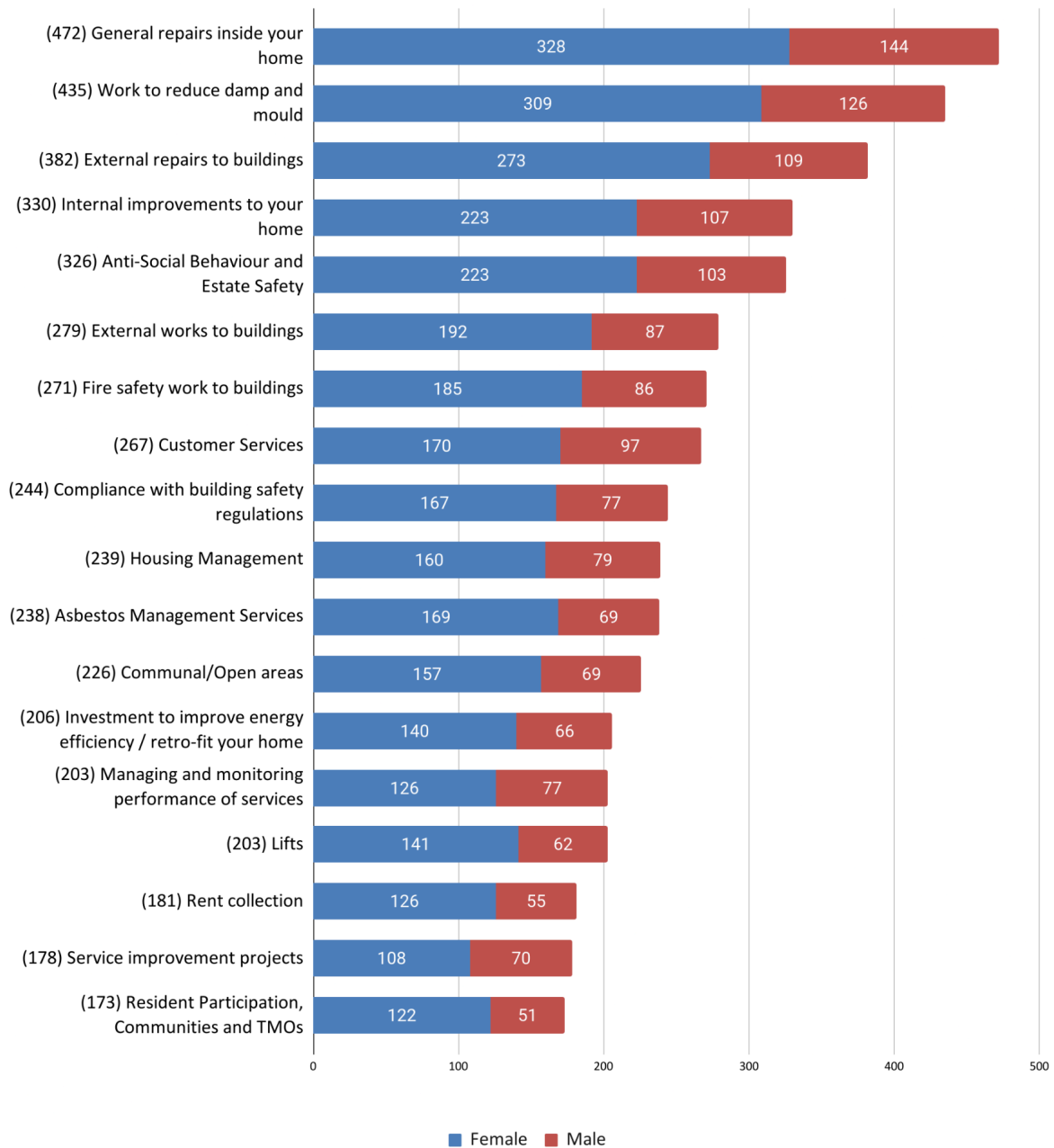
## High Priority ONLY (8 & 10 allocated points) by ETHNICITY



| Priority | White or White British | Black or Black British | Other ethnic group | Asian or Asian British | Mixed background |
|---|---|---|---|---|---|
| (441) General repairs inside your home | 179 | 143 | 61 | 29 | 29 |
| (405) Work to reduce damp and mould | 152 | 134 | 60 | 28 | 31 |
| (359) External repairs to buildings | 142 | 111 | 53 | 27 | 26 |
| (312) Anti-Social Behaviour and Estate Safety | 128 | 102 | 43 | 21 | 18 |
| (307) Internal improvements to your home | 120 | 103 | 40 | 19 | 25 |
| (267) External works to buildings | 102 | 84 | 42 | 17 | 22 |
| (253) Fire safety work to buildings | 96 | 85 | 32 | 18 | 22 |
| (243) Customer Services | 102 | 80 | 29 | 17 | 15 |
| (233) Housing Management | 95 | 82 | 26 | 17 | 13 |
| (230) Compliance with building safety regulations | 87 | 85 | 24 | 16 | 18 |
| (220) Asbestos Management Services | 78 | 85 | 25 | 14 | 18 |
| (215) Communal/Open areas | 86 | 79 | 24 | 16 | 10 |
| (195) Investment to improve energy efficiency / retro-fit your home | 73 | 56 | 31 | 17 | 18 |
| (193) Lifts | 79 | 55 | 27 | 13 | 19 |
| (189) Managing and monitoring performance of services | 70 | 76 | 18 | 14 | 11 |
| (172) Rent collection | 59 | 72 | 17 | 13 | 11 |
| (171) Resident Participation, Communities and TMOs | 63 | 62 | 20 | 16 | 10 |
| (164) Service improvement projects | 65 | 57 | 22 | 12 | 8 |

Legend: ■ White or White British  ■ Black or Black British  ■ Other ethnic group  ■ Asian or Asian British  ■ Mixed background

The chart above represents the breakdown of priorities (high priority only) by ethnicity.

The two ethnicities with the highest percentage of respondents were "White or White British" which accounts for 43% of respondents (light blue) and "Black and Black British" which accounts for 31% of respondents (red). All other ethnic groups accounted for 26%.
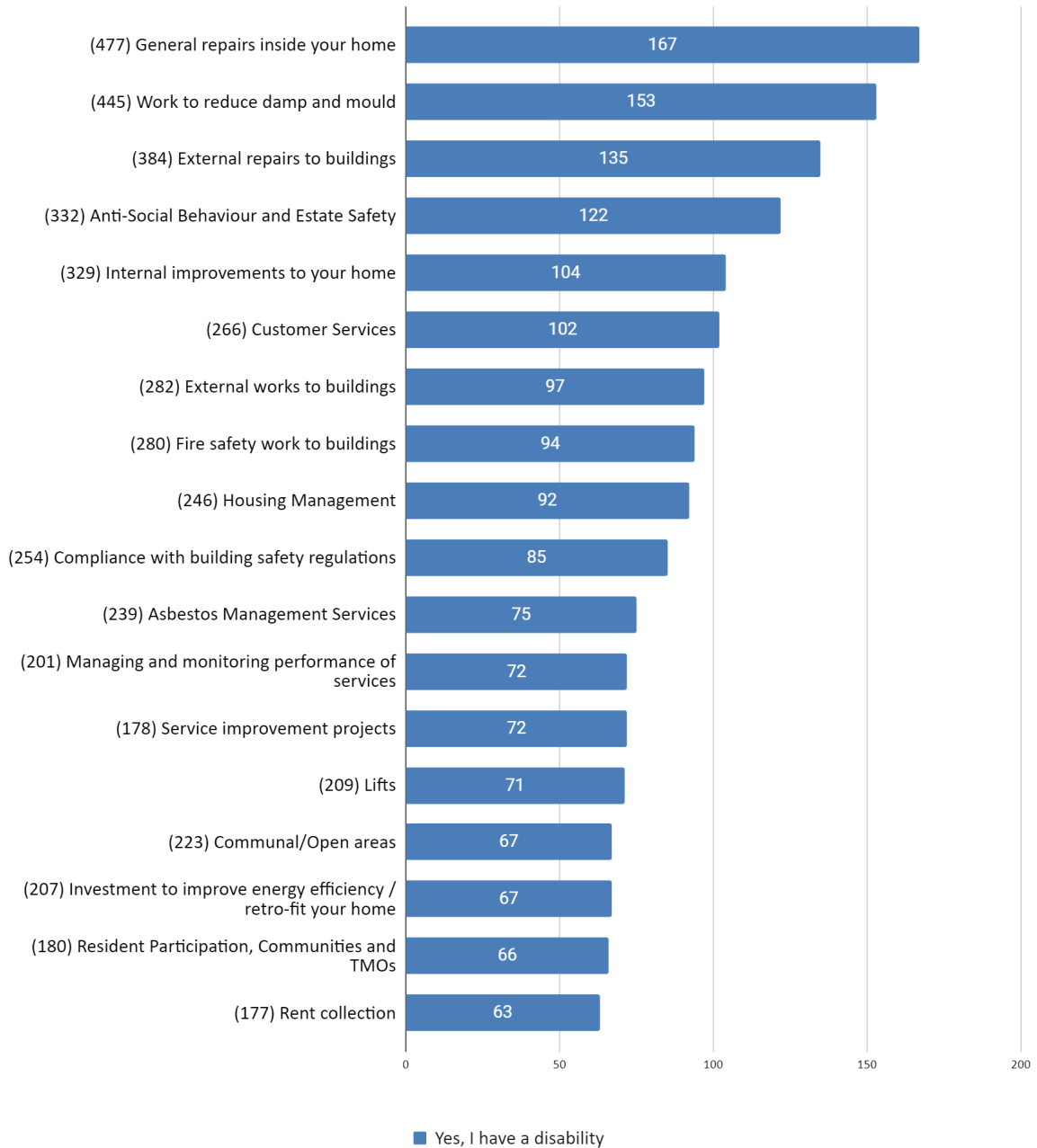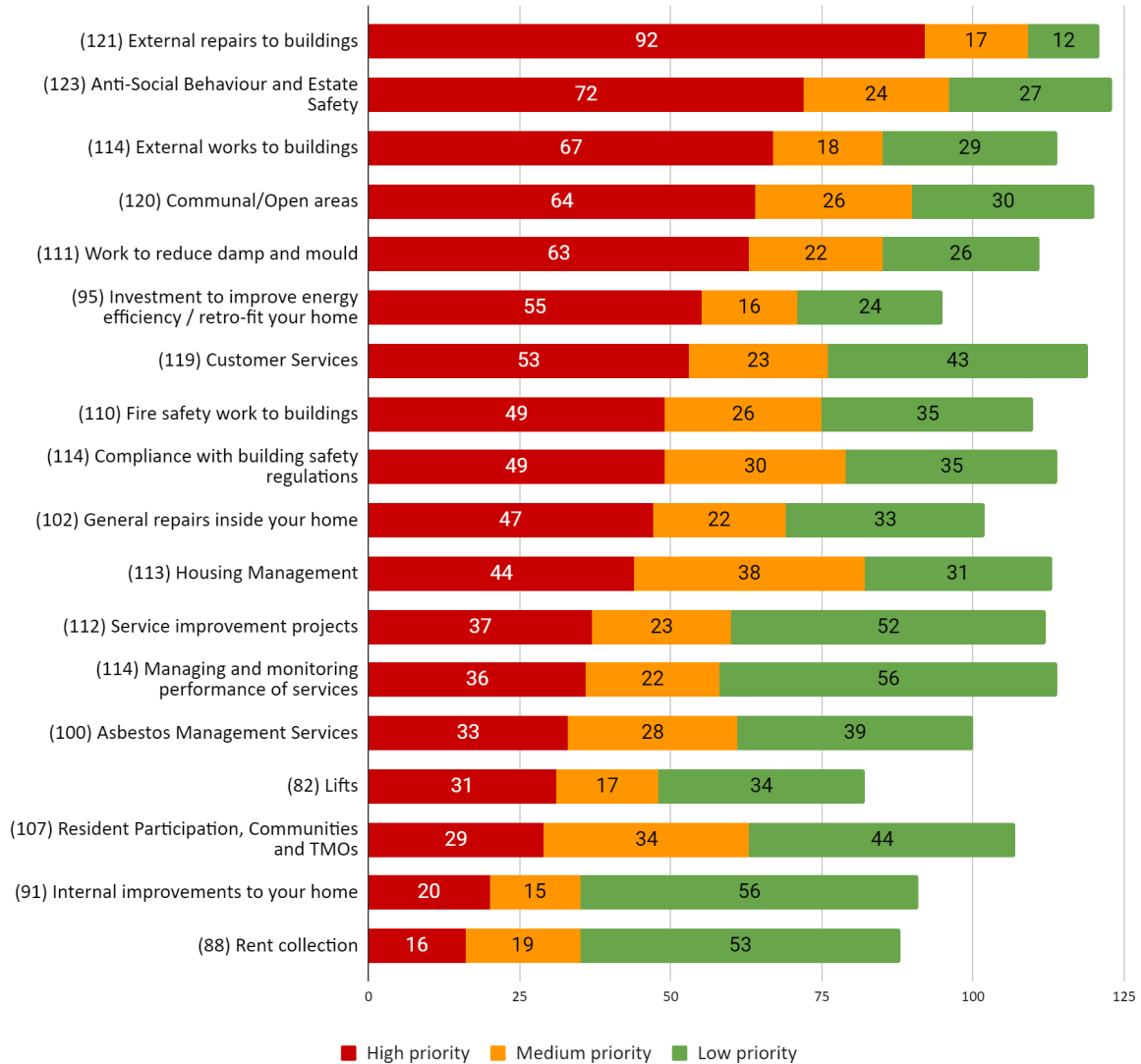
## High Priority ONLY (8 & 10 allocated points) by GENDER

| Category | Female | Male |
|---|---|---|
| (472) General repairs inside your home | 328 | 144 |
| (435) Work to reduce damp and mould | 309 | 126 |
| (382) External repairs to buildings | 273 | 109 |
| (330) Internal improvements to your home | 223 | 107 |
| (326) Anti-Social Behaviour and Estate Safety | 223 | 103 |
| (279) External works to buildings | 192 | 87 |
| (271) Fire safety work to buildings | 185 | 86 |
| (267) Customer Services | 170 | 97 |
| (244) Compliance with building safety regulations | 167 | 77 |
| (239) Housing Management | 160 | 79 |
| (238) Asbestos Management Services | 169 | 69 |
| (226) Communal/Open areas | 157 | 69 |
| (206) Investment to improve energy efficiency / retro-fit your home | 140 | 66 |
| (203) Managing and monitoring performance of services | 126 | 77 |
| (203) Lifts | 141 | 62 |
| (181) Rent collection | 126 | 55 |
| (178) Service improvement projects | 108 | 70 |
| (173) Resident Participation, Communities and TMOs | 122 | 51 |

■ Female  ■ Male

The chart above represents the breakdown of priorities (high priority only) by gender.

Just under two thirds of respondents were female and just under a third were male. All other genders accounted for under 5% of respondents, so their responses would be insignificant in comparison to include in this analysis.

## High Priority ONLY (8 & 10 allocated points) by DISABILITY

| Category | Value |
|---|---|
| (477) General repairs inside your home | 167 |
| (445) Work to reduce damp and mould | 153 |
| (384) External repairs to buildings | 135 |
| (332) Anti-Social Behaviour and Estate Safety | 122 |
| (329) Internal improvements to your home | 104 |
| (266) Customer Services | 102 |
| (282) External works to buildings | 97 |
| (280) Fire safety work to buildings | 94 |
| (246) Housing Management | 92 |
| (254) Compliance with building safety regulations | 85 |
| (239) Asbestos Management Services | 75 |
| (201) Managing and monitoring performance of services | 72 |
| (178) Service improvement projects | 72 |
| (209) Lifts | 71 |
| (223) Communal/Open areas | 67 |
| (207) Investment to improve energy efficiency / retro-fit your home | 67 |
| (180) Resident Participation, Communities and TMOs | 66 |
| (177) Rent collection | 63 |

■ Yes, I have a disability

The chart above represents the breakdown of priorities (high priority only) by those who stated that they have a disability only.

# Freeholder/Leaseholder Analysis

## Freeholder/Leaseholder Allocated Points Breakdown by Priority

| Priority Area | High priority | Medium priority | Low priority |
|---|---|---|---|
| (121) External repairs to buildings | 92 | 17 | 12 |
| (123) Anti-Social Behaviour and Estate Safety | 72 | 24 | 27 |
| (114) External works to buildings | 67 | 18 | 29 |
| (120) Communal/Open areas | 64 | 26 | 30 |
| (111) Work to reduce damp and mould | 63 | 22 | 26 |
| (95) Investment to improve energy efficiency / retro-fit your home | 55 | 16 | 24 |
| (119) Customer Services | 53 | 23 | 43 |
| (110) Fire safety work to buildings | 49 | 26 | 35 |
| (114) Compliance with building safety regulations | 49 | 30 | 35 |
| (102) General repairs inside your home | 47 | 22 | 33 |
| (113) Housing Management | 44 | 38 | 31 |
| (112) Service improvement projects | 37 | 23 | 52 |
| (114) Managing and monitoring performance of services | 36 | 22 | 56 |
| (100) Asbestos Management Services | 33 | 28 | 39 |
| (82) Lifts | 31 | 17 | 34 |
| (107) Resident Participation, Communities and TMOs | 29 | 34 | 44 |
| (91) Internal improvements to your home | 20 | 15 | 56 |
| (88) Rent collection | 16 | 19 | 53 |

■ High priority   ■ Medium priority   ■ Low priority

The chart above represents Freeholders and Leaseholders (126 - 12.32%) who specified that they either owned their property with a mortgage, owned outright or shared ownership.

The breakdown of services by the priority groups has been ordered in descending order of "High priority".

The top high priority is "External repairs to buildings", which accounts for 76% of respondents who allocated points to this priority area.

Rent collection has the lowest number of allocated points as a high priority, with the second lowest number of allocated points overall (88), with lifts being the lowest (82).

We can breakdown the data by three demographic categories:

- Age groups - 25 to 85+ *(No respondents in 'Under 16' and '18-24' age groups)*
- Ethnic groups (all groups included)
- Gender - male and female only ('*Prefer not to say' excluded as only 3% of respondents)*

The following charts are focused on the percentage of respondents who chose each priority area as a "High Priority" only (8 & 10 allocated points):

## High Priority ONLY (8 & 10 allocated points) by AGE GROUPS (25 - 85+)
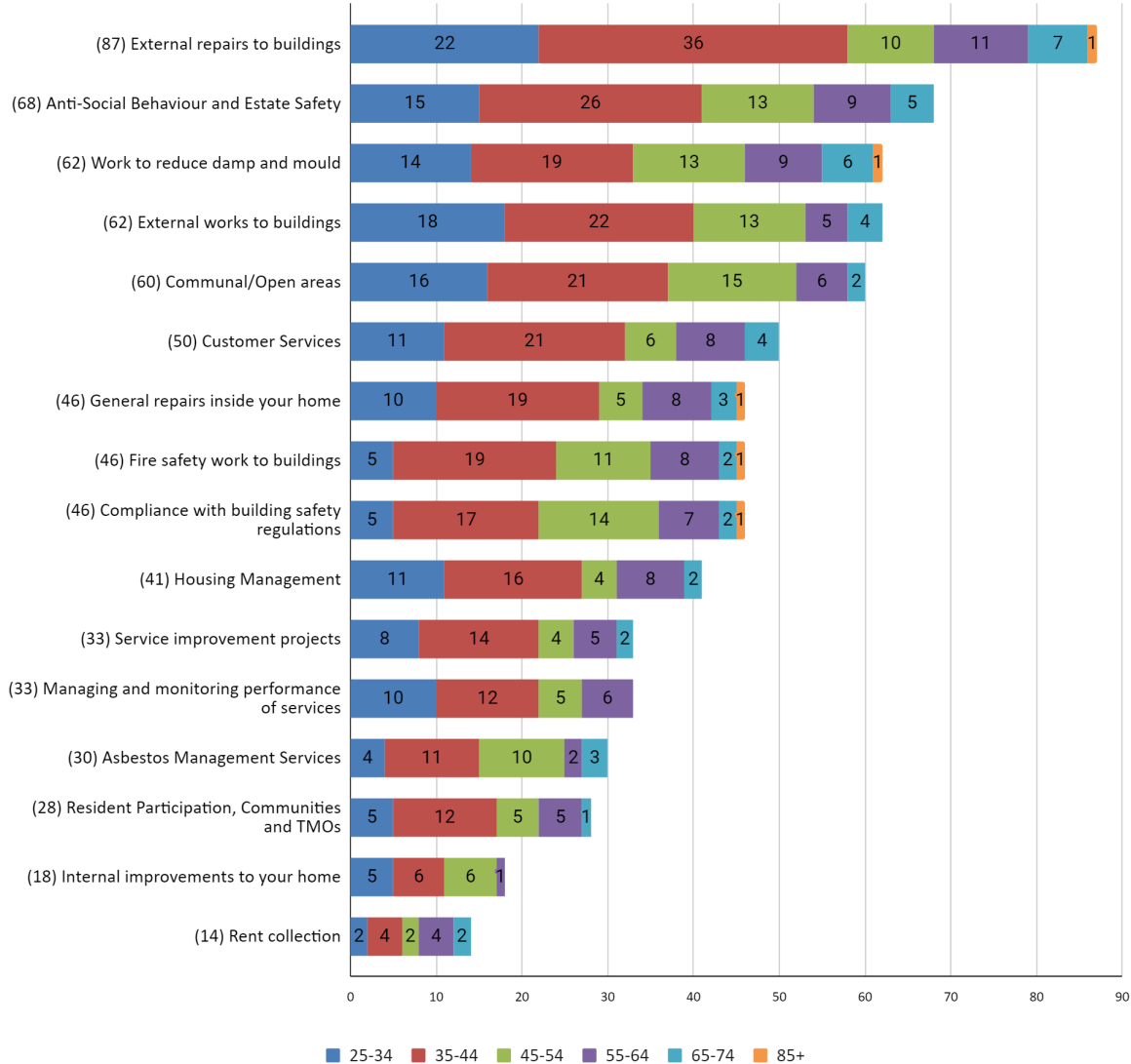


Legend: 25-34, 35-44, 45-54, 55-64, 65-74, 85+

The chart above represents the breakdown of priorities (high priority only) by age group.  The age range included is from 25 to 85+.  There were no age groups of under 16 and 18-24 included in this tenure.

"External repairs to buildings" accounted for the highest number of allocated points for a high priority.  The 35-44 age group was the highest response (36), followed by 25-34 (22), 55-64 (11), 45-54 (10), 65-74 (7) and 85+ (1).

## High Priority ONLY (8 & 10 allocated points) by ETHNICITY



| Priority | White or White British | Black or Black British | Other ethnic group | Asian or Asian British | Mixed background |
|---|---|---|---|---|---|
| (85) External repairs to buildings | 68 | 7 | 7 | 3 | |
| (63) Anti-Social Behaviour and Estate Safety | 53 | 3 | 5 | 4 | 2 |
| (62) Asbestos Management Services | 31 | 1 | 22 | 4 | 4 |
| (61) External works to buildings | 49 | 1 | 6 | 4 | 1 |
| (60) Work to reduce damp and mould | 48 | 6 | 2 | 3 | 1 |
| (59) Communal/Open areas | 42 | 4 | 7 | 3 | 3 |
| (51) Investment to improve energy efficiency / retro-fit your home | 41 | 2 | 5 | 2 | 1 |
| (48) Customer Services | 39 | 4 | 2 | 3 | |
| (46) Fire safety work to buildings | 33 | 5 | 5 | 1 | 2 |
| (46) Compliance with building safety regulations | 31 | 6 | 5 | 1 | 3 |
| (45) General repairs inside your home | 35 | 5 | 2 | 1 | 2 |
| (41) Housing Management | 34 | 1 | 1 | 4 | 1 |
| (34) Service improvement projects | 27 | 3 | 2 | 2 | |
| (33) Managing and monitoring performance of services | 26 | 3 | 2 | 2 | |
| (29) Lifts | 23 | 3 | 1 | 1 | 1 |
| (27) Resident Participation, Communities and TMOs | 18 | 3 | 3 | 1 | 2 |
| (19) Internal improvements to your home | 16 | 1 | 1 | 1 | |
| (15) Rent collection | 11 | 2 | 1 | 1 | |

The chart above represents the breakdown of priorities (high priority only) by ethnicity.

"External repairs to buildings" has the highest number of allocated points for a high priority, with "White or White British" accounting for the majority of respondents (68).

"Asbestos Management Services" has a significantly higher response by "Other ethnic groups" than any other priority area (22).

19

## High Priority ONLY (8 & 10 allocated points) by GENDER

| Priority Area | Female | Male |
|---|---|---|
| (85) External repairs to buildings | 49 | 36 |
| (67) Anti-Social Behaviour and Estate Safety | 39 | 28 |
| (61) External works to buildings | 33 | 28 |
| (61) Communal/Open areas | 37 | 24 |
| (59) Work to reduce damp and mould | 32 | 27 |
| (50) Investment to improve energy efficiency / retro-fit your home | 24 | 26 |
| (49) Customer Services | 27 | 22 |
| (47) Fire safety work to buildings | 27 | 20 |
| (47) Compliance with building safety regulations | 27 | 20 |
| (45) General repairs inside your home | 25 | 20 |
| (42) Housing Management | 26 | 16 |
| (35) Service improvement projects | 17 | 18 |
| (35) Managing and monitoring performance of services | 18 | 15 |
| (31) Asbestos Management Services | 19 | 12 |
| (29) Lifts | 18 | 11 |
| (27) Resident Participation, Communities and TMOs | 17 | 10 |
| (19) Internal improvements to your home | 7 | 12 |

Legend: ■ Female  ■ Male

The chart above represents the breakdown of priorities (high priority only) by gender.

"External repairs to buildings" has the highest number of allocated points for a high priority, with female respondents accounting for 58% and male respondents accounting for 42% of responses to this priority area.

Across all priority areas, there is not a significant difference between allocated points for each area, and it would be fair to say it is proportionate to the overall number of women and men who took part in the consultation.

20

# Comment analysis

Each section of the simulator asked respondents if they would like to add any comments about this service area where they are allocating points.

The following analysis was captured for each area:

## Service Improvements (213 comments)

- **Complaint Handling and Response (42 comments):**
  - Residents expressed frustration with the handling of complaints, stating that responses are often delayed, inadequate, or unsatisfactory. They feel their concerns are not being taken seriously.
  - There are concerns about the lack of follow-up on reported issues and repairs, and some comments mention that complaints are closed without resolution.
- **Customer Service (31 comments):**
  - Residents mentioned issues with customer service, particularly long waiting times on the phone and difficulty reaching the right person to address their concerns.
  - Some comments highlighted the need for improved communication and empathy in customer service interactions.
- **Maintenance and Repairs (26 comments):**
  - Many comments mentioned issues related to maintenance and repairs, including delays in getting repairs done, incomplete or inadequate repairs, and frustration with contractors' performance.
  - There are concerns about the lack of follow-up on reported maintenance issues.
- **Efficiency and Accountability (20 comments):**
  - Residents expressed concerns about the efficiency of services, including the need for quicker response times and improved follow-through on reported issues.
  - Accountability is mentioned as an issue, with some comments suggesting that there's a lack of responsibility and transparency in addressing problems.
- **Communication (12 comments):**
  - Some comments highlighted the need for better communication between residents and different departments within the council. They mentioned issues with information flow and suggested more direct communication channels.

- **General Satisfaction (11 comments):**
  - A few comments indicated general satisfaction with the services provided or the staff's performance.
- **Safety and Property Concerns (9 comments):**
  - Concerns were raised regarding safety issues, such as noise nuisance, anti-social behaviour, and the need for property improvements or refurbishments.
- **Accessibility and Technology (6 comments):**
  - Some comments mentioned the importance of improving accessibility to services, including making phone lines more accessible and user-friendly. There were also concerns about the digital services provided.
- **External Contractors (6 comments):**
  - Residents expressed concerns about the quality of work carried out by external contractors, stating that subcontractors may not be qualified for the job, resulting in poor work quality.
- **Tenant Rights and Treatment (5 comments):**
  - A few comments raised issues related to tenant rights, treatment, and the need for tenants to be heard and valued by the council.

These are the key themes derived from the provided comments, and the number of comments related to each theme. It's important to note that residents' concerns primarily revolve around complaint handling, customer service, and maintenance/repair issues.

## Tenancy Services (148 comments)

- **Anti-Social Behaviour (ASB) and Safety Concerns (24 comments):**
  - Comments related to issues of anti-social behaviour, drug use, loud music, and safety concerns.
- **Communication and Engagement with Residents (17 comments):**
  - Comments about communication problems with housing officers, lack of responsiveness, and the need for better engagement with residents.
- **Rent and Financial Assistance (11 comments):**
  - Comments related to rent arrears, financial assistance during difficult times, and concerns about rent collection.
- **Community Engagement and Support (10 comments):**
  - Comments highlighting the importance of community activities, support for vulnerable residents, and resident involvement.
- **Maintenance and Repairs (9 comments):**
  - Comments about the need for repairs, improvements, and maintenance in housing properties.

- **Tenant Associations and Governance (7 comments):**
    - Comments regarding the role and effectiveness of Tenant Management Organizations (TMOs), Tenant and Resident Associations (TRAs), and governance structures.
- **Council Services and Performance (6 comments):**
    - Comments expressing dissatisfaction with council services, including cleanliness, security, and overall performance.
- **Housing Management and Staff Issues (6 comments):**
    - Comments discussing issues with housing management, staff responsiveness, and customer care.
- **Support for Vulnerable Residents (5 comments):**
    - Comments emphasising the need for support for vulnerable individuals, such as domestic violence survivors.
- **Facility Upkeep and Cleanliness (5 comments):**
    - Comments about the cleanliness and upkeep of housing facilities, including staircases, lifts, and gardens.
- **Security and Safety Measures (4 comments):**
    - Comments related to security measures, such as security doors, CCTV, and safety concerns.
- **Rent Arrears and Payment Plans (3 comments):**
    - Comments discussing rent arrears and the suggestion of payment plans for tenants in financial difficulty.
- **Council Policies and Priorities (3 comments):**
    - Comments addressing council policies, priorities, and allocation of resources.
- **Garages and Housing Waitlists (2 comments):**
    - Comments regarding requests for garages and concerns about the waiting time for housing.
- **Cobwebs and Environmental Concerns (1 comment):**
    - Comments mentioning environmental concerns, such as cobwebs and litter.
- **Miscellaneous/Not Clear (7 comments):**
    - Comments that did not fit clearly into any of the above categories or were not specific enough.

Please note that some comments may overlap between themes, and this categorisation is based on the predominant theme in each comment.

## Repairs (269 comments)

- **Maintenance and Repair Issues: (37 comments)**
  - Many residents expressed frustration due to repairs not being completed or experiencing significant delays.
  - Dampness and mould problems in homes were a common concern.
  - Complaints about the poor quality of repair work were prevalent.
  - Plumbing and heating issues were mentioned as recurring problems.
  - Issues related to drains, gutters, lifts, and windows were also reported.
- **Communication and Service Quality: (17 comments)**
  - Several residents faced difficulties reaching maintenance or repair services.
  - Complaints about the lack of response or follow-up from service providers were frequent.
  - Concerns were raised about the professionalism and quality of service.
- **Building Infrastructure and Safety: (10 comments)**
  - Safety concerns and the need for improvements in building infrastructure were noted.
  - Residents expressed a desire for double glazing and better windows and doors.
  - General maintenance and upkeep of buildings were cited as essential.
  - Roof leaks leading to property damage were highlighted.
- **Tenant Rights and Involvement: (5 comments)**
  - Some residents discussed tenant rights, responsibilities, and expectations for good living conditions.
  - A few mentioned tenant associations and collective actions for addressing issues.
- **Local Authorities and Legal Action: (5 comments)**
  - Residents sought help from local authorities to address their concerns.
  - A few mentioned resorting to legal action or mediation to resolve issues.
  - Landlord responsibilities and obligations were briefly discussed.
- **Overall Satisfaction and Miscellaneous: (11 comments)**
  - General dissatisfaction with maintenance services and the state of the properties was expressed.
  - Frustration with the situation and miscellaneous comments that did not fit into specific categories were also observed.

Please note that some comments may touch on multiple themes, and this summary is based on the primary or most prominent theme in each comment. The number of comments within each category is an approximate count based on the primary theme discussed.

**Capital Works Programme (131 comments)**

- **Property Maintenance/Repairs (31 comments):**
  - These comments are focused on the need for property maintenance, repairs, and upgrades. Many tenants are concerned about issues such as mould, dampness, plumbing problems, and the overall condition of their properties.
- **Energy Efficiency (14 comments):**
  - These comments emphasise the importance of improving energy efficiency in council properties. Tenants express concerns about heating costs, insulation, and the need for energy-efficient upgrades.
- **Lift Maintenance/Repairs (10 comments):**
  - These comments highlight the significance of lift maintenance and repairs in high-rise buildings. Many tenants are worried about lift breakdowns and the impact on their daily lives.
- **General Property Improvements (10 comments):**
  - These comments discuss various property improvements that residents would like to see, including kitchen and bathroom upgrades, window replacements, and overall property aesthetics.
- **Cleaning and Hygiene (8 comments):**
  - These comments focus on the need for better cleaning and hygiene standards within council properties, including communal areas, hallways, and outdoor spaces.
- **Communication and Engagement (6 comments):**
  - These comments express frustration with the lack of communication between tenants, council representatives, and contractors. Residents emphasise the importance of better communication channels.
- **Security and Safety (4 comments):**
  - These comments discuss security concerns, such as the need for CCTV installations, to ensure the safety of residents in their council properties.
- **Community Improvements (4 comments):**
  - These comments touch upon broader community improvements, such as better play areas for children and enhancements to communal spaces.
- **Cost and Service Charge (4 comments):**
  - These comments mention concerns related to service charges, rent increases, and the allocation of funds for property improvements.
- **Environmental Sustainability (4 comments):**
  - These comments highlight the desire for environmentally sustainable solutions, including the installation of solar panels and reducing energy consumption.

- **Parking and Vehicle Issues (3 comments):**
  - These comments discuss parking problems and issues with cars in communal areas.
- **Issues with Contractors (3 comments):**
  - These comments express dissatisfaction with the quality of work carried out by contractors and highlight the need for better supervision.
- **Older Properties (3 comments):**
  - These comments address the challenges of maintaining older council properties and the need for extensive renovations or replacements.
- **Tenant Engagement and Rights (3 comments):**
  - These comments touch on tenants' rights and engagement with the council regarding property improvements and repairs.
- **Financial Concerns (3 comments):**
  - These comments express concerns about the financial aspects of property maintenance and improvements, including budget allocation.

Please note that some comments may overlap in themes, and the categorisation is based on the predominant focus of each comment.

## Resident and Business Safety (101 comments)

- **Importance of Safety and Maintenance (32 comments):**
  - These comments emphasise the importance of safety, maintenance, and regular checks in council-owned buildings.
- **Concerns about Building Safety (16 comments):**
  - These comments express concerns about building safety, especially in older buildings, and the need for safety measures like fire doors, alarms, and asbestos management.
- **Complaints and Issues (14 comments):**
  - These comments highlight various issues such as security concerns, maintenance problems, cleanliness, and structural issues.
- **Asbestos and Fire Safety (10 comments):**
  - These comments specifically address asbestos management and fire safety, often mentioning the Grenfell Tower disaster.
- **Requests for Improvement (9 comments):**
  - These comments request improvements in various aspects, such as security, cleanliness, and safety checks.
- **Satisfaction and Contentment (8 comments):**
  - These comments express satisfaction with certain aspects of the services, such as fire safety campaigns and building inspections.

- **Questions and Inquiries (7 comments):**
  - These comments ask questions or seek clarification on various topics related to building safety and regulations.
- **Concerns about Costs and Budgets (5 comments):**
  - These comments express concerns about the cost of safety improvements and suggest using tenant service charges or reviewing budgets.
- **Requests for Specific Actions (5 comments):**
  - These comments request specific actions, such as installing cameras, improving security, or addressing particular safety issues.
- **Community and Social Safety (4 comments):**
  - These comments highlight the importance of community safety and the impact of building safety on society.
- **Praise and Support (4 comments):**
  - These comments express support for safety measures and praise for the efforts made to improve safety.
- **Building Materials and Standards (3 comments):**
  - These comments mention concerns about building materials and standards, including cladding and the safety of balconies.
- **Accessibility and Escape Routes (3 comments):**
  - These comments discuss the need for accessibility and clear escape routes in case of emergencies.
- **Environmental Concerns (2 comments):**
  - These comments touch upon environmental issues, such as installing solar panels.
- **CCTV and Security (2 comments):**
  - These comments mention the need for CCTV cameras and improved security.
- **Lack of Information and Communication (2 comments):**
  - These comments express frustration with a lack of information and communication from authorities.
- **Elevator Issues (2 comments):**
  - These comments mention problems with elevators not working correctly.
- **Tenant Involvement and Reporting (2 comments):**
  - These comments highlight the importance of tenant involvement in reporting safety issues.
- **Disagreements on Prioritization (1 comment):**
  - This comment expresses disagreement regarding prioritising safety work based on the quality of the building.
- **Unique Building Situations (1 comment):**
  - This comment mentions a unique situation involving a new building.

Please note that some comments may fall into multiple categories, and the categorisation is based on the predominant theme of each comment.

## **Final Comments (48 comments)**

At the end of the survey, before respondents submitted their points allocation, they were asked if there are any other comments they would like to make.

- **Maintenance and Repairs:**
  - Many residents express concerns about the maintenance and repair of their properties. They mention issues such as leaks, mould, old pipes, and the need for new kitchens and bathrooms.
  - There are complaints about external contractors providing poor services, including substandard installations and repairs.
- **Cleanliness and Hygiene:**
  - Residents are dissatisfied with the cleanliness of communal areas and streets. They report dirt build-up, graffiti, and issues with communal plumbing systems.
  - Some residents call for better street cleaning, more trash cans, and measures to address littering.
- **Safety and Security:**
  - Safety and security are important concerns, with mentions of anti-social behaviour, rough sleepers, and drug addicts disrupting communities.
  - Residents express a desire for measures to improve safety and protect their communities.
- **Transparency and Communication:**
  - Some residents feel there is a lack of transparency between the council and tenants. They emphasise the need for improved communication and transparency in decision-making processes.
- **Value for Money:**
  - Several residents, particularly leaseholders, express concerns about value for money, including dissatisfaction with service charges and rent increases.
- **Infrastructure and Building Conditions:**
  - Issues related to building conditions are raised, including old pipes, faded signs, missing letters on signs, and outdated infrastructure.
  - Some residents call for improvements to the external appearance of buildings and communal areas.

- **Budget and Prioritisation:**
  - There are calls for better budgeting and prioritisation of spending, with residents suggesting that resources should be allocated more efficiently to address essential issues first.
- **Environmental Concerns:**
  - A few residents mention concerns related to energy efficiency, such as the need for better insulation and sustainable practices.
- **Complaints Process:**
  - There are comments indicating dissatisfaction with the complaints process, suggesting it needs improvement.
- **Community Engagement:**
  - Some residents express a desire for more involvement in decision-making processes and community improvement initiatives.

These themes capture the main concerns and sentiments expressed by residents in their comments.

There were a few positive comments from respondents as well:

- "Very helpful people."
- "When I called the repairs, they booked me an appointment and then they came to do the job. They are very organised. Thank you."
- "This is eventually being addressed, and I am grateful for the support."
- "We are getting new front doors, and the company doing the work cannot answer my questions."

# About you

**Housing Tenure: Which of the following best describes the ownership of your home? (Base 957)**

| Category | Value |
|---|---|
| Rented (Local Authority/Council) | 776 |
| Being bought on a mortgage | 78 |
| Owned outright | 36 |
| Rented (Housing Association/Trust) | 31 |
| Don't know | 17 |
| Shared ownership (part rent/part buy) | 12 |
| Rented (private) | 7 |
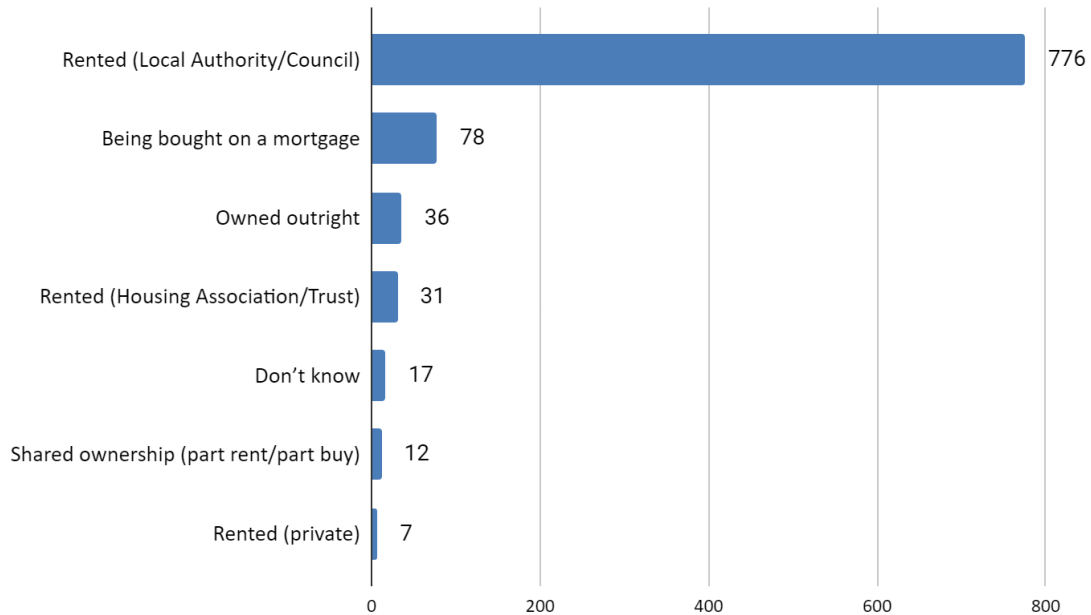
The majority of respondents, based on those who answered this question, stated that they were renting from the Council (81.09%).  This is significantly higher than any other tenure that took part.

**Gender: Are you... (Base 950)**

| Category | Value |
|---|---|
| Female | 63.79% |
| Male | 31.26% |
| Prefer not to say | 4.32% |
| Non Binary | 0.42% |
| Another term | 0.21% |
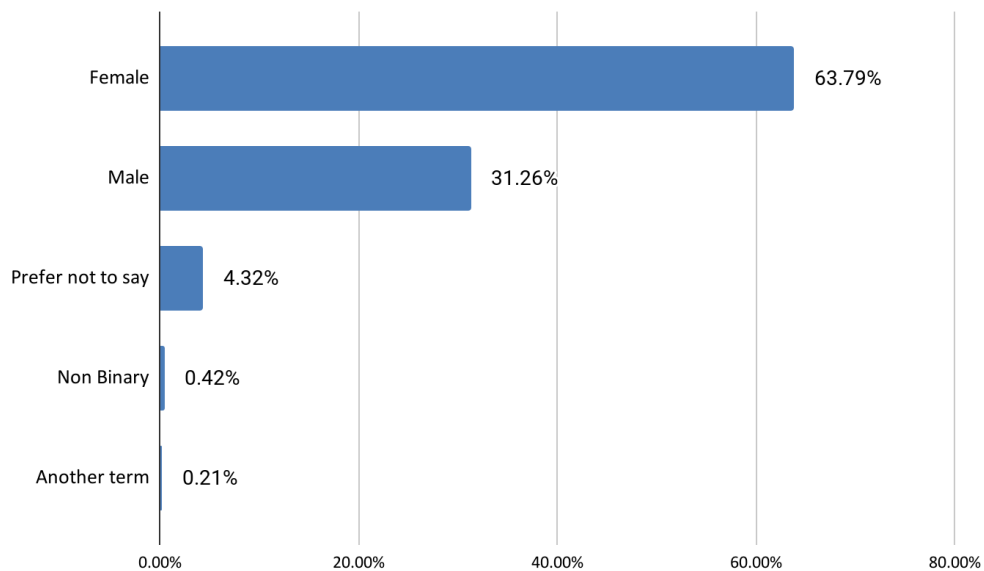
Almost two thirds of respondents stated that they were female (606), with just under a third stating that they were male (297). All others accounted for a much smaller percentage.

**Age: What is your age group? (Base 939)**



| Age group | Percentage |
|-----------|-----------|
| Under 16 | 0.11% |
| 16-17 | 0.00% |
| 18-24 | 0.85% |
| 25-34 | 10.97% |
| 35-44 | 26.94% |
| 45-54 | 19.17% |
| 55-64 | 24.39% |
| 65-74 | 13.74% |
| 75-84 | 2.88% |
| 85+ | 0.96% |
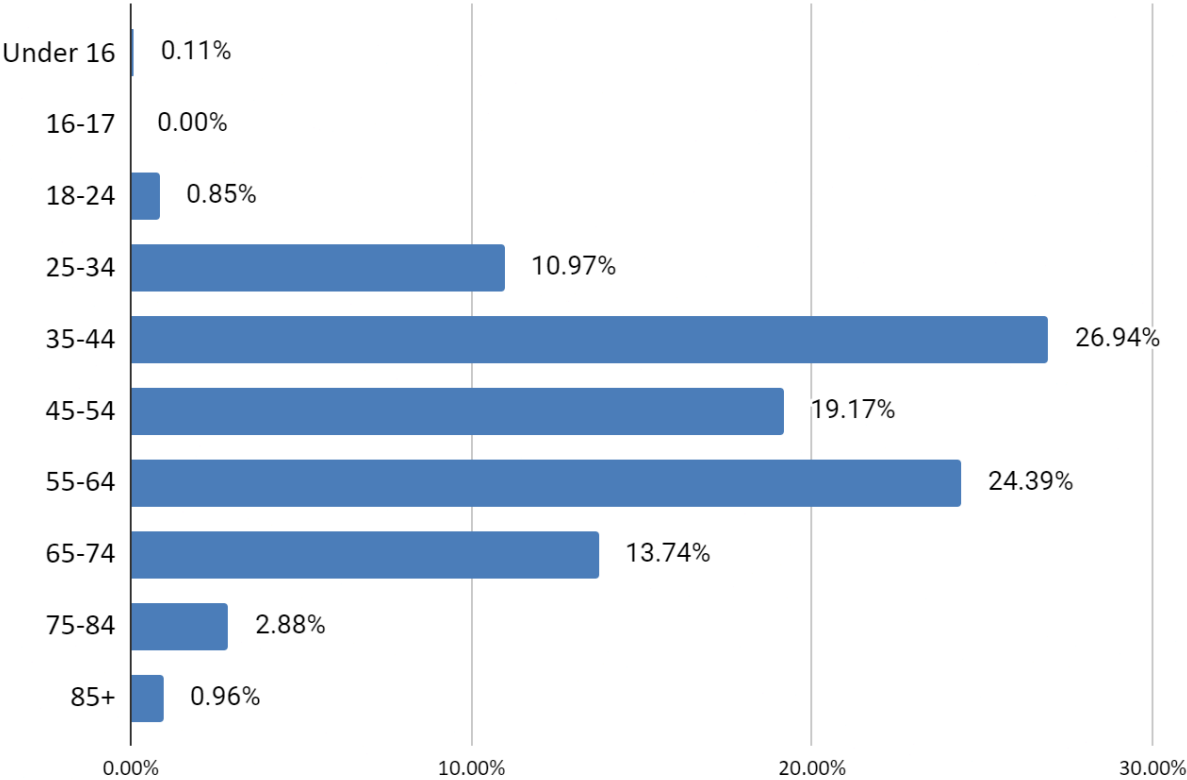
The highest age group of respondents was 35-44 (253), followed by 55-64 (229), 45-54 (180), 65-74 (129), 25-34 (103), 75-84 (27), 85+ (9) and 18-24 (8) and under 16 (1).

## Disability (Base 908)



Legend: Yes (blue), No (red)

- 29.3%
- 70.7%
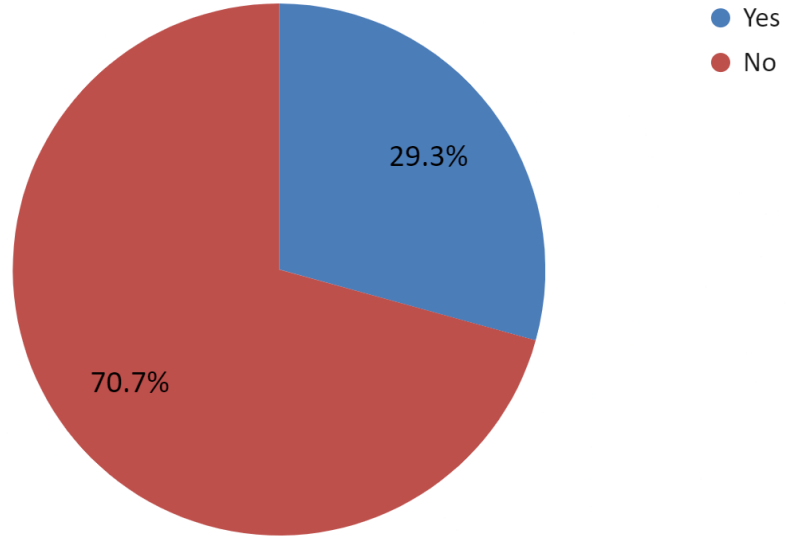
The majority of respondents stated that they did not have a disability (642), with just under a third stating that they do (266).

## Caring responsibilities (Base 887)



Legend: Yes (blue), No (red)

- 16.8%
- 83.2%
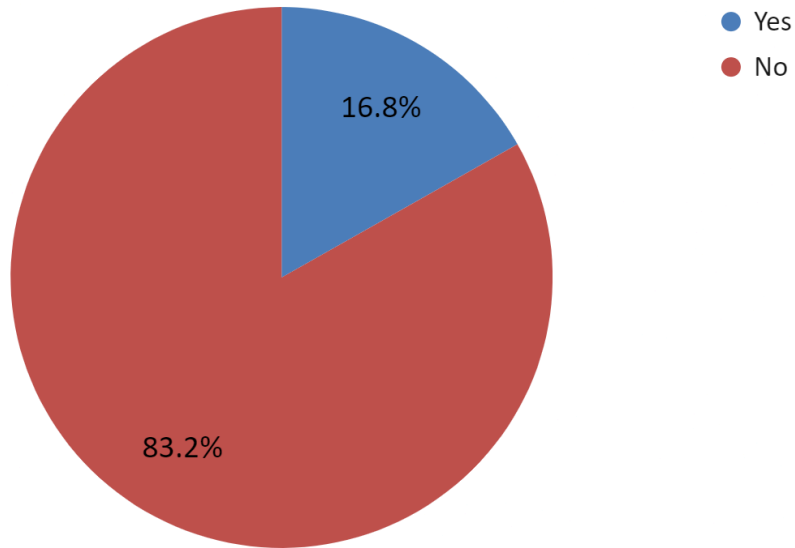
The majority of respondents stated that they did not have caring responsibilities (738), with a smaller percentage stating that they do (149).

## Ethnicity. Are you… (Base 854)

| Category | Percentage |
|---|---|
| White or White British | 42.97% |
| Black or Black British | 30.80% |
| Other ethnic group | 12.53% |
| Asian or Asian British | 7.14% |
| Mixed background | 6.56% |
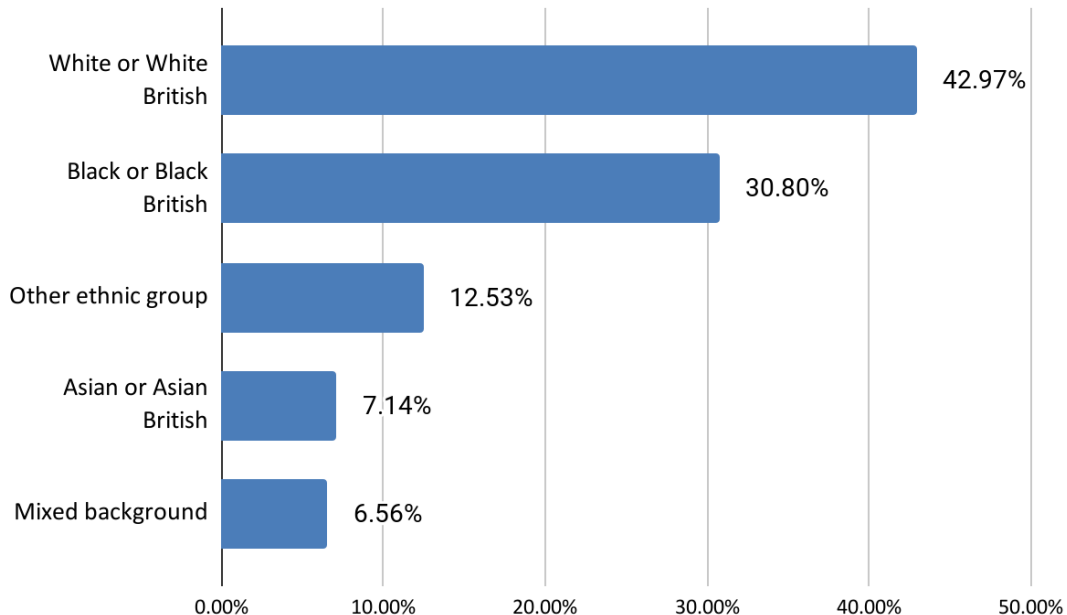
The highest percentage of respondents stated that they were "White or White British" (367), followed by "Black or Black British" (263),  "Other ethnic group" (107), "Asian or Asian British" (61) and "Mixed background" (56).

## Religion or belief: Are you or do you have…. (Base 763)

| Category | Percentage |
|---|---|
| Christian | 54.52% |
| Atheist/no religious belief | 24.77% |
| Muslim | 14.81% |
| Buddhist | 2.36% |
| Secular beliefs | 1.05% |
| Sikh | 1.05% |
| Jewish | 0.79% |
| Hindu | 0.52% |
| Charedi | 0.13% |
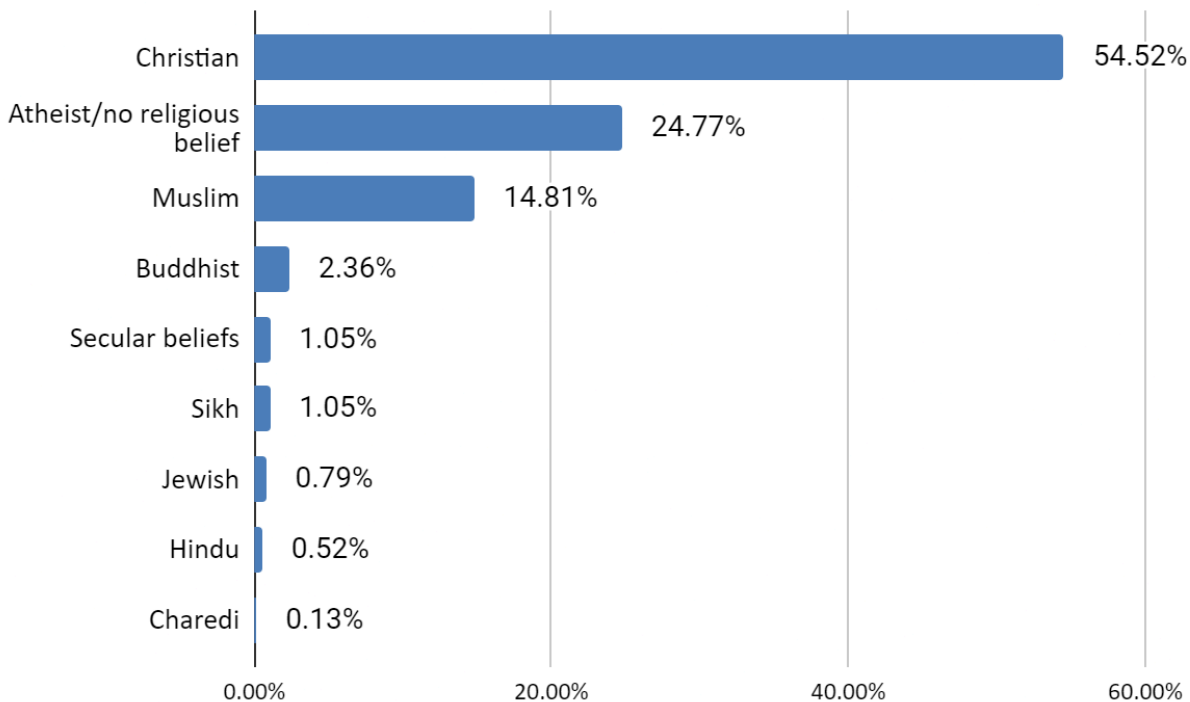
The majority of respondents stated that they were "Christian" (416). This was followed by "Atheist/no religious belief" (189) and "Muslim" (113). All others accounted for a much smaller percentage.

**Sexual orientation: Are you... (Base 759)**

| Category | Percentage |
|---|---|
| Heterosexual | 80.24% |
| Prefer not to say | 13.31% |
| Gay man | 2.90% |
| Bisexual | 1.98% |
| Lesbian or Gay woman | 0.66% |
| Queer | 0.53% |
| Pansexual | 0.13% |
| All other sexual orientations | 0.13% |
| Asexual | 0.13% |
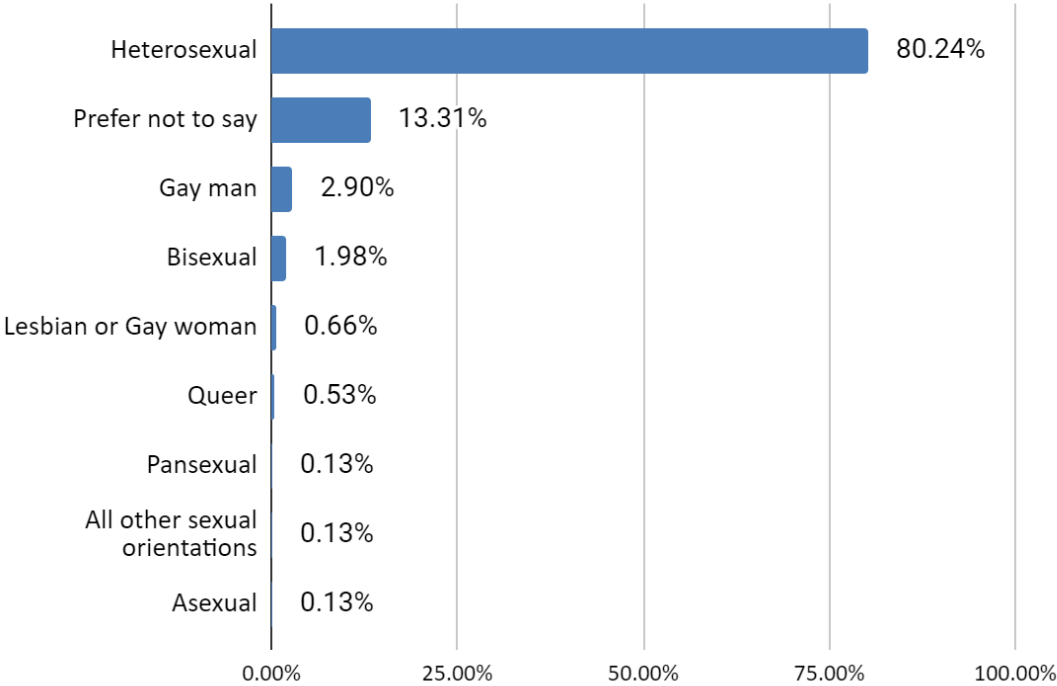
The majority of respondents stated that they were "Heterosexual" (609), followed by "Prefer not to say" (101), and all others accounting for a much smaller percentage response.

# APPENDIX

# Communications & Consultation Evaluation

## Background

In November 2022, the government announced that social landlords would only be able to increase their rents from April 2023  by a below inflation 7%. They did not provide council's with additional funding to cover the higher costs they were facing to manage, maintain, repair and enhance their homes and estates.

It would mean that Hackney Council would need to find £11m in savings over four years from its housing services budget from April 2024. To enable the service to develop proposals for the future prioritisation of its reduced budget, it was agreed to launch a survey asking people living in Hackney Council homes what services housing provided was most important to them.

The results of the survey were to be used to help develop the recommendations that will be provided to councillors by the end of the year.

## Service objective for consultation

The service wanted to use a new approach to gaining the views of people living in Hackney Council homes, and initially wanted to use a budget simulator to ask residents to set budgets for sections of the service with explanations for the impact this could have on its delivery.

It was finally agreed that the simulator would be used to gauge which services residents living in Hackney Council managed homes felt were most important to them.

A target of 2,000 responses was set - around 10% of the people living in Hackney Council managed homes

No set budget was agreed

## Outline timeline

Initial meetings were held in February around the development of the simulator with the desire to launch a 12-week survey from 1 May 2023. The end date of the survey was dictated by the need to evaluate the findings of the survey and enable the service to develop recommendations to feed into the budget discussions for 2024/2025.

Following discussions with the service it became clear that 1 May was not going to be met and the date of 30 June was set with a shorter survey period (8 weeks agreed). This meant the survey would close on 25 August.

This meant that from the initial meeting on 1 February there were 21 weeks before the project finally launched.

The end of the survey was later extended until 10 September to be able to include attendance at events to promote the survey and encourage more people to take part.

## Communications and engagement officers involved in delivering the project

- Stewart Henderson
- David Besbrode
- Shazna Burkinshaw
- Patience Quarcoo
- Sarah Thomas
- Thaddaeus Brown
- David Barreto Ian

## Communications plan objectives

Within the agreed communications plan there were some key objectives set. There were:
- At least 300 engagements from organic social media posts and 500 from paid for/boosted social media posts
- Click through rate of up to 5 percent from newsletters to engagement portal
- Click through rate of up to 2 percent from social media ads promoting the survey
- At least two pieces of coverage in the Hackney Citizen and Hackney Gazette (including promotion of the launch)
- 3 pieces of coverage in relevant ethnic and faith press (including Jewish and Turkish media; tailored to publication supported by suitable spokespeople from these communities) throughout the process

**Communications and engagement channels used to promote the survey:**

- Social media (both paid for and organic)

- Videos - one outlining why we were carrying out the survey and another explaining how to complete it
- SMS messages to Hackney Council tenants
- Hackney Council website
- Events
- Media
- E-newsletters (including Hackney Matters, Our Homes and Hackney News)
- Love Hackney
- Posters on estates and in libraries
- Leaflets handed out at housing surgeries and by repairs staff during visits. Some were also provided through the community champions.
- Members briefing

**Communication collateral overview**

- [6,400 A5 leaflets printed](#)
- [750 A4 posters](#)
- [750 A3 posters](#)
- [1 press release](#)
- [Webpage on Hackney Council website](#)
- 41 social media messages sent (21 Twitter/X; 1 instagram; 1 Next Door; 18 Facebook)
- Two rounds of two weeks paid for social media advertising (Facebook & instagram)
- Four rounds of SMS messages sent
- 8 mentions in Hackney Council enewsletters (Hackney News, Our Homes, Hackney Matters)
- 2 stories in Love Hackney ([June](#) and [July](#))
- E signatures for housing staff emails
- Events

## Communications reach and coverage

A fuller outline of figures can be found [here](#) - but below is an outline of the results of the communications work

### *Media coverage*

The press release on the Hackney Council website received 137 visits of which 116 were unique visits

Two media articles were published on the issue
[London council launches survey ahead of cuts to housing budget - New Start ](#)3 July

[Housing campaigner accuses council of 'roping in tenants to collude in cutting services' with online survey - Hackney Citizen](#) 17 July

***Social media***

<u>Organic</u>

| Social media | Number of posts | Total impressions | Total engagements | Total Link clicks |
|---|---|---|---|---|
| **Twitter** | 21 | 31,434 | 579 | 144 |
| **Facebook** | 18 | 15,121 | 482 | 49 |
| **Instagram** | 1 | 2,362 | 27 | na |
| **Next door** | 1 | 267 | na | na |
| **Total** | 41 | 46,555 | 1,061 | 193 |

<u>Paid for</u>

| | Total number of impressions | Total Reach | Total number of link clicks | Cost per 1,000 impressions (CPM) | Cost per click (CPC) | Click through rates | Spend |
|---|---|---|---|---|---|---|---|
| **Burst 1** | 19,209 | 4,208 | 867 | £3.90 | £0.09 | 4.51% | £75 |
| **Burst 2** | 17,066 | 3,254 | 846 | £4.39 | £0.09 | 4.96% | £75 |
| **combined** | 36,275 | 5,838 | 1,713 | £4.13 | £0.09 | 4.72% | £150 |

***SMS messages***

A total of 93,276 text messages were sent throughout the survey period. Of these 28,405 failed to send. This means there was a 69.5% success rate of texts being received.

A breakdown of number of texts sent and dates are below

- sent 5 / 6  July - 20,556 sent 6,428 failed
- sent 31 July/1 August - 25,116 sent 7,824 failed
- sent 17 August -25,104 sent 7,871 failed
- Sent 4 September - 22,500 sent 6,282 failed

### *E-newsletters*

A total of 48,093 emails containing newsletters with mentions and links to the housing priorities survey were sent during the survey period. Of these 20,769 received unique opens This is a 47% success rate.

From these we received 220 clicks on to the survey landing page of which 195 were unique clicks. This is a click through rate of 1.05% or 0.9% using unique clicks.

### *Hackney Council website*

The information on the Council's webpage [https://hackney.gov.uk/housing-priorities-survey](https://hackney.gov.uk/housing-priorities-survey)  went live on Friday 30 June. It was also promoted on the front page of the website for the duration of the period the survey was open.

It received 1,714 visits of which 943 were unique (54%)

### *Weblink*

A special weblink was created for the project which was used on social media and well as on the leaflets and posters *bit.ly/FSpriorities*

This link was used 2,117 times - mainly driving people from the paid for advertising and newsletters

### *Events*

- Uprising Windrush Street Party - 100 attended
  - This was a community event organised by Uprising Community Club as part of the Windrush 75 celebrations.

*(Images from Windrush Street Party)*

- Healthwatch Hackney Community Health Summer Fun Day - 30 attended
    - The event was a community event organised by Healthwatch Hackney for residents of all ages living on Frampton park estate and in the surrounding areas.

- Hoxton Market Summer Fair - 40 attended
    - Hoxton Hall was commissioned to produce a programme of arts and cultural activities as part of the Hoxton Street Market Summer Fair.



*(Images from Hoxton Market Summer Fair)*

## Delivery against comms and engagement plan objectives

| Objective | outcome | met |
|---|---|---|
| • *At least 300 engagements from organic social media posts and 500 from paid for/boosted social media posts* | 1.254 engagements from organic posts and 1,713 from paid for posts | Yes |
| • Click through rate of up to 5 percent from newsletters to engagement portal | 1.05% click throughs or 0.9% using unique clicks | no |
| • Click through rate of up to 2 percent from social media ads promoting the survey | Total click through rate from the paid for ads is around 4.5% | yes |
| • At least two pieces of coverage in the Hackney Citizen and Hackney Gazette (including promotion of the launch) - | one piece in New Start and one piece in Hackney Citizen | no |
| • 3 pieces of coverage in relevant ethnic and faith press (including Jewish and Turkish media; tailored to publication supported by suitable spokespeople from these communities) throughout the process | None | no |

## Responses to the survey

When the survey closed on 10 September a total of 1023 responses had been received.

957 respondents provided their housing tenure (94% of all respondents). Of those who stated their tenure 81% (776) stated that they were renting from the Council.

## Costs

The costs of delivering the survey are outlined below. They have been rounded up and the final costs of the SMS messages need to be verified. These costs do not include staff time from communications staff or housing services.

Simulator - £5,000
Text messages - £5,600
Design and print - £1,505
Social media - £150
Total -  £12,255

Based on the above costs this would equate to around £12 per response

## Key findings and learning

**What worked well**

SMS messaging

It is clear from the statistics that the SMS messages helped provide key spikes in responses to the survey.  A total of 93,276 text messages were sent throughout the survey period. Of these 28,405 failed to send. This means there was a 69.5% success rate of texts being received.

Around 75% of the overall responses appear to be driven by the issuing of the SMS messages. The graph below shows the spikes in responses to the survey following the sending of the SMS messages

## Responses over time
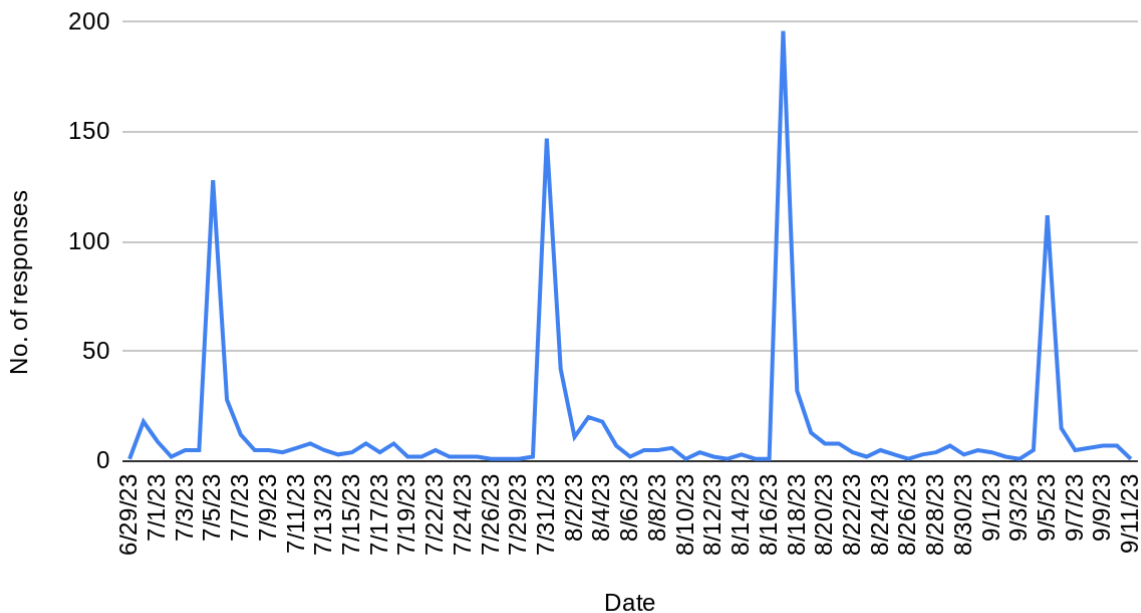
Learning:

- Each message sent re the survey was the equivalent of three text messages - meaning each text cost around 6p - in future message length should be checked to seek to reduce the number of texts it takes to cover a message. The maximum length of a single text is 160 characters https://www.notifications.service.gov.uk/pricing/text-messages

- We currently get 20,000 free text messages a month - and anything over that costs 1.97p per message even if it fails to deliver - for budgeting purposes it would be good to know when we have reached this number.

- 28,405 messages sent failed to go through - we need to look at the numbers we hold on Notify and keep them updated.

**What didn't work as well**

Face-to-face engagement

As this was an online survey on a complex issue we looked to attend events where we could talk directly to people. In the end we attended three events - the Uprising Windrush Street Party; Healthwatch Hackney Community Health Summer Fun Day; Hoxton Market Summer Fair.

All of these were attended by communications and consultation officers. A visit to a fourth event (which was also to be attended by a couple of housing officers) was unfortunately postponed.

These entailed Council officers providing information on the survey and encouraging people to fill in the survey. However, it didn't see any major spikes in survey completion.

A focus group event had been suggested through the consultation team but this didn't take place.

Learning:

- We could have looked to ensure we had a number of Ipads or other methods for people to complete the surveys at the events

- We could have potentially had a facility in the HSC - manned by a housing officer - to encourage people visiting the HSC to complete the survey

- As this was a survey on housing services it could have been better for housing officers to be part of the events to help provide greater insight on the work of the service to residents

- Holding dedicated 'focus group' style events where people can find out more about the issue and complete the survey may have boosted responses.
- Have a forward plan created a few months prior to the engagement launch date with potential community events taking place whilst the engagement is live, to identify more opportunities to speak to residents face to face and plan what events officers will be attending. There were a few events that we could not attend as there were not enough volunteers to attend.

Clear understanding at start of project

As highlighted in the report the first meeting regarding the potential of launching a survey using a simulator was held on 1 February but the survey was not launched until 30 June - around 21 weeks later.

The plan had been to run the survey for 12 weeks - but this was reduced to eight when it was finally launched. However, it was then extended for an additional 2 weeks.

In the planning process there appeared to be confusion from the housing managers exactly what was being asked of them and the information that was needed for the survey. This led to the project being delayed and ultimately amended from a budget simulator to one asking people to highlight which services are most important to them.

There was also slight confusion during the planning process about what services paid for through the HRA were in scope for this survey.

Learning:

- Clearly agree at the beginning what information is needed for the survey - potentially using a special HSMT session to discuss and ensure everyone is clear what is required.

<u>Click through rates leading to completion of the survey</u>

While the communications work appears to have been driving people to the simulator there was a significant drop off rate of people
      1) clicking through from the simulator front page to start the survey
      2) completing the survey and submitting it once they had started it.

Learning:

- It would have been good to ensure we carried out user testing on the simulator to ensure any potential issues with its functionality or complexity were ironed out ahead of it being launched.  The schedule that had been originally developed allowed for some user testing with resident groups to ensure that the survey was suitable and would help provide the information needed to develop future budget papers. However, due to the issues outlined above once the simulator was developed there was no time for us to user test it ahead of it going live.

<u>Media coverage</u>

We received two pieces of coverage for the project. While outlining the reasons for the survey the story in the Hackney Citizen had a negative slant.

In the communications plan there were plans for additional stories to support the promotion of the survey but these did not happen. However, there is scope for further communications work on the project as the findings from the survey are used to develop the future budgets.

Learning:

- Having multiple stories on the topic during the survey period was potentially unrealistic - so going forward developing more realistic KPIs for media coverage may be needed

- One press release was issued at the start of the campaign - but it needed chasing for an article to appear in the Hackney Citizen. Other ways of generating coverage - for example a media briefing; an open letter or comment piece in the local papers may have helped generate more coverage leading to a greater completion of the survey.

**What would we do differently in the future**

Based on the points outlined above - if we were to undertake a similar exercise in the future we would:

- Ensure clarity among all those involved what was expected and by when
- Agree budget at the outset so everyone knows what we are working to
- Build in time for user testing
- Carry out more face to face engagement - involving members of the service
- Look at alternative ways of generating media coverage
- Increase spending on social media advertising

**Internal engagement**

Staff communications to date have been kept to a minimum, with mentions in a Housing Services livestream and staff email following the launch of the simulator tool.

Staff communications will become critical in the post-engagement stage as results are shared. This is a sensitive matter, as savings may require restructures in services. Careful and regular communications will be needed to sustain morale and prevent rumours.

Senior management will have a range of channels available, including:
- Emails and newsletters
- Livestreams and video meetings
- In-person team meetings
- Drop-in sessions
- Poster campaigns
- Large scale instant messaging