

# **Community Investment Brochure Review Resident Involvement Report**

## **June 2020**

**Johanna Winch  
Customer Involvement Officer**



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## Report Purpose

The Community Investment team have recently reviewed their strategy for the next 3 years and as part of this wanted to ensure their brochure correlated with the strategy and aims. They also wanted to know if residents found it easy to read, if quotes from residents who have used the service would enhance the brochure and if they were already aware of what Community Investment offer residents.

## Consultation Themes

The consultation themes linked directly with the Community Investments three themes which were **Tackling Poverty** and **Sustaining Tenancy**, **Health and Wellbeing** and **Neighbourliness and Community**. Within these themes there were a series of Aims.

## Consultation Methodology.

This report sets out the findings of the review undertaken by residents from our Communications Involvement Option. Residents were given a variety of ways to respond to the review:

1. By a feedback form attached to an email for residents' comments. (Word copy was attached to email)
2. By talking to relevant Customer Involvement Officer over the telephone. (PDF copy was attached in case resident unable to open Word copy)
3. By using the survey monkey link to complete a survey.

The Customer Involvement Team was responsible for the design, co-ordination and delivery of the review and report findings to Matt Smith, Head of Community Investment South and John Gleeson, Head of Community Investment North.

In line with standard research practice, and due to the numbers of residents involved, the findings of this review group cannot be viewed as providing representative feedback on the views of all the Group's residents. These results do provide an insight into the views and opinions of residents.

## Respondent profile

16 residents responded; 14 through survey monkey and 2 by email / phone call, and the age profile was as follows

Age range		
25-34 x 1	45-54 x 4	55-59 x 2
60-64 x 1	65-74 x 3	75+ x 2
Unknown x 3		

6 were male and 10 were female. There were no other gender groups.  
3 of those indicated a disability.

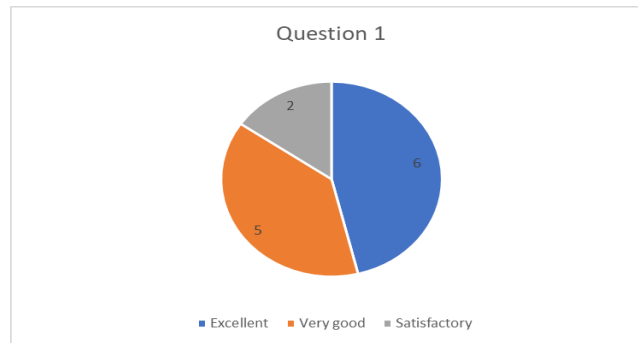
## Consultation findings

The following are the responses to the questions of the review of the brochure via the survey monkey link.

Residents were asked to respond to questions 1, 2 and 4 by selecting one of the following; Excellent, Very Good, Satisfactory, Poor or Very Poor. Questions 3 and 5 required a yes or no answer.

Questions 1 to 4 residents were asked to tell us why they gave the document this score.

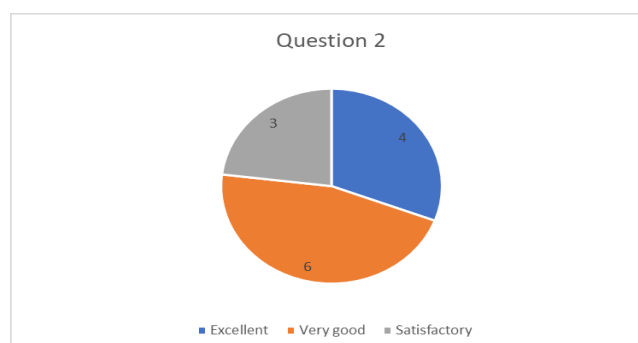
### 1. How easy was the Community Investment Brochure to read?



Responses to 'Please tell us why you gave the document this score?'

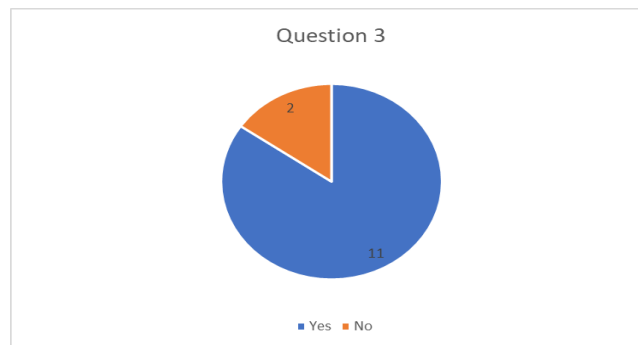
- Interesting content and well written. The visual links between your services and the contact number to use **does not stand out**. Maybe at the end or beginning a summary would be helpful. I like colours and the logo, and the logo could be bigger in the page, more memorable.
- I understood most parts of it
- I liked it, but maybe do a contact number or email etc under each section as some might not be interested in bits that don't appeal to them
- Formatting is a bit out of place as text keeps jumping between columns.
- The brochure is well laid out, bright and uses easy to understand language.
- It was clear, well presented and explained very clearly.
- As a partial sighted person, I found the layout and font size was easy to read.
- Clear but nice colour scheme
- The document was easy to read and well formatted.

### 2. Does the Community Investment Brochure clearly relate to the Aims within the 3 themes of the Community Investment Strategy? (refer to themes)



## Responses to 'Please tell us why you gave the document this score?'

- It is easy to read, clear and essential
- I do believe it reflected on most of the aspects
- Yes, but maybe a bit more information on each subject
- The brochure clearly relates to the aims set out and covers all aspects.
- The aims are clear, just enough information is provided to give the reader an insight into what is available and to encourage contact with SHG.
- It clearly explained the support and help that is available.
- The brochure clearly defined the aims of Southern Housing in precise terms and did not over state expectations.
- Strategy is clear
- It covers the three themes with an inclusive approach.

 3. **Do you feel the Community Investment Brochure would be improved if quotes from residents who have used the service were included?**


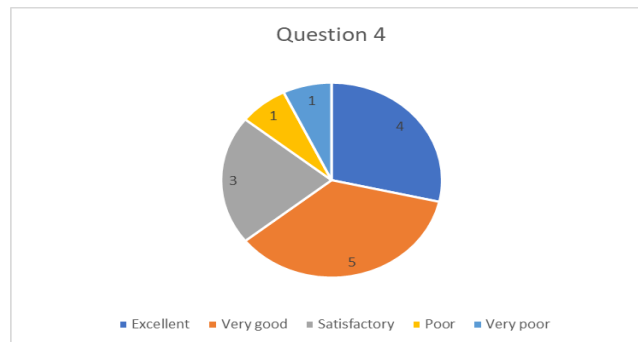
## Responses to 'Please tell us why you gave the document this score?' for a 'Yes' response:

- They can highlight successful results
- People who most things apply to can always have more ideas on how to improve everybody has different opinions which could be helpful to you
- I like the idea
- Depending on the quotes
- I think that it would show that southern housing has involved their residents, rather than just telling people that they have. Evidence is always good
- For readers to put what is on offer to real world examples would enhance things.
- Not too many - the brochure is very readable as it is - but "references" from real people are always valuable
- I find it hard to believe due to my experience with Southern Housing
- It puts things into real life context.

## Responses to 'Please tell us why you gave the document this score?' for a 'No' response:

- They often come across as "not sincere"
- Residents reviews could result in false expectations.

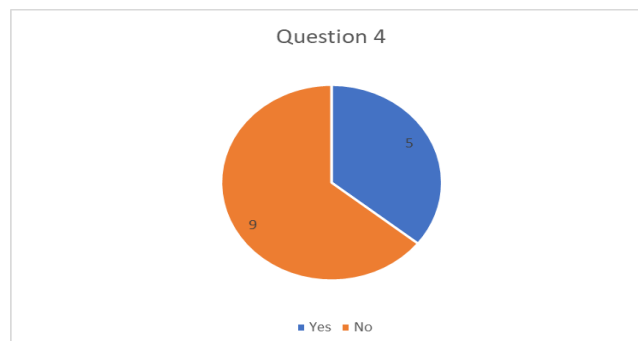
4. Does the Community Investment Brochure make it clear that help is available and who residents can contact?



Responses to 'Please tell us why you gave the document this score?'

- A summary with list of services and contacts would stand out more (Poor rating)
- I personally believe that you made it clear on availability and contact information
- Might be better to add a number or contact at each subject rather than once at the end
- It gives information on what help is available but doesn't set out how they would go about getting that help. While many people would make contact to ask for signposting there are others in the community who would not know where to start and therefore be easily put off trying, sadly these are probably the ones who may need that help the most.
- Each section is mostly clear. There needs to be a bit more detail about the digital part and helping people get online. What kind of things can be offered.
- Each area covered has contact details - and explains the help available clearly
- Precise information and details of other ways of obtaining the brochure or its contents.
- Brochure makes it clear
- I would have liked to have seen the contact details, both email and phone number on each page. For example, if you have money worries, the details of who to contact about that would be helpful.
- No comment against very poor rating.

5. Were you aware of the different services Community Investment offered before you read the brochure?



Only one response to 'Please tell us which services you already knew were offered by Community Investment?':

- Just help with benefits if required. None of the other opportunities.

## 6. Do you have any other comments?

These responses include the 2 given by email and phone call.

- Facebook allows people only to have one account, private or for business. I would not suggest using it to allow residents to maintain some boundaries on family and personal privacy. The same for other popular social media applications. If you want to create connections between tenants and your business, you could create your own digital platform.
- I like it but maybe a bit more info and contact details on each section
- In personal experience, often what is written on paper is not quite what happens in real life.
- Overall a good document
- I found the brochure very interesting and informative. I have only lived in an SHG Sheltered housing complex for 2.5 years and knew virtually nothing about the Group before this.
- Keep up the good work
- Improve communication in general from head office
- It is great that Southern Housing offer all these services.
- Brochure ok for residents but felt leaseholders would not read it. There is a lot of colours in brochure and concerned this would add to printing costs.
- The brochures look excellent precise and to the point

## Report summary

The key outcomes have been summarised and reflect majority opinion from the qualitative and quantitative data:

### Question 1 - How easy was the Community Investment Brochure to read?

- Look at having a summary for list of services and contact details at either beginning or end of brochure.
- Look at having contact details on each page
- Look at having logo bigger on each page.

### Question 2 - Does the Community Investment Brochure clearly relate to the Aims within the 3 themes of the Community Investment Strategy? (refer to themes)

- Look at having a bit more information on each subject (This comment is outweighed by the rest of the comments for this question).

### Question 4 - Does the Community Investment Brochure make it clear that help is available and who residents can contact?

- A summary with list of services and contacts – [reflected in question 1](#)
- 2 comments suggesting contact number (email and Phone) are added to each page or each subject – [reflected in question 1](#)
- Doesn't set out how they would go about getting that help
- There needs to be a bit more detail about the digital part and helping people get online.

**Question 6 - Do you have any other comments?**

- Explore the use of a resident's platform for accessing online services – This is something Customer Involvement Team are exploring as a long-term goal.
- More information and contact details on each section – This has been reflected in responses to questions 1 and 4.
- Concern regarding colours in brochure and printing costs – Explore the cost if less colours are used

## Recommendations

These recommendations have been summarised and reflect majority opinion from the qualitative and quantitative data:

1. Review whether to add a summary listing all services with contact details or include contact details on each page. This also links to comment to add more information on how to get help.

2. Review if the logo can or needs to be made larger

3. Review if more information can be added regarding digital offer and getting help to get on line.

4. Investigate costs around the amount of colour used in brochure. If expectation is to view online this should be explained.

5. Investigate if a resident's platform could be used to promote Community Investment Services.



## Feedback from Project Lead

Following on from the recommendations listed above Southern Housing Group Communication Design Team have reviewed the leaflet as follows

- 1. Recommendation 1 - Review whether to add a summary listing all services with contact details or include contact details on each page. This also links to comment to add more information on how to get help.**

Contact details added to each page.

- 2. Recommendation 2 - Review if the logo can or needs to be made larger**

Logo is in line with our Communication Teams design format

- 3. Recommendation 3 - Review if more information can be added regarding digital offer and getting help to get on line**

Further information about the digital offer has been added.

Resident quotes have also been added to brochure

A copy of the brochure can be found on Southern 360 website [click here](#)