

Community Connector Leaflet Review Resident Involvement Report

15 September 2020

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Customer Involvement Officer**



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Report Purpose

The Community Investment team have recently reviewed Community Connector offer following Covid 19 situation and developed a leaflet to reflect this. They wanted to know if residents found the leaflet easy to read and understand, shows what the leaflet is for, it encouraged residents to read it and if they were already aware of the Community Connector role.

Consultation Themes

The consultation theme was to ensure that the leaflet was attractive and informative to encourage residents to become Community Connectors.

Consultation Methodology.

This report sets out the findings of the review undertaken by residents from our Resident Reviewers 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.
2. By talking to relevant Customer Involvement Officer over the telephone.
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 the Volunteer & Involvement Manager.

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

17 residents responded; 12 by email, 2 by post, 2 by phone and 1 other (unable to confirm what the resident meant by other) and the age profile was as follows

Age range;

1 x unknown 45-54 x 3 55-59 x 1 60-64 x 3 65-74 x 6 75+ x 3

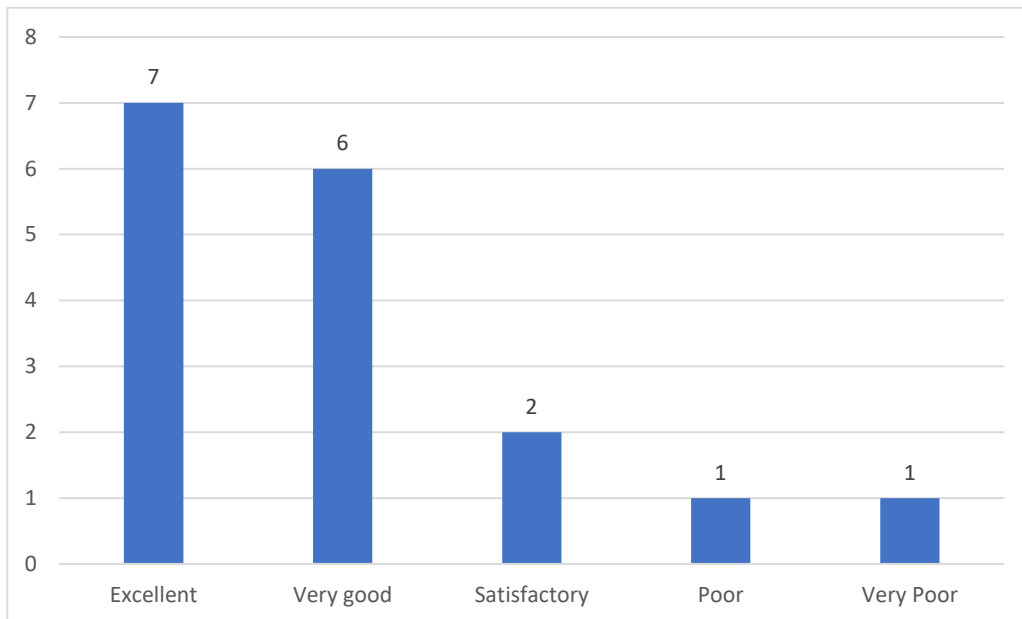
7 were male, 9 were female and one unknown. There were no other gender groups. 4 of those we spoke to indicate a disability.

Residents responded from across our geography as follows;

Berkshire x2, East Sussex x 4, Hampshire x 1, Isle of Wight x 4, Kent x 1, London x 2, Surrey x 1 and West Sussex x 2.

Consultation findings

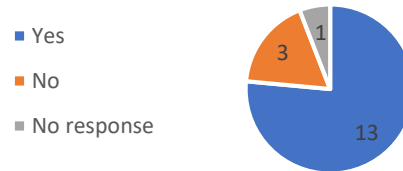
Question 1 - How easy was the Community Connector Leaflet to read and understand?



Please tell us why you gave the document this score?

- Unfortunately, the background colours are not good. White on Pink in particular. The leaflet would have been better had it been A4 rather than A5. Current leaflet is probably fine for the under 65/70s but not for the over 70s. Font is too small (my latest eye test done in a hospital states that my eyesight is within the legal boundaries for driving)
- Straight to the point. Not too much to read. Set out what you are looking for.
- Well set out
- I like the style and the flow of the writing. The font size seemed fine. There was a slight grammatical error on the last page which I have pointed out in the last comments section of this document
- It was easy to read as it kept our attention and was straight forward and to the point
- I haven't seen the leaflet
- Straightforward, clear language and terms free of jargon
- I think it explains everything in detail and if you want to go further you can apply
- Easy to read
- Horrendous colouring. None applicable to some tenants
- The lettering on the red sheet was trying to read
- The leaflet explains clearly and briefly the purpose of a Community connector. It states forth rightly what is possible at present and that problem areas are being attended to, lets as many people as wish to join.
- It doesn't instantly identify that it is from SHG. Southern 360 logo doesn't represent SHG to me. So not sure it would attract attention if it was placed on a noticeboard or sent through the post etc. Obviously if it was sent by email (to those who can receive information this way) then they would hopefully realise it is from SHG.

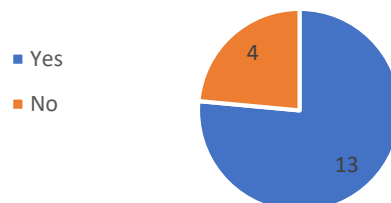
Question 2 - Do you feel the Community Connector leaflet clearly shows what the leaflet is for and would encourage residents to read it?



Please tell us why you gave the document this score?

- Content is good
- Nice and bright easy to read
- I think it is bright and attractive and people will be drawn to reading it unlike a lengthy newsletter.
- The heading is clear and the further information describing the suitable person is enough information that I don't see anyone misunderstanding it. I found the colours cheery and engaging.
- I find the colour keeps attention, it didn't ramble on it was just to the point and yes, we found it easy to understand, etc
- Easily read - attractively presented
- Because it is informative
- It doesn't explain exactly what it is for
- It would be most important to keep in contact with a connector from Southern House. Reliance on neighbours not feasible in most areas. May work in flats or maisonettes.
- Overall it read ok
- The leaflet is eye catching with its colourful background, highlighted phrases emplacing motivational attitudes and interest in variety of approaches to connect with residents.
- Possibly. It doesn't instantly identify that it is from SHG. Southern 360 logo doesn't represent SHG to me.

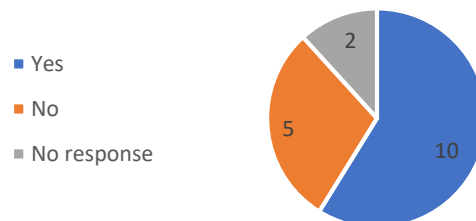
Question 3 - Does the Community Connector leaflet have enough information about the role?



Please tell us why you gave the document this score?

- It only has a few words about the role at the bottom of the page, and these are very brief and do not fully explain what a community connector is
- If you are going to issue a leaflet like this, it must be succinct if the message is to get over. This is about right
- Yes, I think it tells you enough and does not go overboard
- I think so
- We probably would take out the repeat of its hard due to pandemic as you had already said it, and replace it with more about what would be expected of people that stand for it
- You do not want to give too much information at this stage - this is about generating interest which it does well
- As you are not giving another option such as "Other" I must keep clicking No to reply and move on
- Because you can learn a lot from reading
- Because the information is inviting
- As this is an introductory information leaflet it is sufficiently informative for its purpose
- I believe it whet's the appetite and would encourage contact to request more information. Any more information on the leaflet might not be useful.

Question 4 - Does the Community Connector leaflet make it clear who residents can contact?

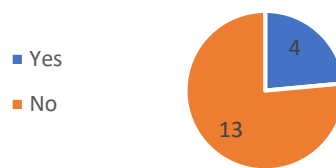


Please tell us why you gave the document this score?

- Would have been better if the contact was bold and in a larger font.
- It's all laid out for you
- Yes, but only an email – no other way of contacting?
- I would prefer it to have a Contact number as well as an Email address so that people are not put off from writing an Email if they are not "Tech Savvy". It may be that a potential amazing Community Connector would be missed but if they had a way to speak to someone to explain the role further, especially if they felt it was not a role for them but in actual fact was exactly the role for them and even perhaps what they are already doing. I find it hard to write questions in an email and much prefer it over the phone.
- Yep email address in pink part if interested
- As I said I haven't seen it & no option here to say other

- Clear and easy to see
- The contact info is lost in the garish colour scheme
- Yes - if one is on line. No - if one needs to phone contact.
- It makes clear how to make initial contact for further information provided once has computer/laptop facilities available, however stating that is one doesn't have such facilities you are just at the stage of exploring other options is disappointing and too vague.
- It is only available to those who can use the internet. It doesn't offer the opportunity to contact the Service Centre to express their interest. It is not therefore inclusive.

Question 5 - Have you heard about Community Connectors before?



If yes, please tell us where or how you know about Community Connectors.

- Through S.H.G
- Never heard of it before, and if we lived in an area where more tenants cared about things we would apply, but it only feels like a couple of us care about the estate, the rest abuse it/ignore it.

Question 6 - Do you have any other comments?

- I feel if you were going to advertise for this you could have had a chat with us beforehand to make us aware of what this role was so that we could have helped fill the form in better with a lot more about the role
- Good document I thought
- The last paragraph of the leaflet reads poorly. It say's "They will often be found hosting summer fetes, supporting their neighbours, creating art activities and many are also been keen gardeners". I think it should say 'They will often be found hosting summer fetes, supporting their neighbours, creating art activities and many have also been keen gardeners'.
- SHG needs to be more hands on with their estates to keep them on the up
- As I said I haven't seen it & no option to say other
- No - great job - great leaflet to generate interest
- There are too many words and the colours are too garish, it looks like it's aimed at five-year-olds
- SHG have opened doors for me .and I am eternally grateful
- It's not what I expected
- Hideous coloured leaflet. Confusing to the eye especially to the colour-blind. (best keep to white)

- I thought the colours of the pages were similar "the power of 'we' as opposed to only one 'me' word".
- I feel that the other ways and means of connecting to residents should have been thought out before issuing this leaflet.
- The leaflet doesn't have the SHG Logo – Southern 360 is an unknown logo to me

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 Connector Leaflet to read and understand?

Residents felt that the leaflet was easy to read and understand with 15 residents giving a score of satisfactory, very good or excellent with only 2 scoring poor or very poor.

Comments from residents were:

Improvement comments:

- Background colours were not great. White on pink in particular
- Preference for larger A4 size of document rather than A5.
- Consider changes if the target audience is over 70.
- Font is too small, but another found the size fine.
- Horrendous colouring. None applicable to some tenants
- The lettering on the red sheet was trying to read
- It doesn't instantly identify that it is from SHG. Southern 360 logo doesn't represent SHG to me. So not sure it would attract attention if it was placed on a noticeboard or sent through the post etc. Obviously if it was sent by email (to those who can receive information this way) then they would hopefully realise it is from SHG.

Positive comments:

- Straight to the point, well set out and liked the style and flow of the writing.
- Not too much to read.
- Sets out what you are looking for.
- It was easy to read as it kept our attention and was straight forward and to the point
- Straightforward, clear language and terms free of jargon
- I think it explains everything in detail
- Easy to read
- The leaflet explains clearly and briefly the purpose of a Community connector. It states forth rightly what is possible at present and that problem areas are being attended to, lets as many people as wish to join.

Question 2 - Do you feel the Community Connector leaflet clearly shows what the leaflet is for and would encourage residents to read it?

13 residents felt that the leaflet clearly showed what it is for and would encourage residents to read it. Only 4 residents gave a negative or no response.

Comments from residents were:

Improvement comments:

- It doesn't explain exactly what it is for
- Possibly. It doesn't instantly identify that it is from SHG. Southern 360 logo doesn't represent SHG to me

Positive comments:

- Content is good
- Nice and bright easy to read
- I think it is bright and attractive and people will be drawn to reading it unlike a lengthy newsletter.
- The heading is clear and the further information describing the suitable person is enough information that I don't see anyone misunderstanding it. I found the colours cheery and engaging.
- I find the colour keeps attention, it didn't ramble on it was just to the point and yes we found it easy to understand, etc
- Easily read - attractively presented
- Because it is informative
- Overall it read ok
- The leaflet is eye catching with its colourful background, highlighted phrases emplacing motivational attitudes and interest in variety of approaches to connect with residents.

Question 3 - Does the Community Connector leaflet have enough information about the role?

13 residents felt that the leaflet had enough information about the role. Only 4 residents gave a negative response.

Comments from residents were:

Improvement comments:

- It only has a few words about the role at the bottom of the page, and these are very brief and do not fully explain what a community connector is
- We probably would take out the repeat of its hard due to pandemic as you had already said it, and replace it with more about what would be expected of people that stand for it

Positive comments:

- If you are going to issue a leaflet like this, it must be succinct if the message is to get over. This is about right

- Yes, I think it tells you enough and does not go overboard
- I think so
- You do not want to give too much information at this stage - this is about generating interest which it does well
- Because you can learn a lot from reading
- Because the information is inviting
- As this is an introductory information leaflet it is sufficiently informative for its purpose
- I believe it whet's the appetite and would encourage contact to request more information. Any more information on the leaflet might not be useful.

Question 4 - Does the Community Connector leaflet make it clear who residents can contact?

10 residents felt that the leaflet made it clear who residents can contact. 7 residents gave a negative or no response.

Comments from residents were:

Improvement comments:

- Yes, but only an email – no other way of contacting?
- Would have been better if the contact was bold and in a larger font.
- I would prefer it to have a Contact number as well as an Email address so that people are not put off from writing an Email if they are not “Tech Savvy”. It may be that a potential amazing Community Connector would be missed but if they had a way to speak to someone to explain the role further, especially if they felt it was not a role for them but in actual fact was exactly the role for them and even perhaps what they are already doing. I find it hard to write questions in an email and much prefer it over the phone.
- The contact info is lost in the garish colour scheme
- Yes - if one is on line. No - if one needs to phone contact.
- It makes clear how to make initial contact for further information provided once has computer/laptop facilities available, however stating that is one doesn't have such facilities you are just at the stage of exploring other options is disappointing and too vague.
- It is only available to those who can use the internet. It doesn't offer the opportunity to contact the Service Centre to express their interest. It is not therefore inclusive.

Positive comments:

- It's all laid out for you
- Yep email address in pink part if interested
- Clear and easy to see

Question 5 - Have you heard about Community Connectors before?

13 residents had not heard about Community Connectors before with only 4 residents with previous knowledge of Community Connectors. Those that had heard about Community Connectors had heard through SHG.

Question 6 - Do you have any other comments?

Improvement comments:

- I feel if you were going to advertise for this you could have had a chat with us beforehand to make us aware of what this role was so that we could have helped fill the form in better with a lot more about the role
- The last paragraph of the leaflet reads poorly. It say's "They will often be found hosting summer fetes, supporting their neighbours, creating art activities and many are also been keen gardeners". I think it should say 'They will often be found hosting summer fetes, supporting their neighbours, creating art activities and many have also been keen gardeners'.
- SHG needs to be more hands on with their estates to keep them on the up
- There are too many words and the colours are too garish, it looks like it's aimed at five-year-olds
- Hideous coloured leaflet. Confusing to the eye especially to the colour-blind. (best keep to white)
- I thought the colours of the pages were similar "the power of 'we' as opposed to only one 'me' word".
- I feel that the other ways and means of connecting to residents should have been thought out before issuing this leaflet.
- The leaflet doesn't have the SHG Logo – Southern 360 is an unknown logo to me

Positive comments:

- Good document I thought
- No - great job - great leaflet to generate interest
- SHG have opened doors for me .and I am eternally grateful

Suggested changes to leaflet



Draft Community
Connector Leaflet v2 .

Recommendations

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

Recommendation 1.

Review comments around the design as follows:

- Review the colours used as some residents found them 'not great', 'horrendous colouring', 'lettering on the red sheet was trying to read', 'hideous coloured leaflet'
- Font is too small, but another found the size fine.
- Consider having both logos on leaflet as residents were not aware of the 360 logo.
- Consider reducing the amount of words and colours used.
- Review inserted PDF of suggested changes to leaflet.

Recommendation 2

Review comments around the wording as follows:

- Some comments felt there was not enough to explain what a Community Connector is
- Reduce the number of references to the pandemic and replace it with more about what would be expected of residents that stand for this role
- The last paragraph of the leaflet reads poorly, change “They will often be found hosting summer fetes, supporting their neighbours, creating art activities and many **are** also been keen gardeners” to ‘They will often be found hosting summer fetes, supporting their neighbours, creating art activities and many **have** also been keen gardeners’.
- "The power of 'we' as opposed to only one 'me' word".

Recommendation 3

Consider different leaflet for an audience over the age of 70 and the size of the leaflet i.e. A4 rather than A5

Recommendation 4

Review what contact details are given on the leaflet. Several comments stated that not everyone has access to or are comfortable to use email as a contact method to find out more information.

The contact information to be in bold and in a larger font as currently lost in the colour scheme.

Feedback from Project Lead

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

Recommendation 1 - Review comments around the design

The leaflet has been transferred onto the Southern 360 template which addressed a number of the comments from resident regarding the colours, font and logos.

Recommendation 2 - Review comments around the wording

The leaflet has been reworded.

Recommendation 3 - Consider different leaflet for an audience over the age of 70 and the size of the leaflet i.e. A4 rather than A5

The leaflet will be produced electronically and only printed if take up of the project is low or on request.

Recommendation 4 - Review what contact details are given on the leaflet.

The contact email has been highlighted in bold and a contact number has been included.

Images of the leaflet can be found on the following pages.



We are looking for new Community Connectors

Want to make a difference in your community and support each other?

We hope you are keeping well during these strange and difficult times.

We wanted to get in touch to let you know about some exciting projects we are working on and an opportunity for you to get involved with your community.

For the last few years we have been running the Community Connector programme across six Southern Housing Group estates.

As these programmes were delivered in person, we were only able to focus on one estate at a time.

Things have changed considerably since March so although this has meant we have had to sadly postpone programmes delivered in person, it now means we are able to run the project remotely.



As a result we are now widening the Community Connector programme to all of Southern Housing Group's neighbourhoods, estates and schemes.

During this challenge we hope this programme will be able to inspire and support you in helping those around you as well as making your community a place you are proud of.

If you are interested in becoming a Community Connector or want to find out more please get in touch at: volunteering@shgroup.org.uk

After registering your interest we will send you a joining form. After we have received your form you will receive a workbook via email and will be invited to a series of online talks focused on ways to make your community a safe, happy and healthy place.

If you are unable to access the internet please don't let that put you off as we will be exploring other ways to communicate and connect with you and your community.

Traditionally, the Community Connectors programme has worked with groups of residents, so why not ask your neighbours if they are interested in joining too.

Covid -19 has brought a lot of uncertainty and unexpected challenges into our lives, but by working together we are stronger and able to make positive changes, one step at a time!

If you have any questions please call our Community Investment Hotline on **0300 020 0549**.

