

Involvement and communities strategy review - Focus group



13 customers attended

Discussion question - How can we improve on how we share outcomes of involvement sessions, with you and other customers?

Managers response

Suggestion: Use social media to promote outcomes.

We will request Facebook posts aimed at customers following each involvement activity

Suggestion: Use customer update to reach the wider audience and promote the newsletter - keep information in bullet point format.

We will discuss with our communications team to include updates in customer newsletter 4 times per year

Suggestion: Flyers for door drops.

We will look into opportunities where we can trial a flyer drop on involvement in an area with low uptake.

Suggestion: Annual postal newsletter to all customers to highlight involvement/customers who joined/outcomes.

We aim to trial this in Sept 25/Jan 26

Suggestion: Text messaging.

We are investigating a text licensing option for communication with customers

Suggestion: Use the customers voice - speech bubbles

We are making changes to the layout and content, and will include in newsletters

Suggestion: Use noticeboards in communal areas.	We will discuss this with the relevant teams and investigate the possibility for a customer involvement noticeboard per block.
Suggestion: Headlines on newsletter to catch people's attention and draw them into the link to website, rather than too much content in newsletter	We are making changes to the layout and content, and will include in newsletters
Suggestion: If an outcome specifically relates to an area then email people in that location with the update.	We will do this next time an issue is area specific
Suggestion: include more updates in annual report	We will speak to our communications team about including more customer involvement and customers voices.
Suggestion: Share outcomes on flat noticeboards	As per point above re: I&C noticeboard.
Discussion question - How confident are you that Selwood Housing listen and acts on customer feedback?	Managers response
The majority said we do listen and act on customer feedback, but need to make more of promoting the outcomes achieved by customers.	We will increase the focus on recommendations and outcomes
Suggestion: Invite key involved customers to join priority neighbourhoods	We will speak to our Priority Neighbourhood project group about this.

Suggestions: Hold groups in local areas to share feedback and encourage new customers to get involved.	We will plan a trial drop-in session in one of our areas.
Suggestions: Use posters 'Selwood Needs You!' for local community centres/doctors surgeries etc.	We will trial a flyer at a few key hubs such as Trowbridge Future, BoA hub, Westbury Community Project.
Having the heads of service / decision makers in the room is positive and key to believing selwood will act	We will continue to do this for all focus groups.
Clear reasons given - in print - as to why suggestions can't be taken on board	We currently do this but will aim to make it clearer in our communications.
Discussion question - (Part one) How do we hear the views of other customers, those who don't get involved?	Managers response
Suggestion: Face to face community walkabouts to promote involvement activities	We will look into a trial door-knock to inform customers of involvement.
Suggestion: Remove stigma 'well educated people' 'need to talk a lot'. Make it inclusive.	We will revise our newsletter and website messaging to make this clear.
Suggestion: YouTube videos - what happens at a focus group.	We will discuss this with our communications team to look into the possibilities of a focus group video.
Suggestion: Open day at Bryer Ash	We are looking at a potential drop-in session.
Suggestion: Get involved in charity activities to promote involvement.	We will look for relevant events, but capacity is low and charity activities wouldn't guarantee a Selwood audience.

<p>Suggestion: Look at layout of newsletter, put the good news/outcomes first.</p>	<p>We are making changes to the layout and content, and will include in newsletters</p>
<p>Suggestion: Include an involvement leaflet in sign up for new customers.</p>	<p>This was discussed with Lettings and it's currently felt that customers at sign up have so much to take in it's not the best time for anything not directly related to moving in. The lettings coordinator will often mention customer involvement if time/appropriate.</p>
<p>Suggestion: Testimonials of involved customers</p>	<p>We encourage involved customers to share their feedback on the individual sessions. We will include overall involvement experience</p>
<p>Suggestion: Attend sheltered coffee mornings to spread word</p>	<p>There is a new sheltered forum so we need to work with sheltered housing team to ensure there isn't a duplication or clash.</p>
	<p>Promote bringing a friend along (possible incentive or draw?)</p>
<p>Discussion question - (Part two) What barriers might there be, and how can we address those?</p>	<p>Managers response</p>
<p>Customers think it is too involved and may feel that the lack experience needed. Suggestion: Make customers aware that no experience is needed, other than being a SH customer.</p>	<p>We will revise newsletter and website and promotional material to be clear no experience needed. Come up with catchy messaging on this.</p>

<p>Customers may feel intimidated by the environment and not comfortable speaking up for fear of putting their home in jeopardy. Suggestion: Use the customers voice to encourage new customers.</p>	<p>As above, and include customers testimonials, possibly videos if customers willing.</p>
<p>Suggestion: Make it clear that we can support access issues etc</p>	<p>We will promote this</p>
<p>Discussion question - How can we give customers the information and skills they need to feel confident to get involved?</p>	<p>Managers response</p>
<p>Suggestion: Open day at the office, give customers a better understanding of involvement and what would be expected of them.</p>	<p>We will look at potential drop-in sessions</p>
<p>Suggestion: Highlight the incentives.</p>	<p>We will look at making this more visible, along with the newsletter and website changes</p>
<p>Suggestion: Optional training - intro to SH/EDI/Plain English etc</p>	<p>To shadow the incentive policy feedback, we will investigate the possibility of free training for involved customers</p>
<p>Offering training could be intimidating, making the customer feel they need a level of skill to be included.</p>	<p>We will ensure messaging of any training isn't directly linked to focus group participation and is seen more as an incentive than a requirement</p>

Suggestion: Offer more online groups and encourage customers to give it a try.	We will discuss with each project sponsor about holding two sessions per review, one in-person and one online
Suggestion: Use involved customer to invite new customers/share their experience/what has changed because of their involvement.	We will encourage involved customers to speak directly to other Selwood Housing customers (neighbours/family etc)
Suggestion: For the above, use videos instead of words so other customers can see it's real.	We will liase with out communications to team create short customer videos
Suggestion: Advertise the involvement as 'no training/skills needed'	We will incorporate this messaging into our newsletters and website
Suggestions: Offer more evening sessions	We will speak to project sponsors about a mix of day/evening sessions
Suggestion: Repeat the WAASH training sessions	We will look into a potential version of this for 2026
Suggestion: Link to policy/procedure ahead, if people want, but not necessary	We will send link to relevant document, but be clear you can attend focus group without any preperation
Discussion question - Are you aware of the customer complaints forum? Would you like to know more about the work they do and the outcomes?	Managers response

All customers said they were only aware from attending the focus group or seen the recruitment ad in the newsletter.	We will discuss this with our complaints manager and communications team, about some improved profile of the forum and its role
Not aware of the dedicated page on the website.	Customer newsletter item
Suggestion: All customers said the group/outcomes should be publicised on social media and newsletters.	We will discuss this with our complaints manager and communications team, about some improved profile of the forum and its role
No awareness of the group or what they do so clearer info needed	As above.
Confusion over whether they are a group a customer could approach to look at a complaint	As above.
Discussion question - (Part one) What impact do you think the scrutiny team has on our services?	Managers response
All customers said the scrutiny team reviews are having an impact on services, noted by the number of recommendations approved and put in place.	We will continue the good publicity of reviews and outcomes, and include in the customer newsletter more regularly
Suggestion: promote this to the wider audience, using social media and newsletters.	We will discuss this with our communications team

Some attendees unaware of scrutiny and their work	We will continue the good publicity of reviews and outcomes, and include in the customer newsletter more regularly
Discussion question - (Part two) How could you, as a customer, contribute to the scrutiny service review?	Managers response
Suggestion: Share recommendation and reasons why with customers before going to board. Ask for their opinions.	We will speak to the scrutiny team about ensuring wider customer views are included in reviews
Suggestion: Run relevant focus groups (1.5 hours) on the review subject to enable customers to feed in.	As above (either workshop or survey)
Suggestion: Share focus group recommendations and outcomes with scrutiny where relevant	We will action to do this where relevant
Discussion question - What other involvement activities could we use to gain customer feedback?	Managers response
Suggestion: Whatsapp - customers get updates on involvement opportunities and outcomes.	We will investigate this with IT, to look at options to use WhatsApp/texts
Suggestion: Visit local community groups where SH customers could find out more about involvement.	We will look for relevant events but capacity is low and charity activities wouldn't guarantee a Selwood Housing audience.

Suggestion: Use tick box surveys for customers, make it simple and straight forward to take part.	We will incorporate this in future surveys
Suggestion: Community pop-ups for SH customers.	We will look to trial this during the summer months
Suggestion: Attend community events	We will look for relevant events but capacity is low and charity activities wouldn't guarantee a Selwood Housing audience.
Suggestion: Selwood bus to tour areas and speak to customers	There is a high cost involved, along with staff and resources, so would not be good value for money
Other questions/comments	Managers response
Suggestion: Run Selwood Surgeries and invite customers to meet the teams/get to know SH staff in a friendly, neutral environment.	We will look into holding drop-in sessions with other customer facing teams
Suggestion: Use neighbourhood team to promote involvement.	We will share this with our neighbourhoods team about recommending involvement when working with customers. Produce a flyer and ask the managers, assistants and tenancy sustainment coordinators to pass on details to us. We will also look at possible joint visits with the team.

Suggestion: Attended local fairs/fetes.	We will look for relevant events but capacity is low and charity activities wouldn't guarantee a Selwood Housing audience.
Suggestion: Online booking made easier to show what you've already signed up for, and a clear list of sessions and dates	We will investigate whether any improvements can be made to the online form.