

Customer focus group

Clear communal areas

November 2025



Customer recommendations



Poster and leaflet review

Customer Feedback

- Christmas and other ad-hoc posters: Change the colour of the posters regularly to make them stand out.
- Christmas posters: To include contact details (unless displayed next to main poster).
- Phrase "Clear corridors help save lives" is impactful – make it bold for emphasis.

Recommendations

- 8 improvements suggested by customers.

Manager Response

- All recommendations accepted.
- Changes will be planned with the communications team.
- Updates to be implemented for the next print run of posters and leaflets.



Website content review

Customer Feedback

Webpage is clear but could be improved with:

- Reminders and examples of hazards
- Dos and Don'ts
- Enforcement steps and charges
- Info on external communal areas

Recommendations

- 6 recommendations suggested by customers

Manager Response

All recommendations accepted, we will:

- Collaborate with our Communications Team to:
- Update webpage with clear policy and procedure.
- Include reminders in customer updates.



Policy enforcement/breaches

Customer Feedback

- It was agreed that a 7-day warning before removing items from communal areas should be in place.
- The Immediate removal if items pose a fire risk, based on caretaker inspections was vital for safety.

Recommendations

- 2 recommendations proposed by customers

Manager Response

- £30 charge remains for planned removals.
- Scaled charges to be introduced for fly-tipped and breached items.



Conclusion

Clear and effective communication on communal area safety was identified as a priority during a customer focus group.

Key points included improving messaging tools, such as posters, leaflets, and the website, to ensure materials are accessible, visually engaging, and timely, particularly during festive periods.

Customers emphasised balancing enforcement with resident warnings and implementing appropriate fee structures to manage breaches effectively.

Regular updates through customer communications were recommended to maintain consistency and reach across the community.

Management confirmed that all feedback will inform updates to the communal areas policy, procedure, webpage, and supporting literature.

#YourVoiceMatters #CreatedWithCustomers

If you would like further information on this focus group, please email: makeadifference@selwoodhousing.com