

Customer focus group Hoarding

December 2025



Customer
recommendations



Policy review

Customer feedback

The policy was described as clear, written in plain English, and easy to understand.

Recommendations

- Include additional information about the procedure to clearly communicate the policy content.
- Make sure the policy is easy to find.

Manager response

All recommendations accepted:

- A reference to the hoarding procedure has been included in the policy.
- The hoarding policy will be clearly linked on the website, non-digital customers can contact us to request a printed copy.



Communication

Customer feedback

- Create a dedicated page on the website, with key information and support details.
- Share information on hoarding through the customer update.

Recommendations

- The content should be empathetic and written in way that encourages those in need to feel comfortable enough to make contact.
- Include an article on hoarding in the customer update on an annual basis.
- 9 points suggested for content to be included on the website (see details below).

Manager response

- We are working closely with our communications team to develop the new hoarding webpage and include content in the customer update.



Signposting

Customer feedback

- Provide details for additional support and signposting.
- Encourage people to seek help and support by making information easy to find.
- Use a anonymised case study to help people better understand what is classed as hoarding, and the potential outcomes.

Recommendations

- Include links to external support hubs on the website.

Manager response

We will include support information, signposting and advice on the dedicated page on our website.



Website content

Customer recommendations for the following content to be included on the website:

- Definition of hoarding – what is classed as hoarding and what isn't.
- What causes hoarding disorder.
- Clutter rating – what this is and how it is used.
- What to do if you are living in these circumstances and would like help.
- What to do if you are concerned about someone that may be hoarding.
- Case study examples.
- Details of the enforcement procedures.
- Signposting to external support and services.
- Links to hoarding policy and procedure.

Manager response

- All recommendations have been agreed and will be included on the new dedicated page.

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

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