

Chat 2 Aspire: Shape Your Neighbourhood

Preliminary Analysis

Engagement

Chat 2 Aspire 2021 successfully **engaged with 25%** of our target customer base. With a total of 2261 responses, we heard from over **600 more customers** than in Chat 2 Aspire 2019.

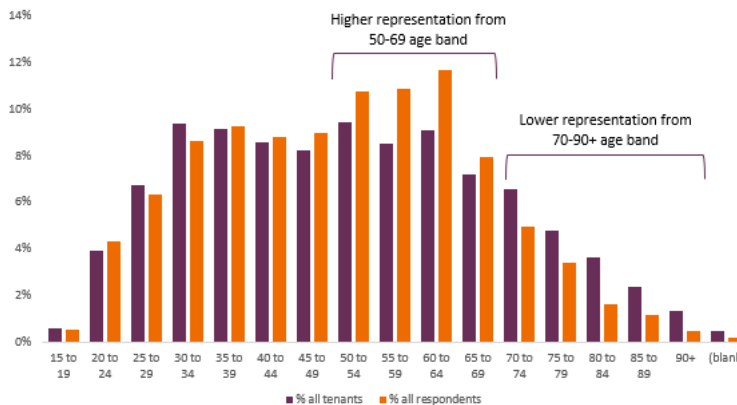
- Central: 493 responses (23.3% response rate)
- North East: 493 responses (24.4% response rate)
- North West: 663 responses (26.3% response rate)
- South: 612 responses (24.3% response rate)

Each locality was well represented in the data, with responses coming from **60 different Aspire neighbourhood patches**.

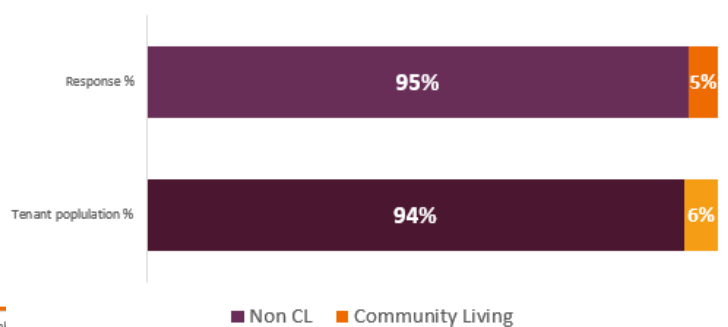
Methods and Inclusivity

To ensure our survey access was as inclusive as possible, we utilised 4 different data collection methods: text; email; post; and telephone call back requests. We also used screen-reader survey functionality to make completing the survey more accessible to those with literacy or sight difficulties. Our **digital approaches** showed the highest success rates, with **response rates of 27% and costing an average of 76p per response**. Our **postal surveys** received a **response rate of 9% and costing an average of £13.82 per response**. Less than 10 responses were collected via the telephone call back option.

Total responses by age band vs. tenant population



Community Living Response rate vs. Community Living Population

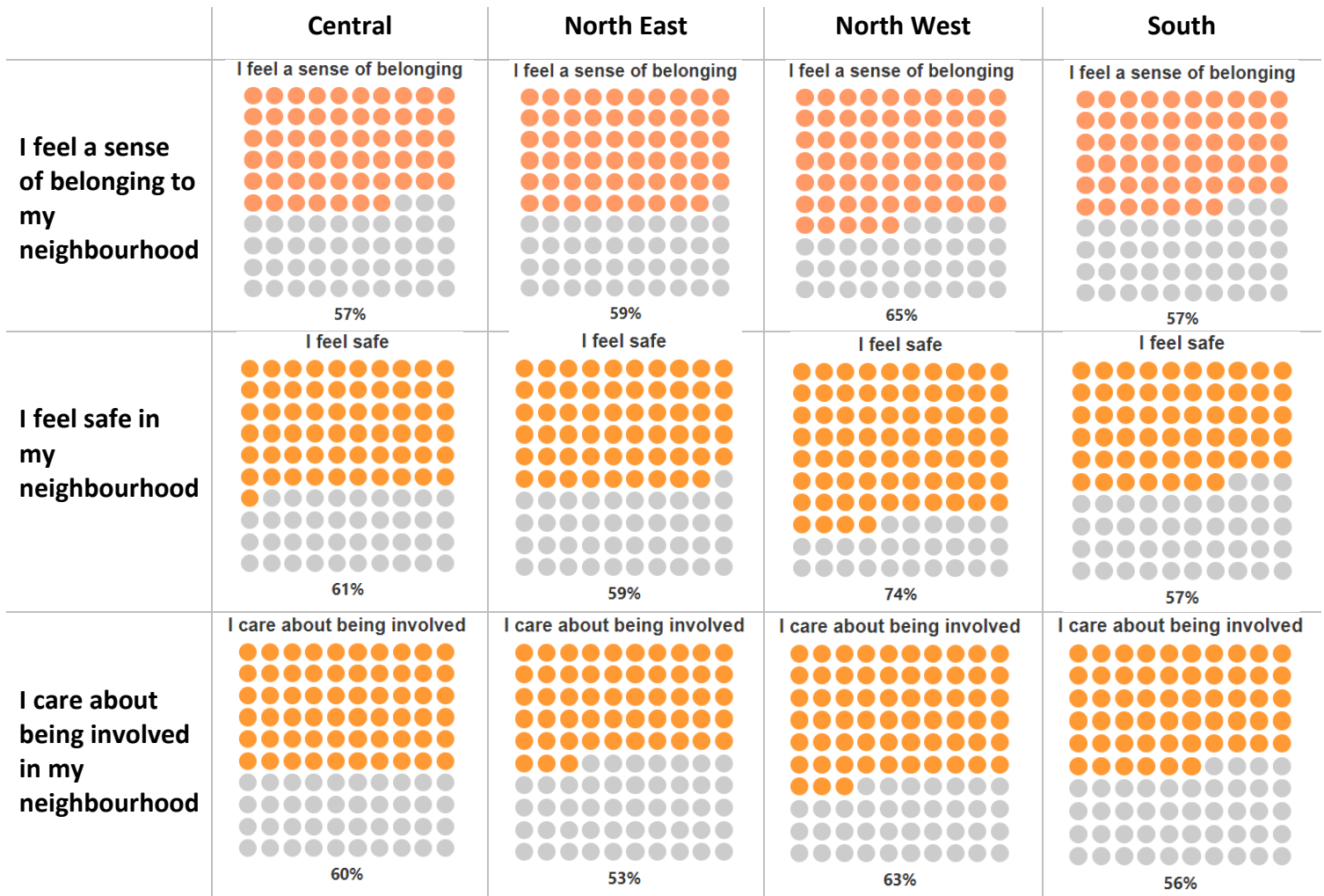


Early analysis shows that we have had representation from customers of all ages, though there is some over-representation of customers aged 50-69 and some underrepresentation of customers aged 70+. Analysis finds that our proportions of Community Living Scheme respondents and General Needs respondents match that of our overall customer population, showing fair representation of the two customer groups.

Summary Results

We asked respondents about three core areas: feelings of safety, belonging, and caring about being involved in the neighbourhood. For all three, the **North West locality has the highest proportion of respondents agreeing or strongly agreeing** with each statement: 65% of them feel a sense of belonging to their neighbourhood; 74% of them feel safe; and 63% of them care about being involved in their neighbourhood. The **South locality has the lowest proportion that feel safe** in their neighbourhood (57%) and the **North East has the lowest proportion that care**

about being involved (53%). However, it is important to note that there is also a lot of within-locality variation, and results by each neighbourhood patch can be accessed and compared interactively in CX feedback¹.



As well as geographical differences, early analysis also highlights differences within different customer groups. For example, respondents **living in flats are less likely to feel safe and less likely to feel they belong** than respondents who live in houses. Further analysis is to be undertaken to explore other potential differences, due to factors such as age and length of tenancy.

ONS 2020/21² research found that 65% of residents in England, and 64% of residents in the West Midlands, felt they belong to their immediate neighbourhood. Whilst this was matched by our respondents from the North West, all other locality results were lower than this, with 57% of those in the Central and South localities feeling like they belong and 59% in the North East locality. This suggests that **our respondents may have less of a sense of belonging to their neighbourhood than the general population**. A recent study of social housing tenants by MRI³ found that just 31% of their respondents felt they belong to their neighbourhood. Whilst our percentages are lower than the ONS England and West Midlands averages, **our respondents appear to have a stronger sense of belonging to their neighbourhood than the social housing tenants that took part in the MRI study**.

Comparison to the MRI study also found that **our respondents from all localities are more likely to feel safer in their neighbourhoods than the social housing tenants in the MRI research**. Between 57% (South) and 74% (North West) of our respondents in each locality stated that they feel safe in their neighbourhoods, compared to 40% of the MRI study respondents. The MRI study also found that 46% of their social housing respondents care about being involved with their neighbourhood. Again, **the proportion of our respondents who care about being involved is higher than the MRI research respondents across all 4 localities**, ranging from 53% in the North East to 63% in the North West.

The 3 factors of belonging, safety and caring about being involved have been found in the literature to be closely linked. Those who feel safe are often more likely to feel like they belong. Experiencing an unsafe neighbourhood can lead some people to engage less in their communities/neighbourhoods and feel isolated. Correlations and associations between how our customers have responded to these 3 questions will be explored in future analysis of the data.

Early Analysis of Comments

Coding has begun of the rich qualitative data collected through the survey. Whilst this is still a work in progress, early analysis has identified the following as some of the emerging themes raised in customer responses:

Why you don't feel a sense of belonging?	What would make your neighbourhood feel safer?	What do you like about your neighbourhood?	How could Aspire help to improve your neighbourhood?
<ul style="list-style-type: none"> • No sense of community, everyone keeping to themselves. Feelings of isolation and loneliness for some. • Issues with neighbours including ASB, drugs and substance misuse, and crime • Experiencing threats, harassment or intimidating behaviour • Run-down and neglected neighbourhood, lack of investment • No nearby amenities, facilities or activities • Divisions in the neighbourhood such as cliques and segregation. 	<ul style="list-style-type: none"> • Aspire doing more to tackle nuisance behaviour and ASB, providing more support, and listening to customers more • Removal of drug and substance misuse issues • Dealing with gangs, crime, and better policing • Better lighting • Property and communal area improvements to enhance safety and security such as windows, doors, fences, and CCTV • Better parking and improved road conditions • Aspire to take more consideration when choosing where to house which customers • More Aspire presence and involvement in the neighbourhood 	<ul style="list-style-type: none"> • Friendliness of neighbours – saying hello, smiling etc • Strong sense of community and support, strong roots to place • Well-kept neighbourhood, clean and tidy outdoor and communal area spaces, well kept roads and parking, well-designed estate • Good access to amenities, good transport links • Events and activities, things to do for children and young people • Safe area, quiet and peaceful, safe for children • Green spaces and parks nearby, walks 	<ul style="list-style-type: none"> • Improve the upkeep of the area (making outdoor and communal areas cleaner and tidier and better maintained, including grass/hedge cutting, fencing and bin stores) • Do more to tackle nuisance behaviour, especially drugs and ASB • Listen to customers more, take their issues more seriously and respond • Take more planning and consideration when choosing where to house which customers • Property improvements and updates, including repairs, damp and mould etc • More Aspire presence and involvement in the neighbourhood • Support for garden maintenance • Support areas to feel safer and tidier with improved lighting, CCTV, and signage • Support with fly-tipping and bulky waste removal • Better parking • Better access to green spaces and parks, events and activities and things to do for children and young people • Better information and communication

The qualitative data is currently being systematically coded to identify the themes and quantify how often they are raised, to be able to understand the scale and compare issues across different patches and localities. This will be accessible in an interactive format through CX Feedback.

Early Spotlight On:

Central: Knutton and Cross Heath

106 Knutton and 43 Cross Heath respondents

Knutton: 50% feel they belong, 61% feel safe, 58% care about being involved in their neighbourhood

Cross Heath: 63% feel they belong, 68% feel safe, 63% care about being involved in their neighbourhood.



Key Likes: friendly neighbours, access to green spaces, shops and town centre nearby, being close to family and friends, quiet area



Key ways Aspire could improve things:

Improve upkeep of the outside areas (e.g. hedges, grass and tree cutting), help with street cleanliness and litter issues, help with drug problems, more for children to do in the area, home improvements and updates, improve parks, better road safety and lighting

North East: Chesterton

280 respondents

54% feel like they belong, 56% feel safe, 48% care about being involved in their neighbourhood



Key Likes: friendly neighbours, quiet area, close to shops and schools, bus routes, access to parks and green spaces, strong roots to place



Key ways Aspire could improve things: improve neighbourhood upkeep and kerbside appeal, promote/enforce front garden upkeep, more support with gardening, improve roads and pavements, help with litter and bulky waste, more for children and young people to do and to go, improve cleanliness and safety of green spaces and parks, better parking, tackle nuisance behaviour

North West: Kidsgrove

188 respondents

66% feel like they belong, 65% feel safe, 58% care about being involved in their neighbourhood



Key likes: Friendly and caring neighbours, quiet area, green spaces nearby, strong roots to place and people, close to shops and amenities



Key ways Aspire could improve things: More support with tackling crime and ASB, better parking, tackle issues with drugs, improve outside maintenance e.g. hedges and grass cutting, home improvements and repairs, improve lighting and security

South: Town Centre

271 respondents

50% feel like they belong, 44% feel safe, 52% care about being involved in their neighbourhood



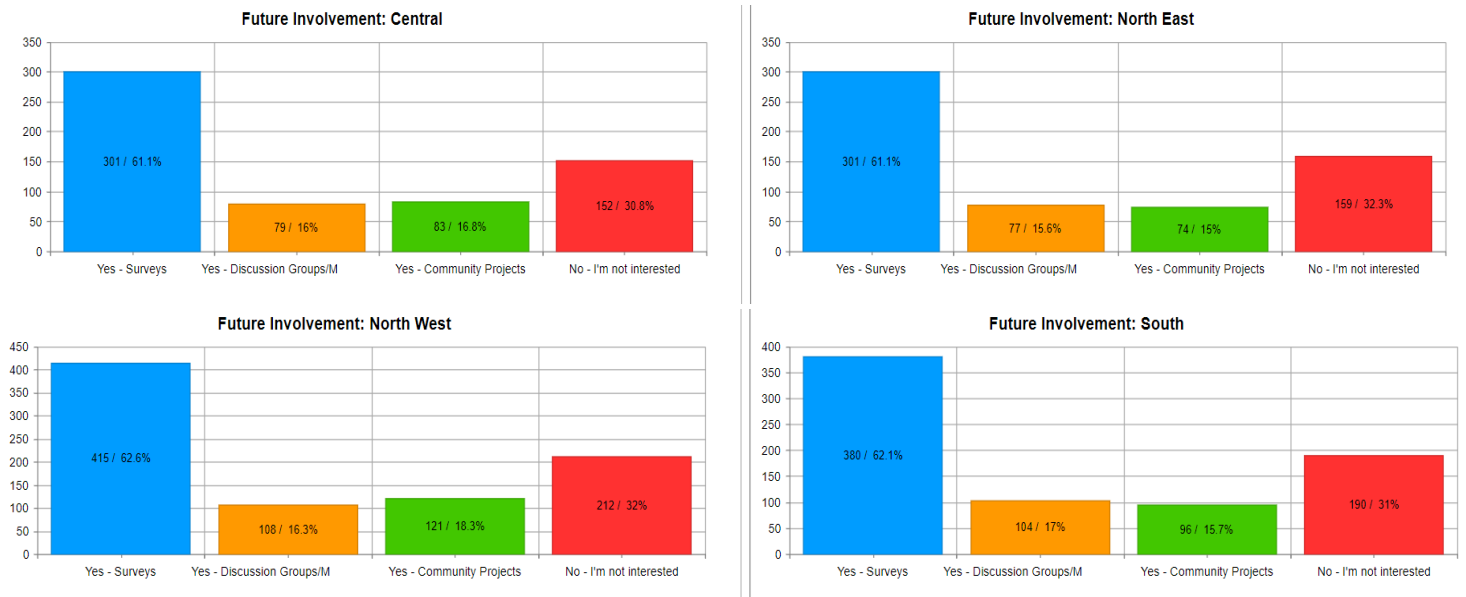
Key likes*: Close to local shops and amenities, friendly neighbours, quiet area, near to green spaces, strong roots to place and people, close to work



Key ways Aspire could improve things: More support with tackling crime, ASB, and drug issues, take more consideration with who is housed where, improve safety and security (e.g. CCTV, lighting, fencing etc), more Aspire presence and listening to customers more, help to keep the neighbourhood cleaner and tidier, improve parking

*NB early analysis suggests the Town Centre had more negative comments about their neighbourhood when asked what they like compared to the other spotlighted areas.

Interest in Future Involvement



Interest in future involvement is consistent across all four localities, with no significant geographical variation based on locality. Surveys attract the most interest, with just over 60% of respondents being interested in being sent future surveys about and to support their neighbourhood. Around 16% are interested in getting involved in more in-depth research/consultation activities such as meetings, focus and discussion groups. Approximately 16% have expressed an interest in becoming involved in community projects. Just over 30% of respondents in each locality do not want to be involved in any future engagement activity on this topic.

For more information on the Chat 2 Aspire project and insight, please contact the Business Intelligence Team: businessintelligenceteam@aspirehousing.co.uk