

Estate Renewal Resident Engagement Framework

Consultation report

Consultation by numbers

45,640

People reached by social media posts

2,900+

Visitors to the online survey

1,450+

EREF documents delivered to homes on the estates

1,500+

Visits to homes on the estate through door-knocking

612

Surveys completed (online + physical)

29

Door-knocking sessions

13

Pop-up events



Launching the consultation

- **Draft Estate Renewal Resident Engagement Framework (EREF)** delivered to every home on Central Hill, Cressingham Gardens, Fenwick Estate, South Lambeth Estate and Westbury Estate alongside newly branded estate newsletters.
- **Commonplace website** launched with a survey for all estates and an additional damp and mould survey for residents on Central Hill, Cressingham Gardens and Fenwick.
- **Letters** sent to resident groups, offering an opportunity to meet to discuss the EREF and share feedback.
- **Paid social media adverts**, targeted at the largest estates (Central Hill, Fenwick and South Lambeth), driving **1,414 clicks to the website**.
- **A promotional video** by the Deputy Leader (Sustainable Growth and New Homes) launched on Lambeth's social channels and viewed by over 3,300 people on Twitter and Facebook.
- **A news article** promoting the consultation posted on Love Lambeth.

materials



Lambeth

Draft Estate Renewal Resident Engagement Framework

This document is available in alternative languages upon request, please contact engagement@lambeth.gov.uk

Lambeth

We want to do better, together. Tell us how.

We've created a draft Estate Renewal Resident Engagement Framework which sets out how we will engage with you on the future of your estate.

Share your feedback

The consultation will be open until Monday 24 April 2023. Share your thoughts on the draft framework by completing our short survey at lambethof.commonplace.is or by scanning the QR code.

Scan here to fill out our survey



Our draft aims

-  **Support:** We will be open and honest and work to build trust with you.
-  **Amplify:** We will provide a platform for all voices to be heard, especially those that don't currently find it easy to engage with us.
-  **Empower:** We will create opportunities for you to influence decisions about the future of your estate.

Get in touch

If you have any questions, need materials translated, would like a paper copy of the survey or simply want to speak to someone, you can get in touch by emailing engagement@lambeth.gov.uk

Central Hill

01 Improve the quality of the living environment
02 Damp and mould survey for tenants
03 Meet your new Engagement Officer
04 Making improvements to your estate



We want to do better, together. Tell us how.

We recently wrote to you to announce that we would be launching all services from a new, central hub in the borough which we will be using to improve our relationship with you.

This new hub requires us to improve the way we deliver services to you, which means we need your input. We are launching a consultation on our draft framework, which will be a key part of our relationship with you.

You can find more information about the review and the council's response on our website at lambeth.gov.uk/news/central-hill-renewal-estate-news.

How we engage with you: We are launching a new way for how we will communicate and engage with you in the future. An Estate Renewal Resident Engagement Framework will set out our working aims, principles and actions for how we will engage with you.

Please take part: Share your feedback by filling out our short survey. Close completed, please drop into the new feedback box located at the Central Hill Resource Centre.

We'll also be holding a consultation event at the Resource Centre, where you can come and speak to us about the framework on **Wednesday 22 March from 9 to 1pm**.

If you're unable to make it, we'll be out and about asking for your thoughts on the consultation, and you can contact your estate team with a question at any time at central@lambeth.gov.uk.

The consultation will remain open until **24 April 2023**, after which we will spend time considering your feedback before publishing the final framework at the earliest opportunity to start engagement with you.

Scan the QR code to take the survey or head to lambethof.commonplace.is

Estate Renewal Framework | March 2023

Are you a resident of Fenwick?



Cllr Daniel Adlypour
London Borough of Lambeth
Lambeth Town Hall
Brixton Hill
London
SW2 1HW

Friday 3 March 2023

[Sent via email]
Dear Fenwick Resident Engagement Panel,
I hope this letter finds you well.

As you may be aware, last year Lambeth Council commissioned a review into its affordable housing delivery in the borough – called the Kerslake Review. We did this to get a clear steer on what needed to be done to meet our manifesto commitment to tackle the housing crisis and deliver more high-quality affordable homes.

While the review praised the council's approach to delivering new affordable homes with high sustainability standards, it also showed that urgent improvements were needed, particularly in how we communicate with residents and deliver estate renewal.

We're determined to do better, together. As a first step towards resetting our relationship, we are proposing a new way for how we will communicate and engage with residents on all of our affordable estates moving forward. This Estate Renewal Resident Engagement Framework will set out overarching aims, principles and actions for how you can expect us to engage with you about changes to your estate.

For this framework to be the best it can be, we need your input. We have now launched a consultation on a draft framework as a starting point for discussion and debate. We're encouraging all residents to take part by filling out our short survey at lambethof.commonplace.is.

We would also like to meet with the Fenwick Resident Engagement Panel so that our team can talk through the framework in more detail and listen to your feedback. The team will be attending the next Resident Engagement Panel on:

Time: 6pm
Date: Thursday, 30th March 2023
Location: The Adventure Playground, 55 Willington Road, SW2 0NB

I would be grateful if you could let Keith Smith, your Resident Engagement Officer, know if you are able to attend. His contact details are keith.smith@lambeth.gov.uk / T: 07735 750 374.

Yours sincerely,
D. Adlypour

Cllr Daniel Adlypour
Deputy Leader
(Sustainable Growth and New Homes)

London Borough of Lambeth
Lambeth Town Hall
Brixton Hill
London SW2 1HW

Telephone: 020 7265 0000
lambeth.gov.uk

INVESTOR IN PEOPLE

The survey

- A **short survey** focused on the EREF aims was available to fill out both digitally on commonplace and physically through a tear-off in the EREF consultation booklet. The survey received a total of **612** responses. By estate, these were split out as:

Central Hill: 149

Cressingham Gardens: 103

Fenwick: 114

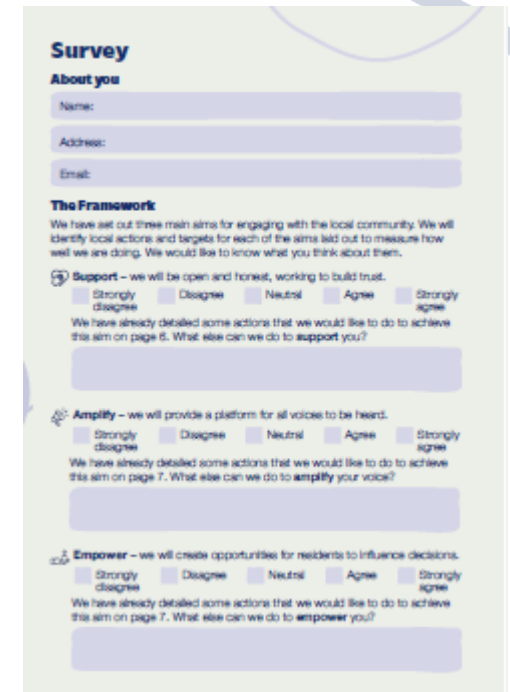
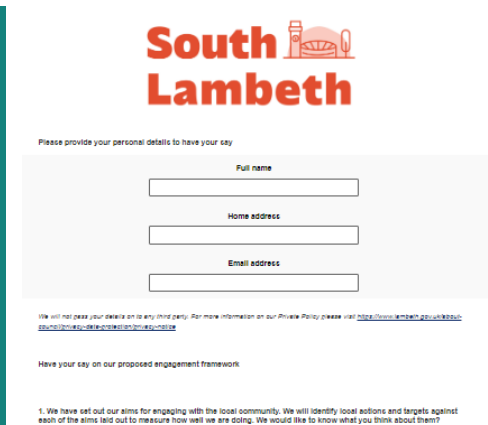
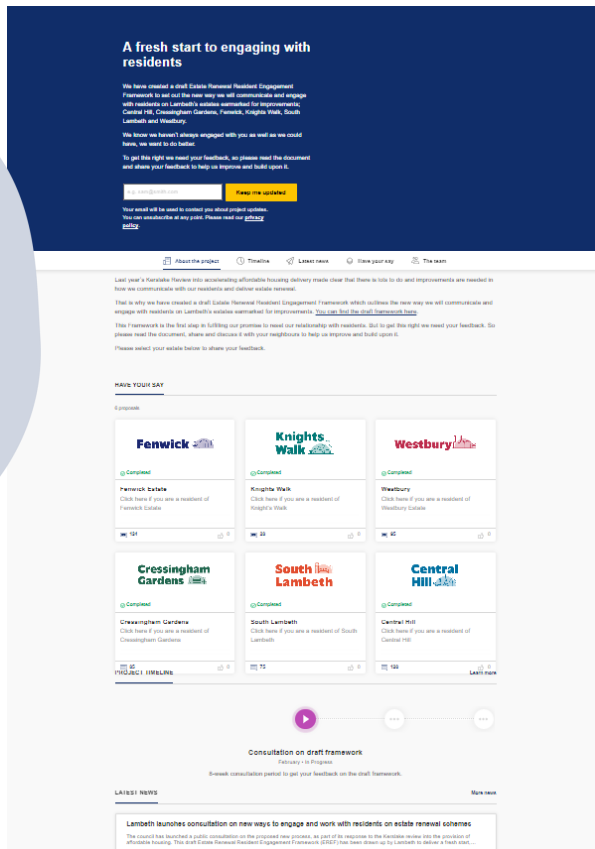
Knights Walk: 30

South Lambeth: 104

Westbury: 112

- **Estate feedback boxes**, installed with branded signage for people to fill out and return surveys at any time. Copies of the printed surveys were available on request at the consultation hubs and at events.

materials



1. Support

We will be open and honest, working to build trust with you and support you to get involved throughout the process.

This includes being honest about where we cannot take feedback on board and why.

How?

We will give you all the information and training you need to build your knowledge, confidence and ability to participate in the process.

The events

- **13 pop-up events** held in total across the estates, promoted through the estate newsletters as well as through SMS messages and email.
- **A0 and A1 exhibition boards** with key information about the aims and promises were presented at the events. They included an opportunity for visual voting and a reminder of how to take part as well as take-away EREF brochures and opportunities to complete the survey digitally on iPads.
- **Events were held both on weekdays and at weekends** to ensure there was opportunity for all residents to attend.

materials

Have your say

The consultation is now open and running until **24 April 2023**. You can have your say on the draft Estate Renewal Resident Engagement Framework by:

- Going to lambetheref.commonplace.is and completing the online survey
- Completing the survey on the next page and dropping it into the new feedback box on your estate by **24 April 2023**
- Attending an event on your estate and speaking to us – details of when these are taking place can be found in your estate newsletter
- Emailing us at engagement@lambeth.gov.uk
- Contacting your dedicated Resident Engagement Officer – their contact details can be found in your estate newsletter



Scan here to fill out our survey online

Next steps

- February – April 2023**
8-week consultation period on the draft framework.
- April – June 2023**
Considering your feedback and drafting an updated framework.
- June – July 2023**
Subject to approval, the framework will be published alongside a draft Estate Engagement Plan for your estate.



Our aims

Using these themes as a starting point, we have developed three overarching goals for all estate renewal resident engagement.

- 1. Support**
We will be open and honest, working to build trust with you and support you to get involved throughout the process. This includes being honest about where we cannot take feedback on board and why.
How?
 - We will give you all the information and training you need to build your knowledge, confidence and ability to participate in the process.
 - We will listen and respond, valuing your input and showing how it has had an impact.
 - We will be present and visible on your estate through a dedicated, skilled engagement resource, including providing independent board and Leaseholder Advice.
- 2. Amplify**
We will provide a platform for all voices to be heard, especially those that are under-represented, face significant housing inequalities or don't currently find it easy to engage with us. This includes consistently monitoring our engagement and making changes if we are not reaching certain groups.
How?
 - We will take the time to fully understand the community and use this understanding to inform our communications and engagement activity.
 - We will deliver creative, tailored approaches that encourage engagement from all sections of the community.
 - We will establish safe spaces, online and offline, to enable everyone's involvement.
- 3. Empower**
We will create opportunities for residents to influence decisions about the future of your estates, and we will enable you to deliver change. This means being genuinely collaborative and working with you to co-design plans for your estates.
How?
 - We will maximize opportunities for individuals and communities to influence and take control of issues that affect their lives.
 - We will take a collaborative approach to design work and will maintain that approach through delivery.
 - We will provide opportunities for residents to deliver local projects.

Our promises

We want to become an example of best practice in engagement for estate renewal, where you are at the heart of this process and feel empowered to shape the future of your home.

We recognise this has not been the case previously. That's why we are making five promises to you.

We promise to:

- 1. Be honest**
By approaching all engagement with integrity, being open and transparent, and delivering on our promises.
- 2. Be respectful**
By valuing all contributions equally and fostering an atmosphere of mutual respect and trust.
- 3. Be open-minded**
By ensuring our engagement is never a tick box exercise and that you can genuinely shape the future of your estates.
- 4. Be flexible**
By continuously reviewing our engagement, adapting to make it better.
- 5. Put your voice first**
By guaranteeing you a right to be heard, in line with the Mayor of London's guidance.



Survey

The Framework

We have set out three main aims for engaging with the local community. We will identify local actions and targets for each of the aims and set out to measure how well we are doing. We would like to know what you think about these.

What training and support would you like to see locally to help you and your neighbours take part in the Estate Renewal programme? Select all options which interest you.

How to get involved with a resident panel	How to get involved with a youth panel	How to participate in on-site workshops	How to undertake the masterplanning process	How to understand the construction process
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Are you interested in any other training sessions?

Which time and methods would you find best to reach you? Select all options which apply to you.


Monday evenings	Tuesday evenings	Wednesday evenings	Thursday evenings
At meetings or events	By WhatsApp / text	By email	By post

Discussing other methods to be considered?

Do you have any other comments about the draft Estate Renewal Resident Engagement Framework?

We have already checked some options that we would like to do to address this aim. What else can we do to support you?

We have already checked some options that we would like to do to address this aim. What else can we do to support you?



Door-knocking

- **29 door-knocking sessions** held in total across the estates, led by HfL/LBL and market researchers to gather feedback.
- **Door-knocking teams** were equipped with a print-out summary of the aims, as well as calling cards to leave at residents' homes.
- **Door-knocking sessions took place both on weekdays and at weekends**, at varying times to try and ensure that teams were able to speak to as many residents as possible.

materials

Our aims

Using these themes as a starting point, we have developed three overarching goals for all estate renewal resident engagement.

Support

We will be open and honest, working to assist you and support you to get things done throughout the process. We will be honest about where we need your feedback on board.

We will give you all the information and training you need to build your knowledge, confidence and ability to participate in the process.

We will listen and respond, valuing your input and showing how it has had an impact.

We will be present and visible on your estate through a dedicated, skilled engagement resource, including providing Independent Tenant and Leaseholder Advisors.

2. Amplify

We will provide a platform for all voices to be heard, especially those that are under-represented, face significant housing inequalities or don't currently find it easy to engage with us.

This includes consistently monitoring our engagement and making changes if we are not reaching certain groups.

How?

We will take the time to fully understand the community and use this understanding to inform our communication and engagement activity.

We will deliver creative, tailored approaches that encourage engagement from all sections of the community.

We will establish safe spaces, on-site and online, to enable everyone's involvement.

3. Empower

We will create opportunities for residents to influence decisions about the future of your estates, and we will enable you to deliver change.

This means being genuinely collaborative and working with you to co-design plans for your estate.

How?

We will maximise opportunities for individuals and communities to influence and take control of issues that affect their lives.

We will take a collaborative approach to design work and will maintain that approach through delivery.

We will provide opportunities for residents to deliver local projects.

Lambeth

We want to do better, together. Tell us how.

We've created a draft Estate Renewal Resident Engagement Framework which sets out how we will engage with you on the future of your estate.

It's important we hear from all residents so that you set the standards and shape the final framework for how we engage with you.

The consultation will be open until Monday 24 April 2023.

Share your thoughts on the draft framework by completing our short survey at lambetheref.commonplace.is or scanning the QR code.

Scan here to fill out our survey

All materials are available in alternative languages on request. Please email engagement@lambeth.gov.uk

Lambeth

Sorry we missed you

We popped by to talk to you about the draft Estate Renewal Resident Engagement Framework. It's really important that that you are part of shaping how we engage with you and we're encouraging all residents to take part.

Our consultation will be open until Monday 24 April 2023 and it's really easy to have your say – just scan the QR code to be taken directly to our short survey or visit lambetheref.commonplace.is

If you'd like a paper copy to fill out, you can get in touch with the team at engagement@lambeth.gov.uk.

All materials are available in alternative languages on request. Please email engagement@lambeth.gov.uk

Scan here to fill out our survey

Lambeth

Summary of feedback – the aims

1. Support

We will be open and honest, working to build trust with you and support you to get involved throughout the process.

This includes being honest about where we cannot take feedback on board and why.

66%

Strongly Agree or Agree with the aim to **“Support”**

2. Amplify

We will provide a platform for all voices to be heard, especially those that are under-represented, face significant housing inequalities or don't currently find it easy to engage with us.

This includes consistently monitoring our engagement and making changes if we are not reaching certain groups.

72%

Strongly Agree or Agree with the aim to **“Amplify”**

3. Empower

We will create opportunities for residents to influence decisions about the future of your estates, and we will enable you to deliver change.

This means being genuinely collaborative and working with you to co-design plans for your estate.

74%

Strongly Agree or Agree with the aim to **“Empower”**

Summary of feedback – written comments



Communication: The need for the council to provide residents with more, better and clearer communication was among the top themes for each of the four free-text questions.



Repairs and maintenance: Providing better repairs and maintenance across the estates was amongst the top themes for three of the four free-text questions, and was the top theme when asked for any further comments.



Deliver on promises and take action: A main theme across responses was calling on the council to deliver on its promises. This included those who supported the aims in principle, but were sceptical the council would actually take action on them.



Trust: There was a general sentiment of distrust, emerging as a key theme in two of the four free text questions with people citing the need for transparency with residents to help achieve this.

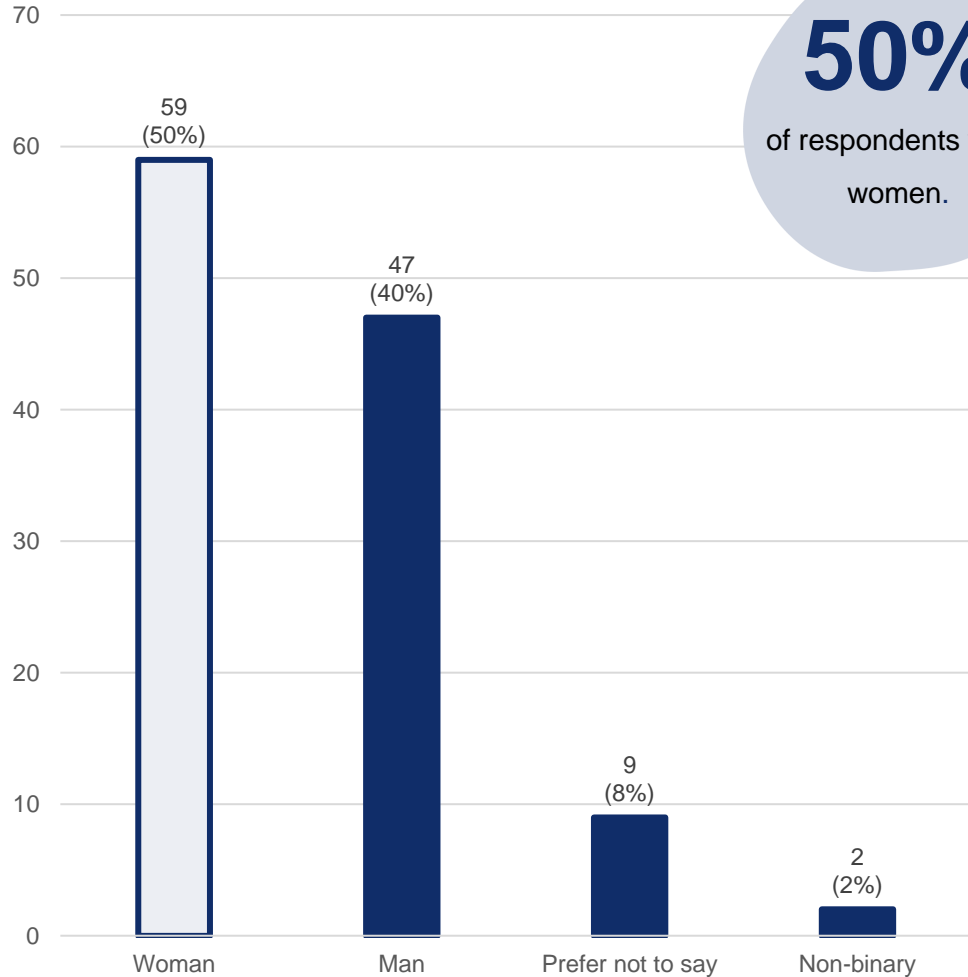


Detailed Survey Results



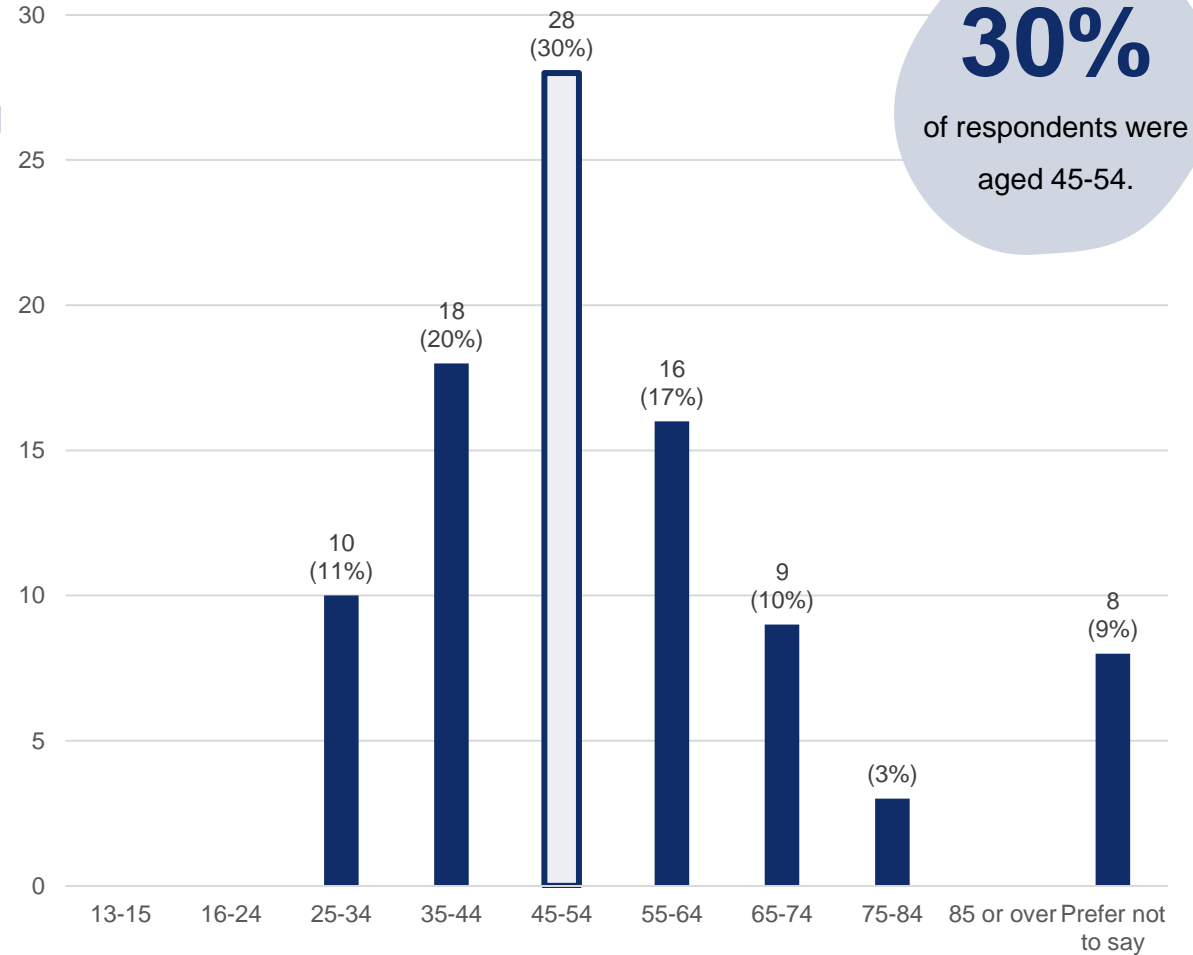
Respondent demographics

Gender



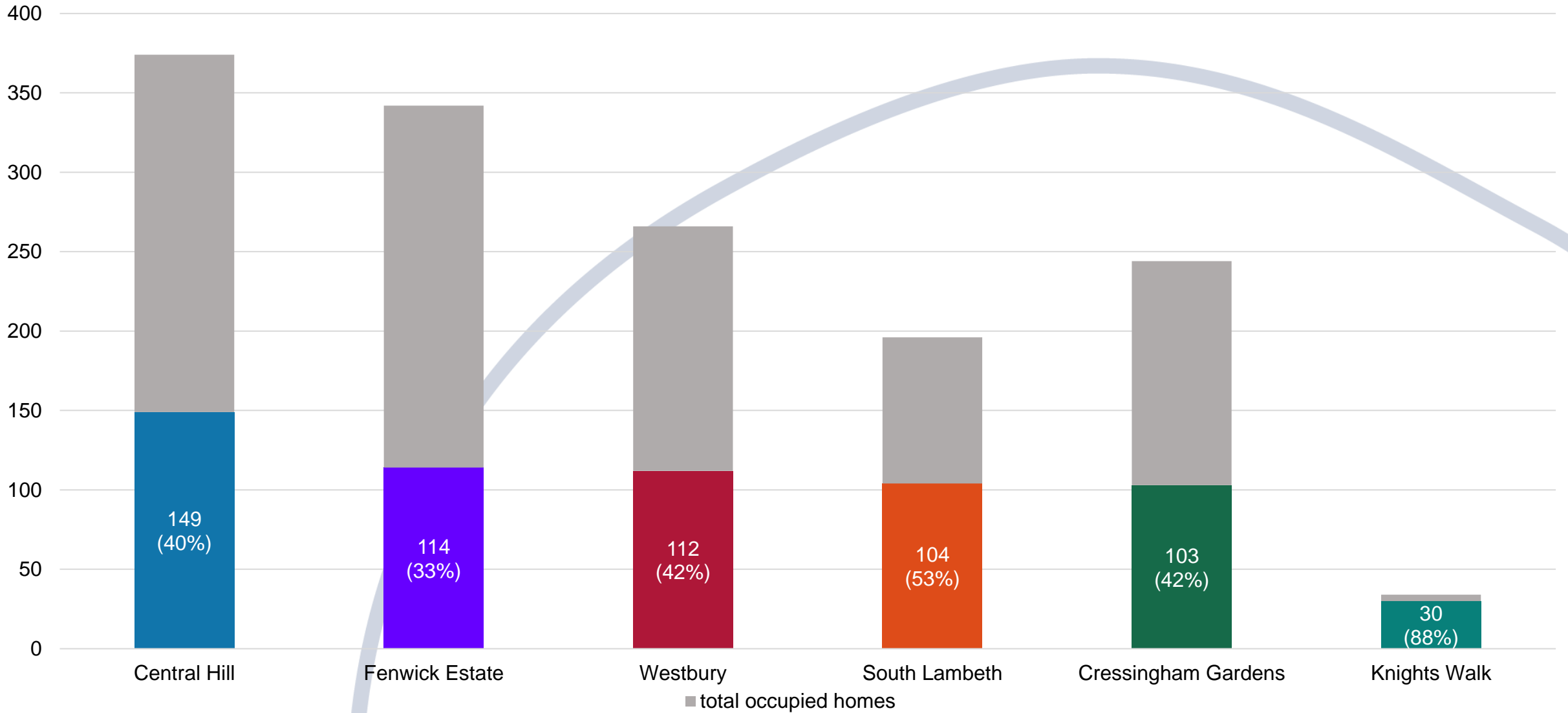
Total responses: 117

Age



Total responses: 92

Response rates compared to total occupied homes



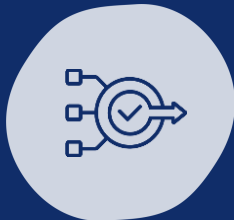
1. Support

“We will be open and honest, working to build trust with you and support you to get involved throughout the process. This includes being honest about where we cannot take feedback on board and why.”

How?



We will give you all the information and training you need to build your knowledge, confidence and ability to participate in the process.

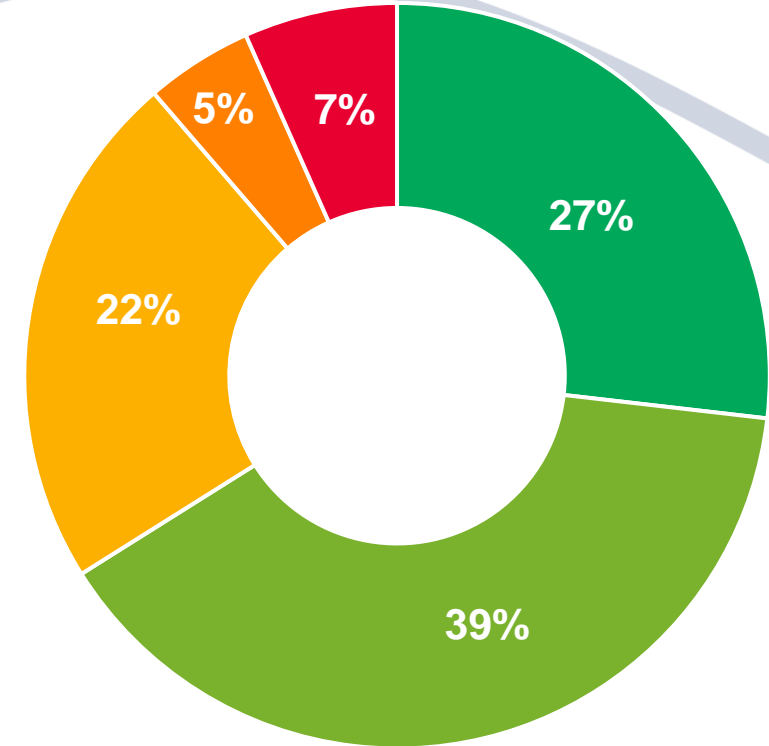


We will listen and respond, valuing your input and showing how it has had an impact.



We will be present and visible on your estate through a dedicated, skilled engagement resource.

Do you agree with this aim?



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

What else can we do to support you?

There were four key themes to emerge about how residents could be supported:

52
mentions

More and better communication from the council was mentioned most frequently. A number of respondents commented that they don't know what's happening with the renewal of their estate.

34
mentions

Better maintenance and repairs on the estate was also a key theme with respondents mentioning that repairs frequently aren't carried out on their estate or left unresolved for long durations of time with poor communication.

33
mentions

The council needs to take more action with references to promises being made in the past and not delivered, and a general sentiment that people were tired of repeating the same process.

29
mentions

The council needs to build trust with residents, closely linked to taking more action, and respondents said they wanted the council to listen and take on board their feedback.

2. Amplify

“We will provide a platform for all voices to be heard, especially those that are under-represented, face significant housing inequalities or don’t currently find it easy to engage with us. This includes consistently monitoring our engagement and making changes if we are not reaching certain groups.”

How?



We will take the time to fully understand the community and use this understanding to inform our communications and engagement activity.

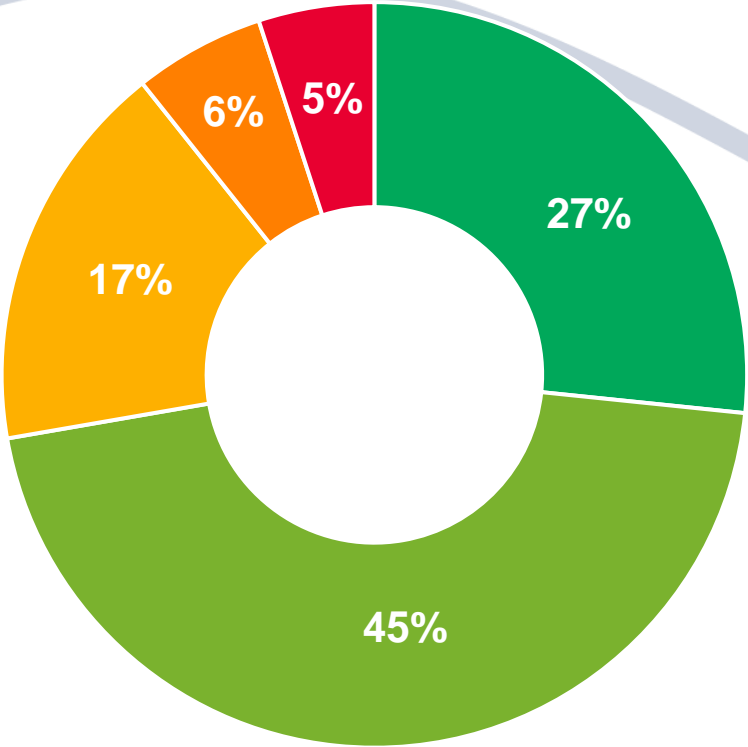


We will deliver creative, tailored approaches that encourage engagement from all sections of the community.



We will establish safe spaces to enable everyone’s involvement.

Do you agree with this aim?



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

What else can we do to amplify your voice?

There were four key themes to emerge about how residents' voices could be amplified:

27
mentions

Listening to residents and ensuring that their opinions were heard and had an impact was the most mentioned theme, with a few people commenting they had not previously felt they were listened to.

22
mentions

Being more inclusive and engaging with all residents, not just those who typically engage. Some people mentioned the importance of ensuring that all voices were heard and listened to regardless of tenure with references specifically made to temporary accommodation residents.

21
mentions

Repairs and maintenance came up as a frequently mentioned issue again, with people mentioning that they were not happy with the current conditions of their home or estate.

21
mentions

More and better communication was also mentioned again, with residents commenting that they often don't know what's happening on their estate.

3. Empower

“We will create opportunities for residents to influence decisions about the future of your estates, and we will enable you to deliver change. This means being genuinely collaborative and working with you to co-design plans for your estate.”

How?



We will maximise opportunities for individuals and communities to influence and take control of issues that affect their lives.

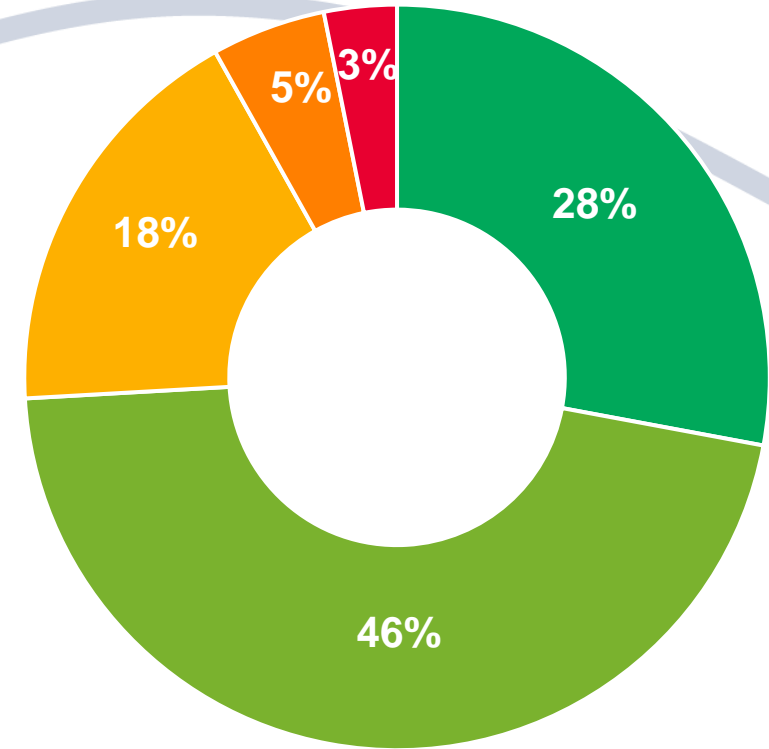


We will take a collaborative approach to design work and will maintain that approach all the way through to delivery.



We will provide opportunities for residents to deliver local projects.

Do you agree with this aim?



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

What else can we do to Empower you?

There were four key themes to emerge about how residents could be empowered:

19
mentions

Take action with some respondents saying that the framework sounded like a good start but they would like this to be acted on now. A few people again mentioned past promises that had not been delivered.

18
mentions

More information and communication was also mentioned frequently with respondents feeling they weren't well informed of what was happening on their estate.

18
mentions

Listening to residents' views, with respondents feeling like the council did not take on board their suggestions. This closely linked with respondents requesting the council to adopt a more collaborative approach to engagement and ensure that residents are part of the decision making process.

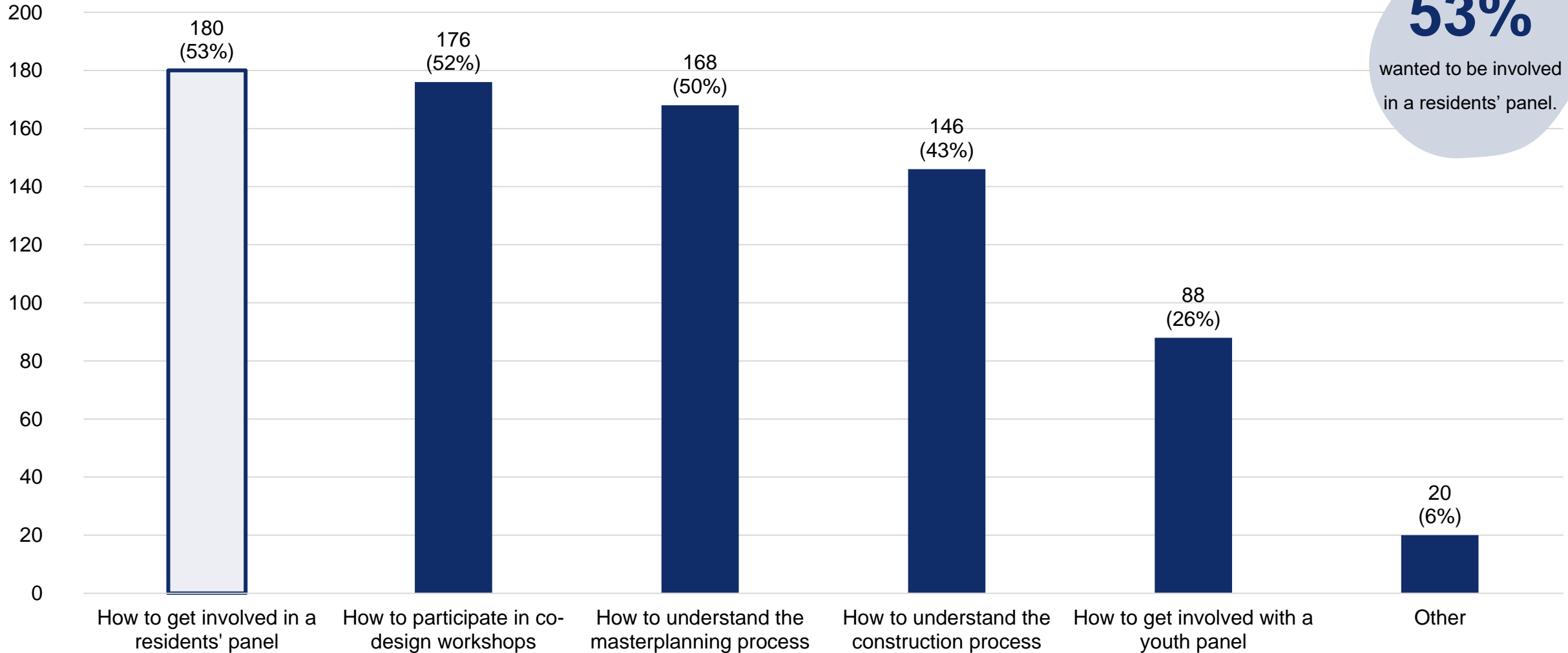
16
mentions

Inclusive methods of engagement were also frequently mentioned, with references made specifically to language barriers, people with disabilities and targeted engagement for both younger and older people.

Total responses: 337

What training and support would you like to see locally to help you and your neighbours take part in the Estate Renewal programme?

Respondents were able to select more than one option



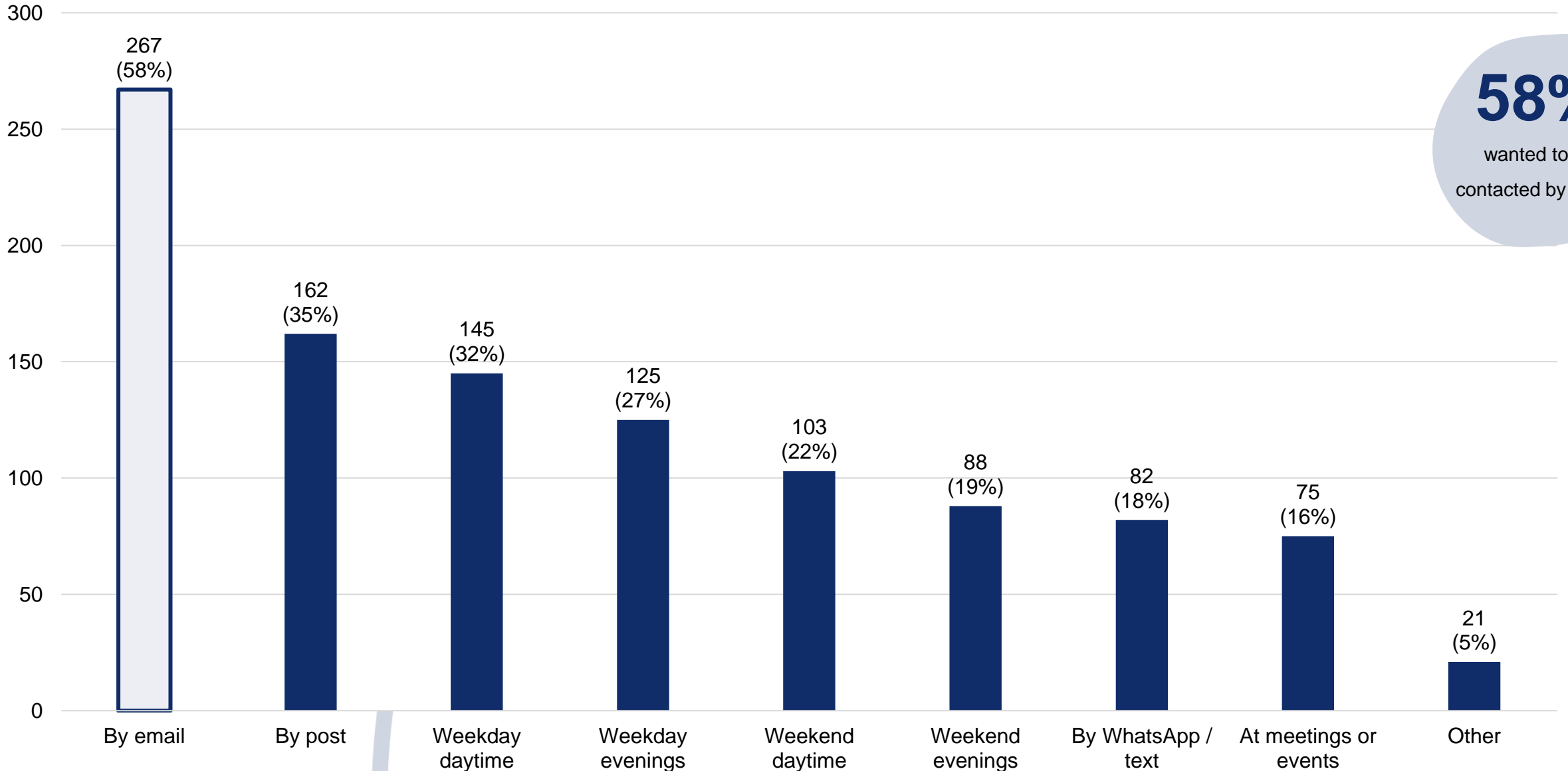
53%

wanted to be involved in a residents' panel.

Which times and methods would you find best to reach you?

Total responses: 460

Respondents were able to select more than one option



58%
wanted to be contacted by email.

Do you have any other comments about the draft Estate Renewal Resident Engagement Framework?

50
mentions

Repairs and maintenance issues were the most frequently mentioned issue, with references to damp and mould, dissatisfaction with the quality of repairs undertaken and the duration of time taken for issues to be resolved.

23
mentions

Taking action and delivering on promises was mentioned a lot, with some people feeling positive about the council's new approach and keen to see this in action, while others said they were more sceptical based on previous experiences.

21
mentions

More and better communication came up, with some people feeling that they had not been kept well enough informed of what was happening on their estate while others mentioned the importance of ensuring that a variety of communication channels were used to ensure inclusivity. Six people mentioned work as a barrier to participating and there were a number of varying views on the most effective communication channels.

13
mentions

Trust and transparency were also key themes, with suggestions that more information about decision making is shared with residents and that the council is transparent about the different options for improvements to the estate.

Other themes from the consultation

A small number of people raised other issues in their written feedback. These can be summarised as:

The council should be **more transparent**, including sharing more data about consultation feedback, costs and the options for renewal.

All options for estate **renewal** should be considered, not just redevelopment.




The council should **take accountability for previous issues** related to estate renewal.

Residents are **tired of the process** and feel they have been through it before.



Estate Feedback

Central Hill feedback summary

Aims	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
 Support	29% (+2)	41% (+2)	22% (=)	6% (+1)	2% (-5)
 Amplify	32% (+5)	46% (+1)	17% (=)	4% (-2)	1% (-4)
 Empower	34% (+6)	43% (-3)	18% (=)	4% (-1)	1% (-2)

*Brackets denote difference to overall results




Written feedback

Take action
and deliver on
promises

Listen to
residents and
improve
communication

Repairs and
maintenance

Cressingham Gardens feedback summary

Aims	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
 Support	26% (-1)	<u>34%</u> (-5)	20% (-2)	7% (+2)	13% (+6)
 Amplify	24% (-3)	<u>49%</u> (+4)	13% (-4)	8% (+2)	6% (+1)
 Empower	23% (-5)	<u>51%</u> (+5)	12% (-6)	8% (+3)	6% (+3)

*Brackets denote difference to overall results

Written feedback




Tired of the process and don't feel listened to

Repairs and maintenance

Take action on improving communication

Fenwick Estate feedback summary

Aims

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
 Support	29% (+2)	35% (-4)	31% (+9)	2.5% (-2.5)	2.5% (-4.5)
 Amplify	29% (+2)	46% (+1)	17% (=)	5% (-1)	3% (-2)
 Empower	30% (+2)	49% (+3)	17% (-1)	3% (-2)	1% (-2)

*Brackets denote difference to overall results

Written feedback




More and better communication

No trust in the council

Listen to residents

Knights Walk feedback summary

Aims

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
 Support	31% (+4)	28% (-11)	31% (+9)	3% (-2)	7% (=)
 Amplify	36% (+9)	32% (-13)	21% (-4)	7% (+1)	4% (-1)
 Empower	42% (+14)	23% (-23)	19% (+1)	12% (+7)	4% (+1)

*Brackets denote difference to overall results

Written feedback




Repairs and maintenance

Lack of trust

More and better communication

South Lambeth Estate feedback summary

Aims

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
 Support	23% (-4)	<u>45%</u> (+6)	18% (-4)	5% (=)	9% (+2)
 Amplify	23% (-4)	<u>43%</u> (-2)	18% (+1)	9% (+3)	7% (+2)
 Empower	27% (-1)	<u>49%</u> (+3)	13% (-5)	5% (=)	6% (+3)

*Brackets denote difference to overall results




Written feedback

Build trust with residents

More and better communication

Repairs and maintenance

Westbury Estate feedback summary

Aims	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
 Support	26% (-1)	<u>43%</u> (+4)	19% (-3)	3% (-2)	9% (+2)
 Amplify	20% (-7)	<u>50%</u> (+5)	18% (+1)	2% (-4)	10% (+5)
 Empower	20% (-8)	<u>47%</u> (+1)	26% (+8)	5% (=)	2% (-1)

Written feedback

More and better communication

Repairs and maintenance

Listen to residents

**Brackets denote difference to overall results*

Responding to residents' feedback and lessons learnt

Responding to feedback

In order to address the key issues and comments made by respondents, the council will:

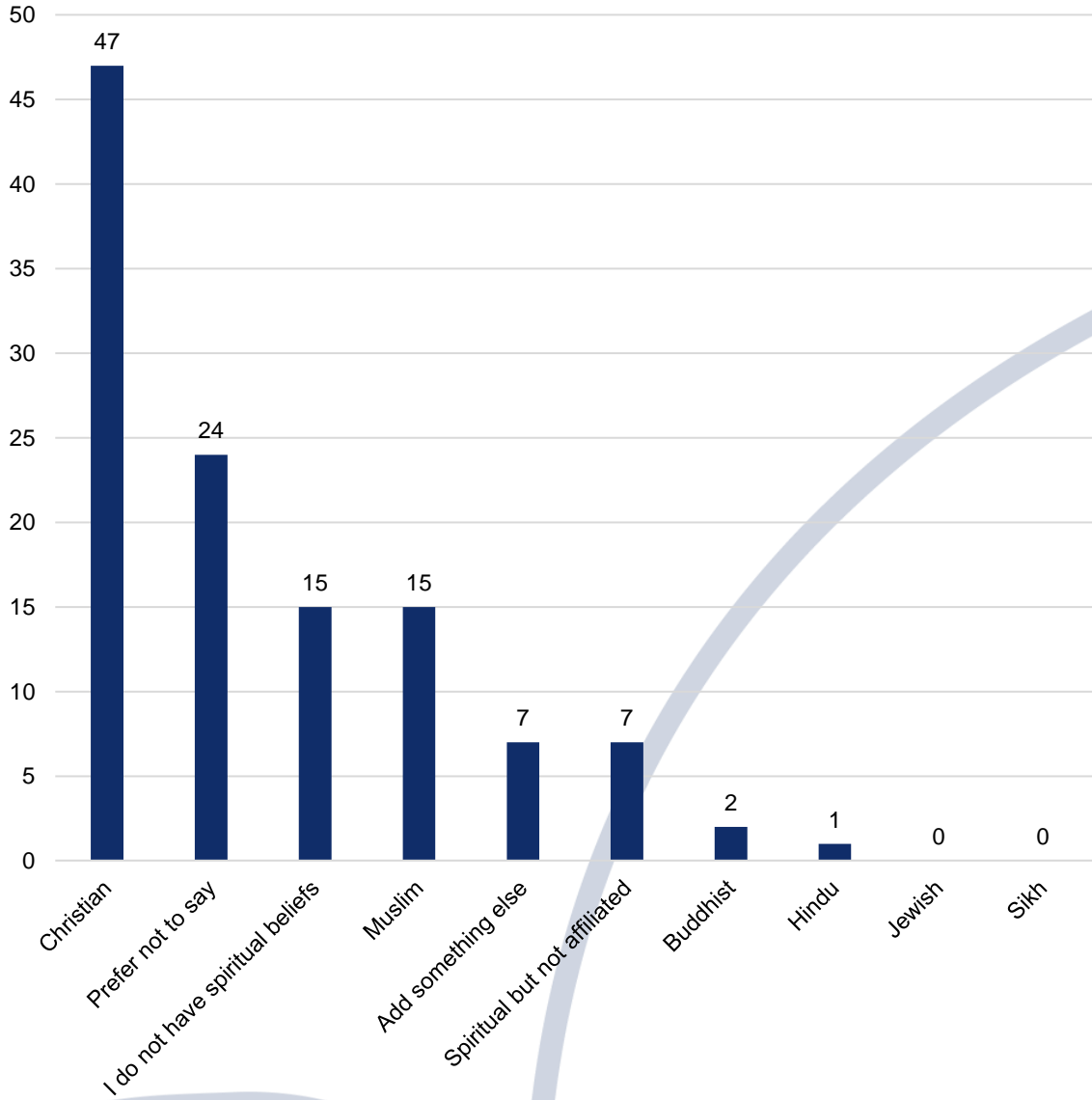
- Commission a programme of training that will be open to all affected residents aimed at demystifying key elements of the estate renewal programme including options appraisals and Masterplanning.
- Rather than send all residents a copy of the new framework, the council will send all residents a summary of the framework alongside a local engagement plan bespoke to their estate, clearly setting out the overall estate renewal process and the engagement activities proposed for the next twelve months thereby immediately putting the framework into practice. The council will seek residents' views on their estate's engagement plan via an in person launch event on each estate.
- Add a new section to the final framework which will improve residents' ability to monitor our performance against this framework including:
 - Work with resident groups to design a new resident engagement survey.
 - Undertake the new resident engagement survey annually.
 - Publish an annual report for residents setting out:
 - the engagement activities that have taken place over the previous year,
 - the results of the annual resident engagement survey
 - anonymised equalities and demographic data of residents who have participated to ensure all communities have been able to participate
 - an action plan for the following year where there is underrepresentation of communities in the engagement process and to address any issues raised in the resident survey.
 - Undertake regular check-ins with the Resident Engagement Groups (REGs) to specifically review how engagement is being carried out and whether any changes are needed.
 - Consult with your independent resident advisor on feedback they have gathered during their work with residents
 - Undertake and equalities impact assessment of this framework and publish any related recommendations
- Commission household equalities/demographic and health surveys for Cressingham and Fenwick estates to complement those already undertaken on South Lambeth, Westbury and Central Hill. The findings of these will be used to create demographic profiles for each estate which will be presented to local resident groups to seek their views on how the council can deliver bespoke engagement activities that meet the needs of their communities.

Review of consultation methodology

- The council is committed to continuous improvement of its resident engagement approach and as such reviews the methodology to ensure lessons are learnt. The below outlines the assessment of the communication and consultation channels used in this consultation.
- **Door-knocking:** This was the most effective way of driving up survey responses, with **247 responses (40%)** collected this way. There may have also been a less quantifiable effect, e.g. by raising awareness of the consultation by being present and visible on the estates, which may have encouraged more people to engage with the survey online. This will be a priority activity in all future phases of engagement. However, respondents were less likely to complete the equalities information which is key to ensuring that all communities are able to participate in engagement. The council will work to link demographic data collected via household surveys to responses to reduce the number of times a resident is asked for this information.
- **Emails:** Though when residents were asked how they would like to be contacted, email was the most popular response by far, the council will review how it uses it, as only **34 survey responses** used this method.
- **Social media advertising:** This was the most effective way of driving traffic to the survey, with **1,052 of the 2,906 total** visitors reached this way. However, the response rate of these visitors was very low, at **just 2.47%**. This is likely due to the very targeted nature of this consultation – limitations with the geotargeting means they will have been reaching a number of people who live near, but not on, the estates. The council will consider testing different ways of linking adverts to surveys to increase the conversion rate, or use social media in a different way – e.g. to raise awareness of events or milestones, rather than to drive traffic to a survey.
- **Print materials:** These were important in reaching those whose preference is to not communicate digitally, or without internet access. They were also the second most effective way of driving traffic and survey responses with around **1,373 visitors via the QR codes or by directly typing the link**. Survey respondents also highlighted print newsletters as a preferred method of contact so these will be prioritised for future engagement.

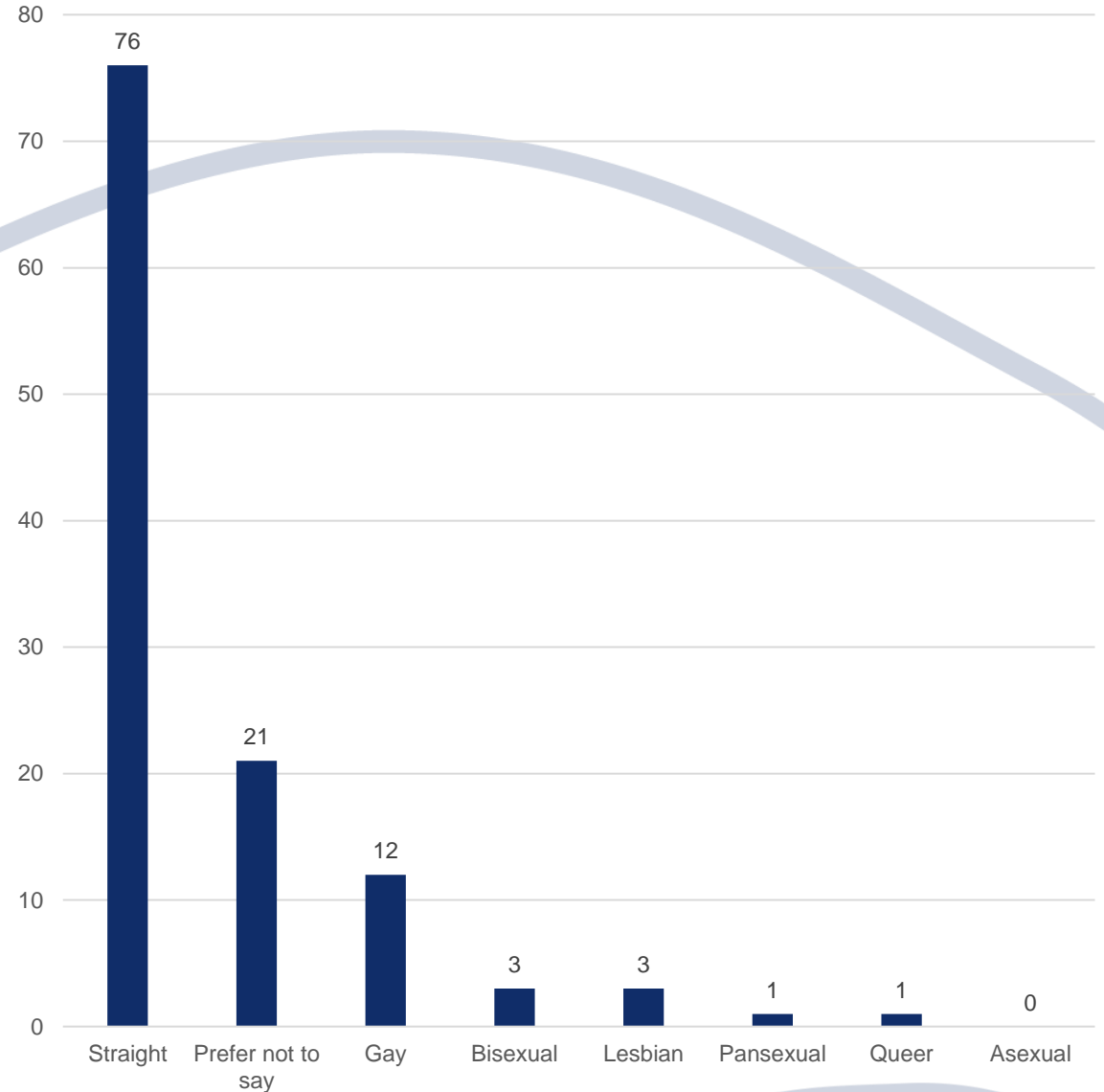
Appendix

Religion / Beliefs



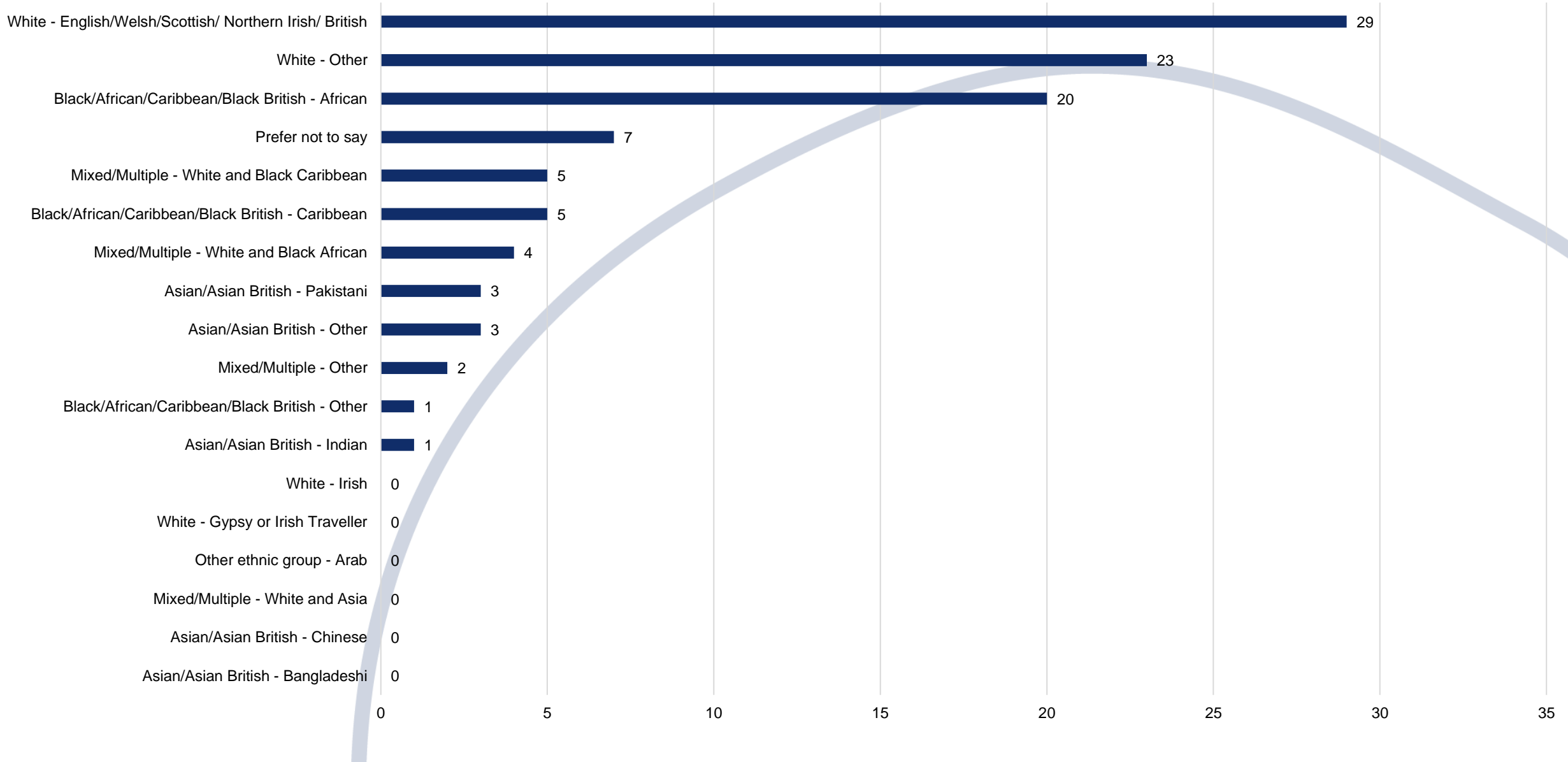
Total responses: 118

Sexual Orientation

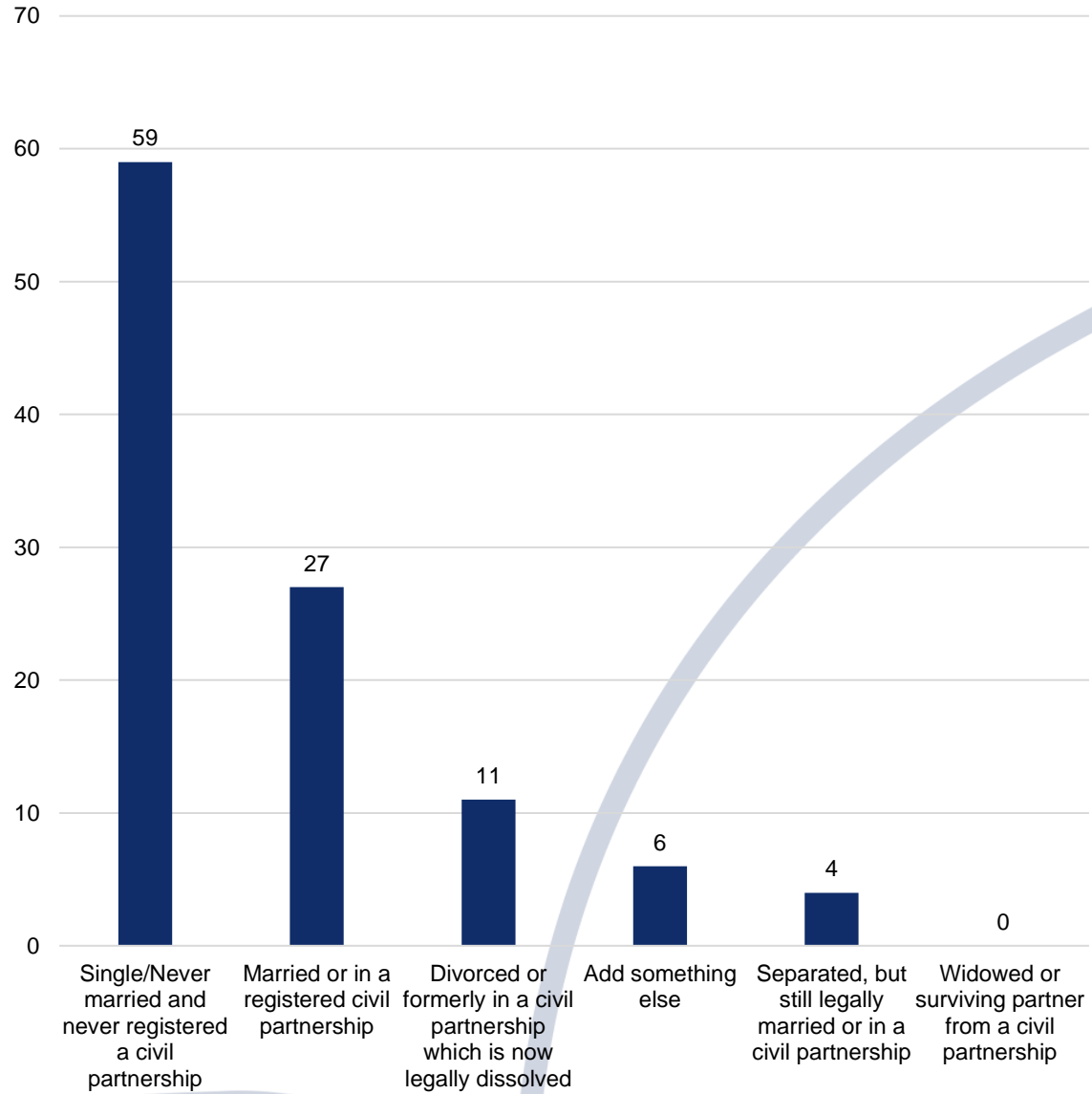


Total responses: 117

Ethnicity

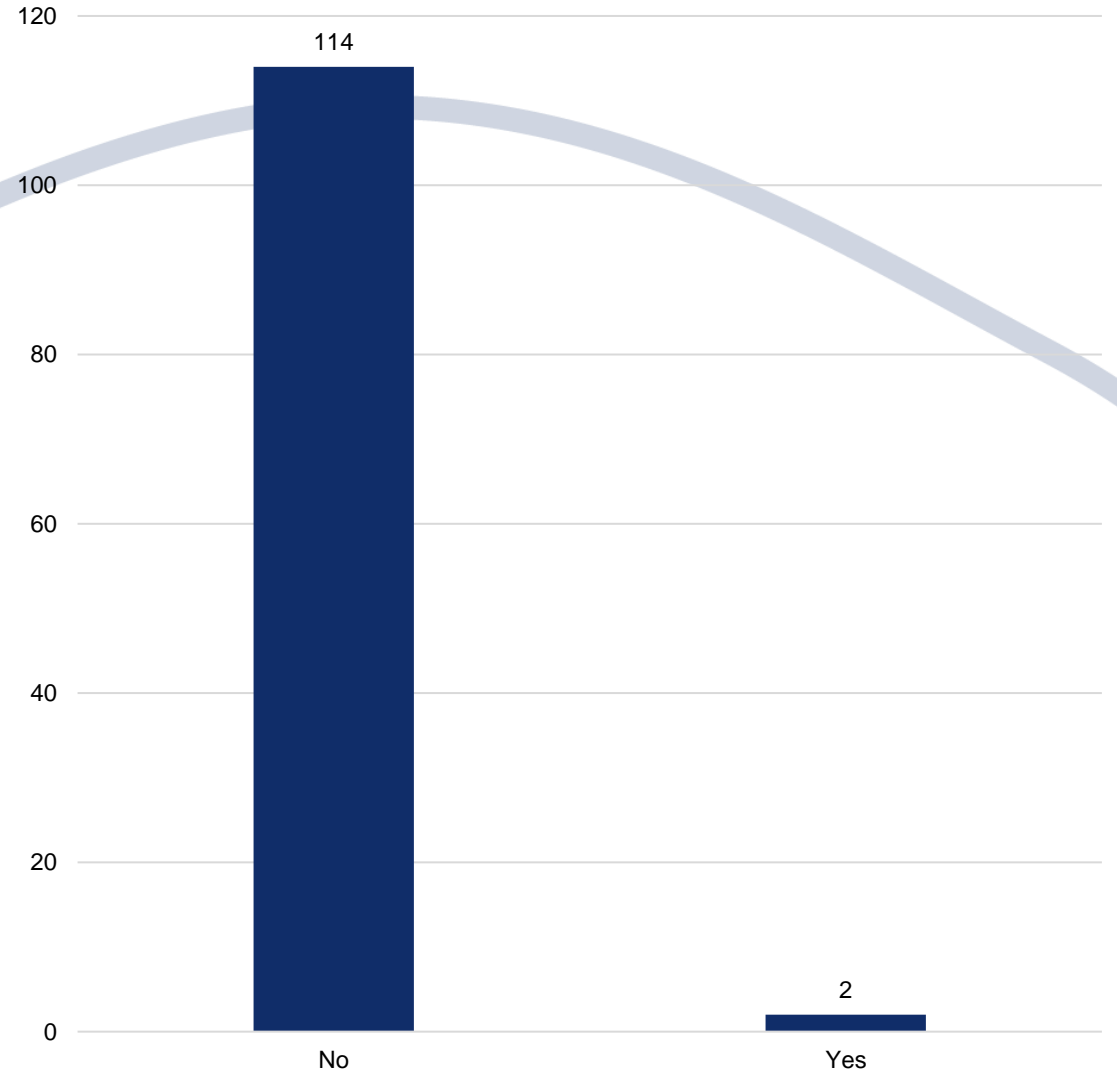


Marital / Civil Partnership status



Total responses: 107

Are you pregnant or on maternity leave?

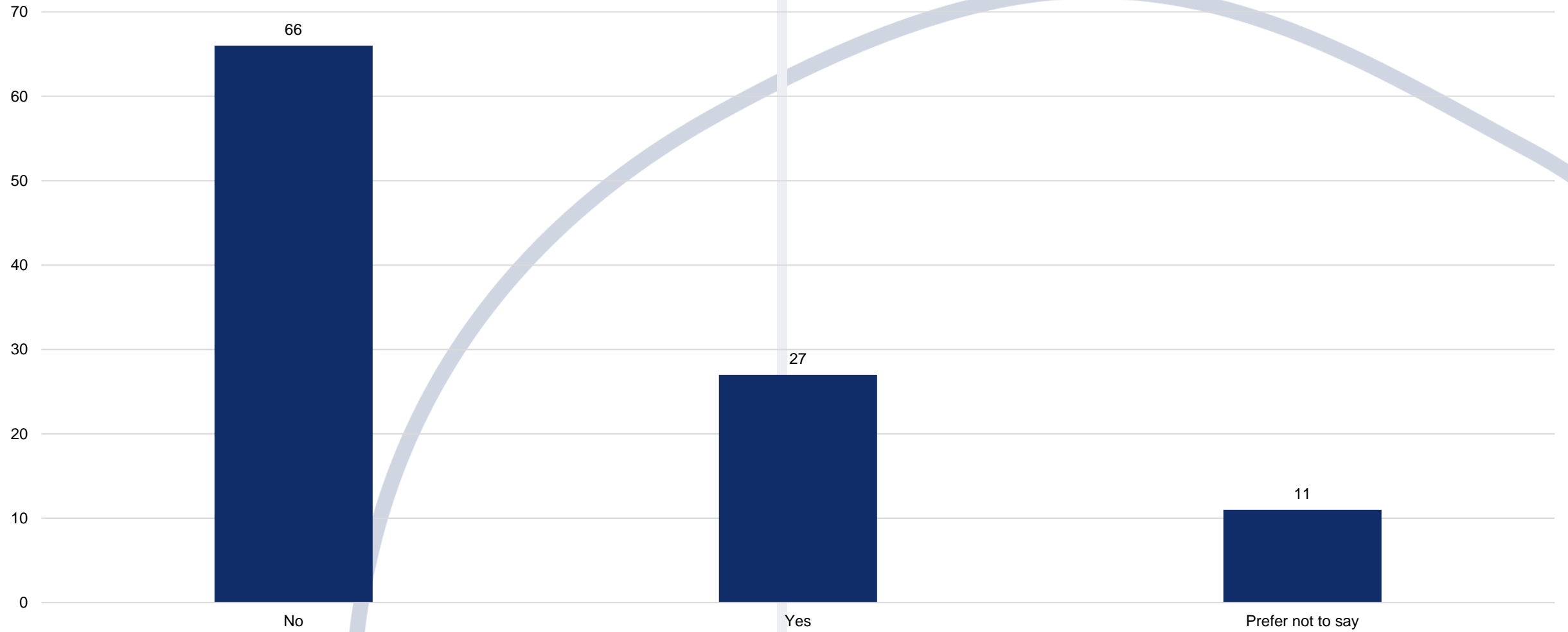


Total responses: 116

Do you have a disability or long-term health condition?

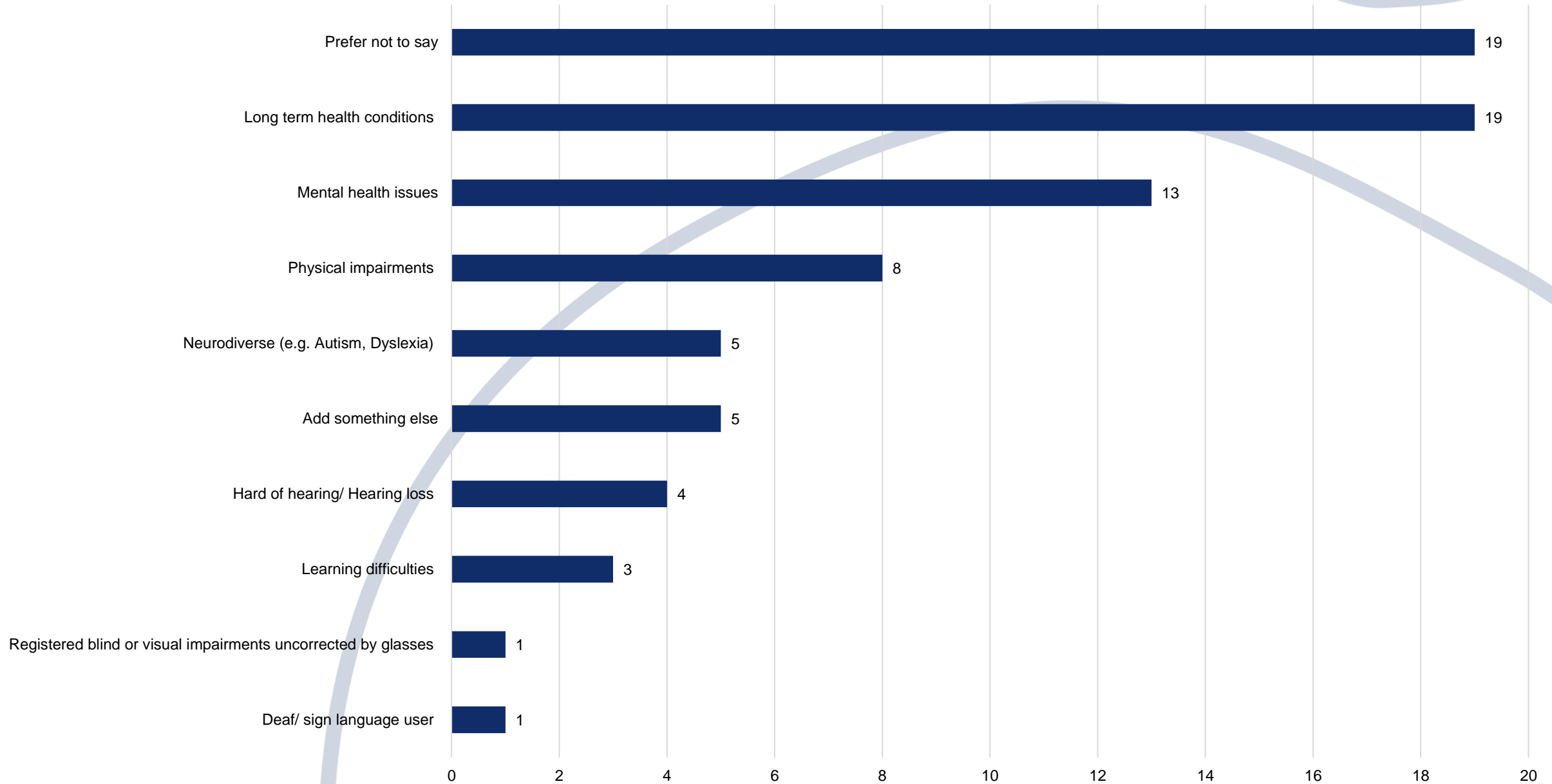
Total responses: 104

Survey respondents

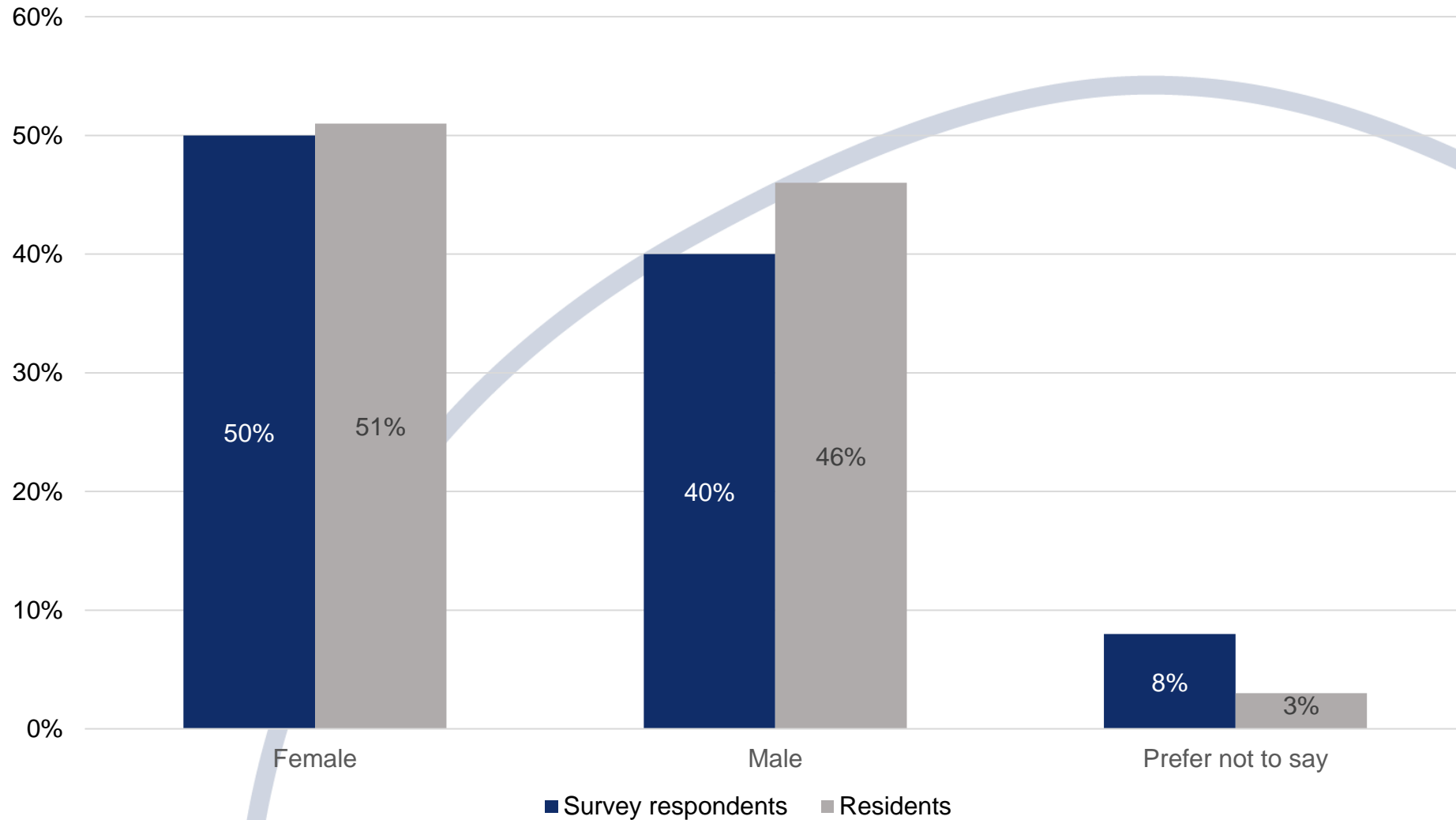


Type of disability or health condition

Total responses: 78



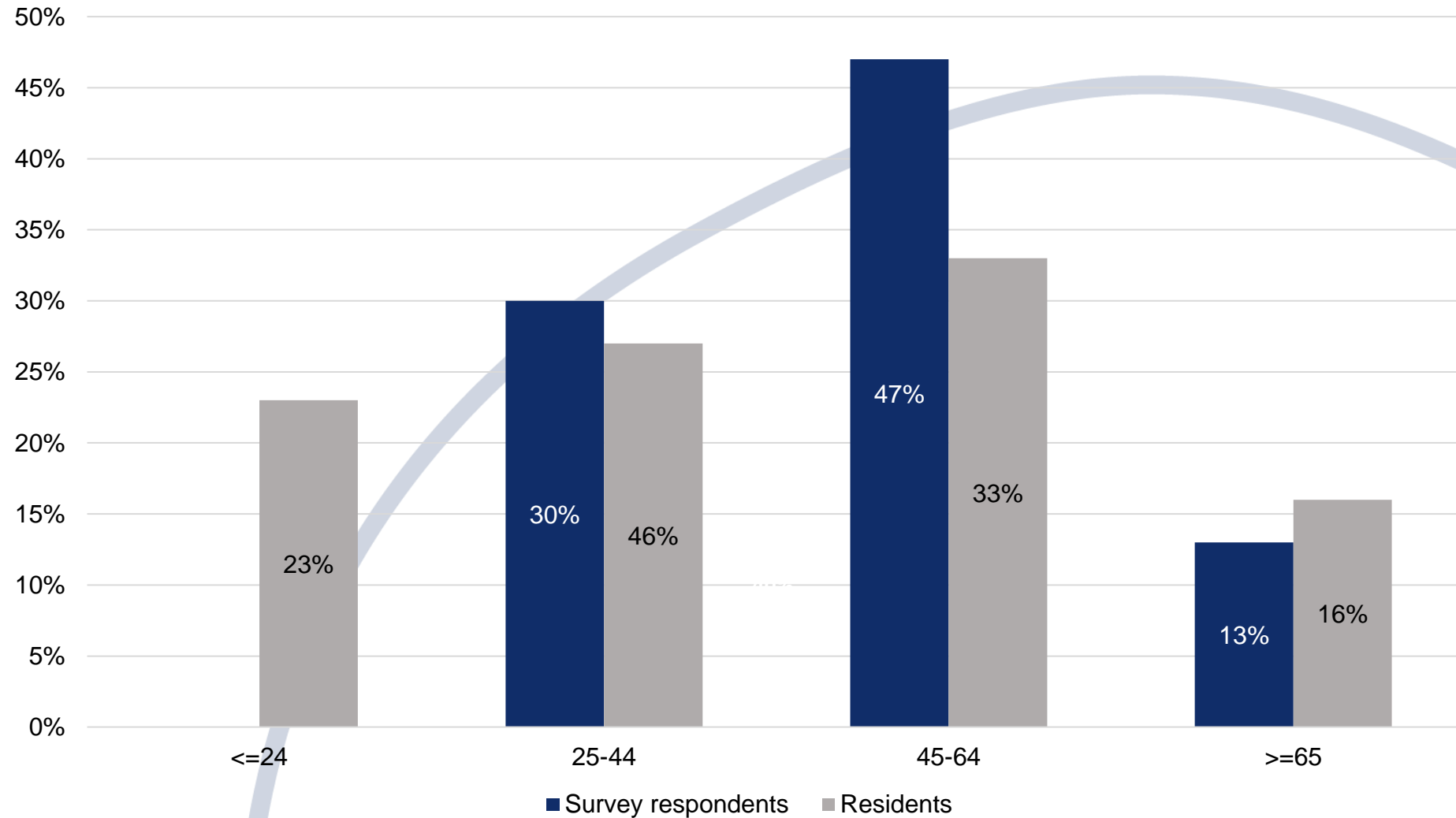
Gender split of respondents compared to estate demographic data



*Please note, the percentage of survey respondents is based only on the number of respondents who filled out this information (117 respondents).

*Resident percentages are based only on data from Central Hill, South Lambeth and Westbury where there is up-to-date information.

Age split of respondents compared to estate demographic data



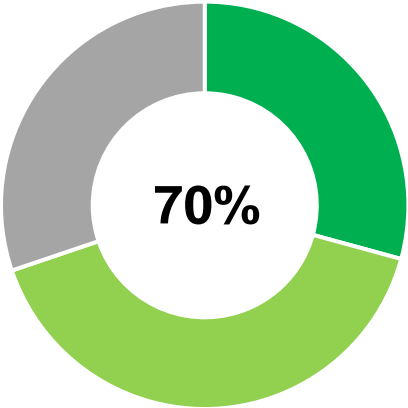
*Please note, the percentage of survey respondents is based only on the number of respondents who filled out this information (92 respondents).

*Resident percentages are based on the most recent council data.

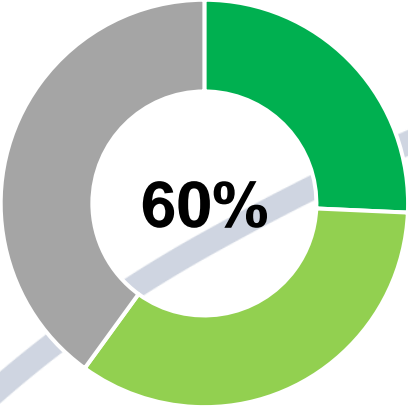
Support

The below graphs show the number of people who **Strongly Agree** or **Agree** with this aim on each estate

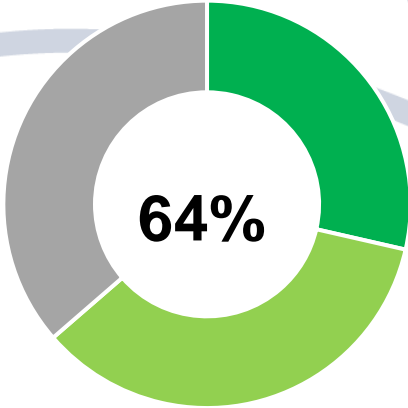
66%
Of all respondents
Strongly Agree or Agree
with the aim to
"Support"



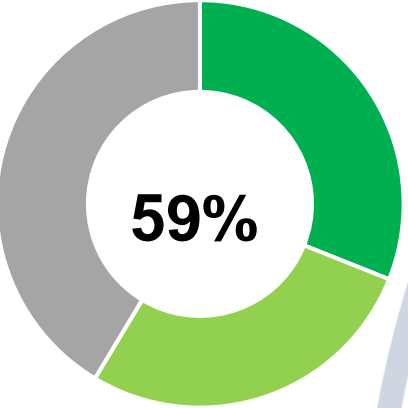
Central Hill



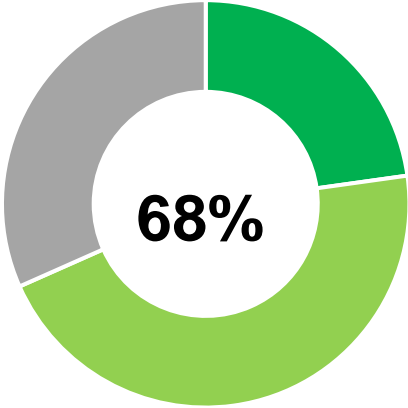
Cressingham Gardens



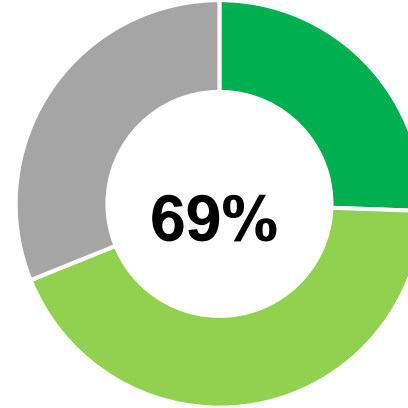
Fenwick



Knights Walk



South Lambeth

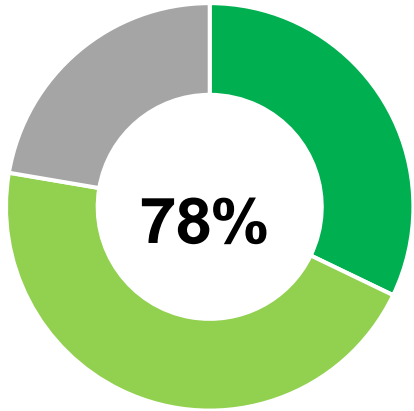


Westbury

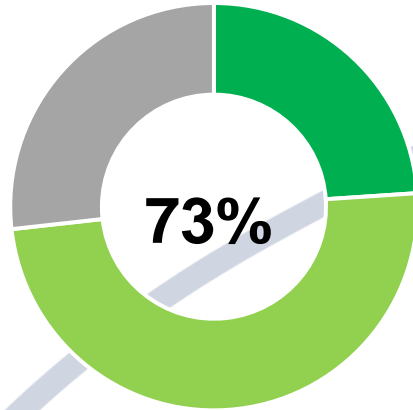
Amplify

The below graphs show the number of people who **Strongly Agree** or **Agree** with this aim on each estate

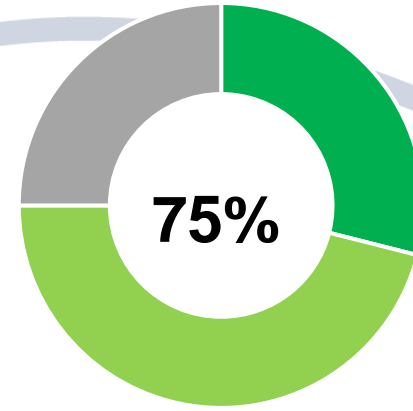
72%
Of all respondents
Strongly Agree or Agree
with the aim to
"Amplify"



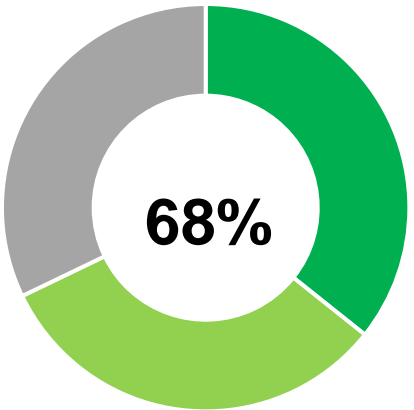
Central Hill



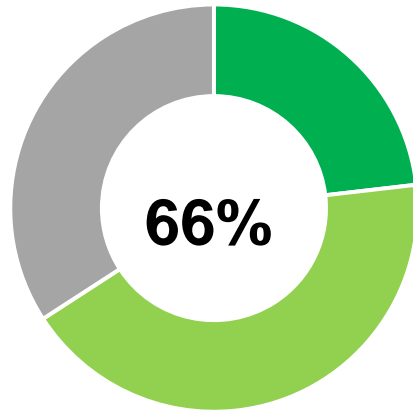
Cressingham Gardens



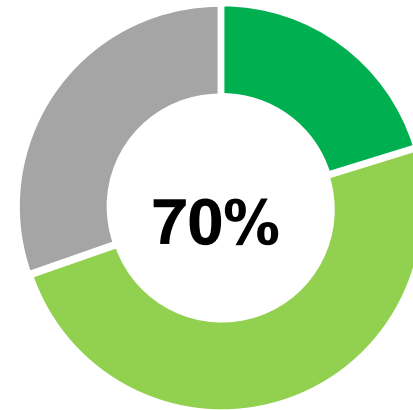
Fenwick



Knights Walk



South Lambeth

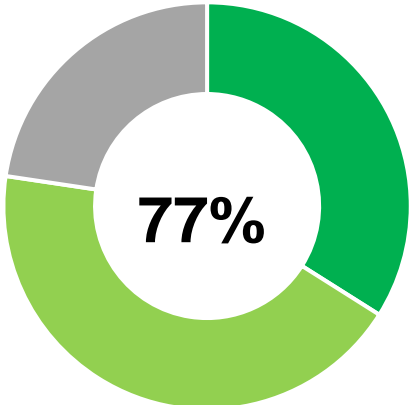


Westbury

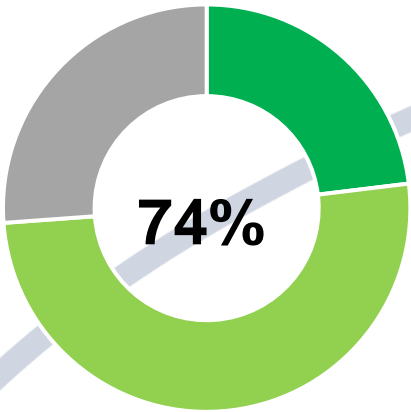
Empower

The below graphs show the number of people who **Strongly Agree** or **Agree** with this aim on each estate

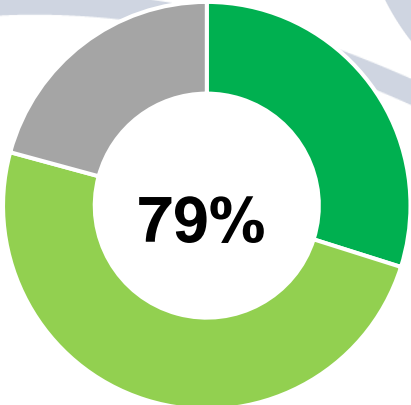
74%
Of all respondents
Strongly Agree or Agree
with the aim to
"Empower"



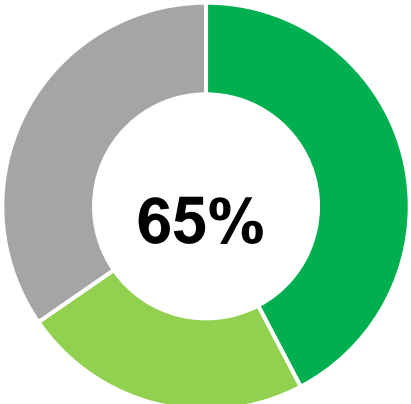
Central Hill



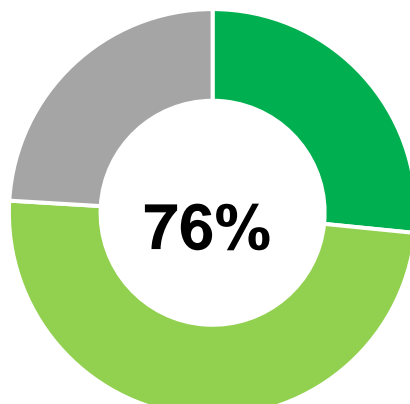
Cressingham Gardens



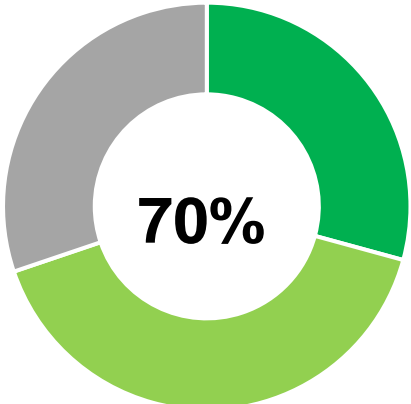
Fenwick



Knights Walk



South Lambeth



Westbury