Druids Heath Together

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Resident & Community Engagement Summary Report

Delivery Phase 8: June 2023 – September 2023

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Key activity in the final phase of this two-year consultation comprised of a Summer Roadshow which saw the team deliver a series of pop-ups in key community locations across the East and South of the estate, continuing the focus on older people.

At the roadshow pop-ups, the team shared the six new design boards to open dialogue about housing types, including preferences for older people's housing with residents in Bramshaw Close and Harrison House in the East.

As part of the engagement residents were updated on the prospective need for clearance based on energy efficiency and economic viability and were provided with the opportunity to ask questions and explore design concepts as well as interact with the regeneration timeline and explanation of the next steps in terms of submission of an outline planning application.

Key Highlights

- **Delivery of a summer roadshow in July** providing updates on clearance and regeneration timeline, next steps, and a focused consultation on design concepts including housing types and the Village Green.
- **Engaging with stakeholders through pop-ups** at six key community locations.
- **Engagement with residents and key community stakeholders in the South of Druids Heath focusing on older people** to identify views and attitudes towards the regeneration and moving out.
- **Appointment of a designated Housing Officer** to begin addressing immediate resident concerns and housing related issues.
- **Development of an emerging Resident's Charter** addressing the need for joined-up services in the community that tackle key resident issues identified through the consultation to date.
- **Continuation of resident and stakeholder drop-in** sessions from Manningford Hall and Spearhead Trust enabling open access and clear communications.
- **Continued use of social media** to communicate key updates and timely information to stakeholders.
- **Consolidation of findings and completion of final report**

Outcomes

- **69 individual residents** attended a summer roadshow event.
- Around **100 residents** engaged through in-person activity over this period in total.
- **A clear need identified for an** offer of community regeneration with better integrated services provided from within the estate setting and small-scale initiatives that can improve livability in the short term.
- **6,400 people reached and 3,300 impressions on Facebook and Twitter.**
- **Development of eight new engagement boards** with updates on housing, timeline and the development of an emerging Resident Charter.

Activity Summary

Building on the engagement in the South of Druids Heath in Phase 7a and 7b, we have continued to inform and consult with residents on key regeneration principles and establish opinion on moving to new homes and different types of accommodation, with a focus on older people.

The Pioneer Group Engagement Team alongside representatives from Birmingham City Council and the retained architects BM3 have also continued regular regeneration drop-in events for residents and key stakeholders to ask questions and raise concerns.

We have continued to maintain our digital presence via the Druids Heath Together website and social media, ensuring that key documents are accessible to the general public through online download.

Following the Roadshow events in July, The Pioneer Group Engagement Team wound down proactive on-the-ground engagement activity over August due to lower engagement over this time in previous years. Social media was utilised in August to share information and sign-post to the project website.

The engagement process, key activities and Phase 8 findings are outlined in the summary report below.

The Engagement Process

Key engagement methods over this period include:

a) Pop-ups at summer roadshow

b) Community regeneration drop-ins
c) Activity in schools
d) Website
e) Social media

The focus of our community engagement in Phase 8 was to identify the opinions of residents and other key stakeholders in the South of the estate towards the emerging vision for Druids Heath as well as to update and inform residents on aspects of the regeneration, such as clearance and timelines.

At the events the emerging Resident Charter was also shared with opportunities for comment to shape the developing Neighbourhood Offer and Housing Offer.

Around 100 residents were engaged over the total reporting period through a combination of consultation approaches.

In addition, 6,400 social media users were 'reached' on Facebook and 3,300 impressions were made via Twitter.

The following section provides an overview of the engagement methodologies and their findings.

a) Roadshow events

Planning began in early June for a series of community pop-ups billed the 'Summer Roadshow' giving residents, including older people and those living in the tower blocks the opportunity to address their concerns and ask questions directly to the project team and representatives of BCC.

By traveling around the East and South of the estate and taking a peripatetic approach, the team aimed to engage residents that may not have already been part of the consultation, to reach new audiences and to ensure that every resident directly affected by potential clearance would have opportunity to receive the latest updates and have their voice heard.

The roadshow team consisted of 2-3 representatives of The Pioneer Group Engagement Team as well as representatives of BCC including the newly appointed Housing Officer who attended four of the pop-ups.

The team reported that the inclusion of the dedicated Housing Officer proved very helpful, and residents were keen to engage and open dialogue to address immediate housing related concerns.

Key dates and roadshow locations agreed

Date	Time	Location
Thursday 6th July	11.30am – 1.30pm	Harrison House Common Room
	2.30pm – 4.30pm	Orchestron Walk
Friday 14th July	10.30am – 12.30pm	Outside Kath's Café, Idminston Croft
Tuesday 18th of July	10.30am – 12.30pm	Bramshaw Common Room
	1.30pm – 3pm	Garratt's Walk
	4pm – 6pm	Outside N.S. Food / Stapleford Croft

Display boards

Working with the architects BM3 and Birmingham City Council, six new display boards were developed in Phase 7a to provide residents with the latest information. In Phase 7b these boards enabled us to have more focused conversations to enable the recording of more specific feedback, for instance engaging with older people to learn more about their preferred housing types.

Feedback from the consultation to date has told us that the community are especially interested in green spaces and therefore a board to open-up conversation on the Village Green enhancements was designed.

These boards were taken to all peripatetic roadshow events and demonstrate:

- The journey so far
- Design priorities
- The Village Green
- Example housing
- Elderly housing
- Regeneration timeline
- Resident's Charter

A selection of the new design boards

The Resident's Charter

The emerging Resident's Charter responds to the need identified through the engagement process for immediate 'spades in the ground' action to address some of the pressing issues affecting quality of life on the estate and to improve communication on aspects of the regeneration that may cause disruption and directly affect residents.

Door-knocking and ongoing feedback has highlighted the need for better processes to deal with housing related issues and therefore a Housing Offer is emerging including the appointment of a dedicated Housing Officer in June alongside a Rehousing Officer in July. A Local Lettings Plan will also be available including offers to both homeowners and tenants.

The developing Neighbourhood Offer includes digital inclusion, health, money advice services and the development of integrated multi-agency services working across sectors to support residents and increase opportunity and wellbeing on the estate to include employment, skills, training and mental health support.

The emerging Resident's Charter board

Roadshow promotion

To promote the roadshow and its whereabouts, a flier and poster were developed and distributed to homes targeting the tower blocks and areas where the pop-ups were taking place.

The flier was promoted widely and frequently on social media on the Druids Heath Together Facebook and Twitter page as well as in local community Facebook groups and received over 10 shares. Annotated aerial images were also shared on social media to help communicate exact location of the pop-ups.

Example roadshow posts on Facebook

Roadshow feedback

In total 69 individual residents attended a roadshow event and spoke directly to The Pioneer Group Community Engagement Team and / or BCC representatives. The below details specific feedback recorded at each location.

Harrison House: 6 July 2023

Harrison House is designated retirement housing for the over 50s although in recent years younger people are being accommodated in the building.

A total of **18** residents attended the pop-up at Harrison House. Residents that attended were keen to receive an update on the regeneration specifically an overview of the timeline for Harrison House to understand how the plans may directly impact them.

Residents predominantly had questions about the regeneration timeline before moving into a more general discussion on the immediate issues affecting their wellbeing and life in the tower blocks and on the estate.

Comments were also recorded on ongoing issues such as rubbish, security, safety, access, damp and mould.

GENERAL QUESTIONS/CONCERNS

- What are you doing with the houses that you are keeping?
- Problems with rats caused by people throwing rubbish from the window
- The Council can't afford to do certain things but can do others
- I'll appreciate a small overview of what is happening with Harrison House
- This place is not safe. Things get stolen.
- People/homeless accessing the community room and sleeping inside.
- Is this place ever going to be repaired?
- If this place is for over 50's, why are there tenants that aren't over 50? (younger people being accommodated in the building in recent years).
- The level of support required for some of the tenants is not there.
- Tenants feeling unsafe. It's not secure.
- People from outside the building bring their laundry here.
- Can you take pets to Extra care?
- People smoke in the lifts.
- Some flats are in desperate need for repairs.

Orchestron Walk: 6 July 2023

In total **10** residents attended (6 living in the tower blocks and 4 from bungalows) for general information and updates on the regeneration and conversations were had on a one-to-one basis with both the BCC representative and the Housing Officer to address specific concerns including repairs and maintenance and the regeneration timeline.

Kath's Café: 14 July 2023

Turnout at the Kath's Café pop-up was low due to the extremely wet weather conditions which reduced passing footfall. In total **5** residents were directly consulted and feedback recorded.

Table to show sample feedback received

LOCATION	RESIDENT DETAILS	FEEDBACK RECEIVED	KEY INTEREST / INFORMAITON REQUESTED
Kath's Café, Idmiston Croft	Garratt's Walk, FOG, Council tenant	Repairs haven't happened for some time so he has been doing a lot of work on the house himself	Repairs and maintenance, the developing resident offer – would be interested in what is available to help with repairs to property
	Moneyhall and Maypole	Two residents who were passing by stopped to get information and receive an update on next steps and timeline	Timeline, what is happening next
	Bells Lane	Uses the library often on the estate, thinks it is important to be able to stay informed and to keep up to date with what is going to happen	Timeline, what happens next
	Pitmeadow (flat) and Manningford Road (house)	No feedback recorded	No feedback recorded

Bramshaw Common Room, 18 July 2023

Bramshaw House is another designated retirement housing for older people. The team visited Bramshaw House on the morning of 18th of July and set up display boards in the

common room. In total, **17** residents attended to engage with the team and share their views.

As with the previous, there were general discussions on existing housing with comments about heating, energy efficiency and the need for repairs to properties.

The team engaged residents in discussions about housing options for older people including Extra Care, explaining what this could look like and gathering feedback. As with consultation with older people in Phase 7, residents were interested to know more but had specific questions on how Extra Care could work in practice, for instance if family members were able to stay in the accommodation (many residents have grandchildren or children to stay) questions about whether pets were allowed, and questions around affordability.

During this discussion, residents also raised the issue of digital inclusion as well as building inclusion of different cultures and communities within an Extra Care offer and a suggestion for businesses locally that can deliver food packages (meals on wheels) to older people.

Feedback is summarised below.

GENERAL QUESTIONS/CONCERNS

- Zebra crossing on the main road to access the Maypole Shopping Centre (duel carriageway) only last a few seconds and there is not enough time to cross the road if you have mobility problems.

- ‘I live in a house with electric heaters, and it was very cold, difficult to heat up and expensive’.

- “Flats are cold, we can’t heat them as it is expensive.”

- “In some of the over 50’s houses, the Council has been installing baths but we need showers.”

WHAT WOULD YOU LIKE TO SEE IN THE RETIREMENT VILLAGE/COMMENTS ON THE OPTIONS

- Digital access for older people
- "A lot of people will benefit from the 'Extra Care' option but, will we be able to afford it?"
- "Can we bring pets to the 'Extra Care'?"
- "Is there a plan to help with the bills?"
- "We need businesses/shops where we can order food and shopping from for when/if we get to the point that we can't go shopping any more."
- "How would it encourage inclusion if people from different communities come in and they can't speak English very well?"
- Policy with regards to children (can they visit/stay?)

Garratts Walk: 18 July 2023

Despite the wet weather, 10 people engaged with the team and were updated on the regeneration timeline and next steps with no specific issues being raised for recording.

Stapleford Croft: 18 July 2023

In total **9** residents were engaged at the pop-up. A specific question was asked by a homeowner about their options in relation to compulsory purchase, the market rate for homes and affordability of new homes in the area once the regeneration is complete.

b) Drop-ins

In addition to the roadshow, drop-ins have provided residents and stakeholders with direct communication with The Pioneer Group Engagement Team, key Birmingham City Council representatives and Architects and have reinforced a regular and consistent presence in the community.

In this period a total of four drop-in sessions at Manningford Hall and Spearhead Trust were delivered, with residents attending for general updates on the timeline and with a specific question about clearance relating to the bungalows following the door-knocking in Phase 7b. Drop-ins took place:

- Manningford Hall: 5 June, 3 July 2023
- Spearhead Trust: 21 June, 19 July 2023

c) Engagement with Schools

The Pioneer Group Youth Engagement specialist visited Bells Farm Primary School and attended the school summer fare on 14th July. The team spoke to families and engaged interested attendees in the regeneration design boards and gave updates on timeline.

A further pop-up was scheduled for the Oak Primary summer fare, however due to adverse weather conditions, this event was cancelled.

d) Website

In addition to in-person engagement the dedicated Druids Heath Together website was kept up to date with the addition of downloadable PDFs of the new boards, enabling wider access to the emerging Resident's Charter, regeneration timeline and the updated design concepts around older people's housing and the Village Green.

e) Social Media

We have continued to use the dedicated 'Druids Heath Together' Facebook page (Druids Heath Together | Facebook) and Twitter account (@OurDruidsHeath) to promote the roadshow events and share regeneration updates including the new boards.

From June 2023 (note the earliest engagement that can be tracked is from June 27th) to the end of September 2023, analytics show that:

- Organic Facebook reach of 6,400 which is 12% less than the previous period.
- There were 1,900 individual engagements in posts (the number of reactions, comments, shares and clicks on posts)
- There were 29 new followers and no 'unfollowers' in this period

Content with the most reach included an image of the new example housing board with download link to the Druids Heath Together website which reached 210 unique users and had 263 impressions (number of times a post is viewed, which may include multiple views by the same people), 8 reactions and 3 shares and generated 28 link clicks through to the website.

Second most popular post was the image of the potential Village Green enhancements which reached 179 individuals, made 245 impressions, 10 reactions, 1 share and generated 58 link clicks through to the download on the Druids Heath Together website.

Twitter achieved 3,300 impressions over this 90-day period, a reduction on the previous reporting period and reflective of the dip in content over August while the team were not actively delivering engagement activity.

As with Facebook, the most popular tweet was the housing board with 540 impressions and 9 engagements followed by the suggested improvements to the Village Green with 775 impressions and 25 direct engagements.

Summary of Findings

The roadshow pop-ups over the month of July provided an opportunity for residents to benefit from direct engagement with The Pioneer Group Engagement Team and BCC and have their questions answered as well as receive accurate information on the aspects of the regeneration that directly affect them, such as clearance.

Residents **welcomed the opportunity to meet with the designated Housing Officer** which opened dialogue and began to 'get the ball rolling' to address immediate housing issues affecting quality of life of residents on the estate.

The overwhelming majority of residents consulted agreed that Druids Heath needs to be regenerated with emerging themes around **improvements to homes and energy efficiency** with some specific questions about **timescales and housing options**, particularly from homeowners who had **specific concerns around the value of their homes** and the process of selling homes to the Council.

Residents are also keen to receive the information **on how the regeneration will impact them and their homes and what bespoke offers they can access** as the plans unfold. In response to the idea of a residents offer, they are keen to see what this looks at as soon as possible.

As with previous phases, several residents expressed **a fear of crime and anti-social** behaviour, with fly tipping and issues with rubbish reported, highlighting the need for new approaches to design out inherent flaws which are driving anti-social behaviour and environmental blight.

The Pioneer Group Engagement Team reported that most residents were interested in and concerned with **immediate repairs and maintenance of their properties** with less interest in the longer-term vision and enhancements for the wider estate, highlighting the need for the Housing Offer and immediate action.

Older people were interested in Extra Care options but raised practical questions about how much autonomy they would have in the accommodation for instance if guests were able to stay and if they were able to have pets.

Key themes identified and raised by respondents over the duration of Phase 8 can be summarised as:

- **Support for the regeneration vision with agreement that quality of housing needs to be improved** to enable a better quality of life for residents.
- **Agreement that homes need to be more energy efficient** in line with modern environmental standards.
- **Improving safety is a key concern for many residents** and is an immediate priority.
- **Improving the appearance and cleanliness of the tower blocks** for instance rubbish removal is an immediate priority.
- **Specific questions around Extra Care** and how it the scheme will work in practice
- **Some specific questions from homeowners** around clearance and the process of selling their homes to the Council.
- **Some questions on affordability of new housing including Extra Care** and private homes in regenerated Druids Heath.

Recommendations and Next Steps

Phase 8 has highlighted the need for clear and transparent communications on how the regeneration will impact residents and their homes in particularly the bespoke offers they can access and the timeline for works affecting residents of the tower blocks which includes older people living on the estate.

It is recommended that there is:

- Continued presence in the community, providing residents of all housing typographies open access to transparent and timely information.
- Continued community drop-in sessions at key access points to enable residents to keep up to date with plans and have direct questions answered - useful to residents who have specific questions about how the regeneration affects them.
- Roll out of the finalised Resident’s Charter with clear and transparent information addressing key questions on bespoke offers, moving out and selling homes.
- More information on Extra Care and continued dialogue with older people on their needs and options to ensure final designs align with residents' preferences and needs.

- A need for a holistic Neighbourhood Offer that will address issues of anti-social behaviour, health and wellbeing and increase quality of life for people living in Druids Heath before 'spades are in the ground'.
- An offer of community regeneration with better integrated services provided from within the estate setting and small-scale initiatives that can improve livability in the short term.
- A need for a Housing offer that will support residents with immediate housing concerns and provide open channels of communication for residents including homeowners.
- Continued engagement with the community to ensure that the plans reflect the needs and desires of local people.