Druids Heath Together

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Resident & Community Engagement Summary Report

Delivery Phase 7b: April 2023 to June 2023

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Our teams have continued their activity in the community, engaging with residents on the doorstep in the South of the estate with a focus on older people.

In June, we held a Community Fun Day at Manningford Hall involving local groups including The Fruit and Nut Village and partners Birmingham City Football Club Community Trust where we displayed new engagement boards and presented the emerging Resident Charter including neighbourhood and housing offer.

Key Highlights

- **Continuation of resident and stakeholder drop-in** sessions from Manningford Hall and Spearhead Trust.
- **Continued engagement activities with Druids Heath residents and key community stakeholders in the South of the estate focusing on older people** to identify views and attitudes towards the regeneration and moving out.
- **Delivery of community fun day** providing updates on regeneration timeline and engaging with stakeholders.
- **Stakeholder engagement and attendance of Ward meetings** with Druids Heath Forum.
- **Continued use of social media** to communicate key updates and timely information to stakeholders.

Outcomes

- **Nearly 100 households visited through door-to-door consultation** in the South of the estate.
- **Over 100 residents engaged** through a combination of informal drop-in sessions and delivery of Whitsun community fun day event.
- **24.2% increase in social media (Facebook) reach** compared to previous 90 days.
- **Development of eight new engagement boards** with updates on housing, timeline and new Resident Charter.

Activity Summary

Building on the engagement begun in the South of Druids Heath in Phase 7a, Phase 7b has seen a continuation of door-to-door visits to inform and consult with residents on key regeneration principles and establish opinion on moving out of homes and 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 build our digital presence through the Druids Heath Together website and social media, increasing reach and audience growth over this period.

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

The Engagement Process

Key engagement methods over this period include:

a) Doorstep conversations
b) Community regeneration drop-ins
c) Family fun day event
d) Stakeholder meetings
e) Social media

The focus of our community engagement 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.

These conversations were steered to focus in specific aspects of the regeneration structured around the following talking points:

- Good life conversations – what do you like about living in Druids Heath?
- Views on existing facilities (South and East) including facilities and services, transportation, connectivity, environment.
- Improvements – what would make your life better in Druids Heath?
- Views on potential moving out and accommodation types.

Around 210 residents were engaged over the reporting period through a combination of consultation approaches.

In addition, over 10,000 social media users were 'reached' through a combination of Facebook and Twitter outreach.

The following section provides an overview of the engagement methodologies.

a) Doorstep Conversations

Door-knocking in this period began at the end of April 2023 and was completed at the end of May focusing on bungalows at the following locations:

- Druids Lane
- Pegleg Walk
- Druids Meadow
- Ogbury Road
- Stonehedge Croft
- Larkhill Walk
- Stepleford
- Garratts Walk
- Yarnbury Close
- Dial Close
- Orchestron Walk
- Netheravon Close
- Thornham Way
- Pound Road
- Yarnbury Close
- Meadow Walk

Area consulted and housing typologies

92 bungalows and one terrace (Orchestron Walk) were visited and 'knocked' in total.

The resident engagement team were able to directly engage on the doorstep with 45 households, a 49% response rate. The remaining 47 households that did not answer or were unable to take part or were unavailable, a postcard was left with our information and contact details.

Of the 45 residents spoken with;

- 71% of residents actively consulted were over the age of 50.
- 27% of residents actively consulted with were aged between 70 and 80.
- There were 35 social housing tenancies making up the largest proportion of households consulted (78%), with just two private owner occupiers (4%) with the remaining unknown.
- 36% of residents actively consulted are disabled, have mobility issues or other health related issues, limiting their access and use of local facilities.
- 14 residents of 28 (31%) consulted commented that they had lived in the area for at least 10 years, 31% between 5-10 years and 30% 0-5 years. Several older residents stated they have strong family ties in the area with 8% having lived in the area 20 years or more, with several receiving in-home care from family living locally.

Findings of these conversations are detailed further in this report.

b) Drop-ins

In total six drop-in sessions at Manningford Hall and Spearhead Trust were delivered in this period, together with informal drop-in sessions at Kath's Café, Idmiston Croft on the second Friday of the month.

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.

c) Family Fun Day Event

Our Whitsun Family Fun Day event at Manningford Hall on Saturday 3rd June provided an afternoon of family entertainment including inflatables and face-painting supported by Birmingham City Football Club Community Trust and the Fruit and Nut Village as well as a local face painter.

Eight new visual engagement boards were produced for the event:

- Regeneration timeline
- Work to date
- Resident's Charter
- Design priorities
- Elderly housing
- Example housing
- Existing housing
- The Village Green

Example boards in use at the family fun day

Around 120 stakeholders attended the event with over 40 directly interacting with the regeneration team.

Post-it notes were used to record stakeholder suggestions and feedback around the 'conversation starters' above, summarised below.

Topic	Comments
Your facilities	• Manningford really important, activities here and centre of the estate
Design Priorities	• Love the green • Facilities such as a gym • Local shops for local businesses • Community is really important and opportunities for kids • Day and night traffic – need to make more friendly for residents and pedestrians
The Village Green	• Great benefit for children, exploring and celebrating the natural area • Would be nice to be able to see the canal • Benches in the area near the canal • Don't do woodchip pathways, barrier for wheelchairs and buggies • Zip line on hill • Activities within trees
Existing housing	• FOGS - 3 garages could be converted to form a bungalow • Tower blocks - poor, not child friendly, no garden, cold and expensive to heat • Cost of new radiators and work on block not worth it
Resident's Charter	• Housing Officer – nothing gets done, difficulties speaking to housing • Leaving and starting again • How will new housing officer be introduced to the estate? Posters • Neighbourhood Charter health – bad experience at GP Surgery • Neighbourhood Charter digital inclusion – digital exclusion is the reality – F2P (free-to-play?) • Neighbourhood Charter services – demand from people is great, need neighbourhood offers – F2P key • Clear up Chinn Brook

Holding engagement in a fun day context has been a feature of Pioneer's engagement approach and a much-needed activity on the estate as there are not many opportunities for families to engage in a range of activities in key holiday periods. Moving forward residents were keen to see these become part and parcel of life in Druids Heath.

Residents who engaged directly on the latest boards were particularly supportive of the developing 'Resident's Charter and Neighbourhood Offer' as it offers something that could start straight away before 'spades were in the ground on the regeneration'.

As with previous engagements residents were fully supportive of the ideas around the community hub and approach to landscaping and green spaces but were keen to have further updates on these in the months ahead. Residents also wanted to hear more about the work undertaken on the five house types and to know what the specific implications of this would be on the overall regeneration.

d) Stakeholder Meetings

On 21st April 2023 The Pioneer Group team attended a meeting with Birmingham City University (Birmingham School of Architecture and Design), Neighbourhood Forum Members, the ward Councillor, and other stakeholders around the work undertaken through a community approach to master planning.

A presentation of the work generated on a community master planning process followed by discussion on the ideas generated. Key points raised at this meeting included:

General

- Noted the numbers engaged and communications channels via newsletters and social media and website over 18 months but more information required on the timelines for commencing regeneration. A commitment to addressing this was agreed.
- More detail on the design principles and ambition behind the master plan.
- Information for residents on what master planning entails by means of a clear narrative explanation.
- Balancing the ask from the community and the Council's planning framework in relation to design e.g., security issues linked to the Radburn design.
- An ask around building homes in advance – build first.
- Suggestions for inclusion of a mix of housing alongside football amenities on the Baverstock site.
- Noted that there were positives as well as deficits to take from the Radburn layout.

- Possibility of establishing a network drawing to the table different providers to work together – possibly as an informal group in the first instance.
- Taking forward action under what was described as the 'meanwhile principle' to address a range of problems and issues in the here and now thus kick starting the regeneration.
- Council looking at site to use as a base hub, with community families team, money and advice team, community worker, NHS diagnostics team, mental health team, looking at social enterprise and how they can put that in place now.
- Build first was put forward as a means of addressing highlighted mental distress and impact on the community associated with demolition.
- Questions about what scope there is for retrofit with energy conservation measures and decent homes.
- How can the process be accelerated to get people in decent homes whether retrofit or replacement and during this time residents' accessing a range of services including repairs and maintenance and housing support that ensure their quality of life, wellbeing, and safety? Could modular housing could help here?
- Opportunities noted around green space and the pride that brings to the community and pocket parks. Brings – lots to the community, support for the Dell/village green.
- Opportunities to enhance and protect biodiversity have positive impact on the community and the city.
- Requirement to engage with the community to build a sense of ownership over the Dell/green and opportunities for community management and initiatives such as community growing.
- Arts and heritage – so much heritage that could be highlighted in arts and heritage project, importance of Baverstock to people – using names for roads and potential for much bigger project, potential to link with museum and arts trust. This ties in with the Meanwhile Principle and Masterplan. A Level Playing Field are well placed to write the strategy in partnership with the Culture Team at the city.

e) Social Media

We have continued to use social media actively in this period through the dedicated 'Druids Heath Together' Facebook page (Druids Heath Together | Facebook) and the Twitter account Druids Heath Together (@OurDruidsHeath).

From April 2023 to the end of April 2023, analytics show that:

- Organic Facebook reach of 10,000 a 145% increase on the previous 3 months.
- There were 1,500 Facebook page visits, 78.6% higher than the previous 90 days.
- 71% increase in new Facebook page likes.

Twitter achieved 9,700 impressions over this 90-day period, a slight increase on the previous reporting period.

Summary of Findings

When asked what they like about living in Druids Heath, 9 out of 45 residents that answered (20%) said that they like living in the area because of family ties, because the area is generally quiet (16%), and people have good neighbours (22%).

Many residents enjoy seeing the green spaces and a few residents commented that South Druids Heath was **well connected by bus routes** with **easy access to shops** and with health services close by.

Given the choice, of the 19 residents that specifically commented, 13 **expressed a desire to stay in the local area (68%) with the remaining 6** happy to move out the area or indifferent, with nearly all residents stating that they would like to be moved into **like-for-like housing** with a preference for bungalows rather than high rise accommodation or maisonettes.

When directly asked about clearance and moving out of homes, a mixed response was received with 27% unsure about moving out of their homes, 46% either agreeing or strongly agreeing with moving out and 27% disagreeing or strongly disagreeing with moving out.

Older people have told us that being close to family is important as they are cared for in their homes by family members. Independence is important to the older people we spoke to, with a **strong preference for living in their own home**, with 60% of the 30 individuals that responded stating a preference for 'general housing' and 20% preferring Extra Care.

Several residents in the 70-80 age bracket would like housing with warden control.

20% of residents consulted expressed **a fear of crime and anti-social behaviour and requested more CCTV and/or police patrols in the area**, often preventing them from going out alone or a night, with fly tipping and issues with rubbish also widely reported.

The engagement team noted that like residents of the Tower Blocks and FOGS in the South, **residents of bungalows demonstrated a lower level of engagement in the wider Druids Heath community** generally, either because of mobility issues limiting access of local amenities, or due to the perception that there is very little for them.

This may be reflective of an older population who are more likely to spend time in their own homes.

83% of residents spoken to expressed that **the priority should be immediate repairs and maintenance to improve housing**, with less interest in the longer-term vision and enhancements for the wider estate. Some older residents expressed uncertainty about whether the regeneration would take place.

Key themes identified and raised by respondents during doorstep consultation around the identified regeneration 'talking points' included:

- **Support for increased activities and facilities for children** and young people.
- **Support for the creation of new, usable public spaces and parks**.
- **Consensus that** improved housing is needed, with most residents wanting to remain on the estate in similar accommodation.
- **Suggestions around more spaces to connect the community** like a social club and pubs.
- **Suggestions around using the Pound Lane shops** to increase the local retail offer.
- **Improved safety is a key issue for many residents,** suggestions for prevention of fly tipping, better estate layout and reduction of anti-social behaviour through increased surveillance and police presence.
- **Some questions regarding local parking** provision.

See also Appendix 1 for in-depth resident feedback.

Key Actions for Next Period of Resident and Community Engagement

- Continue presence in the community, providing residents in the South (and wider estate) open access to information.
- Continue with drop-in sessions as way for residents to keep up to date with plans and have direct questions answered as proving useful to residents who have specific questions about how the regeneration affects them.
- Development of a summer event programme through a peripatetic roadshow to enable more residents and other key stakeholders to engage with regeneration, particulary those that may not have attended a drop-in.
- Communications on next stages, timeline and vision and design principles.

Appendix 1: In-depth resident feedback

Question 1: How long have you lived in Druids Heath?

28 responses to this question were recorded.

Question 2: What do you like about living in Druids Heath?

48 responses to this question were recorded.

Key themes	Frequency	Examples	Analysis
The area is quiet with good neighbours	Medium	"It is a nice place to live, Walkers Heath Park is at his doorstep." "Area is quiet." "Love the area, have been living here for nearly 30 years. Family is local." "The area is ok to live." "Very well-connected in the area, I know a lot of people and a lot of people know me."	An overall agreement that it is a quiet area to live reflective of the elderly population. Of the residents answering this question very few mentioned facilities or parks, rather proximity to family and the quietness

		"It feels safe as it is a relatively elderly community living nearby. Kids hang around the area but I know them all." "I love the area. It's very nice and quiet around here." "It is quiet, the neighbours are good."	was what was important to them. While there were positive remarks about living in Druids Heath, an equal number of comments noted that living in the area was 'ok' and that there was nothing in particular that stood out. Shops are the main local facility used by typically older residents consulted in the South with 11 residents mentioning that they liked the proximity to shops, the library and health services.

Question 3: What are your views on existing facilities on the estate?

45 responses to this question were recorded.

Key themes	Frequency	Examples	Analysis
There is very little for older people to do in the area and people tend to stay indoors	High	"I likes Wakers Heath Park. The area is getting a bit better." "I don't use any facilities because there aren't many things to do or places to go." "I don't do much in the area because there isn't much to do. I keep myself to himself and do things with my family. I have heard of Manningford Hall but never joined the activities. There are no pubs or social clubs nearby." "I don't use any facilities because of my mobility problems, I'm a bit of a loner and don't go out much."	This question received an overwhelmingly negative response from residents, with most stating that there are no facilities that they use regularly. This was largely attributed to antisocial behaviour not making people feel safe, along with the lack of amenities in the area. Among those who do use the local facilities a proportion mainly

		"I know of some of the local facilities, such Manningford, but don't use them. I have mobility problems. There are no pubs nearby, although I don't go to pubs anymore." "I don't use any local facilities but I like the future plans for Manningford Hall." "Druids Heath doesn't have much. No pub nearby which is a shame." "I use Walkers Heath park with my 2 year old daughter. The park is ok but undermaintained." "There is nothing in this side of Druids Heath. The shops in Pound lane open and close very quickly, but nothing stays open."	used the shops – which was mentioned 6 times. Parks were mentioned 5 times and health services 4 times. 4 residents also mentioned using services at Manningford Hall. Many residents prefer to 'keep themselves to themselves' or spend time with family than engage in wider community services. Loneliness and isolation - some older residents do not go out due to mobility or health issues. There were 4 comments about lack of pubs / social club. Whilst there were a few positive remarks about facilities in Druids Heath most residents commented that there are very few amenities in the South of the estate.

Question 4: What would make your life better?

36 responses to this question were recorded.

Key themes	Frequency	Examples	Analysis
Improved safety and opportunities for older people	High	"The area needs more things to bring people together." "More law and order. More police patrols."	Requests for more amenities and things to do in the South to bring the community together were mentioned by a

		"Parking closer to the entrance of the bungalow or better access." "Knocking down the flats." "I would like to have a bench in the grass area so we can sit together and have more people using the area." "Like the idea of 3-4 storey flats. if tower blocks are going to be demolished the area will need more of medium-density properties." "Wouldn't mind doing things with slightly older people. Young people live very fast these days." "More shops on this side of the road. There isn't much in the South. More parks, more parking. It would be nice to have a hub/community building." "Would like to see more Asian shops where I can buy the food I used to eat in my country. I have to travel far to find some of those shops." "Generally speaking, it doesn't need anything."	considerable number of residents. Safer public spaces were also a top priority amongst residents with 6 suggesting increased CCTV cameras, calls for increased police presence, and a Neighbourhood Watch to increase safety. A social club or local pub for people to meet and socialize was mentioned by 4 people. 2 suggestions for benches in green areas and 2 suggestions for better parks. 3 residents mentioned better parking was needed nearer to housing, especially for disabled and those with mobility issues.

Question 5: What are your views of moving out of your home?

31 responses to this question were recorded.

Key themes	Frequency	Examples	Analysis
Mixed responses, most residents consulted would not mind moving out of they were given like for like housing	Mixed	"I wouldn't mind moving out if further clearance is needed, despite the money I have invested in repairing it. I wouldn't mind moving to another area". "I wouldn't mind if I had move out but I would like to stay in the area and in a bungalow if possible." "Wouldn't mind moving if I have to, as long as moved somewhere nice. Would consider the extra care option." "If I had to move out, I would. I would prefer a bungalow or a 1 bed house." "Will be ok if I have to move out as long as I am offered something similar." "If I need to move out I would ask to be moved to warden control. At my age and with my health I would need	A resident is currently considering buying their bungalow through Right to Buy. 13 residents commented on their strong desire to stay in Druids Heath and several were concerned with losing family ties, particularly when having family caring for them living nearby. 6 residents specifically stated they would want to move out the area. If moved, there was an almost unanimous request for similar properties and

		help at some point. I would like to stay in the area. I don't like extra-care or retirement scheme options as they are very institutional. I like my privacy." "Wouldn't mind moving out to a different area." "Can't wait to move out of the bungalow as I've had problems since I moved in." "Would not be happy if I have to move out. Bungalows are the best for my age." "Would only move out if I can get another bungalow. I don't want a maisonette, I wouldn't like somebody living above me. It is crazy to move people to places where they don't want to go." "Wouldn't want to move out. would like a similar property, not a maissonette." "I love the bungalow. It is very handy. It is close to the bus stop and to the doctors. I want to stay in the area." "I don't want to move out, there are a lot of memories in the house, it has sentimental value and I have family living nearby." "What would it happen if I don't want to move out? I want to stay in the area." "I want to stay in the area. I wouldn't mid to move out if the council offered me another bungalow." "Unsure about moving out. It depends on what we get. I'm in my 20s, can I stay in extra-care accommodation with my dad?"	preference for bungalows. A few residents specifically stated they would not like to live in a flat or maisonette with people living above / below them. Residents with mobility issues in particular expressed a have a strong preference for a bungalow. Strong family connections - residents enjoy being independent and have family support. A few residents in the older age bracket (70-80) would want warden control. Questions around Extra Care - can younger family members (who are often carers) be able to stay / live in accommodation, pets.

		“I don’t like the thought of moving again, but it is what it is.” “Would like to stay in the area. I often pick up my grandson from school, would he be able to stay with me?”	