



Localised Communications

Engaging with tenants on everyday services



Introduction

We know effective tenant communications at a meaningful local level is important to improving the overall tenant experience. This has consistently been a theme of feedback across all of our tenant engagement activity.

It has been an important factor in driving the work we have been doing through delivering more proactive landlord services e.g. colleagues reporting repairs during visits via the colleague app and via HomeChecker property visits.

By sharing information, in relation to fly-tipping or communal repairs, we can reduce avoidable contact, keep tenants informed and improve neighbourhoods, all of which are key TSM measures.

Localised communications



We have been working to identify how we can improve localised communications with tenants.



This has included undertaking pilot work that utilises our telephony dialler service for proactively messaging tenants with information that will be useful to them.



The pilot commenced in February 2024 and in five months we sent c5,700 text messages to tenants in our six pilot areas, across 672 homes. This equates to an average of one proactive text message a week per area. The aim is to ensure we don't overly communicate with tenants and move away from our core aim.



The vast majority of these text messages refer to communal repairs and identification of issues such as graffiti and fly-tipping in their local area.

Six pilot schemes:

Bismillah

Hailes Park

Kirby Close/Cash's Lane

Croftpool

Holmes Estate

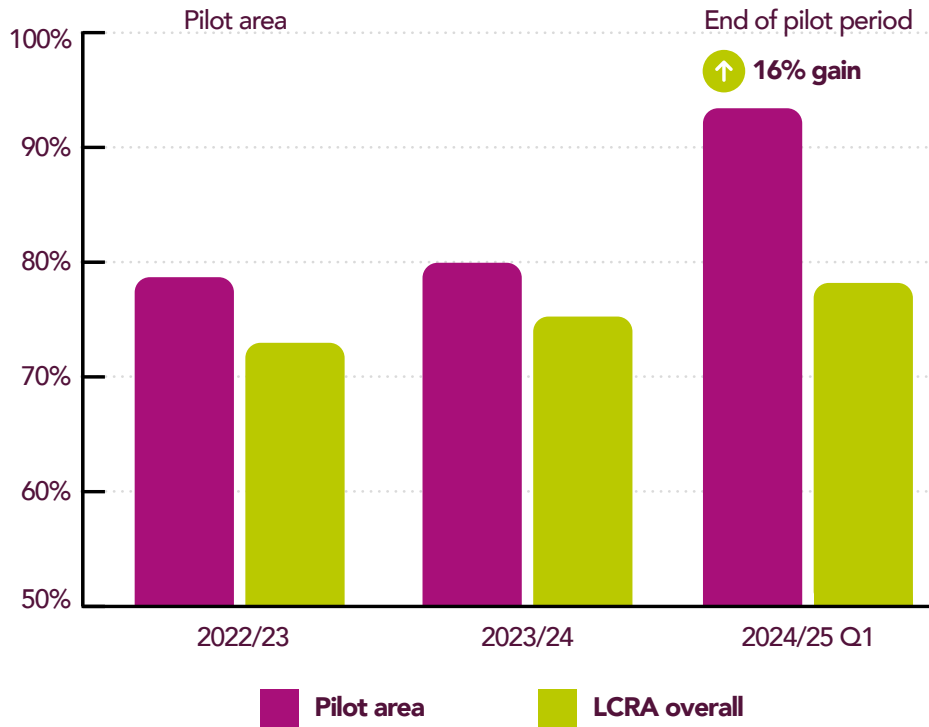
Midland House 

Web pages were created for all involved pilot schemes, helping to highlight to tenants who their Estates Officer is and providing communal services schedules.

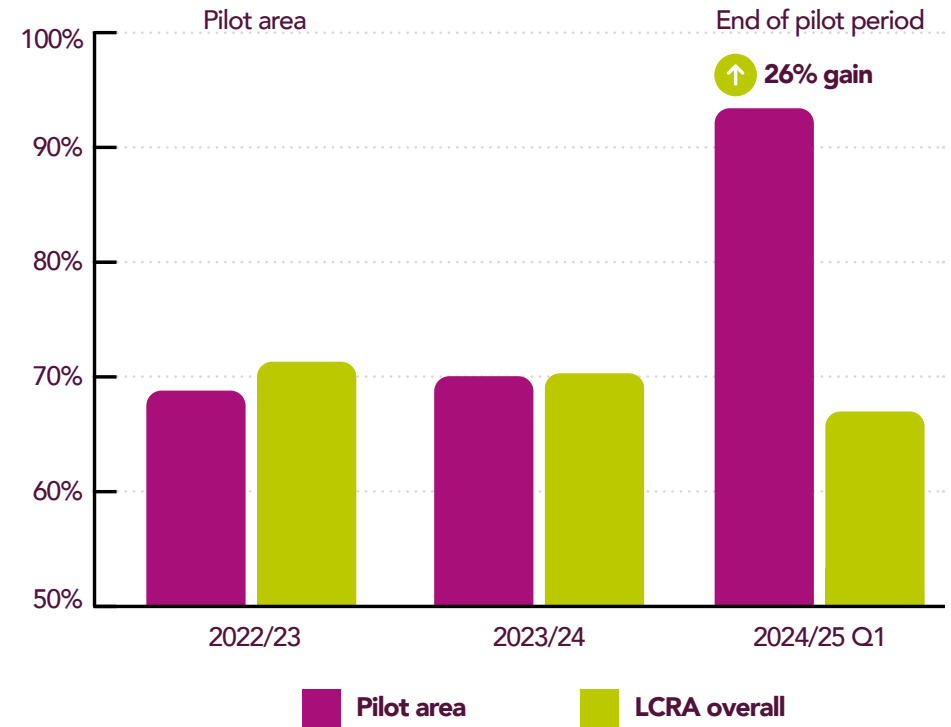


The impact

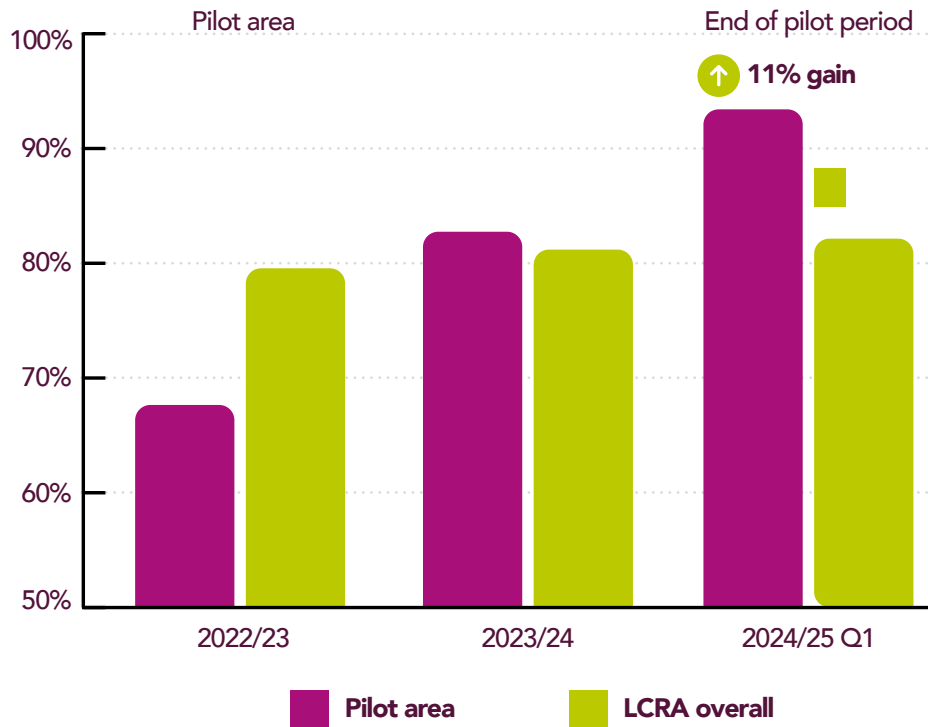
Satisfaction that Midland Heart keeps you informed about things that matter to you?



Satisfaction that Midland Heart makes a positive contribution to your neighbourhood?



Midland Heart treats me fairly and with respect



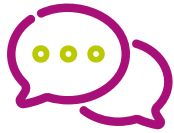
Avoidable contact

Over the course of the pilot, phone calls coming into our Hub increased 7.6% to 58,046 in Q1 24/25. Over the same period, phone calls to our Hub from tenants in our pilot area decreased by 27.7% to less than 600 calls in Q1 24/25.

Roll out & where next?

Given the success of the pilot in improving our performance, we will be rolling out localised communications across the rest of our operating area. This will be done in stages to keep this manageable and ensure we maintain quality.

Alongside this we have also delivered town hall style tenant meetings, working through how we further develop and increase our presence in the local area. This provides:



An opportunity for residents to voice concerns directly to those empowered to make change happen.



A vehicle to raise awareness amongst our tenants of how we are addressing their concerns.



A chance for us to actively listen to tenants about what's happening in the community and build relationships.



Greater community presence to foster greater multi-agency working and increase collaboration between colleagues.



Opportunities for meaningful challenge of our neighbourhood management.





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