

Housing Management Communicating with you your way

Analysis of stakeholder consultation

May 2025

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Introduction

Background

The Council sends information out about our services in a number of ways and we want to make sure residents are getting the information they need in the best format for them. We'll use the answers from the survey to make sure we're focusing on what matters most to residents in the coming years.

The survey had two parts – firstly it asked about the formats of information residents receive and the kind of information they'd like more of. And secondly it asked about the specific formats and what residents think of them.

Consultation methodology and report

A paper survey, and reply paid envelope, was delivered to all Council tenants and leaseholders inside an edition of Housing Matters magazine. An online version of the survey was also available via the Council's Consultation and Engagement Hub.

The consultation was open from 1 April 2025 to 13 May 2025 and received a total of 414 responses. This report contains an analysis of these responses.

Appendices

An appendices document is also available on request, containing data tables and all comments made by respondents to the survey.

Acknowledgements

The Council would like to thank all residents that took the time to participate.



Summary of findings



Results at a glance

The below is a brief summary of key findings from the 414 responses to the survey. More detail of results can be found in the main body of this report.

Receiving information and topics of interest

- The most popular ways in which respondents would like to receive information about housing services were **by post** (74 per cent) and **by email** (46 per cent).
- Respondents were most interested in hearing about **major works projects** (43 per cent) and **financial support from the Council and other partners** (43 per cent).

Housing Matters magazine

- More than half (57 per cent) **read it thoroughly** and over a third (37 per cent) **flick through it**.
- Between seven in ten and eight in ten respondents agreed, to some extent, that the **content was relevant** (77 per cent), there was a **good mix of information from the Council and articles written by residents** (74 per cent), they **trust the information** (71 per cent) and that it is **their main source of information and news in relation to Council housing** (71 per cent).
- Over three-quarters (79 per cent) felt the level of detail in the articles was **just right**.
- Over three-quarters (78 per cent) would like to continue to receive it **four times a year**.
- The majority (86 per cent) felt it was **just the right** length.

Housing News newsletter

- A total of 41 per cent **read all of it** and a similar percentage (42 per cent) **scroll through it for items of interest**.
- Around half to over two-thirds agreed, to some extent, that the **content was relevant** (68 per cent), **they often click through links in the newsletter** (47 per cent), they **trust the information** (62 per cent) and that it is **their main source of information and news in relation to Council housing** (57 per cent)
- Over three-quarters (78 per cent) felt the level of detail in the articles was **just right**.
- Two-thirds (66 per cent) would like to continue to receive it **monthly**.
- The majority (82 per cent) felt it was **just the right** length.

Posters, electronic noticeboards and leaflets

- Almost two-thirds (61 per cent) indicated that they find the information on noticeboards useful or very useful.
- The majority (81 per cent) indicated that they find the information useful or very useful in leaflets.



Receiving information and topics of interest

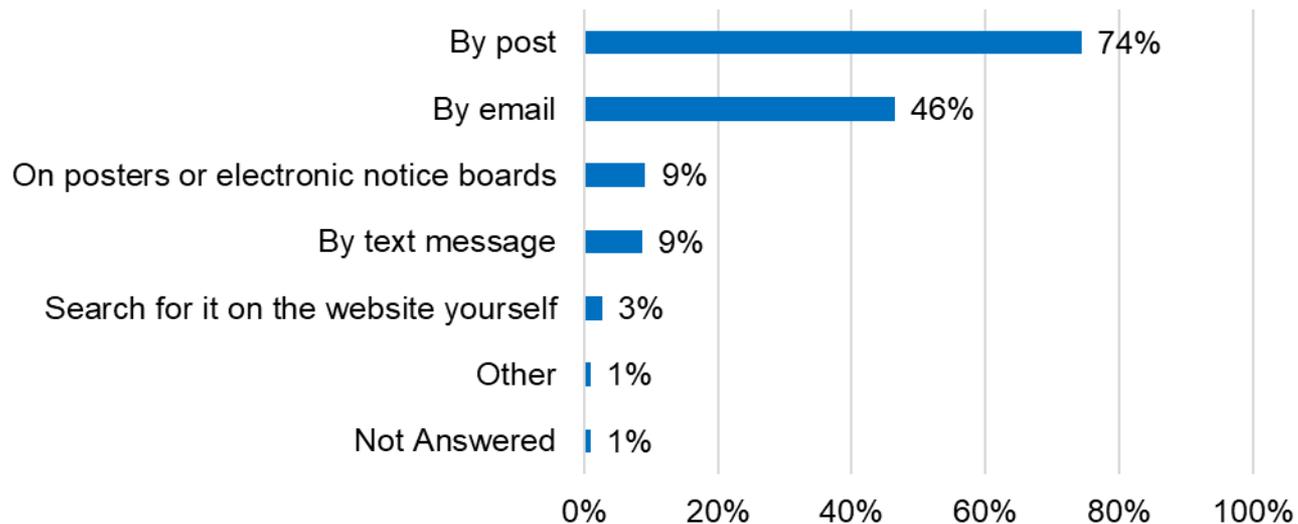


Preferences in receiving information

Respondents were asked how they preferred to receive information about housing services. Respondents were asked to select their top two preferences, although some did select more options.

- Almost three-quarters (74 per cent) prefer to receive information by post
- Almost half (46 per cent) selected by email as one of their preferences
- Less, at around one in ten, preferred posters or electronic noticeboards (nine per cent) and the same percentage by text message (nine per cent)
- Those that gave an 'other' method included by hand and WhatsApp – all comments made can be seen in the appendix document

How do you prefer to receive information about housing services?



Base: All respondents (414)



Topics of interest

From a list, respondents were asked what kinds of topics they were most interested in hearing about from the Housing Management Team. Respondents were asked to select their top three, although some respondents did select more options.

Topics respondents were most interested in:

- Major works projects (44 per cent)
- Financial support from the Council and other partners (43 per cent)
- Funding opportunities for neighbourhood improvements (41 per cent)

Topics respondents were least interested in:

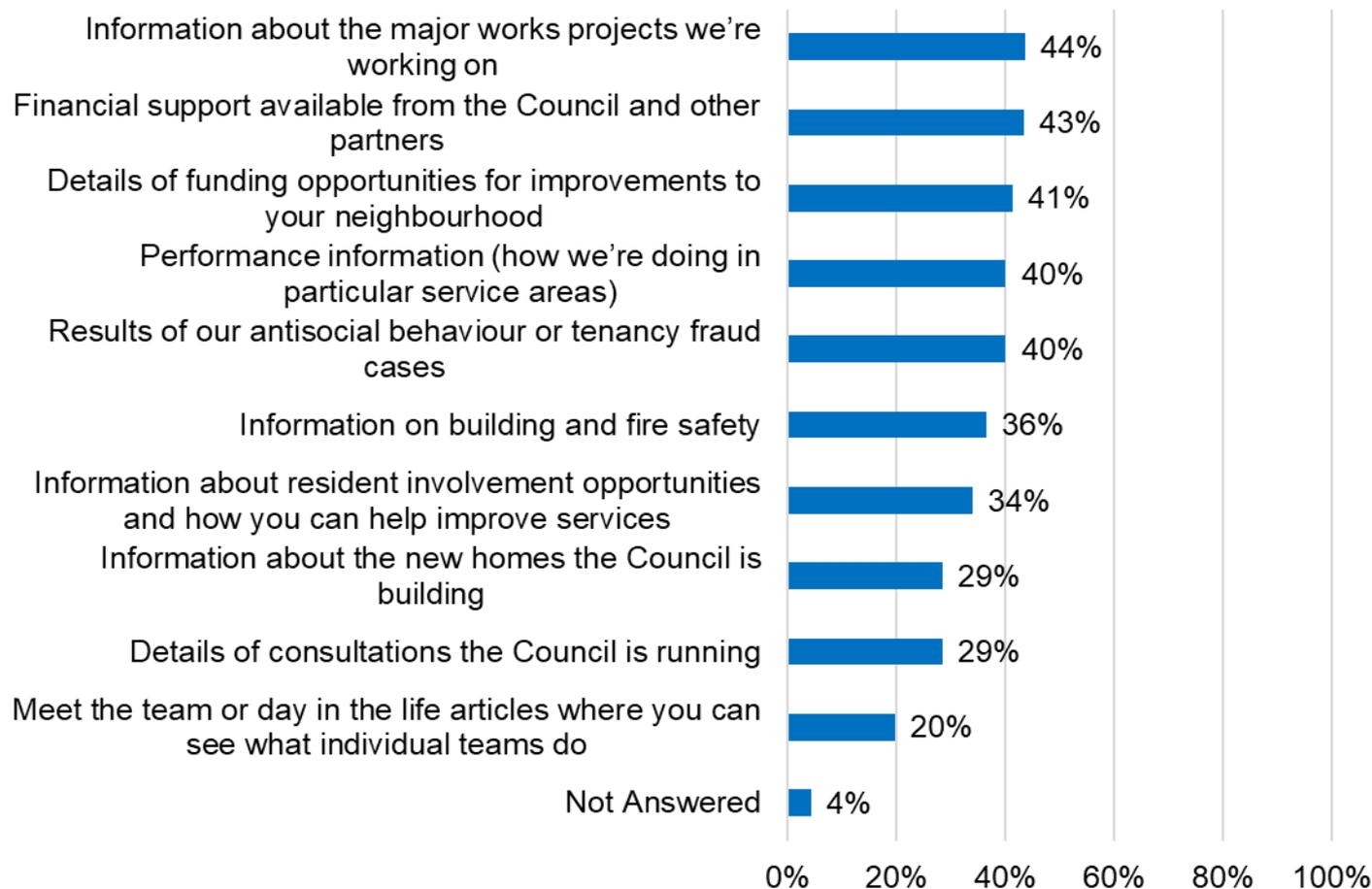
- Meet the team or day in the life articles (20 per cent)
- Details of new homes the Council is building (29 per cent)
- Consultations (29 per cent)

A graph detailing all responses can be seen overleaf.



Topics of interest

What kind of topics are you most interested in hearing about from the housing management team?



Base: All respondents (414)



Housing Matters magazine



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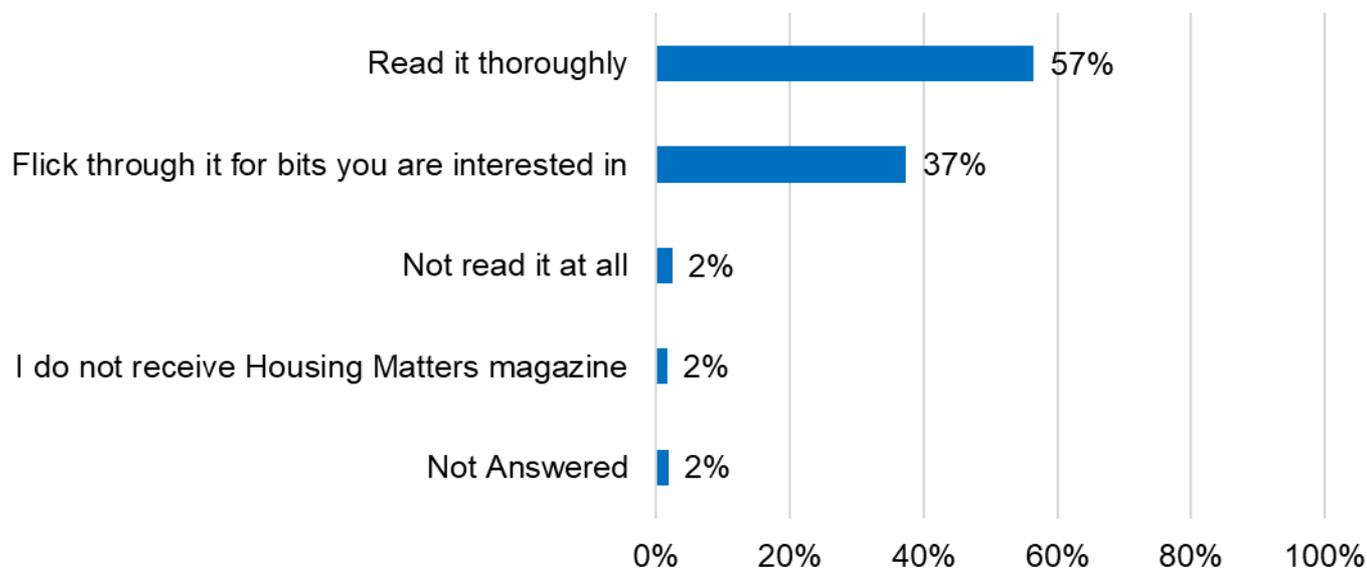
Readership of Housing Matters

Respondents were asked when they received Housing Matters how much of it they read.

- Over half (57 per cent) read it thoroughly
- More than a third (37 per cent) flick through it for the bits they are interested in
- Whilst two per cent do not read it at all and two per cent indicated they do not receive it

Those that indicated that they read Housing Matters (389 respondents) were asked a series of questions about the publication

When reading Housing Matters magazine, do you...



Base: All respondents (414)



Readership of Housing Matters

Respondents that did not read Housing Matters were asked to indicate why.

Comments made have been themed and those that received two or more comments are summarised in the table below. Examples of comments made can also be seen below. A full list of comments can also be found in appendix two.

Theme	Count
Do not find it interesting/relevant	5
Read the magazine or like the magazine	5
Limited English or English as a second language	3
Suggestions to improve/content	2

“It does not interest me enough.”

Do not find it interesting/relevant



“Do not understand because I don’t read English.”

Limited English or English as a second language

“Not interested, nothing in it refers to me. I am a non-person who resides in one of your properties.”

Do not find it interesting/relevant

“Very informative. I like the information of the stuff of who to contact.”

Read the magazine or like the magazine



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Housing Matters

Respondents were asked how strongly they agreed or disagreed with a series of statements about Housing Matters magazine.

Content

- Over three-quarters (77 per cent) indicated that they find the content useful and relevant to them (those agreeing or strongly agreeing).
- However, 17 per cent responded neutrally and four per cent disagreed to some extent.

Mix of articles

- Almost three-quarters (74 per cent) agreed to some extent that there is a good mix of information from the Council and articles written by residents.
- However, 17 per cent responded neutrally and six per cent disagreed to some extent.

Trust in the information

- Around seven in ten (71 per cent) agreed to some extent that they trust the information in Housing Matters.
- However, a fifth (21 per cent) responded neutrally and five per cent disagreed to some extent.

Source of information

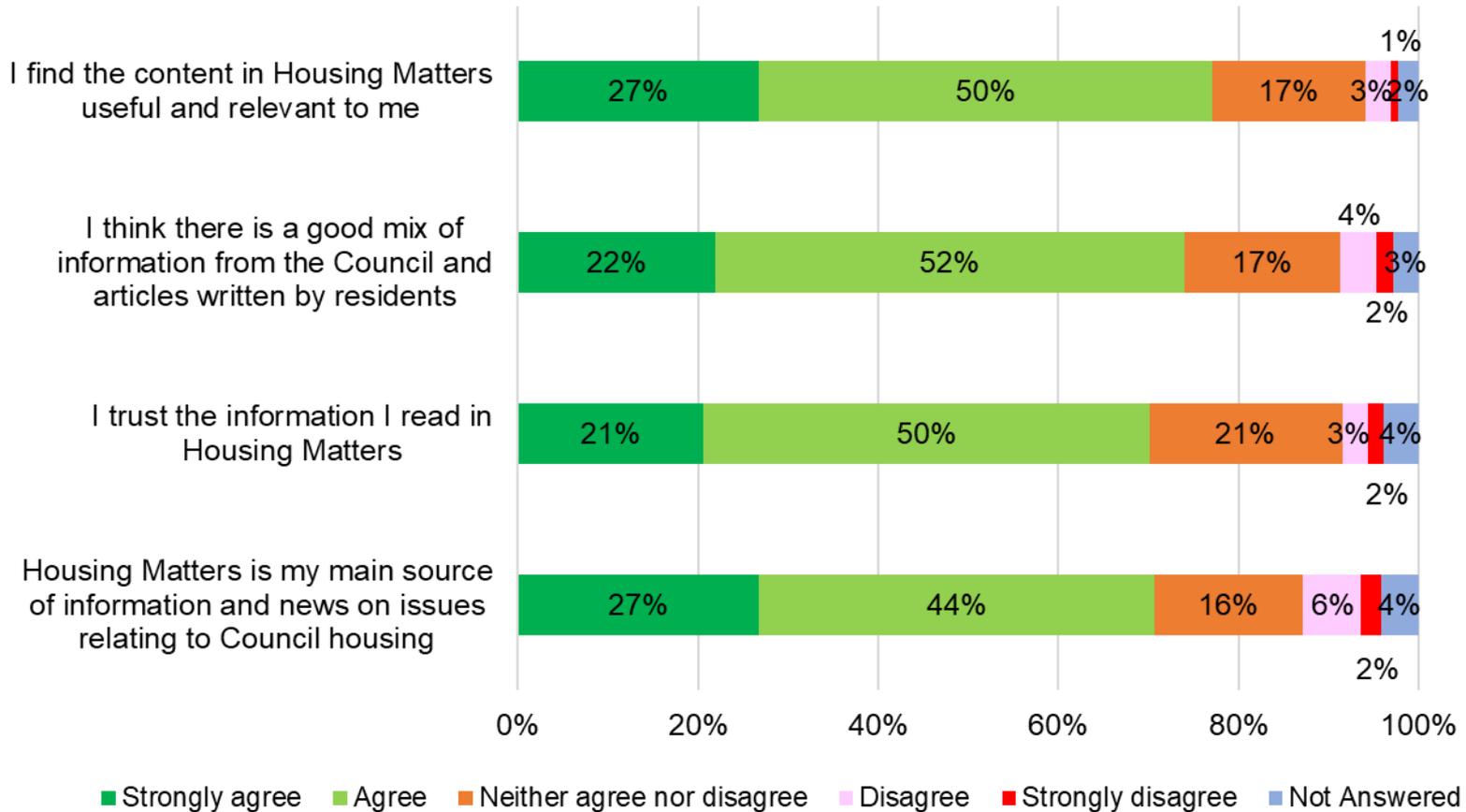
- Around seven in ten (71 per cent) agreed to some extent that Housing Matters is their main source of information and news in relation to Council housing.
- However, 16 per cent responded neutrally and eight per cent disagreed to some extent.

A graph detailing all results can be seen overleaf



Housing Matters

Please let us know how strongly you agree, or disagree, with the following statements about Housing Matters magazine



Base: Respondents that read Housing Matters magazine (389)



Housing Matters - Articles and frequency

Respondents were asked about the level of detail in the magazine and the frequency it is produced

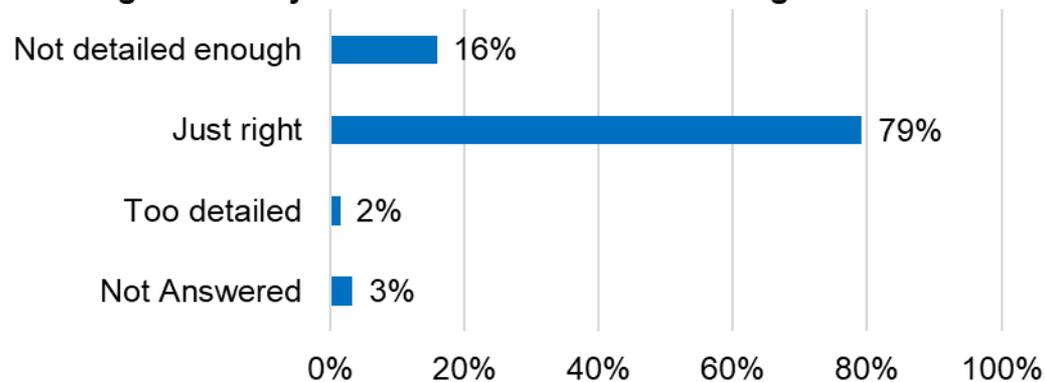
Detail

- Over three-quarters (79 per cent) felt that the level of detail was just right.
- Whilst 16 per cent felt it was not detailed enough.

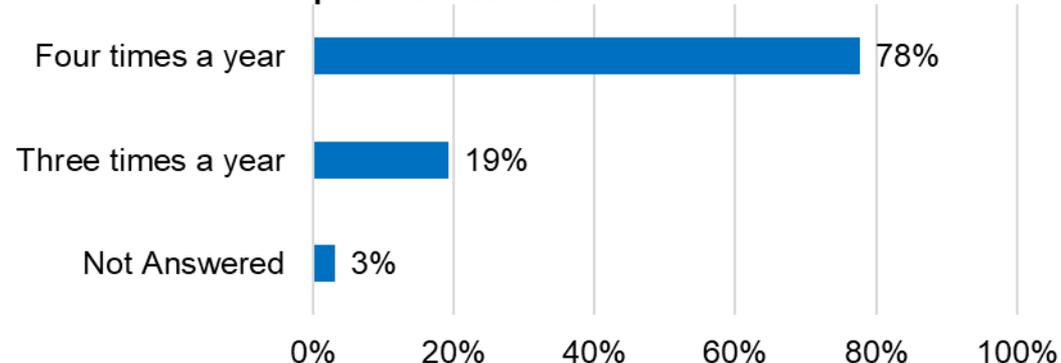
Frequency

- Over three-quarters (78 per cent) indicated they would like to receive Housing Matters four times a year (as now).
- Whilst almost a fifth (19 per cent) would like to receive it three times a year.

Thinking about the level of detail in the articles in the magazine. Do you think the articles in the magazine are...



The magazine is produced four times a year. Would you prefer to receive it...



Base: Respondents that read Housing Matters magazine (389)



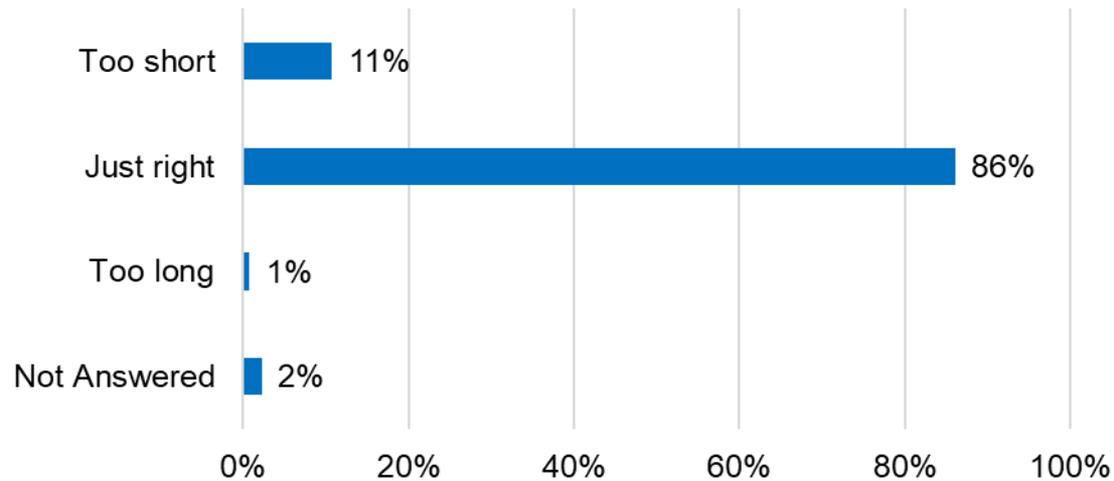
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Housing Matters - Length

Respondents were asked about the length of the magazine.

- The majority (86 per cent) felt the length was just right
- Whilst around one in ten (11 per cent) felt it was too short
- One per cent felt it was too long.

Thinking about the length of the magazine overall. Do you think the magazine is...



Base: Respondents that read Housing Matters magazine (389)

Housing Matters - Improvements

Respondents were asked what one thing would improve the magazine.

Comments made have been themed and those that received five or more comments are summarised in the table below. A total of 97 comments related to content, but these have been divided into sub sections to help with understanding of what respondents would like to see.

Examples of comments made can also be seen on the next page. A full list of comments can also be found in appendix two.

Theme	Count
Happy with current magazine/nothing	28
Don't know, not applicable	17
Content - Estate updates/local information	13
Content - Activities/services	10
Content - Contact information/complaint info	8
Content - Involvement	8
Content - Repairs/major works	8
Design - Pictures/images	8
Content - More detail	7
Content - Competitions	5
Content - Financial support/Council finances	5
Frequency increased	5
Make it available online	5

Housing Matters - Improvements

“I think the magazine is wonderful. Specially I love the illustrations and the design is very appealing.”

Happy with current magazine/nothing

“More detailed information on housing improvement and services.”

Content - Activities/services

“Personally I'm very happy with how it is at the moment.”

Happy with current magazine/nothing



“Contact index to specific department could be written on separate page. If possible in addition to whom to speak could be helpful.”

Content - Contact information/complaint info

“I would have issues that are more local, for example Chelsea specific as I live in Chelsea.”

Content - Estate updates/local information

“Always add who we should [contact] for housing repairs and complaints. Contact details and e-mail addresses-thanks! Taking repairs seriously.”

Content - Repairs/major works

“Real photos and not cartoons.”

Design - Pictures/images



Housing News

Monthly enewsletter



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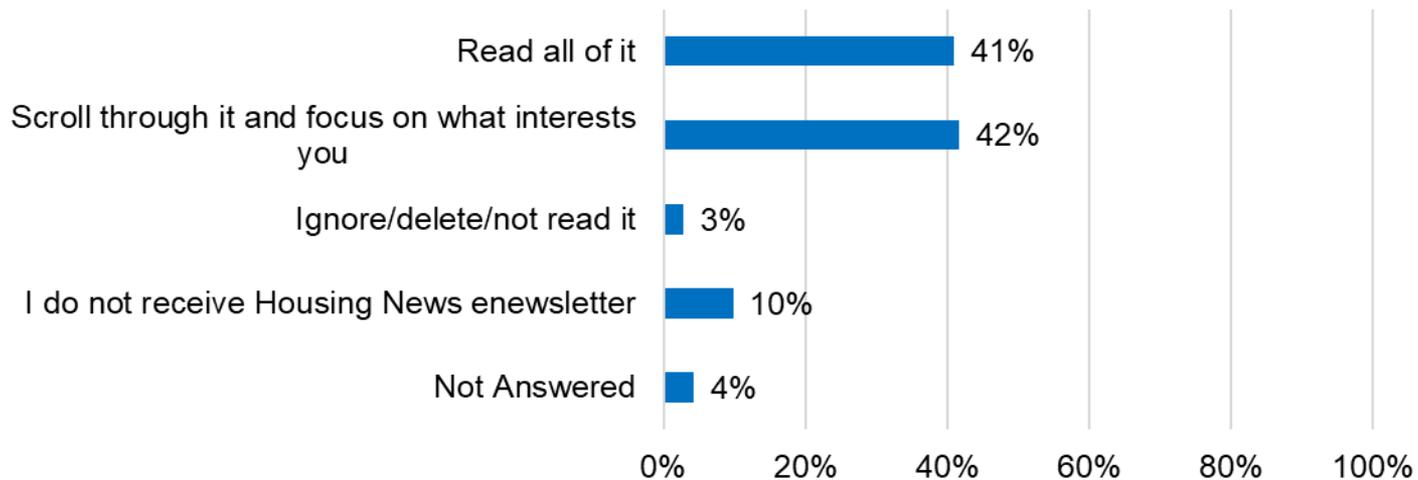
Readership of Housing News newsletter

Respondents were asked when they received Housing News newsletter how much of it they read.

- A total of 41 per cent read all of it.
- Slightly more (42 per cent) scroll through it and focus on what interests them
- Whilst three per cent ignore/delete or do not read
- One in ten (10 per cent) do not receive Housing News newsletter

Those that indicated that they read Housing News (355 respondents) were asked a series of questions about the publication

When you receive the Housing News newsletter, do you...



Base: All respondents (414)



Readership of Housing News newsletter

Respondents that did not read Housing News were asked to indicate why.

Comments made have been themed and those that received two or more comments are summarised in the table below. Examples of comments made can also be seen below. A full list of comments can also be found in appendix two.

Theme	Count
Don't have email/digitally excluded	5
Do not receive/receive in other ways	4
Not interested in it	4
Unaware of it	4
Limited English	2
Too much information received	2

“I cannot use the internet.”

Don't have email/digitally excluded

“Not interested. Too boring.”

Not interested in it



“Never see or read.”

Do not receive/receive in other ways



Housing News newsletter

Respondents were asked how strongly they agreed or disagreed with a series of statements about Housing News newsletter.

Content

- Over two-thirds (68 per cent) indicated that they find the content useful and relevant to them (those agreeing or strongly agreeing).
- However, over a fifth (21 per cent) responded neutrally and four per cent disagreed to some extent.

Links

- Almost half (47 per cent) agreed to some extent that they often click through on the links in the newsletter.
- However, a quarter (25 per cent) responded neutrally and 13 per cent disagreed to some extent.

Trust in the information

- Almost two-thirds (62 per cent) agreed to some extent that they trust the information in Housing News.
- However, around a fifth (21 per cent) responded neutrally and four per cent disagreed to some extent.

Source of information

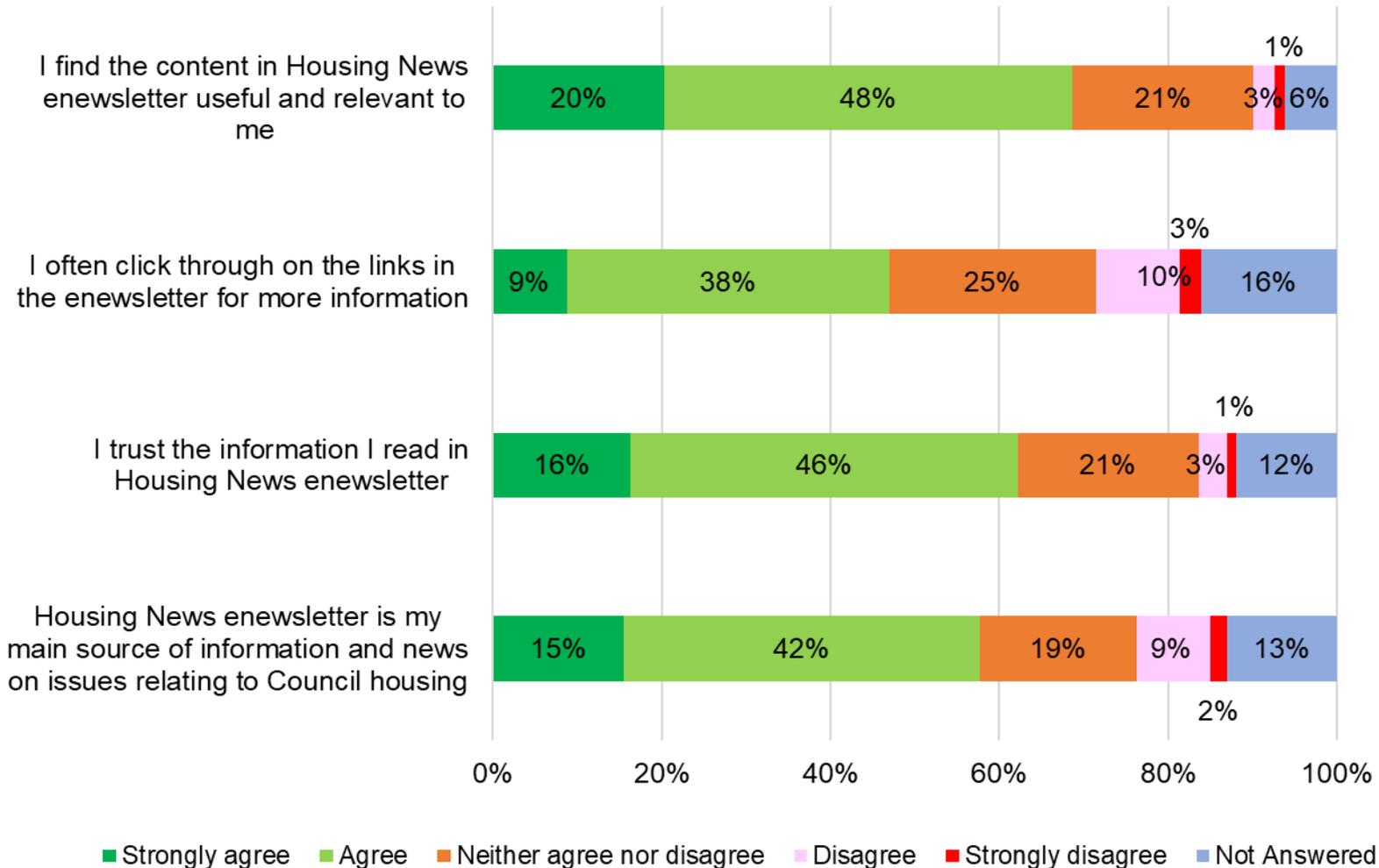
- Over half (57 per cent) agreed to some extent that Housing News is their main source of information and news in relation to Council Housing.
- However, 19 per cent responded neutrally and 11 per cent disagreed to some extent.

A graph detailing all results can be seen overleaf



Housing News newsletter

Thinking about the Housing News newsletter how strongly do you agree, or disagree, with the following statements



Base: Respondents that read Housing News (355)

Housing News - Articles and frequency

Respondents were asked about the level of detail in the newsletter and the frequency it is produced.

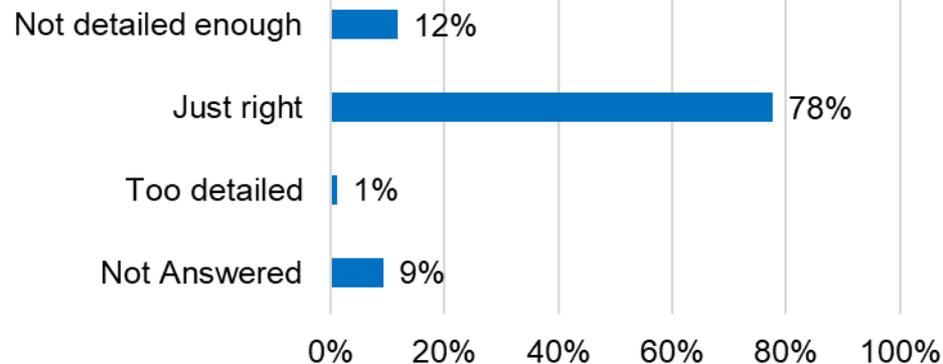
Detail

- Over three-quarters (78 per cent) felt that the level of detail was just right.
- Whilst 12 per cent felt it was not detailed enough.

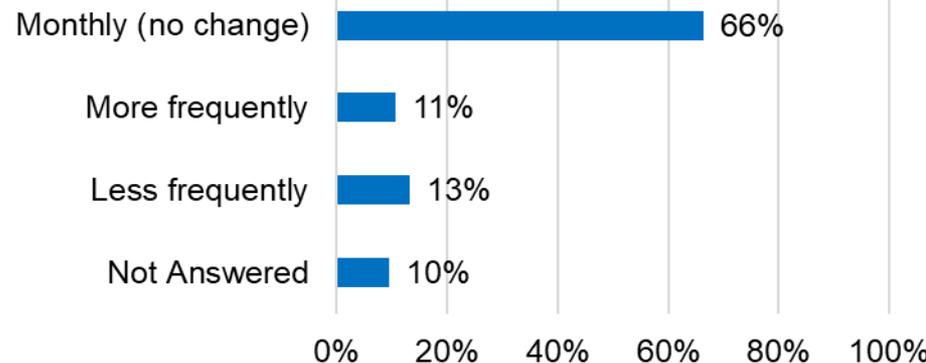
Frequency

- Two-thirds (66 per cent) indicated they would like to receive it monthly (as now).
- Whilst 11 per cent would like to receive it more frequently and 13 per cent less frequently.

Thinking about the level of detail in the articles in the newsletter. Do you think the articles are...



The newsletter is produced monthly. Would you prefer to receive it...



Base: Respondents that read Housing News (355)



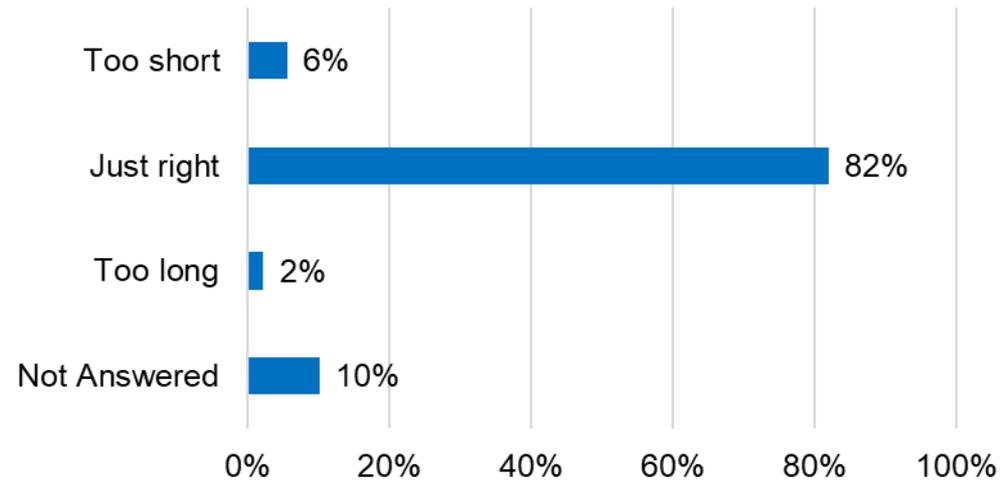
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Housing News - Length

Respondents were asked about the length of newsletter.

- The majority (82 per cent) felt the length was just right
- Whilst six per cent felt it was too short
- Two per cent felt it was too long.

Thinking about the length of the newsletter overall. Do you think it is...



Base: Respondents that read Housing News (355)



Housing News - Improvements

Respondents were asked what one thing would improve the magazine.

Comments made have been themed and those that received three or more comments are summarised in the table below. A total of 32 comments related to content, but these have been divided into sub sections to help with understanding of what respondents would like to see

Examples of comments made can also be seen on the next page. A full list of comments can also be found in appendix two.

Theme	Count
Don't know, not applicable	15
Happy with current magazine/nothing	11
Content - More detail	5
Content - Activities/services	4
Hard copy	4
Make it available online	4
Content - Estate updates/info	3
Design - Accessibility	3
Do not receive	3



Housing News - Improvements

“For me its good so far!”

Happy with current magazine/nothing

“I am happy with the information provided. No change needed.”

Happy with current magazine/nothing

“Specifics on the important information.”

Content - More detail

“I am 84 years of age and I am widowed. I would very much like news of activities and council run clubs in my area. Coffee mornings, getting involved, places of interest to visit.”

Content - Activities/services



“Have it printed and posted to residents.”

Hard copy

“Being available online.”

Make it available online

“More info on estates.”

Content - Estate updates/info

“Keep it to the post code it applies to I am not interested in what’s happening anywhere else in the borough than my own area.”

Content - Estate updates/info

“Language to be in Arabic.”

Design - Accessibility



Posters, electronic noticeboards, leaflets and booklets

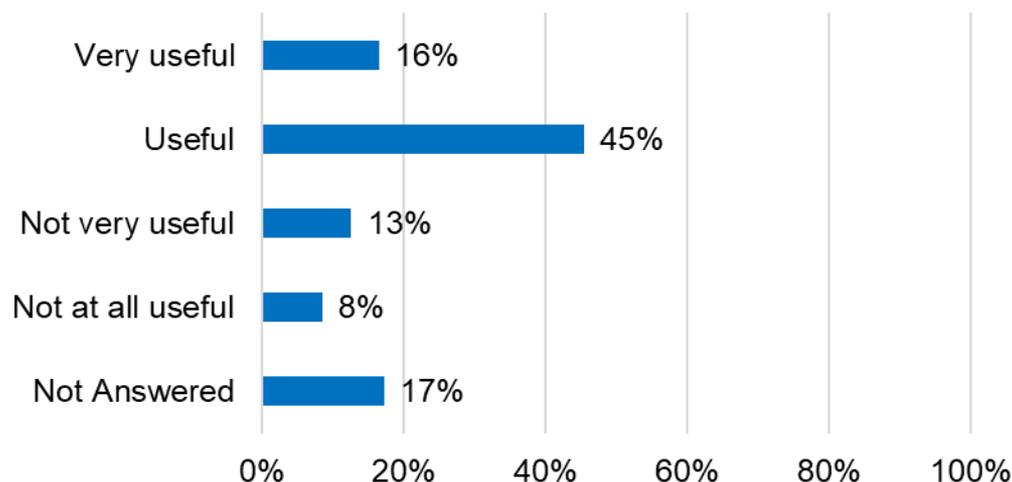


Posters and electronic noticeboards

Respondents were asked how useful they find the information on their (electronic) noticeboards.

- Almost two-thirds (61 per cent) indicated that they find the information useful or very useful.
- However, over a fifth (21 per cent) indicated that they found the information not very useful or not at all useful.

How useful do you find the information on your (electronic) noticeboards?



Base: All respondents (414)



Noticeboards- Improvements

Respondents were asked what one thing would improve the way the Council uses noticeboards.

Comments made have been themed and those that received three or more comments are summarised in the table below. Examples of comments made can also be seen on the next page. A full list of comments can also be found in appendix two.

Theme	Count
Unaware of noticeboards/don't have noticeboards	31
Happy with noticeboard information	14
Not applicable/no comment	12
Don't know	11
Keep up to date	10
Information displayed for longer (so can read)	4
Local/estate information	4
More information/relevance of information	4
Design - Accessibility	3
Location of noticeboard	3
More boards	3
Remove them spend the money on other things	3
Too much information/present in shorter format	3



Noticeboards - Improvements

“We don’t have electronic board on our estate, it would be great to have one.”

Unaware of noticeboards/don't have noticeboards

“Happy with noticeboards.”

Happy with noticeboard information



“To take away old notices when out of date and clean board.”

Keep up to date

“Often contain out of date information.”

Keep up to date

“Bigger words that are clear. Lighting is too low. Noticeboards are old and dirty, plus broken.”

Design - Accessibility

“By leaving the information on the electronic noticeboards up for longer, to give people more time to read them until the lifts come.”

Information displayed for longer (so can read)

“More articles relevant to my estate.”

Local/estate information

“Matters that affects the community most. Short and precise, easy to read.”

More information/relevance of information



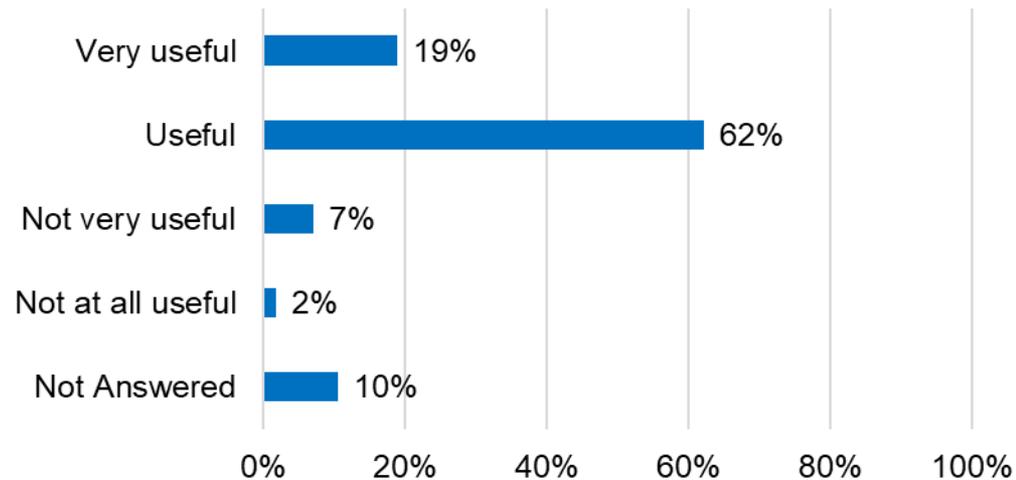
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Leaflets and booklets

Respondents were asked how useful they find the information in leaflets and booklets about housing services.

- The majority (81 per cent) indicated that they find the information useful or very useful.
- However, almost one in ten (nine per cent) indicated that they found the information not very useful or not at all useful.

How useful do you find the information in the leaflets and booklets about our services?



Base: All respondents (414)

Leaflets and booklets - Improvements

Respondents were asked what one thing would improve leaflets and booklets.

Comments made have been themed and those that received two or more comments are summarised in the table below. Examples of comments made can also be seen on the next page. A full list of comments can also be found in appendix two.

Theme	Count
Don't know, not applicable	12
Happy with leaflets/booklets	12
No comment	10
Unaware of/do not read them	10
Content - More detail	5
Content - Activities/services	3
Design - Shorter/focused	3
Content - Estate updates/info	2
Content - Resident focused	2
Design - Accessibility	2
Make it available online	2
Prefer digital	2



Leaflets and booklets - Improvements

“Nothing, just about right.”

Happy with leaflets/booklets

“Is very good.”

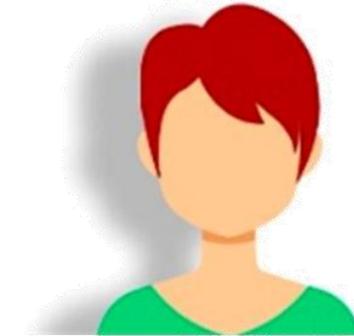
Happy with leaflets/booklets

“I only see them if I go into a housing office which is maximum once a year and by then most of the ones available are information about things in the past.”

Unaware of/do not read them

“More detail. They are vague/shallow.”

Content - More detail



“Different languages.”

Design - Accessibility

“To inform local residents where clubs are run in the area (council run clubs) specifically for retired people.”

Content - Activities/services

“Make it less crowded.”

Design - Shorter/focused

“Each estate and block should have its own booklet, reissued every few years, rather than reams of A5 notes just as we had in the 1970's.”

Content - Estate updates/info

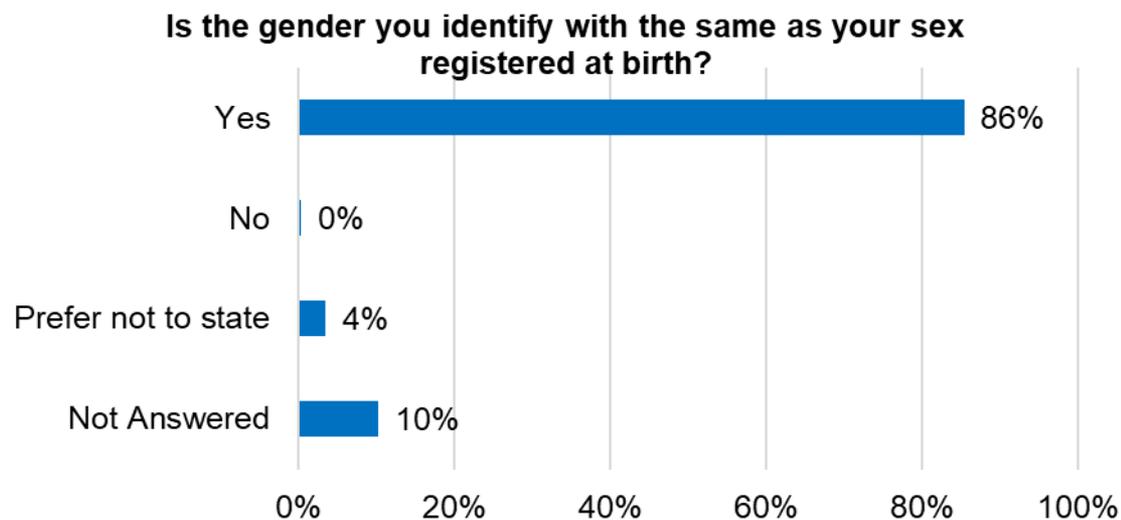
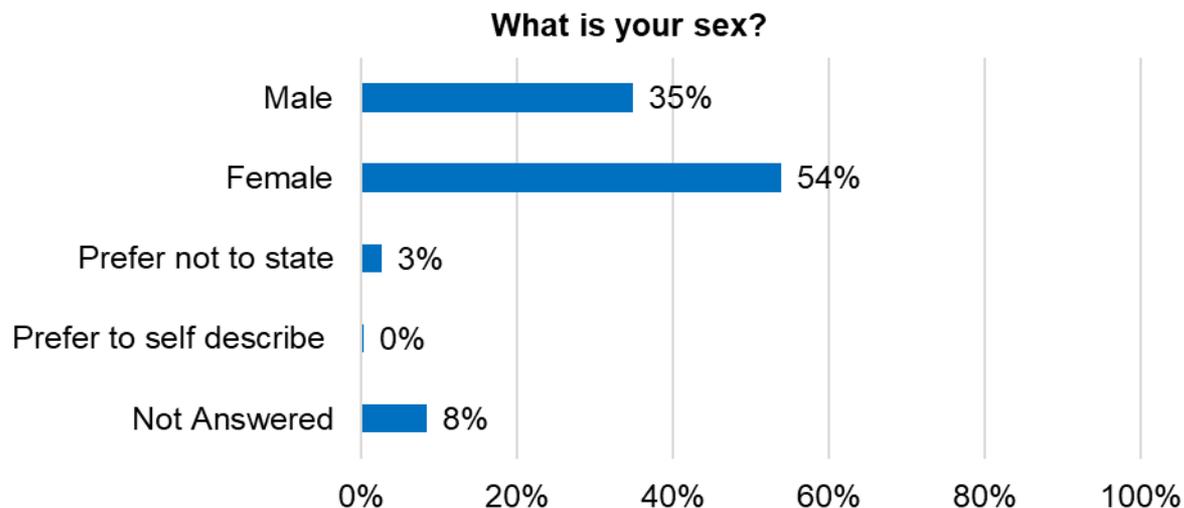


Profile of respondents



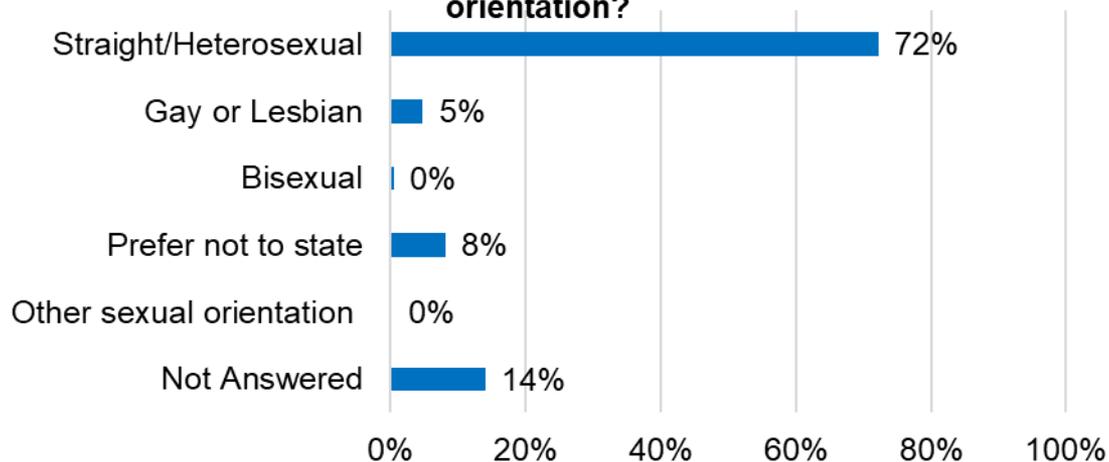
Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.

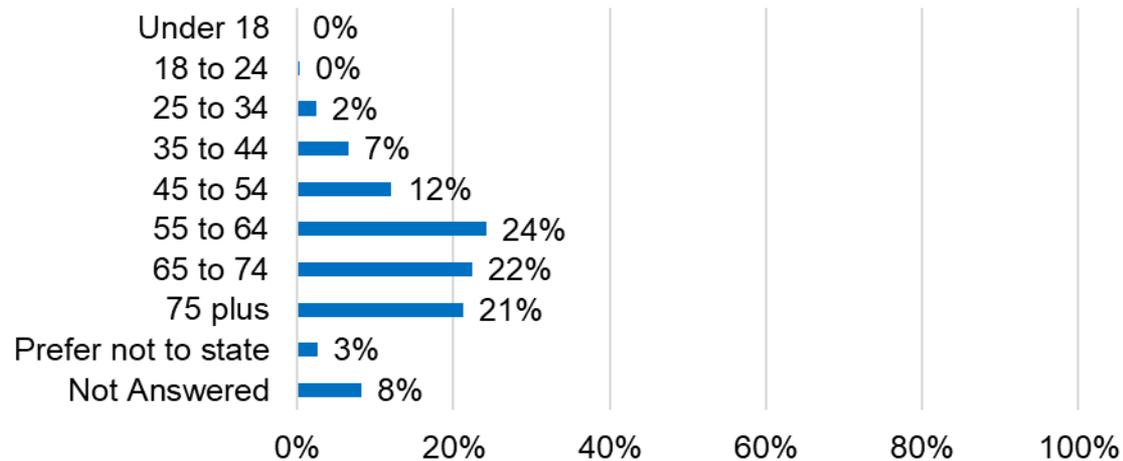


Profile of respondents

Which of the following best describes your sexual orientation?

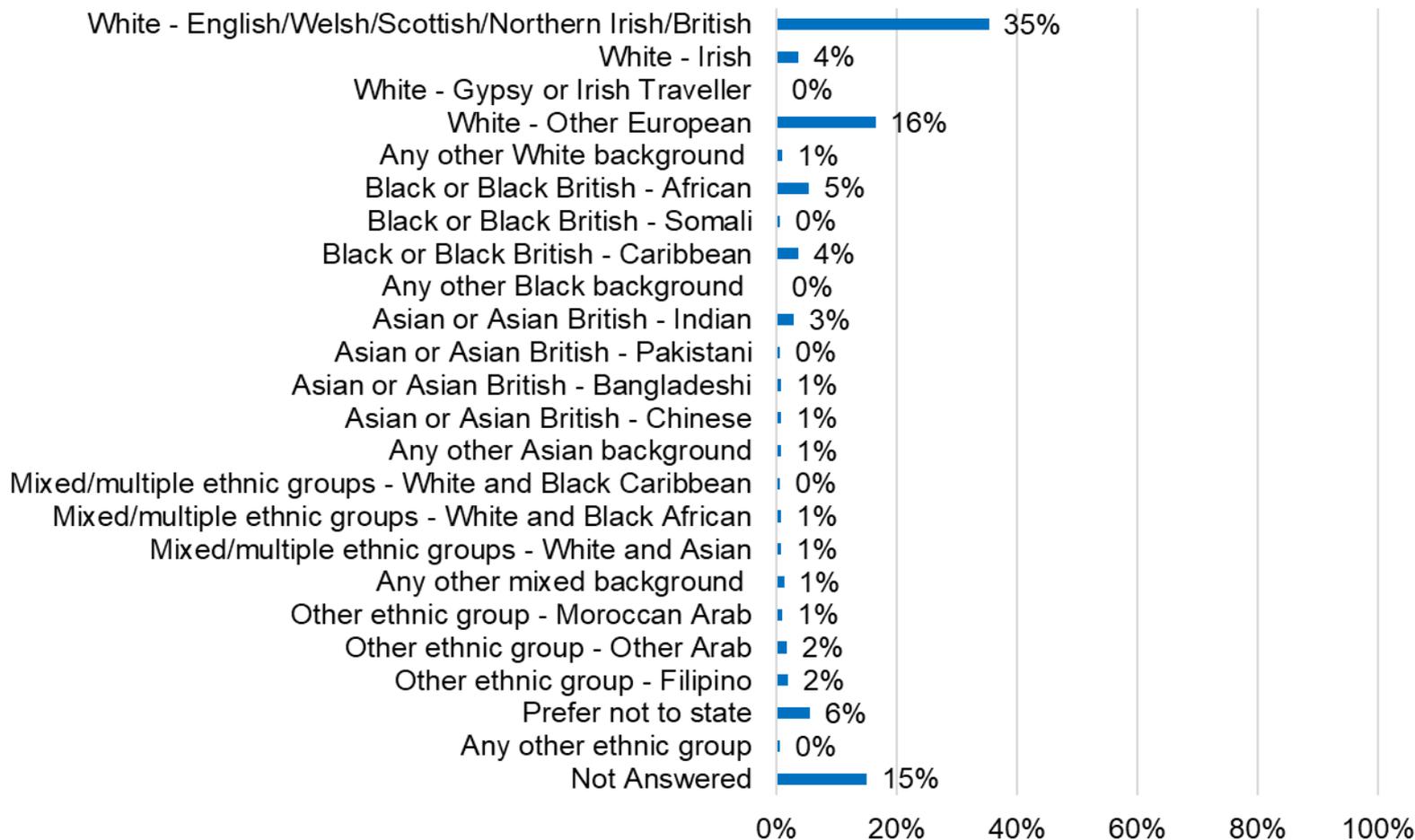


Which age group do you belong to?

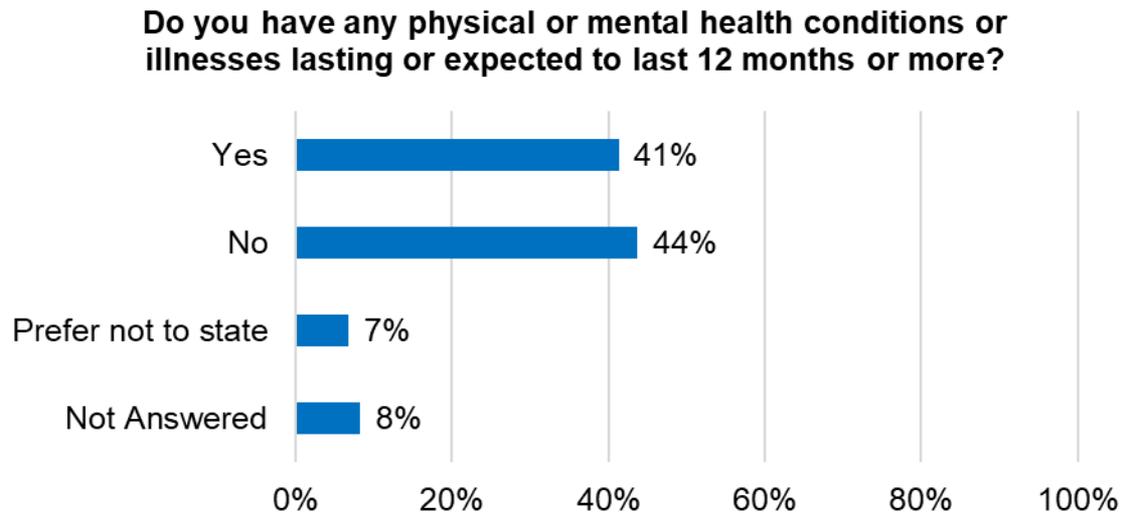
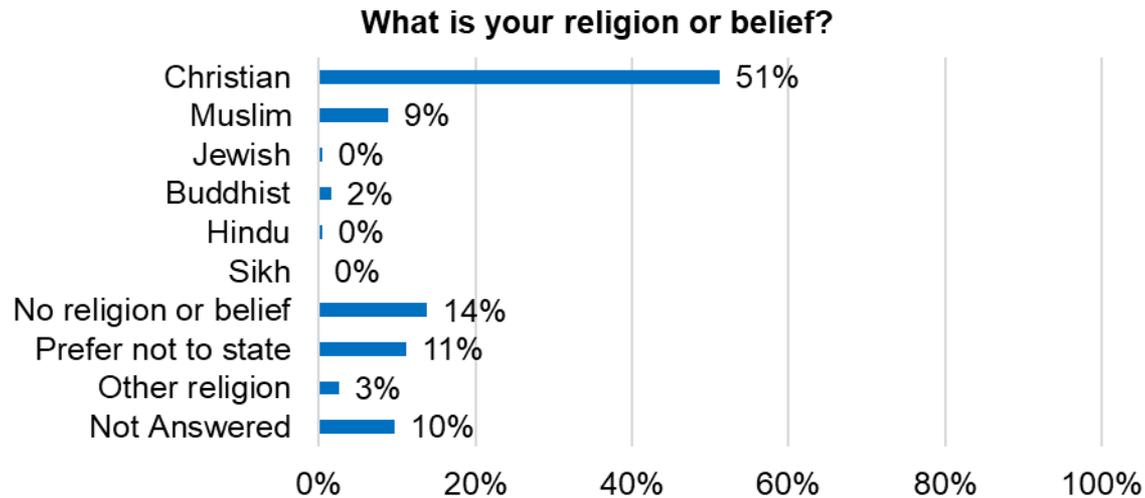


Profile of respondents

How do you describe your ethnic origin?

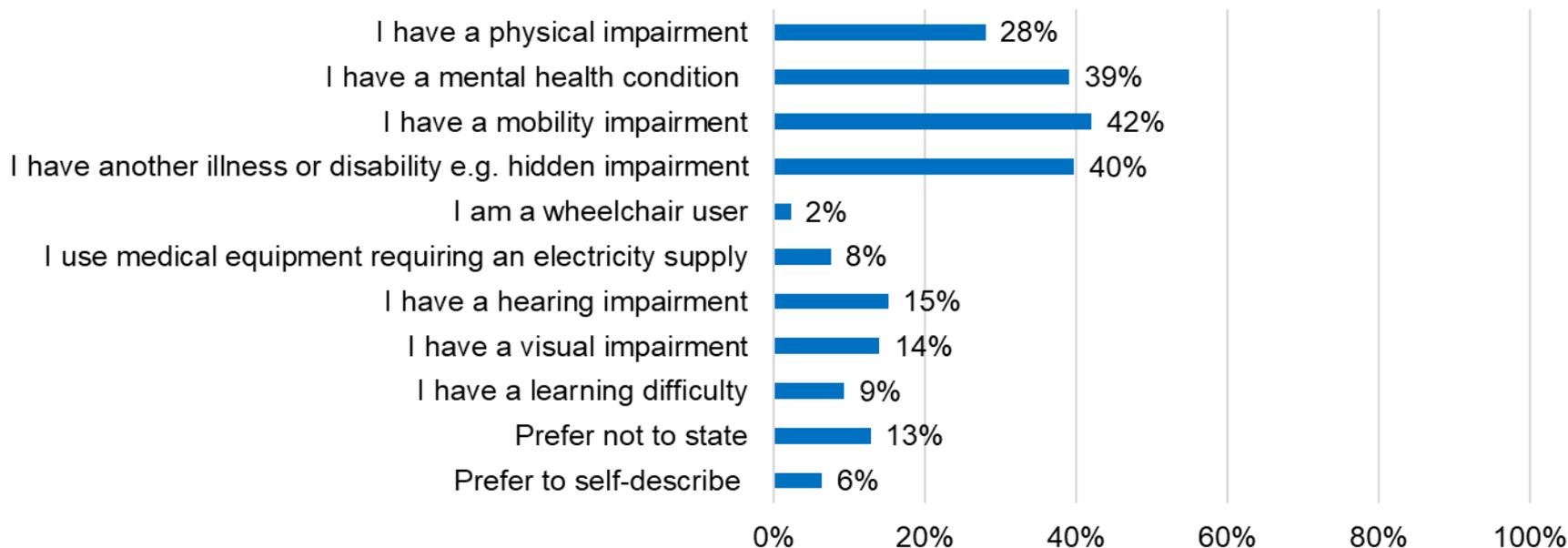


Profile of respondents



Profile of respondents

If yes, what is the nature of your physical or mental health condition or illness?



Base: All respondents indicating they had a physical or mental health condition (171)



Profile of respondents

