



PropTech Engagement Fund Round 2

Final Report

September 2022



Local Planning Authority	Runnymede Borough Council
Date Report Submitted	28.11.22

Executive Summary

Region	South East
LA Rural-Urban Classification Category	Major Urban



Project summary	RBC's mission is "to deliver services, enhance our environment, and improve the economy by working with local people and partners for the greater good." The aim of the project was to help RBC understand the role that digital engagement can play in a wide range of customer consultations.
Funding allocated	£90,020 for three consultations
Supplier(s) Appointed	Built-ID
Consultation Topic	The first consultation topic was Satisfaction survey of Runnymede BC tenants
Consultation Outcomes	In the first project of this kind, the Tenants' Satisfaction Survey achieved over 5,000 visits to the platform and over 1,000 people left responses, including over 300 pieces of qualitative feedback. We will be using the lessons learnt for Housing, Planning and Assets consultation exercises. The project will inform decisions on the most appropriate channel(s) for on-going engagement, for example in Housing the new Tenant Satisfaction Measures - especially in order to reach under-represented groups; and our proposed Social Media Strategy.
Consultation dates	1 st – 31 st October 2022



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1.0 Project Summary

Summary: Runnymede BC had not undertaken a large-scale satisfaction survey of tenants for over 10 years. Our new Tenant Engagement Strategy puts a greater emphasis on listening to our customers in ways that are convenient to them. It also commits us to responding to customer feedback. We did not have the resources to undertake and analyse a postal and/or telephone census of all tenants and were keen to engage digitally to boost response rates but did not have sufficient email addresses or any other way of reaching tenants digitally. The project with Built ID used targeted social media ads. The results of the satisfaction survey will help us plan improvements to our housing services and compare our performance against other social landlords. The results provide a broad baseline assessment of our current performance in advance of regulatory changes. The project has helped RBC understand the role that PropTech can play in consultations and will inform decisions on the most appropriate methods for on-going engagement, for example in Housing the new Tenant Satisfaction Measures – especially in order to reach those whose views are less likely to be heard.

The online survey was hosted by Built-ID on their Give My View platform at www.givemyview.com/runnymedetenants.

We are very pleased with the reach of the survey, the number of responses and how quickly the survey was completed and findings available.



Status quo pre-PropTech:

Across the Council consultation to date has mainly been face-to-face, engaging only certain sections of the community. Digital engagement will embody our mission by reaching the vulnerable and those who have been or remain 'harder-to-reach.'

RBC Housing had not carried out any digital consultations or online satisfaction surveys.

Outcomes:

- Demonstrable 'listening' exercise, using effective tool convenient for customers
- Excellent reach
- Large number of responses (35% of tenants)
- Findings will be shared with tenants, will inform improvement plans and will provide a basis for 'you said, we did' feedback to build trust and boost engagement further.

See spreadsheet for further details.

Opportunities:

- We would not have undertaken a digital satisfaction survey of tenants without the Prop Tech fund.

Funding review:

	Amount Grant received	Amount Spent
Digital platform (for 3 consultations across RBC) + digital marketing for Housing project		£45,000
Consultancy for Housing project		£4,000
TOTAL	£90,020	£49,000



2.0 Lessons Learned

Project stage or milestone	Approach - what process was undertaken?	Lessons Learned
Getting started: Developing the business case/gaining organisational buy-in to apply for Round 2 funding.	Grant Bid Writer flagged the fund to relevant departments and worked with them to identify consultation needs and business cases to be written as a funding application.	We learned that getting buy-in from Senior Leadership Team early on in the process was vital to getting internal approval
Procurement: developing supplier brief and project budget	Soft market engagement, without prejudice to a tender process, helped shape our brief and budget.	Liaise with Procurement team at the earliest opportunity.
Procurement: finding and appointing a supplier(S)	Soft market engagement, without prejudice to a tender process, helped shape our procurement process.	Liaise with Procurement team at the earliest opportunity.
Onboarding: Proptech suppliers, additional consultants, and internal teams	Kick off meetings with Built-ID, relevant internal departments, including Communications.	Sharing information as widely as possible within the organisation brings a variety of perspectives on the project.
Campaign Development: developing marketing and engagement strategies. This might also include developing survey questions, platform content, or user research.	Built-ID hosted the survey on the Give My View platform. They quickly understood the brief and we agreed the marketing strategy, questions and outputs and had launched the survey within 2 months.	It would have saved time and duplication of staff effort if the project lead had been involved in the original bid for PropTech funding and the original project brief. Subsequent lack of clarity about what the provider could deliver meant steps like the DPIA were too time-consuming.



<p>Campaign launch and management: working with suppliers to ‘go live’, attending in person / hybrid events, troubleshooting tech issues</p>	<p>The launch and management were very straightforward, in line with an agreed time line and identified actions; and with regular catch-ups. Built-ID very responsive to any issues or queries.</p>	<p>It was comforting to know that, being digital, adverts, questions etc. could be changed if there was an error or an issue emerged. This saved a great deal of time in launching and checking content. We had the flexibility to have additional ads and extend the closing date as appropriate.</p>
<p>Campaign wrap-up: Closing campaigns, running analysis, agreeing next steps</p>	<p>The survey closed as planned (we had the option to keep it open longer if the response rate warranted it). Results and analysis was provided by Built-ID within a week. We had a closing meeting to discuss the findings, learning points and aspirational next steps.</p>	<p>A pilot survey would have highlighted how the findings would be presented. For example, some questions were rated 1 – 5 and others out of a hundred. The results can be presented in different ways, for example average responses, number voting negatively etc. – all valid, but we could have saved time in getting the results out to different audiences in appropriate context.</p>
<p>Feedback loops: e.g. developing opportunities for ongoing feedback from the community, following up with people who responded to the consultation, sharing consultation insights with key stakeholders</p>	<p>An overview of the findings were first presented to RBC Members at Housing committee, then feedback was available on the platform and RBC website. Individual emails were sent to a number of respondents who raised particular issues and had left their email address. The survey was timed to encourage digital engagement ahead of the imminent launch of our new tenants portal.</p>	
<p>Other</p>	<p>The social media ads were targeted at people in a geographical area. As we had no effective way of targeting RBC council tenants specifically, the first (segmentation) question was: Are you a tenant of RBC? The responses were then filtered</p>	<p>We didn’t have an accurate way to target or analyse the responses of council tenants only (we have to assume the reply to the segmentation question is accurate), but we are happy with the broad-brush findings that</p>



	to only analyse those who said 'yes.'	we have.
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Final Reflections: Where applicable, please also respond to the following questions:

- How did you conduct community outreach - please see attached:
 - 1) Project Description (October 2022)
 - 2) Give My View Digital Marketing Overview (30.09.22)
 - 3) Executive summary of survey findings (03.11.22).
- Looking back at this project, was there additional guidance or support from DLUHC or other stakeholders that would have been helpful to work through these and other stages of delivery – No.

What was the primary reason you chose your particular PropTech supplier? – Built-ID attended pre-bidding events and were able to explain directly to us how they would approach our consultations. We were then able to confidently appoint them following a framework procurement process for due diligence.

- Were there any wider surprises which surfaced through undertaking the project? – We were pleasantly surprised by how quickly the survey was able to be launched and the number of visits to the portal and subsequent responses.

3.0 Pilot Outcomes

- We set out to better understand how digital engagement could help RBC achieve a number of strategic objectives – Achieved. Housing are planning further digital engagement in line with our Engagement strategy and with a Social Media strategy to follow, the Planning team will be launching a survey later this year.
- For Housing, we needed a baseline understanding of council tenants' perception of the services we provide and a tangible



demonstration that we are listening to their views and will take steps to improve in the areas highlighted – Achieved. See summary of quantitative and qualitative survey findings. Feedback will be on-going, via a number of methods

- The survey was timed to engage digitally ahead of the launch of a new tenants portal – Achieved with a large number of respondents.
- And to collect additional email addresses for our customers so we can promote use of this new channel – Achieved.

Please see further details of the Outcomes spreadsheet attached.

- **Baseline data:** we had no tenant perception data before this project.
- **Measurement challenges:** Please see Outcomes spreadsheet attached.
- **Demographics:** We asked respondents to give their age and ethnicity:

	Tenant population	Survey
75 years +	18%	5%
65 - 74	14%	12%
55 - 64	20%	21%
45 - 54	19%	24%
35 - 44	16%	14%
25 - 34	11%	13%
18 - 24	1%	9%
WB & White	74%	82%
Refused/Not given	15%	
Not known	6%	
Prefer not to say		3%
Asian	2%	3%
Other	2%	3%
African	1%	1%



Indian		3%
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- **Cost effectiveness:** A traditional industry standard STAR (survey of tenants and residents) for an organisation the size of RBC is likely to cost c. £12,000. While this survey did not meet the technical requirements of STAR, it has provided much needed baseline data at a fraction of the cost.

4.0 Community Feedback

- **Summary of community consultation:** the survey was aimed at tenants and the questions asked them to say what they think of the housing services provided by the Council. See survey questions attached. Although we hadn't done a survey like this before, there were no particular surprises either in the responses or who responded.
- **Summary of community responses:**

What this tells us

The RBC tenants, across the board, feel somewhat positive about their service.

The majority of average scores sit in the middle of the scale, showing that there is room for improvement.

There are some instances where the average scores sit on the lower end of the scale, the lowest being the cleanliness & safety of the communal areas.

The community felt most positively about the overall quality of their home.

- **Delivering on feedback:** The findings have been shared with tenants, will inform improvement plans and will provide a basis for 'you said, we did' feedback to build trust and boost further engagement. Feedback was available on the platform and RBC website. Individual emails were sent to a number of respondents who raised particular issues and a social media post thanked all those who responded.
- **Community testimonials:**
Nothing to note. Tenants focused on their views of housing instead of testimonials on the methods.



5.0 Conclusions and Policy Reflections

- If you could re-start this project what, if anything, would you do differently? Have Housing involved in the procurement.
- What longer-term changes, if any, do you expect to make as a result of this pilot? Digital engagement exercises across the Council
- Policy reflections: N/A as our first project was for Housing, not Planning.

Please use this space to include any quotes from your team about your project. Don't forget to attribute the quote so it is clear whose perspective you are sharing (e.g. 'project team member or 'supplier' etc).

- "An excellent piece of work," Andy Vincent, Corporate Head of Housing, RBC
- "This has been a great project. It's been brilliant working with the RBC Housing team, allowing them to reach more tenants than ever before." Henry Bliss, Client Services Director, Built-ID

6.0 Additional reflections and feedback for DLUHC

- From Built-ID: This isn't specific to Runnymede but procurement processes following the PropTech funding allocation added significant hurdles and resources, before any work could even be started.



7.0 Appendices

1. Survey questions
2. Survey responses
3. Executive summary of feedback