midland heart

TENANT ENGAGEMENT EXPERTS tpas

Ethnic Minority Voices in Tenant Engagement

Case Study

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Case Study

How safe do tenants feel in our homes?

Overview

- **Purpose:** Ensuring we understand how well we communicate around building safety to tenants, and that this impacts their perception of safety.
- **Organisation / Community:** Midland Heart – My Scrutiny Panel review
- **Location:** Midlands
- **Date/Duration:** April 2025 – May 2025

Background and Context

TSM data told us that we have strong performance in relation to tenant safety, but we wanted to explore whether perception of being safe differed across different tenant demographics. TSM data initially suggested that there was around a 3% difference between those from minority backgrounds and those who were not.

We were already planning a tenant led review on building safety communication, and felt we could include more segmentation of feedback from minority tenant groups to enhance the impact of the project.

Objectives

- Understand the different perceptions of safety across difference minority groups
- Assurance that tenants from all minorities are confident to speak to us about building safety
- Understand any improvements that can support increased perception amongst minority groups.

Approach and activities

Actively engaging tenants through Outreach survey, open to all tenants with a communal block undertaken by Text, Email, post and phone calls

Ensuring everyone can participate through the omni channel approach with Targeted door knocking in areas where we know have higher levels of minority groups (allows the use of language line if needed). This allowed us to not only look at responses but have wider conversations about why.

Survey offered open questions to allow us to listen to lived experiences.

Analysis of survey result broken down by key minority groups including key ethnic minorities.

Outcomes and impact

21% of responses came from ethnic minorities, 55% from women and 41% from those with a disability. 3.5% from those where English wasn't the tenants first language – slightly under our represented from our tenant base, but a strong result and ability to now baseline this for next year.

Told us things that broke traditional assumptions. We thought young people would use our website more but the demographic groups with the lowest % accessing the website was 16–24-year-olds

Minority ethnic groups were more likely to feel they could share their concerns with us – assurance that tenants are confident to talk to us.

Highlighted work to do specifically around how we communicate what we do around safety, the methods we use aren't landing with key minority groups. As a result:

- We've rolled out a local engagement tracker with the Building Safety team to allow us to track and monitor building safety engagement at a local level.
- We're introducing a trial of digital notice boards to provide quicker more tailored communication around building safety.

We've seen an increase in overall perception of safety of around safety – small increases (1% for ethnic minorities), but baseline was high (80.3%) so any small increase is big for us.

Lessons learned

- ✓ Scale of survey and level of analysis underneath enabled us to have a much more refined understanding of each different group.
- ✓ Challenge is always survey fatigue and reaching those who are disengaged – we had a good response – circa 600, which provides sound statistical data.
- ✓ We want to do more around how we go back to tenants on what we did, but need to think about the best way to do this knowing our website isn't always the answer.

Next steps / sustainability

We will run this survey every year to track improvements, and layer with other data such as call trends and complaints.

Evidence and data

Building Survey Annual Survey: April 2025

Survey Method

Sent to

All tenants who pay a communal areas service charge (general needs and mutuals)

Via

SMS

Scheme staff

Email

559 Responses

490 Completed General Needs survey (88%)

69 Completed Mutuals survey (12%)

I feel 100% confident when I call directly that my enquiries will be dealt with quickly.

I feel that Midland Heart take my safety concerns very seriously.

Demographics

Age

16-24: 1%
25-34: 9%
35-54: 25%
55-64: 26%
65+: 39%

Gender

Female: 55%
Male: 45%

Ethnicity*

BME: 21%
Non-BME: 62%
Unknown/Not declared: 17%

Disability

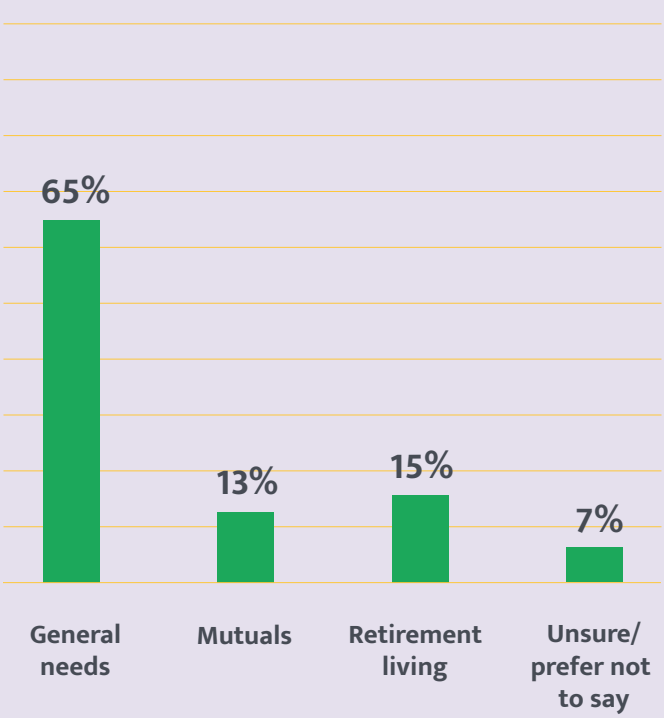
Yes: 41%
No: 59%

Language

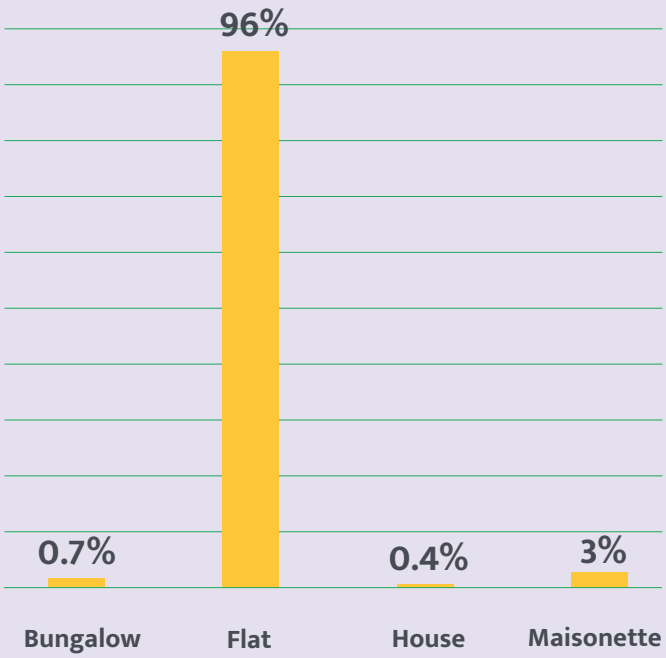
English: 96%
Not English: 3.5%
Unknown: 0.5%

*Note: demographic data is only available for 512 out of 559 tenants

Service Area



Property Type



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