

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



10 Treadgold House

Open House

Outcomes Report

Purpose of the Open House

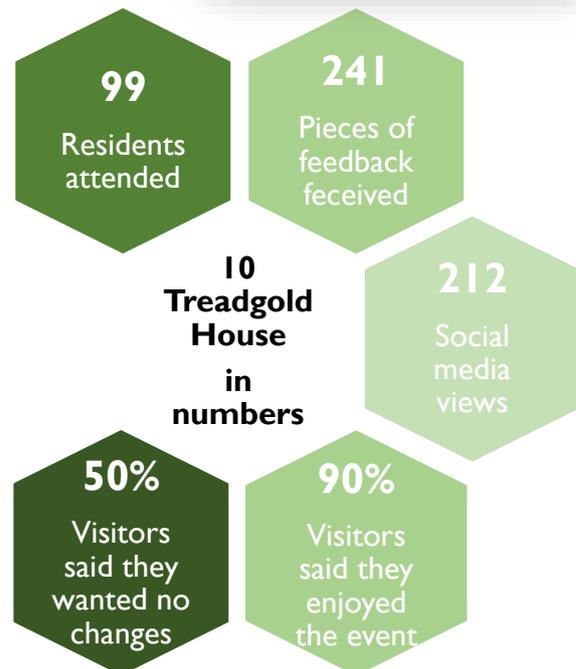
This event was another opportunity for **residents to view, experience and give feedback** on the quality of refurbishment and repair we are implementing across the Lancaster West Estate.



10 Treadgold House is a three-bedroom flat on the ground floor of a 1970s, purpose-built block.

As the third property to be shown as part of our open house events, it allowed residents to see how a ground floor property can be renovated so that it is **mobility friendly**; that is, suitable for someone with some physical challenges. In addition, because it has 3 bedrooms, the flat was also suitable for 2-3 child families.

As with our previous Open House houses, this property was let to a Lancaster West based family a short time after, under the Local Lettings Plan (LLP). They had previously been living in a property which was over-occupied.



Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



Table of Content:

- **Promoting the Event**
- **What We Did Well**
- **What We Need to Do Better**
- **Full Resident Feedback (on refurbishment and the event)**
- **Event Giveaway**
- **Lessons Learned from this Event**
- **Going Forward**

PROMOTING THE EVENT

On the whole, communication and promotion of the Open House proved effective, and the event was well attended. However, there were some problems with initial invites to residents, with event posters and with Instagram, which would need to be resolved for future events.

Invitation letters sent to all residents should have gone out 2 weeks before the event, however, because the flat chosen for the event was not ready, staff were unable to take pictures of the property until a week before the event. This resulted in letters and posters for the Open House being created only a week before the event, which may have been short notice for some residents.

Designed in-house by the LWNT team, letters and invites about the event were sent out by RBKC to all residents of Treadgold House, and to residents of Lancaster West with known mobility needs. In addition to the posted invites, residents were also sent an email and a text message; and the event was also promoted on Instagram via four different videos in Arabic, Somali, Farsi and English. Then a day or two before the event two further emails and a further text were sent to remind residents of the event via mailchimp and whatsapp.

Instagram proved relatively successful with 212 views, over the course of 6 days, including the day of the event.

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



What we did well:

Preparation, Comms, Staffing & Data Collection

- | | | |
|---|---|--|
| Appointing a Project Lead | 1 | Once again there was a clear project manager who managed all aspects of the event from start to finish. The project manager was present throughout the planning and delivery of the event, however, she made sure all data and practical aspects of the event were shared with others to ensure her that, if she were unexpectedly absent, this would not negatively affect the event. |
| Creation of an open house process and plan that could be replicated and tailored for future open house events. | 2 | The project manager followed the process created during the previous open house event, and this worked well. |
| Promotion of the Event | 3 | The Event was publicised and promoted for 6 days. Letters, posters, flyers, email, text and Instagram were all employed. Instagram, specifically, was used to reach residents for whom English is not their first language and also to encourage interest on the day via pictures and live-feed. |
| Wayfinding | 4 | Posters and A-frames boards, directing visitors to the open house, were put out on the day a few hours before the start of the event. The timing was deliberate and proved effective for this event. |
| Hosting on the day | 5 | The Open House was well staffed and staff members knew where they needed to be. For this open house we had a Fire Marshall at the entrance to the block to monitor the flow of people into the property. In contrast to previous open house events, there was a table placed outside the front door of the flat where visitors were encouraged to fill out feedback forms and share their thoughts on the refurbishment and their experience of the event. |
| Staff member dedicated to comms | 6 | Dedicated staff were assigned to take pictures and videos of visitors on the day of the event. Allocating specific staff members to do this once again proved to be the best way to capture this type of data. |

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



LLP applications

- 7 Local Letting Plan applications were available at the Open House. Several residents expressed interest in the LLP and many visitors took away applications. In addition, staff appeared well-versed on the LLP and were able to provide information and respond to queries.

Feedback and Data Collection

- 8 4 large softboards were distributed throughout the flat to capture feedback on the refurb; one highlighted fixtures & fittings of the kitchen, another showed the fixtures and fittings of the bathroom; and 2 further boards, placed in each of the bedrooms, highlighted all other new fixtures and features of the property. This was in addition to the feedback and data collection forms - both paper and electronic - visitors were asked to complete, and once again it was generally felt capturing feedback in this way was successful.

What we need to do better:

Improvements to open house plan and process

- 1 The most important thing to come out of the event was the understanding that a fully completed flat was needed for the Open House event. With this event the need for last minutes touches on the chosen open house property delayed the whole open house process by over a week. As such, critical time needed for taking pictures and video, to publicise and promote the event, was lost.

Promotion of the event

- 2 As stated, promotion of this event was fraught with problems, including a delay in the promotion of the event, some residents not receiving invites while others received duplications, and staff having to undertake some last-minute leafletting.

Hosting on the day

- 3 While W11 staff had clearly assigned roles, a few members of staff were off-task and not at their post. This negatively affected the overall hosting of the event and should be avoided in future.

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



- Feedback and Data Collection** ⁴ Forms used for feedback and collection omitted opportunities for visitors to formally state what they liked about the renovations of the flat. Such questions should be included in future, so we know which aspects of the renovations are popular and well received.

- In-Flat Briefing** ⁵ No in-flat briefing took place, which has since been identified as something that would be beneficial for everyone who will staff the event. 4

Full Resident Feedback

This section shows the feedback given by residents at the Open House as outlined in the table below. Feedback was captured through post-it notes on softboards in the kitchen, bathroom and bedrooms and through asking visitors to fill out a feedback form in electronic or paper versions. While support was mostly in favour of the look and finish of the refurbishment, many visitors also had a number of concerns about the changes made.

Visitors comments on the Kitchen

“Good design”

“Love the wall tiles”

“Lots of cupboard space”

Residents offered their thoughts on the upgrades to the kitchen as seen in the comments below:

Likes

Liked the cooker

Doors and cabinets in kitchen are really nice

Dislikes

Do not like electric cookers they are hard to cook on

Should be lid for hob

Other comments

Somehow looks smaller than my kitchen and it is the same size

Are the integrated appliances long lasting?

Author_ Linda Fenelon _ V2

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



Liked the kitchen x 2	Prefer different colour option	Don't believe it's going to happen
Integrated fridge freezer is a plus x 2 Like the grey	Hope they are choices Open plan kitchen would be good as living space is too small	How long will kitchen units last My last kitchen lasted two years from fitting
Like extractor fan and innards	Kitchen floor should be different	Panels available for washing machine and dish washer
Good design Likes soft close on cupboards.	Needs open plan kitchen	Integrated appliances if you give up gas
Likes deep bowl sink	Preferred gas cooker	Dead space in cupboards
Sink is very nice	Kitchen should open to living room and have breakfast bar	Make better use of kitchen space needs taller cupboards
Love the wall tiles	Needs colour choice	
Easy to clean and same colour	Can we have open plan kitchen and sitting room to create a feeling of space	
Kitchen very nice	Lots of cupboard space but no shelves	
Sink is excellent	Can we have more colour choice	
Dimmer switch in kitchen	Prefer gas cooker x 5	
Lots of cupboard space	Bigger Kitchen Cupboards Bigger sink needed	
Likes and loves the tap	Would like an open plan kitchen Sink in wrong place	

Author_ Linda Fenelon _ V2

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



more positive comments on the Kitchen

Likes deep sink	Great improvement	I like that there are more kitchen cupboards
Kitchen finished professionally	The grey colour is fab	Love all
Likes spray tap and tiles	Love the kitchen and spot lights	Love the colour
Pull down spray tap is good	Good everything	The like the electric hob
Excellent job, love the deep bowl sink	Kitchen is lovely	The kitchen is very nice
Sink in wrong plc	Best feature is the cooker	

Visitors Comments on the Bathroom

“This is so big and amazing”

“Love the walk-in shower”

“Perfect for my mobility”

Residents also offered their thoughts on the upgrades to the bathroom as seen in the following comments:

Likes	Dislikes	Other comments
Lovely bathroom	Sink is small nothing special	Is occupational therapist under social services budget?
Love the walk-in shower	No space for vanity	Decant the budget for vulnerable
	Author_ Linda Fenelon _ V2	

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



Perfect for my mobility	No sink in the toilet x 2	Block decisions and needs
Nice windows	Big deep bathtub	Walk-in shower should be standard for all
Nice	Trusting contractors	
Very nice finish	Shame it has no bath	Needs a bath x 4
Love the décor	Prefer a should cubical	
Bathroom is uplifting	It's weird that toilet doesn't have a sink	
One amazing for my dad's mobility	Like the idea bathroom toilets have a bidet hose	
Like the walk-in shower instead of the bathtub	Don't have a mirror and shaving light	
Like the bathtub	Bathroom too small x 2	
	Prefer shower cubical this is for old people	

Comments on general fixtures and features of the flat

Likes	Dislikes	Other comments
I like the doors x 6	Vents	Sound proofing walls and windows
Great job	Small living room	Confusion on if it is local letting
Bathroom and loo	Why are the floors brown? Too old school	All balconies across estate can be used better
Flooring lovely	Don't like the flooring colour	Improve balcony size to make more than just storage space
I like the beading	It will be good to have outdoor space	Electric car charging point

Author_ Linda Fenelon _ V2

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



Individual heat control (nest) x 2	Open up balcony into the living room x 4	Redo Walkways
I like the spotlights x 9	Living room looks tiny x 2	Good acoustics
Bigger windows are a plus lovely shower too	Balcony needs to be bigger	Add storage space
Very nice units	Should have painted the balcony x 3	Change the balcony to open up to the garden x 6
Double glazing	Lower ceiling has made the room smaller	Bedrooms too small
Lighting x 2, doors	Less floorboards, too noisy	
Heating system	Can you incorporate balcony into room to make inside space original plan	
Plugs with USB ports	Exposed pipes collect dust	
I like the smart meter	Balcony needs to be done I would prefer a gas cooker and the 2 bedrooms are too close together	
I like that you can control temperature in rooms individually	The lights flash when toilet is turned on	
It's like a penthouse	Bigger Kitchen Cupboards Bigger sink needed Open plan kitchen	
Love the doors & décor x 2	It's quite small	
The kitchen, the wood the bathroom, the toilet, the sink	Its lovely but sitting room is small for three bed	
It's all good, flooring excellent	Hard to clean, not water resistant	

Author_ Linda Fenelon _ V2

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



Like the thermostat, value for money	Storage boiler space too big More plug sockets
Acoustics	Doors seem to open wrong way Lost space in living room Prefer tub x 2
Is beautiful & a high standard	Not too keen on wet-room
Good liveable standard	Didn't like the skirting Skirting is not attached to flooring

How residents felt about the Open House event

90% of visitors stated they were happy with their overall experience of the event

When asked for their opinion through the electronic and paper version of the feedback form, visitors gave the Open House Event a 90% satisfaction rating.

Visitor comments on the event:

It was great

Decko's smile made it enjoyable

Perfect

Wouldn't change a thing x 17

Front staff were welcoming and gave good directions

Treadgold Open House

Outcomes Report

10 Treadgold House, 10 September 2019



Staff were friendly and confident

Could offer some munchies eg, popcorn,

Offer tea, coffee, cake, biscuits fruit

Hold event at weekend

All fine

Excellent

It was good

Everything was perfect

More awareness by email needed

Please invite more people as this is a great idea

Event Giveaways

Halal, sugar-free lollies, “LWNT” keyrings and “LWNT” cloth bags were offered as little gifts to visitors on the day.

Lessons learned from this Open House:

This was the third open house event held by LWNT and it resulted in further lessons for future events, as outlined:

Choice of property chosen for Open House is critical

- The flat chosen for this open house had not yet been fully refurbished when the decision to use it was made. This meant that, at a time when staff needed access to a completed flat media purposes, the flat was unavailable. This meant that promotion of the flat was rushed, restricted and resulted in some major errors eg, some residents not receiving an invite, others receiving several duplicates.

Staffing of the Event

- Staff need to be reminded that they should stay at their assigned post even during quiet times, as visitors could appear at any time
- Staff also should be given a little reminder they are there to assist visitors first and foremost