



Involving Younger People

June 2020

Background



Rationale:

Over many years, Accent has tried to involve customers from all walks of life in decision-making. We have tried residents' panels, face-to-face meetings and online surveys.

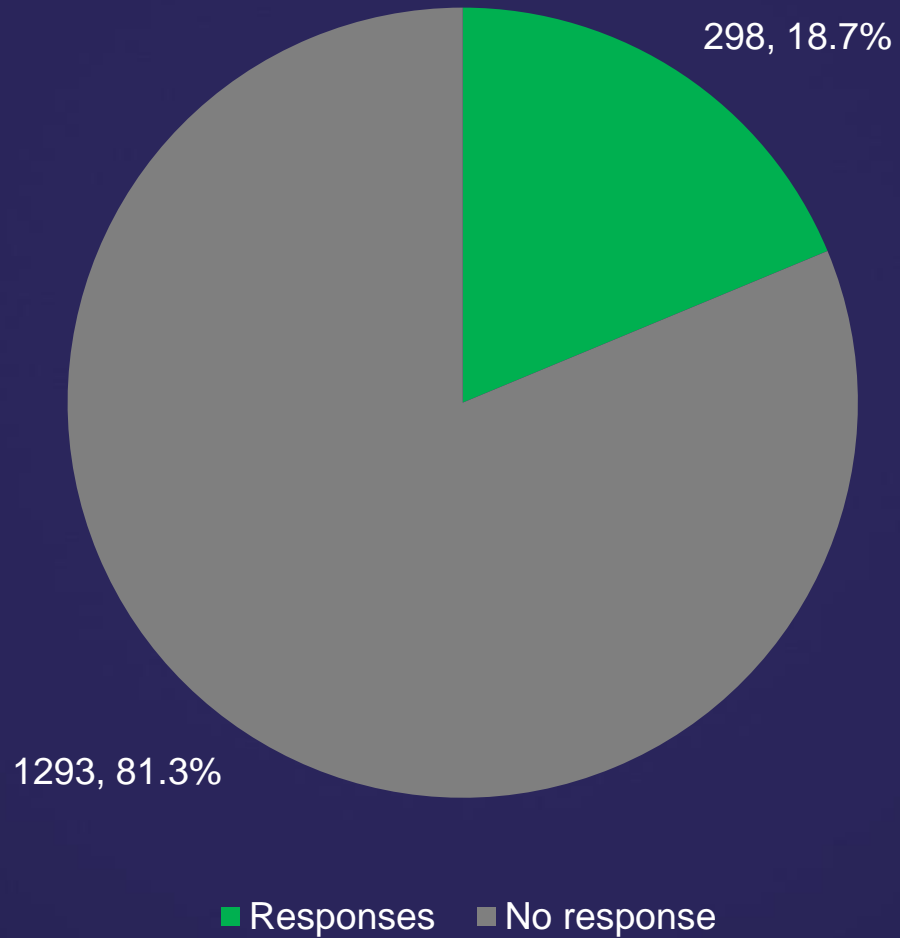
More recently, we have seen good levels of engagement from customers; but younger people are still underrepresented. We are consulted with younger people to find out if there is anything more we could do to encourage them to get involved.

Sample size:

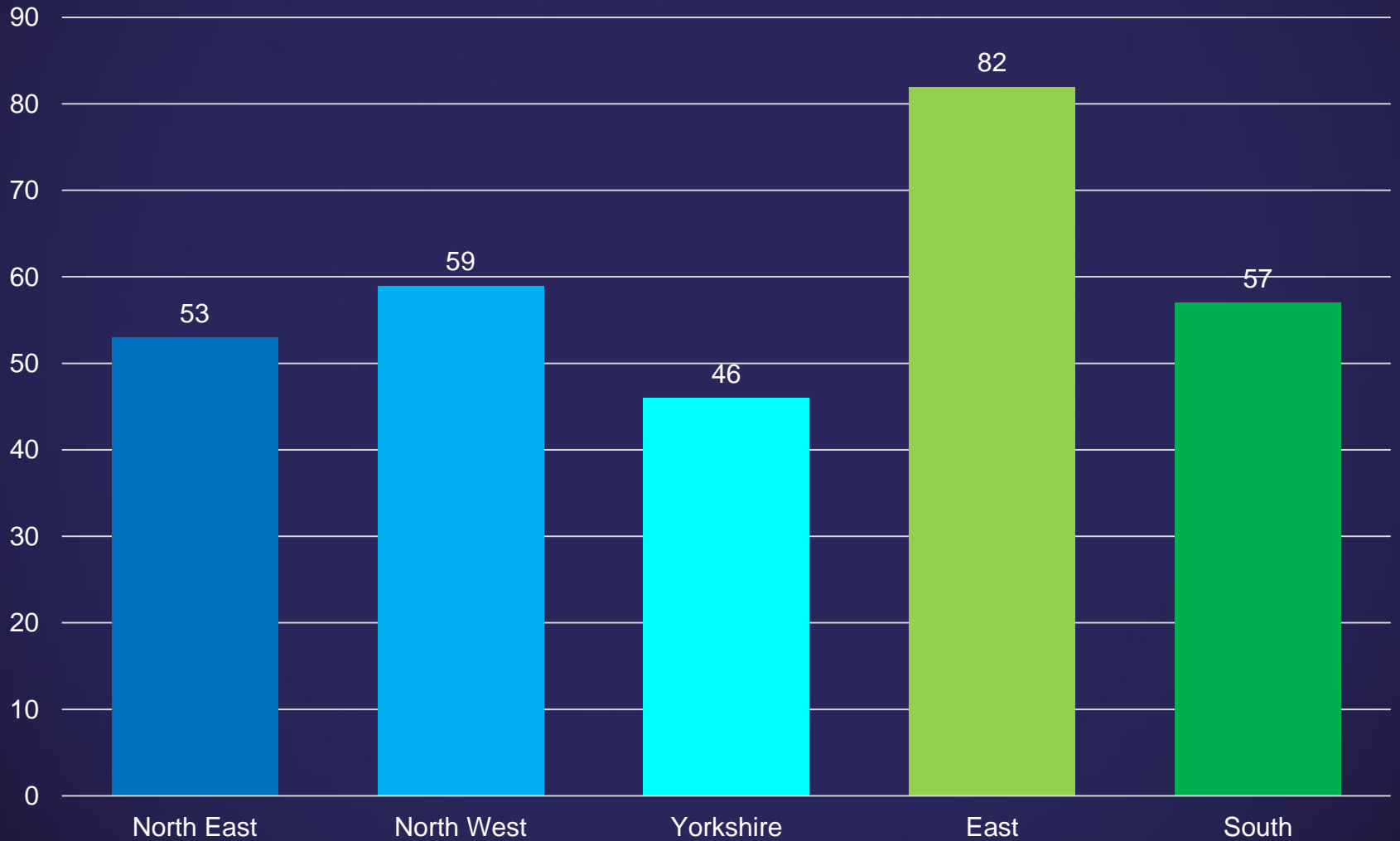
All customers (tenants and joint tenants) living in general needs accommodation, under the age of 35 were invited to take part in this survey, with the exception of those who had recently been invited to take part in other surveys in the last three months – so as to minimise 'survey fatigue'.

The survey was carried out exclusively by email. Two attempts were made to contact customers over two weeks. In total, the survey yielded 297/1591 responses (18.7%) with a margin of error of $\pm 5.5\%$.

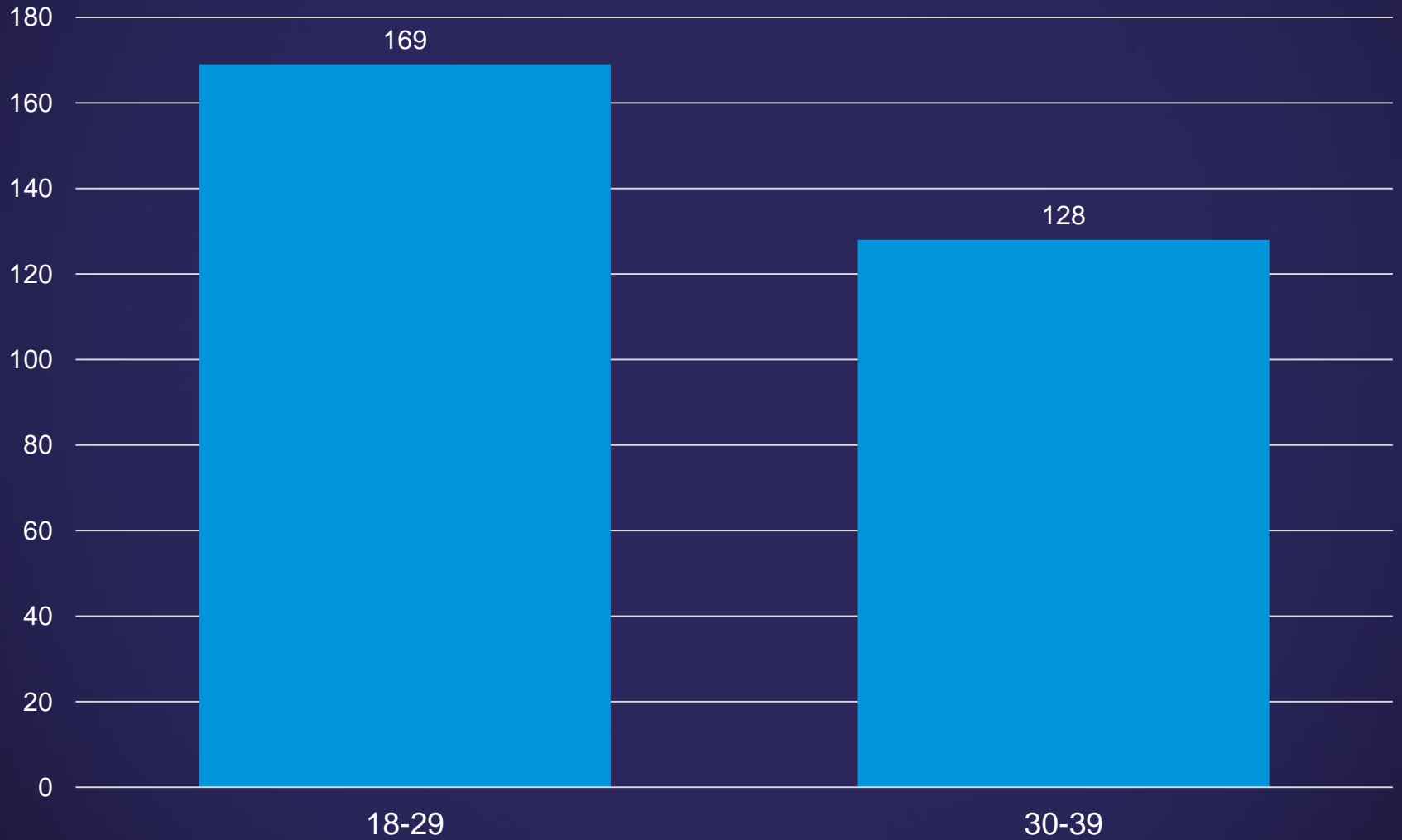
Responses



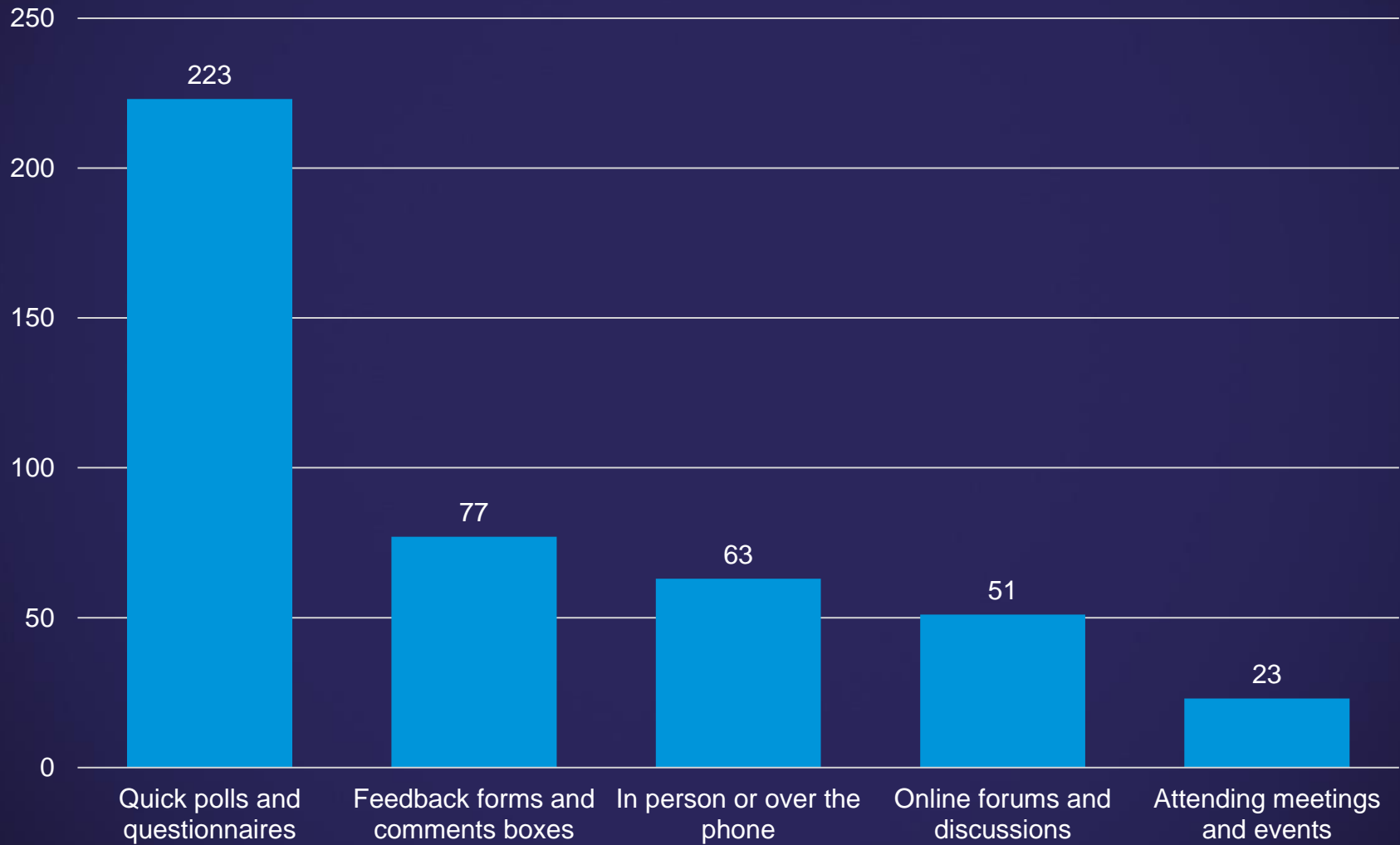
Responses by Region



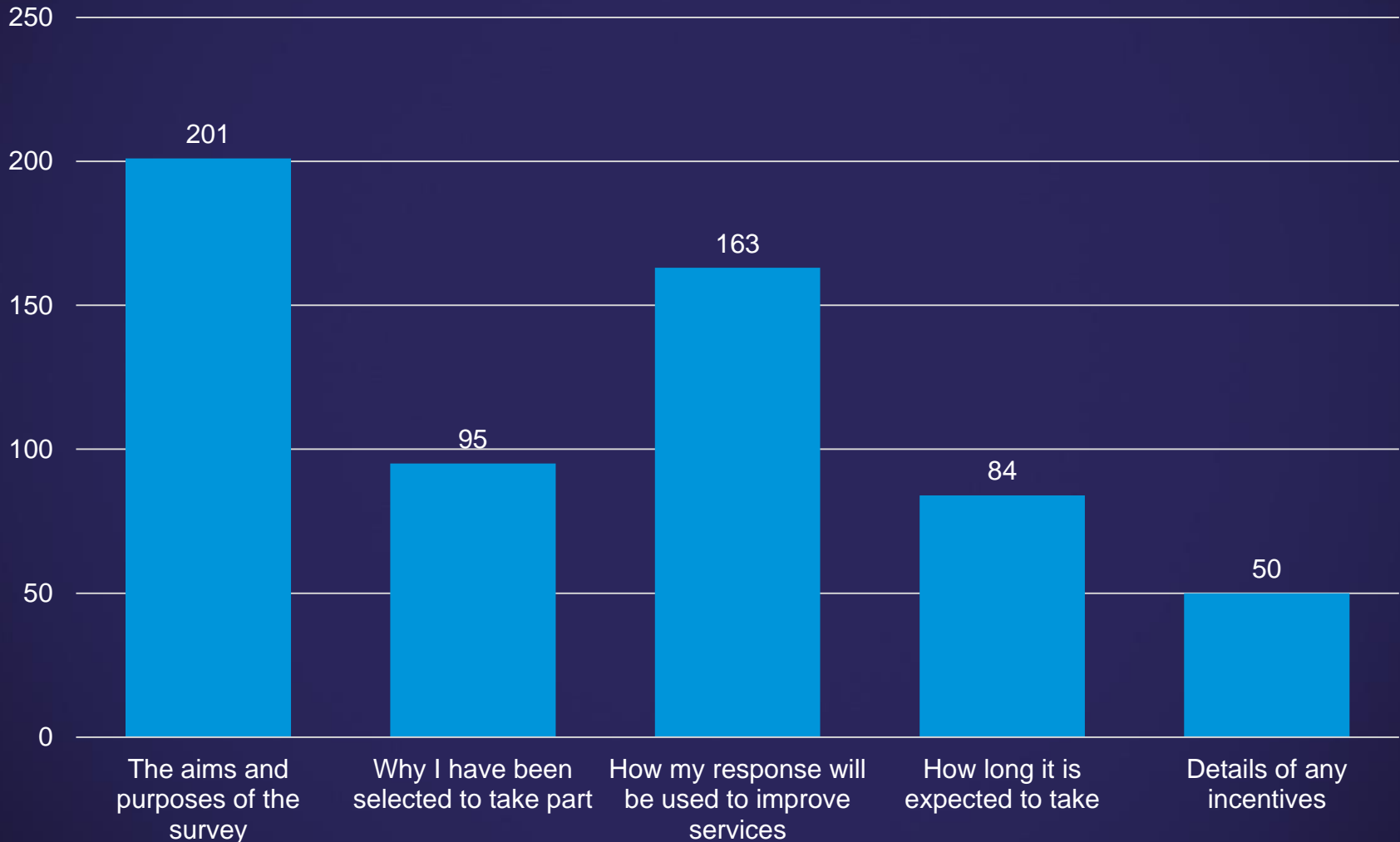
Responses by Age Band



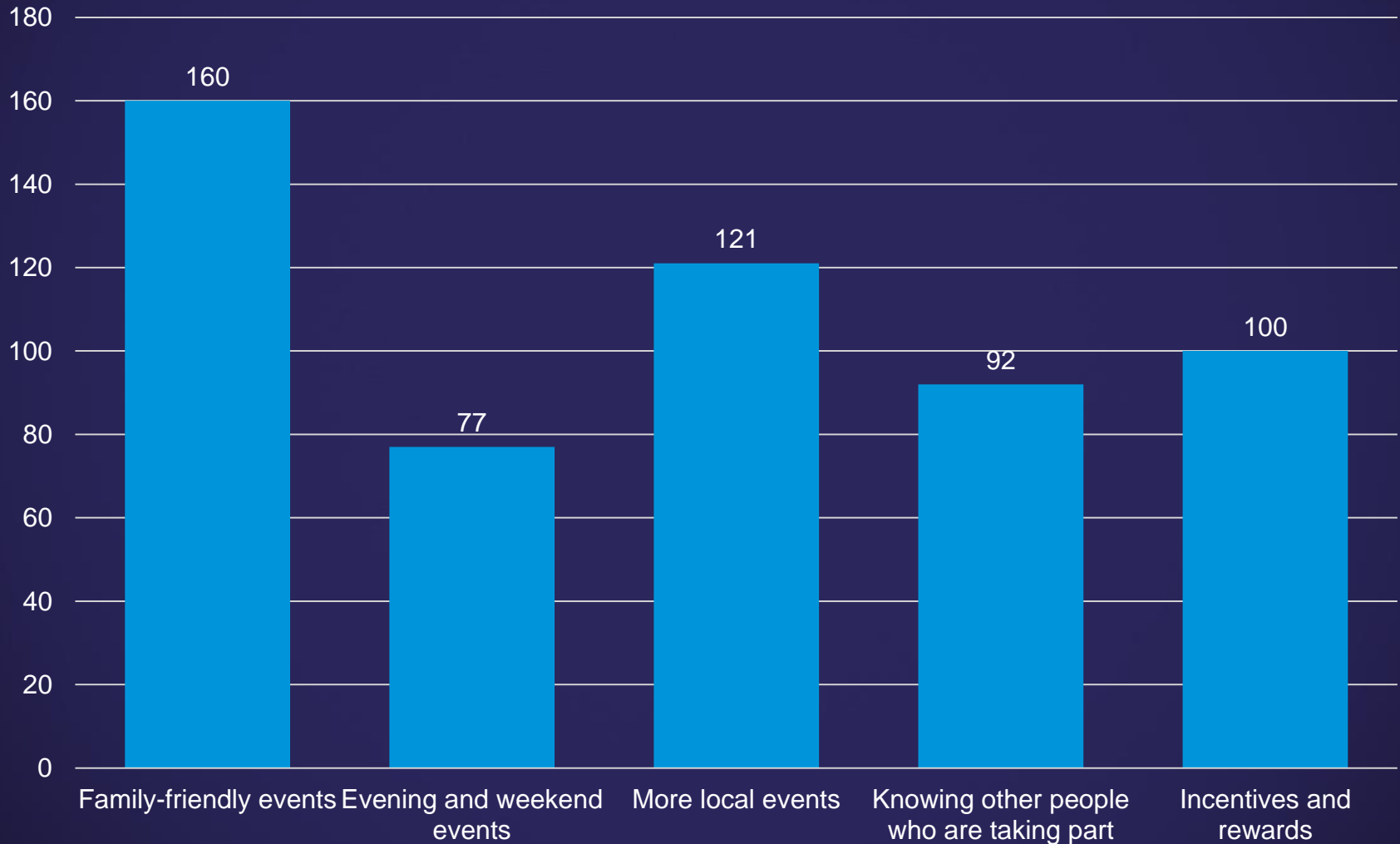
How do you usually prefer to give feedback?



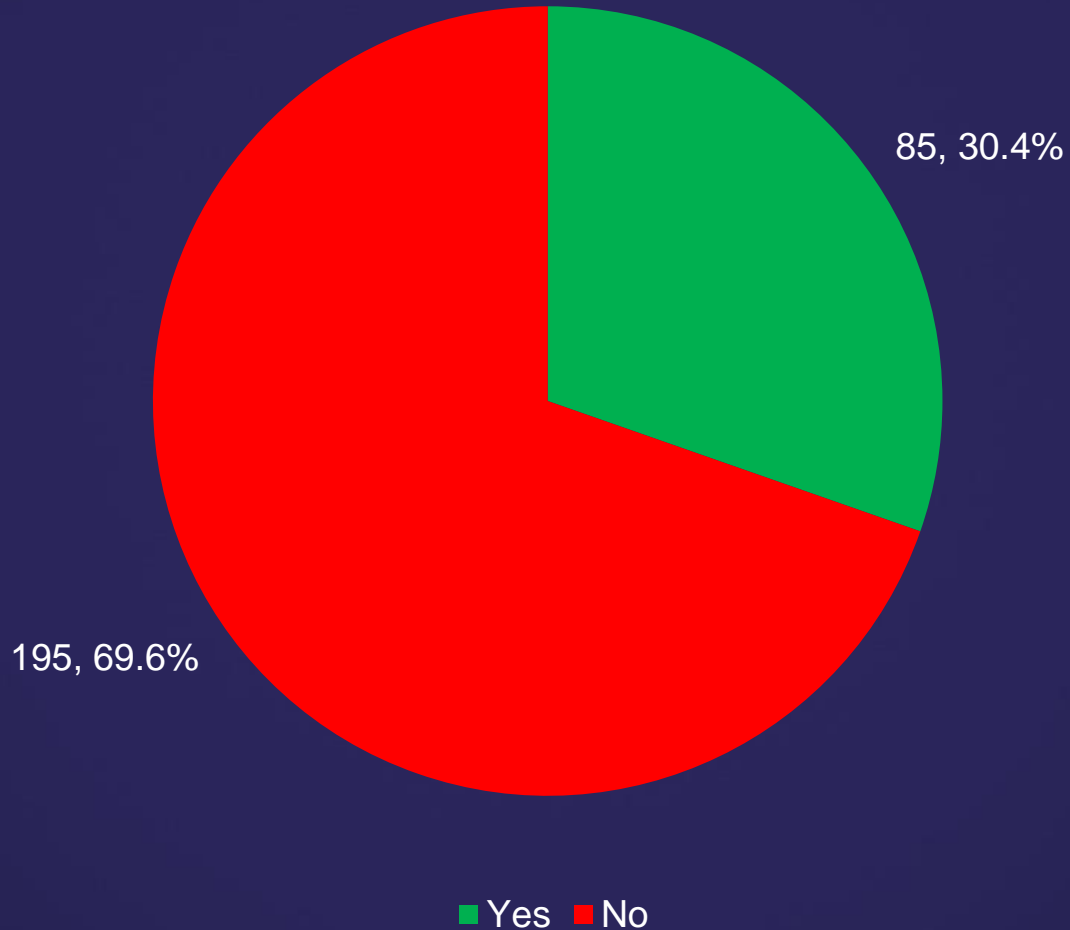
When considering whether or not to take part in a survey, what information do you look for?



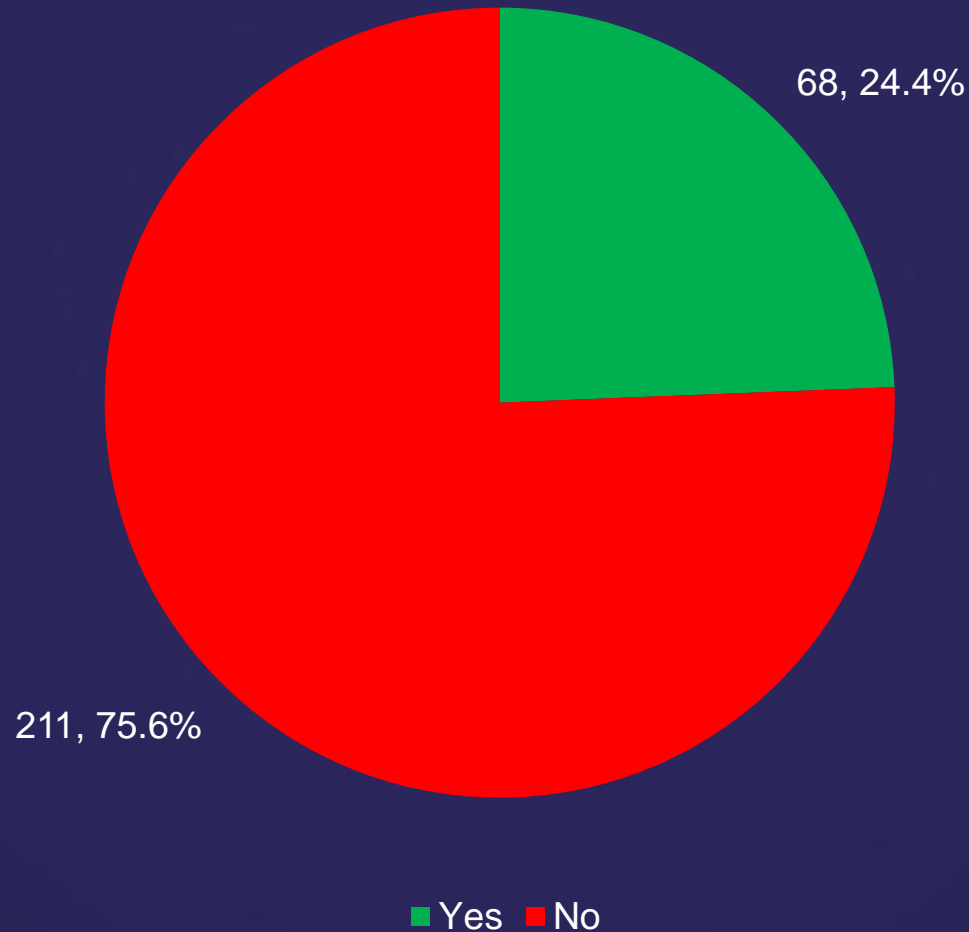
Which of the following would encourage you to take part in more meetings and events, when it becomes safe to do so?



Would you like more interaction with other customers, across the country, to compare your experiences?



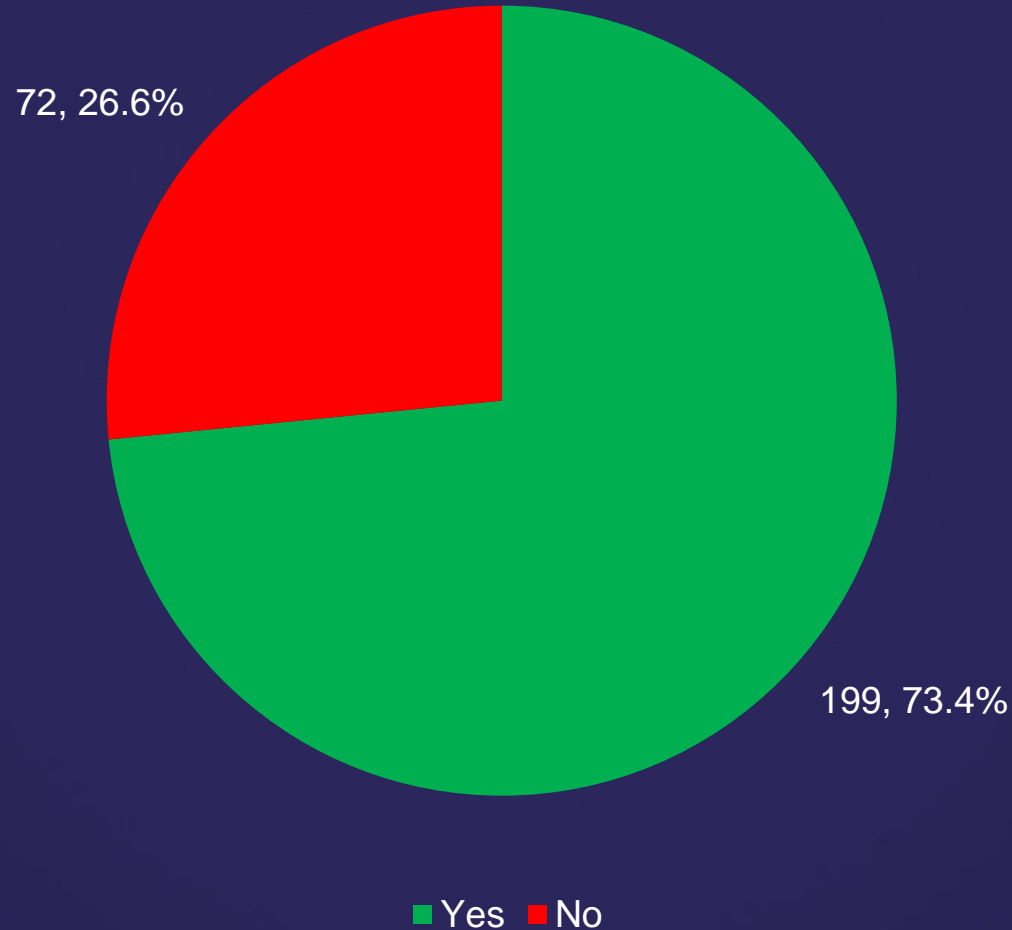
Would you consider taking part in online discussions using Skype or Zoom?



Please indicate which statements apply to you:



Would you be interested in helping Accent to shape its next 5-year plan?



Conclusions



- Quick polls and surveys appear to be the most convenient way for younger people to provide feedback (although the format of this consultation may have had some bearing on this outcome).
- As the time and commitment level of the engagement method increases, the number of respondents who are willing to participate decreases.
- Younger people are more concerned with how their feedback will be used and are less motivated by personal gain (incentives and rewards).
- Accent typically struggles to attract young people to focus groups, meetings and events. However, the following:
 - Family friendly events
 - Evening and weekend events
 - More local events
 - Knowing other people taking part
 - Incentives and rewards

could all help to elicit engagement from younger people, to some extent.

Conclusions



- 30% of respondents would be interested to find out how their experience compares with customers living elsewhere in the country.
- ¼ of respondents would consider taking part in online discussions via Skype or Zoom.
- Most respondents are primarily concerned with local issues and the way in which services are delivered in the neighbourhood and community. However, previous surveys and consultations have revealed that this trait is not exclusive to younger people.