

Customer Roadshow

Facts and figures around fire safety in your home

This years' Customer Roadshow was commissioned by the Ministry of Housing Communities and Local Government. Stockport Homes, alongside Your Homes Newcastle and Chelmer Housing, designed a survey to find out how best to communicate fire safety information and this was taken to all of our customers living in high rise blocks. The customers who took part in this survey (Survey 1) were then sent an infographic containing Fire Safety Advice in the method that they had requested. Following this, a second survey (Survey 2) was completed, to see how much information customers had retained.

The infographic below shows our findings from the Roadshow.

528 people
completed Survey 1



225 people
completed Survey 2

Respondents saying they test their smoke alarm



51% in Survey 1
66.7% in Survey 2



People being confident in landlord when reporting a fire hazard

58.7% in Survey 1
75.6% in Survey 2

People's knowledge of ways to reduce the risk of fire in their home increased.



People who noticed fire safety information distributed

90.20%

in Survey 2

108

People interested in setting up a residents' group for their block or area

in Survey 1

227

people interested in getting involved with improving Stockport Homes' services

in Survey 1

33%

People prefer to be contacted by post about fire safety information

in Survey 1

25% by email

32% by text, face-to-face or by phone

33%

People said that they saw the Fire Safety Information on the screens in their block

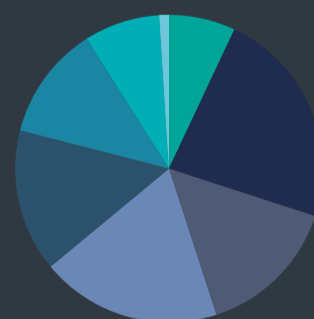


Respondents

45%
MALE



55%
FEMALE



18-24	7%
25-34	23%
35-44	15%
45-54	19%
55-64	15%
65-74	12%
75-84	8%
Over 85	1%



Ministry of Housing,
Communities &
Local Government

