


You Said, We Did – Tenant Census Focus Group Feedback

Thank you to everyone who took part in our focus groups. Your feedback has been invaluable in shaping the **‘Getting to Know You’ Tenant Census**. Here’s how we’ve responded to your suggestions:

 **You Said: The title could be clearer and more personal.**

☒ **We Did:** We’ve kept ‘Getting to Know You’ as it feels personal, but we’ve added clarity across platforms to reflect that this is about understanding our tenants better.

 **You Said: The cover letter was informative but could be clearer and more concise.**

☒ **We Did:**

- Reworded unclear sentences for a more positive tone.
- Added bold text to highlight key information like the prize draw and return date.
- Ensured consistency across the letter, website, and social media.

 **You Said: Some questions in the census felt too personal or unclear.**

☒ **We Did:**

- Made sensitive questions optional.
- Reworded questions for clarity and inclusivity (e.g., gender identity and armed forces service).
- Adjusted layout and formatting to improve readability.
- Enlarged boxes and removed unnecessary fields like “middle name.”

 **You Said: The layout could be improved, especially for Tenant 1 and Tenant 2 sections.**

☒ **We Did:**

- Reviewed layout for clarity and ease of use.
- Added relationship boxes to reduce confusion.
- Made formatting changes to ensure consistency and accessibility.

 **You Said: The website and social media content should match the letter and be more engaging.**

☒ **We Did:**

- Updated titles and wording to reflect a more personal tone.
- Moved prize draw information to the top of posts to grab attention.
- Replaced words like “crucial” and “essential” with more tenant-friendly language.
- Added ARP’s number and clarified follow-up call process.

 **You Said: FAQs and accessibility could be improved.**

☒ **We Did:**

- Reworded FAQs for clarity and relevance.
- Highlighted important information in bold.
- Added a note about requesting the census in different languages and are exploring how to include this in multiple languages.