Queens Park Avenues

Healthy Homes

Healthy Homes Forum Workshop 3 Summary

Focus for Workshop 3

- Explore residents' experiences and expectations of the 'home upgrade journey.'
- Identify barriers to successful delivery of home upgrades and understand differences in how renters and homeowners are impacted.
- Generate ideas for removing or reducing barriers, and understand resident needs and preferences to be supported through the home upgrade journey.
- Understand what residents need from a Healthy Homes Guide.



Overview of Workshop 3

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Recap	The workshop began with a recap of the Forum's progress and how its work will guide future action and change.
Barriers	Participants identified the barriers and motivators faced when upgrading their homes, drawing on past experiences to identify 'showstopper' barriers, noting differences between homeowners and renters, as well as shared issues.
Idea generation	In small groups, residents developed practical solutions to overcome the identified barriers and explored how their ideas could help at each stage of the upgrade journey - from initial awareness to installation.
Healthy Home Guide	Participants also reviewed home retrofit guides from other communities and discussed what they liked and what they wanted to see included in the Avenues-specific Healthy Homes Guide.

Barriers

- Residents face many challenges when trying to improve their homes. Some issues – like a **lack of clear information or trusted advice** – are common to almost everyone. Others are specific to different groups.

- Homeowners often struggle with high **upfront costs** and uncertainty about **planning rules**.

- Renters have limited control and often don’t trust their landlords, including the Council, to make the right decisions. This **lack of trust** comes from past experiences of **poor service** and short-term fixes instead of lasting improvements.



Ideas to address barriers

Healthy Homes Hub:

- Residents proposed a 'Healthy Homes Hub' to provide a single source of trusted information and to support and advocate for residents of all tenures through their home upgrade journey.

- A hub could have a physical and digital presence and help raise awareness, share knowledge, build community skills and develop and co-ordinate further support.



Ideas to address barriers

Healthy Homes Guide:

- Residents want clear, trusted guidance, bespoke to the Avenues, that helps them understand what upgrades are possible and gives them confidence to make decisions on what's right for their needs and circumstances.

- High quality guidance that is accessible to all, and removes doubt about planning requirements, will help reduce complexity and uncertainty and improve engagement and the likelihood of action.



Ideas to address barriers

Collective purchasing:

- Homeowners proposed collective purchasing of home upgrades to help reduce costs and provide assurance on quality.

- Centrally co-ordinated bulk procurement from vetted suppliers and contractors could provide economies of scale to reduce prohibitive upfront costs and reduce the need for homeowners to individually navigate planning and procurement.



Ideas to address barriers

Empowering renters:

- Renters need to be able to trust their landlord (including the Council) and feel respected during their interactions. Changes proposed include more transparent and consistent communication, improved contractor monitoring and accountability, resolving underlying repair and maintenance issues and prioritising long-term solutions over short-term fixes.

- Improving customer service and building trust is key to home upgrades being seen as realistic by many renters.



Next steps

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- A draft Healthy Homes Guide, bespoke to the Avenues, will be presented for the Forum's review at the next workshop, ahead of being published early in the new year.
- The emerging ideas for change will be developed further in the next workshop, and the Forum will recommend how their ideas should be taken forward in partnership between the Avenues community and the Council.



Workshop 1	Workshop 2	Workshop 3	Workshop 4
12th July	13th September	18th October	8th November
WHY are upgrades needed?	**WHAT** upgrades are appropriate?	**HOW** do we make upgrades happen?	Agreeing **ACTION**


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www.westminster.gov.uk/healthy-homes

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