



# Learning about our communities



**We're developing a new approach to how we understand and engage with our customers and communities.**

This new approach will be based on greater understanding of people as individuals – their preferences, perceptions and personalities, through research.

Kaizen and Social Engine have been commissioned to conduct research on our behalf. They bring a wealth of knowledge and experience of helping organisations like us improve how we engage with you.

Over the coming weeks their researchers will be interviewing over 300 young people across various locations. We'll use this research to better understand the young people in our neighbourhoods – and every opinion counts.

The views of young people matter to us – so, if you're a young person, we'd appreciate your help with this project by participating in our research and letting other young people know we want to hear their thoughts.



If you have any questions regarding the research, please get in touch with Sharon Goddard, Head of Customer Voice, on 0300 456 2099 or email [get.involved@chg.org.uk](mailto:get.involved@chg.org.uk)