

Case study

# Enhancing Community Communication at WATMOS Housing Development Through Digital Noticeboards

23% Building Penetration after 3 months



Example Content from 4th Utility

No ISP competition

Introduction

WATMOS Housing Development, a renowned social housing provider in Walsall, sought to foster a deeper sense of community among its residents. Recognizing the importance of seamless and instant communication in today’s digital age, they decided to install digital noticeboards in each of their 21 buildings.\*

Objective:

The core objective of this initiative was to provide an immediate, clear, and accessible platform for residents to receive updates, share information, and foster a greater sense of belonging within the community.

Implementation:

A team was assembled to determine the best locations within each building for maximum visibility and accessibility. Each digital noticeboard was carefully installed and integrated into a centralized communication system, allowing for simultaneous updates across all boards.\*Key Benefits:\*\*Enhanced Communication:\*\* Residents no longer had to rely solely on paper notices, emails, or word of mouth. The digital noticeboards offered a consistent platform where everyone could receive updates on community events, maintenance schedules, and other vital information.\*\*Sense of Community:\*\* The boards became hubs of interaction. Residents started sharing personal announcements like birthdays, achievements, or even community-led events. This shared space made residents feel more connected and engaged with their neighbors.\*\*Environmental Benefits:\*\* The shift from paper notices to digital boards reduced the community’s environmental footprint. This not only saved on paper but also made the dissemination of

information more efficient.\*\*Cost Efficiency:\*\* Over time, the cost of printing notices and the manpower required for distribution was reduced. The one-time investment in the digital noticeboards proved more cost-effective in the long run.\*\*Real-time Updates:\*\* In case of emergencies or immediate announcements, the management could quickly relay information to all residents. This was especially valuable in situations where timely communication was of the essence.\*\*Visual Appeal:\*\* Unlike cluttered physical noticeboards, these digital boards provided a cleaner, more organized look, enhancing the aesthetic appeal of the common areas.\*Feedback from the Community:

Residents of WATMOS Housing Development overwhelmingly appreciated the introduction of the digital noticeboards. Many reported feeling a deeper connection to their neighbors and the larger community. A sense of pride in belonging to a forward-thinking, digital-savvy community began to

emerge.One resident remarked, “The digital board outside my building has truly changed the way I interact with my neighbors. We now have a space to celebrate our shared moments, be it a resident’s accomplishment or a community gathering.”

Conclusion:

The installation of digital noticeboards at WATMOS Housing Development in Walsall has not just been a technological upgrade but has also been instrumental in fostering a sense of unity and community. In a digital age, integrating such platforms in social housing reinforces the importance of community cohesion and keeping everyone informed, engaged, and connected.\*\*\*\*\*