



AGENDA ITEM: Recruitment for Tenant Involvement Activities

SUMMARY

Report for:	TLC
Date of meeting:	07 July 2014
PART:	
If Part II, reason:	

Title of report:	Tenant and Leaseholder Recruitment – Top level and grassroots.
Contact:	Jules Stevens
Purpose of report:	To provide an update on the current position of involvement and how we propose to recruit tenant and leaseholders during 2014/15.
Recommendations	To note and approve the plan for the year ahead.
Links to consumer standards:	Involvement and empowerment Home Community and neighbourhood Tenancy Value for money
Financial Implications:	There are no financial implications.
Value For Money Implications:	All activities and events will be carried out during normal working duties tagged onto events already booked.
Risk Implications:	Risk assessments will be carried out for events.
Equalities Implications:	There are no equality implications as all tenants and leaseholders are invited to attend events happening across the borough.
Health And Safety Implications:	All health and safety implications are covered by existing risk assessments.
Consultation details:	Although consultation will be carried out at events across the borough relating to the Tenant and Leaseholder Day (TLD), there is no consultation required for the recruitment itself.
Outcomes of Consultation:	
Monitoring going	The Tenant Involvement Review Group will be given the results of successful recruitment and regular updates can be given to the TLC

forward:	at request.
Background papers:	None.
Glossary of acronyms and any other abbreviations used in this report:	<p>STAR – Survey of Tenants and Residents TLD – Tenant and Leaseholder Day HMEC – Housing Maintenance and Environment Committee HMC – Housing Management Committee YTI – Youth Tenant Involvement TLSP – Tenant and Leaseholder Scrutiny Panel SHF – Supported Housing Forum TIRG – Tenant Involvement Review Group LIG – Local Improvement Grant TPAS – Tenant Participation Advisory Service SMART – Specific, Measurable, Achievable, Realistic and Time orientated.</p>

1.0 Purpose of the report

- 1.1 This report will provide an update on the current position of involvement and will outline how tenant and leaseholder recruitment will be conducted throughout the rest of the financial year 2014/15, the final year of the Get Involved Strategy 2012-15.

2.0 Background

- 2.1 In 2012, we created the Get Involved Strategy 2012-15 in partnership with tenants and leaseholders. Years one and two focussed on high level involvement ensuring we had a structure that would meet the newly introduced regulatory requirements. Whilst year three focusses very much on low level involvement which aims to get local people making local decision about improvements to the area they live.
- 2.2 In 2012, we conducted the Survey of Tenants and Residents (STAR). The survey asked whether tenants or leaseholders would like to get involved. We had a huge response of 1241 showing an interest in being involved. All were contacted asking how they would like to be involved in the housing service and as a result, we had 341 showing a positive interest in being involved at a low level. Some of those expressing an interest have since got involved with the Supported Housing Forum, attended the TLD, and applied for Local Improvement Grants, whilst others have only taken part in STAR.
- 2.3 In 2013/14 as part of the Get Involved Strategy 2012-15 we delivered a recruitment campaign called 'You are the key'. Although this did not recruit the numbers we had hoped for, it did help us to identify the most responsive method of communication; a personal invite letter. In March we invited all those wishing to be involved to a 'Meet the Team Event' held in the Old Town Hall in April 2013. From this event we went on to sign up 8 people who are now working with us on a regular basis in a variety of involvement activities.

3.0 Current position Top Level

3.1 We have a range of top level involvement committees which are made up as follows:

Committee	Current Membership (numbers lacking/additional)	TOR recommended members
TLC	11 (↓4)	15
TLSP	3 (↓5)	8
HMEC	6 (↓2)	8
SHF	27 (↑7)	1% representation of tenanted properties.
HMC (not recruited and currently no TOR)	6 (↓2)	8 (if agreed)
YTI (No TOR yet in place)	5 (↓3)	8 (if agreed)

3.2 The current numbers of members are beneath the recommended members within the TOR with the exception of the SHF. Succession planning remains an issue with committees despite regular articles from the committees appearing in news and views to show the work they do and what difference being involved can make.

3.3 In November / December 2011, we had 19 individual tenants involved in high-level involvement. In June 2014, we have 55 individual tenants (including young people) and leaseholders involved. This is an increase of 36 new members (up 66%) from November/December 2011.

Support and training for Committee Members

3.4 A training schedule has been created in partnership with TIRG, this aims to ensure that all committee members feel equipped to undertake their role. So far, two training events have taken place with a take up of seven and six attendees respectively. This equates to eight individuals who have attended training over the past two months. Attending training and keeping skills up to date does form part of each committees TOR, and during the meeting of TIRG in April, it was agreed to write to members not attending to remind them of their responsibility to remain up to date on relevant topics and enhance their skills and abilities to enable effective participation.

3.5 Two members are currently studying for CIH Level 2 Award in Community Action in Housing which is being run by TPAS, and mentoring has been put in place to support them.

3.6 Mentoring: Debbie Barnes has had three mentoring meetings with Sue Prowse plus email support. Mavis Cook has had two mentoring sessions with Carolyn Leech as well as email support; this is in support of the above qualification.

3.7 Debbie Barnes and Mavis Cook both attended an event in London ran by Tenant Participation Advisory Service in May: Tenants in Control Event.

3.8 The HMEC will be reviewed within the next quarter due to the new contractor starting in July. Due to the immense change required in the remit of the Committee, additional support will be provided to Debbie Barnes (Chair) to support her, and the Committee through the transition. This will ensure that the committee can undertake a process of self-assessment and help them to identify any additional training or support needs that may be required as part of their emerging role in monitoring the Total Asset Management contract from a tenant involvement perspective.

4.0 Current Position Low Level

- 4.1 We currently have 21 Local Improvement Grant applications and of those, 70 tenants and leaseholders have been involved in the process. This is predicted to continue to rise through the summer months with a decline expected through the winter. This is in line with previous year's trend. LIG's provide us with a great opportunity to engage with tenants and leaseholders at a local level, enabling them to work together to bring about improvements in their local area.
- 4.2 We have attended 19 Supported Housing coffee mornings to engage with tenants. Some of these visits have resulted in applications to the LIG, which in turn have led to the creation of other involvement groups, such as gardening groups and associations, meaning that 10 tenants are now involved with housing on a regular basis.
- 4.3 We have attended two Neighbourhood Action Group meetings this year. To date we have not recruited or received any LIG applications from these events. We will continue to monitor the effectiveness of these events.
- 4.4 In May, we held a consultation event at Waveney in Grovehill to look at some improvements in the area, ten tenants and leaseholders attended with all being in favour of the estate improvement proposals. We hope to introduce an edible garden here, which will give the local residents the opportunity to work together and create a local group.
- 4.5 Recruitment has taken place to replace those tenant inspectors that have moved on to other roles, and we now have 49 tenants and leaseholders who have expressed an interest with this activity. Tenant Inspectors have met once so far and have undertaken several cleaning surveys using a new template that has been developed by them and the Tenant Involvement Officers supporting them. Six tenants attended this meeting. We are currently arranging a joint meeting with cleaning services to decide how we will use the information to change or improve the service.
- 4.6 Gade Tower residents association created to tackle issues that they are experiencing in their block have met once so far with another meeting booked for the end of June. We have seven tenants involved in the association and they have a SMART action plan, which is progressing well.
- 4.7 There was a meeting with 10 residents from Westerdale (7 tenants and 3 leaseholders) in April to address various issues in their block. They have agreed to sign up to a Neighbourhood agreement and work together to solve their issues.
- 4.8 Douglas Gardens tenants have started a gardening club, and Clean Safe and Green are set to do some work to enhance the area soon at the tenants' request, which will then enable them as a group to continue to maintain the area.
- 4.9 Youth Action Entertainers have been to Pond Close. The residing tenants have gratefully received this event. A total of 15 residents have attended this event and 22 young people were involved in entertaining and supporting the event.
- 4.10 The TLD project meetings have started. These are a joint working group of staff and tenants. So far, three tenants and two members of the YTI have signed up to work with us on developing the day.

5.0 Additional Recruitment Work: Outside of the Tenant Involvement Team

New Tenants

- 5.1 When new tenants sign their tenancy agreement, they receive a welcome pack. Within this pack is a letter from Rose Kosmalski and a copy of the Get Involved Strategy outlining all the different ways to be involved.

- 5.2 The Tenancy Housing Officer visits all new tenants after six weeks of them moving in. During this visit, they are told about Tenant Involvement and all the opportunities that are available to them.
- 5.3 Supported Housing Officers also encourage involvement opportunities to all new tenants.
- 5.4 It has not been recorded how many tenants have been recruited via these methods, however with the introduction of the Resident Involvement module on Orchard it is anticipated that this information can be captured.

6.0 The Plan for 2014/15

- 6.1 This year we will continue to promote 'You are the Key' campaign. The main focus of the Get Involved Strategy this year is very much low level involvement, however, all staff are mindful of succession planning for the top level involvement and the constant need to recruit to this level.
- 6.2 We will work with the HMC and YTI with a hope to them signing up to a TOR to become formally recognised within the structure.
- 6.3 We are currently in the process of booking events across the borough between July and September to raise awareness of the TLD. We will use these events as an additional way to recruit new members to the committees and encourage lower level involvement.
- 6.4 Following on from last year's success in July we will hold two barge trips. This year's focus will be on 'barriers to involvement' and how those involved can assist with recruitment.
- 6.5 We will attend the Link Road car boot sale and pay for a pitch with the hope to engage with tenants and leaseholders.
- 6.6 News and Views will continue to be used to advertise opportunities for recruitment.
- 6.7 The TLD will be an excellent opportunity to meet new tenants and focus on recruitment.
- 6.8 During October/November (after TLD) we will arrange a further recruitment event. We will use Mosaic (software which will help identify people who like to be involved in their community) as well as our own customer profiling information and send a letter inviting tenants and leaseholders to an event to 'Meet the Team'.
- 6.9 Customer Insight Project:
 - 6.9.1 This project has been set up to look at how we currently gather and utilise Customer Satisfaction. The proposal is that all surveys will be stored on the new Resident Involvement Orchard system (housing database). All surveys can then be, emailed, sent via the Customer Portal (available soon) or text.
 - 6.9.2 Complaints and compliments will also be analysed for trends to identify good practice and also areas needed for improvement.
 - 6.9.3 This data will then be kept in one place and will allow analysis to identify improvements or changes required to services delivered.
 - 6.9.4 Final dates for implementation are currently being agreed.
- 6.10 January to March 2015: this is always a difficult time to recruit via events due to the weather. There are currently no planned events taking place during this period, however if there is a need, we will do so. We will continue to work with all of our involved tenants and recruit through internal processes as we do throughout the year.
- 6.11 This period of time will also be used to review all of the involvement structure we currently have to assess what's working well and identify any areas for further

development. This time will also be used to draft the next Tenant Involvement Strategy which is envisaged to be a five year plan.

7.0 Implications

7.1 Service delivery

- 7.1.1 Failure to not offer opportunities of all levels of involvement to all tenants and leaseholders would mean the service would be in breach of the Consumer Standard: Involvement and Empowerment.

7.2 Equality/Diversity and community impact

- 7.2.1 There are no equality or diversity issues to consider within this report. Tenant Involvement aims to give everyone the opportunity to be involved at a level and in a way that suits them.

7.3 Financial including Value for Money

- 7.3.1 Tenant Involvement has an allocated budget for the year. All activities will be delivered within this budget.

7.4 Human Resource

- 7.4.1 There are no human resource issues relating to this report.

7.5 Legal

- 7.5.1 There are no legal implications to be considered.

7.6 Risk - maintenance of reputation

- 7.6.1 Failure to listen and act on findings put forward by tenants and leaseholders would be detrimental to our reputation and would result in satisfaction levels decreasing. We are therefore offering opportunities that can take as little as five minutes or as much time as individuals can spare. The Service Plan 2014-16 focusses on the themes from STAR showing that we do listen and act on what we are being told.