

CUSTOMER ENGAGEMENT AND COMMUNITY DEVELOPMENT UPDATE

Report of the Head of Housing Management & Housing Options

1. SUMMARY

This report updates the Operational Board on the further progress of the changes made to Customer Engagement and Community Development. In particular, work that the team are leading on around Hate Crime reporting, Communications internal and external, Volunteering and Derby Homes Annual Report.

2. RECOMMENDATION

The Operational Board is asked to note the report.

3. MATTER FOR CONSIDERATION

3.1 Hate Crime Community Development Officer

Derby Homes is a member of the Derby & Derbyshire Strategic Hate Crime Steering Group.

The Office of the Police Crime Commissioner (OPCC) responsible for commissioning of Hate Crime Services has identified Derby Homes as the preferred partner to host and deliver a 12 month fixed term grant funded by the PCC post of a Hate Crime Community Development Officer.

Derby Homes in partnership with the OPCC have now recruited to this position. The post holder is Helen Faulconbridge and is based within the Customer Engagement & Community Development team working closely with the Derby Homes Community Development Coordinator.

Specific updates of the development and progress of this role will be presented to the Operational Board at later points through the 12 month project.

3.2 Customer Communications

Paul Cole has now taken up the post of Temporary Customer Communications Manager. This new role is temporary for 18 months based within the Customer Engagement & Community Development Team responsible to the Customer Engagement & Community Development Manager in The Hub at London Road.

This role will focus on developing how we manage communication and information internally and externally to coordinate our various communication channels to customers.

We are also in the process of recruiting to another position of Temporary Customer Communications Officer and plan to add an Apprentice role to enable the team to delivery key objectives and targets.

Key priorities this team will be focusing on are:

- Communication Strategy review
- Website review
- Internal Communications review
- News articles/publishing review
- National Housing Sector Awards (TPAS, EEM, NFA etc)
- Event presence, publicity and marketing
- Annual Report and key publications
- In-house photography and new media (Video/audio)
- Social media platform management & development

3.3 Volunteering Update

We now have 51 volunteer photographs displayed on the Derby Homes' Volunteer Tree within The Hub. The team are in the process of collecting quotes from each volunteer to enable us to have a greater understanding of why our Volunteers give up their time.

We recently held an information session on Volunteering within Derby Homes for Board Members.

March 2016 we are presenting to the Senior Management Team with a project update and proposal for introducing an annual Volunteer celebration event.

We are working with the Communications Manager to discuss a further campaign to recruit Volunteers to new reinstated roles such as Mystery Shopping on our Estates and Void Property inspectors.

We regularly meet with Managers to ascertain what volunteer opportunities there are within teams and the organisation as a whole. We have identified one role which will offer some admin experience 2 days a week.

We are planning a Media article on Derby Homes' work with Volunteers to highlight the roles and the importance that being a volunteer for the volunteer themselves.

A recent quote from a volunteer we are supporting: *I started the Sahaly Women's group 20 years ago, the word Sahaly means friend in Hindu and that's exactly what this group is about. I started the group because I realised that some of the Asian women at the Hindu temple were feeling isolated and lonely. I started with just two women and one of them was I. It just grew and grew; it has been wonderful to watch. These ladies are a wonderful crowd we have a laugh and a giggle. This group cheers people up, some of the women don't leave the house very much, their husbands are busy and their children are grown. I know that many look forward to Thursday as it means leaving the house for a couple of hours. What I do is nothing special. I'm just one person arranging a small Community Group for a lot of nice ladies. Recently I realised we could no longer afford the rent on our original*

venue as it had gone up so I'm really glad that I've found Fairdene Court to continue running the group at I'm so thankful to Derby Homes.'

Bhajan Samra Treasurer of the group agrees

'I've been part of the Sahaly Women's Group since the start and I help Rita look after the finances. It is so important to have friends. These women need to meet socially. They are getting older and they need to feel part of a community group.'

3.4 Derby Homes Annual Report

Working with the Senior Management Team we led on producing this year's Annual Report. The theme was Partnership and Innovation Changes Lives.

With this in mind we decided to deliver the report not only in written format, but also as a video. We worked with our key partners and customers to capture the impact that Derby Homes has across the City improving and changing lives.

The video can be viewed on our YouTube account <https://youtu.be/Ow6Wle5fLnk> and has been embedded on our website, Facebook page, promotion through Twitter and on our internal intranet for staff.

The areas listed below have no implications directly arising from this report:

Consultation

Financial and Business Plan

Legal and Confidentiality

Council

Personnel

Environmental

Equalities Impact Assessment

Health & Safety

Risk

Policy Review

If Board Members or others would like to discuss this report ahead of the meeting please contact:

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Background Information: None

Supporting Information: None