

SOCIETY RESULTS

Report of the Chief Executive

1. SUMMARY

- 1.1 The aim of the report is to provide information which measures the numbers of positive and negative press releases, monies raised for charity, sponsorships and initiatives carried out with partners in the community.
- 1.2 Details of the money raised by staff for our chosen charity and one-off charity events will be publicised in Derby Homes News annually.

2. RECOMMENDATION

To note the contents of the report.

3. MATTER FOR CONSIDERATION

3.1 Press Releases

In order to measure how Derby Homes is viewed in the community we monitor the number of positive and negative press stories published. All negative stories are passed to service managers for action and customers are contacted if details are available.

Year	Positive stories	Negative stories
2008/09	67	34
2009/10 (at end Feb 2010)	100	25
2010/11	300	57
Total	467	116

3.2 Money Raised for Charity

Staff vote annually for a charity of the year and contribute to the charity by paying to dress down on Fridays, periodic cake stalls and coffee mornings.

During the year, staff also contribute to annual events such as Children in Need and also to disasters such as the earthquake in Haiti.

Year	Charity	Amount Raised £
2007/08	Umbrella	2,622.23
2008/09	Cancer Research	2,674.86
2009/10	Children in Need	443.55
	Haiti Disaster	319.29
	Air Ambulance – raised by Junior Warden Carol Singing	170.71
	Air Ambulance (to Feb 2010)	3,118.70
	2009/10 Total	4,052.25
2010/11	Children in Need	248.24
	Pakisatni Flood Relief	1,217.54
	Alzheimers Society (to Feb 2011)	3,011.35
	2010/11 Total	4,417.13

The total amount presented to charities from 2007 to February 2011 was £13,826.47.

3.3 Sponsorship by Derby Homes

Derby Homes also sponsors events which benefit the community. During 2010/11 Derby Homes has provided monetary support to Derbyshire Constabulary, Derby Association of Community Partners (DACP), Derbyshire Children's Home, The Children's Safety Education Foundation and has contributed to healthy living and social inclusion events. The contributions made total £22,200 to February 2011.

3.4 Community and partner organisation initiatives

Derby Homes works closely with partners who share our objectives to deliver social activities and utilise the Community Rooms throughout the City providing a more consistent and sustainable approach. Additional value for our tenants is achieved by sharing resources and responsibility. There has also been an improvement in the variety of activities offered by working with our partners. We are currently exploring further opportunities to develop this partner approach in line with Derby Homes' new volunteer scheme.

Some examples are:

- Disability Direct and Adult Social Services provide day services and coffee mornings
- The Youth Service and Derby College provide intergenerational and IT activities
- The Women's Institute and Community Associations offer locally tailored activities including crafts, film nights and IT activities.

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

- Consultation
- Financial and Business Plan
- Legal and Confidentiality
- 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 the author, or Phil Davies, Chief Executive, phil.davies@derbyhomes.org – Phone: 01332 888528

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Background Information: None.

Supporting Information: None.