

**CITY BOARD
20 JUNE 2013**

ITEM A9

Tenants Rewards Scheme Review

Report of the Director & Company Secretary

1. SUMMARY

- 1.1 Tenant Rewards have been looked at as part of the “non-core” review of services. These are services which are not strictly required to be provided as part of Derby Homes management contract with Derby City Council., We have reviewed all such services as part of the business transformation process to ensure that they provide sufficient value for money for the future.
- 1.2 The recommendation of the City Board in April 2013 was to review the scheme with tenants and take their views into account moving forward. This report explains the consideration taken of the current rewards scheme and alternative uses of the funds to benefit the Community.

2. RECOMMENDATION

- 2.1 That the City Board agrees the proposals in section 3.5/3.6 below put forward for a revised Tenant Rewards programme.
- 2.2 That further consideration be given to the use of the balance of funding as a result of saving £23,000 if 2.1 is adopted.

3. MATTER FOR CONSIDERATION

- 3.1 The Rewards Scheme was considered by City Board and Tenant Panel members at a meeting in May 2013 in order to ensure that the aims and aspirations of the scheme met with tenants’ views, encouraged good behaviours and remained value for money.
- 3.2 The group considered the following points:
- What is a reward scheme for?
 - What behaviours do we want to encourage?
 - Structure and eligibility
 - Other Options
 - What do we want to achieve
 - How are prizes to be allocated?
- 3.3 The findings and thoughts of the group can be seen in Appendix 1. There was a strong view that the scheme was too complicated and didn’t encourage positive behaviour; there was also a strong view that tenants should not be rewarded for adhering to their tenancy conditions.

3.4 The overarching aim of a revised scheme was agreed as “Serving the Derby Homes Community” in order to:

1. Encourage good behaviour of all customers
2. Support the use of Community rooms
3. Focus on positive actions for young people

3.5 The proposal from the group is to reduce the Tenants Rewards Scheme to an annual draw which would reward certain behaviours categorised as follows:

Being registered on the Derby Homes Dashboard (to update household details)	5 x £50 vouchers	£250
Using Direct Debit/Credit Union for payment of rent	5 x £100 vouchers	£500
Working as a volunteer	5 x £250 vouchers	£1250
	15 Prizes	£2000 p/a

3.6 The following eligibility criteria and exclusions were agreed:

- Prize awards will be offset against the arrears or any other debts to Derby Homes or the Council.
- Direct Debits – these must be in operation for 9 months
- Credit Unions – tenant must be a member paying rent to the Council through this route for 9 months
- There must be no proven ASB in the last two years
- Tenants entering the dashboard draw must provide up to date email addresses – the prizes for this element will be communicated to the winner via that email address.
- Staff who are tenants cannot enter the draws
- The definition of working as a volunteer was agreed to be the same as the community contribution award on the Housing Register:
 - Work at least 24 hrs per week for 12 months
 - Volunteer at least 10 hrs per week for 6 months
 - Give unpaid care and support to a vulnerable person in the community

3.7 Consideration was also given to re-vitalising the garden completion in partnership with Sodexo who have previously offered to fund a prize. A hanging basket competition could also be considered for tenants in flats. This was agreed to be outside the Tenants Rewards Scheme.

3.8 The group suggested that the remaining funds of £23,000 be re-channelled into other projects and the following were discussed:

- Training – IT skills
- Reward Young People Who Help With IT training
- Structured Youth Engagement for 14-21 year olds
- Use Of Community Rooms
- Building Up The Community
- Community Activities
- Life Skills/Respect for the community/Gardening skills training

3.9 The main agreement was to look at opportunities to fund further youth engagement either through a part time post or funding activities through partner agencies. The exact use of the remaining funding will need to be considered further and reported back to the City Board.

4. CONSULTATION IMPLICATIONS

The DACP and Tenant Scrutiny Panel both nominated members to attend the meeting in May and general consensus on the above proposals was broadly reached.

5. FINANCIAL AND BUSINESS PLAN IMPLICATIONS

The budget for Tenant Rewards is currently £25,000 a year. The proposals suggested by the meeting would see that reduced to £2,000 a year. This will leave a £23,000 a year budget to be reinvested elsewhere. Consideration will need to be given to the relative priority of other spending as indicated above.

6. EQUALITIES IMPACT ASSESSMENT

- Does this report affect the delivery of a service No
- Has an Equality Impact Assessment been completed No (please attached as appendix)
- If no Equality Impact Assessment has been completed please provide a summary of the equalities implications.
- The rewards programme is intended to encourage behaviours that benefit all tenants and that many tenants can achieve. Some tenants will not be able to sign up to the dashboard as a result of a lack of access to the internet. In general, the overall impact on tenants is minor.

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

Council
Personnel
Environmental

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: Reports to City Board on Tenant Rewards, June 2012, February 2103,
April 2013

WHAT IS A REWARD SCHEME FOR?

To reward good behaviour

Behaviours being/to be rewarded	Comments
<ul style="list-style-type: none"> • paying the rent • no ASB • keeping garden tidy • being a good neighbour • suggestion scheme • getting involved 	Should we reward people for doing what they should?
	Does it encourage non payers to pay?
	Use for other benefits?
	Target those that can't pay rather than won't pay
	How do we work out what 'involved' is?

What behaviours do we want to encourage?

Behaviour	Definition/Comments
Community Involvement	Neighbourhood Board Forums volunteers
Identify issues early	eg: can't pay rent – ask for help ASB reporting/witnesses
Respect	For the area/community For neighbours For the property
Use of Website/technology	To keep in contact with DH for reporting repairs/updating information
Signing up for DDs/Credit Union	
Young Peoples using the website	Need to look at other means such as social media

Structure

Smaller schemes which will be easier to manage and has benefits to the business and the community.

Funding re channelled to the following:

- Training – IT skills
- Reward Young People Who Help With IT training
- Structured Youth Engagement for 14-21 year olds
- Use Of Community Rooms
- Building Up The Community
- Community Activities

APPENDIX 1

- Life Skills/Respect for the community/Gardening skills training

Eligibility

If the winner is in arrears the prize award will be offset against the arrears or any other debts to Derby homes

Direct Debits – these must be in operation for 9 months

Credit Unions – tenant must be a member for 9 months

There must be no proven ASB in the last two years

Tenants entering the dashboard draw must provide up to date email addresses

Staff who are tenants cannot enter the draws

The definition of working as a volunteer was agreed to be the same as the community contribution award on the Housing Register:

- Work at least 24 hrs per week for 12 months
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- Give unpaid care and support to a vulnerable person in the community

The aim of a revised scheme is:

Serving the Derby Homes Community

1. Encourage good behaviour of all customers
2. Support the use of Community rooms
3. Focus on positive actions for young people