

LOCALISED CUSTOMER PRIORITIES QUARTER 1 UPDATE

Report of the Director of Housing Services

1. SUMMARY

- 1.1 This report updates the Operational Board on the Localised Customer Priorities progress for the period April 2019 – June 2019 and proposed another year continuing the same customer priorities.

2. RECOMMENDATION

- 2.1 To note the Local Customer Priorities update.
- 2.2 To approve the Local Customer Priorities are extended as they are for another year.

3. REASON(S) FOR RECOMMENDATION

- 3.1 To gain an insight into the work carried out by Derby Homes to make improvements in our estates from feedback received from our customers.
- 3.2 To breakdown barriers with our customers and provide a service that is in line with the Customer First Strategy.

4. MATTER FOR CONSIDERATION

- 4.1 Localised Customer Priorities were created from the results of the 2017 Door Knock campaign. The results were presented to Housing Managers to illustrate the top 6 concerns in their Neighbourhoods. The Housing Managers reviewed the results and agreed what they will target over the next 3 years, which has formed the Localised Customer Priorities Action.
- 4.12 It was agreed that the new priorities would include a mixture of short term and longer term objectives.

- 4.13 The localised priorities for each area are as follows:

Area	Short Term (Up to 12 months)	Longer term (Up to 2 years)	Longer term (Up to 2 years)
Sussex Circus	Dog Fouling	Car Parking	Disruptive Children / Teenagers
Allenton	Fly tipping	Car Parking	Disruptive Children / Teenagers
Stockbrook	Fly tipping	Car Parking	Disruptive Children / Teenagers

- 4.14 This below report updates the progress of the priorities and relevant actions from 1 April 2019 until 30 June 2019.

4.2 Fly Tipping

- 4.21 Compactor days were agreed in Allenton with the Area Housing Manager in conjunction with Derby City Council.
- 4.22 The compactor days have been successful with flyers distributed before the day to raise awareness. Two compactor days have been carried out during this quarter at Allenton.
- 4.23 Allenton and Stockbrook Street have carried out Deep Clean Events during the month of June. Both areas included partner organisations to get the most out of the day. These included Derby Homes staff, Neighbourhoods Team, Sainsbury's, Derby City Council and local shop owners. Literature about fly tipping was distributed along with, litter picking, cleaning gully's, weeding and delivering brown bins.
- 4.24 In Stockbrook Street a Poster Competition at Village School, Normanton has been completed with 3 winners identified and a presentation to them carried out in June. We are waiting for the winners at two other schools in the area to be confirmed and presented, these will be finalised before the end of the Summer Term.
- 4.25 Allenton's fly tipping poster exercise has been completed in a total of four schools with a shortlist of twelve winners. The final design will be placed as an advert on the side of a bin lorry to be showcased in the city.
- 4.26 Local Housing officers at both Allenton and Stockbrook continue to participate in Councillors on Patrol to feedback any fly tipping hot spots to the wider community.
- 4.27 A litter pick has been carried out in Alvaston with 30 children participating.
- 4.28 Two locations had fly tipping identified and removed. Fencing has been erected in a location to prevent fly tipping and a bin installed to encourage use of this.

4.3 Dog Fouling

- 4.31 Two pet days have taken place, one at Brook Street and the other at Sussex Circus. During the two sessions only one dog was microchipped but 15 customers were engaged with. Four more pet days have been planned in for the summer months; these are being held in partnership with the PDSA. We plan on advertising these wider to try and encourage more microchippings.
- 4.32 The Youth Participation Officer visited Meadow Farm School in June. The lesson involved hiding brown salt dough to replicate dog fouling. The children were then given poop scoop bags and turned the activity into a competition to find the most amount around the school.
- 4.33 Some dog fouling hot spots have been identified, where leaflets/posters will be displayed once they have been designed.
- 4.34 Poop scoop bags are being distributed as and when required. There is a supply of

100 at the moment which have been donated from local pet stores.

4.4 Children and Disruptive Behaviour

4.41 During the quarter, two road show events named 'Half Term Happening' took place to promote activities for children to participate in. The locations of the events were picked from feedback received from the door knock survey. The events were organised in partnership with other agencies including the Police, Sporting Communities, Derby County, Bells Face Painting and several local children's activities relevant to the location.

4.43 To help promote diversionary activities in these areas, programmes of activities specific to Derby Homes were designed to hand out to children and parents to encourage participation. As the events took place during Easter Half term we handed out free Eggs to the children and a dancing competition with Derby County Football Club's Rammie as the judge.

4.43 A really positive outcome from the events was that we encouraged young people to register their interest to join the Derby Homes Youth panel.

- At the Sussex Circus event we had interest from 10 young people
- At the Allenton event we had interest from 4 young people.

All young people have been contacted by the Youth Participation officer in a way in which to move forward with their interests. We have also had an increased following on the Youth Panel Instagram page after the events.

4.5 Car Parking

4.51 An outcome from partnership working, Meadow Farm School have started opening their rear car park on match days. This is to help provide approximately 40 free off-street car parking.

4.52 Public Protection Officers will be taking over the school parking campaigns across the city from October 2019 and will remain working in partnership with Derby Homes.

4.6 Localised Customer Priorities – Communication

4.61 The priorities are discussed at events with marketing material available on the van. The priorities will be discussed in the Autumn Derby Homes News.

4.7 Timeline

4.71 As outlined in the February Board report, The Localised Customer Priorities report 2018/2019 was approved at Operational Board at the end of August 2018. Therefore it was noted in the last report changes in the work plan to increase milestone deadlines from July 2019 to August 2019.

4.8 Continuing progress and keeping momentum

4.81 We are recommending that the Local Customer Priorities are extended for another year in the same format as tabled in 4.13. Currently we feel that the partnership

working with Derby City Council has taken a very positive effect on the local customer priorities and keeping the partnership for another year would benefit our residents. We want to encourage the new partnership potential through over the coming year. To build on the progress and momentum with staff, customers and our communities, we would like to maintain the customer priorities for another year to have the opportunity to make more of an impact and strengthen our engagement.

5. OTHER OPTIONS CONSIDERED

- 5.1 Alter the Customer Priorities for another year. We feel that at the time this would take more staff resource that could be used to engage further in the existing momentum

6. IMPLICATIONS

- 6.1 None.

6.2 FINANCIAL AND BUSINESS PLAN

- 6.21 Resource and capacity for the Localised Customer Priorities are contained within the Housing Management budget. Any additional costs for resources such as vouchers for the poster competitions and advertising on the bin lorries are contained in the Customer Engagement and Community Development budget.

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

Legal and Confidentiality
 Equalities Implications
 Council
 Consultation
 Personnel
 Environmental
 Health & Safety
 Risk
 Policy Review

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

Holly Johnson / Customer Engagement and Community Development Manager / 01332 888418 / Holly.Johnson@derbyhomes.org

Background Information: None
 Supporting Information: None

This report has been approved by the following officers where there are financial or legal implications:

Director of Housing Services	Clare Mehrbani	17 July 2019
Head of Housing Management	Lorraine Testro	30 July 2019
Head of Finance and Income	Michael Kirk	17 July 2019
Head of Governance and Corporate Services	Taranjit Lalria	17 July 2019
Managing Director	Maria Murphy	6 August 2019

