

CUSTOMER ENGAGEMENT, COMMUNITY DEVELOPMENT AND COMMUNICATIONS TEAM UPDATE

Report of the Head of Housing Management

1. SUMMARY

- 1.1 This report updates the Operational Board on the progress of the Customer Engagement Programme and the Customer Communications Programme for Q1 and Q2.

2. RECOMMENDATION(S)

- 2.1 To note the report.

3. REASON(S) FOR RECOMMENDATION

- 3.1 To ensure Operational Board Members are updated on the progress and delivery of the Customer Communications, Customer Engagement and Community Development Programme.

4. MATTER(S) FOR CONSIDERATION

4.1 Customer Voice

The Customer Voice have finalised their Homefinder Report which they started in January 2021. A total of 17 recommendations have been made around service improvements which the Social Housing Options Manager has now reviewed. The report will be presented at December's Operational Board. From the 17 recommendations, 12 will be implemented, the other 5 will be further scoped to identify whether they can be implemented.

4.2 Shakespeare Street event

Around 25 young people and residents from Shakespeare Street in Sinfen created an array of wonderful miniature gardens during an event held last month, the materials and prizes were donated by Derby Homes. The gardens were judged on the night by a panel of local residents and Councillors. Prizes were awarded to the creators of the two best miniature gardens. At the end of the event everyone was able to take their creations home so they could be proudly displayed in gardens or windows in the local area.

Residents also took part in pebble painting activities provided by Derby Adult Learning Service. In addition to this, there was a music production facilitated by Baby People. These activities help young people and residents to connect with their local community and gain valuable skills.

4.3 **Ignite and Connect (Youth Panel)**

Ignite and Connect have started face to face meetings for the first time this year, after taking part in a number of virtual meetings. As there have been a few changes in the group, the face to face meeting have given them an opportunity to get to know each other, review their aspirations and agree what they want to achieve as a panel member.

Ignite and Connects first ever member to be successful in obtaining an apprenticeship with Derby Homes has been nominated for the '*Youth Voice and Inspirational Young Person Award*' at the Derby Youth Awards hosted by Sporting Communities. Kevonique Mills, a Housing Apprentice, was nominated based on the work she has done as a member of Derby Homes' youth panel.

Another youth project that has been progressing this quarter is the Ozzy Wheels BMX track at Osmaston Park. This is a community led project developed in collaboration with Derby Homes, Move More and local councillors. They are working to redevelop the BMX track and enhance existing space for the local BMX community. Derby Homes have been collaborating with the community to design an official logo for the project, the official opening of the new track was on 30th October 2021.

4.4 **Engagement HQ**

The Engagement HQ contract has been finalised, the team are now moving to the next stages of implementation. Firstly the team will be undertaking training on the site to understand how to get the best out of the software. They will then look at designing the format of the site and rolling out training to other teams. The site will be key to facilitating community engagement activity including community rooms, local customer priorities, consultation on Derby Homes services. It will also provide an opportunity for customers to give more feedback on their overall satisfaction.

There will be consultation with the virtual panel for all the pages that are being developed to ensure customer views are considered and the sites are user-friendly.

4.5 **Annual Report 2020/21**

The Customer Communications Team worked hard to ensure that this years' Annual Report was delivered in line with customer feedback. Many customers said they were not aware of the last few versions online, so it was decided to cut the Annual Report down from its usual 50 pages to just four pages, to be included in the Autumn edition Derby Homes News. This was delivered to all tenants and leaseholders in mid-October.

4.6 **Anti Social Behaviour (ASB) information and Awareness week**

As the past 18 months has seen more people staying indoors than usual, Derby Homes have noted an increase in ASB complaints. After talking to the Customer Voice, it was clear that there was confusion amongst customers about what

constituted ASB and what powers Derby Homes have to deal with it. As a result, a guide has been created to share on social media and in Derby Homes News.

The UK's first ever ASB Awareness Week was 19 - 25 July 2021. With the rise of cases across the country, it has become a national priority to address the issue's and help communities feel safe again. The campaign was organised by Resolve (a Centre of Excellence focused on community safety and antisocial behaviour) to raise awareness of what anti-social behaviour is, how to report it and how you can help make your community safer. Throughout the week, the team posted ASB information and advice on social media and were out and about in the Engagement Van talking to customers about anti-social behaviour in their communities.

4.7 Community Rooms

On July 19 2021 Derby Homes were able to reopen its community rooms to residents, giving them a much-needed space to socialise and restart some of the community activities that they value. It has been agreed to reopen the community rooms to the wider public from 1 November 2021.

4.8 DotDigital email marketing software

As with Engagement HQ, we are in a similar position of beginning to implement email marketing software into the organisation. Implementation will be led by the Customer Communication Team. It is hoped that we will be able to work towards providing a digital alternative/accompaniment to the printed newsletter. This will give a customers access to more timely, relevant information than is currently possible. It will involve a slight culture shift away from staggered bursts of quarterly news to one where we publish news, articles and information immediately and are able to give customers more control over how they receive it. It is also dependent on implementing a new, 'News' section of the website, following on from the site's redesign and relaunch earlier this year.

4.8 Resources in the team

Over the last two quarters, there have been quite a few alterations to the team as work has been underway to replace staff that have moved on.

In the Customer Communications team, Joshua Knapman and Ralph Shepherd were successful in their applications as a Customer Communications Officer, which means that Customer Communications is back to a full capacity.

With three officers leaving the Customer Engagement and Community development team, we are excited to have a three new members join. We have recruited Matthew Dutchak, Charlotte (Charlie) Clarke and Laurie Coombs from August/October. We are excited to have a new, dynamic team with a variety of skills who are enthusiastic to develop and take forward the Customer Engagement and Communications strategies.

5. OTHER OPTIONS CONSIDERED

5.1 None.

IMPLICATIONS

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

For more information please contact:

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Background information: None

List of appendices None

This report has been approved by the following

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|---------------------------|-----------------|------------|
| Managing Director | Maria Murphy | 17/11/2021 |
| Interim Finance Director/ | Michael Kirk | 12/11/2021 |
| Company Solicitor | Taran Lalria | 14/11/2021 |
| Head of Service | Lorraine Testro | 27/10/2021 |