

TENANTS INCENTIVE SCHEME

Report of the Managing Director

1. SUMMARY

- 1.1 This report provides the Operational Board with details of a new tenants incentive scheme, proposed by the Council and approved by Cabinet on 16 March 2017.
- 1.2 The Council Cabinet asked Officers to work with them to develop proposals which would incentivise tenants to move to using digital services and subsequently enable Derby Homes to deliver a predominantly on-line customer service over the next two/three years.
- 1.3 The proposals extend to promote the importance of being a responsible tenant and good neighbour.

2. RECOMMENDATION

- 2.1 The Operational Board is asked to note the new policy.

3. REASON(S) FOR RECOMMENDATION

- 3.1 To increase the likelihood of tenants moving to the use of on-line services, encouraging on-line and direct debit as the preferred payment methods, keeping appointments and generally being a responsible tenant and good neighbour to deliver efficiency gains and modernise service delivery.
- 3.2 Derby Homes will lead on the implementation and evaluation of the new scheme, a report will be taken forward to Corporate Scrutiny to evidence the outcomes.

4. MATTER FOR CONSIDERATION

- 4.1 The full report as considered by Cabinet on 16 March 2017 is attached at Appendix 1. Details of the criteria for qualification is detailed at paragraphs 4.6.1 – 4.6.5.
- 4.2 A leaflet will be issued to all tenants with Derby Homes News. A copy is attached at Appendix 2.
- 4.3 The scheme will run for two years, commencing 1 April 2017. Tenants will only qualify for the payment once during the period.

- 4.4 The cost of the scheme will be borne by the Housing Revenue Account and savings generated will be reinvested to sustain and improve services to tenants.
- 4.5 Consultation has been carried out on Derby Homes website. Of the comments received (6) only one was not in support of the proposal. Further feedback/comments were made through the Derby Evening Telegraph website and Facebook page, there was a balance of positive and negative.

The common thread amongst negative comments was a misunderstanding that council tax payers would be funding the scheme. This is not the case.

Feedback following coverage on Radio Derby was in the main supportive of the need to move to digital services.

5. OTHER OPTIONS CONSIDERED

- 5.1 To do nothing. This would have limited impact on accelerating the move to digital services and would slow down the progress of efficiency savings.
- 5.2 A draw for eligible tenants, this was not progressed as tenants had previously voted to end a similar scheme as it was felt the rewards only benefitted a few tenants.

IMPLICATIONS

6. Please see Appendix 1 for all implications.

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

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Background Information: None Appendix 1 – Cabinet 16 March 2017 – Item 11

Supporting Information: None