

## **LOCALISED CUSTOMER PRIORITIES QUARTER 2 UPDATE**

Report of the Head of Housing Management

### **1. SUMMARY**

- 1.1 This report provides the Operational Board with an update on the Local Customer Priorities from October 2021 to December 2021 and an update on work to identify our future local customer priorities.

### **2. RECOMMENDATION**

- 2.1 To note the Local Customer Priorities Quarter 3 update.
- 2.2 To note the update on work to identify future local customer priorities.

### **3. REASON(S) FOR RECOMMENDATION**

- 3.1 To gain an insight into the work carried out by Derby Homes to make improvements on our estates using feedback received from our customers.
- 3.2 To break down 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. After identifying the top concerns in our communities, a 12-month workplan was created to tackle these concerns. The first workplan ran from August 2018 - September 2019, with a further workplan to extend the momentum on the priorities until August 2020 agreed in August 2019. Due to the Coronavirus pandemic and following a comprehensive consultation with customers, a further 12-month workplan was agreed by the Operational Board in 2020. During this time, we intended to implement new engagement software and introduce a system that would enable us to pinpoint and tackle areas of concern in a more targeted, timely and effective manner.
- 4.2 The localised priorities for each area currently are as follows:

Area			
Sussex Circus	Dog Fouling	Car Parking	Children and Disruptive Behaviour
Allenton	Fly tipping	Car Parking	Children and Disruptive Behaviour
Stockbrook	Fly tipping	Car Parking	Children and Disruptive Behaviour

4.3 The information below has been provided by the Area Housing Managers to update the Operational Board on the progress of the Local Customer Priorities from October 2021 to December 2021.

#### **4.4 Fly Tipping in Allenton and Stockbrook**

4.41 In December we visited a fly tipping site at the rear of Park Homes, behind the boundary fence. Streetpride will be completing a deep clean of the area.

#### **4.3 Dog fouling**

4.31 We held a two-week campaign raising awareness of dog fouling in two Spondon parks. This followed the successful partnership launch of poop scoop dispensers in Dale Road and Brunswood parks. During the campaign we engaged directly with several dog owners, including regular dog walking groups, and discussed issues around dog fouling and responsible dog ownership. This work was carried out in conjunction with colleagues from Neighbourhoods and the Public Protection Team. The focus of this campaign was education, but we plan to carry out a similar campaign early in 2022 where the focus will be more on enforcement. Other neighbourhoods across the city have been watching the progress of the campaign and have expressed interest in having similar schemes in their parks.

#### **4.4 Children and Disruptive Behaviour**

4.41 The ASB Team are continuing to make referrals into the “This is Derby” project, when they identify young people who would benefit from this type of intervention. The project helps young people who are at risk of being excluded from school, suffer mental health problems, or experience issues at home.

4.42 We have been involved in developing an ASB / Community Safety Officer Apprenticeship, the first of its kind in the industry. The Institute of Apprenticeships has now approved all stages of the apprenticeship and it's been signed off by the relevant government department. Resolve ASB have been awarded as the Principal Training Provider of the new apprenticeship.

This is a level 4 qualification which is the equivalent of a “Foundation Degree”. Derby Homes will be one of the first organisations to recruit an apprentice.

4.43 In October a joint event was held with Derby Homes Officers, Police and Neighbourhood Officers to complete a door knock and surveys with residents around Nidderdale Court, and surrounding streets following complaints of ASB

and disruptive behaviour. Nicknamed “Let’s make people feel safer”, around 50 surveys were completed with residents asking questions about whether they felt safe and what we could do to make them feel safer.

#### **4.5 Car Parking**

- 4.51 Work is continuing on this year’s programme to install 60 hardstandings across the city.

#### **4.6 Partnership Working**

- 4.61 Virtual Neighbourhood Board meetings have now resumed across the city enabling us to engage with partners again.
- 4.62 Councillors on Patrol sessions have not yet resumed. Once these sessions resume, we will be attending.

### **5. Moving the Local Customer Priorities forward**

- 5.1 In August 2021, we reported to the Operational Board that we were proposing to change the way that we identified our local customer priorities in the future. We proposed using an ongoing programme of data collection from various and more regular sources of feedback from customers.
- 5.2 Working with DCC Policy & Insight team a comprehensive data analysis was completed across the city; combining and layering a variety of intelligence sources, including Experian Mosaic, White Noise, ASB data, amongst other sources, to produce one of the most comprehensive intelligence profiles ever obtained to inform this type of work.
- 5.3 Data collected for the profile was presented in a matrix, with all areas of Derby ranked highest to lowest, and areas with the highest overall scores were selected for the Local Customer Priorities.
- 5.4 This intelligence led approach resulted in 14 Lower Super Output Areas (LSOA) being identified, that have variables that are in the 10% worst in the city.
- 5.5 Further work was then undertaken to layer ‘anecdotal insight’ to the process from a range of sources including the Neighbourhood Board profiles, and bespoke local stakeholder engagement events.
- 5.6 Of the 14 areas identified, 9 came out clearly within Derby Homes housing management areas and so lead facilitation on any projects within these areas will be undertaken by the Patch Managers.
- 5.7 Of the remaining 5, one is already subject to an ongoing ‘reactive’ partnership intervention, co-led by Derby Homes and the Neighbourhood Partnership Team. In the remaining 4 areas, the Neighbourhood Partnership Team will undertake the lead facilitation role.

- 5.8 As we aim to move away from 'treating the symptoms not the cause' and create long term sustainable solutions, we have removed the constraints of delivery within specific time frames, such as financial year end, and instead have adopted a more agile approach to future workstream delivery time frames.
- 5.9 A workshop has been held involving Derby Homes Housing and Neighbourhood Teams to further develop the new approach and formulate a framework for delivery. Initial sessions have been held with key partners across the 14 areas to seek commitment to collaborative working across the areas. The data overlay work has been completed and the teams are working on identifying key priorities for delivery. The key outcome to date is the work in developing the skills and abilities of the staff teams making for a more resilient service.

## **6. IMPLICATIONS**

### **6.1 FINANCIAL AND BUSINESS PLAN**

6.1.1 Specific funding for works on this area is across several budgets in Derby Homes. These include:

- £100,000 within the Estates Pride revenue budget for works agreed with the Local Housing Managers.
- £565,000 from Estates Pride Capital for works on creating new hardstanding's to reduce on road parking, re-surfacing car parks and creating new car parking bays.
- £84,500 within the Customer Engagement and Community Development budget, this budget also funds additional spend with the DACP
- A new £50,000 discretionary budget linked to Customer First to fund "right options" for tenants

These are in addition to core budgets for the Caretakers service, Grounds Maintenance service and a £258,000 contribution to the Councils Public Protection Officer service, whose services are also used in response to issues raised within Local Priorities.

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

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Background Information:     None

List of appendices:             None

This report has been approved by the following

Managing Director	Maria Murphy	[24/02/2022]
Finance Director/Derby Homes Accountant	Helen Samuel	24/01/22
Company Solicitor	Taran Lalria	28/12/2022
Head of Service	Lorraine Testro	19/01/21