

### LOCALISED CUSTOMER PRIORITIES QUARTER 1 UPDATE

Report of the Head of Housing Management

#### 1. SUMMARY

- 1.1 This report provides the Operational Board with an update on the progress being made in our new approach to Derby Homes Customer Priorities, embracing the values and principles of Better Together.

#### 2. RECOMMENDATION

- 2.1 To note the positive progress being made and receive an update on the activities that have been delivered over the summer through the Derby Homes Customer Priority programme.

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

- 3.1 To gain insight into the wide variety of activities that have now taken place within each thematic workstream led by Derby Homes, and supported by the Neighbourhoods Team, and how these are building towards securing long-term positive outcomes for our customers and our estates.
- 3.2 To break down barriers and work with our customers, to provide a service that is in line with the Customer First Strategy and further aligns with the Better Together approach.

#### 4. MATTER FOR CONSIDERATION

- 4.1 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 sources and more regular feedback from customers.
- 4.2 Following the first data analysis 14 'priority' areas were identified, 9 of which were within Derby Homes housing management areas. Our Patch Managers were tasked with leading on all the projects developed within these areas.
- 4.3 The final project proposals were presented by our Patch Managers at an event in May 2022 and reflected the impact that a more collective and dynamic approach can have in tackling long standing issues which affect our residents. Through codesign and codelivery, we can achieve long term sustainable outcomes for our customers.
- 4.4 The following provides an overview of some of the activities that have now taken place within each of the workstreams led by Derby Homes, all of which continue to be supported by Derby City council (DCC) Neighbourhood Team;

4.5

<p>1. #TeamNormanton (Leopold Street &amp; Vale Street)</p>	<ul style="list-style-type: none"> <li>• Project specific walkabout to address issues with Housing Management Officers completed, leading to identifying 3 problematic Houses in Multiple Occupation for targeted intervention.</li> <li>• A number of targeted ‘Deep Cleans’ completed across the ‘priority’ area.</li> <li>• Remedial works undertaken, including removal of a grit box which had become a hotspot for ASB/ street drinkers – in addition to increasing Public Protection Officer (PPO) patrols arranged to discourage street drinkers.</li> <li>• A Street Scene audit completed, leading to a number of ‘designing out crime’ works, including grounds maintenance, signage, litter and car park improvements, unblocking gullies, improvement of lighting columns, reparation of potholes, graffiti removal and engagement with residents around garden clearances.</li> <li>• Additional projects identified through the process include – wild flowering areas, land re-development, ‘bins on streets’ and public art.</li> <li>• Early stages of establishing a local business forum to encourage local ownership and pride in the area.</li> <li>• Facilitating ‘Better Together’ meetings to build better relationships and connectivity between key partners, including Highways, Street Cleansing, PPO Team, residents, Rehousing Engagement Support Team (REST), Police &amp; local businesses.</li> </ul>
<p>2. #TeamArboretum (Castleward)</p>	<ul style="list-style-type: none"> <li>• Youth engagement events around road safety have been held in the following schools;</li> <li>• Castleward Academy, Carrington Street</li> <li>• Rosehill Nursery school, Reginald Street</li> <li>• St James School, Reginald Street</li> <li>• Each of these schools now have ‘Parking Buddies’ installed, with further conversations with traffic management taking place.</li> <li>• A community event was held in Castleward in June to foster resident involvement, build a sense of community and promote social inclusion.</li> </ul>
<p>3. #TeamSinfin (Combined Areas)</p>	<ul style="list-style-type: none"> <li>• Codeveloped and codelivered the first ‘localised’ event to encourage and support young people into employment. The event was held at Enthusiasm Trust in June.</li> </ul>

	<ul style="list-style-type: none"> <li>• New partnership forged with Enthusiasm Trust to further develop and adopt this approach.</li> <li>• As a result of this event, employers are changing their recruitment process, to remove barriers, and strengthen their profile in Osmaston to attract local people to apply for vacancies.</li> <li>• A codesigned and codelivered 'Jubilee' themed community event held in June to hold conversations with customers and the local community to explore options for 'Community Jitty's'.</li> <li>• £500 Funding secured from the Neighbourhood Board towards this project.</li> <li>• In addition, local businesses have now come forward to support this project.</li> <li>• Several clearances have been completed to advance the concept of Community Jitty's.</li> </ul>
<p>4. #TeamAlvaston (Single Area)</p>	<ul style="list-style-type: none"> <li>• Facilitating 'Better Together' meetings to build better relationships and connectivity between local services and community groups, including Derby Homes, Parks, ASB team and Local Area Coordinators.</li> <li>• Coproduced and completed a targeted survey on 'perceptions', sense of place, ASB and community safety.</li> <li>• In June 2022, working with a local community group jointly delivered a Community Art project on Canal Bridge, engaging local young people and graffiti artists.</li> <li>• In July 2022, codesigned and codelivered a community engagement event for customers and the local community to raise awareness/discuss perception of crime/ASB in the local area.</li> <li>• Local material created to inform customers and the local community of support services available in the area.</li> </ul>
<p>5. #TeamDerwent (Combined Areas)</p>	<ul style="list-style-type: none"> <li>• Work has started on compiling a directory of local and national services, for those customers to navigate services that support those experiencing poverty, or whose circumstance are affected by the cost-of-living crisis.</li> <li>• Creating a strategy for increasing digital access for Derwent customers to aid access to support online, and allow for better engagement through existing digital platforms, including Engagement HQ.</li> <li>• Alongside digital services ensure access to the directory through traditional methods.</li> </ul>

	<ul style="list-style-type: none"> <li>• Working with Aspire Wrestling to codevelop and co-deliver a Community Radio platform to provide further reach to Derwent customers and the local community.</li> </ul>
<p>6. #TeamNormanton (Sunnyhill)</p>	<ul style="list-style-type: none"> <li>• Facilitating 'Better Together' meetings to build better relationships and connectivity between residents and groups with services, with particular focus on perceptions, and the neighbourhood identity.</li> <li>• In August 2022 a community engagement event held on Caxton Park engaged customers and the local community on creating an identity, community art and improved signage for Sunnyhill, utilising a QR code survey.</li> <li>• School 'Design Competition' developed to implement in September to create new visuals for the area, and foster ownership with children and young people.</li> <li>• Links established with FC Sunnyhill to secure sponsorship and improve facilities on Caxton Park.</li> <li>• Early stages of developing a communication strategy utilising the actions from the 'Communication' theme, to promote the area positively.</li> <li>• Early stages in the development of a 'Friends of Caxton Park' group to foster greater community ownership and rebrand and improve the park.</li> </ul>

4.6 An event in September is planned when all teams will report back on progress over the summer and start the process of evaluating and assessing progress on the desired outcomes.

## 5 PARTNERSHIP WORKING

5.1 The Neighbourhood Partnership Team returned to the management of Derby City Council on 6<sup>th</sup> June 2022. This has not impacted the delivery of the Derby Homes Customer Priorities Programme, with the 2 teams continuing to work closely together.

5.2 The information at 4.5 demonstrates the strength of the partnership working through the diversity and extent of workstreams being codeveloped and codelivered, with the aim of delivering positive outcomes for our customers, and the wider community.

5.3 The joint working approach that has been created has been successful in securing Home Office funding in the recent Safer Streets 4 funding application. The data profiles developed were used as evidence to support the bid and 6 of the 7 targeted areas for the Safer Streets project fall within the 14 areas identified through the data analysis.

Just under £750k has been secured from the Home Office. The funds will contribute to the delivery of projects being developed.

## 6. IMPLICATIONS

### 6.1 FINANCIAL AND BUSINESS PLAN

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

- £300,000 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

For more information please contact:

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Background Information: None

List of appendices: None

This report has been approved by the following

Managing Director	Maria Murphy	09/09/2022
Finance Director/Derby Homes Accountant	Michael Kirk	12/09/2022
Company Solicitor	Taran Lalria	13/09/2022
Head of Service	Lorraine Testro	24/08/2022