

Regional housing placemaking innovation

Social Impact in the Regions conference
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Regional housing placemaking innovation

Two UK examples of regional housing placemaking innovation:

ForHousing

- Asset Based Community Development

Beyond Housing

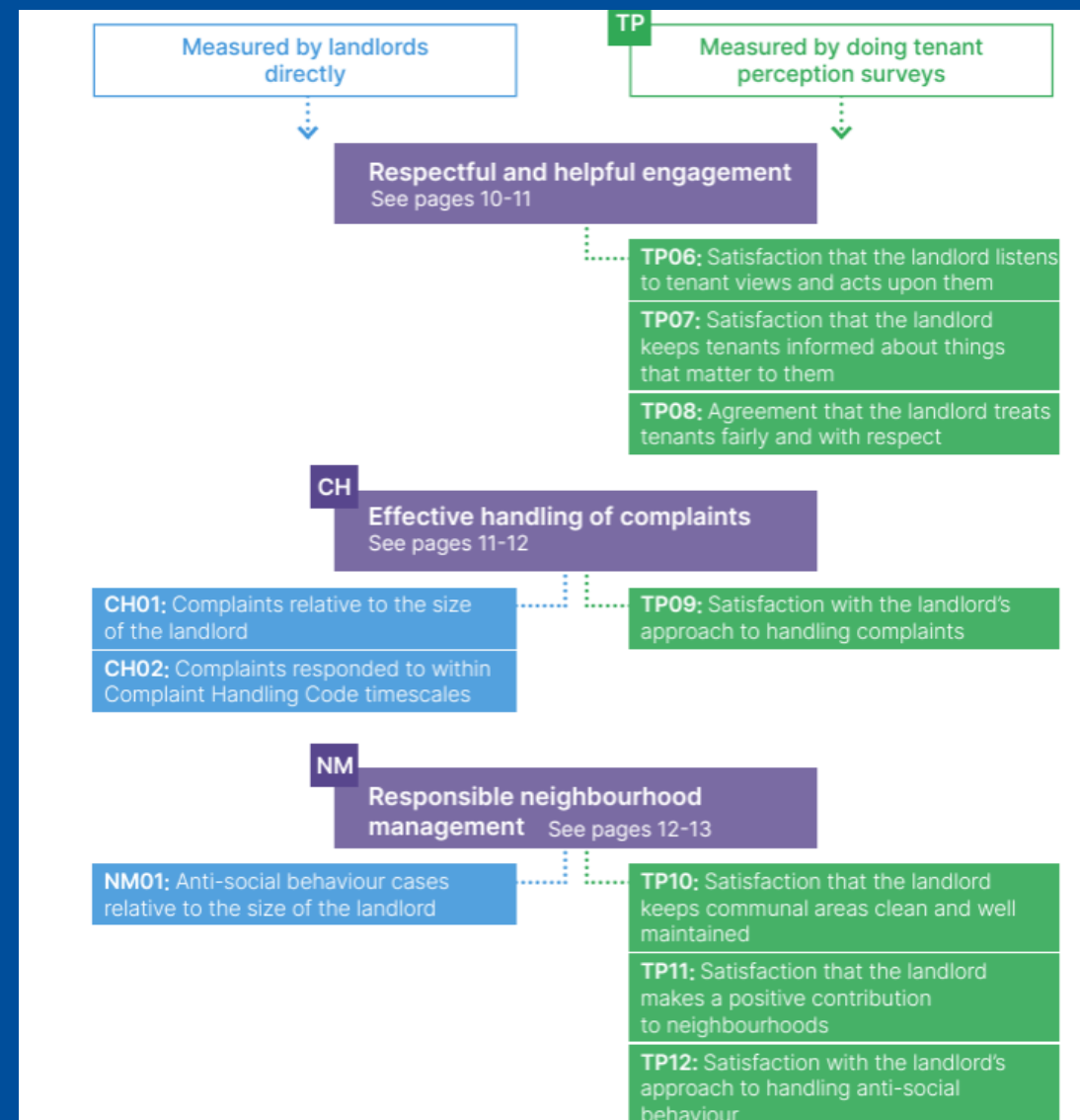
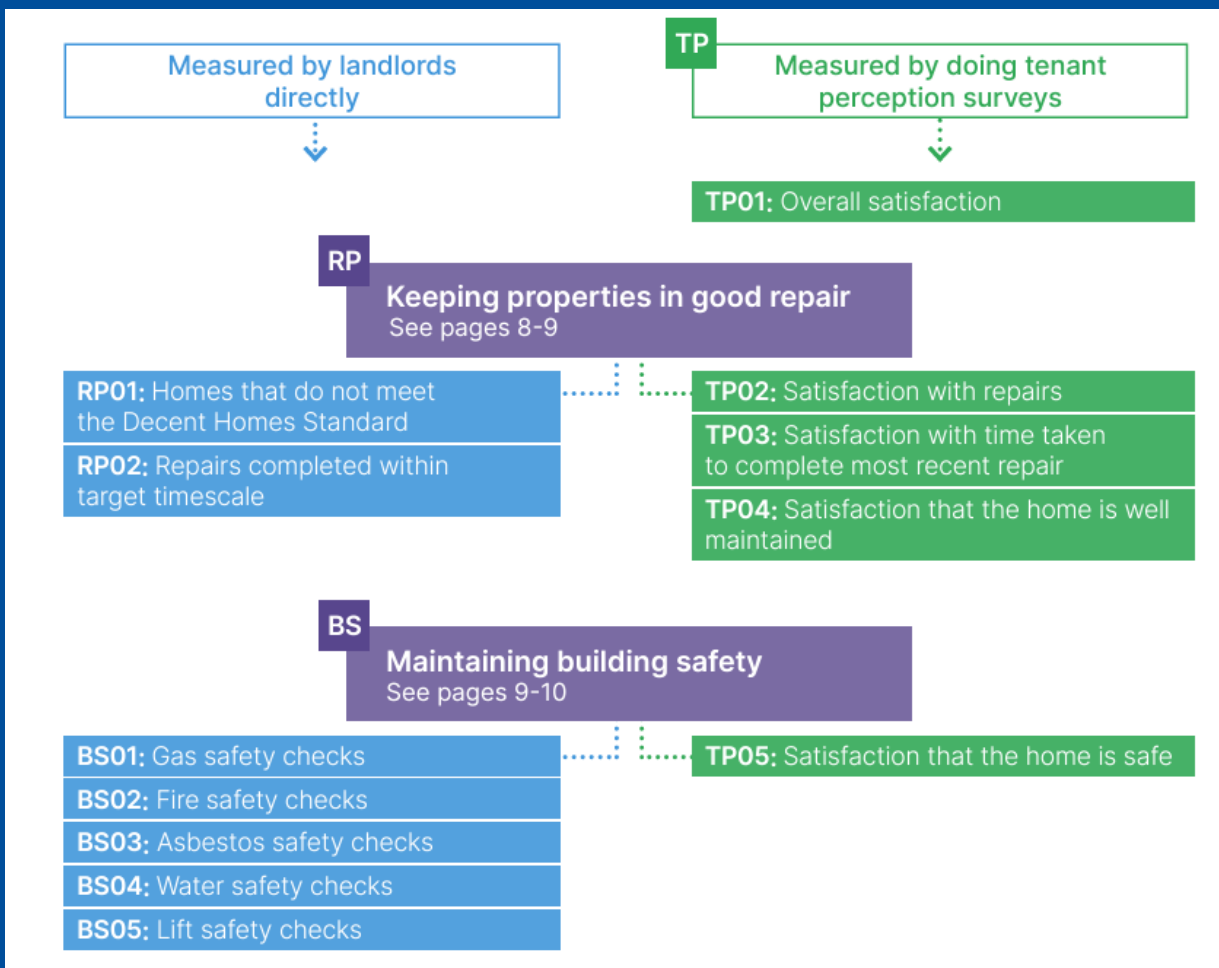
- Future of data driven placemaking



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New Tenant Satisfaction Measures (TSMs) introduced by Regulator of Social Housing



Case study extracts

- **ForHousing**

- Regional communities outside Manchester and Liverpool
- A complete re-think of their community engagement to bring about true co-production
- A new approach was needed that placed residents at the heart of decision making
- Complete cultural change for the organisation to rebuild trust



ForHousing - background

- c24,000 properties across the North-West of England, including some major stock transfers
- Shifting the power dynamics that had gone before and embedding a culture of co-producing solutions.
- Asset Based Community Development (ABCD) approach, including investment in asset-based community development mapping – “understanding our communities”
- ABCD action planning to follow

What Matters to Us

The strengths and potential of communities

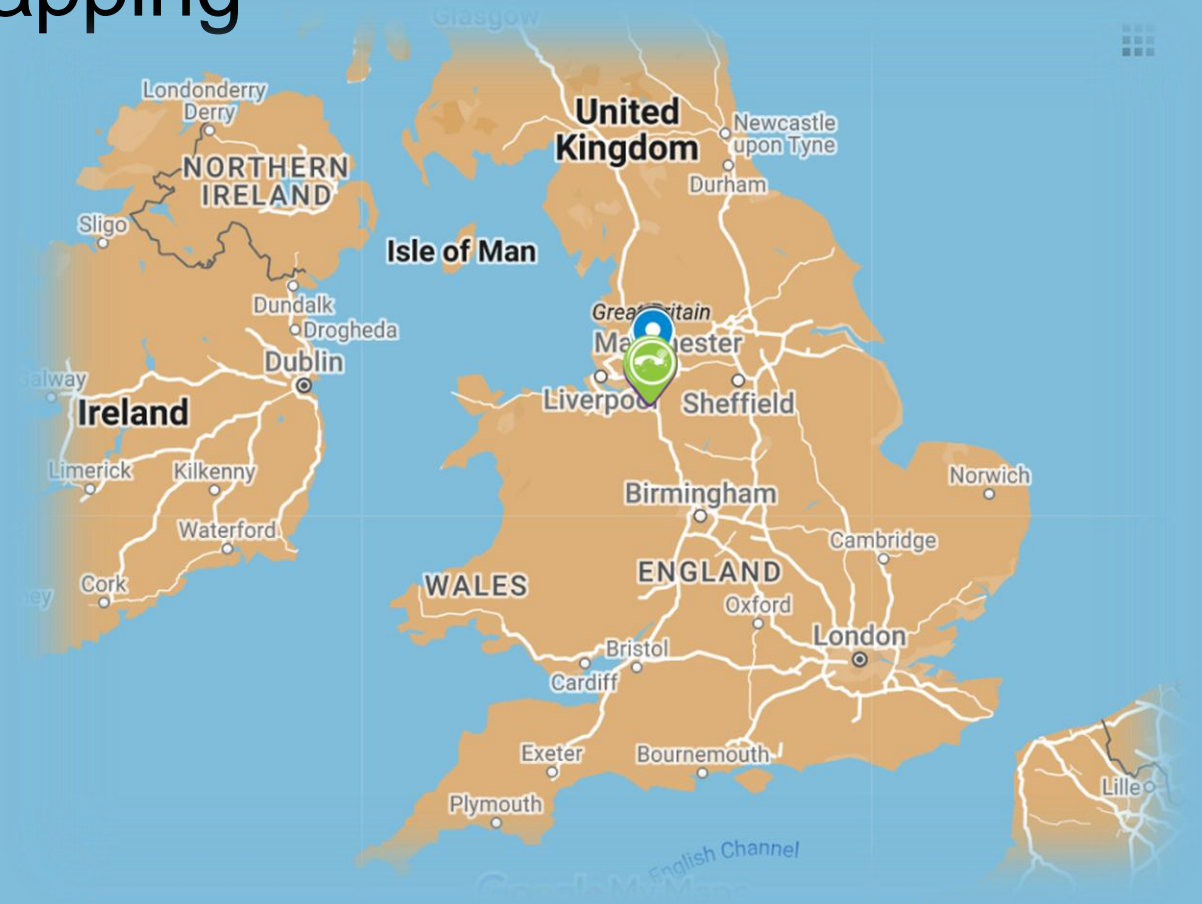


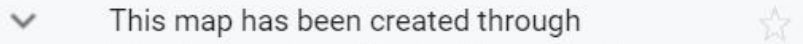
Report of a community asset mapping project
for ForHousing in Knowsley, Oldham and Salford

<https://unlimitedpotential.org.uk/sites/default/files/users/upadmin/What%20Matters%20to%20Us%20-%20asset%20mapping%20compressed%20x2.pdf>

ForHousing – ABCD asset mapping

- Detailed asset maps of neighbourhoods to reflect strengths, assets from community’s perspective
- Traditional ‘assets’ such as community centres, + areas and events that are important to communities
- Reflect on who holds the power and how this can be evened out
- Start with the community’s agenda
- Community connectors
- “Move at the speed of trust”





This map has been created through interviews with and by local community connectors.

75 views

Published on January 6

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Area Boundary

Boundaries



Associations

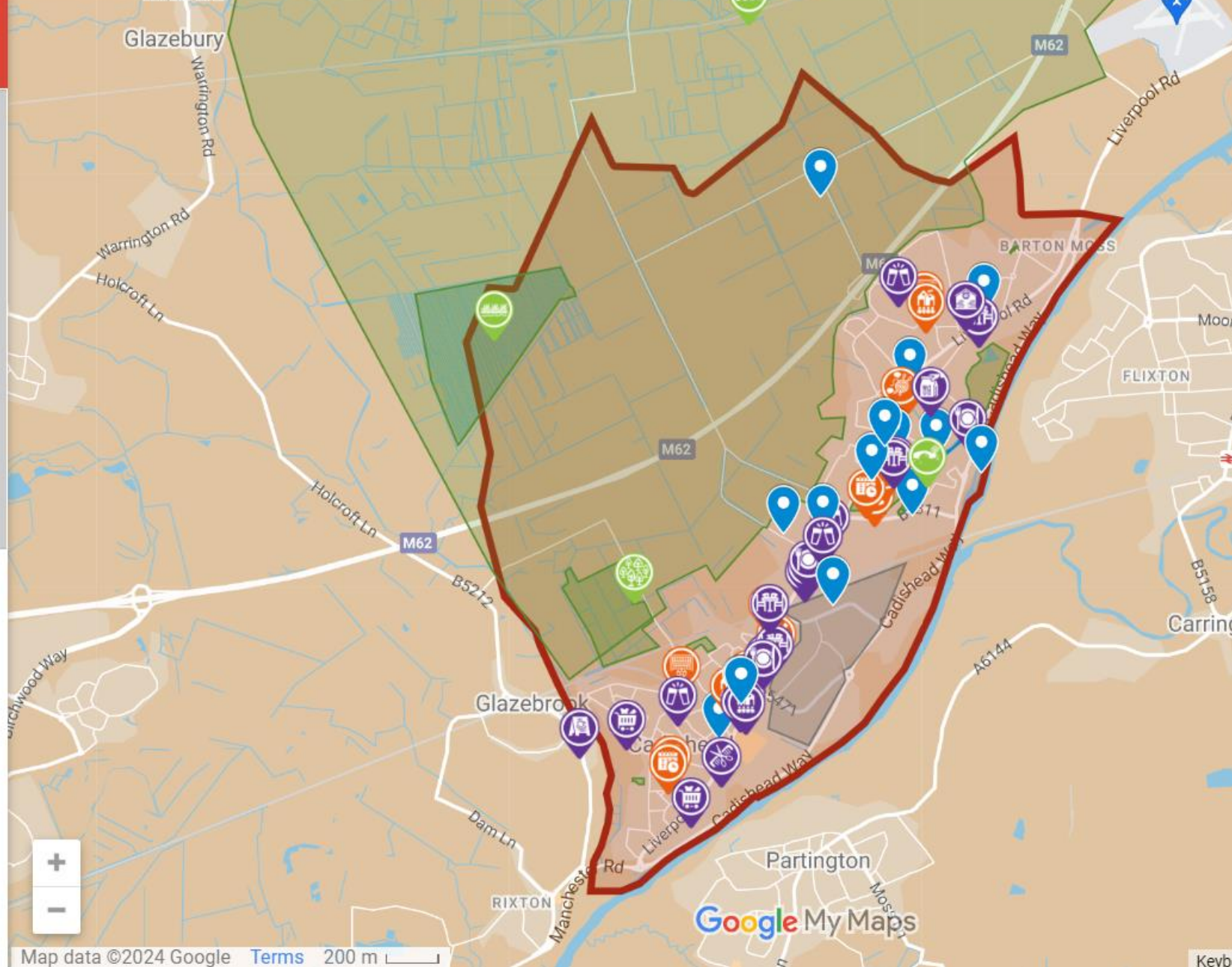


- Art Group
- Bereavement Support Group
- Bonfire & Firework Display
- Cadishead Grange Bowling Club

... 20 more



Institutions





← Hamilton Davies Trust

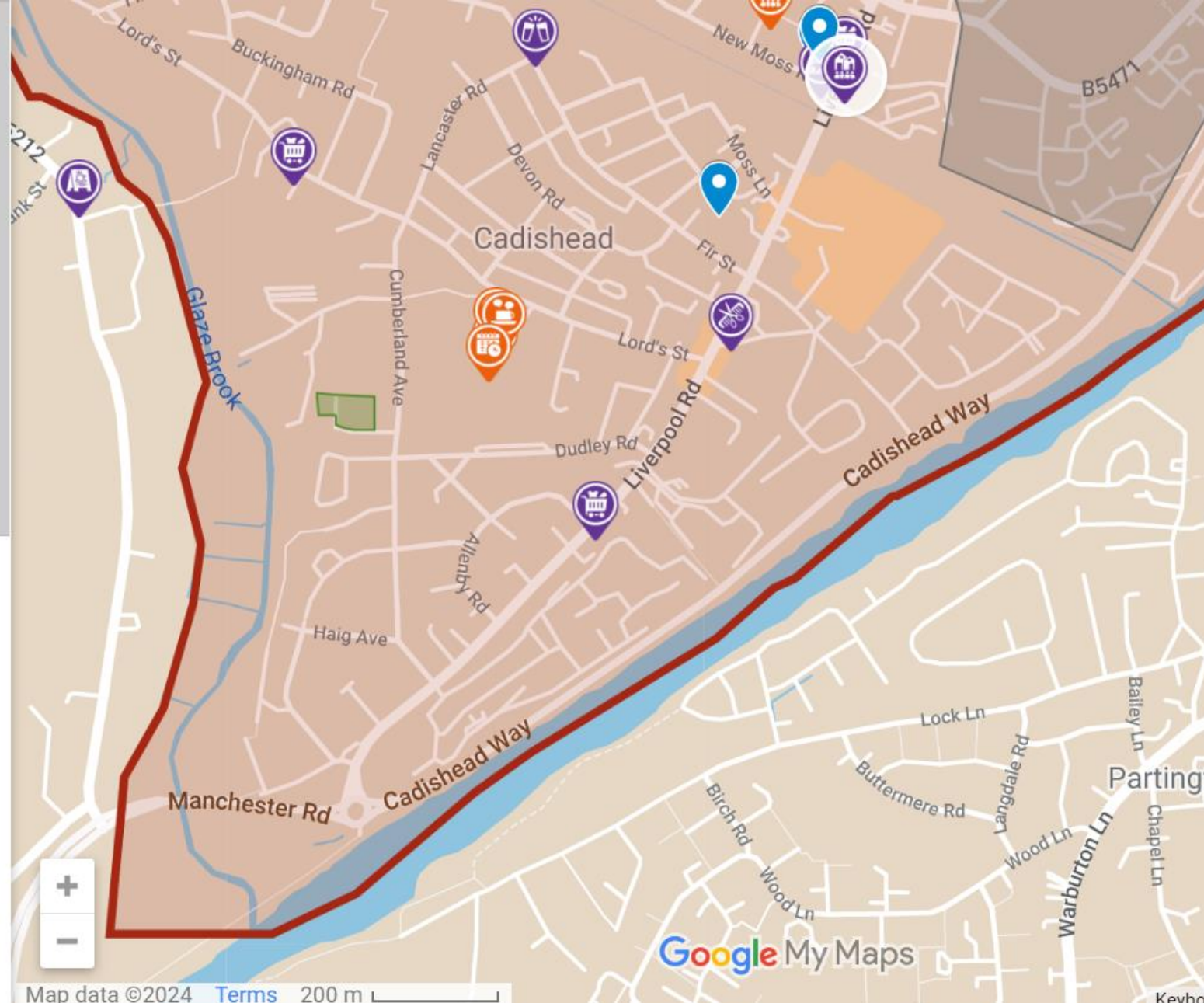
name

Hamilton Davies Trust

description

Hamilton Davies Trust are a charity which supports the communities of Irlam, Cadishead, and Rixton-with-Glazebrook.

They support a variety of projects across the communities they work with. They award grants of their own which can range from small donations to more significant investments. They also work with other organisations and businesses to provide the support needed.



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ForHousing – next steps

- Needed a complete reset and change of mindset and culture to rebuild trust with residents and community
- ABCD approach
 - Understand our communities and their strengths, gifts and potential
 - Their culture, stories, history, connections and geography
- Who’s engaged and who isn’t, who’s least satisfied?
- Academically rigorous ABCD approach
- Start with the community’s agenda
- Take it slowly – working at the speed of trust



Photo: ForHousing “We are Eccles” ABCD map

ForHousing – next steps

- Look internally – what needs to change as a result of what communities have said
- Train internal staff in ABCD to keep the rigour. Gifts and strengths of their team
- Bring together qualitative information, transactional and tenant survey to triangulate messages and priorities, adding in house qual. data expert
- Bring people together to start the ABCD action planning journey – what are we going to do together?



Photo: ForHousing “We are Eccles” ABCD map

Beyond Housing

- Northeast England – c. 15,000 properties
- Mixed town and rural properties
- Some former stock transfer homes on outskirts of city
- The late twentieth century brought much de-industrialisation in the area



Beyond Housing – Shape tool

- Business and housing management data
- Customer satisfaction data
- Deprivation scores, ASB reports, crime statistics and similar data
- Net Present Value for each property
- Social values – investing in home, investing in community
- Access to services (health, employment, digital)
- Customer and Colleague voice – qualitative information



Beyond Housing – Shape tool

- Each group of housing, street or block in the association's stock is listed separately so that it is possible to see comparative data down to a very detailed level.
- See the picture for groups of properties in an area



Beyond Housing – further detail on Shape tool

- Combination of business data, customer satisfaction and indices of multiple deprivation (IMD)-type scores
- Map which areas are thriving and which not, so targeting both investment and type of interventions
- Can drill down to very small areas of stock
- Costs such as repeated demand for repairs, tenancy turnover or ASB callouts can be identified
- Qualitative data can then be overlaid to get a picture of how households and places are doing
- Enables the organisation to draw up plans for improvements and community support, with KPIs attached – locality plan
- Important role for third organisations with a personal, local presence to build community trust and buy-in
- Reports can be used to underpin funding bids

Beyond Housing – Localised data highlights issues

- Dormanstown requires investment. IMD data shows high levels of deprivation, including digital exclusion and exclusion from access to health services.
- Customer satisfaction in some parts of the town is lower than average and there is high demand for services such as repairs.



Beyond Housing – selecting the right KPIs

- Using the data from the shape tool, select the right KPIs for them to measure progress for that area and understand the costs of not intervening.
- Tenancy turn over (people not settling)
- Number of broken windows
- ASB reports and crime stats like burglary
- Empty properties (and rent loss)
- Fly tipping
- Satisfaction levels (tenant and transaction surveys)
- Qualitative information from tenants and others



Beyond Housing – informed action

- Smarter action in partnership with the community
- ‘Locality plan’ in partnership with the local charity and others
- Changes to lettings policies
- Changing the layout so that open space behind some homes is not accessible, cutting vandalism and repairs by crime
- Local school as a community anchor with Beyond Housing paying for families access to a hardship grant; and Business in the Community eco grant



Beyond Housing – informed action

- Beyond Housing brings in other agencies and organisations for placemaking activity. Reports based on shape tool data can be tailored for the needs of each recipient.
- After building trust and improving services, Beyond Housing can begin to contribute to tackling entrenched disadvantage, bringing in anti-poverty charities, training and employment opportunities



Beyond Housing – partnering

- Beyond Housing works on the ground on placemaking and supporting households.
- In Dormanstown it works closely with a local charity, Woodsmith Foundation, that has a staff member working directly with individuals and families there.
- Experience has shown that having this presence is a powerful means to build trust with the community
- Local school as the community anchor



Summary themes

- Organisations need to work closely with residents to build and strengthen communities
- To do that, they need to establish a culture of trust and respect
- Cultural sensitivity and knowing the history and geography of a place are crucial
- Build partnerships with other organisations to deliver better services
- Put into place the right infrastructure for long term success
- Enable the community to lead the way wherever possible



Photo: Hume Community Housing

Any questions?



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