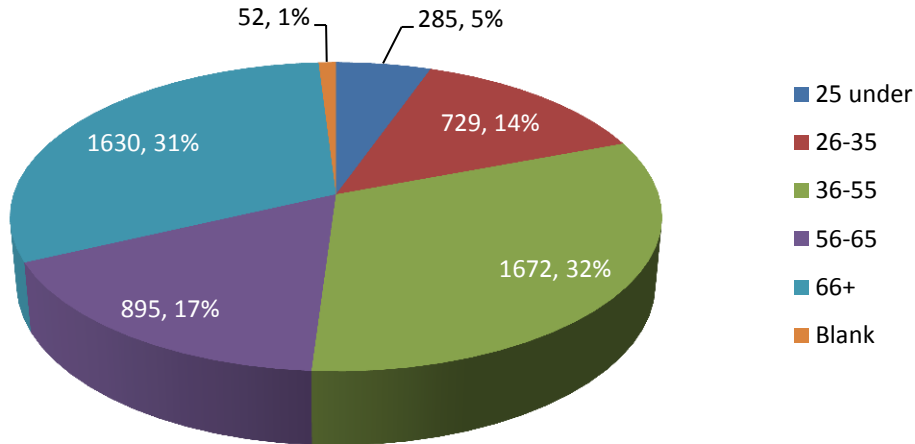


# Customer Engagement in the Housing Service

## Progress Report



# Our Customers are changing



- 19% of our tenants are under 35
- 51% of tenants are 55 and under
- 31% are over 65
- 63% of our tenants are female

# Changing Expectations

- Increasing use of digital technology and social media-not just the young
- Changes in lifestyles and work patterns-No time for meetings
- Competing information through the letter box-23% in a recent survey had not seen Housing Connect, but all had seen their rent statement which was delivered with it
- More interest in things that have a direct impact for example tidying up local area



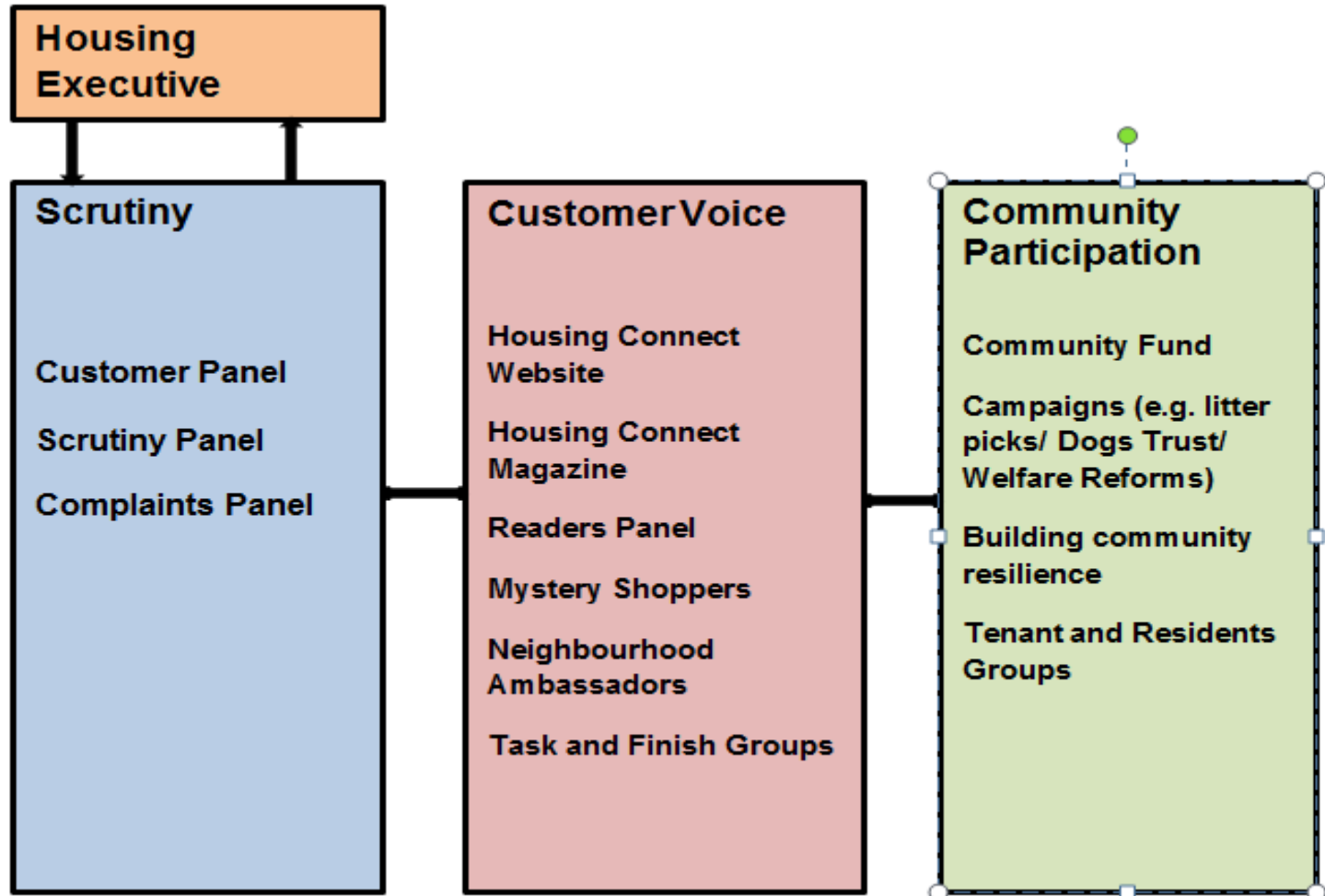
**Creates challenges for tradition engagement methods**

# Changing approach to engagement

- Changes to the staffing structure- now linked to housing strategy- From November 2016
- Focusing on integrating customer engagement into housing management
- New role of Community Activities Coordinator- supporting a range of activities
- Support formal consultation structures
- New channels of communications



# Structure of Customer Engagement- Introduced 2015



# Changing approach to engagement

Darlington  
Housing  
Connect

Home

My Page

Blog

Photos

housing forum

Welcome to Housing Connect



A website for the tenants to discuss issues and make comments. Now being promoted to tenants. Intended for those who prefer contact through digital means

<http://darlingtonhousingconnect.ning.com>

# Changing approach to engagement



Relaunch of the tenants' magazine Hot News as **Housing Connect**

Hot News:

- losing readership
- same format for 10 years

**Housing Connect:**

- linked to Website
- evolving content
- will include Digital Edition

# Changing approach to engagement

- Focus on Communities
  - Red Hall
  - Cockerton
  - Developing other areas
- Transferring learning from Red Hall
  - Building resilience
  - Addressing poverty
- Making use of the best resources in the community-the people





# Red Hall

- Employment, environmental and health issues are a focus
- Holiday Hunger- recognise that child poverty is an issue- Resident supported response
- Newsletter- transfer of ownership
- Community Voice-Friends of Red Hall
- Making use of assets-
  - Bikeability-School supported cycling project
- Next step-Community taking control



**Investing in Red Hall**  
May 2016

Delivering a warmer, brighter future for your community

**Healthy New Town for Red Hall**

Red Hall is part of a successful bid for healthy new town status that also includes the proposed Burdon Hill and Lingfield Point developments. This is one of ten successful bids in England.

In cooperation with the community, developers, doctors, nurses and pharmacists, this provides the opportunity to work in a way that has not been possible before. The aim is to reduce preventable illnesses, to support healthy lifestyles and to deliver high quality care close to home.

It links into proposals that will see improved road, paths and cycle routes in Red Hall that help individuals to access the local environment and attractive surrounding countryside. This includes improvements residents have said would encourage them to be more active such as the provision of seating along walking routes, play equipment and improvements to the existing football pitch to make it more usable.

An initial meeting will take place with NHS England in May after which more detailed plans will be developed. Updates will be provided in future newsletters.

**Winner!**

Azile Davidson from Red Hall Primary School won the Head Teacher of the year at the Northern School Awards. This award follows the school being rated a "good" by OFSTED.

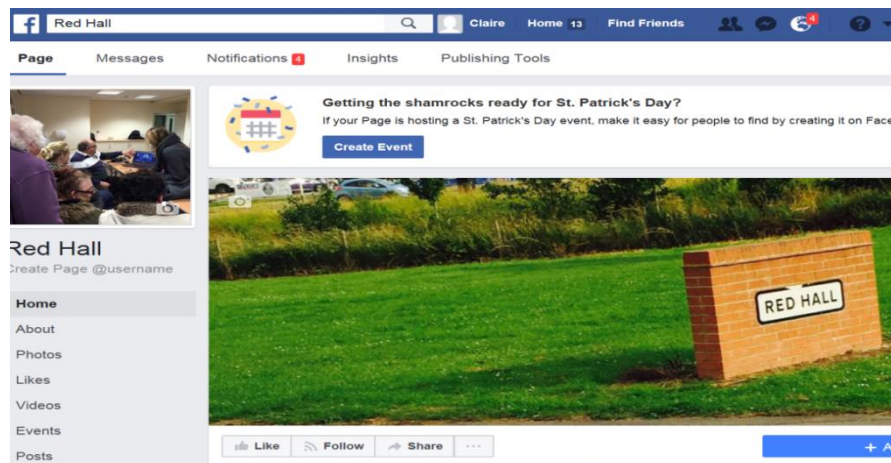
**Get involved**

If you want to get involved in what is going on in Red Hall or need more information contact Claire Turnbull Housing Officer  
01223 459933 or email: email: claire.turnbull@nhs.uk  
Trust: 01225 35379 Ext 248

Visit the Red Hall Facebook Page

# Learning from Red Hall

- Different means of engaging
- Volunteering- interests and commitment
- Partnerships and funding
- Creative and outside of formal channels
- Self supporting challenge



# Community Fund

- Supporting a wide range of Activities:
  - Holiday Hunger Clubs in Cockerton and Red Hall
  - Gardening at Ted Fletcher Court
  - Tool Library at Firth Moor
  - Snooker at Rockwell House
  - Anglo Saxon Farmers at Sadberge



**Offers a focus for community action**

# Moving Forward

- Building blocks to involvement- identifying community “assets”
- Community Fund oiling the wheels of Community resilience
- Use more channels of communications to reflect changing expectations and lifestyles

**Evolving a different way of engaging**



**YOUR  
NEIGHBOURS NEED  
YOU**

Tenants get involved,  
make a difference:

Customer Panel  
Scrutiny Panel  
Complaints Panel  
Readers Panel  
Mystery Shopper

Go on line and join Housing Connect:  
<http://darlingtonhousingconnect.ning.com>  
Tel: 01323 405333



**DARLINGTON**  
BOROUGH COUNCIL