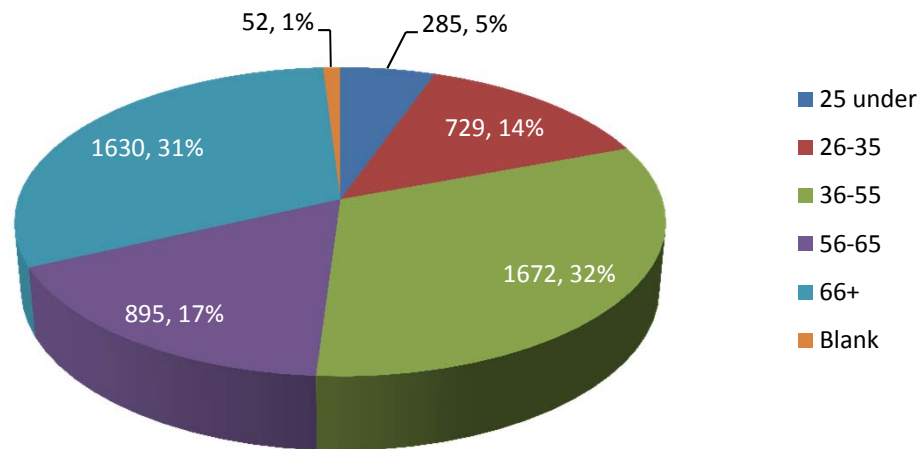


Customer Engagement in the Housing Service

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



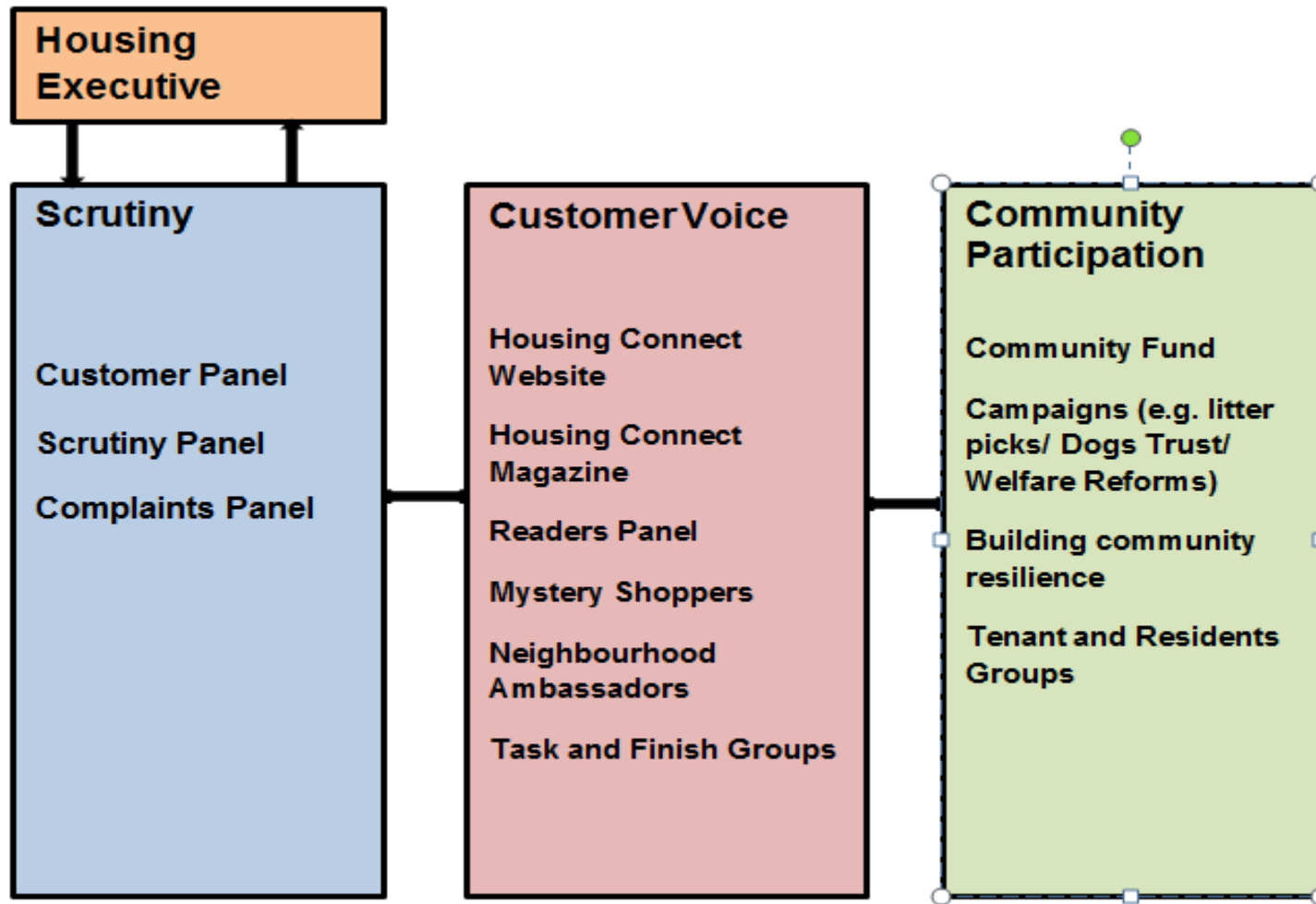
Creates challenges for tradition engagement methods

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



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



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: 01325 405333

 **DARLINGTON**
BOROUGH COUNCIL