

<b>REPORT TO:</b>	Tenant and Leaseholder Panel
<b>SUBJECT:</b>	Feedback from Vision & Mission Sessions
<b>REPORT AUTHORS:</b>	Lara Ashley – Culture and Change Advisor Velvet Dibley- Senior Strategy Office (Housing)

### Summary of the report:

This report provides an update on the Vision & Mission Sessions held between August and September 2022 to identify the direction and future aspirations of the Council's housing service.

## 1.0 Vision & Mission Sessions

1.1. Since August 2022, the Housing Directorate has held 20 Vision & Mission sessions across the borough to identify the direction and future aspirations of the Council's housing service.

1.2. The Vision & Mission sessions were attended by the following groups:

- Council tenants
- Council leaseholders
- Council tenants in temporary accommodation and hostel accommodation
- Voluntary and Community Sector partners
- Members
- Executive Mayor
- Housing Improvement Board

1.3. Separate sessions were held for Youth groups and those in Sheltered accommodation.

1.4. The sessions were held in eleven localities across the borough. Online sessions were held both during the day and outside of work hours to increase accessibility.

1.5. The sessions were promoted in the following ways:

- Executive Mayor's press release
- Sessions advertised in hard copies of Open House distributed to over 13,000 households
- Promotional emails to tenants and leaseholders
- Promotional emails to chairs of Resident Associations and Resident Forums
- Promotional emails to local councillors
- Sessions promoted on Croydon Resident Involvement Facebook page
- Flyers and posters and posters distributed across the borough (on estate noticeboards) including by Members

1.6. Attendees were asked to consider the following questions:

- What will the future look like if we have been a success as a directorate?
- What is the role of the Housing Directorate in achieving this vision?

1.7. Attendees were also asked for feedback on the draft Residents' Charter which was adopted by the Executive Mayor in Cabinet in June 2022.

## 2.0 Vision and Mission Themes

2.1 The Vision and Mission Sessions identified several themes overall that attendees wished to see reflected in our Vision and Mission. These have been segmented by groups (please note that Temporary and Emergency residents attended general workshops).

General Population Attendees	Youth Groups	Sheltered Housing
<b>Vision</b>		
<ul style="list-style-type: none"> <li>• Value our communities, not about properties</li> <li>• Safe, affordable, warm homes</li> <li>• Homes which are cared for and maintained</li> <li>• Proud, inclusive &amp; clean neighbourhoods</li> <li>• Thriving places to live with opportunities and activities for young people</li> <li>• Flourishing communities and diverse businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Places that feel safe</li> <li>• Homes that aren't overcrowded</li> <li>• Clean and tidy environments</li> <li>• Places where children feel cared for and supported</li> </ul>	<ul style="list-style-type: none"> <li>• Safer environment</li> <li>• More support from Careline</li> <li>• Improved community activities and amenities</li> </ul>
<b>Mission</b>		
<ul style="list-style-type: none"> <li>• Provide safe, affordable homes in communities where people want to live</li> <li>• Deliver good quality, efficient housing services delivered with respect</li> <li>• Deliver services right first time</li> <li>• Enhance opportunities for residents and young people to feel they have options</li> <li>• Provide good value services which make the community a safer place to live</li> <li>• Support our most vulnerable residents</li> <li>• Do this through:</li> </ul>	<ul style="list-style-type: none"> <li>• Better lighting</li> <li>• Better rubbish collection</li> <li>• Homes that are more spacious</li> <li>• More play spaces and equipment for children</li> <li>• Repairs (incl. that of play equipment) should be fixed quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Housing service that is visible to its customers</li> <li>• Housing service that delivers good customer service</li> <li>• Regular tenancy surgeries</li> <li>• Better and more accessible repairs service</li> </ul>

<ul style="list-style-type: none"> <li>• Working closely with residents and partners – communicating and engaging</li> <li>• Delivering modern services which are easily accessible</li> <li>• Understand our residents and our stock – neighbourhoods</li> <li>• Creating a high performing culture</li> </ul>			
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2.2 There were significant cross-overs across the different groups.

2.3 Strong themes of community, safety, warmth, neighbourhoods, community activities and support emerge for the vision.

2.4 Common themes of modern services, good customer service, repairs service which delivers quality homes, working & engaging with our customers.

2.5 The themes will be used with the staff group and Housing Improvement Board themes to formulate the overall Housing directorate Vision and Mission which will inform the Housing Strategy and trickle down into service aims and operating model objectives.

2.6 We anticipate the Vision and Mission to be finalised for December 2022 Cabinet.

### 3.0 Residents' Charter

3.1 Mayor Perry committed to the development of a Resident Charter building on the work of TLP. The charter underwent a tweaking following initial discussions and the following themes were presented to workshop attendees via a questionnaire Appendix 1.

3.2 The principles which were evaluated are as follows:

- To treat residents with respect
- To respond quickly and efficiently to complaints and learn from problems that lead to complaints
- Be transparent with our residents about how we are performing
- Provide a safe and clean environment which residents will be proud to live in
- Give resident a voice and encourage meaningful decision-making activities

Attendees were asked to evaluate the principles and add any additional activities or comments to the principles.

3.3 There was broad agreement for the above themes with additional detail sitting beneath e.g.

- Deliver to timeframes and publish them (complaints)
- Keep us informed – treat us as adults
- Engage us meaningfully before decisions are made (ask our views)
- Small things matter – respect that small issues may mean something to customers
- Always be truthful even if its not what we want to hear
- To listen – not interrupt – make us feel heard
- Routine inspections of estates and repairs
- Understand the cultural needs and different expectations of respect and service
- Report quarterly performance in a Housing newsletter
- Tell us who to contact
- Consider Community based alternatives to Housing services
- Better communication for residents who don't live on estates

3.4 The next stage will be to create the action plan which will deliver the final charter and embed the principles into working practice. This will be presented to Cabinet in December.

## Appendix 1

### RESIDENTS CHARTER OF PRINCIPLES

The purpose of this charter is to help foster good relationships between landlord and residents of the London Borough of Croydon.

Please review each “Principle” and detailed statement and evaluate whether you agree/disagree with the statement and if there are any suggestions for changes or points you want to make.

	<b>Principle</b>	Agree (✓) Disagree (x)	<b>Changes/Notes</b>
<b>1</b>	<b>To treat residents with respect</b>		
	<b>What could It Look Like – is this going to help?</b>		
a	Respectful and polite when communicating with residents		
b	Consider language when communicating with residents and consider a variety of ways to communicate		
c	Considerate of residents’ availability when booking appointment		
<b>2</b>	<b>Respond quickly and efficiently to complaints and learn from problems that lead to complaints</b>		
	<b>What could It Look Like – is this going to help?</b>		
a			
<b>3</b>	<b>Be transparent with our residents about how we are performing</b>		
	<b>What could It Look Like = – is this going to help?</b>		
a	Reports must be jargon free and easily understood		
b	Be honest & upfront about variations or amendments to service		
<b>4</b>	<b>Provide safe homes and a clean environment which residents are proud to live in</b>		
	<b>What could It Look Like– is this going to help?</b>		
a	Timely estate cleaning		
b	Well maintained grounds on estates		
C	Well maintained Homes		

5	Give resident a voice and encourage meaningful decision-making activities		
<b>What could It Look Like- is this going to help?</b>			
a	Focus groups, regular surgeries, etc		
b	Variety and improved communication systems (both digital and non-digital)		
c	Recruit to Tenant Involvement Groups		
d	Encourage Creation of Residents Associations		
e	Proper consultation before decisions are made		
f	Residents views to be obtained on changes to service delivery and other services that impact on residents' lives and well-being.		

<b>Additions/other comments</b>

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Thank you for sharing your views