

Community Sustainability Strategy

2018-23



What we do...

Our purpose is to provide a range of sustainable places to live for those who cannot afford the market, ensuring we create cohesive communities through supporting our residents.

We believe in warm, dry homes and safe communities. Working as one team we maintain homes and make a difference to communities by building new ones. We have increased the number of new homes we are building and the ways in which we build them. Using market insights we can increase our knowledge of priority areas and focus the work we carry out to sustain and develop communities.

Our values:

- One Team: Working together to achieve our goals
- Adaptable: Continuously changing to improve the way we work
- Innovative: Proactively challenging to maximise opportunities
- Open: Communicating and listening inclusively
- Commercial: Creating value and understanding costs

A strategic approach:

Our community work links to the strategic work we are undertaking, particularly the use of analytical data to change perceptions and work with our customers in a way which promotes honesty, transparency and integrity.

We are renewing our development focus and targeting communities to ensure our neighbourhoods are sustainable.

Our Vision

for Community Sustainability



Vision

We seek to develop a place where people want to live and work, now and in the future. These places meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and managed, and offer opportunities for all. The people living in our communities want to be enabled rather than controlled, they feel confident to challenge authorities, and understand what makes a

community a sustainable one. The levels of crime are low, educational attainment is rising. The community understands what they need to be 'as one' and - with support - is able to make changes. Our estates have the reputation of being good places for families to live.

We are changing the way we work with residents and the service we offer to enable communities to become cohesive and sustainable.

Strategic aims of the community sustainability strategy

Strategic aim #1.

Partnerships

Supporting our community partners

Provide accommodation so our community partners can continue working within our estates.

Key activities

Provide a range of facilities which are free of charge/affordable for community groups, who otherwise would struggle to provide services to our estates.

B3Living will provide a co-ordinating role, working with partners to develop an action plan around our key priority estates.

Key measurement of impact

A range of voluntary organisations are using our facilities to provide services to our estates.

Strategic aim #2.

Neighbourhood Experience

Understand our estates and their needs

Areas of deprivation and poor community cohesion are identified.

Key activities

Research is undertaken to understand which of our communities are the most deprived and least cohesive and as such need our input. This links with our purpose. Any decisions are evidence based.

Key measurement of impact

Action plan with tangible targets.
Customer Insight.
Measurement of customer journey/ experience.

Strategic aim #3.

Community Insight Demand

Develop partnerships to enable community cohesion

Developing partnerships and plans which enable sustainability.

Key activities

Regular forums are used to work with partners around acting in an enablement role. An action plan is developed based on need; this is co-ordinated by the Hub co-ordinator.

Key measurement of impact

Focus groups are held to test the perception on estates and therefore the level of community cohesion and demand.

Strategic aim #4.

Relationships With Customers

Changing perceptions

Changing behaviour and perceptions through adult to adult communication and actions.

Key activities

Work with customers to re-calibrate our relationship, treating them in a way which promotes honesty, transparency and integrity.

Key measurement of impact

Tenants understand and are clear what we provide and what services we offer, in addition to what their responsibilities are. This will be measured using complaints and customer experience groups.

Strategy Background



We decided to re-focus and re-evaluate our purpose last year, based on what we do well. What we do well is build houses.

There is no better social good than providing somebody with a safe, dry, warm home. With the homeless situation not improving in Broxbourne we know how important this is. So we changed our focus to build more homes. Findings from a recent Shelter report show that up to 25% of poorly housed children are at higher risk of

severe ill-health and disability during childhood and early adulthood.

They also experience an an increased risk of suffering mental health issues, problems with behaviour, lower educational attainment, greater likelihood of unemployment and poverty.

Stakeholder Involvement

To understand some of the complexities around why, how and what we do to sustain tenancies, we have consulted with the following stakeholders: Police, Foodbank, Children's Centres, Local Councils, MPs & Councillors, CVS, Herts County Council, Volunteer Centre, Citizens Advice Bureau, community groups and B3Living employees.

We looked at:

What makes a community sustainable?

What prevents a sustainable community?

What services do partners provide to develop sustainable communities?

The evidence gathered has been used to inform the development of this strategy.

Methodology

Key research will be used to determine the needs of the communities and we will work with partners to help those needs. This data is available from a number of sources and will give us an indication of the key challenges. To ensure our strategy is supporting the appropriate people and communities, any plans need to be evidence based. This will help

us to set realistic key performance indicators which again can be based on real time data.

Datasets include:

Indices of deprivation

Educational attainment

Benefit claimant types

Foodbank uses

Long term sickness

Housing need

Crime rates

General perception by the community

The research will then be used to inform which communities require input and in which order, starting with the most in need. In order to provide the greatest opportunity for success two themes a year will be worked on.

Structure

Community sustainability plans

The role of B3living along with other partners is vital in creating sustainable communities.

B3living has an employee who will be working on developing a programme and working with partners to deliver an action plan. The plan will consist of a longer term strategic plan with a detailed plan outlining the actions for the upcoming year. It will clearly outline the key measures and key performance indicators for success.

The plan will feed in to the 'Families First Group'. The group is self-chaired and has membership from all the

key partners required to develop an action plan.

The building blocks of the plan will be as follows:

Demand

Community Insight

Partnerships

Relationships with customers

Community experience

Costs

| Community Sustainability | Budget 2018-19 |
|--------------------------|--------------------|
| Staff costs | £27,354.87 |
| Projects | £70,000.00 |
| Office costs | £480.00 |
| Resident involvement | £19,500.00 |
| Travel Expenses | £500.00 |
| Grand Total | £161,367.12 |

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B3Living is a registered society under the Co-operative and Community Benefit Societies Act (29876R).
We comply fully with the National Housing Federation Code of Governance.