



## Borough of Poole

### HOUSING OPTIONS APPRAISAL

#### RESIDENT EMPOWERMENT STRATEGY

<b>1.</b>	<b>Purpose of Strategy</b>
	To make sure that engagement with residents and prospective residents during the options appraisal is as effective as possible and to take the opportunity, through the options appraisal project, to increase the effectiveness of resident engagement in the longer term.
<b>2.</b>	<b>Background</b>
	The ALMO, PHP, has been in existence for four years and the additional funding for the decent homes programme expires in 2010. From then on the Housing Revenue Account will have insufficient funds to maintain the stock to decent homes standard. A working party has been established to examine future options. The options appraisal project requires the input of residents and prospective residents to help the Council identify the preferred ownership and management arrangements for the Council's housing stock. There is already a resident participation structure in place in the Borough
<b>3.</b>	<b>Key Objectives</b>
	1 Enable residents, and prospective residents, to give an informed view on: <ul style="list-style-type: none"> <li>• The type and quality of housing services being provided</li> <li>• The type and quality of housing services they would like to see provided</li> <li>• The various options which might affect these</li> </ul> 2 Enable residents and prospective residents to make an informed, timely and constructive input to the Council's decision on the preferred option 3 Strengthen the involvement of residents in constructive decision making on housing issues in the Borough
<b>4.</b>	<b>Key Audiences</b>
	Service users and prospective service users, including tenants and leaseholders and commercial tenants It includes all areas of the Borough. Service users live in a variety of housing types including houses, bungalows, flats, high rise and sheltered housing
<b>5.</b>	<b>Key Messages</b>
	We need to explain: <ol style="list-style-type: none"> <li>a) the key drivers for the project and the implications of the 'status quo' option in terms of finance, stock investment and service delivery</li> <li>b) the options and opportunities that exist</li> <li>c) the implications of each of these</li> </ol>

	<p>d) that this is an opportunity for residents to tell us their priorities and aspirations for the future.</p> <p>e) That there are various options which might meet some or all of these issues and that residents have a genuine opportunity to influence the future ownership and management arrangements for their home</p>	
<b>6.</b>	<b>Key Communication Channels</b>	
	<ul style="list-style-type: none"> <li>• Appointment of 'Specialist Residents' Advisor' (SRA)</li> <li>• Appointment of an especially formed Residents' Panel to work with the Council in organising communication with residents during the project. The panel will be recruited from residents currently involved in formal engagement with PHP and the Borough</li> </ul> <p>Methods used during the project will include:</p> <ul style="list-style-type: none"> <li>• Tenant training</li> <li>• PHP newsletter</li> <li>• Special leaflets</li> <li>• A prospectus or brochure</li> <li>• Exhibition</li> <li>• PHP resident involvement structure</li> <li>• Poole News</li> <li>• Website</li> <li>• Loop</li> <li>• Special events e.g. 'Respect Fest'</li> <li>• Surveys/focus groups</li> <li>• Visits to other organisations</li> </ul>	
<b>7.</b>	<b>Communications Matrix</b>	
	To follow	
<b>8.</b>	<b>Budgets</b>	
	<p>Specialist Residents' Friend:  Estimate:  2008-9 £20k  2009-10 £25k  (This excludes cost of communications-see communications' strategy)</p>	
<b>9.</b>	<b>Roles and Responsibilities</b>	
	<p>The Resident Empowerment strategy will form a key part of the Communications group brief.  The lead officer on engagement with tenants and leaseholders will be Carmelina Brown  The Specialist Residents' Advisor will advise residents.</p>	
<b>10.</b>	<b>Timescales and Milestones</b>	
	Separate project plan is in place which defines these	
<b>11.</b>	<b>Measuring and Monitoring</b>	
	<p>Success measured by:  Level of engagement in surveys  Attendance at conferences and other events  (needs more work)</p>	
<b>12</b>	<b>Potential risks</b>	<b>Prevention</b>
	Resident apathy Lack of comprehension	Tenant empowerment strategy Plain English advice, invest in good quality communications

	Resistance to any change or genuine involvement Budgetary pressures	Develop change management plan  Establish clear budget with contingencies
<b>13.</b>	<b>Develop Action Plan</b>	
	Separate document	