

**REPORT FOR: TENANTS' AND
LEASEHOLDERS'
CONSULTATIVE FORUM**

Date of Meeting: 19 July 2011

Subject: INFORMATION REPORT – Launch of Housing Ambition Plan 2

Responsible Officer: Lynne Pennington, Divisional Director of Housing Services

Exempt: No

Enclosures: Appendix 1: You said, we did - HAP 2 changes due to Resident & Member feedback at HAP 2 challenge events (3 May & 19 May 2011)
Appendix 2: Performance Scorecard
Appendix 3: Housing communications/ events planning flow chart 2011-12

Section 1 – Summary

This report launches Housing Ambition Plan 2 (HAP 2), reflecting on the good progress and achievements made with HAP 1, and setting out the way in which we will continue improving core business whilst addressing the proposed changes for housing.

FOR INFORMATION

Section 2 – Report

Background

- 1 Our key objective for HAP 1 was “Customers to believe that we provide one of the best housing services in London by 2012”. Our key measure of success was to achieve an overall tenant satisfaction rating of 75%. The outcome of the 2010 resident satisfaction survey demonstrates that we have met the 2012 75% rating a year ahead of target. We have also taken into account the Council’s new corporate priorities and revised our plans and commitments in consultation with residents. HAP 2 continues to drive our improvement journey beyond that envisioned for HAP 1 and takes account of the challenges that lie ahead as a result of coalition government’s policy changes relating to welfare and social housing reform. This is summarised in our new key objective of “Excellent services, valued by our communities”.
- 2 Building on our commitment to involving residents more closely in developing our plans we held 2 “Challenge” events, one with the HFTRA and LSG chairs and representatives from the Members Housing Policy Task Group, and the second with HFTRA representatives on the 19 May 2011. This HFTRA challenge was well attended and received positive feedback. We have therefore diarised quarterly events with HFTRA to enable ongoing scrutiny of HAP 2 by residents. Various changes were made to HAP 2 as a result of this event and are detailed in Appendix 1.
- 3 With the help of residents we also organised the Housing Fair which took place on the 6 April 2011 and was attended by 230 residents. We would like to thank all the residents who participated and who helped plan the event. The purpose of the Housing Fair was to get more residents involved, have wider engagement with residents about some of the major projects being taken forward in 2011/12 (such as improving repairs) and to discuss the housing changes brought about by the government’s Localism bill and welfare reform proposals. We will be taking this further during the summer and will be working with residents to plan a series of roadshows throughout the borough so that we capture as many views as possible (see 8 below).

Housing Ambition Plan 2

- 4 Hard copies of HAP 2 will be available at the meeting and on the Harrow Council website. It sets out our revised commitments for 2011/12. It includes commitments for each division and team within Housing.
- 5 Sitting alongside the commitments are detailed spreadsheets for each area setting out all the actions that will deliver the objectives in the Plan. These are reviewed and monitored on a monthly basis and are available on request.
- 6 There is also a Performance Scorecard which includes all the performance indicators which measure delivery of the Plan. Residents have said that the Scorecard is quite complicated to understand and we will therefore provide a regular update to HFTRA and TLCF on the key indicators using the format set out in Appendix 2.
- 7 We propose to involve residents in looking in detail at delivery of HAP 2 at the quarterly meeting that have been set up with HFTRA. The outcomes from these meetings will be reported to TLCF for information.
- 8 We have developed a communications plan to support the delivery of HAP 2. A key part of HAP 2 will be a discussion with residents on the Housing Changes due to take place regarding tenancy types, welfare benefits, housing allocations etc as they are introduced by the government. We will use the results of this consultation to develop plans for Harrow reflecting local priorities as much as possible.
- 9 We want to work with residents in planning the consultation events and plan to do this via a new Communications Planning Team. This will sit alongside the Housing Editorial Board, whose role is to approve review and sign off all housing communications. A diagram of the communications & consultation plan is included at Appendix 3. We would like to thank those residents who have volunteered to join the Planning Team or who are already members of the Editorial Board.

Section 3 – Further Information

All relevant information is contained within the report.

Risk Management Implications

Delivery of HAP2 is included on the Housing Risk Register
Separate risk register in place? No

Section 4 - Financial Implications

Any financial implications associated with HAP2 have been built into the HRA budget 2011/12.

Name: Donna Edwards	<input checked="" type="checkbox"/>	on behalf of the Chief Financial Officer
Date: 5 July 2011		

Section 5 - Contact Details and Background Papers

Contact: Alison Pegg/Jane Fernley, Housing Partnerships and Strategy Manager, 020 8424 1933

Appendix 1: You said, we did – HAP 2 changes due to Resident & Member feedback at HAP 2 challenge events (3 May & 19 May 2011)

You Said	We Did
<p>The communication and consultation plan should enable the involvement of a wide range of residents and customers in formulating new policy and strategies arising from the social housing and welfare reform proposals. It should be simple, and aim to get out on estates and other venues such as Harrow Town Centre as well as at large events eg summer roadshows.</p>	<p>The communication plan will focus on a summer campaign to provide information about the changes and seek to get views from people at a wide range of events. An information booklet on the main changes is planned. The Housing Editorial Board (which includes HFTRA reps) will play a key role in overseeing the development of the booklet. A Communications Planning team (also including HFTRA reps) will oversee and coordinate the planned events.</p>
<p>The suggested overarching commitment of “Excellent services, valued by our communities” is endorsed.</p>	<p>Agreed as the overarching ambition.</p>
<p>A number of commitments should be strengthened to ensure that residents are “actively” involved.</p>	<p>Partnerships and Strategy/Resident Services commitment amended as suggested.</p>
<p>Leasehold satisfaction target needs to be stretching but it was acknowledged it also needed to be realistic for 2011/12.</p>	<p>Considering benchmarking information we agreed with HFTRA that the target for 2011/12 should be 55% - 10 percentage points above that achieved in the 2010 Satisfaction survey. This is now the agreed Performance Indicator.</p>
<p>We need to be actively involved in choosing the next repairs contractor and feedback on existing service should be used.</p>	<p>Residents are involved from the outset in the Procurement process and current feedback is being used to inform the process.</p>
<p>Getting repairs right first time is most important to residents and we should monitor this as a performance indicator</p>	<p>This measure is now included on the final performance scorecard</p>

<p>The Management Team commitment should be expanded to include a commitment to being honest with residents.</p>	<p>Management team commitment amended as suggested.</p>
<p>The Resident Involvement target should only include residents that are consistently involved.</p>	<p>We discussed this and agreed with HFTRA that for 2011/12 we will record all types of involvement even if its only attendance at one meeting or participating in email/internet consultations. However we will monitor all involvement and repeat attendance and report back to enable future stretching targets to be set.</p>
<p>We should use the terms tenant, resident, customer appropriately and reflect this in HAP 2, the scorecard etc.</p>	<p>The documents have been amended so they are consistent.</p>
<p>HFTRA found the Challenge event useful and informative and would like it to be held quarterly to enable them to scrutinise delivery of HAP2.</p>	<p>Quarterly meetings being set up and are included in the consultation calendar.</p>