**KEG Meeting 23rd January 2018, Southern Housing Group Offices, Ashford**

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| **Present**: Lisa Harris, Chair & Southern Housing Group; Helen Critcher, Golding Homes; Louise Gray, Dartford Borough Council; Lewis Kinch, Optivo; Sara Hutchinson, TCHG; Corinne Beech & George Barnes & Eva Heywood, West Kent; Jan Henry, Moat; Michelle Thomas, East Kent Housing;  **Apologies**: Carol Francis, TCHG; Alec Mohun-Smith, Victoria Taylor & Teresa Hallett, Orbit; Maggie Taylor, Affinity Sutton; Rob Newman, Gravesham BC; Jodie Miller, Medway  Visitors: Stephen Mason, Mason Mile Project; Simon Paine & James Headspeath, Pop Up Business School; Spencer Morgan, Cycle Community | | | | | |
| **23/01/18** | **Reference** | **Notes** | **Action/Decision** | **Lead Person** | **Timescale** |
| **Mason Mile Project** | | Free fully inclusive family event, trying to attract those who are unengaged in their local community or assisting families with health needs, for the inactive, people graduate from this scheme to other exercise groups.  Working with primary and secondary schools and try to attract the whole family at the events. Children earn one or two pounds depending on their finish time, there is free health checks and water and fruit at events. There is assistance around employment, lessons on education, children decide how much money they keep and how much is donated to a charity.  Delivery of social responsibility amongst children, this summer there are 19 events, next year there will be move to work with London Boroughs. 600+ attendees and 400+ runners at each event. There are monthly outreach at schools, schools provide this using the Mason Mile Brand, this is happening in Tunbridge Wells and Maidstone. Local Businesses are contacted for sponsorship.  TCHG, Golding Homes, Optivo, Wellbeing People and Pillory Barn are all current sponsors of the programme. Other areas for consideration include – Sittingbourne Gillingham, Ashford, Margate, Dover and Folkestone.  <https://www.themasonmile.com/> |  |  |  |
| **Pop Up Business School** | | This is about helping people recognise their ambition to open a pop up business, with events taking place in Kent as well as other parts of the world. April and July will be events in Maidstone with West Kent HA and Golding Homes. Targeting work at those who need help the most, these are free sponsored events, not using the traditional entry into employment. There is no need to get into debt to start a business.  Developed a mechanism to share knowledge and inspiration, events are typically two weeks, businesses are built with people during the events, including how to utilise the digital support/services. 1/3 of participants will make their first sale during the period of the event.  Just completed 18 month project in Reading, analysing numbers, 70 people came off benefits and £2.8m to the local economy through savings and economic activity from this event. Sustainability of the businesses is also high and analysis of this has taken place. Some will use the support service after the events are completed. Top up sessions are run.  Regional and pan regional events are on the horizon, events are aimed at the whole community but will target the marketing where the need is, taking information from local housing providers for this. Can use Facebook reviews for feedback on the service. <https://www.popupbusinessschool.co.uk/>  This year aim to deliver 30 – 35 events across the Country. Want to aim to have joint events across a geographic area. Multiple events can also lead to Peer support groups following events. Going forward there is a desire to consider a wider geographical event for Kent and if not participating direct to ask colleagues to share marketing information for localised events.  Top line message is about ‘making money doing what you love’ but the language and marketing varies dependent upon who attends the event. | **RS to share the link for the Reading report with colleagues and additional links and events taking place locally.**  **Pop Up Business School website provides more information about the successes of the events.** | **RS** | **When received** |
| **Cycle Circle** | | Spencer has had a business running in Ashford for 10 years. This commenced from bike-ability training in local schools and has set up a community project, giving opportunities for children at a local school to Ashford and a way to provide affordable bicycles. Spencer has been working with the school part time for 8 months and recycled over 200 bikes back to the community.  Spencer would like support from colleagues about marketing for this community project, share the news with residents. Sales are generally on a Saturday and sometimes in the week. The project is supported by KCC and they would like Spencer to outreach to other parts of Kent. He has worked with a school in Maidstone recently. There has been an outreach event at Bettshanger in East Kent.  Colleagues to contact Spencer about community events where the cycle team could work with the local community to promote the scheme, there is no cost involved as the project is funded by KCC. Spencer is happy to invest 2/3 days to an area.  KCC are currently offering the loan of a bike to those who are keen to cycle to work and will use the scheme to undertake this. | **ALL to note and contact Spencer should events come forward.** | **ALL** | **As appropriate** |
| **Mins / Matters Arising** | | Minutes agreed as accurate, matters arising include:  Page 1 – All the information from Aspirations shared by RS.  Page 5 – Feedback from the Housing Minister event in Kent was successful, DCLG and Policy Team will have taken notes and utilise the information from the event. There was a promise about another event, this will be chased up. |  |  |  |
| **Social Media Engagement** | | Optivo have shared previously about their social media campaign to find new panel members. Optivo merged in May and as part of the merger the panels closed, with a view to fresh new panels. There were targeted adverts on Facebook; the success of this is yet to be understood. There were also cards developed and shared with residents. Using emails and local events are still successful ways to communicate with residents.  West Kent used Facebook for Health and Wellbeing Events and it wasn’t successful.  Golding Homes have a Customer Talk Back Panel, which is approximately 80 residents who are contacted ad hoc by email. Optivo have gone through the recruitment process for the panels, which are now renamed and have a similar group of residents from previous.  Adactus are a Housing Association engaging people digitally and were at a TPAS Conference in 2017 <https://www.adactushousing.co.uk/>  TCHG have My Home My Portal, Optivo also have an application for residents to use. It’s recognised that there needs to be a balance between digital and personalised engagement with residents.  Discussion about the number and type of panels and who are members on the panels. At TCHG the Scrutiny Panel is very successful and has had an impact on the business, it’s a valued group for the organisation. SHG are using website pages for recruitment of new panel members. | **Lewis to share electronic copy of the marketing used by Optivo.** |  |  |
| **Key Contacts for KEG** | | Want to ensure that all the key contacts for the group are invited or on the distribution list. | **ALL colleagues to share contact details** | **ALL** | **By 2/2/18** |
| **KEG Forward Plan** | | It has been suggested that it may be useful going forward to have two meetings of the group each year, with the potential to have additional ad hoc meetings if required.  HC is trying to source training around gangs for the meeting later in the year. All colleagues should be sharing any items for the agenda with RS, HC and LH. RS happy to share any additional information via email.  RS to set meeting date for May/June.  HC suggested an update on Universal Credit, 5 top things related to UC. | **ALL to contact RS with agenda items.**  **RS to share meeting date** | **ALL**  **RS** | **As appropriate**  **By 31st Jan** |
| **Trouble Shooting / Good Practice** | | EKH are starting to sign off on the new structure for Resident Involvement to reduce the duplication of resident’s on panels. Looking to have one central panel in place to monitor performance and link to the Board. One of the biggest commitments to residents is a response to any issues brought forward from the local groups within 10 days. The local groups have different focuses from the central panel with revised ToR.  Optivo are surveying residents to see why they are not getting engaged, this will be shared via all route possible.  Moat no longer have any panels, they have all been dissolved.  CB had a Resident Involvement Strategy developed last year; there is now a focus on Insight and how tenants feel and understanding how this impacts on the work undertaken by the landlord or their tenancy. HC suggested using Neighbourhood Advisors who see residents more frequently to assist with this new approach.  GDPR – it was suggested it may be useful to have a speaker on this, Moat have an on line company assessment on GDPR and all staff have to complete it. What will be the impact on the role of residents/community engagement colleagues?  LH advised that SHG have a new Senior Independent Resident Advisor post – a new resident role in SHG who is keen to meet with other residents of other partnership organisations to benchmark. It was suggested that a residents meeting, possibly on line could be useful.  EH advised that some colleague managing tenancies are looking to set up a tool lending library/service for residents to help them maintain gardens. JH advised that Moat have looked at this but Health and Safety and issues and concerns about the process of lending put a stop to the scheme. HC suggested contacting Involve, they own equipment and have volunteers who will assist with garden maintenance work, but is unsure of the criteria. | **Lewis to share when completed and the responses.**  **Colleagues to see if anyone in house can provide an overview of what the implications and expectations of the new ACT.**  **HC to share Involve contact details.** | **LK**  **ALL**  **HC** | **As available**  **As available**  **By 27/1/18** |
| **AOB** | | LG trying to recruit a Resident Involvement Apprentice, this has been vacant since September. | **IF anyone has any suggestions for recruitment contact LG** | **All** | **As appropriate** |

***Thanks noted to Southern Housing Group for hosting***