**KEG Meeting Notes April 2021**

**Attending** – Lewis Kinch, Optivo; Helen Critcher, Golding Homes; Rebecca Smith, KHG; Corrine Beech, WKHA; Felicity Dunmall, GCHA; Gemma Foster, Riverside; Jill Orr, TCH; Linda Perkins, Golding Homes; Loren Paine, F&HDC, Tracy Marshall, Gravesham BC; Vikki Perry, Ashford BC; Louise Gray, Dartford BC; Parmjot Pannu, Medway; Maddassar Arif, Hyde Housing; Elliot Cierpiol, We Are Resource

**Apologies** – Louise Humphrey, MHS Homes, Diane Talbot and George Barnes, WKHA; Steve Martin, SHG; Michelle Thomas, Thanet DC; Ian Long, MHS Homes;

**Hyde Foundation, Partnership Working Opportunity**

Mads explained his role within the Hyde Foundation and how they are keen to work with partnership organisations and make funding bids in partnership. With some project work there has to be percentage of Hyde residents targeted, but this can be overcome with partnership working approach/arrangement. Looking to work with colleagues and organisations in Kent, have a lot of stock in Kent and a large development in Rochester. Keen to understand what is happening in Kent to help support or core fund and bid write with partnerships.

Hyde have stock in all local authority areas aside from Dover and Thanet areas (as per the stock table completed by KEG colleagues a while back). RS to share with Mads who will update and re share with KEG.

Mads advised that remit is YP 16-24 and older people but will look to work with other client groups, depends on the need of an area identified.

RS to share email and telephone content with colleagues, as per below:

**Maddassar Arif, Successful Places Projects and Partnerships Manager**

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**We Are Resource**

EC advised that have worked with HC and Golding Homes on various projects, they are marketing resource provider based in Leeds and work across the UK. The aims of the objectives of the white paper and how to engage with residents and decisions about the service provision, showcase examples of work produced across the sector.

Leading providing of marketing provider in the housing sector, developed over 20 years to have in house design, data and printing and mailing, helps to deliver target driving campaigns aimed at residents.

Work with organisations, understand the background, call to action and how to execute the objectives, have the resources and multi-channel resources to get the most from a campaign.

EC shared examples of work undertaken, including newsletters/magazines in a variety of formats with consideration of accessibility; considering the end user journey and ease of join up, use of QR code for digital element, tenant engagement packs – these have been designed and used for residents, staff – via a personalised branded pack and choice of content, being innovative around engagement. On line portals, animated fun way to engage with residents, making information relatable, with a four step guide about how to use the portal and digital offer for residents. EC to share slides for RS to disseminate to colleagues.

EC confirmed that it is possible to personalise newsletters with respect to including rent statements for example.

LinP asked about cost saving element, output v cost for association to use We Resource. EC can share case studies of examples of projects. Consider what will be printed and the weight and size of the mailing will be and how to make savings this way or how to package up newsletters with other information that has to be shared.

**GCHA Tenant Support & Wellbeing Service Feedback**

FD provided an update and feedback from residents, well used by residents the highest areas of use is financial support and also in the moment support and counselling, how to access counselling outside of the GP provision. Stats will be shared by FD when available.

Working with Life and Progress, access for residents is free, 24/7 365 days per year, one element is to ring or visit on line and ask questions on a number of issues. Supported by professionals, not just a call centre for signposting. Another feature is in the moment telephone counselling. One telephone number and one log in to access. The cost is low and funded by GCHA, £2.66 per household per year currently.

Monthly updates and bulletins are provided by Life and Progress which can be shared out with residents, with different features each month. GCHA will be undertaking a review of the service and to continue, waiting on Q1 currently, which will show by what area and how often, not about the person.

GCHA have around 620 properties. LinP advised that Golding have had a demo since the last call and update from FD, colleagues impressed with the quality of the service offered via the presentation.

HC asked about the difference between this and service offered by CAB – FD advised that the offer of a 24/7 service is a key advantage and they are experts in a particular field without delay in action or knowledge.

**Round Table Discussion**

LinP updated that GH are launching a Customer Insight Group, with scrutiny ambition to look at a number of areas, going for Tenants Accreditation, recruiting to the group and asked if any recruitment process or experience to share with LinP to make sure that diverse and those who are happy to engage longer term.

CB advised that WKHA are going through a second round of recruitment, gone out to residents who are happy to be contacted and used social media pages, an application form is completed so that both parties are aware of the commitment to the role. Residents are also invited to join a Teams meeting to be introduced and understand what scrutiny is. Try to work with residents to make access and commitment as easy as possible for those keen to be involved.

CB and LinP advised that they are or planning to provide training for residents and GH provide IT equipment. Mads shared that Hyde have used events to attract residents around involvement, targeting them around culture and diversity and locally, visiting libraries or places of worship to explore who may be interested to engage, with appreciation of how the pandemic has impacted actions recently. EC suggested utilising the most of all channels available and also staff working on the front line with targets to recruit a number of tenants per year. HC asked about planning for summer events, LK have advised that the H&S Team in Optivo have repeated the Government advice on the Roadmap about events and use a risk assessment. Optivo will be tackling issues that have escalated over the lockdown and to reengage with residents more generally. LK advised colleagues to speak to their Facilities Teams who will be experienced of working in offices etc.

**AOB**

TM advised recruited a Gypsy and Traveller Officer to engage with licensee of Traveller Sites, keen to hear from other colleagues who are working on sites and addressing issues overall with sites, including animal welfare. To share any information with [tracy.marshall@gravesham.gov.uk](mailto:tracy.marshall@gravesham.gov.uk)

Kent Together Covid Funding – TM has been coordinating delivery of this, emergency food and fuel vouchers given out, working with residents who they would not normally have had contact with, hopeful that these gestures will build relationships.

**Date of next meeting 23rd June 11:30am**