

<p>5</p>	<p>Communications Strategy</p> <p>The Communications Business Partner attended the Panel meeting to receive feedback on the strategy. He shared that the strategy was about Freebridge's wider more corporate communications, rather than the day-to-day communications that employees had with customers. The Strategy looks to ensure that we communicate that Freebridge's work is not only about new builds but also how we look after our current housing stock. Discussions the Board had during their December away day had been fed into the development of the strategy.</p> <p>Following a comment the Communications Business Partner agreed that the Communications Strategy could only reflect the success of otherwise of the rest of the work being carried out by the organisation. The Panel felt that if the Customer Care Strategy wasn't working, the Communications Strategy will be affected as it would create a contradiction of messages.</p> <p>Following a query regarding the value of the 'outside world' opinion of Freebridge, the Communications Business Partner explained that one reason this was useful was when Freebridge looked to work with partners such as those that use Provident Street Community Centre for example, by having a good reputation it meant this relationships were easier to build. Freebridge wants to be the best social housing provider in West Norfolk and the desire to be this would in turn mean that Freebridge's tenants would receive an excellent level of customer service. He added that the 'Love West Norfolk' Campaign looked to support Freebridge and local authority bodies to attract employees, tenancies etc. The Panel also commented that data for Freebridge to compare itself with other organisations was important.</p> <p>The Panel commented that the happiness of employees was key to Customer Care and also Communications and the reputation of Freebridge. The Panel were concerned about the lack of response from employees to the monthly survey. It was suggested that more open questions would be better such as what is going well, what doesn't work so well, how can we make improvements etc. The Communications Business Partner advised that Management Team reviewed responses to employee surveys. The Tenant Panel commented that incentives for completing surveys were sometimes important and were concerned that a 40% return doesn't give a true indication of the views of employees. The Tenant Panel Facilitator questioned whether the Panel could review comparative data if available, to see if the employee response was good enough or not. The Governance Coordinator agreed to find out and feedback at the next meeting. The Governance Coordinator agreed to feedback the comments about the employee survey to the HR Business Partner.</p> <p>The Communications Business Partner agreed to come back to the Tenant Panel with a final version of the Communications Strategy later in the year, the Governance Coordinator agreed to add on the work programme. The Panel thanked the Communications Business Partner for his attendance and he left the meeting.</p>	<p>Helen</p> <p>Helen</p>
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Placeshaping Strategy

The Director of Housing attended the Panel meeting to give an update on Placeshaping and receive feedback to the final strategy that had been circulated with the agenda.

He recapped that the Placeshaping Manager had provided the last update to them at their meeting in September 2018. He advised that Placeshaping would continue to evolve and as it did the Panel would be kept informed. He shared that within the strategy there was now a matrix for Freebridge to assess potential projects for Placeshaping in structuring how the allocated budget will be spent. He added that this would be the same criteria whether it was a rural or urban project and anything scoring above 10 would be eligible. He shared that the Panel could be one of the moderators for those projects chosen as part of the annual reporting process to the Board early Autumn each year. The Panel felt that they would be very interested in being involved in this aspect.

The Director of Housing shared that the first rural project had been worked on by the Placeshaping team at Monks Close in Bircham Newton, which was rurally isolated. He shared that a new play area had been agreed in full consultation with the residents of Monks Close, facilitated by the Placeshaping team. A Panel member commented that they had been involved in the project, and the current play area was around 30 years old which had nothing for other children to do, so a new play area for an older age group would help in the summer giving them something to do and equally cut down on any ASB or vandalism. She added that within this area if Freebridge were seen to be helping the community through this project, this would reflect well on their reputation with residents living in the area.

The Director of Housing also shared information about another project at Great Massingham involving an area of land which had unused allotments that had been turned it into a community orchard. He added that the project had picked up national interest and had made a difference to the community. Following a question from a Panel member the Director of Housing shared that they knew they had interest from the local community because they had spoken to people on the phone and attended door to door discussions.

The Director of Housing advised that the Placeshaping Team were doing a lot more consultation within its projects, such as the Discovery Centre where they had worked with the local school on their needs. Following a query he shared that engagement and feedback from people had been gathered during free events arranged by the Placeshaping team.

A Panel member queried with the Director of Housing whether Freebridge used CCTV as a way of tackling ASB and vandalism. The Director of Housing advised that Freebridge didn't like to use CCTV as it felt a better way would be to work with a community and the Police to combat crime and behaviours. The Tenant Panel felt that this approach was good.

Following a query about Police patrols in the community, the Director of Housing shared that in certain parts of King's Lynn Police on the beat was being brought

	<p>back, there was also Police cadets working from the town centre to break down behaviours.</p> <p>A Panel member queried whether there were any tenant associations on the larger estates. The Director of Housing advised that early on Freebridge had encouraged this but it hadn't added value, and tenants generally liked to get involved with a project and then move on. He added that the group of tenants in general is always continuously changing so it is more effective to have quick short involvement such as on the phone. He shared that if there were groups within West Norfolk Freebridge would respond accordingly. A Panel member commented that the Panel would like to hear from more tenants as difficult for people to get involved.</p> <p>The Director of Housing summarised that the Strategy had now been approved by the Board, and going forward it was suggested that the Tenant Panel were involved in the annual review process of Placeshaping projects and then included within the report to Board due in November. He shared that the report would come to the Tenant Panel in draft before the Board so that were able to input their comments. He shared that it was important to test processes and change them as needed in time. The Governance Coordinator agreed to liaise with the Placeshaping Manager nearer the time.</p> <p>A Panel member wished to comment that Georgina and Samira in the Placeshaping team had worked very hard on the project for Monks Close and felt they should be congratulated. They felt that they had gone above and beyond listening to residents views as part of the project, holding meetings with them to create an exciting new play park. They felt that the team had helped the community find its voice. It was agreed to send thank you notes to both employees on behalf of the Tenant Panel. The Director of Housing thanked the Panel for their comments. The Governance Coordinator agreed to arrange.</p> <p>The Tenant Panel thanked the Director of Housing for attending and wished him well during his retirement, and he left the meeting.</p>	<p>Helen</p> <p>Helen</p>
<p>7</p>	<p>Draft Tenant Panel Quarterly Report</p> <p>The Tenant Panel had received the draft report due to go to Board in February. The Governance Coordinator noted the key messages to the Board to go within their report as follows as requested by the Panel:</p> <ol style="list-style-type: none"> 1) The Tenant Panel noted the Board's concern about internal communications within the Board Strategy Afternoon session notes included in the Communications Strategy. They are interested to know more about what Freebridge is doing to improve internal communications and how the Lean project had progressed. 2) Tenant Panel are appreciative that urban and rural areas have been given equal opportunity within the criteria now set for assessment of projects that Freebridge get involved with, as part of the Placeshaping Strategy. 	

	<p>3) The Tenant Panel would like to thank the management who attend and give the Tenant Panel time. The Tenant Panel are looking forward to the joint session with the Board in February and always appreciate the feedback that the Board provide.</p> <p>The Tenant Panel Facilitator congratulated the Tenant Panel on their pursuit of the importance of work within rural communities as well as urban.</p> <p>The Governance Coordinator agreed to include these messages within the report.</p>	
<p>8</p>	<p>Any Other Business</p> <ul style="list-style-type: none"> • The Governance Coordinator shared that the Director of Property's PA had updated that Property Services had been working through a backlog of repairs which have influenced the increase in complaints in recent months. The backlog had significantly decreased since September 2018 and new jobs were being managed through job management. The Admin and Scheduling teams were phoning Responsive Operatives twice daily to ensure appointments were being attended and a weekly report was being utilised to monitor ticket submissions. Alongside this work of scheduling repairs, Freebridge were in the process of recruiting a Tenant Liaison Advisor to assist communications with tenants and complaints resolutions. • The Governance Coordinator had passed on details of properties that had issues with mould to the Director of Property's PA who had passed to the Head of Asset and Development f. The Governance Coordinator agreed to ask for an update on what Freebridge was doing about these issues and the bigger picture of how it was affecting properties generally across the housing stock. • A new Governance Map was shared with the Tenant Panel created as a result of the Regulator In-depth Assessment, which included the Tenant Panel's role within the Governance Structure with the Board. The Governance Coordinator agreed to add onto the agenda for discussion at the next meeting. 	
<p>9</p>	<p>Meeting Review – What did we do well?</p> <ul style="list-style-type: none"> • A good meeting, and topics that were in recognition of the Tenant Panel's work. • Very good, interesting. • Placeshaping very good and positive. • Informative. • Quality not necessary quantity. • Steady canter – doesn't feel a short meeting and gone through a lot. 	
<p>10</p>	<p>Next Meeting Date</p> <p>Friday 15 February – Joint Board and Tenant Panel Session.</p> <p>Friday 15 March – Tenant Panel Meeting</p>	

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