



COMMUNITY DEVELOPMENT POLICY

Freebr
COMMUNITY HOUSING



Community Development Policy			
Last Reviewed	January 2026	Next Review	January 2027
Responsible Officer	Director of Operations		

Policy Statement

Strong communities are key to wellbeing and housing providers play a vital role in building connection, opportunity, and pride in where people live.

In West and North Norfolk, rural isolation, older populations, and economic challenges meet strong community spirit. Our promise is to work with local people to create initiatives that are practical, inclusive, and lasting.

We will partner with tenants, residents, local organisations, and public services to unlock potential, reduce inequalities, and build resilient communities across coastal villages, market towns, and urban neighbourhoods.

Policy Detail

We will:

- Support local voices by backing customer-led projects that reflect each community’s identity and aspirations. We’ll use ‘Community Voices’ and the ‘Customer Insight Panel’ to ensure diverse input.
- Address rural and coastal needs. Focussing on tackling isolation, digital exclusion, and poor access to services in hard-to-reach areas.
- Design for longevity to ensure every initiative has a clear sustainability plan, with capacity-building embedded from the start.
- Work across generations. Creating programmes for all ages, from youth empowerment to older adult wellbeing.
- Use local assets, making the most of community centres, green spaces, and local talent.
- Secure external funding, applying for grants and build partnerships to extend our impact.
- Aligning Community Development with our strategies, linking community development to regeneration, housing, and environmental priorities.
- Support digital communities, providing online and blended engagement for people who are dispersed or mobility limited.

- Measure impact, tracking social outcomes, wellbeing, and satisfaction, not just activity levels.
- Share successes, telling stories of transformation to build trust and attract collaborators.

Implementation Priorities

We will:

- Focus locally, targeting initiatives that respond to specific challenges, such as youth disengagement in King's Lynn, loneliness in coastal villages, or economic regeneration in market towns.
- Collaborate with place-based partners, work with parish councils, voluntary groups, schools, health services, and local businesses to co-design and co-deliver.
- Use local insight and base decisions on resident feedback, local data, and regional trends.
- Assess strategic fit and capacity to ensure our involvement adds value, and that we have the right skills, relationships, and resources to deliver.
- Build local delivery capability by investing in training, mentoring, and infrastructure so communities can lead and sustain their own projects.

Community Development

We will:

- Visually map how community development supports broader organisational goals such as tenancy sustainment, resident wellbeing, and neighbourhood safety.
- Ensure safeguarding protocols are in place for vulnerable tenants, customers, and residents during community engagement, especially in intergenerational and digital initiatives.
- Implement digital literacy workshops, explore device lending schemes, and partnerships with technology providers to bridge the digital divide in our community.
- Introduce a monitoring framework with indicators such as resident engagement levels, wellbeing improvements, and project sustainability.
- Ensure all initiatives explicitly promote equity, diversity, and inclusion, especially in resident-led projects and partnerships.
- Share resident success stories quarterly via newsletters and social media.
- Host an annual community forum to showcase impact and gather feedback.

Monitoring and Review

This policy will be published on Freebridge's website and made available to tenants and customers. It will be reviewed periodically to ensure continued alignment with evolving community needs.

Monitoring will include quarterly impact reports assessing engagement levels, wellbeing outcomes, and project sustainability.

Annual community forums will be held to showcase progress and gather feedback. Insights from the 'Customer Insight Panel' and 'Community Voices' will be incorporated into policy updates and planning.

This policy is underpinned by the Community Development Strategy document, which outlines the long-term vision, priorities, and implementation roadmap for Freebridge's community development efforts.