



Community Development Policy			
Last Reviewed	March 2023	Next Review	October 2025
Responsible Officer	Director of Operations		

Policy Statement: We will focus on our customers' needs and the wider community, in order to identify, deliver or support initiatives that give local communities opportunities and the strength to grow.

Freebridge recognises that the wider community, in which our properties are situated, has a large impact on the enjoyment and quality of life of our customers. It is important we maximise customer satisfaction by supporting communities that aspire to improve their environment and fulfil their potential. Our community initiatives shall be focused on achieving identified benefits for our customers, but which will also have an impact on the wider population of West Norfolk.

Policy Detail:

We shall:

- Support community initiatives that maximise existing resources and potential ensuring that customers and residents are empowered to take the lead.
- Support community development opportunities that will have the greatest impact and leave a sustainable legacy.
- Ensure that all new community development opportunities are thoroughly researched and evaluated before commencement.
- Ensure each community development initiative has an agreed exit strategy, and this is regularly reviewed and updated.
- Aim to apply for external funding to support community development projects to increase opportunities for customers and increase budget potential.
- Aim to support initiatives that underpin our other projects.
- Integrate with our "Place Shaping" approach.
- Recognise 'digital' communities.
- Review new initiatives to ensure they deliver the expected outcomes and where they do not, take appropriate action; and
- Promote to staff and stakeholders that our community initiatives that are developing our reputation for being more than a 'bricks and mortar' landlord.

Activities

We shall:

- Concentrate on those activities that can have the greatest impact for our customers but will not exclude the wider community.
- Recognise that in some circumstances we will achieve better results by working with partners, in accordance with our values and culture.
- Take a more evidence-based approach to new initiatives.
- Recognise that we cannot help every community and assess whether our intervention will yield long-term results.
- Ensure the right skill sets are available to deliver our initiatives.