



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Developing Sustainable Tenancies *Day 3*

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Day 2 recap

Explore and critically reflect on your understanding of the financial model which your organisation works to and investigate the impact of rent arrears and rental voids on both tenants and your workplace;

Day 2 - Further reading

- **The impact of welfare reform on social landlords and tenants – Joseph Rowntree Foundation**

<https://www.jrf.org.uk/report/impact-welfare-reform-social-landlords-and-tenants>

- **Cosmopolitan Housing Group Lessons Learnt**

<https://www.gov.uk/government/publications/cosmopolitan-housing-group-lessons-learned>

- **Sector risks and regulatory expectations**

<http://gov.wales/topics/housing-and-regeneration/publications/sector-risks-facing-housing-associations/?lang=en>

- **Asset and Liability Registers and Stress Testing**

<http://www.housing.org.uk/resource-library/browse/asset-and-liability-registers-and-stress-testing-safeguarding-your-business/>

Croeso/Welcome

Day 3 theme

- *explore and critically reflect upon the variety of engagement methods and partnership approaches, which are available, when working with different groups*

Breaking down the question

- Critically reflect upon the **variety of methods of engagement and partnership approaches** which are available to your organisation, when working with different groups, to improve the sustainability of their tenancies and critically explore the **barriers to engagement** which people may face;

What does community engagement mean to you?

- What's your understanding of community engagement?
- What are your experiences good/bad of community engagement?
- What does partnership mean to you in the context of community development?

Why community engagement?

- In the last twenty years community engagement has become an essential component of policy design and implementation, project governance and delivery and monitoring and evaluation of a wide range of interventions.
- Community engagement practices can be found in health service provision, educational engagement strategies, housing services, local economic development, planning policy and review and, of course, is clearly a frequent requirement in regeneration strategies.
- Many funding streams and grants are dependent on submissions providing a clear community engagement strategy and even in solely private sector funded regeneration projects, it would be rare to find a scheme which did not engage with the public in some way.

http://www.regenwales.org/resource_87_A-Guide-to-Effective-Community-Engagement-

A focus on the 'CREW' report

- The terminology that describes what can be generically referred to here as community engagement, has evolved constantly in the last two decades. e.g.
 - Community development
 - Community empowerment
 - Community participation
 - Community appraisal
 - Community capacity development
 - Participatory budgeting
 - Citizen juries
 - Double devolution
 - Co-production

Why is this important?

- Consequence of this almost universal requirement to engage with communities is the need to ensure that a wide range of professions is equipped with the skills to deliver effective community engagement.
- When conducted professionally and effectively, community engagement can add to the success of a project or programme and assist the achievement of key outputs and outcomes.
- When not delivered at all or delivered badly, it can raise opposition to schemes and create a hostile local environment that can even challenge the successful completion of delivery.
- An adequate understanding of how to achieve effective community engagement is therefore a core skill for many practitioners working in a wide range of policy fields.

Analysing the 'CREW' report

- Group work
 - Work in your groups to summarise Chapter 2 of the CREW 'Guide to effective Community Engagement'
 - Chapter 2 – The evolution of community engagement
 - <http://www.regenwales.org/upload/pdf/071415111717A%20Guide%20to%20Effective%20Community%20Engagement.pdf>

General principles of good community development practice

- Codified within the community development profession and other professions can benefit from the considerable historical experience embedded in the principles.
- Create an ethical and moral structure around community-based practice which other professions can derive considerable benefit from in the way they approach community engagement.
- Variations on these basic principles that have been developed by a wide range of organisations to reflect local conditions but all contain reference to the following core values and principles. These are reproduced from Community Development Cymru (CDC) but reflect a wider consensus around key requirements:

Key principles continued

- **Social Justice:** Building an equal and fair society where all community and human rights are promoted and oppression in any form is challenged.
- **Self-determination:** Individuals and groups identifying shared issues and concerns to enable them to take collective action.
- **Working and Learning together:** Valuing, sharing and using the skills, knowledge, experience and diversity within communities to collectively bring about desired changes.
- **Sustainable Communities:** Supporting communities to develop their strengths, resources, and independence whilst making and maintaining links to the wider society.
- **Participation:** The right for all to be active participants in the processes that affect their communities and lives.
- **Reflective Practice:** People learning from their collective and individual experiences to inform their future action.

Further analysis

- Further group work
 - Summarise from the report
 - 3.1 - 'Avoid raising expectations'
 - 3.2 – 'Facilitate engagement'
 - 3.3 – 'Develop partnership working'
 - How important are these respective principles?

What community engagement methods are available?

- Open Space
- Participatory Rapid Appraisal (PRA)
- Design Charrettes
- The Prince Foundation: Enquiry By Design
- Planning for Real
- Digital Storytelling in Community Engagement
- Placecheck
- Tenant Participation
- Learning, Evaluation and Planning Model (LEAP)

Quality Standards for Community Engagement

- The Scottish National Standards for Community Engagement provide a very useful reference point for ensuring a quality and effective engagement process.
- They were published in 2005 by the then Minister for Communities and identify good practice for engagement between communities and public agencies.
- The Scottish Community Development Centre (SCDC) developed the standards drawing on the experience of over 500 community and agency representatives.
- The SCDC website contains a detailed description of the standards and other useful resources
<http://www.scdc.org.uk/what/national-standards/10-national-standards/>

The 10 standards

- 1. The Involvement Standard** - We will identify and involve the people and organisations with an interest in the focus of the engagement.
- 2. The Support Standard** - We will identify and overcome any barriers to involvement.
- 3. The Planning Standard** - We will gather evidence of the needs and available resources and use this to agree the purpose, scope and timescale of the engagement and the actions to be taken.
- 4. The Methods Standard** – We will agree the use methods of engagement that are fit for purpose.
- 5. The Working Together Standard** - We will agree and use clear procedures to enable the participants to work with one another efficiently and effectively.
- 6. The Sharing Information Standard** - We will ensure necessary information is communicated between the participants.
- 7. The Working With Others Standard** - We will work effectively with others with an interest in the engagement.
- 8. The Improvement Standard** – We will develop actively the skills, knowledge and confidence of all the participants.
- 9. The Feedback Standard** - We will feedback the results of the engagement to the wider community and agencies affected.
- 10. The Monitoring and Evaluation Standard** - We will monitor and evaluate whether the engagement meets its purposes and the national standards for community engagement.

Barriers to Engagement

- Protected characteristics
- Information and communication types
- Accessibility
- Economic inactivity
- Language
- Age (and linked issues such as childcare)
- Transport
- Digital literacy and accessibility
- Low skills/no skills

Barriers to engagement are very different for different people

- E.g 'Invisible Men' report
 - Help seeking behaviours
 - Fear of stigmatisation
 - A lack of visibility of men in services
 - Hard to reach men
 - A lack of discourse/acknowledgement
- https://youngfoundation.org/wp-content/uploads/2012/10/INVISIBLE_MEN_-_FINAL.pdf

Positive Psychology

- At an individual level, the field of positive psychology is about the subjective experiences one values, including wellbeing, satisfaction in the past, hope and optimism in the future and happiness in the present.
- At a group level, positive psychology is often considered to be about responsibility and work ethic (Martin Seligman, 2000).
- Research included under the umbrella term of 'positive psychology' is varied; however the initial emphasis has been on 'happiness' (Deiner, 1984).
- While 'happiness' is an elusive concept, defined as being "authentic happiness" (Seligman, 2002), "positivity" (Fredrickson, 2001), wellbeing (Lyubomirsky, & Lepper, 1999), and "life satisfaction" (Diener, Suh, Lucas & Smith 1999), research exploring happiness has implications for psychological domains in the areas of marriage, friendship, attachment, income, work performance and health (e.g., Harker & Keltner, 2001; Estrada, Isen, & Young, 1994; Dillon, Minchoff, & Baker, 1985; Danner, Snowdon, & Friesen, 2001).

Positive Psychology Strategies

- Positive psychology strategies are not limited to the following, and some are more 'passive' or difficult than others. Strategies' 3 and 4 are commonly found in clinical psychological practices for example. If you elect to try one of the strategies, I advise you implement it for at least one week, and preferably two. The 'benefits' at an individual level are expected to gradually increase as use increases. *However, the effects are subject to the effort, commitment, methodology/approach and reception of the individual and the application to their lives.*

Strategies:

- 1) Strategy One: Three Blessings or What Went Well**
- 2) Strategy two: The Gratitude Letter**
- 3) Strategy Three: Control Negative Thoughts**
- 4) Strategy Four: Active and Constructive Responding**
- 5) Strategy Five: Do good things**
- 6) Strategy Six: Using your signature strength in a new way**

Positive Psychology - The study of happiness?

- Are 'happy' tenants/community members more likely to engage?
- Person Centred Planning
- Coming up with our own 'happiness tools'
 - making sure that people feel that their voice is being heard and valued
 - eliminating "communities without a voice"

Getting to know our tenants

- **‘One page profiles’**
- *Helen Sanderson Associates ‘believe that one-page profiles are the foundation of personalisation, and can lead to positive change for people, whatever their age or circumstances. They provide us with an at-a-glance way of knowing what really matters to people, that can be taken with them as they move through services and come into contact with people.’*
- <http://helensandersonassociates.co.uk>

One page profiles

- A One Page Profile captures all the important information about a person on a single sheet of paper under three simple headings:
 - what people appreciate/like/admire about me,
 - what's important to me
 - how best to support me.

How 'one page profiles' help us to engage with people better?

One Page Profiles are deceptively simple, and in this simplicity lies their strength. They help us to support people better by:

- Helping us build better relationships by truly understanding what really matters to the person in their life and the way they are supported to live it
- Providing a record that can move with the person as they transition from service to service or use multiple services
- Being regularly updated to reflect people's changing circumstances and aspirations
- When staff have One Page Profiles, the people being supported feel like they get to know the person, rather than just the job title
- When used at work, they can contribute to more person-centred teams, where individual strengths are recognised and different ways of working are taken into account

(Helen Sanderson Associates)

Further reading

- A Guide to effective Community Engagement
 - <http://www.regenwales.org/upload/pdf/071415111717A%20Guide%20to%20Effective%20Community%20Engagement.pdf>
- Invisible Men: Engaging more men in social projects
 - https://youngfoundation.org/wp-content/uploads/2012/10/INVISIBLE_MEN_-_FINAL.pdf
- Community Planning Toolkit
 - <https://www.communityplanningtoolkit.org/community-engagement>
- Overcoming barriers to engagement
 - <https://www.jrf.org.uk/report/community-engagement-and-community-cohesion>
- Joseph Rowntree Foundation – Community Engagement and Community Cohesion report
 - <https://www.jrf.org.uk/report/community-engagement-and-community-cohesion>