

COMMUNITY INVOLVEMENT Strategy



Introduction

We are proud of the work Rykneld Homes does in our communities, helping and involving customers to live healthily and providing clean and safe areas for people to enjoy. We are also proud to play our part in making North East Derbyshire a Great Place to Live.

As the largest housing provider in North East Derbyshire, we will continue to strengthen community engagement over the next four years. The wider social impact of our projects and those we support help to achieve our aim of working towards communities that are engaged, valued and places where people enjoy spending time.

We have always believed firmly in maintaining close ties with our customers, involving them closely in decision making and service improvement. The tragedies of Grenfell and the death of Awaab Ishak have sharpened the focus on the importance of landlords listening and being responsive to the needs of those living in our properties.

This strategy sets out how we will enhance shared decision making, using innovative ways to engage with customers, then listening and acting upon what they tell us about their homes and communities.

Our Community Involvement Team work with customers to increase their skills and confidence. This enables them to get involved with service improvement and influence our decision making from operational delivery up to board level - meaning when our customers have something to say, they feel heard and improve service delivery.

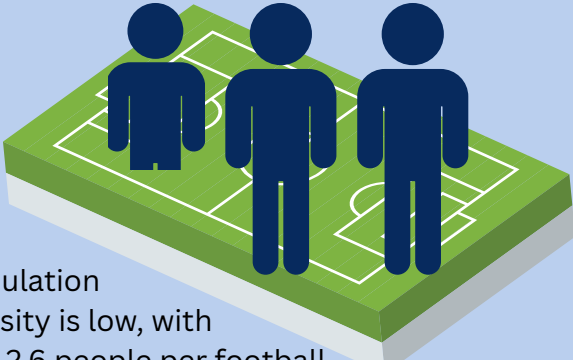
The Rykneld Homes Business Plan sets a priority to provide excellent customer involvement activities and engagement opportunities, meeting the new Consumer Standards, including the Tenant Satisfaction Measures. This strategy sets out how we work with both our customers and the wider community to help achieve these priorities.

Where we work

North East Derbyshire comprises numerous towns and villages, many of which are rural. The area has strong links to surrounding larger towns and cities and sits on the eastern edge of the Peak District National Park.

The average age of people in the District is 47. This is seven years higher than the average across England. This older population means that projects that focus on addressing social isolation and living well in older age are incredibly important.

The rate of obesity in adults is 7% higher than the national average, highlighting the importance of supporting projects that encourage healthy activities and lifestyles.



Population density is low, with just 2.6 people per football pitch-sized piece of land. This is amongst the lowest population densities in England.



One in five people in North East Derbyshire live in socially rented housing.

Our Commitment

Rykneld Homes is committed to upholding the national Consumer Standards for social landlords. This strategy will aid us in delivering on the principles set out in those standards. Here's how we deliver on each of these:

Neighbourhood and Community Standard

We work closely with North East Derbyshire District Council and other local organisations to ensure we promote social, environmental and economic wellbeing.

We deliver a wide range of projects that seek to improve wellbeing in each of these areas and we ensure we consult locally to find out what is needed within our communities before we deliver.

Safety and Quality Standard

Through our Customer Board, Digital Involvement Group and Your Scrutiny Team, we ensure that our customers are able to influence and inform the delivery of repairs, maintenance and safety within homes.

Only by including our customers in decisions related to this standard can we ensure we continuously improve in this area.

Tenancy Standard

We ensure our customers are able to influence and drive policy and service decisions in respect to tenancy management.

We share our performance and have clear communication and consultation methods, which helps us make improvements that are important to our customers.

Transparency, Influence and Accountability Standard

We have signed up to the National Housing Federation's Together With Tenants Charter.

Our customer groups analyse our satisfaction results and complaint trends to ensure we are constantly improving and listening to their priorities



Impact of Community Engagement

The power of community involvement and engagement cannot be underestimated. At Rykneld Homes we understand the impact it has on driving positive change, enhancing welfare and quality of life, creating economic opportunities and nurturing a sense of belonging. By collaborating with our communities and providing accessible platforms for engagement, Rykneld Homes benefits from focusing improvements and priorities to where our customers need them most.

Rykneld Homes also see successful community involvement as an important contributor to tenancy sustainment. If people feel listened to, engaged and involved with their community and environment, this adds to a greater sense of satisfaction of where they live. This can foster increased levels of local social connections.

Community focused projects can create a legacy of stability and social cohesion on our estates. Working with members of the community on projects can build long

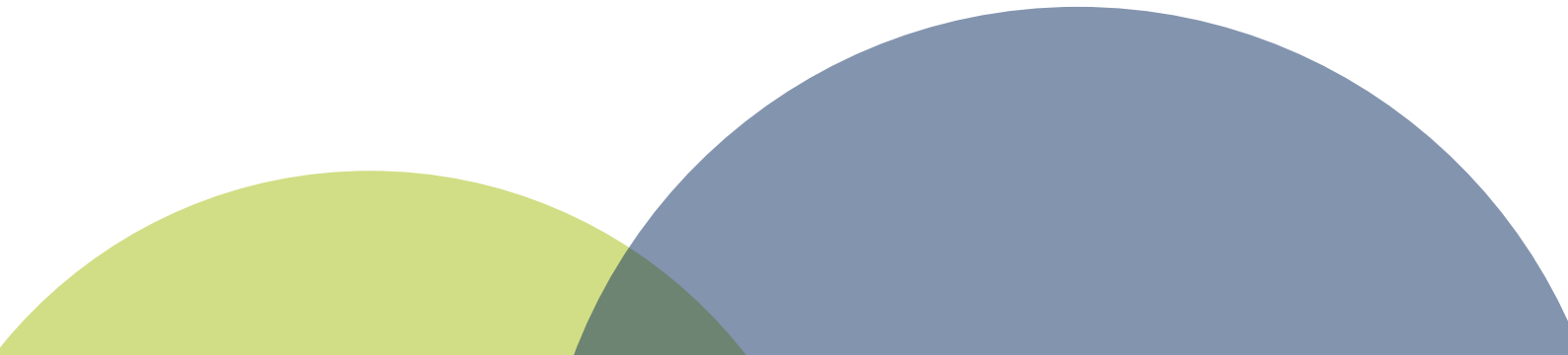
lasting relationships, encourage continued collaboration on future projects and foster improved levels of trust between Rykneld Homes and our customers.

We work with a number of suppliers and contractors that support our community work in a range of ways, from financial contributions, to supporting training and education opportunities.

Delivering social value is a key aspect of public sector procurement contained within the recently launched UK Procurement Act.

We will be working closely with our suppliers appointed under the new rules to strengthen the work they do to support our involvement programme.

Rykneld Homes' partnership approach to involvement and engagement aims to maximise the impact of project outcomes. We encourage diverse participation to ensure the feedback covers a wider range of backgrounds with the intention this will lead to community improvements that support all customers.



Customer Insight

All the interactions Rykneld Homes have with our customers provides useful data and feedback we can use to better understand our customers and therefore positively inform service development and improvement.

Rykneld Homes will use customer insight data to provide wider context to the feedback we get from more formal methods such as our Customer Board and Your Scrutiny Team. This will enable greater collaboration between us and our customers to ensure the changes and improvements we make are evidence led.

Data from sources such as complaints, compliments, contact centre interactions, website analytics, online reviews, surveys, focus groups and any relevant external data such as national trends and statistics, all contribute towards how we better understand the customer journey. We can then use this to improve customer interactions from the very beginning and throughout their tenancy.

Wider Context

This Community Involvement Strategy does not sit in isolation. There are many factors that will influence its implementation. The social housing landscape is always changing and we will ensure that we are able to continually adapt to those changes. We will therefore regularly review the strategy and reflect on how we can deliver Community Involvement that is forward thinking and flexible.

The strategy seeks to link in other Rykneld Homes policies and strategies, including our:

- Customer Care Policy
- Complaints Handling Policy
- Repairs and Maintenance Policy
- Anti-Social Behaviour Policy.

For more information on these, please get in touch or visit our website:

www.rykneldhomes.org.uk



How we will deliver

At Rykneld Homes and North East Derbyshire District Council (NEDDC) we believe that customers are at the heart of our organisation. They bring the knowledge and experience of living in our homes and on our estates. They also offer a personal perspective on what their communities may want and need.

We want engagement to be meaningful and accessible for customers to help shape our services. As a landlord, we are committed to delivering on government priorities and standards that ensure customers are engaged with our work and consulted about issues affecting their homes.

Rykneld Homes has signed up to the National Housing Federation's 'Together

with Tenants Charter' a commitment which sets out key customer focussed priorities including openness, performance management and customer engagement.

We have always worked hard to meet such standards and are proud to support the Charter and its ambition to improve standards across the country.

At Rykneld Homes we focus on two types of involvement:

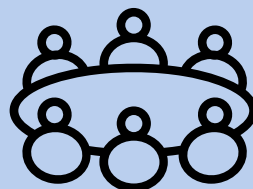
- Working with customers to strengthen our service delivery
- Reaching out to the wider population and partners to help improve the quality of life for the communities we serve.

Working with customers

Work to improve our services is inclusive, reaching out to as many of our customers as possible. Involvement options are advertised through different media to reach a wide audience; including our website, our customer magazine Your Rykneld, through social media and on our dedicated 'Get Involved' flyer, which sets out our involvement opportunities, including time commitments.

We recognise that people's needs and abilities are not the same and by offering a variety of engagement opportunities we aim to remove potential

Customers can get involved in the following ways:



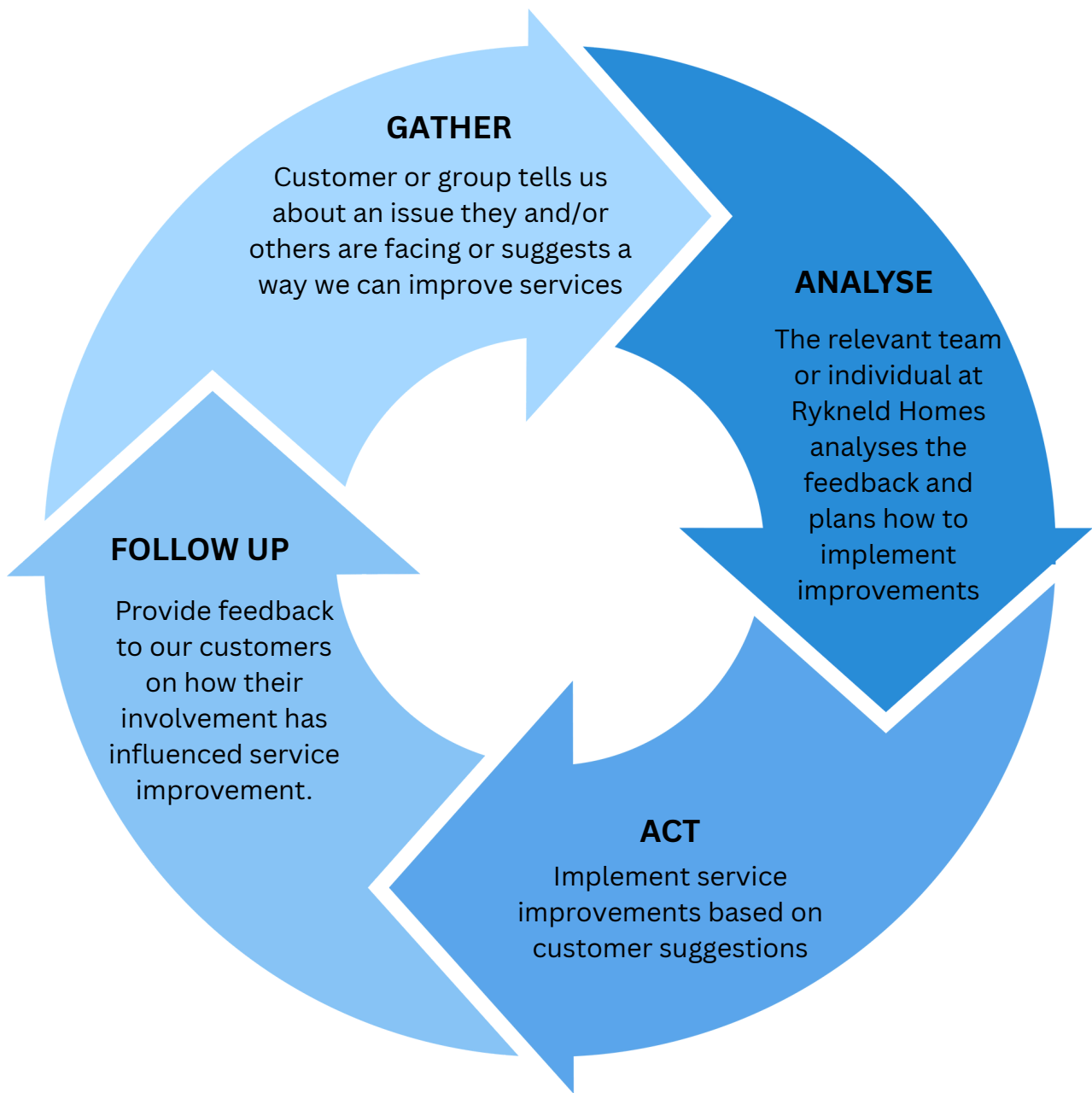
Your Scrutiny Team and Customer Board



Digital Involvement from home

barriers to people getting involved with the services we provide. You can find out more on the Equality, Diversity and Inclusion page on our website: www.rykneldhomes.org.uk

The Engagement Loop



Our Community Involvement Team

Much of the delivery of this strategy will be achieved through our Community Involvement Team. The team have won a number of awards, including 'Best use of a charitable donation' in the 2024 Building Communities Awards. The team coordinate our involvement groups and deliver a wide range of community projects across the District. This couldn't happen without partnership working - the team has built up strong networks with the public and voluntary sector, not to mention volunteers within the community. The Community Involvement Team will continue to deliver projects that enable us to fulfil both the needs of customers and the wider community in North East Derbyshire.



The Community Involvement Team aims to:



Bring people together and reduce social isolation



Increase opportunities for young people



Improve people's health (both physical and mental)



Reduce Anti Social Behaviour



Tackle unemployment



Encourage volunteering and getting involved with Rykneld Homes



Enhance the environment



Key Priorities 2025-27

Within the course of this three year strategy, we will focus on many projects and initiatives. Some will be a continuation of existing priorities and some will be new projects, developed in response to ever shifting community needs. Our priorities must be flexible as requirements, situations and agendas change.

Through consultation with our Digital Involvement Group, we have set some key priorities for focus during the term of this strategy. These will be planned and delivered in partnership with customers and the wider community.

Actively involve customers in key decisions and provide detailed feedback on how our customers are influencing decision making

Work with the community to enhance green spaces and the local environment

Deliver projects that improve outcomes for children and young people

Increase involvement from customers across all demographics



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Język polski

W Rykneld Homes zależy nam na dostarczaniu doskonałej jakości usług naszym lokatorom, dzierżawcom i mieszkańcom. Aby porozmawiać z nami po polsku zadzwoń pod numer

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