

# Housing Board review of 2018/19

## Introduction

Overview of the year's agendas and topics covered with related events.

## Our four priorities

- New homes & communities
- Homes for wellbeing
- Existing homes
- Housing need and homelessness



## Under each, our 2018/19 top areas to focus on were:

1. **New homes**
  - 1.1. Improve place-making locally
  - 1.2. Learn about new models of housing delivery and share local projects.
  - 1.3. Gain and share insights into our housing market areas, identifying and supporting delivery of the type, size, design, tenure and number of homes most needed.
2. **Homes for well-being**
  - 2.1. Support development of a new plan for older peoples', supported and specialist housing.
  - 2.2. Ensure new & existing homes help meet support needs.
3. **Existing homes**
  - 3.1. Gain and share insights on private rented housing in our local market areas.
4. **Housing need**
  - 4.1. Promote partners' projects to reduce housing need and homelessness, including the Homelessness Trailblazer project making homelessness the "unacceptable outcome" for all partners.
  - 4.2. Gain and share insights on the role of housing in reducing re-offending and keeping people out of prison.

## Agendas in 2018/19

Meeting	Items covered	Priority area
<b>February 2019</b>	New development survey outcomes	1.1
	CPCA programme update & enablers group after the meeting	1.2
	Home-Link update	
<b>January 2019</b>	Meeting cancelled	-
<b>December 2018</b>	SHMA and NPPF	1.3
	Update on trailblazer funding for Year 3	4.1
<b>November 2018</b>	Homelessness and homelessness trailblazer update	4.1, 4.2
	Rough sleepers & public health survey	4.1
	Draft report on housing delivery	1.3
<b>October 2018</b>	Adaptations Pathway	2.1
	Links to the Think Family approach	2.2
	Trailblazer: report for CPSB and review of Year 1	4.1
	Combined Authority affordable housing programme	1.2
<b>September 2018</b>	The Dementia Friendly Housing Charter	2.1
	Update on domestic abuse housing (DAHA) officers group	2.2
	CPCA housing strategy	1.2
<b>August 2018</b>	Meeting cancelled	-
<b>July 2018</b>	Draft terms of reference, group name change etc	General
	Housing related support review – update	2.2
<b>June 2018</b>	Staying close, Staying Connected	2.2
	Vulnerable persons housing group – update to housing board	2.2
	Update on Combined Authority including 3 planned workshops	1.2
	Outcomes of annual review session held in March	General
<b>May 2018</b>	Reviewing our June 2017 terms of reference	General
	Draft communication plan	General
	Draft new CRHB action plan for 2018-19	General
<b>April 2018</b>	Meeting cancelled	-

**What actions did we prioritise for 2018/19, what did we do and how would we assess the outcome?**

Priority and actions	Agenda items	How did we do? Poor Fair Brilliant 1.....2.....3.....4.....5.....6.....7.....8.....9.....10
1. New homes		
1.1. Improve place-making locally	<ul style="list-style-type: none"> <li>• New community survey presentation</li> </ul>	
1.2. Learn about new models of housing delivery and share local projects.	<ul style="list-style-type: none"> <li>• New page on Cambs Insight</li> <li>• Discussed CPCA vehicles / approaches / programme</li> </ul>	
1.3. Gain and share insights into our housing market areas, identifying and supporting delivery of the type, size, design, tenure and number of homes most needed.	<ul style="list-style-type: none"> <li>• Progressing with planners on building new assessment for 2019/20 in line with new national methodology &amp; guidance</li> </ul>	
2. Homes for well-being		
2.1. Support development of a new plan for older peoples', supported and specialist housing.	<ul style="list-style-type: none"> <li>• Item on dementia-friendly housing</li> <li>• Items on adaptations policy and pathway</li> <li>• Items on county's review of housing related support</li> <li>• Supported DAHA project and updates on Housing Board agenda</li> </ul>	
2.2. Ensure new & existing homes help meet support needs.	<ul style="list-style-type: none"> <li>• RP project on using new build to increase supply of adapted homes (reducing need for DFGs)</li> <li>• Item to help RPs and Think Family teams to 'join up'</li> <li>•</li> </ul>	

Priority and actions	Agenda items	How did we do? Poor                      Fair                      Brilliant 1.....2.....3.....4.....5.....6.....7.....8.....9.....10
3. Existing homes		
3.1. Gain and share insights on private rented housing in our local market areas.	<ul style="list-style-type: none"> <li>• Bulletin includes LHA rates and private rents across the area.</li> <li>• Hometrack 'comparables' tool enables private rent data at street level</li> </ul>	
4. Housing need		
4.1. Promote partners' projects to reduce housing need and homelessness, including the Homelessness Trailblazer project making homelessness the "unacceptable outcome" for all partners.	<ul style="list-style-type: none"> <li>• Introduced quarterly update on Home-Link</li> <li>• Additional year of trailblazer funding secured</li> <li>• Participated in public health / rough sleepers services survey</li> <li>• Item on <i>Staying Close – Staying Connected</i> young peoples project</li> </ul>	
4.2. Gain and share insights on the role of housing in reducing re-offending and keeping people out of prison.	<ul style="list-style-type: none"> <li>• New protocol in place, currently assessing its use / practicality for partners</li> </ul>	

## Actions from 2018 work-planning session

Action	Outcome
Would like to encourage PSB to recognise and commission Housing Board to do tasks.	Link formed to CPSB (via Suzanne H)
CRHB needs a review of sub groups, what they are doing and their terms of reference, bring to May agenda.	Terms of ref added to Cambs Insight for each group, <b>attached</b>
Update diagram and page on Cambs Insight {of groups) for info / comment.	Diagram updated (see <b>ToRs</b> )
Gather examples of "good things" to show how CRHB can help others, to include <i>Community and Vulnerable Persons group</i> notes which contained list of the groups.	-
Put homelessness reduction act on agenda	Item taken in Nov 2018
West Suffolk to share advice gained from Savills on innovative approach.	Shared update
Gather info on other new joint ventures and delivery vehicles.	Added page on new approaches to delivery on CI, at <a href="https://cambridgeshireinsight.org.uk/self-build-custom-build/">https://cambridgeshireinsight.org.uk/self-build-custom-build/</a> Includes:  There are a number of new approaches land trusts, modular homes, off-site cc
Investigate Cambs Insight partners on the 'hack' idea.	Summit held by community on rough sleeping in Cambridge as first step, including homelessness data sharing
Make stronger link to Cambridge Ahead	Question framed, conversation progressed via Suzanne H
The board discussed the CRHB name and thoughts on changing it.	Changed to include Peterborough and West Suffolk specifically in the by-line
Devise a marketing / communications plan for CRHB for the coming year and implement.	Plan formed and used in 2018/19. See page x for update.
4 priorities: and top priority actions for 2018/19	Pulled together a poll and agreed priorities for the year (see page 1)
SB to send out the CRHB Terms of Reference for board to review, and send to sub groups.	Finalised July 2018
Suggestion to make priorities 2 and 3 more people-centric, less building focussed.	Changed wording in these areas so less focus on buildings, more on people

## Marketing plan

Actions:

Action	Progress
<ul style="list-style-type: none"> <li>Update CRHB to and cc lists, and help Elaine keep this up to date in future</li> </ul>	<ul style="list-style-type: none"> <li>Done</li> </ul>
<ul style="list-style-type: none"> <li>Update or create contact list for partners and agencies we'd like to be in the Housing Board network.</li> </ul>	<ul style="list-style-type: none"> <li>Done</li> </ul>
<ul style="list-style-type: none"> <li>Review who sits on what group from Housing Board, and how / whether messages are being fed up/down.</li> </ul>	<ul style="list-style-type: none"> <li>ToRs updated with group links</li> </ul>
<ul style="list-style-type: none"> <li>Review visits to Housing Board web pages – most and least visited.</li> </ul>	<ul style="list-style-type: none"> <li>See below</li> </ul>
<ul style="list-style-type: none"> <li>Assess effect if we promote Housing Board pages more via Twitter, emails, etc.</li> </ul>	<ul style="list-style-type: none"> <li>See page 7 for twitter</li> </ul>
<ul style="list-style-type: none"> <li>Discuss the desire to do press releases – do we want to do more on this? Can Housing Board members use own org's media contacts to spread news of our work?</li> </ul>	<ul style="list-style-type: none"> <li>To discuss for 2019+</li> </ul>
<ul style="list-style-type: none"> <li>Assess our current level of resident contact – should we be trying to do more, or are we more focussed on partner agencies? Should we change this balance or not?</li> </ul>	<ul style="list-style-type: none"> <li>To discuss for 2019+</li> </ul>
<ul style="list-style-type: none"> <li>Set up a plan for each Housing Board meeting, pre and post meeting small comms actions e.g. tweet "looking forward to" and tag presenters for each item; then tweet "was a great discussion about x" and note of actions planned as a result (invite back, sub group to investigate, publicise report or agency etc)</li> </ul>	<ul style="list-style-type: none"> <li>Started but faded out during year</li> </ul>
<ul style="list-style-type: none"> <li>Assess effectiveness of tweet campaigns. Depending on result devise a new set of tweets "between meetings" on the various housing pages of Cambs Insight.</li> </ul>	<ul style="list-style-type: none"> <li>See page 7</li> </ul>
<ul style="list-style-type: none"> <li>Confirm new name for group (May 2018 CRHB meeting)</li> </ul>	<ul style="list-style-type: none"> <li>Done</li> </ul>
<ul style="list-style-type: none"> <li>Consider a new logo to cover the whole area. Stage 1 = graphic (see suggestions below), Stage 2 = add new group name or acronym.</li> </ul>	<ul style="list-style-type: none"> <li>Done</li> </ul>

## Website use

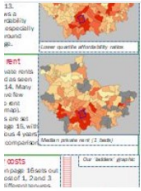

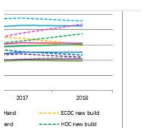
Cambridgeshire Insight analysis to follow.

# Tweet assessment @CambsHsgSubReg

## Overall:

- Tweets 3,051 (since Feb 2013)
- Following 1,313
- Followers 948
- Likes 1,190

## Monthly analytics

	Top tweet	Top media (photo) tweet	# tweets	# tweet impressions	# profile visits	# mentions	# new followers
Feb 2019	<p><b>Feb 2019</b> • 24 days so far...</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 1,015 impre</p> <p>Cambridgeshire and Peterbo homelessness trailblazer proj fabulous 'motivational trainin programme... you can find ou</p>	-	1	1,852	7	1	4
Jan 2019	<p><b>Jan 2019</b> • 31 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 66 impressior</p>	-	2	1,752	25		2
Dec 2018	<p><b>Dec 2018</b> • 31 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 718 impres</p> <p>Edition 39 of our <b>#housing</b> n is out now, you can find it he cambridgeshireinsight.org.uk content/upl... @Cambsinsig pic.twitter.com/lmEYBPJqr2</p>	 <p><b>Top medi</b></p> <p>I've been w Cambridge suggestions: 'map' tab # @cambrid data.cambr ambri... pic</p>	12	3,567	52	7	6
Nov 2018	<p><b>Nov 2018</b> • 30 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 2,042 impr</p> <p><b>#ITTAKESACITY</b> one of the feedback remarks - are we t</p>	<p>View Tweet</p> <p>ew all Tweet activity</p> <p>people</p>  <p><b>Top medi:</b></p> <p>Amazing tun today... pic.t</p>	9	7,109	106	11	13
Oct 2018	<p><b>Oct 2018</b> • 31 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 1,619 impre</p> <p>Our latest <b>#housing</b> market now! cambridgeshireinsight.c market... - stats courtesy of @HometrackGlobal for @c: @FenlandCouncil @South @huntsdc @EastCambs @PeterboroughCC @fores</p>	<p>Audiences Events More</p>  <p><b>Top medi</b></p> <p>Our new loc portal is up Well done tr added rougl based on @ data.cambr h-sl... pic.tv</p>	17	9,209	143	7	15

	Top tweet	Top media (photo) tweet	# tweets	# tweet impressions	# profile visits	# mentions	# new followers
Sept 2018	<p><b>Sep 2018</b> • 30 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 1,369 impressions</p> <p>ICYMI: Review of first year of <a href="#">#homelessness</a> trailblazer project stats, quotes &amp; case studies so far - still lots to do but a pleasure. <a href="#">cambridgeshireinsight.org.uk/content/upl...</a> <a href="#">pic.twitter.com/...</a></p>	<p>s Audiences Events More ▾</p> <p><b>Top media</b></p> <p>Our latest #housing market... - see <a href="#">@Hometrac</a> <a href="#">@FenlandC</a> <a href="#">@huntsdc</a> <a href="#">@Peterboro</a> <a href="#">@stedsbc</a> (2nd hand housing) <a href="#">pic.twitter.com/...</a></p>	7	3,707	81	6	4
Aug	<p><b>Aug 2018</b> • 31 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 629 impressions</p> <p>We have a new name and logo as The Housing Board - still in Cambridge, Peterborough &amp; Suffolk as before - what do you think? Classy, eh? <a href="#">pic.twitter.com/q...</a></p>	<p>Audiences Events More ▾</p> <p><b>Top media</b></p> <p>We're thinking of a new colleague and sadly passed away. We'd like to see the big man including who we've seen with Richard. <a href="#">pic.twitter.co...</a></p>	3	2,382	102	1	5
July	<p><b>Jul 2018</b> • 31 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 13K impressions</p> <p>We are kicking off with <a href="#">@chs</a>, <a href="#">@jrf_uk</a> with <a href="#">@jrfbrian</a> this morning. <a href="#">@HelenTonks1</a> is in the chair. A range of partners to look in for. <a href="#">#affordability</a> <a href="#">pic.twitter.com/r...</a></p>	<p>View Tweet</p> <p><b>Top media</b></p> <p>First presentation by <a href="#">@jrfbrian</a> @ <a href="#">#housing</a> #affordability with <a href="#">@SSteveSh</a> <a href="#">pic.twitter.co...</a></p>	20	17,600	150	12	21
June	<p><b>Jun 2018</b> • 30 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 639 impressions</p> <p>Just published the latest #housing bulletin for <a href="#">#Cambridgeshire</a>, <a href="#">#Peterborough</a> and <a href="#">#westsuffolk</a> here <a href="#">cambridgeshireinsight.org.uk/...</a> <a href="#">@CamsInsight</a> <a href="#">pic.twitter.com/408mngyana</a></p>	<p>s Audiences Events More ▾</p> <p><b>Top media</b></p> <p>Have you seen the latest #housing market bulletin for #Cambridgeshire, #Peterborough &amp; #West Suffolk? <a href="#">@chsgro</a> <a href="#">@Luminus_UK</a> <a href="#">@Havebury</a> <a href="#">@tweet_bpl</a> <a href="#">pic.twitter.co...</a></p>	9	1,898	102	5	9
May	<p><b>May 2018</b> • 31 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 792 impressions</p> <p>Well what an interesting and busy morning! Headlines from <a href="#">@CamsInsight</a> <a href="#">pic.twitter.com/...</a></p>	-	28	5,516	282	8	17
April	<p><b>Apr 2018</b> • 30 days</p> <p>TWEET HIGHLIGHTS</p> <p><b>Top Tweet</b> earned 383 impressions</p> <p>Latest #housing market bulletin out now... see our new <a href="#">@CamsInsight</a> here <a href="#">cambridgeshireinsight.org.uk/...</a> - map shows median income ratio - as at Dec 2017 <a href="#">pic.twitter.com/4rgLCKUNFL</a></p>	-	12	1,580	112	5	14