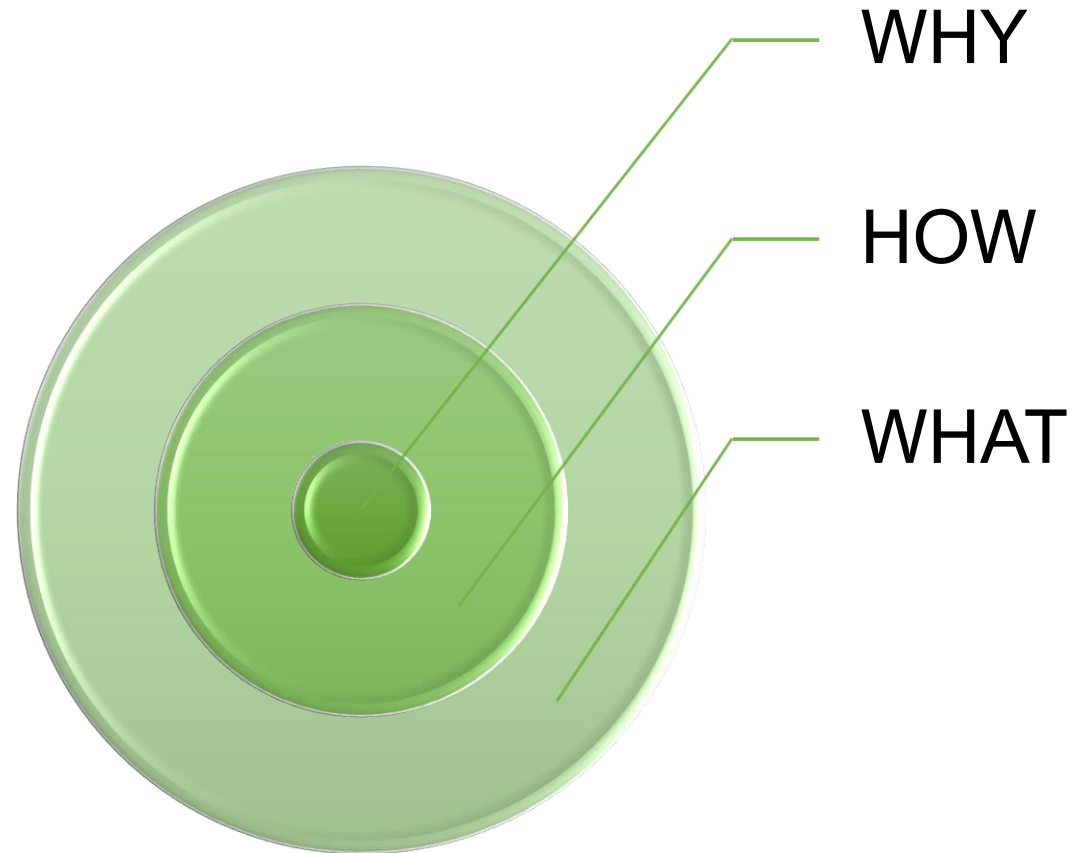


Building and maintaining a positive culture

Denise Fowler, Chief Executive
23 February 2023

Simon Sinek : “All organisations start with WHY but only the great ones keep their WHY clear year after year”



"Together, we are building a better future for our Phoenix Community"



Our Values





bellingham, bankfoot & john henry neighbourhoods

PHOENIX COMMUNITY HOUSING

SEPTEMBER 2006 ISSUE 05

USE YOUR VOTE

Transfer to Phoenix can happen only if you vote 'yes'

WITH PHOENIX...

- there would be investment and improvements to homes to bring them to a decent homes standard
- you would get a better housing service, including faster repairs
- the community would own and manage the homes and control decision-making
- your rent will be the same as it would be with the Council

The Council will not have the funds to provide a decent homes standard for all.

THE BALLOT DATE... COMING SOON. See "Your views count" inside.

www.phoenixcommunityhousing.org

A LITTLE BIRD TOLD ME...

FACT NOT FICTION

I heard that if the transfer goes ahead our rents will go sky high.

Truth is that rents will be the same whether we are with the Council or Phoenix Community Housing.

If we're going to have our homes improved won't they have to put up our rents to pay for it?

No, Phoenix Community Housing will be able to borrow money in ways that the council is not allowed to. They have to show that they can pay back the loans and stay within the government's rent limits.

www.phoenixcommunityhousing.org

A LITTLE BIRD TOLD ME...

FACT NOT FICTION

1. Lots of people want home improvements - Phoenix is bound to get enough support at the ballot. I won't need to vote.

You should use your vote. Every vote counts. Transfer to Phoenix can only happen if people vote for it.

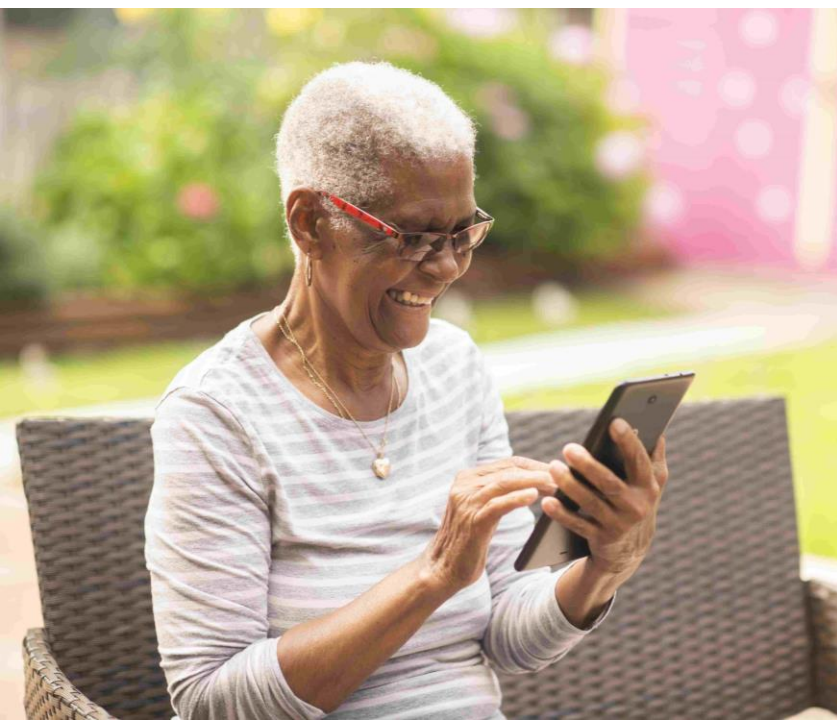
2. I'm going to vote - Phoenix won't be our landlord or be able to give us the improvements unless we vote for them.

3. OK, Darren! As it's my chance to say I want better homes and neighbourhoods, I'll be voting for Phoenix.















I've learned that

people will forget what you said,
people will forget what you did,
but people will never forget how
you made them feel.

– Maya Angelou



Dampness, Mould, Condensation & Culture

South
Yorkshire
Housing
Association



Our Learning (so far)

Gareth Wallace-Parkin
Housing Services Director
g.wallace-parkin@syha.co.uk



Deep Dive into the issue commissioned in
August '21

Our learning/findings - from a culture
perspective

Sorry, no quick wins – just ideas!

Unpicking historical practice...in a kind way!

Willingness to be self-critical

Data driven

Initial findings – linked to culture

Customers needing to revert to using Complaints process to seek satisfactory remedial action

‘Othering’ which affects the tenacity that some employees will pursue the matter – especially where it’s not an overt asset-related matter

Increasing customer expectations and holding us to account

Contradictory messaging of our materials – air flow and air tightness

Using every opportunity to **make every contact count** with our assets and customers

Initial findings – linked to individual culture

Disproportionate amount of adverse impact for our racially and ethnically diverse customers.

Anecdotal feedback on occupancy numbers – little substance when investigated.

Customer awareness of the issue and willingness to 'rock the boat'.

Cultural awareness/considerations - in some cases, conscious and unconscious bias

Our work...so far

Perspective from the top (hold us to account)

Resourcing the issue right

It's a **shared** issue until it's not an issue

Understanding/addressing unconscious bias

Resetting the relationship

Cultural competency learning

Homes to be proud of & making it personal