



# HOUSING BRIGHTON

8 - 9 MAY 2024

# Building Long-Term Trust and Participation with Residents

**Esther Clarson, Co-Founder, Think Together**

**Rachael Smart, Co-Founder, Think Together**

**James Green, Founder and CEO, Public Life**

**Stephen MacKenzie, Tenant, Yorkshire Housing**

**Chair: Rachael Williamson, Head of Policy and External Affairs,  
Chartered Institute of Housing**





# Time to network and meet our exhibitors!

*Complimentary refreshments are available in the exhibition hall. The next sessions begin at 11:45.*



# Recruitment and Retention

**Yolanda Harris, Managing Agent Liaison Officer, Newlon Housing Trust  
and GEM Programme Current Graduate**

**Andrea Baker, Director of Housing & Corporate Services, Poplar HARCA**

**Janet Weekes, Head of Housing Needs, London Borough of Redbridge**

**Chair: Matt Baird, Founder, The Social Housing Roundtable & Director of  
Baird & Co Social Housing Recruitment**





# Recruitment and Selection

Janet Weekes – Head of Housing Needs. London  
Borough of Redbridge

# Local Authority Engagement when recruiting – alternative methods of attracting talent into the sector – LBR

## Background

Redbridge Council owns and manages just over 7,500 council and social housing properties in the East of London.

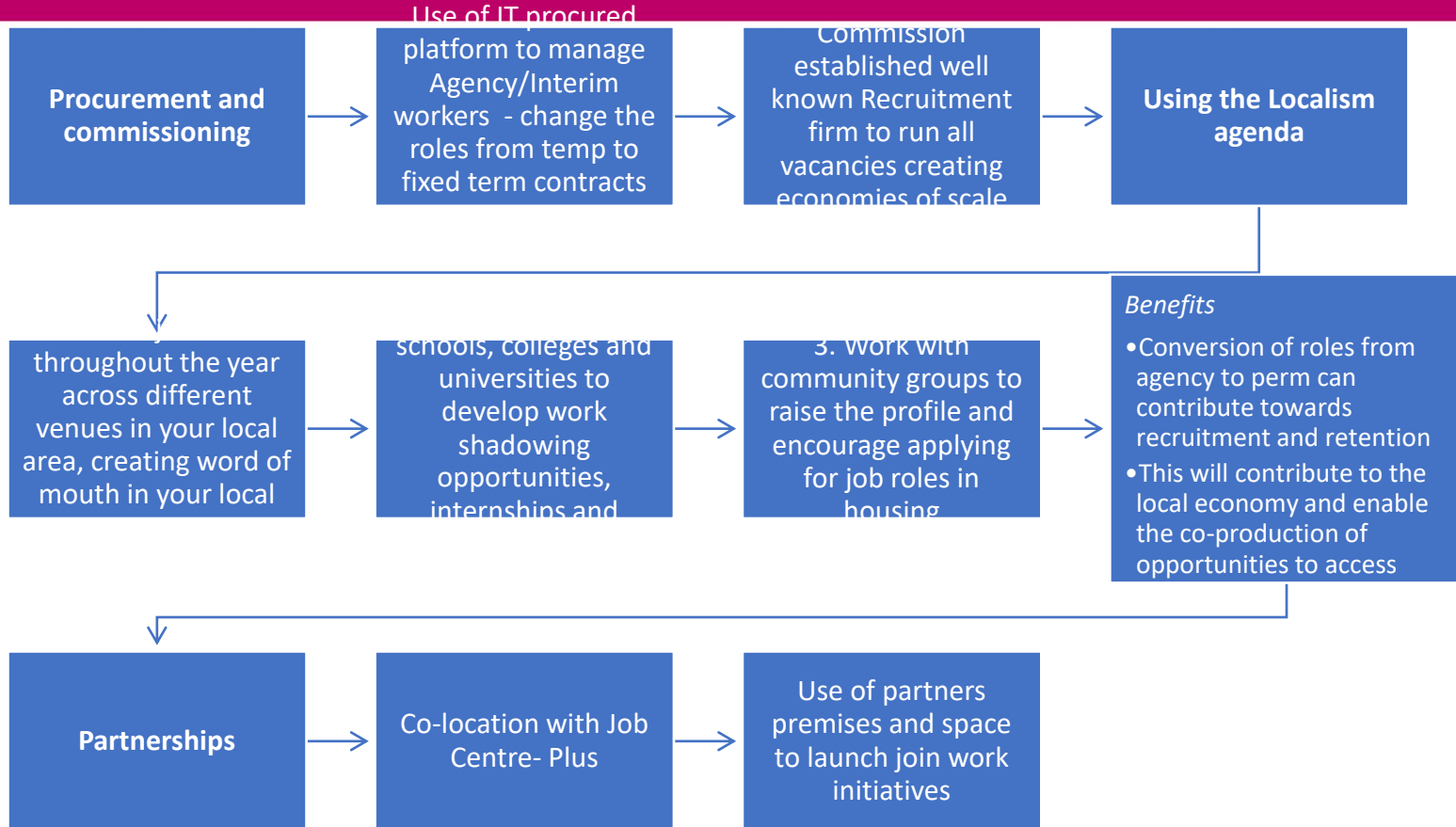
### **Issues:**

- Increase in demand of front-line services (43%)
- More for less and financial pressures
- Recruitment and retention challenging
- Capacity of housing staff to deliver our housing service challenging

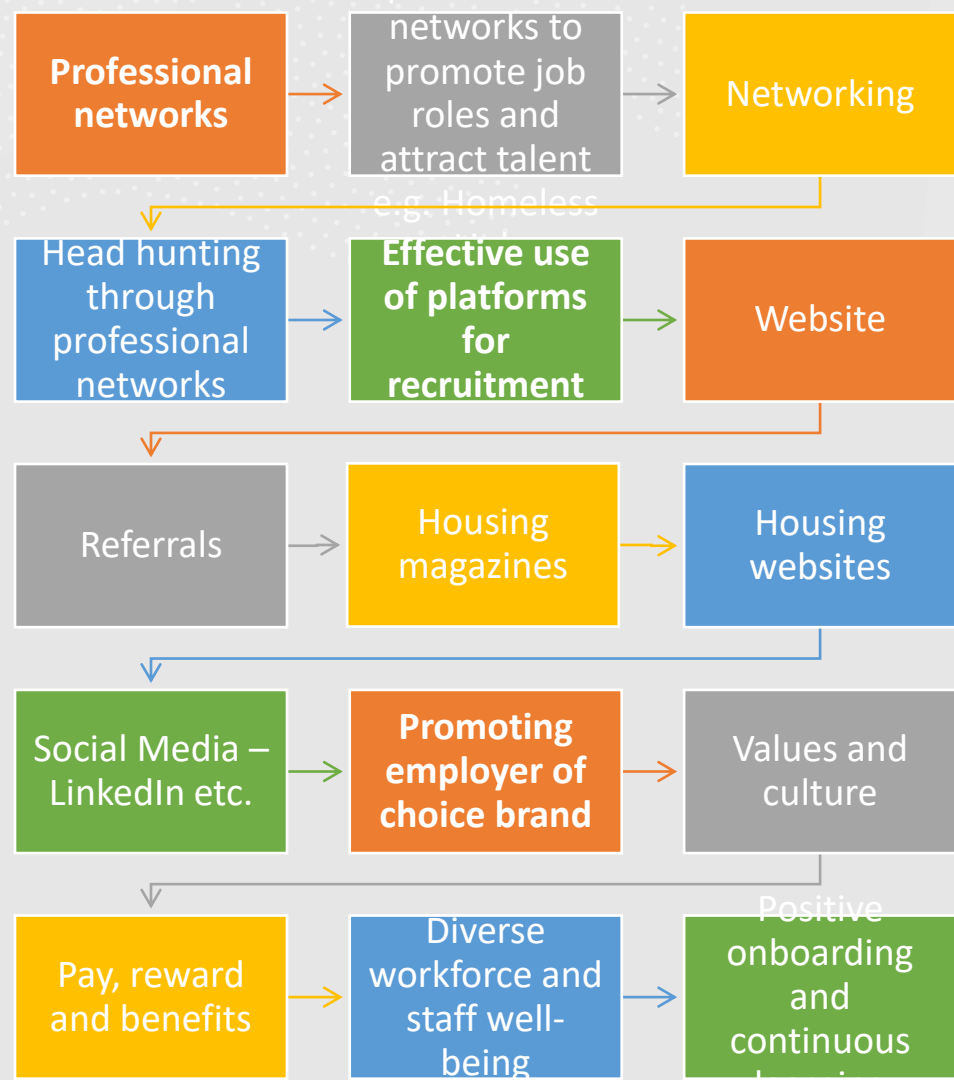
### **What has been done at LBR:**

- Resource plan – invest to save
- Recruitment drive established to manage increase in demand
- Make best use of a range of methods to attract talent
- Review own methods and offer

# Methods to attract talent into the sector and benefits



# Local Authority Engagement when recruiting – what other alternative methods of attracting talent is there?





## Why work for you? LBR brand

Supportive environment

Good pay and rewards scheme

Recognising talent schemes

Agile and flexible working

Grow your own – Added value as creating multi-dimensional teams across the Council.

Lunch and learn sessions assisting with developing expertise

Diversity Groups and workshops

360 degree feedback through staff surveys

Promote through word of mouth, your shop window, referral schemes, social media, partners, institutions and the community



Financial Wellbeing



Redbridge Wellbeing Support

# Three things to think about



1.

What does your shop window look like? i.e. your website and other platforms used to attract talent.



2.

When was the last time you reviewed your employment offer?



3.

These ideas are a snippet of what is already out there, what else can we do to recruit and retain housing staff?



**Thank you for  
listening**

# Recruitment and Retention

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# Efficiency in Complaints Handling

**Claire Blacka, Tenant Engagement Specialist,  
Tentacles Consultancy**

**Dona Guy, Customer Voice Co-Ordinator, Wrekin Housing Group**

**Anthea Chilton – video stream, Sector Learning & Development  
Lead, Housing Ombudsman Service**

**Chair: Megan Hinch, Policy and Practice Officer,  
Chartered Institute of Housing**



# Efficiency in complaints handling

Claire Blacka

Engagement specialist and Insights Discovery Practitioner

Tentacles Consultancy

[www.tentaclesconsultancy.co.uk](http://www.tentaclesconsultancy.co.uk)

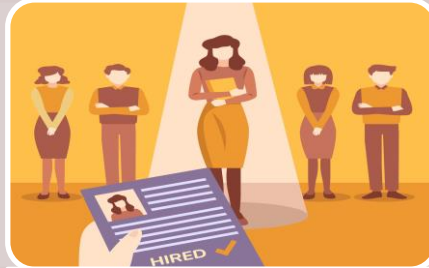




# Before



Have the  
right  
culture



Recruit  
the right  
people



Sweat  
the small  
stuff



# During



designed by freepik

Communicate,  
communicate,  
communicate



designed by freepik

Tell the story



Remember  
equality,  
diversity and  
inclusion

# After



Tenant  
scrutiny



Lessons  
Learned



Shout  
about  
changes



**Work in  
partnership with  
your tenants at  
all stages of the  
process.**





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Tentacles Consultancy**

**Dona Guy, Customer Voice Co-Ordinator, Wrekin Housing Group**

**Victoria King, Sector Development Lead, Housing Ombudsman  
Service**

**Chair: Megan Hinch, Policy and Practice Officer,  
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