

ABERDEEN CITY COUNCIL

COMMITTEE	Housing and Environment
DATE	25 May 2010
CORPORATE DIRECTOR	Pete Leonard
TITLE OF REPORT	CIH Conference 2010
REPORT NUMBER:	H&E/10/082

1. PURPOSE OF REPORT

The purpose of this report is to inform members of the key issues and priorities for the housing service over the coming years which were highlighted at the Chartered Institute Of Housing (CIH) Conference and Exhibition held in Glasgow in March 2010 and to inform members on the feedback that our own exhibition stand generated.

2. RECOMMENDATION(S)

For the Committee to note the content of the report and to authorise the Director of Housing and Environment to pursue appropriate responses to the key priorities listed in the report appendices as part of the Council's redesign and modernisation plans for the Housing Service, namely;

- **Ministerial Address – Alex Neil MSP**
- **Prepare for the Housing Green Paper – “Shaping Scottish housing policy” which will propose among many initiatives the adoption of new ways of thinking and fresh approaches to funding affordable housing**
- **The introduction of the new Housing Acts requiring:**
 - **Introduction of local requirements for the implementation of the Scottish Social Housing Charter – a tenant(s) charter**
 - **Redesign of housing services to meet the needs of our customers**
 - **Housing Options Advice**
 - **Tackling poverty and rent arrears effectively through Tenancy Sustainment & Financial Inclusion**
- **Engaging hard to reach youth**
- **Regeneration**
- **The Private Rented Sector**
- **Tackling Addictions**
- **Responding the wider consequences of the outcomes of the recession and the 2010 General Election**

3. FINANCIAL IMPLICATIONS

There are no financial implications in this report.

4. SERVICE & COMMUNITY IMPACT

Encouraging and promoting the staff and community representatives to attend this conference brings vital business benefits to the Council. This compliments and promotes the Council's Vibrant, Dynamic & Forward Looking (VDFL) Efficient & Fair Funding principles.

5. OTHER IMPLICATIONS

There are no direct legal, resource, personnel, property, equipment, sustainability and environmental, health and safety and/or policy implications and risks contained within this report.

6. REPORT

Attending the CIH Conference offers the opportunity for Housing professionals and Community Representatives to advance their knowledge and personal effectiveness by attending workshop sessions and networking with other housing practitioners and tenant groups.

Delegates attending the Conference were made up of Housing Staff, Marketing staff and Community Representatives.

The Delegate list was made up of:

Director of Housing & Environment (1)
Community & Tenant Representatives (3)
Tenancy Support Officer (1)
Tenant Participation Officer (1)
Architects (2)
Housing Strategist (1)
Change Manager (1)
Marketing Officers (2)

We also used the opportunity to promote and raise awareness of the Council's Housing Services at the Exhibition. We focused on the ground breaking approach taken by the Housing Service to help shift the balance of Care and encourage independent living for the city's older population.

The Council's exhibition stand was visited by Alex Neil MSP, Minister for Housing and Communities.

The marketing team engaged with approximately 300 delegates during the course of the conference. The team received very positive response to the Housing Services proactive approach to independent living and especially for Rosewell House.

Feedback from the team reported that “ultimately it was a good for building reputation with some stakeholders”. However, our most important stakeholders are staff, citizens of Aberdeen and local media and these were not reached at all at the conference.

In previous years the conference has been held in Aberdeen, where the local venue enabled a strong PR campaign to be developed for residents. This year the campaign concentrated on national recognition and a much broader approach. Opportunities to develop a national reputation are few and the team maximized this approach as much as possible.

In summing up, the conference offered a comprehensive range of services and information enabling delegates, whether they are tenants, housing practitioners, and or exhibitors to discover new ways to improve their service delivery in order to help meet customer needs and expectations.

7. REPORT AUTHOR DETAILS

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8. BACKGROUND PAPERS

Key Priorities for Housing and Environment Appendix 1
Objectives and Comments from staff who attended the Conference Appendix 2
Report of Conference from Florence Cal-Anglia – Secretary of the North Area Subgroup Appendix 3
Report of Conference from Bill Pinkerton – Treasurer of Loch Court Tenant Association Appendix 4
Assessment of the Exhibition Stand (Marketing point of view) 2010 Appendix 5