

Neighbourhood Management

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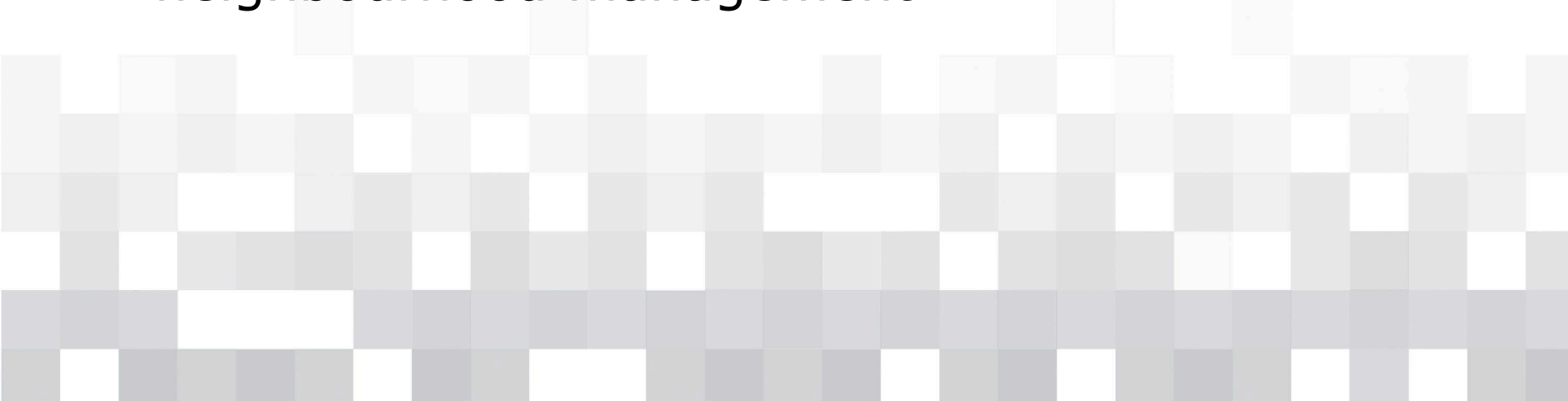
1. What is neighbourhood management?

- In an area with natural boundaries – a neighbourhood – residents share common services and environments. Staff work in those services and respond to residents' needs.
- The structure, make up, and condition of a neighbourhood needs coordination and a clear focus e.g. refuse collection, street cleaning, and maintenance of common areas. This coordinating of services and focus on delivery is neighbourhood management.

2. Why do we need it?

- Many areas are run down, with few internal resources and inadequate services e.g. shortage of caretakers.
- Neighbourhood management, with strong leadership, can improve services, help bring residents together, and raise standards.
- This helps compensate for deprivation and shortages of material resources.

3. How did neighbourhood management arise?

- Neighbourhood management arose through social landlords owning concentrated areas of housing, where many problems were occurring. Problems became much worse without local management.
 - Basically, local housing management evolved into neighbourhood management.
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4. What are its aims?



- The aim of neighbourhood management is to coordinate services on the ground, in order to improve conditions.
- It aims to deliver hands-on, ground level action to prevent problems and tackle them when they arise.

5. What are the methods?



- Methods vary, but the core is to have a team of housing staff based locally. They need to work with as many other services as possible e.g. police, health, youth services, community centres.

6. What is its impact?



- Locally based, full time staff have a direct impact on conditions. Their visibility and the fact that they cannot easily escape their responsibilities forces them to do their job. They have nowhere to hide or run to.
- It also gives residents far more confidence, and access to people who can help get things done.

7. What barriers?



The main barriers are:

- Bureaucracy
- Cost
- Staff motivation

With determination, these barriers can be overcome.

8. What does good look like?



Good neighbourhood management looks like the successful, live models we have!

- Estate/neighbourhood management
- Broadwater Farm
- Lancaster West
- Many tenant management organisations
 - Tavener Close, Islington
 - Bloomsbury, Birmingham

9. Where is it necessary? Why?



- Neighbourhood management is necessary in all areas of concentrated poverty; all large social housing estates; all areas with a high proportion of renting.
- These areas lack the resources or the community capital to address all the social problems.
- Staff working in these areas need support and a wider structure to fit into.

10. Describe a success



- Successful neighbourhood management brings the concentrated resources of time and energy to an area that needs extra help:
 - It raises standards, coordinates inputs, and motivates local staff to make the necessary efforts to sort out problems.
 - It raises staff morale and gives residents greater satisfaction.
 - It helps to involve residents in improving local conditions.

As a result, It is a win-win for staff and for residents.

- It can be funded by:
 - a) Redeploying staffing from centrally based systems
 - b) Reducing damage, crime, etc.
 - c) Making staff more productive
 - d) Saving on housing costs e.g. mounting disrepair

11. Overview/Conclusions



- Neighbourhood management is a useful tool for tackling basic, ground level issues that arise daily in any community
- It becomes essential in low-income neighbourhoods of rented housing where there is insufficient local capacity of resources to address multiple local problems
- A locally based staff team, coordinated by a neighbourhood manager, can maintain conditions, build up confidence with residents, and develop familiarity with local problems so they become easier to solve.
- Neighbourhood management is a tried and tested model that is affordable, and it saves money by protecting homes and communities.