



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# CCH - Conference

## 23rd July 2011

### Gareth Swarbrick



# New Mutuals in Housing – the Rochdale Story



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# Rochdale

## a place of contrasts





Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

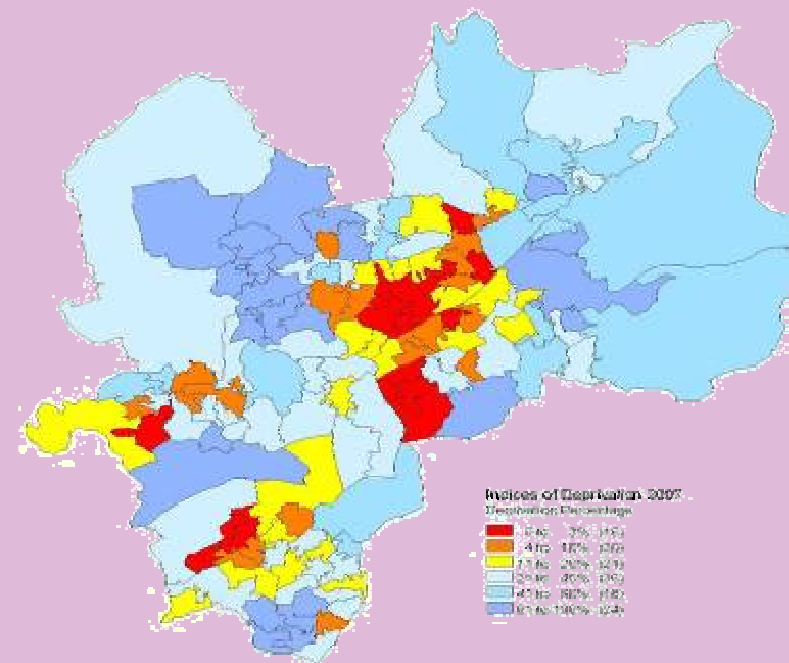
# Rochdale

## The Challenges

- Concentrations of acute deprivation
- Skills and Work
- Income
- Health
- Public sector cuts
- Changing government policy



ID 07 - Index of Multiple Deprivation



2007



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# What this means for RBH

- **A need for:**
  - Greater freedom and flexibility
  - Creativity
  - Resilience
- **A need to:**
  - Generate additional investment
  - Reshape what we do and how
  - Engage our employees and customers



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# Our future options Review

- **Investment & Involvement Commission – tenants, councillors, RBH Board members**
- **Independent Chair – Professor Ian Cole**
- **Assessment criteria**
  - Revenue sustainability
  - Investment in homes and neighbourhoods
  - Role of biggest social landlord in borough
  - Customer (tenant) involvement in decision-making

# Finding a new model -the starting - point

- **People**
  - The community served by RBH
  - Those who work for RBH





Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# Rochdale People

willing to take more responsibility

- **Tenants**
  - 81% satisfied with service but only 58% satisfied with opportunities to participate in decision-making
- **Employees**
  - 86% satisfied with RBH as employer but other survey results show a desire to take more responsibility
  - 85% live locally
- **Can mutuality be a catalyst for:**
  - Meeting our challenges?
  - Increasing active participation from customers and employees?



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# Our mutual heritage





Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# Our mutual heritage





Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# Our Vision

**‘A unique and ground breaking model for the social housing sector, enabling us to reshape what we do, how we do it, and to generate additional investment in our homes and communities’**

**Co-Ownership**

**Co-Production**



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# What this could mean for Rochdale

- A new type of mutual housing stock transfer
- Rooted in Rochdale
- Flexibility
- Efficiency
- Local economic benefits
- Opportunities
  - Energy
  - Financial Services
  - Ageing population
  - Training and employment



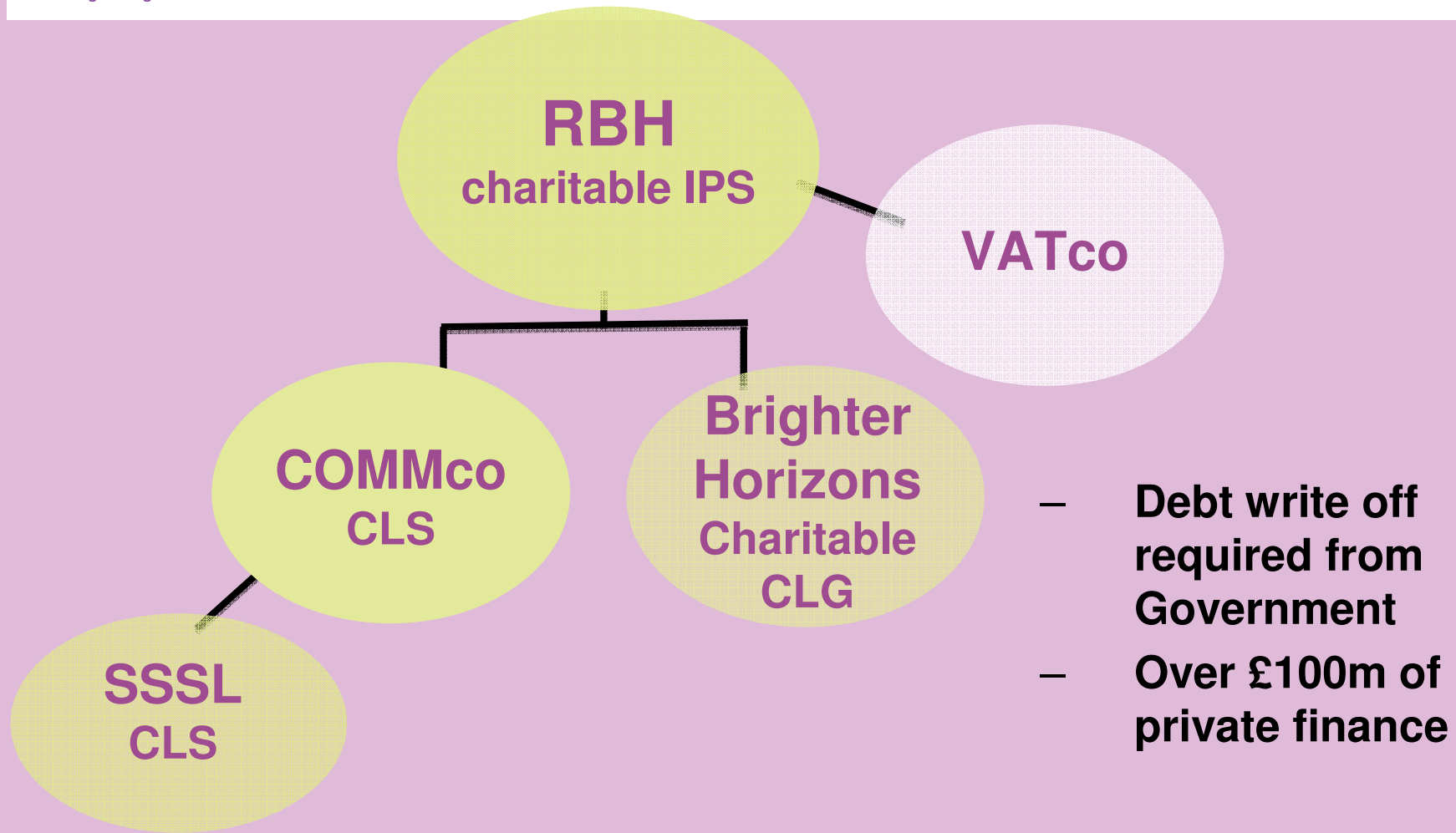


Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# How this might look

## Legal and Financials





Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# How this will look

## Governance Arrangements

*Tenants  
Employees*

**Membership**

**Representative  
body**

*15 Tenant  
3 TMO  
8 Employees  
2 Council (+2)  
3 Partners*

*2 Executive  
8 Non Executive  
(inc 2 Council for first 5  
Years)*

**Board**



Rochdale  
Boroughwide Housing

Delivering Excellent Services –  
Building Stronger Communities

# THANK YOU

