



“Why stock transfer is all about people”

Steve Stride
CEO of Poplar HARCA

Making Poplar a better place to live

Excellent tenant involvement is a given....



“When strangers start acting like neighbours, communities are reinvigorated.”

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Excellent tenant involvement is a given...



“Before they built our park, they asked us what we wanted. It’s much better now.”

Mum reckons its brought our community closer together.”

Charlie Wilcock
Bow Bridge Resident

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Excellent tenant involvement is a given...



"The children were amazing.

I often see them around my estate and its lovely to hear them shout out 'hello'."

Joan Goodyear
Lansbury Estate Resident

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Excellent tenant involvement is a given...



Just because... it's
Christmas

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It's not about why, It's about



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It's about community involvement



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It's about enabling and empowering



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It's about being flexible



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It's about being a catalyst and enabler





Who we are

- ✓ Set up by LB Tower Hamlets in 1998
- ✓ **Housing and Regeneration** Community Association for Poplar
- ✓ We manage **9,000** homes in **Bow, Poplar** and **Mile End East**
- ✓ We are a **stock transfer organisation**





The beauty of being a stock transfer





Governance- a resident led approach

- ✓ Strong governance
- ✓ Ballot vote – resident shaped governance



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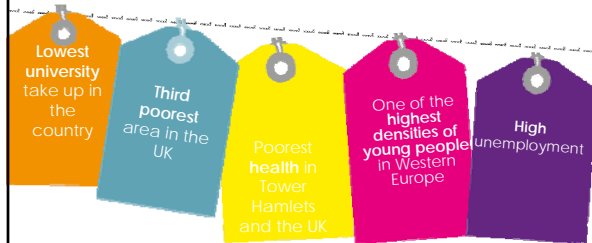
Resident Led



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Back in 1998...



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- × Poor community cohesion
- × No community facilities

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POPULAR HARCA

"I was part of the original group of people who petitioned for a youth club as they pulled down the Lincoln Hall."

"It's important for young people to have somewhere to go to learn and develop to achieve their goals."

Dizzee Rascal

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POPULAR HARCA

Poverty in Poplar

Ward name	Borough	Rank of average score within London (1 = most deprived)
East India and Lansbury	Tower Hamlets	1
Bromley-by-Bow	Tower Hamlets	2
Northumberland Park	Haringey	3
Canning Town North	Newham	4
Canning Town South	Newham	5
Wick	Hackney	6
St Dunstan's and Stepney Green	Tower Hamlets	7
Mill End East	Tower Hamlets	8
Chatham	Hackney	9
Queen's Park	Westminster	10
Hoxton	Hackney	11
Queensbridge	Hackney	12
Shadwell	Tower Hamlets	13
New River	Hackney	14
Weavers	Tower Hamlets	15

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What does this mean practically – active governance



Residents at the heart of all our decision making



Active governance

- Resident majority main board
- Resident Chair
- Over 300 people involved in Estate Boards
- Award winning Resident Empowerment Team
- Residents encouraged to set up own local regeneration groups/social enterprises



Active governance: great examples of success

- Christine Searle. MBE





Active governance: great examples of success



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Active involvement

- Local residents trained as Mystery Shoppers
- Service Action Groups
- Residents Conference/Leasehold Conference
- Piloting young advisors scheme
- Partnership with Look Ahead & Housing Link to reach vulnerable residents

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Active involvement: great examples of success

mystery shopper



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Active involvement great examples of success



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Active participation

- Six multi-use community centres/community cafes
- Employment and training team
- Outreach for vulnerable residents - particularly elders
- Youth service
- Dedicated community safety manager and tenancy enforcement team
- Deliverer of Neighbourhood Management
- Excellent partnerships

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Active participation: great examples of success

- ✓ Award winning community regeneration network
- ✓ 12 community hubs
- ✓ Service **bespoke** to a community's needs
- ✓ 150,000 visits per year



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Youth services

Our youth service engages over 2000 young people



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Active participation: Neighbourhood Management



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Strong partnerships – residents in the lead



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Working in partnership – We do not exclude anyone, whether we are engaging with the local community or working with our volunteers and our creative and supportive partners, every success we have will be because of the partnerships we create.

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The end result: housing transformed from this:

- Neglected housing
- "roofs that leaked, syringes taped to stairwell handrails"



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The end result: to this 9,000 Decent Homes



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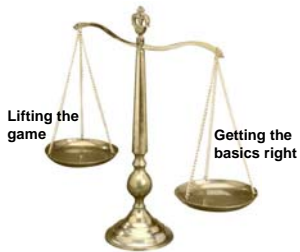
The end result to this: Refurb/New build



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Getting the balance right – resident lead



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The end result: national recognition for our resident led approach



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Results in a reputation for being resident led

"What describes you best?"

Working closely with residents

Fun, caring, helpful
Very resident/community driven

Approachable organization

Customer focused

Community organization, building communities

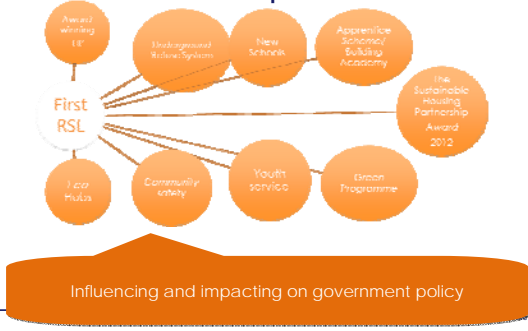
Close proximity to services

Part of the community, for the community

Professional people but still welcoming environment



Resident involvement equals innovation





What we learnt

- You need to keep evolving
- You need to reach the groups people say you can't
- You can't rest on your laurels on or the good will of a group of middle aged people
- Appreciating not every resident wants to get involved in the usual routes

Youth Empowerment Board

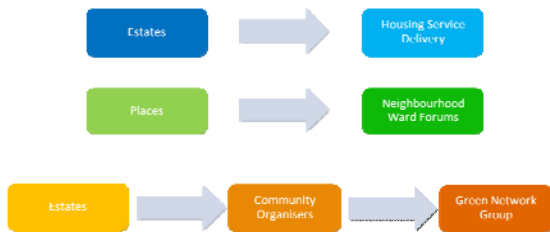
- ✓ 30 young people involved
- ✓ National reputation
- ✓ Involvement in Corporate Boards



Our governance approach today



... and it's evolving



ENGAGING RESIDENTS IN GOVERNANCE

Poplar HMCA is a national brand leader in resident engagement. Residents are involved in all aspects of decision making and shaping services. The Poplar HMCA resident group chairs, including the role of the organisation, and relationships with residents. The resident and engagement groups for residents engage representatives from across the area and the high skilled resident majority Poplar Board drive forward the vision.

EXCELLENCE IN GOVERNANCE & BOARD MEMBERSHIP ACCREDITED TRAINING

In 2017, C4H developed a formal accreditation qualification for board members. The qualification, at CCH level 2, is awarded to six A Level. Twelve residents, including young people, attended the training course. Awarded 8 key modules. The training has covered of decision making and provides a formal qualification to acknowledge the value and skills residents bring in steering the organisation.

LOVE POPLAR PROJECT

The Love project offered a very simple and accessible way for people to contribute to their local area and projects. It was a key part of the strategy for Poplar HMCA on digital, resident led, neighbourhood level.

Over 1000 people have been involved in the project and the service has had over 1000 hours of engagement about what the local area should be like.

The project earned the International award for being an innovative way of working on community level.

All the generated data was made available to the Poplar Board in December 2017. At the opening of the 16 Poplar Courts.

POPULAR MARKA

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ENCOURAGING PARTICIPATION & COMMUNITY COHESION THROUGH OUR NEIGHBOURHOOD COMMUNITY CENTRES

15
FULL TIMETABLE ALL WEEK & WEEKENDS

2,680
RESIDENTS AT SUMMER EVENTS
Organised by C4H in 2017

500
NEW USERS ON AVERAGE PER QUARTER

OPEN
Open 12 hours/day weekdays and 7 hours/day weekends.

Making Poplar a better place to live

A clear vision of where we are going

- ✓ Feed into wider government plans and aspirations for London
- ✓ London Legacy Development Corporation
- ✓ Board and partner approved Corporate
- ✓ Strategic Plan – outlining goals until 2020
- ✓ £1.5 billion regeneration plan

BUILDING ON OUR LEGACY

LEGACY DEVELOPMENT CORPORATION

GREATER LONDON AUTHORITY

APPROVED

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Poplar today

9,000 homes + 9,000 homes

Raising expectations

Award winning services

Localism before localism



“ part of East London Being remade”

Bob Kerslake

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New Employment and Enterprise

Local Apprenticeships Building Academy



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New Retail



Gastro pubs

Cafes

Shops

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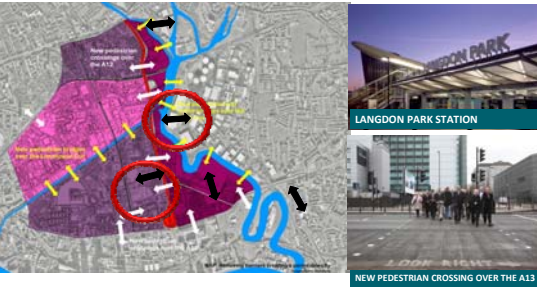
New Education



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New Connections



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Customer Satisfaction is High





Thank you



- Play a film
