

PAUL DIGGORY

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SUPPORTING  
PEOPLE  
INTO WORK

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# ECONOMIC CONTEXT

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- ▶ No Jobs
- ▶ No Cash
- ▶ No Hope

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# OPERATING ENVIRONMENT

- ▶ Reductions to social housing rents
- ▶ Modelling welfare reform changes
- ▶ LHA benefit caps
- ▶ Increasing business plan tolerances
- ▶ Developing exit plan strategies
- ▶ Strengthening rent collection
- ▶ Improving advice and support to tenants

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# SOUTH LIVERPOOL HOMES

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# REACH

- ▶ Support: single point of access
- ▶ Mix of service providers
- ▶ Focus for local employers

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# THE BEE CLUB PROJECT

- ▶ Workless through sick benefit:
  - ▶ England 6.2%
  - ▶ All SLH residents 12.7%

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# CANTEEN

- ▶ Skills and training
- ▶ Healthier lifestyles through food
- ▶ Connecting with community
- ▶ Social enterprise

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# BIG HELP PROJECT

- ▶ 1:1 sessions
- ▶ Interviews, CVs, online jobs search
- ▶ Confidence

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# BIG PICTURE POINTS!

- ▶ Using capacity and influence
- ▶ Improving cohesion
- ▶ Increasing accessibility
- ▶ Developing partnerships
- ▶ Collaborative leadership

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# BROMFORD HOUSING GROUP

- ▶ The impact on customers' well-being?
- ▶ Cashable social value for UK plc?
- ▶ Business resources v management costs
- ▶ Total return on investment

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# UNLOCKING POTENTIAL

*“We believe that everyone has the potential to achieve more. Choosing Bromford means you are committed to a deal; we know this won’t suit everyone. But if you’re willing to make the most of your talents, we’ll help you get to where you want to be.”*

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# THE BROMFORD DEAL

- ▶ The Deal: a 'something for something' approach
- ▶ The customer: living up to expectations
- ▶ The landlord: delivering bespoke support
- ▶ The philosophy: promoting self-reliance

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# BASIS OF THE DEAL

Three levels of Deal:

- ▶ Regular, Lite or Max?

Neighbourhood coaches

- ▶ Questioning and deep-mining
- ▶ Common sense and doing the right thing
- ▶ Coaching

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BUT...

*“If we find the Deal isn’t working for both of us, we will need to discuss with you whether being a Bromford customer is suited to you. We want to make the best use of our time and money, and we want to offer our services to those who are going to benefit most from them.”*

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# BIG PICTURE POINTS

- ▶ Social value AND business value
- ▶ Commitment
- ▶ Risk management
- ▶ Unlocking potential - skills, health, money management

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# NEW LEAF

- ▶ Transform **L**ives
- ▶ **E**mpower communities
- ▶ Raise **A**spirations
- ▶ Connect people and deliver positive **F**utures

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# REGIONAL STRATEGIC AIMS

- ▶ Tackling poverty hotspots
- ▶ Working with troubled families
- ▶ Overcoming barriers to employment
- ▶ Supporting transition to Universal Credit

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# HELPING YOU TAKE CONTROL AND CHANGE YOUR LIFE BY...

- ▶ Providing 1:1 support
- ▶ Helping you with skills and training
- ▶ Finding opportunities to unlock your potential
- ▶ Boosting your confidence and prospects

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# NEW LEAF CAN...

- ▶ Provide skills advice that's right for you
- ▶ Put more money in your pocket
- ▶ Give you and your family a bright new future

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# BIG PICTURE POINTS

- ▶ Strategic integration
- ▶ Active inclusion
- ▶ Collaborative leadership
- ▶ Local community regeneration

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# FRONTLINE FUTURES

- ▶ Differentiated - data guiding how time used
- ▶ Relational - doing things with not for residents
- ▶ Interactive - working with other disciplines
- ▶ Varied and creative - finding solutions
- ▶ Engaged and impactful - for people and business
- ▶ Novel and anticipatory - act now to avoid negative consequences

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# THANK YOU!

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