



PEOPLE ISSUES  
THEATRE

## Developing a neighbourhood approach

- Wendy Stephens, Localities leader, Bromford
- Andrei Szatkowski, Executive director operations, Aspire Group

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**Bromford.**

**We build homes and relationships so that people can thrive.**

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We own and manage



43,000  
homes

That are home to over



100,000  
customers

Supported by



1,700  
colleagues



220 neighbourhood  
coaches  
building relationships

Bromford

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## Sinead's Patch



- Oakenfield
- Pipers Croft
- Greencroft
- Collins Hill



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## PEOPLE ISSUES THEATRE

- We believe in the strengths and abilities of others.
- We do more listening than talking – asking the right questions and letting people think through their options rather than advising or telling them.
- We don't judge other people's choice.
- We start with the individual and take an asset based approach to coaching which is personal to them.
- We don't see people as needing to be fixed and we don't collect problems.
- We invite feedback and challenge.  
We are comfortable being uncomfortable.



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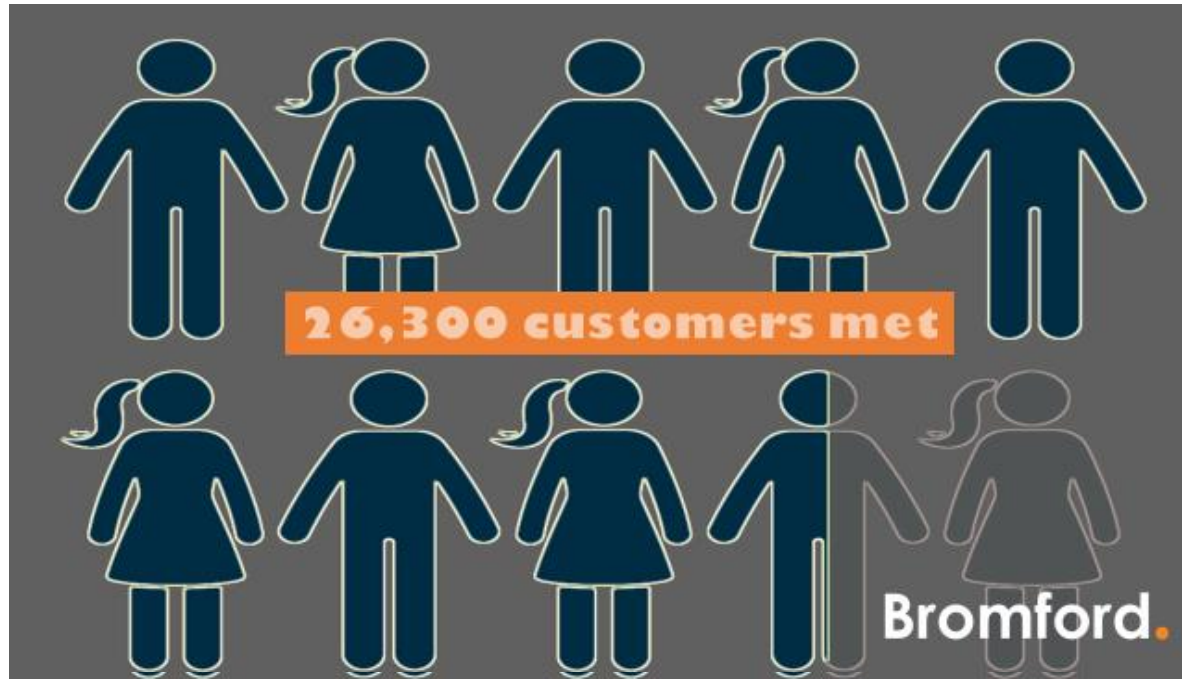
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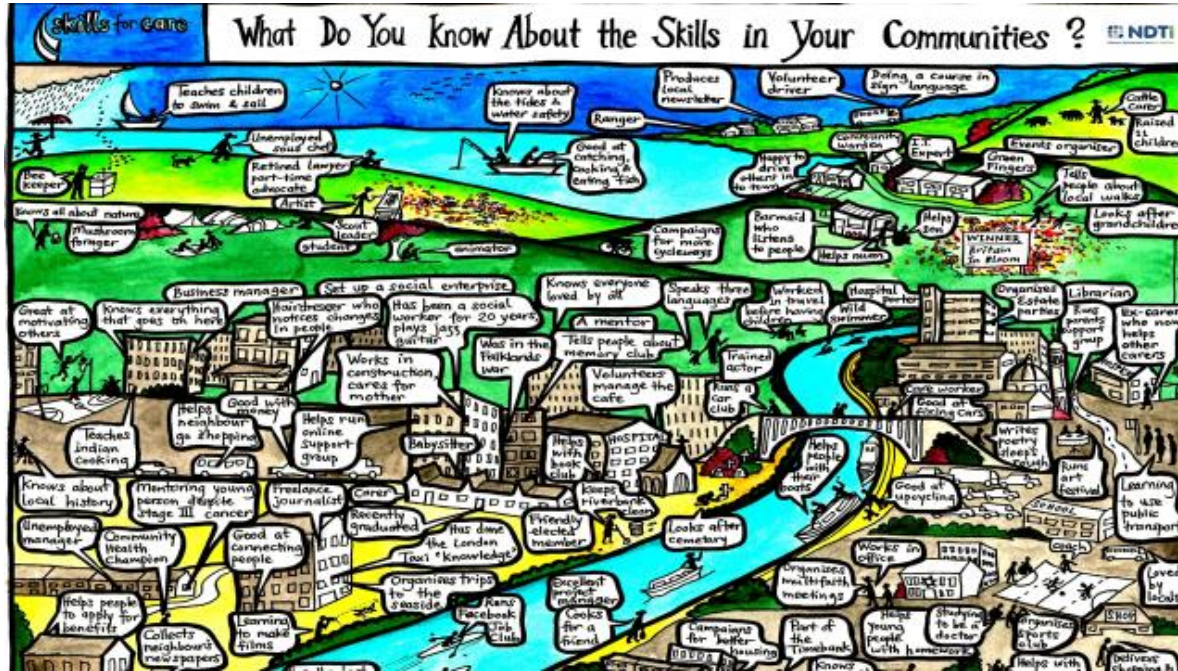
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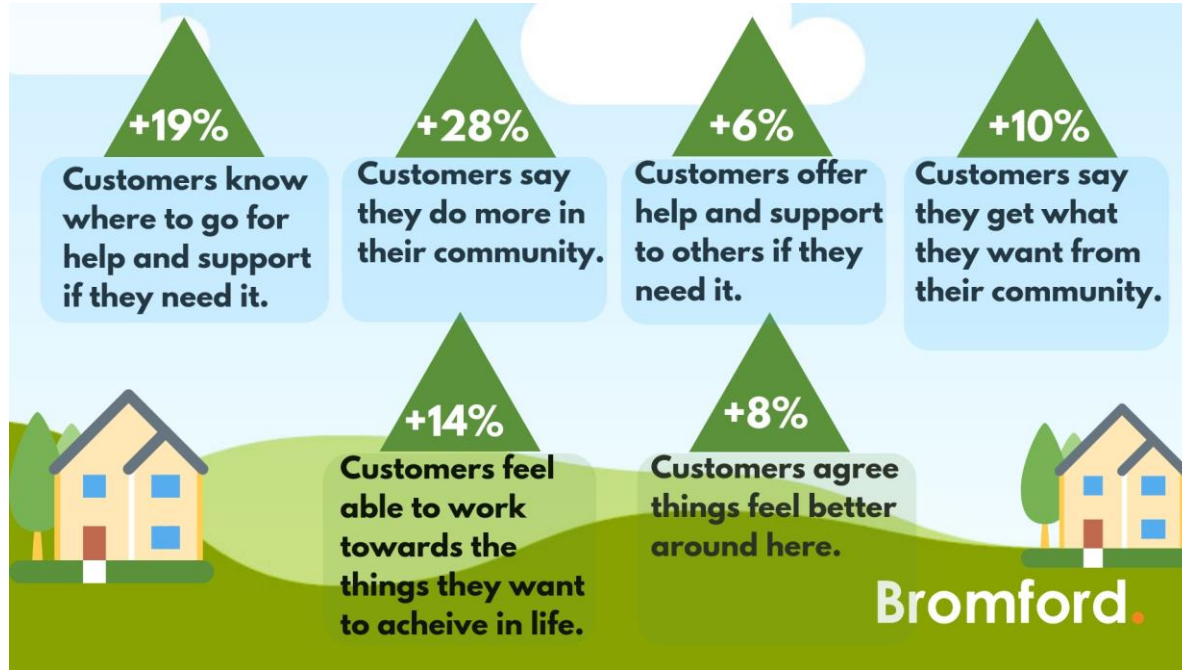
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**we are aspire**

# Developing a neighbourhood approach

**Andrei Szatkowski**

Executive Director of Operations

Aspire Housing Group



**we build / we train / we support : we are aspire**

- 
- Introduction to Aspire
  - Neighbourhood approach
  - Regeneration
  - Partnerships
  - Employment & training
  - What next at Aspire

we build / we train / we support : we are aspire

aspire  
housing

pm  
training

realise  
charity





we build / we train / we support : we are aspire

aspire  
housing

pm  
training

realise  
charity

# Introduction

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- Aspire Housing Group – est. 2008
- 3 - Aspire Housing / PM Training / Realise
- We are ambitious / creative / collaborative
- Placeshapper
- People first

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aspire  
housing

pm  
training

realise  
charity

# Neighbourhood approach

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- Place is key
- Key role
- Changing role
- Skills / behaviours
- IT / process etc...
- Listening !

# Regenerating communities

- Place-shaping HA in Staffordshire
  - 1,700 new homes over 5 years
  - £160m invested in housing stock
  - Supporting regeneration and shaped by our places
- Focus on supporting independence
  - Employment and skills
  - Income maximisation
  - Wellbeing services



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# Knutton and Cross Heath

- Area within 5% most deprived nationally
- Poor reputation, housing mix, low skills and incomes
- Major master planning programme – community engagement
- £60m invested
  - New community facilities
  - Extra care
  - 387 new homes mixed tenure
  - Environmental improvements – PM Training
- Employment and skills support



# Transformed



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housing

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training

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# Partnerships

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- Which partners?
- The squeeze
- Complex arrangements!
- What's best for you and your residents
- Step up!
- E.g. L.A.C approach at Aspire

# PM Training

- Largest provider of young apprenticeships in Staffordshire
- OFSTED Best Practice
- Leading learner satisfaction
- 3000 people receive training / employment support
- Aspire 2 work
- £1m



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# What next

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- People first
- Review our 'locality' offer
- £££ - for ?
- Expand our support offer
- We are Aspire

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aspire  
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# we are aspire

**Andrei Szatkowski**

Executive Director of Operations

Aspire Housing Group



# we build / we train / we support : we are aspire