

CCH - Conference

23rd July 2011

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**New Mutuals in Housing
– the Rochdale Story**

Rochdale

a place of contrasts



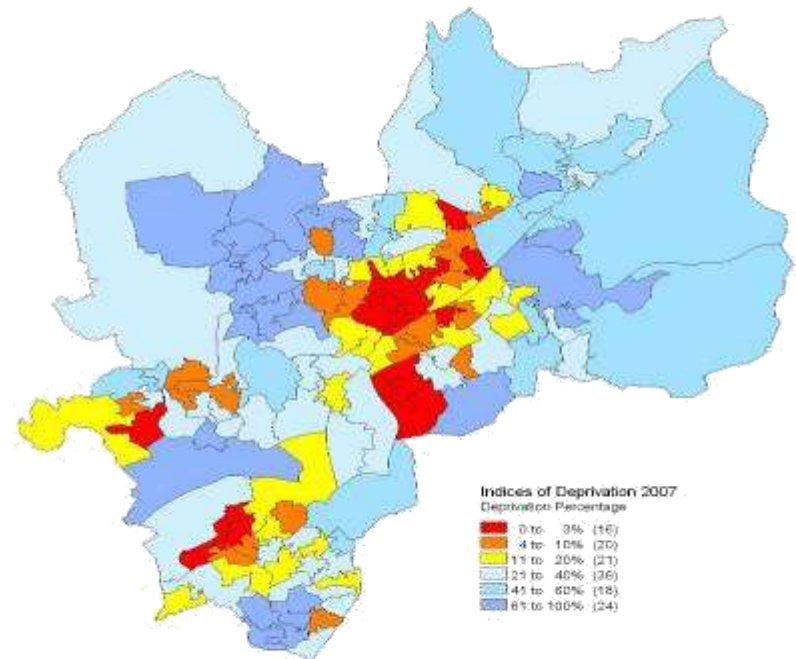
Rochdale

The Challenges

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



ID 07 - Index of Multiple Deprivation



2007

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**

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 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?

Our mutual heritage



Our mutual heritage



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

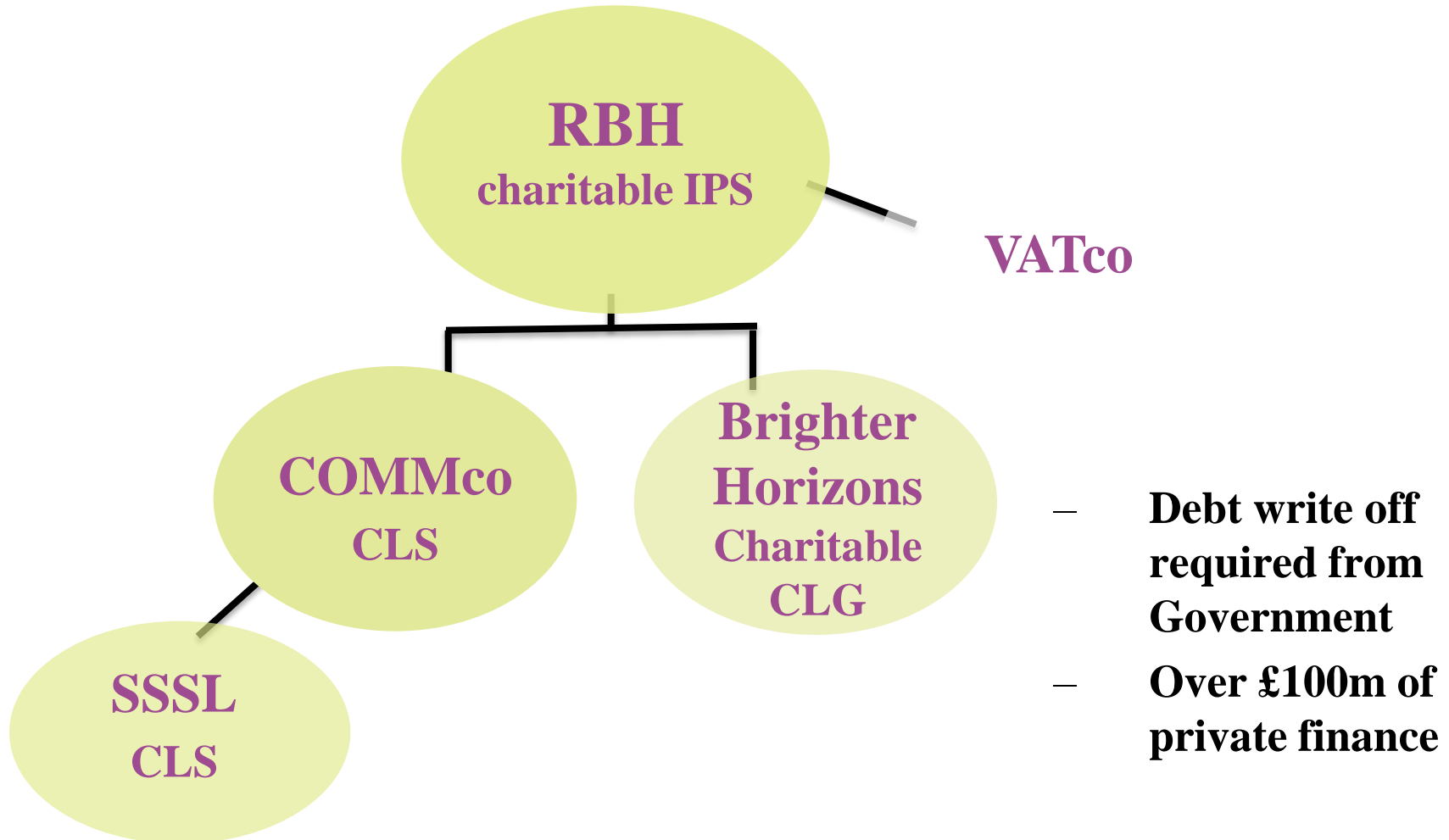
What this could mean for Rochdale

- **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**



How this might look

Legal and Financials



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

Board

(inc 2 Council for first 5 Years)

THANK YOU

