



PlaceShapers

Together we help communities thrive



We are PlaceShapers

The national network of place-based housing organisations. We are a collective of collaborators, change-makers and policy-shapers. We are a voice for our members and a voice for our communities because many voices can make a bigger difference than one. Together, we go beyond housing.

Our Annual Review 2021 – 2022



Chair's Remarks with Matthew Walker

I'm sure all reviews of the last year will make mention of the pandemic. It's been horrid on every level. But that's all we are going to say about it, because like everyone else we are keen to move on.

We have spent the last year absolutely focused on the things members said were their priorities. The staff (who have been brilliant by the way) and Board (equally top drawer) have been fully involved, and so have a great many members. So, thank you to everyone who has helped push the PlaceShapers message forward and keep place-shaping at the heart of decision-making.

Every PlaceShapers member will be contacted again this year by a Board member or staff member, so we can brief you on what we're up to, hear what you're up to, and connect you into what we are doing if there are projects you want to be more involved in. We will continue to connect, communicate and collaborate for great influence and impact.

We've been busy...

- Levelling up – we published our *Stay local, go far* report in January which showcased how PlaceShapers are already levelling up places and made some recommendations so we can do even more. We hope this report provided you with a topical opportunity to connect with your MPs.

Levelling up remains a priority, and we have engaged Toby Lloyd to work with us to build on our report and influence government to engage with Housing Associations on the wider regeneration agenda.

- Net zero carbon – we built on the *Residents' Voices in UK's Net Zero Carbon Journey* report published last year by speaking at various conferences and events and held subsequent tenant focus groups.

We also held 'Net Zero week' in partnership with Tpas in October where 400 people attended over the week. In January we convened a meeting of sector leaders (including NHF, CIH, NFA, NHC and Tpas) to discuss our respective work, explore potential areas for collaboration and importantly avoid any duplication of effort.

- New Narrative - throughout the summer we undertook a project in conjunction with Creative Bridge to define our purpose, values and mission. This process led to us producing a new narrative for PlaceShapers and a fresh, new brand identity to communicate our values. This also included refreshing our website. If you've not visited for a while, please do take a look www.placeshapers.org.

We held a host of events including:

- The PlaceShapers Annual Conference in November. Sessions that were particularly noteworthy were those where tenants were on the same panel as key sector figures such as Fiona MacGregor (RoSH Chief Executive) and Richard Blakeway (Housing Ombudsman).
- Monthly Diverse Voices sessions were held to provide space for people to talk about their lived experiences from different diverse backgrounds. Speaking as someone who has attended almost every session, I can honestly say they are nothing short of inspirational.

- The Chairs' Network – designed to give Chairs the opportunity to discuss the issues we all face and hear how others are approaching those same challenges.
- A series of three events around the country with Kate Dodsworth, Director of Consumer Regulation at RoSH, during which over 100 tenants gave their feedback on the Tenant Sector Metrics and their views on consumer regulation. We intend to hold more such events.
- Two sessions with Peter Denton (Chief Executive of Homes England) for members to hear his views and ask questions on the sector and specifically how PlaceShapers can engage on the regeneration agenda.

Following our active engagement in the #KeepTheLifeline campaign to scrap the removal of the £20 benefit uplift introduced during lockdown, we were pleased that the Government introduced taper relief to the calculation for benefits when people started working. We were disappointed the Government did not go further.

We have responded to a number of consultations during the year, including the Select Committee Inquiry into Regulation and the Quality of Social Housing. I was pleased to give evidence personally and tell MPs numerous stories about the great work that PlaceShapers members do across the country.

In closing, I agree with the Chief Executive who having seen what we said to the Select Committee Inquiry in both written and verbal evidence, gave some feedback in which he reflected, "It makes me proud to be a PlaceShaper". Hear hear!



Matthew Walker

Chair, PlaceShapers



Our Impact

In 2021-2022 PlaceShapers have:

Received over
1000
registrations to
30
events, a mixture of
webinars, roundtables
and workshops held
for both members
and their residents



Hosted the Annual
Conference, featuring
ten
sessions,
virtually over two
days, attracting over
300
registrations



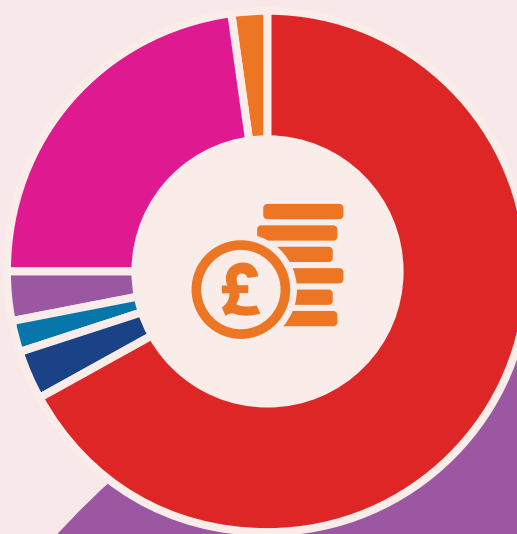
Hosted
four
sub-networks
for members:

- Communications Network
- Chairs' Network
- Development Directors Forum
- Sustainability Network



How we spent your subs:

- Staffing
- Infrastructure
- Events
- Website
- Campaigns
- Other



Had
17
articles
featured in
Inside Housing

To find out more about your network go to www.placeshapers.org

Published the following reports:

Residents' Voices in UK's Net Zero Carbon Journey, in partnership with Tpas

- Report has positioned us as 'go-to' voice on resident engagement on net zero
- Now leading further sector collaboration on resident engagement on net zero in 2022

Getting ready for new consumer regulation

- Report based on insights from 100 residents who attended events hosted by members Alliance Homes, Karbon and Broadland and Kate Dodsworth from RSH
- These events also allowed residents to shape RSH thinking on tenant satisfaction measures and consumer regulation

Stay local, go far report

- *Stay local, go far* report published in partnership with centre-right think tank Bright Blue. The report launched with coverage on Conservative Home website on the importance of housing associations in levelling up aligned with much of the thinking in the Levelling Up White Paper

And contributed to:

No Place Left Behind Commission Report

- High profile report on improving left behind places from commission chaired by Toby Lloyd
- 15 recommendations from the report were included in the Government's Levelling Up White Paper
- We also submitted evidence to three policy consultations and were called to give oral evidence to the ongoing DLUHC Select Committee enquiry on Social Housing Regulation

Partnership Working

We have continued to work closely with partners, Communities that Work, HACT and Tpas on joint projects which benefit our members and residents. We are very grateful for the support we receive from Anthony Collins Solicitors who support our Chairs' and Sustainability Networks.

All reports are available to read on our website.

**Twitter
2021-2022**

Tweets 604
New followers 423
Total followers 7021
Profile visits 56829
Impressions 631400
Mentions 1137

Follow us on Twitter and LinkedIn @placeshapers

Membership in Action

Working with the Regulator

"We were delighted to be asked by the Regulator to help organise some face-to-face sessions with residents to discuss the Tenant Satisfaction Measures and the new approach to consumer regulation. It was great to see the new Director of Consumer Regulation meeting with residents."

"This meant residents were able to speak directly with the Regulator about what was important to them, and have a meaningful conversation about the new proposals. I was struck that it was a brilliant example of PlaceShapers' values and approach; empowering residents to speak for themselves, giving our communities a real voice, and making sure someone was listening."



Allister Young,
Chief Executive, Coastline

Telling the PlaceShapers Story

"Timing was everything when it came to considering the PlaceShapers brand refresh. It was a point in time where PlaceShapers had delivered a successive run of great campaigns - #WeWork, #WeBuild, #WeCare, #WeShare - had appointed a new Chair and Vice Chair and had developed a new business plan. It was absolutely the right time to take stock of where we were, and to make sure that our future focus met the aspirations and expectations of current and future members as well as wider stakeholders."

"A fundamental part of this process was independent engagement with our members, led by Creative Bridge. They also worked with the Board and a diverse range of external stakeholders to get deep insight into perceptions of PlaceShapers, its purpose, impact and what more we could do to elevate our narrative. This approach not only reflected the values of PlaceShapers but built on its strength ensuring its relevance for the future."

"The PlaceShapers Communications Network were key influencers throughout the process, shaping the way forward for refreshed brand narrative. Ultimately it was the meaningful collaboration with all the interest groups that delivered an authentic and impactful brand narrative, with strong resonance within the PlaceShapers community and beyond."



Pritti Allen, Head of
Communications, emh

Levelling Up

"As the PlaceShapers report Stay local, go far makes clear, the Government's commitment to level up areas such as County Durham makes it of paramount importance that housing associations and local political leaders work together to deliver for our communities."

"In contributing to Stay local, go far and with the help of PlaceShapers, we have worked collaboratively with our local MP, Paul Howell, and aligned our thinking on how to work together to achieve common ambitions. These include building strong and sustainable places for the future through addressing issues such as: affordable housing, economic wellbeing, health and employment, bringing the Government's priorities right into the heart of our communities."

"PlaceShapers have been critical in supporting this engagement, and we look forward to continuing to work together to 'join-up to level-up', to create beautiful, sustainable places in which tenants and residents thrive for years to come."



Alan Boddy,
Chief Executive, Livin

The Journey to Net Zero

"It's been great being involved in the PlaceShapers net zero work. Having access to all the other members who are on the same journey is amazing from the green week sessions to the sustainability network. I have found the collaboration insightful. It's so useful to have others to share ideas with or learn how to overcome an issue that someone else has been experiencing."

"The Residents' Voices in UK's Net Zero Carbon Journey report gives clear recommendations that we can all take forward. For me personally the involvement in this work has given me a real appetite for the green agenda and I've recently taken on a secondment on our Greener Futures project."



Chloe Challinor, Greener
Future Project Lead, Aspire

Looking Forward

Our work for 2022/3 will be focused on three areas: Place, Residents and Communities and Member Engagement. Delivering this work together with you, our members, and with residents will be key to our success.

Place

As the Government turns its attention to regeneration and pride of place, we will show that PlaceShapers are the natural partners to deliver levelling up. We will demonstrate to DLUHC and Homes England that regeneration with a social purpose is our business as usual.

A proactive member campaign will highlight the expertise of place-based housing associations and the impact we have in our communities. We will seek to influence local and national partners with the aim of securing dedicated funding and key policy proposals in the upcoming Levelling Up and Regeneration Bill.

Residents and Communities

Residents' voices will be front and centre of our policy and campaigning work, be it influencing new legislation or demonstrating the role of housing associations in levelling up. We'll lead sector-wide collaboration on resident engagement in net zero, focusing on informing and working with residents on home retrofit.

Member Engagement

Over the next year we will strive to identify pertinent topics to base our member events calendar on and continue to deliver the quality of free member events that our members have rightly come to expect, including our Annual Conference and Diverse Voices series.

We will continue to bring members of the network together to provide peer support and share best practice by convening and hosting sub networks for our members. We will build on the existing success of the Chairs' and Communications Networks by applying their model to the recently implemented Sustainability and EDI Network.

We've got loads of exciting stuff in the pipeline and will be sharing this with you all, via Rachael's monthly update when we can.

PlaceShapers Core Team

PlaceShapers Team, left – right, Charlotte Kay, Joanna Charlton, Rachael Orr, Claire Higgins (Vice-Chair), Matthew Walker (Chair) and James Bryson.

