



Adullam
Homes Transforming Lives



Adullam Homes Housing Association Limited

Coproduction Week 2022 Review

Introduction

Coproduction is central to the success of Adullam Homes and its work to help people gain the confidence, knowledge and skills to live independently.

It is based on the fact that no one individual or group is more important than any other individual or group. This means no ‘them and us’; in coproduction we are all ‘us’.

We are committed to the long-term approach, embedding a culture of coproduction, inclusion and engagement.

Adullam recognises that meaningful coproduction can lead to improved results

for individuals and services, a reduction in complaints, a reduction in incidents, improved customer satisfaction, improvements in processes, and increased funding opportunities.

To help everyone understand and experience it, a CoProduction Week is organised each year by Adullam Homes Housing Association. In 2022, it ran from March 14 to 20.

Ahead of the week, coproduction training was offered to all staff and a briefing was sent to everyone, setting out what should happen on a national level.

Key themes

The briefing note set out that activity needed to include:

- Coproduction strategy review.
- Review of policies and associated documents by tenants, residents and service users (TRS) that fed into the main theme of “Reducing Homelessness”. The documents and policies concerned included the Tenancy Management Policy and the Pre- eviction Protocol.
- Review of national and local offers in all services.
- Setting eviction % targets in consultation with TRS and adding these to project health scorecards.

- Codesigning a scrutiny champion profile
- Conducting a review of entrance and exit surveys for each service – and reporting the findings back to TRS.
- Consultation with staff and TRS on designs for Adullam’s new logo.



Co-Production Strategy

An important action during our Coproduction Week was the launch of our new strategy and an easy-read version of it.

The strategy is key to ensuring we achieve our aim of “unlocking potential: transforming lives”. We recognise that embracing coproduction, involvement and engagement is central to the future success of the Association and the suitability of services we provide.

We are regulated by the Regulator of Social Housing (RSH). The RSH is a Government body, and it sets specific standards that all registered providers like Adullam must meet. Embedding the principles of coproduction, involvement and engagement throughout Adullam will help us to meet the required

consumer standards and future consumer measurables of our performance across all aspects of work.

The aim of the revised strategy which covers the period 2022- 2025 is to set out the direction of Adullam’s approach to ensure our tenants, residents and service users are at the heart of what we do, helping us to meet our values, achieve our mission, improve our performance and shape our services.

An easy read version of the Strategy was produced. This was a direct response to feedback from TRS that strategy documents need to be easy to follow and understand.

National offers

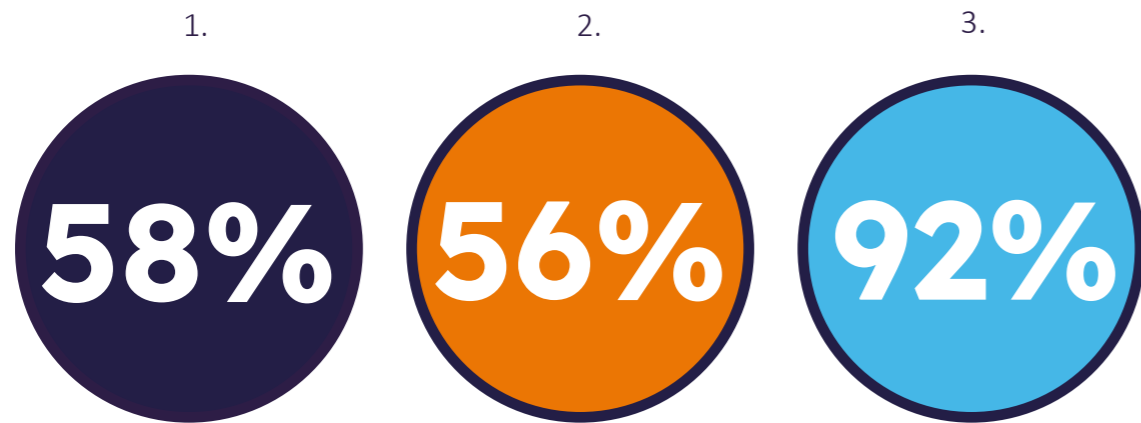
The national offers for 2021/22 were:

1. Each service should offer tenants, residents and service users access to learning, development and training opportunities. This can be delivered by ASE, a partnership approach or identified national training provider.
2. Every tenant, resident and service user will be provided with the opportunity to engage with coproduction, involvement and engagement at a local, regional and national level.

3. Each service should provide a welcome pack to each new tenant, resident or service user that outlines what they can expect from the service, information about the local area and other relevant information specific to that service.



Performance against these for the year, Association-wide, (percentage figures achieved) were as follows:



Consultation and feedback during national Coproduction Week suggest the national offers are still suitable and deliver impact for our tenants, residents and service users. Similar national offers will be delivered and recorded in 2022/23.

Feedback also suggested that the COVID pandemic and Government measures had a significant impact on our ability to meet and deliver national offers 1 and 2, despite innovative attempts to engage digitally.

Local offers

In addition to our standard national offers, dozens of local offers have been established and coproduced with our tenants, residents and service users. Local offers include a wide range of activities, training or employability support, enhanced well-being, safety and security measures, shaping our services and improving the accommodation offer from Adullam.

such as the sewing room at Fleet House, initiatives with local gyms for memberships, and incentives for health & safety/property maintenance.

Coproduction Week provided an opportunity for discussion about new local offers for 2022/23. In Birmingham, it was agreed maps with the location and contact details for key local services would be added to the welcome pack for new residents and that a newsletter to keep them informed and aware would be introduced.

During 2021/22 the 12 projects in the northwest coproduced 40 offers for delivery to their client groups. These included rent incentives, engagement incentives, fundraising initiatives, equipping spaces for specific regular activities

Among local offers discussed at Adullam’s Chorley Old Road project in Bolton was The Mill Community Grocery. For a fee of £5, members can get three lots of shopping for £3 per shop, per week. Residents were interested in this but felt that it was a long way to carry bags of shopping back. After a discussion it was agreed that if they organised themselves together, they could get a taxi to take and bring them back, as it would still be cheaper than using a local supermarket.

Reducing homelessness

As an organisation with many services that work to help prevent people from sleeping on the streets, it is vital that we only evict tenants and residents as a last resort.

During Coproduction Week conversations took place with tenants and residents about this work, including asking them to comment on the draft Homelessness Prevention Action Plan and the Tenancy Management Policy.

We have been working on a number of action plans and policies to help manage the eviction process better, putting in more assurances of checks and balances to avert eviction and wrongful eviction.

Useful suggestions were made which are being taken into account as work on the documents and practices continues.

Entrance and exit questionnaires

TRS in St Helens, Blackburn, Tameside took time to review entrance and exit questionnaires, looking at the levels of satisfaction reported and responses that had been recorded.

process and TRS engagement in CCC.

Discussions took place about how these could be improved, and non-responses picked up sooner.

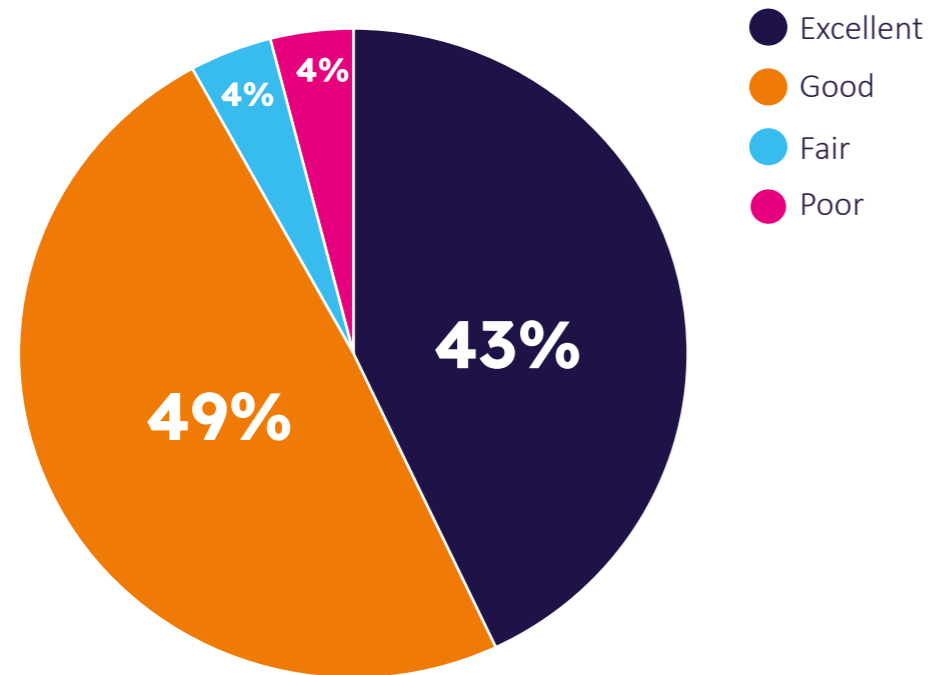
Outcomes from supported accommodation exit questionnaires are reported below.

It is pleasing to see that the vast majority (92%) gave a rating of Excellent or Good.

The projects looked at the complaints report from the previous three quarters, reviewed the



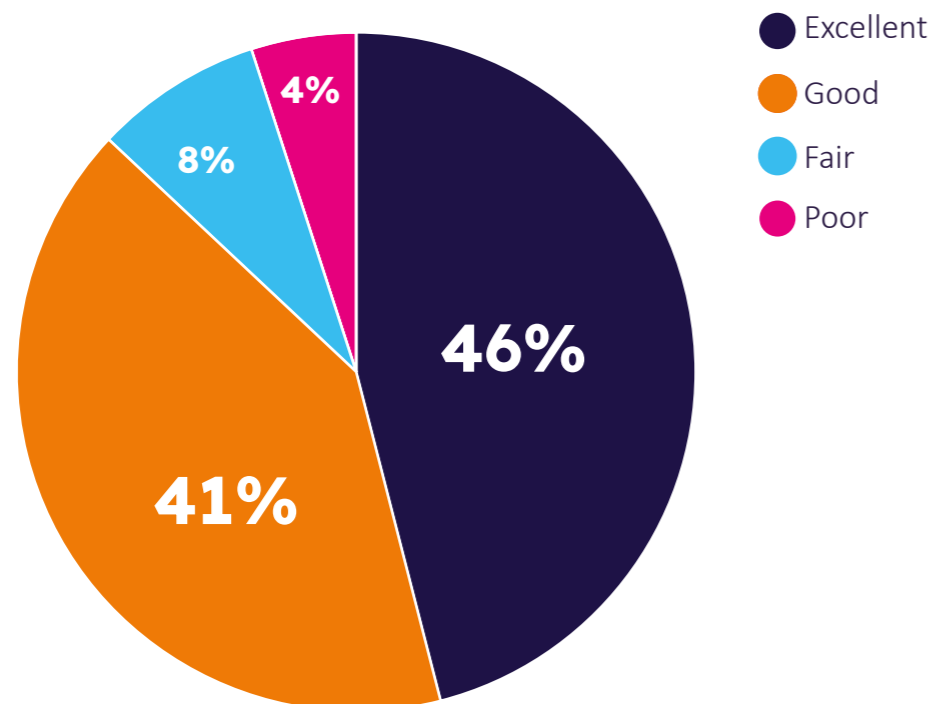
Supported accommodation services



Outcomes from support only services are shown below.

Again it is good to see that more than three-quarters gave an excellent or good rating.

Support only services



Scrutiny Champions

Our tenants and residents in our Cheshire Recovery project and our Liberty House care leavers project in Salford concentrated on what they felt was needed to encourage and enable TRS to become Scrutiny Champions for Adullam and what they felt those in the role could do.

Important points were raised including would transport costs be covered, and would childcare be provided. The training that would be needed was considered with housing law, co-production and the complaints procedure among topics suggested.

These projects were chosen as they are ones with longer-term stays.

Acting as mystery shoppers in projects was suggested as a way scrutiny champions could assess services.

Activity examples

From voting on options for a new logo to coffee mornings and gym refurbishments, Adullam Homes Housing Association's services had a packed week of focus on coproduction, involvement and engagement.

Lifeshouse Bake-Off

A light-hearted bake-off competition at our Lifeshouse project in Stoke during Co-production Week provided a perfect opportunity for residents and staff to discuss Local Offers.

they would be at their lowest These are now being incorporated.

It was highlighted that when residents enter our service, they require a meal as many may not have eaten for a few days. Others just require a comforting ear on their first night, as they stated

Magnificent work by Operations & Property Manager David Maxfield for organising, and for acting as bake-off judge. Winner was Adam who received a £25 gift voucher and runner-up was Andrew, who received a £10 gift voucher.



Sheffield Coproduction Awards

In August 2021 Adullam’s Sheffield Foundations project, a mental health assertive prevention support service, created a Coproduction Group.

At the beginning staff team members collected ideas from the members about what they wanted the service to provide in the way of training, activities, and any other ideas they had about what they wanted to get involved in and what they would like to lead on.

In the weeks that followed a range of activities were tried and sessions covering different topics run, some of them delivered by service users around themes and subjects that affect them.

For Coproduction Week, a presentation ceremony was organised at which service users who had attended coproduction meetings, and those who took part in workshops, were presented with certificates to mark their achievements by our Head of Support, Dave Moore.



The service users themselves prepared for the party, to which staff, friends and the Commissioner were invited. The event was designed to give everyone a chance to get together, have a chat, and enjoy some light refreshments.

Many of the service users involved spoke of how their confidence has grown and their lives have been changed for the better as a result of being involved in the group.



Welsh non-engagement strategy

At Adullam’s project in Denbighshire, during Coproduction Week staff finalised some ongoing work with services users and stakeholders that included the Commissioner to formulate a non-engagement strategy.

This resulted in the writing of a document that lays out steps and ideas that support services, including Adullam, can use to help engage TRS who are struggling to be involved with service-providers.

Next steps

Adullam is committed to the long-term approach, embedding a culture of coproduction, inclusion and engagement.

Meaningful coproduction can lead to improved results for individuals and services, a reduction in complaints, a reduction in incidents, improved customer satisfaction, improvements in processes, increased funding opportunities. The list of positive impacts that can be achieved goes on and on.

Coproduction Week 2022 was productive and rewarding, and the start of a fantastic year of coproduction across Adullam.

Following the week, in addition to changes and new activities within individual projects and regions, the following are taking place:

- Feedback to TRS of outcomes and decisions.
- Creation of a one-page job description for a Scrutiny Champion, to go back to TRS for discussion.
- Quarterly reporting of successes against

national offers. Record sheets have been created for this and placed in a shared folder.

- Introduction of a target of keeping evictions at or below 5%.
- Further work on the Tenancy Management Policy, particularly the associated pre- eviction protocol, escalation of warnings process and other complimentary documents.
- Introduction of a rewards and recognition scheme for staff and TRS.
- Adoption of a new logo, build of a new website and additional actions to mark Adullam’s 50th anniversary.
- Development of and monitoring against a Coproduction, Involvement and Engagement Action Plan.
- Use of QR codes on posters within projects that link to Adullam’s compliments and complaints form, allowing TRS to access it quickly and easily at a time that suits them.

