

March 2023

Appendix 3: Resident Engagement & Ballot Preparation



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1. Introduction

- 1.1. On 16th November 2022, Croydon Council's Cabinet approved arrangements for consulting with residents on options for the future of the Regina Road Estate, Norwood. An aerial image of the consultation area ('hereon in referred to as 'the estate') is provided below.
- 1.2. Between November 2022 and 17th January 2023, a team of resident engagement experts targeted the 162 occupied¹ households and gained 128 responses representing an 79% response rate.
- 1.3. The purpose of this report is to provide an overview of the resident engagement activities which have been undertaken to 19th January 2023 with residents since November 2022, towards a ballot on options for the future of Regina Road. This phase of work builds on engagement activities the Council has previously undertaken with residents. The report covers the following:
 - *Context* – the framework setting the backdrop towards engagement and ballot.
 - *Methodology* – a summary of the approach to engagement on Regina Road from November 2022 to date and the methods used to encourage participation.
 - *Resident Feedback* – a summary of the numbers of residents engaged with by block and the comments that they made during the outreach sessions.
 - *Voter Eligibility* – an overview of the emerging Voter Register
 - *Equalities Characteristics* – an overview of equalities data established through the engagement process
 - *Indicative Reprovision Requirements* – an initial assessment of secure reprovision need, should redevelopment be voted in favour of.
 - *Next Steps and Recommendations* – Future planned engagement with residents plus recommendations on communications approach towards ballot.

¹ 29 properties within the consultation area were identified as void out of the total of 191 properties.

2. Context

- 2.1. Croydon's Council's ('the Council') Cabinet report of 16th November 2022 regarding the estate sets as a guiding principle to provide residents living on the estate with an "exemplar inclusive engagement that involves residents."
- 2.2. Carrying out effective consultation is an integral part of the Greater London Authority's (GLA) 'Better Homes for Local People'² which states 'plans must be developed through full and transparent consultation'. The good practice guide sets out the principles and mechanisms for regeneration and key to those proposals is building a positive relationship between residents and housing providers.
- 2.3. From 2018 the GLA has required any landlord seeking GLA Funding for estate regeneration projects which involves the potential demolition of homes to show that residents have supported their proposals through a ballot, as set out in the Capital Funding Guide (CFG). The requirement applies to projects that involved the demolition of any social homes and the construction of 150 or more new homes of any tenure.
- 2.4. The GLA CFG, 'Resident Ballots for Estate Regeneration', states that *'Investment Partners are required to take reasonable steps to identify those residents eligible to vote, to inform them about the resident ballot and to encourage them to participate in it'*³.
- 2.5. Section 8 of the GLA CFG states that where the Resident Ballot Requirement applies, "Investment Partners" (which refers to the Council in respect of Regina Road) are to:
 - Identify residents that are eligible to vote in the ballot
 - Appoint an Independent Body to undertake the ballot
 - Ensure the principles of resident ballots set out in the guidance are adhered to
 - Produce and publish a Landlord Offer document for residents
 - Prior to claiming grant, complete the GLA Resident Ballot Compliance Checklist in a form satisfactory to the GLA
 - Provide residents and the GLA with regular report detailing progress they are making towards delivering the Landlord Offer
- 2.6. Section 8 of the GLA's Guide also states what needs to be set out in the Landlord Offer document(s). The GLA's Guide also states that the ballot period must end within six months of the date the Landlord Offer was published.
- 2.7. To ensure the ballot is conducted in a fair and democratic way, the Council will engage an independent electoral service to oversee the process. Procurement is underway to source an

² <https://www.london.gov.uk/sites/default/files/better-homes-for-local-people-the-mayors-good-practice-guide-to-estate-regeneration.pdf>

³ https://www.london.gov.uk/sites/default/files/gla_cfg_section_8._resident_ballots_-_18_july_2018.pdf

independent electoral service to administer the ballot should a full redevelopment option be chosen.

- 2.8. The ballot will be run over a four-week period. The four-week period is a requirement from the GLA to receive grant funding and must take place within six months of the Landlord Offer being in place.

Aerial image encompassing the consultation area (the estate)



3. Methodology

3.1. As a precursor to the ballot, engagement has been undertaken through the following approaches in order to establish voter eligibility, as well as gain initial views from residents on potential options for the future of the estate:

3.2. Guiding Principles

3.3. The engagement exercise aims to seek the views and gain support from residents to help shape and bring about a long-term solution for the estate. A team of Resident Engagement Experts was assembled in order to undertake outreach work and engage with residents. The engagement team aims to:

- Initiate open and honest engagement with residents
- Gain understanding of resident's views about their home and estate
- Raise awareness of the council proposals for the estate
- Build trust
- Identify key community champions
- Obtaining buy in from residents to help support and shape the next stage of proposals

3.4. Prior to engagement with residents, the team aimed to identify key stakeholders' influencers and community champions and understand the roles and remits of other agencies that can influence the overall estate proposals.

3.5. Formulation of a Questionnaire

3.6. In order to effectively engage with residents, a questionnaire was formulated. The questionnaire was developed to focus on residents' homes, estate, quality of life, wellbeing and involvement. The approach due to the historical issues on the estate was focused on building relationships first through listening and engagement. Secondly to test resident support for options.

3.7. Outreach Sessions

3.8. In order to populate the questionnaire, out-reach sessions were undertaken on the estate, facilitated by a team of 6 resident engagement experts. These were held at various times of the day and week, using Flat 62 Regina Road, SE25 4TT, as a base of activities in order to ensure easy access for residents.

3.9. Ten sessions were held on the following dates and times:

- Mondays (5pm – 8pm) – 14th November; 21st November and 28th November 2022
- Wednesdays (5pm – 8pm) – 16th November; 23rd November and 30th November 2022
- Saturdays (10am – 3pm) – 12th November; 19th November, 26th November, 3rd December 2022 and 14th January 2023

3.10. All tenures were visited across all included blocks during the engagement process. In addition to the drop-in sessions, door-knocking and telephone engagement was undertaken, with phone, email and website information provided to residents, including a QR code for ease of access to web-based information. To raise awareness of activity, posters and leaflets were placed across the estate, including in communal areas.

3.11. Every resident within the boundary of the estate received carded communication if they were not at home, encouraging them to engage and make contact, and non-responders were contacted on a number of different occasions. The Resident Engagement team also accompanied residents to view areas of the estate where they wanted to express a view that they felt was important to be considered by the Council.

3.12. All residents were invited to share their views through the statutory consultation, which opened on 13th December 2022 and will close on 26th January 2023, allowing the consultation to run for six weeks and two days. The statutory consultation documents included:

- Invite to consultation letter
- Tenant Offer
- Leaseholder/Freeholder Offer

**REGINA ROAD
YOUR ESTATE
YOUR FUTURE**

DROP IN SESSIONS

We want to engage with as many residents on the estate as possible to hear your views on the future of Regina Road.
We are located at Flat 62 Regina Road, SE25 4TT

Mondays (5pm-8pm)	Wednesdays (5pm-8pm)	Saturdays (10am-3pm)
14/11/22	16/11/22	12/11/22
21/11/22	23/11/22	19/11/22
28/11/22	30/11/22	26/11/22
		03/12/22

There is no need to book, simply turn up.

To have your say, please get in touch

reginaroad@croydon.gov.uk

www.croydon.gov.uk/reginaroad

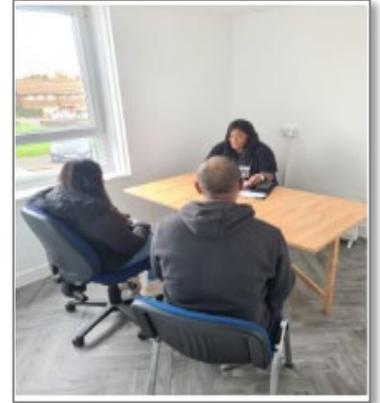
0208 726 6100

SCAN ME

3.13. Residents were provided with the contact details for the Independent Tenant and Leaseholder Advisor alongside dates for drop-in sessions before the Christmas Period.

3.14. Independent Tenant Leasehold Advisor (ITLA) surgeries

3.15. An ITLA was appointed in December 2022 to assist residents in understanding all aspects of the draft offer documentation from an experienced yet independent perspective. Public Voice have been appointed to this role and the resident steering group was involved in the procurement. <https://publicvoice.london/>



3.16. Between 13th December 2022 and 19th January 2023 the ITLA held four surgeries at flat 62 Regina Road, which has been used for a surgery location by the Council, the Outreach Team and the ITLA. Surgeries were held on:

- 15th December 2022
- 21st December 2022
- 11th January 2023
- 14th January 2023

3.17. Public Voice have attended a meeting of the resident-led group 'Regina Road Resident Support Group (RRRSG)' on 18th January 2023, at the request of RRRSG leads.

3.18. Public Voice have also been in attendance at all of the Council-arranged in-person and online consultation sessions.

3.19. Design Sessions

3.20. Residents indicating an interest to be involved in the future of the estate to the Council or the Outreach Team were invited to design sessions with the Council appointed Architects, BPTW. Four design sessions have been held so far, both face to face within the Stanley Arts hall and online:

- 14th December 2022
- 19th December 2022
- 17th January 2023
- 19th January 2023



3.21. At these sessions the architects have initially listened to resident views on the estate, collating relevant feedback and subsequently starting to formulate and share ideas for redevelopment and improvement options.

3.22. Communications Branding

3.23. Creative Bridge have been appointed to oversee the design of communications messaging since December 2022. Branding for the estate consultation has been 'Your Voice Matters' with a view for branding to switch to 'Your Vote Matters' at the ballot phase. The design of documentation follows accessibility guidelines, GLA requirements and utilises images that represent the community, whilst fitting in with the Councils brand guidelines and tone of voice. Creative Bridge have overseen the design of key documentation as follows:

- Invite to statutory consultation letter, including the leasehold/freehold and tenant offers.
- Regular newsletters to the estate
- Posters displayed on the estate

For consistency and familiarity, PowerPoint slides for resident sessions have aligned with the 'Your Voice Matters' branding and imagery.



3.25. Other Consultation Sessions

3.26. The Council have also arranged a number of other consultation sessions during the statutory period. These have been a mix of presentations and drop-in sessions, taking place within the flat at 62 Regina Road, the (slightly bigger) Stanley Arts Hall, and also online. These have mainly been in the weekday evenings, but also in the day where there was an issues with clashes. Sessions held so far:

- 10th January – general drop-in to cover all aspects of the consultation
- 13th January – detail on Tower Block construction / condition with the consultants Ridge
- 16th January - detail on Tower Block construction / condition with the consultants Ridge (online)
- 19th January – Leaseholder specific session

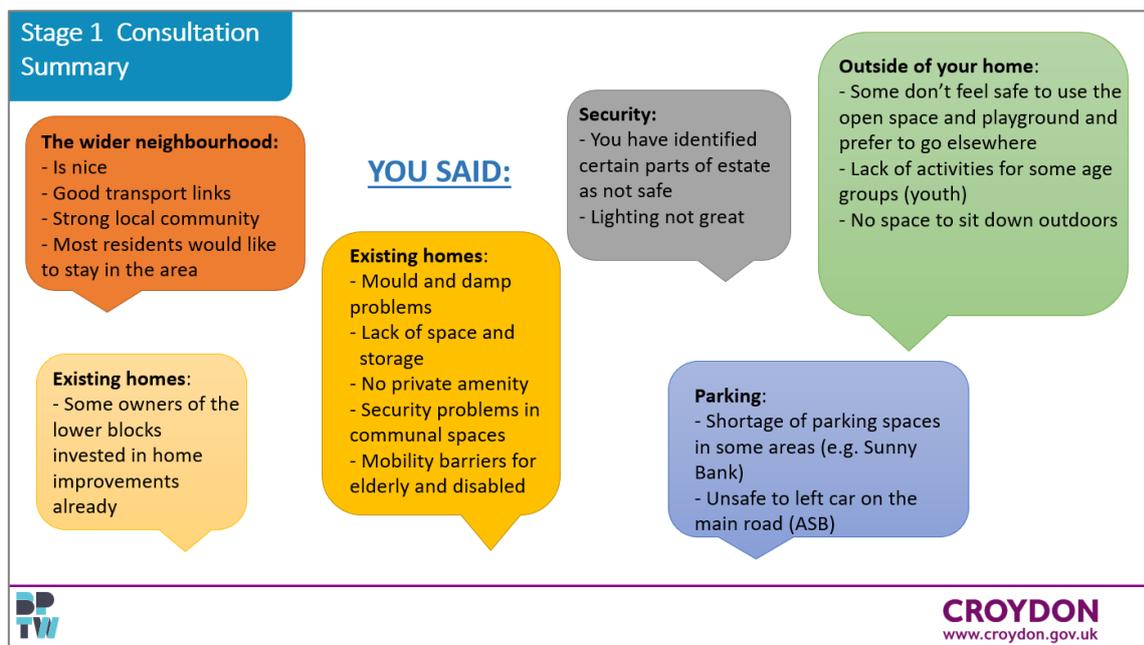


Image captured from Design Session presentation

4. Responses to Outreach

4.1. Below illustrates the responses achieved, broken down by block details. Between November 2022 and 17th January 2023, a team of resident engagement experts targeted 160 households and gained 127 responses; 31 properties at Regina Road were identified as void out of the total of 191 properties, representing a 79% response rate, as of 24th February 2023.

Mapped Responses by Block



4.2. During the consultation process the engagement project team were physically taken by some residents to areas of concern on the estate. All repairs were reported to the council's housing team for further follow-up.

4.3. Comments levied by residents during the consultation exercises undertaken to date included;

- *"Lifts keep breaking down"*
- *"Water pressure - we have to use buckets to wash ourselves as the shower is not effective."*
- *"Communal lighting, dark dingy and dangerous."*
- *"Grass not cut regularly"*
- *"Maintenance and repair not completed"*
- *"Parking, Blocking access for emergency ambulance/dustbins"*
- *"Recycling not picked up and bins overflowing"*
- *"No CCTV on the estate to prevent ASB"*
- *"The leaks and the mould"*
- *"Kids feel restricted in the current play area"*

5. Voter Eligibility

- 5.1. The following groups of residents, within the consultation area, are classed as eligible to vote in a ballot on the future of the estate, according to the GLA CFG:
- Social tenants (including those with secure, assured, flexible or introductory tenancies named as a tenant on a tenancy agreement dated on or before the date the Landlord Offer is published)
 - Resident leaseholders or freeholders who have been living in them properties as their only or principal home for at least one year prior to the date the Landlord Offer is published and are named on the lease or freehold title for their property.
 - Any resident whose principal home is on the estate and who has been on the local authority's housing register for at least one year prior to the date the Landlord Offer is published, irrespective of their current tenure.
- 5.2. In the above criteria, "social tenants" includes residents of affordable housing (whether low-cost rental accommodation or low-cost home ownership accommodation) whose direct landlord is an Investment Partner.
- 5.3. For the avoidance of doubt, residents living in shared ownership properties are considered "social tenants", but residents who are living in temporary accommodation are not. Residents that are living in temporary accommodation can only vote if they have been on the local authority housing register for at least one year prior to the date the Landlord Offer is published. The following residents are only eligible to vote in a ballot if they have been on the local authority's housing register for at least one year prior to the date the Landlord Offer is published:
- Tenants whose landlord is not a Registered Provider or a local authority.
 - Homeless households living in temporary accommodation provided pursuant to Part VII of the Housing Act 1996, including those with non-secure or assured shorthold tenancies where their landlord is a housing association or a local authority
 - In accordance with the GLA's Affordable Housing Capital Funding Guide, local authorities must ask all residents whose homes will be demolished for their approval to re-develop an area of council housing. This will take place in the form of a resident ballot of where residents will be directly asked to choose for the estate to be redeveloped.
- 5.4. A breakdown of eligibility to vote is shown below from residents who completed the survey as at 17th January, 2023. A sample of the emerging voter register is attached (Appendix 1). During the consultation process this chart will continue to be updated regularly as residents are engaged and outreach work continues.

Table 2 – Voter Eligibility

Block details	Council Tenant	Resident Leaseholder /Freehold	TA
Regina Road 1-87	21	1	0
Regina Road 2-56A	29	3	3
Regina Road 58-108A	28	0	2
Regina Road 89-123	12	6	0
Sunny Bank 1-4B	7	1	0
Sunny Bank 5-8B	4	3	1
110A Regina Road	5	1	0
Regina Road 116 – 126	2	0	0
Regina Road 114, 116, 128 (Freehold)	0	1	0
Total	108	16	6

- 5.5. The council records show there are potentially 163 voters within the boundary area. Table 2 above provides a snapshot of eligible voters that have been able to be confirmed through engagement as of February 2023. These totals therefore will change once the remaining residents have been engaged with, or if this isn't possible, latest records are verified with the Council.
- 5.6. It should be noted this is a fluid process, since during the engagement process two residents moved away from the estate and one resident passed away. There are also potentially nine residents scheduled to move. The council are currently crosschecking data against council records in order to confirm eligibility - for example joint tenants are eligible to one vote each this includes those with secure, assured, flexible or introductory tenancies named as a tenant on a tenancy agreement, dated on or before the date the Landlord Offer is published and checks on leases, titles, and the housing register is also under way.

6. Indicative Reprovision Requirements

- 6.1. Based on the engagement exercise undertaken, indicative reprovision requirements are illustrated in Table 4, below, for the three tower blocks.
- 6.2. Indicative reprovision is based on information captured during the outreach process, where residents have informed the outreach team of their household makeup. The indicative provision has been analysed in consideration of the council's central allocations policy and the proposed landlord offers.
- 6.3. Indicative reprovision requirements listed in Table 4, outline the reprovision identified on the estate so far and does not include reprovision requirements for 59 households on the estate.

Table 4, Emerging Indicative Reprovision Requirements

Block	Total Properties	Voids (as of 24.02.23)	Secure	Leaseholder	Temporary Accommodation	Freeholder	Assumed Adequately Housed	Adequately Housed	Under or Overcrowded	1b	2b	3b	4b
Regina Road 1-87	44	14	24	1	5	0	9	14	7	23	7	0	0
Regina Road 2-56A	44	6	32	2	4	0	5	20	13	1	25	10	2
Regina Road 58-108A	44	8	34	0	2	0	9	17	10	0	27	9	0
High-Rise Total	132	28	90	3	11	0	23	51	30	24	59	19	2
Regina Road 110A	8	0	7	1	0	0	2	4	2	0	6	2	0

Block	Total Properties	Voids (as of 24.02.23)	Secure	Leaseholder	Temporary Accommodation	Freeholder	Assumed Adequately Housed	Adequately Housed	Under or Overcrowded	1b	2b	3b	4b
Regina Road 116-126	6	0	5	1	0	0	3	3	0	5	1	0	0
Regina Road 89 - 123	18	0	11	7	0	0	1	14	3	0	16	3	0
Sunny Bank 1-4B	12	2	6	3	1	0	2	7	1	2	7	1	0
Sunny Bank 5-8B	12	1	5	5	1	0	4	5	2	3	6	0	2
Regina Road 114, 116,128 (Freehold)	3	0	0	0	0	3	2	1	0	0	0	3	0
Low-Rise Total	59	3	34	17	2	3	14	34	8	10	36	8	2
Overall Total	191	31	124	20	13	3	37	85	38	34	95	27	4

6.4. It is good practice to carry out a regular housing audit of tenants homes to review condition, identify any breaches in tenancy or safeguarding concerns. It is recommended the council arrange for all residents within the consultation area to have a full housing assessment and all households are verified to update the council records, in respect of occupancy, overcrowding and identifying any medical needs. This will help inform the decant strategy and relocating plan should a redevelopment option be chosen.

7. Next Steps

7.1. Communications methods up to 1st February 2023

7.2. The communications methods have been shaped in line with GLA requirements, the knowledge of the estate, with a focus on some key resident groups. The communications and engagement strategy consists of further Outreach Activity, ITLA surgeries, Face to Face engagement opportunities and Newsletter/Poster messaging, as set out in Table 5, below.

Table 5 – Communications methods to 1st February, 2023

Method	Overview	Intended outcome
Newsletters	Newsletter communications sent out to the estate on a weekly basis for the last 3 weeks of the statutory consultation including consultation feedback an overview of the activity in the coming week and key dates for sessions.	Residents informed of session dates Residents informed of consultation progress so far
Estate Outreach	Estate outreach to capture voter eligibility for the remaining households on the estate	Capture voter eligibility Identify vulnerable residents and those who may require bespoke communications Capture equalities information where possible
<u>Design Sessions</u>	Sessions with BPTW (Architects) to inform the next stages of the design	Resident led – design approach Established approach to design for consideration at ballot stage
ITLA Surgeries	Surgeries held at the drop in flat at Regina Road by the ITLA	Independent advice for residents Recording consultation responses
Tower Block Refurbishment Sessions	Sessions with Ridge & Partners to share findings of the Ridge Report with residents,	Residents informed of the condition of the Tower Blocks Capture views of residents

	indicative costs of refurbishment and the Council's response to the report so far	
Consultation drop-in sessions	Drop-in session with the project team (Croydon Council, Altair, BPTW and the ITLA)	Residents given opportunity to raise questions Residents informed of the progress of the consultation
Leaseholder sessions	Drop-in session with the project team (Croydon Council, Altair, BPTW and the ITLA) with a focus on the Leaseholder Offer	Leaseholders given the opportunity to raise questions Leaseholders informed of the progress of the consultation
Recruitment of the Estate Steering Group (ESG)	Recruitment of residents for the Estate Steering Group. Residents who have indicated a wish to be further involved through the Housing Team, the ITLA's and the Outreach activity to be directly approached by the Council and the ITLA's to discuss ESG membership in detail	An Estate Steering Group Agreed Terms of Reference

7.3. Engagement work programme principles up to ballot

7.4. The following engagement work programme actions have been agreed in light of the feedback from residents from the estate, the methods that have shown success in the project so far and consideration of good practice principles of effective resident engagement

Table 6: Engagement programme principles

Action 1: Feedback outcomes of the Statutory Consultation to residents
<p>Action 2: Intensive engagement activity to continue up to the completion of the ballot exercise with a focus on key tenant groups:</p> <ul style="list-style-type: none"> ● Secure Tenants ● Leaseholders ● Freeholders ● Temporary Tenants ● Private Tenants

<p>Action 3: Development of the RSG including:</p> <ul style="list-style-type: none">• Offering training and support to RSG• Scheduling RSG meetings in line with key project milestones• Involving the RSG in the design process
<p>Action 4: Developing a stakeholder engagement and communications approach including:</p> <ul style="list-style-type: none">• Conducting a stakeholder mapping exercise, with due consideration of potential future planning requirements• Segmentation of stakeholder groups by requirements to be informed and consulted against key project milestones.
<p>Action 5: Focussed engagement activity by property type:</p> <ul style="list-style-type: none">• Low-rise accommodation• High-rise accommodation
<p>Action 6: Continued estate wide engagement including an approach for:</p> <ul style="list-style-type: none">• Newsletters/posters/banners• Public meetings at key project milestones• Community activity
<p>Action 7: Retain the 'Your Voice Matters' branding for further communications activity including:</p> <ul style="list-style-type: none">• Retaining the 'Your Voice Matters' newsletter• Switching branding to 'Your Vote Matters' nearing the ballot period• Considering the next phase of branding for the future of the estate post-ballot

Engagement sessions up to 1st February 2023

7.5. The schedule of engagement events is outlined below:

Table 6, Engagement Sessions to 1st February 2023

Method	Date of Activity
Consultation drop-in session with Croydon Council/ITLA/BPTW and Altair	Tuesday 10 th January 6pm- 8pm
ITLA Surgery	Wednesday 11 th January
Tower block refurbishment information session with Ridge	Friday 13 th January 6pm – 8pm
Outreach Activity	Saturday 14 th January between 10am and 3pm
ITLA Surgery	Saturday 14 th January
Tower block refurbishment information session with Ridge	Monday 16 th January 6pm-8pm
Design Session 2a (face to face)	Tuesday 17 th January 6pm – 8pm
ITLA attendance at Regina Road Resident Support Group	Wednesday 18 th January
Leaseholder Session	Thursday 19 th January between 9.30 and 11.30
Design Session 2b (online)	Thursday 19 th January 6pm – 8pm
Outreach Activity	Saturday 21 st January between 10am and 3pm

Appendix 1 - Ballot timetable

Date	Activity
Landlord Offer published	11 th April 2023
Ballot paper dispatch	26 th April 2023
The voting period	26 th April 2023 – 22 nd May 2023
Closure of ballot	22 nd May 2023
Issue of result	23 rd May 2023
Results letter posted	26 th May 2023

