

Housing and your ambassadorial role

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Aims

1. Building confidence to challenge, ask questions & contribute ideas

Discuss the ambassadorial role of BMs

2 Research and awareness of like minded groups

Do we consider there a north/south divide on housing matters?

Worth knowing

NHF Code of Governance

https://www.housing.org.uk/nhf_catalog/publications/code-of-governance-2020/

NHF Code of Conduct – ambassadorial role

<https://www.housing.org.uk/news-and-blogs/news/have-your-say-our-new-code-of-conduct/>

Have we come across these before?

Code of Governance

Principle 1 – Mission and values

Board having insight into:

- Resident views
- EDI
- **Culture** – how do we consider and define the culture and behaviours that will best enable the organisation to deliver its mission and values, with associated requirements about leading by example, promoting the culture and seeking assurance that its desired culture is being enacted in practice?
- Integrity
- Accountability
- Shareholders
- **Reputation and trust** in our actions and decisions – how do we interpret these?

Principle 2 – Strategy and delivery

Principle 3 – Board effectiveness

Principle 4 – Control and assurance

New code of conduct

- A. Meeting responsibilities
- B. Representing the organisation
- C. Conflicts of interest
- D. Bribery gifts and hospitality
- E. Confidentiality
- F. Finds resources and personal benefits
- G. Reporting concerns
- H. Respect for others
- I. Working with residents and other customers
- J. Professional relationships
- K. Learning and development
- L. Health safety and security
- M. Protecting the environment

Representing your organisation



- B1 In representing the association you must act in accordance with its values, policies and goals.
- B2 You must not conduct yourself in a manner which could reasonably be regarded as bringing the association into disrepute.
- B3 You must not make derogatory, false or otherwise damaging comments, in person or through any medium, about the association or any person, service or organisation connected with it.
- B4 You must not seek to officially represent the views or position of the association without prior authority.
- B5 You must apply caution and common sense in the use of email, intranet and internet services including social media.
- B6 When representing the association through any medium, including social media, you must at all times act with professionalism.
- B7 Where any personal social media accounts refer to your role with the association, you must make it clear in what capacity you are communicating.
- B8 If you intend to engage in an activity, including political or campaigning activity, which may compromise the position of the association, you must obtain consent. Such consent must not be unreasonably withheld unless your activity poses a material risk to the association

Research and awareness of housing)

Northern Housing Consortium - Secretariat

All-Party Parliamentary Group for Housing in the North

A forum for Parliamentarians to discuss and advance housing and related policy across the three northern regions and seeks to ensure the needs and ambitions of northern communities are addressed in national housing policy development.

<https://www.northern-consortium.org.uk/services/policy/parliament/appg-for-housing-in-the-north/>

Focus on regeneration of mixed communities, housing an aging population, impact of poor housing on health and wellbeing

- Parliamentary inquiries and evidence based research
- Recommendations to government
- Minutes on the NHC website – they act as secretary to the group – meets approx. 4 monthly

2021 – contributions to achieving net zero by 2050, balancing prosperity across the country and building back better after CV19

London G15

<https://g15.london/>

- The G15's members own or manage more than 650,000 homes across the country, house around one in ten Londoners, and build more than 10,000 new homes each year.
- Together, we the largest providers of new affordable homes in London and build around 15% of all affordable homes across England.

Social Purpose

- Support our communities with skills, training and education programmes – we support over 13,000 people into training and employment each year.
- Give debt management advice, promote financial inclusion and provide welfare benefit support.
- Offer specialist care and support services to elderly and vulnerable people.
- Invest in and run **local community facilities for our residents and their neighbourhoods.**

London G320

<https://www.g320.org/>

- The g320 represents smaller housing associations in London, defined as those.
- The g320 represents smaller housing associations in London, defined as those with fewer than 2500 homes.
- Previously there were around 320 smaller members of the National Housing Federation London.
- Members include housing associations which focus on black and minority ethnic communities, people with support needs, homeless people, key workers, students or older people and which come in many shapes, including housing co-ops, almshouses and trusts.
- G320 seek to play a strong part in developing housing solutions for our capital.
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- The website carries a great library of research for small organisations and good practice and sharing are key elements of their work

Research and awareness of housing

National Housing Federation

- CEO Forum and meetings -**Regional**
- Board member meetings tend to be national now – but were formally dinners with a speaker - networking
- **Home truths - Regional**
 - House prices
 - Rents in all sectors
 - Unemployment
 - By borough
 - [Home Truths.](#)

Other useful links:

Joseph Rowntree Foundation

<https://www.jrf.org.uk/>

IPPR and IPPR North

<https://www.ippr.org/>

<https://www.ippr.org/north>

Northern Powerhouse

<https://northernpowerhouse.gov.uk/>

Northern Consortium

<https://www.northern-consortium.org.uk/>

So how do you think

You can you:

- **Become an ambassador for housing in your region?**
- **Become an ambassador for your organisation?**
- **Build and maintain your knowledge of housing?**

