



**“NOT THE ANTI SOCIAL
BEHAVIOUR STRATEGY”**

Empty Homes Process

- Housing Business Plan
- Regeneration Strategy
- ACCess Aberdeen
- Choice Base Lettings

Anti-Social Behaviour Strategy (ongoing)

Linked to Scottish Executive Strategies/initiatives)

- Prevention
- Intervention
- Enforcement
- Rehabilitation



Neighbourhood Management/*aberdeen futures*

- Community Wardens/concierges
- Estate management
- Initiatives
- Arrears recovery Strategy

GOODAPPLE HOMES TENANT REWARD SCHEME

- Managing the relationship between tenants and landlords

What is the goodapple homes tenant reward scheme?

It's about.....

- Acknowledging and rewarding our existing tenants;
- Attracting new people to goodapple homes
- Enhancing and improving the services we provide to our customers;
- Encouraging and supporting all tenants to fulfil their Scottish Secure Tenancy Agreement;

Why introduce the goodapple tenant reward scheme?

We have tried the stick
approach - we now
need the carrot



and the stick



Cont.....

- Fresh approach
- Attract new Tenants
- Enhance and improve services
- Change perception - last to first
- Deliver Referendum “Promise”

CAN IT WORK FOR HOUSING PROVIDERS?

Housing providers using tenant motivation schemes have found that:

- rent arrears drop
- property turnover reduces
- management costs are lowered
- re-let times are faster

But more than that.....

IT BUILDS INCLUSIVE RELATIONSHIPS

- not just about paying the rent, but helping to make a better community
- not designed or intended to be punitive
- flexible criteria for people in difficulty
- make it easier for people to talk to us about their situation



SO HOW WILL IT WORK IN ABERDEEN?

- a clear rent account for 4 months, OR
- an arrangement made to pay off arrears and adhere to for 16 weeks
- no current formal notices served against tenant, e.g. anti-social behaviour order etc.
- Tenants awaiting housing benefits will be initially accepted and then reviewed on an individual basis

WHAT REWARDS WOULD WE POTENTIALLY OFFER?

Individual rewards:

- Annual bonus reward
- Discounted contents insurance
- “Golden hellos/handshakes” when beginning or ending a tenancy
- Competitions and bonus offers
- Nominate a Neighbour special awards

Community rewards:

- match funding where a group pool their vouchers for communal activities e.g. play equipment
- the “Community Chest” a pool of funds for community activities e.g. sponsoring a local team or event, buying computers for a community centre

Anti-social behaviour - a challenge for Scotland

- Anti-social behaviour a key area of concern for both the Scottish Executive and the City of Aberdeen
- Motivation and incentive schemes for tenants referenced in the Scottish Executive consultation paper *Putting Our Communities First*
- *Council is committed to reducing anti-social behaviour in Aberdeen communities*

How goodapple homes Tenant Reward Scheme can help:

- Not designed to tackle the hard core
- Reinforces and promotes positive behaviour
- Encourages community participation and growth
- Potential to sway the borderline cases

FINANCING THE PROGRAMME

How will we pay for it?

- **NOT** by raising rents or using council tax
- Through saving of rent arrears and less voids
- Programme will become self financed as we achieve our aims and objectives

SUMMING UP.....

- Tangible benefits for tenants and for council
- Services - an overall improved service delivery
- Better customer recognition and service
- other agencies -improved partnership working to achieve common goals

Thank you

Questions & Comments