

Supporting the communities in which we work

Starting work on the
Cortis Avenue wildlife
garden. A community
garden project which
is open to anyone that
would like to volunteer.



About social responsibility

What is social responsibility?

Social responsibility (SR), often called corporate social responsibility, is about recognising and addressing the needs of our customers as well as those groups affected by our activities. These groups could include employees, the local community and government regulators.

Why be socially responsible?

A socially responsible company will ensure it secures the goodwill of the local community. A socially responsible company will also improve its reputation and help to develop its brand among its customers and other stakeholders for 'doing good business' in a responsible manner.

Worthing Homes proposes to deliver its commitment to social responsibility through its social responsibility values.

Our mission statement

“Our mission is to be an innovative and ambitious provider of homes and services in our community recognised for excellence, quality, sustainability and accountability.”



Our corporate goals

Worthing Homes' mission statement is underpinned by seven corporate goals:

- **Quality services and homes** – we will deliver a range of quality homes and services that meet the aspirations and expectations of our customers
- **Neighbourhoods and communities** – we will provide a range of homes and services that give people the opportunity to live securely and take pride in their own neighbourhoods
- **Business development** – we will deliver new homes and services and invest in and inspire local neighbourhoods and communities in Sussex
- **Reputation** – we will set the highest standards for our work with customers, stakeholders and partners based on our core values of honesty, respect, professionalism and inclusivity
- **Strong corporate governance** – we will adopt and demonstrate compliance with the highest standards of governance, accountability and probity
- **Financial viability**
- **Value for money in all we do**

Our social responsibility values

Our mission statement and corporate plan are at the centre of what we do. Our corporate plan makes a commitment to improve the communities in which we work and this will be achieved by delivering the seven corporate goals of the plan.

To be a socially responsible company, we will ensure that when committing to or becoming involved in any socially responsible activity, Worthing Homes will ensure that it meets the following values:

- **Transparency** – being open to all stakeholders about our interests
- **Fairness** – treating all stakeholders in a fair and equal way
- **Inclusiveness** – involving, wherever possible, all groups who are affected by our activities
- **Responsiveness** – responding to the concerns of our stakeholders in an effective manner
- **Integrity** – adhering to our core values of honesty, respect and professionalism
- **Diversity** – valuing and promoting diversity in terms of gender, culture and race
- **Accountability** – being completely responsible for what we do

How are we making a difference?

Worthing Homes recognises that our business extends beyond just simply providing housing.

Worthing Homes will enhance the economic, social and environmental fabric of the places where it works through the following:

Sustainability strategy

We have a comprehensive sustainability strategy, which is adopted annually by our Board. The strategy is also supported by an in house sustainability group comprising staff members who look at the wider sustainability issues and are working towards 'greening the association'.

Employment opportunities

As the largest registered provider in Worthing, Arun and Adur, we wish to support local employment opportunities. We offer training based opportunities to school leavers through our in house teams, including apprenticeships, as well as working with our external partner contractors to offer training opportunities. We are also looking at various initiatives to support the Government's worklessness agenda.

Football in the Community – the Cup Final Project

In partnership with Brighton and Hove Albion, we sponsor the Cup Final Project. The scheme targets children between the ages of 7 and 15 and in addition to teaching football skills, aims to tackle anti-social behaviour and promote teamwork and community involvement. It also highlights the dangers of smoking, drugs and alcohol and the benefits of regular exercise and a healthy diet.

Environmental improvements

To ensure that Worthing Homes enhances the open spaces around its homes and those of the wider community, we invest in the improvement of our green and open spaces. We have completed several open space improvements all carried out with resident and local community involvement. These works range from tree planting, to formal and informal gardens, as well as upgrading equipment at our play areas.

Resource centre

From our town centre offices we run our resource centre, which is available for our residents and members of the public. The centre provides free training and is also available as a meeting place.

The Community House

The Community House is a special place where people can meet up informally, take part in activities, or drop in for help and advice when it is needed. The house employs a project manager and a community development worker who run the house together with volunteers. The house offers opportunities for people of all ages and abilities.

Investing in people

We are an accredited Investor in People (IIP), although we believe we go further. We value all of our staff as well as providing training and the support they need and most importantly when they need it.

Staff consultative group

All staff can contribute and influence the decisions that affect them through our staff consultative group. The group meets regularly, is chaired by our human resources adviser and is attended by the senior management team. The group consists of staff members who represent each team, and contribute to staff policies/decisions.

The Community House.



RedAssure™

RedAssure™ is a service offered by Worthing Homes to allow anyone to be confident about remaining at home alone, any time of the day or night. The RedAssure™ button provides direct speech contact to a friendly voice, thereby ensuring the right help is obtained quickly, whether it is a family member, a neighbour, doctor or an ambulance. Please visit www.redassure.org.uk for more details.

Resident fun days

Every year we hold Worthing Homes Fun Days. These events are entirely free for all residents and leaseholders of Worthing Homes. The events provide our customers with music, laughter and entertainment.

Community events

Worthing Homes support the communities in which we work. We aim to attend and/or sponsor as many community events as we can. These events include the Durrington festival, Worthing Birdman and the Worthing Carnival.

The new play equipment in Queen Street.



Cortis Avenue wildlife garden

Land at the rear of Cortis Avenue has become the site for a community garden project. Plans for the space include a wildflower meadow, pond and a vegetable garden. The project gives volunteers the chance to socialise, meet new people and learn new skills.

Day centre (Lovett Court)

Working with Guild Care, a local residential care provider, Worthing Homes provides support to them to run a day centre for the elderly in Lovett Court. The centre provides meals as well as events for the elderly in the local community.

Local labour and procurement

We are strongly committed to the use of local labour. We employ local contractors, primarily Sussex based unless they are of a specialist nature. Similarly, several of our long-term partnering contracts require a commitment to local labour. We also aim to use local suppliers and believe that by using local procurement, we support our commitment to local labour, as well as having an impact upon the resources required for delivery.

Providing mixed tenure developments

We support the Homes and Communities Agency agenda and wherever possible, new schemes should be 'tenure blind'. In other words, the type of tenure cannot be deduced from the design, quality, location within the site, timing of development or by significant differences in the access to the services or amenities.

Providing energy-efficient new and existing homes

All our new homes are built as a minimum standard, known as the code for sustainable homes. We also refer to the *Green Homes Retrofit Manual – Fit for the Future* and are aiming to improve the overall SAP rating of all our stock before the 2050 target.

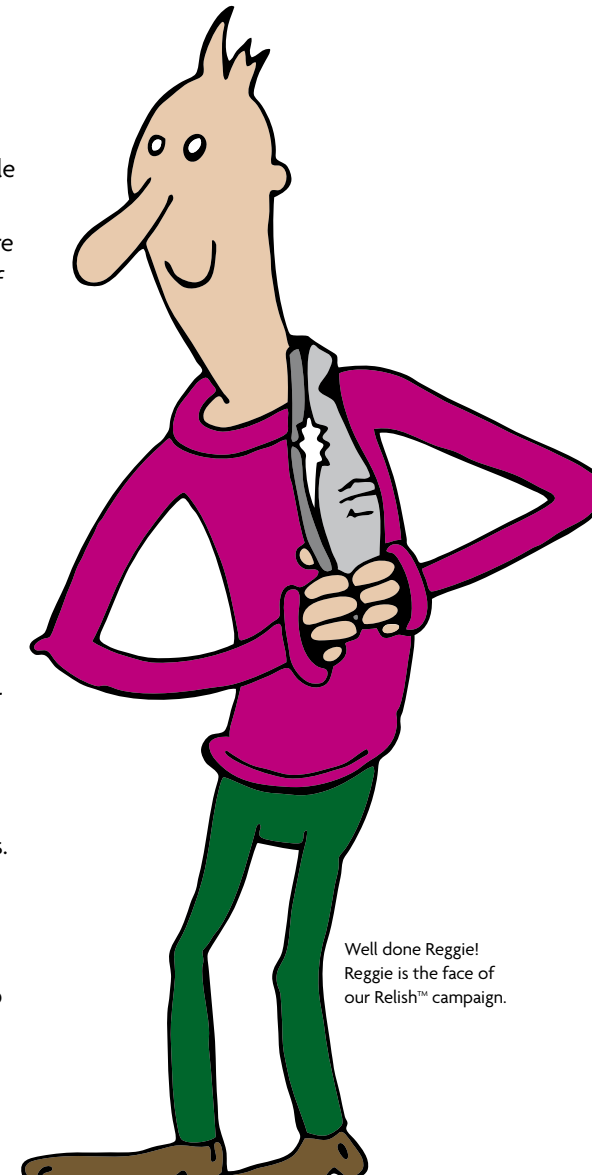
Our award winning, innovative Relish™ project is looking at sensible and cost-effective ways to improve the fuel efficiency of our homes – see www.relish.org. Relish™ has also been recognised by Constructing Excellence as its first innovation in practice project.

Financial inclusion

Financial inclusion is an important issue for all housing associations. It is recognised that a significant proportion of housing association residents are financially excluded and this affects their life chances. It also adversely affects the communities where we work. Worthing Homes has provided a substantial grant to the West Sussex Credit Union for it to offer loans to our residents.

Resident design panels

Where a new development affects the adjoining residents or indeed wishes to address any issues that may require attention, we will set up a residents design panel. This ensures that the local community can openly contribute to the development of the scheme from day one.



Well done Reggie!
Reggie is the face of our Relish™ campaign.

Worthing HOMES

For further details please contact

Worthing Homes
Davison House
North Street
Worthing
West Sussex
BN11 1ER

T: 01903 703 100

E: info@worthing-homes.org.uk

www.worthing-homes.org.uk

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