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# Introduction

We are pleased to present our Annual Report covering some of the achievements, highlights and challenges over the past 12 months. It's good to be able to look back and take stock and it also provides an opportunity to look forward to the year ahead.

This year, the EMB marked its 30th anniversary with events for residents and supporters, past and present. And it presented an opportunity to share the EMB story and bring it up to date. Many residents don't remember when Devonport was a 'no go' area before the EMB was formed, but it's important to revisit the bad times in order to recognise the value of the EMB in helping to create a thriving community.

Alongside the many highlights this year, we have also seen some crime and anti social behaviour. The estate may not be suffering anything like the scale of problems other neighbourhoods have been experiencing, but we need to continue to work hard to make sure our community is safe for everyone. We need to stand together and continue to look out for one another. While some residents are able to volunteer as a board member or help with community projects and events, not everyone has the time to contribute directly. But everyone can play their part by being a considerate neighbour and supporting the EMB.

One of the unique aspects of the EMB is that every 5 years the resident members are asked to vote for whether they would like the EMB to continue to manage the estate. The latest ballot was held in November 2024 and we're delighted that 61% of residents took the time to vote with a 100% vote in favour of the EMB continuing. More details are shared later in this report.

We look forward to a happy and healthy 2025 for everyone.

## Background

Pembroke EMB (PEMB) is a small resident led not for profit company, established in 1994 following a volunteer led campaign by a committed group of local residents to achieve major change and investment in their neighbourhood. Years of decline in the 1980's had led to the council ward being classed as the most deprived neighbourhood in England, with multiple problems of crime, unemployment and poorly maintained housing. PEMB was established after many years of decline, when Devonport became beset with social problems and crime and the housing stock fell into disrepair.

A small group of residents joined forces to work for a better future and went on to secure regeneration funding which enabled the layout to estate be reimagined, comprising open spaces, bright and airv colours and community artwork with a complete refurbishment of the properties to modern standards. The project was ground breaking in its approach and attracted national attention from politicians and regeneration professionals who were keen to try to replicate the success elsewhere in the country. **PEMB** is a 'Tenant Management Organisation' (TMO). On the right is the the National Federation of **Tenant Management** Organisations definition of a TMO.

# WHAT IS A TENANT MANAGEMENT ORGANISATION?

A TMO is a means by which council or housing association tenants and leaseholders can collectively take on responsibility for managing their homes. Those resident members of the TMO create an independent legal body and usually elect a tenant led management committee to run the organisation. The TMO can then enter into a legal contract, the **management** agreement, with their landlord. The TMO **gets** an annual management and maintenance budget to carry out the management and repair duties that they take on.

TMOs take different forms and sizes. Some call themselves tenant management co-operatives with Industrial and Provident Society rules. Others may register as not-for-profit companies. Some TMOs manage a handful of homes while others **manage** large estates of a thousand homes or more. Very small TMOs may rely mainly on voluntary effort but most employ staff such as housing managers, caretakers and repair workers.

The services managed by the TMO vary but may include dayto-day repairs, allocations and **lettings**, tenancy management, cleaning and caretaking, and rent collection. Some TMOs provide wider **community** benefits such as youth centres, credit unions and social clubs.

The TMO does not **affect** tenancy rights. So, for example, council tenants managed by a TMO still have the council as their landlord and retain **all** their rights as a council tenant.



Pembroke EMB (PEMB) manages and maintains the Pembroke Street estate. This includes:

- · day to day tenancy issues
- · planned and response repairs
- · general maintenance and cleaning
- · investigating and resolving anti-social behaviour
- · managing empty properties and preparing them for re-let
- working with PCH in the allocation of flats to new tenants



PEMB resident board members are tenants and leaseholders who live on Pembroke Street. They form the majority number of directors and have some autonomy and control to decide how budgets should be spent. On the Pembroke Street estate, the Landlord has been Plymouth Community Homes (PCH) since 2009 when there was a large-scale stock transfer of approximately 15,000 properties previously managed by Plymouth City Council. A management agreement sets out the relationship and respective responsibilities of PEMB and PCH.



There is a small team of staff employed by PEMB including a full time manager, a part time administrator, a part time support worker and three part time repair and maintenance staff. PEMB also employs a part time youth worker to run neighbourhood wide youth activities.





The work to regenerate the Pembroke estate in the 1990's led to further regeneration across Devonport. The area today looks and feels radically different.

Despite the noticeable investment in the infrastructure and new housing in particular, there are still significant pockets of deprivation according to the Governments Index of Multiple Deprivation which takes into account a range of measures including health, housing and household income. PEMB has always been involved in working with the wider community to address needs that go beyond the contracted housing management service. Over the years, this has included ambitious training and employment programmes, arts projects and area wide youth work programmes which have benefitted hundreds of local families.



#### Performance Report

PEMB monitors a number of key performance indicators (KPI). The KPI's have been drawn from the Landlord's own performance targets and in some cases are more ambitious than the Landlord's own targets. For example, PEMB is committed to completing a routine repair within 10 working days, where the Landlord's target is 20 working days.

Throughout the year, PEMB reports on progress and performance internally at board meetings and to the Landlord, Plymouth Community Homes. Residents are also kept up to date with regular newsletters and via other forms of communication such as social media and website updates.

#### Repairs

All repairs are carried out by PEMB, with the exception of boilers, intercoms and showers. In most cases, PEMB carry out repairs 'in house' but also rely on a small number of local contractors to carry out more complex work including any work which requires specific accreditation, such as electrical installations. PEMB aim to complete repairs twice as quickly as Plymouth Community Homes.





of Standard Repairs Completed within Target Times



# of Emergency Repairs Completed within Target Times

## **Void Properties**

There were 4 properties for re-let over the previous 12 months. The target completion for re-letting a void property is 20 days. Various factors impact on this from when the outgoing tenant notifies PEMB of the intention to vacate the property, the date the property keys are returned, the condition of the property and when the property is advertised. There can also be delays to the letting process where applicants don't meet the criteria for approval.





#### **Tenancy Management**

PEMB aims to record and categorise as many enquiries and interactions as possible. It is impossible to log everything, but categorising the majority of enquiries builds a picture of trends, with the details of each enquiry sitting behind the main category, held on our database. Common topics this year include enquiries related to garden maintenance, the pets policy and an increase in reports of crime. Having an understanding of the trend of enquiries helps to pinpoint where our attention needs to be focussed. Residents can get in touch with the estate office in a variety of ways including walk in, telephone, text, email or via social media messaging. Quite often, enquiries are also received when out and about on the estate. Being on site and accessible means that many issues are identified and dealt with early on, where they might otherwise not get reported. For cases of anti social behaviour, these may be initially logged on our database, but will be additionally logged on a management system called 'React' which PCH and PEMB have access to. Cases on React might require assessment for a potential legal intervention or other agency input.

#### Communication

As well as receiving enquiries, PEMB works proactively to ask residents for their views and feedback, as well as sharing regular updates about key issues. An annual survey seeks general views on services along with the opportunity to raise any specific issues.



At other times, we may also ask for views on specific issues. For example, following reports of vandalism and related issues over the summer, we called a residents meeting to obtain more information and identify potential actions. We were also able to respond to requests from residents to reduce the size of a number of trees which were blocking daylight entering flats. This is an example of where PEMB is able to be responsive to residents needs.

The annual survey this year asked residents for their views on the new national 'Tenant Satisfaction Measures' that all registered housing providers now need to report on. The results are set out below. 20% of households responded. Normally we would follow up with a telephone call to encourage more residents to respond, but two factors prevented us from doing that this time. This was because we were conscious that we had already sought views of residents about a number of topics this year, including the recent continuation ballot. There is a risk that residents will disengage if they feel they are being asked for feedback too often.

PEMB share a wide range of information throughout the year. This includes a quarterly printed newsletter and regular website and social media posts. There is also a noticeboard outside the office which is kept up to date. We also issue 'block notes' for any issues relating to one particular block of flats, rather than the whole estate.

## Annual Survey

Each year, the EMB asks residents for their views on the services they receive. As noted earlier, this year the annual satisfaction survey was based on the new national 'Tenancy Satisfaction Measures' introduced by the Regulator for Social Housing which all registered social landlords need to report on. The results are set out over the next few pages.



03. Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Pembroke EMB provides a home that is safe and well maintained?







05. How satisfied or dissatisfied are you that Pembroke EMB listens to your views ad acts upon them? 06. To what extent do you agree or disagree that Pembroke EMB treats you fairly and with respect?



07. How satisfied or dissatisfied are you with Pembroke EMB's approach to complaints handling?







11. How satisfied or dissatisfied are you that Pembroke EMB makes a positive contribution to your neighbourhood? 12. How satisfied or dissatisfied are you with Pembroke EMB's approach to handling anti-social behaviour?



13. Have you contacted Pembroke EMB in the last six months? Please think about all the different ways you may have contacted Pembroke EMB including by telephone, email, face-to-face and online.











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This year, we also carried out an overhaul of our website. The site is now much more focussed on providing relevant and up to date information about our services and includes a 'downloads' section.

#### Website & Newsletters



#### The new EMB website is designed to be more customer focussed



Some of the newsletters circulated during the year

## **Continuation Ballot**

One of the unique features of a 'Tenant Management Organisation' (TMO) like PEMB is the requirement to hold a secret ballot of tenants and leaseholders every 5 years. It is one of the ways that TMO's are held to a very high level of accountability to the residents.

The question asked in the ballot is 'Do you want PEMB to continue to manage the Pembroke Street estate for another 5 years' with a simple yes or no response. This is a secret ballot. The process and associated guidance is determined by the Government.

This year, we were pleased that Chris Maccullie was again able to assist with conducting the ballot. Chris has a wealth of experience in community engagement. An extract of her report is included below. We were delighted with the 100% vote in favour of PEMB continuing to manage the estate, with 61% of eligible voters taking part in the ballot.



of residents who voted said 'Yes' to the EMB managing the estate

## **Excerpt from the Ballot Report**

The following is an excerpt from the ballot report from Chris Macullie.

#### **Process**

Ballot papers were distributed on Wednesday 16th October and my first visit was planned for that evening. The newsletter that was shared with residents in the weeks leading up the ballot was clearly effective as many people recognised me and were expecting a knock on the door. As before I knocked on every single door at least once; when someone didn't respond I left a 'I'm sorry I missed you leaflet' explaining that I would call again. I then knocked on their door the next time I visited. I noted responses and ballots I collected on paperwork I was provided with, to record my activity. I also used this opportunity to gather feedback from residents.

#### **Responses**

The vast majority of people who spoke to me on the doorstep were happy with PEMB services although I noted that the one single complaint in common reported to me was that the windows desperately needed replacing and residents weren't satisfied with the length of time it was taking for the works to be completed. Some of the residents were aware that this was not in the gift of PEMB to rectify but hoped that the Board would advocate on their behalf. It was heartening to hear so many compliments and I have recorded some as follows:

#### '5 stars!'

'Staff are always friendly and welcoming'

'This is a safe and friendly area'

'EMB all the way!'

'Great to have them on the doorstep'

'We wouldn't manage without them'

'The staff are wonderful and work very hard'

'Marc is brilliant' (Marc was mentioned many times)

### **Review of the partnership with PCH**

As noted earlier, a management agreement document sets out the relationship between Plymouth Community Homes (PCH) and Pembroke EMB (PEMB). Earlier in the year, PEMB requested a formal review of the management agreement and other related matters. Consultants from Campbell Tickell have been appointed to carry out an in depth review of the partnership and make recommendations about any actions that should be considered. At the time of writing, the report has not yet been produced, but the Board members expect to pick up this discussion in the new year and to work towards a refresh of the partnership to improve the communication and reporting channels between the two organisations.

#### **Estate Refurbishment**

In 2019, PCH began a process to assess the detailed condition of the housing stock with a view to investing capital into refurbishing items which has reached the end of useful life such as roofs, windows and door entry systems. This is a topic that many residents have been asking about. We remain hopeful that the substantial programme of work will be formally agreed and a contractor will be appointed to commence the work in 2025 following completion of work to renew the sewage pipe network across the estate.

#### **Clowance Street**

Way back in 2017, PEMB started exploring the potential for a community led housing development as a way of increasing the amount of local properties and looking to cater for the needs of residents who needed to downsize to a one bedroom property and often had to leave Devonport to find a suitable property, leaving behind friends and family. Many residents have consistently shown support for the services offered by PEMB and being able to increase the number of local properties under the management of the EMB would mean more residents benefiting from these services.

In 2019, PEMB teamed up with the housing delivery team at Plymouth City Council and PCH to bid for Homes England feasibility funding to take the idea forward. The most suitable site identified was on Clowance Street, a recreational multi use games area (MUGA) that PCC had designated was not part of its strategic play strategy because there were suitable alternative facilities nearby. A plan to build 5 one bedroom homes was drawn up, which would be allocated to local residents wishing to downsize.

At that time, PEMB had been managing the adjacent Mount Wise Neighbourhood Centre, but renewed efforts to secure its long-term future with an application for capital grant funding had been unsuccessful. The building - as with the MUGA - was surplus to PCC requirements and had suffered from a lack of investment over the years. Despite PEMB making substantial internal improvements during its 28 year tenure, there were significant issues with damp and the building needed a new roof, amongst a number of problems.

PEMB committed to a final effort to secure the future of the centre and the MUGA by devising a plan to refurbish and remodel the building and install a new MUGA to the rear of the centre, paving the way for the new housing on the existing MUGA site, thereby breathing new life into the tired facilities. A mini master plan was devised and submitted to the Government's 'Community Ownership Fund' but the bid was unsuccessful. Shortly after, plans were announced to create a larger wellbeing facility and MUGA at the nearby Brickfields sports ground, effectively making the plan to refurbish the Neighbourhood centre redundant.



PEMB only committed to building the new housing if the future of the Clowance Street MUGA could be secured. Some residents had expressed concern that the MUGA could be lost when the original consultation about the proposed new housing was undertaken in 2020. Despite having been granted planning permission in 2021, the plans for the community led housing were set aside and PEMB focussed on trying to secure the future of its youth and community activities by exploring options for alternative funding or facilities. In 2023, PEMB secured funding to enable the refurbishment of existing buildings on the Pembroke Street estate for community use (see below). PEMB vacated Mount Wise Neighbourhood Centre earlier this year.

Meanwhile, with a massive city housing shortage, PCC and PCH revisited the plans for the new housing on Clowance Street. When 'Zebra Collective' expressed an interest in taking on the lease for the Neighbourhood Centre and pledged to try to secure the funding to rebuild the MUGA to the rear of the centre, the decision was taken by PCC to give the go ahead to build the housing. At the time of writing, PCC have transferred the site to PCH and planning conditions have been met with preparatory work commencing on site with a view to the housing being built in 2025 pending confirmation of Homes England funding and the formal appointment of a contractor. The decision is conditional on the scheme remaining a community led initiative, which means PEMB will allocate and manage the properties. The site plan is included below.



The proposed housing

#### Pembroke Community Rooms

As noted above, and reported in last years annual report, the plan to refurbish the former workshop and store rooms began to take shape last year with contractors beginning work on the refurbishment in winter 2023. The project was managed by PEMB and with a tight budget, PEMB staff also took on some of the building work to keep the project on track. The building work is pictured below. This is a significant project for PEMB as it marks the end of a very long process to try to secure longterm community facilities, with the decision to reluctantly vacate Mount Wise Neighbourhood Centre after 28 years. Pembroke Community Rooms comprise two units with an adjoining courtyard.





They offer a modern and accessible space, accommodating wheelchair users along with with kitchen facilities and large screen TV's. It will be much easier for PEMB to manage these facilities, being located adjacent to the Pembroke Street estate office and having been designed for ease of access and low maintenance. But there is also an acceptance that we have had to make compromises by relocating to a smaller facility and losing access to the garden that we had at the Neighbourhood centre. Whilst we could have continued to use the Neighbourhood centre for a few years, it was becoming evident that the building might have to close permanently, if any further major defects arose. We didn't feel we could continue to guarantee the health and safety of users longer term. Following the opening of the building in April, we commissioned Fotonow CIC to produce a short video promoting the benefits of the new facility which was shared on social media platforms and our website. The aim was to begin to raise awareness of the new facilities and to explore how we could make use of the new space.











### In Post Locker

While the PEMB estate office remains a safe drop off for residents parcels, this year we also signed up to have an in post locker on the estate. The locker at the entrance to the estate provides a modest income to help meet the running costs of the community rooms.



### **30th Anniversary**

As noted earlier, this year PEMB turned 30 with the anniversary of the formation of the not for profit limited company. In the intervening period, there have been 100 board members, with Terri Rickards bringing up the century when she joined the board as the latest resident board member. Terri is the grand daughter of Nora Minns who passed away earlier this year. Nora was one of the founding members of PEMB, so it's fitting that Terri has become the latest board member, as one generation hands over to the next.

To help raise awareness of the PEMB story for those who don't know about the time when Devonport was a 'no go' area, we put together a booklet telling the story from the late 1980's right up the present day using the archive materials and photos we've gathered over the years.

Whilst it's not essential for everyone to know the history of PEMB, it does feel important to keep the story alive, not least because some of the problems of the past with crime and anti-social behaviour have been resurfacing in recent years.



We want to continue to sustain a sense of community and belonging and the actions of a minority can do a lot to undo the progress that has been made. We recognise this is part of a wider pattern of social unrest, but we need to avoid complacency.

Alongside the booklet, we also held two events on the estate. The first event was an anniversary lunch where residents and supporters – past and present – came together to celebrate and mark the official opening of the community rooms. Some photos from the day are included below, including Anne Crocker, PEMB Chair unveiling a plaque with John Duffin, who was instrumental in working with the original residents association leading to the redesign of the estate and the formation of the EMB.



In August, we also held a whole community event on the estate with a number of stalls and attractions, children's entertainment and live music. This event was made possible with the 'Awards for All' funding which is discussed in more detail later.

# Photos from the 30th Anniversary Lunch











# Photos from the 30th Anniversary Lunch











# Awards for all Funding

We were pleased to receive a grant of £19,800 to assist with promoting the new facilities and helping to pay for initial running costs as well as enabling PEMB to pilot some new activities.

During the year, we have been able to trial a number of new events and activities including parent and toddler sessions, karate sessions, citizens advice sessions, children's parties, live music and a Christmas grotto.

These activities have run alongside the ongoing weekly sessions and annual events including the weekly youth club, the wellbeing group, school holiday activity clubs, spring planting event, community meetings and Christmas raffle. Some of these ongoing activities are reported on in more detail later in the report.

#### Citizens Advice Plymouth drop-in sessions



citizens

Plymouth

Where: Pembroke EMB Community Rooms

When: the first Tuesday of every month, 10am - 1pm

What we can help with: advice on benefits, debt, increasing your income, budgeting and more.







Monthly Citizens Advice sessions and weekly parent and toddler sessions are just two of the activities that have taken place at the community rooms, with funding support from National Lottery Awards for All.



Pictured on this page are some more of the activities funded by the Awards for All grant including a Christmas grotto, community fun day and new youth sessions..





Pictured above and below are some of the flyers created to promote the new activities held at the community rooms. Some of the activities that have been piloted were based on the results of the community activities survey the EMB distributed across Devonport.

We also were fortunate to have a student join us from Plymouth University on an Internship. Shirley joined us at the start of the year was able to take the survey out to local groups and meeting places where she was able to speak to local residents and obtain a wide range of views.



#### South West in Bloom

Every year, the EMB enters the South West in Bloom 'It's your Neighbourhood' accreditation scheme, which recognises community efforts to enhance the local environment with planting schemes and care for communal spaces. This year there was an award of 'Outstanding' for the Estate, which rates projects against criteria such as environmental responsibility, gardening achievement and community participation.

The Pembroke street estate has a large variety of mature trees and shrubs, which were planted in the 1990's when the estate was refurbished. This is complemented by large communal lawns and private resident gardens.





In the 30 years since the company formed, the gardens have continued to mature and blossom. Each year, new plants are added. This year we've also seen the addition of timber planters made by City College Plymouth carpentry students.

The focal point is a canopy of trees which runs through the centre of the estate. Ground floor residents also have their own gardens. The Estate Management Board offer a low cost grass cutting service to help residents maintain their gardens. Some residents have used the space to grow fruit and vegetables.







Hanging baskets and tubs displayed around the estate were created by local residents and children from Mount Wise Primary School as part of our annual 'Spring Planting Event.' We also have a 'Christmas Tree Corner' where we have replanted discarded trees over the years to give them a new lease of life. The corner has become so full that one of the trees had to be cut down this year to make space. We were pleased to be able to install the tree at the Ker Street Social Club where customers were able to enjoy it over the festive period. Debbie and John from the EMB maintenance team are pictured below, delivering the tree.



### Award for Best Community Initiative

In addition to the 'It's your Neighbourhood' award, this year the Pembroke Street Estate was also awarded the Serco Cup for 'Best Community Initiative.' As the name suggests, this trophy is awarded to the best example of a community led project in the south west.





Pictured left: Marc, Rachel and Jade from PEMB receiving the award from Melissa, representing South West in Bloom.

The award recognises the efforts of PEMB maintenance staff working alongside residents, who have helped create an attractive and well maintained environment.

Jon Wheatley, Chair of South West in Bloom - pictured on the right with Pembroke Street Resident, Paul Johnson - commented:

"Congratulations on an excellent project. The landscape, both hard and soft, is of an excellent standard. Gardening is of a high standard, as is the management and implementation. It is clear that all members of the community have contributed to the ongoing success of the project."



# Youth Club

The youth club started 37 years ago and is still offering weekly sessions to young people from across Devonport. This year, alongside the weekly sessions, we were pleased to receive further 'fit and fed' funding from Plymouth City Council to enable us to offer school holiday activity programmes during the Easter and Summer school holiday periods.





We also piloted new sessions for 9-11 year olds and the 11+ age group and plan to offer further sessions in 2025. As you can see from the photos, young people have had the opportunity to take part in a wide range of activities which social, emotional promote and physical development. In an increasingly online and remote world, the youth club feels even more important. A safe space for young people to come together to learn new skills and have fun. And all activities are subsidised, meaning they are either free or very low cost, helping to ensure that cost is not a barrier to participation.

As usual there was a mix of centre based and off site activities. Creativity is a key feature of the sessions with lots of arts and craft themed activities during the year, often linked to seasonal occasions like Easter and Christmas.







Another core theme is food, with healthy eating promoted during the year, such as making fruit kebabs, pictured on the left. Also linked to the theme of healthy living, we were pleased to welcome Karen from the Peninsula Dental School who delivered a session about dental hygiene, pictured below.







After several years, we were delighted to reconnect with the Slapton Field Studies Centre, with visits to learn about the conservation work that goes on at this nature reserve in the South Hams, as pictured below.



Amongst the off-site activities, there were a number of visits to the ever popular Mount Batten Outdoor education centre where the young people took part in climbing and watersports.







The picture below was taken at the final ever youth club session held at the Mount Wise Neighbourhood Centre. The centre was the home for the youth club for 27 years, but the decision was taken that without a significant injection of funding, the centre was at risk of closure, having seen an increase in damp caused by roof leaks and outdated plumbing. Many happy memories were made at the centre with multiple generations of families attending the youth club there.



The youth club wouldn't exist without the dedication of the team of staff and volunteers who organise and supervise the activities programme. This photo of the team was taken in December.



## Wellbeing Wednesday Group

The group continued to meet during the year, taking part in centre based activities and daytrips. PEMB continued to contribute towards staffing and overheads to make the sessions affordable to all. Some of the activities are pictured below and over the page, including a tie dye workshop and Christmas wreath making session.















# Looking ahead to 2025

In addition to the core housing management work and existing youth and community work, we need to allocate time to the following objectives this year:

- Completing actions associated with the PCH partnership review.
- Reviewing the monitoring systems associated with the new Government social housing consumer standards.
- Preparing for the start of the estate refurbishment including liaison with contractors and residents and providing respite for residents affected by the construction work.
- Working with Plymouth City Council and Plymouth Community Homes on the Clowance Street community led housing development which will see 5 new one bedroom homes built for local residents to be allocated and managed by PEMB.
- Continuing to pilot new community activities to run at the Pembroke Community Rooms.
- Introducing new youth activities for young people transitioning to secondary school.

A big thank you to the volunteers and staff who have worked together to achieve everything this year. And to the Pembroke Street residents for continuing to support the EMB.

