



**COMMITTED TO
COMMUNITY
INVESTMENT**

Demonstrate your commitment to community investment

Community investment is the work that social housing organisations do alongside people and communities to help them thrive. It's been part of social housing for decades.

We believe that now, more than ever, community investment is core to the social purpose of housing organisations.

The pandemic and lockdown have shown that we are, and can be, far more than just landlords. Many social housing organisations have been driving forward the community investment agenda as they develop their services and relationships with residents and communities.

The dedication and commitment we've seen from community investment professionals and their colleagues over the past six months has been phenomenal. We've seen staff redeployed into frontline roles engaging directly with residents, with a huge focus on vulnerability and the resilience of residents and communities.

Now is the time for us to speak more effectively and collectively about that work, and to formalise our commitment to the communities and residents where we're rooted. Your role as anchor institutions has never been more important.

That's why we're encouraging you to sign up to the Board Charter.

Launched by the Centre for Excellence in Community Investment in September 2019, the Board Charter is a way of demonstrating that you're committed to community investment in the long term and to delivering on your social purpose.

The Board Charter contains nine pledges that we're asking organisations to discuss and adopt at Board level.

Signing up is easy: simply tell us you want to adopt the Board Charter, then complete the self-certification form. Once we receive it, we'll send you the Board Charter mark for use on your website.

The benefits of signing up

By signing up to the Board Charter, you:

- Increase and sharpen awareness of the community investment work you are already doing;
- Communicate your organisation's ongoing commitment to community investment;
- Commit to investing in your staff as well as your communities; and
- Position your organisation as a thought leader on community investment;
- You will receive advance notice of Centre webinars, invitations to participate in our thematic and regional networks, as well as regular mailings;
- We will also arrange regular catch-up calls with you to see how we can support you with your community investment activities.

The Centre for Excellence in Community Investment

The Centre for Excellence in Community Investment believes that community investment is a core part of social housing. We're working with community investment professionals around the UK to:

- Promote the importance of community investment both inside and outside the social housing sector.
- Build a network for community investment professionals to share and develop their practice.
- Ensure that community investment underpins housing providers as they evolve their services and relationships with their residents and communities.

How to adopt the Board Charter

First, tell us you support and want to adopt the Board Charter.

Second, confirm your commitment with your Board.

Third, complete the self-certification form and send it to us.

Once we've received it, we'll send your Board Charter mark for use on your website, in your Boardroom and in your reception.

Signatories

Current signatories include:

- Gentoo
- whg
- Livv
- MSV
- Barrhead HA
- Community Gateway

The nine pledges

Our communities:

1. Community investment is core to our role as a housing association and central to our social purpose.
2. We commit to owning, investing in, and celebrating our community investment work and its impact.
3. We will work with the Centre for Excellence in Community Investment to help maximise and measure the impact of our work, as well as invest in our people who deliver it.

How we're going to deliver it:

4. Our community investment strategy will be underpinned by an action plan and the appropriate resources, people and skills we need to deliver on our objectives.
5. We will ensure residents are at the heart of community investment, co-creating service design and involved in scrutiny and review.
6. We will be part of our communities, with Board members regularly leaving the boardroom to see community investment delivery first-hand.

How we'll demonstrate impact:

7. We commit to a methodologically robust and rigorous measurement mechanism to evidence the impact of community investment activity, for example, by participating in the Centre's impact measures project.
8. We will publish key measures of success in our annual report to facilitate transparency and accountability.
9. We will be leaders and advocates for community investment, both in and outside the housing sector.