

Healthy Tenants, Healthy Homes, Healthy Communities- A Collaborative Innovation Advancing Sustainability, Health, and Society.



LJMU & Cobalt Housing 2021-2024



Knowledge Transfer Partnerships



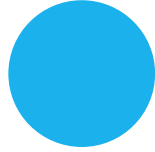
**Innovate
UK**

“KTPs aim to help businesses & charities to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK knowledge base”

LJMU KTP team



Lucy Bridge, KTP Associate, School of Psychology

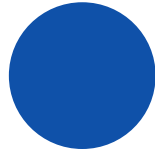


Dr Lisa Newson, Principal Investigator, School of Psychology

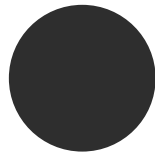
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RATIONALE & CONTEXT

- make better decisions for their organisation and tenants.
- tenant's voice and behaviours, emphasising a 'bottom-up' approach driven by tenant needs
- health (COVID-19) & economic challenges (cost of living crisis), housing sector (new government regulations)
- helped CHA become a trailblazer in their sector as a housing association demonstrating added social value and being recognised as an organisation benefiting their tenants and communities.

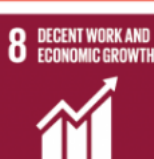




PLANNING & DELIVERY

This project was embedded across all CHA departments to implement changes and improvements impacting tenants' experiences.

It wasn't just research but a knowledge transfer to upskill and implement real change to the organisation, the community, people.



Business Models & Partnering

- Evaluating commercial practice regarding financial and **social value**
- Improving community asset management to **create impact** and accountability
- Strengthening strategic **stakeholder alliances**
- Influencing local/national **policies** in housing, social and health issues

Data collection & analysis

- Collection/analysis of **tenant and building-performance data**
- **Profiling housing needs**
- Bringing complex **data and lived experiences** of tenants together

Health & Behavioural Psychology

- Understanding and implementing **bottom-up** understanding of tenants' homes - identity; neighbourliness; ownership
- Building and maintaining tenant trust
- Introducing **customer-centric business functions**
- Awareness of ethical/behavioural impacts of delivering solutions within the home

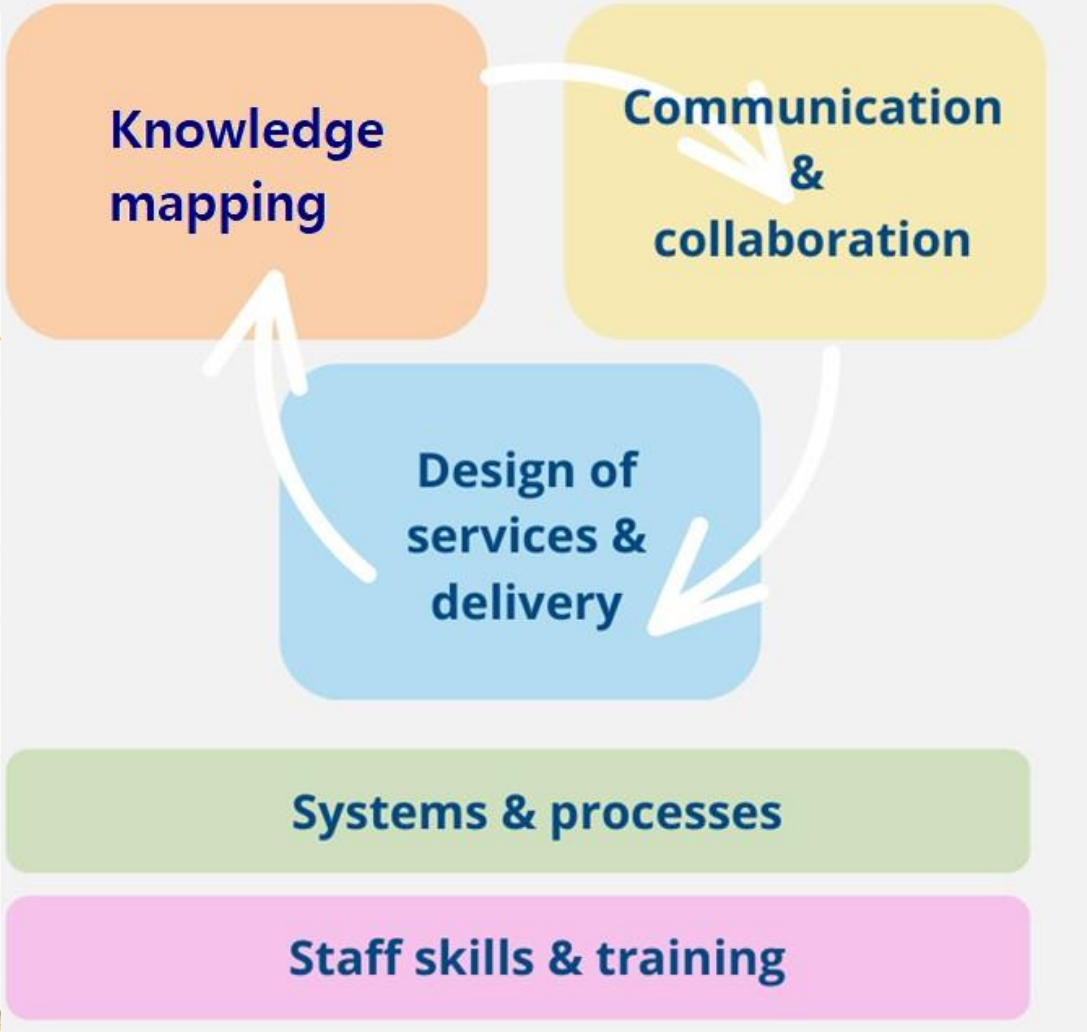
Leadership and Management Skills

- Embedding **change management** and strategic development capabilities
- Innovative approaches to moving into new markets
- Stakeholder analysis and management

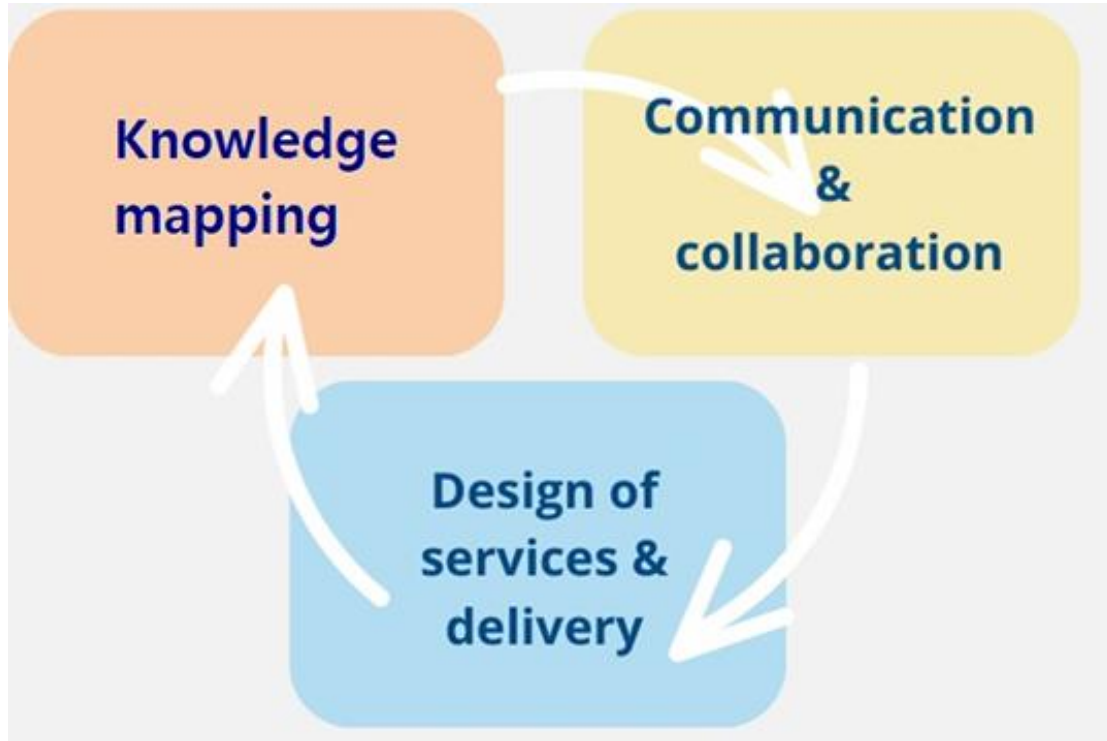
A tenant-centric framework

Tenant
Centric

Agile
evaluative
Culture



Adapted
model
Applied to
Cobalt from
LJMU



social value
community engagement

Good practice
edi, sustainability

data understanding needs
community health building

systems lived experience
public perception

share findings **CO-CREATION** staff skills
behaviour change

internal change
staff training

strategy development community wealth building

knowledge transfer
organisation change

social impact

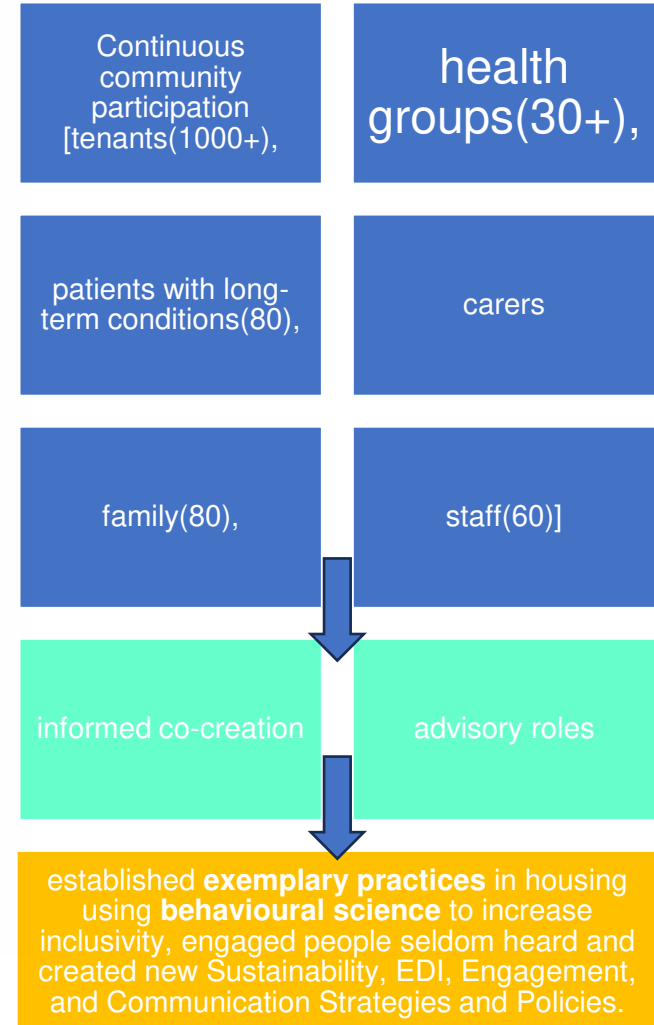
Systems & processes

Staff skills & training



Involvement

Partnership working



Integration and Continuity of Care



Community co-creation led to new sustainability and well-being interventions, improving public health outcomes.

The project reported a social value of £5.7 million for CHA health services, prompting additional financial investment

Service expansion, and the creation of a new 2024 'Neighbourhub' work other community health organisations promoting sustainability

Prioritising wellness programs and creating green spaces has improved physical and mental well-being, increasing the quality of life as measured by WEMWEBS.

CHA's support for local businesses has sparked economic development, generated job opportunities and improved access to benefits and resources.

Our proactive approach to health and well-being challenges and societal issues helps avoid future costs associated with public health crises and resource depletion, contributing to the financial resilience and sustainability of the community.

ethical research practices, data analysis, and social value methods, enriching their decision-making. The partnership has disseminated engagement best practices through documentary review, staff training, coaching, mentoring, and knowledge transfer, reinforcing evidence-based practices and strengthening CHA's community commitment.

Outcomes

KEY LEARNING POINTS

- **Embrace flexibility** to adapt to the unexpected challenges and opportunities that arise.
- Prioritise **clear communication** for all involved and create resources for updates.
- Prioritise the **voice of the community**- be 'bottom-up'
- Explore funding avenues to connect with academics to **think and do different**



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THANK YOU

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