



Ian McLean
Chief Executive
Bridgewater Housing Association Ltd

Succession Planning - Recruitment
FLAIR Academy

Barrhead
Housing
Association
3 x CEO

Ferguslie Park
Housing
Association
5 X CEO

Williamsburgh
Housing
Association
1 x CEO

Bridgewater
Housing
Association
1 x CEO

Linstone
Housing
Association
2 x CEO

Paisley Housing
Association
2 x CEO

TRUST

CO-OPERATION

COMMITMENT

**STRONG
TENANT AND
COMMUNITY
FOCUS**

FLAIR
Federation of
Local
Associations in
Renfrewshire

**SHARED
VISION**

SUPPORT

**GOOD
REPUTATION**

**STRONGER
THAN THE
SUM OF OUR
PARTS**

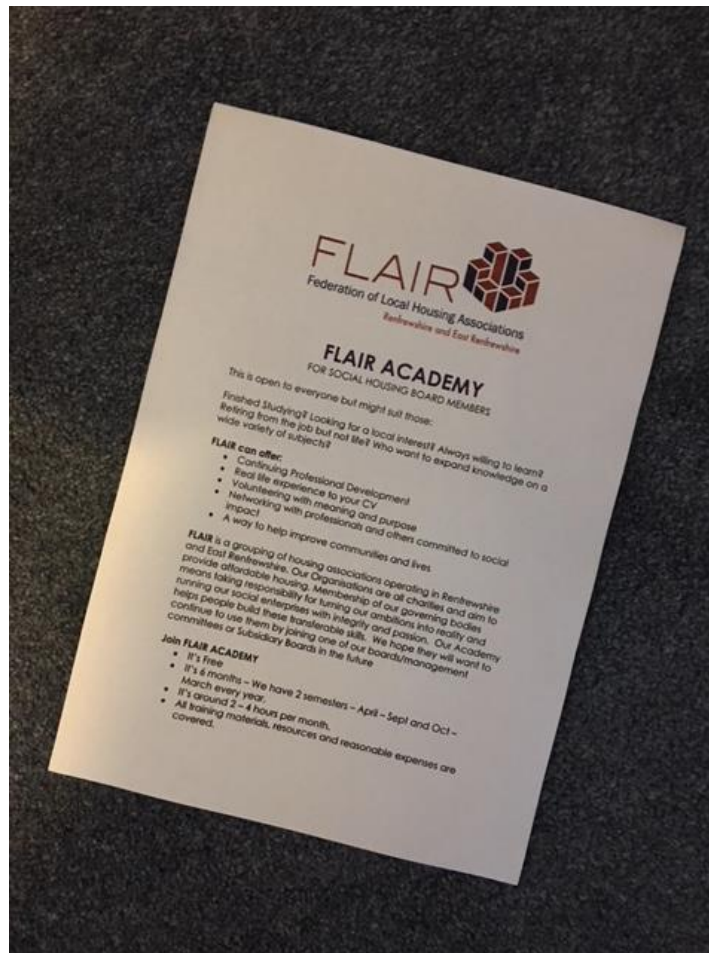
WHAT DOES FLAIR MEAN?



Problem

- Reducing numbers of committee members
- No or little new blood coming through
- Identified skills gap
- Any new committee members taking some considerable time to get up to speed with the issues.
- Traditional recruitment not working
- Needed a fresh approach - "Sell it" better.

Advert



The flyer is for the FLAIR Academy, a program for Social Housing Board Members. It features the FLAIR logo, which consists of the word 'FLAIR' in a serif font, followed by a stylized geometric logo made of red and black squares. Below the logo, it says 'Federation of Local Housing Associations' and 'Berkshire and East Kent'. The main title is 'FLAIR ACADEMY' in a bold, sans-serif font, followed by 'FOR SOCIAL HOUSING BOARD MEMBERS'. The text is arranged in a clean, professional layout with bullet points for the benefits of the program. The flyer is set against a dark, textured background.

FLAIR
Federation of Local Housing Associations
Berkshire and East Kent

FLAIR ACADEMY
FOR SOCIAL HOUSING BOARD MEMBERS

This is open to everyone but might suit those:
Finished Studying? Looking for a local interest? Always willing to learn?
Retiring from the job but not the it? Who want to expand knowledge on a
wide variety of subjects?

FLAIR can offer:

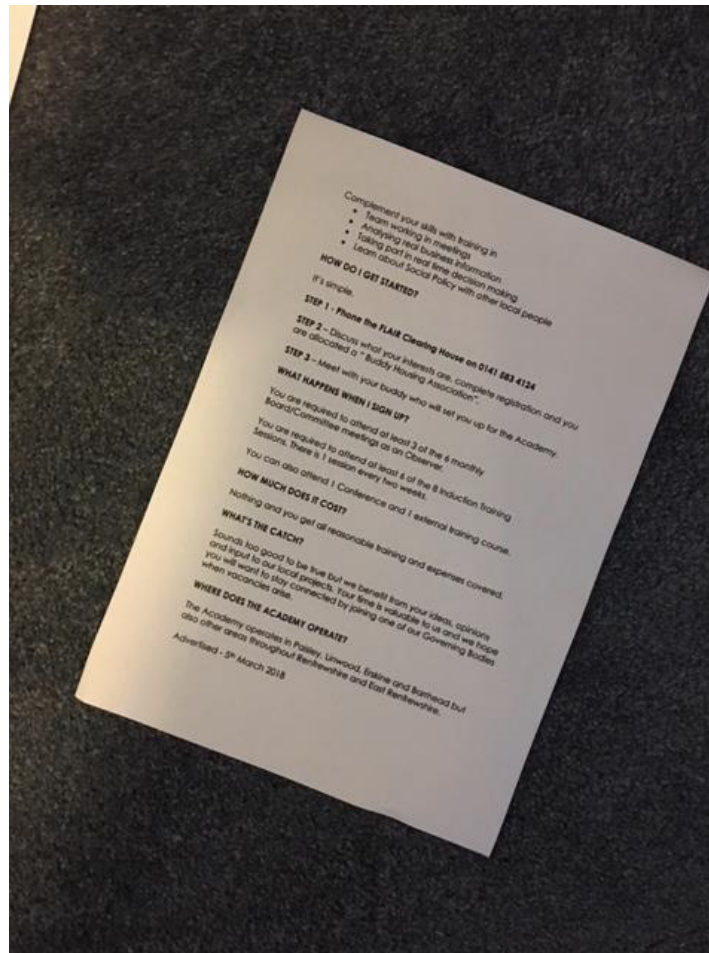
- Continuing Professional Development
- Real life experience to your CV
- Volunteering with meaning and purpose
- Networking with professionals and others committed to social impact
- A way to help improve communities and lives

FLAIR is a grouping of housing associations operating in Berkshire and East Kent. Our Organisations are all charities and aim to provide affordable housing. Membership of our governing bodies means taking responsibility for turning our ambitions into reality and turning our social enterprises with integrity and passion. Our Academy helps people build these transferable skills. We hope they will want to continue to use them by joining one of our boards/management committees or subsidiary boards in the future.

Join FLAIR ACADEMY

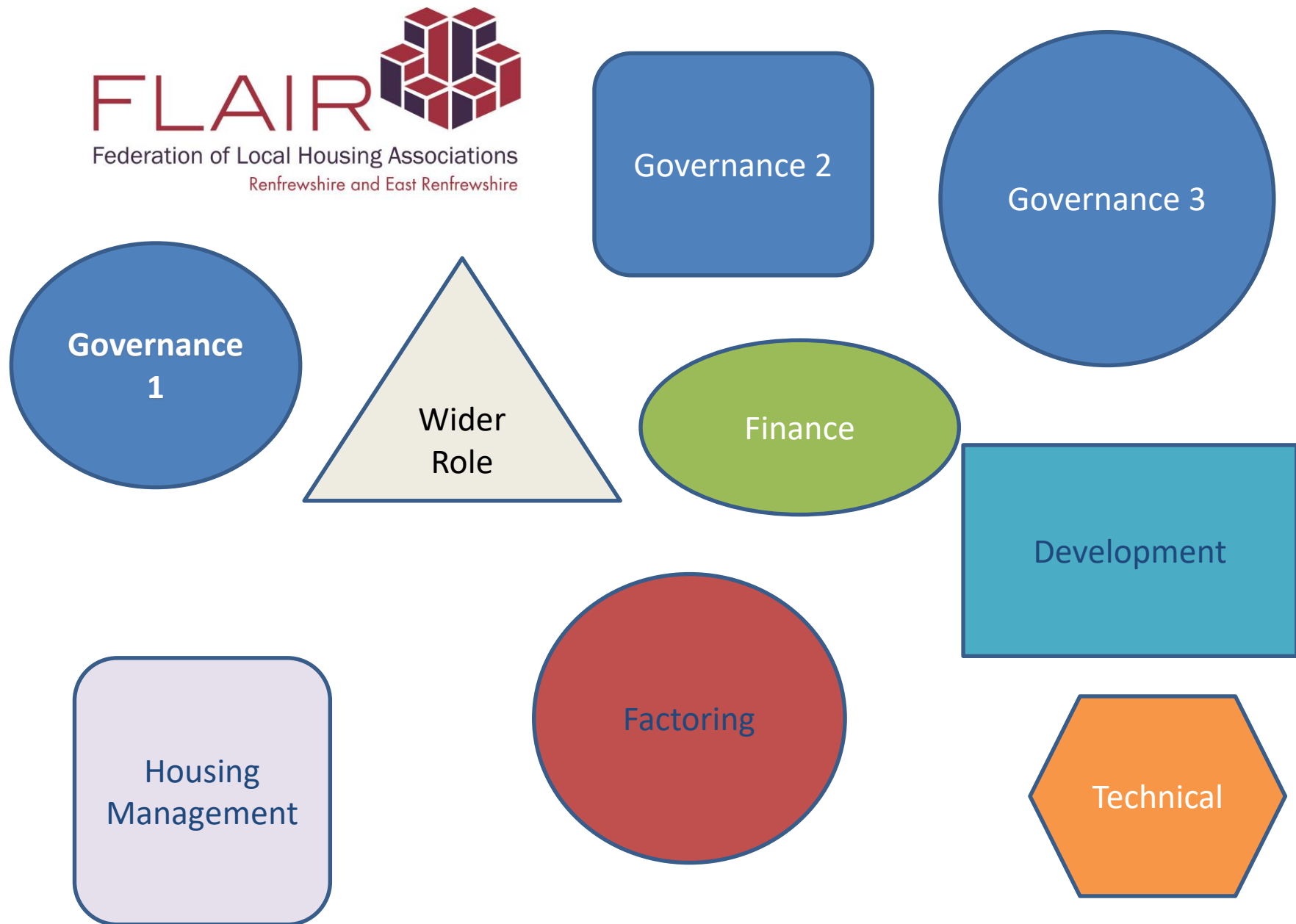
- It's free
- It's 6 months - We have 2 semesters - April - Sept and Oct - March every year.
- It's around 2 - 4 hours per month.
- All training materials, resources and reasonable expenses are covered.

Advert



Process

- Adverts placed in as many free spaces as we could find and our Web sites to keep costs down.
- One Association acting as the "Clearing House" and fielding calls and answer questions. (Paisley)
- Applications matched to appropriate HA and "Buddy" appointed.
- 8 Forms sent out, 6 received back and 1 subsequently withdrew.
- Additional people who had expressed an interest out with the advert process.
- 12 people went through the programme



Outcome and Next Steps

- 9 training sessions, (local staff) April to July
- 50 evaluation forms submitted (100% very good)
- 9 out of 12 people successfully completed the programme and are joining Boards or being co-opted on to sub committees.
- New advert for next programme just been published.