



## The Need

How does housing link to sustainable regeneration? Why is Neighbourhood Management essential in building robust communities? How can seeing interconnections and better partnership working improve Housing development and Neighbourhood Management? These are some of the questions that we wanted to answer with the Regen-IT learning-simulation (serious game). Regen-IT needed to shed light on these issues, to make them relevant and 'real' and most importantly to bring partnerships together.

## Complexity to Clarity

Regen-IT was developed in partnership with Sefton Borough Partnership and Sefton Neighbourhood Renewal Fund for use in workshops to improve skills and knowledge in the field of regeneration. It has been recently updated in partnership with Sheffield Hallam University.

Regen-IT models the life of a borough with 5 neighbourhoods. Teams play the role of a Local Authority (People & Places), Housing Developer, Housing Association, Neighbourhood Managers and the LSP. The partnership need to regenerate the borough and also provide affordable housing. Feedback is given through the main menu, overall scores, report screens and GIS maps.

Regen-IT brings **clarity to a complex problem**. Delegates "experience" the real-world; where they see the 'big picture', understand cause and effect, and develop win-win solutions. Our approach makes issues real, relevant, and manageable.

## Proven Learning Approach

Blending the best of traditional and interactive learning, the approach has been used in over 300 workshops; successfully training more than 4,000 people.

Recent uses of Regen-IT:

- **Liverpool First** - LAA engagement.
- **Berrybridge Housing** - Team building in Housing Associations.
- **Sefton Borough Council** - Commissioning Events.
- **Environment Agency** - Awareness Raising.
- **Sheffield Hallam University** - Affordable Housing Event.
- **CDHT** - Team building & Awareness of Neighbourhood Management.



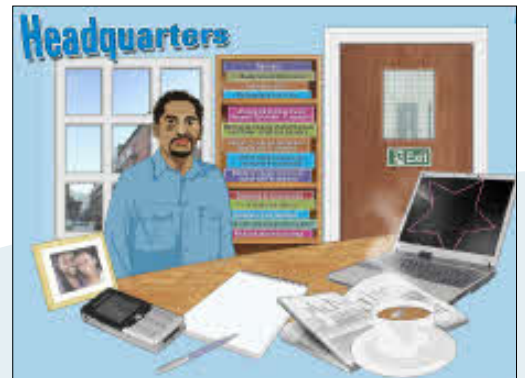
**pixelfountain**  
creating dialogue, building relationships



"Putting affordable housing within the reach not just of the few but the many is vital both to meeting individual aspirations and a better future for our country."

- **Gordon Brown, Prime Minister.**

"New homes need proper infrastructure, community centres and parks, the places for pensioners to meet or for children to play." - **Yvette Cooper, Housing Minister.**



Regen-IT requires six teams to take responsibility for the regeneration of neighbourhoods in a virtual community. They have to deal with the differing issues of crime, transport, health, community well being, poverty, unemployment, housing, and the environment. Regen-IT has been delivered in housing associations, local council commissioning events and LAA engagement programmes. Regen-IT is recognised by the Homes & Communities Academy.



**"How quickly people became engaged and involved, and gained valuable experience of how complex regeneration is"** - James Hill, Executive Director, Berrybridge Housing

**Inspiration (motivation to act) + Simulation (how to act) = Improved Decisions.**



## Key Objectives:

- Improve decision-making and problem solving in housing and regeneration issues.
- Understanding the issues in terms of cause and effect rather than silo perspective.
- Encouraging a partnership approach to tackling housing and regeneration issues.
- Consider how housing and regeneration interleaves with mainstream funding and services.
- Improving the implementation of affordable housing and sustainable regeneration.
- Understand the need to build strong and prosperous communities.

## Real World Improvements

With clarity comes real world improvements. Evaluation of our programmes highlight improvements in 3 areas, which translate into **improved decisions**.

- **Strategic Thinking** – Understanding the key driver and needs. Does a particular decision help us get closer to our goal?
- **Joined-up Thinking** – Understanding cause and effect provides perspective, reduces the chance of perverse outcomes, and increases the likelihood of win-wins.
- **Collaborative Working** – Working with stakeholder groups and partners improves decision-making by allowing organisations to benefit from the 'wisdom of the crowd'.

**"Useful and transferable. Enjoyed the 3 hours, went quickly"**

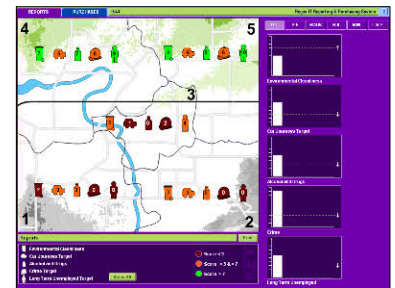
- Mike Coburn, Neighbourhood Management Service, Liverpool CC

- We have helped support partnership working in local authorities.
- We have broadened the design input into the LAA .
- We have helped housing associations with board member away days.

## Who Might Benefit from a Regen-IT Workshop

- Housing Associations.
- Neighbourhood Managers.
- Local Strategic Partnerships.
- Local Authorities (Planning/Housing/Regeneration).
- Neighbourhood and community groups (engagement and consultation).
- Private Sector (Consultants/Developers).

*Do you want an innovative approach to housing and regeneration?*



Over 99% of delegates have rated our workshops good or very good. Long term evaluation has identified better collaboration and decision-making; leading to significant savings.



INVESTOR IN PEOPLE

Contact Mary Dees t. 0161 427 8684 e. mdees@pixelfountain.co.uk  
For more on learning-simulations visit: [www.pixelfountain.co.uk](http://www.pixelfountain.co.uk)

... and let learning ripple *through* your organisation