

Five Rivers Cohousing

Recruitment Policy and Strategy

Recruitment Policy

(v6 final)

Our aim is to develop a multi-generational, diverse and family-friendly community. We also want to be good neighbours, interacting positively with the local community.

Matters of common interest will be under the democratic control of all the residents, through regular meetings where we will aim for consensus. The planning, policies, organisation and management of the community will reflect the values shared by residents.

We are looking for people to join us who feel positive about creating housing for the future on more humane and cooperative principles rather than the profit motives which dominate the current housing market and foster isolation and fragmentation.

Our recruitment policy and strategy will take into account good practice in relation to equality and diversity, and will be designed to help us meet our vision of a balanced community. We will do this by:

- providing good quality information about cohousing in general and our project in particular so that prospective members are excited about developing the community of Five Rivers but are also clear about the commitments they will need to make, both financially and personally.
- providing lots of interaction in the recruitment process to enable prospective and current members to get to know each other, share experiences and develop confidence in each other as good neighbours
- providing individual support to prospective members so as to ensure it is a two-way process.
- offering information that makes it clear that decisions on membership will be made in the light of achieving the mix that we envision and of developing the trust in each other that working and living together will require.
- developing and reviewing our strategies and processes for recruitment as the needs of the community change and develop

Recruitment Strategy

As of June 2021, we are aware that our membership is not diverse in the ways that we would like. In this initial stage of the development we also need to make sure we can securely finance the project. In order to achieve the kind of social mix and financial security that we want in this first phase of development we will:

- Target our marketing to particular groups (in no particular order of priority):
 - Families however self defined with a property to sell/capital and/or ability to get a mortgage
 - Those from diverse backgrounds of ethnicity, education, age, disabilities, and LGBTQ
 - Under sixties
- Make it clear that there may be limits on accepting membership from individuals from groups that are already well represented in our existing membership, e.g. single person households, over 60s. and people interested in renting
- Review all information provided by Five Rivers in the light of our aims for a diverse community
- Review and update the Membership Application Form plus other processes for obtaining the information we will require from prospective members including their financial situation in the light of good practice on readability, confidentiality and equal opportunities
- Have a waiting pool for all those keen to join the project but for whom appropriate accommodation or accommodation within their means is not yet available
- Adapt processes, targets, strategies and documentation as the circumstances of the Company and the opportunities it offers change