

## **Creative I.T & Communications**

When the left side of the brain is working with the right



# paragon

Community Housing Group Limited



- 9,000 properties
- 2 housing trusts:
  - Elmbridge Housing Trust
  - Richmond Upon Thames Churches Housing Trust
- Across over 10 South East boroughs
- Robust new build shared-ownership programme
- UK Housing Award winner for our work on Welfare Reform

**Hannah Elford – Design & Comms Manager**

**errrrr WHAT?**

**Like everybody else:**

We are dealing with the impact of Welfare Reform...

Quick...



Welfare reform is coming!

## **Welfare Reform for I.T & Comms:**

What do we need?

What do we do?

How do we do it?

# Aarrggggghhh!!!!!!

## SYSTEM



## OVERLOAD!







FOCUS

Happy residents, paying their rent

...on time!



## ...In the advent of Welfare reform

It might be a bit naive to think that we'll have happy residents BUT,

“ FOCUS...where are you? ”

What do we need?	+	What do they need?
What do we do?	+	What do they do?
How do we do it?	+	How do they do it?

**Everyone is in the same boat...**

# COMMUNICATION


(both the left and the right!)

**How do I get to  
the other server?**



**You are on  
the other server!**



JAAAACK, my good man. There is a problem with the (thingymajigy). Can you take a look and let me know what's going on, quite soon, **LIKE, ER, YESTERDAY! SOOOORRRYY!** if you have the time. Its like every time I go and access the ( **INSERT UNKNOWN I.T WORD!** kaflugglehoff ), it seems to reject me  I also really need the data on the **BEDROOM TAX (SSSSSHHH!)** under occupiers and whether there is a tick box in the system so we can check whether (x) is happening.

So quite simple really, shouldn't take a moment of your time!



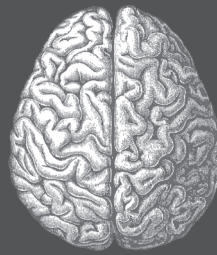
# COMMUNICATION

(lets just get better at it!)

**COMMUNICATION**

**OVER**

**TECHNOLOGY**



## LEFT



## RIGHT

Know what we're asking for

Data

Clear about what we want to do with technology

Technology

Understand what we want for the future NOW

Support

And how to ask for it

Specification

Together, can we streamline a process

Process

Making in work efficiently in the long run...

Infrastructure

# WHATEVER!



What are  
you doing  
about this?

Web/mobile technology

+

Training

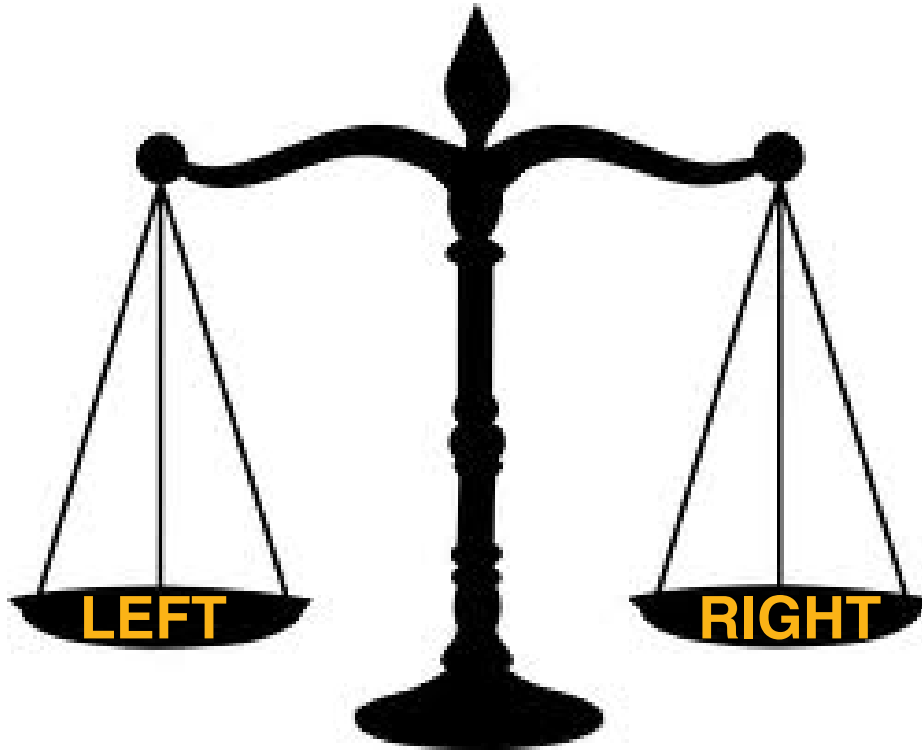




***PANIC!!!***

***ZOMBIE!!!***





**A Balanced perspective!**



FOCUS

FACTS

+

OUTCOMES

# FACTS + OUTCOMES

(Well harsh!)

(Warm & fuzzy)

# FACTS



paragon

Community Housing Group Limited

Sometimes, with Welfare  
Reform, I get lost in the  
NOW NOW NOW!

FACTS: In house & In the world

# FACTS In house

Building a new website...bu useful knowledge for everything else!

- Hannah's not happy with our STATS
- Who is it that knows our residents?
- What is stopping us from testing our ideas?

# FACTS In the world

An obvious fact, lost on most people:

We don't get to choose what  
platforms our residents  
interact with us on  
– They do!

FACTS

SIZE  
DOES  
MATTER

Content strategists  
predict that by 2014/15  
mobile internet usage  
will **exceed** desktop  
usage!

That will never  
happen...

Wanna bet?

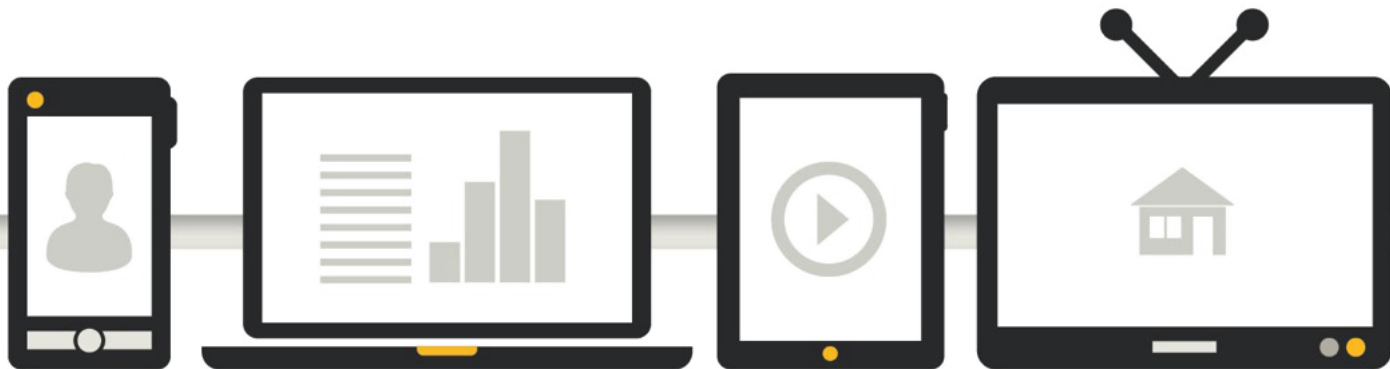


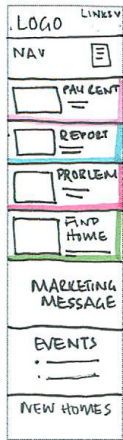
A little fact from Google...

# 90%

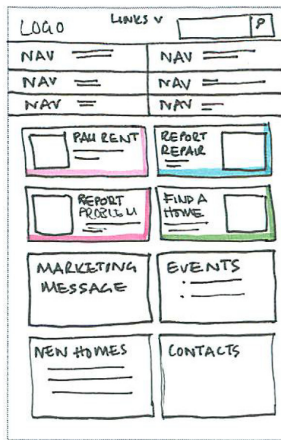
of people start  
a task on one  
device and  
then complete  
it using another  
device!

# SIZE **DOES** MATTER

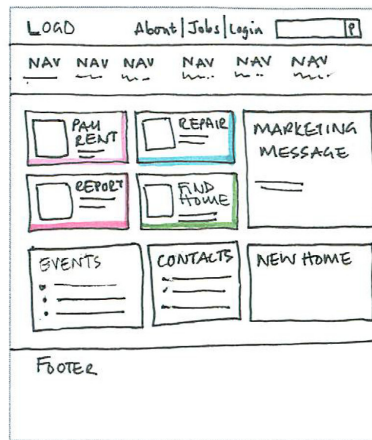




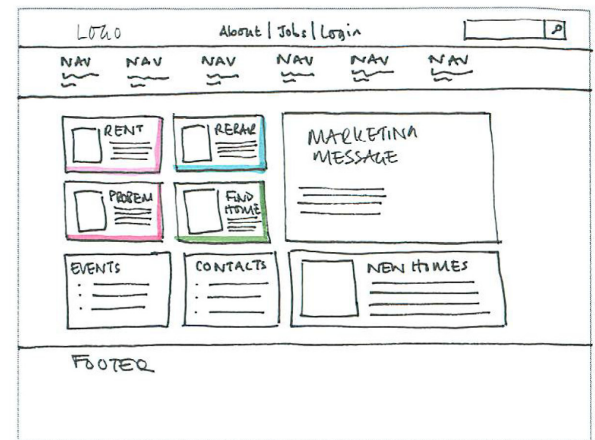
MOBILE



TABLET



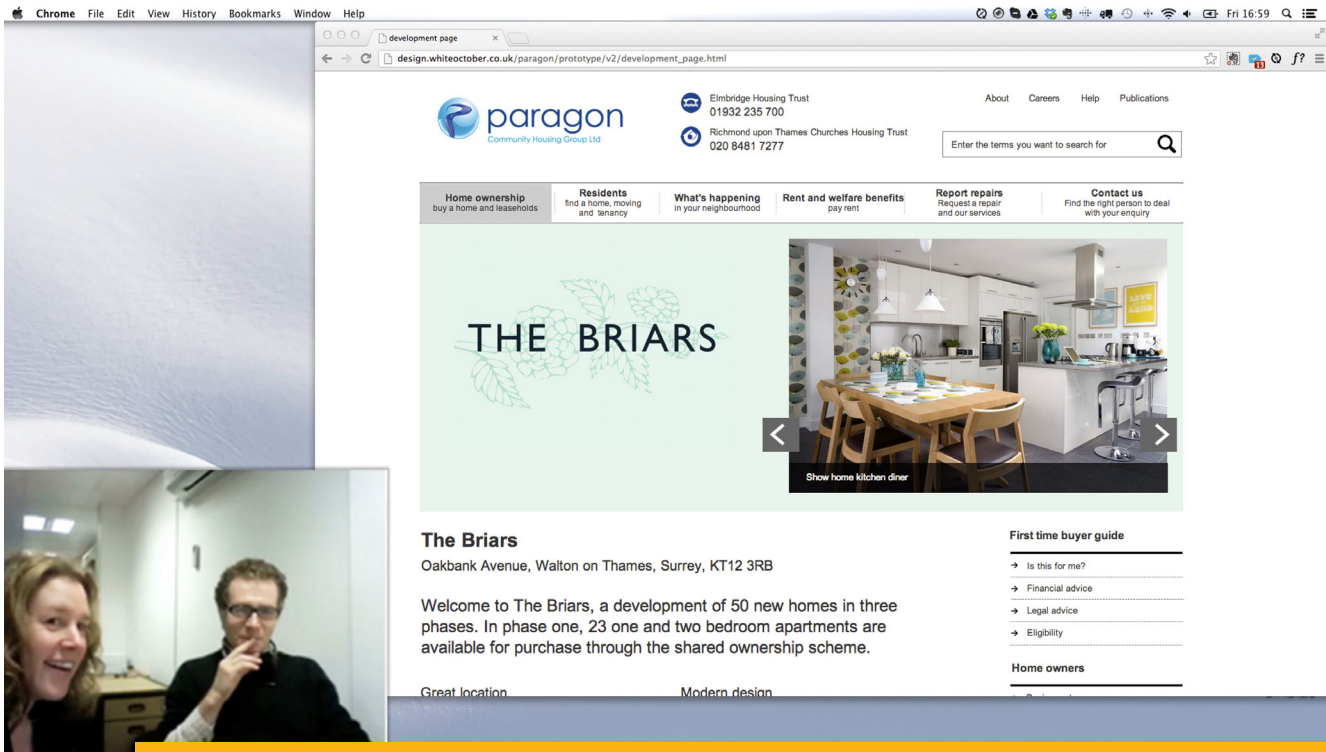
LAPTOP



DESKTOP

# Responsive design!

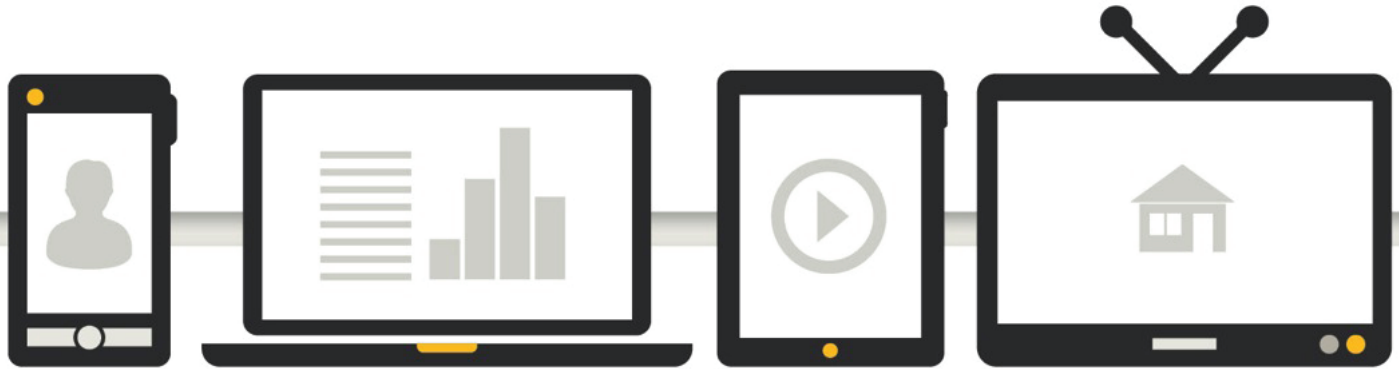
## Technology on paper first!



Invest in technology? Only if it works for our residents

# User testing!

THIS **IS** A FORM OF DIGITAL INCLUSION!



IT + COMMUNICATION across platform  
= **DIGITAL INCLUSION**

Hello?!  
Housing Association  
wake-up call...



Responsive design  
**will not** solve your  
content/communication  
problem (remember the left side!)

Determined to improve neighbourhoods, build communities and deliver high quality homes and services

ABOUT CAREERS PUBLICATIONS HELP





Richmond upon Thames Churches Housing Trust  
020 8481 7277



Elmbridge Housing Trust  
01932 235 700

Search...

🔍

- 

**Home ownership**  
Buy a home  
& your leasehold
- Residents**  
Housing options  
& your tenancy
- What's happening**  
Neighbourhood  
groups, events & news
- Rent & welfare benefits**  
Pay rent, your money  
& welfare reform
- Repairs**  
Request repairs &  
our repairs service
- Contact us**  
Find the right  
person to help you



## Page title that should only be one line

Standfirst lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas neque nibh, fringilla sit amet laoreet in, ultrices at ligula. Curabitur nec mi odio, a dapibus eros. Duis sagittis lacus ut lorem ornare suscipit. Praesent tincidunt nisi, ullamcorper euismod, euismod nisi. Nullam...



### Find a home

- > Property search
- > Map search

### First time buyer guide



Determined to improve neighbourhoods, build communities and deliver high quality homes and services

ABOUT

CAREERS

PUBLICATIONS

HELP



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Search...

**Buy a home**

Home ownership  
& your leasehold

**Residents**

Housing options  
& your tenancy

**What's happening**

Neighbourhood  
groups, events & news

**Rent & welfare benefits**

Pay rent, your money  
& welfare reform

**Repairs**

Request repairs &  
our repairs service

**Contact us**

Find the right  
person to help you



**Pay rent**  
and view your  
rent statement



**Repairs**  
and maintenance  
services



**Benefit  
changes**  
watch out! could  
you be affected?



**Rent  
a home**  
social, keyworker  
retirement and  
supported housing

**Bloomin' Marvellous**

How does your garden grow?  
Get you entry in for Paragon  
in Bloom 2013

Apply now

**What's happening****25 MAY**

Training course  
Skype for beginners and intermediate  
users

**25-26 JUN**

Youth Cafe  
Weekly get together

**30 JUN - 01 JUL**

Resident meeting  
Monthly meeting - all welcome to

**Contact us**

Find the right person to deal with your  
enquiry, first time:

- > A-Z of contacts
- > Report Anti Social Behaviour
- > Speak to Home Sales
- > Speak to Welfare Benefits Advisor

**New homes****The Briars**

This text is the standfirst from the  
development page. A development of  
50 new homes in three phases. In  
phase one, 23 one and two bedroom  
apartments are available for purchase  
through the shared ownership scheme.

- > See more of the Briars this text  
could wrap on to two lines



Dedicated to providing affordable housing solutions, building communities and improving our neighbourhoods

ABOUT CAREERS PUBLICATIONS HELP



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Contact us  
Find the right  
person to help you

alcott  
house



One and two bedroom apartments in Walton on  
Thames, Surrey

[View](#)

#### First time buyers guide

Some text here if needed, it can run  
onto two lines:

- > Is this for me?
- > Financial advice
- > Legal advice
- > Eligibility

#### Home owners

Some text here which is short:

- > Paying rent
- > Your lease
- > Decoration
- > Defects and repairs
- > Buying more shares in your  
property
- > Reselling

#### Find a home

##### Location

- All locations -

##### Bedrooms

- All -

##### Price (£)

- All -

Search >

##### Search on a map



[Search map](#)

New website  
**LAUNCHING**  
August 2013

# OUTCOMES...

Comms

Engage with residents

I.T

On any platform


Comms + I.T

Understand our  
residents better



Have we got it right?

probably not...



It's an iterative process  
...and an investment!

## OBJECTIVES

- 20,000 followers on twitter
- Latest CRM system
- Gadgets galore

## OUTCOMES

- 50% residents in arrears
- No engagement
- Bad comms

**...mmm suspect?!**

# Fact from a ‘well-known’ philosopher...

“ Even housing associations...  
who are generally between  
3–10 **light** years away from  
current technology, can find  
opportunities to play ‘catch-up’! ”

– Hannah Elford



- **FOCUS**

Left + right = No panic / No HA Zombies!

- You can't do everything! Decide what's best for your HA
- Communication is **No.1** technology can't work without it.

Thank you  
(for letting me natter)

# Questions? Ask me about...

Design/Comms/marketing      Responsive design

Things we're bad at...      Our work on Welfare Reform

Apps      Content      Value for money      Websites

Social media

Using agencies

Design/Comms/marketing

Content Management Systems

Things we're good at...