



Grŵp  
Cynefin

## **BIG DATA**

***EFFECTIVE USE OF DATA TO INFORM  
TRENDS AND SERVICE DELIVERY***

# Who are we?

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CYMDEITHAS  
**TAI CLWYD**



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# Restructuring Department

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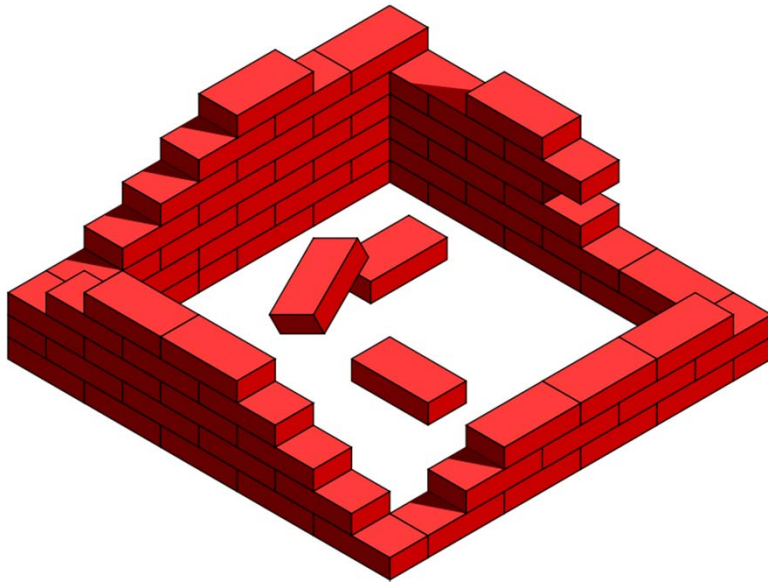
One eye firmly on the Universal Credit effect



whilst.....

# Restructuring Department

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- building New Generic Teams across 4 area offices.
- 250 tenants per HO
- Still a lot of tenants to get to know well.
- Create a Welfare Team





# Ethos

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Aristotle emphasised  
the importance of  
developing excellence  
of character, as a way  
to achieve what is  
finally  
more important;  
excellent activity.

# So, where on earth do we start?

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Mwy na thai • More than housing

- 
- We have **1639** tenants on HB
  - We have **334** tenants affected by the spare room subsidy
  - We have **6** tenants affected by the benefit cap
  - We have **3** tenants on UC

That's still a lot of people to see, and get to know really well!



# Who's Home

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- To partner with 'Who's Home' – must take up 'Rental Exchange'.



**The Rental Exchange  
Treating Tenants and  
Homeowners Equally**  
**The Rental Exchange  
Treating Tenants and  
Homeowners Equally**

**!** You need to assign **1688** cases to a team member.

## Headline Statistics

Team Member [Select...](#)

Currently showing stats for organisation

[Settings](#)

Tenancy fraud concerns

[?](#) 19 34 8 0 61 [↓ 19](#)

Welfare reform concerns

[?](#) 2 20 129 0 151 [↓ 4](#)

Inefficient use of stock

[?](#) 4 119 663 0 786 [↓ 50](#)

Tenancy discrepancies

[?](#) 297 74 0 2 373 [↓ 135](#)

Overcrowded households

[?](#) 4 72 213 0 289 [↓ 290](#)

Possible deceased

[?](#) 2 0 0 4 6 [↓ 5](#)

Benefit concerns

[?](#) 16 15 22 56 109 [↓ 2](#)

Direct Debit usage

[?](#) 451 705 90 133 1379 [↓ 21](#)

Financial distress

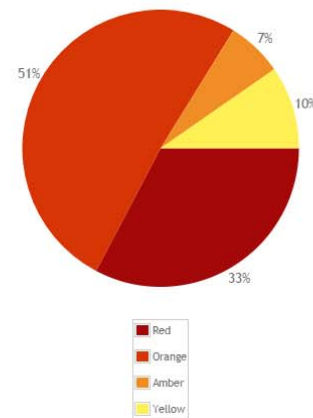
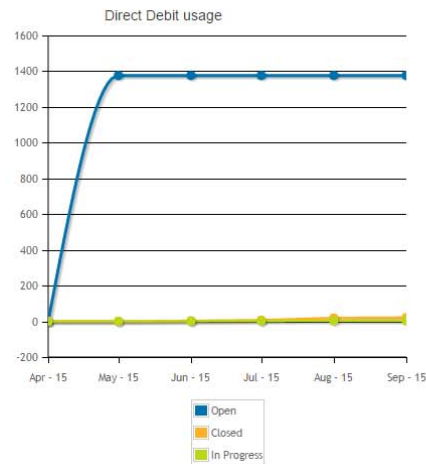
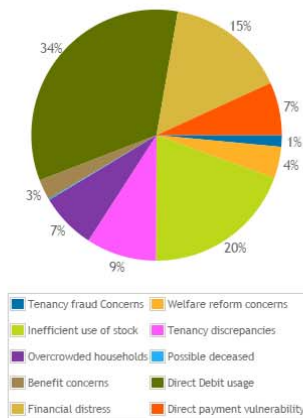
[?](#) 230 206 107 92 635 [↓ 23](#)

Direct payment vulnerability

[?](#) 148 32 84 16 280 [↓ 1](#)

## Case Overview

[Latest Activity](#)



[Help Text](#)

Name:

hb distress working age

**A**

Age Range

45 - 64

**B**

Housing Benefit

Receives housing benefit

**C**

Financial Stress

High



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**Tenants are able to  
opt out of the system  
at any time**



# So, what have we done so far?

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- **Cleanse data / tenants profile:**
  - Case Study: A tenant lived in a village on the periphery of our operational area. Who's Home information showed that she lived somewhere else. On carrying out a home visit – we had confirmation that she had not lived at the property for 12 months, but had continued to pay her rent and she paid someone else to maintain her garden.



# So, what have we done so far?

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- **Roadshow:**
  - planned our journey using Who's Home
  - Used information on:
    - Financial Distress
    - Benefit Concerns
    - Welfare Reform Concerns
  - Visited estates with 4 or more residents with a combination of above.
  - Housing officers also prioritised areas.

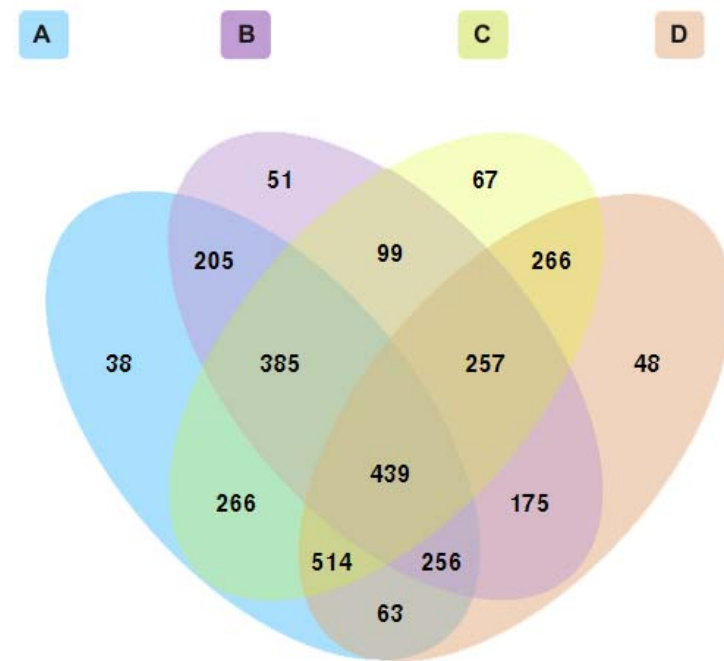


# So, what have we done so far?

- **Increase DD take up by selecting:**

- Low financial stress
- Doesn't pay rent by DD
- Not on HB
- Pays other bills with DD

Total of 439



# What's still to come?

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**Use the Data to identify our most vulnerable tenants so that we can:-**

- Go door knocking (we now know people **DON'T** read newsletters, flyers etc. to inform them of UC)
- By knocking on the right door – will work 1:1 to ensure they are ready to pay the UC when it becomes effective.
- Work in partnerships to deliver bespoke training in our roving van to those who really need the help

# Outcomes?

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- Still early days, however the product has really focussed our concentration (no excess postage or wasted car journeys to randomly knock on doors)
- Maximising DD take up quickly and effectively
- Cleansing our tenants profile (mob nos really difficult to keep ahead of )
- Cleansing Tenancy / Household info so people who want to live in our homes actually do.
- Compliments our Financial Inclusion Strategy Aims and Objectives

# Any Questions?

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