

Feedback from Consultation

Customer engagement through the Live Work pilot

Purpose of consultation:	<p>Haringey is participating in a pilot sponsored by the Cabinet Office to develop service solutions based on customer insights. Live Work, a consultancy leading a series of 4 workshops, are working with a cross-council team to use customer insights to identify opportunities for innovation in the Temporary Accommodation (TA) service.</p> <p>The aim is to develop customer centred solutions to help reduce TA.</p>
Methodology:	<ul style="list-style-type: none"> ▪ Tenants who are likely to have difficulties moving on from TA, either because they need a large property or because they are not bidding for properties through Home Connections, were identified through the OHMS database and contacted by letter, followed with a phone call. ▪ A £20 Tesco voucher was offered for their time. ▪ Teams of two officers visited each tenant in their home, interviewed them in an open-ended format, and took pictures. ▪ The findings were discussed by the group to gather 'insights'. The group then developed a set of proposals to respond to these insights. <p>12 interviews were completed.</p>
Findings:	<ul style="list-style-type: none"> ▪ Tenants think that a council house is the only way to get permanency and security in their housing. This included some that would be candidates for shared ownership. <i>"I am not aware of other housing options"</i> ▪ Regular bidders don't understand why they are not successful and what their likelihood of success is. People find it hard to understand what housing options to realistically expect from their points. <i>"The council says that our points are low. They were high before but now they are low"</i> ▪ <i>"Everyone knows"</i> what you must do to get council housing, irrespective of the 'official' information. Most have very irregular contact with their housing manager so rely on community information sources. ▪ Some, especially non-English speaking, are not confident enough to bid for homes using home connections service. They would prefer that someone else does it for them. <i>"I am not confident to call up or use the internet"</i> ▪ People plan their housing according to their life stages, where things change at key points. These include when the children move to secondary school, when they can get a job, when older children move out. <i>"I would like the children's education to be stabilised"</i>
What does this mean for us?	<p>The following proposals have been developed to address the insights above:</p> <ol style="list-style-type: none"> 1. Help tenants to work out a Life Plan to identify when people

	<p>can hope to move on from TA</p> <ul style="list-style-type: none"> ▪ Develop a tool / method to assess applicants in terms of where they are in their lives. ▪ Use at options interview to better engage with applicants and fully understand individual needs and tailor solutions / advice / support ▪ There could be trust issues if the housing team was carrying out the interview/assessment, so explore delivery through partnerships with community groups <p>2. Information system tied into Home Connections to lead to more realistic expectations and promote other options</p> <ul style="list-style-type: none"> ▪ Build systems in Home Connections that gives an individual an idea of where they are on the housing register and how long it is likely to take for them to be successful in bidding ▪ Use live data from OHMS <p>3. Community engagement and communication strategy to:</p> <ul style="list-style-type: none"> ▪ Challenge expectations amongst young people (years 10 and 11) that “I will get pregnant and get a council house” and improve aspirations ▪ Work with community groups to train informed advocates or ‘champions’, to help dispel some of the myths about housing options <p>4. Review our communications for a clear narrative and identify any communications gaps</p> <ul style="list-style-type: none"> ▪ Consider the political implications, e.g. for councillors, of a direct message <p>The approach will be tested with customers for endorsement and adaptation as necessary.</p> <p>The outcomes will be presented to senior managers in May 08, to consider how the learning from this pilot can be applied to the rest of the council and to take forward the solutions.</p>
How were results communicated ?	Thank you letter to be sent to all participants explaining what we are doing with their findings.
For further information, please contact:	Denise Gandy at denise.gandy@haringey.gov.uk
Dates of consultation:	21 January – 13 May 08
Ward/ neighbourhood affected?	All areas, including out of borough