North Lanarkshire Council

Practical application of social media in housing services

APSE Social Media Seminar
Hampden Football Stadium
Tuesday 27 August 2013

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Overview

- Overview of North Lanarkshire Council's Property Services

- Modernised service

- The next phase of Looking Local

- Use of new technologies within housing property

- Development of wider ICT framework and information links

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- Population 326,360

- 36,900 council tenants

- 32,185 gas properties

- Largest local authority landlord in Scotland

- Combined budget of £80m per annum (circa 50/50)

- 3250 voids on average per annum

- Over 200,000 annual events

Recent Structural Review

- Integration of all Investment, Planned, Service, Specialist and Repair Activity

- Realignment to Geographic (Local) multi-disciplinary and integrated partnership teams creating **"Local Homes"**

- Co-location and process integration within Customer Contact Centre facility (and linked ICT framework)

- Asset and establishment savings through introduction of mobile technologies

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Modernised Service

- **Full mobile implementation**
  - **HP Trim / EDRMS**
  - **Etarmis etc..**

- **Pre inspection by appointment on specified date and time**

- **All events scheduled via Xmbrace DRS**

- **Jobs managed at site via ICT integration**

- **Live electronic customer satisfaction feedback and action**

- **Live current/post inspection**

- **NLC Local**

- **Flexible, mobile working for employees across end to end service**

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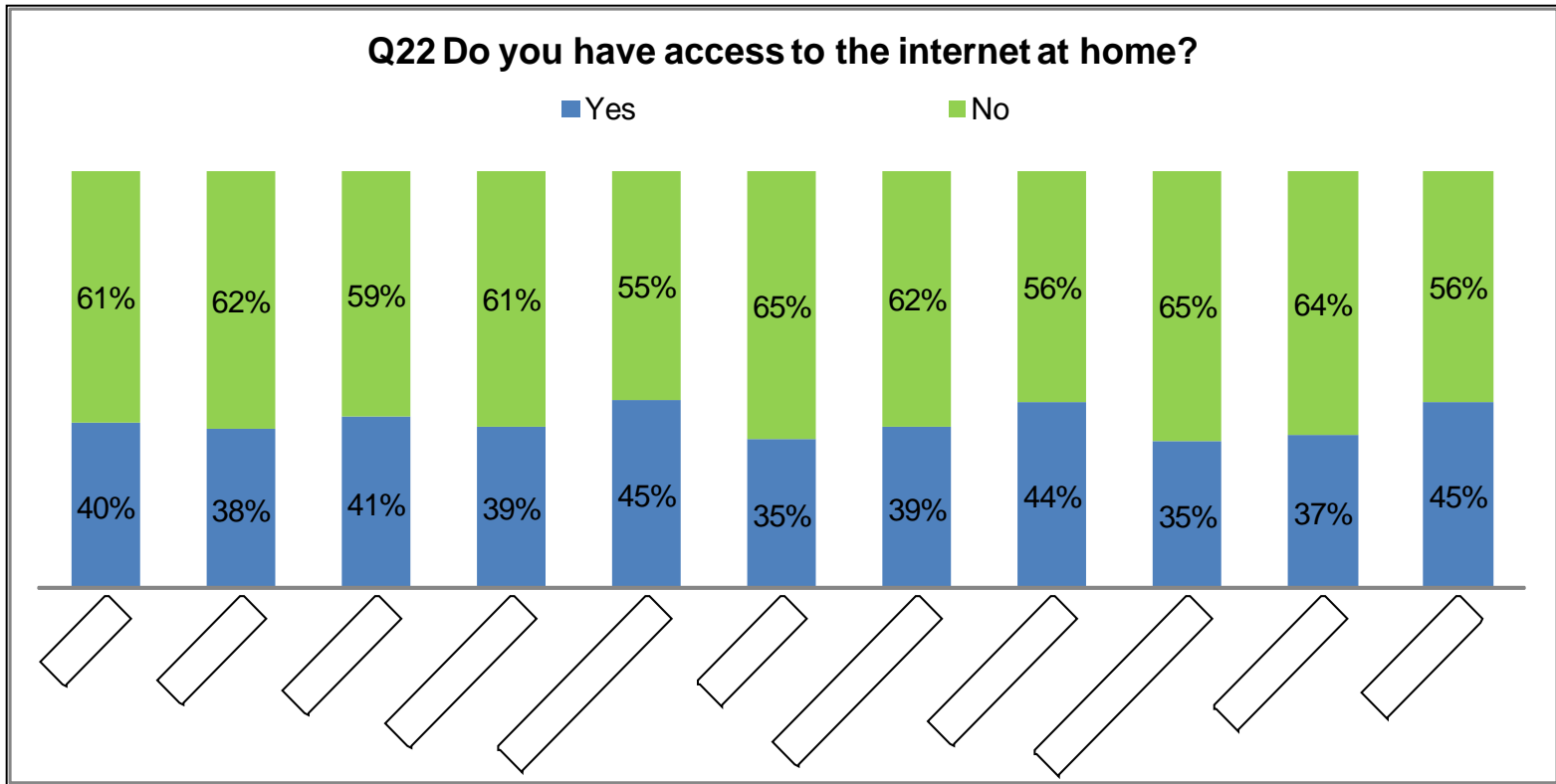
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Targeted Access & Support

- Over 90% of the population have a mobile phone

  - 37% of the population has a smartphone

  - 57% of UK homes have access to interactive TV (Sky & Virgin)

  - 28% of adults have Nintendo Wii

  - Around 40% of the UK population are active Facebook members
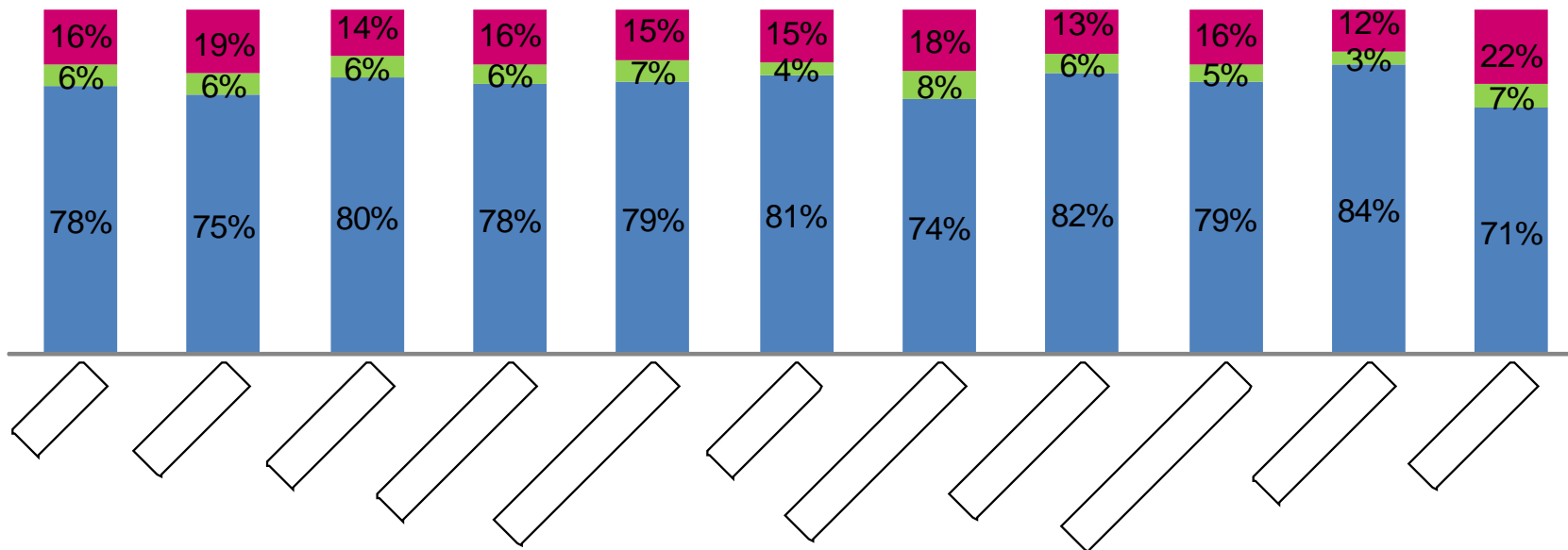
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Proportion of respondents with internet access decreases with age from <u>75% for those aged 16 to 34</u> to 22% for respondents aged 65 and over

Q5 Generally, how satisfied or dissatisfied are you with the way Housing Services deals with repairs and maintenance?

- ■ % very/ fairly satisfied
- ■ % neither/ nor
- ■ % very/ fairly dissatisfied

	Very/fairly satisfied	Neither/nor	Very/fairly dissatisfied
1	78%	6%	16%
2	75%	6%	19%
3	80%	6%	14%
4	78%	6%	16%
5	79%	7%	15%
6	81%	4%	15%
7	74%	8%	18%
8	82%	6%	13%
9	79%	5%	16%
10	84%	3%	12%
11	71%	7%	22%

Repairs and maintenance satisfaction increases from <u>49% for respondents aged 16 to 34</u> to 72% for respondents aged 35 to 64 and 89% for respondents aged 65 and over

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lookinglocal

Mobile and Smartphones

Digital Television
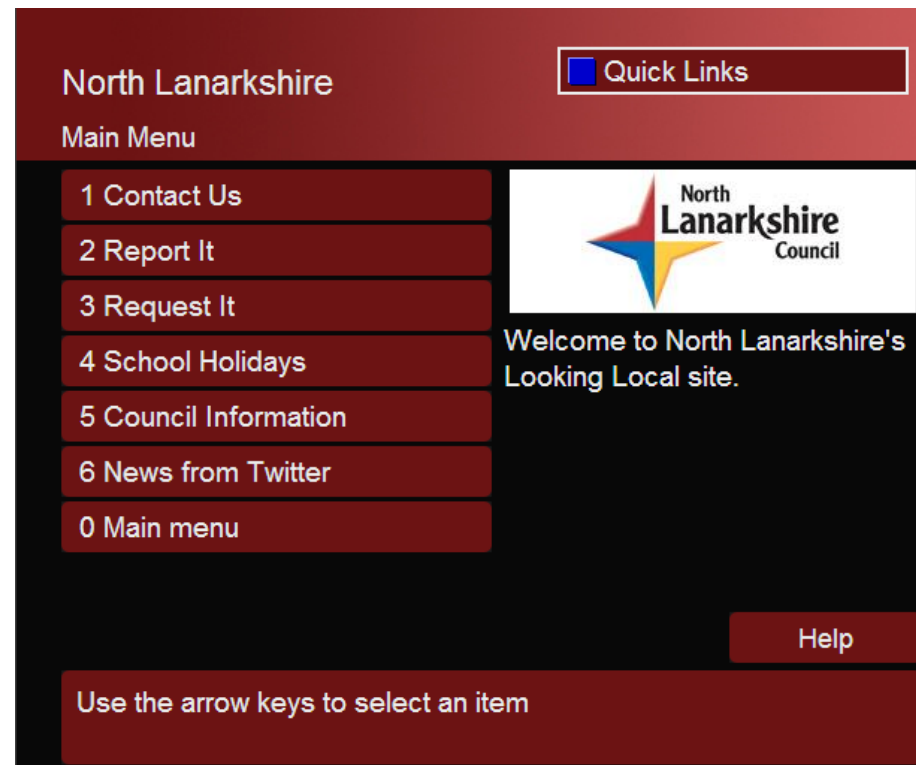
Latest Devices and Platforms

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NLC Local

- Smartphone / Tablet Application / Web / TV / Nintendo etc..

- Sky and Cable Applications

- Ease of use for customer

- Live feed to service and partners

- Web services to manage the repairs reporting and tracking process

- Opportunity to shift calls to more efficient, self service channels / live online chat etc..

- Relationship to Mobile working

- Next phase - integration with housing repairs management system

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Main Menu

Quick Links

1 Contact Us
2 Report It
3 Request It
4 School Holidays
5 Council Information
6 News from Twitter
0 Main menu

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Welcome to North Lanarkshire's Looking Local site.

Help

Use the arrow keys to select an item

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Development of wider ICT Framework

- Access Technologies
  - NLC Local / Looking local etc..
  - Survey monkey etc..
  - Future Apps and Digital Services
  - Council wide Twitter feed

- Integrated Job Management
  - Xmbrace DRS / Job Manager / Lone working / CCC Infrastructure etc.

- Asset Management / Wider Linked Systems
  - Fully integrated strategic and operational toolkit

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Asset Management

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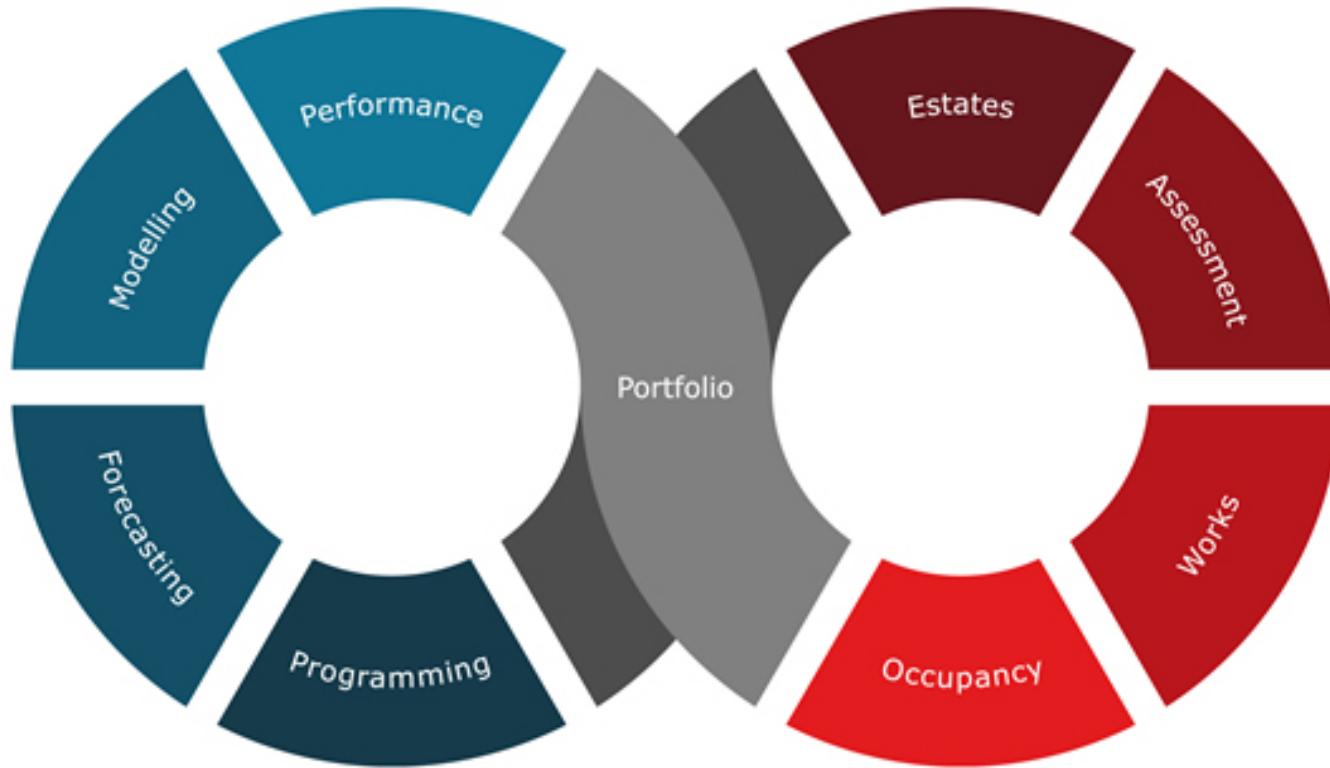
Examples of Outcomes to Date

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Key Performance Areas

- Customer Outcomes
  - On time, every time
  - Maximised right first time
  - Zero tolerance for failure demand

- Efficiency Savings (Asset and Establishment)

- SHQS Survey Programmes & Associated Works

- Contract KPI Performance Recovery

- Partnership and Service Reputation

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Mobile Pre-inspections

	Mar-13		
	No of pre-inspections	No Accesses	% of no accesses
Airdrie	442	17	3.8
Bellshill/Viewpark	300	9	3.0
Coatbridge	451	14	3.1
K&C	194	4	2.1
Motherwell	287	5	1.7
Shotts	114	1	0.9
Wishaw	289	7	2.4
Total	**2077**	**57**	**2.7%**

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Latest Customer Feedback

- More than 3,600+ residents responded to annual SHC (April 2013) aligned survey about the services they receive from the council
  - 72% detail repairs/maintenance as most important priority
  - 84% happy with the support they receive
  - 77% of tenants felt they were kept informed about services and decisions;
  - 79% were satisfied or very satisfied with the quality of their homes;
  - 80% agreed that their rent represents good value for money; and
  - 78% were happy with the repairs and maintenance service they received (highest area 84%)

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Information links

- Launch of NLC Local to NLC tenants

- Launch of 'Local Homes'
  - New refocused repairs partnership
  - Integrated ICT – Xmbrace DRS switchover
  - New Service, New Team, New Identity

- Launch of survey monkey – live customer feedback

- Next phase of ICT development (BYOD etc.)

- And beyond

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Summary

- Efficiencies demonstrated & savings achieved
  - NLC lowest of all mainland councils in relation to Housing Management Costs per house (25% below average)

- Performance improved and continuing gains

- Customers increasingly satisfied

- New culture and behaviours being embedded

- Wider business resilience established

- Staff journey and lessons learned

- Continuous development cycle

- 2 years in and counting…

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