Digital Strategy

Rosehill Housing Co-operative Limited

Rosehill's Digital Strategy

1. Introduction & Purpose
2. Aims & Objectives
3. Current Position
4. Delivering Improved Digital Services

1. Introduction and Purpose

Digital technology is important to Rosehill Housing Co-operative with the ability to transform the organisation and deliver continuous improvement. The digital strategy is created to ensure that suitable infrastructure, applications and systems are available for Rosehill to deliver services in an efficient, consistent and cost-effective manner whilst ensuring clear and transparent alignment with organisational strategic aims and objectives.

At Rosehill Housing Co-operative:

Our Vision

"We will provide excellent quality affordable and efficient homes in neighbourhoods that are well managed and maintained; we will contribute to sustaining communities where people feel safe and want to live by providing housing and other services and working with our voluntary and statutory partners."

Our Core Values are:

We will

- Invest and Support

We will be

- Engaged and Responsive
- Accountable and Compliant
- Fair and Approachable
- Efficient and Responsible
- Excellent and Committed

We will deliver these values by:

- Providing high quality and affordable homes through the maintenance and improvement of and investment in our housing and, the building of new houses that are well designed and efficient and meet identified needs.
- Engage effectively with tenants and service users so that our service delivery meets their requirements.
- Providing houses and services that are Value for Money for people who want to live in our communities.

- Being innovative in developing services and activities that support our communities.
- Building and contributing to effective partnerships to support the delivery of our vision and values.
- Using our financial, human and other resources efficiently and effectively to achieve maximum benefit and full potential.
- Demonstrating the highest standards of governance, accountability and compliance.
- This is Rosehill's first Digital Strategy and sets out the steps that RHC will take to ensure that:
- All customers, employees and wider stakeholders feel part of the local community, have full access to RHC services and have the opportunities to realise their potential.

This strategy demonstrates our approach to meeting Outcome 1: Equalities in the Scottish Social Housing Charter:

'Every tenant and other customer has their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services'.

2: Communication

Social landlords manage their businesses so that:

'tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides.'

3: Participation

Social landlords manage their businesses so that:

'tenants and other customers find it easy to participate in and influence their landlord's decisions at a level they feel comfortable with.'

The strategy is about:

- Transforming our tenant interactions
- Delivering improved digital services and technology with improved mobile working

- Working more collaboratively, with improved communication and data sharing
- Ensuring we have the resources and tools in place to accomplish our digital goals; and
- How we can support and collaborate with other local agencies.

The strategy will ensure we deliver the following vital outputs:

- Self-service portal for tenants which allows them to check their rent account, advise of any change in tenancy and report any dissatisfaction with any of our services at a time that is convenient to them.
- Fully integrated Housing System – Integration with property files and telephone systems
- Robust remote working that is safe, reliable and secure, using data gathered and reviewing the customers' needs to provide real-time updates and audit compliance.
- Dashboard 'real-time' reporting tailored to specific roles and highlighting the essential data to pinpoint areas for improvement or action in the earliest possible time;
- Voice Over Internet Telephone System (VOIP) provides telephone resilience through a cloud-based telephone system accessible via the internet.
- Secure document management ensures that documents are kept in an accessible space to simplify searches and guarantee data integrity and security whilst giving extra security when working remotely.
- Establish ourselves as a Green organisation that welcomes modern technologies that will have a positive impact our environment.

The strategy recognises the critical problems faced within Greater Pollok area including Digital Exclusion, Ageing Population, Poverty and changes in Climate Change and will develop systems and solutions to help us deal with these issues.

2. Aims & Objectives

2.1   The Digital Strategy aims to offer an enhanced digital experience for tenants

2.2   To provide more ways for tenants to interact with us at a time that is convenient for them, allowing them to access things like:

- Online application forms
- Access tenant self-service portal which will offer all the services we currently have via non digital means in one easy to manage account for the tenant with the ability to update, request and change data, report repairs and pay rent.
- 24/7 communication methods

2.3   To accomplish this, we will have to talk with tenants about digital skills and ways in which we can support their digital journey.

2.4   Design service delivery based on the skills, requirements and future needs of tenants using surveys, feedback and case studies.

2.5   The outcomes of the strategy would be:

- Increased connectivity with tenants who have reported repairs, have a complaint to make or would like to update their circumstances
- Increase in the level of tenant satisfaction and number of tenants who engage with us
- Communication strategies can be customised based on tailored needs
- Improved quality of data – through increased levels of tenant interaction and the ability for tangible reporting

2.6   How will this be measured?

- An increase in the number of applications available online;
- Reduction in staff time when inputting and reviewing data and any validation
- The number of tenants who are, or who have registered to access online services and

- Improved and enhanced feedback from tenants in surveys, communications, and services for participation by tenants

3. Current Position

Digital capacity for 19 members of Rosehill staff and supports home, office and remote working.

Tenantnet is available to support customer communication and better use of this will form part of the action plan

4. Delivering Improved Digital Services

The Digital Strategy is connected to Rosehill's vision to provide excellent quality affordable and efficient homes.

The Action plan below will show how we will expand our digital services and staff and tenant accessibility and skills over the next 3 years.

Actions	Target Date	By whom
Improve access to digital devices/tools by tenants to reduce digital exclusion	September 2023	HSM
Continue to develop TenantsHub platform to both tenants and staff members	Ongoing	SMT
Role out the implementation of online Housing Application Form	September 2023	HSM
Role out the implementation of Passport2housing module alongside online Housing Application Form.	September 2023	HSM
Arrange awareness training for all staff members in relation to digital platforms and how to use these to their full capacity	Ongoing	SMT