




## The Glasgow Experience – Housing Options Pilot

Catherine Wilkie, Glasgow Housing Options Manager

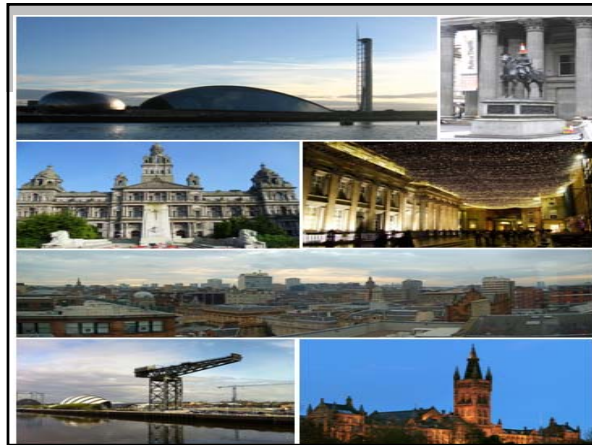
*The right idea, at the right time*



## Glasgow City



Housing Options – *The right idea, at the right time*



## Tenure Profile

Glasgow City has a slightly different stock profile compared with Scotland.

2008 stock profile:

- 50% owner-occupation
- 38% in social renting
- 12% in private renting.

The overall trend between 2001 and 2008 in Glasgow City was away from social renting towards the private sector, with a 7% shift from social renting to the private sector 25%

Housing Options – *The right idea, at the right time*

## The Wheatley Housing Group

A new force in Scottish Housing



- 45,000 social rented homes
- 236 Mid Market Rent (to grow to 2,500)
- 232 Market Rent (to grow to 850)
- 24,500 factored homes
- 300 commercial shops
- Specialist care provider

*Making homes and lives better*

## Why Housing Options - why we're involved?

- 8,400 homeless applications 2012/13
- circ 9,000 lets in 2012/13 - 32% lets 2012/13 to Homeless Households
- New housing applications demand on wider RSL network but no Common Housing access point - 68 RSLs operating in City
- Continued pressure on social housing stock and sustaining tenancies
- Financial pressures & welfare reform, revised Homelessness Policy – Revisions to Priority Need
- Scottish Social Housing Charter – RSLs required to report - 2014

Housing Options – *The right idea, at the right time*

## Housing Options - The Glasgow Model

Glasgow model is based on vision for housing options defined by the West of Scotland Hub

Housing options is a service for every customer who makes a housing enquiry and is focused on...

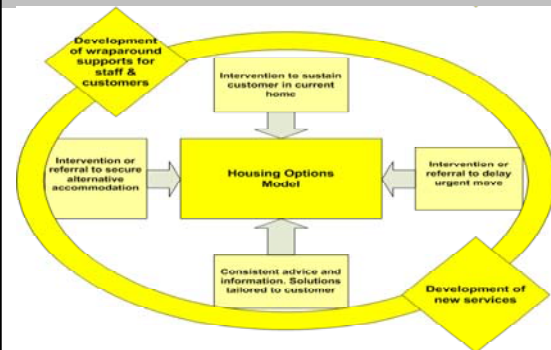
- Sustaining housing status & preventing housing crisis
- Identifying all options across all tenures
- Empowering customers to make informed choices
- Meeting housing and other relevant needs through strong partnerships
- Assisting customers to realise their housing aspirations

"Housing options is the best way to maximise customer choice in where they live"



right time

## Housing Options Model



## Housing Options Partners

Project Board: Strategic direction to pilot development & design



Phase 1 Pilot: June 2012

Phase 2 Pilot: February 2013

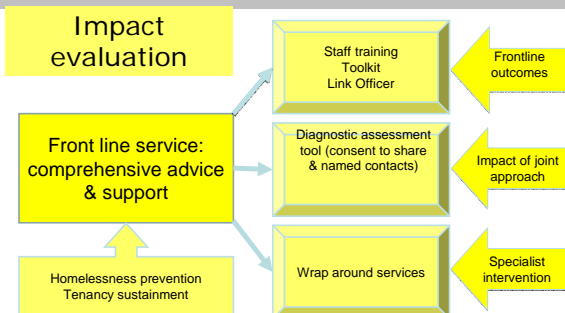


## Our pilot scope

Location	Stock Numbers (at 31-3-11)	Staff Involved in HO	Annual Homeless applications 2010/11
<b>Pilot</b>	<b>15,168</b>	<b>143</b>	<b>1,584</b>
North Ayrshire	13,224	n/a	764
South Lanarkshire	25,561	n/a	2,919
North Lanarkshire	37,126		2,458
Renfrewshire	12,867		1,245
Perth & Kinross	7,333	About 60	1,128
Fife	12,867	n/a	4,561

Housing Options - The right idea, at the right time

## Housing Options Model



Housing Options - The right idea, at the right time

## Housing Options Activity

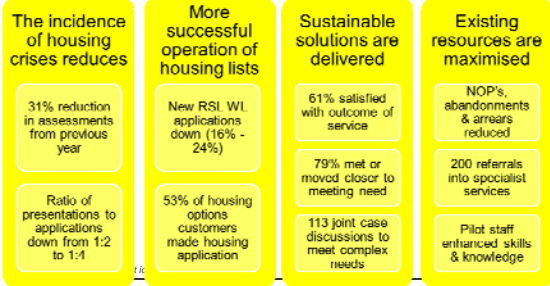
Analysis of Database June 2012 - June 2013

3,118 interviews	<ul style="list-style-type: none"> <li>• NCCT: 58% (ave 140 per month)</li> <li>• QCHA: 21% (ave 51 per month)</li> <li>• Milton: 13% (ave 32 per month)</li> </ul>
Applicant experience	<ul style="list-style-type: none"> <li>• &lt;6% repeats</li> <li>• 58% interviews: 30-60 minutes</li> </ul>
Customer profile	<ul style="list-style-type: none"> <li>• 83% single person</li> <li>• 54% aged between 25-44</li> <li>• 55% not in employment</li> <li>• 41% living 'care-of' another household</li> </ul>
Need data capture system that will	<ul style="list-style-type: none"> <li>• Enable joint customer management &amp; progress review</li> <li>• Measure impact of housing options from a business, management, staff &amp; customer perspective</li> </ul>

Housing Options - The right idea, at the right time

## Delivering the Outcomes

Independent evaluation evidence - housing options is making an impact?



## Impact of Joint Approach

### Assessment tool & named contacts

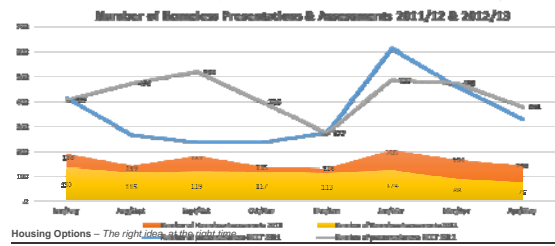
Partnership working to meet needs of complex customers in person centred way



## Front Line Outcomes

Homelessness prevention: 31% reduction in assessment

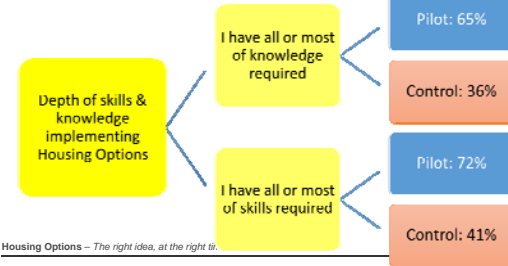
- Pilot: 27% presentations made homeless application
- Previous year: 48% presentations made homeless application



## Front Line RSL staff Outcomes

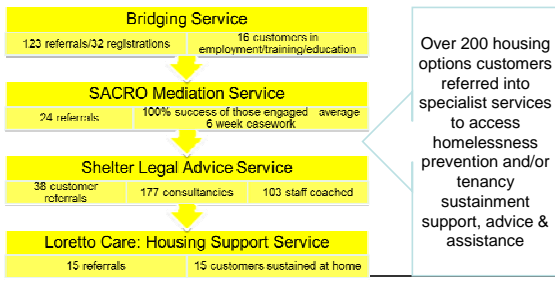
Diagnostic skills assessment of 100 staff

- Pilot staff more confident in skills & knowledge to prevent homelessness
- Skills & knowledge grow with pilot experience



## Impact of Specialist Intervention

### Wrap around services



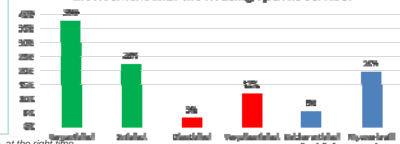
## Customer Outcomes

133 interviews: 30 minute telephone interview

- Household circumstances
- Housing history
- Service experience
- Quality of outcome
- Satisfaction with experience

61% satisfied with outcome delivered by housing options service

How satisfied are you with the outcome of your involvement with the housing options service?



## Customer Outcomes

### How do we improve housing options (Top 5)

- More housing in Glasgow (26%)
- More follow up contact & support (23%)
- Single application form to apply for all RSLs in City (20%)
- Better information on all local housing options (19%)
- Better information on availability of RSL stock (18%)

### Strong satisfaction with service quality

- 87% of customers felt they were listened to
- 88% were clear about what they were expected to do after the interview
- 74% felt the options presented were realistic
- 84% agreed the interviewer identified issues that would stop them finding/keeping a home
- 94% of customers were satisfied that were treated with dignity & respect
- 67% rated the practical help offered as 'excellent' or 'good'

## What are we doing now?

Planning for roll out elements:

- Services for the Customer – including Options and wrap around supports
- Support for the project – including support for the project team, ICT and Governance
- Resourcing
- Geography

Housing Options – The right idea, at the right time 20

## Housing Options Video

Housing Options – The right idea, at the right time 21

## Contact details

Contact details:

Catherine Wilkie  
Housing options Manager  
Wheatley House  
25 Cochrane Street  
G1 1HL  
0141-274-5664

[catherine.wilkie@wheatley-group.com](mailto:catherine.wilkie@wheatley-group.com)

Housing Options – The right idea, at the right time 22