

#### **Matthew Wainwright**

Project Manager (and Allocations Imposter)
First Choice Homes Oldham

## Why we bothered?



#### The problems



- User experience
- Medical and homelessness
- Verification
- Advert quality and refusals
- Website insight
- Reporting



#### It also looked horrible!



lome

Log On

Log Off

Search Options:

Search by Area

Select Property Details

List of Available

**Properties** 

Help:

Accessibilty

Glossary of Terms

How to Apply - Do not use this page to request an application form. The only way to apply is to use the online application

#### Search for a Home in Oldham

#### Home

All properties currently available to rent are listed here. From here you can search for properties by area or you can use the **property details search** option to limit your search to properties that meet your needs.

In order to be able to bid for properties, you need to click the **Log on** button to the left of this screen, and then enter your application number and surname in the fields provided.

For further help and guidance on applying for rehousing, please click on the **How to apply** menu item on the left hand side of this screen

Our website will now be updated daily with our properties making it easier for our customers to bid. We will also be making multi provisional offers on our properties to successful customers. The five top bidders will be contacted within 48 hours to confirm their interest. They will then be informed of the next steps depending on where they are on the bidding list.

With effect from the 14th October 2013 all new tenancies with FCHO will be a Starter Tenancy for 12 months followed by a Fixed Term Tenancy of up to 5 years.













Direct Excl

Improve information for homeless triage

Simplify application verification

Self-Serve Reporting

Include adaptation data in core system

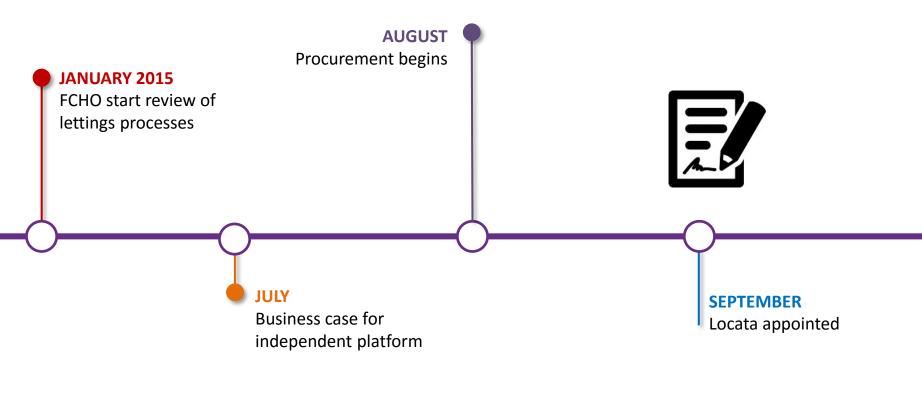


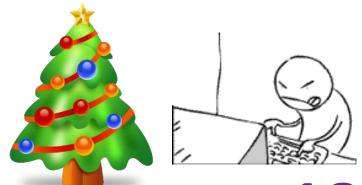
Online pretenancy checks

First come, first served

Improve Quality of Advert

**Streamline Medical Applications** 





### 18 APRIL 2016



# Why Locata?



#### Why Locata?



- √ Flexibility
- √ Value for Money
- √ Track record

## What we got?

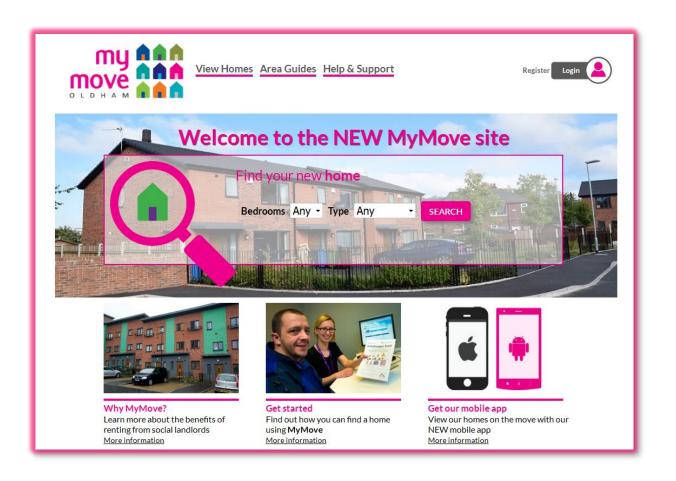


#### What we got?



- Online registration form including 'short form'
- Automated assessment
- Daily bidding
- Northgate integration
- Data warehouse integration
- Mobile app









View Homes Area Guides Help & Support



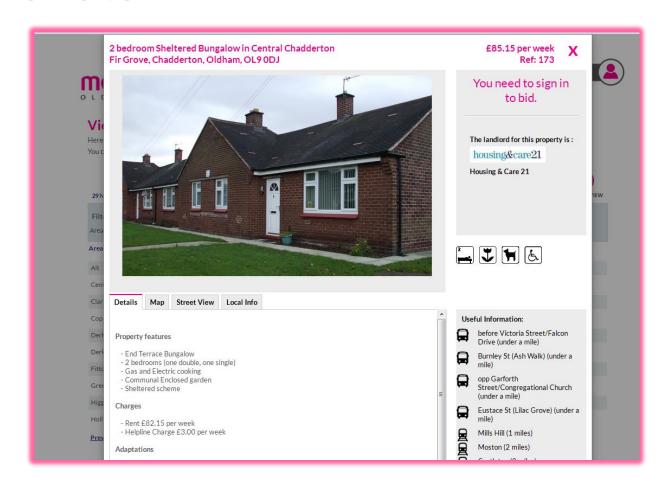
- Area Profiles
- Alt
- Bardslev
- Central Chadderton
- Clarksfield
- Coppice
- Derker
- Derker
- Failsworth
- ▶ Glodwick
- Greenacres
- Hathershaw
- Higginshaw Village
- Hollinwood
- Holts Village
- Lees
- Littlemoor
- North Chadderton
- Roundthorn
- Royton
- Saddleworth Villages
- Scouthead
- Shaw
- Sholver
- South Chadderton
- Springhead
- Town Centre
- Waterhead
- Werneth
- Westwood



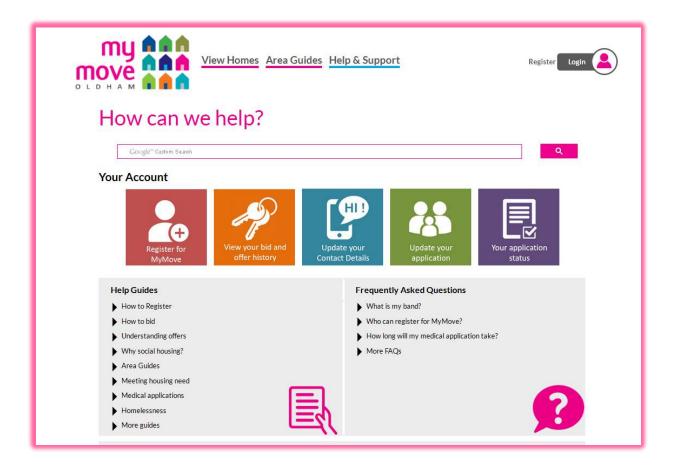
Coppice is located between Hathershaw, Werneth and Hollinwood, whilst still being only a short distance from Oldham Town Centre. FirstBus provides frequent bus services running to Oldham Town Centre, Rochdale, Manchester, Royton and Saddleworth.

Homes in the area are within walking distance of a variety of shops, nearby Ashton Road also offers Tesco Express, and, easy access to Oldham's busy Town Centre.

Copster Park is a recreation area with playground equipment, suitable for disabled children, and grassed areas. Equipment includes Basket swing,

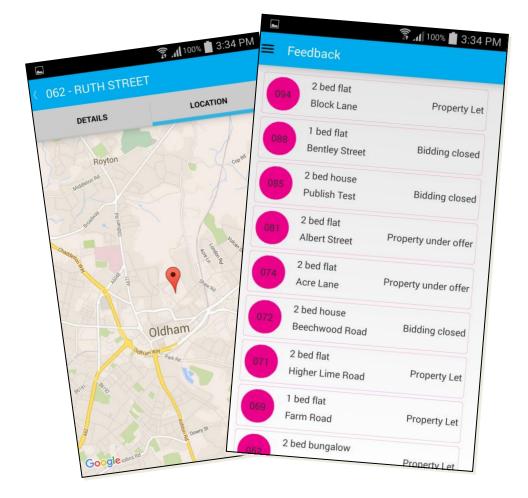








#### And mobile app . . .



## What's next?



#### What's next



- Post-offer form for pre-tenancy checks
- Integration with credit checking agency
- Affordability data
- Automated CORE return
- Business Intelligence dashboard

## What we learned?

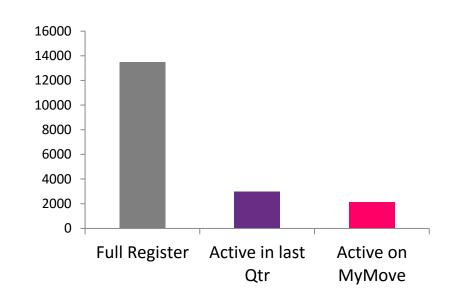


### Save the trees!



**82%** 

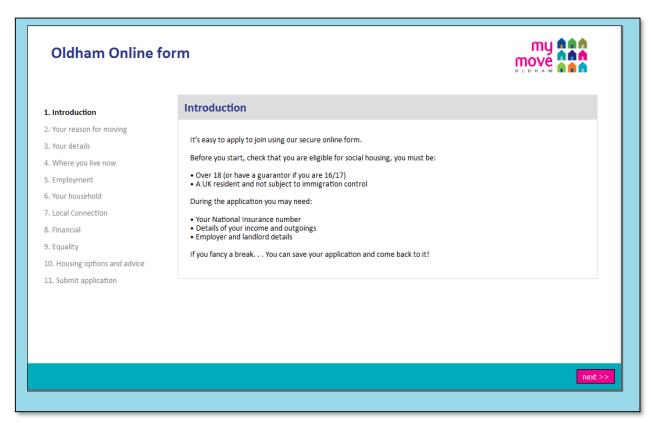
conversion of active applicants within 3 weeks





## Blah, blah, blah

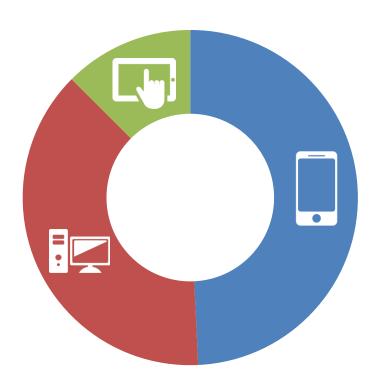






## Mobile is king



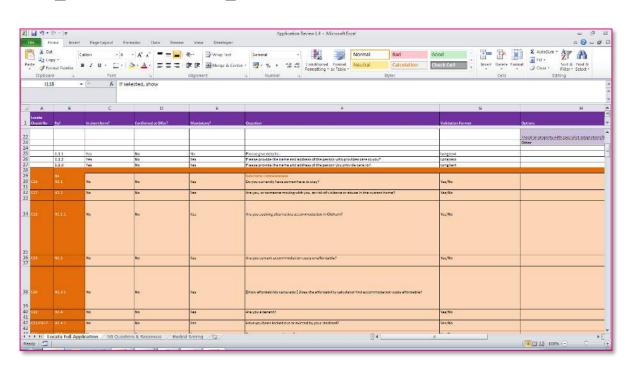


50%
users access via mobile



# Simplifying forms is really complicated

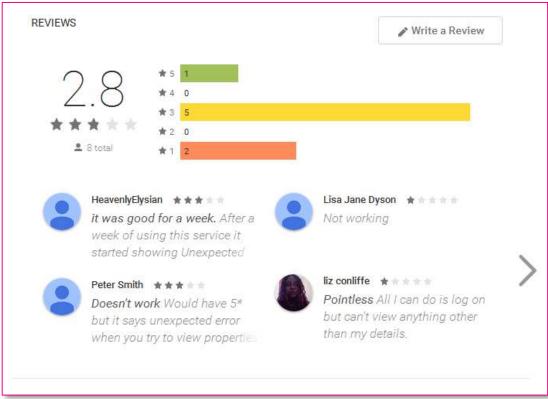






# The TripAdvisor effect





# Any questions?