What Works Community

@EastAyrshire
@homelessimpact
#WhatWorksCommunity

What Works Community

Build capacity within local areas to **use evidence and data** to achieve breakthrough and sustainable results.

A learning culture

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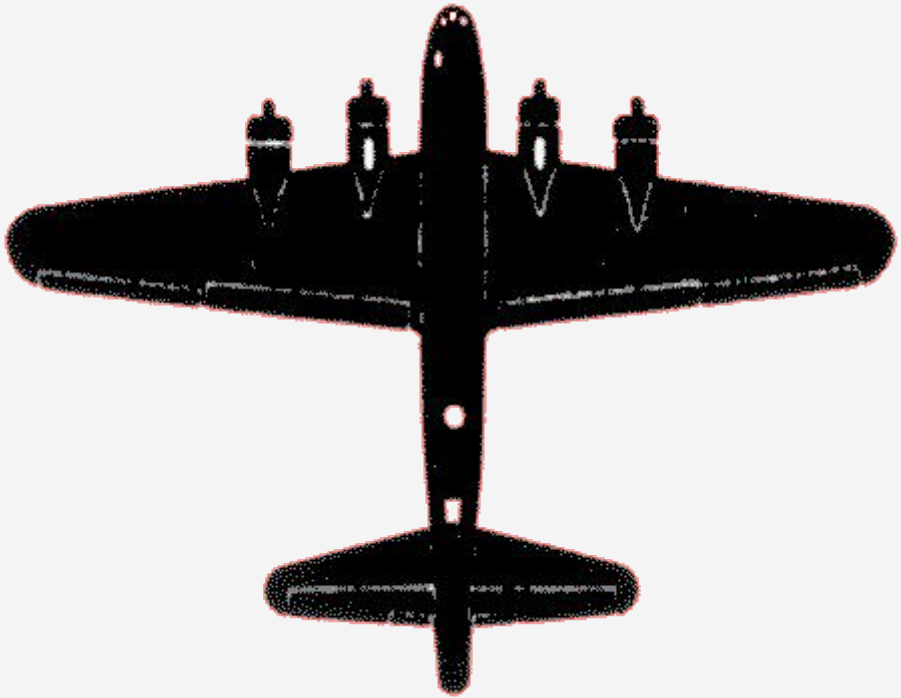
A community of practitioners and policymakers with a strong culture of experimentation and evaluation.

Improve safety

Tasked with helping improve the safety of bomber aircrafts, at a time where the probability of a pilot surviving a tour of duty was little better than fifty-fifty.

The pattern seemed clear

Many of the airplanes were riddled with gunfire. Most most holes could be found in the middle on fuselage and over the wings.



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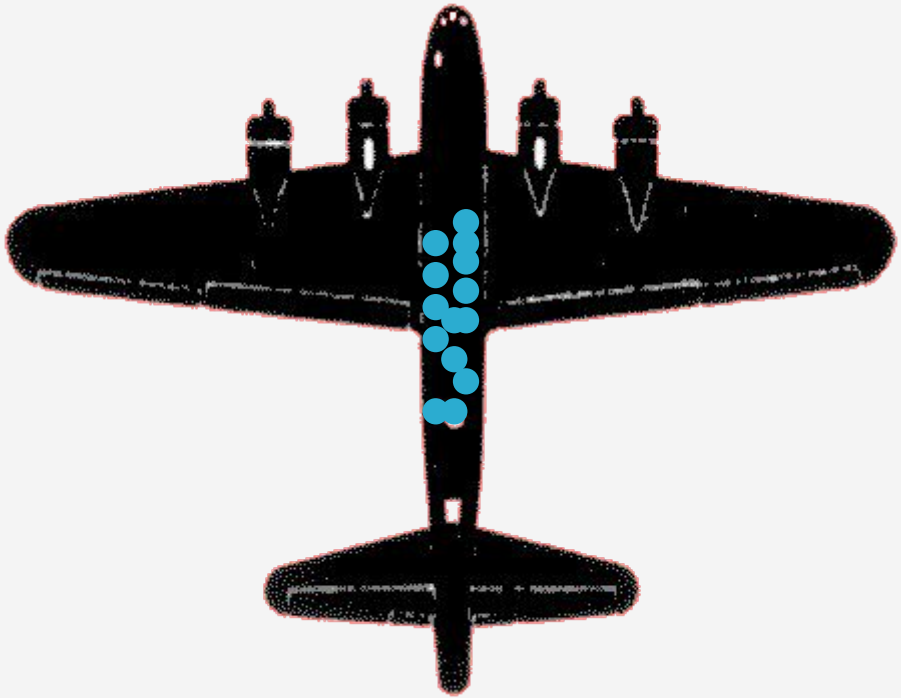

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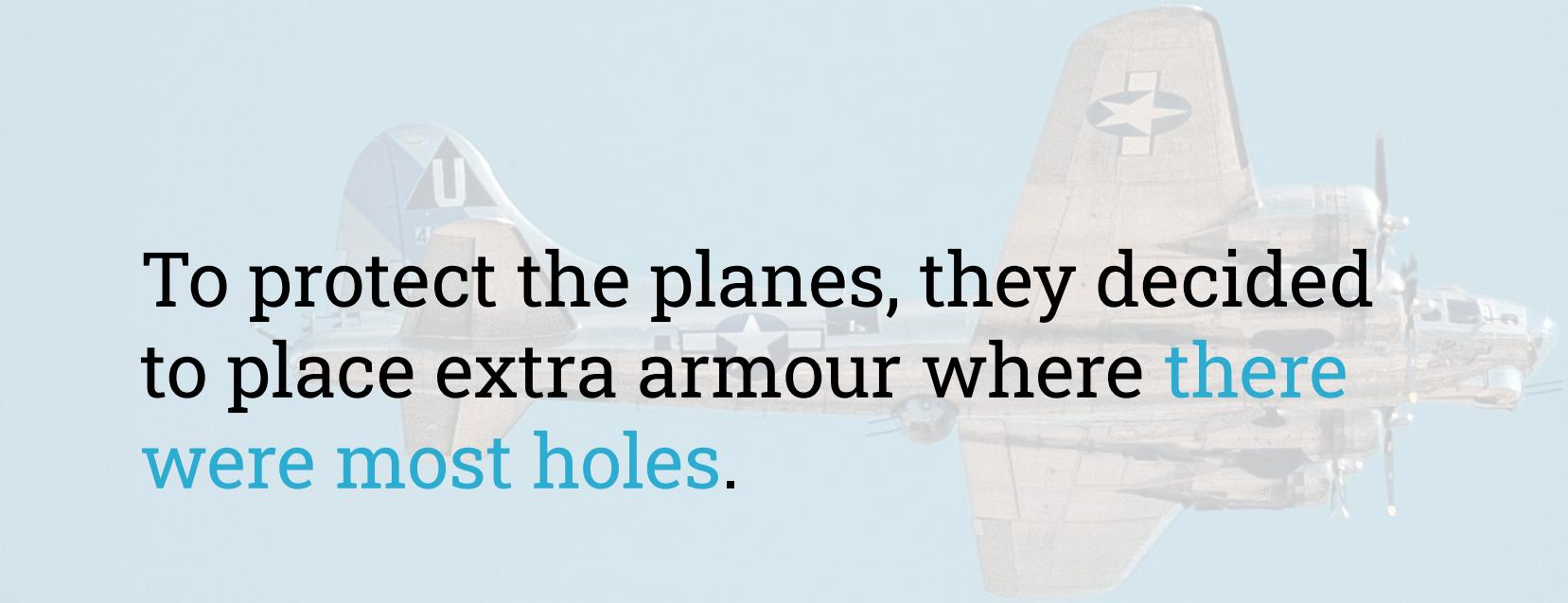


To protect the planes, they decided to place extra armour where there were most holes.

They weren’t considering the data from the planes that never returned.

WHAT CAN WE LEARN?

1

Learnings from data aren't always easy or obvious.

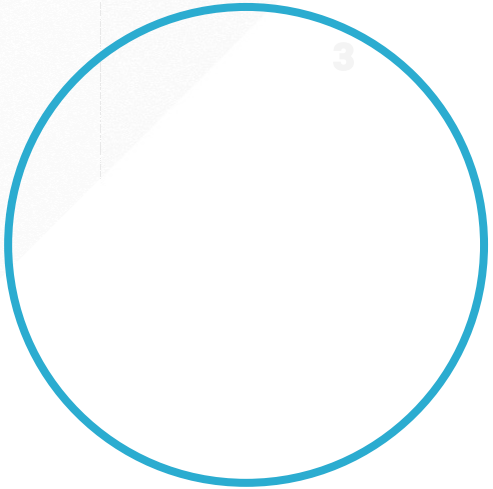
2

You have to take into account all data you cannot immediately see.

3

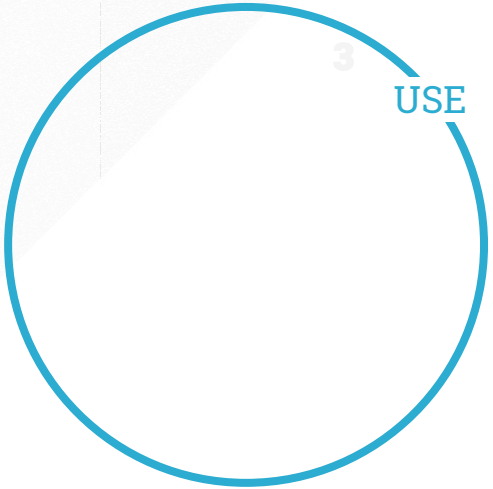
It's important to question basic assumptions.

The use of data and evidence has been designed into the whole system.



1

Decide what you want to achieve. Identify homelessness priorities in your area using internal data.



2

Design possible ideas. Use evidence about what to do and and what to consider for a successful implementation.

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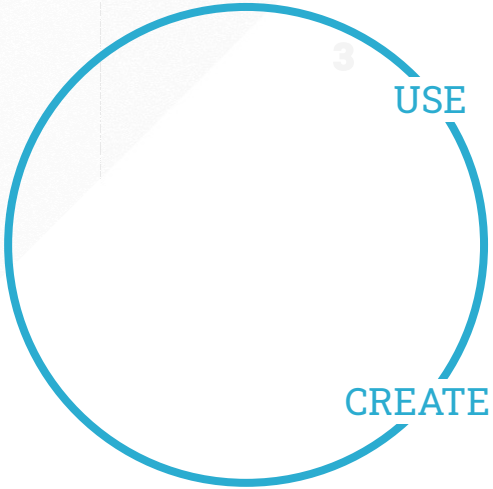

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Design possible ideas. Use evidence about what to do and and what to consider for a successful implementation.

3

Plan your evaluation. Determine a minimal viable evaluation that measures the success of the intervention.

4

Evaluate while running intervention. Evaluate the impact on your actions and fine-tune to maximise positive outcomes.

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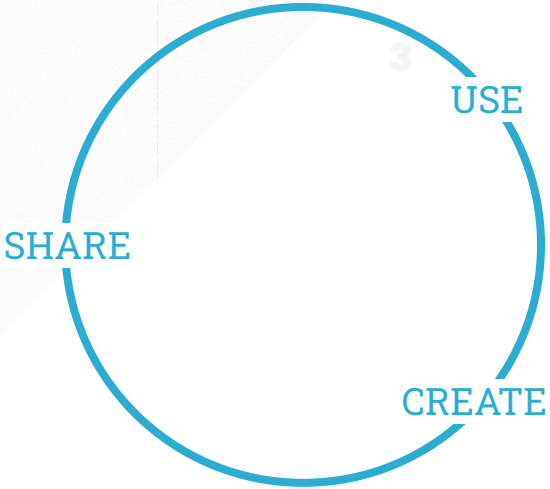
5

Share the data. Make sure that the data you've captured contributes to the growing body of evidence on homelessness.

6

Share your story. Make sure others benefit from what you've learned and support them as they try to implement similar initiatives.



Building capacity

Three strategic partnerships to up-skill organisations and individuals within local areas.

Data processes and governance

Skill-building for public sector employees in a data-driven world

Human-centred design

Design-thinking and creative leadership to solve complex problems

IDEO

Behavioural insights and evaluation

Behavioural insights
to inform policy and improve public services

THE
BEHAVIOURAL
INSIGHTS
TEAM

The goals and how to reach it

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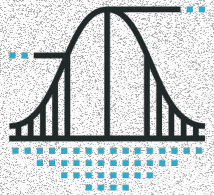
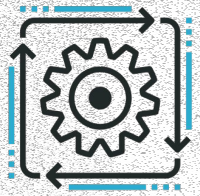
We're taking an iterative approach—to launch and learn. As we scale, we'll start measuring our impact in a quantitative way to make sure we're achieving sustainable change.

WHAT WORKS COMMUNITY GOALS



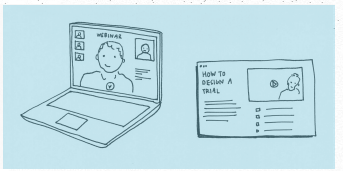
Become evidence and data-driven and see sustainable results



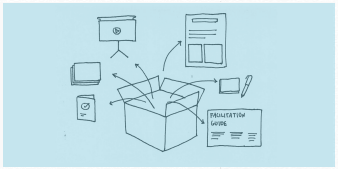
Prioritise resources and efforts more effectively

Embrace a culture of collaboration and continuous learning

Nurture strong, visionary leaders to collaborate across silos

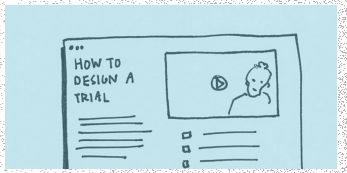


Evidence Accelerator
Join an 8-month programme that takes a cohort of LAs through a journey to explore a common theme.



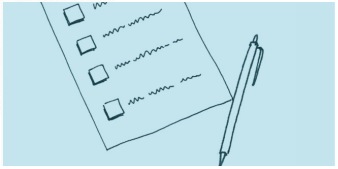
Workshop-in-a-box
Invite the CHI team to facilitate a group of stakeholders to drive evidence-based approaches.

Learning resources
Upskill using our online platform that collates material from our expert partners.

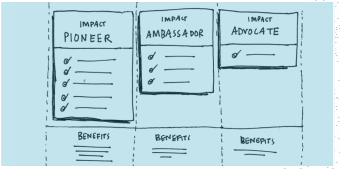


Online forum
Connect with individuals across LAs to e.g. discuss topics, share experiences, and find job opportunities.

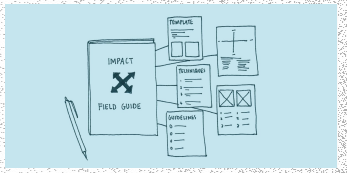
Evidence talks
Come see speakers and panels on pressing topics open to anyone in the community.



Inspirational visits
Visit organisations, governmental and private, to see how they work with evidence and nurture an experimental culture.



Self-evaluation tests
Test to see what your strengths and weaknesses are and how to upskill and grow.



Tools and templates
Access tips, techniques and templates for better use of data and evidence for implementation and decision-making.

The What Works Community pilot

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Piloting an Evidence Accelerator

Private Rented Sector

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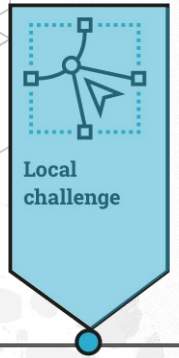
The PRS was selected to be the theme for the cohort.

PILOT OVERVIEW

Human-centered

Data-driven

PILOT OVERVIEW



Human-centered

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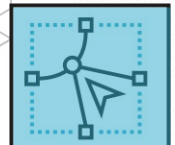

Local challenge

Human-centered

Survey of Data Practices

Data-driven

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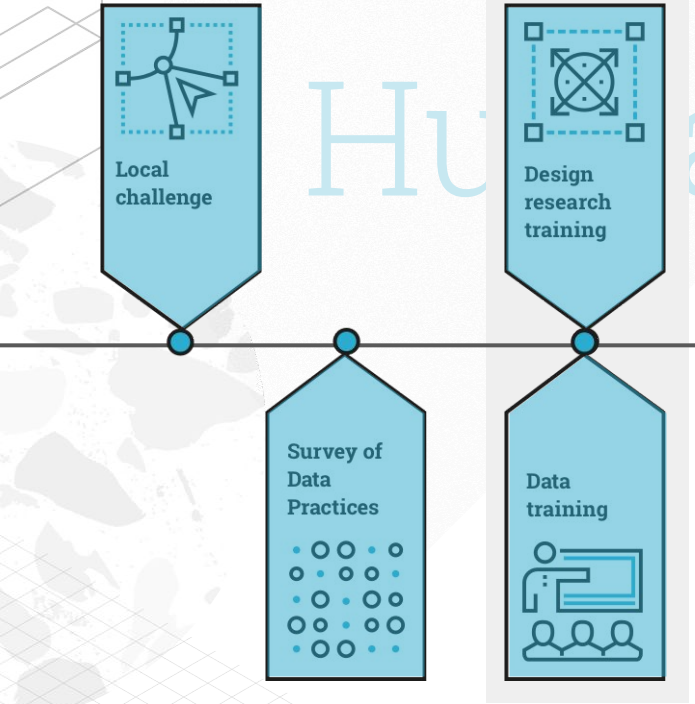

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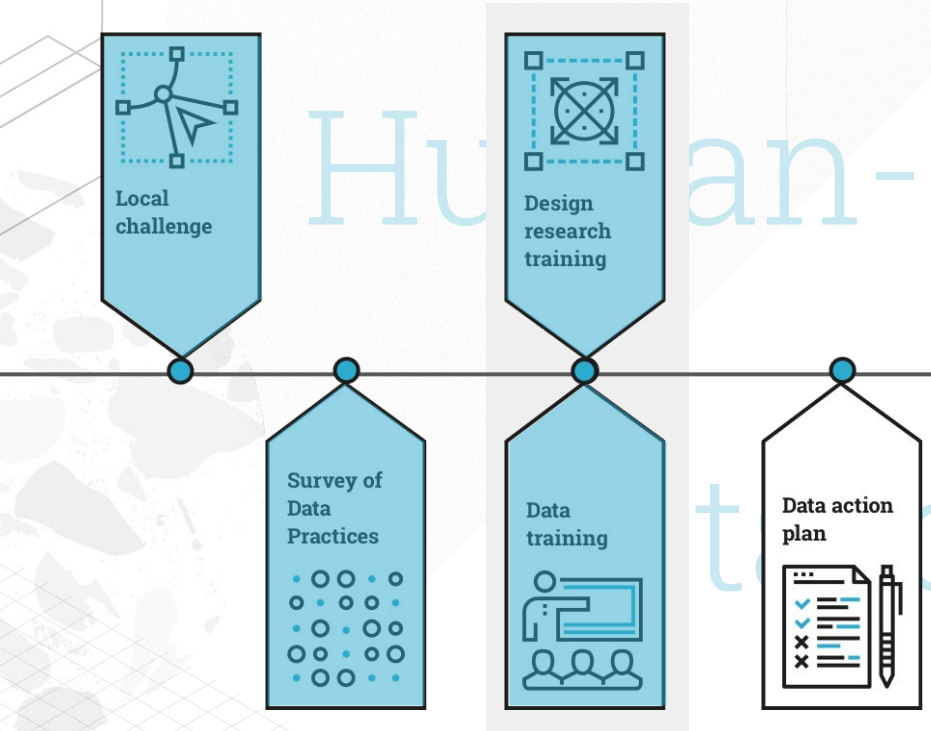

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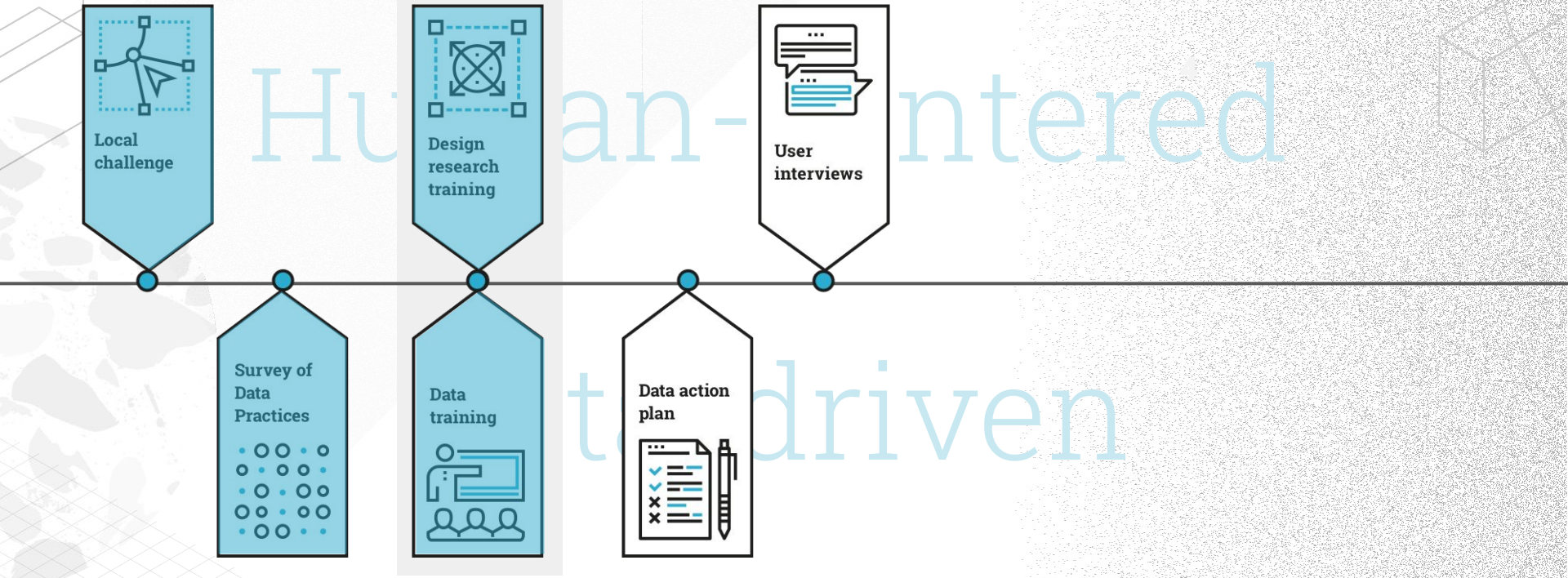

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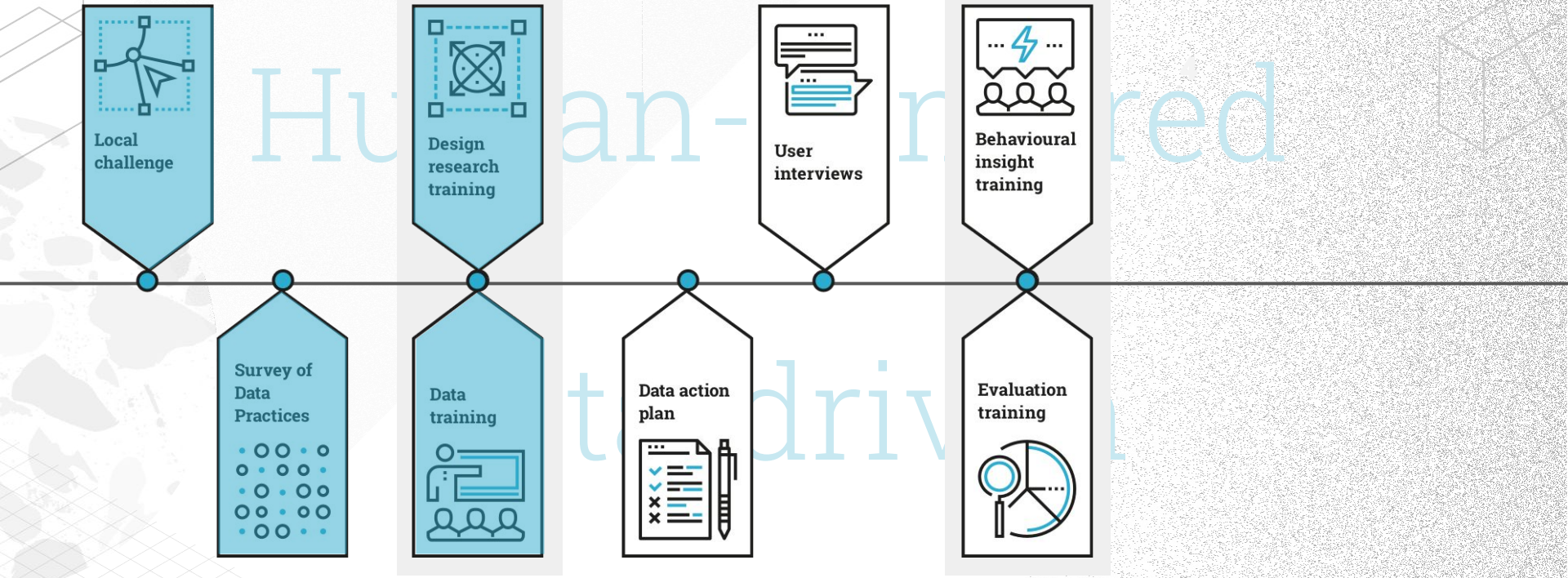

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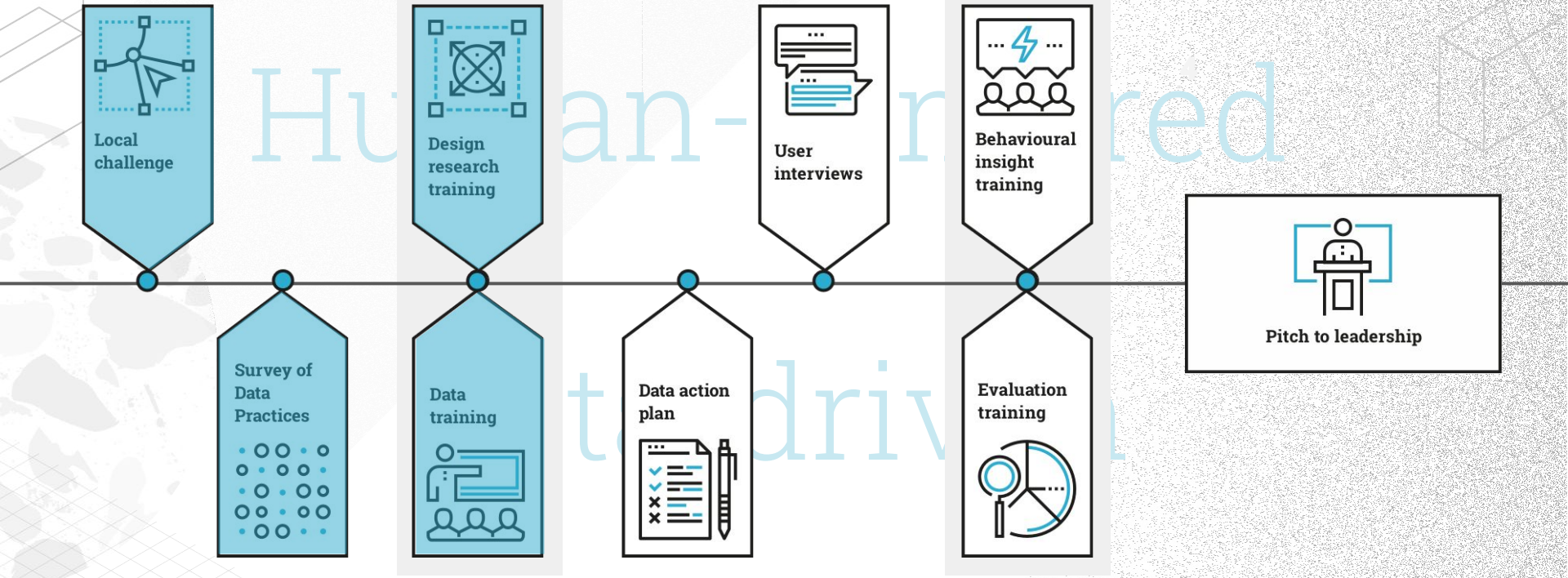


HOPE
PLACE L1

HOPE
PLACE

East Ayrshire Council

—

The homelessness context in the area and our vision to end it.

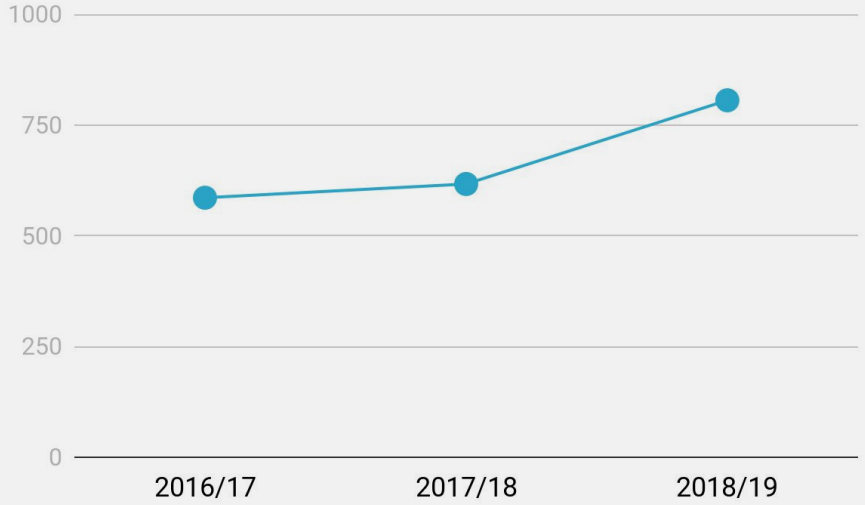
Strategic housing vision:

‘Everyone in East Ayrshire has access to good quality, energy efficient housing, within safe, healthy and vibrant communities.’

Homeless presentations

Especially affected groups are single males and single females. We also see an increasing number of households with children and young people aged 16-25.

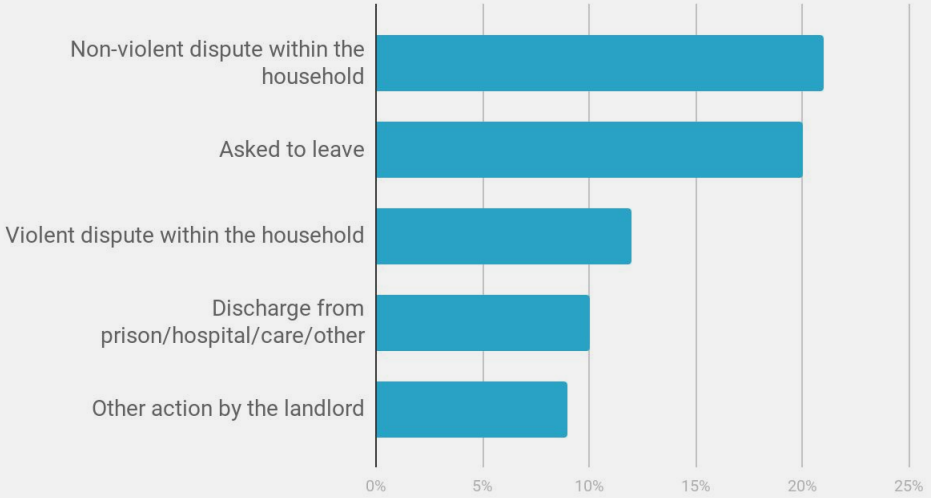
Source: HL1 (2016/19)



Top reason for approach

Since 2016, there has been an increase in the number of people unable to maintain their accommodation due to financial difficulties and due to alcohol and/or drug dependency and/or mental health problems

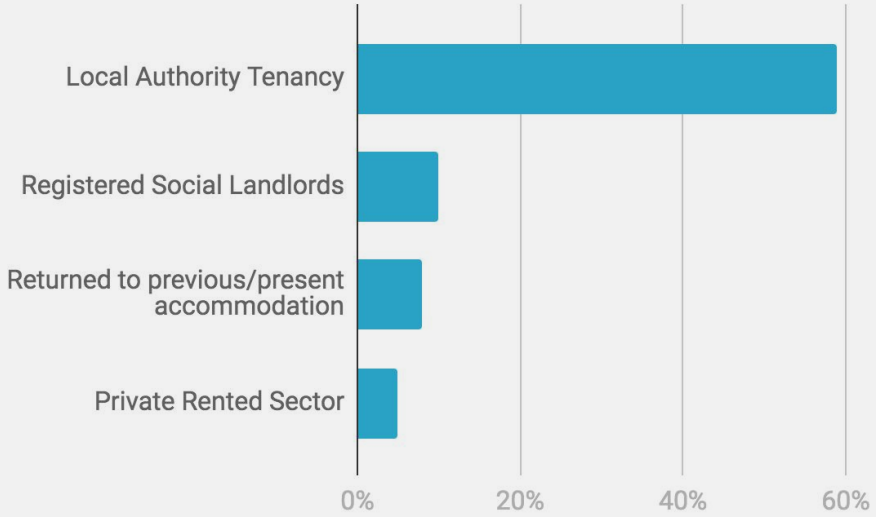
Source: HL1



Homeless rehousing outcomes

Even though we're at 5%, more than the national average 4.7%, we think there's scope to increase the use of PRS.

Source: HL1 (2018/19)

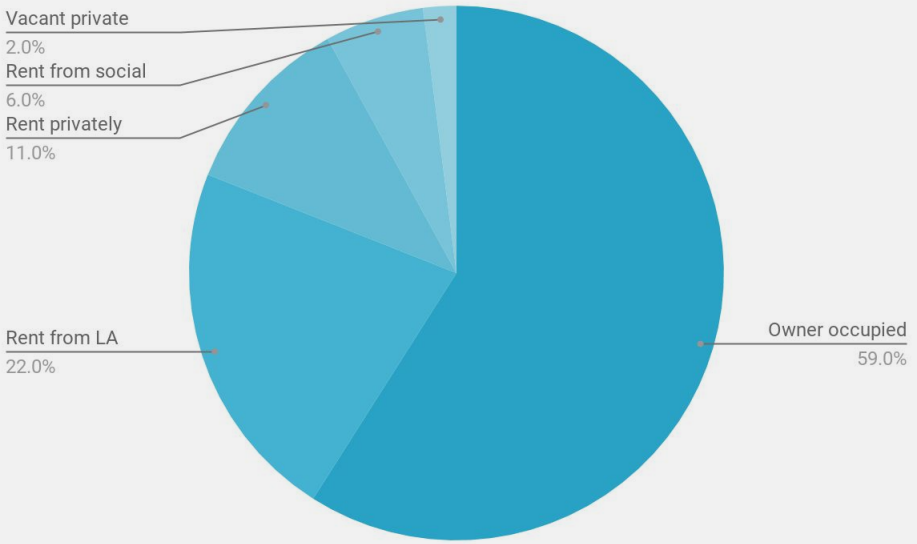


Private rented sector

Types of dwellings

The total number of dwellings is 57,489. Out of those, 11% are rented privately which is lower than the national average.

Source: East Ayrshire HNDA (2018)



Housing demand

The highest demand is in Kilmarnock & Loudoun housing market area. There are empty private properties in our area of highest demand.

(HL1, 2019)

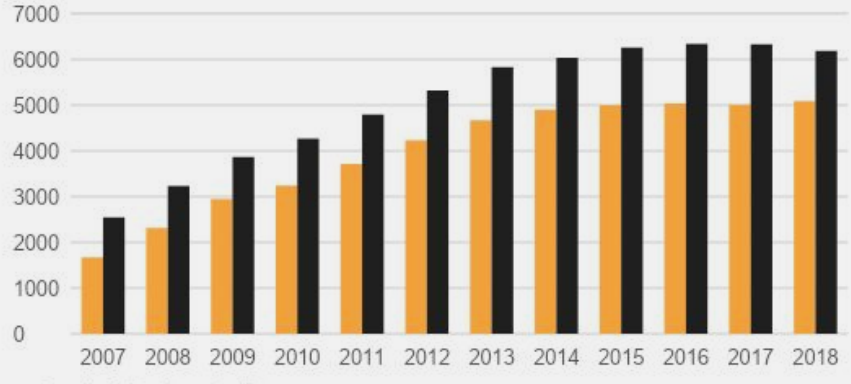
Housing Market Area	Cases	%
Kilmarnock & Loudoun	419	67.1%
Cumnock	86	13.8%
Doon Valley	12	1.9%
Other Authority	69	11%
Not Specified	38	6.1%

Private sector growth

From 2008-2019:

- Increase of landlords by 180% to 5,085
- Increase in properties by 241% to 6,163

Source: Landlord Registration Data



OUR INITIATIVES

1

Providing Information and Advice through our Private Sector Housing Unit as well as online

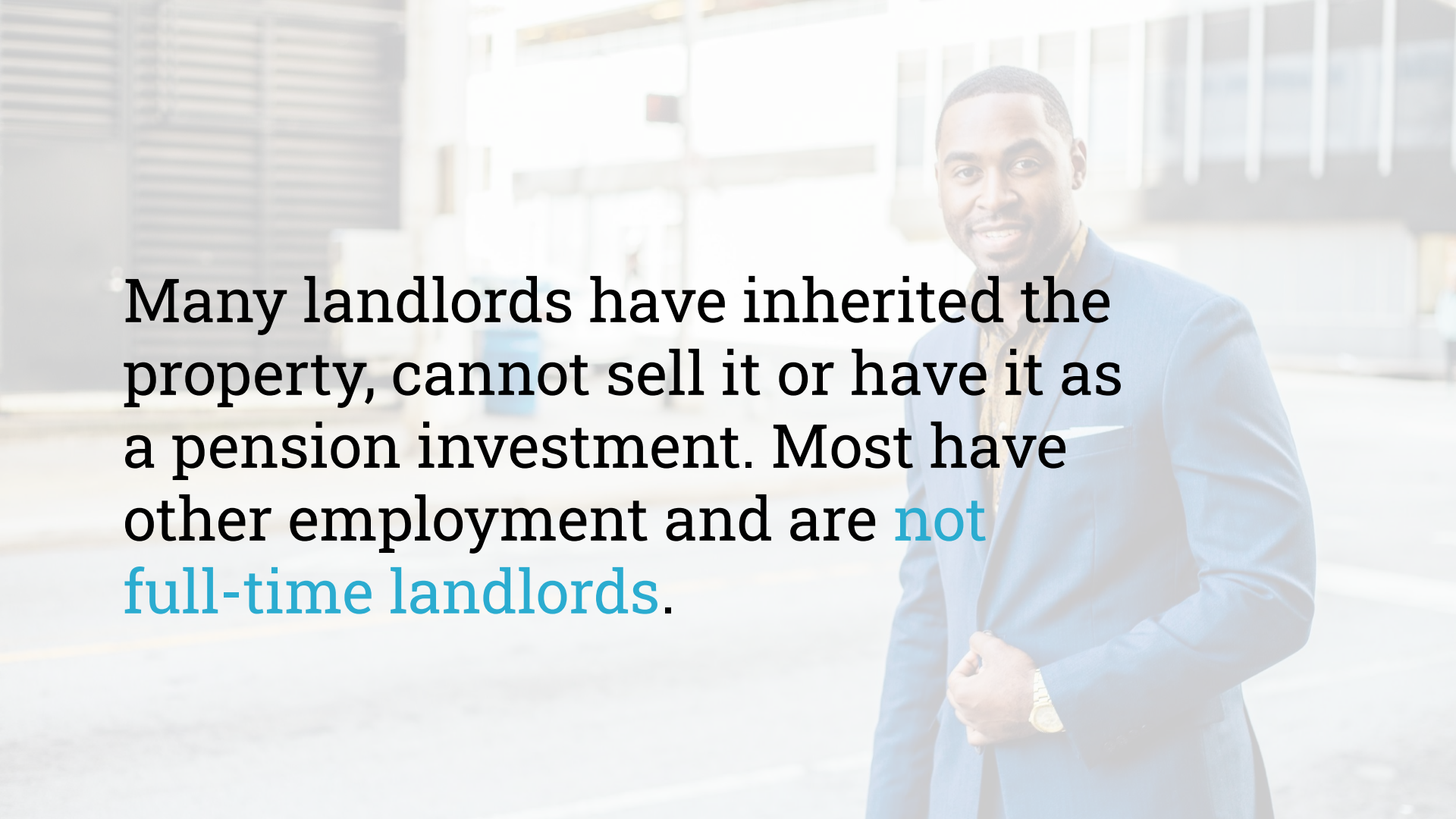
2

Offering a Deposit Guarantee Scheme

3

Holding landlord forums and conferences

Important to recognise the pattern of relatively small-scale ownership, as this has implications for engaging with the landlord community.



Many landlords have inherited the property, cannot sell it or have it as a pension investment. Most have other employment and are not full-time landlords.

Pilot participation

A DIVERSE TEAM

- Rapid Rehousing Transition Lead
- Housing Options Manager
- Private Sector Manager
- Empty Homes Officer
- Housing Support Co-ordinator
- ScotGov representative

OUR FOCUS

How might we promote the **private rental market** as an accessible, affordable and sustainable housing solution to people who have experiences with homelessness?

RESIDENTIAL 1 - DATA LEARNING GOALS

Survey of Data Practices

Understand the Survey of Data Practices (SDP) and related gaps and opportunities.

Data inventory

Describe the benefits of a data inventory and develop strategies for launching a data inventory in a focus area.

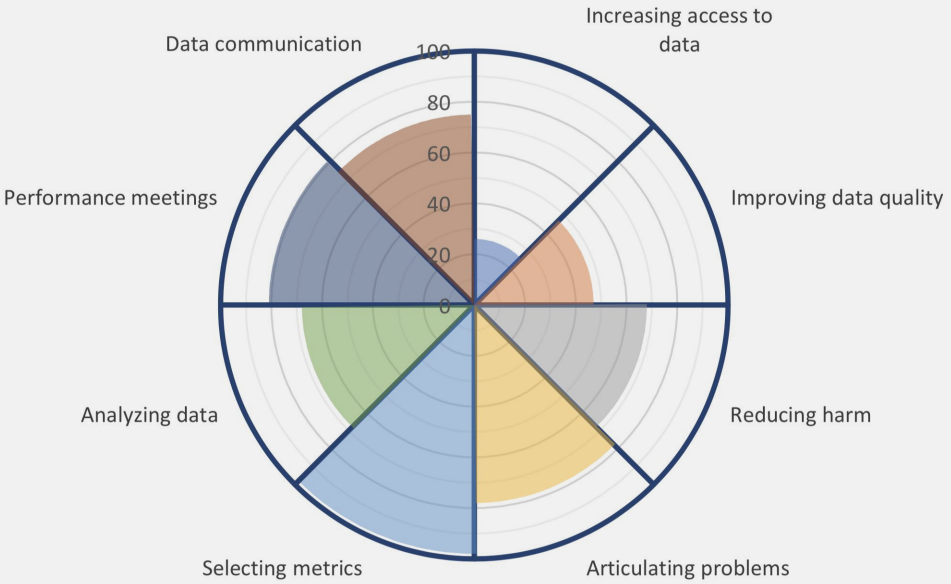
Data quality

Identify common data quality issues and develop strategies for improving data quality.

Survey of Data Practices

An extensive survey to assess how we're doing and how we can improve. Based on the result, we are focusing on:

- Increasing access to data
- Improving data quality / identifying gaps



DATA ACTION PLAN

1

Data quality improvements

Review the quality of data available within Housing Options and the Private Sector Liaison Unit to identify problems in data quality and develop improvements

2

Compile a data inventory

Compile a Data Inventory to increase efficiency and accountability and establish an oversight authority to determine the scope and plan of the Challenge

RESIDENTIAL 1 - DESIGN LEARNING GOALS

Human-centred methods

Learn what design research is and why human-centred methods are valuable for uncovering people's needs and energising teams.

Asking the right questions

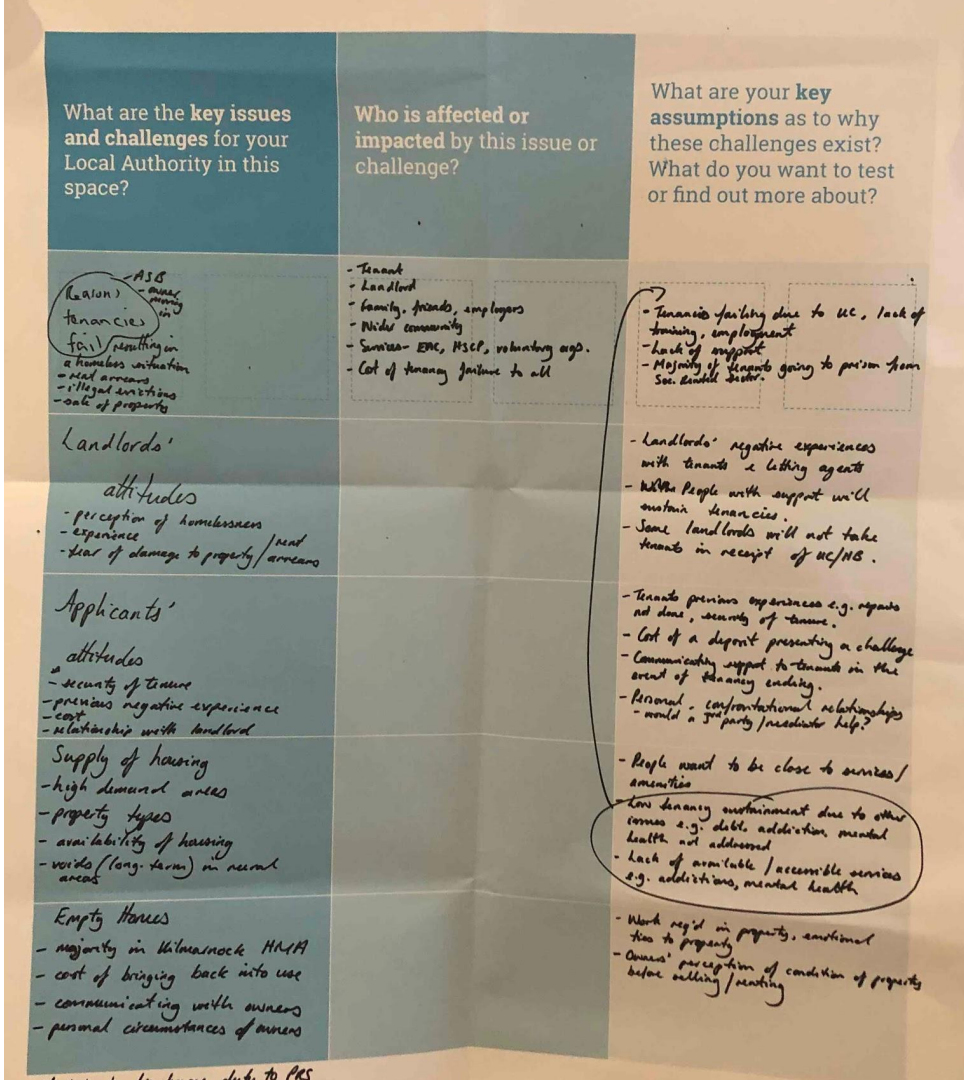
Learn how to ask the right questions, select the right methods and make sure your outputs—insights and opportunities—are useful.

Design thinking

Understand how *Design Thinking* can accelerate your efforts, and how it relates to evidence-led approaches.

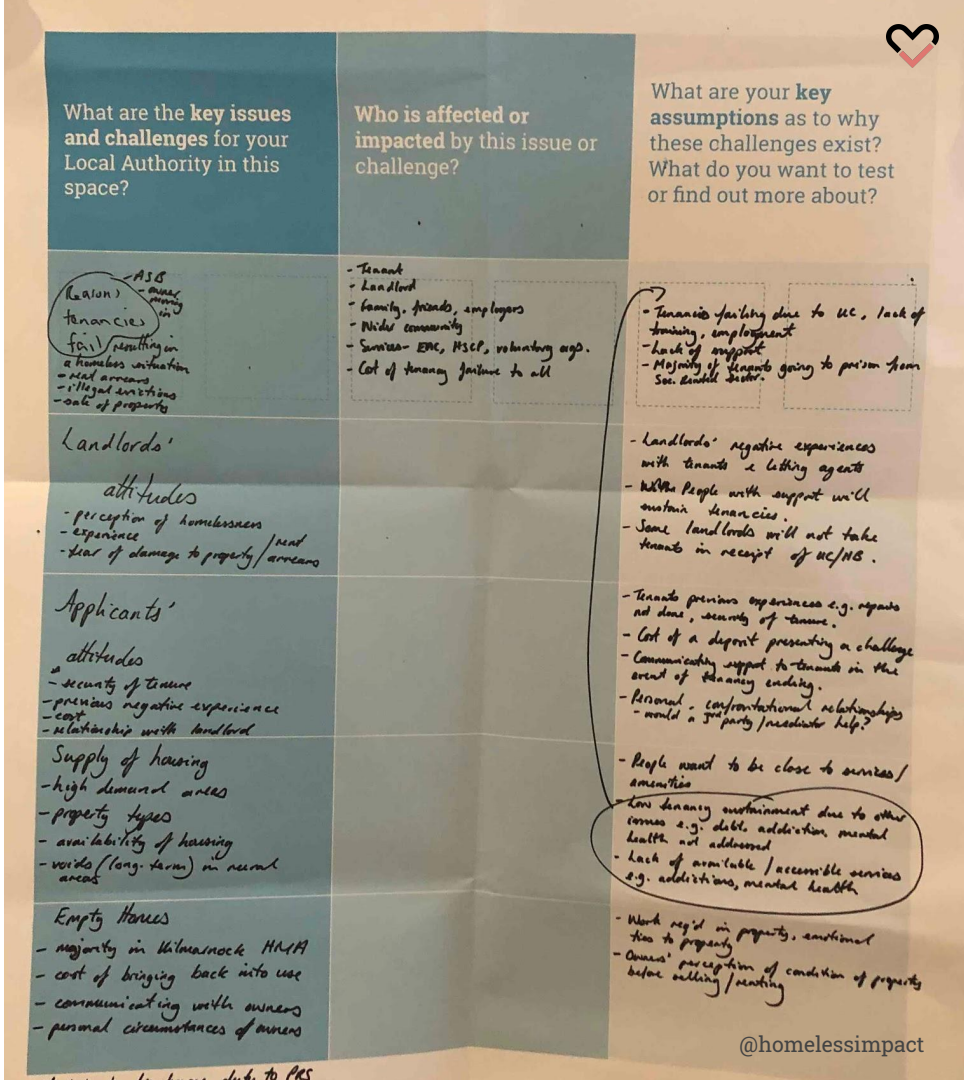
Key challenges

- Tenancy sustainment
- Customer attitudes
- Landlords' perception of homelessness
- Deposit Guarantee Scheme criteria
- Bringing empty homes back to use
- Long term voids



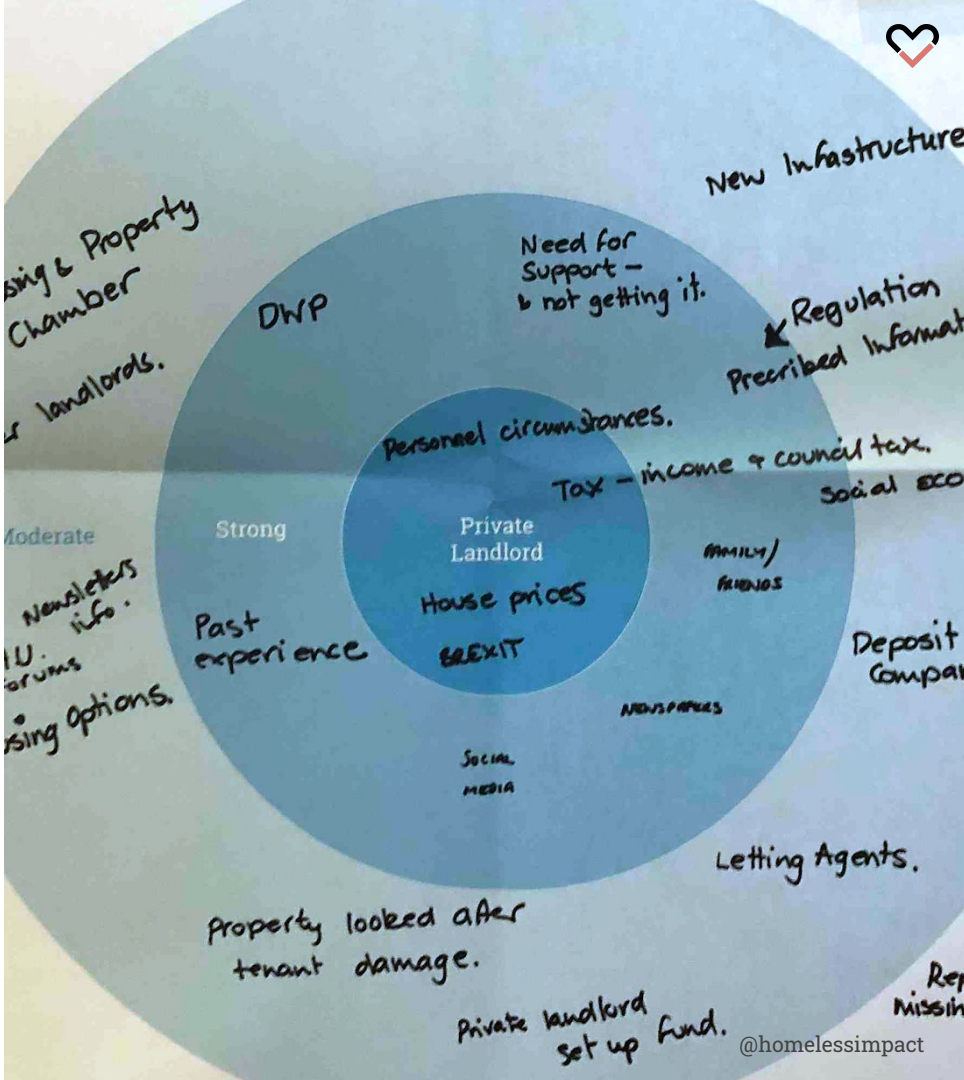
Key assumptions

- Impact of Welfare Reform and Universal Credit
- Security of tenure
- Support needs
- Landlords' experiences
- Poor customer/landlord relationship



Mapping stakeholders

Within our chosen challenge, who is involved in the ecosystem? Based on this, the team has chosen a few profiles to interview.



DESIGN RESEARCH NEXT STEPS

1

Refine our challenge

Establish Challenge priorities by investigating key local issues, who is affected and impacted by the Challenge, our key assumptions and areas to test/investigate

2

Planning design research

Build the research plan by developing clear questions and identify relevant stakeholders to learn as much as we can from a variety of perspectives.

3

Stakeholder interviews

Conduct stakeholder interviews with e.g. service users, current and former PRS tenants experiencing or at risk of homelessness, private landlords, DIGS Scheme, Housing Options colleagues and Universal Credit Support Team.

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This pilot is about trying new ways of working. To help foster a learning culture within the organisation.

Questions, reflections and discussion

Thank you

@EastAyrshire
@homelessnessimpact

Centre for Homelessness Impact
@homelessimpact