

Putting insight into action

Red Kite Community Housing

The Challenge

- Improve the quality and accessibility of business information

The Benefits

- More efficient business processes
- Reduced operational costs
- New development opportunities revealed
- Increased business understanding to inform future business strategies



Red Kite Community Housing deployed Esri's ArcGIS Platform to gain a deeper understanding of not only what assets it owned, but also how to best maintain and develop them. The company is now amassing rich business insight that will help it to put innovative business improvement strategies into action.

The Challenge

In the housing sector, the importance of clear business insight cannot be understated. Whether organisations want to improve the cost efficiency of their property maintenance programmes, respond more effectively to customer needs or identify the development opportunities that are most likely to gain planning permission, they need a detailed understanding of their homes, land, customers and communities.

Red Kite Community Housing wanted a more efficient way to improve the accessibility of information about the 6,700 homes that it owns and maintains in the district of Wycombe. It was unable to easily determine the ownership of property boundaries, or even locate the nearest grit bins, without having to find and refer to often disparate records. This reduced the efficiency of day-to-day operations and the ability to easily and flexibly devise and implement business improvement schemes. It therefore decided to deploy a geographic information system (GIS) to give employees more information about land assets, as well as reveal business insight to inform new strategies.

The Solution

Red Kite Community Housing selected Esri's ArcGIS Platform after visiting Esri UK's annual conference. "We didn't want a software solution that was bespoke to the housing industry, as we felt this might constrain our ability to innovate in the future," says Jessica Horwitz, Insight Team Leader at Red Kite Community Housing. "We wanted a solution that would give us the flexibility and the advanced technology to drive improvements to our business for many years to come."

After receiving training from Esri UK, Red Kite Community Housing began using Esri's ArcGIS Desktop initially to digitise its paper records, add layers of business data and plot the locations of adjacent features such as lamp posts and telegraph poles. It then made interactive maps available, using ArcGIS Online, to at least one employee in every business department, including the call centre and the field-based neighbourhood team. These users can now see everything from property boundaries to the locations of play areas, at a glance, from their desktops or mobile devices.

Subsequently, employees within the insight and business teams began to use ArcGIS Desktop to interrogate and analyse the newly collated asset information, to gain a deeper insight into homes and land, as well as new business opportunities. While Red Kite Community Housing has only been performing GIS analysis for a few months, on specific projects, it is already evident that the new business insight will prove invaluable in helping the organisation to improve the efficiency and quality of its services for customers.

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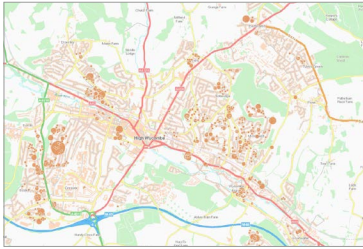
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“ ArcGIS is revealing strips of land, previously not identified as having development potential, and unlocking new revenue opportunities for the business. ”

Jessica Horwitz, Insight Team Leader, Red Kite Community Housing



ArcGIS shows the frequency of responsive repairs over the last 30 days



Users can zoom in to view trees, boundaries and gullies street by street

Benefits

Insight for improving business efficiency

ArcGIS Online has replaced cabinets of printed maps and ledgers, creating time savings in multiple business areas. In the ‘Relationship Stem’, the first point of contact for customers, it might previously have taken several hours for a member of staff to respond to a boundary issue, but queries can now be answered in as little as a few minutes by simply checking a web app. In the future, Red Kite Community Housing plans to analyse maintenance requests and the sequencing of repair jobs to reduce travel time, look at service demand and use this intelligence to shape the service it offers.

Insight for reducing operational costs

Through the use of ArcGIS, Red Kite Community Housing has found parcels of land that it was maintaining but didn’t own, which has opened up conversations with the local authority about maintenance costs. It can also now produce development site plans and documentation to support Access Permits in-house, rather than paying outside agencies to generate them, which contributes to further ongoing operational cost savings. Moving forwards, when new contracts like grounds maintenance come up for renewal in the months ahead, the organisation will be able to provide contractors with more accurate land measurements, leading to fewer assumptions and more competitive tenders.

Insight for informing development planning

In a key business initiative, Red Kite Community Housing is using ArcGIS Desktop to identify areas of land suitable for development and narrow down the search to plots of land of the right size, in the best locations, taking into account potential to work with other third party adjacent land owners. Red Kite Community Housing will also be able to consider the ongoing time that will be required to manage new development opportunities as part of the business case. “ArcGIS is revealing strips of land, previously not identified as having development potential, and unlocking new revenue opportunities for the business,” Horwitz says.

Looking ahead, Red Kite Community Housing plans to use ArcGIS to gain insight into other areas of its business by analysing customer satisfaction surveys, home turnover, geo-demographics and rental income and turning this data into actionable intelligence. Horwitz concludes, “Our continuing use of ArcGIS for analysis will give us added insight into important issues and help to inform new business strategies.”