

# Identify. Invest. Improve.

The social housing market has garnered a bad reputation in recent years, and regulators are stepping in with industry-altering changes to improve social housing stock and tackle social inequality.

**Providers like you need to be ready with "robust data".  
They're the regulators' words, not ours.  
We're just here to help.**





**If we had not deployed  
ArcGIS before in-sourcing  
our grounds maintenance,  
I'd hate to think how  
much time and money  
we would have wasted.**



Matt Brazier, Director of IT, Flagship Group<sup>1</sup>

<sup>1</sup> Matt Brazier, Director of IT, Flagship Group - <https://resource.esriuk.com/esri-resources/flagship-housing>

# New regulations and higher standards

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As of April 2023, the Tenant Satisfaction Measures Standard will come into force<sup>2</sup>. As a result, social housing providers will be obligated to start collecting data to support the important safety & satisfaction measures involved in the new standard. This comes as part of a push to improve the service and engagement of providers for the tenants; a critical sector for the UK Government to improve in the wake of tragedies like Grenfell and the death of infant Awaab Ishak.

Another key area of these changes will be an increased remit for the Regulator of Social Housing, with the goal being a “regime of proactive consumer regulation.”

For social housing providers, this means there is nowhere to hide and no room for compromise.

<sup>2</sup> Regulator of Social Housing, Sector Risk Profile 2022 (Page 12)  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1112030/20221020\\_\\_Sector\\_Risk\\_Profile\\_2022.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1112030/20221020__Sector_Risk_Profile_2022.pdf)



# More oversight means higher costs

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The increased regulator oversight and new regulations put more power in the hands of the tenants, meaning customer satisfaction and risk prevention are paramount.

According to the Regulator of Social Housing's October 2022 Sector Risk Profile<sup>3</sup>, the latest Consumer Regulation Review highlighted the need for "oversight of service delivery", "effective communication with tenants" and "organisational culture" from housing providers around "critical issues".

Rising to meet these higher standards is, unequivocally, going to increase your costs as a provider.

<sup>3</sup> Regulator of Social Housing, Sector Risk Profile 2022  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1112030/20221020\\_\\_Sector\\_Risk\\_Profile\\_2022.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1112030/20221020__Sector_Risk_Profile_2022.pdf)





# Get ahead of the curve

As explained by Inside Housing's Nick Atkin<sup>4</sup>, the Better Social Housing Review<sup>5</sup> concluded that cost of living and financial viability are key issues - among the likes of damp & mould and decarbonisation - in the 2023 social housing market. That means that rising costs of maintaining quality housing and ensuring tenant satisfaction can't simply be indirectly passed onto those tenants.

For that reason, you - as a provider - will need to find alternative methods for managing those costs for current and future properties. That could be expensive, unless you have a solution to:

- 1 Streamline your operations when maintaining your existing investments**
- 2 Identify cost-effective, sustainable and profitable future investments**

Maybe something like Esri's ArcGIS, for example...



<sup>4</sup>Inside Housing, Nick Atkin - Ten themes that should dominate the housing sector in 2023 - <https://www.insidehousing.co.uk/comment/ten-themes-that-should-dominate-the-housing-sector-in-2023-79589>

<sup>5</sup>The Better Social Housing Review - [https://s41584.pcdn.co/wp-content/uploads/BSHR\\_Report\\_FINAL\\_embargoed\\_until\\_Tues13thDec.pdf](https://s41584.pcdn.co/wp-content/uploads/BSHR_Report_FINAL_embargoed_until_Tues13thDec.pdf)

# How ArcGIS solves your problem

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## Reducing your short & long-term costs

Firstly, let's focus on your current assets. To combat the increasing costs, we can streamline your operational processes with our spatial analysis tool. This gives you a visual representation of asset data such as property maintenance and disabled access so you can be more efficient when solving issues and even increase the value of your assets with pre-emptive actions.



## Satisfied customers

On top of cost-effective efficiency, you can utilise ArcGIS to improve your response times and deliver outstanding customer service at no extra cost; drastically reducing risk of damage to your reputation and loss of trust from tenants.



## Profitable investment opportunities

Let's jump into the future. We're not just here for damage control or to maintain your current business operations. We deliver data that allows you to identify profitable, low-risk development opportunities by providing you with vital information like crime rates, local demographics, access routes and many more datapoints without labour-intensive processes.



# Let's forge a profitable future together

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So, essentially, our ArcGIS data allows you to reduce costs in a tumultuous market, identify development & growth opportunities and keep your tenants satisfied.

We recommend you act quickly, with new regulations kicking in as of April 2023 and, undoubtedly, more to come in future.

Let us show you - rather than just tell you - how we can solve your social housing problems by booking a demo and seeing it for yourself.

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