From the start, it was clear an IT system would be required by councils

Locata already had a homelessness system

- Launched in 2007 at the request of our partners

- With our practitioner partners front line officers, we built a cloud-based system that delivered:

Homelessness Processing

- Advice
- Prevention
- Relief
- Appeals & Reviews processing

Temporary Accommodation

- Allocation
- Financial Monitoring

Full (Drill Down) P1E reporting

By 2017 we had 62 councils using our HPA system

An updated, upgraded and improved HPA

We immediately took guidance from our partners

- Initially worked with six trailblazers – including original HPA partners, Derbyshire

- They wanted a system that is based on how they currently work

  ❑ Familiar systems reduce the impact of the training or retraining burden.

  ❑ Most already had a THO enabled website that can work as a portal for customer personalisation

- Further research indicated that our system would be fully capable of managing the new legislation

- The Tasks, Questions and Workflows already worked within the current system

- Time-stamping of cases, tasks and questions was already in the system. Why change it?

- The H-CLIC reporting would be reasonably easy for us as it is based on systems we already had in place - P1E, WHO12 and reviewable drill down reporting

Competitive reaction

Like rats up a drainpipe

- None of our competitors had an existing homelessness system – but they could smell the money

- They immediately began presenting nationwide on their (as yet unbuilt) systems

- They set themselves up as "experts" on the new Act and were very prescriptive on how councils would have to deal with their new powers

- Crucially, our competitors could only show powerpoint slides of how the Act's processes should work - not a working system

- Even now, their systems are very inflexible and difficult to adapt for local requirements

However, Locata quickly emerged as the real "experts" on the Act

- Andy Gale toolkits

- He has long helped local authorities develop their work and approach to prevention

- We published his latest advice and letters templates

- Free to download

- Locata Home Page

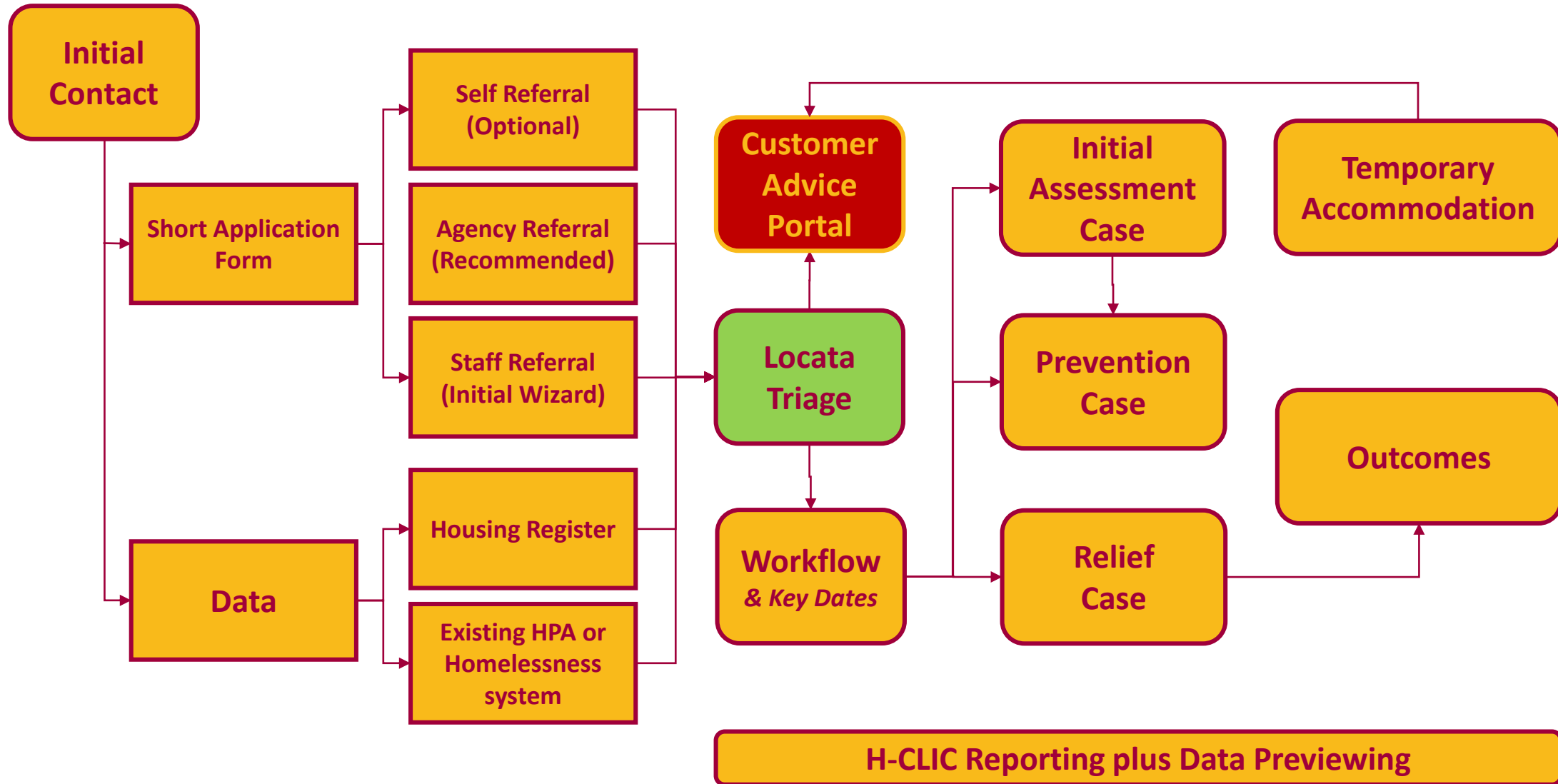*Downloaded by homelessness officers from 231 councils and RPs*

So, we broke down our approach into several phases
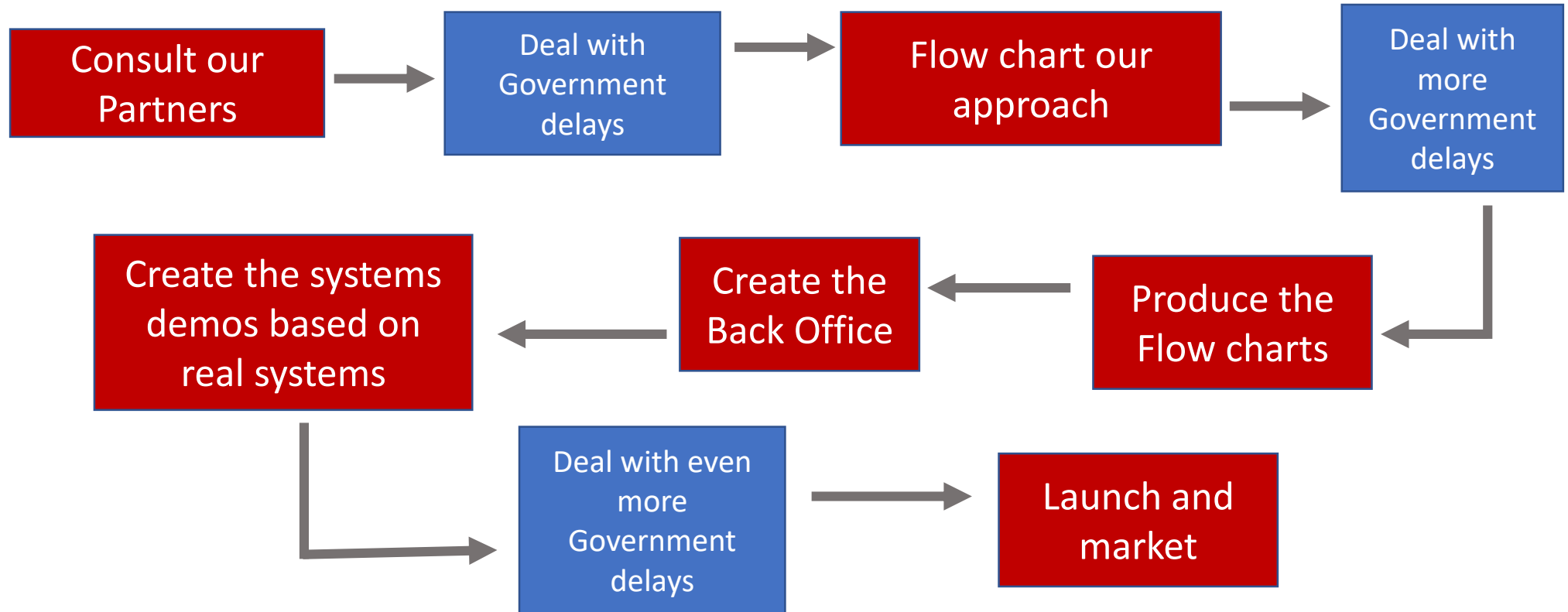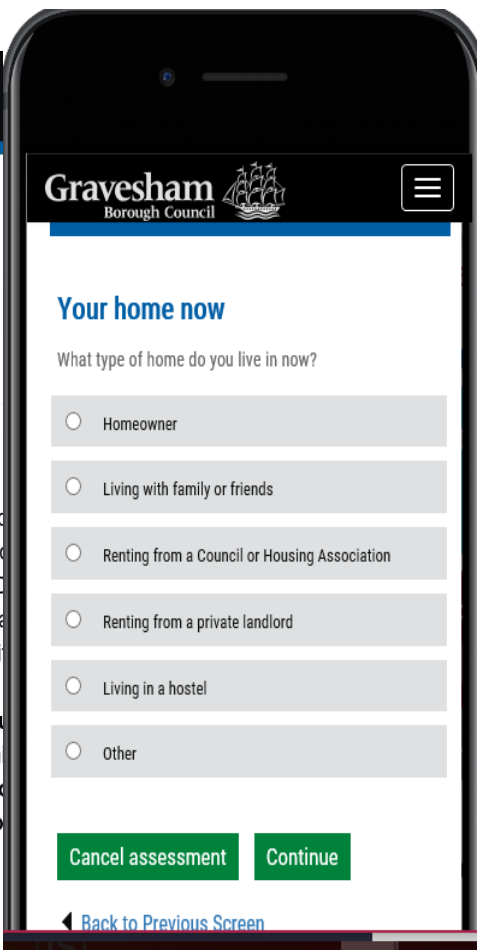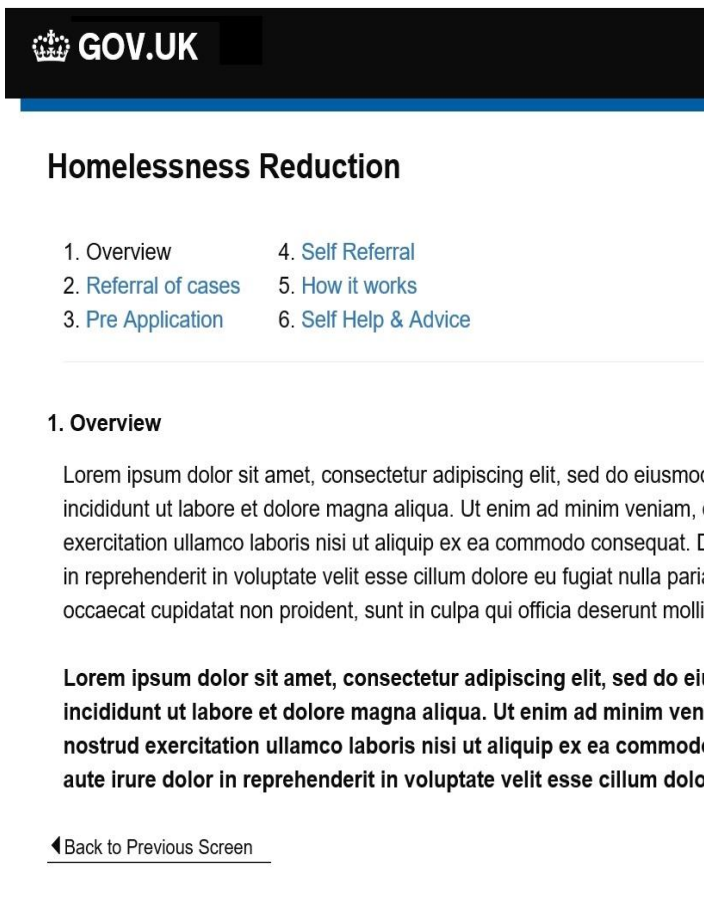
We flow charted our whole approach

Once all the

HPA functionality

was upgraded to reflect all the duties and responsibilities of the new Act we looked at creating great user experience (UX)

Design

We started with a user-friendly

Customer Portal

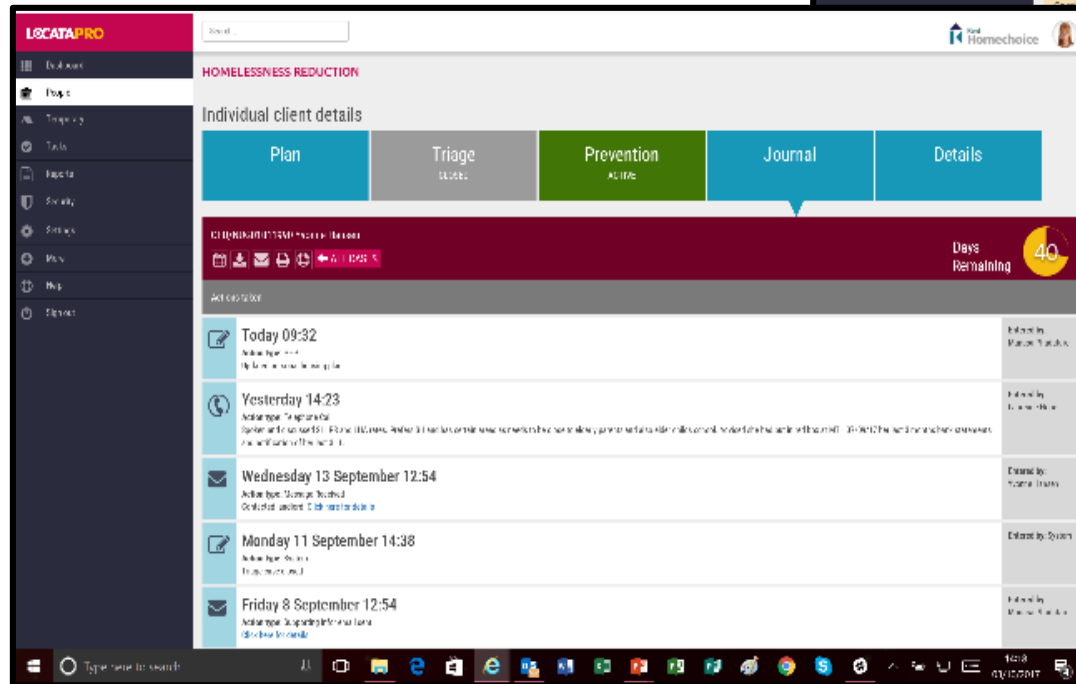based on our mobile-first approach
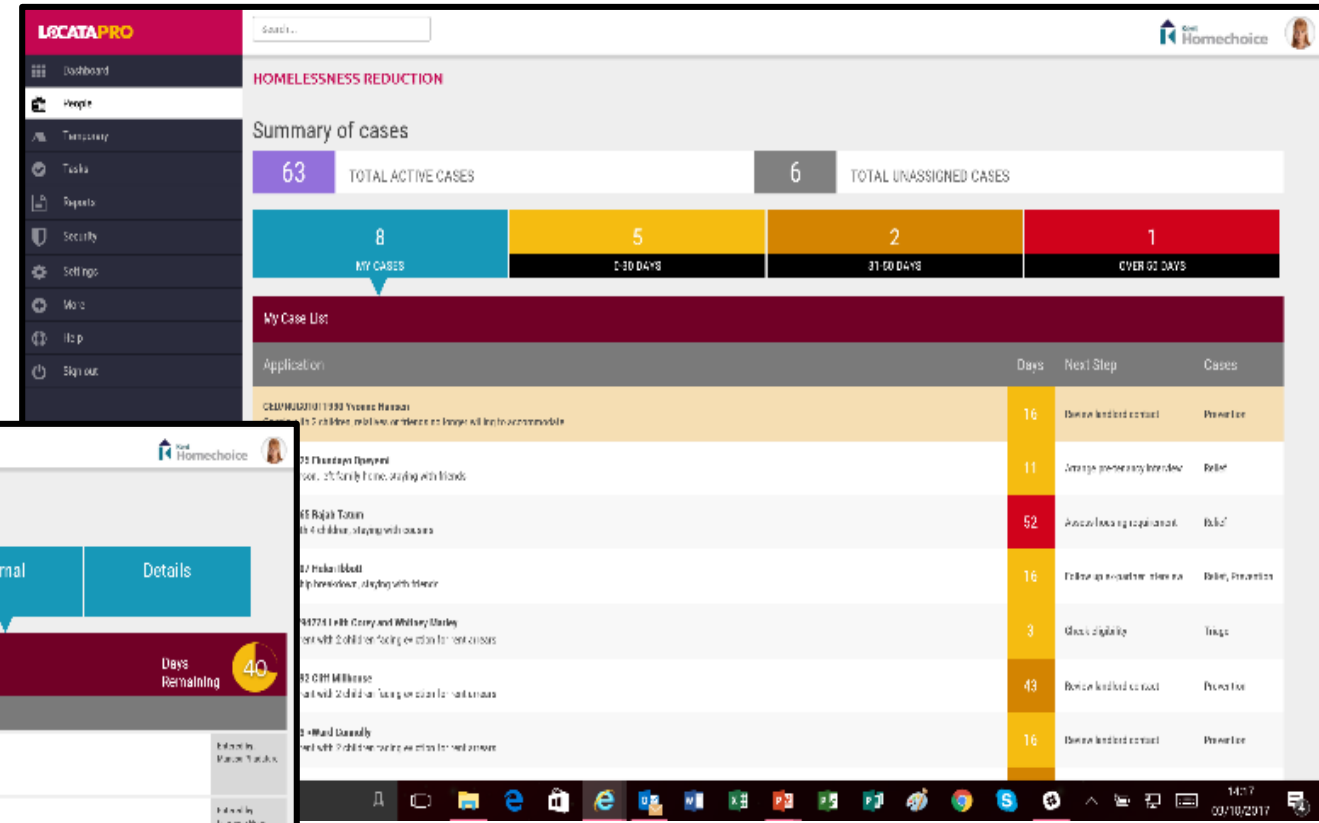
Once the mobile phone version worked. . .

Customer Portal

. . . we built a modern laptop and PC version

All wrapped up in an officer-friendly

Back Office design…

We were now ready to launch

Locata National User Group, 6th October 2017

- It was the largest NUG attendance ever – more than 90 local authority and RPs were present

- This was not a series of screen prints - this was a live demonstration of our new upgraded and improved system

- The simple and intuitive demo of the System, PHP and Mobile PHP was better than any static screen print

- Locata was working with its partners not talking at them
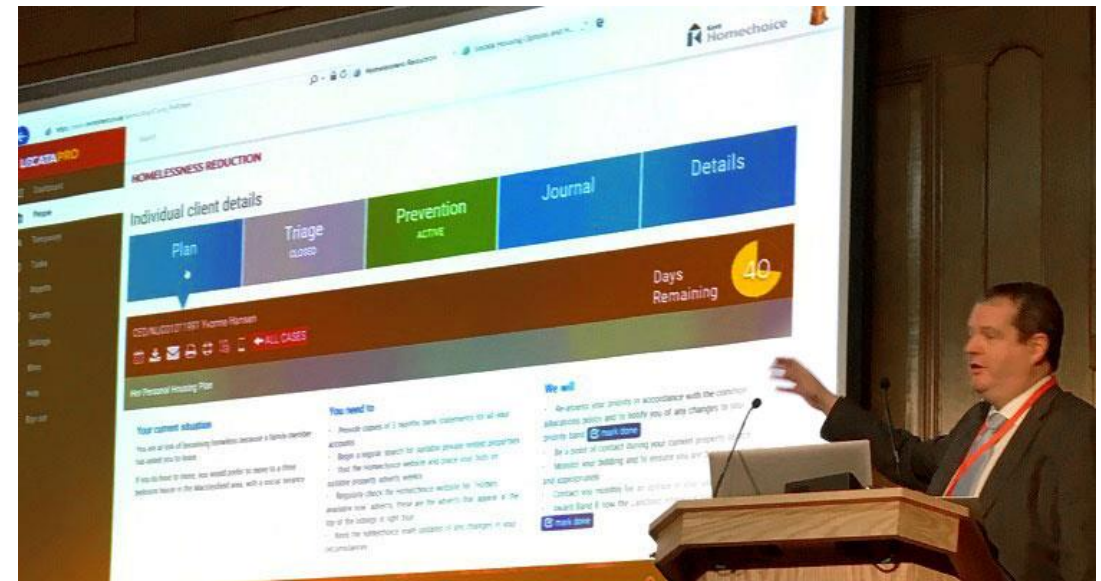
We had 12 additional partners sign up to the Trial Group there and then

The Locata roadshows

The launch was immediately followed up by a series of planned demonstrations of the HPA2 system across the country

- 24 presentations nationwide - hosted by our partner councils

- 394 homelessness officers from 124 councils

- Each demonstration included:
  - An introduction to Locata
  - A briefing about the Trial Group
  - A live demonstration of HPA2
  - Q&A session
  - Lunch
  - CBL / Lettings session
  - GDPR explained
  - Pricing
  - Product leaflets

Other marketing initiatives

- Locata built a database of more than 1,200 "opted in" officers across the country

- At first they received monthly newsletters on developments

- As toolkits became available, they were invited to download

- Then they received invitation to webinars demonstrating the system
  - *We held four webinars in total – two in 2017 and two more in 2018*
  - *More than 200 homelessness officers from 72 councils attended*

- Finally, we ran a daily series of HPA2 Handy Tips

From: Pamela Millington, Dover
To info@LHSnews.com

Subject RE: [MARKETING] Locata's Handy Tips

Hi Peter,

I have to say that the handy tips have been excellent!

Thank you!

Pam

On-going development

Throughout this period, the Trial Group were busy testing the system

- There were now 27 councils helping test the system

- Trial Group members met in person and on-line

- One meeting was attended by Jo Beck, MHCLG
  - Jo is the Team Leader, Homelessness Reduction Act Delivery Support, Preventing Homelessness Team
  - She took questions from Trial Group members

- The Trial Group Partners provided valuable insights, guidance and process ideas

- They were first to go live with the full system on February 19, 2018

"We have been working with the HPA2 customer Trial Group and we are very pleased with progress. Locata has been very responsive to suggested changes that will further improve the system. Feedback from staff has been universally positive.

*"The Locata system is intuitive and easy to use, and the online personalised housing plans and customer portal will undoubtedly make communications with customers easier as staff get to grips with their new responsibilities under the Homelessness Reduction Act".*

Phil Campbell, the Home Home-Options Co-ordinator at the Derbyshire & Staffordshire Moorlands Home-Options Partnership

At this moment we now have

- A total of 112 HPA2 customers

- Implementation is nearly complete and will be finished at the end of next week

- 80 HPA2 council customers have already received training

- H-CLIC ready
  - We are ready to test uploads with MHCLG (they say mid-April)
  - The latest XSD structural changes required by MHCLG's IT Contractor (sent last week) will be fully incorporated
  - Our partner's data uploads will be ready for submission by end of July, 2018, as required by MHCLG
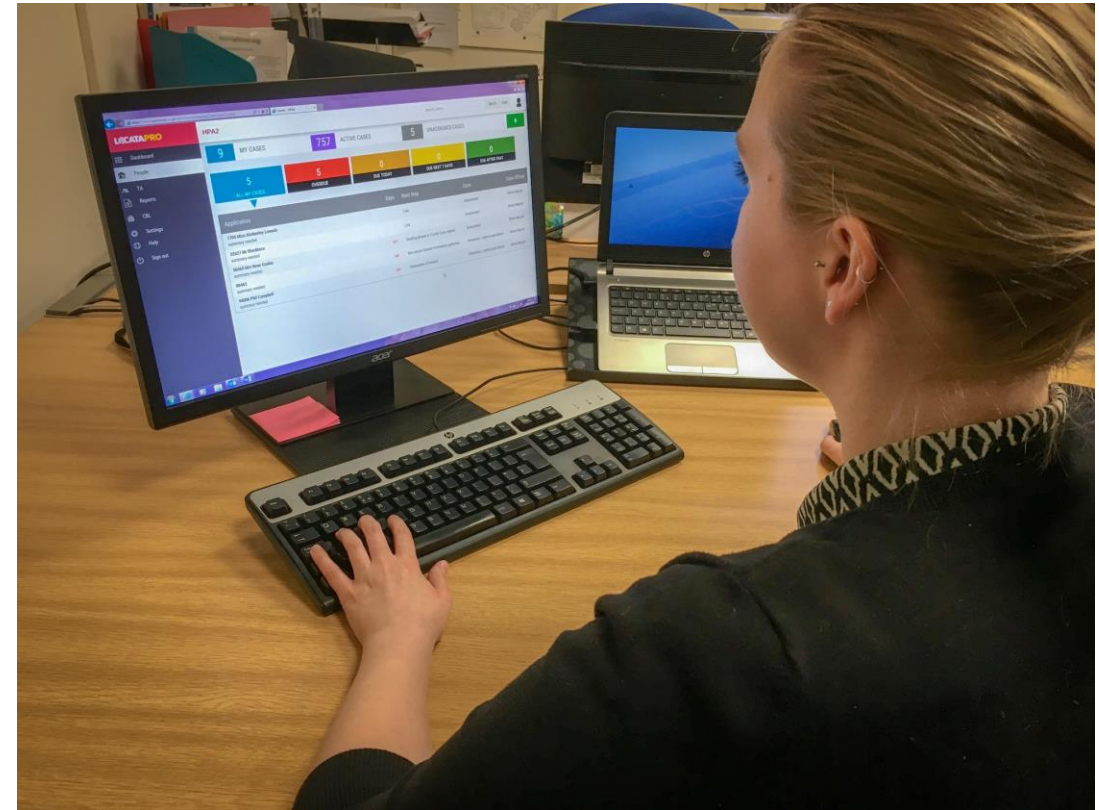
Lisa Twigg, Home Options Adviser at Derbyshire Dales DC has her first test drive of the HPA2 system on February 19

Our HPA2 Customers

We have **52** brand new partners

Trial Group Partners - 28		
Amber Valley	Forest of Dean	Purbeck
Bournemouth	Gloucester	Rother
Cheltenham	Harrow	Staffordshire Moorlands
Cheshire East	Hastings	Stroud
Cheshire West & Chester	High Peaks	Tewkesbury
(2) Christchurch & East Dorset	North Dorset	Wealden
Cotswold	North Herts	West Dorset
Derbyshire Dales	Oldham	West Oxfordshire
Erewash	Poole	Weymouth & Portland

New Partner Councils - 50		
Allerdale	Fareham	Rochdale
Barrow in Furness	Fenland	Rochford
Blackburn & Darwen	Forest Heath	Rossendale
Bolsover	Gosport	Salford
Bolton	Great Yarmouth	South Cambs
Burnley	Hammersmith & Fulham	South Kesteven
Bury	Harrow	St Edmonsbury
Calderdale	Huntingdon	Stafford
Cambridge	Hyndburn	Stockport
Carlisle	Lancaster	Suffolk Coastal
Chesterfield	Mendip	Surrey Heath
Copeland	NE Derbyshire	Tameside
Craven DC	Newcastle under Lyme	Trafford
East Cambs	North Devon	Waveney
East Northants	North Tyneside	Wigan
East Riding of Yorkshire	Pendle	Wirral
Eden	Reigate and Bansted	

112 councils are using HPA2

Existing Partners - 32		
Ashford	Epping Forest	St Albans
Aylesbury Vale	Gravesham	Swale
Brentwood	Hertsmere	Thanet
Broxbourne	Maidstone	Tonbridge & Malling
Canterbury	Manchester	Tunbridge Wells
Chelmsford	Medway	Uttlesford
Chiltern	North Norfolk	Warrington
Dartford	Runnymede	West Berks
Dover	Sevenoaks	Windsor & Maidenhead
East Herts	South Bucks	Wycombe
Elmbridge	Spelthorne	

Stop press: Warwick & South Ribble Councils have joined us this week