Innovation and Future Thinking

#housinginnovationscotland

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Service Transformation

- What will housing services look like in the future for different types of customers and staff?
- What does this mean for housing associations now?
Innovation Projects

- Modern Methods of Construction innovation project
- Inclusive Living
- Customer Engagement case studies & toolkit
- Senior Leadership event
- Service Design experiments & toolkit
- Digital Asset Management prototype
- Green Infrastructure Design Fund
- Measuring Impact research, principles & prototype
- Internet for Tenants shared learning
- 2040 conversation & outputs
It's all about the individual...

Services must revolve around me!

Services

...not the other way round!
Service design – the concept
Service design – the concept

- Improved service
- Staff
- Best practice
- Customers – traditional approach
- Customers – design thinking approach

Scottish Federation of Housing Associations
www.sfha.co.uk
Service design – the practice

- Customer Experience
- Tenant Participation
- Complaints Process Mapping

- Trust, Empathy, Being Heard, Attitude
- Process & Systems
- Process & Communication

GOLD

Scottish Federation of Housing Associations
Service design – the practice

Impact on Service

Aims

Key Drivers

Actions

Measures

Outcomes
Service design – the demo
Service design – in your organisation

Coming soon…

SFHA Innovation Hub

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