Keeping up with **Castleton**

**Castleton Housing**
After many months in development, Castleton have released a complete system re-design of our Housing Management System... here's why its been worth the wait.

**Driving down Rent Arrears**
Universal Credit continues to have a huge impact on social housing residents and providers alike. For Housing Associations, income maximisation and revenue protection are key. Discover some of our solutions which can help tackle the challenges of universal credit.

**In conversation with James Massey**
EDRM – the most important insurance policy you’ll ever take out for your organisation? James reviews what good should look like if you are considering an EDRM system for your organisation.

**10% off Castleton Solutions for NHF members!**
We’re celebrating our partnership as the preferred supplier for Housing Management Solutions to the National Housing Federation.

**News**
Including Connect Housing’s road to Complete Business Transformation in under 18 months.

**Dates for your Diary**
Castleton are sponsoring a number of events this quarter across the country, including our second year at the Digital Housing Conference in Manchester.

---

info@castletonplc.com  |  www.castletonplc.com  |  Castleton
Castleton Housing

Our most advanced, integrated Housing Management solution with intelligent reporting and a choice of modules to suit your needs. Here’s why we think it’s the leading HMS in the sector:

1. Now more flexible than ever – giving you the control to make changes without incurring additional development costs from your supplier

2. Greater Customisation of dashboards and screen views, so it works better for the individual user according to their role. This includes new functions as:
   • Role layout management
   • Visual styling

3. A whole heap of features added for GDPR compliance. Including:
   • Right to be Forgotten
   • Access permission via Roles

4. Full integration with Castleton EDRM, CRM and Agile (plus full web 2.0 API)

5. Now available as a SaaS

6. New-look UI – uniform screens, with a familiar Microsoft office environment approach

Download full list of features and upgrades
Using **technology** to drive down rent arrears

Universal Credit continues to have a huge impact on social housing residents and providers alike. For Housing Associations, income maximisation and revenue protection are key to ensuring operational success. Many of the Housing Associations we are talking to are looking at solutions that can help

1. **Identify vulnerable tenants – with Castleton’s Rent Arrears Forecasting solution**
   Rent Arrears Forecasting is a reporting solution which consolidates your existing data from various back-office systems and then analyses and predicts certain trends according to tenant actions and behaviours.

2. **Deliver targeted communications with Castleton Communications Manager**
   Off the back of the intelligence gathered from your data analytics, automated emails or text messages can be pushed out to remind or request rent payments from tenants. Communications Manager is the leading 2-way SMS solution used by the social housing sector, offering an instant, cost-effective and digital means of communication.

3. **Increase rent collection with an instant payment solution**
   With Castleton Collect you can generate a simple payment link that can be sent via your email or text message reminders, allowing you to take payment from tenants instantly – direct into your bank account which means optimised cashflow.

**User case: Lewisham Homes**

**User case: New Gorbals Housing Association**
Using technology to drive down rent arrears Continued...

User case:

Since using Castleton’s Rent Arrears Forecasting solution, New Gorbals Housing Association now have greater visibility of problem areas and as a result have reduced arrears through predictive analytics.

Benefits to New Gorbals include:

01 – Reduced case load by highlighting high priority cases
02 – Increased collection rate with early intervention
03 – Increased housing officer capacity
04 – Pro-active and positive communication with tenant
05 – Drill into tenant behavioural trends and patterns

Easily identifying those at potential risk
Using technology to drive down rent arrears

User case:

“As a progressive social landlord, Lewisham Homes recognises the importance of communicating with our tenants in a way in which they feel comfortable responding – and that’s digitally.

Since the implementation of Castleton’s Communications Manager 2-way SMS texting solution, we have seen an increase in responses from our residents vs. traditional methods e.g. letters, calls & visits which had failed.

We believe that people read and respond to texts – as they are less intrusive and can be dealt with easily and quickly.

An example of this is with rent arrears; our Finance team had repeatedly tried to reach a tenant using letters, calls and even visits, and had no response; we then sent a rent arrears text message and received an immediate reply, agreeing to make a payment.

Communications Manager is already paying dividends for the organisation and giving our residents the option to respond to us using a smartphone. People often don’t answer the phone to unknown numbers, ignore letters and are often away from home, people do however respond to texts, as we have already seen”.

Fiona Palmer, Business Analyst at Lewisham Homes
In Conversation with James Massey

Working in the social housing sector for over 20 years, it’s safe to say that Housing Providers are no longer questioning the business case for Business Transformation but have moved onto the more real question of ‘how do we do it?’. Whatever stage of this transformation journey you are on, your records and their security, availability and effective management throughout your organisation are key to driving real business change and compliance.

So, what do we say to our customers who are thinking about record management solutions? It starts off with four simple questions: a) Where are your records, b) How secure are they, c) Can you handle subject access requests and d) Are you GDPR compliant?

I’m proud to say we’ve worked with around 160 social housing providers who have faced these questions and have come out the other end knowing what good looks like.

What does a good EDRM system look like? When taking steps to review a solution, it’s a whole lot more than just scanning paper documents to the cloud and shredding the originals. It’s about content. Your EDRM system needs to cope with any type of content; from physical data, emails, text messages, media files, electronic forms and unified communications, to data that is captured in the field. This could be via your engineers or other staff working remotely within your communities and neighbourhoods. A true EDRM system should capture any interaction with any person, anytime and anyplace (and ideally from any device).

On the other side of capture and storage is the fast and efficient retrieval of customer records – on-demand. This is where your organisation begins to see true productivity gains as your staff are no longer spending an age looking through filing cabinets for a single record. The average record retrieval time within EDRM systems should be seconds. This same speed and ease of access to information can be said for your customers too. With self-service applications on the rise, your customers can access for example rent statements, newsletters, reminder letters and gas certificates. The latter in line with ensuring home safety information is more readily available, post Hackett review.

So here comes the Castleton plug! All good EDRM systems should do the above, however Castleton’s EDRM is designed from the ground up, uniquely with and for the social housing sector. Our user interface, folder structures, document tagging, subject access requests, record security and document redaction functions are purpose built for Social Housing Providers. Because we are sector focused, we’ve built up an intimate knowledge of tasks that need to be performed on a daily basis and how Housing Providers want to interact with the system to get the most from their investment.

GDPR friendly document retention policies and the automation of rules can be set against Data Retention Guidance from the National Housing Federation. Furthermore, Castleton’s OCR (Optical Character Recognition) means users can search and find specific records quickly, as well as automatically storing documents such as invoices on receipt with no manual intervention required.

Fundamental to Castleton’s suite of solutions is its open API architecture, allowing all our solutions to integrate with other back-office systems in the industry and EDRM is no different. Thanks to this ease of integration with third party software, we partner with other solutions providers such as Aareon, Capita and Orchard on EDRM projects and we continue to develop new and emerging partnerships thanks to the flexibility of this solutions platform.

Workforce mobilisation is a must and probably at the forefront of your Business Transformation strategy. If you use Castleton’s Agile solution (our field-based management system) or an alternative, you can seamlessly access EDRM through your Staff Agile app by instantly saving forms and images taken in your customers homes. Through our own EDRM solution, all your residents can access and view their records using portals such as our Castleton .DIGITAL solution. This provides all your customers with complete information transparency in a seamless, efficient and self-service way.
In Conversation with James Massey

So, what’s stopping you?

Embracing new technology and new ways of working is no easy task, even if this new way of working seems pretty obvious! People can represent the biggest barrier here and you may well have already experienced this in other areas of your Business Transformation project.

Organisations need to carefully manage this change and cultural shift towards digitalisation, but I can understand the resistance. Buying into the security of records (especially when you can’t physically see it) can be difficult if you are used to having your records in a filing system on-premise under lock and key. But in the event of a fire, there is no insurance policy or possible retrieval of fire damaged records.

Over simplified yes, but the message is clear: EDRM solutions offer secure record storage and high availability of your records to designated users on demand. Wrapped into a SaaS cloud environment, there is no better insurance policy to protect your records and mitigate the risk of data breaches or loss. You need to consider all the back-office systems you currently have in place when reviewing an EDRM system, and whether it can become your one central system for record storage and retrieval, without the need for duplication or double-storage of records elsewhere.

These days, EDRM is essential. If you haven’t got an enterprise-wide EDRM solution thus far, don’t drop any further behind. Our team are happy to assist with any demonstrations and put you in touch with our customers who have gone through the process and are seeing real business change.

Article featured in Housing Technology – Sept 2019
Recently announced, Castleton are now the preferred supplier for Housing Management Solutions with the National Housing Federation. We will be working closely alongside the Federation in a long-term partnership; that has developed in response to their member’s operational challenges and demands.

**NHF research: What’s keeping Housing Associations up at night?**
- Struggling to find fit-for-purpose, integrated, housing management solutions
- Secure mobile working
- Impact of Universal Credit.
- Data duplication across multiple systems
- No access to information remotely and securely
- Lengthy, manual processes
- Responding to customer demand for digital, 24/7 service

Their research highlighted that Smaller Housing Associations in particular were unable to find an affordable Housing Management Solution that met all their requirements, this is where the Federation felt that Castleton’s offering was particularly strong, as our Castleton Community solution has been specifically developed for Housing Associations’ with less than 1000 properties but with the scalability to meet future growth.

We are pleased to have received this recognition from the National Housing Federation and are delighted to offer NHF members a 10% discount across all Castleton solutions. Contact your account manager for more information.

**Carolyn Brown, Chief Technology Officer, National Housing Federation**

“The National Housing Federation’s three-year Preferred Supplier partnership with Castleton was developed in response to our housing association members telling us they are struggling with the lack of integrated, fit-for-purpose housing management systems in the market place.

Housing associations are clearly looking for housing management systems that are customer-centric, intuitive and can help them to future-proof their housing offer. We are confident our partnership with Castleton will help housing associations to address these challenges.”
News

Connect Housing’s road to Business Transformation in 18 months!

Some of the headlines at this year’s Housing Technology ‘Connected Communities’ event, held at the BT Tower in London - 10 Sept. Download the key presentations here.

New face at Castleton!

We welcome Ben Cullen, Castleton’s new Chief Technology Officer

Explore best fit solutions with our latest explainer videos

Improving service delivery through your Repairs & Maintenance process

See video

Exploring Multi-Cloud Solutions

See video

The Universal Credit challenge – solutions to help Reduce Rent Arrears and improve targeted tenant communications

See video

Multi-cloud hosting and unified comms project with Grand

Celebrating Housing Excellence down-under with the Australasian Housing Institute

More info

More info

More info
Connect Housing: On the road to complete Business Transformation within 18 months

Richard Baggot, Customer Experience Manager, shared Connect Housing’s impressive Business Transformation project which involves replacing ALL their current systems with Castleton’s complete integrated solutions; through a strategic, phased approach.

One of the main benefits of the project is that each solution can be introduced separately, causing little disruption, as they can be implemented individually and integrated with any 3rd party system.

More data = more storage... how will you cope?

Some food for thought around how the increase in data you hold, due to implementing new digital solutions, impacts your data storage and security capabilities.

A digital strategy to reduce call-handling by 30% in the next 12 months

Housing Solutions Head of Digital and Information Services Richard Harvey shared progress on their Digital Strategy, including the roll-out of Amazon Alexa’s into 4,500 homes.
Celebrating Housing Excellence down-under

Castleton were proud to attend and sponsor the Australasian Housing Institute Professional Excellence in Housing Awards, which took place at the Darwin Convention Centre on 2nd May.

The Australasian Housing Institute is the professional body for everyone who works in social housing across New Zealand and Australia. The AHI exists to unite and support a vibrant and self-confident social housing profession across New Zealand and Australia. With approximately 11,000 social housing professionals across the whole of Australasia, working in paid/voluntary positions in public, community, Indigenous and supported housing services; these awards are a calendar highlight bringing the sector together to celebrate achievements.

One of the awards for “Leading Community Engagement” was presented by Castleton’s COO James Massey and went to Unison Housing, VIC.

Winner: Kensington Community Food Forest, Unison Housing, VIC

New face at Castleton

We are pleased to introduce Ben Cullen to the senior management team at Castleton. Ben officially takes on the role of Chief Technology Officer on the 14th October and brings a wealth of experience with him.

Ben has worked extensively in senior management roles, most recently at Cloudhouse Technologies where he was engaging with Global Cloud Vendors and major Blue-chip enterprises on their Cloud Migrations and Legacy IT strategies as CTO. Prior to that he played a key role in the early days of Babylon Health where he oversaw the design and architecture of their global backend cloud infrastructure and refined their DevOps approach and tooling. Ben’s background also includes extensive experience working with Healthcare and Social Care providers, and he served a term on Dell’s EMEA Healthcare and Lifecycle Advisory Board as well as being CIO at Advanced Health and Care.

Look out for communications from Ben in the very near future!
Castleton Events

Dates for your diary

30min Solution Webinars
Various dates in Oct

• Self-Service Solutions supporting your Digital Transformation
• Operational Efficiency solutions to Enhance Customer Service
• Accurate Finance Management & Rent Arrears Forecasting Solutions

NHF Asset Management & Maintenance
22 Oct, Ricoh Arena

Castleton will be hosting an exclusive round table discussion with some special guests.

The Asset Management and Maintenance Conference and Exhibition will equip you with plenty of fresh, practical ideas to help you deliver great quality homes for residents to live and thrive in.

Digital Housing Conference
31 October, Radisson Blu Manchester Airport

Castleton will be a keynote speaker at the Digital Housing Conference 2019 and will be exhibiting again to meet attendees and showcase our Digital Engagement solutions. Catch up with Ian Niblock, Director of Development & Product Strategy

NHF Smaller Housing Associations’ Conference
6 November, Olympia London

Together, smaller housing associations make an enormous contribution to UK housing. However, too often your story goes untold. As preferred housing management solution supplier to the NHF, we will be presenting our affordable Castleton Community solution.

Register today
More information
More information
More information