CAN **DIGITAL INNOVATIONS** UNLOCK CREATIVITY IN COMMUNITIES?

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The innovation problems we all need to fix

Globally we are all working on the same problems

Technology has speeded up but productivity has slowed

Lots of money for reports but little for practical action

No coordination to scale existing innovations

What Bromford set out to fix

Replacing

Poor problem definition
Fear of failure
Initiative-itis
Zombie Projects

with

Evidence based fast fail experimentation

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Journey to Localities

In 2014/15 Bromford trialled a new model of housing management. We gave it the catchy title of "Service Offer Pilots".

Starting Well
Starting Well offered intensive face to face coaching to customers who need the most support to get off to the best possible start in their new home.

Money Advice Service
Offered to all new customers in the pilot, the service provided a range of money advice services from simple budgeting to complex debt management.

Assertive Housing Management
A proactive coaching approach to our relationship with new customers based on individual need and aspirations as well as more assertive and prompt action where the relationship with the customer is not working.

Employment and Skills
This covered a range of interventions across all of our areas of operation; the Connect Hub, 121 skills coaching, work clubs and an Employability Skills Programme that supported customers to develop their work related skills and where appropriate, enter employment.

Leaving Well
To help Lichfield customers who are leaving us to end their tenancies in the best way possible.
Each service was delivered by a different colleague.

Better Testing

Fewer Pilots

	Tests		Pilots	
RAPID!	▨	Speed to Mobilize	▨	SLOW!
WEEKS!	▨	Duration	▨	6-24 mts!
TEENY!	▨	Cost	▨	BIG!
BARELY ANY!	▨	Resources required	▨	LOADS!
PALATABLE!	▨	Data required	▨	EYE WATERING!

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Managing Change at Bromford

Our approach to solving the right problems
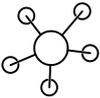
Problem Definition   **Design**   **Test**   **Pilot**   **Project delivery**   **Transition to Business as Usual**

Strategic Insight - objectively evaluating and informing

Evaluation in line with business case

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Bromford Exploration Pipeline ☆ | Private Team | 🌐 Public | 👥 13 👤 | 🗓 Calendar | ⊘ Placker - Sign up | 📊 Screenful | ⋯ Show Menu

The Board & Areas of Exploration

How this board works

How This Board Works
☰ 📎 1

What came out of the Discovery Sessions

Discovery Sessions
☰ 💬 1 📎 1

Project 1 - Finance/Procurement Strategy and Budgeting
☰ 📎 2

Add a card...

Exploration Themes

Stock Management & Logistics

Stock Management & Logistics
☰ 💬 1 📎 1 📖 5

Moving To Digital

Moving To Digital
☰ 📎 1 📖 9

Maintaining Customers Homes

Maintaining Customers Homes
☰ 📎 1 📖 5

Add a card...

Design

Mobility of Customers

Creating mobility for customers on transfers
⊘ 24 Jul ☰ 💬 2 📎 1 ☑ 2/4

Integration of Smart Tech/IoT

Integration of Smart Tech/IoT with Microsoft
⊘ 28 Sep ☰ 💬 1 📎 1 ☑ 0/5

Distributed Ledger & Universal Credit

Exploring Blockchain & Distributed Ledger
⊘ 30 Apr 2019 ☰ 💬 4 📎 1 ☑ 1/8

Add a card...

Build

Assisting Customers To Switch

Assisting Customers To Switch
⊘ 11 Feb 2019 ☰ 📎 1 ☑ 1/7

Alternatives To Cash

Alternatives To Cash
⊘ 20 Nov ☰ 📎 1 ☑ 0/7

Social Prescribing

Social Prescribing
⊘ 21 Nov ☰ 💬 4 📎 1 ☑ 0/7

Add a card...

Test

Fencing Test

Testing a New Fencing Service
⊘ 27 Jul ☰ 💬 5 📎 1 ☑ 7/10

Decorating Test

Testing a New Decorating Service
⊘ 30 Sep ☰ 💬 3 📎 1 ☑ 5/8

Opportunities Test

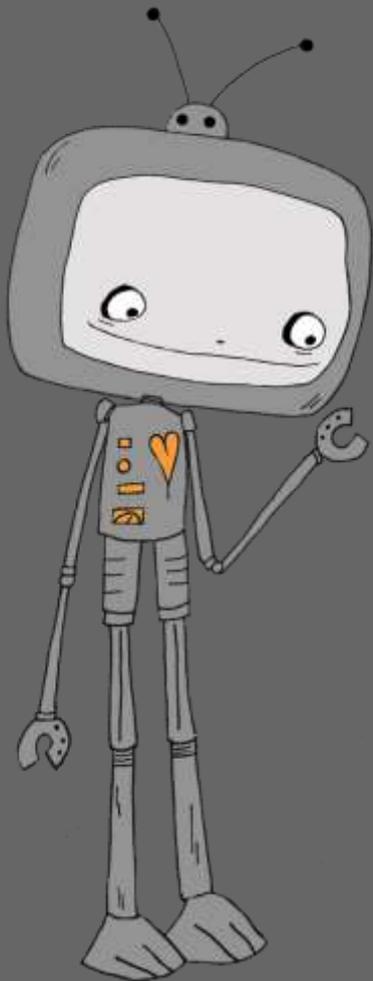**Opportunities Test**
⊘ 27 Nov 2018 ☰ 💬 4 📎 1 ☑ 5/7

Add a card...

Pi[l]
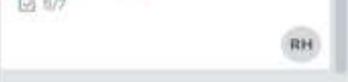
Innovation is all about getting things wrong over and over again, but a bit less wrong at each iteration

Philippa Jones
CEO Bromford

Discussion

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