SocialHousing.com

Find your local treasures

*SocialHousing.com* is a web-based application that helps ensure City Council service users are re-housed successfully and sustainably. The application is an accessible and easy to use contextual search tool. *SocialHousing.com* guides users to make suitable choices about their re-housing options. As pointed out by the participants of Innovation Lab, application educates the residents bringing their attention to the areas; they might not think of as attractive and safe to live in. It is doing so by presenting positive information about an area before revealing it’s name.

Our approach to the complex problem of re-housing residents takes two main facts into consideration:

1. Everyone wants to live in a nice house in a nice area where there are few property options and very long wait times.
2. There is prejudice about certain neighbourhoods where there are excellent property options with very low wait times.

After discussing the re-housing issues with participants of the workshop, we identified two main categories of neighbourhoods. First, **Stable areas; neighbourhoods with low turnover and high number of property bids** that everyone wants to live in because it is perceived as a nice place to live but consequently have very long wait times and are deemed very difficult areas to get into. Secondly **Stable but unpopular areas; neighbourhoods with low turnover and low number of bids** that no one wants to live in because it is perceived as undesirable or unsafe. These actually present very positive successful and sustainable housing options. Housing citizens in these forgotten neighbourhoods would be most beneficial for City Council and the residents. This approach would promote quick, successful and sustainable housing of large numbers of people who would otherwise

wait for years for properties they may never get.

To overcome the prejudices and promote these areas *SocialHousing.com* utilises *open data to* generate infographics with accessible, engaging and clear information, about the selected neighbourhood. Educating the public about undiscovered gems (neighborhoods) of Leeds, it presents historical trends. Application guides the users, so they can make more informed choices when bidding for properties taking into account individual behaviour and user-needs.

To allow maximal compatibility with different platforms and provide easy access to information, it is designed in HTML5 allowing usage on any device (smartphone, desktop or laptop). The Infographic can be generated for example as a pdf and sent via email to the customer calling the Council.

*SocialHousing.com* works in very simple way. Here are the steps user goes through while using the app:

1. User selects which part of Leeds they would like to live in (4x choices available East, West, North, South - this can be easily changed to something more suitable)

2. User specifies how many beds are in the property they are looking for.

3. User is being presented with three options of the neighbourhoods based on the provided preferences. The main facts about these neighbourhoods are shown clearly as icons. These visualise i.e. parks, good transport access, low crime rate and average waiting time for the property. Areas are coded i.e. A,B,C,D eliminating users preconceptions about the choices.

4. After selecting the preferred neighbourhood user is presented with infographic. The name of the neighbourhood is revealed as last part of the information. Here the question to view properties in the neighbourhood is asked. Second choice allows coming back to No 3.

5. In the last step user is presented with the list of properties in the selected neighbourhood. This section works in the same way as any other housing search tool and can also be directly accessed by City Council employees without going through the steps above.

Link to the presentation:

<https://prezi.com/-6692m5wgxkr/socialhousingcom/>

\*Note we are flexible in terms of names and icons used, as well as information presented to the users.