**This page contains relevant guidance and materials to help you run a similar project in your service.**

**Project:** Front Door Redesign

**Local Authorities:** Oxford City Council/ Middlesbrough Council

**Details:**

*Why the work was done*

The 'front door' model for accessing the housing needs service could be improved to better the experience for both customers and staff. The initial approach is managed by customer services who provide light touch advice but also deal with other service areas and queries in an open environment. There was potential to improve the joint working relationship between the two teams to improve the initial parts of a customer's journey through the service. There was also potential to engage partners to provide more support & advice

*Problem to be solved*

How might we redesign the 'approach' & 'triage/ advice' stages of the customer's journey to better meet the needs of customers and staff?

*Who the users are and what they need to do*

Users are anyone approaching the service through any channel - both those with a need for accommodation or assistance in obtaining accommodation (triggering a homelessness application) and those that do not meet this threshold

**Resources available:**

* **Discovery planning spreadsheets –** including goals of the discovery phase and discussion guides/ surveys for the user research
* **Customer survey –** questionnaire used with customers
* **Customer survey supporting materials –** including consent form, guide for interviewers and advertising posters
* **Survey results templates –** for presenting results from customer and local partner surveys
* **Practice examples –** summary of desktop research showing what other local authorities are doing in this area
* **User needs** - very early draft and need consolidating, but useful starter for ten
* **Discovery report template –** to present findings from discovery phase
* **Prototyping backlog spreadsheet –** template to generate backlog of opportunities/ improvements for prototyping

**Relevant insights for others:**

* Advocates reported positive experiences when they were able to communicate requirements in advance of appointments
* If the initial approach is handled by a separate team e.g. customer services, vital to provide them with single point of contact for the service e.g. rotating duty officer
* Training for customer services on the HRA and their role is a key need, likewise access so the same CRM/ case management system
* Automated appointment reminders found to reduce missed appointment rates
* Majority of service users are unaware of the support available from the homelessness service before approaching