

The One View Project

Using data to identify households at risk of homelessness



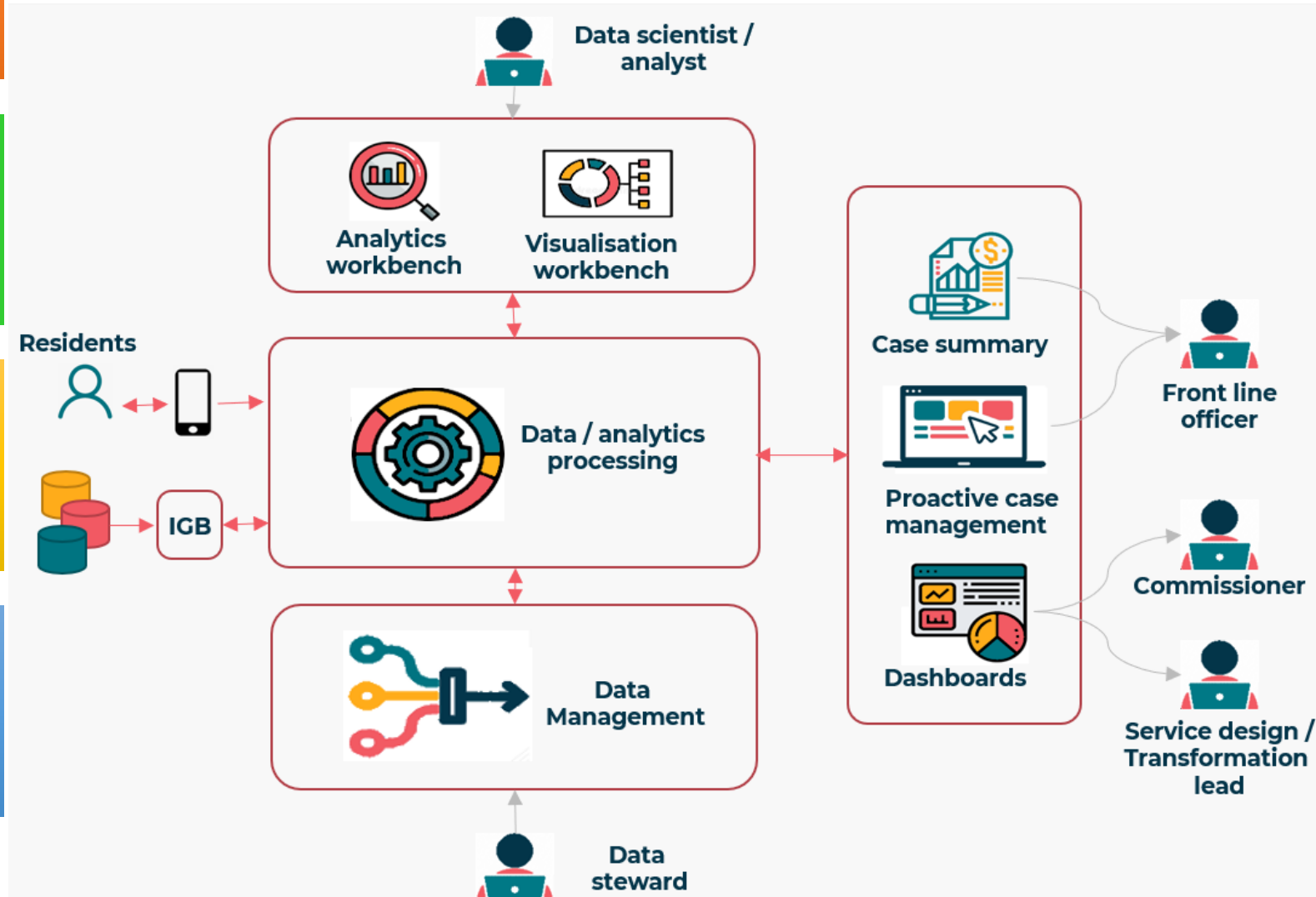
Predictive
analytics system

Advanced data
matching

Analytics-based
algorithms
identify risk

Risk management
via targeted
interventions

One View use and infrastructure



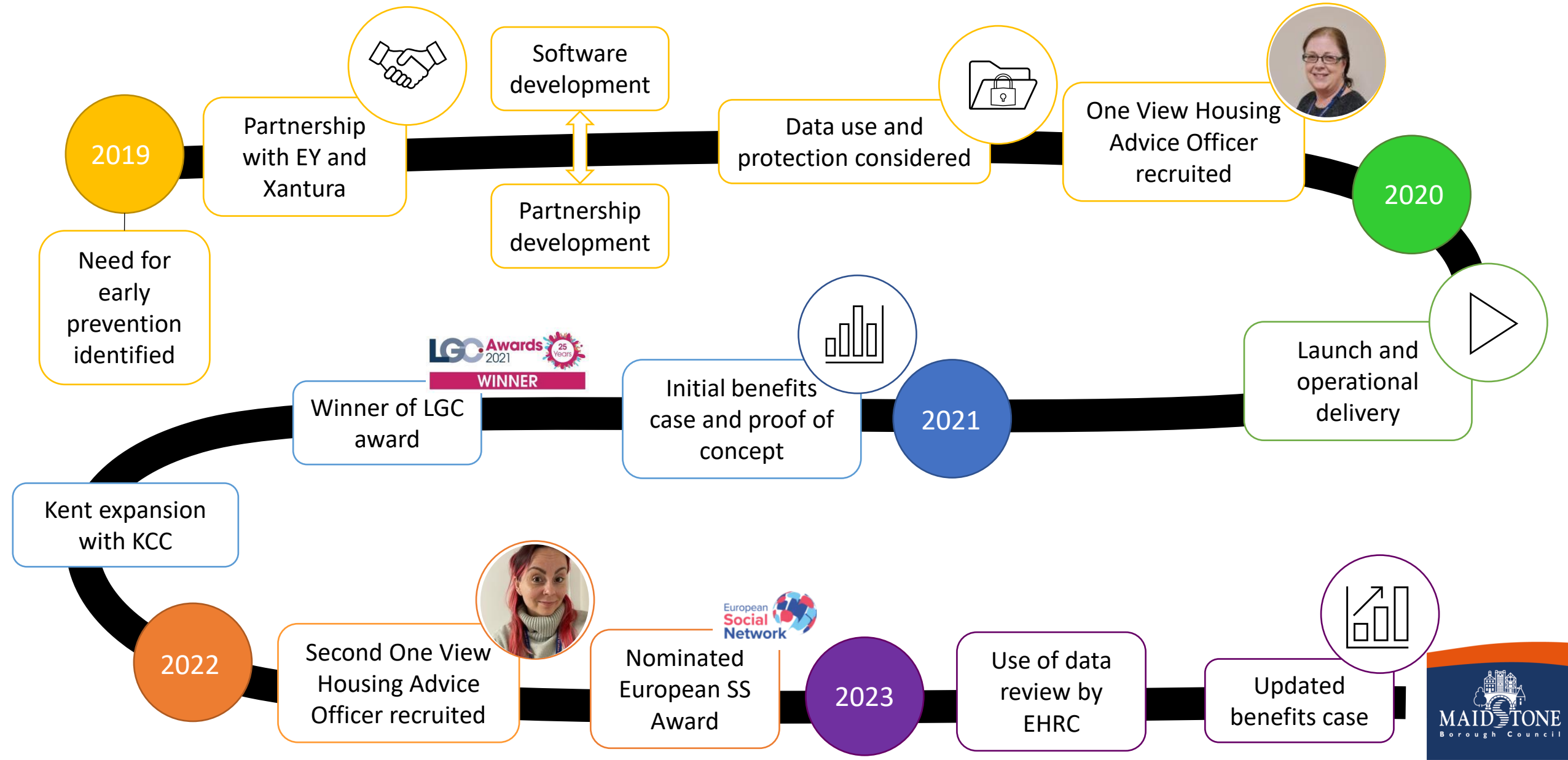
Specifically tailored
for the public sector

Enhanced
information
governance
protocols

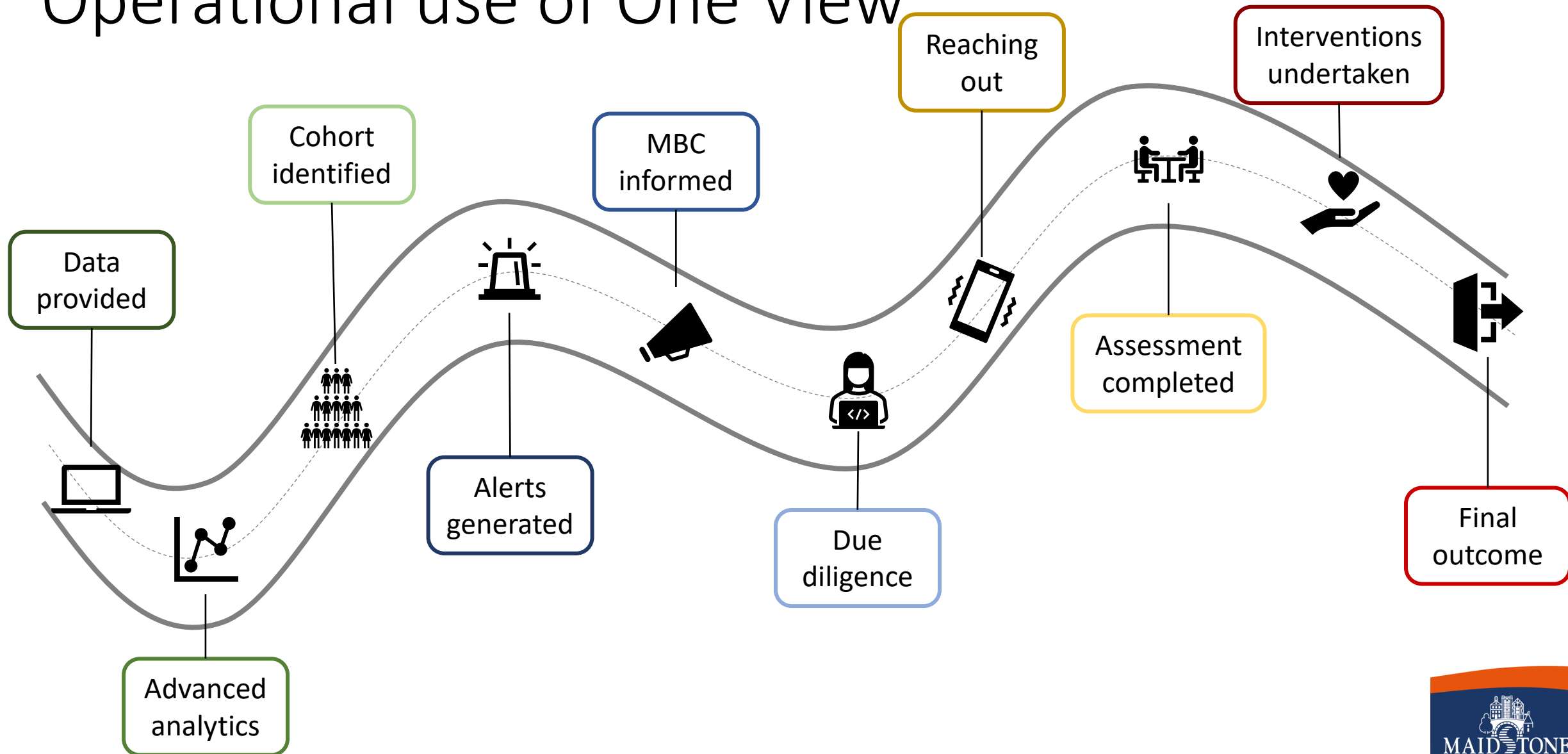
Creation of filtered
cohorts

Targeted
intervention
strategies

One View Development



Operational use of One View



Proactive Intervention examples

Financial grants or loans

Appointment attendance

Referrals and signposting

Employment attainment

Support for personal
circumstances

Financial assessment and
budget management

Emotional support

Person focused support style

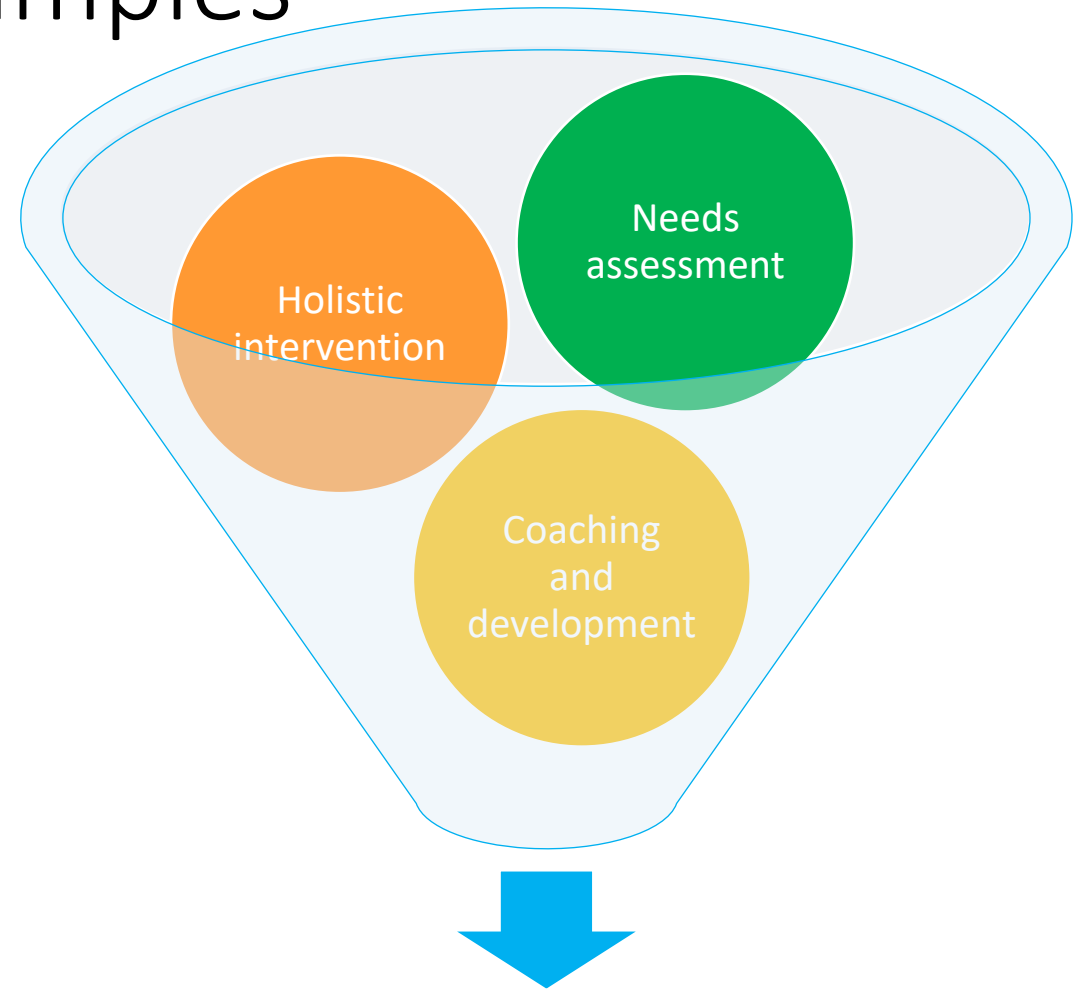
Advocacy

Realistic goal setting

Building trust in services

Education and sustainment-
completing forms, navigating
welfare systems

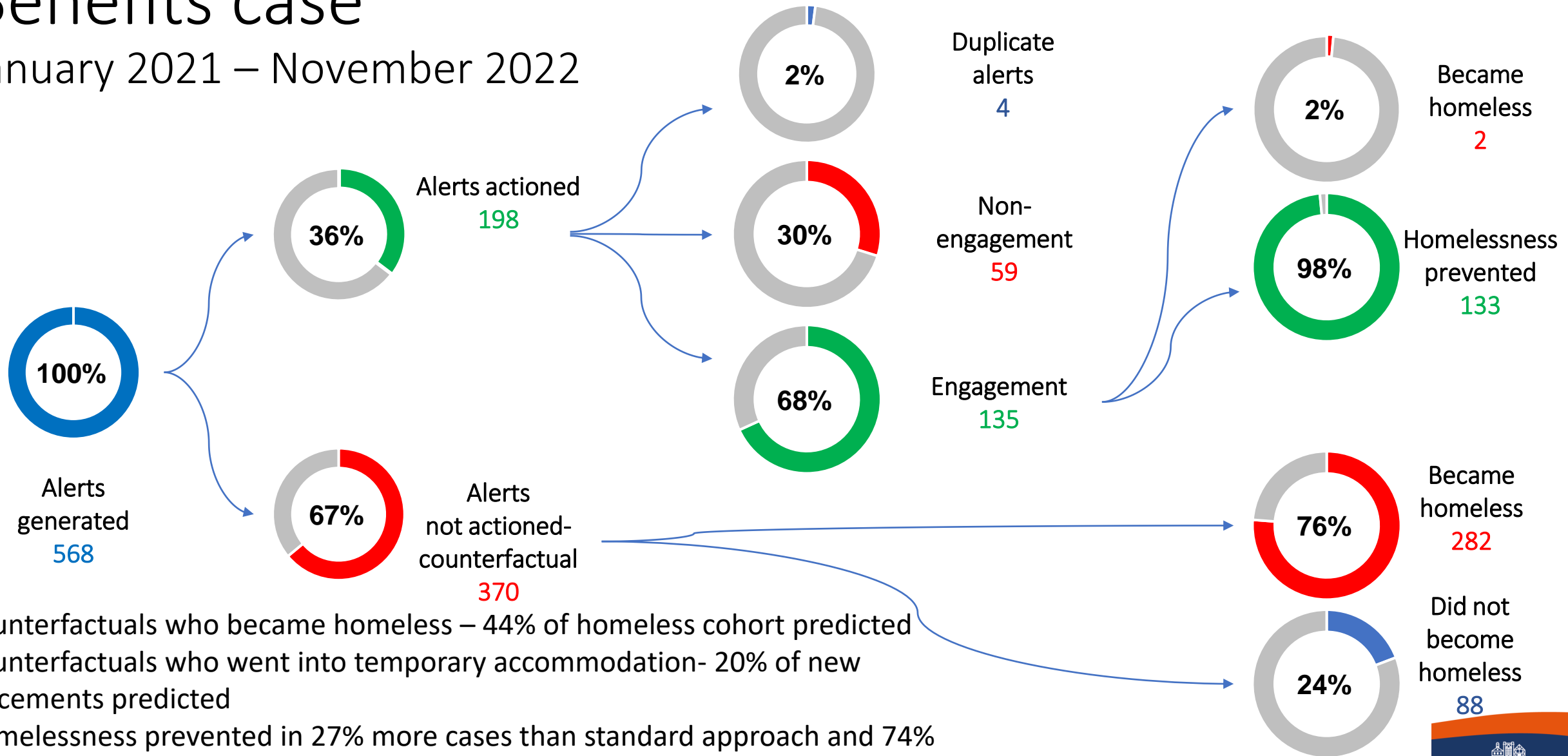
Confidence building



Homelessness prevention and
future sustainment of
accommodation

Benefits case

January 2021 – November 2022



Counterfactuals who became homeless – 44% of homeless cohort predicted
Counterfactuals who went into temporary accommodation- 20% of new placements predicted
Homelessness prevented in 27% more cases than standard approach and 74% more than no approach
Accuracy rate of alerts 84%

Benefits case

Reducing Inequality

Nationally, on average 47% of people approach as homeless on the day

45% approach in Maidstone as homeless that day

In Maidstone, if all counterfactuals were engaged it would reduce this to 23%



Benefits case

January 2021 – November 2022

Actioned alerts

Delivered benefits	Cost saving
Prevented homelessness duties	£238,000
Debt reduction	£32,000
Increased social benefit entitlement	£74,000
Total savings over period	£344,000

Non-actioned alerts

Undelivered benefits	Potential cost savings
Preventable homelessness duties	£595,000
Debt reduction	£68,000
Increased social benefit entitlement	£157,000
Potential savings over period	£820,000

Potential cost savings per annum £635,000

Looking to the future

Reduce counterfactuals

- £40,000 grant from KCC
- Proactive approach to contact
- Increased ability to undertake interventions
- Potential savings of £567k in 12 months with 50% engagement increase

New cohorts

- Parental evictions
- Heath inequality
- Food insecurity
- Domestic abuse
- Care leavers
- Violence reduction
- Damp and mould
- Falls prevention

Kent roll out and beyond

- 7 further districts in Kent live or onboarding
- Support Xantura with onboarding Local Authorities in the UK
- Strategic approach between KCC and Districts to reduce homelessness
- Ambition to achieve a single county-wide data sharing platform