

Case Study: Cestria Community Housing Association

Cestria Community Housing Association

Cestria Community Housing Association Ltd (Cestria Community Housing) is a not-for-profit independent Registered Social Landlord which Chester-le-Street District Council helped to set up. They are the main providers of affordable rented housing within the Chester-le-Street district and work closely with the Council and other partners to meet housing and regeneration needs. Cestria owns around 4,300 homes and they keep a Housing Register on behalf of the Council and any person wanting affordable rented housing within the district can apply to go on the Register.



Key Challenges

Cestria already had a successful website but recognised that the site needed a refresh and change of focus so that they could make every effort to be the best in their field. They wanted to:

- Enhance the current website to include information beneficial to the Cestria tenants and other stakeholders.
- Provide an easy to use and enhanced web interface for a varied range of abilities and ages.
- Deliver an improved service to tenants and to increase operational efficiency and effectiveness.

The Solution

Perfect Image's provided Cestria with a tailored solution to suit their business needs. Some of the specific features that the solution provided were:

- Promotion of news and events via the website, providing another way of keeping the tenants up to date.
- Inclusion of local travel timetables, medical information, school information, local facilities and services so that the tenants can get access to all information from a single place.
- Ability for tenants to comment on the content of the site, allowing Cestria to

adapt and continuously improve their services.

- Enhanced contact information so that tenants and stakeholders reach the right people, first time, every time.
- Addition of up-to-date video footage of home improvements so that tenants know exactly what they can expect from Cestria home improvements.
- Addition of online competitions to promote interaction with tenants.
- Addition of online performance reports to provide the public with essential information.

Perfect Image took a consultative approach to the project, holding meetings with tenants and other project stakeholders to establish the changes required.

Client Testimonial

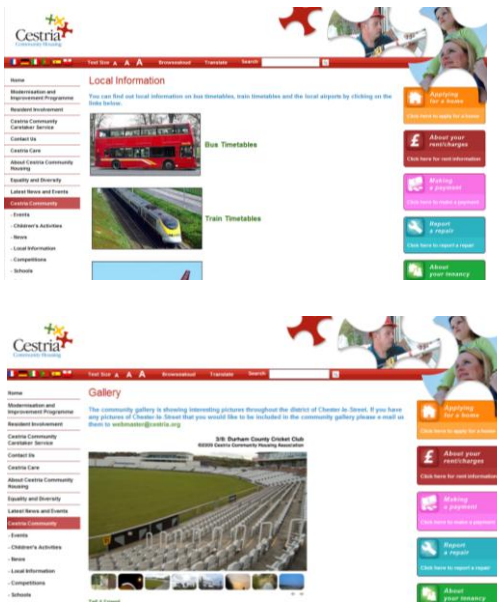
'From the very start we all worked well together, Perfect Image were not only professional and knowledgeable but were very friendly. The project was very well organised, everyone knew what was expected of them and everyone pulled the stops out to meet their targets. I felt that the project was very well managed and everyone at Perfect image would go the extra mile to help.'

Gail Pattison
Support Services Manager

Next, Perfect Image and Cestria staff members worked as a team to ensure the rapid development, testing and deployment of the new site. Skills transfer took place during this time to allow Cestria to maintain the site in-house, keeping ongoing maintenance costs down.

Cestria and their tenants are delighted with their new system and it has allowed them to interact in a way that was not previously possible.

Utilising our bespoke development services, a solution was delivered to meet the unique requirements of Cestria. This included a package of services and consultation to assist Cestria in refining and documenting their requirements.



The Results

Cestria have a site that delivers to tenants and other stakeholders a community. Over time this community can be built upon adding new functionality that will deliver further benefit to both Cestria and its tenants. This approach enables Cestria to continue to meet their organisational objectives.

Cestria strive to be the best in their and this solution helps Cestria to deliver superior customer service by giving the right information, at the right time, to the tenants and other stakeholders.