

## Case Study

**RHA Wales** use **TellJO** to give their tenants an **annual digital wellbeing assessment**, highlighting **tenants in need** and opportunities for **support**

- RHA Wales Housing Association serves the borough of Rhondda Cynon Taff, which has pockets of longstanding deprivation.
- TellJO used to digitally engage and identify their tenants in need.
- Targeted support offered by the tenancy team on the back of each TellJO digital wellbeing assessment.
- TellJO's tenant vulnerability reporting used to guide RHA Wales in their engagement and support strategies.

### **RHA Wales** serves one of the **poorest areas** of Wales

RHA Wales is a Housing Association based in Rhondda Cynon Taff. With over 40 years' experience, their mission is to provide quality homes, regenerate communities and improve lives.

Working in partnership with the Welsh Government and the Local authority, RHA Wales own and manage more than 2,000 homes and properties

With high levels of deprivation, a declining population, high unemployment, and below average levels of economic activity, RHA Wales serves one of the poorest areas of Wales.

## Viki Morgan, RHA Wales Tenancy Coach adds a digital solution

As Viki explains, “*TellJO is an **excellent engagement tool** for asking the **most sensitive and important questions**” says Viki. We wanted to identify more tenants in need, so with the expert guidance of the TellJO team we decided to lead with the question ‘are you having financial difficulties?’. By using TellJO, we were **instantly engaging** with many tenants who may not have been willing to engage with us previously around such sensitive issues.”*

RHA Wales signed up to TellJO before the Covid pandemic. “*TellJO is an excellent **engagement tool** for asking the most sensitive and important questions” says Viki. “We wanted to identify more tenants in need, so with the expert guidance of the TellJO team we decided to lead with the question ‘**are you having financial difficulties?**’. By using TellJO, we were **instantly engaging with many tenants** who may not have been willing to engage with us previously around such sensitive issues.”*

TellJO provided an online reporting suite with monthly and quarterly data that the Tenancy team use to identify what help each tenant may need. This included their own food bank, a fuel bank that provides gas & electricity vouchers, benefits advice, and housing advice.

## RHA Wales were able to see which of their tenants were experiencing a **vulnerability**, with some surprising headline stats for the Year of 2022

**58%** were choosing between heating and eating

**30%** had recently seen their income reduce

**38%** were paying persistent debt such as min payment credit card

**35%** had an unmanaged overdraft

**28%** were in rent arrears

**19%** reported that a life event had affected their finances

**29%** were using a foodbank

**22%** were experiencing hardship with BNPL

**57%** were experiencing suicidal thoughts

**33%** were experiencing an addiction

## RHA Wales use TellJO to engage with residents every year

By using TellJO, RHA Wales was able to achieve specific strategic objectives whilst realising significant benefits:

### OBJECTIVE

- Engage instantly and at scale with all residents.
- Identify residents who the team were previously unaware as being in need or at crisis point.
- During Covid - Help identify and support residents who were having financial difficulties.
- Post Covid - Help identify and support residents choosing between 'heating or eating'.
- Record data using TellJO that could track the vulnerability of each resident.
- Meet quarterly to review the latest data.

### BENEFIT

- ✔ Understand how they are feeling.
- ✔ Residents respond instantly and are much more likely to disclose an issue of vulnerability digitally.
- ✔ Team can assist and signpost residents and ensure they are supported.
- ✔ Team can provide access to their food bank and fuel bank and provide other support services.
- ✔ Compare their tenant's vulnerability levels to TellJO's national index
- ✔ Track trends and measure progress. Prioritise resource and identify new solutions, such as where to direct our front-line resources and community initiatives.

The TellJO data insight has helped inform RHA Wales where their resources would be best placed. As Viki says "We work in area of Wales where there are pockets of deprivation and so it is useful to understand how our tenants are doing **compared to the national average**. We have a **higher-than-average** rate for suicidal thoughts and poor mental health. The insight provided by TellJO has given us an evidence base to make **informed decisions** such as, offering wellbeing session from skilled staff who can help tenants focus on the positive aspects of their lives as well as raising aspirations."

RHA Wales are working towards automating their IT systems so that TellJO assessments can be dispatched automatically.

Viki explains; *“TellJO is a brilliant tool, but it is not our only tool. When a Housing Officer knocks on a tenant’s door and asks if everything is ok, the tenant may just say ‘yes, I am fine, thanks.’ Engaging digitally through TellJO has **opened doors** that previously were shut to us. We now have **‘needs’ data** going back to 2019, that enables us to track trends and measure progress. We review the latest data every quarter to ensure that we are prioritising our resource in the best way possible.”*



**Viki Morgan**

Tenancy Coach  
RHA Wales

*“TellJO is a **valuable tool kit** for a Housing Association. It is another form of engagement that we didn’t have before. It has enabled us to **widen our reach** and **talk to more tenants** than we had previously. And it gives us the **data and insight** to help drive our engagement and support strategies.”*