

# THE COASTLINE PLAN

ICT  
STRATEGY

2025-30

Coastline



## Introduction

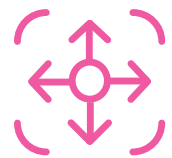
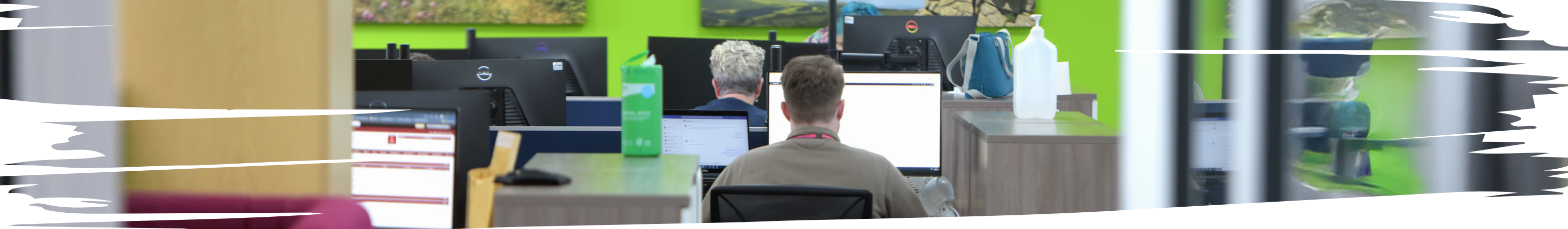
The ICT strategy underpins our aspiration to meet the overarching vision and aims of the Coastline Plan, aligned to our mission statement of providing Great Homes, Great Services and Great People.

Putting customers first is at the heart of Coastline's mission. We believe in improving and tailoring service delivery to meet the unique needs of our customers through easy-to-use interfaces and driving productivity and efficiency gains through the effective use of ICT. Our vision is to create a seamless and secure digital environment which is easy to use and enhances customer satisfaction and trust.

By providing Coastline colleagues with user-friendly, secure and stable devices and systems, we enable them to deliver exceptional customer service. Our commitment to utilising accurate data ensures that services are continually improved and tailored, particularly for our most vulnerable customers.

We support colleagues by providing the ICT systems and tools they need to work efficiently, ensuring that customer data is secure and fostering trust in our digital interactions. In an era of increasing cybersecurity challenges, we are dedicated to creating a safe and stable operating environment.

Using data-driven insights, we aim to enhance our services and meet the diverse needs of our customers. Devices, systems and data form the backbone of our strategy.



## Approach

Our strategy is to innovate while keeping networks, systems and processes safe, secure, easy to use, yet reducing overall complexity. Here is how we plan to achieve our aims:

### Customer-centric collaboration:

- **Internal customers:** We will engage and empower our colleagues through regular training sessions, workshops and feedback loops, to ensure they are well-equipped with the necessary knowledge and skills. This includes improving their baseline level of awareness in systems, cybersecurity and data management.
- **External customers:** We will keep open lines of communication with our external partners and stakeholders, ensuring their needs and feedback are integral to our decision-making process. We will ensure that we hold accurate data and use this data to help drive positive change, with a particular focus on ensuring that all customers are digitally included.

### Values-driven implementation:

**Innovation:** We will prioritise the adoption of industry leading technologies and best practices to replace older systems, ensuring our solutions are modern, efficient, less complex and overall will improve processes and be more user-friendly.

- **Collaboration:** Our approach will be collaborative, involving cross-functional teams and fostering a culture of shared responsibility and continuous improvement.
- **Excellence:** We will keep a focus on delivering high-quality outcomes, ensuring that all upgrades, enhancements and changes are backed by solid business cases and show clear returns on investment.

By focusing on these key areas, we aim to create a more efficient, secure and user-friendly ICT environment which supports Coastline's goals and values.

## Our Aims



### Reduce complexity

#### We will

- Replace older systems with modern, easier-to-use and integrated systems, with a consistent focus on ensuring new systems are well embedded and working effectively
- Remove or reduce bespoke applications and interfaces
- Reduce the overall number of systems and related interfaces
- Review our use of digital communication tools to reduce complexity and improve effectiveness and productivity



### Infrastructure and security

#### We will

- Continue to progress infrastructure upgrades, ensuring our systems are robust, secure, and scalable
- Improve the baseline level of colleagues' awareness of systems, cybersecurity and data
- Ensure all servers are running operating software that is within support and development, and minimises age of all core systems
- Ensure ICT can support future business growth including a new Coastline Services depot, a potential new state-of-the-art extra care facility, and additional areas of customer service delivered in-house





## Business case considerations & streamlined processes

### We will

- Work towards reducing the overall number of systems and interfaces, simplifying our IT landscape, and aiming for one point of input
- Strive to remove or minimise manual data input and report generation
- Maintain a focus on the business case and return on investment in terms of financial and people resource for all upgrades, enhancements, and change requests



## Data standards, knowledge management and best practices

### We will

- Review and adhere to best practices in data management, including industry data standards for housing, to ensure data quality and reliability
- Implement the Knowledge and Information Management (KIM) Action Plan which is key to supporting and sharing critical information across the organisation
- Address unstructured data (especially photos) to ensure the best locations and retrieval for different media
- Automate KPI data and KPI commentary where possible, and further centralise the production of performance data to release senior managers for value added activity



### We will

- Capture the potential for Artificial Intelligence (AI) by rolling out access in a controlled manner, with training for colleagues to deliver identifiable improvements and improvements to productivity
- Research and develop potential use cases for AI, including the potential for external parties to use data for service improvement or insight
  - Improve clarity for users on how digital collaboration tools work together, by ensuring appropriate controls are in place and clear guidance on usage is issued



## The future

The challenge for any strategy in relation to ICT, technology and users is what can be considered within any reasonable timeline. In considering our ambitions for the period to 2035, the main elements will inevitably be more of the same in terms of ease of use and consistency of application by users to deliver effective and efficient customer service. Reflecting this the ambition for 2035 is:

- Systems and processes which are intuitive for as many as possible but also have in built user guides to ensure access for users of all ages and abilities
- Workflows that have sufficient mandatory elements to ensure consistency of data capture and usage
- AI or digital assistants embedded in all products to maximise user productivity
- Seamless real time reporting of issues to colleagues and customers, to improve engagement and customer service



# Coastline

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