



## Case Study: **Rugby**

Rugby (Warwickshire)  
Prevents Homelessness  
and Saves Cost



# What is the PHIL project?

The Preventing Homelessness Improving Lives (PHIL) project started three years ago to target and prevent homelessness cases before crisis, with a goal to keep those affected in their homes, improve standards of living and decrease the burden on the social system. When the initial national funding ran out, the team looked for a way to quantify the results and continue to receive funding locally. Although results seemed positive, it was only after they evaluated the project with the Engage Process Suite that they uncovered the true savings achieved for Warwickshire and secured the necessary funding.





They turned to **Catherine Orton** (Change Officer, Rugby Borough Council) who used the **Engage Process platform** to tackle the problem. The real challenge was to clarify how the project worked and costing the various ways the project helps people, let alone quantifying whether further local funding was justified in a time where budgets are strapped.

## What was at stake?



The risks associated with discontinuing PHIL were clear. The project had already **prevented 141 homelessness cases**



which does not sound like a great number until you realise that the average cost to society of each of those individual cases is £20k per annum (according to the website of the homelessness charity, Crisis),



plus the wider cost to society. If the project were to end, future cases could not be prevented in the same way, leading to **increased cost for tax payers**.

There was also a further risk of losing the great work the team had done, as there was no process manual, making it impossible for other local authorities to apply the same methods.

## Processes to Prove Outcomes

When Catherine engaged with the team, she decided to use processes as the foundation to tackle these challenges. She held workshops with the team to start mapping all processes in the PHIL project, using the Engage Process platform.

As they started mapping out the project in processes, the team quickly began realising the benefits of their approach. As the processes were **easy to understand** and **quick to map**, it enabled collaboration in the team. In doing so, they discovered that they had different ways of working among the staff. They were then able to build a consensus around best practices to help standardise ways of working. They eventually settled on building blocks for each element of the project and effectively produced a reference guide on how PHIL worked.

Having documented PHIL's processes, they started tackling the costing component. As a team, they started adding time and costs to the various building blocks and steps in Engage Process. This provided them the information to run analysis, allowing them to calculate what the actual cost of the project had been, versus the expected cost if these homelessness cases were not prevented. Using client case studies and by combining their process building blocks, they managed to produce a business case and were **ready to secure funding**.

# Making the Case for PHIL

In the final phase of the project, information was presented to the Heads of Housing in Warwickshire, including the process maps and case studies. The visual presentation in the Engage Process platform helped to communicate how PHIL worked and **highlighted the benefits** in an accessible and intuitive way.

The results were clear: **the cost of running PHIL was outweighed by the potential cost of doing nothing**. This was compared to the much more costly statutory homelessness process, which is followed by local councils once someone has reached crisis point. With that, there was a clear and quantified case to continue the PHIL project for another year and build towards even more savings for tax payers.

This trailblazer project has been commended by the Ministry of Housing, Communities and Local Government.





Click here to find out more about  
Rugby Borough Council

## Rugby Borough Council

The Borough of Rugby is a local government district with borough status in eastern Warwickshire, England. The borough comprises the town of Rugby where the council has its headquarters, and the rural areas surrounding the town. The borough has a population of just over 100,000. Of these, over 70,000 live in the town of Rugby, with the remainder living in the surrounding rural areas.



## About Engage Process

Engage Process offers an easy, highly effective way of mapping and analysing processes to drive improvements across your organisation. Designed to get your team involved in exploring, documenting and improving your processes. Engage Process is 100% SaaS, so you can be up and running in just one day.

It empowers staff to discuss, evaluate and improve processes together. Putting the employee first makes Engage Process a true “human centric” solution. This means proactively exploring and reimagining processes in real time, by the people who are actively working with these processes day-to-day. Processes create the foundation for management programmes such as cost savings, compliance, service (re) design, and digital transformation.

Over 300 organisations in the UK, Europe and North America use Engage Process on a daily basis. These include City of Edinburgh Council, Sedgemoor District Council and Cheltenham Borough Council.

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