A digital strategy for CHAS

This document summarises the digital strategy created by CHAS. It sets out how the charity will use digital, technology and data over ~18 months to strengthen our work, allowing us to reach more people, share our expert knowledge, and encourage early intervention in housing crisis.

Vision

'A refreshed, responsive and accessible source of housing information and advice for our community, helping us to intervene earlier for better housing outcomes'

Strategic Aims

These are the same as our broader organisational aims, meaning that our digital strategy can meaningfully build on the work we already do.

🔵 Efficient and Effective

🔵 Trusted and Timely Provision of Support

🟣 Community Impact, Community Centred

🔴 Local Policy Influence

Measurable Objectives

The objectives of this strategy are shaped by the strategic aims, as the coloured dots show. Each has corresponding projects that will allow us to achieve the objective, numbered in order of sequence.

Objective 1: strengthen the online presence of CHAS

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Projects:
- (1) CHAS brand refresh: developing new logos, tone, style guide, alongside name change
- (2) Refreshed website: ensuring accessibility, incorporating new brand, improved functionality
- (4) Digital campaigns strategy

Objective 2: get expert housing advice into the community

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Projects:
- (3) Content strategy: creating shareable, accessible advice content in collaboration with community
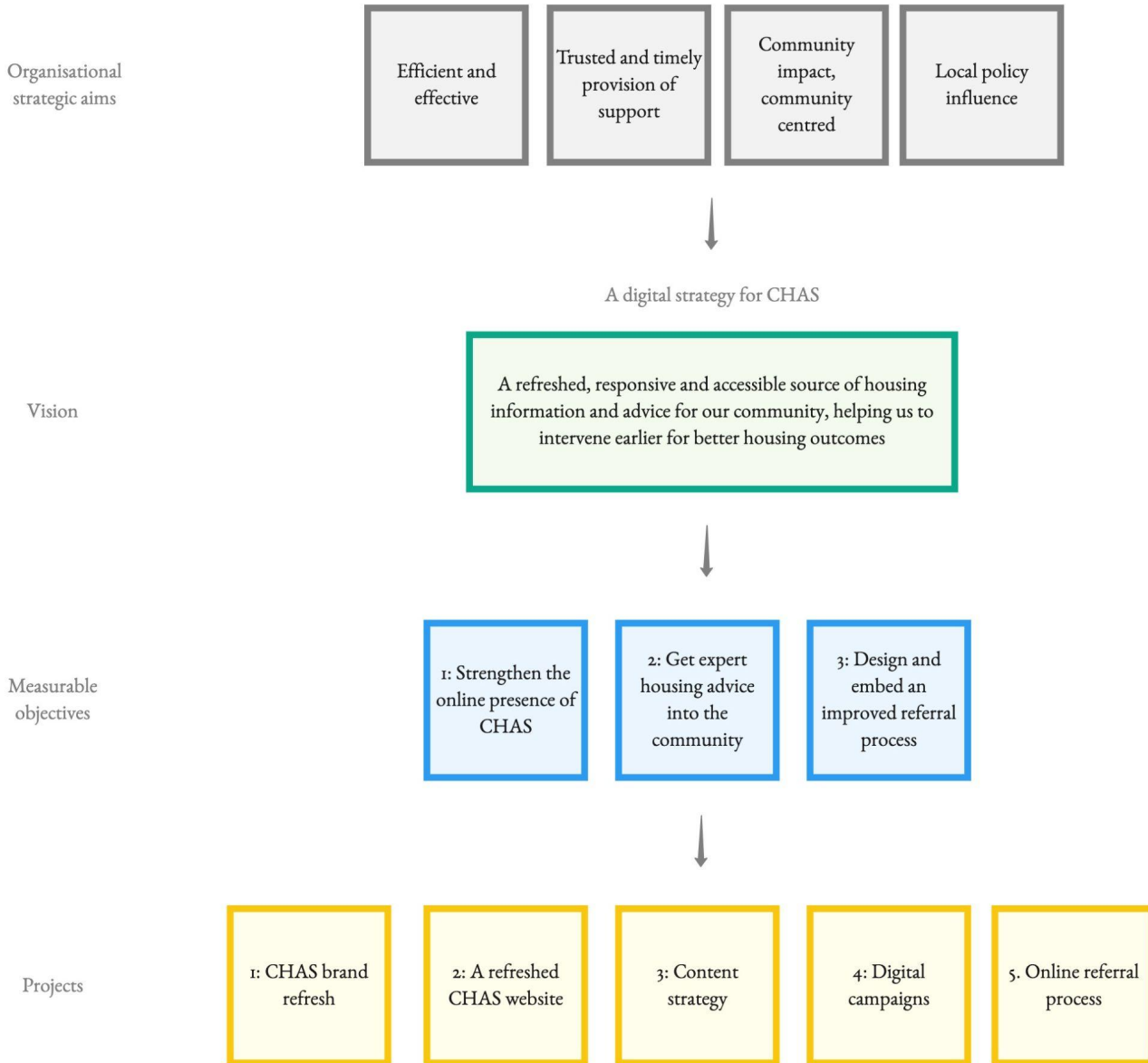
Objective 3: design and embed an improved referral process

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Projects:
- (5) Develop an online referral process

Visualising the strategy

Organisational strategic aims	Efficient and effective · Trusted and timely provision of support · Community impact, community centred · Local policy influence

A digital strategy for CHAS

Vision	A refreshed, responsive and accessible source of housing information and advice for our community, helping us to intervene earlier for better housing outcomes

Measurable objectives	1: Strengthen the online presence of CHAS · 2: Get expert housing advice into the community · 3: Design and embed an improved referral process

Projects	1: CHAS brand refresh · 2: A refreshed CHAS website · 3: Content strategy · 4: Digital campaigns · 5. Online referral process

Image description: this is a diagram of CHAS' digital strategy. On the top tier are our organisational strategic aims: efficient and effective, trusted and timely provision of support, community impact & community centred, and local policy influence. On the second tier is our vision: a refreshed, responsive and accessible source of housing information and advice for our community, helping us to intervene earlier for better housing outcomes. On the third tier are our measurable objectives: strengthen the online presence of CHAS, get expert housing advice into the community, and design and embed an improved referral process. On the bottom tier are our projects: CHAS brand refresh, a refreshed CHAS website, content strategy, digital campaigns, and an online referral process. Each tier shapes the next, which is indicated by arrows between the tiers.