

# Don't be scared of data: It's a culture done in bits and bites

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# Mission

## Provide a strong foundation for life



### Homes

**Provide as many good quality homes as we can**

- Respond to the North's housing crisis
- Build more new homes
- Improve the quality and sustainability of our existing homes



### Customer

**Deliver an excellent customer service**

- Develop meaningful relationships
- Be a brilliant landlord
- Provide great digital choice
- Deliver excellent service



### Place

**Shape strong, sustainable places for our communities**

- Have the most impact
- Work in partnership
- Use the right processes

### Enablers of success

- Identify and meet our future challenges
- Grow our business and our reputation
- Embed sound environmental, social and governance practices



**Inspiring**

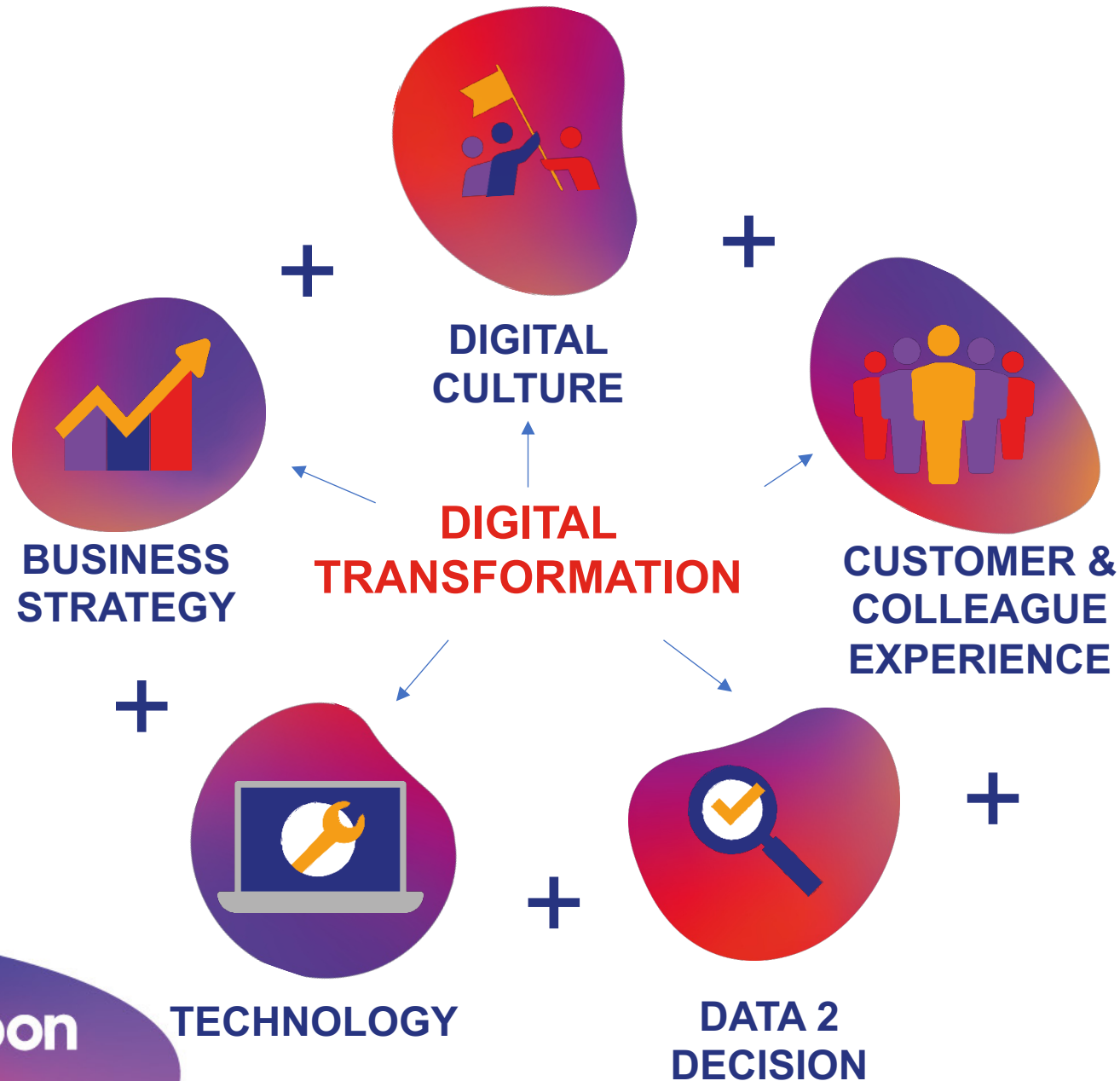
**Dynamic**

**Bold**

**Reliable**

**Thoughtful**

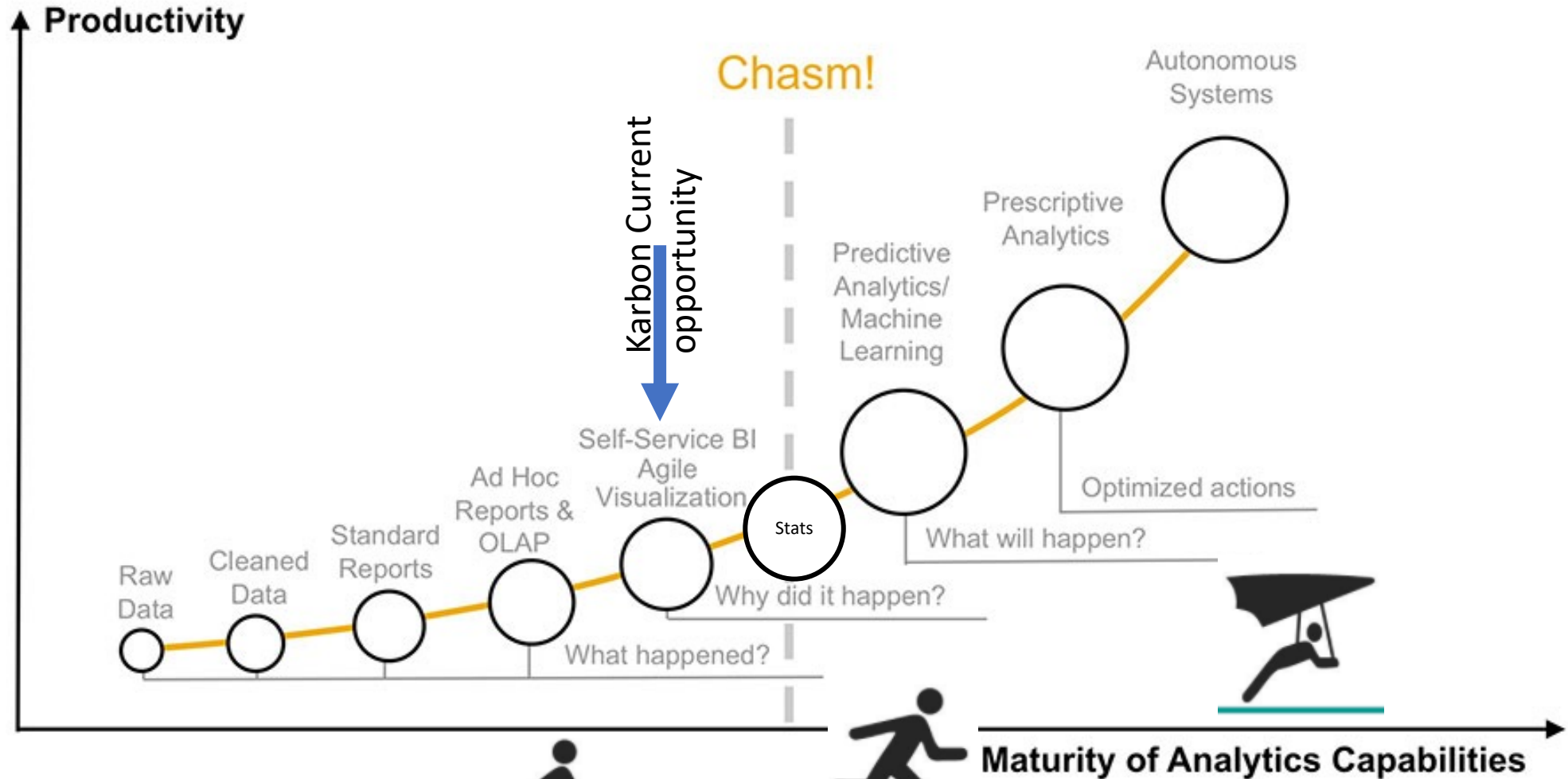
# Karbon Homes Approach to Digital Transformation



## Data to Decision Programme –

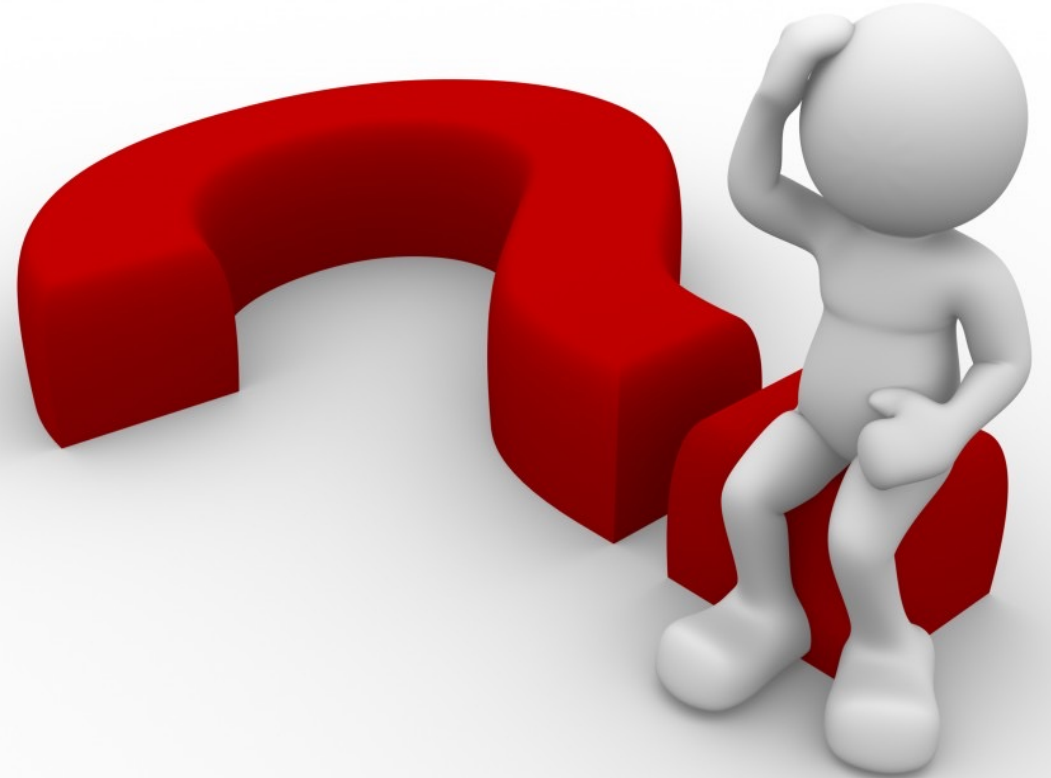
- Data trusted as an asset
- Data informed decisions for all
- Strategic informed decisions with Data and Analytics

# What is the data and analytic opportunity?



# Why would data be a barrier?

- Strategies and decisions potentially built on inaccurate data
- Too much data – where to start?
- Cultural issues:
  - Seen as “someone else’s job” to make sure data is collected and accurate
  - Not top of the agenda – “day job” gets in the way but this should be an enabler
  - Not seen as important
  - Silo working / ineffective processes





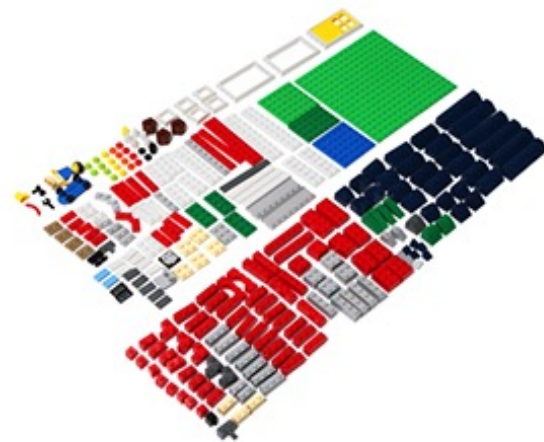
1 Data Collection



2 Data Preparation



3 Data Visualization



4 Data Analysis

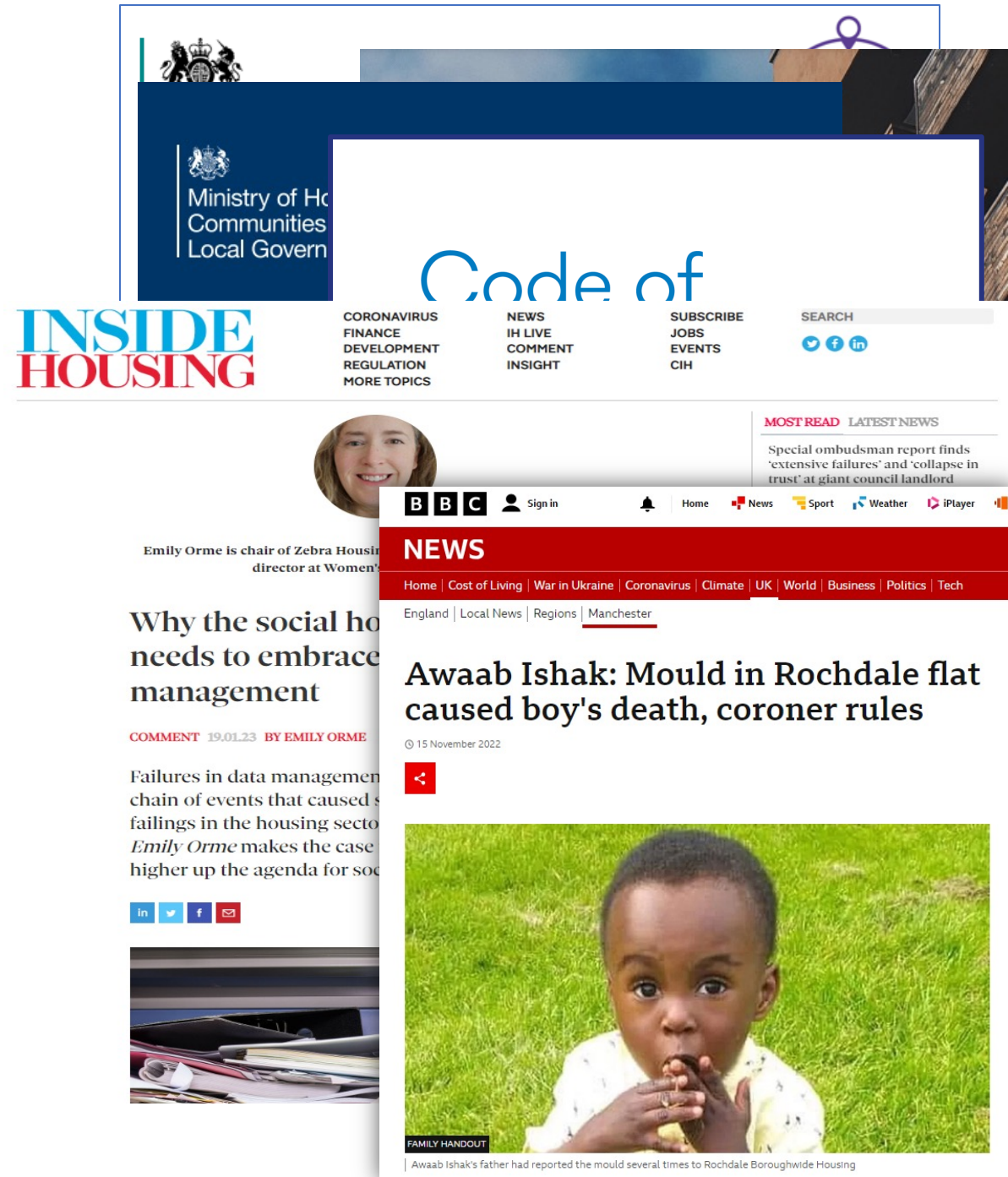


5 Data Storytelling



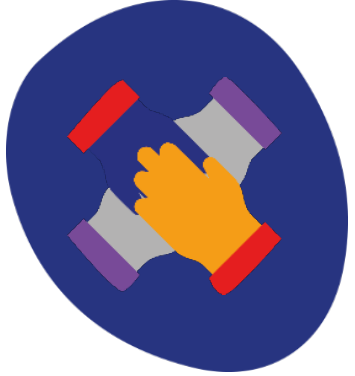
# Growing Spotlight

- Sector Risk Profile
- Better Social Housing Review
- Social Housing White Paper
- NHF Code of Governance
- Media





# Karbon's Approach



## Steering Group

Data to Decision  
steering group -  
Co-ordinate and  
support interventions  
from staffing to  
resourcing what  
matters most to make  
progress



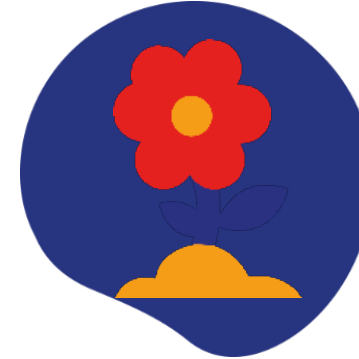
## Understand the problem

Develop tool to be  
able to measure data  
quality encourage  
autonomy and putting  
things right



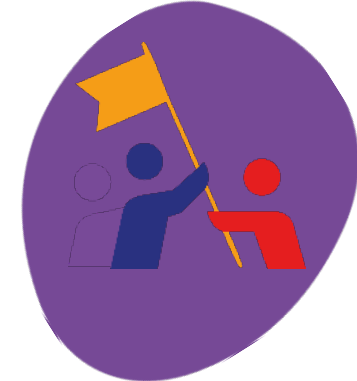
## Resource

Develop additional  
resource to lead and  
support the data  
quality agenda and  
drive transformational  
projects



## Framework

Develop a strategic  
framework to  
centralise data quality  
in one space,  
underpinned by data  
protection and risk  
management policies

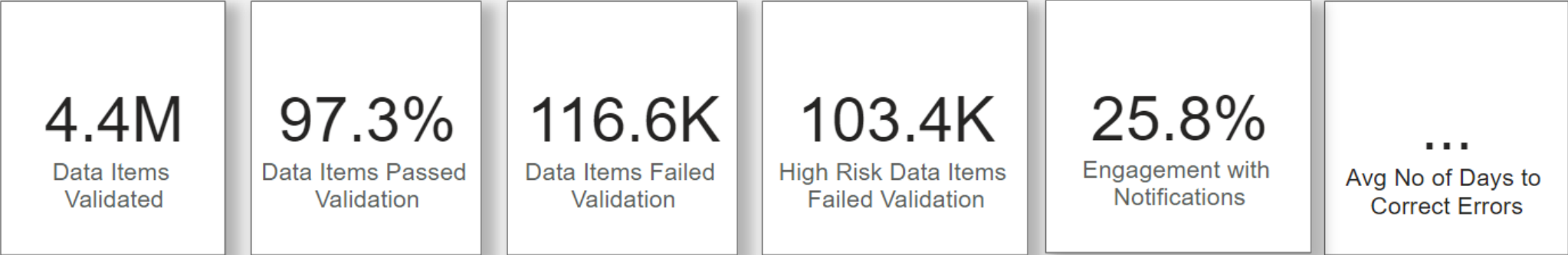


## Engagement

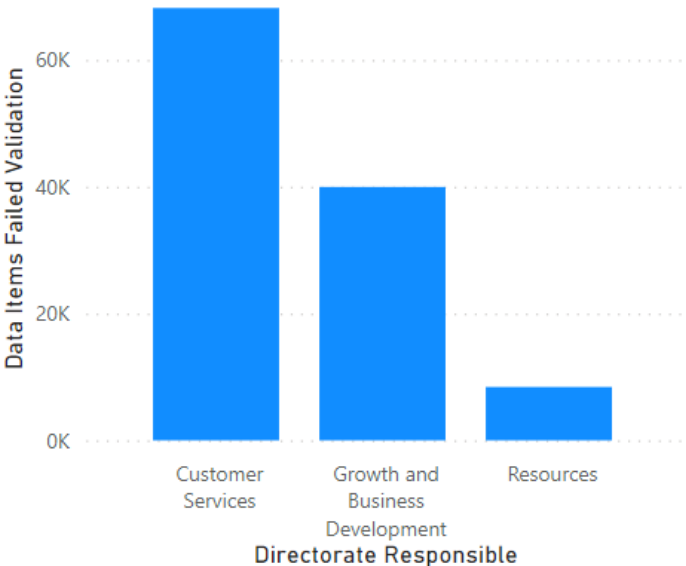
Speak to colleagues,  
customers and  
stakeholders on what  
they think good data  
quality looks like, how  
everyone can play a  
role and how we use  
insight effectively  
**COLLEAGUE to  
BOARD**



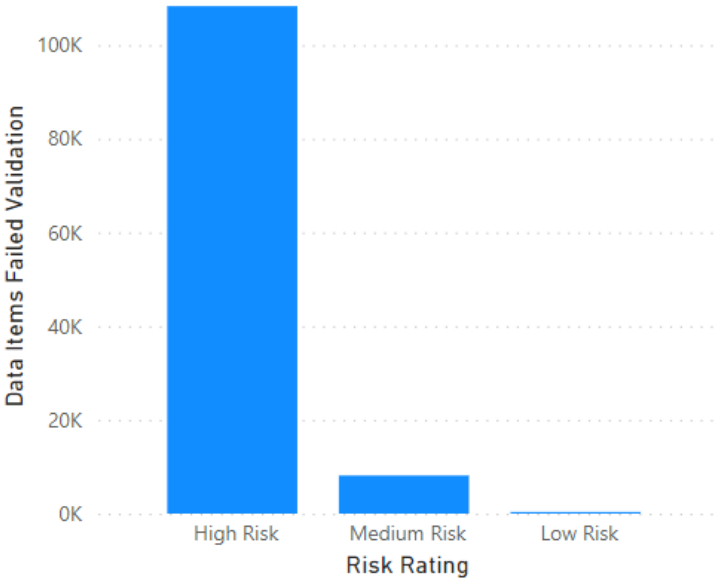
# KDQS Summary - Key Metrics



Data Items Failed Validation by Directorate Responsible



Data Items Failed Validation by Risk Rating

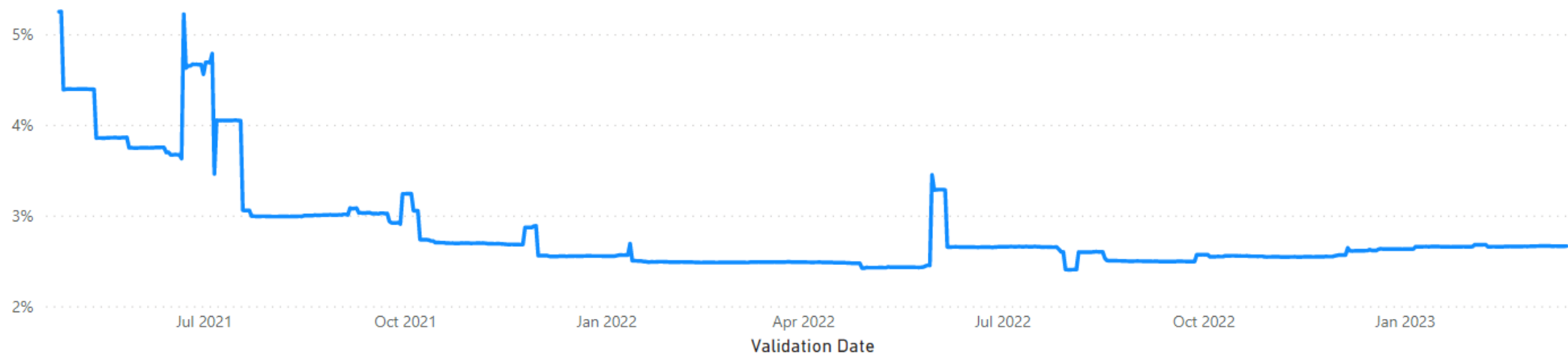


Filter Selection  
Operating Company: All  
Directorates: All  
Team: All  
Business Processes: All  
Data Asset Type: All  
Data Asset Sub Type: All  
Source System: All  
Rule Status: All  
Risk Rating: All  
Validation Error Type: All

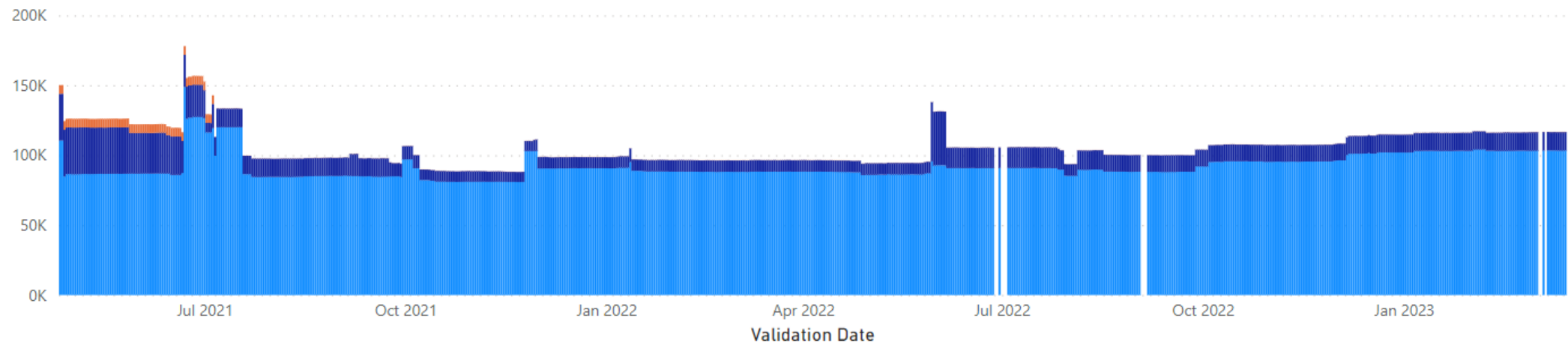
## Data Assets Failed Validation Time Series

Show data for

All Days



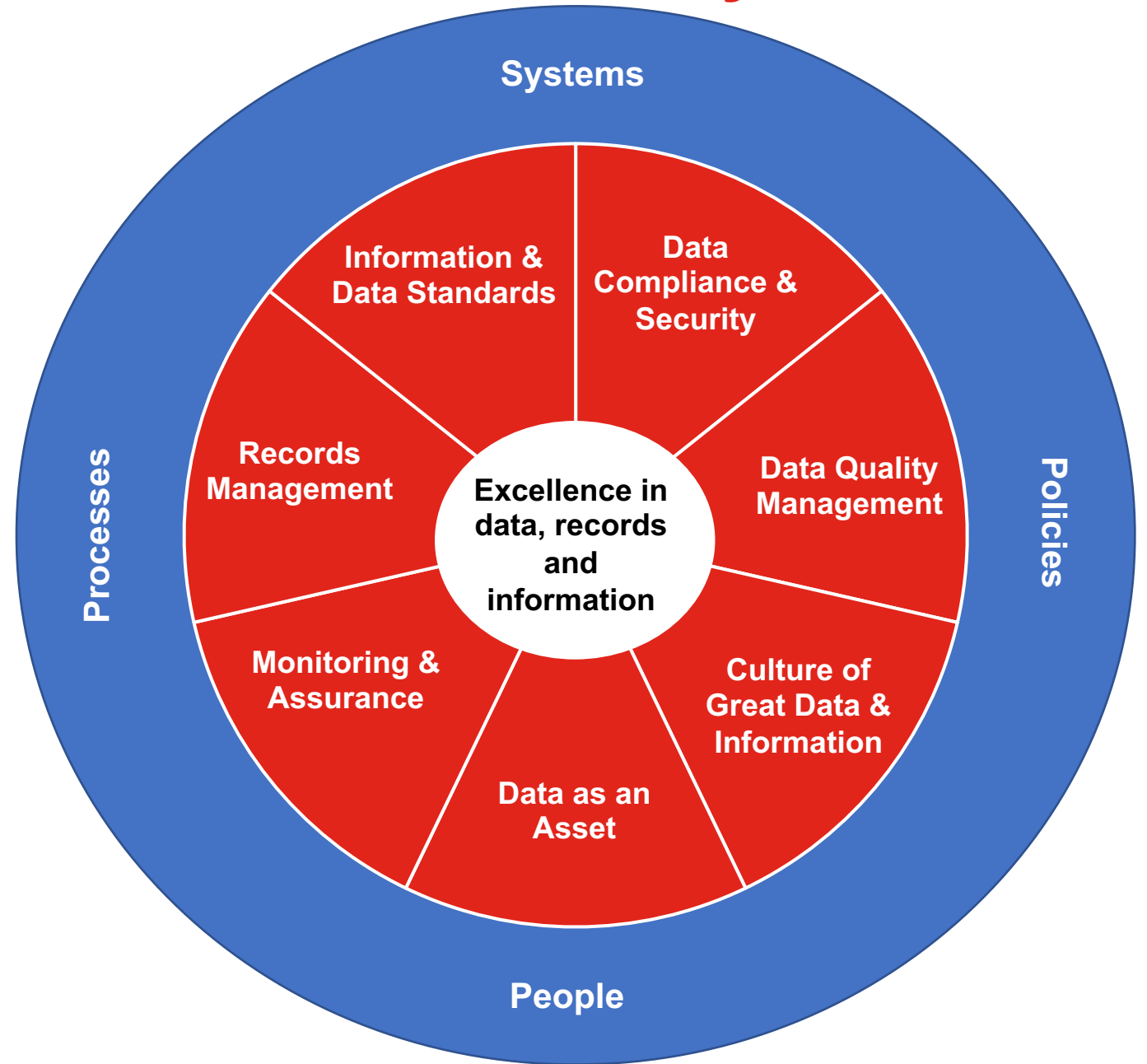
RiskRatingDesc ● High Risk ● Medium Risk ● Low Risk



# Karbon's Information Governance & Data Quality Framework

## Vision

To hold great quality data which enables effective insight to underpin our decision making and service delivery



# Key Projects

**Digitalise  
records**

**Develop  
ownership for  
data sets**

**Customer  
engagement –  
what would  
they like to  
see?**

**Monitor Data  
Quality  
Scorecard and  
expand use**

**Colleague  
training**

**Internal/  
external  
comms  
campaigns**

**Use data as  
improved insight  
tool (Customer  
Segmentation)**

**Evaluate  
existing  
processes and  
improve our  
approach**

**Core systems/  
software  
improvements**



- Internal audit
- Progress with projects
- Develop data quality metrics
- Develop reporting through our governance structures



**WHAT'S  
NEXT?**

**Thank you**

**Any questions?**