



Committed to Tower Hamlets

BGVPHA informs and communicates with Refresh™

The Challenge

Bethnal Green & Victoria Park Housing Association (BGVPHA) is a leading Housing Association with over 1800 properties in management. BGVPHA needed an informative website to aid communication and information sharing with tenants and partner organisations. The Association has long acknowledged that the proportion of tenants with Internet access is set to grow fast, and using this vehicle as a cost effective way to deliver information was an obvious choice. As part of an engaging site, a key requirement would be to place regular updates: multiple users would access and change site content, requiring a fast, effective and easy to use content management system.

The Solution

Coastdigital was chosen to design and build the new website not only because of their professional approach, but also due to Refresh™ - Coastdigital's content management system that BGVPHA had identified as having the functionality of far more expensive products. BGVPHA's site allows tenants access to relevant policies and includes a dedicated area where they can submit requests for repairs. The site also provides information on 'Housing Choice' - a consultation process with tenants and leaseholders about future ownership of property. Visitors can access details on past, current and future building projects and find out how such developments are funded.

The site has become a dynamic interface between the Association and its tenants and provides a notice-board for job vacancies, volunteers, news and properties for sale.

The Result

Five of the Association's staff carry out content updates, with changes being routed for approval by the website administrator prior to being published. "Refresh™ was incredibly easy to learn," says Stephen Gradon, BGVPHA's IT Manager, "and has ticked all the right boxes on our requirements list. The powerful features of Refresh™ have proved invaluable, yet extremely cost effective."

Visit the site at www.bgvpha.org.uk or find out more about Refresh™ at www.refreshcms.com