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|---------------------------------------------|---------------------------------------------------------------------|
| <b>Strategy Title:</b>                      | Artificial Intelligence (AI) Strategy                               |
| <b>Version:</b>                             | 1.0                                                                 |
| <b>Lead Directorate and Strategy Owner:</b> | Business Services, Head of Transformation, Innovation, Digital & IT |
| <b>Date approved &amp; approved by:</b>     | July 2026 Board                                                     |
| <b>Date of next review:</b>                 | July 2027                                                           |

## 1. Purpose

Plymouth Community Homes purpose is to be the best community-focused landlord delivering positive change to improve lives, reflecting a broader ambition to go beyond housing by improving outcomes for residents and delivering longer-term social value.

We want to transform our culture, moving to an outcome-focused approach that enables colleagues to act with confidence.

Sitting alongside the overarching digital strategy, this strategy outlines how AI will support those ambitions, together with defining an operational governance framework within which those colleagues can work.

The strategy contains five key components:

- **Customer:** Our customers will be at the heart of the work we do through this strategy. We will look to co-create solutions with our resident groups where appropriate.
- **Colleague:** We will ensure that our colleagues are empowered to maximise the use of AI through dedicated and practical use and literacy programmes, supported by our delivery partners. We will make space for colleagues to be able to learn and adopt that learning in their workplace.
- **Partnership:** We will continue to leverage our existing use of Microsoft products, particularly CoPilot. In addition, we will partner with UptakeAI to deliver a range of targeted learning and literacy programmes to drive use of the AI opportunity that arises from CoPilot.
- **Innovation:** We will create an AI Centre of Excellence which can target our use of AI toward solutions which would improve the experience for our customer and resident groups. We will partner with Seagry to design, install and own a self-hosted agentic AI capability.

- **Governance:** We will ensure that the necessary governance structure, policies and procedures are in place to protect customer data, and that our AI work supports the PCH strategy, and our digital strategy.

## 2. Artificial Intelligence (AI) in Social Housing

Social Housing providers are increasingly adopting AI as they look to automate administrative tasks, deliver tenant support through chatbots or virtual assistants, or predict maintenance in areas like damp and mould.

Where associations are building from a position of strength this has the potential to reshape property management, tenant relations and compliance.

A significant gap remains for social housing in ensuring that the quality and consistency of data is sufficient to enable accurate and reliable outputs from AI, and so that the full capability and value of these technologies can be harnessed. In late 2025 the Regulator of Social Housing (RSH) warned that integrating inaccurate data into AI models can result in 'some really poor outcomes for both landlords and tenants'. As a result, the regulator expects trained housing professionals to maintain final authority and judgement, rather than AI making automated life-altering decisions about a tenant's home or welfare.

## 3. Our Approach

### 3.1 Customers

The overarching objective of this strategy is to improve the services we deliver to customers and residents. As the digital strategy starts reducing the number of systems PCH uses in delivering customer outcomes it can streamline processes, remove repetitive tasks from colleague workloads, improve performance across the business.

As those systems are reduced there will be increasing opportunity to use agentic AI to personalise services to customers. We will work with the Resident Communications Advisors (RCA) to identify areas where we can innovate to improve outcomes, such as our complaint volumes or how we address areas of no access.

We will ensure that our customer data is protected and remains compliant with UK GDPR regulation.

### 3.2 Colleague

AI should unlock colleague capability, elevating confidence, and creating the conditions for teams to thrive. It gives PCH the opportunity to enhance judgement and decision-making to help people work with greater clarity and impact.

Our digital strategy commits PCH to delivering a digital learning programme that starts at induction and ensures colleagues have clarity on the work their role requires of them, and how they should use the technology they are given in order to best achieve those outcomes.

In addition, PCH will partner with UptakeAI to deliver a suite of CoPilot specific learning, and outcome delivery assessment. Using their AI assessment baseline PCH will understand where barriers to adoption may exist, and then using their AI Kickstart programme colleagues will build real capability in cohorts, with a subsequent revisit to PRISM to evidence progress.

PCH will also identify up to 20 colleagues who will further their learning via the UptakeAI Champions Programme.

This strategy does not look to reduce or remove colleagues from the organisation.

### **3.3 Partnership**

PCH's digital strategy will see the introduction of an architecture review board that will own the technology roadmap of the future. Coordinated by that board, partnering can accelerate the deployment and uptake of AI across our organisation.

PCH will continue to make use of the Microsoft AI suite. This includes making Microsoft's general-purpose AI assistant available to all colleagues, and the integrated Copilot for Microsoft 365 tool available to identified groups of colleagues and teams.

PCH will partner with UptakeAI to deliver Microsoft-specific literacy, and usage and outcome assessment, including the creation of a Champions cohort. We will partner with Seagry as we seek to build and operate our own agentic AI capability.

We will continue to be part of the AI Housing Group, sharing our learnings with others in the sector, and using their insight in our own practice.

### **3.4 Innovation**

PCH aims to reduce the number of systems it operates which will drive colleague efficiency and effectiveness, ultimately leading to more positive outcomes for customers. PCH will do this through stronger technology architecture leadership, aligning business goals with the technology it uses.

Enterprise architecture allows organisations to eliminate duplicate software, fragmented infrastructure and to set principles from which new technology requests can be reviewed. As PCH moves more toward an enterprise model we will develop an AI Centre of Excellence (CoE). That cross-functional team will establish enterprise-wide AI strategy, governance and

standards. It will lead on high-value, measurable initiatives which seek to move beyond proof-of-concept.

In order that PCH can deliver its architectural aims, including the AI CoE, we will reconsider the skills mix that exist in the organisation now, and what skills are not currently available, before taking steps to build those multidisciplinary teams. This may include newer disciplines in areas like Machine Learning, Generative AI engineering and AI governance. As we develop our Champion cohort, we anticipate those individuals supporting this Centre of Excellence.

In addition to those tools available through PCHs existing partnership with Microsoft, PCH will partner with Seagry to build and own an agentic AI toolset. Our AI CoE will own and drive the implementation of that agentic AI, promoting best practice and shared learning across the organisation.

### **3.5 Governance**

PCH will seek to minimise the additional risk that arises from the opportunity created by AI by restricting access solely to systems and data operated by PCH. This includes holding colleagues to use of Copilot rather than sharing PCH or customer data into external AI.

We will use our AI CoE and our Architecture Review Board to control the implementation of agentic AI, promoting best practice and shared learning across the organisation.

Our Centre of Excellence will ensure that our agents are tested before deployment, checking for bias in any automated workflow or process.

The implementation of this strategy will require policy amendments across the organisation. This will include acceptable use, information security and data protection, together with people related policies.

This strategy will be monitored in line with all other PCH strategies.

### **3.6 Environmental Sustainability**

PCH is committed to reducing its carbon footprint with an Environmental Strategy which features objectives to decarbonise all its properties and achieve net-carbon zero across the business by 2050. This strategy will align to those objectives.

#### 4. Implementation

| Action                                         | Owner                                                    | Target Date          |
|------------------------------------------------|----------------------------------------------------------|----------------------|
| Copilot learning programme                     | Head, Transformation, Innovation D&IT                    | October 2026         |
| Champions Cohort                               | Head, Transformation, Innovation D&IT                    | October 2026         |
| CoE skills assessment                          | Head, Transformation, Innovation D&IT / People & Culture | September 2026       |
| Recruitment                                    | Head, Transformation, Innovation D&IT                    | October 2026 (start) |
| Implement on-premise agentic AI infrastructure | Head, Transformation, Innovation D&IT                    | October 2026         |
| CoE mobilised                                  | Head, Transformation, Innovation D&IT                    | December 2026        |

#### 5. Amendment Document Control

| Version | Effective Date | Responsible Policy Lead                          | Details for review |
|---------|----------------|--------------------------------------------------|--------------------|
| 1.0     | 22 July 2026   | Head of Transformation, Innovation, Digital & IT | New strategy.      |
|         |                |                                                  |                    |