

Housemark

Services and solutions 2023

housemark.co.uk



The leading data and insight company for the UK housing sector.

At Housemark, we're here to give you greater confidence to make decisions that make a difference for your customers, for your people and for your business.

If you're ready to make a difference, we're ready for you.

Key features



Get ready

Data aligned to new consumer regulation and policy direction.



At your fingertips

Monthly Pulse report keeps you connected to sector trends and sets your performance in context.



Build your data muscle

Exclusive access to subscriber inclusive round tables and preferential rates for clubs, forums, learning and development and data business partnering.



Stay ahead

Make sense of a changing landscape and navigate change with relevant, evidence based research programmes.



Improve resilience and increase capacity

Expert consultants can help with service design, transformation, digitalisation and performance.



Save time, reduce costs, ensure compliance

Improve the lives of residents and property longevity with Photobook⁺, the only damp and mould solution to detect pre-mould spores before they become a problem.

Fit for challenging times – with exclusive Housemark subscription benefits.

Let's work together – as a Housemark subscriber, your organisation will be able to access our entire data and comparison offer, plus subscription inclusive events, preview access to reports and publications, as well as preferential rates for our other solutions, technology and services, all designed to help you navigate the current complex operating environment.

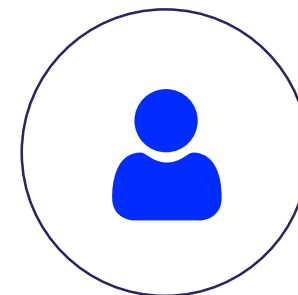
Choose to complement your subscription with bespoke services to improve your business, accelerate change, increase capacity and stay ahead of evolving policy direction.



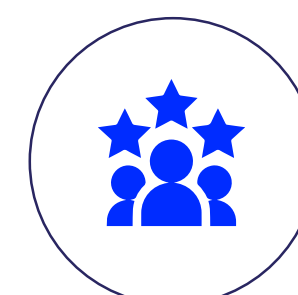
Data and insight delivered to your inbox with ease.



Inclusive events to stay ahead of policy and practice.



Access to sector thought leaders and policy makers.



Experts on hand. Need sector data or support? Our helpline is here for you.



Exclusive and preview access to reports, early data, research groups and pilots.

Key benefits

As a Housemark subscriber, you will benefit from our entire subscription package – and preferential rates for complementary services that allow you to choose where and when you need to take your analysis to the next level.

Only with Housemark:



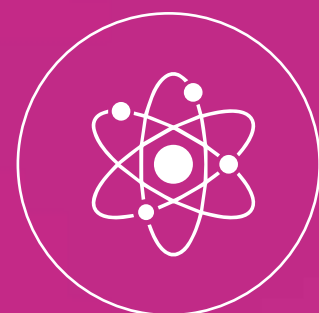
Know where you stand and reveal your potential performance with our suite of data analysis and comparison services.



Uncover and explore current and future thinking on emerging topics with our exclusive research projects.



Keep your finger on the pulse of policy and regulation and connect with fellow executives with our unique leadership network.



Boost skills and confidence to make the most of the data in your business with our data skills and learning labs.



Connect with our community of experts across a range of housing functions to improve the way you work day-to-day at our Clubs and Forums.



Accelerate performance improvement by diving deeper into the data to push beyond simply confirming where you are now, and look at how you move forward with our expert consultants.



Build a data-driven business. From data quality and governance, to technical BI strategy support and systems architecture, our consultancy team can help.

In the detail

Housemark benchmarking



Annual comparison analysis

Take a deep dive into your data to explore what is driving your organisation's performance and productivity. Stimulate performance and insight conversations with a summary infographic that shows you, at a glance, what the numbers mean to your customers, your people, and your business.



Just for you – Tailored Feedback

Taking your annual data analysis to the next level, we present tailor-made insights and data solutions that support the decisions you need to make. Set in context for your organisation and the sector landscape, explore your data with our experts.



At your fingertips – Monthly Pulse

Stay connected to sector trends with our Monthly Pulse report. By collecting valuable metrics every month, we deliver a summary report that provides you with sector trends, best practice and relevant insights set in 'of the moment' context.



Matching regulation

Our benchmarking matches regulation across the UK so you can make comparisons using data you are already collecting using a definition and calculation methodology that is set by UK and devolved governments.



Stay ahead with exclusive research and analysis

Expert analysis and reporting – helping you make sense of new situations and navigate your way successfully through change with unique research, early access data and up-to-date, comparable, robust evidence.



In the driving seat online data insights and analytics platform

Take control with 24/7 access to sector-wide comparisons with our analytics platform. Flex your peer group, create bespoke dashboards, and drill down into the data with this hands-on tool perfect for data analysts and experts.

Housemark analytics portal

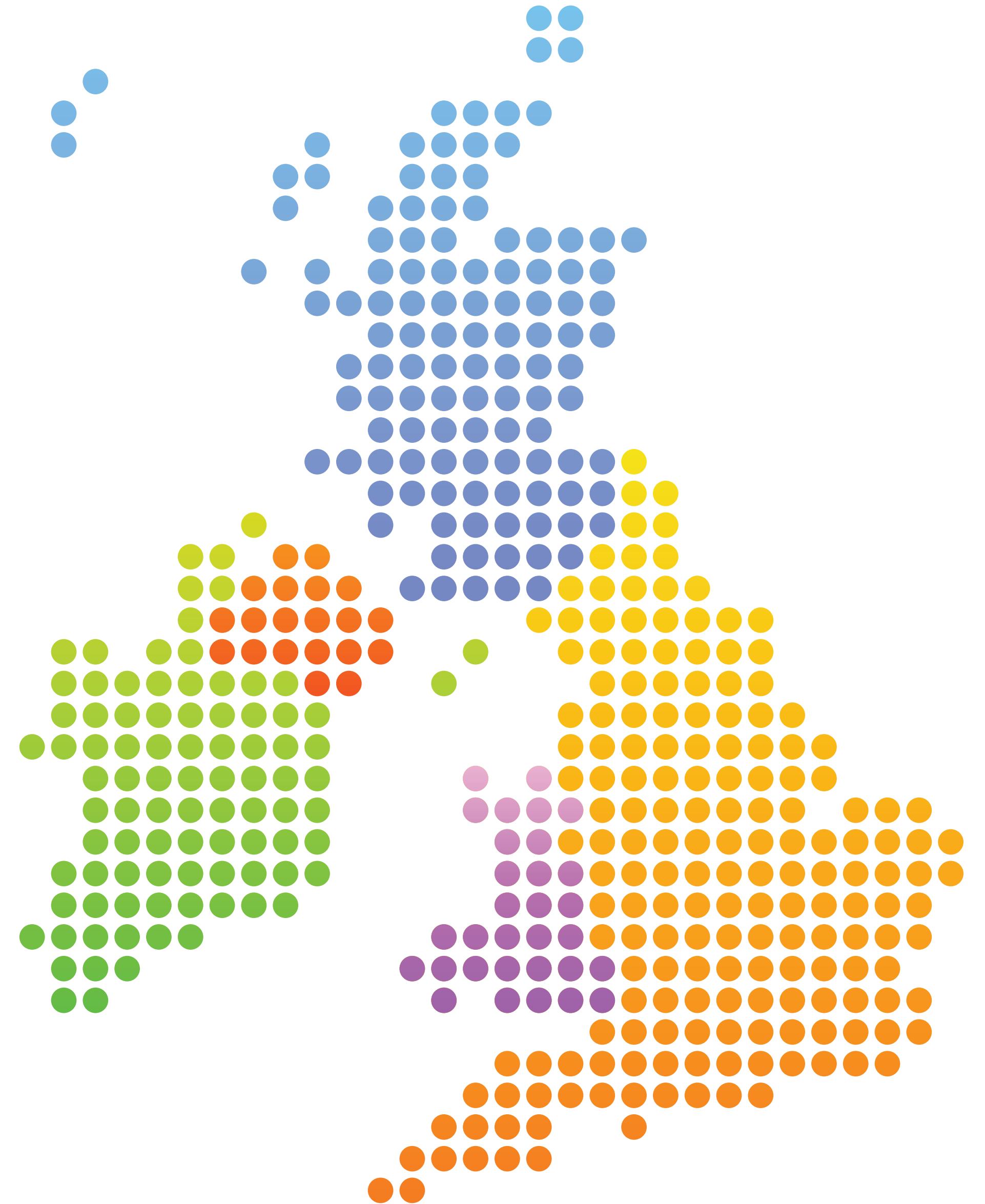
Our new Housemark analytics portal will provide you with unprecedented insights into your organisation's data. Using an intuitive design, cutting edge technology and modern data visualisation concepts, it will help you deep dive into your data to understand performance trends, tenant satisfaction and inspection data – all in one place.



Our powerful and fully customisable platform will make it easy to quickly identify trends and patterns in your data, allowing you to respond quickly to emerging issues and opportunities. Whether you're looking to optimise your operations, reduce costs, improve tenant satisfaction, or develop new housing strategies, our platform can help you achieve your goals.



Sector wide data to enable data driven decisions to improve efficiency, reduce costs, and ultimately, better serve your tenants by staying on top of your operations.





Weather and climate condition analytics will provide insight to identify which aspects of the weather impact your business performance, so you can take action.



Mapping introduces a whole new way of looking at our insights and provides storytelling abilities for your reports and dashboards. Segment analysis based on regions or geographic areas and drill into the detail for your neighbourhoods, buildings, and public spaces.



Designed to help social housing organisations unlock the full potential of their data, enabling better-informed decisions to achieve strategic goals with confidence.

Key dates



15 of each month

Submit your Monthly Pulse data, either online or by emailing the [Excel form](#) to data@housemark.co.uk.



30 June 2023

Submit your performance and satisfaction data.



31 August 2023

Submit your costs and ESG data.



From 1 October 2023

Annual reports issued and Tailored Feedbacks offered.



9 November 2023

Housemark's Housing Data and Analytics Summit.

Data experts – there for you

A Housemark subscription provides you with direct access to our experts in all things data.

With comparative data covering the range of landlord functions, regulatory metrics, ESG and financial analysis, we've got you covered.



Data maturity

Know where you stand on your data maturity journey. Data mature organisations typically deliver stronger performance. By working with us to improve your maturity we can help you to make better use of data in your business – unlocking efficiencies, diagnosing problems, targeting action and ensuring robust decision making.



Ready for regulation

We can help you meet the demands of regulation – with technical information, service improvement, best practice, compliance guidance and documentation advice.



Unrivalled expertise

We have extensive knowledge of social housing regulation, policy and processes and are experts in measuring the work of the social housing sector. Our network of specialists across a range of housing activities are here to help you.



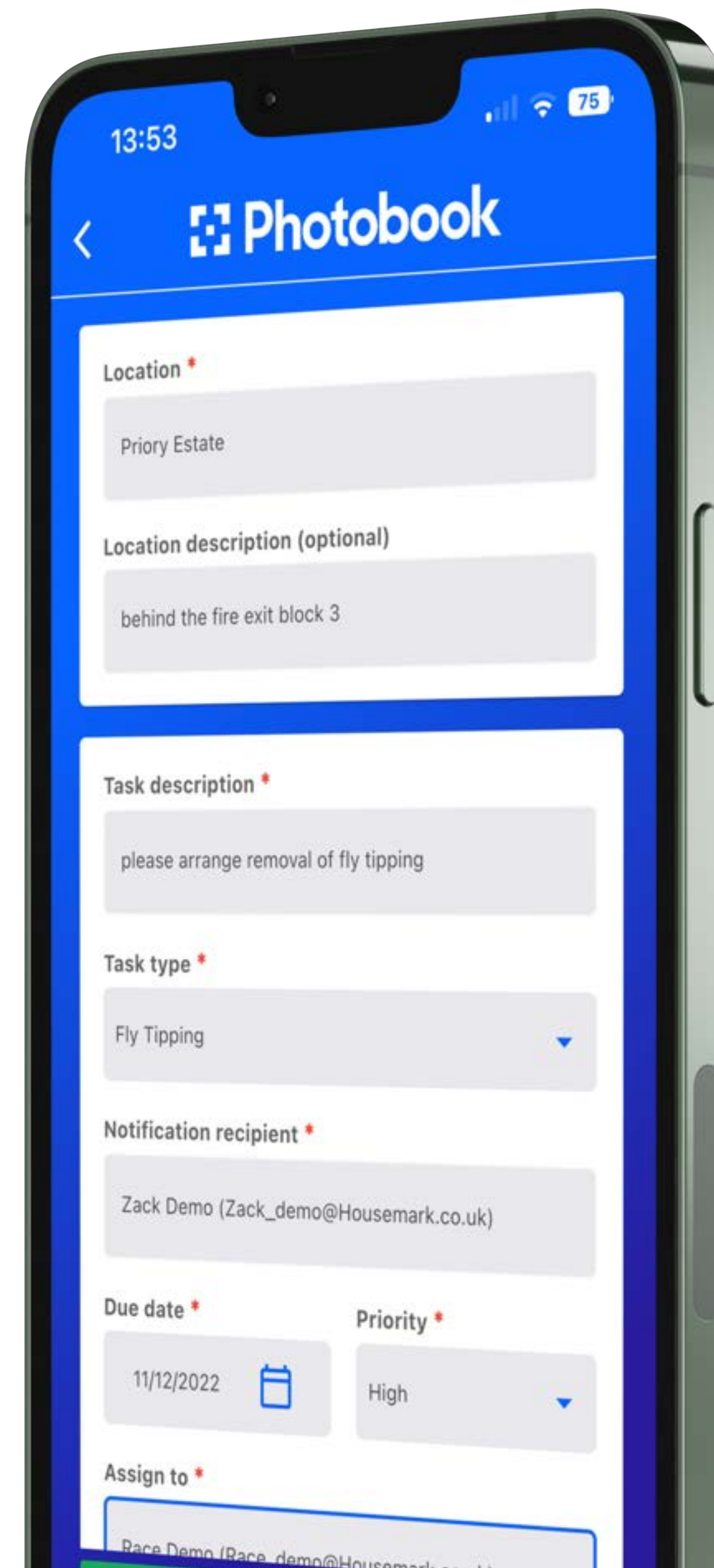
Golden thread

Connect your data with end to end, integrated analytics and comparisons. Understand what's happening and review key metrics in the context of your business plan and external landscape.

Improve performance, save time, lower costs, ensure compliance, with Photobook, our innovative data collection platform.

Get ahead with stock condition, and identify damp and mould early.

[Photobook](#) is the only inspection management digital platform built exclusively for the housing sector by the housing sector. Quickly answer questions, grade quality, capture photos and instantly upload every last detail – removing paper-based systems and increasing flexibility and efficiency.





Real time performance and tracking

Manage your inspection schedule in real time to optimise team productivity and performance, putting you in control and able to make decisions with agility and ease.

With Photobook Analytics you can easily access insight reports, view progress against targets in real time, and manage performance and logistics to successfully maintain your places and properties.



Photobook⁺

Deliver property inspections quickly, reduce costs and ensure compliance.

Real-time data at your fingertips without the hassle of endless paperwork and expensive resources.

Understand and address damp and mould using our unique technology and data-driven decisions with intelligent prioritisation to remediate, improve living conditions and property longevity.



From inspection reports and customer forms to estate surveys and much more

Photobook captures data instantly, analyses it quickly and produces focused insight reports which support meaningful decision making and effective operations. Photobook provides a robust evidence trail ensuring compliance and de-risking your business.



Inspect

Capture key information anytime, anywhere with our easy to use app. Quickly answer questions, grade quality, capture photos and instantly upload every last detail – removing paper-based systems and increasing flexibility and efficiency. You will feel supported to do your best, able to stay on track, in control and unconstrained.



Optimise

Manage your inspection schedule in real time to optimise team productivity and performance. Schedules are simple to create, manage, and change – putting you in control and able to make decisions with agility and ease.



Analyse

With Photobook Analytics and download options, you can easily access insight reports, view progress against targets in real time, and manage performance and logistics to successfully maintain your places and properties.

Build your data muscle and make an impact on your business



Data masterclasses

The perfect opportunity to get to know how data can make a difference in your organisation. These 90-minute [online sessions](#) provide a blend of presentation, practical advice, discussion and debate.



Leadership network

Make sure you have your finger on the pulse of the latest economic, policy and regulatory thinking at one of our exclusive subscriber-only executive events.



Technical User Forums

Learn about the latest data analysis tools and techniques and meet like-minded data specialists from across the sector. Our [Technical User Forums](#) take place twice a year in spring and autumn.



Executive insight

Held under Chatham House rules, these roundtable events are perfect for staying ahead of emerging policy and regulation. Covering essential leadership topics, these popular events are delivered by sector thought leaders, policy makers and high-level speakers from housing and beyond.

[Explore Housemark's events programme](#)

Build your data muscle with capability building events and training



Training courses

Our [training courses](#) in Excel and Power BI are uniquely designed for housing professionals, using real housing data. With hands-on learning, you'll gain skills, learn new techniques, and use tools that you can put into practice right away.



The UK housing sector's only dedicated data summit

Packed full of hot topics, world class, expert speakers and valuable content, the Housing Data and Analytics Summit will help you to explore the value and potential data can bring to your organisation and think differently about how you use it.



Clubs

Connect with our community of experts who will inspire, reveal insights and innovations that will improve the way you work day-to-day. Covering a range of themes, from customer experience to repairs and voids, our [Clubs and Forums](#) provide the space you need to share, learn, discuss, and debate with peers.



Information Security Forum

Led by information security experts, the [Information Security Forum](#) brings you essential information about current threats to your business and shares valuable learning to help you to stay ahead in an ever-changing environment.

Specialist data consultancy

Build a data-driven business with our data consultancy team. Our services include trusted advice and partners, project management, data leadership and data experts seconded and fully embedded within your organisation.



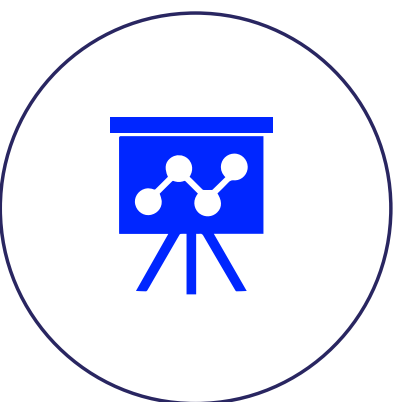
Data governance and assurance

Gain confidence in your data quality and make decisions you can trust. We'll help you organise your data in a way that boosts ownership, accountability, and visibility in your business to ensure you have the foundations to build a robust data-driven business.



Audit and compliance

Checking and validating your data to visualise the golden thread between data collection, collation and reporting. We can pinpoint where improvements are needed to data flows, to ensure the resident experience is reflected in the boardroom.



Data strategy

Everything from warehousing to architecture, management to engineering, we can support the design, development and activation of a data strategy that is made within your organisation's context.



Reporting and analytics

Bring your data to life through reporting and advanced analytics. Whether you're implementing the tools such as Power BI, or exploring predictive and sentiment analysis, we can give you the confidence you need to take your analytics to the next level.

Improve performance with our expert consultants

Building from the analysis and insight delivered as part of your Housemark subscription, our [consultancy services](#) provide the perfect next step:



Discover

Dig deeper into what's driving current performance and identify recommendations for improvement, helping you to turn insight into action.

Use our analysis to review your practice, processes, and culture to uncover where you are now and reveal what's possible.



Transform

Whether it's road-mapping recommendations, support to shape a transformation strategy or large-scale service redesign, we can help you to unlock your organisation's potential.

We will work with you, supporting you to think creatively and take an innovative approach to reimagining what's possible – so you can really drive change in your organisation.



Assure

Evidence your performance and provide assurance to your people, and your customers. From accreditations to independent audits, we will show how you are meeting regulatory requirements, demonstrate the improvements you are making to your processes and business, as well as the positive outcomes and impact of what you do.

Housing Data and Analytics Summit

9 November 2023, Silverstone International Conference and Exhibition Centre, Northamptonshire

The only dedicated data event for housing professionals packed full of hot topics, expert speakers and valuable content. The Housing Data and Analytics Summit will help you to explore the potential of data and the value it can bring to your organisation, and think differently about how you use it.

Hear from in and out of sector experts on the challenges you face today, with tangible takeaways to help you make better business decisions.

Why attend?

- Discover new and innovative ideas, and explore the skills, tools and techniques you need to use data effectively.
- Delve into detailed examples of best practice and data in action, with something for everyone – from senior executives to those new to the power of data.
- Join roundtable sessions alongside peers, covering some of the most challenging and significant data topics.
- Network with like-minded people throughout the day.

BOOK NOW



Tenant Satisfaction Measures

Housemark developed and owns the voluntary STAR framework used for measuring and comparing resident perception. This framework has been successful with over 300 landlords, as well as having a huge influential impact in shaping the regulatory framework in Scotland and Wales, and supporting the development of the TSMs in England.

We undertake thousands of telephone interviews each month across the housing sector to monitor satisfaction, allowing us to optimise data collection and TSM methodologies to meet the new requirements introduced in April 2023.

If you need help gathering your TSMs, speak to your account manager today at housemark.co.uk/contact



“Ultimately, our Housemark subscription has driven performance improvement across several areas. Having bespoke support across a range of projects has been very helpful. We’ve bought into Housemark at all levels, and this cascades down throughout the organisation – data is now part of our culture.”

Anita Wright, Head of Analytics and Insight, Onward Homes



“We can monitor performance of our estate services staff, while enforcing a high quality of service, and reducing the amount of time for operatives to raise issues. We have introduced “grading” of estates that we work with our residents to monitor and improve as needed. Using the data collected in Photobook allows this to be a much easier and transparent process for our residents.”

Chris Underwood, Business and Contracts Operations Manager, Peabody Housing Association London

We're here to help

Every Housemark subscriber has a dedicated customer account manager and data expert who are responsible for making sure you make the most of your subscription.

They understand your organisation, and will support you with your data submission, helping you analyse the data, access exclusive events and clubs and unlock the insight you need.

You can get in touch with us at any time at housemark.co.uk/contact.

For technical data queries, contact our data helpline by emailing data@housemark.co.uk or calling **024 7647 2707**
Our helpline is open Monday–Friday 9.00–17.00.

You can also access our full suite of guidance, including definitions for all our performance indicators via our [online library](#).