

# Specialist Clubs 2024

Explore our Specialist Clubs  
programme today.

housemark.co.uk  
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# Introducing Housemark Specialist Clubs

As a catalyst and change partner, we are here to give you greater confidence to make evidence-based decisions that make a difference. Our events programme provides opportunities for you to grow your network, develop your knowledge and always provides tangible takeaways for you to put into practice in real time.

Our Clubs provide the perfect platform for professionals from across the housing sector to join a network that lets them access best practice, the latest thinking and unique networking opportunities. Our Clubs inspire, excite and let housing professionals innovate in their organisations.

Across a range of topics relevant for housing professionals today, our Clubs allow you to explore new ideas, learn from our expert speakers and your peers, and give you the chance to discuss both the strategic and operational details of service delivery and improvement.

Each Club meeting includes a fantastic line-up of in and out of sector experts and is managed by a dedicated Club manager. New speakers are selected for every Club meeting to introduce new and emerging topics, so every meeting feels different.

All our Specialist Clubs meet virtually via Teams three times per year.

Between meetings you'll benefit from peer learning and support, expert help and advice from your Club manager, and access to an exclusive member forum.

The Clubs content is driven by members' priorities and requests, truly giving you the chance to shape the agenda for the future.

Housemark Specialist Clubs are open to both members and non-members. Housemark members will always receive a preferential rate.

**Explore our 2024 programme and contact our events team at [helen.williams@housemark.co.uk](mailto:helen.williams@housemark.co.uk) to secure your place at one of our Clubs.**

# Customer Experience

With increased regulatory requirements on the horizon, now is the time to make sure your organisation puts customer experience at the heart of what you do.

This Club explores both the reactive and proactive nature of customer service, and the tools, skills and processes you need to define and deliver positive customer experiences.

## Key content for 2024:

- The latest customer experience trends for social housing
- Digital communication channels
- Contact centre applications and new solutions
- Switching to a blended customer contact model
- The 2024 consumer regulation regime
- Mapping your customer's journey
- Delivering a more customer-centric service
- Tenant focused digital solutions
- Measuring and understanding complaints

“Presentations were excellent and provided a great insight from different angles of customer service.”

Fiona Smith, Executive Office Manager,  
Queens Cross Housing Association



## Club Manager: Kirsty Wells

Kirsty has a career spanning over 25 years in the social housing sector. Based in Scotland, she joined Housemark in 2012 and is currently the Director of Consultancy. She is passionate about tenant participation having spent 13 years with the Tenants Information Service, supporting landlords and tenants. Previously Kirsty worked as a Housing Officer in two local authorities. Kirsty served as a CIH Scotland board member for eight years until 2018, and in 2022 she became the inaugural Chair of Women in Social Housing (WISH) Scotland.

### 2024 dates:

13 March  
19 June  
23 October

All our Specialist Clubs meet virtually via Teams between 09.30-13.00

### Price:

£465+VAT (Housemark members)  
£680+VAT (Non Housemark members)

Discounts on additional places for members and non-members



# Data NEW FOR 2024!

Social landlords are collecting ever-growing amounts of data, and the volume of information being generated is only likely to grow in the coming years. Collecting and analysing accurate data is the core of every data project, business plan, or data-driven decision.

Our new Data Club will cover essential topics and best practice, with practical and strategic approaches for those working with data.

## Key content for 2024:

- Why data maturity matters
- Building a data strategy
- Data analysis tools
- Successful data governance
- Smart Housing solutions
- Seamless data integration
- Effective data management through digital transformation
- Embedding a data driven culture
- Data quality and standardisation



Insightful meetings. Great to hear from all the speakers and to share thoughts and ideas with Club members and some familiar faces.

Suzanne Wicks, Executive Director Strategy, Digital & Culture, LHP



## Club Manager: Craig March

Craig has over 20 years’ experience in IT, the majority of which has been spent in housing, bringing with him a wealth of technical expertise from both in and out of sector. Using his degree in Computing and Information Systems he has embarked on a career to specialise at the intersection of data, technology and business, taking a holistic view of the solutions needed to solve complex data problems over areas including business intelligence, data warehousing, data architecture and data modelling.

### 2024 dates:

6 March  
12 June  
16 October

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# Estate Services

Estate services play a big part in creating happier, healthier communities.

This Club tackles operational and strategic elements of delivering estate services, identifying best practice, and discussing and debating new approaches and performance.

## Key content for 2024:

- GIS mapping for Estate Management
- Shared spaces and service charges
- Innovative approaches to Estate Management
- Anti-social behaviour including noise nuisance complaints
- Community initiatives
- Sustainability and green agenda for estate management
- Communal parking – issues and challenges
- New build development programmes
- Procurement and better working practice with contracts

“The meetings have a varied agenda and spark good discussions. As the Club is now national it brings lots more ideas to each meeting.

Ian Perry, Head of Estates and Caretaking,  
Nottingham City Homes



## Club Manager: Dawn Smithson

Dawn has over 15 years’ experience working in housing and estate services and is currently Head of Building Support Services at Thirteen Group, managing service areas with over 120 colleagues.

With a wealth of experience in the retail, hospitality and development sectors, she is committed to creating high performing teams that deliver quality services with exceptional customer service.

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# Repairs and Asset Management

Effective repairs and asset management is a vital function for the sector.

This Club looks at a range of practical and strategic approaches to ensure you are delivering a productive, positive service for your business and customers. Ideal for those responsible for achieving maximum value from assets.

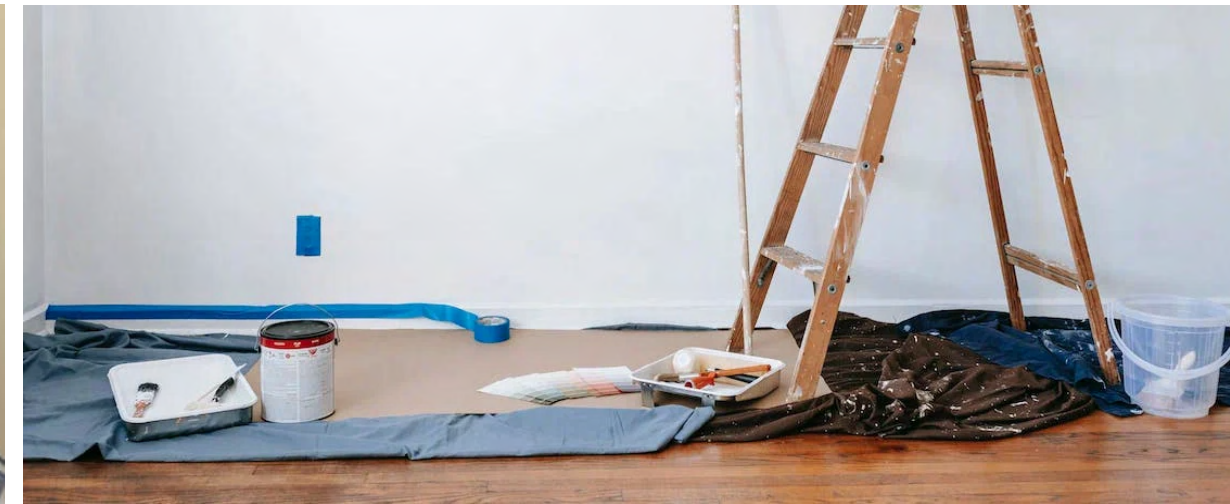
## Key content for 2024:

- Best practice approaches that comply with statutory and regulatory requirements
- Building an environmentally sustainable asset base
- Investment planning to ensure compliance with the Factoring Act 2011
- Adaptations – enabling independence and improving wellbeing of your tenants
- Using GIS Software in Asset Management
- Procurement of contractors and materials
- Fire safety remediation in social housing
- Retrofit and decarbonisation of buildings in line with net zero targets
- Managing responsive repairs



The whole session was engaging and thought provoking, the breakouts are really valuable, being able to share how people are dealing with issues and sharing ideas.

Marie Bowler, Repairs and Maintenance Manager,  
Bassetlaw District Council



## Club Manager: Siân Humphreys

Siân is an experienced Housing professional who has worked with both social housing providers and contractors, covering a range of housing management functions including allocations and lettings.

With a strong housing repairs background, servicing contracts, minimising costs and delivering on customer satisfaction targets, she understands and delivers to relevant regulations and compliance requirements.

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20 March  
5 June  
9 October

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# Voids

Landlords are feeling the impact of lost income, increasing pressure to get properties to a lettable standard and to minimise the disruption in rent. Improving your voids performance, and communicating your journey to your board and other key stakeholders is vital.

Join our Club to share best practice and common challenges, and explore solutions to maximise income and minimise risk.

## Key content for 2024:

- Your voids standards – in sector case studies
- Void performance and trends across the sector
- Setting letting standards by working with your customers
- Strategic approaches to voids management
- Housing allocations and the vacancy chain
- Voids and lettings policy updates
- Tendering and framework agreements
- Using customer feedback to improve service delivery
- Managing low demand and hard to let properties
- Cross-department working to support Voids

I enjoy being able to meet peers outside of my immediate network and “pinch” ideas of how others are doing things that I could implement within my own team.

Hayley Milington, Lettings Manager, VIVID



## Club Manager: Lynn Bradley

Lynn has worked for 22 years in social housing working directly for and with local authorities, housing associations, and arm’s length management organisations (ALMO). She is now using the skills and knowledge she has developed during this time as a consultant.

A senior housing professional from an asset management background with strong operational experience in delivering responsive repairs and void services, she understands what is required to deliver to relevant regulations and compliance requirements.

### 2024 dates:

7 March  
6 June  
10 October

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# Tenancy Sustainability and Communities

All residents need to feel supported in their tenancies, and the sector is working hard to meet their needs and show them they're being listened to. Vulnerable tenants will often require additional support, delivered within the community.

The Club will discuss best practice, innovative solutions, and key welfare reform updates.

## Key content for 2024:

- The latest welfare reform policy and practice insight
- Exploring Service Models – services for younger, older or vulnerable people
- Approached to allocations
- Housing challenges faces by offenders and those at risk of offending
- Supporting refugees and asylum seekers
- Building empowered communities
- Payment arrears and income collection
- Supporting and interacting with tenant groups
- Supported Housing Improvement Programmes

“Very topical and the discussion session was excellent. Really valued hearing from colleagues in other organisations and came away feeling reassured.”

Georgina Bailey–Allen, Welfare Reform and Tenancy Sustainment Manager, Platform Housing Group



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