

Housing Data and Analytics Summit Preview Programme



Pennington Choices



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Jo Hamilton



Stephen Russell



John Wickenden

5 November 2025

Manchester

09.00 Registration and networking

09.30 Welcome and opening comments

Rob Griffiths, Chief Executive, Housemark

Amanda Leonard, Associate Director, Housemark

09.40 **Keynote:** Unlocking the Value of Data and AI in Social Housing: A Results-Driven Strategy

Simon will equip you with insights on designing and implementing an effective data strategy that maximises existing assets and enhances data literacy. We will explore the importance of understanding different perspectives to data, the challenges of articulating data needs, and the critical issue of data leakage as a literacy challenge. Simon will introduce a practical framework for aligning data, analytics, and AI initiatives with your business strategy.

The session will also explore practical ways to improve data quality and a five-stage guide to creating an actionable data strategy. Simon will inspire you to develop a data-driven culture that optimises operations and improves service delivery in the social housing sector.

Simon Asplen-Taylor, CEO and Founder, VALSTR, Data & AI author

Host: *Jonathan Cox, Chief Data Officer, Housemark*

10.30 **Breakout sessions 1**

Building a Solid Data Foundation Through Collaboration and Innovation in Housing

We will spotlight the recent initiatives of Karbon Homes and North Star Housing, two organisations at the forefront of innovation in the housing sector.

Karbon Homes, , has been recognised for their data innovation with the development of the Karbon Data Quality Scorecard (KDQS), a crucial tool that enhances data accuracy and supports effective consumer regulation and data strategy.

North Star Housing is transforming tenant experiences by

Enhancing Social Housing Services through AI and Predictive Analytics

We'll hear how, as one of the sector's early adopters of predictive analytics and machine learning, Notting Hill Genesis is using AI-powered tools to proactively identify properties at risk of disrepair enabling faster interventions and more efficient maintenance strategies.

We'll also hear about Manningham's ambitions to use the latest technology in tenant engagement and communication, considering the ethics of AI adoption with fairness, transparency, and unintended bias in

through bold technological adoption. By collaborating with experts in robotics, data science, and technology, they are addressing challenges through fast innovation and strategic partnerships.

We will gain insights into their work with predictive analytics, the National Innovation Centre for Data's Arrow funding, and innovative projects such as AI-driven roof scanning and the development of a robot barista, that foster trust and engagement within their communities.

*Jo Hamilton, Director of ICT and Digital Transformation,
Karbon Homes*

*Sean Lawless, Director of Insight and Transformation,
North Star Housing*

mind, especially in decisions that impact vulnerable tenants.

We'll gain insight into how police forces are using AI and data-driven technologies to enhance public safety, streamline operations, and improve decision-making and we can translate these practices into housing.

*Adam Cresser, Director of Data & AI, Notting Hill Genesis
Carolina Padovezi de Oliveira, Leader in Corporate Services and Digital
Transformation, Manningham Housing Association
Stephen Russell, Director Data, Strategy & Technology, Warwickshire
Police*

11.30 Refreshments and networking

12.00 Breakout sessions 2

Data for good: Improving quality of our homes

In these sessions we will explore the transformative power of data in enhancing our homes and providing crucial support for tenants. We will examine how data can assess stock conditions to identify areas needing improvement and help prevent tenancy failures.

Data for good: Using Data to Support Tenants

In this session, we will examine the early findings from a sector-wide survey on damp, mould, and condensation.

With growing concerns around indoor air quality and the implementation of Awaab's Law, the focus shifts from reactive responses to proactive, data-driven strategies. We'll hear how asset data and resident feedback can inform targeted interventions, improve living conditions, and shape future resources and support.

Name to be confirmed, Pennington Choices

John Wickenden, Research Manager, Housemark

13.00 Lunch break and networking

14:00 Transforming Housing: Leveraging Data and Tech for Sector Improvements

This session will also focus on the evolving landscape of the housing sector as we explore the critical role of data in addressing current challenges. We will examine common data-related issues and obstacles while sharing innovative strategies for harnessing next-generation technology and AI to improve performance. By looking at sector data, trends, and performance across the UK, we will discuss how leveraging data can effectively support the priorities of the housing sector.

We'll also hear from Raven Housing Trust, who have embarked on a significant digital journey. The organisation made a strategic decision to prioritise technology as the first step in preparing for future challenges and opportunities. Central to this process is the implementation of robust governance, ensuring the use of sophisticated analytics and assigning the right people to the right roles. By carefully shaping the foundations, their journey began with technology, progresses to data enhancement, and now focuses on broader future ambitions. We will explore challenges around innovation, recognising that the aspiration to meet residents' needs and adopt innovative technology often outpaces an organisation's readiness for change.

Jonathan Cox, Chief Data Officer, Housemark

In this session we will emphasise the necessity of putting tenants at the forefront of housing data strategies.

We will explore how data and predictive analytics tools can support landlords in preventing tenancy failures, ultimately leading to reduced turnover, improved retention rates, and minimised costs.

We'll hear how Together Housing Group is pioneering the use of AI to prevent tenancy failures and enhance tenant wellbeing. Their award-winning Predicting Tenancy Failure Model uses advanced data science techniques, including survival analysis, neural networks, and likelihood estimation to identify tenancies that may be at risk before problems arise.

Stephen Batley, Assistant Director of Business Improvement, Together Housing Group

Scott Bache, Lead Product Manager, Housemark
Laura Wales, Head of Data, Raven Housing Trust
Host: Amanda Leonard, Associate Director, Housemark

14:50 From Insight to Impact: Data Governance as the catalyst for organisational change

We'll uncover how strong data governance forms the foundations of successful data and AI initiatives shifting the focus from endless reporting to delivering meaningful, measurable outcomes. Using relatable, everyday analogies, we'll explore how storytelling can breathe life into governance frameworks, turning abstract concepts into compelling narratives that resonate across an organisation.

With a people-first approach, the session will highlight the critical role of soft skills including empathy, curiosity, and clear communication in building trust and fostering a culture of transparency. We'll hear how we can go beyond dashboards and data models to show how human connection is the true catalyst for transformation.

Sarah Bridges, Data Governance Manager, Selwood Housing
Anna-Marie Lawrence-Lovell, Director of Data & Analytics, L&Q
Odayne Haughton, Data Governance Manager, Magna Housing

15.45 Refreshment break

16.05 Closing session: How to influence senior leaders for impactful decision making

Our expert panellists will explore effective strategies for presenting data and insights that resonate with our leaders. We will discuss techniques for storytelling with data, fostering engagement, and facilitating informed decision-making among and the importance of tailoring performance reports to highlight key metrics that align with organisational goals. The session will leave you feeling empowered to strengthen your influence and drive positive change through data and compelling performance reporting.

Jonathan Cox, Chief Data Officer, Housemark
Simon Asplen-Taylor, CEO and Founder, VALSTR
Anna-Marie Lawrence-Lovell, Director of Data & Analytics, L&Q
Adam Cresser, Director of Data & AI, Notting Hill Genesis
Host: Amanda Leonard, Associate Director, Housemark

16.50 Closing comments

Rob Griffiths, Chief Executive, Housemark

Amanda Leonard, Associate Director, Housemark