

Housing Data and Analytics Summit Programme



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Manchester

#hmdatasummit

09.00 Registration and networking

09.30 Welcome and opening comments

Jonathan Cox, Chief Data Officer, Housemark

Host: Amanda Leonard, Associate Director, Housemark

09.45 **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 aim to 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

10.30 **Breakout sessions 1**

Enhancing Social Housing Services through AI and Predictive Analytics

AI and predictive analytics are revolutionising social housing by enabling proactive maintenance, smarter resource allocation, and early support for at-risk tenants. These tools help providers move from reactive fixes to data-driven care, creating more responsive services.

We'll hear how Notting Hill Genesis, an early adopter of predictive analytics and machine learning, is using AI-powered tools to identify properties at risk of disrepair, enabling faster

Building a Solid Data Foundation Through Collaboration and Innovation

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.

interventions and more efficient maintenance. Drawing on his experience leading large-scale data initiatives, Adam will share how building a data-driven culture—through staff training, analytics communities, and widespread Power BI adoption—empowers teams to make faster, more informed decisions. His session will show how AI insights are helping shift from reactive to proactive care, enhancing service delivery and tenant satisfaction.

We'll also 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
Stephen Russell, Director Data, Strategy & Technology, Warwickshire Police

Chair: Amanda Leonard, Associate Director, Housemark

11.30 Refreshments and networking

12.00 Breakout sessions 2

Data for Good: Using Data to Support Tenants

We will explore how data and predictive analytics tools can support our tenants and help 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.

North Star Housing is transforming tenant experiences by 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

Chair: Jonathan Cox, Chief Data Officer, Housemark

Data for Good: Improving Quality of Our Homes

Based on early findings from a sector-wide survey on damp, mould, and condensation, we will discuss how data can be used to assess stock conditions, identify areas needing improvement, and enhance the quality of our homes.

With growing concerns around indoor air quality and the implementation of Awaab's Law, the focus shifts from reactive

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.

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 mind, especially in decisions that impact vulnerable tenants.

We'll discuss the blockers for using data, AI and technology and the considerations required to implement this technology with tenants at heart.

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

Carolina Padovezi de Oliveira, Leader in Corporate Services and Digital Transformation, Manningham Housing Association

Chair: Amanda Leonard, Associate Director, Housemark

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.

We will also explore how Hexagon is responding to damp and mould challenges by turning resident complaints into actionable insights. We'll examine how asset data and tenant feedback are being used to drive targeted interventions, improve service delivery and comply with Awaab's Law.

Andy will share how operational improvements and transparent communication are helping to enhance living conditions and rebuild trust with residents.

Andy Vincent, Operations Director, Hexagon Housing Association

Jordan Brown, Head of Consultancy-Assets and Compliance, Pennington Choices

John Wickenden, Research Manager, Housemark

Chair: John Wickenden, Research Manager, Housemark

13.00 Lunch break and networking

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

This session explores how data, AI, and tech can tackle today's housing challenges. We will examine data and tech related barriers 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 will be joined by 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.

Laura Wales, Head of Data, Raven Housing Trust

Jonathan Cox, Chief Data Officer, Housemark

Andrew Barham, Chief Technology Officer, Housemark

Chair: Amanda Leonard, Associate Director, Housemark

14:50 Move to the Breakout Rooms

Breakout sessions 3

15:00 NextGen Unleashed: Powering the Future of Housing

We will explore how Housemark's NextGen will transform data intelligence in UK social housing. This AI-ready platform will unify disconnected and delayed data into a one trusted source of truth, enabling confident, evidence-based decisions and proactive risk management.

In this session we will also examine how NextGen will support regulatory compliance and improve outcomes for tenants. We will explore how with tools for predictive analytics, benchmarking and sector-specific insights, housing providers will be equipped to act early, stay compliant, and deliver lasting impact across all levels of their organisation.

Andrew Barham, Chief Technology Officer, Housemark

Chair: Amanda Leonard, Associate Director, Housemark

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. 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

Odayne Haughton, Data Governance Manager, Magna Housing

Colin Sales, CEO, 3C Consultancy

Chair: John Wickenden, Research Manager, Housemark

15.50 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.

Adam Cresser, Director of Data & AI, Notting Hill Genesis

Jonathan Cox, Chief Data Officer, Housemark

Laura Wales, Head of Data, Raven Housing Trust

Simon Asplen-Taylor, CEO and Founder, VALSTR

16.55 Closing comments

Jonathan Cox, Chief Data Officer, Housemark

Amanda Leonard, Associate Director, Housemark

17:00 Conference close