

Specialist Clubs

2018 programme

HouseMark



data | analysis | intelligence | insight | solutions

“These sessions are an excellent way to network, share experiences and good practice.

There are always thought provoking presentations and I have lots of ideas I can take back to my organisation relating to how we can improve.”

Lynne Horton, Berneslai Homes

Introducing HouseMark's Specialist Clubs

At HouseMark, our purpose is to enable our customers to build even better businesses and achieve outstanding performance. One of the ways we support business improvement is through our Specialist Clubs programme.

Specialist Clubs provide the perfect platform for professionals from across the housing sector to come together and access best practice, latest thinking and networking opportunities.

Across a range of relevant topics, our Clubs see you explore new ideas, learn from others and discuss both the operational and strategic 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. At all of our Clubs, content is driven by members' priorities and requests. Between meetings you'll benefit from specialist topic briefings and access to our Knowledge Base, an online database of housing articles and case studies.

Specialist Clubs are open to HouseMark members and non-members.

Explore this year's Specialist Clubs programme today!



Location:

Birmingham

Membership:

- Three Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:£795 + VAT
HouseMark members£995 + VAT
Non-membersCommercial rates apply
for profit-making
organisations.

Customer Engagement

Customer engagement and involvement is increasingly under the spotlight, prompting many to look again at how they work with tenants. Join us at this Club and access advice, best practice and ideas on the operational delivery and benefits of proactively engaging with customers.

**Club manager:****Richard Beevers**

Richard is a leading consultant and speaker on customer experience, marketing and leadership. Previously Richard was Marketing and HR Director of Capita Symonds, a major property and engineering consultancy, with 3,500 people and annual revenues of £350m. Richard is a Non-Executive Director of Gentoo Group.

Key content:

- Creating a conversation with customers – why this matters and what you can talk about.
- Channels of conversation and engagement – methods and best practice.
- Customer segmentation and the role it has in proactive customer engagement.
- Proactive engagement versus reactive customer service – the key differences and why it matters.
- Co-production – what this means to you and how to make sure it's meaningful and not a tick-box.
- Hearing the tenants' voice when shaping services and strategy.
- Engaging with hard to reach customers – why a range of voices is important and how to hear them.
- Resources, roles and responsibility – where engagement sits within your organisation.

Customer Experience

As your customer profile changes, their needs, wants and expectations shift and evolve. This Club explores the reactive nature of customer service, the tools, skills and processes you need to define and deliver positive customer experiences.

**Club manager:****Richard Beevers**

Richard is a leading consultant and speaker on customer experience, marketing and leadership. Previously Richard was Marketing and HR Director of Capita Symonds, a major property and engineering consultancy, with 3,500 people and annual revenues of £350m. Richard is a Non-Executive Director of Gentoo Group.

Key content:

- Complaints management and processes – what does good look like.
- Skills for creating a positive customer experience – handling difficult conversations and staff morale.
- Defining customer experience in your organisation – linking brand, strategy and operational delivery.
- Digitalising the customer experience – systems and investment, risk and return.
- Measuring customer experience – performance, metrics and successes.
- Achieving efficiency and effectiveness in delivering a positive customer experience.
- Customer journey mapping – method, results and follow-on actions.
- Maintaining customer experience in a crisis – managing customer expectations and communication.

Location:

London

Membership:

- Three Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:£795 + VAT
HouseMark members£995 + VAT
Non-membersCommercial rates apply
for profit-making
organisations.

Location:

London

Membership:

- Three club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:

£795 + VAT
HouseMark members

£995 + VAT
Non-members

Commercial rates apply
for profit-making
organisations.

Repairs and Active 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.

**Club manager:****Raj Kumar**

Raj has over 28 years of practical experience in the housing sector. This includes leading and introducing successful partnering contracts. Raj is also an experienced Board member and is currently a member of a community gateway organisation. He also chairs a Regeneration Panel for a London local authority and is passionate about supply, development scale and regeneration.

Key content:

- Team working – joining up regeneration, asset management, repairs and customer services.
- Bringing your repairs and maintenance service in-house – motivations, methods and models.
- Field operatives – efficiencies and planning.
- Digital innovation in repairs and asset management.
- 'Self serve' repairs.
- An introduction to Building Information Modelling.
- Asset management and repairs services in a merger.
- What does good look like? Showcasing excellence in active asset management and repairs.
- Balancing budgets – from prioritisation to procurement.
- Transforming services - what is changing in repairs and maintenance.
- Support and advice from the expert team at Savills.

“It’s an excellent knowledge sharing club, with honest feedback and good practice sharing.”

Andrew Liles, Together Housing

Location:

Two meetings in Manchester, one meeting in London

Membership:

- Three Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:

£795 + VAT
HouseMark members

£995 + VAT
Non-members

Commercial rates apply for profit-making organisations.

Welfare Reform

Welfare reform continues to impact both housing providers and tenants. With a range of innovative initiatives out there, this Club provides a supportive network for you to exchange knowledge, access latest policy and share lessons learned from practical approaches.

**Club manager:****Sharon Collins**

Sharon is a nationally respected and accomplished housing professional with over 25 years' experience of the social housing and care sector – 15 of which at senior executive level leading internal and external business consultancy services.

Key content:

- Latest thinking and analysis of emerging welfare reform policy and practice.
- Preventing homelessness – unpicking impact of Homelessness Reduction Act to bring permanent solutions to homeless people with complex needs.
- The implications of the housing Green Paper expected Summer 2018.
- Continued learning from the best in sector.
- Trends in engagement – can 'nudging' behavioural change, gamification and virtual learning help tenants become work ready.
- A view from statutory and voluntary sectors on the impact of welfare reform – how can we work together to support the most vulnerable households.
- Welfare reform in practice – trends in investment to mitigate risks.

Voids

Whether it's value for money drivers, increased and improved productivity or managing the impact of welfare reform, the importance of void management, lettings and allocations remains. Join our Club to share best practice and common challenges, and most importantly, explore solutions to maximise income and minimise risk.

**Club manager:****Jane Bailey**

Jane is an experienced housing professional having worked in the sector for 30 years. She has extensive expertise in both delivery of housing services and providing service improvement consultancy. Her key areas of expertise include service transformation, voids and asset management and anti-social behaviour strategies.

Key content:

- Exploring what voids data can tell us about sector trends, turnaround times and where you may need to make trade-offs.
- The use of digital technology in voids management.
- What does good practice look like now? Unpicking what a 'lettable standard' really means.
- Innovation in voids management.
- Methods and approaches to fill vacant properties.
- Up-to-date legal updates to ensure you stay ahead of legislation and regulation.
- Marketing strategies for low demand properties.
- Resources, roles and responsibilities in voids and housing management.

Location:

London

Membership:

- Two Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:

£550 + VAT
HouseMark members

£750 + VAT
Non-members

Commercial rates apply for profit-making organisations.

“It is a fantastic opportunity to learn about what is available on the market in terms of systems and software.

I love being able to share experiences with other organisations and to actually have that chance to ‘talk’.”

Mari Hughes, emh homes

Business Assurance

Robust business assurance plans have become critical to strategic and operational planning for housing providers. Ensuring you’re maximising productivity and meeting regulatory requirements is more important than ever. This Club brings these elements together to support those working in areas of risk, governance and regulation.



Club manager:

Raj Kumar

Raj has over 28 years of practical experience in the housing sector. He has worked within and developed governance models through the significant policy and regulatory changes the housing sector has seen over the past 20 years. Raj has led many Board sessions, focused on VFM, governance and performance and has direct experience of developing frameworks for success.

Key content:

- Board assurance on regulatory and legal compliance.
- Business transformation.
- Stress testing, risk management and robust business planning.
- Headroom, risk appetite and financial golden rules.
- In-depth assessments - preparing for an In-Depth Assessment.
- Evidencing decisions - data-driven decision making
- The changing role of your Board and the relationships between executive teams and Board members.
- Legal and policy updates.
- Sector Scorecard, one year on.
- Managing business assurance in a partnership.

Location:

London

Membership:

- Three Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members’ forum.

Price:

£795 + VAT
HouseMark members

£995 + VAT
Non-members

Commercial rates apply for profit-making organisations.

Location:

London and Manchester

Membership:

- Three Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:£795 + VAT
HouseMark members£995 + VAT
Non-membersCommercial rates apply
for profit-making
organisations.

Estate Services

Creating places where your customers want to live is incredibly important and can contribute to happier, healthier communities. Estate services play a big part in place making. This Club tackles operational and strategic elements of delivering estate services, identifying good practice, discussing and debating new approaches and performance.

**Club manager:****Tom Bremner**

Tom has worked in the housing sector for over 25 years and has wide ranging operational, strategic and consultancy experience. He has been a Board member at Wandle Housing Association since 2014 and Chair since September 2017. Tom has worked in housing associations, local authorities and ALMOs including L&Q and Brent Housing Partnership.

Key content:

- The changing role of estate services teams.
- Exploring the benefits of a range of delivery models - partnerships, procurement and other alternatives.
- Managing external suppliers and contractors - how to work together to deliver great services and customer satisfaction.
- Making communal areas work for all - best practice in design.
- Fire and gas safety - lessons learned from Grenfell.
- Understanding the differing approaches to service charges.
- Practical advice, ideas and best practice sharing around a range of areas including cleaning, litter management and more.
- Innovation and new thinking in estate services.
- Engaging with customers to shape the future of estate services.

“It’s really great to know you are on the same track as some of your peers.”

Great to hear how colleagues are pushing the boundaries and sharing ideas. Problems shared can be problems solved.”

Jaz Sanghera, Derby Homes

Location:

London

Membership:

- Three Club meetings
- Specialist topic briefings
- Access to our Knowledge Base, an online database of housing articles and case studies and our members' forum.

Price:

£795 + VAT
HouseMark members

£995 + VAT
Non-members

Commercial rates apply
for profit-making
organisations.

Digital Futures

Digital engagement and transformation is happening now. Delivering a variety of benefits, exciting new opportunities to embrace digital solutions are emerging every day. This Club acts as a catalyst to recognise and share good practice on a range of digital solutions suited to the housing sector.

**Club manager:****Arturo Dell**

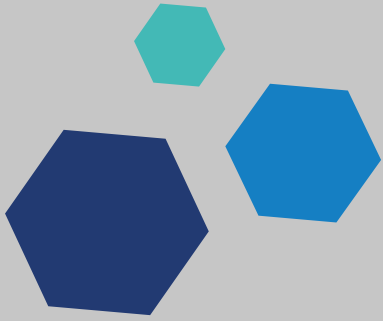
Arturo is the Director of Technology and Innovation at HouseMark, leading on business intelligence, data innovation and product development. Known in the sector as a thought leader and practitioner in this space, Arturo was previously the Head of Business Intelligence at the London Borough of Camden.

Key content:

- Channel shift and online portals – how to manage projects, successfully promote digital solutions and encourage buy-in from your customers.
- Targeting and supporting hard-to-reach customers – understanding digital exclusion and the challenges and solutions to support customers in accessing digital channels.
- Digital communities – from customer-led support to community wifi, how can communities work together to accelerate digital take-up?
- Customer behaviours – how we are changing in an increasingly digital world?
- Internet of things – what does it mean to the housing sector and how might smart technologies change the way we work.
- Productivity and efficiencies through digital solutions - discuss and debate whether you're seeing a return on investment.

“The opportunity to see new ways of working in the industry is always useful and the sessions provide food for thought. As a small organisation quite often we aren't in a position to put lots of things into action, so spotting the quick wins are key to making us more effective.”

Claire Tough, Homes in Sedgemoor



HouseMark 

024 7646 0500 | info@housemark.co.uk | [@housemarkltd](https://www.housemarkltd.com) | [housemark.co.uk](https://www.housemark.co.uk)