



Data offer 2018

Introduction

The importance of data

In today's challenging operating environment, successful businesses are increasingly investing in their data to help them make evidence-based decisions. By relying on statistical information rather than gut-feeling, they ensure they are in the right place at the right time. Within any sector, consistent data standards can be an invaluable asset as they allow businesses to compare themselves to others, and continually improve.

As a member of HouseMark, you have exclusive access to over ten years' worth of high quality and detailed data for your organisation as well as over 400 other housing providers. This data is unrivalled in both its breadth and depth and should be a key asset for meeting your objectives through evidence-based decision making.

The consistent standards adhered to by members coupled with HouseMark's robust validation processes provide a single data standard for the sector.

The regulatory context

'Registered providers must ensure that they have an understanding of absolute costs, how these costs compare to other organisations, and how they have changed over time. Registered providers should understand what is driving their costs and make sure that they are getting the desired quality at the lowest price'.

Clause 17 of the RSH's [Value for Money Code of Practice](#) (to take effect for English HAs from 1 April 2018)

Although the [regulatory framework](#) for social housing varies between the different countries of the UK, the increased political focus on housing means all regulatory frameworks continue to evolve.

No matter which regulatory regime you fall under, your ability to demonstrate that you deliver value to your residents is critical.

In England, the Regulator for Social Housing has proposed seven high level financial metrics sourced from Housing Association annual financial statements. UK-wide, the Sector Scorecard for Housing Associations offers a shortlist of 15 headline measures.

HouseMark's data comparison service now allows housing associations to compare these high-level metrics. HouseMark members have exclusive access to both Sector Scorecard and Global Accounts comparisons before anyone else.

There are however significant limitations on comparisons of high level metrics only. Making good use of them to drive forward improvements requires additional sophistication. That's why HouseMark complements these tools with:

- Detailed cost information allocated and validated according to the HouseMark methodology. This ensures you are comparing like-with-like, and can understand the drivers behind your unit costs
- Quarterly performance information to give you early warning of significant deviation from sector trends
- More contextual information to help you understand drivers.

For more information on how the detailed HouseMark data links to the headline measures in the Sector Scorecard and Global Accounts, [click here](#).

Contents

This document details the HouseMark data offer for 2018, including:

- Updates to our data entry interface
- A preview of our new online reporting tool
- Information on how the HouseMark offer is evolving
- Your range of benchmarking options for 2018 and an invitation to participate
- Data entry deadlines.

What's new?

<p>New measures</p>	<p>In 2018 we are retaining all existing measures and all definitions remain the same (subject to some minor changes in sector scorecard definitions to be confirmed). At the request of members two new optional measures will be introduced to the HouseMark suite.</p> <ul style="list-style-type: none"> • <i>Number of known universal credit claimants.</i> This measure will then be turned into a ratio to help members understand the impact of universal credit as roll-out progresses. • <i>Average end to end time for void repairs.</i> <p>This measure will help provide further understanding of what drives average re-let time, and could be a useful tool in managing your void contractors / operatives.</p>
<p>Improved data entry interface</p>	<p>Launched in 2017, our new data entry interface Nexus has already saved your data inputters a significant amount of time.</p> <p>Innovations such as automated employee apportionments and full flexibility between overview and detail helped reduce the time taken to enter and validate data by up to 50%.</p> <p>Further improvements were suggested by our members at our Technical User Forums and have been implemented for 2018.</p> <p>For more information about the improvements, please contact data@housemark.co.uk.</p> <p><i>Note:</i> For 2018 the ability to upload your employee data via the old HouseMark spreadsheet will be withdrawn, and all members who have not done so already will be migrated to the new model. HouseMark staff are on hand to assist you with this transition if required.</p>
<p>New online reporting tool</p>	<p>This year HouseMark launched a new online reporting tool that replaces and significantly upgrades all our existing reports.</p> <p>Features of the new tool include:</p> <ul style="list-style-type: none"> • Visually attractive high-level dashboards • Flexible reports enabling you to completely customise the PIs and chart types you get • Enhanced filters enabling you to apply much more sophisticated criteria when selecting your peer group (for example, proportion of spend on care and support) • Ability to drill into the data and unlock the value of previously unavailable levels of detail around your employee time apportionments and non-pay costs • Option to download raw data for your own analysis if required. <p>To access a demo video click here. The password is Reporting2018</p> <p>For more information, please contact data@housemark.co.uk.</p>

<p>Property level performance</p>	<p>We are developing the ability for you to submit data for our headline performance measures via an upload from your housing management system.</p> <p>Information submitted at this property level will not only save you time when entering data, but also enhances HouseMark's ability to provide you with next level insight. Immediately you will be able to view your data by location and compare drilled down performance geographically.</p> <p>We are also investigating how we can use your raw data to provide you with enhanced predictive analytics.</p> <p>For more information on how to get involved, email data@housemark.co.uk</p>
<p>Offline research</p>	<p>HouseMark is carrying out research into areas of specific interest in 2018, reviewing evidence from within the housing sector as well as out of sector examples. The following options are currently under consideration:</p> <ul style="list-style-type: none"> • The voice of the customer and understanding customer service success • GDPR, data readiness and maximising the potential of business intelligence approaches • The transformation of traditional housing operating models • Delivering value and efficiency from back office services • Sector salary trends and forecasts • Business benefits of using behavioural insights <p>To find out more and influence our programme, contact data@housemark.co.uk</p>

Your options

<p>Detailed cost comparison</p>	<ul style="list-style-type: none"> • Over 300 housing providers participate annually • Comparisons of your costs by activity area • Staff time apportioned to provide like-for-like comparisons • Cost codes allocated consistently following HouseMark's detailed guidance • Helps understand your productivity across all activity areas and enables and informs targeted service reviews.
<p>Quarterly performance</p>	<ul style="list-style-type: none"> • Over 200 housing providers participate each quarter • Compare up to 30 key performance indicators quarterly • Get comparisons within 8 weeks of period end • Understand your trend in relation to other organisations like you • Enables early targeted action to address emerging issues • Option to submit data at property level and in return receive extra reports and insight. •
<p>Headline financials / global accounts (HAs only)</p>	<ul style="list-style-type: none"> • Over 200 housing associations submit data before September. • Compare high level financial metrics to provide business assurance to yourself and your stakeholders • Get UK-wide comparisons with over 200 housing associations before anyone else • English Housing Associations can compare their RSH metrics before anyone else • All public data (including both Global accounts for HAs in England and AFS data for those in Scotland)¹ is added to our database as soon as it is available, ensuring you get the full benefits of our interactive tool.
<p>Sector scorecard (HAs only)</p>	<ul style="list-style-type: none"> • Over 300 housing associations taking part annually • Compare 15 headline metrics as part of this sector-led initiative to demonstrate good governance • Run your own comparisons on the HouseMark website as early as June • Be the first to get a sector wide analysis report in October 2018.
<p>New modules in development</p>	<p>In 2018 we intend to pilot some new modules requested by our Local Authorities and ALMOs members. These new modules are still in development but are likely to cover:</p> <ul style="list-style-type: none"> • Homelessness • Service charges <p>To find out more and influence our programme, contact data@housemark.co.uk</p>

¹ Public data for Wales will also be imported to our database if and when the Welsh Government publishes it.

The 2018 timetable

Action	Date
Data entry opens	31 March 2018
Deadline for: Advising us of your options by completing and submitting the 'benchmarking options' section of the data entry form. An option is available to simply select the same options as previous year. Our staff would be happy to discuss your options with you, simply email data@housemark.co.uk to arrange a chat	20 April 2018
Deadline for: <ul style="list-style-type: none"> • 2017/18 Quarter 4 performance • 2017/18 Landlord profile and unit numbers • 2017/18 Development • 2017/18 STAR satisfaction 	30 April 2018
Launch of new online reporting tool	June 2018
Deadline for: <ul style="list-style-type: none"> • 2017/18 Sector Scorecard (draft figures – England and Wales) • 2017/18 Detailed costs (trailblazers²) 	29 June 2018
Deadline for: <ul style="list-style-type: none"> • 2017/18 Sector Scorecard (draft figures – Scotland and Northern Ireland) • 2018/19 Quarter 1 performance 	31 July 2018
Deadline for: <ul style="list-style-type: none"> • 2017/18 Detailed costs (Scotland and Northern Ireland) 	17 August 2018
Deadline for: <ul style="list-style-type: none"> • 2017/18 Detailed costs (England and Wales) 	14 September 2018
Launch of property level performance option in quarterly performance benchmarking	
Deadline for: <ul style="list-style-type: none"> • 2017/18 Headline financials / Global accounts • 2017/18 Sector scorecard (final amends) 	28 September 2018
Deadline for: <ul style="list-style-type: none"> • 2018/19 Quarter 2 performance 	31 October 2018
Deadline for: <ul style="list-style-type: none"> • 2018/19 Quarter 3 performance 	31 January 2019
Deadline for: <ul style="list-style-type: none"> • 2018/19 Quarter 4 performance 	30 April 2019

² For organisations willing and able to submit detailed cost information earlier, we have a trailblazer deadline at the end of June. These organisations will be the first to benefit from our new online reporting tool and will be guaranteed to have detailed comparisons in time for their annual financial statements.

Notes regarding the timetable

Submitting earlier than the deadline is encouraged and will enable your data to be approved and uploaded sooner. Our new online reporting tool will allow you to compare with cost data uplifted in line with inflation if you're one of the first datasets uploaded.

Through improved systems and processes, our validation turnaround times have improved significantly. You can expect your data to be approved and uploaded within a month of completing your full submission. However, this does rely on you responding promptly to any validation queries your validator may have.

Once your data is approved, your fully customisable report will be available for you to download immediately.

Help and support

Support with data entry is included within your membership package. If you are new to HouseMark or would simply like a refresher, the following options are available:

- Free access to our LMS (learning management system) to enjoy a visual and interactive introduction to HouseMark benchmarking
- A range of free webinars which have been rated by our members as 'very helpful'.
- A dedicated data contact to support and mentor you through the process
- Our data helpline open 9-5 Monday-Friday: phone on 02476 472707 or email data@housemark.co.uk

If you feel like you are not making the most of the valuable asset that is HouseMark data, the following support is available:

- A programme of free *Data Skills Labs: Technical Users* running in spring and autumn.
- Dedicated resources on making use of your data available on the HouseMark member website
- A dedicated data contact can offer advice and assistance in bringing your data to life.