



## HouseMark data offer 2020

Harry Kanda

Head of Data and Research



# Navigation

About  
HouseMark

Data offer  
overview

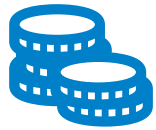
New for  
2020

Data  
options

Timetable  
and  
support



## HouseMark is the data-driven solutions provider for the UK housing sector.



**Spend smarter.** We analyse financial and operational data to help you prioritise action and maximise the impact of investment.

**Demonstrate performance.** We make it easy for you to evidence that you understand your organisation's performance position to stakeholders.

**Accelerate change.** We provide ideas, inspiration and solutions that drive and deliver change in your organisation.





# Message from the Head of Data and Research



**Harry Kanda**  
Head of Data and  
Research

Welcome to our 2020 data offer. This document details all the benefits and features of HouseMark's data solutions that you can access as part of your membership. The data we collect from you is designed to quantify the experience you deliver to the social housing sector through comparable costs, performance and satisfaction ratings.

The evidence we provide helps you uncover insights and answers with our data analysis and insight. Through the data and our services we help you set targets, drive decision making and evidence organisational effectiveness.

Social housing across the UK is a regulated sector. All registered landlords are subject to checks from government bodies acting in the interests of tenants and taxpayers. Currently there are different levels of regulation across the country. For example, there are different focuses on people who receive services or business health.

With the sector existing to help people whose needs aren't met by the housing market, there are drivers moving regulation across the UK to focus on both the consumer and the business, balancing value-for-money with performance and satisfaction.

We provide members with a unique data offer combining all these factors in one easy to digest solution. For more information on how our data links to the headline measures in the Sector Scorecard and Global Accounts, click [here](#).



## Data Submission Timetable

	Deadline
Benchmarking options, Landlord profile and unit numbers	09-04-2020
2019/20 Quarter 4 Performance	24-04-2020*
2019/20 Development	24-04-2020
2019/20 STAR	05-06-2020
2019/20 Detailed cost submission (Employee and Non-Pay)	14-08-2020
2019/20 Headline Financials	25-09-2020
2020/21 Quarter 1 Performance	31-07-2020
2020/21 Quarter 2 Performance	31-10-2020
2020/21 Quarter 3 Performance	31-01-2021
2020/21 Quarter 4 Performance	30-04-2021
2019/20 Sector Scorecard	30-09-2020

# 2,200+

Modules submitted for 2018/19 data

Let us know your intentions to submit data, by completing the **'Benchmarking Options'** by Thursday 09 April so that we can help you through every step of the process.

\* Scotland performance data will be accepted after ARC submission has been finalised






HouseMark data offer 2020



## Help and support – useful links and contacts

Our ABCs for data collection:

-  [All about planning your submission](#)
-  [Begin data collection](#)
-  [Confidently use the data entry platform](#)

All our **guidance** can be found [here](#):



For any support, contact the data helpline:

 [02476 472707](tel:02476472707) (Monday to Friday 9am – 5pm)

 [data@housemark.co.uk](mailto:data@housemark.co.uk)

Let us know your intentions to submit data, by completing the '**Benchmarking Options**' by Thursday 09 April so that we can help you through every step of the process.



# Data offer overview

Benchmarking

Triple  
layered  
validation

Dedicated  
resource

Reporting  
tool

Data Skills  
Labs

Tailored  
feedbacks

Sector  
Scorecard

Rent  
affordability  
tool



HouseMark data offer 2020

## Benchmarking

Our data offer allows you to compare costs, performance and satisfaction for the different areas of your business with over 300 other housing providers.

We offer a range of benchmarking tools to help you really understand your costs and performance in comparison with others' so that you can make informed business decisions. You can benchmark annually and quarterly and at an in-depth or an overview level. Our flexible approach means that you can choose to compare across 14 key business activity areas.

Our data is the most in-depth and robustly validated in the housing sector. So whatever and however you choose to benchmark, you can have full confidence in the results.

## Triple layered validation

Our data is subject to a rigorous three-layered validation and quality assurance process to ensure data integrity. This is underpinned by over 20 years of experience. The three layers are: self-validation; automated validation; data team validation.

We have improved our validation process by collecting raw values wherever possible. This means that we are able to cross reference arrears to rent collection and void loss to ensure that your figures are consistent.







## HouseMark data offer 2020



# Dedicated resource



Your Data Operations Coordinator will use their expertise to support you. The regular contact with the same person means you receive continuity of service as they understand and get to know your organisation and your data. Your Data Operations Coordinator will validate your data and over time will begin to understand your contextual challenges.

Your Data Analysis and Insight Manager will use their expert knowledge of our data service to ensure that you get the most from your membership. The Data Analysis and Insight Manager delivers you insight from your data through a tailored feedback session. Using their expertise they will help you get value from your data submission.

# Reporting tool

Our flexible reporting tool lets you access your data as soon as it is approved. Features released in 2019 were:

- The ability for you to save a peer group across your organisation, saving time for your staff
- Additional modular peer group filtering allowing you to have relevant peer groups based on your individual services
- The creation of the bespoke dashboard letting you create a range of performance indicators that are useful for your business
- Enhanced drill-down features which let you analyse more detail to get to the root-cause of issues
- Releasing the VFM quadrant for senior managers to assist them to quickly understand your organisation's cost vs. performance



## HouseMark data offer 2020



# Data Skills Labs



Our Data Skills Labs provide a range of services that help you learn more about data, analysis and insight.

Our regional Technical User Forums provide the perfect opportunity to find out more about benchmarking, key indicators and system upgrades and improvements. You can also shape future benchmarking services, test new services and tools and meet peers to discuss best practice and share ideas. Be sure to book your place in advance and join us to find out what's new for this year and how you can ensure a smooth and successful data submission.

There will be specific regional topics covered at your local Technical User Forum. Details are available on our website [here](#).

## Tailored feedbacks

Tailored feedbacks are an excellent opportunity for you to discuss your data with an expert in cost, performance and satisfaction data analysis. We will design the session to suit your requirements and ensure that our time is focused on your priorities.

We'll offer you new perspectives and insight into your cost and performance drivers to assist you in leveraging the most value from your data. You can choose to receive a feedback as an overview, or on a specific business area of particular interest. Our tailored feedbacks are part of your membership and offered at no additional cost. Be sure to book your session in with your Data Analysis and Insight Manager.



## HouseMark data offer 2020



# Early access to Sector Scorecard (Housing Associations only)



Access to our systems gives participants of the Sector Scorecard the ability to view results using our online portal as early as June. The member-only access remains a key piece of insight that lets you get ahead of the sector with regards to what action to take. The final public report is usually released in November in Scotland and Northern Ireland.

## Rent affordability tool (Scotland only, coming soon for Wales)

Developed in collaboration with the Scottish Federation of Housing Associations (SFHA), our rent affordability tool supports you in assessing rent levels against a suite of affordability measures.

The tool brings together data from the Scottish Housing Regulator, Joseph Rowntree Foundation, Office for National Statistics, Scottish Government and the Department for Work and Pensions.

Since its launch in Autumn 2018, the tool has been accessed over 3,700 times by Councils and Housing Associations around Scotland to help ensure affordable rents for tenants. The rent affordability tool is included in membership.

We are working in collaboration with Community Homes Cymru (CHC) to produce a Welsh affordability tool, due for release in 2020.



# New for 2020

New measures

Offline  
research

Data  
Summit

HouseMark  
STAR



## HouseMark data offer 2020



# New measures

All our new measures are based from user feedback collected over the last two years as, well as looking for best practice examples from across our members. For any information about these, email [data@housemark.co.uk](mailto:data@housemark.co.uk).

The following new measures will be collected this year:

- Complaints – informal complaints resolution
- Housing Maintenance - Emergency repairs as a % of all responsive repairs
- Housing Maintenance – total expected hours uptime of repairs operatives
- Housing Maintenance – total actual hours uptime of repairs operatives
- Housing Maintenance – total estimated duration of worked activities of repairs operatives
- Housing Maintenance – total actual duration of worked activities of repairs operatives
- Housing Management - % of UC-tenants in arrears,
- Housing Management - % of non-UC tenants in arrears

The following new outputs will be available for your organisation to benchmark:

- Supported Housing outputs based on existing detailed benchmarking
- Repairs Effectiveness
- Informal complaints resolution



## HouseMark data offer 2020

# Offline research



Every year HouseMark carries out data analysis and research across a range of housing-related topics.

By reviewing evidence from in and out of sector, our research provides unique insights, information and inspiration to support your business improvement ambitions.

The programme evolves in line with policy and sector sentiment, but is likely to include:

- Year-end performance results
- Building Safety
- Customer service and complaints
- Annual report on sector trends

We will also continue to deliver expert analysis as part of:

- The Sector Scorecard
- PlaceShapers performance report
- Supported housing scorecard
- Our Specialist Clubs – including Welfare Reform, Business Assurance and Voids

To find out more and influence our programme, contact [data@housemark.co.uk](mailto:data@housemark.co.uk).

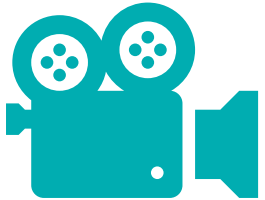


HouseMark data offer 2020



# Housing Data and Analytics Summit 2020

Join us on 1<sup>st</sup> October 2020 for the only data event dedicated to the housing sector, this annual flagship event brings together over 150 housing professionals to explore the power of data. In an action-packed 2020 agenda, we will cover key topics from both in and out of sector, sharing best practice and delivering the very best advice, support and innovative ideas that will help attendees continue to explore the skills, tools and techniques they need to ensure they're leading the way for data in housing.



Click [here](#) to watch a video of our Housing Data and Analytics Summit 2019



Click [here](#) to book on to the Housing Data and Analytics Summit 2020



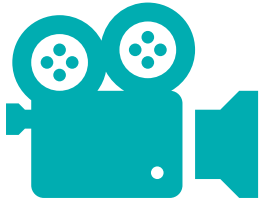
## HouseMark data offer 2020

# Refreshed methodology **HouseMark STAR**



HouseMark has launched HouseMark STAR, the best practice customer satisfaction framework for the UK housing sector. Developed with unprecedented participation from 300 landlords and more than 13,000 tenants and leaseholders, HouseMark STAR is the only co-created solution for consistently measuring comparable customer satisfaction.

The steering group included representation from the National Housing Federation (NHF), the Chartered Institute of Housing (CIH), Tpas, the National Federation of ALMOs (NFA), Association of Retained Council Housing (ARCH), Taroe Trust, and Councils with ALMOs Group (CWAG).



Click [here](#) to view our introduction to HouseMark STAR video



Click [here](#) to view our updated HouseMark STAR methodology





# Data options

Detailed cost  
comparison

Quarterly  
performance

Sector  
Scorecard

STAR  
satisfaction

Headline  
financials /  
Global  
Accounts

Development

Get involved  
with new  
modules



## HouseMark data offer 2020

# Detailed cost-comparison

- 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.

# Quarterly performance

- Over 200 housing providers participate each quarter
- Compare up to 30 key performance indicators quarterly
- Get comparisons within eight weeks of period-end
- Understand your trend in relation to other organisations like you
- Enables early targeted action to address emerging issues.





## HouseMark data offer 2020

# Sector Scorecard

- 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 before the regulator publishes figures
- Be the first to get a sector wide analysis report in November 2020
- Additional reports for members in Scotland and NI

# STAR satisfaction

- Over 200 housing providers participate annually
- STAR is the sector standard for satisfaction
- Compare our seven key perception satisfaction metrics
- Transactional survey data is collected in our performance module
- Our refreshed methodology will be available for data entry in our 2020/2021 modules from June 2020





## HouseMark data offer 2020



# Headline financials / Global Accounts

- 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 housing associations in England and AFS data for those in Scotland) is added to our database as soon as it is available, ensuring you get the full benefits of our interactive tool. Public data for Wales will also be imported to our database if and when the Welsh Government publishes it.

## Development

- Over 200 housing providers participate annually
- An opt in/opt out module dependent on your organisation's development activity
- Run your own comparisons on the HouseMark website as early as June 2020



## HouseMark data offer 2020



# Get involved with HouseMark's new modules



- This year HouseMark is interested in collating your feedback on the following two areas for potential new modules for 2020:

## Annual Budget benchmarking

- Budget benchmarking lets you compare future budgets against your current costs and your peer groups, this helps you identify:
  - How changes to budget will impact your peer group medians
  - How your budget varies to your actuals in the context of comparable measures
  - Allows you to ensure that changes in your budget will flow through to expected service areas
- In order for HouseMark to implement Annual Budget benchmarking we are looking for organisations to express interest in usage of this feature. Please get in contact with [data@housemark.co.uk](mailto:data@housemark.co.uk)

## Supported Housing Performance measures

- We're thinking about introducing new performance measures for supported housing, either:
  - Adopting the supported housing Sector Scorecard measures, or
  - Looking at qualitative measures for care and support, such as those used by the Care Quality Commission
- In order for HouseMark to implement supported housing performance measures we are looking for organisations to take part in a discussion about measuring performance in this area. To take part, please get in contact with [data@housemark.co.uk](mailto:data@housemark.co.uk)



# Timetable and support

Timetable  
summary

Additional  
services

Help and  
support



# Timetable summary

## 2019/2020 Data Collection



## 2020/2021 Data Collection



## HouseMark data offer 2020



# Additional services



- With our expertise in housing data, service areas and performance indicator setting we are pleased to offer you optional services.

## Make better decisions with our Evidence-based Service Reviews

- HouseMark holds over 10 years of detailed resourcing and performance data that enables us to assess progress towards value and compare journeys. Furthermore, HouseMark holds a wealth of contextual data that helps us truly understand the drivers for performance on a service by service basis, build like-for-like comparisons and set meaningful targets.
- Our Evidence-based Service Reviews offer your organisation actionable insight based on the data, including where savings can be made.

## Creating the golden thread with our KPI Reviews

- HouseMark's expertise in social housing data allows us to support organisations to demonstrate the development, performance or position of a company's business, using financial, performance and satisfaction indicators.
- Our KPI Audits and Reviews allow your organisation to give your board and senior staff assurance that your target setting and measures are appropriate for achieving value for money and delivering your organisation's strategy.
- These additional services start at a reduced membership rate of £2,400+VAT (normally £3,000+VAT), for more information, please email [data@housemark.co.uk](mailto:data@housemark.co.uk)








HouseMark data offer 2020



# Help and support – useful links and contacts

Our ABCs for data collection:

-  [All about planning your submission](#)
-  [Begin data collection](#)
-  [Confidently use the data entry platform](#)

All of our guidance can be found [here](#):



For any support, contact the data helpline:

 02476 472707 (Monday to Friday 9am – 5pm)

 [data@housemark.co.uk](mailto:data@housemark.co.uk)

Let us know your intentions to submit data, by completing the 'Benchmarking Options' by Thursday 09 April so that we can help you through every step of the process.