

# Specialist Clubs 2020

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Explore our Specialist Clubs  
programme today.

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# Introducing HouseMark Specialist Clubs

HouseMark is the data-driven solutions provider for the housing sector. We deliver data-driven insights, answers and solutions that drive performance improvements in your organisation. Working with the UK housing sector for over 20 years, we are supporting 80% of landlords to improve their performance, save money, evidence decisions and accelerate change.

One of the ways we offer support is through our Specialist Clubs programme.

**Our Clubs provide the perfect platform for professionals from across the housing sector to join a network that lets them access best practice, the latest thinking and unique networking opportunities. Our Clubs inspire, excite and let housing professionals innovate in their organisations.**

Across a range of topics relevant for housing professionals today, our Clubs allow you to explore new ideas, learn from our expert speakers and your peers, and give you the chance to discuss both the strategic and operational 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. New speakers are selected for every Club meeting to introduce new and emerging topics, so every meeting feels different.**

At all of our Clubs, content is driven by members' priorities and requests, truly giving you the chance to shape the agenda for the future. Between meetings you'll benefit from specialist topic briefings and access to our Knowledge Base, an online database of housing articles and case studies.

HouseMark Specialist Clubs are open to both members and non-members. HouseMark members will always receive a specially-discounted rate.

**Explore our 2020 programme and contact our events team to secure your place at one of our Clubs.**

# Customer Experience

The expectations of social housing customers are evolving in line with wider consumer trends.

This Club explores the reactive nature of customer service, and the tools, skills and processes you need to define and deliver positive customer experiences.

## Key content for 2020:

- The future of customer satisfaction in the social housing sector
- The White Paper – Rebalancing the relationship between tenants and landlords
- Adapting service delivery to suit your changing demographics
- Creating a contact channel shift strategy
- Working in partnership with contractors to deliver a 360-degree customer experience
- Frontline futures: Leading change and making a difference
- The impact of digital transformation on customer experience
- Measuring customer satisfaction



### Club Manager: Richard Beevers

Richard is a leading consultant and speaker on customer experience, marketing and leadership. He has worked extensively in the social housing sector, executing a wide range of projects around customer service excellence. Richard was formerly Marketing and HR Director of Capita Symonds and previously a board member of Gentoo Group. He is also the author of the Investors in People Handbook and a Fellow of the Chartered Institute of Marketing.



I enjoy being surrounded by peers and hearing the challenges and solutions that they come up with ... the talks are informative and insightful.

Ben Sargent, Poole Housing 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:

**£815+VAT** (HouseMark members)

**£1015+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 and expand your digital strategy 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.

## Key content for 2020:

- Preparing a business case for buy-in – how to get others to join your digital journey
- Mapping a customer's digital journey
- The social and ethical implications of digitalisation
- Transforming user experiences – the bigger picture
- Channel shifts in social media
- Big Data in social housing
- Digital transformation and effective culture changes
- Building a design culture



### 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.



The speakers were very knowledgeable and informative as usual. It's always great to get so many different people under one roof and be able to discuss how we tackle various issues, often so differently.

Greg Nott, City of London Corporation

## Location: London

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# 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, and discussing and debating new approaches and performance.



The sharing of knowledge with other members is invaluable to keeping on top of best practice.

Chris Doughty, Radian

## Key content for 2020:

- Exploring mobile and digital ways of working
- Building a diverse workforce
- Managing ASB in estates – best practice examples
- Contract management – working in partnership
- Going carbon neutral in estate management
- Driving customer satisfaction with tenant engagement
- Delivering improvements to health and safety
- GIS mapping to improve business 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.

### Locations: Manchester and London

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# Repairs and 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.

## Key content for 2020:

- Delivering improvements to building and fire safety
- Effective management of your field operatives
- Getting the best from your people: team structures and skill sets
- Update on the Decent Homes Standard
- Using data to predict repairs
- Support and advice from the expert team at Savills
- Preparing for a zero carbon future
- Digital shifts in asset management to increase accessibility



There's always loads of relevant information delivered by the speakers on the day, and plenty of time to compare notes with our peers.

Andrew Vass,  
Together Housing



### Club Manager: Raj Kumar

Raj has 30 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.

### Location: London

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# Voids

Policy drivers such as welfare reform continue to drive up the amount of voids, increasing the pressure to get properties to a lettable standard and minimise the disruption in rent. Improving your voids performance, and communicating your improvement journey to your board and other key senior stakeholders is vital. Join our Club to share best practice and common challenges, and most importantly, explore solutions to maximise income and minimise risk.



A lot of people in the room had lots of different knowledge from within the sector, and when we all share this, it's a very powerful means of moving forward in our own businesses.

Michael Dean, Vivid Homes

## Key content for 2020:

- Rethinking allocations
- The impact of digital technology in voids management
- Exploring a universal voids standard
- Internal partnership working with asset and lettings teams
- Customer satisfaction and voids
- Lettable standards – managing resident expectations
- Engaging with your board and stakeholders
- Getting the best from your housing management team – resource, roles and responsibilities



### 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.

### Locations: Manchester and 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:

**£565+VAT** (HouseMark members)

**£825+VAT** (Non-members)

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# 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.



It's reassuring to find others are experiencing the same issues and challenges. The roundtable discussion worked well for sharing best practice and mitigating any problems.

Carol Roby, Berneslai Homes

## Key content for 2020:

- The latest policy and practice insight and updates
- Tenancy sustainability and pre-tenancy workshops
- Service charges and Universal Credit
- Arrears management and the impact on income collection
- Updates and support from the Department for Work and Pensions
- A view from the front line – operational best practice
- The impact of digitisation
- The impact of personal independence payments and what the future may hold



### 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.

### Locations:

Two meetings in Manchester, one meeting in London.

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