



Housemark

Housemark Data and AI Summit

10 November

Birmingham

08:30 – 09:30 Arrival, Networking & The Future-Ready Data Assessment

Every attendee will be able to complete a short digital assessment on arrival and during the day. The results will feed into a live reveal in the closing session.

09:30 Welcome and Opening Comments

Alison Bowles, Research Analyst, Housemark

Jonathan Cox, Chief Data Officer, Housemark

Scott Bache, Head of Product Management, Housemark

09:45 Opening Keynote: **Navigating the AI Frontier: Turning Uncertainty into Advantage**



Oli will reframe the “*AI Wild West*” as today’s most compelling uncharted frontier. Drawing on expeditions through post-war Syria and Siberia, he introduces the AAA Framework—Awareness, Anticipation and Adaptability—as a survival guide for navigating messy data, rapid AI change and high-stakes decision-making. A powerful call to move beyond experimentation and pursue production-level results with clarity and courage.

- Reframing AI as an uncharted frontier requiring discipline and courage.
- Introducing the AAA Framework: Awareness, Anticipation, Adaptability.
- Applying explorer-level decision-making to AI adoption and operational excellence

Oli France, Expedition Leader and Adventurer

Host: Alison Bowles, Research Analyst, Housemark

10:30 **How to Elevate Your Data Game – from Insight to Impact**

- **Advance your data maturity with confidence** — understand the stages of the journey and what it takes to move from basic capability to organisation-wide trust in data.
- **Fix data quality at the root** — diagnose issues, align core housing datasets and build a single, reliable source of truth
- **Discover nationwide sector trends**
- Discover practical, actionable steps that will strengthen data ownership, align your data strategy and embed confident, data-driven decision-making across your organisation

Join Housemark and sector data leaders for this session anchored in housing sector data focussed on fixing data quality and building a single, trusted source of truth. Using real examples, you'll learn how to diagnose data issues, align core housing datasets to make insights more reliable. We will also focus on the sector's defining trends and the robust data that powers effective AI, operational efficiencies and the outcomes for our customers.

Jonathan Cox, Chief Data Officer, Housemark

John Wickenden, Research Manager, Housemark

Sector speaker invited

11:30 Refreshments and Networking

12:00 BREAKOUT BLOCK 1

A: Using Predictive Analytics and AI in tackling complaints and improving homes

- Demonstrating the impact of data & AI through real operational improvements
- Using AI to predict issues and complaints before they happen
- Real predictive analytics for complaints and to identify damp & mould

We will explore how AI and predictive analytics can help organisations become more proactive, identifying potential issues before they become complaints. Through real-world examples, we'll demonstrate how data-driven insights can improve tenant outcomes, boost operational efficiency, and detect risks such as damp and mould earlier.

Ian Kelly, Director of Digital and Innovation, Plus Dane Housing

David Pakkfourth, Data Analyst, Onward Homes

B: Data, Culture and People: Because Dashboards Don't Drive Change

- Improving culture to unlock value from data and technology
- Securing leadership and the whole company buy-in and reframing data as strategic asset
- Upskilling frontline staff to use data and technology effectively and building their confidence and curiosity

We will discuss how organisations can build a culture that unlocks value from data and technology, from securing leadership buy-in and positioning data as a strategic asset to empowering frontline teams with the confidence and curiosity to embrace new tools.

Charlotte Edwards, Head of Strategy, Data and Insight, Plymouth Community Homes

Julia Mixter, Interim Executive Director – People, Technology & Transformation, Saxon Weald

13:00 Lunch & The Tech Playground

Explore our interactive Tech Playground where you can test real solutions, see live demos and speak directly with experts who use these tools every day. Whether you want to fix data quality issues, sharpen KPI reporting or understand how TSMs in practice, this is your chance to see it all in action. **Get hands-on with data quality solutions, validation checks and cleansing workflows and explore practical setups you can replicate back in your organisation, including KPI insight zone, TSM hub and Power BI drop in.**

14:00 Future Ready: AI, Emerging Technology and the Next Wave of Change



A headline session exploring emerging technologies, AI adoption, and how organisations can successfully prepare for the future.

Dan Sodergren, TEDx keynote speaker & author

Dan is one of the leading voices on digital transformation and future-of-work trends. He helps organisations understand how technology, AI, and changing behaviours that are reshaping business, and how to adapt to stay competitive.

Host: Alison Bowles, Research Analyst, Housemark

14:50 BREAKOUT BLOCK 2

In this block we will explore the innovation stage of data maturity — where we stop simply using data and start transforming services, decisions and resident experiences through advanced analytics and AI.

A: Making Data & AI Work Hard—So Humans Can Work Smarter

- Explore the concept of Digital twins giving a real-time, 360° view of residents, enabling smarter, faster decisions
- Dynamic profiles that predict needs before issues surface, shifting services from reactive to truly proactive
- How can humans flourish in an AI-powered world

This session will showcase what becomes possible when data maturity is high: integrated datasets, trusted information flows, and the ability to apply AI in meaningful, operationally valuable ways.

B. AI-Powered Decisions: Governance, Risk & Regulation

- Building leadership confidence and informed decision-making
- Embedding data & AI into governance and assurance frameworks
- Turning agentic AI into a strategic, financially resilient asset
- How AI and data analytics provide Regulatory Assurance for the new Consumer Standards and new regulatory frameworks

This panel will explore how leadership teams build confidence using data and AI. Together, they will discuss how to embed AI into governance, create robust assurance frameworks, and turn agentic AI into a strategic,

We will explore how digital twins and dynamic resident profiles give housing providers a real-time, holistic view of resident needs. Stephen will demonstrate how advanced data insights can enable proactive engagement, smarter decision-making, and more personalised services across the resident journey.

We'll also discuss what goes beyond AI tools and technology, how we continue to think critically, lead well, make better decisions and use AI to enhance human capability rather than replace it.

Stephen Love, Insight & Performance Reporting Manager,
Accent Group

Maryam Idris, Fractional Data & AI Strategist for Social Housing and
Performance Analyst, Queens Cross Housing Association

financially resilient asset that strengthens both business performance and social purpose.

We will also examine how data and AI can support compliance with the new Consumer Standards and what a "single version of truth" means for regulatory assurance, risk management, and organisational transformation.

Paul McGrady, Chief Financial Officer, Magenta Living

Mark Baker, Director of Resources & Deputy CE, Raven Housing Trust

Karen Doran, Director of Regulatory Engagement,
Regulator of Social Housing

15:50 Refreshment Break

16:05 AI & Sector Readiness – The 5 Things Every Housing Provider Must Do in the Next 12 Months

As we close the day and reflect on the insights, innovations and emerging practices shared throughout the conference, this session will look ahead to the next generation of data and AI capability. We'll explore what's possible, what's practical, and what housing providers should be doing now to build the foundations for future success. We'll also:

- Reveal the results of the **Future-Ready Data Assessment** conducted throughout the day and explore what they tell us about the sector's readiness.
- **Identify the five key priorities housing providers** should focus on over the next 12 months to strengthen data maturity and unlock the potential of AI.
- Share practical guidance on how organisations can move **from ambition to action**, and prepared for the opportunities and challenges ahead.

Scott Bache, Head of Product Management, Housemark

Jonathan Cox, Chief Data Officer, Housemark

Data and AI expert panellists to be confirmed

16:50 Closing Comments

Alison Bowles, Research Analyst, Housemark

Jonathan Cox, Chief Data Officer, Housemark