

17 September 2026, 10:00am – 11:30am, Online via Teams

Agenda

10:00 Welcome, introductions and housekeeping

Tawny White, Head of Innovation & Insights, Worthing Homes and Forum Chair

Maximising Resident Income: Benefits, Tools, and Case Study Insights

Today we'll explore how income-support initiatives and clearer benefits guidance can strengthen tenancy sustainment. We will look at the role of digital tools in helping organisations identify and maximise resident income, and a case study from Orbit will illustrate what effective, proactive support looks like in practice.

Phil Agulnik, Managing Director, entitledto

Phil will share practical insights for housing teams on helping residents to access the benefits and support they are entitled to. He'll explore the upcoming expansion of free school meals, coming into play from 1 October, what it means for families and frontline teams, and how housing providers can help drive awareness and take-up. Phil will also demonstrate how digital tools, including benefit calculators, can support residents to maximise their income and improve financial resilience.

Nicola Cale, Customer Welfare Strategy Lead, Orbit

Nicola will share how Orbit's award-winning Better Days programme is helping residents improve their financial wellbeing and sustain successful tenancies.

She will explore their holistic approach to customer support, including engagement strategies, customer journeys, regional place-based teams, and the use of customer segmentation to identify needs and deliver targeted interventions.

Including a Q&A and a discussion

11:20 Wrap Up & Key Takeaways

11:30 Next Steps and close

Tawny White, Head of Innovation & Insights, Worthing Homes and Forum Chair