



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
- **Explore 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 us 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 expert invited

11:30 Refreshments and Networking

12:00 BREAKOUT BLOCK 1

A: Using AI and Predictive Analytics to Transform Housing Services

- Moving from reactive to proactive housing services
- Predictive analytics for complaint prevention
- AI-driven damp & mould risk assessment
- Leveraging Generative AI for Process Mapping
- Solar Energy Mapping Project to map solar panel deployment

We will demonstrate how data and AI are being applied across the business to deliver proactive services, improve efficiency, enhance tenant outcomes, and identify risks such as damp and mould before they become complaints. We'll also explore the use of Generative AI for process mapping and solar energy mapping to support sustainability planning.

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

David Parkforth, 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

In this conversational session 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

Jeremy Taylor, Head of IT and Data, Brighter Places

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, Data and the Fifth Industrial Revolution



AI is transforming organisations at unprecedented speed, but success depends on far more than adopting the latest technology. In this thought-provoking keynote, BBC technology expert and bestselling author Dan Sodergren will explore the realities of AI adoption, from the rise of shadow AI and “vibe coding” to the growing importance of AI governance, organisational readiness and cybersecurity. Drawing on insights from The Fifth Industrial Revolution, he will examine the opportunities and risks facing organisations as AI becomes embedded in everyday work.

Dan will introduce the four intelligences organisations need to thrive in an AI-powered world and challenge delegates to think beyond the technology itself. Exploring how culture, leadership, policy and trusted data must evolve together, he will share practical insights on how organisations can harness AI safely, responsibly and at scale while staying competitive in a rapidly changing future.

Dan Sodergren, TEDx keynote speaker & author

Host: Alison Bowles, Research Analyst, Housemark

14:50 BREAKOUT BLOCK 2

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

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 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.

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, Performance Analyst, Queens Cross Housing Association

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, 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.

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

Paul McGrady, Chief Financial Officer, Magenta Living

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

Jovian Smalley, Information Governance Manager and Group Data
Protection Officer, Wythenshawe Community Housing Group

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

Barbara Ahonsi, Lead Data Migration and Systems Implementations Specialist, Stratford & Ellis
Julia Mixter, Interim Executive Director – People, Technology & Transformation, Saxon Weald

16:50 Closing Comments

Alison Bowles, Research Analyst, Housemark
Jonathan Cox, Chief Data Officer, Housemark