Housemark

// PROGRAMME · 2026

Housemark Data and AI Summit

DATE
10 November

LOCATION
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

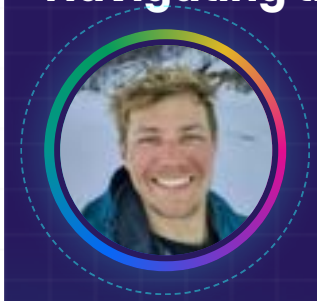
Alison Bowles, Research Analyst, Housemark

Jonathan Cox, Chief Data Officer, Housemark

09:45

OPENING KEYNOTE

Navigating the AI Frontier: Turning Uncertainty into Advantage



KEYNOTE_01

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
Audrey Lloyd, Head of Data and Analytics, Sovereign Network Group (SNG)

11:30 **Refreshments and Networking**

12:00 BREAKOUT SESSION 1

HOUSING CASE STUDY

A: Using AI and Predictive Analytics to Transform Housing Services

- Moving from reactive to proactive housing services
- Automating process mapping
- Predictive analytics for complaint prevention
- Predicting solar panels efficiency
- AI-driven damp & mould risk assessments and severity categorisation

Discover how housing organisations are using AI and predictive analytics across their operations, from automating processes and preventing complaints to assessing damp and mould risks and optimising solar panel performance. Learn how data-driven insights are helping deliver more proactive and efficient services.

Ian Kelly, Director of Digital and Innovation, Plus Dane Housing
David Parkforth, Data Analyst, Onward Homes
Host: **John Wickenden**, Research Manager, Housemark

CONVERSATIONAL PANEL

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
Host: **Catherine Cross**, Director, 40C

13:00

Lunch & The Tech Playground

Explore real solutions, watch live demos and speak directly with the experts behind the technology. Get hands-on with data quality tools, KPI reporting, TSM insights and Power BI, and discover practical approaches you can take back to your organisation.

Facilitated by the Housemark team.

> **Sophia Simcock, Solutions Architect at Amazon Web Services (AWS),** will showcase Amazon Connect in a live interactive demonstration, giving delegates the opportunity to experience the platform first-hand and explore its practical applications in housing.

14:00

AFTERNOON KEYNOTE

Future Ready: AI, Data and the Fifth Industrial Revolution



KEYNOTE_02

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

15:00 BREAKOUT SESSION 2

HOUSING CASE STUDY

A: Trust Me, I'm an Algorithm: Humans, Data and Digital Twins

- Using digital twins and resident data to enable more proactive services
- Building trust in AI through strong data, governance and human oversight
- Ensuring AI is ethical, unbiased and supports better decision-making

Stephen will showcase how digital twins and dynamic resident profiles can help housing providers better understand resident needs and deliver more proactive services.

Maryam will share a practical case study exploring the data, governance and human oversight needed to build trust in AI.

George will examine how organisations can adopt AI responsibly, addressing issues such as bias, hallucinations, accent recognition and fairness, while keeping human judgement at the heart of decision-making.

Together, the session will provide a practical roadmap from data maturity to trusted, responsible AI adoption.

Stephen Love, Insight & Performance Reporting Manager, Accent Group
Maryam Idris, Performance Analyst, Queens Cross Housing Association
George McFerran, Director, Wyser
Host: **Alison Bowles**, Research Analyst, Housemark

CONVERSATIONAL PANEL

B. Governance, Risk & Regulation in the age of AI

- Using AI to support effective risk management, interrogating controls, identifying themes and aligning assurance
- Upskilling teams through mandatory AI training
- Leveraging AI-powered insights and trusted data to improve decision-making
- Implementing governance, guardrails, and data protection for responsible AI adoption
- Managing AI risks, impacts, compliance, and assurance requirements

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
Jovian Smalley, Information Governance Manager and Group Data Protection Officer, Wythenshawe Community Housing Group
Host: **Amanda Leonard**, Associate Director, Housemark

15:55 **Break**

16:05

FINAL PANEL

AI & Sector Readiness - The Five 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 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 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 prepare for the opportunities and challenges ahead.
- **Learn from large-scale system implementation and data migration programmes** how to improve data quality and create trusted, AI-ready data foundations for the future.
- Explore how advances in **AI, automation and cloud technologies are shaping the future of digital services,** and what organisations can do today to be ready for tomorrow.

Host: **Jonathan Cox**, Chief Data Officer, Housemark

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

Audrey Lloyd, Head of Data and Analytics, Sovereign Network Group (SNG)

Himanshu Sahni, Data and AI specialist and UK Public Sector Lead, Amazon Web Services

16:50

Closing Comments

Alison Bowles, Research Analyst, Housemark

Jonathan Cox, Chief Data Officer, Housemark