

UPDATED
AGENDA

NATIONAL
HOUSING
FEDERATION



DRIVING BUSINESS TRANSFORMATION IN HOUSING 2018

INNOVATION | TECHNOLOGY | LEADERSHIP

14-15 MAY
BUSINESS DESIGN CENTRE
LONDON

In association with



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DRIVING BUSINESS TRANSFORMATION IN HOUSING 2018

14-15 MAY
BUSINESS DESIGN CENTRE
LONDON



Driving Business Transformation in Housing is a brand new event to empower you to drive forward evidence-based transformation in your organisation. Housing associations are all grappling with similar challenges and this conference is an opportunity to learn from each other, bringing together expertise and best practice in innovation and transformation from across the sector.

Housing associations across the sector recognise the need to transform their businesses, taking advantage of technological advances to meet the changing needs of customers and drive value and efficiency.

There's a huge amount to learn from the way other sectors have approached business transformation, so the programme offers a wide range of outside perspectives, tailored and translated to provide you with the guidance, inspiration and tools you need. You'll come away with the confidence to successfully implement innovative solutions and transform the way you work.

BOOK NOW
housing.org.uk/transformation
020 7067 1066 | events@housing.org.uk

Check the website for the latest programme updates

TAILORED CONTENT STREAMS WITH THE INSIGHT YOU NEED

WHATEVER
YOUR ROLE

BOOK

4 & 5TH

PLACES
GET A

ONE DAY
PLACE FREE*

DEDICATED STREAMS OF CONTENT FOCUSED ON THE NEEDS OF DIFFERENT GROUPS, INCLUDING:

▲ LEADERS

Leadership is essential to the delivery of transformation. Housing leaders will find the essential guidance and inspirational out-of-sector examples they need to be able to lead their organisations through culture change and deliver ambitious development goals.

▲ IT TEAMS

While there is more to innovation and transformation than IT, technology - and data in particular - is the key enabler of change. Our dedicated digital transformation stream reviews all the key technology trends and delivers the technical advice that IT teams require.

▲ HR AND ORGANISATIONAL DEVELOPMENT

People are key to successful transformation and unless you bring your people with you, your programme is likely to fail. HR teams will have the opportunity to explore all the key issues including, engagement, skills capacity, role redesign and workforce planning.

▲ FINANCE DIRECTORS

Radical innovation must consider the business's operating model. As a finance specialist, attend these sessions to challenge assumptions about tenure, competition and property management.

▲ CUSTOMER SERVICE TEAMS

Responding to the changing demands of customers is a key driver for organisational transformation. This stream will explore how to develop the ways in which you engage with your tenants and customers and use their feedback to reshape services.

▲ INNOVATION AND TRANSFORMATION LEADS

It can be lonely driving transformation on your own, so the conference has been designed to connect you with like-minded colleagues. Specialists in the field will find relevant content across all seven streams, including practical sessions focused on transformation techniques and culture change.

THE AGENDA WAS DEVELOPED IN CONSULTATION WITH THE ADVISORY BOARD:



Nick Atkin, Group Chief Executive, Halton Housing Trust



Carolyn Brown, Chief Technology Officer, National Housing Federation



Liz Haworth, Group Director Transformation and Delivery, Torus Group



Rob Wray, Deputy Chief Executive, HACT



Paul Taylor, Innovation Coach-Bromford Lab, Bromford



Katie Moore, Group Head of Performance, Risk and Intelligence, WM Housing



Austen Reid, Group Director of Development, Clarion Housing Group



Stephen Russell, Director of Performance Analytics and Insight, HouseMark



Tom Way, Innovation Project Manager, RHP Group

PROGRAMME DAY 1

MONDAY 14 MAY

09:00 Registration and exhibition opens

09:50 Chair's opening remarks

Zoe Kleinman, Reporter and Presenter, **BBC News**

10:00 **LEADING TRANSFORMATION AND TRANSFORMATIVE LEADERSHIP**

- What is business transformation and why is it crucial to the sustainability of the sector
- How to lead an organisation through transformation
- Using transformational leadership to inspire and engage people to change
- Uncovering and sharing the best innovation from outside the housing sector

Matthew Horne, Acting Chief Executive, **Innovation Unit**

Dominic Campbell, Interim Chief Digital Officer, **Homes England**

10:40 **THE ROLE OF DIGITAL TECHNOLOGY AS ENABLER OF TRANSFORMATION**

- Using technology to respond to the changing demands and expectations of customers
- Re-imagining your organisation – using digital tools to reshape your services and the way you do business
- Analysing the future technology trends and how they will impact housing
- Exploring the opportunities to use Blockchain technology to transform housing
- Developing your digital strategy

Tom Loosemore, Partner, **Public Digital** and

Founder, **Government Digital Services**

David Anderton, Director of Transformation and ICT, **Bromford**

11:30 Refreshments and networking in the exhibition



Book now housing.org.uk/transformation | 020 7067 1066 | events@housing.org.uk

12:00 Breakout stream sessions – choose one

Digital transformation	Achieving culture change	Customer centred transformation	Overcoming the HR and OD challenges	New operating models
<p>S1: Digital transformation in the housing sector – how to assess your organisation's current digital condition and how to plan for the future</p> <p>Craig Taylor Cloud Solutions Manager Phoenix Software</p> <p>Greg Dean Software Sales Manager for Charities & Housing Associations Phoenix Software</p> <p>Felix Ashwood Territory Channel Manager Microsoft</p> <p>Ian Cameron Chief Innovation Officer OSCRE International</p> <p>Carolyn Brown Chief Technology Officer National Housing Federation</p>	<p>S2: A practical guide to fostering an innovation culture</p> <p>Tom Way Innovation Project Manager RHP</p>	<p>S3: Delivering customer-centred transformation of services</p> <p>Clare Muscutt Former Head of Customer Experience Sainsbury's and Founder CMXPERIENCE LTD</p>	<p>S4: Developing the skills capacity to deliver large scale change</p> <p>Amanda Leonard Managing Director and Chief Marketing Officer PerfectStorm.Inc</p> <p>Stephen Russell Director of Performance Analytics and Insight HouseMark</p>	<p>S6: Undertaking an operating model review</p> <p>Jonathan Cowie Chief Executive CityWest Homes</p> <p>Louise Swain Group Chief Executive Officer Alliance Homes</p> <p>Leann Hearne Executive Director, Shared Services and Business Transformation Riverside Group</p>

TO VIEW FULL SESSION DETAILS VISIT:
housing.org.uk/transformation

12:45 Breakout stream sessions – choose one

Digital transformation	Achieving culture change	Customer centred transformation	Overcoming the HR and OD challenges	New operating models
<p>S8: Achieving the smart home vision</p> <p>Topi Tiihonen CEO and Co-Founder Skenarios</p>	<p>S9: Developing a network of transformation change agents</p> <p>Sarah Mbatha Director of Housing, Care and Communities Octavia Housing</p>	<p>S10: Enabling a digital first approach</p> <p>Carole Galsworthy Director of Housing and Transformation Halton Housing Trust</p>	<p>S12: Building homes for new demographics</p> <p>Nigel Wilson Group Chief Executive Officer Wythenshawe Community Housing Group</p>	<p>S13: Transforming tenure models</p> <p>John Schofield Director Strategy, Communications, Health and Safety Peabody</p>

TO VIEW FULL SESSION DETAILS VISIT:
housing.org.uk/transformation

13:30 Lunch and networking in the exhibition
14:30 Breakout stream sessions – choose one

Digital transformation	Digital transformation	Customer centred transformation	Transformation in practice	New operating models
<p>S17: How 'machinable' is the social housing sector?</p> <p>Nicolas Ponset Managing Director Machinable</p>	<p>S16: Future of housing data standards</p> <p>Ian Cameron Chief Innovation Officer OSCRE International</p>	<p>S21: Running an ideas/innovation lab</p> <p>Bethan Buck Futures Programme Coordinator National Housing Federation</p>	<p>S14: Using data to support improvement and transformation</p> <p>Jennifer Scarlett Benchmarking Manager Home Group</p>	<p>S20: Competition and choice - trends in the German housing market</p> <p>David Williams Partner Campbell Tickell</p> <p>Dr Mathias Hain Managing Director RITTERWALD</p>

15:15 Refreshments and networking in the exhibition

15:45 LEARNING FROM THE BEST – CROSS SECTOR LESSONS IN TRANSFORMATION

- Disrupt or be disrupted – you choose – exploring how disruption has worked in other sectors
- Learning from the operating practices of modern consumer facing digital businesses
- Exploring how the NHS and the public sector have approached innovation and transformation

James McClure, General Manager Northern Europe, **Airbnb**
Brendan Sarsfield, Chief Executive, **Peabody**
Dr Liz Mear, Chief Executive, **The Innovation Agency**
Penny Pereira, Deputy Director of Improvement, **The Health Foundation**

16:45 NETWORKING RECEPTION

Our hosted networking is specifically aimed at helping you to make the connections you need. Build solutions by sharing experiences with those grappling with the same issues as you.



OTHER EXCITING SPEAKERS INCLUDE



James McClure
General Manager Northern
Europe
Airbnb



Michael West
Head of Thought Leadership
The King's Fund



Dr Liz Mear
Chief Executive
The Innovation Agency



Anna Sargeant
Assistant Director of
Operations
East Thames Housing



David Done
Chief Executive
RHP



Jennifer Scarlett
Benchmarking Manager
Home Group



John Schofield
Director of Strategy
and Communications
Peabody



Howard Dawson
Housing and Neighbourhood
Services Director
Thames Valley Housing



Yogesh Gohil
Head of Technology
Flagship Group

PROGRAMME DAY 2

TUESDAY 15 MAY

09:00 Registration and exhibition opens

09:50 Chair's opening remarks

10:00 DATA DRIVEN DECISION MAKING - RELEASING THE POWER OF INFORMATION

- Knowledge is power
- Learning how modern businesses use insight and intelligence to better understand their customers and drive growth
- Exploring how the best housing providers are using insight to tailor services and improve value

Stephen Russell, Director of Performance Analytics and Insight, **HouseMark**

Chris Lees, Workplace Strategist, Mathematician and Entrepreneur, **Serendipity29**

Dr Rob Wray, Deputy Chief Executive, **HACT**

11:00 Refreshments and networking in the exhibition

SAVE £150

BOOK BY
23 MARCH



#transformationinhousing
@natfedevents

11:30 Breakout stream sessions – choose one

TO VIEW FULL SESSION DETAILS VISIT: housing.org.uk/transformation

Achieving culture change	Customer centred transformation	Overcoming the HR and OD challenges	New operating models
<p>S23: Leading culture change</p> <p>David Done Chief Executive Officer RHP</p>	<p>S24: Innovation in tenant and customer engagement and communication</p> <p>John Giesen Chair TPAS</p>	<p>S25: Realising the transformative potential of merger</p> <p>Austen Reid Group Director of Development Clarion Housing Group</p> <p>Amanda Leonard Managing Partner PerfectStorm.Inc</p>	<p>S27: Adapting your culture to match your new business model</p> <p>Anne Chapman Head of New Business and Commercial Services Golding Homes</p> <p>Neil Perrins Director of Resources Golding Homes</p>

12:15 Breakout stream sessions – choose one

Digital transformation	Achieving culture change	Customer centred transformation	Overcoming the HR and OD challenges	Transformation in practice
<p>S29: Exploring the opportunities in automation and artificial intelligence</p> <p>David Levenson Managing Director Coaching Futures</p> <p>James Boreham Sales Executive Leverton</p>	<p>S30: Leadership and teamworking for flourishing housing association culture</p> <p>Michael West Professor of Work and Organisational Psychology Lancaster University Management School and Head of Thought Leadership The King's Fund</p>	<p>S31: Transforming a repairs service through different methods</p> <p>Guy Cresswell Executive Director Customer Services Great Places</p>	<p>S32: People powered transformation</p> <p>Nicola Hope Director of Business Transformation Futures Housing Group</p> <p>Darren Sanderson-Turner Business Transformation Manager Futures Housing Group</p>	<p>S35: Service redesign in housing</p> <p>Ella Walding Service Designer Innovation Unit</p>

TO VIEW FULL SESSION DETAILS VISIT:
housing.org.uk/transformation

13:00 Lunch and networking in the exhibition

14:00 Breakout stream sessions – choose one

Digital transformation	Achieving culture change	Customer centred transformation	Overcoming the HR and OD challenges	New operating models
<p>S36: Data and analytics in housing</p> <p>Arturo Dell Director of Technology and Innovation HouseMark</p>	<p>S28: Adopting strategies to make you 'fit for change'</p> <p>Andy Murray Head of Projects and Programmes RSM</p> <p>Steve Lyon Consulting Director for Technology and Management Consultancy RSM</p>	<p>S38: Developing a new relationship with tenants and customers</p> <p>Dr Rob Wray Deputy Chief Executive HACT</p> <p>Elsbeth Mackenzie Chief Executive Thrive Homes</p>	<p>S39: Successful recruitment in a transforming sector</p> <p>Fraser Chapman Commercial Director Jobsgopublic</p> <p>Olivia Harris Head of Marketing and Communications Jobsgopublic</p> <p>Sponsored by </p>	<p>S41: Tailoring your service offer to the needs of customers</p> <p>Howard Dawson Housing and Neighbourhood Services Director Thames Valley Housing</p>

14:45 Refreshments and networking in the exhibition

15:15 **CREATING A BOLD VISION OF THE FUTURE**

- Utopia or dystopia – what does the future hold?
- Update on the National Housing Federation's Futures Programme
- Looking 10 years into the future – how should housing be preparing?

Mark Stevenson, Author: We Do Things Differently, An Optimist's Tour of the Future, Advisor to Virgin Earth Challenge, Atlas of the Future, Civilised Bank, Futurist in residence at National Theatre of Scotland

James Green, Futures Programme Director, **National Housing Federation**

16:15 Close of conference



UNRIVALLED EXHIBITING AND SPONSORSHIP OPPORTUNITIES

target housing associations for business you and no better, more cost effective route to market

MAKE YOUR BRAND STAND OUT

yourself with the strongest, most respected voice in the sector

DEMONSTRATE YOUR EXPERTISE IN SOCIAL HOUSING

the new business opportunities

20bn

SECTOR
TURNOVER

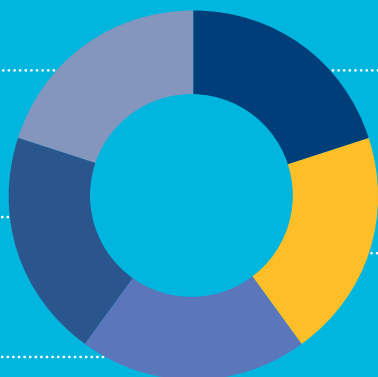
50+

LEADING
EXHIBITORS

2.6m

HOMES OWNED
BY OUR
MEMBERS

Delegates attending include:



Finance
Transformation
specialists

Private Services

To find out more about getting involved as a sponsor please contact James Mosciki on 020 7067 1148 or james.mosciki@housing.org.uk

To find out about exhibiting contact Julian Hurst at Foremarke Exhibitions on 020 8877 8899 or housing@foremarke.uk.com

Foremarke
EXHIBITIONS

DELEGATE FEES

The conference fee includes attendance at all sessions, refreshments and lunch on both days. It also includes the conference networking evening. Accommodation is NOT included and should be booked separately.

ACCOMODATION

For exclusive accomodation rates visit transformation.housing.org.uk/event-information/accomodation.

EARLY BIRD DISCOUNT - BOOK BY 23 MARCH TO SAVE £150 PER DELEGATE

MEMBER		PUBLIC SECTOR/NOT FOR PROFIT	
Early bird	£595	Early bird	£685
Standard	£745	Standard	£835
Day only	£395	Day only	£445
		PRIVATE	
		Early bird	£895
		Standard	£1045
		Day only	£575

*Group discount: When you book 4 places you will get a 5th one day place free.

Please cut along the dotted line

BOOKING FORM

PRIORITY CODE: BT0518DM

housing.org.uk/finance 020 7067 1066 events@housing.org.uk

Event Support Team; National Housing Federation
Lion Court, 25 Procter Street, London, WC1V 6NY



PAYMENT

I understand that payment must be made at time of booking

Total payment £

- Tick this box if you want to pay by credit/card and we will contact you to take payment
- I enclose a cheque made payable to the National Housing Federation
- I have paid by BACS and attach the remittance advice (please quote BT0518 on all BACS transmissions)

National Housing Federation bank details are: Lloyds, Kings Cross Branch, 344 Grays Inn Road, London, WC1X 8BX Sort code: 30-94-73 Account No. 00113238

WHERE DID YOU HEAR ABOUT THE CONFERENCE?

- Letter/leaflet from the Federation
- Search engine
- Twitter
- Federation external affairs manager
- Email
- Employer/Colleague
- Phone call from the Federation
- Other (please specify) _____

ORGANISATION DETAILS

Organisation name: _____

Contact name: _____

*Group discount: When you book 4 places you will get a 5th one day place free.

ALL CANCELLATIONS MUST BE MADE IN WRITING. Cancellations will be charged a £150 cancellation fee. The full fee is payable for any cancellations received after 16 April 2018.

DATA PROTECTION The National Housing Federation gathers personal data in accordance with the Data Protection Act 1998. This information may be forwarded to third parties to be used for marketing purposes or for mailing information about goods and services that may be of interest.

Please tick the box if you do not wish to receive information about existing and future products and services provided by the National Housing Federation.

Please tick the box if you do not wish to have your details passed to third party organisations.

Places are subject to availability and early booking is advised. Please ensure that the names of individual delegates are included as you would like them to appear on the delegate list and their name badge. You should also indicate each delegate's session preferences. Please note that any delegates whose bookings are received after 2 April 2018 may not appear on the final delegate list.

1ST DELEGATE

Name: _____

Job title: _____

Delegate email: _____

Delegate Tel: _____

Twitter handle @: _____

Dietary/other requirements: (e.g. wheelchair access) _____

Breakout sessions:

Please indicate session number

Monday	12:00 S <input type="checkbox"/>	12:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>
Tuesday	12:00 S <input type="checkbox"/>	13:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>

2ND DELEGATE

Name: _____

Job title: _____

Delegate email: _____

Delegate Tel: _____

Twitter handle @: _____

Dietary/other requirements: (e.g. wheelchair access) _____

Breakout sessions:

Please indicate session number

Monday	12:00 S <input type="checkbox"/>	12:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>
Tuesday	12:00 S <input type="checkbox"/>	13:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>

3RD DELEGATE

Name: _____

Job title: _____

Delegate email: _____

Delegate Tel: _____

Twitter handle @: _____

Dietary/other requirements: (e.g. wheelchair access) _____

Breakout sessions:

Please indicate session number

Monday	12:00 S <input type="checkbox"/>	12:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>
Tuesday	12:00 S <input type="checkbox"/>	13:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>

4TH DELEGATE

Name: _____

Job title: _____

Delegate email: _____

Delegate Tel: _____

Twitter handle @: _____

Dietary/other requirements: (e.g. wheelchair access) _____

Breakout sessions:

Please indicate session number

Monday	12:00 S <input type="checkbox"/>	12:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>
Tuesday	12:00 S <input type="checkbox"/>	13:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>

5TH DELEGATE

Name: _____

Job title: _____

Delegate email: _____

Delegate Tel: _____

Twitter handle @: _____

Dietary/other requirements: (e.g. wheelchair access) _____

Breakout sessions:

Please indicate session number

Monday	12:00 S <input type="checkbox"/>	12:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>
Tuesday	12:00 S <input type="checkbox"/>	13:45 S <input type="checkbox"/>	14:30 S <input type="checkbox"/>

ONE DAY PASS FREE

Forthcoming Events

07 Jun	Affordable Home Ownership Conference and Exhibition, London
14 Jun	Housing Governance Conference and Exhibition, London
05 Jul	HANA Awards, London
11 Sep	Leaseholder and Tenant Service Charges Conference and Exhibition, London
06 Sep	National Housing Awards, Entries open 12 March, London
19-20 Sep	National Housing Summit – the National Housing Federation’s Annual Conference, London
03 Oct	Treasury Management Conference and Exhibition, London
17-18 Oct	Asset Management and Maintenance Conference and Exhibition, Birmingham
25 Oct	Audit Committees Conference, Birmingham

**NATIONAL
HOUSING
FEDERATION**

The National Housing Federation is the voice of affordable housing in England.

We believe that everyone should have the home they need at a price they can afford. That’s why we represent the work of housing associations and campaign for better housing. Our members provide two and a half million homes for more than five million people. And each year they invest in a diverse range of neighbourhood projects that help create strong, vibrant communities.



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#transformationinhousing @natfedevents

National Housing Federation, Lion Court,
25 Procter Street, London, WC1V 6NY

020 7067 1066
events@housing.org.uk
housing.org.uk/events

DISCLAIMER: This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The National Housing Federation disclaims any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided for the delegates.