



Social Housing Strategy Forum

22nd, 23rd & 24th May 2024

INTERIM CLIENT RESEARCH REPORT

Total Delegate Group: 112



This report is based on survey findings of the 112 delegates who have confirmed their attendance at the upcoming Social Housing Strategy Forum on the 22nd, 23rd and 24th May 2024, which will rise to over 150 chief executives, directors, and other senior decision-makers from prominent UK housing associations.

To deepen our insights, we interviewed the highest decision-makers via video and telephone interviews to discuss the trends and issues being tackled in their organisations.

DELEGATE GROUP IN ATTENDANCE

51

Chief Executives
& Directors

32

Heads

29

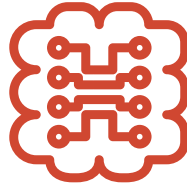
Senior
Management

MAIN FINDINGS OF THE REPORT



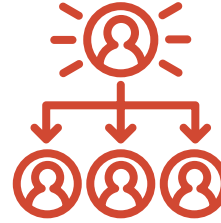
AUTOMATION

As social housing organisations strive to reduce costs and increase efficiencies, automation solutions are continuously being adopted. These technologies streamline manual workloads, redirecting staff efforts towards more strategic tasks. Automation particularly excels in improving accuracy and reliability by eliminating errors in routine administrative processes like data entry and document management. This precision contributes to the overall quality of data, impacting decision-making and service delivery, facilitating quicker responses to tenant needs, and streamlining processes such as maintenance requests and communications.



SMART TECHNOLOGIES

Investing in smart technologies is essential for social housing organisations to modernise and optimise their operations, leading to improved living conditions for residents. Smart technologies, such as Internet of Things (IoT) devices and sensors, provide real-time data on various aspects of housing management, allowing for proactive monitoring and timely interventions. Implementing smart home solutions enhances energy efficiency, reduces utility costs, and contributes to sustainable living practices, as well as, enabling predictive maintenance to help identify potential issues before they escalate.



LEADERSHIP & CULTURE

Paramount to establishing a resilient and inclusive foundation, effective leadership helps to provide a clear strategic vision, fosters innovation, and ensures sound decision-making, aligning the organisation with its goals. Leadership development programmes contribute to cultivating skills and competencies among staff, empowering them to navigate the complexities of social housing management. A positive organisational culture, characterised by transparency, collaboration, and a commitment to social responsibility, not only attracts and retains talented individuals but also creates a cohesive and motivated workforce.



HOUSING MANAGEMENT SOFTWARE

Housing management software is essential for organisations to revolutionise their operations, enhance efficiency, and improve overall service delivery. Robust management solutions can streamline administrative tasks such as tenant applications, lease management, and maintenance requests, allowing staff to allocate resources more strategically. Effective housing management software facilitates better communication between staff and tenants, fostering transparency and a more responsive approach to community needs.

The challenges being prioritised by the Chief Executive for Unity Homes and Enterprise:

- Achieving Net Zero
- Artificial Intelligence
- Repairs and Maintenance Solutions

The key issues being tackled by the Chief Information Officer for Octavia Housing:

- Automation
- Data Analytics
- Smart Home Technologies

COMBINED SPENDING POWER OF GROUP

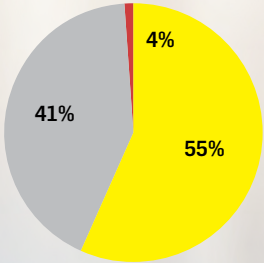
£1.5 Billion



BUDGET RESPONSIBILITY PER PERSON

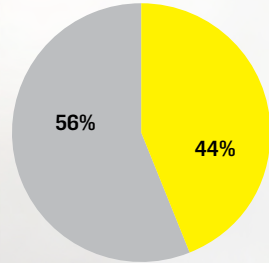
SPEND MAPPING

HOUSING MANAGEMENT SOFTWARE



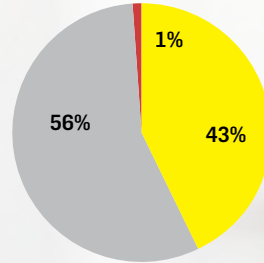
● Increase ● Stay the same
● Decrease

WORKFLOW MANAGEMENT SOLUTIONS



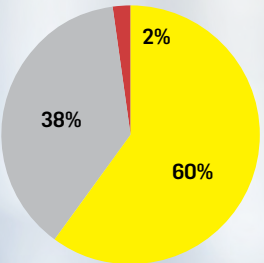
● Increase ● Stay the same
● Decrease

CONTRACT MANAGEMENT SOLUTIONS



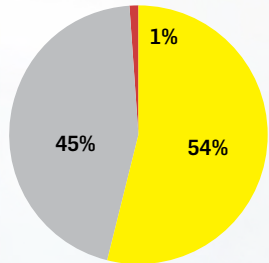
● Increase ● Stay the same
● Decrease

DATA ANALYTICS



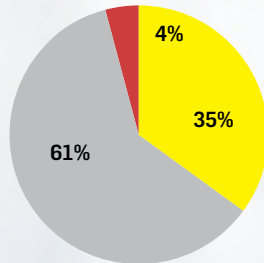
● Increase ● Stay the same
● Decrease

SMART HOMES/ IOT TECHNOLOGY



● Increase ● Stay the same
● Decrease

REMOTE WORKING SOLUTIONS

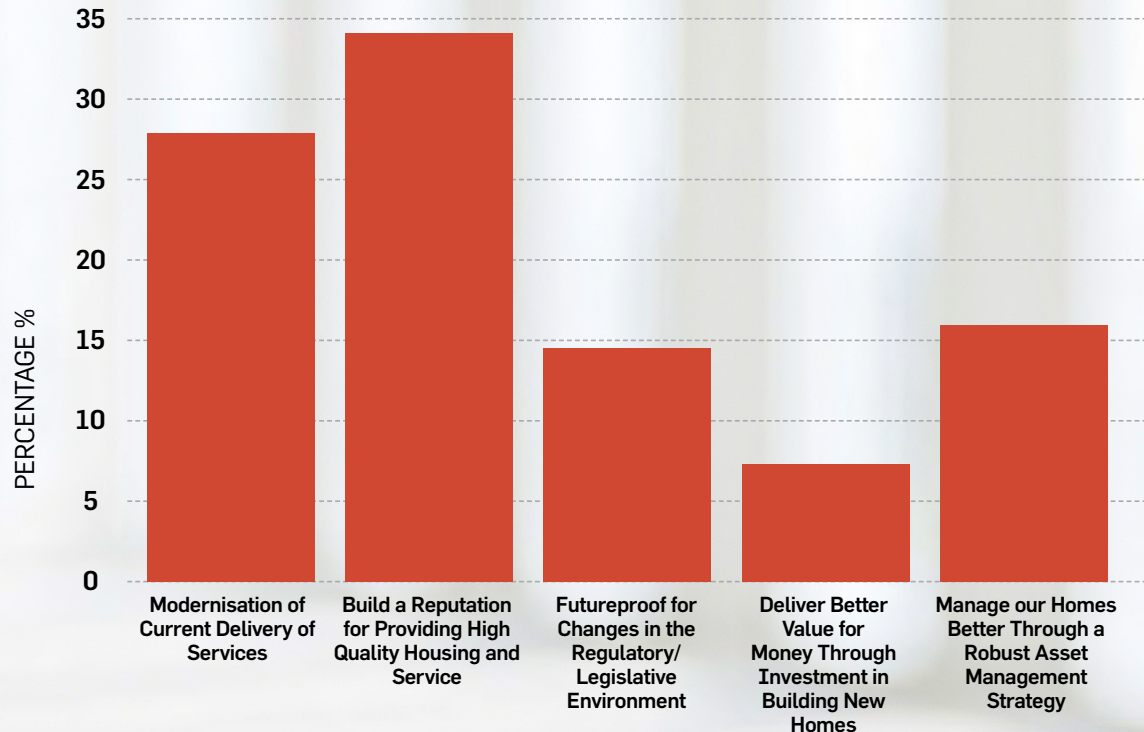


● Increase ● Stay the same
● Decrease

In an era where information plays a pivotal role in decision-making, leveraging data analytics can provide organisations with valuable insights into tenant needs, preferences, and trends. 60% of the attending client group have highlighted an increase in spending on data analytics, with a further 38% sustaining investment in this area. By harnessing the power of data, social housing entities can optimise resource allocation, identify areas for improvement, and streamline operations. Additionally, data analytics can contribute to better predictive modelling for maintenance needs, helping prevent potential issues and reduce costs in the long run, empowering social housing organisations to foster a stronger, more adaptive, and resident-centric approach.

Over half of the group have expressed further investment in housing management software in the coming months. Implementing robust housing management solutions can streamline administrative tasks, automate workflows, and enhance overall property management. With features such as tenant portals, maintenance tracking, and financial management, specialised software can significantly reduce manual workload and administrative errors, allowing staff to focus on more strategic and value-added tasks.

TOP STRATEGIC PRIORITY

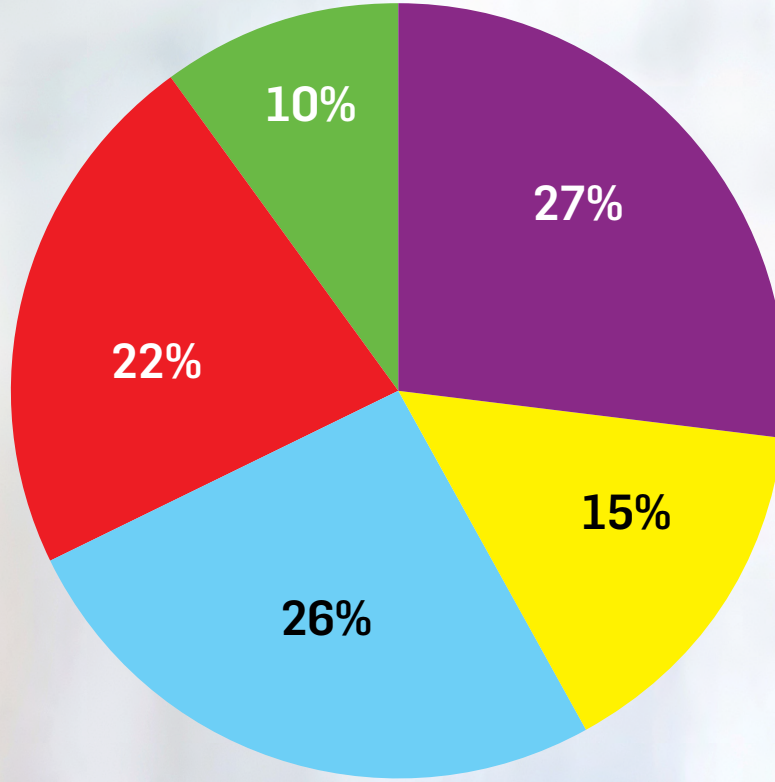


Building a reputation for providing high-quality housing and services is crucial for social housing organisations as a positive reputation enhances trust and credibility within the community. This trust is fundamental for the organisation's success, as it fosters confidence in its ability to fulfil its mission of offering safe, affordable, and well-maintained housing. With over a third of senior delegates flagging this as their top strategic priority, a positive reputation can also contribute to the overall well-being and satisfaction of tenants. This positive living experience can lead to increased tenant retention, improved community cohesion, and positive word-of-mouth referrals, ultimately benefiting the organisation's mission and community impact.

Modernising service delivery models was also highlighted by the group as a key strategic priority. By leveraging technological advancements, such as digital platforms and automation, organisations can streamline processes, optimise resource allocation and better align with contemporary standards for efficiency and sustainability. Additionally, modern service delivery models can lead to improved communication between social housing providers and tenants by utilising online portals and mobile applications, making it easier for residents to access information and report issues.

TOP TECHNOLOGY PRIORITY

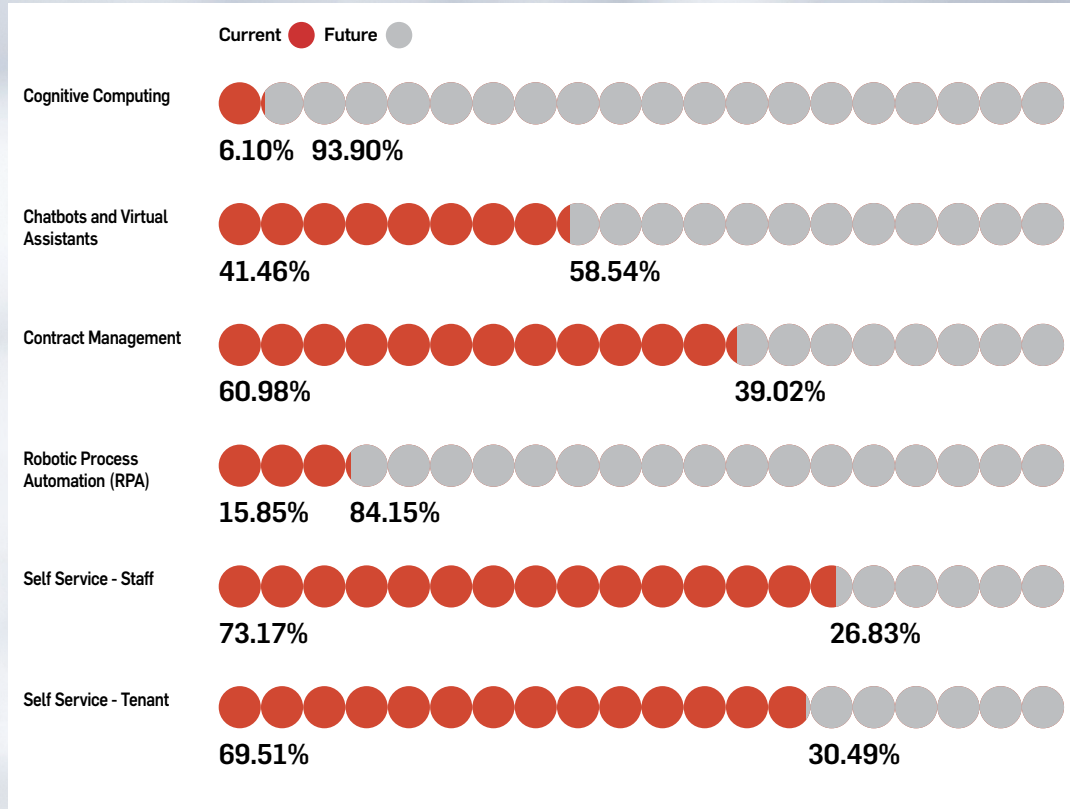
- Empower a truly mobile workforce
- Deliver a cutting edge digital transformation programme
- Automate key processes through a robust housing management solutions
- Transform the way you interact with tenants with full omni-channel engagement
- Application development for tenants and staff



Empowering a truly mobile workforce has been highlighted by the group as the top technological priority within their organisation. Crucial to optimising operational efficiencies and responsiveness, the ability to mobilise staff enables real-time access to information and seamless communication, facilitating prompt responses to tenant needs, maintenance issues, and emergencies. This flexibility not only improves overall productivity by reducing dependencies on fixed office locations but also enhances coordination among on-site and off-site teams.

Automating key processes has also emerged as a key technological focus area for over a quarter of the group. Automation streamlines time-consuming tasks such as tenant applications, lease management, and maintenance requests, allowing staff to allocate resources more strategically and focus on high-priority matters. By automating these processes, organisations reduce the risk of human errors, ensuring that data is consistently accurate and up to date.

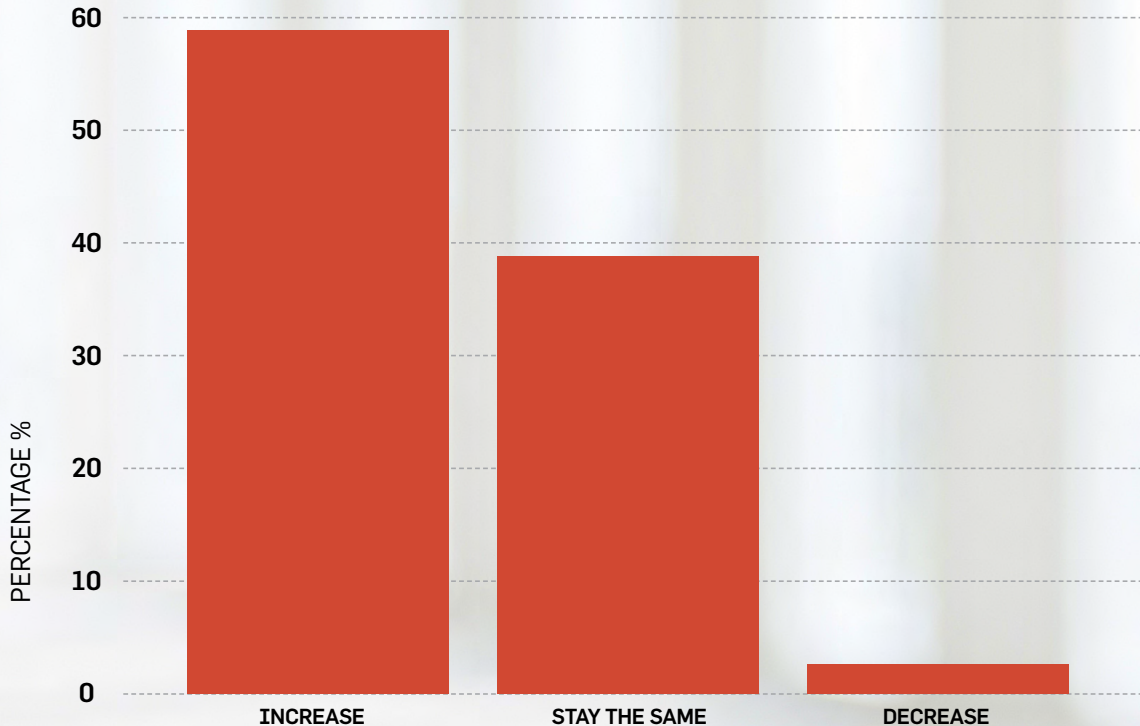
AUTOMATION PRIORITIES



Diving deeper into the client group's specific automation requirements, self-service solutions for both staff and tenants have emerged as the top two current priorities for social housing organisations. Essential in fostering efficiency, transparency and improved service delivery, automated self-service tools allow staff to access information, update records, and manage tasks with minimal manual intervention. This automation not only accelerates internal workflows but also reduces the likelihood of errors, ensuring data accuracy and consistency.

For tenants, these solutions offer convenient and user-friendly platforms for tasks such as rent payments, maintenance requests, and communication with housing authorities. The automation of these processes enhances tenant satisfaction, fosters a sense of empowerment, and contributes to a more engaged and interconnected community. Ultimately, the implementation of automated self-service solutions aligns with modern expectations for technological convenience, optimising operational effectiveness, and elevating the overall experience for both staff and tenants.

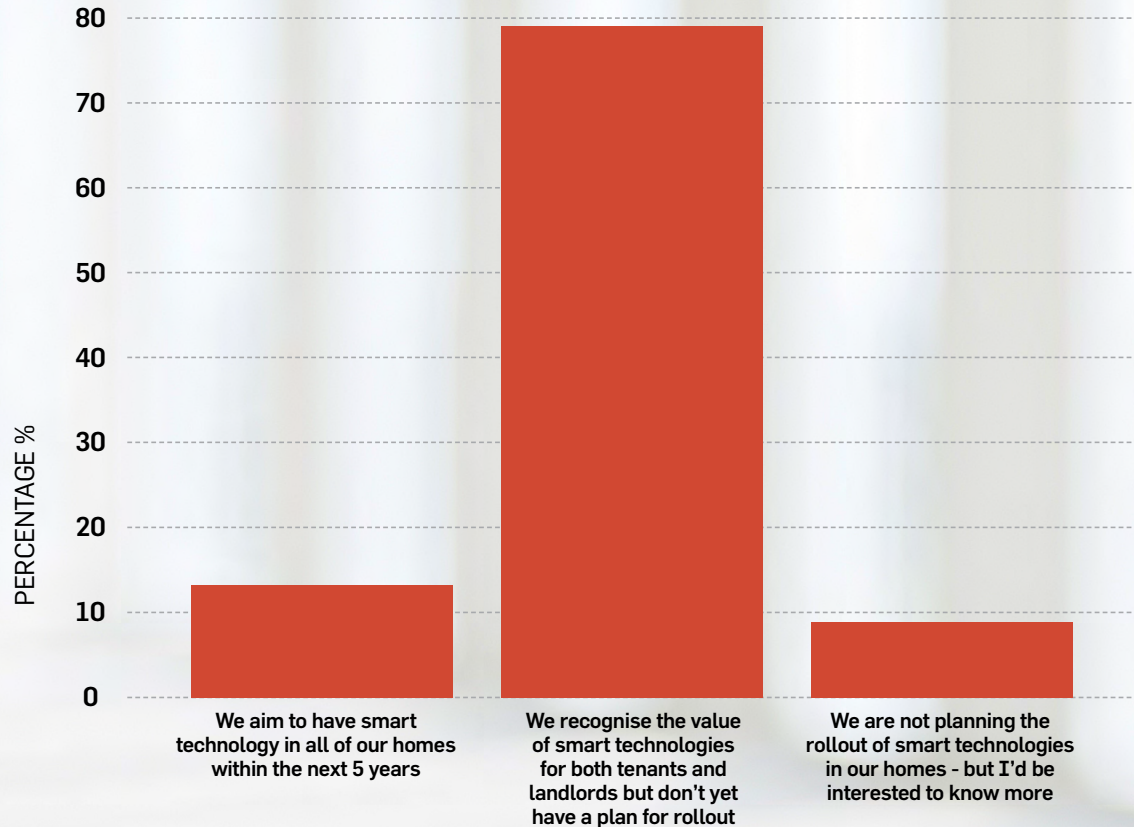
PROJECTED INVESTMENT IN CONTRACT MANAGEMENT AND PROCUREMENT SOLUTIONS



Nearly 60% of social housing leaders have signalled an increase in investment for contract management and procurement solutions, with only 2% of the group expressing a reduction in spending in this area. Vital for social housing organisations to enhance operational efficiencies, mitigate risks, and ensure responsible resource allocation, robust contract management systems streamline the entire procurement process, from contract execution to performance evaluation.

Investing in these solutions strengthens compliance with regulatory requirements, promoting transparency and accountability in procurement practices. By centralising contract information and automating workflows, social housing organisations can proactively manage contract renewals, monitor performance, and identify potential cost-saving opportunities. This strategic approach to contract management not only optimises resource utilisation but also safeguards against potential legal and financial risks.

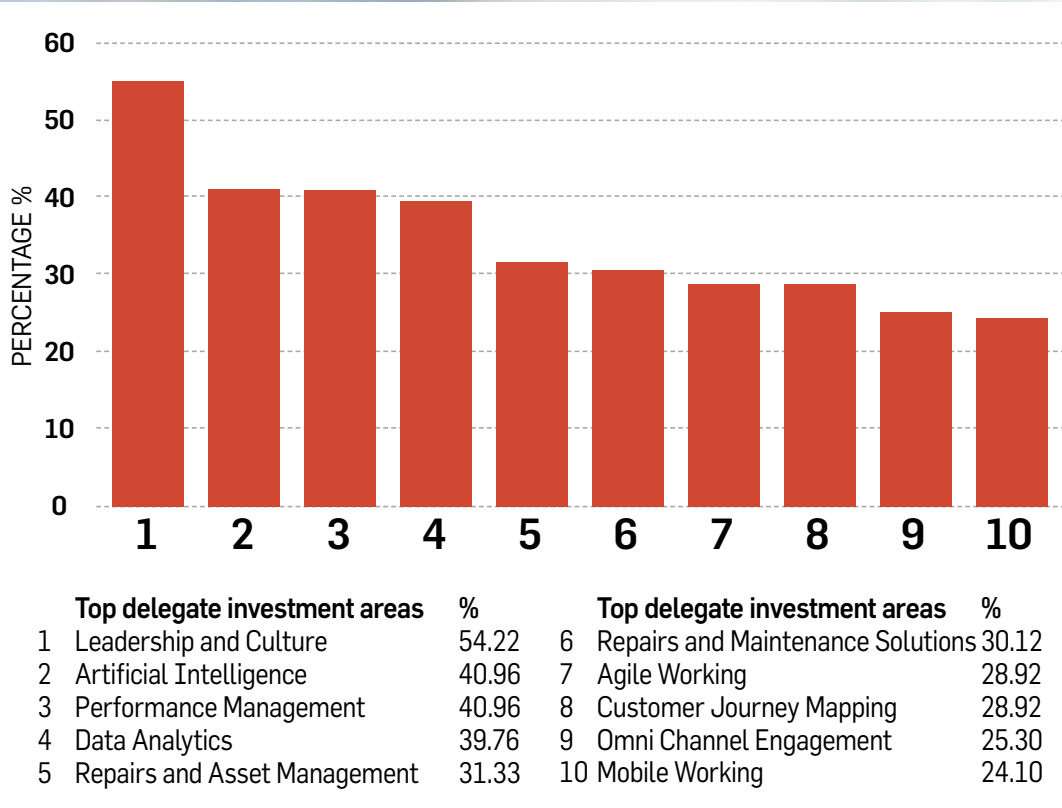
COMMITMENT TO ROLLOUT OF SMART TECHNOLOGIES



Committing to the rollout of smart technologies is essential for social housing organisations to modernise and improve the quality of services provided to their residents. With 79% of the delegate group actively looking for partners who can assist them in the rollout of smart technologies to their tenants and landlords, there is a high demand for solutions within this area. Smart technologies, such as IoT devices and sensors, enable organisations to proactively monitor property conditions, track resource utilisation, and enhance overall operational efficiency. Implementing smart home solutions allows for better energy management, improving sustainability practices and reducing utility costs for both the organisation and its residents.

Additionally, the integration of smart technologies supports predictive maintenance, helping to identify and address issues before they escalate, thereby reducing the frequency and severity of disruptions for tenants. Committing to the rollout of smart technologies not only aligns social housing organisations with contemporary living standards but also positions them to provide more responsive, sustainable, and technologically advanced housing solutions for the benefit of their communities.

DELEGATE INVESTMENT AREAS



Leadership and culture have been highlighted as the top investment areas by the delegate group. Vital to establishing a resilient and effective foundation, strong leadership ensures that organisations have a clear vision, strategic direction, and effective decision-making processes. Leaders within social housing organisations play a crucial role in fostering a positive and inclusive organisational culture that values diversity, collaboration, and innovation. Investing in leadership development programs helps cultivate skills and competencies necessary for navigating the complex challenges faced.

Artificial intelligence has also been flagged as a key area for increased investment due to its ability to improve agility and optimise various aspects of housing management, from predictive maintenance and resource allocation to data analytics for informed decision-making. Performance management systems are equally being focused on by over 40% of the group in order to enable organisations to set clear goals, monitor progress, and assess the impact of their initiatives.



All our Strategy Forums combine industry leading searchable analytics through Client IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

SHARE THE REPORT



www.socialhousingstrategyforum.com

t. +44 (0) 1293 850 300

e. info@ahmediauk.com