



# HOMES UK

## THE FUTURE OF LIVING

27-28 November 2019, ExCeL, London

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## WHERE HUMAN MEETS DIGITAL...

Taking place at HOMES UK in November, the TECH theatre will explore how technology is impacting our homes, cities and workplaces. From future gazing to tackling the “here and now”, we are asking the big questions, such as: How can technology be a force for good and improve lives? How can we provide services that are fit for the 21st century? How can we bring our people with us on the journey?

Through case studies from both housing and digital experts, TECH will bring you practical takeaways and expert connections on these essential topics and more:

- ◆ Digital transformation and culture change
- ◆ Customer experience: Are you fit for the future?
- ◆ The future of the workplace
- ◆ IoT and proactive property management
- ◆ Unlocking the strategic value of data
- ◆ 21st century independent living
- ◆ Smart homes and cities: From vision to reality

We hope you enjoy these opinion columns as a sample of the great content to come...

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\*Free to attend for public sector and non-profit employees, £165 per day for employees of private sector and for-profit organisations.



**Lucy Graley**  
 Executive director of people and business services, RHP

### The future of work

We know the world of work is changing. Careers are no longer linear but ‘squiggly’ – or as we say at RHP ‘your career’s a climbing frame and not a ladder’ There is the rise of the gig economy and contract working with self-employment increasing. The fact that in Google employed more contractors than employees in 2018 says it all. People also want different styles of contracts, with initiatives such as a four-day week being talked about more and more. On top of that people entering the workplace now will live to over 100 and so will make very different life and career choices to us and our parents.

We also know that our customers are wanting more services and support outside of the mainstream hours, expecting our businesses to operate on a 24/7 basis.

And yet most recruitment and most jobs, especially in housing, are still designed to be full-time, Monday to Friday 9-5, expecting our employees to follow a linear career.

It doesn’t match up and puts even more pressure on recruiting the best people into housing. So what’s going to change it? What is going to push our managers to think of how job design can be different? How can we bring innovation and creativity to this?

*“How can our jobs better meet the demands we face from the outside world?”*

There isn’t an easy answer. Technology will help but ultimately it requires us to take off the blinkers and rip up the rule book.



**Amina Graham**  
 Change and transformation director, L&Q

### Turning data into value

Many, if not all, of us are facing the issue of improving the quality and accessibility of our data to help us make better investment decisions and improve the quality of our services and the efficiency of our operations.

If data is the new oil, our key challenge is how can we help it flow seamlessly across our business to connect colleagues, customers, partners, buildings, assets in the moments that matter.

The good news is that we don’t have to race to do it all at once. We need to break it down, focus on what’s most important to our business and ensure our data strategy is aligned to our business strategy.

We also don’t need to do it alone, and that’s why L&Q is a key sponsor and contributor to the work HACT are facilitating, to develop common data standards and processes that are tech agnostic and can be applied across all housing associations.

Once we have our strong data foundations in place, we can adopt AI and machine learning to really drive value from our data, with confidence in accuracy and integrity. Right now, often we spend too much time questioning the validity of the data rather than what it’s telling us, and that’s the meaningful shift we want to make.

The key to success is putting people at the heart of our data transformation. Culture, people, process are as important as technology in releasing the strategic value of data.

Finally, the trick we’ve learnt is to keep it simple and most importantly to not get lost in data and technology. We keep coming back to the problem we’re trying to solve and the actionable data we need to do this. So often people get caught in the data trap and forget it’s the means to an end, not the end itself.

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