Commercialism in Housing

Tuesday 27th September 2016 – Central London

Speakers Include:
- Jonathan Walters
  Deputy Director
  Strategy and Performance
  Homes and Communities Agency
- Neil Hadden
  Chief Executive
  Genesis Housing Association
- Mick Sweeney
  Chief Executive
  One Housing Group
- Tony Stacey
  Chief Executive
  South Yorkshire Housing Association
- Peter George
  Assistant Director of Regeneration and Planning
  Enfield Council
- Matt Campion
  Operations Director
  Viridian Housing

Legal Essentials for Commercialism in Housing

Wednesday 28th September 2016 – Central London

Contributors
About the Event

Our Commercialism in Housing Conference comes at a crucial time for social housing providers. In light of increasing pressure to deliver more housing, alongside changes to the rent formula and welfare reforms, there is now an even greater need for your organisation to become more commercially focused.

Bringing together key representatives from the housing sector and local government, learn how to adapt to the shifting financial landscape and thrive through the adoption of more commercial strategies. Hear from industry experts on how they have improved the resilience of their companies, gaining a competitive edge by maximising surpluses from investments and creating capital for development, growth and restructuring.

Key topics covered include:
• Maintaining the balance between the social heart and commercial mind of housing organisations
• Analysing the recent trend of mega-mergers and the commercial potential such activity offers
• Utilising customer insight and digital initiatives to maximise efficiency
• Successfully diversifying activities, supplying additional services and establishing subsidiary businesses to generate further revenue

Do not miss this unique opportunity to gain transferable knowledge, network with peers and share best practice on how to encourage innovation through the implementation of a more commercial business model.

Benefits of Attending

• Put your questions to the Homes and Communities Agency on the importance of commercialisation and innovation within housing
• Participate in an in-depth exploration of what commercialism means for housing associations and local authorities
• Analyse the commercial potential of mega-mergers and hear from the Hyde Group who are about to undertake a merger which will create one of the largest homebuilders in the country
• Hear from Enfield Council on their multi-billion pound development scheme and learn how they are responding innovatively to the temporary accommodation crisis

Who Should Attend

Representatives from Housing Associations, ALMOs, Local Government, Private Sector and Third Sector Organisations, including:
• Chief Executives
• Executive Directors
• Housing, Regeneration and Development Teams
• Innovation and Commercialism Teams
• Finance Teams
• Housing Strategy and Planning Teams
• Welfare and Revenues Teams
• Service Improvement Teams
• Corporate Responsibility Teams
• Asset Management Teams
• Business Development Teams
• Council Leaders
• Housing Portfolio Holders
• Business Development Managers

Sponsorship and Exhibition Opportunities

We provide a range of flexible packages which offer your organisation a platform to network and communicate with key organisations in the public sector.
For further information please contact Moira McCarthy on 020 7202 0596 or email Moira.McCarthy@capita.co.uk

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Legal Essentials for Commercialism in Housing
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Our Half-Day Legal Essentials for Commercialism in Housing Workshop provides expert guidance on how to maximise the commercial potential of your organisation and delivers astute advice regarding the legal constraints and risks posed by commercialism.

Attend to gain an understanding of the legal landscape surrounding the establishment of trading companies and subsidiary businesses and gain an in-depth understanding of the legal parameters of your organisation in regard to increasing its commercial operations.

Benefits of Attending

• Determine the legal technicalities of launching and managing a trading company and examine the benefits of different models of delivery
• Understand your capacity for commercial activity when employing the General Power of Competence
• Put your questions to our legal expert in our interactive legal surgery

Legal Essentials for Commercialism in Housing
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Benefits of Attending
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Join in the conversation #commercialisminhousing  @capitaconf

**Conference Programme**

09.20  Registration Tea and Coffee

09.50  Chair’s Extended Opening Remarks

- Creating a harmonic discourse between the increasing need for commercialism and social purpose

  **Victor da Cunha, Chief Executive, Curo Group**

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**Keynote Address**

10.10  Promoting Commercialism and Innovation in Housing

- Ensuring that the regulatory framework allows for, and encourages, greater innovation and diversification
- Protecting housing assets and effectively supporting risk management
- Providing appropriate governance for mega-mergers and housing associations increasing in scale

  **Jonathan Walters**
  Deputy Director, Strategy and Performance
  Homes and Communities Agency

10.35  Questions and Discussion

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**Panel Discussion**

10.45  Exploring the Multiple Meanings of Commercialism

- Ascertaining the need for commercialism within housing
- Supplying additional and paid for services to increase revenue
- Reducing expenditure and minimising outsourcing

  **Neil Hadden, Chief Executive**
  Genesis Housing Association

  **Mick Sweeney, Chief Executive, One Housing Group**

11.10  Networking Tea and Coffee Break

11.40  Expanding into the Private Sector

- Establishing subsidiary companies to develop homes for private market sale
- Utilising surpluses generated to deliver increased affordable housing and benefit the community

  **Geoff Pearce**
  Executive Director of Regeneration and Development
  Swan Housing Association

12.00  The Commercial Potential of the Mega-Merger

- Highlighting the need for mergers in the social housing sector
- The benefits of combining resources and reducing costs
- Increasing in scale to benefit from greater borrowing capacities and stronger bargaining positions on contracts

  **Warar Ahmed, Group Finance Director**
  L&Q Housing

12.20  Session Questions and Discussion

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**Workshop Programme**

08.30  Registration Tea and Coffee

09.00  Facilitator’s Opening Remarks

09.10  Formulating a Legal Framework for Establishing Trading Companies and Subsidiary Businesses

- Understanding a range of different legal structures for housing companies and overcoming corporate issues

09.40  Questions and Discussion

09.50  Utilising the General Power of Competence to Increase Entrepreneurialism

- Exercising legal powers and maximising flexibility to work commercially

10.20  Questions and Discussion

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10.30  Commercialism in Local Housing Companies

- Establishing the first wholly council led for-profit registered provider
- Refocusing social housing businesses to drive bottom line profits

  **Bill Flood, Managing Director, Wokingham Homes Ltd**

12.50  Questions and Discussion

13.00  Networking Lunch

14.00  Diversifying Revenue Streams to Increase Commercialism

- Adjusting to reductions in government subsidies and securing increased private finance whilst protecting social housing assets
- Exploring the potential benefits and risks of utilising alternative revenue streams
- Formulating partnerships outside the housing sector

  **Tony Stacey, Chief Executive**
  South Yorkshire Housing Association

14.20  Launching Large-Scale Developments and Finding Cost Effective Temporary Accommodation Solutions

- Establishing large-scale developments in response to the increasing pressure on local housing supply
- Generating savings and provisioning cost effective alternatives to nightly-paid temporary accommodation

  **Peter George**
  Assistant Director of Regeneration and Planning
  Enfield Council

14.40  Session Questions and Discussion

14.50  Networking Tea and Coffee Break

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**Generating Savings through Data and Technology**

15.10  Utilising Customer Insight and Trend Analysis to Increase Efficiency

- Identifying data trends and pre-emptively acting upon information to make savings
- Understanding your customer base and employing such knowledge to inform expenditure decisions
- Encouraging a business-like relationship with tenants

  **Matt Campion, Operations Director, Viridian Housing**

15.30  Employing Digital Technology to Maximise Savings

- Adopting an innovative approach to service delivery as the first digital only housing association
- Utilising online systems to increase efficiencies

  **Amina Graham, Executive Director of Corporate Services**
  Richmond Housing Partnership

  **Ranked number one in Inside Housing’s innovation index 2015**

15.50  Session Questions and Discussion

16.00  Chair’s Closing Remarks and Close of Conference

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**Workshop Programme**

10.30  Networking Tea and Coffee Break

11.00  The Legal Scope for Generating Income through Commercial Property

- Understanding commercial property management law and examining how to capitalise on existing commercial assets

11.30  Questions and Discussion

11.40  Interactive Legal Surgery

  **This interactive session provides the opportunity to put any further queries to our legal expert**

12.10  Facilitator’s Closing Remarks and Close of Workshop
The image contains a booking form for two events: "Commercialism in Housing" on Tuesday, 28th September 2016, and "Legal Essentials for Commercialism in Housing" on Wednesday, 27th September 2016. Discounts are available for attending both events, offering a 20% discount.

**PAYMENT INFORMATION**
- **Electronic Version (48 hours prior to the event)**
- **Paper Version (on the day)**

**INVOICES**
Invoices will be issued after the event when the order is processed. Payment options include:
- **PDF Electronic Version @ £95 – plus VAT**
- **Electronic Version (48 hours prior to the event)**
- **Paper Version (on the day)**

**PAYMENT DETAILS**
- Local Govt and Housing Assoc @ £359.00 plus VAT
- Private Sector @ £575.00 plus VAT
- Concessionary Rate @ £250.00 plus VAT

**TERMS & CONDITIONS**
- The right to alter the programme or venue without notice due to unforeseen circumstances.
- Capita reserves the right to charge an administration fee of £50 plus VAT for cancellations arising from events outside of our control.

For more information, contact conference.events@capita.co.uk.