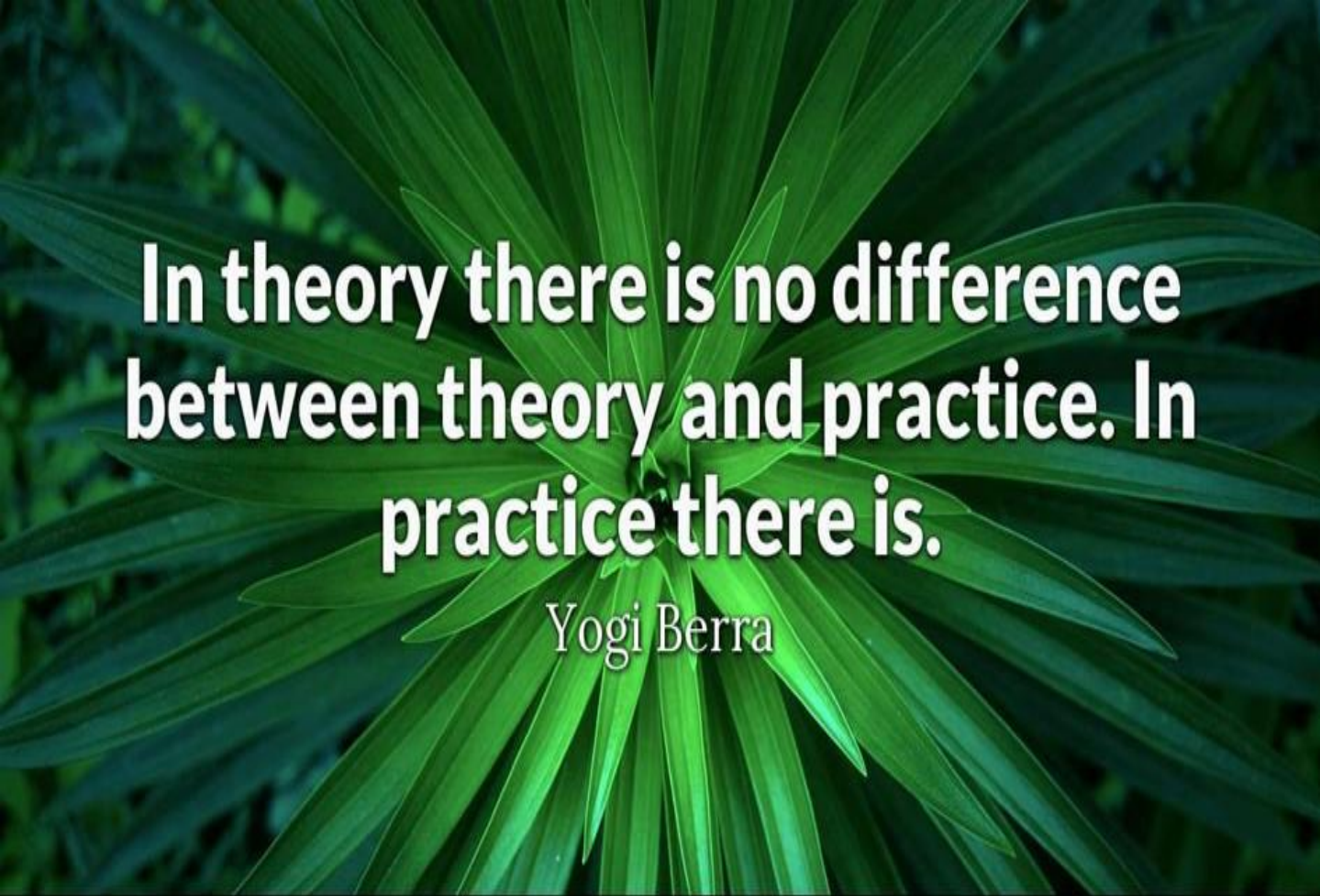


# Summary

- Research Theory v Practice
- The Wheatley Group
- Northern Ireland Housing Executive
- The UK Collaborative Centre for Housing Evidence (CaCHE)



**In theory there is no difference  
between theory and practice. In  
practice there is.**

Yogi Berra

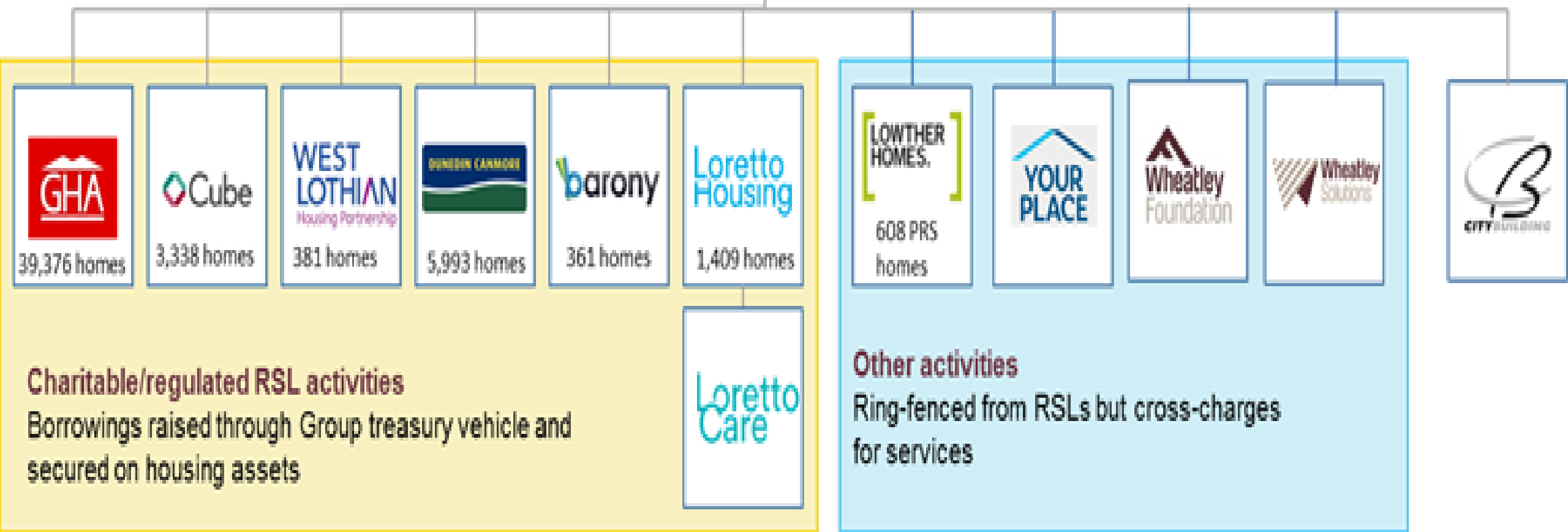
*He who loves practice without theory is like the sailor who boards ship without a rudder and compass and never knows where he may cast.*

*- Leonardo da Vinci*









*Excludes dormant entities and treasury/funding vehicles.*

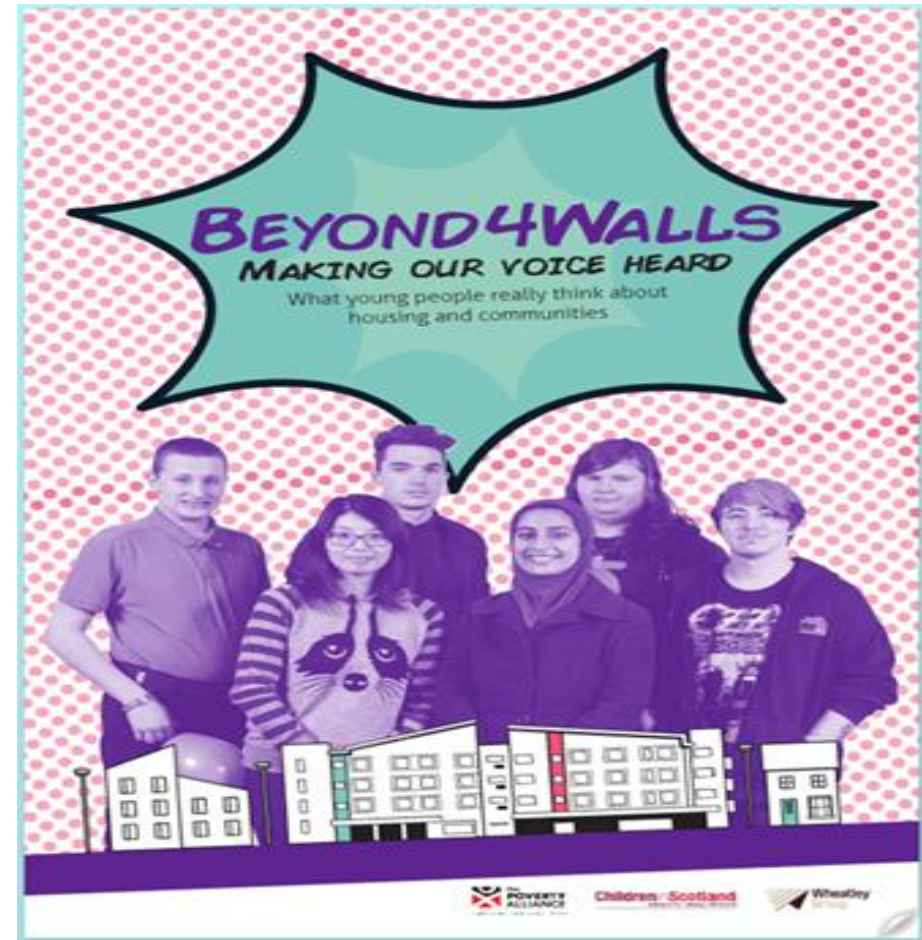
# Wheatley Group: Translating insight into action.

- Partnerships
- Understanding customers and communities.
- Annual research programme
- Better and quicker strategic, tactical and operational decisions.



# Adding Value

- Customer Insight
- Business intelligence
- Strategic Insight
- Experience and product design
- Innovation
- Evaluation of Services/Products
- Market and Competitor Analysis
- Public policy influence





# Discovery and Exploration – Strategic Insight

- Future of Engagement;

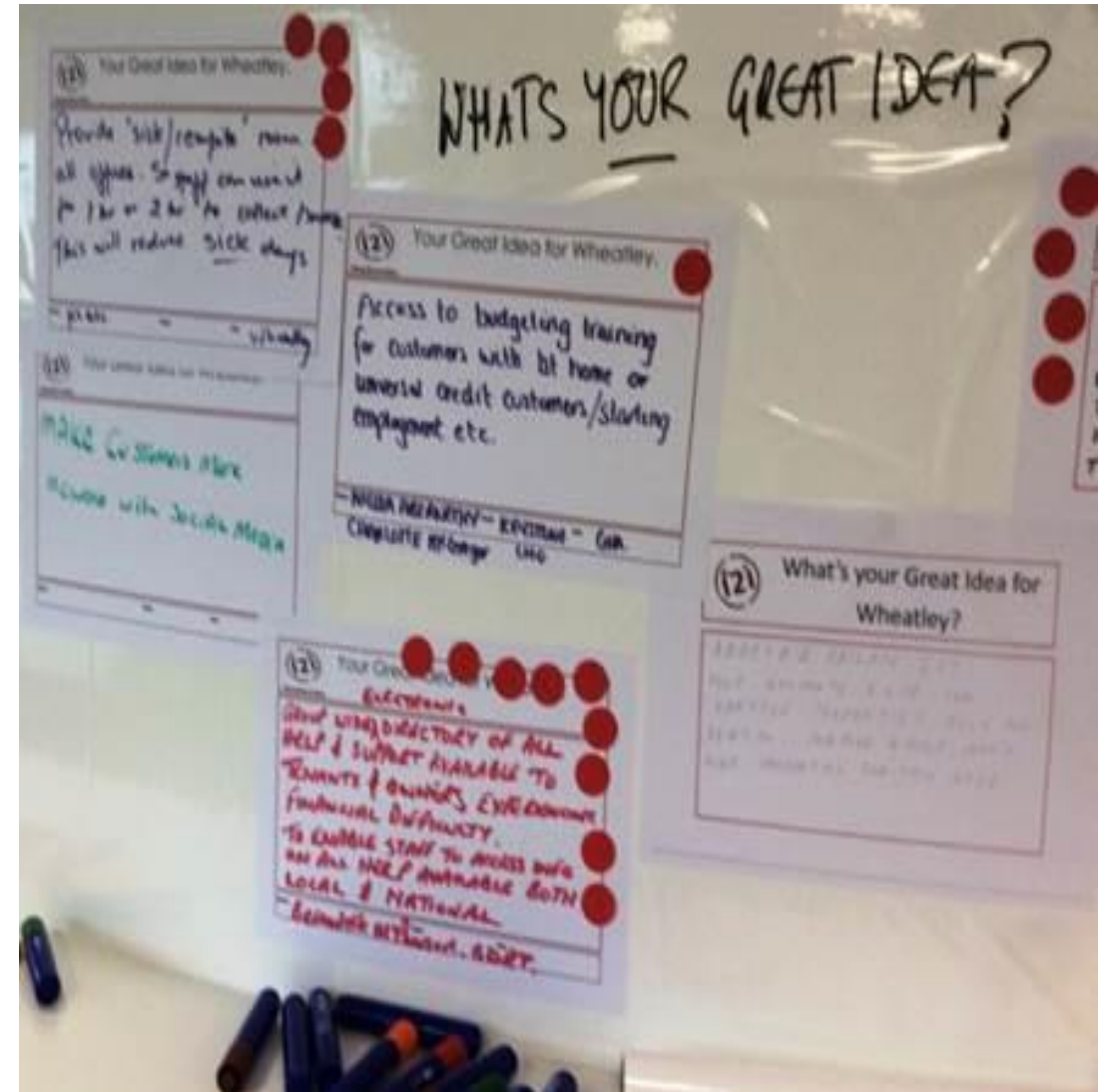
(Recently completed global study of innovation in engagement and participation across all sectors with the Democratic Society. Will inform engagement and governance models of the future)

- Property Technology Innovation 2025;

(Working with University of Edinburgh)

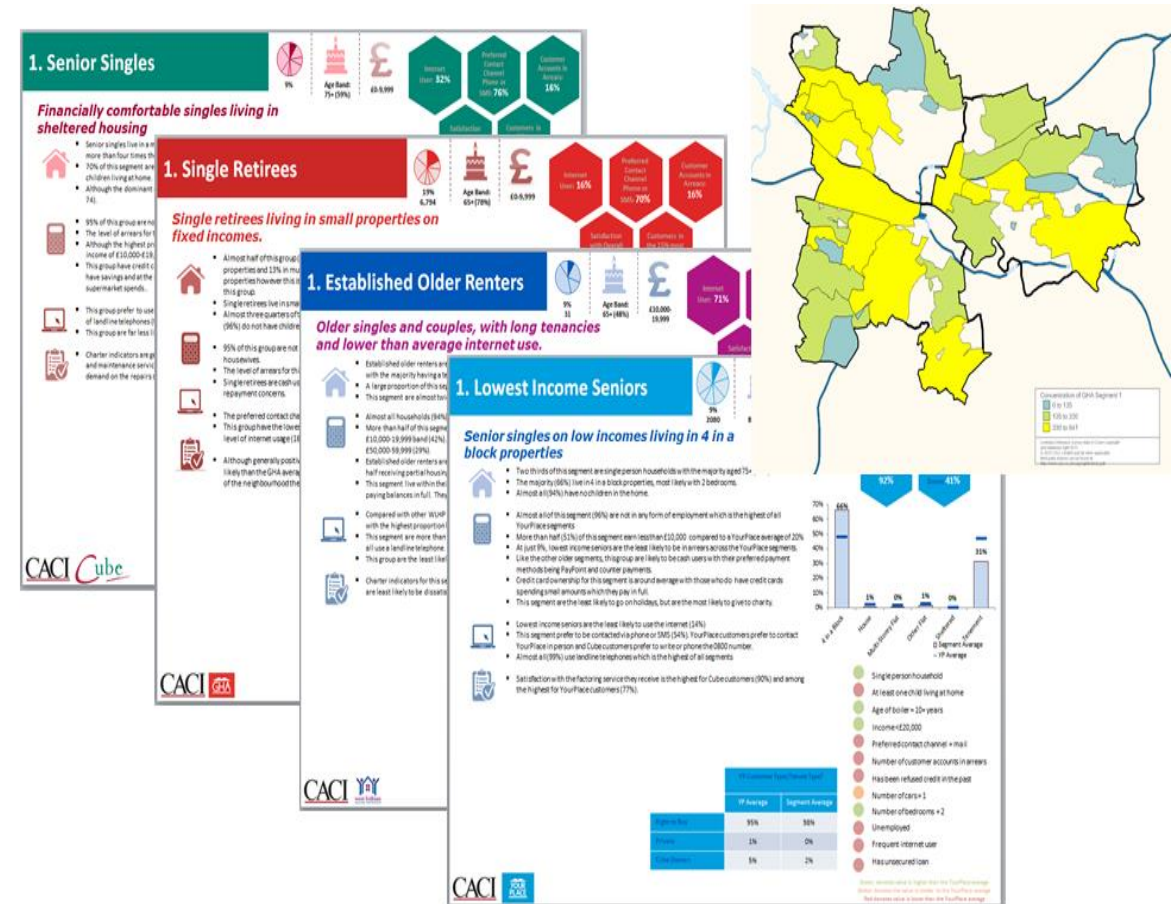
- Frontline Futures Research

(Commissioned with CIH carried out by De Montford engaged staff and tenants across the UK in an industry-wide debate on the future role of the frontline housing professional)



# Business benefits of translating research findings into action – some recent examples

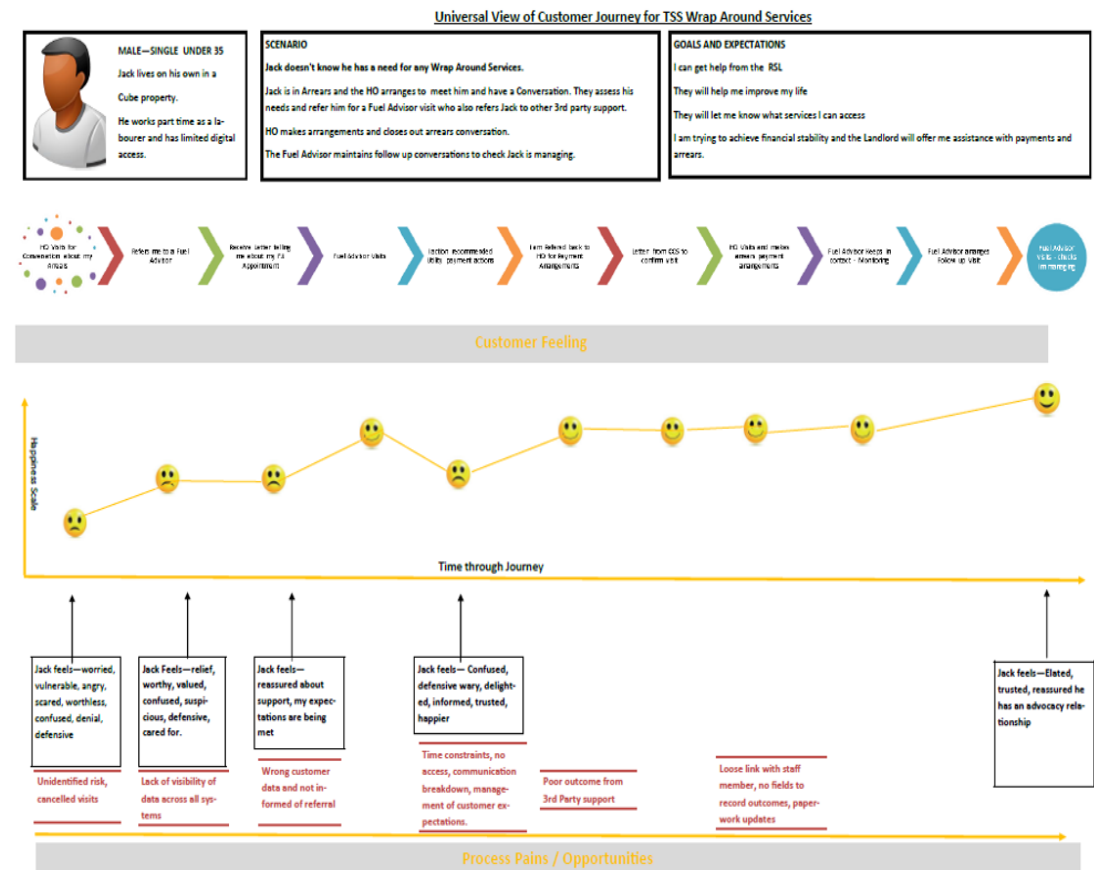
- Customer Segmentation and customer journey mapping –
- the development of a bespoke customer segmentation model
- Used to inform new products, tailor messages and target resources appropriately
- Frontline Futures Research





# Business benefits of translating research findings into action some recent examples

- Customer Research programme
- Improved design features and housing management
- New ways of letting homes
- Customer Journey mapping
- Business growth, new build and regeneration programmes
- Competitive tender for provision of care services
- MSP survey,
- Executive Team discussions regarding future strategy



# Working in Partnership

- UK Housing Evidence Centre
- Glasgow School of Art
- University of Stirling
- University of Glasgow
- University of Edinburgh
- Fraser of Allan Institute
- The Democratic Society
- Chartered Institute of Housing
- Construction Scotland Innovation Centre
- Innovate UK
- Joseph Rowntree Foundation
- HACT.







**Impact**

Using housing research to inform policy in NI



# Housing Market: Review & Perspectives



- Key strategic document
- Synthesis of recent housing research and market intelligence
- Strategic context: economic and socio-demographic drivers
- Developments in each of the three main tenures
- Prospects for the coming three-year period

# House Condition Survey

- Poor standards that existed at the height of the 'Troubles'
- 12 surveys have been carried out since 1974, and they have improved in design over time also moving with technology (now tablet based surveys uploaded in real time)
- The preliminary and main reports are produced every five years and workshops take place to communicate the findings.
- The HSC is a hybrid of technical and social research.

# House Price Index

- University of Ulster's mix-adjusted analysis: open market transactions from a network of estate agents.
- House price predictions and reality!





# Private Rented Sector



- Series of research projects with UU:
  - Analysis of changing nature of stock
  - Attitudes of tenants: surprisingly high levels of satisfaction with landlord generally
  - Profile of landlords and their investment intentions
  - DSD's strategy for the PRS (2010)
- Tenancy Deposit Scheme research

# The UK Collaborative Centre for Housing Evidence (CaCHE)

- Consortium of 13 partners led by the University of Glasgow. 1<sup>st</sup> August 2017
- Funded by Economic and Social Research Council, Joseph Rowntree Foundation and the Arts and Humanities Research Council
- Multidisciplinary partnership between academics, housing policy and practice.
- Five-year programme, to produce evidence and new research which will aim to improve housing policy and practice across the UK.



**UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE**

# Knowledge Exchange Hubs

- Knowledge Exchange Hubs
- Located around the UK
- Designed to ensure geographic reach and nationwide relevance.
- Harnessing the expertise of world-leading academic researchers





# Projects

- Review of housing land and speculative developer product selection
- International evidence review: economic impacts and incidence of housing taxation
- Measuring social housing investment impacts on residents
- Wellbeing as a tool for evaluating housing outcomes and housing policy impacts
- Good practice review in international and UK lesson sharing/learning and policy transfer
- Review of housing land and speculative developer product selection



# Projects

- What works in homelessness prevention in the UK and internationally
- International evidence review: policies to improve housing affordability at all spatial scales
- Evidencing the impact of welfare reform on social housing
- Monitoring changes in the UK private rented sector
- Wellbeing as a tool for evaluating housing outcomes and housing policy impacts



*Olympia Building, Bridgeton Cross, Glasgow*

# Personal Journey

- President (VP) of Student's Union 1979-81
- NIHE 1981-87
- UU until 2016 (still there!)
- Chaired Citizens Advice Derry for 25 years
- Chaired three HAs since (Chaired first HA at 23)
- currently Connswater Homes
- Boards of Wheatley, GHA, First Housing, NALs UK
- ROI AHBs Tuath, Threshold, iCare
- 2017 appointed to Residential Tenancies Board (RTB) Chair of Research Committee
- Regular media commentator BBC "Tin Town Kids"





# Personal Journey

- Chartered Institute of Housing
- President 2010-11
- Governance Review
- Chief Examiner IPRM validating courses in China, Hong Kong, Taiwan, Canada, Africa
- Mentoring young people in their journey within the profession
- Chief Examiner PropertyMark for NI



# Personal Journey

- recent applied research includes private rented sector (NIHE), review of allocations (DSD), Sustainable communities (ICLRD), Student Accommodation in Belfast (SBPB) Void Properties (Housing Agency ROI)
- Conferences: ENHR, Conf of the Isles, CIH and student conferences
- One year paid placements for housing students over 30 years







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