

Join us for,

# Changing the game: Better ways to recruit, develop and retain

16-17 October 2023  
A 24 hour Think Tank  
at Trafford Hall

Sponsored by:



HousingPlus  
Academy 

Delivered by:

**NCRC**  
at Trafford Hall



## Changing the game: Better ways to recruit, develop and retain

Monday 16<sup>th</sup> October, 3pm - Tuesday 17<sup>th</sup> October, 3:30pm  
24 hour Think Tank at Trafford Hall, Cheshire  
Sponsored by The Learning Foundry

The housing sector has something for everyone, with a diverse range of career pathways and the opportunity to make a real difference in people's lives.

Providing high quality, affordable housing is only the start. It gives people a place where they feel safe, supported, and empowered as individuals. This creates a catalyst for strong, vibrant neighbourhoods and supportive communities where people can thrive.

So, why are we struggling to attract and hold on to the best talent?

We know that the housing sector is facing unprecedented challenges. There are more than 4m people in need of social housing, putting additional pressure on all roles within the sector. As well as high demand, organisations are tasked with balancing many competing priorities, with targets placed on environmental measures, new builds and more.

Vast workloads are leading to low morale and workers being drawn to other sectors that can offer higher job satisfaction, improved work-life balance, and better pay.

But what can we do about it?

Join us on 16<sup>th</sup> October to discuss ways we can rebuild the sector's reputation, attract the best talent, and create rewarding development pathways that keep people in housing.

## Give us 24 hours and we'll give you:

- An understanding of the latest research, causes and solutions regarding the housing sector's recruitment and retention problem
- The support to develop a set of practical actions for your organisation to trail to address your specific challenges
- A collection of fresh perspectives, best practice and new connections with other teams and organisations to support you as you navigate these issues.

## This event is perfect for:

HR and recruitment professionals such as:

- Recruitment and acquisition managers
- Talent specialists
- HR and people managers
- Diversity business partners
- Any team leaders working in housing that are experiencing difficulty recruiting e.g. Neighbourhood, Procurement or Contact Centre managers

## Agenda:

**Event Chair - Lucy De Groot, former Chief Executive of Bristol City Council and former Director of Public Services, HM Treasury**

### 16 October: What's the problem?

<b>3.00-3.30pm</b>	<b>Arrivals and registration</b>
<b>3.30-3.45pm</b>	<b>Welcome and introductions</b> <ul style="list-style-type: none"><li>• Introduction to the Housing Plus Academy</li><li>• Introductions and icebreaker activity</li></ul> <i>Introduce yourself to the other participants on your table, explain your role and its link to recruitment and retention</i>
<b>3:45-5.00pm</b>	<b>Session 1: Understanding the problem</b> <ul style="list-style-type: none"><li>• What are the biggest recruitment and staffing barriers facing social landlords right now?</li><li>• What roles are the most difficult to recruit and retain staff for?</li><li>• What is the value of social housing and how do we rebuild its reputation?</li></ul> <b>Speaker:</b> <b>Lara Oyedele, Chartered Institute of Housing</b>  <b>Table discussions</b>
<b>5.00-5.15pm</b>	<b>Refreshment break</b>
<b>5:15-6.15pm</b>	<b>Session 2: Creating a desirable workplace</b> <ul style="list-style-type: none"><li>• Communicating the value of the job and how rewarding it can be</li><li>• Building skills for complex housing tasks</li></ul>

- Supporting work-life balance – flexible working, four-day weeks, compressed hours
- How will the new Flexible Working Bill impact the sector
- A supportive environment – mentors, buddies, networks, social events

**Speakers:**

**Gareth Leech, Cartrefi Conwy**  
**Helen White, Taff Housing**

**Table discussions**

**6.15-7.00pm**

**Free time**

**7.00-8.15pm**

**Dinner**

**8:15-9.00pm**

**Debate: "Working in housing is providing a vital service. Why don't people join and stay?"**

## **17<sup>th</sup> October: Tackling our recruitment and retention challenges**

**7.30am – 8.30am**

**Breakfast**

**9.00-9.15am**

**Introduction: Recap of yesterday's discussions**

**Table Activity: What do we want to get out of today's event?**

**9.15-10.15am**

**Session 3: Retention and recruitment for the frontline**

- What are the challenges faced by frontline workers and what is the impact of these on retention?
- What support do staff need when dealing with difficult situations?
- How does the retention rate impact tenants?

**Speakers:**

**Luke OGorman, The Regenda Group**  
**Matt Baird, The Social Housing Roundtable**

**Table discussion**

**10.15-10.30am**

**Refreshment break**

**10.30-11.30am**

**Session 4: Fair and diverse recruitment**

- Advancing racial equality in the housing sector through inclusive recruitment
- How do we make housing organisations an accessible workplace for people with disabilities

- How to make your recruitment process more accessible and diverse
- How can we develop inclusive workplaces?

**Speakers:**  
**Anthony Were, UNIFY**  
**Louise Holt, TPAS**

**Whole group discussion**

**11.30-12.15am**

**Session 5: Retention and recruitment in senior leadership**

- What should an effective senior leadership team look like?
- How do we ensure organisational knowledge is passed on?
- Developing pathways into senior leadership

**Speaker:**  
**Laura Welchew, Trowers and Hamlins**

**Group activity**

**12.15-1.15pm**

**Lunch with optional tour around Trafford Hall**

**1.15-2.15pm**

**Session 6: Building skills**

- The new requirement for Level 4 and Level 5 qualifications
- Learning on the job and upskilling existing staff
- Attracting new talent – apprenticeships and courses
- Professionalisation and mandatory qualifications
- Futureproofing recruitment – what skills will we need in five or ten years' time?

**Speakers:**  
**DLUHC**  
**Claire Lee, The Learning Foundry**

**2.15-2.45pm**

**Session 7: Taking action**

*Working in groups, everyone will be asked to select a theme and come up with some practical steps to take in their own organisation to improve it. Themes include, improving the image of the sector, inclusive recruitment, skills building planning.*

**2.45-3.00pm**

**Feedback forms & messages to government**

**3.00-3.15pm**

**Reflection: What have we learnt? What are we taking away?**

**3.30pm**

**Event close**