Welcome to the Centre for Excellence in Community Investment conference 2025

Residents of the Futures: what does this mean for our work?

Resident of the Future Report & Workshop

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Drivers for Resident of the Future (RoTF)
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Workshop

- Exercise 1: What does this future scenario mean?
- Exercise 2: What does this mean for different segments?



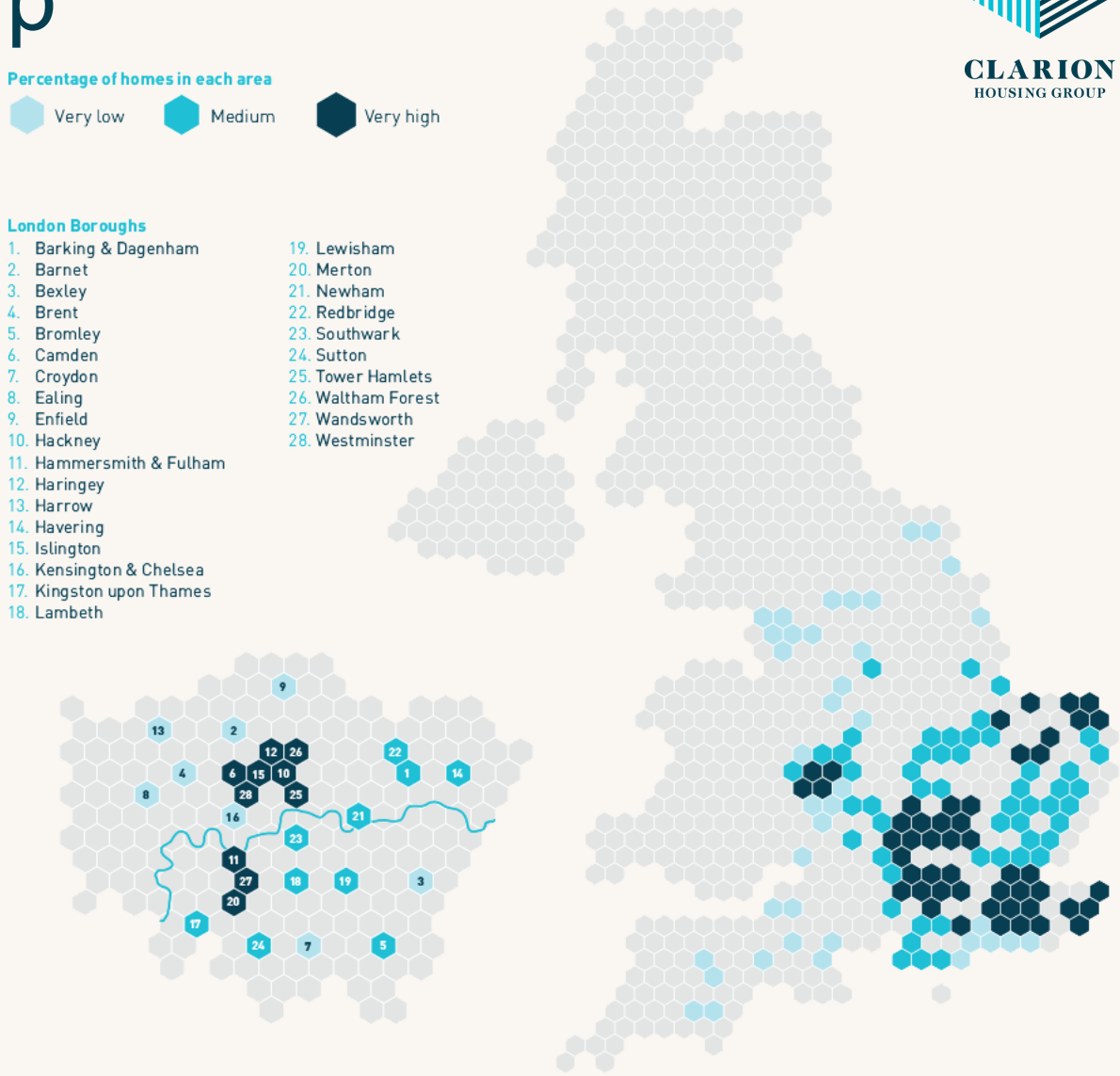
About Clarion Housing Group

With more than 125,000 homes we're one of the UK's biggest housing associations.

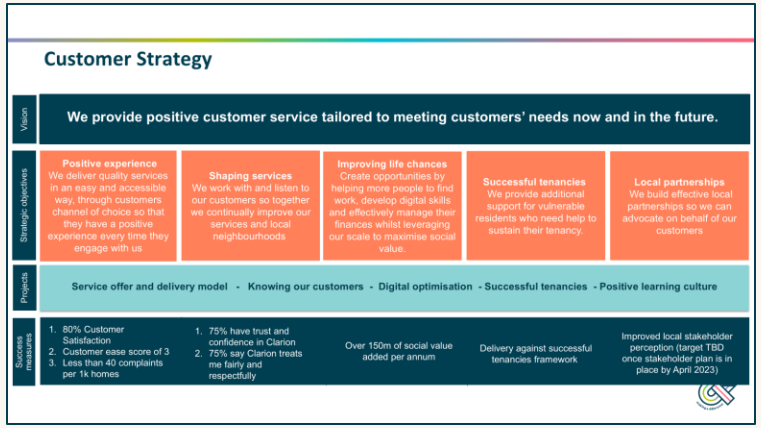
Our development arm Latimer builds more than 2,000 new homes every year.

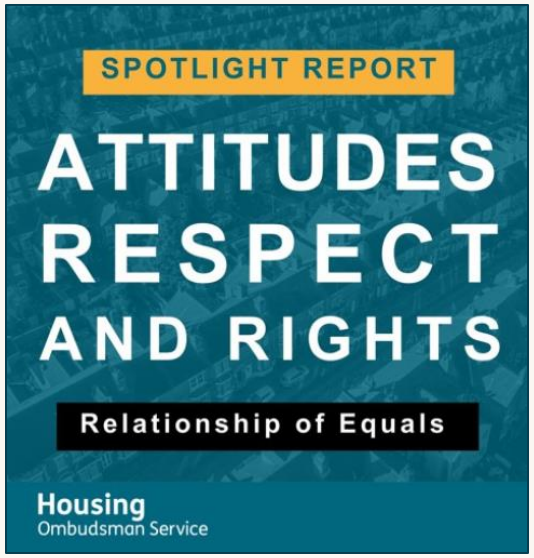
Clarion Futures, our charitable foundation, runs one of the country's biggest social investment programmes – transforming the lives of our residents and their communities.

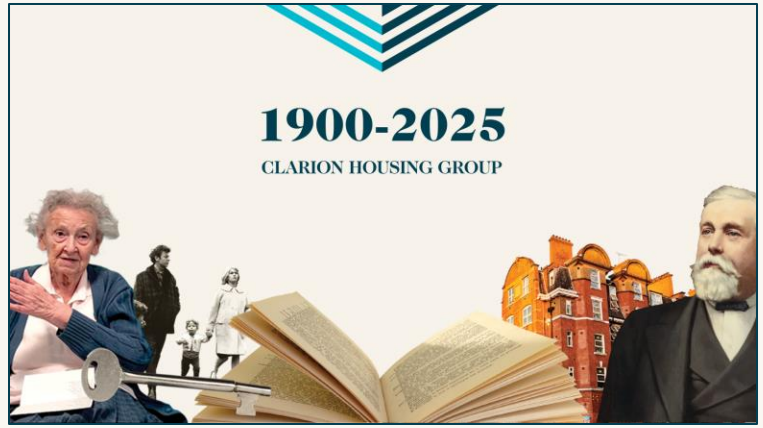
We have a research and insight team: SPEAR



Resident of the Future: Core Drivers







Clarion Customer Strategy

As a part of the Corporate Strategy Refresh, it's essential to think about the needs of our future residents.

The Housing Ombudsman

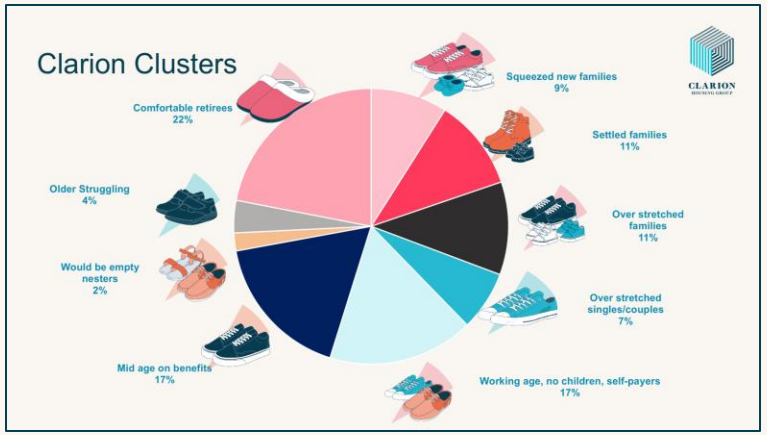
2024 HO publication on Attitudes, Respect, and Rights – recommending HAs to conduct resident forecast.

Clarion 125

Part of our Clarion 125th anniversary celebrations, Foresight Group is established.

What do we already know?







The Clarion Index

13 years of the Clarion Index – our annual customer insights report.

Segmentation

Residents were divided into groups with common characteristics and needs – we used the Clarion Index to build the segments.

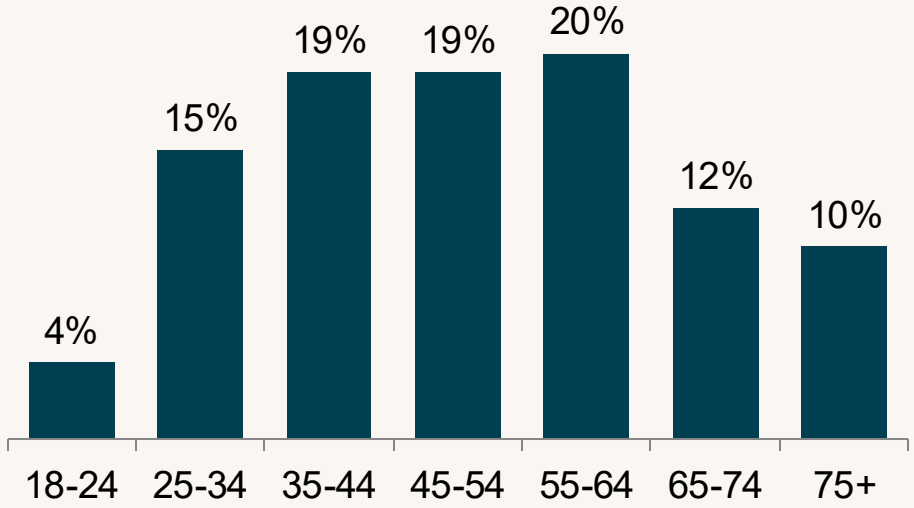
The Clarion Index: Annual survey fixed methodology

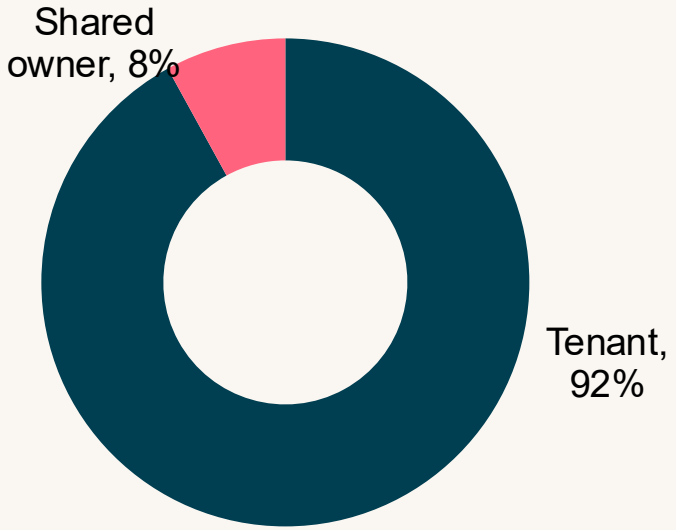
Consistent methodology year on year since 2012:

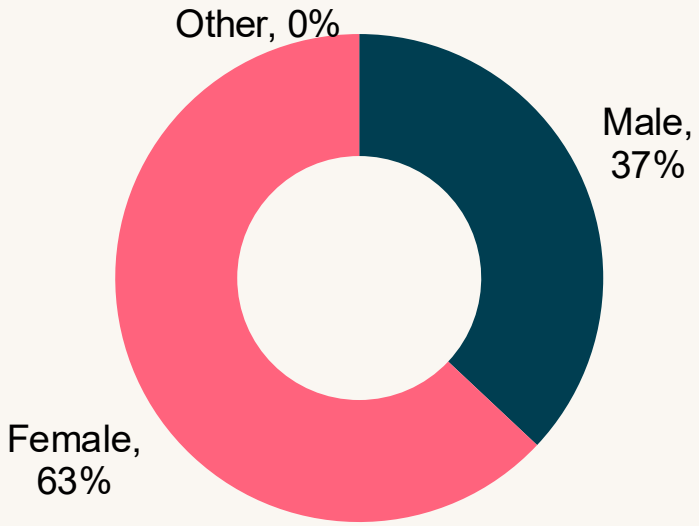
- 2,000 telephone interviews completed
- Representative sample with quotas set for gender, age, ethnicity and region based on resident population
- Sample provides robust findings at +/-2% at a 95% confidence level
- Conducted between 30 May and 28 June 2024
- Tracking questions used to establish trends
- New questions added to address business need
- 60 questions in a 15 min survey

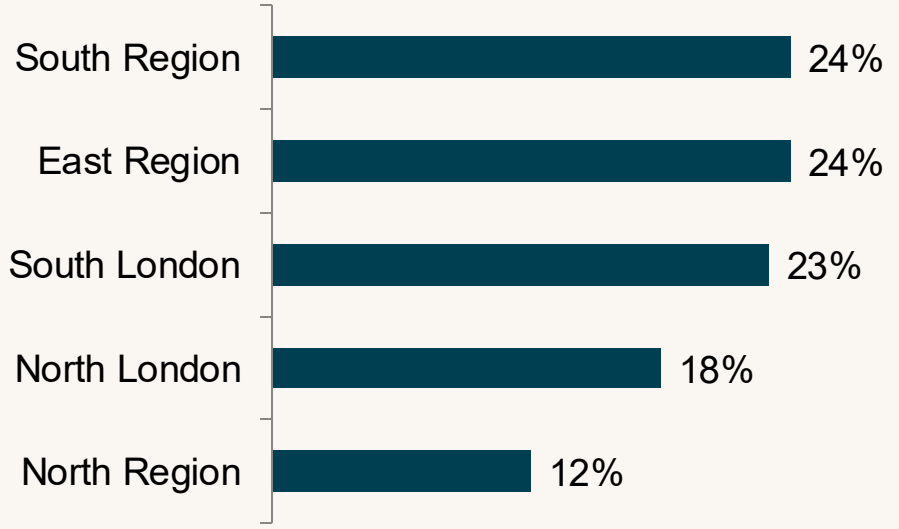


Resident profile reflected in interviews









Building a picture over time



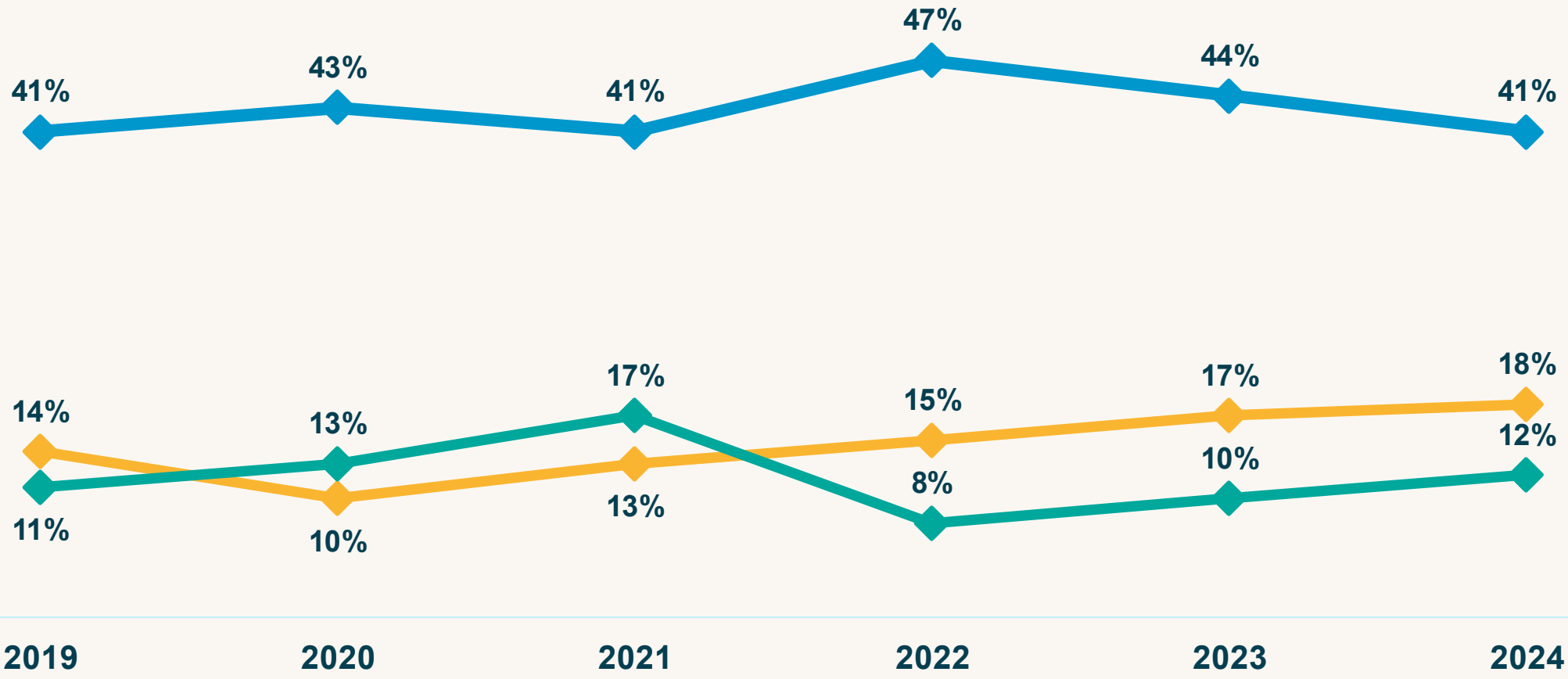




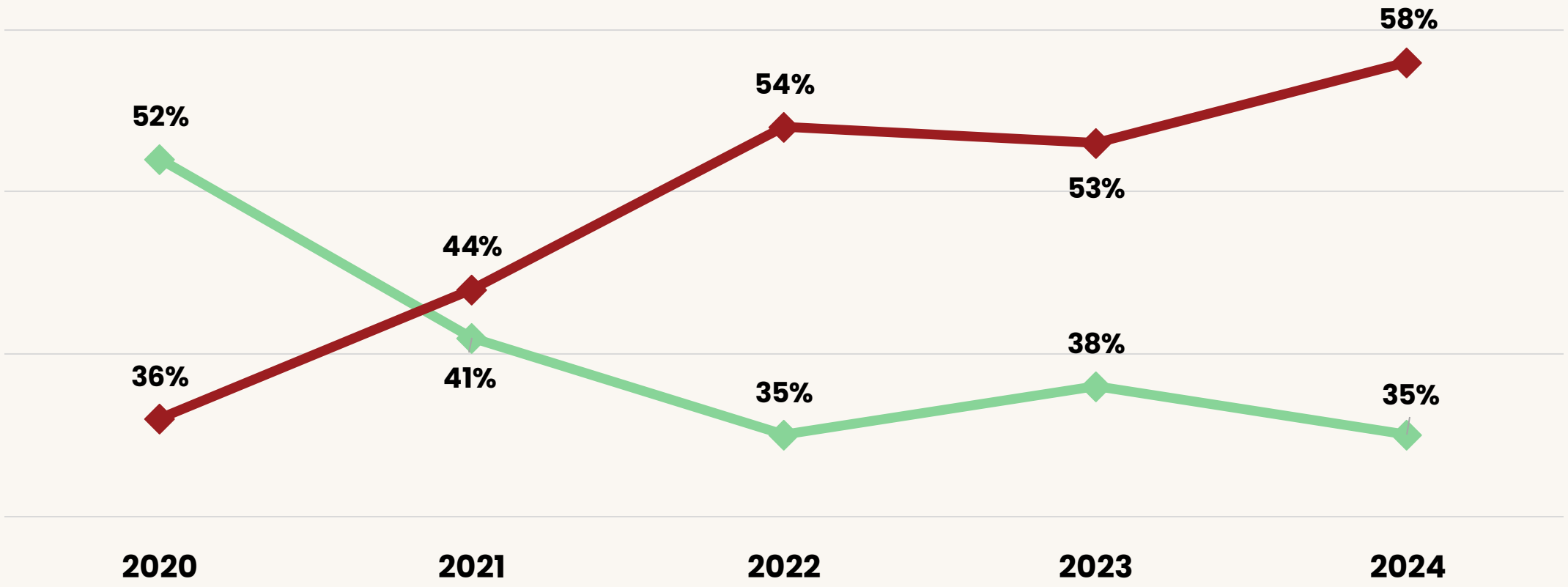




Employment over time

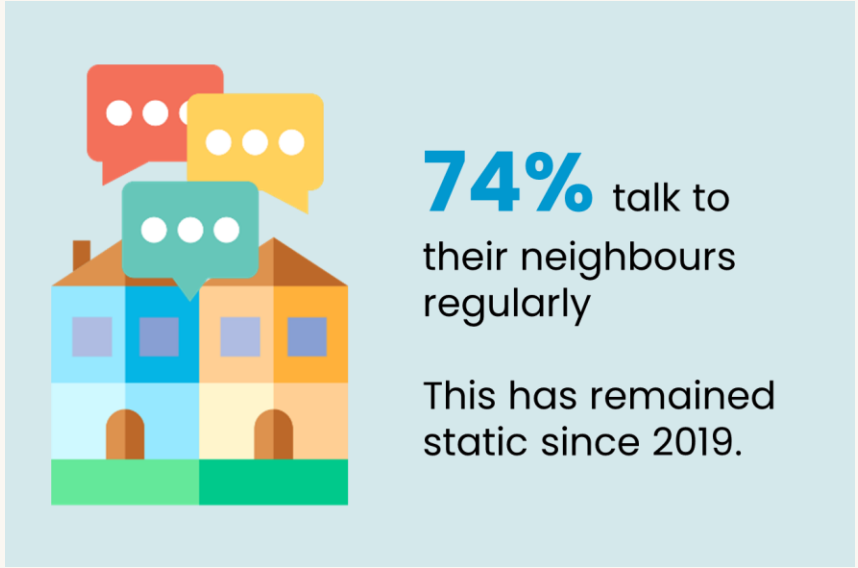


Household finances

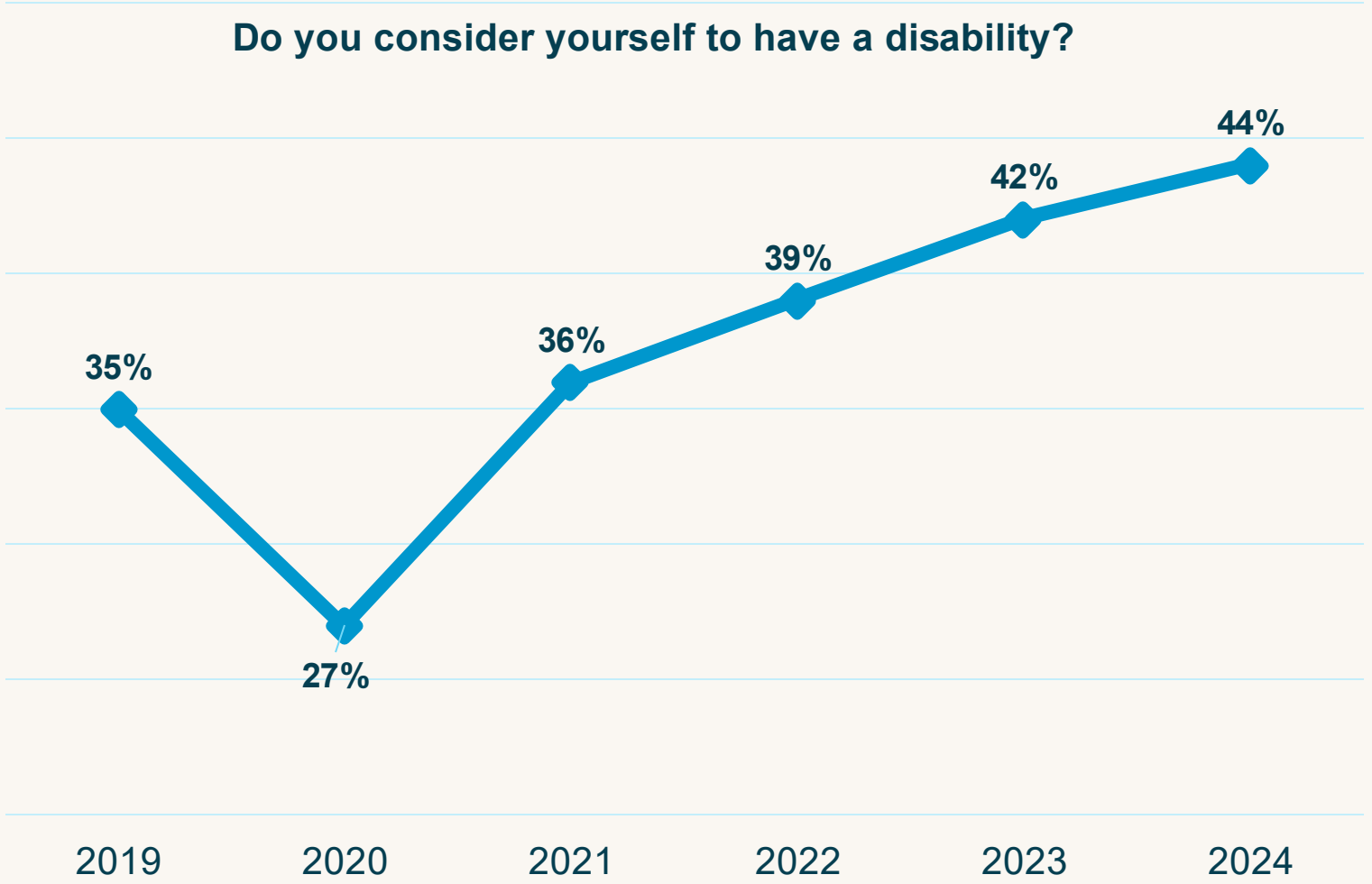


Community ties remain strong

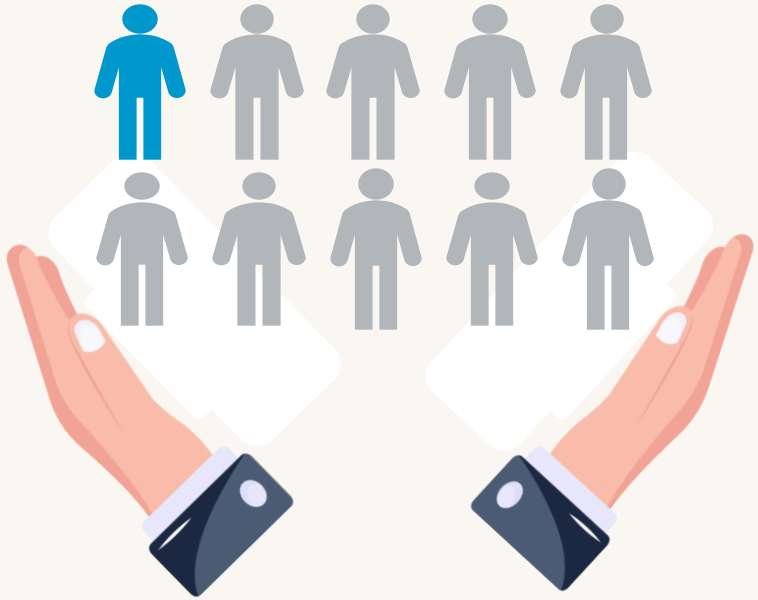
- 86% feel they **belong** in their neighbourhood
- Agreement that their local area is a place where **people from different backgrounds** get on well together – 81%, up from 77%
- 76% **feel safe** in public spaces & pathways in my neighbourhood



Disability and demand for support



11% of residents require support to help them manage their tenancy

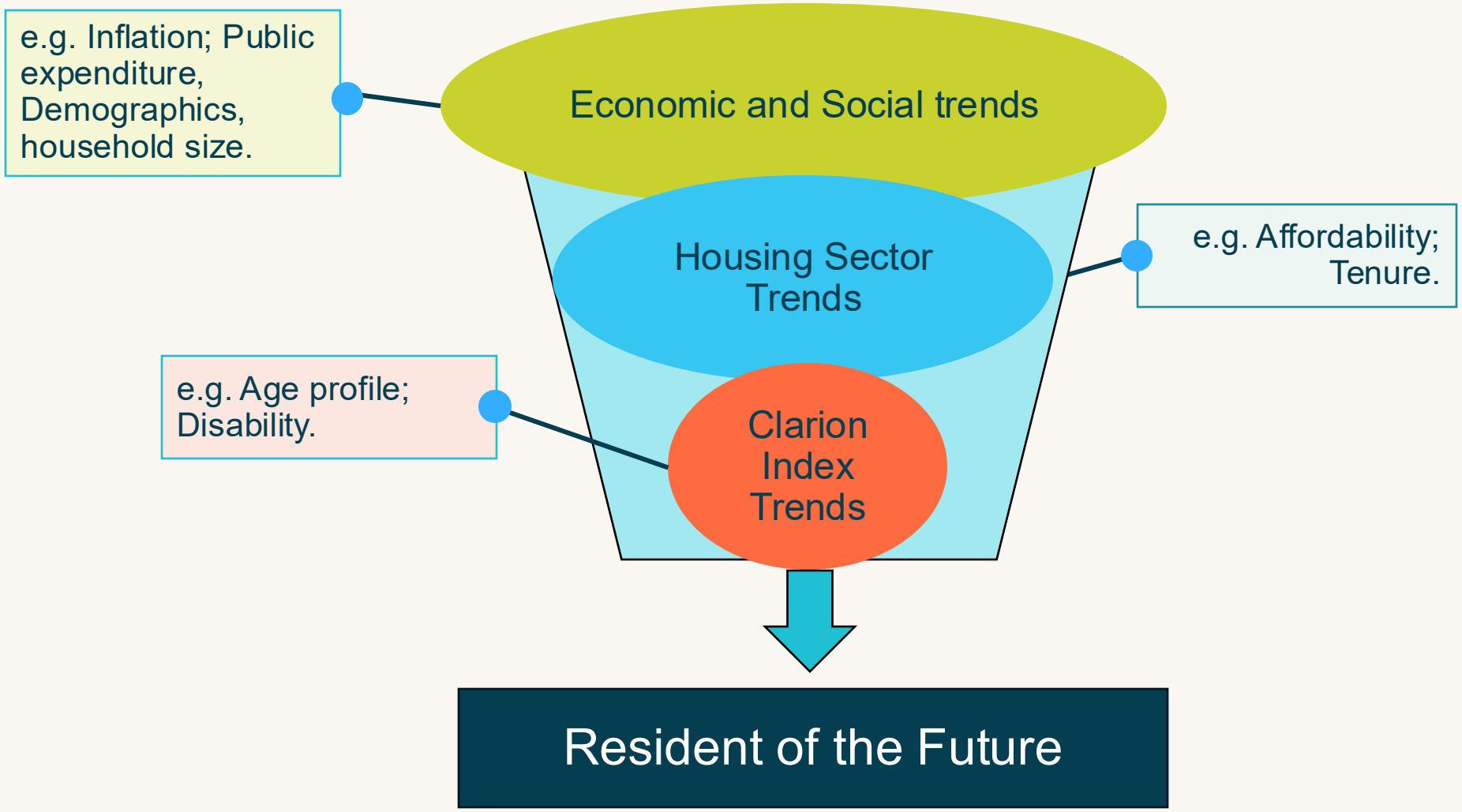




CLARION
HOUSING GROUP

Report

Resident of the Future: Approach



Resident of the Future: Key findings

Fewer households with children



Ethnically diverse



Aging population



Increasing proportion will have a disability



Poorer



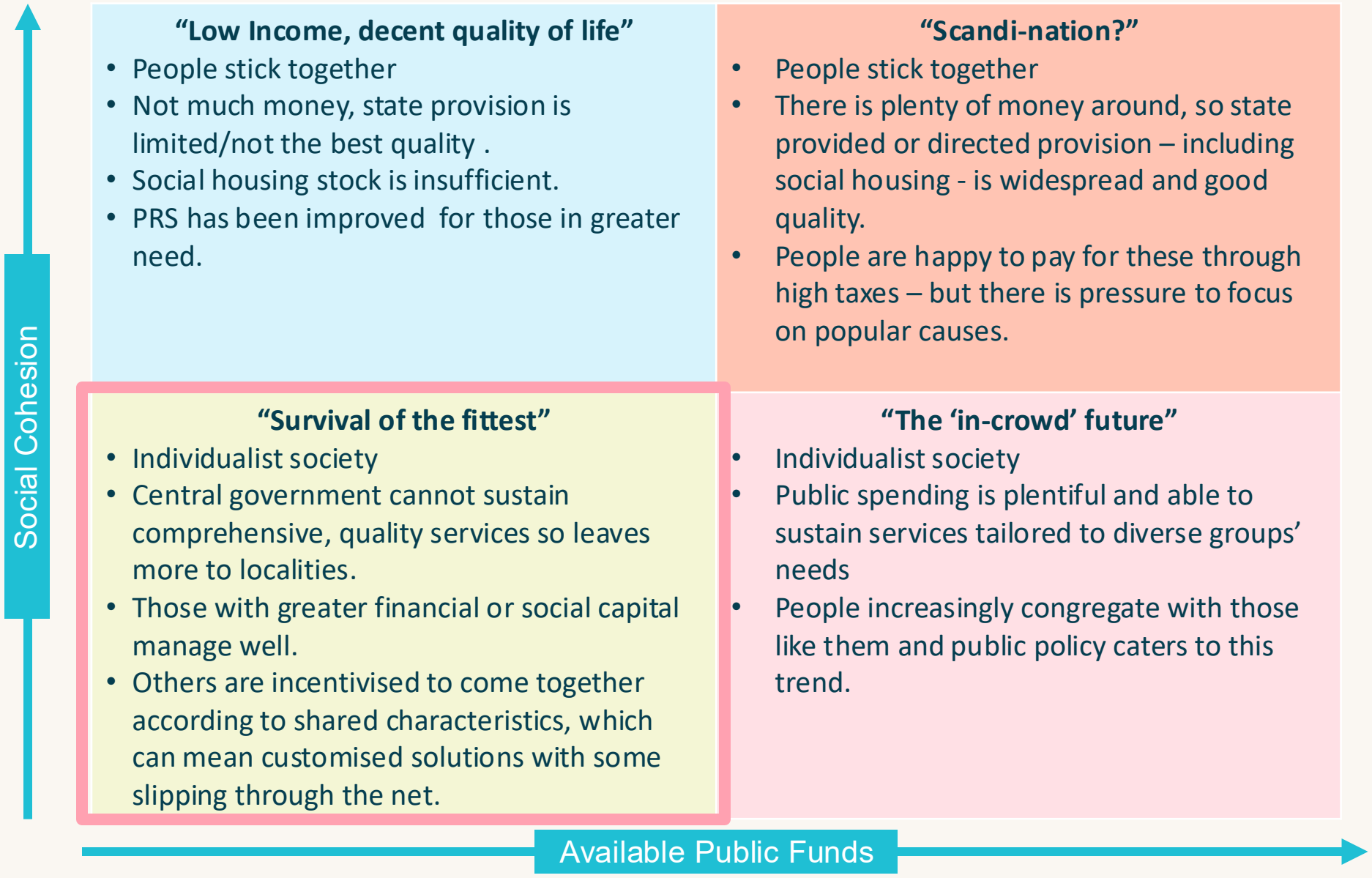
Lonely



Tech Savy



Foresight: Scenarios



"Low Income, decent quality of life"

- People stick together
- Not much money, state provision is limited/not the best quality .
- Social housing stock is insufficient.
- PRS has been improved for those in greater need.

"Scandi-nation?"

- People stick together
- There is plenty of money around, so state provided or directed provision – including social housing - is widespread and good quality.
- People are happy to pay for these through high taxes – but there is pressure to focus on popular causes.

"Survival of the fittest"

- Individualist society
- Central government cannot sustain comprehensive, quality services so leaves more to localities.
- Those with greater financial or social capital manage well.
- Others are incentivised to come together according to shared characteristics, which can mean customised solutions with some slipping through the net.

"The 'in-crowd' future"

- Individualist society
- Public spending is plentiful and able to sustain services tailored to diverse groups' needs
- People increasingly congregate with those like them and public policy caters to this trend.



CLARION
HOUSING GROUP

Workshop

Exercise 1: What does this scenario mean for housing and service providers?

"Survival of the fittest"

- Individualist society
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Ethnically diverse



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Fewer households with children



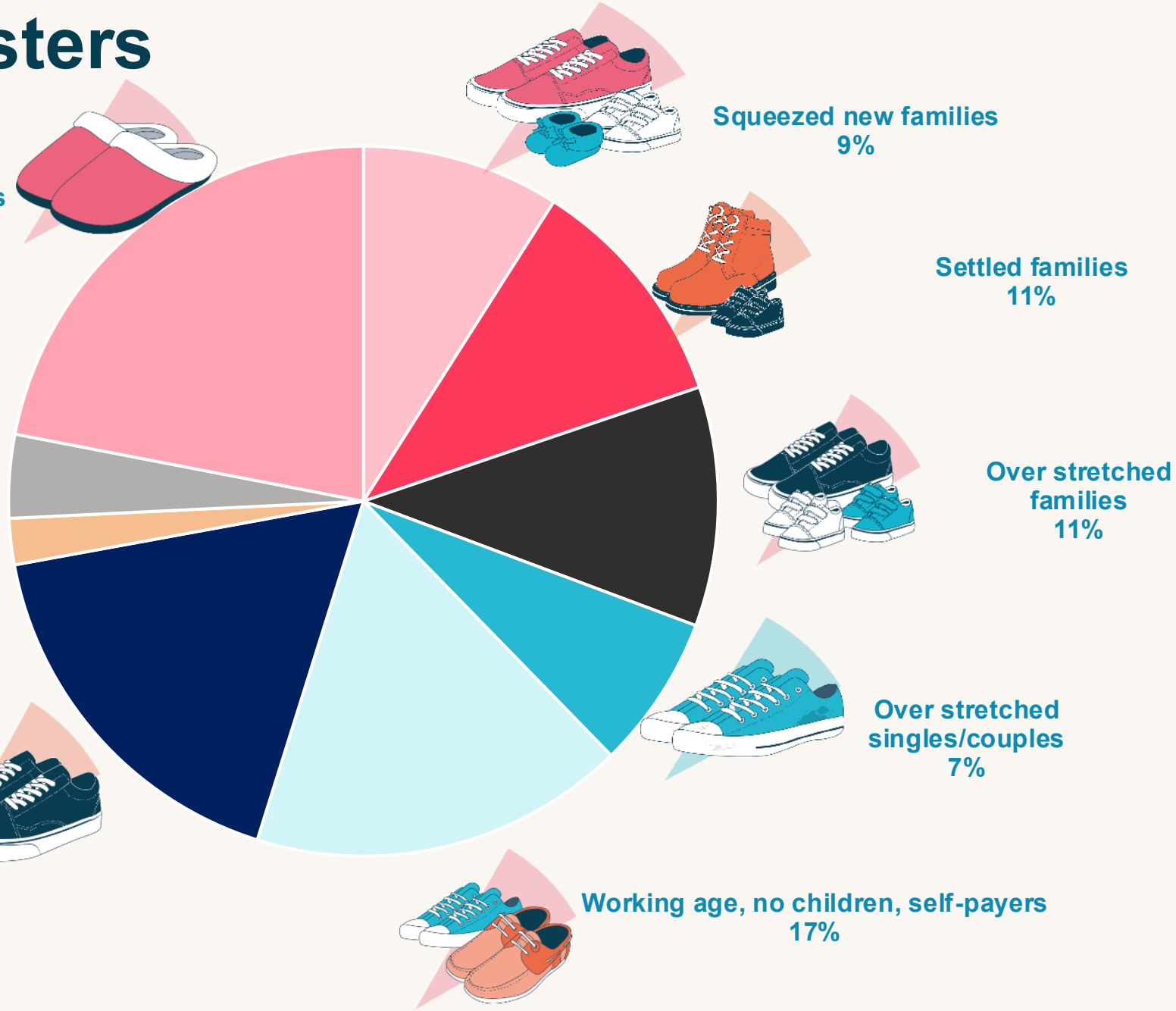
Segmentation

- Customer segmentation is when customers are divided into groups with common characteristics and needs
- It can be very simple, such as grouping people by age band, or the football team they support.
- Or it can involve many different data items and careful analysis to cluster common behaviors and characteristics.



To build the Clarion Clusters we used multiple data points to group households who had the most in common with each other.

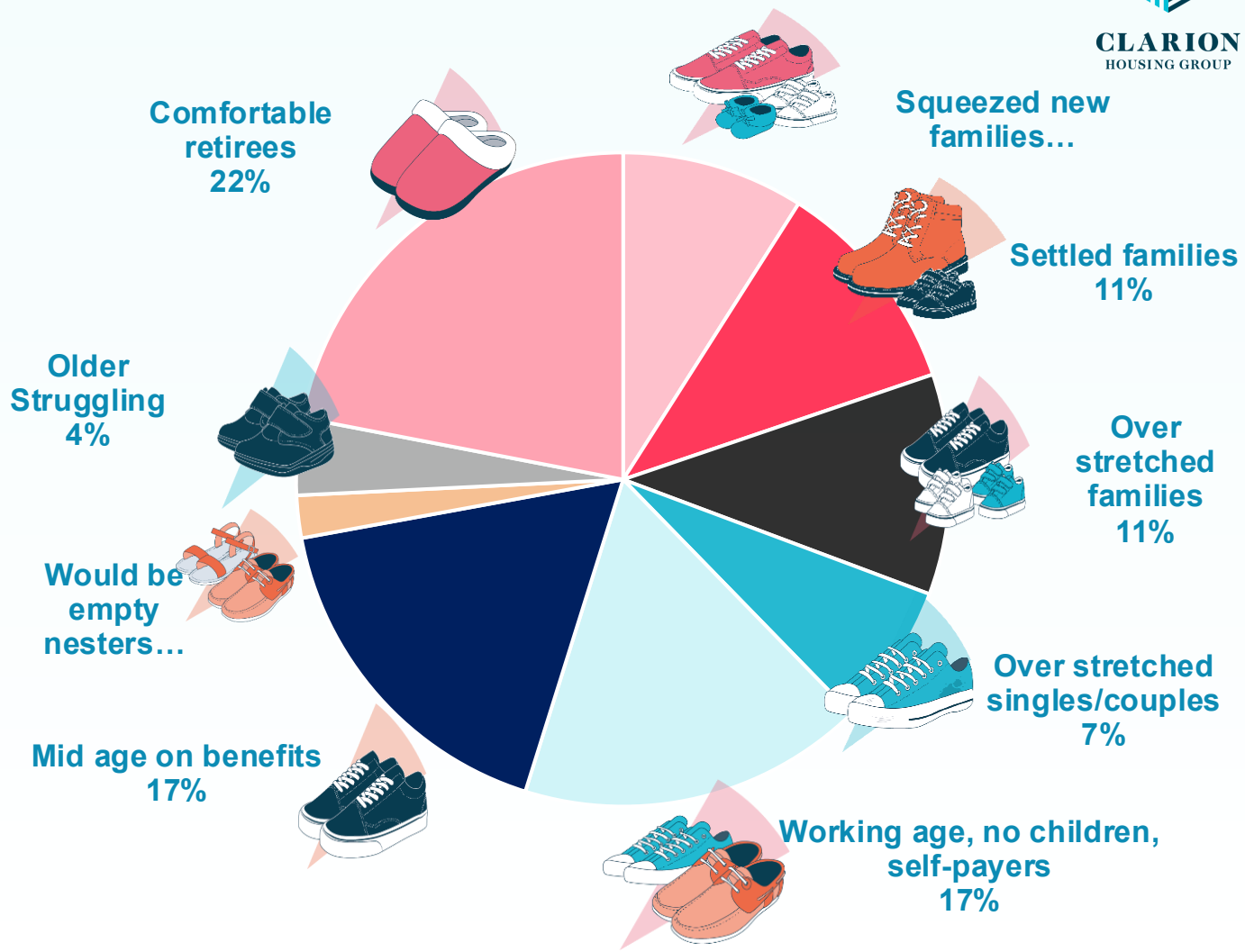
Customer Clusters



Exercise 2: Identifying implications for your Customer Cluster

"Survival of the fittest"

- Individualist society
- Central government cannot sustain comprehensive, quality services so leaves more to localities.
- Those with greater financial or social capital manage well.
- Others are incentivised to come together according to shared characteristics, which can mean customised solutions with some slipping through the net.



Next Steps

- Take advantage of RoTF publication and build on it in your own organisations
- Use the insights shared from this workshops to share with your teams
- Let us know if you come up with something better or an alternate approach
- Consider joining SHARE – our joint insight project where we extend the Index to other housing providers

(SHAREProject@clarionhg.com)



Thank you



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