

**The next 18 months are going to be dynamic and fast-paced so we've broken-down what you can expect on the Housing Futures programme in this timeline**

**2020**

**January – February**

**IDENTIFY**

**Identifying the challenges**

This phase will identify the challenge your region will focus on. We want you to contribute your ideas on what you think are the big housing challenges to be tackled.



**March – June**

**INSIGHT**

**Doing the detective work**

The key to great innovation is falling in love with the problem. So this phase is all about digging deep into the problem we identified and discovering as much as we can about it. Working together we will gather insight through conversations with practitioners, colleagues, experts and the people experiencing the challenge first hand. **Look out for Insight Labs (day long innovation workshops) in your region in April and May.**



**September – October**

**IDEAS**

**Preparing the groundwork**

Using the insight gathered, this phase will bring eight housing association staff from each region of England as well as Scotland and Wales together through a three-day 'hackathon' event to develop initial ideas to tackle the regional problems. Run by ?WhatIf! Innovation, the hackathon will be an incredible learning opportunity for staff who will be placed in teams and taken through the whole innovation process in just three days.

We will develop ideas at the National Housing Summit alongside sector leaders which will feed into the Incubate phase.



**November – December**

**INCUBATE**

**Growing ideas**

Overseen by a regional steering group and supported by ?WhatIf! Innovation, a team of four housing association staff members will work full time for 16-weeks to develop a new product, service or approach that tackles your regional challenge.



**January – June**

**IMPACT**

**Supporting ideas to succeed**

The impact phase will support your region if they would like to take forward the ideas that have been developed to make them a reality. This phase will also focus on sharing the learning that has been gained throughout the programme so far and will be structured to support staff who have participated in the work to share their best innovation learning throughout the region.

**2021**

