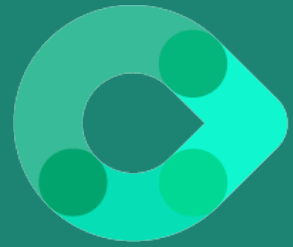


# HousingAI

Powered by ChatGPT

The AI solution that's  
designed to elevate the  
UK social housing sector





# HousingAI





Powered by ChatGPT

## Mastering AI Prompts for Healthy Homes



**Lee Reeve**

# Goals for today

-  What is Generative AI and prompt Engineering?
-  Use cases in housing (policy interpretation, drafting communications etc)
-  Live demo of prompt iteration, Tone/language adjustment
-  Q&A

# What is AI?

**RPA** is the use of software "robots" to automate repetitive, rule-based tasks in business processes.

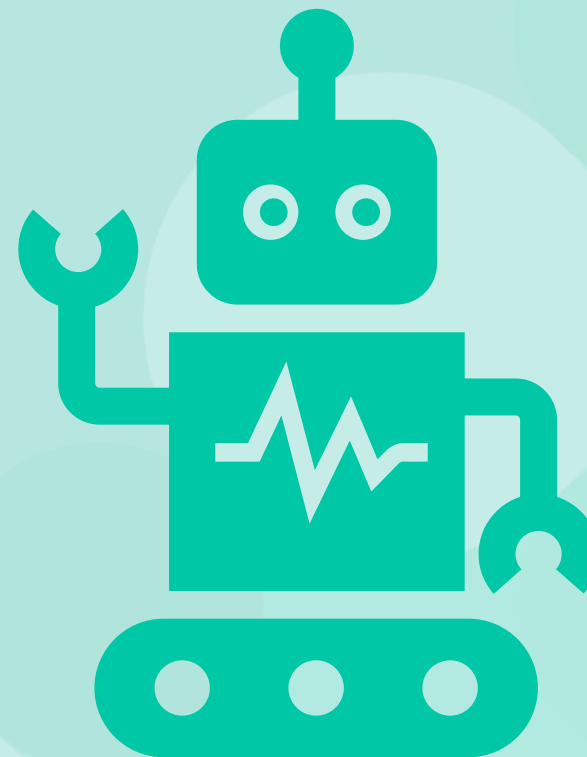
## Key Points:

- Mimics human actions (clicks, typing, data entry)
- Follows set rules and structured inputs
- Doesn't "learn" — it just repeats

## Examples:

- Copying data from email to a spreadsheet
- Processing invoices
- Generating standard reports

## Robotic Process Automation



# What is AI?

**Machine Learning** is a type of AI where systems learn from data to make predictions or decisions without being explicitly programmed for every task.

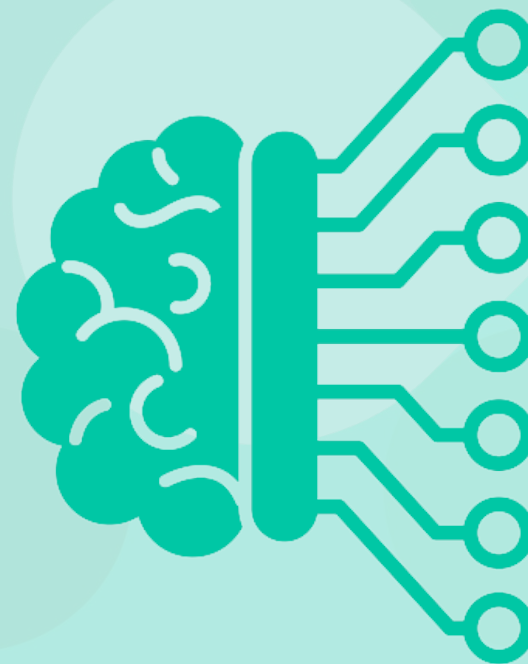
## Key Points:

- Learns from patterns in data
- Improves over time with more data
- Used when tasks are too complex for rule-based systems

## Examples:

- Email spam filters
- Fraud detection
- Netflix or Spotify recommendations

## Machine Learning



# What is AI?

**Generative AI** refers to systems that can create new content — such as text, images, audio, or code — based on the data they've been trained on.

## Key Points:

- Goes beyond prediction — it generates new outputs
- Uses advanced models like GPT (text) or DALL·E (images)
- Learns from massive datasets and patterns

## Examples:

- **HousingAI** answering questions or writing content
- AI art tools creating images from text prompts
- Generating software code or marketing copy

## Generative AI



# Why AI in Social Housing

"AI has immense potential to transform public services... Our six-point plan to transform public services with technology will drive responsible AI adoption, give public services the tools they need to coordinate themselves, and repair the foundations of their infrastructure to ensure they are resilient and secure."

- UK Government



"AI could automate up to a third of daily public sector tasks, such as records management and data processing, freeing up valuable time for employees to focus on higher-value work."

- Public First



"The successful deployment of AI to smooth out unproductive time and reduce laborious work could make the public sector more efficient."

- Joseph Rowntree Foundation

# Why AI in Social Housing

## Policy, Governance & Compliance

- Drafting and reviewing internal policies and procedures (e.g. complaints, decant, safeguarding)
- Ensuring alignment with current legislation and regulatory standards
- Generating policy wireframes and consultation templates
- Auditing documents against regulatory frameworks (e.g. Consumer Standards, Building Safety Act)
- Summarising key legal changes and how they impact the business
- Creating governance reporting templates or Board paper summaries
- Creating self-assessment tools against compliance checklists

## Copywriting & Communications

- Drafting internal communications (staff briefings, announcements)
- Creating resident letters, FAQs, and service updates in plain English
- Writing website content, service guides, or portal copy
- Creating content for newsletters, social media posts, and campaign messaging
- Adapting comms for different audiences (e.g. Board vs. residents vs. contractors)

## Learning & Development (L&D)

- Generating bite-sized learning content or knowledge checks
- Creating role-specific guidance (e.g. “What should a housing officer know about damp & mould?”)
- Answering ad hoc questions faster than traditional intranet searching
- Supporting onboarding with contextualised training materials
- Creating learning pathways from policies, standards, or legislation

## Legislation & Regulation Interpretation

- Summarising legislation in plain English for different departments
- Providing practical implications of new Acts and guidance
- Creating crosswalks between policies and relevant laws
- Explaining tenant and landlord responsibilities under regulation
- Preparing briefings or legal updates for Exec teams or staff

## Business Planning & Strategy

- Drafting business cases and impact assessments
- Creating SWOT/PESTLE summaries or other strategic tools
- Summarising sector trends or key drivers for planning cycles
- Breaking down complex funding bids or grant requirements
- Suggesting KPIs and performance frameworks for initiatives

# Why AI in Social Housing

## Ideation, Innovation & Planning

- Brainstorming ideas for new services, projects, or resident engagement
- Suggesting formats for consultations, workshops, or campaigns
- Generating “what if” scenarios and challenge statements
- Drafting project briefs and planning documents
- Creating checklists or planning frameworks for pilots and rollouts

## Operational Support

- Generating procedure manuals for internal teams (e.g. finance, voids, tenancy management)
- Creating service standards or process maps
- Writing internal guidance for how to use software or systems
- Drafting contractor or supplier communications
- Preparing responses to FOI or Subject Access Requests (SARs)

## Resident Insights & Engagement

- Creating surveys, engagement scripts, and interview questions
- Summarising feedback into actionable insights
- Generating equality impact assessments based on proposed changes
- Translating feedback into draft policy or service improvements

## Reporting & Documentation

- Drafting Board or Exec reports with plain English summaries
- Formatting meeting notes, actions, and outcome tracking
- Writing case studies or compiling programme evaluations
- Turning raw input into templated documents or dashboards

## Performance & Audit

- Generating internal audit templates
- Reviewing documentation for audit readiness
- Drafting responses to regulator queries or self-reflection statements
- Recommending improvement actions based on benchmarking data

# Prompt Engineering

The art of crafting your input to get the best output. Think of it as how you ask the question.

## Key Points:

- Like giving the AI clear instructions
- Small wording changes = big changes in response
- Key to getting the most out of AI tools

## Examples:

- Asking **HousingAI**: *“Summarise this report in bullet points.”*
- Giving step-by-step tasks: *“Write a blog post, then generate 3 headline options.”*
- Using context: *“Act like a housing officer—explain EPC ratings to a tenant.”*



# Gen-Analogy

Imagine walking into a beautifully designed café. The shelves are fully stocked. The espresso machine is state-of-the-art. The barista is trained in every style of coffee you can imagine — from a double-shot oat milk flat white to a lavender cold brew with foam art.

**But here's the catch:** the café is silent. No menu. No signage. The barista stands there, waiting.

This is **your generative AI** model. It has all the tools and all the knowledge — but no context.



# Gen-Analogy

Now, your order gets taken. If you say **“coffee”**, you’ll probably get something... but it might not be what you had in mind. A lukewarm Americano, perhaps?

But if you say:

**“I’d like a double-shot flat white, made with oat milk, strong but not bitter, in a takeaway cup — and can you sprinkle a little cinnamon on top?”**

You’re far more likely to get exactly what you want. Maybe even better!

## **That’s prompting.**

The better you are at expressing what you need, the better the AI can serve it to you. It's not about how smart the AI is — it's about how well you communicate with it.



# Instantly Summarise a Complex Policy

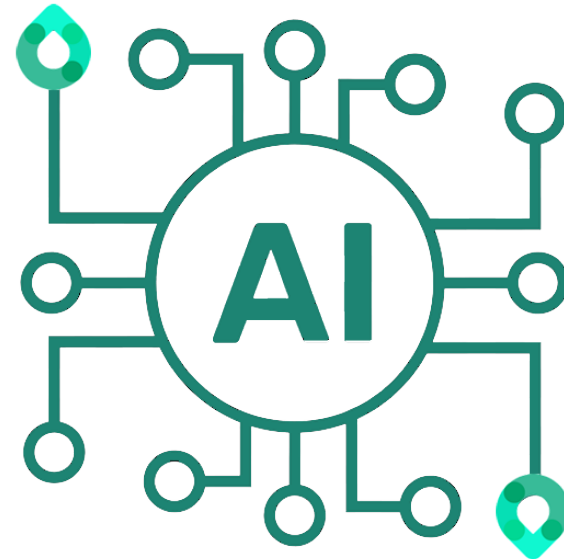


“Please provide an overview of the latest housing policy changes”

Awaab's Law



Building Safety Bill



“Here is an overview of the latest housing policy changes, would you like help understanding the details?”

# Find information quickly

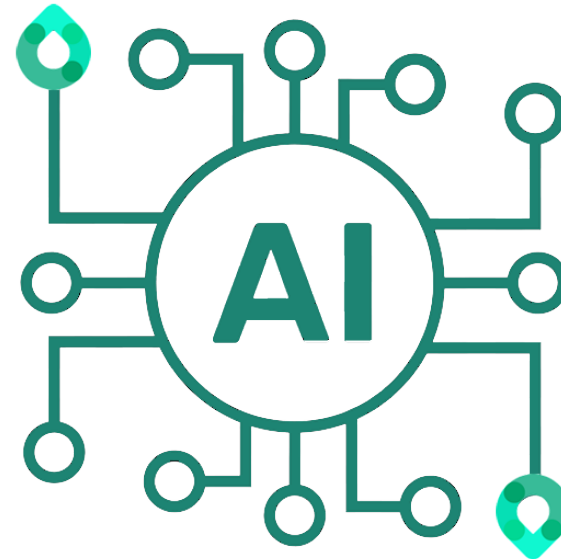


“Please describe what part O of the building regulations means in practice”

Building Regs



Part O



“Here’s a breakdown of part O and how it impacts social housing providers”

# Iterative Prompting

Demo

**Iterate** – start broad, then drill down or change tone. AI remembers context, so you can build on each answer.

Summarise the key points of Building Safety Bill.

**Why it works:** This opens the door to foundational understanding. It's a clean, focused start that gives you a big-picture overview without diving too deep too soon.

Please can you give me a breakdown of Accountable person duties?

**Why it works:** Now you're zooming in on a critical role introduced by the Act. This guides the AI to focus on legal responsibilities, helping ensure organisational compliance and role clarity.

Can you write a notice to our residents who live in a high-rise buildings outlining our responsibilities under the new bill.

**Why it works:** This applies the knowledge in a resident-facing format — clear, accessible, and tailored. It translates technical duties into language that builds trust and shows accountability.

Make the resident notice more engaging. Use plain English, reassure residents, and include a summary of how we're making their building safer.

**Why it works:** This final iteration improves tone and accessibility. It makes the output more usable in the real world by aligning it with social landlord values: reassurance, transparency, and empowerment.

# Iterative Prompting

## Demo

Give me an overview of retrofit in UK social housing, including key drivers, challenges, and current policy context.

**Why it works:** This sets the stage, gathers baseline knowledge, and frames the issue at a high level.

Based on that, outline a simple retrofit strategy for a medium-sized housing association with 8,000 homes. Include short-, medium-, and long-term actions.

**Why it works:** Now you're asking the AI to apply its understanding to a realistic scenario. You introduce scale and planning horizons, which creates a useful framework.

Break that strategy down into a wireframe for a policy or board paper. Include section headings, key data points that should be included, and where resident engagement would be most important.

**Why it works:** This makes the output tangible and usable — not just theoretical. It moves from strategy to implementation.

Now cross-check that wireframe against the Sustainability Reporting Standard for Social Housing and PAS 2035. Highlight where updates are needed to meet those standards.

**Why it works:** This final step tightens compliance, aligns with formal standards, and completes the loop from idea to sector-ready document.

# Prompt Engineering

## Demo

You are a housing officer at a UK social landlord. Write a one-page tenant guide in plain English that explains how to reduce condensation and prevent damp and mould in the home. The tone should be friendly and reassuring, aimed at residents in low-income housing. Include at least five practical tips with short explanations. Structure the guide using clear headings. Reference advice from UK government damp and mould guidance (you don't need to quote it directly but align with its recommendations). If appropriate, suggest where an illustration or diagram could help explain a tip (e.g., airflow, ventilation). Keep the total length suitable for an A4 leaflet.

- **Role/context:** "You are a housing officer at a UK social landlord"
- **Audience:** "residents in low-income housing"
- **Tone:** "friendly and reassuring"
- **Format:** "one-page tenant guide", "headings", "A4 leaflet"
- **Purpose:** educational, preventative
- **References:** aligns with UK guidance (without needing legal quotes)
- **Creativity:** allows suggestions like illustrations
- **Boundaries:** plain English, short explanations

# Prompt Engineering

## Demo

I'm writing a Sustainability Policy for a social landlord in England. Please generate a wireframe that: Aligns with the Social Housing (Regulation) Act 2023 and the Sustainability Reporting Standard for Social Housing (SRS) Covers environmental sustainability (e.g. carbon reduction, retrofit), social sustainability (e.g. resident engagement, health outcomes), and governance (e.g. data transparency, supply chain ethics) Identifies key legal and regulatory obligations that the policy should reference. Suggests measurable outcomes or KPIs where appropriate. Highlights areas where the policy might intersect with other internal policies like Asset Management, Procurement, or Resident Engagement. Use clear section headings, short paragraph summaries, and flag where consultation or Board approval would typically be needed.

- **Role/Context:** You are a policy or compliance lead at a UK social landlord developing strategic documents.
- **Audience:** Internal stakeholders, Board members, and regulators who expect sector-specific alignment.
- **Tone:** Professional, structured, and informed by regulatory and ESG expectations.
- **Format:** Wireframe with section headings, short summaries, and integration prompts.
- **Purpose:** To draft a compliant, actionable sustainability policy ready for stakeholder input.
- **References:** Anchored in the Social Housing (Regulation) Act 2023 and SRS standards.
- **Creativity:** Encourages smart structure, suggested KPIs, and policy interlinking.
- **Boundaries:** Focused on housing-specific sustainability with legal and governance relevance.

# Best Practice

- **Be Specific:** Clearly state what you want (e.g. format, number of points, audience).
- **Provide Context/Role:** e.g., “You are an asset manager writing to a tenant...” for tone and relevance.
- **Iterate and Refine:** Don’t settle for the first answer – ask follow-ups or rephrase your request to get closer to what you need.
- **Use Examples:** If you want a certain style, mention an example or say, “in the style of [X]”.
- **Quality Check:** Always review AI output and fact-check critical details – it’s a helper, not an all-knowing oracle!



# Addressing Concerns

- **Data Caution:** Don't input sensitive personal data (tenant names, addresses) into public AI tools. Use anonymised info or secure platforms.
- **Accuracy:** AI can occasionally produce incorrect info ("hallucinations"). Use it for first drafts or ideas, then verify with your knowledge/documents.
- **Policies & Ethics:** Ensure using AI aligns with your organisation's policies. (E.g., some may have guidelines for AI use.)
- **Empowerment, Not Replacement:** Emphasise AI is here to assist you, not replace you – it handles the tedious bits, so you focus on the human-touch work.

The more you use and guide AI, the better it helps – like training an assistant.

# The Future – Healthier Homes with AI

- **Big picture:** AI tools (like **HousingAI**) are emerging specifically for social housing – on-demand expertise and guidance built in.
- **Imagine** having instant answers about building safety rules or getting a report draft in seconds – this is becoming reality.
- **Innovation:** From multilingual tenant communications to smart analysis of repair requests, AI will continue to evolve how we deliver services.
- **Encouragement:** Early adopters can shape how these tools serve the sector – your feedback and ideas matter in developing AI for healthier, safer homes.

# Conclusion & Key Takeaways

**Recap:** AI prompt skills can save you time, provide clarity on complex issues, and improve communication with stakeholders.

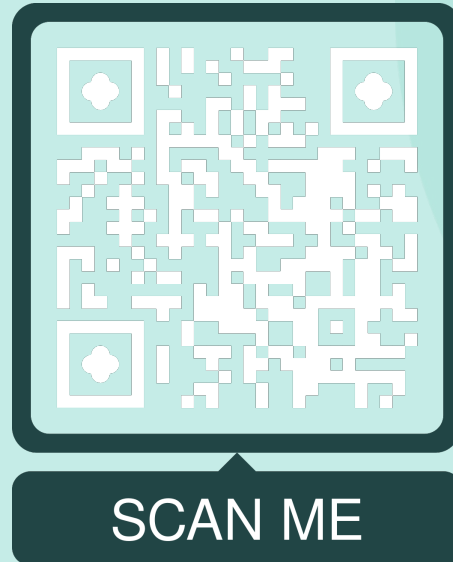
**Empowerment:** You don't need to be a tech expert – with a bit of practice, anyone in housing can leverage AI for better outcomes.

**Start Small:** Try it on one task (summarise a document or draft an email) and see the benefit. Iterate and have fun with it.

**Better Homes:** Ultimately, using AI smartly helps us create healthier, safer, more sustainable homes by making our jobs easier and decisions better-informed.

**Next Steps:** We'll share resources (links to HousingAI demo, guides) so you can continue exploring after this webinar.

# Questions & Answers





**CLARION**  
HOUSING GROUP

**“**  
**HousingAI delivers fast, reliable answers that keep our projects moving. It's like having an expert on hand 24/7, making complex decision-making simpler and more efficient.**

Carly Woodbridge, Lead Projects Manager (Regeneration)

“  
Housing AI makes complex  
housing challenges easier to  
navigate, supporting us in  
delivering high-impact,  
sustainable housing solutions.”

Emily Braham Head of Strategy & Operations, Energiesprong UK