

National Housing Federation

Sector AI engagement strategy

October 2025

Overview

- Purpose
- Context: Opportunities & Risks
- NHF's role
- Strategic objectives
- Discussion: AI uses

Purpose

- Understand AI adoption
- Support members to harness AI



Context

Drivers

- Technical: AI tools accessibility
- Social: Increased adoption
- Economic: Costs and efficiencies
- Political & Regulatory: Data & AI

Opportunities & Risks

- AI adoption increasing
- Opportunity to support delivery
- But not without its risks
- Knowledge, data security and policy gaps

Sector challenges

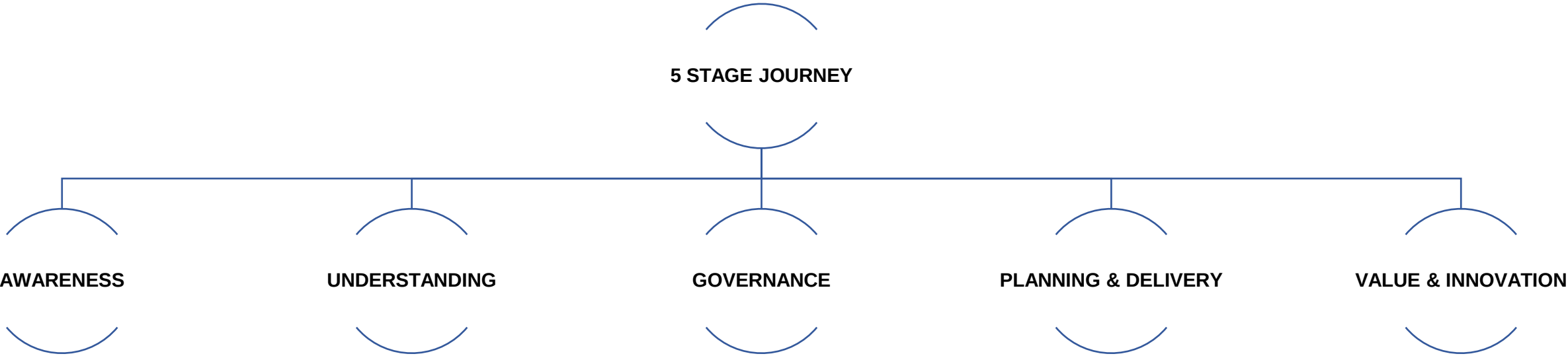
- Risk aversion
- Getting Boards on board
- Knowledge deficits – 87% knowledge low and 60% no strategy, according to latest Phoenix report

NHF's role

- Advocate
- Amplify
- Facilitate



Objectives



**How are you using AI in
your organisations?**

**What challenges do you
face with AI adoption?**