Housemark announce new chapter as Inprova become majority shareholder

Housemark, the leading data intelligence and insight provider to the UK housing sector, has entered a new phase of growth after signing a new investment partnership with Inprova.

The strategic investment partnership marks a significant milestone for Housemark and will strengthen the company's ability to meet growing demand for high-quality data, insight and intelligence across the housing sector.

The partnership brings together Housemark's established expertise in housing data and insight with Inprova's experience in technology, procurement and operational transformation.

Longstanding partners, the Chartered Institute of Housing (CIH) and the National Housing Federation (NHF) will retain a shareholding in the business and continue to support its future development, with Inprova becoming the majority shareholder.

Kate Henderson, NHF chief executive and Gavin Smart CIH chief executive, commented on the news saying: “Housemark has supported the housing sector with trusted data and insight for over 25 years. As the sector continues to evolve, the demand for robust, actionable data has never been greater. We are incredibly proud of what Housemark has achieved, enabled by their board and management team. Together, we’re excited about what comes next with Inprova’s investment and insight.”

As a technology-enabled procurement and efficiency partner, Inprova works with organisations across the public and private sectors to help manage spend more effectively, drive sustainable value and improve operational performance.

Steven Malone, group chief executive of Inprova expressed their delight at the news, saying: "Housemark has built an outstanding reputation as a trusted provider of data and insight to the housing sector. We have been impressed by the strength of the team, the quality of its products and the important role the business plays in helping organisations make informed decisions.

“This investment reflects our confidence in Housemark's role and importance within the social housing sector and we look forward to having Housemark as a valued part of the Inprova group."

Reflecting on the news, **Rob Griffiths, chief executive officer of Housemark said:** "This partnership represents a significant opportunity for Housemark, our customers and our people. By combining our deep sector expertise with Inprova's investment and wider capabilities, we can accelerate our growth plans while remaining focused on delivering the trusted insight and service our customers rely on. This also supports the delivery of our Next-Gen Data and AI plan, ensuring we continue to innovate and evolve how we serve the sector.

“Importantly, this is about building on strong foundations, including continuing our association with NHF and CIH. Our mission remains unchanged: helping organisations across the housing sector make better decisions through high-quality data, intelligence and insight."