

Welcome to the first edition of News & Views. Through News & Views, we aim to keep our 'involved' customers updated about customer engagement at Accent.



LEWIS HOLLOWAY

Resident Engagement Consultant

My name is Lewis and I've been working at Accent for five years. I facilitate Accent's National Scrutiny Group (more about this later) and its online community of involved customers, Accent 500.

I previously worked for a small housing association in the Chapeltown area of Leeds, as a Tenant Involvement Officer. I have lots of experience carrying out customer consultations and facilitating residents' meetings, but I also really enjoy working with data and statistics!

INTRODUCING 'YOUR VOICE'

We have consistently heard from Accent 500 members that you would like:

- Quicker responses to your comments, ideas and suggestions
- The chance to compare your experience with other customers across the country
- The opportunity to interact with staff through 'live' discussions

From April 2021, we'll be using 'Your Voice' to engage with customers, which will offer all of these benefits. Your Voice is a customer engagement platform, provided by software supplier Bang the Table.

Six customers were involved in the helping us to appoint this supplier, taking into consideration its features and benefits.



PRIZE DRAW WINNERS REVEALED

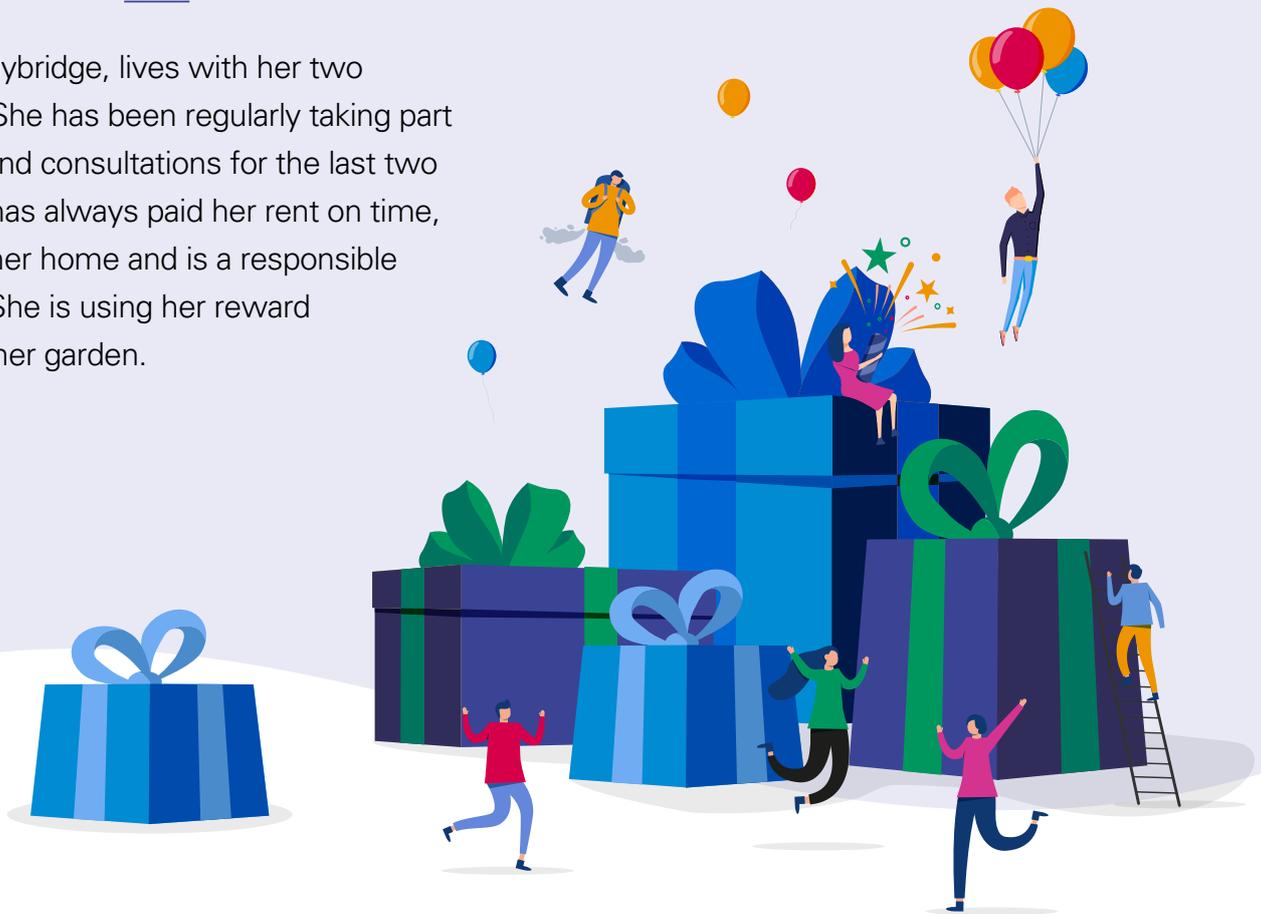
You told us that loyal customers who provide regular feedback should be considered for incentives and rewards.

Since July, customers who have taken part in surveys and consultations have been entered into a monthly prize draw.

A total of 30 lucky winners were selected. Details can be found [here](#).

Miss G, Stalybridge, lives with her two daughters. She has been regularly taking part in surveys and consultations for the last two years. She has always paid her rent on time, looks after her home and is a responsible neighbour. She is using her reward to improve her garden.

Sadly the Rewarding Loyalty incentive scheme has now ended – but there will be many more opportunities to qualify for rewards in the coming months. Please continue to give your views!



INVOLVING YOUNGER PEOPLE

You don't need to be named on the tenancy or lease agreement to 'get involved' at Accent. We would welcome engagement with other household members, particularly the under 35s.

If you have a family or household member who you think would have something to offer the Accent 500 community please forward

this email to them and ask them complete the [online form](#).

Being involved at Accent is a great way to put across your views, share your ideas and shape the services that customers receive. It can also lead to more formal involvement opportunities which look great on your CV.

RESIDENT ENGAGEMENT PERFORMANCE

	TARGET	2019 - 2020	APR 20 - JUN 20	JUL 20 - SEP 20	OCT 20 - DEC 20	JAN 21 - MAR 21	YEAR END
Number of polls, surveys and consultations carried out	N/A	15	3	4	2		
Response rate to polls, surveys and consultations	20.0%	25.1%	22.4%	19.9%	18.7%		
% residents informed about outcomes	95.0%	86.7%	98.6%	21.4%	37.8%		
Membership of Accent 500	500	440	442	436	474		
% residents satisfied that Accent listens to their views	64.0%	No data	No data	50.9%	50.9%		
% residents who have expressed a contact preference	50.0%	42.6%	36.6%	36.9%	36.7%		

 Target met
 Target not met

LOCAL ENGAGEMENT HIGHLIGHT

You said:

Residents at Ashfields, Peterborough, reported problems with litter, fly-tipping and misuse of the communal bins.

We did:

We captured CCTV footage of a local fly-tipper dumping a fridge in the communal area. We emailed residents to ask them to identify the perpetrator and five residents gave the same name. The perpetrator has since paid the £200 it cost Accent to remove the fridge. Peterborough City Council can collect items of bulky waste from residents at a cost of £23.50, which is something we are very keen to remind potential fly-tippers about.



BRINGING GROUNDS MAINTENANCE BACK TO 'GRASS ROOTS'

We invited customers to shape and influence our new Resident Engagement Action Plan.

Many respondents feel disappointed by the lack of opportunities to provide feedback on the service areas that matter most to them and lack of influence over the way services are delivered locally and which contractors deliver these services.

We'll be consulting with customers on our larger estates from April 2021, on issues like grounds maintenance and communal cleaning to make sure that we're delivering the services that customers actually want and expect. We've already changed contractors and specifications on some leasehold schemes. If you have a query about estate management, check our FAQs [here](#).



MICK ALSTON
Chair of the NSG

Our National Scrutiny Group is a panel of eight customers across the country, from all walks of life, who investigate particular areas of service delivery.

They have recently concluded their fourth investigation, which explored the reasons why customers choose to terminate their tenancies within 12 months of commencement. You can read more about their findings [here](#).

NATIONAL SCRUTINY GROUP INVESTIGATES TENANCY TURNOVER

The National Scrutiny Group has previously investigated:

- The way in which repairs satisfaction data is collected
- The way fire safety information is communicated
- The way that Accent monitors the performance of its grounds maintenance contractors

14 of the National Scrutiny Group's 32 recommendations have already been implemented. Some good progress has been made on the outstanding recommendations.

UPCOMING ENGAGEMENTS

Have you started claiming Universal Credit since the pandemic struck? We'll be in touch to find out more about your experience. Your responses will not only help us to make sure that we are offering customers all the advice and support they need, but could be used to lobby the government to make improvements to the system.

Have you received support to manage your rent account? We've tried lots different ways to help customers whose income has suffered due to the current circumstances. We want to find out what has worked well and how best we can support customers who are struggling this time.

PERSONAL STATEMENTS - COMING SOON

Last year, we sent all households a personal statement. The personal statement provides a reminder of who your Customer Partner is, a summary of your household details (so you can check they are up to date) and details of the activity Accent has carried out in your local area.

We've made some improvements to the personal statements based on the feedback that many of you provided last year. More details [here](#). Leaseholders can also look forward to their first personal statement in April.

If you have an online account, we'll upload your personal statement to it. If you're having problems logging in to [MyAccount](#), please call us on **0345 678 0555** as soon as you can and we'll sort it out. Most problems are simple to fix.



CUSTOMER SATISFACTION

Average satisfaction score out of 5



Customer Service

ACTUAL 4.6

TARGET 4.5



Repairs

ACTUAL 4.2

TARGET 4.5



New Tenants

ACTUAL 4.6

TARGET 4.5



Estate Services

ACTUAL 3.2

TARGET 4.5



Complaints

COMING SOON...

