

We hope you are keeping well and making the most of the new freedoms that many of us are now able to enjoy. With the relaxation of restrictions and the weather improving, we have started to think about how we can return to more traditional forms of customer engagement.

**IN THE MEANTIME,
HERE'S WHAT
WE'VE BEEN
WORKING ON:**

CURRENT ENGAGEMENTS

Universal Credit

Accent is collaborating with housing associations across the country to better understand the experiences of those claiming Universal Credit and its impact. We are inviting customers to give their views. If you have received such a survey, we would very much welcome your participation. Your response could help us to lobby for changes to the current system.

Fire Safety

In the last edition of News & Views, we told you about how a group of customers, known as the National Scrutiny Group, investigated the way Accent communicates with customers about fire safety. You can read their report [here](#). They're carrying out a follow-up survey to find out how effective measures taken to improve awareness of fire safety have been. Your feedback will help us to improve the fire safety information we provide to customers and display around our buildings.





COMING SOON

**BUILDING
BETTER
FUTURES**

Our new three-year Corporate Strategy, 'Building Better Futures' is the result of our largest consultation exercise to date, reflecting the voices of over 2000 people. The full results of the customer survey are available [here](#).

It was clear from your comments that we need to focus on our core services (rent/service charge collection, repairs and estate management). We know that our repairs and maintenance service has fallen short of customer expectations in some areas. Over the next three years, we will make it our priority to ensure our repairs and maintenance service consistently meets the high standard customers have the right to expect. This will involve:

1 UNDERSTANDING WHERE WORKING WITH LOCAL CONTRACTORS WOULD DELIVER A MORE FLEXIBLE REPAIRS SERVICE

2 MANAGING OUR RELATIONSHIPS WITH CONTRACTORS MORE EFFECTIVELY

3 INVOLVING CUSTOMERS IN SELECTING CONTRACTORS AND MONITORING THE PERFORMANCE OF CONTRACTORS

We'll reveal more details about our new Corporate Strategy in the next edition of News & Views.

MYACCOUNT – YOU SAID, WE DID

Almost 300 customers took part in our survey aimed at finding out what Accent can do to improve the experience for customers who would like to manage their tenancy/lease online, via MyAccount. The full results of the survey are available [here](#).

Our National Scrutiny Group (a group of customers who investigate Accent’s services)

have used the findings from this survey to make a number of recommendations about how Accent’s online services could be improved. Their report is available [here](#).

It may be some time before you notice any significant changes, but in the meantime here’s what we’re working on:

YOU SAID	WE DID
¼ respondents had difficulty creating an account or have had problems logging in since.	Customers can already reset their own passwords; but have to wait 10 minutes before their new password will work. We’re working on a solution which will allow customers to reset their passwords and log-in straightaway.
Respondents were confused by the different log-in pages.	We have different log-in pages for prospective and existing customers. Now, if a prospective customer tries to log-in to their account via the page for existing customers (and vice versa) they will be directed to the correct page.
Respondents were discouraged from paying rent/service charges or reporting repairs via MyAccount, because they do not receive an email receipt.	We are planning to develop this feature.
Respondents would like to be able to choose appointments when booking repairs online.	We have already integrated our booking system with one of our repairs contractors. This means that we can make appointments at the first point of contact when customers report repairs over the phone. Our aim is to replicate this facility for customers who would like to report repairs online.
Respondents would like to be able to upload pictures, describing repairs issues, to MyAccount.	‘MyDocuments’ will soon be released. This will allow Accent to send documents to customers (such as annual charge notifications) via MyAccount. Later versions of MyDocuments will allow customers to send files, including pictures, to Accent.

RESIDENT ENGAGEMENT PERFORMANCE

As part of our aim to ensure that customers are able to meaningfully influence service delivery, we continually measure our resident engagement activity.

	TARGET	2019–2020	Q1 (APR 2020 – JUN 2020)	Q2 (JUL 2020 – SEP 2020)	Q3 (OCT 2020 – DEC 2020)	Q4 (JAN 2021 – MAR 2021)	YEAR END
Number of polls, surveys and consultations carried out		15	3	4	2	0	9
Response rate to polls, surveys and consultations	20.0%	25.1%	22.4%	19.9%	18.7%	No data	20.4%
% residents notified about the outcomes (or the outcomes we are aiming for) of surveys and consultations	95.0%	86.7%	98.6%	21.4%	37.8%	No data	49.1%
Membership of Accent 500	500	440	442	436	474	475	475
% residents satisfied that Accent listens to their views and takes them into consideration (we'll be asking this more often in the future)	64.0%	No data	No data	50.9%	50.9%	50.9%	50.9%
% residents who have expressed a preference as to how they would like to be contacted	50.0%	42.6%	36.6%	36.9%	36.7%	36.5%	36.5%

LOCAL ENGAGEMENT HIGHLIGHT

Customer Partner for West Bowling, Ziyaa Rahman, has been working with customers at Lindsey Court in Bradford to find out about their priorities for improving the estate. A common concern was the appearance.

Ziyaa took pictures of the areas which needed the most attention and invited our grounds maintenance contractor to draw up an improvement plan. We covered some of the worn and muddy areas with low-maintenance gravel and bark, and planted evergreen shrubs in the verges. Customers have since been in touch to express their satisfaction:

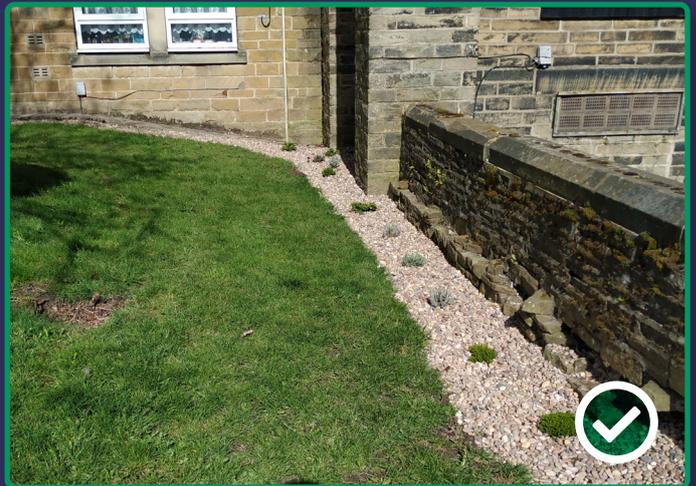
'When you look out of the window at least there's something nice to look at now'

'Not muddy anymore and you aren't bringing mess into your house. The scheme looks neater and a lot nicer'

'Looks more beautiful. Gravel gives a nice look'

Before





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