

IN THE LOOP

CUSTOMER MAGAZINE

Shared Owner Edition

How we're
tackling

**ANTI-SOCIAL
BEHAVIOUR**

Updates on how
**CUSTOMERS ARE
SHAPING CHANGE**

**CUSTOMER
WINS NATIONAL
HOUSING AWARD**

Accent



WHAT'S

INSIDE

A message from Nick, our CEO	03
Customers recognised at National Housing Awards	04
A week of action: Anti-social behaviour awareness at Accent	05
ASB partnership in Primrose Hill	06
We're listening, learning and acting... Customer engagement...in action!	06
National Customer Group	07
Listening and acting on customer feedback	09
Shaping your Customer Annual Report	10
A customer voice at the heart of Accent's 60 years	11
See what's happening near you	12
Meet our two new Executive Directors	13
Our Contact Centre: we're here to help	14
What customers say about us:	14
Listen, Learn, Act - You Said, We Did...	15
New service alert: Request a call back when you phone us	15

We're trained to recognise when you need our help	16
Important safety message: BBQ use at home	16
How are we improving our performance, and turning your feedback into action?	17
How to share your feedback	18
An update on how we're asking for your feedback	19
A few reminders	19
Find financial support with Lightning Reach	20
We're updating some of our policies	21
Considering purchasing more of your Shared Ownership home? Read about staircasing.	22
Accent is looking to the future	24
Changes to your landlines	25
Giving you a better way to share your feedback	26
Coming soon!	28



This customer magazine has been looked at and approved by involved customers.



“*Welcome* to this edition of *'In the Loop'*, our customer magazine created especially for our *shared owners.*”

“It’s been a busy and productive few months across Accent, and I’m pleased to share some of the work taking place to support you, your homes and your communities.

From strengthening how we respond to anti-social behaviour, to improving communication and services based on your feedback, we’re continuing to focus on what matters most to you as a shared owner. You’ll also find updates on how customers are influencing change, the support available to you, and important information about your home and lease.

I’m also delighted to welcome two new members of our Executive Team – Conan McKinley, Executive Director of Assets and Compliance, and Dean Anderson, Executive Director of Customer Experience – who are both committed to improving the quality of our homes and services, and ensuring your voice is at the heart of what we do.

Thank you for being part of Accent.”

Nick Apetroaie
Chief Executive Officer

Customers recognised at National Housing Awards

We're delighted to see customers recognised at the *2026 Housing Heroes* and *Women in Housing* Awards.

Congratulations to customer **Richard Wilkinson**, who received the **Lifetime Achievement Award**.

72-year-old Richard, from Bradford, is not only a long-standing customer of 35 years, but he was also Accent's first customer Board member, helping ensure that customers' voices are heard at the very highest level. His journey with Accent reflects something deeper than tenancy, it is a lifelong commitment to community, fairness and making a difference to his community and the wider sector.

Richard said:

I was honoured and humbled to accept the *Lifetime Achievement Award*. I do so really on behalf of hundreds of residents who, over the years, have worked with landlords to improve outcomes for customers and their communities.



The judges said about Richard: "Very impressive work that has incorporated grassroots community advocacy, organisational scrutiny, board-level governance and sector-wide influence. Richard's energetic dedication to customer advocacy, coupled with strategic acumen, has left a lasting legacy."

A big well done also to our Customer Champions **Jackie Best** and **Stacy Hartley**, who were both shortlisted at the Women in Housing Awards.

These award successes highlight the incredible contribution customers make in shaping services and supporting communities.

Read more:

<https://www.accentgroup.org/news/double-success-for-accent-at-the-housing-heroes-awards/>



A WEEK OF ACTION: **Anti-social behaviour awareness at Accent**

Anti-Social Behaviour Awareness Week kicked off on *29th June 2026.*

The event is run every year by an organisation called Resolve, with the aim of raising awareness about anti-social behaviour (ASB) and its impact on our communities. You can find out more about Resolve, and their work on ASB, here <https://www.resolveuk.org.uk/?Itemid=257>



Introduction of Anti-Social Behaviour Officers

Following our Tenant Satisfaction Measures results, feedback from customers and a review of current data, we were pleased to announce the creation of two new Anti-Social Behaviour Officer posts for our Northern and Southern regions. The creation of these roles was a direct result of asking customers for their views on our Housing Services teams, and hearing that a greater focus on tackling ASB was needed. This shows Accent's commitment to listening to our customers and tackling anti-social behaviour in our communities.

We're always looking to improve

Accent is committed to constantly looking for ways to get better, and to make positive changes to our services. We listen to feedback from customers, and look at insight and data from surveys, and over the past 18 months we have made these changes to our anti-social behaviour service:

- Improved our webpage with useful information, including an ASB toolkit, making our services more accessible to customers.
- Invested in a new case management system (called REACT) to improve case handling and outcomes for customers.
- Made further investments in our mediation offer and tools to gather evidence (including ADR Mediation and the noise app).

How to report ASB

Reports of ASB can be made in person to your Housing Partner, calling our contact centre on 0345 678 0555, through MyAccount, or via the "reporting difficult behaviour" link on our Anti-Social Behaviour webpage.



<https://www.accentgroup.org/your-home/anti-social-behaviour/>

Following a report of anti-social behaviour, we aim to acknowledge it within one working day. This is then followed by contact from a Housing Partner, either in person or by telephone, to complete a risk assessment and agree an interview and action plan.

Useful information

- Report to the police – in an emergency, customers should call 999. For non-emergencies, use 101.
- You don't have to give your name – anonymous reports can be made via Crimestoppers through their website or by calling 0800 555 111.
- Visit our webpage for more information.



<https://www.accentgroup.org/your-home/anti-social-behaviour>

ASB partnership in Primrose Hill

Customers, housing colleagues and partner organisations came together at Primrose Community Centre in Stockton on 1st July to discuss anti-social behaviour (ASB), community safety and local priorities.

The event was part of ASB Awareness Week, and provided an opportunity for customers to learn more about how to report ASB, the tools that can be used to tackle issues, and the support services available.

Cleveland Police, Stockton Healthwatch, Thirteen Housing Group and Ian Williams joined the event, sharing information about their roles and answering questions from customers. A key focus of the day was listening to customer experiences and gathering feedback on local issues.



WE'RE LISTENING, LEARNING AND ACTING... Customer engagement...in action!



Following the recent refresh of our *Customer Influence Framework*, and recruitment of involved customers, we're excited to let you know what they've been working on.

Over recent months, our customer engagement groups have been busy shaping real change across Accent. Across all our groups, customers are not just giving feedback - they're influencing decisions, shaping improvements and helping us deliver better services.

You can visit our webpage 'Customer Groups and Workshops' to see when the next meetings are, view agendas and notes and see what's being discussed and agreed.

<https://www.accentgroup.org/your-community/get-involved/customer-group-meetings-and-workshops>



National Customer Group



After just three meetings, it's been inspiring to see how strongly the customer voice is shaping open and honest conversations about what matters most and where we need to improve. Customers from different backgrounds and areas have come together with a shared purpose, supported by colleagues who have listened, welcomed challenge, and worked alongside them.

The changes already emerging will make a real difference for customers, and it's exciting to see this momentum building and what we can continue to achieve together.

Stacy Hartley

Chair of the National Customer Group (NCG), Customer Champion and member of the Customer Experience Committee

We held our latest *National Customer Group* (NCG) meeting on 19 May, with customers once again providing open, honest feedback and valuable challenge to help shape our services.

Our Customer Insight Manager presented an engaging snapshot of our year-end performance, celebrating successes including EPC A targets, increased satisfaction with complaint handling and Social Value created, but also recognising there's room for improvement on measures such as complaints resolution and repairs timescales.

Customers challenged us to take a more proactive approach – especially in planning for predictable pressures like winter – and to focus on tackling the root causes of repeat repairs, including underlying property conditions. Executive Director Conan McKinley reassured customers that this is already being looked at by combining repairs data with planned investment programmes and stock condition surveys, and he will return to share the findings once complete.

Director of Customer relations John Place came along to discuss repairs responsibilities and communication gaps. We shared an action plan and promised customers we would update them on progress against actions in future meetings.

Our Repairs and Maintenance Team provided an update on Accent's approach to damp and mould, giving customers assurance on how we are managing damp and mould repair reports under Awaab's Law. Customers welcomed this and positively recognised the shift away from focusing on lifestyle factors towards greater landlord responsibility.

We also shared an overview of the updated Access Policy, highlighting a more balanced and customer-focused approach with greater consideration for vulnerability. Customers welcomed the changes, emphasising the need to balance safety with respect for customers' homes, and stressed that early intervention, clear communication, and reducing missed appointments must remain a priority.

What's Next?

The group agreed their next customer-led scrutiny will focus on planned maintenance. This will be shaped by customers and supported by external expertise. Get involved by emailing engagement@AccentGroup.org.

Editorial Panel, by customer Emma

As part of Accent's customer editorial panel, I help review a wide range of customer facing documents. We recently looked at two of the key documents used when customers move into their new home. We were asked to read the documents and feedback on tone and language, layout and clarity.

Essentially our role is to make sure these documents genuinely work for customers. We look at the tone, check that the language is clear and free from unnecessary jargon, (sometimes picking up on spelling mistakes and grammatical errors!) ensure the information is easy to understand and whether the content reflects Accent's values. In short, we act as a "critical friend" and our feedback helps to shape communications so they feel accessible, supportive, and truly customer centred.

The team are always looking for new members. Every customer brings different needs, different ways of interpreting information, and different tools that help them make sense of documents. If you use alternative formats, creative approaches, or simply have a keen eye for clarity – and you feel inclined to share how you use them – the team would love to hear from you.

Email
engagement@AccentGroup.org.

Get involved!

We believe the best way to improve our services is by working **together** with the people who use them every day – **you, our customers**. That's why we offer a range of ways for customers to get involved, share experiences, and influence the decisions we make.

Whether you have just a few minutes or want to take a more active role, we will make sure your voice is heard and your feedback helps shape better services.

Many of our involved customers are already making a real impact. You can read about the changes we've made on our You Said, We Listened page:

<https://www.accentgroup.org/your-community/get-involved/were-listening-and-acting/>



Got any questions? Get in touch with our Customer Engagement team at engagement@accentgroup.org.



Listening and acting on customer feedback

Customer feedback helps shape the way we deliver services at Accent.

We work with customers through surveys, workshops, scrutiny activities and customer groups to better understand what matters most. This feedback directly influences the changes and improvements we make.

Here is a summary of projects customers have recently been involved with, and the action we have taken based on their feedback. You can also check our dedicated web page here:

<https://www.accentgroup.org/your-community/get-involved/were-listening-and-acting/>



Shaping your Customer Annual Report

Thank you to everyone who shared feedback on our *Customer Annual Report*, helping us to shape this year's document and make it meaningful for customers.

Overall, you told us the report is clear, well-designed, and open about how we're performing.

However, many customers felt the report is too long and includes too much data, making it harder to stay engaged. You asked for clearer explanations of what performance information means, more real customer stories and voices, and greater transparency about where things haven't gone as planned – along with what we're doing to fix them.

We're already using your feedback to shape this year's report. Look out for the Customer Annual Report this autumn, and please keep sharing your feedback on how we can improve.



A customer voice at the heart of Accent's 60 years

As we celebrate *60 years* of Accent, *Richard Wilkinson's* story shows the real impact of a place to call home.

A customer for 35 years, Richard has also played a key role in representing customers at the highest level, including serving on our Board.

From his early life in Bradford to a career in teaching, Richard found stability and support with Accent when he needed it most. Since then, he has used his experience to help shape services, ensuring customers' voices are heard and valued.

Richard says:

Accent isn't just a landlord to me – it's been part of my life for 35 years. When you've lived the experience, you understand what really matters. Having a voice at Board level is so important. Customers should be able to challenge decisions and help shape what happens.

As we look to the future, stories like Richard's remind us that our purpose has always been about more than homes – it's about people and communities.



Nick Apetroaie, Accent CEO, comments "Richard's insight into what really matters to customers and his unwavering commitment to Accent over the past three decades has been truly exceptional. He represents the very best of what customer leadership can be. People like Richard are the reason organisations like ours continue to learn, improve and stay true to our purpose for over 60 years!"

You can read Richard's story in full here:

<https://www.accentgroup.org/news/long-serving-accent-tenant-recognised-for-transforming-customer-voice-in-housing/>



See what's happening near you

We've launched a new *Customer Engagement Calendar* on our website, making it easier to see what's happening in your community.



Take a look and find events near you:

<https://www.accentgroup.org/your-community/community-development-inclusion/>

The calendar is split into five regions, so you can quickly see what's going on in your area of the country over the next few months. We'll update it every month, so there's always something new to check out.

Whether it's a community day, clean-up or local event, you can easily see what's coming up near you.

We've also included bigger national events, so you won't miss out on things like Get Online Week, The Big Local Conversation or our National Customer Group meetings.

Our events are a great way to meet your local team, connect with others and have your say.



Meet our two new Executive Directors



Conan McKinley

Meet Conan McKinley, Our Executive Director of Assets and Compliance

I am committed to ensuring that the safety, quality, and comfort of your home remains at the forefront of every decision we make. I have a proven track record of executive leadership, and at Accent I will oversee improving our repairs service and improving the standards of our homes to provide customers with a safe and comfortable place to live. I aim to deliver a customer-focused approach, building trust, open communication, and high-quality homes, and customers can expect their concerns to be heard and acted upon.

I am approachable and dedicated to listening to customers' concerns, using your insights to shape the way we deliver and improve services. Whether it's refining our repair processes, introducing innovative solutions to reduce missed appointments, or driving strategic projects that make your community a better place to live, I am passionate about making a positive difference.

Since arriving at Accent, I have found a team who genuinely care about our customers and consistently strive to do the right thing. We accept there is more work to do to improve our services, however we will ensure that work is completed within agreed timescales and minimise failed appointments, reinforcing our commitment to excellent customer experience and service delivery.



Dean Anderson

Meet Dean Anderson – Executive Director of Customer Experience

My aim is to make sure Accent delivers high-quality, customer-focused services and achieves positive outcomes for our customers. I provide leadership across our housing services and customer experience directorate ensuring customers can influence what we do.

I have a broad range of experience in social housing, with a focus on keeping customers at the heart of everything we do. It's important to me that our services are consistent, high quality and shaped by the feedback we receive.

I am passionate about making sure people have safe, warm and affordable homes, and that our communities can thrive. I also bring strong experience in improving both customer and digital services, helping to make them simpler and more effective to use.

Looking ahead, I will continue to support Accent as a customer-centred organisation – with services that are responsive, inclusive and designed around customer needs. This includes a strong focus on service quality, doing the right thing and continuous improvement.

A key part of my role is making sure customer voice and lived experience are at the centre of how we make decisions – from how we design services to how we measure success and improve. I want to ensure that customer insight leads to meaningful action and better outcomes.

Above all, I want to make sure that customer voice is heard and has a real influence on the decisions we take, and that we continue to improve the services we provide.

OUR CONTACT CENTRE: We're here to help

Our Contact Centre is your first point of contact for a wide range of customer needs, and we can help you with:

- ✓ Managing your lease or contract: questions or updates
- ✓ Supporting with understanding rent, service charge, payments, and financial worries
- ✓ Giving updates on planned works and estate services
- ✓ Providing advice and guidance
- ✓ Supporting vulnerable customers and signposting to available help or support where needed

Our Contact Centre is open Monday to Friday, 8am to 6pm. Outside of these hours, a dedicated service is on hand to respond to emergency repairs or concerns, ensuring you're always supported when it matters most.

Call:
0345 678 0555

Email:
customerservices@accentgroup.org

What customers say about us:

Quick, friendly service – it made a stressful situation much easier.

Great experience, you resolved my issue *first time* without needing to call back.

Excellent service he was so helpful I can't thank him enough for his *help* and *support*.

LISTEN, LEARN, ACT

You Said, We Did...



Listening to our customers is at the *heart* of how we improve our services.

Over recent months, we've been reviewing your feedback and taking action to make meaningful changes to our Contact Centres including:

Investing in our people

We are continuing to upskill our teams through regular training and themed learning sessions focused on key service areas.

Working together

We are strengthening how our teams work together, as well as with our contractors. We are driving forward our repairs improvement plan to create a smoother, more efficient customer journey.

NEW SERVICE ALERT: **Request a call back when you phone us**

An advertisement for Accent's new call back service. It features a woman with glasses smiling while talking on a mobile phone. The background is dark blue with white and pink text. The Accent logo is in the top left. The main headline 'Request a call back' is in large pink letters. Below it, a sub-headline reads 'We'll hold your place in the queue and call you back'. At the bottom, there is a bulleted list of three benefits: 'No need to stay on hold', 'Carry on with your day while you wait', and 'Track your call back by text on mobile'.

Customers told us that waiting on hold was frustrating. That's why we have now introduced a new call back service when you contact us by phone. Instead of staying on the line, you can choose to keep your place in the queue and we'll call you back when it's your turn.

With our call back service you can:

- Keep your place in the queue
- Hang up and carry on with your day
- Choose for us to call you back on your current number or a different one
- When you reach the front of the queue, one of our team members will call you back.

We're trained to recognise when you need our help

Our call handlers are there to help with all kinds of questions – but sometimes their support goes far beyond housing advice.

We'd like to share the story of Georgia, one of our team, whose kindness and quick thinking made a huge difference to a customer's life.

A customer reached out to us to ask about their housing options after separating from their partner. As Georgia gently talked through the options, it became clear that the customer wasn't just asking for housing advice. Georgia was told about the abuse they'd been facing, including controlling behaviour, violence and threats.

Georgia then took action to help protect the customer and their children. She reported the situation, stayed in touch, and made sure they got the support they needed. Afterwards, the customer said that if they hadn't spoken to Georgia that day, they think they would've just kept living with the abuse.

If you, or someone you know, is struggling in a similar way please reach out to someone you trust for help. There are lots of places you can seek support from, including the National Domestic Abuse Helpline. Read our webpage for more information, or call our team:

<https://www.accentgroup.org/supporting-you/safeguarding-and-domestic-abuse/>



IMPORTANT SAFETY MESSAGE: BBQ use at home

With warmer weather on the way this summer, many of us like to enjoy BBQs – but they can pose a serious fire risk if not used safely.

Stay safe by following these simple guidelines:

- Only use BBQs outdoors at ground level – never on balconies or indoors
- Keep at least 1–2 metres from buildings and fences
- Never leave a BBQ unattended
- Keep children and pets away
- Keep water or a hose nearby
- Only use proper BBQ fuel – never petrol or flammable liquids
- Ensure coals are fully put out after use

In an emergency, move to safety and call 999 – do not tackle large fires yourself.

We all have a role to play in preventing fires. By using BBQs responsibly, you help protect your home, your neighbours, and our community whilst still enjoying the summer weather.



How are we improving our performance, and turning your feedback into action?



We want to be more open with you about how we are *performing* as your landlord, but also what we are doing to *improve*.



This update is part of our commitment to greater transparency. Alongside sharing our latest quarterly performance statistics (every 3 months), we also want to show you the real work happening across Accent to improve customer service, complaints handling, safety and neighbourhood services.

Some areas of performance are improving. Others still need more work.

A snapshot view January and March 2026 (Quarter 4)

- Complaint satisfaction improved by almost 7%
- Home condition performance reached 100%
- Grounds maintenance satisfaction remained too low at 46.5%

We know there is still more to do, particularly around complaints handling, estate services and how we keep you informed.

That is why we have put a detailed improvement plan in place, shaped directly by customer feedback. This improvement plan is also a direct response to last year's Tenant Satisfaction Measures, which is the survey we send to you once a year to hear your views on our services and your home.

You can see our improvement plan here:



<https://www.accentgroup.org/media/tn1dg2mm/final-tsm-action-plan-april-2026-customer-1.pdf>

There is a lot more information on how we are performing on our website.

We've been working closely with customers to shape a new, improved way of sharing our performance information on our website.

As a result, we've created a dedicated online hub that brings everything together in one place – from our Tenant Satisfaction Measures (TSMs) and key performance indicators, to complaints learning, real-life stories and case studies showing how we're improving.



You can explore it all here:

<https://www.accentgroup.org/about-us/our-performance/>

Improving complaints handling and listening better

We know our complaints service has not always been where it needs to be.

While satisfaction with how we handle complaints has got better, we know customers still want faster responses, clearer communication and more confidence that complaints lead to change.

That is why we have:

- Introduced new monitoring dashboards to spot trends and help improve our services
- Increased staff training
- Designed a new case management system
- Involved customers in the review of our complaints and compensation policy
- Committed to regular 'you said, we did' updates so customers can see what changes are happening as a result of feedback

Every year (in September) we publish our Complaints Performance Report. In it you can read about the work we are doing to improve. The latest edition is on our dedicated Compliments and Complaints webpage which you can access by clicking here:



<https://www.accentgroup.org/contact-us/compliments-and-complaints/>

How to share your feedback

Whether it's a compliment or a complaint, here's how you can reach us.



Complain via our online form:

<https://www.accentgroup.org/contact-us/compliments-and-complaints/complaints-form/>



Email:

customerservices@accentgroup.org



Tell a member of Accent staff in person



Call us:

0345 678 0555 from 8am to 6pm
Monday to Friday



Post your complaint to:

Accent Housing, 3rd Floor,
Scorex House, 1 Bolton Road,
Bradford, BD1 4AS

An update on how we're asking for your feedback

You may remember that back in April, we told you about changes to how we are asking for your feedback on our *Tenant Satisfaction Measures (TSMs.)*

Before, we asked everyone at the same time of year, generally in the autumn. Now we are asking for feedback on our TSMs at four different points in the year, although each customer can only complete the survey once during the year.

The next survey period starts on 20th July and ends in September.

A few reminders

When asked to take part in the short survey (it only takes between 4 and 10 minutes to complete), you will be able to quickly share your views about your home and our services.

Our TSM partner is a sector-leading specialist called Acuity – they will carry out the survey for us. This is so that our TSM process is independent, and so that customers can speak freely and confidentially about Accent.

Acuity will contact you via the method you prefer (stated on sign up) but you can change this at any point by logging into MyAccount where you can change your contact preferences, or calling our team on **0345 678 0555**.

Acuity will contact you by any of the following ways:

1. Email or text message (SMS) with a link to a survey
2. A phone call asking you to take part. This will come from **(+44) 01273 004098**.
3. A paper survey by post

Acuity is a trusted company that works with many housing providers, and they follow strict data protection rules. However you can still contact us by the usual methods to confirm that the link/call is genuine. You can also choose to give feedback without your name being shared.

To read more about our Tenant Satisfaction Measures, and see how we're performing, visit our website here:



<https://www.accentgroup.org/about-us/our-performance/>

Our TSM survey partner Acuity is changing their telephone number

You may have noticed that the phone number being used by our survey partner has changed since the April edition of this magazine.

The new number Acuity will call you from is (+44) 01273004098.

Please be assured this is a legitimate organisation, working on Accent's behalf.

Find financial support with Lightning Reach

Support with rising costs

A free, simple way to check what help you could get.

- Help with energy bills, rent and essentials
- Matched to support you're eligible for
- Takes around 10 minutes to check



If you have money worries, we want to support you as much as we can. That's why we've teamed up with **Lightning Reach**; a free, secure online portal that helps you find and apply for financial help.

You can get help with:

- Financial support (grants and hardship funds)
- Help with council tax and other household costs
- Energy and utility bill help
- Debt support and advice
- Help with food, clothing, furniture and daily essentials

Don't miss out on help that's available to you. Sign up with Lightning Reach today and find support just for you:



<https://lightningreach.org/application-portal?referral=AHL-newsletter>



We would like to say a big thank to Leasehold and Homeownership Partner Paul for his great customer service. We had to contact Accent as we had quite a few questions about staircasing, permissions for improvements, the apportionment of the improvements value to the property, service charges etc. for our daughter's property.

We were very fortunate to get Paul when we called. What a great guy. Nothing has been too much trouble. He listened very patiently to both my husband and I as we bombarded him with our questions. He answered what he could and anything he was unsure of, he found out the answers very quickly and either rang or emailed us.

He has been so personable, very down-to-earth and my goodness he hasn't rested on his laurels. It was exactly what we needed to allow us to move forward with our calculations and for our daughter to consider what she would like to do, going forward.

Paul has been great to deal with. Exactly the kind of person you want at the end of the line, explaining things clearly, listening to concerns and never making us feel rushed. And, he ALWAYS called us back when he said he would. Not something you always get these days.



If you have any questions about your lease or home, please call our friendly team on **0345 678 0555** – we're here to help.

We're updating some of our policies

Our policies set out how Accent will approach situations and make decisions. We want to let you know that we're reviewing and updating some of our policies that affect you.

We regularly check our policies to make sure they are up to date, easy to understand, and meet the latest laws and regulations. This helps us make sure we are treating customers fairly and keeping you safe.

Why this is happening

Whilst some of our policies impact different types of customers (e.g. tenants and shared owners) in different ways, we want to let you know of some that are currently being reviewed. Some of our policies needed updating to reflect new laws and improve how we work. These include areas such as:

- Fire and building safety
- Complaints
- Service charges
- Repairs, damp and mould, and disrepair
- Rent, arrears, and shared ownership
- Fraud prevention
- Anti-Social Behaviour
- Decants

What this means for you

- You may see updates to how we explain our services and processes for shared owners
- Some policies will be clearer and more detailed
- In a few areas, our approach may change to align with new laws or best practice
- Our aim is to improve our services and make sure you are protected

Customer involvement

Where it's appropriate, we will involve customers and ask for feedback as we update our policies. Your views are important to us and help shape how we deliver services.

Our commitment

Keeping our policies up to date helps us:

- Provide a better service
- Meet legal requirements
- Keep customers and colleagues safe
- Reduce risks and improve fairness

We'll continue to review and improve what we do to make sure we are offering the best possible service.

You can read the policies on our website here:



<https://www.accentgroup.org/about-us/policies-and-corporate-documents/>

If you can't access our website and would like a copy of any policy, or a policy in a different format, get in touch with our team by calling **0345 678 0555** or emailing **customerservices@accentgroup.org**.

Considering purchasing more of your Shared Ownership home?

READ ABOUT STAIRCASING.

As a *shared owner*, it is likely that your lease allows you to buy further shares in your home.

Purchasing more, or all the remaining shares, in your home is often referred to as staircasing.

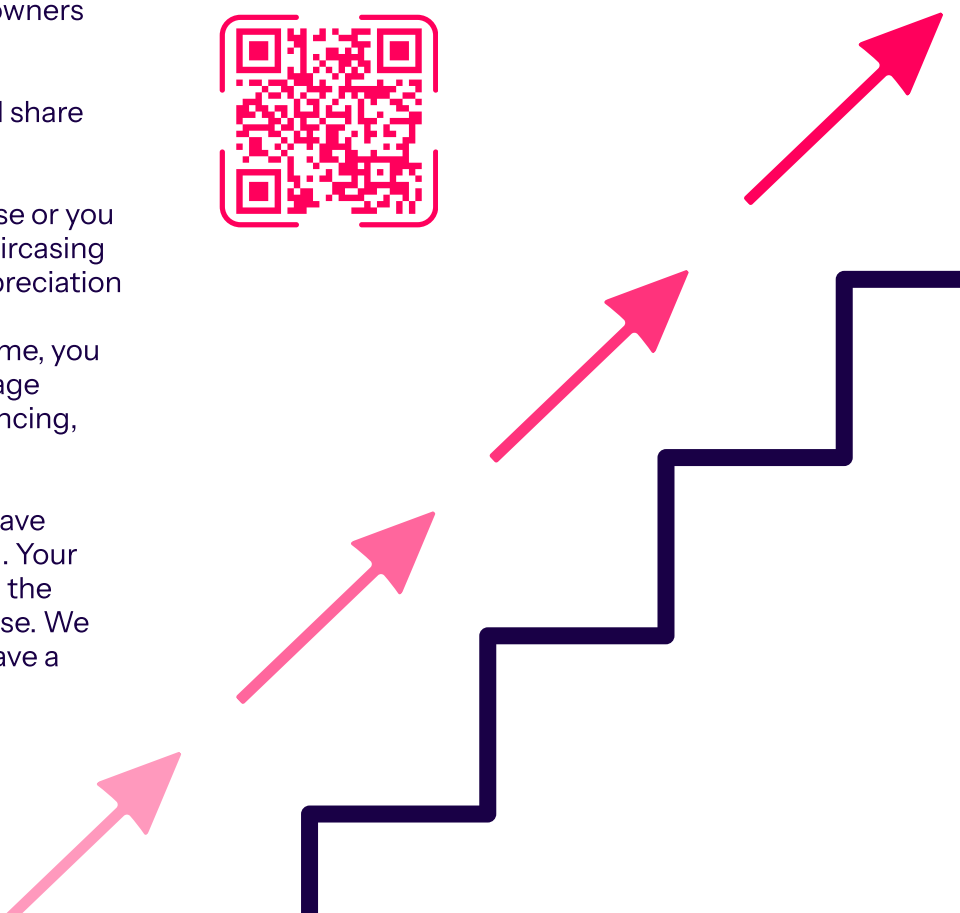
Every year we help many of Accent's shared owners carry out staircasing transactions. Many shared owners use the equity they may have built up as a 'deposit' when staircasing and often staircase when remortgaging.

There are several benefits for shared owners who staircase:

- Your rent will reduce on the unsold share and no longer be payable at 100% ownership
- The share in your home will increase or you will own all of your home if fully staircasing
- You will benefit more from any appreciation in value
- If you purchase the rest of your home, you may have a wider choice of mortgage lenders and future options for financing, improving and selling your home

Some shared ownership homes may have restrictions with regards to staircasing. Your lease will state if you can staircase and the maximum percentage you can purchase. We can assist you with this if you do not have a copy of your lease.

For more information please visit www.homemadehomes.com/buymore, scan the QR code below with your smartphone or call our team on **0345 678 0551**.







What will life be like in 2030?

That's the question we are asking ourselves as we look to set our priorities for the next three years

We're starting work on our next Accent Plan, which will guide us from 2027 to 2030. Put simply, we're looking ahead and thinking about what matters most to our customers, colleagues and partners and how we can continue to improve the way we work and the services we provide.

We've already used lots of information you've already given us, such as feedback from satisfaction surveys, customer engagement, complaints and more to start to think about what we will do over the next three years and how we'll know if we are successful. This has led us to the following three themes for our strategy:

- Positive Customer Experiences
- Great Homes and Communities
- High Achieving Organisation

Over the next few months, there will be opportunities for you to tell us what you'd like to see from Accent and what your priorities are for your community.

You'll be able to have your say through our community development events and our annual engagement event in September, The Big Local Conversation.

If you'd like to give us your views now, please click this link or scan the QR code and use the feedback form provided.

<https://forms.cloud.microsoft/Pages/ResponsePage.aspx?id=HQeOBupO3UCiDyCBsp9EgtC61lpW3EFOpubBJEFjrlUNktaVzBLRIFYM0xBSU5GNkNYU1IHTkISUy4u>



If you have any specific issues with Accent, such as a complaint or a repair, please contact us at **customerservices@accentgroup.org** or give us a call on **0345 678 0555**.

Changes to your landlines

Landlines are changing across the UK. Old-style phone lines are being phased out and will need to be replaced with new digital services by **January 2027.**



You may need to contact your phone provider (like BT, Sky or Virgin) to arrange this. Your phone should still work in a similar way after the change. If you use a personal alarm, telecare device, or rely on your landline in an emergency, please contact your provider for advice and support. We are working with our suppliers to ensure all our warden call systems are converted to work with a digital line, so our warden call service will continue to work in all our schemes after January 2027.

More information is available on the Government website.



<https://www.gov.uk/guidance/moving-landlines-to-digital-technologies>

Giving you a better way to share your feedback

We've made some changes to the regular feedback surveys we send out to customers.

These changes apply to our transactional surveys – the ones we send out by text message after you've called our team or gone through our complaints process.

Accent

**SHARING YOUR FEEDBACK
IS NOW EVEN EASIER**



Secure
survey
links



Easy
emoji
ratings



Personalised
thank you
messages

*Your feedback helps
shape our services.*

We're now using a new survey platform, provided by leading company CustomerSure. We've made it quicker and easier for you to tell us what you think:

- You'll now get a **text message with a secure link to your survey**, instead of multiple back-and-forth messages
- We've replaced the **1–5 scoring system with simple emojis**, from unhappy faces to happy faces, making it clearer and easier for you to respond
- You'll see a **personalised thank you message** based on the feedback you give

These improvements are all about making it simpler for you to share your Accent experience. By making feedback easier and faster, we can:

- Listen more closely to what matters to you
- Respond more quickly when things need to improve
- Put your voice at the heart of how we shape our services

Your feedback helps us improve every day – thank you for taking the time to fill in the surveys, and let us know how we are doing



Coming soon!

The Big Local Conversation – 15 & 16 September

We're pleased to let you know that this year's Big Local Conversation will take place on **15th** and **16th September**.

Further details, including how to get involved, will be shared soon.

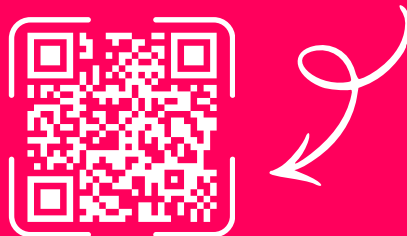
We can give you this document in a different format

We're committed to making our communication accessible for customers. We realise that some customers may prefer information in different formats. We can provide this customer magazine in another language, braille or large-print.

Please call us on 0345 678 0555 or email customerservices@accentgroup.org.

How to use our QR Codes

We have lots more information on our website, and each QR code you see will take you there.



On your phone or tablet, open the built-in camera and point the camera at the QR code. Tap the link that appears on your screen, and the web page will open for you to read.

If you're not online you can still access the information. Contact us on **0345 678 0555** and we'll be happy to help.