

IN THE *LOOP*

**CUSTOMER
MAGAZINE**

Updates on how
**CUSTOMERS ARE
SHAPING CHANGE**

**LOCAL
COMMUNITY
NEWS AND
UPDATES**

**CUSTOMER
WINS NATIONAL
HOUSING AWARD**

How we're tackling
ANTI-SOCIAL BEHAVIOUR

Accent



WHAT'S

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



“It’s been a busy and *positive* few months across Accent, and I’m pleased to share just some of the *great work* happening in our *communities*.”

“From neighbourhood estates clean-ups and community events to supporting financial wellbeing and tackling anti-social behaviour, colleagues and customers have been working together to make a real difference.

What stands out most is the strength of partnership working – with customers, local organisations and between our own teams – to create cleaner, safer and more connected places to live. We’re also continuing to listen closely to your feedback, using it to shape improvements to services like repairs and complaints handling.

I’m also pleased 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. Both bring a strong focus on putting customers first and improving the quality of both our homes and services.

Take a look through our customer magazine, ‘In the Loop’, to see what’s happening in your community and catch up on the updates that matter most to you.”

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.



KEEPING YOUR HOME SAFE: **Accessing your home**

At Accent, keeping your home *safe* is one of our most important *responsibilities*.



From time to time, we need access to your home to carry out safety checks, inspections, repairs or improvement works. These visits help us make sure your home remains safe, secure and well maintained for you and your household.

We understand that allowing access to your home is important and personal. We will always work with you to arrange appointments in a respectful and convenient way.

Why is it important to gain access?

Some visits are required by law and are essential to keeping people safe. This includes things like:

- Gas safety checks and electrical inspections
- Fire safety works
- Damp and mould inspections and remedial works
- Asbestos and water safety checks
- Repairs which could affect safety or cause damage to homes
- Servicing specialist equipment such as lifts or telecare systems

These checks help us:

- Keep you, your household and wider community safe
- Prevent risks such as fire, gas leaks or electrical faults
- Protect neighbouring homes and shared buildings
- Meet important legal and safety responsibilities
- Ensure homes remain safe and fit to live in

Without access, we may not be able to identify or fix serious safety issues.

How we arrange access

Unless there is an emergency, we will always try to arrange appointments with you in advance. We will:

- Contact you by letter, phone, email or text message
- Explain why we need access
- Offer an appointment date and time
- Give you opportunities to rearrange if the appointment is not suitable

We will make several attempts to contact you before taking any further action.

What happens if we cannot get access?

We understand there can sometimes be genuine reasons why appointments are missed. Our priority will always be to work with you first to resolve this.

If we cannot gain access:

- We will continue trying to contact you and rearrange appointments
- We may carry out home visits or leave calling cards
- We may involve Housing Management colleagues to support contact
- We may issue formal warning letters if safety checks become overdue

If repeated attempts to arrange access are unsuccessful, we may need to take further action, especially where safety checks are overdue.

Need support or need to rearrange?

If you cannot make an appointment or need support with access arrangements, please contact us as soon as possible so we can help.

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

For more information about accessing your home, click here:



<https://www.accentgroup.org/your-home/repairs-and-maintenance/accessing-your-home/>

You can read our Access Policy, and other policies, by scanning the QR code or by visiting:



www.accentgroup.org/about-us/policies-and-corporate-documents

WE'RE LISTENING, LEARNING AND ACTING...

Customer engagement...in action!



LISTEN



LEARN



ACT

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 condition. 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 our updated Access Policy, highlighting a balanced and customer-focused approach with greater consideration for vulnerability. Customers welcomed the changes, emphasising the need to balance safety with respect, 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 our team on 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.



The *South Customer Group* came together on 19th June for a packed and productive session, diving into action point updates and shaping the agenda for the months ahead.

Customer Engagement Manager Callie gave us an update on actions from the National Customer Group and the plans for a scrutiny session on planned works.

Building Services Manager Rick shared an update on South regional repairs data. It was encouraging to hear that several areas are on the up, and even better to know he has a clear, solution-focused plan for tackling those that still need attention. Community Development Partner Paula shared a roundup of local events and upcoming activities. Thanks to her hard work, there is a fantastic mix of opportunities for customers to get involved - from Zumba sessions to themed events and community litter picks. There is something for everyone.

The group then explored what we would like to prioritise going forward. A lively discussion followed, touching on the quality of repairs, customer experiences with contractors, and the possibility of meeting one of the two new Executive Directors or a Customer Champion. Callie will keep us updated as this develops.

All in all, it was a great meeting - insightful, engaging, and a real window into how things work behind the scenes. New customers are always most welcome to join and can do so by emailing: 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.

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

How we are 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.

Repairs Workshop

In April, we held a *Repairs Workshop* with customers to hear more about their experiences of our repairs service.

The workshop gave customers the chance to speak openly and honestly about what is working well and what still needs to improve. While our performance results have improved in some areas, customers told us there are still challenges around:

- Communication, and getting clear updates
- Delays and coordination
- Consistency of service

The feedback from the workshop is now helping shape our improvement plans. We are using what customers told us to help improve communication, accountability and the overall repairs experience.

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/>





A LOOK BACK...

Here's a selection of customer events, involvement and partnership working from across the Accent community in your area.



EAST

Great British Spring Clean

Throughout *March and April*, customers and colleagues have been rolling up their sleeves to take part in community clean-up days – with *fantastic* results.

From Paston, to Black Prince Avenue and Trelowen Way, they've worked together to clear litter, tackle fly-tipping, remove supermarket trolleys and improve shared spaces.

The teams have helped create cleaner, safer neighbourhoods that people can feel proud of. It's also been a great chance to connect with customers face to face and hear what matters most to them. As one customer shared, the difference made is "amazing."

The team received a lovely email from one customer:



"I had to email you to say, what a difference the spring clean campaign has made. It all looks amazing thanks, I drove through and also spoke to other residents - all saying what a difference that you had made. So please say thank you to all involved."



Hooton Road community pulls together

In *May*, customers and Accent colleagues came together for a successful clean-up day on *Hooton Road* in Nottingham, helping clear unwanted items and improve shared spaces.



It was fantastic to see so many customers getting involved – chatting with colleagues, sharing feedback and working together to make the day run smoothly. Support from local partners added to the strong sense of teamwork and community spirit.

The event is part of ongoing work to keep neighbourhoods clean, safe and welcoming for everyone – and the results speak for themselves.

Making a difference in Nottingham

Customers in *Nottingham* are already seeing the positive impact of our newest Housing Partner, *Holly*.

One customer shared:

Holly is amazing – a great listener who showed real compassion, took the time to address my concerns and has made a huge positive difference.

It's fantastic to see such strong feedback and the difference a caring, customer-focused approach can make in the community.

Community Connects gets off to a great start

Our first Community Connects drop-in at Century Square in Peterborough was a real success, bringing customers together to share what matters most to them.

It was great to see such a good turnout. We really value everyone who took the time to stop by, share their experiences, and raise any issues or concerns.

With support on hand for everything from repairs and housing queries to financial advice, it was a great opportunity to listen, act and connect.



SOUTH

Clean up in Surrey

We teamed up with *Surrey Heath Borough Council* and customers for a community litter pick, helping transform an area affected by fly-tipping into a cleaner, greener space.

It was fantastic to work side-by-side with the community, showing how teamwork can really improve our neighbourhoods and create places everyone can enjoy.

Supporting financial wellbeing in Camberley

We recently hosted our first Financial Wellbeing Café in Camberley, bringing together a range of local organisations to offer advice and support all in one place.

Held at Camberley Baptist Church, the event gave customers easy access to help with money matters, benefits and budgeting – with partners on hand to provide guidance.

The feedback was clear: having support together in one space makes a real difference. We're looking forward to building on this success, with more events planned to support our communities. The next event will be in September – look out for the date and time.

One customer shared:

It's great to have everyone all under one roof.



Old Dean community pulls together

We had a great morning working with *Cordwalles Junior School* on a community litter pick, helping tidy local green spaces and the playground.

This long-running partnership continues to make a positive difference, bringing people together and building pride in the area.

It's a great example of how small actions and strong community spirit can have a big impact.

NORTH EAST

Downhill Community Hub

Following vandalism at the Downhill Community Hub in Sunderland, one of the centre's rooms was left damaged and in need of repair. The hub plays an important role in the local community, providing activities, support and a welcoming space for local people.

After learning about the damage during a recent estate clean-up, we reached out to our contractor partner Bagnalls to see if they could help. They kindly stepped forward and repainted the room free of charge, helping bring the space back into use for the community. A huge thank you to Bagnalls for their generosity and to everyone involved in helping restore this important community facility.



North East team goes the extra mile

In April, our North East teams went all out for this year's Great British Spring Clean, tackling five neighbourhoods in just three days.

Our teams toured Bishop Auckland, Stanley, Eston, Sunderland and Brotton armed with litter picks and bin bags.

Colleagues and customers worked side-by-side to clear litter and unwanted items, filling dozens of bags and helping tidy streets and shared spaces. It was fantastic to see customers getting involved too – from stopping for a chat to lending a hand.

A brilliant team effort and a great example of community pride in action, helping create cleaner, safer places everyone can enjoy.

Brightening Brackenfield together

Sunny skies set the scene for a brilliant litter pick at *Brackenfield Court*, where colleagues came together to tidy up and make a real difference.

With great teamwork and plenty of energy, the morning was a real success – helping create a cleaner, more welcoming space for everyone.



NORTH WEST AND YORKSHIRE

Engaging with customers in Barrow

"I've lived here 20 years, things have changed but I still love it to bits."

We recently spent the day at Emmanuel Court in Barrow, meeting customers and listening to what matters most. With around 600 Accent homes in the area, we know how important it is that everyone feels connected and supported. Our team spent the day giving advice and support on welfare benefits and tenancy management.

It was great to hear how much people love their homes, while also talking through questions on services, repairs and support. We're already taking action on feedback and making sure follow-ups are clear.

"I've been here for 10 years and I can't fault the care I've had from Accent. I've been really happy."



Partners unite to tackle anti-social behaviour in Chorley

On a very warm evening at the end of May, Housing Partner Yolanda joined local police and partner organisations in Chorley for a multi-agency event focused on tackling anti-social behaviour and supporting young people in our communities.

The event included a visit to a local youth engagement centre, offering a valuable insight into the support and opportunities available to help young people thrive. It also provided a great opportunity for partners to share ideas, discuss challenges, and strengthen a joined-up approach to early intervention.



Nelson cleans up nicely!

Customers at The Galleries in Nelson recently came together for a community clean-up, helping tidy shared spaces and brighten up their neighbourhood.

It was great to see so many people getting involved – from lending a hand with clearing rubbish to stopping for a chat about life in an Accent home. Small acts of teamwork made a big difference, showing the strong community spirit that exists here despite a few issues with anti-social behaviour.

While we continue to work with customers to keep everyone feeling safe and supported, it's clear The Galleries remains a place people are proud to call home. Our team are always on hand to help, and you can visit our webpage on ASB for more information, including how to report any concerns.

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

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

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.



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 tenancy: questions or updates
- ✓ Reporting repairs and following up on requests
- ✓ Reporting damp and mould
- ✓ Supporting with rent, payments, and financial worries
- ✓ Giving updates on planned works and estate services
- ✓ Providing advice and guidance on housing services
- ✓ 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:

Introducing Grypp

We've launched Grypp, a new video service that allows us to view repairs through your smartphone camera. This helps us better understand the issue from the start, improving diagnosis and ensuring the right information is passed to our contractors. The result is quicker resolutions, fewer repeat visits, and a more efficient service for you. We'll still send someone out if needed, but this new tool helps us know more about the problem.

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 'Request a call back' service. It features a woman in a grey blazer talking on a mobile phone, with a coffee cup on a desk in front of her. The background is dark blue. The Accent logo is in the top left. The main headline 'Request a call back' is in large, bold, pink letters. Below it, the text 'We'll hold your place in the queue and call you back' is in white. At the bottom, three bullet points are listed in white: '• 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/>



Protecting your home with insurance

At Accent, we take care of the building you live in, making sure repairs are carried out and your home stays safe and secure.

However, it's important to remember that your personal belongings are not covered by our insurance.

That means items like your sofa, bed, TV, clothing and other valuables won't be protected if something goes wrong such as a leak, fire, or theft. While we'll fix the issue in your home (for example, repairing a leak), you would need to pay to repair or replace any damaged belongings yourself if they're not insured.

That's where Thistle Insurance can help. They offer home contents insurance specifically for Accent tenants, starting from just a few pounds per month, making it a simple and affordable way to protect your belongings.





My Home
Contents Insurance



Using a key safe or carers?

You can still apply for cover even if you use
a key safe or have carers visiting your home.

Protect the things that matter to you with My Home Contents Insurance

It's worth thinking about what a
home contents insurance policy
could cover, so you can decide
whether it's right for you.

My Home Contents Insurance is a
specialist insurance scheme provided
by Thistle Tenant Risks.

It's designed to help protect the
contents of your home against loss or
damage caused by specific events,
such as fire, theft or escape of water.

A wide range of cover is included as
standard. You can also choose
optional extra covers, for an additional
cost, if you need them.

THISTLE
TENANT RISKS



Get a
quote today at

www.thistlemyhome.co.uk



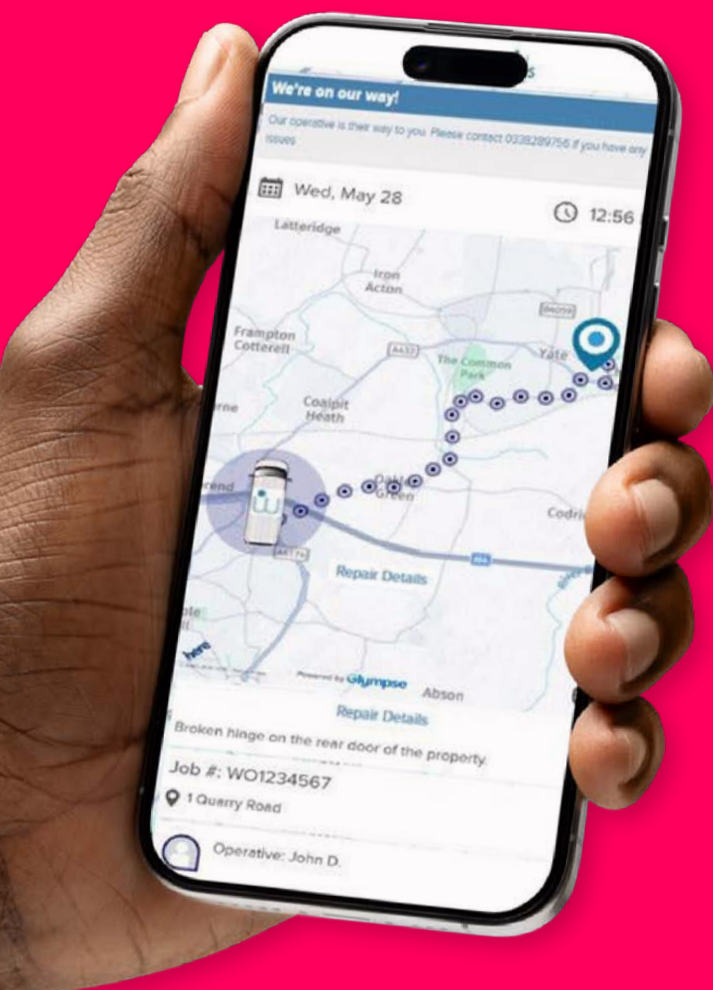
**To find out more,
contact the My
Home team on...**

Tel: 0345 450 7288 (Monday - Friday 9.00am-5:00pm)

Email: myhome@thistleinsurance.co.uk

Visit: www.thistlemyhome.co.uk for more information or to get a quote

Request a call back: www.thistlemyhome.co.uk/call-back



Waiting for a repair? Look out for your tracking text

Waiting in for a repair can be frustrating, especially when you're not sure when the repair technician will arrive.

Final Mile Tracking is there to help.

If your repair appointment is with our main contractor, Ian Williams, we'll send you a text message when your repair technician is on the way to your home. The message will come from Contact Centre and will include a tracking link.

You don't need to download an app. Just tap the link in the text message to see the latest update.

The tracking page can show where your repair technician is on a map, how far away they are, basic details about your repair, and the first name of the person visiting your home.

Maintenance Surveyor Tom came into a lovely message from a customer:

I'm just reporting back on the recent repairs at my flat. Jack came from Ian Williams. He quickly assessed the problem points and explained what he was going to do and then he went off for the necessary materials.

He has fitted very neat lengths of plastic to stop up the gap between the stone and the fascia board, a simple and unobtrusive solution and I'm told it will not obstruct airflow. As far as I can tell it's a good job. My thanks to you for a speedy solution.

Partnering with contractors to improve our repairs service

We are always looking for ways to improve our services, and are currently working on our *Repairs Improvement Plan*.

This is a programme of improvements designed to make our repairs service quicker, more reliable and easier to use, giving customers a consistent, high-quality experience every time they contact us.

In May, we held an event with our contractors in Peterborough to look for ways to improve how we work together. Over 70 people attended, with representatives from our main five contractors as well as Accent team members.

The day was focused on agreeing shared approaches to improving repairs and customer satisfaction, with a focus on behaviours, ownership, and partnership working.

We used customer feedback, survey information and lessons from Stage 2 complaints around repairs and planned works. This helped us to look for practical ways we can make sure our repairs service meets customer needs, and keeps getting better to where it needs to be. We shared real-life examples where things didn't go as well as they should. This helped us understand what matters most to customers and identify how we can improve the service going forward.

We also looked at bringing in a 'Contractors Charter' soon which will set out clear expectations for how Accent and our contractors work together and with customers. It will focus on standards of behaviour, communication, quality of work and accountability, helping to ensure a consistent, respectful and professional service for every customer, every time.

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 repairs, 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)

- Emergency repairs completed on time remained high at 93.7%
- Routine repairs performance improved during the quarter, reaching 77.4% in March
- Satisfaction with repairs increased overall
- 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 routine repairs, 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>

Our main priorities: Improving repairs and making communication clearer

One of the clearest messages from customers has been frustration around repairs communication, not always knowing when someone will arrive and needing to chase updates.

In response, we have:

- Improved how our systems connect with contractors so appointments and updates are tracked in real time, including 'final mile tracking'
- Strengthened how we monitor contractor performance
- Involved customers in selecting and reviewing repairs contractors
- Continued a wider repairs improvement programme shaped by customer feedback

Over the last three months, customers have also directly helped shape future repairs improvements through dedicated engagement activity.

You can find out more here:



<https://www.accentgroup.org/news/accent-customers-help-shape-future-repairs-improvements/>

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 or make a complaint

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/>

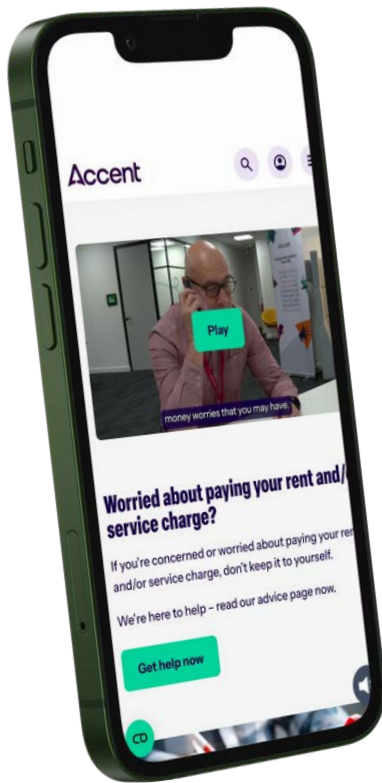
Our TSM survey partner Acuity is changing their telephone number

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.

Understanding your rent and charges



We know that rent and service charges can feel confusing, and sometimes worrying too.



We have information on our website that explains rent and service charges in more detail.

<https://www.accentgroup.org/your-home/rent-and-charges/>

This year, we've also added new short videos to help explain:

- how rent is calculated and why it may increase
- what service charges cover
- where to get help if you're struggling to pay

Visit our website and click on the page called 'Rents and charges' for lots more information. You can also call our team on **0345 678 0555** who will be happy to help.

Find financial support with Lightning Reach

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

Real life story:

A new Accent customer was happy to move into her new home but worried about not having some kitchen essentials. Her Housing Partner, Scott, told her about Lightning Reach, and after filling out her details she was awarded £600 in Curry's vouchers.

With the vouchers, she got a free washing machine, fridge freezer and cooker.

Having these essential items will help ensure her home is more comfortable for herself and her baby.

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>



Accent pilots new lettings waiting list to make applying for a home easier

We are trialling a new lettings waiting list to make it simpler for customers to apply for a home.

Customer feedback highlighted that applying for a home can feel complex and unclear, with some customers unsure how to express interest in Accent homes. This pilot aims to make the process simpler and more transparent.

As part of this trial, customers in some areas can now register their interest directly with Accent. This sits alongside the usual ways of applying, such as through your local council's Choice-Based Lettings schemes. The waiting list is currently open in Middlesbrough, Stockton, Redcar and Cleveland, Hartlepool, Sunderland and Bradford.

The pilot is part of an update to our Allocations and Lettings Policy. The new policy explains how applications are checked, how priority is decided, and how homes are offered. You can read this here:



<https://www.accentgroup.org/media/cixik42o/allocations-and-lettings-policy-200126-v40.pdf>

Read more here:



<https://www.accentgroup.org/news/accent-pilots-new-lettings-waiting-list-to-make-applying-for-a-home-easier/>

Accent is looking to the future



**ACCENT
STRATEGY**
2027-30

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=HqEoBupO3UCiDyCBsp9EgtC61lpW3EFQpubBJEFjrlUNktaVzBLRIFYM0xBSU5GNkNYU1IHTkISUy4u>



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**.

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

A recent review has shown that some of our policies need updating to reflect new laws and improve how we work. These include areas such as:

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

What this means for you

- You may see updates to how we explain our services and processes
- 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**.



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>

New partnership with HomeSwapper

We're pleased to let you know about an update to our mutual exchange service. Mutual exchange is when two or more tenants living in a housing association or council property swap homes. As long as your tenancy agreement allows mutual exchange and you fit the criteria, it's a great way to move to a home that better suits your needs.

We will soon be partnering with HomeSwapper, who will replace our previous provider House Exchange, to support customers looking to swap homes. As an Accent tenant, access to this service is free.

HomeSwapper is one of the UK's leading mutual exchange platforms and offers a simple, user-friendly way to find and arrange a swap. The service includes:

- A large national database of potential properties
- Smart matching to help you find suitable homes more quickly

You can find out more information on mutual exchange on our website here:



<https://www.accentgroup.org/your-home/moving-or-buying/house-exchange/>

Accent



Looking for a move?

Swap your home the easy way with HomeSwapper



More choice



Smart matching



Simple to use

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, gone through our complaints process or had a repair visit.

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.

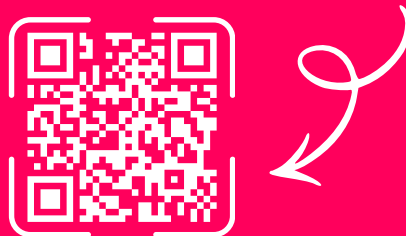
We can give you this document in a different format

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.