

IN THE LOOP

CUSTOMER NEWSLETTER

Find financial support with
LIGHTNING REACH

We've got **NEW**
**LOCAL IMPACT
COMMUNITY PAGES**

Find out how we've been
**LISTENING, LEARNING
AND ACTING**

Updates from our
**CUSTOMER INFLUENCE
FRAMEWORK**

Take a look at
HOW WE'RE PERFORMING

Accent

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A message from Nick, our CEO

Welcome to our latest *customer newsletter*.

Over the past few months, I've continued to visit our communities, and it's been a pleasure to spend time speaking directly with customers. Those one-to-one conversations are incredibly valuable to me. Hearing first-hand about what is working well, and where we need to do better, helps shape the way we improve our services.

Listening to customers is central to everything we do at Accent. Our Tenant Satisfaction Measures (TSMs) are an important way for us to understand your experiences and priorities. You'll find updates about how we're performing in this newsletter, and on our website, and this year we're pleased to see improvements across every area for customers living in rented homes.

While that progress is encouraging, we know there is still more to do to reach the standards our customers expect and deserve.

That's why we're focused on listening carefully, learning from what you tell us, and taking action. Across Accent, teams are working to improve key services such as repairs, complaints handling, communication, and the way we support and engage with our communities. Many of the stories in this newsletter show how customer feedback is already helping to shape the changes we're making.

You may also notice that this newsletter is tailored to customers who rent their homes from us. We want to make sure the information you receive is as relevant and helpful as possible.

Thank you to everyone who shares feedback, joins customer groups, or simply takes the time to talk with our teams. Your views genuinely help us improve the homes and services we provide.

Thank you for being part of the Accent community.

Best wishes,

Nick

A look back...

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

North East

A fresh start in Yarm

Housing Partner *Paul* has recently helped a customer move into a new home in *Yarm*.

After a very challenging period that included eight months living in his car, our customer is now settling into a place he can truly call home. It's been a remarkable turnaround and a powerful reminder of the difference a safe, secure home can make.

With support from our team and partners, we've helped him get off to a strong start - including a supermarket voucher to purchase essential household items, a "Back on Track" support package from the local authority, and donated items including a sofa, washing machine and microwave to help make his new flat feel like home from day one.

We look forward to seeing him settle in and build a positive new chapter here in Yarm.

Working together to strengthen Hartlepool's community

Following a serious incident in the Allerton Close area of Hartlepool, we joined forces with local partners to support customers, provide reassurance and strengthen our community.

We held an event at The Wharton Community Trust, where customers talked to Housing Partner Cally and Sergeant David Barker from Cleveland Police. The session gave customers the chance to ask questions, share concerns, and receive clear guidance on reporting anti-social behaviour and other community safety matters.

Events like this help build stronger connections, improve understanding of how to access support on anti-social behaviour or reporting criminal activity, and make local services more visible to everyone in the area.



Landscaping success in Moss Side

Customers at **Alder Close** in Moss Side have noticed a real difference in the standard of landscaping work - even in wet and windy conditions.

Feedback shared on social media highlights how improvements are being felt on the ground, with customers even offering warm drinks to the operatives while they work (thank you, this was very appreciated!)

Small gestures like these show that relationships are strengthening and confidence in our services is being rebuilt, and our team are pleased to hear customer feedback.

Behind the scenes, our team are monitoring contracts closely, forming action plans, and working alongside contractors to ensure we do what we need to. By taking a hands-on approach and listening to customers, the team is helping to create visible, positive change that everyone can see and feel.

“Today it was very rainy and windy, but the landscapers came to *Alder Close* and they cleaned up the property very well, so beautifully. *Thank you* to the two hardworking people doing an amazing job.”

Supporting Bradford's West Bowling community with SHINE

On 10th March, we partnered with Bradford charity SHINE to host a **Community Information Day**, bringing together our team, support agencies, the local community and our customers.

Visitors were able to access advice and support from organisations including Andy's Man Club, Groundworks, and Living Well, while our team helped run activities and support services such as the foodbank, IT equipment help desk and giving housing advice. It was a great opportunity to engage, understand challenges faced and show how collaborative support can make a real difference.



“My son's laptop has literally just blown up! We can't thank you enough for this replacement. It means so much.”

Partnering with organisations like SHINE allows us to achieve more for our customers and communities, strengthening support where it's needed most. Accent has now secured **£5,000** in funding to continue working with SHINE over the coming months, delivering more activities and support for customers and the wider West Bowling community.

One of Accent's Inclusion Partners said "I helped a local resident help claim his state pension, which he should have done from March 2025. I rang the pension claim line for him and helped him submit his claim. It will be backdated and he will receive **£12,108.59** in backpay into his account next week, with his state pension ongoing every 4 weeks."

Shine supports all residents of West Bowling, not just Accent's, and we will be partnering with the charity in the future to provide more services, support and activities. To find out more about our events at Shine and across Accent, please visit this webpage:

<https://acctngrp.org/91e60e>



Taking action in Eccleshill

During a recent visit to **Easthorpe Court** in Eccleshill, our team braved wet and windy conditions to speak with customers and hear their concerns firsthand.

One customer shared feedback about littering, dogs, the drying area, and car parking. Our team listened carefully and promised action to address these issues, ensuring Easthorpe Court remains a safe, welcoming, and well-maintained place for everyone to live.



Barrow's smart signs

During recent months we have started rolling out fresh new signage across the country. This photo may have been taken on a wet and windy day in Barrow-on-Furness, but the new signs still look sharp and smart! Look out for them in your area too.



#TeamAccent praised for kind support

We know that securing a *safe, welcoming* home can make an *enormous* difference, especially for those facing difficult times.

A recent new customer in Clayton le Willows shared their experience after moving into their new home following a short period of being homeless:



I thought I'd just drop an email to say how *amazing* your staff are, I've been in a dark hole and just needed a helping hand. I honestly feel like, for the first time in a long time, I've received help and support that was so needed. These ladies have been amazing and are such a *credit* to your company. I will be forever *grateful* for the help and support I've received.



Feedback like this highlights the impact our **Housing Partners** have every day - providing more than just a property, but guidance, understanding, and reassurance.

South

Bringing Highview Crescent gardens back to life

Over the past year, the gardens at *Highview Crescent* in the Old Dean community of Camberley had become overgrown and difficult to maintain, leaving customers unable to enjoy the space.

After consulting with customers about their wishes, our estate team worked alongside contractors from Wealdons to clear the gardens. In just three days, even in stormy weather, the area was transformed - old bikes, toys, building materials, and even a mattress were removed, and the gardens were restored for everyone to enjoy.

Customers are now looking forward to adding colour and planting in the Spring and Summer months. Plans are also underway to provide tools and support so they can maintain their gardens going forward, ensuring these spaces remain vibrant, welcoming, and cared for.



BEFORE



AFTER

Free community health drop-in at St Michael's Ward

We're delighted to be working with local NHS partners to offer free health drop-in sessions at Camberley Baptist Church held quarterly on a Tuesday from 10:30am-12pm.

Open to everyone, these sessions make it easy to access health and wellbeing support in one place. Visitors can get advice from One You Surrey on stopping smoking or managing weight, have their blood pressure checked, speak to a wellbeing coach, and be signposted to a range of mental and physical health services.

Supporting the Old Dean Community Food Stall

We're proud to continue our financial support for the Food Stall, held every Sunday from 12:30-1:30pm at the Youth Centre, Old Dean in Camberley.

With rising living costs and money pressures on many households, we know how important this kind of support can be. With nearly 1,400 Accent customers living on the Old Dean, we're pleased our contribution will make a real difference locally and continue supporting the community.

New affordable homes start onsite in Addlestone, Surrey

Dozens of local families will have a place to call **home** as Accent starts work at **Clifton Gardens** development in **Addlestone, Surrey**.

The development will offer a mix of homes for affordable rent and shared ownership, helping local residents and first-time buyers stay close to their roots in Runnymede.

All homes will be built to EPC A energy standards, helping customers save on energy bills. The scheme has been part-funded by Homes England, supporting the government's commitment to deliver more affordable housing across the country. Homes will be completed in 2028.



East

Listening to customers in Fulbourn

Our team spent time at *Fulbourn*, a community of 191 homes near Cambridge, to speak directly with customers and hear their views.

Following feedback about the shared green space, we wanted to make sure any decisions were guided by what customers want. Our team spent the day talking with customers, answering questions, and listening to wider feedback about the community.

For those who were unable to attend, a voting process was put in place to ensure everyone had the opportunity to share their views and help shape the outcome.

This is part of our ongoing commitment to working closely with customers, listening to feedback, and making decisions together to support positive, well-maintained communities.

Help to understand your rent and charges

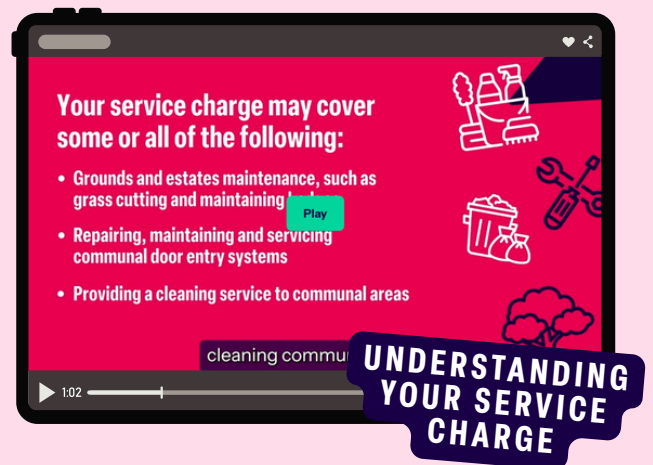
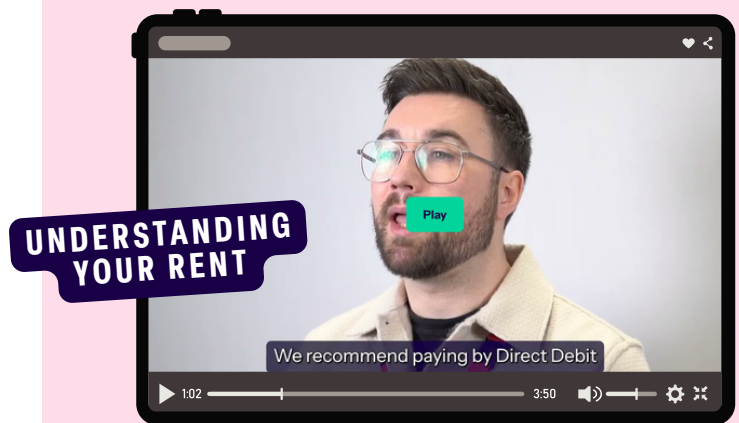
Many customers will have had their **personalised booklet** through the post in the last few weeks, and we know that **rent and service charges** can sometimes feel complicated or worrying.

We have information on our website that explains rent and service charges in more detail. This year, we've also added new short videos to help explain:

- why paying rent is important, how we calculate rents and why rent increases
- what service charges cover
- where to get help if you're struggling to pay

These are designed to be clear, simple, and easy to follow.

Customer consultation has played a central role in shaping this year's Rent and Service Charge booklet and the new supporting campaign. By listening to feedback from our involved customers through workshops, conversations and a survey, we've made clear, practical changes to improve understanding and accessibility. These include a new, simple opening summary page, more supportive and reassuring language for anyone worried about money, and a new 'Commonly Asked Questions' section. Customers also told us they wanted help beyond the booklet, which has directly informed our new easy-to-follow videos that explain key information and show where to get support.



<https://acctgrp.org/00f83a>



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.



Since we launched this new tool to customers in early February, an incredible **185** of you have already signed up and discovered **new financial support**.

Whether you need help covering energy bills, rent, essential home expenses, or daily essential items, Lightning Reach connects you with the support you need. It simplifies the process of finding and applying for financial help by matching you with relevant support based on your individual circumstances, and can check you are getting any benefits you are entitled to.

Here's how it works:

- 1. Fill out a simple profile** - In just 10 minutes, answer a few questions on the website, and Lightning Reach will give you a personalised list of money support options. This includes help with energy bills, rent, home items and more.
- 2. Apply for support** - Apply directly through the portal to multiple programs without having to repeatedly enter your information. From grants to local council funding, you'll find everything in one place.
- 3. Get support quickly** - Lightning Reach streamlines the process, gathering all the information needed for organisations to assess your application, so you can get help faster.

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

<https://acctngroup.org/38b61f>



Helping families access the financial support they deserve

Our *Inclusion Partners* are here to help customers with complex money worries, going far beyond the support offered by *Lightning Reach*. Here's an example of how our team can help.



Applying for disability benefits can feel overwhelming - especially for parents already balancing the additional needs of their children.

In February, Inclusion Partner Jemma supported a mother of two who was struggling with the application forms and unsure about the full range of financial support available to her family.

Both of her children have additional needs, and previous attempts to complete the disability benefit forms had left her feeling stressed and uncertain. Her Housing Partner referred her to Jemma, who then worked closely with the customer to carefully complete the applications, ensuring that each child's individual needs were fully reflected.

We're delighted to share that both claims were successful. As a result, the family's household income has increased by £1,269.83 per month – providing stability and helping to cover the additional costs with raising children with additional needs.

Beyond the financial impact, this outcome highlights something even more important: no one should feel alone when facing complex processes and forms. With the right guidance and support, families can access the help they're entitled to.

If you or someone you know would like advice or support with disability benefit claims, please get in touch with our Inclusion Partners - we're here to help. Call **0345 678 0555**, email **customerservices@accentgroup.org** or speak to your Housing Partner.

LISTEN, LEARN AND ACT...

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.

We're listening, learning and acting on feedback.

Check out our new website page to read about how we are taking action based on customer feedback:

<https://acctgrp.org/viw>



National Customer Group

At the request of members, the group carried out a deep dive into complaints relating to Accent team members, which is currently the second highest complaint category.

Members wanted greater transparency around the types of complaints received and what we're doing in response.

As a result, we've developed a new insight dashboard that helps us better track trends, spot common themes and identify where staff may need additional support or training. We've also rolled out specialist complaint-handling training to all our staff, building on existing training that highlights our customer-centric respectful approach.

Our Director of Customer Relations attends all meetings, to listen to members' feedback and provide further information on what Accent are working on. This work is helping us to strengthen learning from complaints, improve consistency and ensure we respond in the right way.

East Regional Group

The East group also focused on complaints, exploring how we learn from them and reduce their volume. Members highlighted the value of a dedicated workshop session, and our Head of Customer Service Improvement will be providing an update at the next meeting.

South Regional Group

In the South, members are keen to co-create our 2026–2027 customer engagement events plan. Working alongside the Community Development Team, they're helping to shape planned activities and events to ensure they reflect what matters most to customers locally.

EDI Group & Editorial Panel

Our EDI Group and Editorial Panel have reviewed a range of policies and communications, focusing on accessibility, language, structure, tone and impact. Their feedback is helping us ensure our communications are clear, inclusive and customer friendly.

Northwest and Northeast Groups

We are looking forward to holding these group sessions soon, but we need more members for these two regional groups so we can hear what matters to customers in these areas. If you'd like to get involved, please visit our webpage here:

<https://acctgrp.org/m9j>



Listening, learning and acting on customer feedback

Our involved customers are involved in a variety of projects and service improvement work.

Here you can read about two recent examples:

Rent and service charge communications

Customer consultation has played a central role in shaping this year's Rent and Service Charge booklet and the new supporting campaign. By listening to feedback from our involved customers through workshops, conversations and a survey, we've made clear, practical changes to improve understanding and accessibility.

Changes made include:

- A new introduction page at the start of the booklet, with clear information
- A new breakdown of rents and service charges for the new year ahead, showing the difference in cost
- A new 'FAQ' page to help answer concerns or questions
- More support offered throughout, including weblinks, QR codes and contact details for our Housing Hub
- A new set of videos explaining rent, service charge and financial support



Communications about tenancies

A large-scale project is underway to improve the customer's journey with us. Members of the Editorial Panel have reviewed communications at both ends of the journey - when customers leave Accent and when customers are offered a home.

Customers have looked at our forms and letters, and provided detailed and practical feedback about tone, clear language, format and the need for more reassuring language. We reviewed all the ideas and suggestions, and acted on as many of them as was possible. Changes included adding the name of the Housing Partner, improving clarity, reviewing the wording used to make sure we're firm but friendly, simplified some legal language and added encouragement to contact Accent if there were any worries or questions.

We are assured that our tenancy communications are now clearer and easier to follow, with the right tone and an increased emphasis on customer support. Customer feedback has directly shaped improvements at both ends of the tenancy journey; from leaving a home to being offered a new one.

Coming Soon

Repairs workshop with Executive Director Peter Hall

Involved customers, and customers who've recently made a complaint, have been invited to spend dedicated time with senior leaders to share experiences and views on repairs, helping us shape improvements at the highest level. We'll update you soon!

New MyAccount functionality

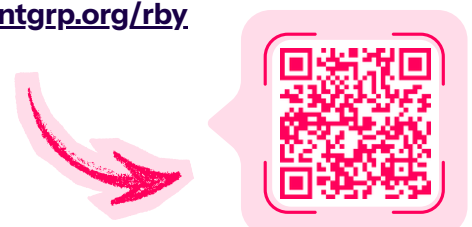
We'll be gathering feedback on the functionality of our new MyAccount platform to ensure it works effectively for customers.

In-depth service discussions

Following customer requests, we'll be holding more detailed conversations on fencing and tree management to continue our journey of service improvement in these areas.

If you are interested in getting involved, and helping us shape our services, sign up here:

<https://accntgrp.org/rby>





Getting to know our involved customers – we're sharing and learning

For this year's *'Getting to Know Your Customers Day'* in January we shared the stories of four of our involved customers: *David, Chris, Piotr* and *Katarzyna*, who've already helped shape what we do as part of our new Customer Influence Framework.

We posted their stories on our website and social media, letting you know who they are and how they're helping us here at Accent.

You can read their stories in full here: <https://acctgrp.org/s9i>



Even though their stories are all different, there were common themes:

Home is about more than four walls

David talked about how quickly you notice the little things when you move somewhere new – neighbourliness, shared spaces, and that feeling of safety when you come home. Katarzyna shared that same idea, describing how important it is to feel settled, safe, and respected – and to know your voice will be heard.

Clear communication is not a 'nice to have'

David's involvement focuses on making customer communications easier to understand, short and simple. Katarzyna raised something many customers will recognise – when updates are unclear or missing it can be stressful, and clear communication helps people feel reassured and valued.

Inclusion and accessibility must be built in from the start

Chris spoke about community and safety, shaped by lived experience of serious antisocial behaviour, and why feeling safe and respected is essential. He also championed digital inclusion – as services move online, we need to make sure customers have fair access, confidence, and support. Piotr talked about disability and accessibility through his family's experiences, and why fair treatment sometimes means offering extra help when it's needed.

People get involved when it feels possible

All four stories reminded us that involvement works best when it's flexible and supportive. Piotr highlighted how much it helps when meetings are scheduled in advance and the commitment feels manageable.

What we're taking forward

Posting these stories was a celebration of our involved customers, but it was also a reminder of what matters most to our customers day to day – safety, community, accessibility, and communication that is clear and respectful.

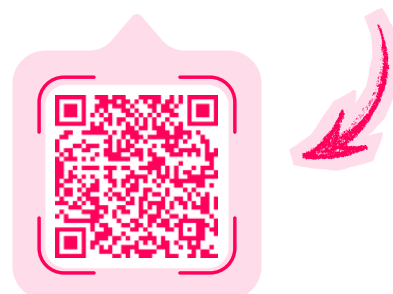
It also showed us that customer involvement is not one-size-fits-all. Some people want to join a group. Others prefer surveys, polls, and quick feedback. The important part is that there are options, and that every voice has a route in. That's why our Customer Influence Framework has lots of different ways customers can get involved, and have a say.

Want to get involved too?

If reading these stories made you think, "I could do that", you can! You do not need special experience – just a sense of community and a willingness to share what life is really like where you live.

Get involved, and sign up here:

<https://acctgrp.org/Ofda28>



LISTEN, LEARN AND ACT...

Improving how we handle complaints



We always aim to get things right first time. But when we don't, we're *committed* to putting things right quickly – and *learning* from it. Every complaint *matters*. It helps us understand what we can do better.

Over the past year, we've made improvements to how we handle complaints. We want it to be easier for you to raise concerns and feel confident that we'll act quickly, fairly, and consistently.

We've been working hard with our involved customers, including our National Customer Group, to continue getting better at handling complaints. (you can read more about this on page 13.) We're listening to customer feedback, learning and taking action.

Updating our Complaints Policy

We're now refreshing our Complaints Policy to make sure it's clear, easy to understand, and reflects the latest guidance. We're working with customers to:

- Make the policy simpler and more transparent
- Respond to recent internal audit recommendations
- Review our compensation process in line with updated guidance from the Housing Ombudsman

We held a workshop on 6th March to seek detailed feedback. Customers told us the updated policy is clearer and better aligned with national guidance, especially around reasonable adjustments and compensation. They also stressed that a good policy is only part of the picture – what really matters is how it's used day to day, how we learn from complaints, and how customers are involved in shaping improvements. We've taken this on board and are strengthening the way customer feedback and scrutiny are built into our processes.

Customers also raised important points about accessibility and clarity. This included making sure policies are easy to find on our website, simple to read on mobile devices, and available in alternative formats if needed. We've committed to improving this, offering more choice in how customers access information and make complaints, and using clearer explanations and visuals around compensation. We're also introducing stronger systems to track actions promised through complaints, so we follow through on what we say and continue to improve services based on what customers tell us.

Making sure we follow through

When we agree actions as part of a complaint resolution, we make sure they happen.

This might include:

- A visit from your Housing Partner
- Booking a surveyor appointment
- Arranging follow-up repairs

We've strengthened our systems and processes so that agreed actions are tracked and completed. Our staff and contractors are clear about what needs to be done - and we follow up to make sure it's delivered.

What customers have told us

Here's some recent feedback from customers about their experience:



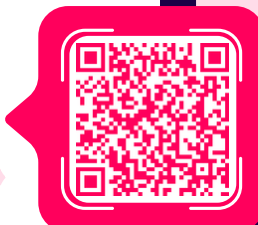
He was very understanding and very professional and very understanding of my distress. He handled things very well and was very satisfied with the outcome. Kevin is an asset to you.



"I found Chrystal was very helpful and understanding when dealing with my complaint. Very polite and professional and kept communications with myself with updates over the duration of the procedure. I felt that my complaint was handled very well and resolved through Chrystal's work and professionalism and I appreciate everything she has done for me to help me resolve my issues."

For more information on how we handle complaints visit our webpage here:

<https://acctngrp.org/O8bd2f>



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://acctngrp.org/b51f17>



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

Launching a more inclusive way to connect

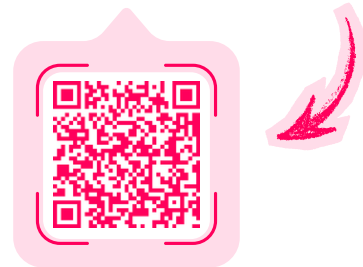
We have launched a new service that makes it easier for our deaf community to contact us, and for our colleagues to contact them, through *British Sign Language (BSL)* interpreting via *Sign Solutions*.

Through this service, deaf customers can get in touch with us using qualified BSL interpreters, and our colleagues can also use the service to support outbound conversations, ensuring communication is clear, respectful and accessible in both directions.

This launch is an important step in strengthening accessibility, equality and meaningful customer involvement, and reflects our ongoing commitment to designing services with people, not just for them.

Visit our website for more information:

<https://acctgrp.org/7d8776>



Did you know?

In just *one week* in February, our contact centre for housing enquiries...

Answered
 **1,476** calls
with an average wait time of just 45 seconds

Picked up nearly 
78% of calls
within just 20 seconds

Responded to
930 
customer emails

Managed over **3,000**  **customer interactions in one week**

And here's what we're *most proud* of...

**Customers rated
their experience**

4.9 out of 5



So far this year, we've supported customers through

122,500+ interactions,

maintaining an outstanding 4.75 satisfaction score.



I am always satisfied when I ring Accent. I spoke to a gentleman yesterday named Lol... he was so helpful, friendly, and respectful in every way. I suffer from a nervous disposition, and he totally put me at ease. What a STAR!"



Georgia had great respect for me and sorted out my situation within 5 minutes, thank you.



**Fast.
Responsive.
Customer-focused.**

That's our commitment every day.

If you need to speak to us about your rent, tenancy, moving home, seeking financial help or general enquiries about our services, call **0345 678 0555** or email **customerservices@accentgroup.org**.

HOW ARE WE PERFORMING?

Your feedback is helping us improve

Every year we ask customers what they think about the services we provide. This feedback is part of the *Tenant Satisfaction Measures (TSMs)*.

These are questions that all housing providers like Accent ask their customers. They help us understand what we are doing well and where we need to improve.

We are pleased to say that this year's results have improved in every area for customers living in rented homes.

This means more customers are telling us that services are getting better.

Some of the biggest improvements were in areas that matter most to customers, including:

- Overall satisfaction with Accent
- Repairs
- How we deal with complaints
- Listening to customer views
- Looking after shared spaces
- Our work in neighbourhoods

For example:

- Overall satisfaction with Accent increased from **64.1%** to **68.6%**
- Satisfaction with repairs increased to **67.5%**

These improvements reflect work across Accent to improve how we communicate, respond to problems and take action when things go wrong.

We know there is still more to do

While the results are improving, we know we still need to do better.

Our scores are still lower than the housing sector average in many areas. This means too many customers are not yet getting the service they expect.

Repairs are one of the most important services we provide. When repairs are done quickly and properly, satisfaction improves and fewer complaints are made. So improving repairs will continue to be a key focus for us.

We also know we must keep improving how we deal with complaints. When something goes wrong, it is important that we listen, put things right, and rebuild trust.

Turning feedback into better services

It is encouraging to see progress this year.

But our goal is not just small improvements each year.

We want to provide a good and reliable service for every customer, every day.

Thank you to everyone who took part in the survey this year. Your feedback helps us understand what matters most to you.

Listening, learning and acting



When you give us feedback, we want to do more than just hear it.

We want to learn from it and act on it.

That's why we have created our TSM Action Plan.

This plan sets out the changes we are making because of what customers told us in the TSM survey.

The plan focuses on the things that matter most to customers, including:

- repairs
- complaints
- communication
- listening to customer views
- treating customers fairly and with respect
- shared spaces and neighbourhoods
- anti-social behaviour

Some of these actions are already complete, while others are now under way.

What this means for you

The action plan includes practical changes to improve your experience.

For example, we are working to:

- give clearer updates about repairs and appointments
- improve how we work with contractors
- make it easier to track issues and get answers
- improve how complaints are handled
- give customers more chances to influence services
- share clearer information in newsletters, handbooks, and on our website
- improve services in shared areas and neighbourhoods

We are also improving how we understand customers' needs so we can offer the right support.

Turning plans into real change

We know plans only matter if customers see real improvements.

Customers want services that are clear, reliable and easy to use.

They want to be listened to.

They want problems fixed.

And we agree.

That is why we are focused on turning feedback into action and making sure customers can see the difference.

We will continue to share updates on the improvements we are making.

Thank you for helping us improve our services.

The below actions are helping to improve repairs, estates, complaints, communication, ASB, treating customers with respect and listening & acting on customer views.

Actions

Introduce 'last mile tracking' so you can see when contractors are due to arrive

Deadline: COMPLETE

Improve the customer information we hold, so we can tailor our services more effectively

Deadline: JANUARY 2028

Review our service charges to make sure they are transparent and easy to understand

Deadline: JANUARY 2028

Explore how we can improve our systems, so contractor appointments and updates are tracked in real time

Deadline: JUNE 2026

Look to improve the way we interact with customers through a variety of channels, and co-design with customers

Deadline: DECEMBER 2026

Trial cleaning schedules and information on noticeboards in communal areas

Deadline: JUNE 2026

Involve customers in selection of our repairs contractors

Deadline: MARCH 2026

Develop a Communication Strategy

Deadline: COMPLETE

Provide simple reporting routes for communal cleanliness / damage

Deadline: JUNE 2026

Strengthen how we work with contractors, using clear performance measures

Deadline: MARCH 2026

Introduce a new case management system so we can track issues more effectively

Deadline: JANUARY 2026

Strengthen how we review contractor performance, using clear measures

Deadline: COMPLETE

Introduce a new Customer Inclusion Policy to make sure we adapt our services when needed

Deadline: MARCH 2026

Embed a new customer engagement framework

Deadline: COMPLETE

Relaunch Community Action Plans to focus on the improvements that matter most in your community

Deadline: APRIL 2026



Review how we collect feedback following how we have handled Anti-Social Behaviour

Deadline: JUNE 2026

If you give us a low satisfaction score, we'll call you back to understand what happened and how we can put it right

Deadline: COMPLETE

Publish regular 'You said, we did' updates so you can see how we've learned from complaints and improved our services.

Deadline: JULY 2026

Use new dashboards to spot issues earlier and make sure complaints are handled properly and on time

Deadline: COMPLETE

Provide extra training for staff so every complaint is dealt with fairly, consistently, and with care

Deadline: COMPLETE

Tailor our newsletter to audiences based on the tenure of their home

Deadline: COMPLETE

Create customer handbooks

Deadline: JULY 2026

Our Results for Rented Accommodation

2025 - 2026

Response rate

42.9%  -1.4%

1. How satisfied or dissatisfied are you with the service provided by Accent?

68.6%  +4.5%

2. How satisfied or dissatisfied are you with the overall repairs service

67.5%  +2.5%

3. How satisfied with the time taken to complete your most recent repair

65.0%  +2.7%

4. How satisfied are you that Accent provides a home that is well maintained?

67.9%  +2.5%


5. How satisfied or dissatisfied are you that Accent provides a home that is safe?

74.0%  +2.8%

6. How satisfied are you that Accent listens to your views and acts upon them?

58.6%  +3.8%


7. How satisfied are you that Accent keeps you informed about things that matter

64.7%  +2.3%

8. Accent treats me fairly and with respect

70.6%  +3.1%

9. Accent's approach to complaints handling?

32.9%  +4.3%

10. Accent keeps communal areas clean and well maintained?

61.6%  +3.7%

11. Accent makes a positive contribution to your neighbourhood?


56.8%  +3.7%

12. Accent's approach to handling anti social behaviour?


57.2%  +1.8%

We also asked you...

1. Would you recommend Accent as a Landlord?

80.3%  +2.5%

2. How well does your Accent home meet your current needs?

60.5%  +1.7%

ALWAYS LISTENING: Our new approach to your feedback

Changing how we collect and publish our Tenant Satisfaction Measure results

From *April 2026*, we are changing how we ask for your feedback on our *Tenant Satisfaction Measures* (TSMs).

What's changing

We ask all customers who live in rented and shared ownership properties for their feedback on our TSMs each year.

Before, we asked everyone at the same time of year, generally in the autumn. Now we're going to be 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 4 different survey times will be during:

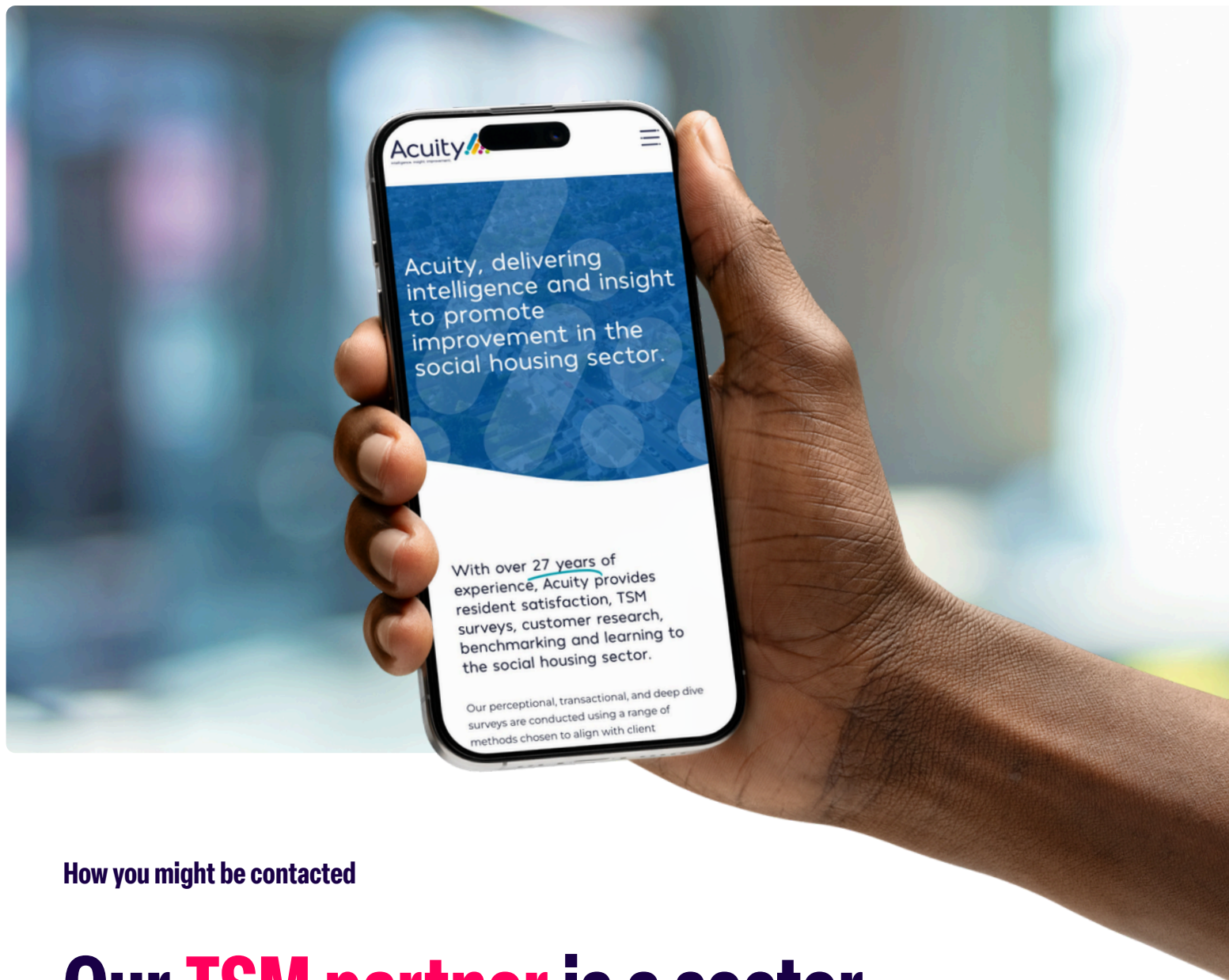
- April - June
- July - September
- October - December
- January - March

You will still only be surveyed once during the yearly cycle.

Changing our approach will help us understand what is working well, and what we need to fix, much sooner.

What this means for you

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



How you might be contacted

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 therefore 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 **01273 093939**
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.

Why we are doing this

We want to:

- ▶ **Listen to you more often.**
 - ▶ **Fix problems faster.**
 - ▶ **Improve our services.**
-

We'll use what you tell us to:

- ▶ **Improve repairs and services.**
- ▶ **Make our communication clearer.**
- ▶ **Make better decisions.**

We'll also share updates with customers throughout the year so you can see what we are doing.

Your feedback really matters to us, and we're committed to listening, learning and acting on your feedback. We hope you can take part in our TSM survey.

Due to the volume of responses we receive, we're unable to guarantee a personal follow-up to every submission. However, if your response indicates a health and safety or safeguarding concern, a member of our team may be in touch to ensure you receive the right support.

If you have an urgent question that needs immediate action, please contact us directly at **0345 678 0555** from 8am to 6pm Monday to Friday or email our customer services team on [**customerservices@accentgroup.org**](mailto:customerservices@accentgroup.org).

Grounds maintenance

- Grass cutting every two weeks between March and October (weather and contract dependent)
- Monthly visits between October and February (weather and contract dependent)
- Hedge cutting 3 times a year (outside of bird nesting season)
- Tree inspections and work based on professional arborist advice and risk management
- Improved fly tipping removal with our new contractor

We have a schedule on our website here:

<https://acctngrp.org/881271>



Accent

Grounds Maintenance Schedule

Got something to say about your estate services? We want to hear.
 We routinely survey customers about the standard of the grounds maintenance and communal cleaning services. Get in touch with us if you would like to share how you think the service is going. For enquiries, please contact **0345 678 0555**.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Grass cutting			16 times a year (Frequency depends on weather)						Once				
Edging of beds			Every visit										
Surface clearance			2 times a year										
Remove weeds			Every visit										
Beds - summer maintenance			As and when required						Once				
Beds - winter maintenance			Once						Once				
Pruning of shrubs and hedges			8 times a year (Frequency depends on weather)										Once
Pruning overhead branches			3 times a year (As and when required)										
Strimming			As and when required										
Clear bramble/gorse			2 times during this period										Once
Rough verge maintenance			2 times during this period						Once				

Where it is raining or weather doesn't permit, visits may be missed due to wet grass churning and leaving a mess, but these visits will be picked up at a later date.

Grounds maintenance contractors have a responsibility to comply with the Wildlife Act 1981 as such pruning of hedges can be delayed due to nesting birds.

Communal cleaning

- Regular cleaning visits in line with our service specification
- Cleaning specifications are shared
- Monitoring to make sure standards are met

Did you know...?

- Heavy rainfall can delay grass cutting, but we will come as soon as possible
- Hedges cannot be cut during bird nesting season – contractors will return once it is safe to do so.
- Very low temperatures (below 0°C) can affect mopping.
- Storing items in communal areas can prevent cleaning and create fire risks.

Listening, learning and improving

We closely monitor our contractors through site visits, completion reports and regular performance meetings. Each contractor now has a clear action plan to ensure services are delivered consistently. Our Estate Services Manager also carries out site visits throughout the year.

Your feedback matters

We're proud of the positive feedback we've received recently. Thank you to everyone who takes the time to share feedback.



These gardeners are so thorough, they are *spot on*.



The tradesman was *lovely* and *brilliant*... very respectful and did a very good job.”



Hedges cut *really nicely* and tidy with *no mess* left behind.



You can support us by:

- Reporting fly tipping, damaged trees or safety concerns through your Housing Partner or MyAccount
- Keeping communal areas, hallways and stairs clear of personal items
- Disposing of waste correctly and safely

For more information about what's included, responsibilities and how to report issues, visit our Estate Services webpage or speak to your Housing Partner. Together, we can keep your community safe, clean and welcoming.

<https://accntgrp.org/479a05>



Tree management update

Customers have asked for information on how we manage trees, as part of our grounds maintenance service. Here's a reminder:

Communal trees

We look after trees in shared areas.

- All communal trees are logged in our tree register.
- Independent tree specialists inspect them regularly.
- Any work needed, such as pruning or removal, is planned each winter when it's safest to do so.
- Urgent issues, like storm damage or dangerous trees, are dealt with as soon as possible.

Trees in private gardens

Trees in customers' gardens are their responsibility and aren't part of our routine inspection programme.

We review garden trees only when concerns are raised, for example:

- A customer or colleague reports an issue
- During a tenancy audit
- During a property inspection before a new customer moves in

When we assess a garden tree, we consider:

- Health and safety risks
- Whether the customer is vulnerable
- The customer's ability to maintain the tree
- Any wider impact on neighbours or the area



If needed, we may take action in line with our assessment process. All decisions are recorded. We don't routinely inspect garden trees because they are the customer's responsibility, and regular access to private gardens would not be possible. Instead, we respond when concerns are raised.

For more information, visit our website or speak to our team.

<https://acctgrp.org/b03dff>



Keeping your communal spaces safe, clean and welcoming

Our Estate Services team looks after communal cleaning, grounds maintenance, and assist with aids and adaptations.

We work with cleaning and grounds maintenance contractors to deliver essential services. Our focus is simple: to keep shared spaces safe, tidy and welcoming, and to make sure services are delivered to the standards you expect.

RESTORING PEACE:

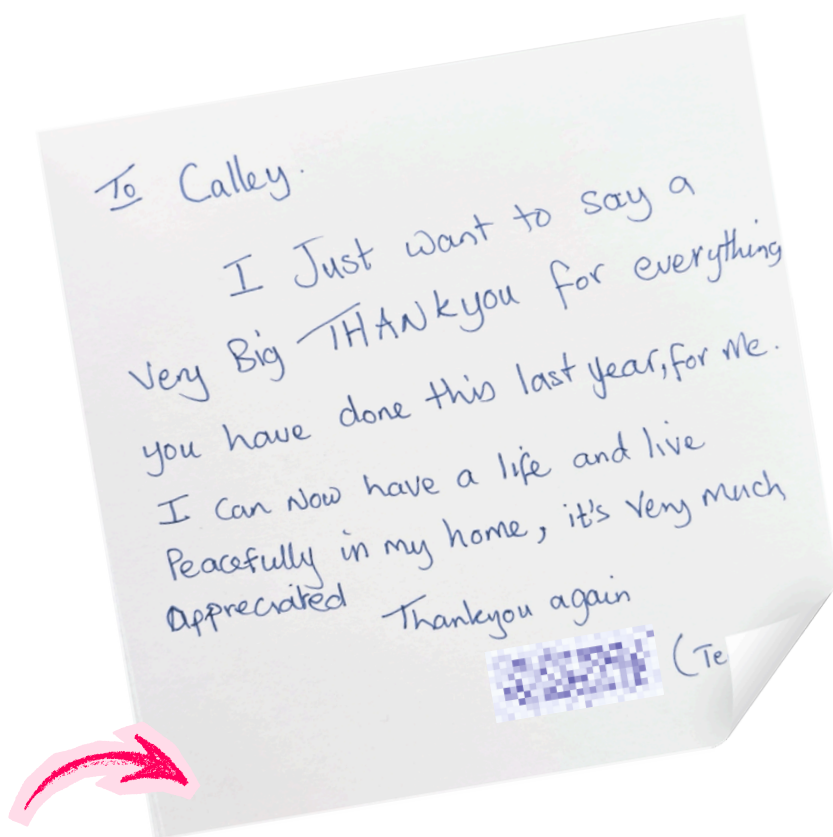
How Housing Partner Cally helped a customer feel safe

Anti-social behaviour (ASB) can seriously affect *wellbeing* and feeling *safe* at home.

A recent case in the North East shows how our Housing Partner Cally helped a customer regain peace in their home.

The customer had been experiencing verbal abuse, objects thrown into their garden, and other disruptive incidents from a neighbour. Cally acted quickly, offering reassurance, gathering information, and working directly with those involved. The situation was resolved, and the neighbour eventually chose to move out, meaning no formal legal action was needed.

The result? The customer can now enjoy their home in peace again and sent Cally a heartfelt thank-you card:



I just want to say a big thank you... I can now live a life, and live peacefully in my home. It's very much appreciated.

Cally said, "Anti-social behaviour can seriously affect a person's sense of safety. I'm proud to have helped, and receiving this card was a meaningful reminder of the positive impact we can have."

Anti-social behaviour satisfaction surveys

If you've recently contacted our anti-social behaviour (ASB) service, please look out for a short survey once your case has closed. It asks about your experience - from reporting your concerns to how we communicated and handled your case.

We survey customers so we can clearly see what's working and where we need to improve. Every response is reviewed alongside performance data and case reviews to help us strengthen our processes, guidance and training.

If you receive a survey, please take a few minutes to complete it - your feedback genuinely shapes our ASB service.

Find out more about reporting ASB, the support available and what to expect on our website or call our team:

<https://acctgrp.org/92e86e>





PUTTING CUSTOMER SAFETY FIRST: **Strong audit results across all areas**

Customer safety
is our *top priority*.

So we're pleased to share the outcome of our latest independent Electrical Safety Audit, which confirmed that our safety controls and processes continue to meet high standards.

This completes a full programme of five customer safety audits during this financial year, covering Gas, Lifts, Asbestos, Water Hygiene and Electrical services. Each audit reviewed how we manage compliance, maintain accurate records, carry out inspections, and ensure that any actions are completed properly. Across all five areas, the results show consistent, well-embedded safety processes and strong operational oversight.

At the heart of all this success is our shared commitment to putting customer safety first. While we are pleased, audits form just one part of how we maintain safe homes. Day-to-day safety relies on careful planning, detailed record-keeping, regular inspections, timely repairs, and ensuring access to carry out essential servicing.

Our teams remain focused on maintaining high standards, responding to findings promptly, and always looking for ways to improve. Our staff work hard to drive high standards, solve problems and deliver what matters most: happy customers in safe homes.

Thank you to all customers who allow access to their homes so we can carry out these important safety checks.

STAY SAFE:

Lithium and rechargeable batteries

Domestic *fires* caused by *lithium-ion batteries* are rising, so we want to make you aware of the *risks*.



Lithium-ion batteries power everyday items like mobile phones, laptops, e-bikes, and e-scooters - but they can be a serious fire risk if not handled properly. In the UK, lithium-ion battery fires have almost doubled in recent years, with over 1,300 fires reported in 2024 alone.

Why they're risky

Batteries can overheat, catch fire, or even explode if they are:

- Overcharged or left charging for too long
- Damaged, dropped, or crushed
- Charged on or near flammable materials
- Charged with fake chargers, bought cheaply online
- Thrown in household bins

Charging safely at home

- Use the charger provided by the manufacturer
- Charge devices on a flat, hard surface - not on beds or sofas
- Avoid charging overnight or when you're out
- Keep devices away from flammable materials
- Don't leave batteries plugged in after fully charged

Dispose of batteries safely

- Never put lithium batteries in your household or recycling bin
- Take batteries to local recycling points
- Recycle full devices if the battery can't be removed

If a fire occurs

- Do not try to put out the fire yourself unless using a special lithium-rated extinguisher
- Evacuate immediately and call 999

Small steps like proper charging, storage, and disposal can prevent serious accidents and keep your home safe.

We have more fire safety tips on our website:

<https://acctgrp.org/b1c0bd>



Keeping our customers safe is our top priority.

Please let us in for routine gas and electrical safety checks.



ELECTRICAL SAFETY CHECKS: Why we carry them out every 5 years

Keeping our customers safe is our top priority. As part of this commitment we carry out an electrical safety check in every home at least once every five years. Although this is now a requirement by law, Accent has always followed this five-year cycle as best practice.

Regular electrical inspections help us to:

- Make sure the electrical installation in your home is safe for use
- Identify wear and tear that naturally happens over time
- Spot and repair faulty, corroded or damaged wiring
- Reduce the risk of electrical faults and potential fires.

To help the engineer carry out the check smoothly:

- Please make sure you have credit on your pre-payment meter (if you have one). If you're struggling, let us know - we may be able to help
- Clear access to as many plug sockets as possible
- Contact us if you have any concerns about letting contractors into your home so we can support you

These checks are essential for your safety. When it is time for your check, we will get in touch with you by letter and ask you to choose a day/time that suits you.

Accent wins 'Best healthy home initiative'

We're proud to share that Accent, alongside our main contractor *Ian Williams*, won an award at the recent *National Housing Maintenance Forum* event.

This recognition reflects the hard work and collaboration across our teams to deliver disrepair, damp and mould works through our repairs service.

The project demonstrates our proactive approach to improving customer health and wellbeing, while also supporting compliance with the requirements of Awaab's Law.

There is more to do, but this is a fantastic achievement and we are pleased to be recognised.

If you spot damp or mould in your home, call us on **0345 678 0555**. You can find out more information on how we tackle damp and mould on our website here:

<https://acctngrp.org/113b53>

