

MINUTES

Date/Time: Wednesday 3rd June 2026, 12.00pm to 13.30pm
Venue: Virtual, MS Teams

Chair: Chris Lynn (CLy), Customer
Vice Chair: N/A

Customers Present: Babs Trainer (BT)
Elaine Webb (EW)
Lynne Nicholson (LN)
Lynne Whalley (LW)
Marie Strike (MS)
Pauline McGregor (PM)

Accent Colleagues: Gina Hill (GH), Marketing & Brand Manager
Kim Tinneney (KT), Regional Specialist Housing Manager
Lizzy Robinson (LR), Regional Specialist Housing Manager
Stephen Love (SL), Customer Insight Manager
Tanya Scott (TS), Assistant Director of Housing Services

Apologies Angie Cheetham (AC)
David Ryder (DR)
Gary Milner (GM)
Lyn Nelson (LN)
Martin Elliott (ME)
Paul Smith (PS)
Susan Sellers (SS)

Minutes: Callie Lancaster (CL), Customer Engagement Manager

1. AGENDA ITEM 1 – WELCOME AND APPOLIGIES

Chris Lynn (CLy) opened the meeting by encouraging an open and honest discussion and reminded members to ask questions throughout. He also ran through general house keeping including microphones on mute unless speaking and raising hands when wanting to speak. Apologies were mentioned and CLy will check in with members where no apology was given.

Action

CLy

2. AGENDA ITEM 2 – UPDATE ON ACTIONS

There are two actions on the tracker which are 'open'.

1. Improving the communication around Mobility Scooters:

- KT confirmed the policy itself (which was attached to the meeting pack) was updated in January 2025 therefore is not due to review until January 2028.
2. Group members agreeing their next focus/scrutiny topic:
- CLy confirmed the group had discussions about their next scrutiny topic in their interim meeting and would discuss this later in the meeting.

There are two actions on the tracker which are now 'complete'.

1. Providing the group on an update on the 'Customer Unacceptable Behaviour Policy':
 - Training for colleagues was rolled out early April which included practical skills support to help colleagues recognise, respond to and recover from challenging situations.
 - BT asked if posters were being put up in schemes as she raised concerns about 'resident to resident' behaviours. TS said this is something we can look at for specific schemes if necessary but posters in schemes will not be a blanket approach. KT confirmed this issue would fall under tenancy management and our good neighbourhood management and ASB
 - MS also raised concerns about residents' behaviours against each other and some further interventions or communications is needed.
 - CLy confirmed he would pick up with BT and MS outside of the meeting as these were scheme specific issues raised.
2. Inform Communications Team some schemes still have some old signage:
 - Most of the signage has been updated, however due to budgets there were a few schemes where the signage wasn't updated in 2025/26 financial year. This is being done within the next few months.
 - MS raised concerns about the internal signage being just as important as the external.

CLy

3. AGENDA ITEM 3 – PERFORMANCE UPDATE

Stephen Love (SL) attended to present Tenant Satisfaction Measure (TSM) results for independent living schemes.

SL shared that overall performance has improved, with an average increase of 2.2 percentage points across measures and 82.8% of customers saying they would recommend Accent. Complaint handling showed the largest improvement, although scores remain relatively low still.

However, SL highlighted variation across regions:

- The East and Yorkshire showed strong improvement across most measures
- The Northeast showed moderate improvement but some decline in repairs and communal areas
- The Northwest saw several declining measures
- The South was the lowest performing region, with eight measures declining

ASB satisfaction declined overall and was identified as an area requiring further focus.

Customer feedback highlighted key themes driving dissatisfaction, including:

- Delays to repairs and missed appointments
- Poor communal and grounds maintenance
- Concerns about antisocial behaviour
- Limited visibility of scheme managers
- Communication issues and lack of follow-up
- Lift breakdowns causing significant disruption

Positive feedback focused on helpful and visible staff, strong community feel and improvements where investment has taken place.

MS emphasised the importance of not relying solely on data and suggested that colleagues should visit schemes and speak directly to residents to better understand issues. SL acknowledged this and confirmed that there is a stronger focus on acting on insight and other ways of capturing customer voice, although this will take time to embed. KT explained that now Accent can look at TSM data at a more granular level, this data will now be used with the group to identify areas for improvement and shape future work.

KT/LR

LW questioned response rates and whether the data reflects how customers feel in the schemes. SL confirmed 535 responses from customers in Independent Living Schemes which is a 30.4% response rate which is like General needs. Members suggested identifying schemes with low response rates and exploring alternative ways to gather feedback. SL confirmed that more detailed, scheme-level data can be provided where needed. TS confirmed this information is pulled into scheme improvement plans. And community action plans and should be discussed in the residents' meetings.

KT/LR

4. AGENDA ITEM 4 – BELONGING BEGINS HERE PROJECT UPDATE

Chris Lynn (CLy) provided an update on the “Belonging Begins Here” project, confirming that pilot digital screens will be installed across six schemes

- Joan Wake Close (East)
- Derek Horn Court (South)
- Mead Court (South)
- Argyll Court (Northeast)
- St Andrews Court (Northwest)
- Aprilia Court (Yorkshire)

KT confirmed there's involved customers in four of the six pilot schemes. TS confirmed the pilot will run for 6 to 9 months before a wider rollout.

CLy The screens will display rolling messages and can be updated both centrally and locally. The aim is to improve communication, provide real-time updates and make information easier to access. There will be a mix of 'corporate' messaging and scheme specific information, and the scheme manager will be responsible for updating scheme specific content.

Customers asked about the value of screens compared to existing noticeboards. CLy explained that many noticeboards are currently cluttered and difficult to maintain, whereas screens will allow timely, clear and consistent communication. KT added that noticeboards will remain in place, with screens used specifically for key updates and operational messaging.

5. AGENDA ITEM 5 – TEMPLATE DESIGN FOR DIGITAL SCREENS

Gina Hill (GH) from Marketing attended to gather feedback on what content should be included on the screens so the Communications Team can create appropriate templates for the Specialist Housing Partners to update as and when required.

Customers suggested a range of ideas, including:

- Security reminders (e.g. closing doors)
- Staff availability and absences
- Introduction of new colleagues
- Religious celebrations
- Scheme events and activities
- Health and NHS messages
- Planned works and repairs updates
- Key contact information
- Community notices

Customers also suggested birthday messages and bereavement notices. However, KT and GH highlighted GDPR considerations and confirmed that consent would be required before sharing personal information. Process needs to be set up to gather consent from customers for public announcements of birthdays and deaths.

KT/LR

Additional suggestions included local services such as taxi numbers, although GH had concerns around if we can 'advertise' other companies. GH to check if this information would be okay to advertise on screens.

GH

There was agreement that templates should be simple, flexible and reviewed regularly based on feedback from the pilot. TS confirmed the group would be involved in further exploration for elements of the project soon.

6. AGENDA ITEM 6 – REVIEW OF WELFARE CALLS

Kim Tinneny (KT) introduced a proposal to improve morning welfare calls, moving away from a brief "are you okay" approach to more meaningful conversations.

A proposed structure for calls included asking four key questions:

- How are you?
- How was everything last night or over the weekend?
- Are you off anywhere today?
- Can I help with anything?

The aim is to better understand customer wellbeing, identify early issues and provide more personalised support. Customers welcomed the idea but raised some concerns.

MS highlighted the risk that open-ended questions such as “can I help with anything else?” could be misunderstood and lead to unrealistic expectations of staff.

LN raised concerns about the time impact if conversations become too long, especially on larger schemes. KT and LR explained that staff would maintain clear boundaries and that calls would be proportionate to individual need. A more structured, risk-based approach will also be explored to ensure support is targeted appropriately. KT also confirmed as part of the launch of the new calls, they will be reminding customers what the role of the Specialist Housing Partner is.

CLy commented that the current approach is a missed opportunity and that more meaningful conversations could help build better relationships and understanding.

7. AGENDA ITEM 7 – ANY OTHER BUSINESS

Mobility Scooters:

- Customers raised several concerns regarding mobility scooters and miscommunication. MS highlighted a case where a resident had been told not to use a mobility aid indoors. KT confirmed that scooters can be used internally where safe but should not be stored or charged in communal areas. A clear communication to customers explaining the dos and don'ts of mobility scooters was suggested.
- LW mentioned that electric wheelchairs should be mentioned in the Mobility Scooter policy. KT confirmed this will be raised with health and safety colleagues for further review to check if electric scooters come under different laws to mobility scooters.
- BT raised concerns about scooter store design and accessibility, particularly where storage locations may not be suitable for residents with mobility issues. KT confirmed that schemes should be assessed individually and feedback escalated where plans are not appropriate.
- BT also raised a concern about potential confusion around insurance if her scooter is stored alongside others and is damaged because of another scooter. KT confirmed that all scooters in the store should be insured and therefore covered but will seek further clarification on the insurance arrangements and liability.

KT/LR

KT

KT

Meeting dates:

- It was noted that the future meetings listed at the end of the agenda contained incorrect day labels. CL confirmed the dates are correct and will update it to say Wednesday (instead of Tuesday which was incorrect.)

CL

Next Scrutiny topics:

- CLy confirmed that, based on performance data and discussions in interim meetings, it is likely the group will focus on ASB, Scheme Improvement Plans

and Community Action Plans. CLy to confirm the scope of projects with KT, LR and with group members in the next interim meeting.

CLy/KT/LR

DATE OF NEXT MEETING

Date: Weds 9th September 2026

Venue: Virtual, MS Teams

FUTURE SCHEDULED MEETINGS

Date: Weds 25th November 2026

Date: Weds 10th March 2027