Statement of Intent
Competence & Conduct Standard

Accent Housing: [Statement of Intent, Competence & Conduct Standard 15/07/2026 v1.0]

ACCENTGROUP.ORG

Statement of Intent

Competence & Conduct Standard

Document Owner: Director of Organizational Development & Culture

Version History			
Version No	**1.0**	**Doc ID (if applicable):**	
Date Produced: 15/07/2026			
Audience: Board, colleagues, customers, auditors and regulators			
Consultation: Executive Team			
Strategic Theme: Investing for Success / Excellence Through Customer-Influenced Services / Underpinned by Organisational Resilience & Core Business			
Approval Route: Remuneration and Nominations Committee			

VERSION	APPROVED BY	REVISION DATE	NEXT REVIEW DATE	**DESCRIPTION OF CHANGE** New docs and major changes must be communicated to colleagues e.g. SharePoint/TBT/ eLearning	AUTHOR
V1.0	Remuneration and Nominations Committee	NA	15/07/2029	New Statement of Intent developed to set out Accent's organisational commitment and approach to meeting the Competence and Conduct Standard.	Gwen Jefferson, Director of Organisational Development & Culture

Purpose: This Statement of Intent sets out Accent's position and commitment to meeting the Competence and Conduct Standard. It explains how competence and conduct will be embedded through our culture, leadership, behaviours, development and governance arrangements, providing clear organisational and regulatory assurance that professional standards support safe services, strong customer outcomes and public trust.

Competence and Conduct Statement of Intent

Our commitment

At Accent, we want every customer to feel confident that the people they interact with are professional, capable, respectful and committed to doing the right thing.

We believe competence and conduct is about more than qualifications. It is reflected in how we lead, how we treat people, how we make decisions and how we consistently apply our skills, knowledge, judgement and values in practice.

Why this matters

The Competence and Conduct Standard strengthens the sector's focus on professionalism, accountability and customer outcomes and we welcome that focus.

Our response

Our response is culture-led, not compliance-led.

Through Be Accent, our Culture Book, leadership expectations, competency framework, learning and development offer, and clearer role expectations, we have strengthened the foundations that support competence in practice.

Guided by our values of Caring, Inclusive, Smart and Driven, we will continue to:

- provide clear qualification and development pathways where required
- support continuous learning and professional development
- embed clear behavioural expectations and accountability
- strengthen leadership capability and performance conversations
- learn from customer feedback, complaints and insight
- ensure our standards are visible in practice, not just written down

Building Trust

Ultimately, this is about trust. Trust that customers receive safe, high-quality services. Trust that colleagues are supported to grow and succeed. And trust that Accent continues to act with professionalism, integrity and accountability every day.

Accountability

The Board is committed to fostering a culture where competence, professionalism and accountability are valued and demonstrated in practice and will seek assurance that our approach remains effective, supports positive outcomes for customers and reflects the standards we expect across Accent.