

IN THE LOOP

*Independent
Living Edition*

**CUSTOMER
NEWSLETTER**

Find financial support with
LIGHTNING REACH

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

Customers secure
£120,000 FUNDING

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

Updates from our
**CUSTOMER INFLUENCE
FRAMEWORK**

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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 always a pleasure to spend time speaking directly with customers living in our independent living schemes.



Those one-to-one conversations are incredibly valuable to me. Hearing about people's day-to-day experiences, what is working well, and where we need to do better helps shape how 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. In this newsletter, and on our website, you'll find updates about how we are performing. The results this year show a mixed picture, with improvements in some areas and clear signals that we need to do more in others.

That's why we remain focused on listening carefully, learning from what you tell us, and taking action. Across Accent, teams are working to improve communication, complaints handling, shared spaces and neighbourhoods, and the way we support customers living in our communities. Many of the stories in this newsletter show how customer feedback is helping to shape the changes we're making.

Our independent living schemes are about more than just housing. They are communities where people can feel safe, supported and connected.

I'm always encouraged when I hear about the activities, partnerships and local events taking place across our schemes, and the positive difference they make to people's wellbeing and sense of community.

Thank you to everyone who shares feedback, joins customer groups, or takes the time to speak 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

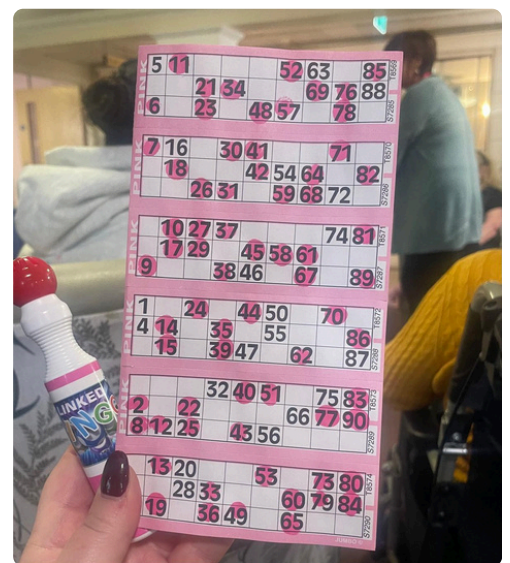
Supporting customers to stay warm, safe and informed

We recently welcomed Middlesbrough Environment City to two of our specialist housing communities in Middlesbrough to support customers with practical advice on energy use, fuel costs, and carbon monoxide safety.

At Shepherdson Court and Chapman Court, customers took part in friendly, informative sessions covering simple energy-saving tips, affordable warmth advice, and home safety. The sessions sparked great conversations, with customers sharing what they'd learned with neighbours who were unable to attend.

Alongside the advice, customers enjoyed relaxed social time over coffee, cakes, and breakfast treats. Winter warm packs were also made available to support those who may need extra help staying warm.

These sessions are a great example of how working with local partners helps us support customers' wellbeing - combining practical guidance with opportunities to connect, learn, and feel supported.



Bringing generations together at Southfield Lodge

Customers at *Southfield Lodge* enjoyed a visit from children at a local nursery, spending time together creating crafts and sharing smiles.

These regular visits bring different generations together, creating meaningful moments of connection and lifting the atmosphere across the scheme. The children's energy and enthusiasm are always warmly received, and everyone values the opportunity to take part in shared activities.

Moments like these highlight the positive impact of intergenerational activities, helping to build a strong sense of community and wellbeing for everyone involved.



Fun, fitness and friendship at Swan Court

Customers at Swan Court in Gateshead have been enjoying a variety of activities designed to bring people together and boost wellbeing.

Weekly baking sessions have been a particular hit, with customers rolling up their sleeves to make delicious corned beef pies. From preparing the ingredients to tasting the finished pies, everyone has loved sharing skills, memories, and laughter in the kitchen.

In addition, a new pom-pom seated exercise session, run in partnership with Age UK, has become a regular favourite.

Customers value the activity for its social, physical, and mental health benefits, and thanks to Accent funding, the sessions can continue to bring energy and connection to everyone involved.

These activities are a wonderful example of how our Specialist Housing Partners support customers to stay active, engaged, and connected with each other.

Bradford

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, Age Concern, and Bradford & District Credit Union, 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.

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.

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>



Fighting scams together at Milton Court

Customers at **Milton Court** in Arnold, Nottinghamshire, have been learning about scams and fraud.

Age UK came along for a useful session on how to avoid becoming a victim of these crimes, and provided top tips.

Whittlesey customers get creative

We recently hosted our first Creative Correspondence session at Sudbury Court in Whittlesey, using the scheme as a welcoming community hub for the local community.

Delivered by a local tutor and mixed media artist, the session explored creative letter writing and simple artistic techniques, bringing people together through the shared joy of writing to others.

Customers from across the Whittlesey community joined in, using creativity to boost wellbeing, build confidence, and strengthen social connections.

Following the success of the first session, a five-week Creative Correspondence programme ran throughout March - continuing to support confidence, creativity, and community connection.



Green fingers in Peterborough

Customers at *Cotton End* enjoyed a Green Skills taster session, and were joined by the wider Peterborough community.

Delivered in partnership with local organisations, the session introduced practical gardening skills in a relaxed, supportive setting. Participants explored the outdoor space, helped mark out new raised beds, and began preparing materials – building confidence, wellbeing, and connection along the way.

Following the taster session, a five-week Green Skills course ran and people of all ages enjoyed developing practical skills, growing confidence, and connecting with others through hands-on, community-led activities.

Confidence, connection and community at Cotton End

In February we marked the final week of our six-week funded *Mindful Motions* chair-based exercise programme with a very special surprise.



Beyond the fun, the benefits of Mindful Motions have been truly meaningful. One customer shared:

I have benefited so much from the exercise classes. I recently went to town with my daughter, I felt my balance had improved and I was more confident walking independently, as I normally have to hold onto her arm.

Children from a local primary school joined our Cotton End customers for a session filled with movement, laughter and shared moments across generations.

Our customers always enjoy welcoming the children into their activities, and this visit was no exception. The room was buzzing with energy, smiles and connection - with a few musical requests from the younger guests too, who were amused by some of the "old-fashioned" favourites!

Stories like this remind us just how powerful these sessions can be in supporting confidence, mobility and independence.



South

Spring cleaning with a purpose at Cranmore Court

Cranmore Court, in Camberley, recently enjoyed a fresh start as communal areas were given a full declutter to create a **welcoming and **cared-for** environment for customers.**

Shared spaces were tidied and refreshed, while customers joined in to declutter their own homes and gardens, making it a real community effort.

A big thank-you to everyone involved for helping create a brighter, more inviting space for everyone to enjoy.



I must commend Specialist Housing Partner Cynthia. She is without a doubt the best manager I have known in the almost 20 years I have been here. She cares about the scheme as well as the tenants and her door is always open. She has excellent attendance and very friendly disposition and works doggedly for the welfare of tenants and our scheme alike.



Small gestures, big impact

Sometimes, a *small gesture* can make a *huge difference*.

A customer in Camberley was anxious about having unknown workmen in their home for a fire detector upgrade.

Specialist Housing Partner Paul took the time to listen, reassure and work with contractors to arrange a weekend appointment that suited the customer. He later received an email, “Thank you for being so wonderful. I wish all things in this world were as easy as speaking with you.”

This is a perfect example of how going the extra mile and showing understanding can have a meaningful impact on our customers’ lives.

If you are ever worried about repairs, safety checks or planned maintenance contractors, speak to your Specialist Housing Partner or call our team on **0345 678 0555**.

BIG NEWS: Customers secure £120,000 to bring communities closer together

We’re excited to share some fantastic news - Accent customers have successfully secured £120,000 in government funding to help strengthen community engagement in our independent living communities.

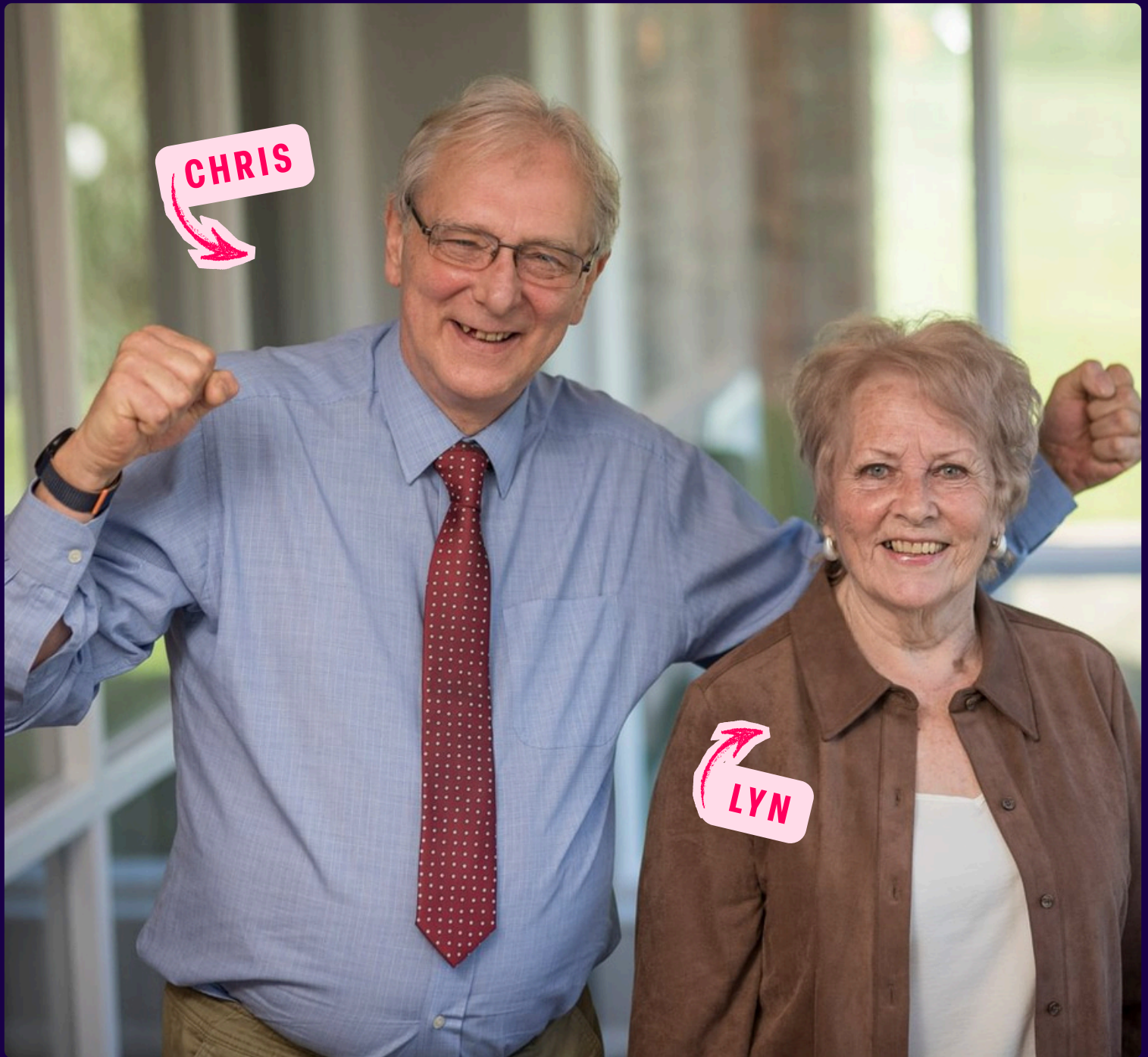
Even better? This was a customer-led idea from start to finish.

Lyn Nelson (from Camberley) and Chris Lynn (from Peterborough) are both members of our Independent Living Group. They led the project and wrote the winning bid; their idea was called Beginning Belongs, and focuses on making it easier for everyone to stay informed, feel included, and get involved in community life.

So, what does this mean in practice?

We’ll be installing digital screens in all our independent living schemes, sharing:

- Local events and activities
- Important housing updates
- Community news and services
- Opportunities to give feedback and shape what happens next



These screens will make it simpler for everyone to stay connected and have their say.

Chris says, “This is about making sure everyone feels informed, included and connected. These screens will make a real difference to how we communicate and engage as communities.”

Lyn added, “We wanted something practical that brings people together - it’s fantastic to see it become a reality and I am proud to have worked on the bid alongside Chris and with Accent’s encouragement and support.”

This funding is part of a national programme, with only a small number of organisations selected - making this achievement even more special.

Most importantly, it shows what’s possible when customers take the lead.

We’ll start installing the screens over the coming months, so keep an eye out - exciting changes are on the way!

Help to understand your rent and charges

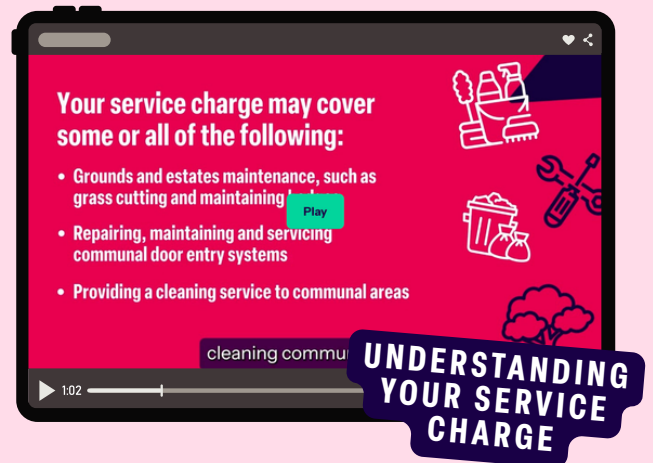
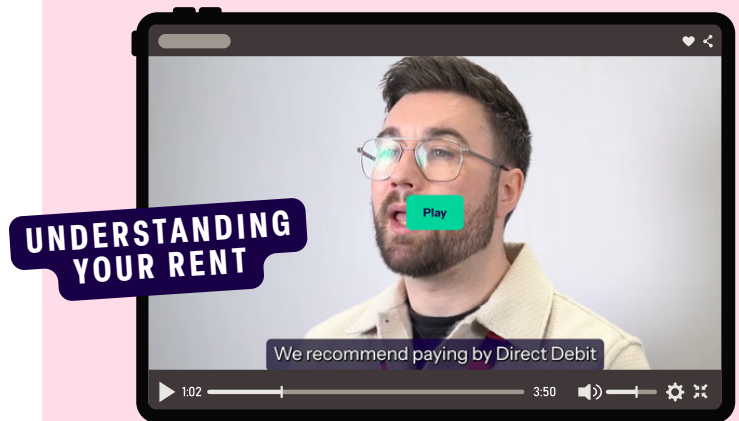
We know that rent and service charges can sometimes feel complicated or worrying.

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/O0f83a>



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://acctgrp.org/38b61f>



How our Inclusion Partners make a real difference

Our *Inclusion Partners* are here to help customers with complex money worries, going far beyond the support offered by *Lightning Reach*.



Supporting our customers often means looking beyond housing needs to understand the wider challenges they may be facing.

Recently, one of our Inclusion Partners supported a customer who was feeling isolated and struggling to meet essential living costs. Immediate help was put in place through food and fuel vouchers, alongside support to access benefits to improve his longer-term financial stability.

Recognising that wellbeing is about more than finances, the customer was also connected with a local community organisation, helping to reduce loneliness and build social connection.

This is a strong example of how our inclusion partners work within our team to provide practical, person-centred support - listening, acting quickly, and helping customers feel supported and valued. Following this support, the customer shared that he was feeling more positive and confident about the future.

Please speak to your Specialist Housing Partner or our Housing Hub team on **0345 678 0555** if you feel you would benefit from similar help.

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>



Independent Living Group

The Independent Living Group had a really positive and open conversation about how Accent can continue improving Independent Living schemes.

Nick, Accent's CEO, joined the meeting to share how important Independent Living is to the organisation and reassured the group that customer feedback is shaping future plans, especially as Accent works on its next strategy.

The group also talked about the Specialist Housing Partner role, how it works day-to-day, and the need for a clearer, easy-to-understand customer handbook that explains what residents can expect. The group agreed they wanted to create a stronger sense of community across schemes, improving communication, and finding new ways for residents to get involved in shaping services.

A number of actions were agreed so colleagues can follow up on the issues raised, and the group confirmed how they'd like to stay in touch between meetings. Overall, the meeting was open, honest and focused on making sure customers' voices continue to influence real change.

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.

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.

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!

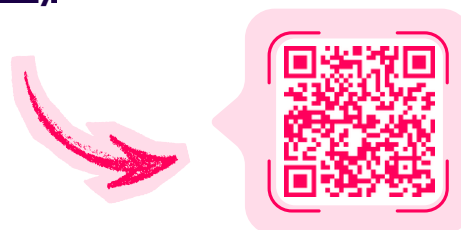
New MyAccount functionality

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://accentgrp.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.

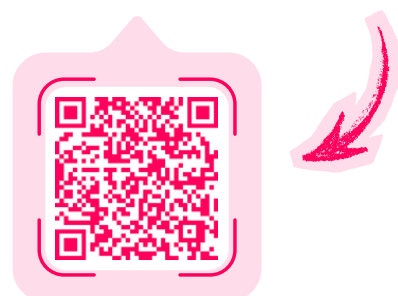
It also showed us that customer involvement is not one-size-fits-all. Some people want to join a group. Others prefer surveys, polls, and quick feedback. The important part is that there are options, and that every voice has a route in. That’s why our Customer Influence Framework has lots of different 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 18.) 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 Specialist 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://acctgrp.org/08bd2f>



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://acctgrp.org/b51f17>



Email:

customerservices@acctgroup.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*.

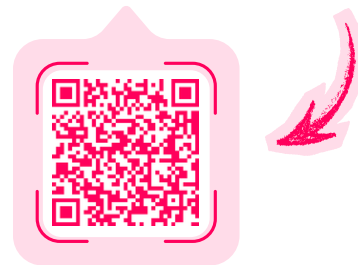
Through this service, deaf customers can get in touch with us using qualified BSL interpreters, and our colleagues can also use the service to support outbound conversations, ensuring communication is clear, respectful and accessible in both directions.

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.

We're excited about the difference this will make and will continue to listen, learn and improve how we serve our communities.

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 see what needs to 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.

For customers living in independent living schemes, this year's results show a mixed picture.

This is because customers in independent living schemes include both:

- customers renting their home from us
- customers living in shared ownership homes

The results for these two groups are different, so we want to be clear about both.

For customers who rent their home

There is good news here.

This year, the results for customers renting their home improved in every area.

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

Some of the biggest improvements were in:

- overall satisfaction with Accent
- repairs
- complaints
- listening to customer views
- shared spaces
- neighbourhoods

This is encouraging. It shows that changes we are making are starting to make a difference.

But we also know there is still more to do.

The results for customers renting their home are still below the housing sector average in many areas. We know too many customers are not yet getting the service they should expect.



For customers living in shared ownership homes

The picture is less positive. There are some improvements, including in:

- shared areas being clean and well maintained
- neighbourhoods
- complaints
- listening to customer views
- anti-social behaviour

These changes matter and show that improvement is possible.

But overall satisfaction for shared ownership customers is still too low.

Some important scores also went down this year, including:

- feeling safe in your home
- being kept informed
- being treated fairly and with respect

This tells us that too many shared ownership customers do not feel they get a service that is clear, fair or responsive. We know this is not good enough.

What this means

There are signs of progress, especially for customers renting their home, and in some shared services. But there are also clear areas where we need to improve, especially for shared ownership customers.

We know the service you receive should feel clear, respectful, reliable and joined up.

That is what we are working to improve.

Thank you to everyone who took part in the survey this year. Your feedback is helping us understand what matters most and where we need to do better.

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 survey.

For customers living in independent living schemes, the plan focuses on the things that matter most, including:

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

For customers who rent their home, it also includes repairs.

Some actions are already complete. Others are 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 information and updates
- improve how we respond when customers contact us
- improve how complaints are handled
- give customers more chances to shape services
- improve shared spaces and neighbourhoods
- make information easier to understand
- create clearer customer information in newsletters and handbooks

For customers who rent their home, the plan also includes work to improve repairs and updates about repair appointments.

For shared ownership customers, there is a strong focus on communication, fairness, service charges, and how concerns are resolved.



One plan, with focus where it is needed most

We know customers living in independent living schemes do not all have the same experience.

Some customers rent their home. Some are shared owners. Some parts of the service are shared, and some are different.

That means our response must be clear and focused.

We need to improve the services that affect everyone, such as communication, complaints, shared spaces and being listened to.

We also need to improve the parts of the service that matter most to each group of customers.

We know plans only matter if customers see real change.

That is why our focus is on making improvements that you can feel in day-to-day service.

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

Thank you for your feedback. It is 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

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

Deadline: JUNE 2026

Involve customers in selection of our repairs contractors

Deadline: MARCH 2026

Strengthen how we work with contractors, using clear performance measures

Deadline: MARCH 2026

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

Deadline: MARCH 2026

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

Deadline: JANUARY 2028

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

Deadline: DECEMBER 2026

Develop a Communication Strategy

Deadline: COMPLETE

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

Deadline: JANUARY 2026

Embed a new customer engagement framework

Deadline: COMPLETE

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

Deadline: JANUARY 2028

Trial cleaning schedules and information on noticeboards in communal areas

Deadline: JUNE 2026

Provide simple reporting routes for communal cleanliness / damage

Deadline: JUNE 2026

Strengthen how we review contractor performance, using clear measures

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 TSM RESULTS

For Home Ownership & Rented Accommodation

Our Results for Shared Owners

2025 - 2026

Response rate

37.4%

 -2.0%

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

39.5%  +2.1%

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

58.2%  -0.7%

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

32.0%  +2.7%

4. How satisfied are you that Accent keeps you informed about things that matter to you?

44.0%  -0.8%


5. Accent treats me fairly and with respect

45.4%  -0.9%


6. Accent's approach to complaints handling?

18.6%  +3.0%


7. Accent keeps communal areas clean and well maintained?

38.3%  +9.8%

8. Accent makes a positive contribution to your neighbourhood?


29.5%  +5.0%

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

26.8%  +3.4%

We also asked you...

1. Would you recommend Accent as a housing provider?

60.4%  +1.1%

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

55.6%  -0.6%


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:

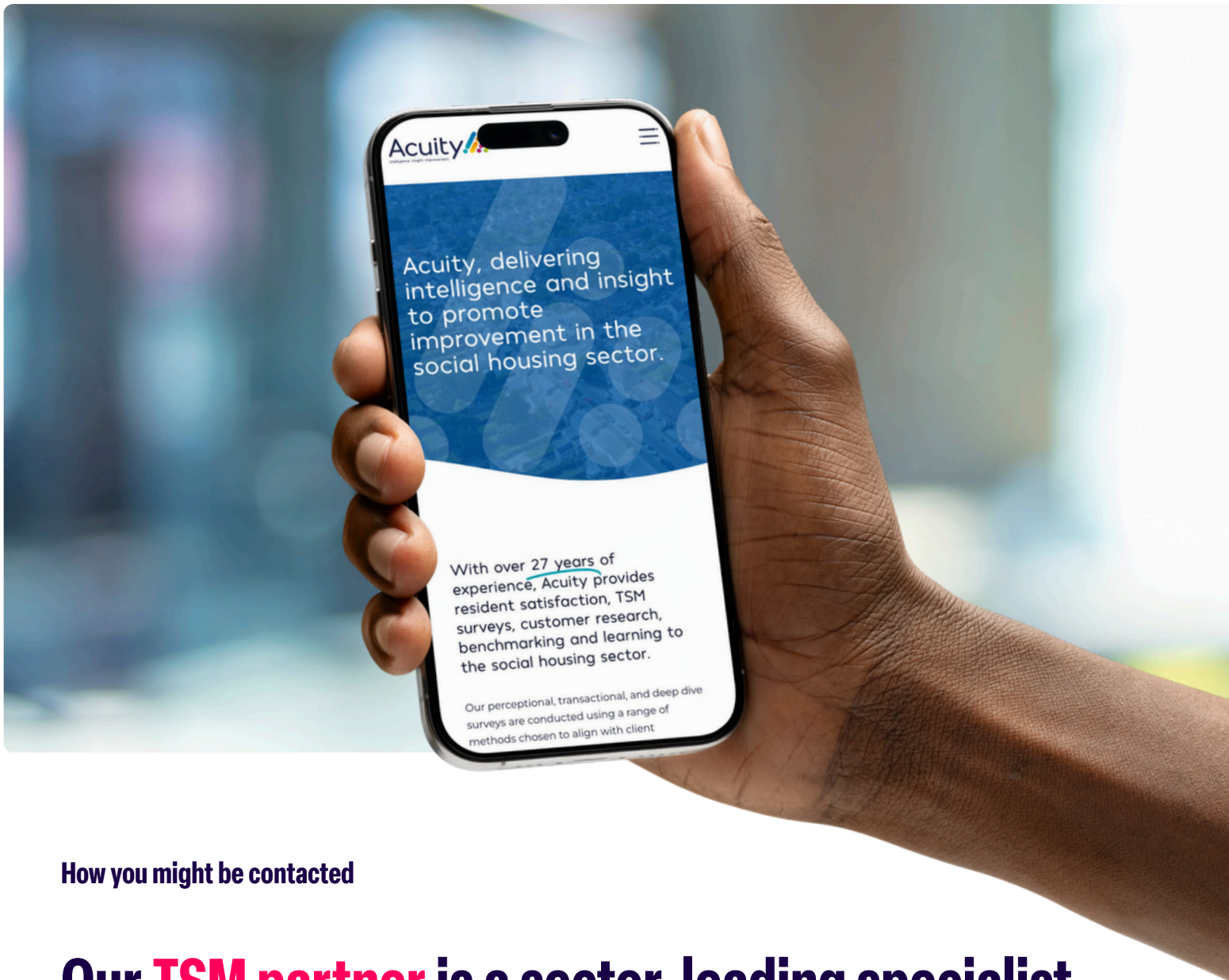
- April - June
- July - September
- October - December
- January - March

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												
Edging of beds												
Surface clearance												
Remove weeds												
Beds - summer maintenance												
Beds - winter maintenance												
Pruning of shrubs and hedges												
Pruning overhead branches												
Strimming												
Clear bramble/gorse												
Rough verge maintenance												

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 Specialist 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 Specialist Housing Partner. Together, we can keep your community safe, clean and welcoming.

<https://acctgrp.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://accntgrp.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 focussed 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

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>





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://acctgrp.org/113b53>

