

Accent

**TSM RESULTS**

*Low-cost homeownership  
accomodation (LCHO)*

2023 ▲ 2024

The Tenant Satisfaction Measures (TSMs) are designed by the government to hold housing associations like us, and local councils to account for the quality of homes and services provided. They are in place to provide you with the knowledge and understanding of how we are performing as a business.

The TSMs cover low-cost home ownership (LCHO) such as shared ownership and low-cost rental accommodation (LCRA) owned by the housing provider (including general needs, affordable rent, independent living, supported housing, intermediate rent and temporary social housing).

We gather two main types of information to make up the TSMs:

- Management Information Measures (MIMs) - we measure these directly through information we hold on our systems.
- Tenant Perception Measures (TPMs) - we measure these through an annual tenant perception survey.

**The information we gather which applies to you as shared owners, includes:**

Measured by us (our management information measures)	Measured by doing a survey (our perceptions survey measures)
	Overall satisfaction
<b>Theme: Maintaining building safety</b>	
Fire safety checks	Satisfaction that the home is safe
Asbestos safety checks	
Water safety checks	
Lift safety checks	
<b>Theme: Respectful and helpful engagement</b>	
	Satisfaction that the landlord listens to tenant views and acts upon them
	Satisfaction that the landlord keeps tenants informed about things that matter to them
	Agreement that the landlord treats tenants fairly and with respect
<b>Theme: Effective handling of complaints</b>	
Complaints relative to the size of the landlord	Satisfaction with the landlord's approach to handling complaints
Complaints responded to within Complaint Handling Code timescales	
<b>Theme: Responsible neighbourhood management</b>	
Antisocial behaviour cases relative to the size of the landlord	Satisfaction that the landlord keeps communal areas clean and well maintained
	Satisfaction that the landlord makes a positive contribution to neighbourhoods
	Satisfaction with the landlord's approach to handling antisocial behaviour

In Autumn 2023 or earlier this year, you, as a shared ownership customer, had the opportunity to take part in the satisfaction survey. Thank you to the 329 customers who responded to the survey, which is a 29.2% response rate.

In addition to these survey results, we have also collected our annual management performance data and we are now keen to share these results with you.

This insight has given us a clear understanding of what you think of the services we provide and highlighted where we must focus more attention to improve.

We hope that next year more customers will respond to the survey, so we can gather more feedback on areas you think we are doing well and key service areas you would like to see improved.

In the following pages, you can read our performance figures, what we have put in place to improve them.



# Overall Satisfaction

32.8%

of the 29.2% of customers who responded to the survey, 32.8% of customers living in a shared ownership home said they are 'very' or 'fairly' satisfied with the overall service provided by Accent.

## Your Safety

### Your satisfaction results:

47.6%

of customers were satisfied that their home is safe

### Our performance data:

(these are combined score with customers who rent their home from us.)

	2023/24
Proportion of homes for which all required fire risk assessments have been carried out.	100%
Proportion of homes for which all required asbestos management surveys or re-inspections have been carried out.	100%
Proportion of homes for which all required legionella risk assessments have been carried out.	100%
Proportion of homes for which all required communal passenger lift safety checks have been carried out.	99.3%

## More than anything else, we are committed to maintaining safe homes.

From complying with the latest regulations and legislation, to employing specialist teams, and to using the latest technology, we invest and constantly evolve to make sure all our customers live in a home which is safe.

For our shared owners, this means we take our responsibilities to maintain and keep safe communal areas very seriously.

Most shared owners are responsible for the upkeep of their home.



# Listening to You

## Your satisfaction results:

37.4%

of customers said they are treated fairly and with respect.

37.7%

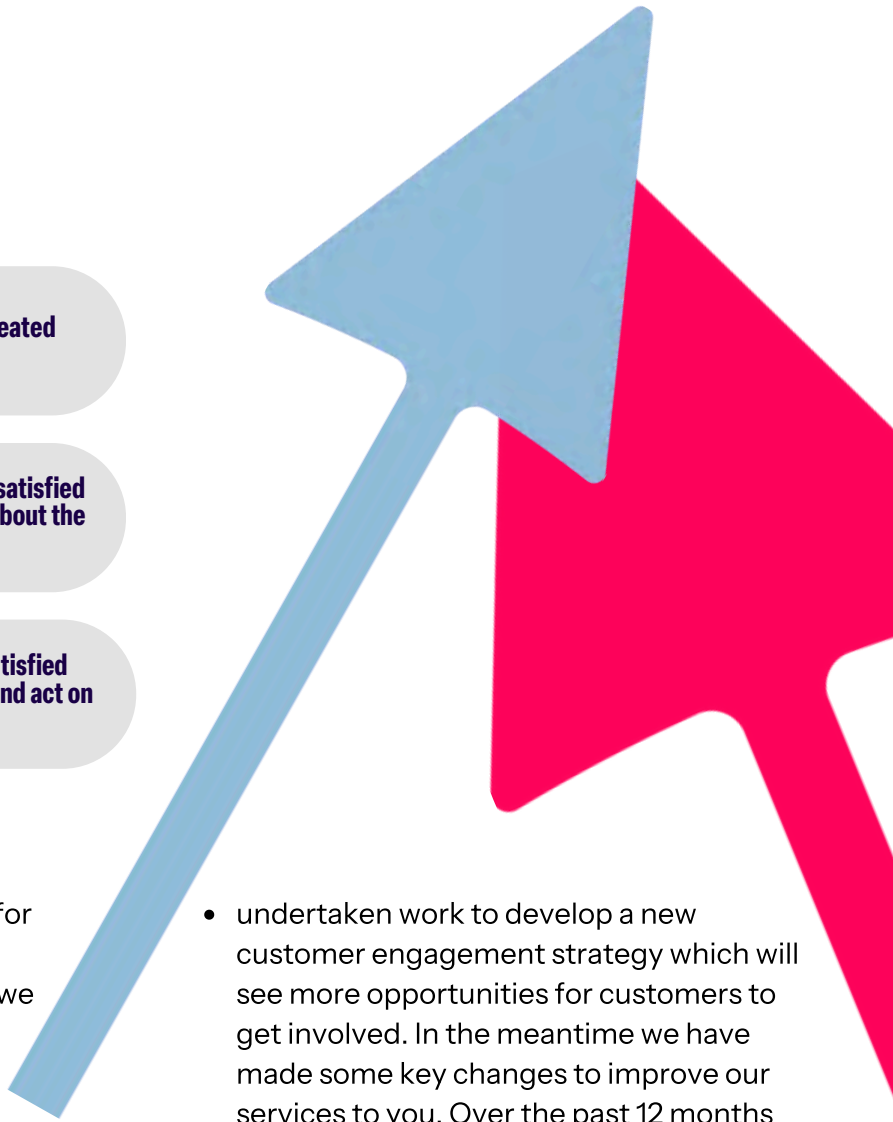
of customers said they were satisfied that they are kept informed about the things that matter to them.

22.7%

of customers said they are satisfied that we listen to their views and act on them.

Acting on your feedback is a top priority for us, and we want these scores to be much higher. To move us in the right direction we have:

- recruited more customers to our Customer Experience Committee to make sure customers' views are heard and acted on at the highest level. One of our newest committee members is a shared ownership customer.
- launched our 'Customer Champions' – three of our Customer Experience Committee members, also Accent customers, have taken up a new role to monitor three service areas you have told us need the most attention – read more about this on page 8 or by visiting: [www.accentgroup.org/about-us/our-news/meet-our-customer-champions/](http://www.accentgroup.org/about-us/our-news/meet-our-customer-champions/)
- created a new, senior leadership position – Director of Customer Relations – to ensure we provide more ways for you to engage with us and use what you tell us to continue to improve our services.
- undertaken work to develop a new customer engagement strategy which will see more opportunities for customers to get involved. In the meantime we have made some key changes to improve our services to you. Over the past 12 months we have involved customers to work alongside us to improve our work. Some examples include:
  - the recruitment of key, senior roles across Accent
  - the review, procurement and development of our new website (which launches in October 2024)
  - shaping our service charge communications (we approached a selection of customers who had expressed dissatisfaction to collaborate on a new way forward)



# Your Schemes & Neighbourhoods

## Your satisfaction results:



## Our performance data:

	2023/24
Number of anti-social behaviour cases opened per 1,000 homes. <i>(this is a combined score with customers who rent their home from us.)</i>	<b>34.2</b>
Number of anti-social behaviour cases that involve hate incidents opened per 1,000 homes. <i>(this is a combined score with customers who rent their home from us.)</i>	<b>1.1</b>



We know the importance of living in a strong, vibrant and happy community, and we work hard to make sure you feel happy and safe at home. We know we have more to do, but we have made strong progress this year to increase your satisfaction in this area.

We know that our shared owners feel proud of their home and their immediate surroundings. That's why ensuring the services we provide, such as communal cleaning, are effective, provide value for money and are carried out as required.

- Our newly formed anti-social behaviour (ASB) task group is reviewing our policies to understand more about how improvements can be made in the year ahead.
- Our new community development and inclusion team are working to identify opportunities and initiatives to grow community partnerships and find projects that bring people together to shape our neighbourhoods for the better.

# Complaints

## Your satisfaction results:

8.4%

of customers were happy with how we respond to complaints.

## Our performance data:

	2023/24
Number of stage one complaints made by tenants in the relevant stock type during the reporting year per 1,000 homes.	37.6
Proportion of stage one complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.	64%
Number of stage two complaints made by tenants in the relevant stock type during the reporting year per 1,000 homes.	9
Proportion of stage two complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.	75%

How we respond to complaints is a top priority. There is a lot of work to be done, but we have made some improvements already:

- We have updated our systems to improve our handling of complaints.
- We are providing new training for staff, so they have the skills they need to manage complaints effectively and to communicate better with customers.
- We are developing new policies to make sure customers can access the help they need.
- We have increased the number of people working in our complaints resolution team.



At Accent, we are committed to providing you with a first-class customer service and we want every part of your journey with us to be a positive one. To help us achieve that we have recently recruited John Place into a brand-new role of Director of Customer Relations, who will work with teams across Accent to keep you engaged and informed, and making sure we use what you tell us to help shape and improve our services.

John will manage our housing and technical hubs, our community development and inclusion team and a new 'customer resolution team' to make sure your complaints are dealt with effectively and in line with the Housing Ombudsman's Code of Practice.



I am pleased and proud to take up this new role. I have worked closely with customers for many years and my passion is to make sure Accent delivers the absolute best service it can to you. I look forward to speaking and meeting with as many of you as possible and continuing to ask for your feedback so we can be sure we are listening closely to you and acting on what you tell us to improve the service for all customers.



▶ **John Place,**  
Director of Customer Relations





# Introducing Accent's Customer Champions

**Collaborating with our customers to improve our services is fundamental to providing high-quality services and places where customers can feel 'good to be home.'**

That is why we are excited to share the launch of our new 'Customer Champions' to help drive improvements to our services.

Our new Champions are long-standing Accent customers who are already members of our Customer Experience Committee and have responsibility for reviewing how we perform across all our housing and customer-facing services. One of our Champions is an Accent shared owner.

Our Champions will work with us to help drive improvements in areas where customers have said we need to do better. In our TSM (Tenant Satisfaction Measures) survey, customers expressed dissatisfaction with the way we manage anti-social behaviour, how we deal with complaints, and how we provide estate services, such as cleaning of communal areas and grounds maintenance.

**These scores are disappointing to us and we know we have considerable work to do, but we are hopeful that the plans we have already developed, and those we are continuing to work on, will improve the services we provide to all our shared owners.**

**We are currently developing our annual report which will be sent to customers in August which will build on the information shared in this document.**

The Champions will review customer feedback in these three key areas, assess and scrutinise our performance and, most importantly, drive opportunities for change to improve services for customers, based on your feedback. The Champions have started their new roles and will be reporting on their progress over the coming weeks and months.

We have introduced our new Champions because it is important that customers genuinely have a voice at the highest level at Accent.

The Champions will help to make sure that customers' voices are not only heard but are integral to shaping and improving service delivery and our decision-making processes.

Ultimately, we want our Champions to help make things better for our customers by helping us to think about things a bit differently and through a different lens, so we can improve how we do things, and be better for our customers.





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