

# For Inclusive Communities

## Our Inclusive Access Strategy



### Key principles

- **Inclusive Service Design:** Design our services with and around our customers and what they tell us they need, not what we think they need.
- **Culture and Communication:** Create and sustain a culture of openness and acceptance.
- **Data and Insight:** Know our customers, and to use the data we hold on them to provide a better quality and more accessible service.
- **Reasonable Adjustments:** Provide reasonable adjustments allowing customers equal access to our services.
- **Collaboration and Partnerships:** Work with our community partners and relevant agencies and charities to better understand the needs of our customers.

### What we'll do

- We'll consult with customers when we make any changes to our operating and service design.
- Offer customers a range of ways to interact and communicate.
- Use data to monitor the effectiveness of our services.
- Implement a Reasonable Adjustment Policy based on the 3Rs.
- Work with community leaders to help remove barriers when discussing vulnerabilities with customers.



### Objectives

- Person-centric approach
- Information gathering
- Empowerment and involvement
- Accessible, adaptable, and responsive
- Empathetic and inclusive communication
- Informed letting practices
- Financial guidance and support for rent arrears
- Health and safety



- Responsive repairs service
- Support with adaptations
- Managing anti-social behaviour
- Tackling domestic abuse
- Collaboration with external agencies
- Responsive complaints handling
- Developing priority customer criteria

### Measuring success

**We have operational metrics which we'll provide Board and the Customer and Communities Committee with assurance of the delivery of this strategy:**



Achievement of action plan



Overall customer satisfaction, and complaints split by demographic data and vulnerability