

Location: Velocity Tower, St Mary's Gate, Sheffield

PAP: Sheffield One Ltd – stephen.allsop@select-group.ae

Managing Entity Accountable Person (AP): Mason Owen

Introduction

Buildings are at their safest when we as a landlord/managing agent, residents and others all play their part in maintaining the safety, security, and cleanliness of the building. This Mason Owen Tenant Engagement Strategy is important, as it explains our approach to ensure all residents are aware of key building safety messages and know how they can raise building safety issues with us.

Strategy aims

The aims of this strategy are to ensure all residents:

- feel safe in the buildings in which they live
- know how to easily report any problems about their home or any part of the building which may impact on their or their neighbour's safety
- know what to do in the event of an incident in the building where they live.
- have a clear understanding of our responsibilities as a landlord/managing agent, and their responsibilities to ensure their homes remain safe
- are aware of the ways in which they can get involved and influence building safety and the services to high-rise building the live
- know what we are doing in response to their feedback
- are effectively communicated with in a way that residents themselves find accessible and easy to understand
- know how to make a complaint if feel their concerns are not being listened to

Supporting principles

In delivering this strategy we will commit to:

- being open, honest and transparent in what we do to build resident trust
- understand as far as possible the communication needs and preferences of residents
- produce communications that are clear and accessible, using appropriate channels and methods that are timely and consistent
- listening to residents, effectively responding to their concerns, acting and learning from their complaints
- undertake meaningful engagement - whether on a local individual block issue, or a more common issue, so that residents are clear on how they can influence the safety of their

building, where we are in the decision-making process and how their feedback is being used

- effective engagement with all residents, tenants and leaseholders

Understanding Tenant Demographics

Data Collection:

- **Tenant Surveys:** Conduct annual surveys to gather demographic data, preferences, and safety concerns. Ensure surveys are available both digitally and in paper form.
- **Tenant Records:** Maintain comprehensive, up-to-date tenant records, including contact information, emergency contacts, and any specific needs (e.g., disabilities, language preferences).
- **Community Meetings:** Host bi-annual meetings to engage with tenants, listen to their concerns, and provide updates on building safety measures.

Analysis:

- **Segmentation:** Analyse survey data to segment tenants into groups based on demographics (age, family size, special needs) for targeted communication and engagement.
- **Feedback Loop:** Continuously analyse feedback from surveys and meetings to identify common themes and areas for improvement.

Effective Communication

Regular Updates:

- **Newsletters:** Distribute bi-annual newsletters via email and physical copies in common areas with updates on safety measures, maintenance, and regulatory changes.
- **Digital Platforms:** Leverage the tenant website (www.velocitytower.co.uk), email, SMS, and social media for timely updates and alerts. Encourage tenants to subscribe and engage with these platforms.

Accessible Information:

- **Multilingual Content:** Provide all safety information and communication in multiple languages, reflecting the diversity of tenants.
- **Clear Messaging:** Use plain language to ensure that all tenants understand safety measures and procedures.

Emergency Preparedness:

- **Emergency Contacts:** Ensure emergency contact information is readily accessible on the tenant website and in common areas.
- **Drills and Training:** Conduct regular fire drills and safety training sessions. Provide clear instructions and signage throughout the building.

Building a Safety Culture

Resident Involvement:

- **Resident Safety Committees:** Establish a safety committee that includes tenant representatives. Hold bi-annual meetings to discuss safety issues and initiatives.
- **Workshops and Seminars:** Offer workshops on fire safety, first aid, and emergency evacuation. Schedule these regularly and advertise them well in advance.

Feedback Mechanisms:

- **Suggestion Boxes:** Place suggestion boxes in the lobby and other common areas for anonymous feedback.
- **Online Reporting:** Utilize the tenant website to report safety concerns, track their status, and provide feedback.

Transparency:

- **Inspection Reports:** Publish the results of building inspections and safety audits on the tenant website.
- **Action Plans:** Communicate clear action plans to address identified safety issues, including timelines and responsible parties.

Compliance and Reporting

Regulatory Requirements:

- **Documentation:** Maintain detailed records of all safety measures, tenant communications, and engagement activities to ensure compliance with the Building Safety Act.
- **Regular Audits:** Conduct regular internal audits to ensure adherence to safety protocols and proper documentation.

Engagement Metrics:

- **Participation Rates:** Track attendance and participation in surveys, meetings, and safety drills to measure engagement.
- **Response Times:** Monitor and improve response times to tenant inquiries and reported issues.

Advice and support for residents

We will give practical advice and support to raise awareness of building safety, by continuing to:

- provide residents with a fire safety booklet at the start of their tenancy
- carry out tenancy visits on a priority basis. All tenants are visited at least every three years, some residents are visited annually based on individual circumstances.
- prepare Personal Emergency Evacuation Plans (PEEPs) to all high-rise residents that request them.

- display Fire Action Notices throughout all buildings
- communicate with residents in a variety of ways to ensure support (and access) for flat entrance door inspections.
- promote key messages about safety, waste removal, repairs, and who to contact, in block noticeboards
- make sure that when undertaking any major works all relevant health and safety aspects are prioritised and that residents are aware of any safety issues that relate to the work concerned
- provide fire safety advice on our website
- make referrals for vulnerable tenants to West Yorkshire Fire and Rescue Service for home safety checks

Creating a Supportive Environment

Support Services:

- **Tenant Assistance Programs:** Develop programs to assist tenants with specific needs, such as elderly residents or those with disabilities.
- **Mental Health Support:** Provide access to mental health resources and support, especially following safety drills or alarms.

Community Building:

- **Events and Activities:** Host social events to build a sense of community among tenants. Encourage participation to foster relationships and mutual support.
- **Communication Channels:** Maintain open lines of communication between tenants and management to build trust and ensure concerns are addressed promptly.

Implementation Timeline

Phase 1: Initial Setup (Months 1-3)

- Conduct initial tenant survey.
- Establish tenant records database.
- Set up emergency contact information and clear signage.
- Launch monthly newsletter and establish digital communication channels.

Phase 2: Engagement Initiatives (Months 4-6)

- Form Resident Safety Committee.
- Begin quarterly community meetings.
- Conduct first round of safety drills and workshops.

Phase 3: Continuous Improvement (Ongoing)

- Regularly update tenant website with safety information and inspection reports.
 - Conduct bi-annual tenant surveys and analyse feedback.
 - Hold monthly safety committee meetings and quarterly community meetings.
 - Maintain regular audits and compliance checks.
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Conclusion

Implementing this tenant engagement strategy will ensure that Mason Owen effectively communicates and engages with tenants at Velocity Tower, fostering a culture of safety and compliance in line with the Building Safety Act. By understanding tenant needs, providing clear and accessible communication, and creating a supportive environment, we can enhance the safety and well-being of all residents

Document control

Author	Daniel Lawlor
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Approved by	Mark Williams
Policy owner	Shaun Daley
Accountable Director	Mark Willaims

Version Control

The version number should increase by 0.1 if the changes are minor, or by 1.0 if there have been significant changes. Below is the expected future review schedule.