

Our plan to keep you and your building safe

9 Akenside Hill & 2 King Street Building safety customer engagement strategy

Version 1 - June 2026



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Summary - how to use this document

This document sets out how we will keep 9 Akenside Hill & 2 King Street customers informed, involved and safe. It explains what building safety means, what you can expect from us, and how you can raise concerns or get involved in decisions about 9 Akenside Hill & 2 King Street.

We know this is a detailed document, and you don't need to read it all in one go. You may want to start by reading the overview at the beginning, which explains what a higher-risk building is, what our responsibilities are, and the role of the Building Safety Regulator.

If you're looking for practical information, you may want to focus on the sections that explain how we will communicate and engage with you, including the ways you'll hear from us and how you can share feedback or ask questions. There is also a section explaining how to contact us and how to raise a building safety concern or complaint if you need to.

We've included information about the type of building safety updates we'll provide, what to do in an emergency, and how to ask for information in an accessible format or another language. For homeowners, the document also explains when formal consultation is required for building safety work and what this means in practice.

Throughout the strategy, we explain how your views are recorded, **considered and used, and how we'll be open with you if there are things we can't change.** You can dip in and out of the sections that matter most to you, and we'll continue to signpost key information whenever we contact you about building safety.

If anything isn't clear, or if you'd like to talk to us about building safety, please use the contact details included in this document.

Overview

9 Akenside Hill & 2 King Street are late 19th Century residential buildings on Newcastle-upon-Tyne's Quayside.

- 9 Akenside Hill a 3-storey building measuring over 18 metres in height with 6 flats.
- 2 King Street is a 6-storey building measuring over 18 metres in height with 9 flats.

The two buildings are connected.

Under the Building Safety Act 2022, 9 Akenside Hill & 2 King Street are classified as a Higher-Risk Residential Building. This law was introduced after the Grenfell Tower fire in 2017 to improve safety for everyone living in high rise homes.

Our role is to assess and manage the risks of fire and structural safety in these buildings. We do this by completing detailed safety assessments and summarising them in a Building Safety Case Report. We also want to make it easy for you to talk to us, raise concerns, and get involved in decisions about safety in 9 Akenside Hill & 2 King Street.

At the heart of our approach is understanding who our customers are and making sure our engagement activities meet the needs of each community.

The Building Safety Act also created an independent Building Safety Regulator (BSR). From 2026, the BSR became a standalone organisation within the Ministry of Housing, Communities and Local Government. It oversees safety standards for all higher-risk residential buildings.

Principal Accountable Person

Home Group Ltd

Single point of contact

Director of Health and Safety

If you think Home Group isn't handling safety concerns properly, you can raise a concern to the Building Safety Regulator.

Contact details

Home Group Building Safety team

buildingsafety@homegroup.org.uk

0345 141 4663

Building Safety Regulator

Telephone: 0300 790 6787

- Monday, Tuesday, Thursday and Friday, 8:30am to 5pm
- Wednesday, 10am to 5pm
- Saturday, Sunday and UK bank holidays, closed
- If you would prefer to speak on the phone in a language other than English, a translation service is available.

Our aims

Providing clear information

- We will keep you updated with clear, simple information about building safety and any decisions made about 9 Akenside Hill & 2 King Street.
- We will share this in plain language and in formats that meet your needs, including translated and accessible versions.
- We will also explain your role and ours in keeping the building safe, along with straightforward guidance on safety procedures, evacuation plans and what to do in an emergency.

Consulting customers

- We will ask for your feedback on important building safety decisions and make sure everyone has the chance to take part.
- We will create opportunities for open conversations and explain how you and your neighbours can help keep the building safe.

Actively involving customers

- We will make it easy for you to get involved, share feedback and raise concerns.
- You will have clear ways to stay informed and take part in conversations about building safety.
- We will also keep you reassured about the safety measures in place **and remind you what to do if there's ever an emergency.**

Reviewing and updating the strategy

- We will regularly review and update this strategy to make sure it stays relevant and effective.
- You will **receive updated versions, and we'll include the strategy when** applying for a Building Assessment Certificate.
- We will use your feedback to keep improving how we communicate and involve you.

Measuring participation

- We will keep track of how well customers are engaging with us and use what we learn to improve our approach.
- Your feedback will help shape how we communicate, involve you and make building safety decisions in the future.

Roles and responsibilities

We have several teams who each play an important part in keeping 9 Akenside Hill & 2 King Street safe.

Building Safety Team

Our Building Safety team creates and keeps 9 Akenside Hill & 2 King Street's safety cases up to date. They bring together all the evidence about fire and structural safety, work closely with customers to keep you informed and involved, and share clear safety information with you and with the Building Safety Regulator when needed.

Fire Safety Team

Our Fire Safety team helps reduce fire risks by arranging regular assessments, inspections and checks, including regular checks of your fire doors. They also look after fire safety systems so that our buildings remain safe for customers, colleagues and visitors.

Repairs, Maintenance and Asset Management Teams

These teams are responsible for repairs and improvements in the building.

Homeownership Team

Your Homeownership team can help with any other questions about 9 Akenside Hill & 2 King Street, your neighbourhood or your property.

Building Safety Regulator

The Building Safety Regulator leads and oversees the safety rules for higher-risk residential buildings across the country.

Customers living in higher-risk residential buildings

You have an important role to play in keeping 9 Akenside Hill & 2 King Street safe. We ask that you work with us on building safety matters, for example by raising any safety concerns with us as soon as possible.

We consider everyone lives in or owns a flat in a higher-risk building to be a customer, whether you rent or own your home, including tenants, shared owners and leaseholders. While we are committed to inclusive engagement with everyone, we recognise that different tenures can come with different legal rights, responsibilities and financial considerations.

Where relevant, we will tailor our communication and consultation to **reflect these differences, including leaseholders' statutory rights and obligations** under housing and leasehold legislation.

Key definitions

Building Safety case

The building safety case is the evidence we collect to show how we manage fire and structural risks in 9 Akenside Hill & 2 King Street, and how we keep you and your neighbours safe.

Building Safety Case Report

A building safety case report is a document that explains the key fire and structural safety risks in a building and how those risks are being managed to keep residents safe.

Consultation

Consultation is when we formally ask for your views before making **important building safety decisions, explain what's planned, and show how your feedback has been considered.**

Engagement

Engagement is our ongoing two-way communication with you, keeping you informed, listening to your feedback and working together on safety matters that affect your home.

Fire safety systems

Fire safety systems are the features in 9 Akenside Hill & 2 King Street, like alarms, fire doors and smoke detectors that help prevent, detect and slow the spread of fire. We check and maintain these regularly.

Gateways

Gateways are key checkpoints that make sure building work is planned and carried out safely. They require us to show evidence at each stage so the **Building Safety Regulator can confirm it's safe to move forward.**

Mandatory occurrence

A mandatory occurrence is a serious safety issue, or something that could have caused one, that we are legally required to report to the Building Safety Regulator.

Participation

Participation means taking part in building safety activities by sharing your views, asking questions or joining meetings so your voice can help shape decisions.

Information we will provide

We want you to feel confident about the safety of your home. We'll share clear, simple information about how we manage building safety and how you can help keep 9 Akenside Hill & 2 King Street safe.

Safety measures in place

We'll explain what we're doing to prevent and reduce building safety risks.

Your responsibilities

We'll make it easy to understand what we need from you to help keep everyone safe.

What to do in an emergency

We'll explain 9 Akenside Hill & 2 King Street's evacuation plan and what to do if there's an emergency.

Results of safety checks

We'll share the outcomes of regular fire and building safety checks, including any risks we identify.

Reducing fire risks at home

We'll give you practical tips on how to lower fire risks in your flat.

Safety features in 9 Akenside Hill & 2 King Street

We'll explain how things like fire doors and smoke alarms help keep you safe.

We'll also tell you who is responsible for keeping 9 Akenside Hill & 2 King Street safe and how to contact them, including:

- The Principal Accountable Person and any other responsible people
- The Building Safety Regulator and their role
- How to contact the Accountable Person if you have questions
- How to raise a building safety concern or complaint

Your right to ask for more information

You can ask us at any time for more detailed building safety information, such as:

- The fire strategy
- Annual fire door checks
- Fire risk assessments (including external walls)
- Structural assessments
- How often safety systems and lifts are serviced
- Measures in place to prevent fire or structural risks
- Any planned or past building changes linked to safety

We'll always be open and transparent because your safety and confidence in your home matter to us.

We'll share building safety information with all new and existing customers every year. If you're moving into one of our higher-risk buildings, you'll receive this information straight away so you can feel safe and supported from the moment you arrive.

Please get in touch with us using the [contact details](#) in this strategy to request building safety information.

Communicating, engaging and consulting with customers

You know your building and your needs better than anyone. Your views help shape the decisions we make, and we always take them seriously even **when we can't meet everyone's wishes, your voice is our starting point.**

Consultation is a two-way conversation. Everyone living in a higher-risk building should have the chance to share their views, influence decisions **and see real change as a result of their input. We'll make it easy for you to get involved in a way that works for you.** In some circumstances, for example where works are chargeable to homeowners, Home Group will carry out formal statutory consultation. This has specific legal steps, timescales and requirements.

We'll also work with partners to understand any specific needs you or your neighbours may have, and how they can support us. This might include local policing teams, the fire and rescue service, and other organisations who play a role in keeping Akenside Hill, King Street and community safe.

How we will communicate and engage with you

We want to make sure you receive building safety information in a way that suits you. That means using a range of communication channels and engagement methods, and giving you regular opportunities to ask questions, share concerns and get involved.

We asked you the best way to communicate and engage with you about building safety, and you told us that they were:

- Customer meetings, online and in person
- Email
- Phone calls
- Posters and signage

We may also share building safety information through other methods including:

- My Home account
- Newsletters, leaflets and flyers

All 9 Akenside Hill & 2 King Street customers have shared contact details with Home Group. All flats in the buildings are owned by leaseholders, and are either owner occupied, or rented out privately on a short- or long-term basis. We will use this information, as well as the preferences you have shared, when planning our communications and engagement with you.

If you'd like someone to support you, you can nominate an advocate, carer or paid carer to request building safety information on your behalf. We're committed to making our information as open and accessible as possible.

We'll also share regular updates through our usual channels, and we may carry out extra engagement activities in response to specific events, for

example, a fire, a customer complaint, your feedback, or a mandatory occurrence report.

How we will consult with you

We want to make sure you have plenty of opportunities to share your views **and help shape building safety decisions. We'll do this through meetings, drop-ins and simple surveys, so you can tell us what matters to you in a way that suits you.**

We'll also work with our customer groups to discuss decisions that affect higher-risk buildings and use your insight to guide what we do.

We'll be open about every consultation. We'll make reasonable adjustments to any program of work wherever we can and explain clearly if something isn't possible. Consultation times will vary depending on the work, but we'll always keep things fair.

When we consult with you, we will:

- Keep your information safe
- Record your feedback so your views are reflected
- **Tell you what we've done as a result**
- Share insights with our teams to support good decision-making

We handle all personal information in line with GDPR. There is more information about how we do this on our website at

www.homegroup.org.uk/about-us/corporate/transparency/how-we-manage-your-data/privacy-policy

Accessible formats or languages

We know all our customers have different communication needs, and we want to make sure everyone can understand the information we share and communicate with us confidently.

If you need information in a more accessible format or language, we can help. We can provide:

- Accessible formats such as braille, audio, Easy Read and large print
- Accessible languages so you can receive information in the **language you're most comfortable with**
- British Sign Language interpreters

Just let us know what works best for you, and we'll do our best to support you.

Consulting with you about planned building safety work

If we're planning any building safety work, we'll make sure you know what's happening and what it means for you. We'll communicate with you early, so you know what's planned, what level of disruption to expect, and have time to ask questions or share any concerns.

We will consult with you for at least three weeks. We will also work closely

with other Home Group teams to identify any additional consultation requirements, making sure these are fully reflected in our plans.

During the planning stage, we'll have meaningful conversations with you.

This means listening to your views on the proposed work, understanding any concerns you may have, and taking your feedback into account as we develop the plans.

Whenever building safety work is proposed, we will always consult with you about:

- Why the work needs to take place
- When the work is expected to start
- How long the work should take
- Which areas of 9 Akenside Hill or 2 King Street will be affected
- Whether we need approval through the Building Safety Regulator gateways, and what the timescales for this will be

We'll keep engaging with you throughout the work, offering regular opportunities to share feedback both during the project and once it's completed.

You may still receive communications from Home Group or our contractors **about other types of work that aren't related to building safety, such as** decoration, bathroom replacements or kitchen upgrades

For our homeowners, statutory consultation is a legal requirement and sits alongside our wider customer engagement. Where it applies, we will make sure homeowners are clearly informed that a formal consultation is taking place, what this means for them, and how they can share their views through the statutory consultation process.

Where proposed building safety works are paid for through service charges, we will follow the statutory consultation requirements set out in Section 20 of the Landlord and Tenant Act 1985. This will be carried out alongside the engagement activities described in this strategy, so customers are informed, involved and clear about what is planned.

Consulting with you about urgent matters

In urgent situations, we'll contact you quickly using direct methods such as door knocking or phone calls. This helps us share important safety information as soon as possible and gives you the chance to ask questions or tell us how the situation affects you.

Because urgent matters need fast action, the usual consultation timeframes **may not apply. Even so, we'll still make sure you** can share your views and concerns before any final decisions are made.

When urgent building safety work is required, we'll always do our best to minimise disruption. for example, by reducing noise where we can and managing access carefully.

If you need to raise a complaint at any point, you'll find information in this

document about how to do that.

Exclusions (issues we **don't** consult on)

There are currently no issues excluded from our Building Safety consultations. This will be reviewed regularly in line with strategy reviews, and you will be informed if we plan to exclude an issue from consultation.

Considering consultation results

Your views matter. We value every comment, question and piece of feedback you share with us, and we use this to help shape the decisions we make about building safety.

We will always use this information to make the correct decisions and make sure customers continue to feel safe in their home and building.

Recording, measuring and reviewing participation

Hearing from a wide range of customers is really important to us. We want **to make sure we're listening to diverse views and capturing feedback from across 9 Akenside Hill & 2 King Street**. Building Safety Engagement reports are shared regularly with our Board and Health and Safety Committee.

We keep a detailed record of all communication, engagement activities and the feedback you share. This helps us track participation over time and review how effective our engagement approach is.

Your views are carefully considered and help shape decisions at both building level and across our wider building safety work. While not every **piece of feedback will directly change this strategy, it's still valuable and** may influence other areas of our service planning.

To measure how well our engagement sessions are working, we use a range of methods, including:

- Engagement tracking – monitoring attendance, response rates and the depth of feedback across activities such as meetings, drop-ins and surveys.
- Reviewing customer feedback – understanding concerns, priorities and satisfaction levels
- Engagement impact reviews – assessing how customer input has influenced decisions or led to changes in how we deliver services

This information feeds into our Building Safety Engagement approach assessment, which helps us determine the best engagement approach for each building.

If there's something we can't change following a consultation, we'll always be open about the reasons why.

For our homeowners, any formal comments shared through statutory consultation will be clearly recorded and kept alongside wider feedback from our engagement activities. This helps us show how these views have been considered in our decision-making, including where there may be legal or cost implications, and supports openness, accountability and assurance.

We measure the impact of our engagement against key performance indicators, and we share updates with our Board so they can be assured **we're meeting our commitments.**

We're committed to reviewing this strategy and our overall engagement approach at least every two years, or sooner if anything significant changes in 9 Akenside Hill & 2 King Street or customer population. **We'll also review** it after a mandatory occurrence report or a major event, such as a fire. This helps make sure our approach stays relevant, inclusive and responsive to your needs.

Building Safety complaints

As you live or own a flat in a higher-risk building, you have the right to raise building safety concerns with the Building Safety Regulator where your concern meets the definition of a relevant complaint.

They will look at concerns about how buildings are kept safe. If they investigate a concern, they will tell Home Group what actions are required to make sure we are meeting our building safety responsibilities.

A relevant building safety complaint may include:

- How we manage building safety in 9 Akenside Hill & 2 King Street, including how we communicate with and involve residents
- Specific building safety risks, such as structural issues or anything that could increase the risk of fire spreading

Examples of building safety concerns include:

- Unsafe or flammable materials on the exterior of a building
- Fire doors, smoke extraction systems, or other fire safety measures that are missing or not working
- Structural issues, such as cracks or loose elements
- Concerns about communication or resident engagement
- Building safety concerns that have not been responded to

If you're worried about anything related to building safety, such as structural issues, fire risks, or how building safety is being managed we want to hear from you.

You can contact us in the way that works best for you:

- Online: [Contact us compliments and complaints](https://www.homegroup.org.uk/contact-us/compliments-and-complaints/complaints-process)
<https://www.homegroup.org.uk/contact-us/compliments-and-complaints/complaints-process>
- By phone: 0345 141 4663
- In person: by speaking to any Home Group colleague

All building safety concerns are reviewed by our Building Safety team. We will investigate and act where needed, and your concern will be managed in line with our complaints process and building safety requirements.

How we involved customers in developing this strategy

This strategy has been shaped by the experiences, views and feedback of customers who live in our higher-risk buildings. We built on learning from our early building safety engagement activity, using local knowledge and insight to develop earlier draft versions of this strategy.

Customer feedback has directly influenced the development of this updated version. Suggestions included:

- Who the strategy should be designed for and how it will be used
- How the strategy should look and feel, including layout and design
- What information should be included, particularly clearer detail about the Building Safety Regulator and the roles and responsibilities of different people and organisations

Consultation

In March and April 2026, customers living in higher-risk buildings were invited to share their views on this Building Safety Resident Engagement Strategy. The consultation aimed to ensure the strategy reflects customer views, supports inclusive engagement, and meets the expectations of the Building Safety Act by helping customers to be meaningfully involved in building safety decisions.

Customers could take part using a mix of digital, telephone and face-to-face methods, providing flexible and accessible ways to give feedback. This approach helped ensure the consultation reflected the different needs of customers living in different settings.

In total, 82 responses were received. A minimum 10% response rate was achieved in every higher-risk building, meaning all buildings were represented. Responses were also representative across age and gender. This gives confidence that the feedback reflects views across the wider customer population, rather than a small number of locations or customer groups.

9 Akenside Hill & 2 King Street consultation results

- All Akenside Hill & King Street respondents felt the strategy clearly explains how they will be involved in building safety decisions
- All respondents felt the strategy was clear and easy to understand.
- All respondents said they feel safe living in their building
- All respondents said they were confident they know what to do in an emergency

Overall, the feedback shows that customers are supportive of having a clear and consistent approach to building safety engagement, however we need to continue to provide clear and up to date information about safety measures to reflect the individual needs of 9 Akenside Hill & 2 King Street

customers. Open-ended comments have further informed the final strategy, including the addition of a strategy summary at the start of the document.

Customers were also asked about their preferred communication and engagement methods. This feedback has been used to shape the approach outlined on page 9.

Customer committee feedback

The draft strategy was also shared with Home Group's Customer Committee for feedback, challenge and assurance. The Committee noted:

- A positive and well thought through engagement approach, with a good balance between building-specific engagement and consistency
- Clear plans to involve a wide range of customers, with appropriate consideration of vulnerabilities
- A welcomed focus on consistent engagement, fair representation, monitoring and adapting engagement routes in response to feedback

The Committee also emphasised the importance of clear, appropriate and well-signposted communication channels, reinforcing the need for simple and accessible ways for customers to engage.

Further information

If you would like to get involved with our approach to Building Safety Engagement, we'd love to hear from you -

BuildingSafety.Engagement@homegroup.org.uk



For more information about building safety, please scan this QR code or visit

www.homegroup.org.uk/manage-my-home/renters/maintenance-and-repairs/health-and-safety-at-home/higher-risk-building-safety