Customer Voice Policy

Aster Group is the overarching brand name of Aster Group Ltd and all of its subsidiaries.

1 Scope

1.1 This policy sets out Aster's commitment to listening to customers, involving them in decisions that affect them and using customer insight to improve services, homes and communities. We understand that acting on customer voice is essential to delivering high-quality services, maintain trust and ensure accountability.

1.2 The policy establishes the principles, responsibilities and governance arrangements that underpin customer voice across the organisation.

1.3 It is supported by:

- **The Customer Voice Strategy** - which sets out our long-term vision, priorities and ambitions.
- **The Customer Engagement Framework** - which explains how customer voice is delivered in practice, including engagement opportunities, customer groups, consultation approaches and communication methods.

1.4 This policy applies to:

- All Aster Group colleagues
- All Aster customers
- Customer representatives, advocates and carers where applicable
- All customer voice, engagement, consultation, co-design, scrutiny and feedback activity undertaken by Aster

1.5 This policy supports our compliance with:

- The Regulator of Social Housing (RSH) Transparency, Influence and Accountability Consumer Standard
- Our duties under the Building Safety Act 2022 for customers in higher-risk buildings
- Care Quality Commission (CQC) engagement requirements for customers receiving care and support services directly provided by Aster
- Our duties under the Heat Network regulatory framework, overseen by Ofgem, for customers who receive heat through Aster-operated or managed heat networks.

1.6 This policy applies to all customers of Aster Group.

2 Policy Statement

2.1 Our approach to customer voice is guided by the following five principles:

We listen

2.2 We will actively seek customer's feedback, experiences and insight to better understand what matters most to them.

We enable influence

2.3 We will create meaningful opportunities for customers to influence services, policies and decisions, and be transparent about what customers can influence and where decisions have already been made.

We are inclusive and make participation accessible

2.4 We will work to ensure customer voice reflects the diversity of our customer base and seek opportunities to hear from customers whose voices may otherwise be under-represented.

2.5 We will reduce barriers to participation wherever possible and offer engagement opportunities in ways that are accessible, flexible and responsive to customer needs, evolving as communities change.

2.6 We will support customers who face barriers to involvement, including through advocates or other agencies where needed.

We act on feedback

2.7 We will act in response to customer feedback and use customer insight to drive service improvement, organisational learning and change initiatives.

We demonstrate impact

2.8 We will communicate how customer feedback has influenced decisions, improvements and outcomes.

2.9 Where changes cannot be made, we will explain why and be transparent about our decisions.

Regulatory and Legislative context

2.10 This policy supports compliance with:

Regulatory Requirements

- Regulator of Social Housing Consumer Standards.
- Housing Ombudsman Complaint Handling Code.
- Care Quality Commission engagement requirements where applicable.

Legislative Requirements

- Building Safety Act 2022.
- Equality Act 2010.
- Data Protection Act 2018.
- UK General Data Protection Regulation (UK GDPR)

2.11 For customers living in Higher-Risk Buildings, this policy supports Aster's obligations to ensure residents are informed, able to raise concerns and have opportunities to influence matters relating to building safety.

Roles and Responsibilities

2.12 The Overlap Boards are responsible for ensuring customer voice informs Aster's strategic direction, governance and decision-making. They provide oversight and challenge, and seek assurance that Aster is listening to customers, acting on customer feedback and meeting its commitments to customers.

2.13 The Executive Board is responsible for providing leadership and ensuring this policy is implemented across Aster. It will ensure customer insight informs the delivery of Aster's strategy, corporate plans and operational decisions, and that appropriate resources, accountability and improvement arrangements are in place.

2.14 The Senior Leadership Team are responsible for ensuring customer voice is embedded within their services and informs planning, performance, service delivery and improvement activity.

2.15 Service Leads are responsible for considering customer feedback, identifying opportunities for improvement and ensuring learning from customer insight is acted upon.

2.16 The Customer Voice Team is responsible for developing and coordinating Aster's customer voice approach, supporting colleagues with expert advice and insight, facilitating customer involvement opportunities, and monitoring the effectiveness of customer voice activity. The team oversee Aster's formal customer groups to ensure customers can effectively participate, scrutinise services and influence decisions.

2.17 All colleagues are responsible for listening to customers, recognising opportunities to learn from customer feedback and supporting delivery of this policy.

3 Monitoring and Review

3.1 This policy will be reviewed every 3 years unless business need, regulation or legislation prompts an early review.

3.2 The effectiveness of this policy will be continuously monitored in accordance with the delegation matrix and the embedding of the policy scrutinised after 12 months by the *Operational Scrutiny & Assurance Panel*

3.3 Aster will regularly monitor the effectiveness of its customer voice approach through customer feedback, organisational performance information and governance oversight.

3.4 Measures will include:

- Customer perception of whether Aster listens and acts
- Customer perception of whether Aster keeps customers informed
- Customer satisfaction and experience measures
- Representation and inclusivity of customer voice activity
- Evidence of service improvements resulting from customer feedback
- Outcomes from scrutiny, assurance and customer-led challenge
- Customer understanding of how their feedback has influenced decisions

3.5 Where monitoring identifies that commitments within this policy are not being achieved, improvement actions will be developed and monitored through the appropriate governance arrangements.

4 Related Policies and Procedures

This Policy, in conjunction with associated documents outlined below, sets out Aster Group's approach to meeting the requirements outlined by the RSH Transparency, Influence and Accountability Standard 2025.

Documents available to Aster Group colleagues only

4.1 Aids & Adaptations Procedure
4.2 ASB Procedure
4.3 Asset Management Strategy 2024
4.4 Complaints Procedure
4.5 Lettings Procedure and Tenancy Check Procedure
4.6 Mutual Exchange Procedure
4.7 Neighbourhood Inspection Repairs Reporting Procedure
4.8 Neighbourhood Inspections Procedure
4.9 Neighbourhood Nuisance Procedure
4.10 Permission to Share Procedure

Documents available to Aster Group colleagues only and in the public domain

4.11 Aids & Adaptations Policy
4.12 ASB Policy
4.13 Building Safety Resident Engagement Strategy
4.14 Compensation Policy
4.15 Complaints Policy
4.16 Customer Engagement Framework
4.17 Customer Expenses Procedure
4.18 Customer Voice Strategy
4.19 Damp, Mould and Condensation Policy
4.20 Data Protection, Privacy and Confidentiality Policy
4.21 Diversity and Inclusion Policy
4.22 Lettings Policy
4.23 Neighbourhood Management Policy
4.24 Repairs and Maintenance Policy
4.25 Vulnerability Policy

5 Governance			
Effective From:	10/11/2026	**Expires:**	09/11/2029
Policy Owner:	Operational Strategy Director		
Policy Author:	Policy Officer		
Approved by:	*Operational Scrutiny & Assurance Panel*		
Scheme of Delegation Reference	R076	**Version Number:**	2.0

Aster Group is our overarching company brand and comprises the following companies and charitable entities. Aster Group Limited, Aster Communities, Synergy Housing Limited, East Boro Housing Trust Limited, Central and Cecil Housing Trust, Enham Trust, 55 London, Aster Foundation, Aster Living, Aster 3 Limited, Aster Homes Limited, Aster LD Limited, Aster Property Limited, Aster Solar Limited, Silbury Housing Holdings Limited, Silbury Housing Limited, Central & Cecil Innovations Limited, and Central & Cecil Construction Services Limited.