

M&G Affordable Living RP Limited (“MAL”)

Customer Involvement and Empowerment Strategy

Landlord: MAL Affordable Living RP Limited “MAL”

Version: MAL 1.0

Created: February 2026

Review: February 2028

Authors: Director Asset Management

1 Our Policy Statement

- 1.1 Shared Ownership / Affordable Living residents have unique requirements and expectations. MAL acknowledges that shared owners have made an investment in their homes but are also entitled to high quality management services that are tailored to their needs.
- 1.2 A key objective of MAL is to deliver high standards of property management services to residents through procuring managing agents that are experienced, meet pre-defined standards and are subject to continuous oversight of their performance.
- 1.3 We acknowledge and respect that shared ownership / affordable living customers may have different expectations other forms of tenure and that customer satisfaction levels are lower than desired. We know that many of our customers have suffered from rising occupational costs that have in some cases contributed to customer hardship. We also understand that the services some of our customers have received throughout their shared ownership / affordable living journey have not met our high standards and need to be improved.
- 1.4 Through engaging with customers, MAL seeks to identify services that require improvement and to best inform MAL how to cater to the residents’ diverse needs, ensuring they feel supported and heard.
- 1.5 MAL will engage regularly with it’s customers in order to ensure the provision of quality services, to provide residents with the ability to influence how those services are provided and to ensure that the homes they live in are safe and secure in line with the Regulator of Social Housing’s Transparency, Influence and Accountability Standard.

2 Objectives

- 2.1 This strategy aims to:
 - Ensure the provision of quality services to customers.
 - Improve customer satisfaction and engagement opportunities.
 - Ensure compliance with regulatory standards including the Tenant Satisfaction Measures.
 - Positively influence practices across the housebuilding and Affordable Housing sectors to the benefit of current and prospective customers.

3 Managing Partners

- 3.1 MAL employs managing agents to carry out day-to-day property management services. These managing partners serve as the primary interface with residents.
- 3.2 MAL customers will benefit from the customer engagement and involvement strategies of our managing agents. These strategies may vary but will comply with the objectives and principles of this strategy.
- 3.3 MAL will carry out robust oversight and monitoring of the services provided by their managing partners.

M&G Affordable Living RP Limited (“MAL”)

- 3.4 MAL also monitors key performance indicators (KPIs) collected by managing agents which relate to the quality of property management services.
- 3.5 Based on the results of customer surveys and information from KPIs, MAL will ensure managing agents put in place action plans to improve services.
- 3.6 MAL will publish an annual report setting out what shared ownership / affordable living customers think about the service provided by the managing partners and include the results of MAL Tenant Satisfaction Measures survey.
- 3.7 MAL is also committed to increasing its visibility to customers so that customers have an alternative means of providing feedback or registering complaints other than via our managing partners.

4 Engagement Principles

- 4.1 We will adopt the following principles when engaging with our customers
- Transparency: Clear and simple communication with customers
 - Trust: Ensure that customers feel heard, and that MAL and our managing partners are responding to their needs.
 - Collaboration: Work with customers to identify service failures and opportunities for improvement
 - Accessibility: Promote a range of communication channels for our customers, including digital and social media platforms, depending on individual preferences.
 - Outcome orientated: Be more customer-centric in our approach, promoting wider collaboration between our customers and managing partners, publishing the outcomes of these engagements.

5 Engagement Methods

- 5.1 Customers have a variety of methods available to them in order to engage with MAL directly or via our managing partners.
- Satisfaction Surveys: Annual (delivered by MAL) and post-service (delivered by managing partners) surveys to gather feedback on services.
 - Digital and Online engagement: Customer portals to be made available to all customers.
 - Resident bulletins: bulletins issued by managing partners to notify customers of engagement opportunities or changes to services.
 - Feedback groups: resident voice or service specific feedback groups.

6 Continual Improvement and Priorities

- 6.1 We seek to continually improve our customer engagement strategy and as such our priorities for the upcoming year are:
- Carry out an audit of service charges managed by third parties and provide a report on findings to customers.
 - Improve consistency in our approach to customer engagement across managing partners.
 - Publish an annual engagement report.

MAL seeks to put customers at the centre of our strategy and by engaging effectively with our shared owners and our managing partners, we will improve services, customer satisfaction and enhance the reputation of the MAL and shared ownership / affordable living as a whole.

7 Review

We will review this policy at least every two years to make sure it remains relevant and accurate, or more frequently where:

- Legislation, regulation or industry changes require otherwise, making sure that it continues to meet our aims and industry best practice.

M&G Affordable Living RP Limited (“MAL”)

- We identify any problems or failures in this policy or procedure as a result of customer, colleague or stakeholder feedback, complaints, or findings from an independent organisation.
- We become aware of any circumstances which may affect the content of this policy.

8 Version Control

Version	Checked by	Amendments	Date of Approval	Review date
V1.0	Director Fund Management	Policy adoption.	Feb. 2026	Feb. 2028