



# you spoke, we listened

## Homeowner service charges



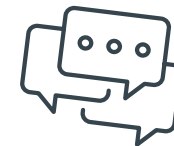
We're committed to providing opportunities for you to share your thoughts on our service. Working with a focus group of homeowner customers, we used their feedback on previous service charge letters to produce a new-look leaflet for 2023 that explains service charges clearly. To join the Focus Group, email [homeowner@rhp.org.uk](mailto:homeowner@rhp.org.uk). Thank you to everyone who shared their views.

## You spoke

## We listened

“There’s too much information. We only focus on the financial elements of the letter, like the monthly costs and breakdown. You should make the important parts stand out more, to guide the reader, and include more tailored information.”

- We’ve worked with our mailing company to redesign the document and use the data we hold in a better way, so we tailor the individual messaging and only send what’s relevant to you.
- We introduced a contents page so you can easily find what you need.
- We stripped the tables back, eliminating unnecessary headings.



“We’d like to see more of a visual approach, with something that isn’t so letter-based.”



- We redesigned the service charge document into an A5, landscape booklet that’s easier to keep hold of and refer back to.
- We’ve used icons and infographics to highlight the most important information.
- We’ve included photos of real RHP residents and employees, to give the mailing more visual appeal.

“Some improvements are needed around the tone of voice that’s used, and reducing the wordcount.”

We worked with our communications team to make sure the mailing is written in RHP’s tone of voice, using plain English to make everything easier to read and sound more conversational. Along with only sending what’s relevant to you, this has helped reduce the wordcount by around almost 25%.



“More information should be available online, with support in place for those who are non-digital.”



- We looked for opportunities to signpost to online information like the Direct Debit guarantee and privacy statement, to reduce the amount of text.
- We’ve introduced a QR code that you can scan to see what your service charge pays for, instead of including a long list in the mailing.
- We’ve explained how to contact our homeowner team if you have any questions or need further guidance.

“We’d like the main information on a summary page.”

We introduced a summary page at the beginning of the document to explain what we thought we’d spend, what we actually spent, and your individual balance.

