

# RESIDENT ENGAGEMENT STRATEGY

2023-2025





# INTRODUCTION

## Message from our managing director

I am pleased to introduce our 2023-2025 Resident Engagement Strategy. This will provide you, our Residents, with our vision & strategy on engagement, but more importantly how we intend to improve and measure our success. In developing the strategy, we have consulted with external advisors, reviewed our current level of engagement and processes, met with residents and discussed with our teams to gain in-depth insights into where we stand today, and how we can improve for the future. Canary Wharf Group remain committed to all our residents and visitors, and recognise the importance of Building & Fire Safety in our communities. This strategy will enable us to enhance our resident engagement, set clear objectives, and measures for success.

### **Alastair Mullens**

Managing Director, Canary Wharf Residential





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## OUR PURPOSE

Bringing people together  
to enhance lives, now and  
in the future

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## OUR VISION

Transforming urban  
spaces into extraordinary  
environments





# OUR STRATEGY

The strategy clearly sets out Canary Wharf Group's commitment to engaging with our Residents and putting their safety first. It supports the Canary Wharf Group Building Safety Strategy 2023 and associated Fire Safety Management Plan to deliver compliance with the Building Safety Act 2022. The strategy is underpinned by four key principles (understand resident needs, multi-channel engagement, two-way comms, and measuring success) relating to building safety for new and existing buildings and is our commitment towards meaningful engagement with residents about the safety of their homes.

The strategy applies to all Residential Buildings managed by Vertus Residential Management Limited (VRML), Canary Wharf Residential Management Limited (CWRML) and any other external management companies operating on behalf of VRML & CWRML. A review of this strategy will take place every year, or following a mandatory occurrence report (MOR), or any other significant safety event, change in legislation or anything which requires the strategy to be reviewed or amended.





# OUR APPROACH

Our principles of engagement



## UNDERSTANDING RESIDENT NEEDS

With such diverse communities we understand the value of utilising a range of engagement methods. We will be agile and flexible and take the utmost care in understanding everyone's needs.



## MULTI-CHANNEL ENGAGEMENT

To maximize effectiveness of the strategy, we have employed multiple formats of communication, including the use of technology, in addition to in-person activities.



## TWO-WAY COMMUNICATION

Our strategy is a partnership, one that can only be successful with two-way communication. Our commitment is not only sharing information, but also listening and responding to concerns, questions or suggestions raised by our community.



## MEASURING SUCCESS

In order to evaluate the success of our strategy we will set out how we will measure its success in order to inform future strategies.



# OUR APPROACH

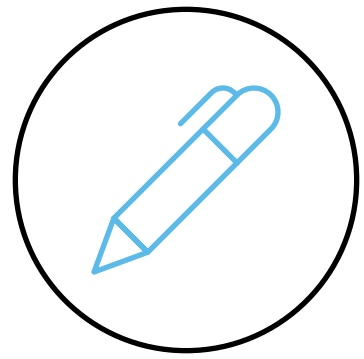




# UNDERSTANDING RESIDENT NEEDS

Safety awareness and subsequent positive resident behaviours contribute to reducing fire risks in residential buildings. We recognise that in order to minimise those risks, it is important to ensure residents are aware of their duties

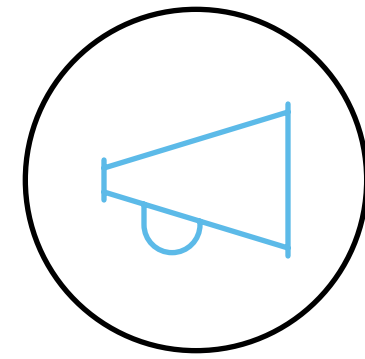
We do this by:



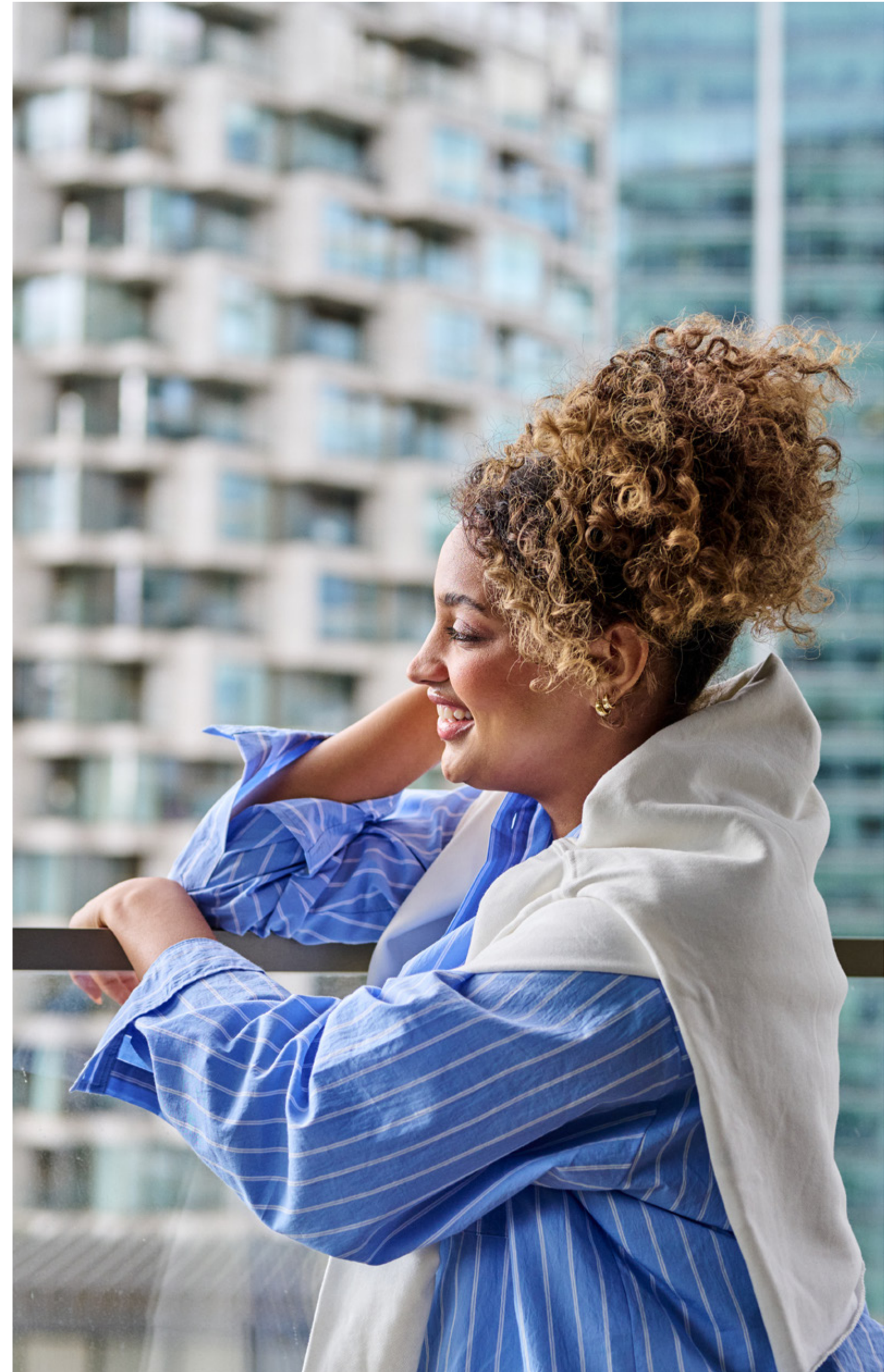
Setting out clear obligations in tenancy agreements or lease documents



Providing a resident's handbook for all residents when they move into our buildings which provide lots of useful guidance on building & fire safety



Sharing information through newsletters, digital screens, residents apps and resident meetings





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# UNDERSTANDING RESIDENT NEEDS

We have identified the demographic & accessibility needs of our residents based on the following:

- Monthly demographic reporting for Vertus buildings
- Ad hoc demographic data from recent sales or purchases within CWRML buildings
- Property value – how much it costs to rent or purchase the property and the qualifiers required to meet this criteria, such as employment status, salary & visa status
- Type of housing – eg private rented, for sale, intermediate rent, affordable or build to rent

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Using this information, we will adjust or allow for the varying needs of the demographics identified, this may be, but is not limited to:

- Provision of Building Specific Resident Handbooks
- Safety information in alternative languages
- Safety information in alternative formats, eg video
- Safety information in braille
- Access to in person advice



# MULTI-CHANNEL ENGAGEMENT

## Engagement methods



All residents have access to a building specific residents app, this area will become our dedicated area for providing information and documentation in relation to fire safety. This will enable us to easily update, or upload documents that are relevant to our residents. This will also act as a central place for residents to keep up to date with announcements, events, and other procedures relevant to them in relation to the safety in buildings.

All residents are provided access to the residents app upon occupation of their homes and will act as our core engagement tool as part of our strategy.

To increase engagement we will also utilise these other methods of communication:

- Building Specific Resident handbooks
- Digital & traditional resident notice boards
- Resident forums within the app
- Videos
- Email
- Written communication
- Quarterly resident meetings
- Meet your Building Manager sessions
- Incident notifications



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# TWO-WAY COMMUNICATION

## Requests, complaints & consultations

In order to meet our engagement principle of two-way communication, residents, visitors, contractors, staff and members of the public will be able to report an issue, raise a complaint in relation to building safety or request information or documentation. All of which will be treated with priority, and responded to within a specified timeframe.

The following documentation will also be available for all residents via their Residents app:

- Resident engagement strategy
- Key building information (KBI)
- Contact details of Accountable and Principial Accountable Persons (APs & PAPs) and duty holders
- Evacuation & fire strategies
- Minutes of the current year's residents' meetings
- Summary letter detailing all findings of fire risk assessments & actions
- Fire safety complaints procedure

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Any other documentation may be provided upon request in writing to [buildingsafety@canarywharf.com](mailto:buildingsafety@canarywharf.com) and will be acknowledged within 3 working days, and responded within 14 working days.





# TWO-WAY COMMUNICATION

## Requests, complaints & consultations

Should residents wish to raise a complaint regarding structural or fire safety within their building they can do so by following the building safety complaints procedure which can be found on your Residents App.

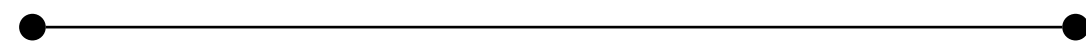
This procedure should only be used for relevant complaints, definitions of what is defined as relevant can be found in the procedure.

Any complaints that fall outside this definition will be handled in line with our standard complaint's procedure.

## TIMEFRAMES

3 day acknowledgement

14 working day response





# TWO-WAY COMMUNICATION

## Requests, complaints & consultations

Where applicable residents will be consulted on the following decisions relation to the management of the buildings.

- Changes to building layout
- Structural changes
- Major works to fire life safety systems

Consultations can relate to some or all of the below:

- Cost of works – where the cost is recovered by a leaseholder through service charge
- Process – where works pose potential disruption or reduction of service

Consultation may not take place where proposed works are classed as an emergency, and consultation could result in a delay posing further risk to residents.





# MEASURING SUCCESS

What does good look like



## UNDERSTANDING RESIDENT NEEDS

Regular reviews of demographic

PEEP Reviews

Annual surveys



## MULTI-CHANNEL ENGAGEMENT

Resident App usage reports

QR scan statistics

Increased resident meeting attendance



## TWO-WAY COMMUNICATION

Response times to complaints & information requests

Evidencing consultations

Annual insights into complaints, reporting and our response times



# USEFUL LINKS



## RESIDENTS APP

Vertus Home



30 Harbord Square



CW Residential



## FIRE SAFETY VIDEO



## REQUEST INFORMATION

## RAISE A BUILDING OR FIRE SAFETY COMPLAINT OR REPORT AN ISSUE



## BUILDING SAFETY ACT LEGISLATION



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# USEFUL CONTACTS

## 10 GEORGE STREET

**Polly Vegas**

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## 8 WATER STREET

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