

Building Safety Customers Communications: Key Insights and Recommendations

The Riverside Customer Voice Executive (RCVE) Scrutiny Panel recently conducted a review of The Riverside Group's (TRG) building safety communications. This review, carried out between April and July 2024, assessed the effectiveness of communication processes following the introduction of the Building Safety Act (2022).

The panel examined the communication process implemented by Riverside to ensure that all customers were covered, and the correct message was communicated most effectively.

A range of methods were used to conduct the scrutiny including interviews, presentations, demonstrations, customer journey-mapping, research, and document and webpage reviews.

These are some of the recommendations from this review:

- To establish a comprehensive communications strategy and ensuring that the residents will receive timely and clear information about building safety.
- To introduce pictorial safety instructions, which would make key information more accessible and easier to follow in an emergency. Additionally, tenancy starter packs and other safety materials should be made available in multiple languages and alternative formats to ensure inclusivity.
- To facilitate access to digital communications methods, and introduce a dedicated "Building Safety" section on the MyRiverside app to streamline information access for residents.
- The panel stressed the importance of displaying building-specific evacuation policies in communal areas and ensuring that relevant contact information is easily accessible. Additionally, the panel recommended more proactive engagement from Housing Officers, including face-to-face visits to discuss building safety.

By implementing these recommendations, TRG can ensure that residents receive timely and understandable information that empowers them to stay safe and informed.