

Accessible Communications Policy

1. Introduction and aims

- 1.1 We want our communications to be clear, easy to understand and accessible to our customers. We also work to meet standards set by the Regulator of Social Housing to ensure information is accessible to customers.
- 1.2 We will provide communications in a range of formats to meet different customer needs. This is to support customers who may have visual impairments, learning disabilities, literacy difficulties, hearing impairments, co-ordination difficulties and/or difficulty speaking or understanding English.
- 1.3 This policy applies to communications with all A2Dominion customers.

2. Definitions

- 2.1 **Accessible communication formats:** The types of accessible communication formats we offer include audio, audio description, easy read, subtitles, British Sign Language, large print.
- 2.2 **Translations:** We offer a translation service that translates communications into other languages and British Sign Language.



Our accessibility and translations service

Do you need this information in a different format or language? Please scan the QR code, visit a2dominion.co.uk/translations or call 0800 432 0077

3. Requesting accessible communications

- 3.1 Customers can request for information to be provided in an accessible format or to use our translations service by calling our Customer Contact Centre, asking an A2Dominion member of staff or submitting a form on our customer website. The request will be managed by our Translations Team.

4. Implementation

4.1 Offering accessible communications formats

We will offer the following accessible communication formats:

- Braille
- Large print
- Written translation

It will usually take us 10 working days to provide the information in the accessible format requested by the customer.

4.2 Providing a translations service

We offer our customers the following translation services:

- A three-way phone conversation between a customer, A2Dominion team member and translator through our third-party translations service.
- A two-way phone conversation between a customer and translator.
- A translator or signer to attend meetings. This requires a minimum of two weeks' notice.

4.3 Promoting our accessible communications service

- We will promote our accessible communications service to customers through a range of channels including our website, noticeboards and customer literature. We include a QR code for customers to scan to access information about our service online.
- We will also share information with colleagues on our intranet so they are aware of what we can offer to customers and how to access it.

4.4 Using clear and concise language in our customer communications

- We will aim to use clear and concise language to help make our communications easy to read and understand. This includes using:
 - Short sentences
 - Active verbs

- First person pronouns (you and we)
- Words that are appropriate for the reader
- Use of lists where appropriate
- We offer communications training to colleagues to support using clear and concise language.

4.5 **Offer accessible websites**

- We aim for our websites and digital content to meet core international website accessibility standards as set by the World Wide Web Consortium, WCAG 2.1 A and, wherever possible, we will strive to meet their highest standards WCAG 2.1 AAA.
- In addition, we will always ensure that all our websites offer the following accessibility features:
 - Signposting to browsers for accessibility settings, such as magnification, translations, speech-enabled services and contrast overlays
 - Print-ready PDFs, easy to navigate online and printer friendly
 - Compliance with current and most widely used browsers
 - Mobile responsive designs (accessible on mobile, tablet and desktop platforms)

4.6 **Use of colours**

- We aim to reflect best practice in use of colours. This includes using combinations and contrasts of colours in print and digital materials to ensure they are most suitable for people with visual impairments.

4.7 **Font size**

- We aim to use a minimum of point 12 font size in all printed materials to ensure information is clear to read.

4.8 **Performance measures and targets**

- We will check and test new communications with customers to make sure they meet accessibility requirements. This may include:
 - Website usability and accessibility testing
 - Accessibility checks on new publications and communications within sign-off processes.
 - Seeking customer feedback on the accessibility of our communications, for example, through our customer communication surveys and customer engagement panels.

5. Responsibility

- 5.1 The Director of Communications is responsible for sponsoring and approving this policy.
- 5.2 The Head of Customer Communications is responsible for setting this policy and overseeing its implementation across the Group.
- 5.3 The Head of Digital is responsible for website accessibility and useability.
- 5.4 The Head of Customer Insight & Engagement is responsible for managing customer requests for translations and accessible communications formats.
- 5.5 Customer-facing operational colleagues are responsible for responding to customer requests for accessible communications.

6. Consultation

- 6.1 We will consult with customers and / or customer representatives on this policy.

7. Equality, Diversity & Inclusion Statement

- 7.1 A2Dominion, colleagues, partners, stakeholders and contractors are committed to providing services, which are relevant and appropriate to the needs of people. We will treat others fairly and without discrimination.
- 7.2 We will ensure that services relating to this policy are accessible and available for all customers as set out in the requirements of the Equality Act 2010.

8. Data Protection Statement

- 8.1 The protection of personal data is of great importance to A2Dominion Group and more than just a legal obligation.
- 8.2 A2Dominion Group and affiliate organisations are the data controllers registered with the ICO with the following registration numbers:
 - A2Dominion Housing Group Limited: Z4843307
 - A2Dominion Homes Limited: Z9799978
 - A2Dominion South Limited: Z7835340
 - A2Dominion Housing Options Limited: Z5412073
 - A2Dominion Residential Limited: Z3391351
 - A2Dominion Developments Limited: ZA103931

- Pyramid Plus London LLP: Z3594227
 - Pyramid Plus South LLP: Z3594230
- 8.3 Our data protection policy and procedures are governed by the Data Protection Act 2018. We collect and process personal information in order to provide housing services and meet our contractual and legal obligations. All persons authorised to receive personal data are obliged to handle personal data in accordance with applicable laws and regulations at all times.
- 8.4 For information on how we collect, store, process and use customers' personal data, please visit our website on <https://www.a2dominiongroup.co.uk/privacy-and-cookie-policy>.
- 8.5 For employee related privacy statement, please contact our HR team at people@a2dominion.co.uk.
- 8.6 You can also contact the Data Protection Officer / Data Compliance team at governance@a2dominion.co.uk