

# Reward – Customer Incentive Scheme Policy

## 1.0 Policy Summary

- 1.1 This policy is applicable to all customers of Stonewater, excluding customers from Home Ownership, Supported Housing and specific tenancy types of:
- a) Leasehold (inc. 100% Shared Ownership)
  - b) Leasehold, RTB, VS
  - c) Licensee
  - d) Licensee under 18
  - e) Private Owner
  - f) Commercial
  - g) Assured Shorthold (under 18)
- 1.2 Reward is a recognition and reward scheme for current and future Stonewater customers.
- 1.3 Reward, offers three levels of service (Gold, Silver and Bronze), which means more choice, benefits and services for customers who manage their tenancies well.
- 1.4 Reward aims to incentivise customers to pay their rent promptly, transact through available digital channels, treat their own home, their neighbour's homes and neighbourhood with respect and keep within the terms and conditions of their tenancy agreement.
- 1.5 A tenancy agreement is a partnership between Stonewater and the customer. If we are paid rent on time; do not have to manage anti-social behaviour (ASB) or attend to unnecessary repair call outs we can deliver our services more efficiently and provide best value for money. This, in turn, means we can build more new homes and invest in improving services.

## 2.0 Policy Objectives

- 2.1 Reward will support Stonewater's aims of delivering more effective and consistent services to our customers by linking the service we offer to how well customers manage their tenancy.
- 2.2 The key objectives of Reward are:
- Support our digital strategy by increasing the number of online transactions with us
  - Support our customer offer by nudging tenants towards tenancy and regulatory compliance
  - Reduce negative expenditure on income recovery and ASB management

- Reduce the amount of low level debt
- Increase customer satisfaction.

### 3.0 Reward scheme

3.1 Reward will offer three levels of service.

**Gold** – This is an enhanced service and will be offered to customers who go over and above the required compliance with their tenancy agreement.

**Silver** – This will be provided to customers who meet all the terms of their tenancy agreement. Reward Silver is our standard level of service, which we expect most customers will receive.

**Bronze** – This will be applied to customers who do not meet or are in breach of the conditions of their tenancy agreement. This will be our basic level of service.

- 3.2 Details on how to qualify for the levels of service will be published on our website [www.stonewater.org](http://www.stonewater.org). As Reward develops, we may change or link new services and qualifying requirements to each level of service. This information will be shared through our digital channels.
- 3.3 Stonewater will have systems and procedures in place to make sure that the level of service is applied correctly.
- 3.4 The level of service will be applied and reviewed on a weekly basis.
- 3.5 All new Stonewater customers will be automatically placed onto Reward Silver, at which point the level of service will be reviewed weekly.
- 3.6 A notification system will be in place to warn and notify customers of a change in their level of service.
- 3.7 Incentives and rewards may take the form of a direct incentive; cash prizes; vouchers; material prizes and other forms of incentive as may be devised from time to time.
- 3.8 Any prize draws operated under this scheme, which shall be free to enter, are free of statutory regulatory control under the Gambling Act 2005.
- 3.9 The drawing of prize winners from a prize draw operated by Stonewater will be held in an open and accountable way. Full terms and conditions for the prize draw will be available on our website.
- 3.10 Where anonymity has been requested, for reasons of confidentiality, the publicised result will only identify the winner by their first name and the County of their residency.
- 3.11 Golden or Silver 'goodbye' payments will only apply upon a customer terminating their tenancy with Stonewater (not applicable on a mutual exchange, transfer, succession or death of tenant). Eligibility will depend on condition of property and Reward level of service history.
- 3.12 Reward Bronze customers will receive contractual and statutory repairs to comply with section 11 of the Landlord and Tenant Act 1985. Information on the reduced repairs service will be available via our website.

3.13 Planned works such as kitchens and bathroom replacements will not be carried out for customers in Reward Bronze.

#### **4.0 Review and appeals**

4.1 The Reward scheme is compulsory with no option to 'opt out'.

4.2 A full review and appeals process is available for customers who:

- Disagree with the level of service applied to their household
- Disagree with our decision of a silver or golden goodbye
- Disagree with the outcome of a prize draw
- Disagree with a decision that relates to planned maintenance or repair sanctions
- Disagree with an element of Reward that will impact on the service they receive

4.3 The grounds for a review are likely to include:

- We have made an error
- We haven't taken account of relevant information
- We need to take account of the customer's exceptional circumstances.

4.4 Requests for an appeal must be submitted within 30 days of the review outcome.

4.5 Appeals will be considered by members of staff who were not involved in the original review.

4.6 The outcome of an appeal will be provided in writing and will be our final decision, with no further grounds for appeal. Requests will be processed against existing business policies and procedures.

#### **5.0 Key Outcomes**

5.1 The service aims to:

- reduce the number of customers casually dropping into arrears
- hasten the payment of outstanding court costs
- reduce the number of anti-social behaviour cases
- encourage the use of our customer portal
- encourage payment of rent by Direct Debit
- encourage customers to leave their property in good condition when terminating their tenancy with Stonewater

## 6.0 Equality and Diversity

- 6.1 We will apply this policy consistently and fairly inline with our Equality and Diversity Policy.
- 6.2 Processes will be in place to review customers protected characteristics or a disability, which may affect their ability to meet the terms of Reward.
- 6.3 Only disabilities which directly restrict the customer's ability to meet the Reward requirements will be taken into account.

## 7.0 Version

Version	Final
Date	12 <sup>th</sup> March 2018