

Paradigm Housing Building Safety

Engagement Strategy

Kittiwake House

July 2026



Paradigm

Introduction

**Our top priority is your safety
and peace of mind at home.
We really want to hear your
thoughts on building safety...**

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...and so we're consulting with our customers to hear your concerns and let you know what we're doing to keep your home safe.

This strategy covers our blocks over 18 metres tall ('high-rise' residential buildings) where Paradigm Housing Group is the Principal Accountable Person. 'Accountable Person' is a legal term for the individual or organisation responsible for the structural and fire safety of specified buildings.

This leaflet explains our strategy to keep you informed about the safety of your building. This will give you reassurance that your building is as safe as it possibly can be and will help us meet the requirements of the Building Safety Act 2022 and the Fire Safety (England) Regulations 2022.

Your safety is at the heart of everything we do, and our commitment to building safety is driven by our vision and values, especially our #SaferTogether promise.

Paradigm

Our Vision

We provide excellent services to customers

and build new homes to help more people.

We make sure our homes are safe and sustainable

and strive to do more by making the most of our resources.

Our values



#ActingThoughtfully

We make ourselves aware of our customers' and colleagues' circumstances, and consider this thoughtfully and respectfully, and with attention to the impact on the environment, when taking action.



#BeingClear

We will communicate in a clear and consistent manner so that our customers, colleagues and stakeholders understand the high standards that we work to.



#DrivingImprovement

We seek to do things better and deliver value to our customers.



#SaferTogether

The safety of our customers, colleagues and ourselves is a priority in everything we do.



#WorkingAsOne

We work collaboratively with others and also take personal responsibility for delivering outcomes for our customers, colleagues and stakeholders.

Why are you sending me this?

You are receiving this strategy because you live in Kittiwake House, one of our high-rise buildings. You have the right to have a say in how your building is kept safe. You can:

- Raise any concerns to nominated people at Paradigm, who are legally required to listen to them
- Raise a complaint through our complaints process if you feel your concerns have not been listened to. You can find more information about this on page 7.

Contact details

You have the right to raise concerns directly with the people at Paradigm who are responsible for building safety. You'll find their details under 'Roles and Responsibilities at Paradigm' below. To speak to any of these people or teams, please contact Customer Services and they will redirect your enquiry as necessary.

Our main contact number is **0300 303 1010** or you can email us at ContactUs@ParadigmHousing.co.uk. Telephone lines are open 8.30am to 5pm, Monday to Friday. You can also get in touch via the web chat facility on our website: www.ParadigmHousing.co.uk.

Roles and responsibilities at Paradigm

We have a number of people and teams at Paradigm who are responsible for delivering our building safety strategy:

Assistant Director – Health, Safety and Facilities:

- Is the subject matter expert on building safety
- Audits the Building Safety Engagement Strategy, including action plans, to ensure compliance

- Reviews strategy and action plans at least every two years
- Provides updates and briefing sessions internally at Paradigm
- Is the subject matter expert on health and safety content for customers in collaboration with the Customer directorate.

Customer directorate:

- Take ownership of the relevant Building Safety Engagement Strategy and delivering action plans
- Provide a copy of the strategy to new customers
- Make sure that customer questions and concerns relating to building safety are answered or passed on to someone else who can help, in accordance with our Customer Care Standards
- Consult customers on any changes to safety management processes with the support of Property and Health and Safety where necessary
- The Customer Involvement Team will support the organisation of engagement and consultation events.

Property directorate:

- Support delivery of the Building Safety Engagement Strategy
- Consult customers on any changes to safety management processes (for example, testing and maintenance schedules) with the support of Customer and Health and Safety where necessary
- Inform customers about annual maintenance programmes
- Publish performance data.

How and when we will communicate with you

We will give you the information you need to live safely in your home. We will consult you from time to time to check that this information is easy to understand, relevant and accessible. We will use a range of communication methods to raise awareness and help all our customers understand vital building safety information.

As standard, information will be provided at the following stages:

- When you move into your Paradigm home you will be provided with evacuation plans if you live in a block of flats
- On an annual basis (since Fire Safety Regulations apply to your building)
- All building safety-related information will also be on our website for you to see at any time.

Safety information relevant to your building will be available in different places and formats including:

- Posters in communal areas
- Printed leaflets distributed by hand or post
- Regular updates provided in monthly and targeted customer email newsletters
- Our website.

We will make the following information available to our customers:

- How to report a fire
- Information on the fire safety strategy for your building
- Information about what you should do and where you should go in an emergency
- Safety information specifically for your building
- General information to build your knowledge about fire and building safety. This might include gas safety inspections, legionella checks, asbestos checks, electrical testing and fire risk assessments.

What your responsibilities are:

- You must give us reasonable access to make any alterations to your home to comply with safety laws and regulations
- You must keep communal areas clear of items at all times
- You should not interfere with or damage any safety equipment, such as fire doors or fire alarms
- You must let us know about any permanent or temporary disabilities that could affect you evacuating the building in an emergency.

How we will consult you

We will:

1. Give you regular opportunities to influence building safety decisions which impact your building
2. Actively engage with you to ensure that our building safety strategy conforms with the Building Safety Act and that the information you have been given meets your needs
3. Provide clear and timely information on compliance performance for your building
4. Provide additional information, such as fire risk assessments or maintenance schedules, on request in a way that is easy to understand
5. Ensure your feedback gets to the right person or team and is responded to, actioned and used to make improvements, if required
6. Provide training and support for customers who want to be more involved.

Although we will always do our best to consult you on matters of building safety, there may be some things we will not consult on. For example, if we need to carry out repairs due to a legal obligation or in an emergency. You will still be informed in writing when we are doing this type of work.



Providing information to customers

We will provide you with:

- Details about the safety management of your building
- The evacuation strategy for your building
- Details of the mandatory occurrence reporting system
- Details about significant incidents that we need to report to the Building Safety Regulator
- What building safety information is available and how you can get it.

These can be found on the emergency action notice board and in the customer engagement strategy.

Our complaints process

If you have raised concerns with us about building safety and are not happy with the response you have received, you have the right to raise a complaint.

What is a complaint?

A complaint is defined in the Housing Ombudsman Service Complaint Handling Code as 'an expression of dissatisfaction, however made, about the standard of service, actions or lack of action by the organisation, its own staff, or those acting on its behalf, affecting an individual customer or group of customers'.

Building safety complaints may relate to fire or the structure of the building or our performance of our duties related to building safety.



Examples of a building safety complaint include:

- Structural failure that could lead to part or all of the building collapsing, or parts of the building falling off
- Flammable cladding on the outside of a high-rise building
- Any risk in the building that could lead to a fire spreading, such as fire doors not working properly
- Our performance as the Accountable Person, including:
 - Our communication to customers
 - Our responses to raised concerns
 - How we manage building safety risks.

How you can make a complaint

Our complaints policy sets out how you can raise a complaint. You can make a complaint by telephone, email or face to face. You can also fill in the online complaint form on our website.

If you complain through one of our social media accounts, we will acknowledge it but not respond publicly. We will send a formal response using a different communication method, within our agreed timescales and making sure we adhere to the principles of data protection and our Privacy Statement.

You will find full details of our complaints policy - and what happens when you make a complaint - on our website.

If you are not satisfied with the outcome of your complaint, you can escalate it to the Building Safety Regulator, who will investigate further.

Referring a complaint to the Building Safety Regulator

When you:

- Are not satisfied with our final response or have unresolved issues or
- Have not received a response from us, you can refer your complaint to the Building Safety Regulator.

Contact the Building Safety Regulator:
www.gov.uk/guidance/contact-the-building-safety-regulator

Telephone: 0300 790 6787

Monday to Friday, 8:30am to 5pm (Wednesdays: 10am to 5pm; closed on public holidays).

If you would prefer to speak to them on the phone in a language other than English, a translation service is available.

You can complain about:

- Issues in a high-rise residential building that could lead to fire spreading
- Issues in a high-rise residential building that could lead to part or all of the building collapsing
- Issues with fire safety or structural integrity in a high-rise residential building that is being designed, built or renovated
- People and organisations, for example building inspectors and people accountable for safety in a building
- The Building Safety Regulator itself.

When not to complain to the Building Safety Regulator

Do not use this service to report concerns about anti-social behaviour or the general cleanliness of a building. Report these issues to Paradigm via Customer Services (see contact details on page 5).

Measuring success

Paradigm's building safety working group will have oversight of this strategy and building action plans. Once the consultation has been completed, we will update this strategy according to any feedback we receive.

Performance will be measured through:

- Gas and electrical compliance
- The number and percentage of customers consulted
- The number of opportunities available for customers to share their views
- The number of customers providing feedback and suggestions
- The changes and improvements made as a result of customer feedback
- Detailed logs of major works and evidence of customer consultation
- Whether building safety information safety information is provided to customers within the following timeframes:
 - New customer – at signup if moving into a block of flats
 - Existing customers – details can be found on our website.

How often will this strategy be reviewed?

We will review this strategy every two years; after a significant event that was reported to the Building Safety Regulator; or after a significant alteration to a building. If we make any changes to the strategy, we will consult with customers again before finalising.

Engagement and communication plans for your building

Here is the plan for your building, outlining how we will engage with customers on building safety.

Ref #	Activity Title	Description	Format	Method	Frequency
1	Building safety strategy consultation	Three-week consultation during which we will knock at each room to survey customers on the new building safety engagement strategy. Online/paper options available. Customers can drop completed surveys into reception	In-person event / letter	Door knock, letter, hard copy of survey as an option	Annual event
2	Delivery of final strategy	Delivery to every room plus onsite drop in session	Delivery of printed strategy and in-person event	Strategy posted through doors and event on site	Annual event
3	Fire drills	We hold regular fire drills and anyone who doesn't evacuate is written to, explaining the importance of attending drills and fire safety	Drill	Onsite fire drill	Every six months
4	Notices	Posters and key information in communal areas	Posters, leaflets	Posters on noticeboards in communal areas	Updated as required. We have included the building safety notice as an appendix to this document for your information.
5	Annual door knock	Annual door knock and review of building safety to pick up any customer concerns and ensure everyone is clear on key health and safety messages	In-person event	Door knock	Annual event
6	Ad hoc customer surveys	Pulse surveys to see how customers feel about safety measures, knowledge of safety plans and safety features	Survey	Email, link in newsletter, poster with QR code displayed in building	Ad hoc
7	Customer newsletters	Regular features on high-rise building safety	Article	Newsletter	Yearly
8	SMS messages	Text messages can be deployed when required to highlight any strategy changes or events that are relevant to customers	SMS	Mobile phone	Ad hoc



Email

For all general enquiries – including complaints and compliments – please email:

ContactUs@ParadigmHousing.co.uk

Telephone

You can reach our Customer Services team by telephone on **0300 303 1010**.

Our telephone lines are open Monday to Friday 8am – 5.30pm.

Please be aware that calls are recorded for training purposes.

Post

Paradigm Housing Group

1 Glory Park Avenue

Wooburn Green

Buckinghamshire

HP10 0DF

The logo consists of a blue speech bubble shape pointing downwards and to the left. Inside the bubble, the word "Paradigm" is written in a white, italicized, sans-serif font.

Paradigm