
Countryside Partnerships

Quality and Customer Service Policy

Who we are

We are a leading developer of mixed-tenure homes. We create places where people love to live with sustainable communities built to last. We work in partnership with local and central government, housing associations and the private rented sector. Our values of caring, growing together, taking pride, and always delivering are very important to us.

What we do

We take pride in building high quality homes and always delivering a great service to our customers and partners. We aim to create developments that deliver positive impacts for communities. We regenerate places to increase the quality and the numbers of homes available for people to live in. Countryside is committed to building homes using modern methods of construction. We have two factories that manufacture homes across the UK.

How we do it

Be clear and fair with residents, customers, and our partners

- When we regenerate an estate, we talk to residents early and often to better understand their needs. This way we can provide the best mix of services and spaces for that community.
- The marketing and sales information we provide to our customers is written using plain language and is provided in other languages. This material is legally compliant and not misleading. It observes all relevant codes of advertising.
- We are an inclusive company and give support to vulnerable customers and residents. We take all reasonable steps to provide our customers with appropriate advice and the help they need.
- We provide our customers and partners with regular updates about the progress of the build and moving in date.
- We make customers aware that they should appoint independent legal advisors when purchasing a new home. Customers can also arrange for a pre-completion inspection before completing the purchase.
- The information we provide on the purchase of new homes, including future committed costs, is clear and accurate.

- We show our customers and partners around their new homes before they move in, showing its many features. We give them all the help and information they need to run the home in the most economical way.
- We are responsive to issues raised by residents and customers. Processes are in place to ensure we can close out any issues in a timely manner and to the satisfaction of all parties.

Manufacture and build high quality homes for everyone

- All our homes are built to last and meet stringent quality and building standards.
- We maintain a quality system to ensure we continue to improve. This system adheres to the ISO 9001 standard, New Homes Quality Board Code of Practice and other relevant standards.
- To drive on a culture of 'Customer First' we have set objectives and targets for customer satisfaction, preventing defects, energy performance and undertaking site-based quality reviews.
- To uphold the highest standard of customer service we ensure in-depth training and support is provided to our people and to external service providers contracted by us.
- We work with external service providers who share our commitment to excellent customer service and quality homes. We require that all providers comply with this policy.

Keeping this policy up to date

The Executive Committee and Health, Safety and Environment Committee have overall responsibility for matters relating to quality and customer service.

This policy is available on our website and displayed in our workplaces. It is reviewed annually with our performance reported in our Sustainability Report.



Group Co-Chief Executives

30/07/2022