



# Kennett Community Land Trust

## Accessible Communication and Service Delivery Policy

Kennett Community Land Trust is a Community Benefit Society registered with the FCA under number 7443, registered office 66 Station Road, Kennett, Newmarket CB8 7QF

## 1 Policy Statement

Kennett Community Land Trust's (KCLT) communication and service delivery policy sets out the organization's legal and ethical commitment to providing information and services in a way that is accessible to everyone. This policy is based on broader UK legislation like the Equality Act 2010 and the Accessible Information Standard (AIS).

## 2 Core principles and requirements

Accessible communication policies must ensure that no person is at a substantial disadvantage when accessing services because of a disability, impairment, or sensory loss.

KCLT will meet these principles in the following way:

- **Identify:** KCLT will ask individuals if they have any information or communication needs related to a disability.
- **Record:** Any identified needs will be recorded in a clear and standard way in the individual's records.
- **Flag:** These recorded needs will be highlighted or "flagged" to ensure that staff are aware of them and can act accordingly.
- **Share:** The information about communication needs may be shared with other health and social care providers, with the individual's consent.
- **Act:** KCLT will take steps to ensure that individuals receive the information in an accessible format and are given the necessary communication support.

## 3 Methods for accessible communication

To meet these requirements, this policy will outline methods for both written and face-to-face communication.

### For written communication:

- **Using plain language:** Avoiding using jargon or acronyms and keep sentences short.
- **Using clear formats:** Printed materials will use a suitable font size of 12 or preferably 14, and a sans-serif font like Arial.
- **Providing alternative formats:** Offer information in formats like large print, Easy Read, Braille, audio files (MP3) could be provided upon request, or via email.
- **Using accessibility features:** By formatting digital documents (like PDFs) using features for screen readers and other assistive technologies.

### For face-to-face communication:

- **Create a good environment:** Where it is needed by communicating in a well-lit, quiet place, and by trying to be at eye level with the person.. KCLT may provide other communication support when required.
- **Use aids:** KCLT will be prepared to use communication cards, passports, or other aids, if required.
- **Support:** If the conversation is of a serious nature, KCLT will consider offering the opportunity for the individual to be accompanied by an appropriate person or representative. In circumstances where the individual has the statutory right to representation KCLT will set up a formal meeting and inform the individual of this right.

- **Check understanding:** To ensure that all parties in the conversation have the same understanding of the conversation KCLT will:
  - use clear and direct language and avoid using jargon or acronyms
  - be prepared to repeat or rephrase information.
  - repeat responses back to the client/customer or staff member
  - Confirm the purpose, actions, outcomes or agreements reached of the conversation. This can be via email or written statement/letter as agreed between the parties.

## **Digital and online accessibility**

KCLT will address digital communication, which is governed by the UK Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. Our Digital services will adhere to the Web Content Accessibility Guidelines (WCAG) 2.2 at a minimum, ensuring that websites and apps are perceivable, operable, understandable and robust.

## **4 Responsibilities**

Every KCLT official is responsible for following the policy, though managers often have specific oversight duties. Compliance is typically monitored through quality assurance processes, staff training, and by collecting feedback from service users

## **5 Equality, Diversity and Inclusion**

KCLT is committed to promoting equality, diversity, and inclusion in all aspects of its work. We believe that embracing diversity strengthens our community, enhances our services, and reflects our core values of respect, fairness, and integrity.

We aim to create an environment where everyone feels valued, respected, an empowered—regardless of their background, identity, or circumstances.

We will apply this policy consistently and fairly and will not discriminate against anyone based on any protected characteristics, including those set out in the Equality Act 2010

## **6 Review and Monitoring**

- In reviewing this policy regularly KCLT will perform regular self-assessments to ensure all requirements are being met.
- This policy will be reviewed every three years or if there are regulatory changes

## **7 Related Policies**

- Tenancy, Neighbourhood and Community Engagement Policy
- Tenancy agreement
- Tenants Handbook
- Customer Feedback and Complaints Policy
- Equality, Diversity and Inclusion Policy
- Privacy Policy

## **8 Policy Review Record**

Version Number	Status	Revision Date	Summary of Changes
Version 01	Approved	October 2028	New Policy