

Member Spotlight

February 2022

Michael Dyson Associates Ltd



Michael Dyson
associates ltd



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Michael Dyson Associates is one of our commercial members.

A family run company, they have become a well established multi-disciplinary construction consultancy providing a comprehensive range of professional services to our public and private sector clients.

We asked Tracy Allen from MDA to share what they are up to.

If you'd like to contact Tracy about any of the below click [here](#)

Give us a little known fact about your organisation

After almost 42 years in business, Michael Dyson Associates Ltd is still a family owned business with Michael's son Alistair at the helm. We operate across the whole of the country offering our multi-disciplinary services to housing providers and contractors.

Tell us about a time that engagement has made a difference to your services or communities

On one of our high-rise refurbishment projects, various complaints were received from residents about the level of noisy works which was exacerbated by the Covid-19 pandemic and the requirement for self-isolation, home schooling etc.

Through liaising with residents and understanding the problems, a raft of measures were implemented to reduce the issue, including; explaining the purposes of the works, monitoring noise in line with HSE guidelines, staggered working (one hour on, one hour off) to reduce intensity, providing residents with ear protection, providing information on suitable alternative places to work (libraries etc) where possible and offering incentives (cinema tickets etc) to residents depending on the circumstances.

The number of complaints subsequently reduced and resident satisfaction increased.

What are you currently working on when it comes to engagement?

We are looking to establish an engagement framework to apply to all refurbishment projects where residents will be impacted by the works. We are hoping the framework provides a structured approach to improving engagement with residents throughout our projects and mitigating complaints, poor feedback and dissatisfaction.

Why did you decide to join Tpas?

We joined Tpas to improve even further our engagement with our clients and their members with a view to being able to give something back.

What is your top engagement tip?

Understanding the behavioural insights of residents is our number one tip. Everyone in society behaves in a certain way due to a combination of factors. Behavioural insight is an inductive



approach that combines insights from psychology, cognitive science, and social science with empirically tested results to discover how humans actually make choices.

What's the one thing you are really proud of when it comes to engagement?

We believe that providing the right level of information to residents enables them to fully appreciate the reason for the works. The lasting, positive effect the works will have on their lives is something we are proud of, as this can reduce stress and anxiety and improve mental welfare, which is a primary goal for our company.

We are particularly proud of one of our recent schemes which has received various accolades including Inside Housing 2020 Resident Safety Campaign Award, Finalist in the Community Engagement Category and overall Gold Medal Project Winner at the National Building & Construction Awards 2021.

