

Member Spotlight

February 2026





LOVELL

Member Spotlight - Lovell

We asked Caroline Lovelace, Customer Experience Manager at Lovell to share some of the work they are currently doing.

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

Give us a little known fact about your organisation

In our Midlands refurbishment business (Lovell Renew Central), we have a combined tenure of 539 years with many colleagues having celebrated more than 10 years in the business. That's a huge amount of experience and local knowledge that we bring to making homes safer, warmer, and healthier for residents.

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

There are so many examples of the impact of our engagement and how it has made a difference. We engage early with communities to understand local challenges and opportunities, so we can deliver real social value including employment, skills, and training. One of our success stories is the recruitment and retention of Kirsty, one of our Resident Liaison Officers (RLO)s. Kirsty was a resident of our client Sandwell MBC. We brought her into the team as a Trainee RLO and earlier this year she was promoted to RLO. The way our RLOs work with residents really makes a difference. Residents stay in their homes while we undertake work to help make their homes safer, warmer and more modern, so building trust is essential.

Our RLOs are with residents before work starts - explaining what to expect and helping them prepare. They really get to know the resident and their household so that we can do our best to work flexibly and minimise disruption for the resident. The RLOs stay in touch throughout the process, keeping the resident informed and supported every step of the way.

Our RLOs regularly go above and beyond to provide residents with the best experience as we refurbish their home. For example, one resident with limited



mobility called one of our RLOs in distress late in the day. It was dark in her room due to scaffolding, her carers had left, and she couldn't get out of bed to turn on the light.

The RLO tried to contact the scaffolders but couldn't reach them. She called the resident's daughter, who was unable to go down as she was in hospital. She provided the code to the RLO which enabled access to the home, and the RLO arranged for a nearby site team member to visit and turn the light on.

Later that evening, the resident's granddaughter called to thank the RLO and the team. Afterwards the RLO liaised with the carers, family members and site team to make sure everyone knew the importance of leaving a light on for the resident in the future.

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

My role, as Customer Experience Manager is focused on improving the resident experience and how we engage with residents, so I always have several improvement projects on the go! Current projects include:

- Working on how to get more feedback from residents to help drive improvement.
- Creating a video explaining why we need residents to remove items from rooms before work starts.
- Issuing an updated 'What to expect' guide for residents.

At a strategic level, we're working with some of the largest social housing providers in the central region to improve resident engagement, applying the principles of behavioural psychology. We are working together to understand how our work makes people 'feel', and how we can deliver the best possible customer experience.

Why did you decide to join Tpas?

We are a partnerships-focused business and working with Tpas enables us to be part of a like-minded community focused on the importance of resident engagement. The access to content and training helps us and our teams to stay at the forefront of best practice. We've worked with Tpas for many years and have achieved the contractor accreditation at every renewal.

More recently, our leadership team made a strategic decision to approach



planned works, retrofit, and work in high rise homes as a service, keeping residents firmly at the heart of what we do. This led to the creation of my role which is focused on transforming our customer experience performance. The new Tpas National Engagement Standards 2024 have helped to us deliver a clear resident engagement strategy.

What is your top engagement tip?

I have a few!

- If you're engaging with honesty and authenticity, then you can't go too far wrong. People see through fluff and appreciate an honest and authentic approach. Our Lovell values guide how we engage: we are easy to talk to, we show we care, and we do the right thing.
- Start with the right people – those who live these values every day.
- Embrace the professional advice provided by Tpas and embed this in your business.
- Give your team a clear vision, and mission, with definitive objectives. Trust and support your team and give them the resources to be succeed in engaging with residents.

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

We were recently the first and only contractor under the new Tpas standards to achieve contractor accreditation in resident engagement.

I'm incredibly proud of the light that this has shone on the great work our RLOs do day in and day out for residents. There are so many stories of our team going above and beyond for residents and we were able to highlight these as part of the accreditation process. Their role is pivotal to building trust and successful resident engagement. This accreditation gave us the perfect opportunity to celebrate their brilliant work.

