

26 July 2024

Dear [customer]

We want to know what you think about a proposed merger between Bromford Housing Group LTD (Bromford) and Flagship Housing Group LTD (Flagship).

As an organisation, we want to invest more in our existing homes as well as building much needed affordable new ones. We want to reduce our carbon footprint with a commitment to achieve net zero. We want to further invest in parts of our business that cost a lot to run.

A merger between two strong housing associations could help us to deliver all of this and more.

Benefits of merging

The creation of 'Bromford Flagship' would result in an extra £1.9 billion available for us to spend over the next 15 years. That's over £100 million invested each year in our business, in building new homes, and in ensuring our existing homes are energy efficient, safe and warm.

We would see improvements in customer service, our homes, development, regeneration and technology. It would also give us the opportunity to commit £190 million to in-house maintenance for services and community growth.

It would give us the opportunity to become one of the largest developers of affordable homes in the UK. If the merger goes ahead, we plan to provide 2,000 homes a year for the next 25 years, half of which will be for social rent.

Bromford Flagship's increased capacity would also provide the opportunity to build on the work that we have recently undertaken with the creation of our new Place Standard. The Place Standard means we are looking beyond individual homes. It considers what is needed for our neighbourhoods to be places where people want to live, and where you and your community can thrive.

Finally, Bromford Flagship would develop two new exciting initiatives. The establishment of a learning academy to offer training opportunities to both colleagues and customers; and a new Research and Development team that would support the creation of the new, innovative organisation that will have customers at its forefront.

Disadvantages of merging

We have undertaken a process of investigation into one another and haven't identified any disadvantages. We believe the merger would be in your best interests as one of our customers. If the merger goes ahead, a small team of colleagues would work together to integrate our organisations but that would not disrupt the focus on providing services to customers. There will be a short term cost to integration, however this helps unlock the ability to create the £1.9 billion of extra spending which would far exceed any short term costs of integration.

You may have concerns about us becoming a larger landlord. We want to assure you that the merger would not affect our commitment to local accountability either.

We would maintain our current teams and how we operate. We would also work towards increasing our effectiveness by giving local teams more decision-making power. This would help to ensure that customer services are delivered in line with our customers' needs.

These teams would be supported by the creation of a leading digital service for customers and colleagues.

Have your say

We are keen to hear your views – we are now holding a consultation with all customers. This is to ensure your voice is heard.

The consultation period lasts for **eight weeks** from the date of this letter and closes on 20 September. You must send any questions or comments before that date for them to be included and considered as part of this consultation. To respond you can:

- send an email to merger@bromford.co.uk
- [complete the form on our website](#)
- send a letter to FREEPOST BROMFORD
- give your feedback in person by attending a drop-in session – details can be found on our website

We have included more information with this letter as part of the consultation to help answer some of the questions you may have about the merger and what it would mean for you. You can also view our customer consultation page on the [website](#).

What happens next

Once the consultation is complete, our Board will review the comments and feedback, and make a decision on whether to continue working on plans to merge with Flagship. We'll let you know the outcome of the consultation and the decision made.

Yours sincerely,

Steve Dando
Chair, Bromford Housing Group