

Bromford's approach to the Tenant Satisfaction Measures and the collection of the tenant perception measures.

Who takes part?

Our neighbourhood coaches engage with customers every day and build strong relationships based on trust with open, honest conversations happening at each interaction. This year we have strengthened our annual customer conversations and included the regulated tenant satisfaction measures (TSM) collection as part of these conversations, giving thousands of customers the opportunity to give their feedback. These annual conversations focus on customer wellbeing, understanding their aspirations and hopes for the future as well as their customer experiences and views on our services. This feedback is an instrumental aspect of insight that feeds into our voice of the customer and every household is invited to have a conversation.

The Tenant Satisfaction Measures reported show Bromford's end of year performance (April 2023 – March 2024). Performance measures from the tenant perception measures (TPM) survey are based on 10,824 responses received during that time– achieving 99% confidence with a 1.1% margin of error in our survey returns. Our neighbourhood coaches completed surveys on a rolling basis as part of their annual conversations with customers and this year they completed 36,620 annual conversations. Every neighbourhood coach has completed a mandatory TSM e-learning module – developed in-house and audited by HouseMark - to ensure each and every colleague is familiar with the Market Research Society Code of Conduct as well how to collect the TSMs and the prescribed script requirements. Each neighbourhood coach

has also completed mandatory e-learning on data protection which includes information about confidentiality. The e-learning specifically focuses on data protection laws as well as the collection and processing of personal information. Our survey script also includes the mandated information about confidentiality and how the answers given by customers will be kept confidential and used to monitor our performance against the TSMs. Customers were not offered incentives to take part.

Bromford have taken a census approach to ensure every customer has an opportunity to participate. While carrying out our survey, we continuously monitored our returns to ensure we received feedback from customers across our different tenures and regions. All of our different tenure types are covered by these regulatory requirements, with the exception of Leaseholders. No customers within the relevant stock types were excluded from our sampling frame. Where customers may have been excluded, and in particular those who share one or more protected characteristics under the Equality Act 2010, our specialist retirement living, and support teams have supported these customers to complete the survey and strengthened our approach to inclusivity and removed barriers to participation.

We also checked how representative our respondents are of our customer profile – looking into age group, ethnicity, disability, gender and religion – to ensure we're hearing views from all backgrounds, and everyone is represented.

Data assurance and external partners

In Quarter four, we completed a full TSM audit with HouseMark who checked our TSM data collection and processes and validated our reporting data and calculations for all 22 TSMs. We received assurance from HouseMark that our TSMs and associated reporting met the technical requirements.

On the closure of our tenant perception survey, TLF Research also carried out an assessment of representativeness on our survey data, assessed which characteristics and profiles needed to be weighted and generated our weighted tenant perception results for the submission. Weighting was applied by region. The tables which demonstrate the assessment of representativeness are detailed at the end of this summary.

When?

The survey is ongoing throughout the year to enable us to listen to customers' views and respond accordingly. Results are reported every month and comments are reviewed daily by our teams. If customers have selected that they are happy to be contacted about their response and have raised concerns, our dedicated close the loop champions get in touch to discuss how we can put things right. Any comments deemed to be a cause for concern, are referred to a neighbourhood coach to action immediately or they are confidentially passed on to the relevant colleague to act on. Where we receive colleague praise and positive feedback, we ensure this is passed onto the relevant teams to celebrate through team meetings and colleague one-to-one conversations.

What?

For TSMs, we asked the questions set out by the regulator, which have been asked in the specific order set out in the technical guidance and use specific wording to enable comparison to other landlords. An example of our TSM survey is also included with our submission.

How?

Our neighbourhood coaches gather customer feedback for our TSM performance through our annual customer conversations. These conversations happen face-to-face in our customers' homes but where we haven't been able to complete a home visit for any reason, we will endeavour to complete one over the telephone – more specifically for our home ownership customers. Our annual conversations enable us to give everyone the opportunity to provide their feedback as well as having deeper conversations with customers. We discuss mental and financial wellbeing and seek to gain a better understanding of our customers' and their goals and aspirations for the future, as well as how well their home is working for them. Through our coaching approach we aim to use these conversations to enable even more customers to thrive.

At Bromford, customer advocacy continues to be measured through our feedback programme via nine transactional feedback surveys asking about repairs, complaints, ASB, neighbourhood coaching and more. Survey results are analysed every month to help us understand where we do things well and where we need to improve. Feedback from these surveys do not contribute to the TSM results but is instead used to keep a closer eye on customer experience as services are delivered.

All of our combined insight is brought together in our quarterly voice of the customer report which seeks to understand information from a broad range of channels such as customer feedback including TSMs, complaints, customer services and social media. Leaders from across the business, our customer and communities influence network (CCIN) and locality influence networks (LINs) use the report to identify what is of most value to customers and this enables us to draw conclusions about where our resources and service reviews should be prioritised to drive improvements in customer experience.

LCRA

Age group	Total survey responses		Tenant population	Difference	Satisfied
24 and under	333	3.3%	3.5%	-0.3%	90.6%
25 to 34	1665	16.3%	16.1%	0.2%	84.5%
35 to 44	2012	19.7%	19.9%	-0.1%	85.3%
45 to 54	1907	18.7%	18.6%	0.1%	84.9%
55 to 64	1937	19.0%	18.4%	0.6%	86.8%
65 to 74	1261	12.4%	12.1%	0.3%	87.6%
Over 74	1075	10.5%	11.4%	-0.8%	88.5%
Unknown	2	0.0%	0.1%	0.0%	100.0%
Grand Total	10192				

Region	Total survey responses		Tenant population	Difference	Satisfied	Weighting factor
Central	3041	29.8%	23.3%	6.5%	87.5%	0.78
Gloucestershire	1836	18.0%	25.9%	-7.9%	81.9%	1.44
Staffordshire and Marches	3734	36.6%	28.0%	8.6%	88.4%	0.77
West of England	1581	15.5%	22.7%	-7.2%	83.4%	1.47

Tenant Type	Total survey responses		Tenant population	Difference	Satisfied
Affordable Rent	1073	10.5%	11.06%	-0.5%	87.2%
Extracare	70	0.7%	0.84%	-0.2%	91.4%
General Needs	8255	81.0%	79.93%	1.1%	85.9%
My Place	89	0.9%	0.36%	0.5%	93.2%
Supported Housing	706	6.9%	7.81%	-0.9%	86.8%

LCHO

Age group	Total survey responses		Tenant population	Difference	Satisfied
24 and under	14	2.2%	3.0%	-0.8%	92.9%
25 to 34	174	27.5%	28.1%	-0.6%	76.3%
35 to 44	153	24.2%	24.1%	0.1%	70.4%
45 to 54	108	17.1%	17.8%	-0.7%	76.9%
55 to 64	85	13.4%	13.7%	-0.3%	65.9%
65 to 74	59	9.3%	7.3%	2.0%	72.9%
Over 74	33	5.2%	3.4%	1.8%	75.8%
Unknown	6	0.9%	2.5%	-1.5%	83.3%
Grand Total	632				

Region	Total survey responses		Tenant population	Difference	Satisfied	Weighting factor
Central	296	46.8%	40.04%	6.8%	73.7%	0.85
Gloucestershire	88	13.9%	28.34%	-14.4%	70.9%	2.04
Staffordshire and Marches	154	24.4%	23.83%	0.5%	77.9%	0.98
West of England	94	14.9%	7.79%	7.1%	68.8%	0.52