The Bromford Strategy 2019-2023

Investing in homes and relationships so people can thrive.
To deliver our purpose we provide 43,000 affordable homes for people who can’t access market housing. We believe everybody should have a home that is safe, secure and warm.

But having a great place to call home is just the start. With the right relationship and someone who believes in your potential, almost anything is possible.

Years of careful planning mean we have a strong financial core, backed up by one of the leading credit ratings in the housing sector. This gives us the confidence and drive to build more of the new homes this country needs, with a further 14,000 planned over the next decade. All of this is possible because of 1,800 awesome people who work here.
What makes us Bromford.

- Neighbourhood coaching is transforming the way we work. We are getting to know all our customers and focusing on their strengths and aspirations. We want relationships that build mutual trust and respect and help our customers achieve more for themselves, their families and their communities.

- Our size and scale allows us to be truly transformational not just for customers but whole communities. That means investing in existing customers and their homes as well as building more of the affordable homes future and aspiring customers need.

- We know we need to be financially strong to achieve any of these things so we don’t apologise for making this a priority. Whilst we strive to be a high performing organisation in every way, we recognise that we’ll achieve more by working in partnership with others than we will on our own.

What drives our behaviour.

The Bromford DNA helps us define who we are as an organisation and what qualities run through every person who works here.

Colleagues have shaped four principles for epitomising daily life whether they’re an accountant in finance, an engineer in the repairs team, or any colleague in between. These values, brought to life right across the business every single day, inform all that we do and the way that we do it.
Where our customers live.

Well over half our customers live in just four areas - Lichfield, Tewkesbury, Cotswolds and South Gloucestershire. These are places where we are the majority social landlord and own up to 80% of all affordable homes. We think this puts a responsibility on us to play our part in the wider success of these places and we will actively look to develop a leadership role.

We also have a significant number of customers living in homes across a further 36 areas. In these areas we will continue delivering our core business and, particularly in areas where we retain a large concentration of homes, we will consider additional investment where it makes sense to do so.
The five aims of our strategy.

Our relationship with customers
- To rollout neighbourhood coaching to all of our customers
- To build more confidence and resilience in customers as well as ensuring at least 85% feel listened to
- To play our part in reducing homelessness by investing in existing community initiatives

Homes that enable customers to thrive
- To ensure all homes meet a SAP energy rating of D with over 35% at C
- To develop a home and lettings standard that is highly rated by customers
- To fix 90% of repairs at the first time of asking

Growing the business to enable even more customers to thrive
- To deliver 6,500 new, energy efficient homes by the end of 2023
- To rejuvenate communities by regenerating an additional 200 homes, ensuring more customers have the right home for them

Keeping Bromford future ready
- To transform our ways of working through technology and culture to deliver a simpler and more consistent experience for customers and colleagues
- To use data more effectively to deliver additional value to customers and their communities

Enabling colleagues to thrive to create the best team we can
- To attract, develop and empower the next generation of leaders and aspiring leaders through world-class training academies
- To have a leading apprenticeship and graduate programme embedded in the organisation