

How we're doing

Having the right relationship

September 2016



Customers do more for themselves and each other

Customers rate whether they can turn to their community for help

4.2/5

Based on the last 6 months
 ▶ 4.2 the same as last time

Number of customer contacts

88,909

down from ▼ 95,524 last time

We're getting things right first time for customers

Fixing repairs on the first visit



Resolving customers enquires the first time they contact us



Number of complaints

131

Based on the last 3 months
 up from ▲ 102 last time

Percentage of repairs recalled due to poor quality work

0.5%
138 repairs

Based on the last 3 months
 down from ▼ 2% last time
 267 repairs

We're reducing the time it takes to resolve complaints

22 days

Based on the last 3 months
 Target: 21 days

We're resolving complaints the first time



The number of customers who contacted us but shouldn't have needed to

2.8%
of all contacts

Based on the last 3 months
 up from ▲ 2% last time
 Target: 5% of all contacts

Customers are taking more control of their lives

Level of arrears

4.14%

Current arrears general needs only
 Based on the last 3 months
 down from ▼ 4.40% last time
 Target: 4.50%

The number of ASB cases reported to us

67

Number of ASB cases opened for the last 3 months
 down from ▼ 164 last time

Percentage of customers progressing from supported to independent living or from renting to buying a home



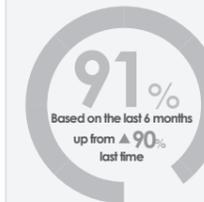
* Supported only

Customers feel they have a good relationship with us

Customers say we're bothered about them



Customers say we do what we say we will



Customers say we treat them as individuals



Customers would recommend Bromford

Customers recommend us to a friend



which breaks down as

Customers recommend our colleagues to a friend



Customers recommend our contractors to a friend



Customers rate how easy our services are to use

Customers rated us **4.2/5**

Based on the last 12 months
 up from ▲ 4.1 last time

Customers rate our homes and services as good value for money?

Customers rated us **4/5**

Based on the last 12 months
 up from ▲ 3.9 last time

What the colours mean

- ▲ Improved
- ▶ Stayed the same
- ▼ Getting worse

Target to be set

Meeting target

Within 5% of target

Improvement required

How we're doing

September 2016

Having the right home



Customers' homes are safe and warm

Percentage of safe homes



Number of homes where we've had to cap a customer's gas supply to keep their home safe



Customers rate the safety and appearance of their neighbourhood



Percentage of homes with an energy performance rating of D or lower



We match the right home to the right customer

New customers who say their home is right for them



The number of days our homes were empty until a new customer moved in.



Customers say their home is affordable to live in and run



We're moving towards a proactive service

Cost of average repairs per home (£)



Customers are happy with their new home

Percentage of customers who are happy with the quality of their new home



Customers rate their experience of buying or renting a new home



Our homes meet our home standard

Percentage of homes meeting the decent homes standard



Welcome to the latest edition of 'how we're doing' - the place to check out how Bromford has been performing and delivering for customers over the last three months. You'll notice we've introduced some more new measures to track whether we're delivering against our promises and we'll keep adding to them as they become available. These measures have been specifically selected as the things we want to be getting right for customers or issues we need to improve on in order to achieve our purpose of inspiring people to be their best.

You'll notice there are still a few gaps in the measures and that's because it's still very new; and as there's no performance information under the heading 'customers are using our online services more', we've taken it out for now and we'll include it again when we have some measures to share. You can expect to see this performance review develop and grow over the coming year.

Here's what you need to know this time:

- We've continued to ask customers about how they feel about our services and we're pleased to say our scores have improved in each of these areas. 89% of customers say we're bothered about them, 91% of customers say we do what we say we will and 90% of customers say we treat them as individuals. Over the coming months we'll be continuing to develop our approach on how we measure whether we have the right relationship with each customer and if we've matched them to the right home.
- Following feedback from our customer and communities network (CCN), we've changed some of the headings on here and we've introduced targets to measures where they're available. We've also added a key so you can easily see how we're doing.
- Our feedback performance has improved again with 89% of customers recommending us to a friend and customers rated us 4.2 out of 5, for how easy we are to do business with. To improve further, customers told us we need to reduce the waiting time for repairs. In response to this, we're focussing on all the repair work we have booked in and we're proactively contacting those of you who experience delays. We're continuing to review all the stock we keep in our vans to give ourselves the best possible chance to fix your repair the first time. We've given our engineers more flexibility in their day so they can stay as long as they need to complete repairs on the first visit and ensure that they never miss an appointment. We've also continued to do more proactive repair work whilst our homes are empty which is why you'll see the cost of repairs per home has risen again.
- To further support our commitment to delivering great quality homes, we're continuing to invest in all our homes and we'll be spending an additional £16m on improving the quality and energy efficiency of our homes. With £2m being invested solely in heating upgrades and insulation works which will benefit over 1,600 customers this year.
- The number of complaints we've recorded has risen in the last three months which is due to the changes we made to our complaints process where every time a customer raises an issue with us, we record it as a complaint. Our customer solutions team have improved our customer experience when things do go wrong, giving customers a single point of contact and keeping them better informed - as a result we resolved 81% of complaints the first time against our target of 80%. Positively we've also continued to reduce the time it takes to resolve complaints. We've introduced this as a new measure for you, so you can keep track of how we're doing in the future.
- Our rent arrears have continued to reduce as we coach customers to plan ahead by keeping their accounts a month in credit when they join us and through contacting customers whose income is likely to be affected by Welfare Reform and the benefit cap to help them prepare for the future.
- The last three months have seen a rise in the average number of days we take to both repair and allocate our empty homes. There are a number of factors that have contributed to this increase, including: resourcing issues, carrying out more repair works to empty homes - which means that it takes longer to get a home ready for letting; and once ready, some of our homes took longer to find a new customer for than we would have liked. To help improve this, we will be widening the marketing of some of our homes so that more potential customers know that they are available and will also be recruiting more specialist resources to work in our empty homes to help us get quicker at getting them ready for letting.

You can have your say on how we're doing and influence services by emailing us at feedback@bromford.co.uk or just head over to www.bromford.co.uk/customer-area/give-us-your-feedback/

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