

The evolving Bromford Deal

From its launch in 2011, the Bromford Deal has changed and evolved as we've learnt what works. Take this whistle-stop tour through its evolution to the present day.

Establishing our purpose

Back in 2011, the key thing for us was to understand what Bromford was here for. What was the single purpose that we were all here to achieve? We established that our purpose is to inspire all our customers to unlock their potential to get the most out of life and it's our job to create an environment for them to thrive. This shaped our future business strategy.

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Relationship

To achieve our purpose we knew we needed a different relationship with our customers. The current parent/child relationship just wasn't working and it wasn't sustainable given changes in our sector and the challenging economy. We realised that having a seat on the customer's sofa as their landlord meant we could do more than just put a roof over their heads. The Bromford Deal was born.

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Bromford.

The Bromford Deal

In the early days of the Deal, it was very much a 'something for something' relationship and it was about fixing behaviours. We started working differently with new customers, setting out an explicit 'deal' of what we offered and what was expected in return. We described it as a new type of tenancy, signing up over 2,000 customers in the first year. It focused on getting customers into work, training or volunteering, but the offer for customers of non-working age was limited and it was hard to envisage how we would apply this approach to existing customers.

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The Deal den

We realised that although there was huge benefit in a new type of relationship, we needed to approach it differently. We wanted an offer that everyone could benefit from and that shifted our thinking to recognising what people can do, rather than what they can't. The Deal den, a thinktank of colleagues, gave us the opportunity to focus on what needed to change - with the emphasis being on empowering people, rather than trying to fix them. The den led to the birth of our current innovation lab.

Service offer pilots

As a result of the Deal den we tested a number of new services that aimed to change the relationship we had with customers. 283 customers trialled the new services. Services like the deal coach, starting well and money advice were all piloted and evaluated and some of these services demonstrated that they could create real sustainable positive change. The key take-away from the pilots was about just how crucial the individual relationship was with the customer - but we had to figure out how we could make this work on a large scale. Localities was the answer.

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Localities launches

Introducing localities, a brand new way of working with our customers. Our new neighbourhood coaches work on smaller patches of around 175 homes, and they build on the strengths of a community by helping people to make the most of their collective and individual talents. This isn't about doing things for or to customers, it's about coaching them to get what they want out of life. [Read more here.](#)