

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

Who takes part?

Our neighbourhood coaches continue to engage with customers every day and build strong relationships based on trust with open, honest conversations happening at each interaction. Bromford's annual customer conversations include the collection of the regulated tenant satisfaction measures (TSM), giving thousands of customers the opportunity to give their feedback. These conversations happen between our customers and a dedicated neighbourhood coach and enable us to better understand our customers' needs, aspirations and hopes for the future as well as their experience and views on our services. This feedback is an instrumental aspect of insight that feeds into our voice of the customer and wider customer engagement approach. Every household is invited to have a conversation.

The Tenant Satisfaction Measures reported show Bromford's end of year performance (April 2024 – March 2025). Performance measures from the tenant perception measures (TPM) survey are based on 35,780 responses received during that time – achieving 99% confidence with a 0.5% margin of error in our survey returns. There were no methodological issues likely to have a material impact on the measures. In accordance with the TSM technical guidance, where customers may choose not to answer a question or give an unprompted 'don't know', their partial survey response will be included in our TSM results where a question response has been provided to at least one of the tenant perception measures. Our neighbourhood coaches completed surveys on a rolling basis as part of their annual conversations with customers and this year they completed 38,191 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 code society 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 continue to take 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 another 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, HouseMark in collaboration with Service Insights Ltd. 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 attached as appendix one to this summary report.

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. 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 people 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 influence panel (CIP), 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.

Age group	Total survey responses		Tenant population		Difference
18-24	900	2.8%	1,321	3.4%	-0.6%
25-29	1,919	6.0%	2,380	6.1%	-0.2%
30-34	2,946	9.2%	3,595	9.2%	-0.1%
35-39	3,284	10.2%	4,105	10.6%	-0.3%
40-44	3,237	10.1%	3,980	10.2%	-0.2%
45-49	2,766	8.6%	3,436	8.8%	-0.2%
50-54	3,162	9.8%	3,661	9.4%	0.4%
55-59	3,252	10.1%	3,899	10.0%	0.1%
60-64	2,838	8.8%	3,438	8.8%	0.0%
65-69	2,250	7.0%	2,598	6.7%	0.3%
70-74	1,852	5.8%	2,136	5.5%	0.3%
75-79	1,607	5.0%	1,892	4.9%	0.1%
80-84	1,126	3.5%	1,230	3.2%	0.3%
85-89	672	2.1%	776	2.0%	0.1%
90-94	269	0.8%	303	0.8%	0.1%
95-99	77	0.2%	95	0.2%	0.0%
More than 100	10	0.0%	18	0.0%	0.0%
Unknown	8	0.0%	26	0.1%	0.0%
Grand total	32,175	100%	38,889	100%	

Region	Total survey responses		Tenant population		Difference	Weighting factor
Central	8,074	25.1%	8,937	23.0%	2.1%	0.92
Gloucestershire	7,993	24.8%	10,228	26.3%	-1.5%	1.06
Staffordshire and Marches	9,633	29.9%	10,837	27.9%	2.1%	0.93
West of England	6,475	20.1%	8,887	22.9%	-2.7%	1.14
Grand total	32,175	100%	38,814	100%		

Tenant type	Total survey responses		Tenant population		Difference
Affordable Rent	3,613	11.2%	4,735	12.20%	-1.0%
Extracare	178	0.6%	146	0.38%	0.2%
General Needs	25,990	80.8%	30,896	79.60%	1.2%
My Place	126	0.4%	65	0.17%	0.2%
Supported Housing	2,268	7.0%	2,972	7.66%	-0.6%
Grand total	32,175	100%	38,814	100%	

Age group	Total survey responses		Tenant population		Difference
18-24	65	1.8%	121	2.6%	-0.8%
25-29	377	10.5%	489	10.7%	-0.2%
30-34	531	14.7%	706	15.4%	-0.7%
35-39	539	15.0%	673	14.7%	0.3%
40-44	414	11.5%	528	11.5%	0.0%
45-49	334	9.3%	428	9.3%	-0.1%
50-54	323	9.0%	415	9.0%	-0.1%
55-59	296	8.2%	357	7.8%	0.4%
60-64	257	7.1%	294	6.4%	0.7%
65-69	164	4.5%	192	4.2%	0.4%
70-74	116	3.2%	156	3.4%	-0.2%
75-79	77	2.1%	94	2.0%	0.1%
80-84	48	1.3%	62	1.4%	0.0%
85-89	15	0.4%	14	0.3%	0.1%
90-94	3	0.1%	5	0.1%	0.0%
95-99	0	0.0%	0	0.0%	0.0%
More than 100	22	0.6%	25	0.5%	0.1%
Unknown	24	0.7%	28	0.6%	0.1%
Grand total	3,605	100%	4,587	100%	

Region	Total survey responses		Tenant population		Difference	Weighting factor
Central	1,553	43.1%	1,755	38.3%	4.8%	0.89
Gloucestershire	940	26.1%	1,346	29.3%	-3.3%	1.13
Staffordshire and Marches	902	25.0%	1,079	23.5%	1.5%	0.94
West of England	210	5.8%	407	8.9%	-3.0%	1.52
Grand total	3,605	100%	4,587	100%		