

Board response to Annual Complaint and Improvement Report

At Bromford Flagship, we're here for more than just homes – we're here to enable people to thrive. That starts with listening to feedback from our customers, including complaints. It's something we actively encourage, because it's an invaluable tool to both understand what we're getting right and show us where we need to do better.

The Board has reviewed this year's complaint performance report and self-assessment, which cover Bromford, Flagship, and our local housing brands Newtide Homes, Samphire Homes, and Victory Homes. Dame Sandra Horley, our Member Responsible for Complaints (MRC), also led a thorough review of the report. She confirmed that the assessment is accurate, fair, and a reasonable reflection of how we've handled complaints across 2024/25.

We're reassured that our policies and procedures remain strong, with the report clearly setting out the types of complaints we've received and the lessons we've learned from them. These insights have already helped us make improvements to our services that benefit customers directly. The report also went through a robust assurance process, giving the Board full confidence in its findings.

The Board is confident we've built a positive complaint handling culture that values transparency, learning, and action. We're satisfied that customers' voices are not only being heard, but that their feedback is being acted upon and is helping to shape better services.

Our approach as we move forward will be to continue regular reviews of complaint trends, and work with our involved customer groups to monitor progress. By embedding a culture of putting learning into practice, we commit to holding ourselves accountable and strengthening the trust customers, and all stakeholders, place in us.

This Group governing body response was approved by the coterminous Board acting on behalf of Bromford Flagship Limited and its subsidiary Registered Providers - Bromford Housing Association Limited*, Bromford Home Ownership Limited*, Merlin Housing Society Limited* and Flagship Housing Limited** therefore applies to each of those entities, Any references to Bromford Flagship should be interpreted as equally applicable to all five Registered Provider entities.

*operates as Bromford

**operates as Flagship

Samphire/Victory/Newtide and Flagship Homes are also trading names of Flagship Housing Limited, and this governing body response applies equally to customers of those housing divisions.