



# Customers & Communities |

## Putting customers at the heart of everything we do

We're proud of the 5-star rating we received in the NHBC survey, the seventh consecutive year we have received this accolade. Our aim is to build on our previous success and ensure that we continue to exceed our existing levels of customer satisfaction. Our Customer First programme has contributed to continuing improvement in Bellway's customer service.

### Aspiring for better

Although we're happy to receive such a high rating from our customers, we want to do better. Our focus is on increasing our year-on-year score within the 9-month NHBC survey, achieving at least 82% by December 2026.

### Putting the customer first

To help us attain our goals, we've put a plan in place to ensure that we provide industry-leading customer service. We're going to start by making sure that we respond to all customers as quickly as possible, which means responding to emails within 48 hours and to any missed phone calls the very same day.

### Engaging in the community

Our school engagement programme is implemented in each of our divisions, driving awareness of Bellway and educate students on the career opportunities available in our industry.

### Our key targets for the future

- Develop a 'Customer Care Portal' linked to Your Bellway by July 2025.
- Develop a 'Balanced Score Card' system for quality, customer care, health and safety and compliance, using NHBC and Field View statistics by July 2025.
- Develop 'Construction Tech Integration' project to ensure best practice forms are digitalised for quality, programming, customer care and health and safety by July 2025.
- To establish best practice for divisions covering each aspect of sustainability (environmental, social and economic) by July 2025.
- Each division to engage with four local schools by July 2025.
- Develop a procedure for community engagement in the design of developments to be used across all projects by July 2026.
- Report percentage of developments where we have implemented community wellbeing initiatives, which complement, support and mitigate the impact of our new developments by July 2026.

Headline target	
Increase year-on-year the HBF 9-month survey score with the objective of achieving 82% by December 2026.	
Targets	Progress to date
Increase year-on-year the HBF 9-month survey score with the objective of achieving 82% by December 2026.	Current performance at 80.1% (2023 - 80.6%).
Retain five-star <sup>5</sup> homebuilder status (>90% 'Recommend a Friend') and improve our score to 95% by July 2024.	Current performance at 91.6% (2023 - 91.1%). This target will be rolled forward to FY25.
All new sites starting construction works in FY24 to incorporate House to Home view homes.	77 House to Home View Homes constructed on our developments in FY24.
Introduce new site-based quality management and compliance system including training for all site teams by July 2024.	Field View system introduced and all site teams trained by July 2024.
Each division to engage with four local schools by July 2024.	564 schools engaged and 20,839 students reached in FY24. This target was narrowly missed, with all but one division engaging with four or more schools. This target will continue in FY25.
Improve customer satisfaction through a reduced 'Time to Fix' for defects (target to close down defects within 28 days).	The 'days open' average for reported jobs is 20 days. Our Service After scores in both NHBC survey periods are at their highest since 2013.

Headline Target