



TENANT ED&I REPORT

2025





Last year, we set out our plans to better understand and improve tenant experiences by looking at our services through the eyes of all our tenant groups.

We're proud to have brought ourselves to a position where we can highlight the impact of this work as we continue to take meaningful steps toward making our services inclusive, equitable, and accessible for everyone. We're pleased to present our second annual Tenant Equality, Diversity and Inclusion report.

Since we published our report last year we have improved our tenant data further, launched our first tenant census and continued our commitment to learning more about what our vulnerable tenants need by launching our vulnerability e-learning programme. We also included tenant vulnerability awareness in our Corporate Induction programme, to set our expectations for new staff from the very beginning.

We completed two in-depth service reviews focused on Complaints and our tenant's communication needs. These reviews analysed services by demographic groups, helping us ensure that all tenants have equal access to the services they need regardless of their demographic, location, tenure and background.

We used insight, our TSM data and customer satisfaction results to identify trends in satisfaction across different demographics, giving us a clearer picture of where we're doing well and where we can improve.

The best part about the work that forms this report is that it is driven by tenant insight data and what you have told us your experiences have been like. We are grateful to all our tenants who have provided feedback and gifted their time to us, it truly helps us shape our services and is vital in everything we do. We welcome you to explore this report and join us in driving positive change; your insights, feedback and support are essential to this journey.

John Lewis, Involved Tenant and
Pamela Leonce, Board Member

FOREWORD

Treating you fairly



Every tenant deserves to be treated with fairness and respect and this is a fundamental expectation we are committed to delivering. In the last quarter, 87.2% of our tenants told us they felt respected; a result that places us in the top quartile nationally. While we're proud of this, we know there's always room to improve and we're committed to doing so.

Tenants who felt respected and treated fairly highlighted polite, effective and timely communication as key reasons for their positive experience. The depth of knowledge we have, our ability to maintain accurate records and provide the right information was also highlighted.

Each year we also ask tenants their thoughts on how professional they feel our colleagues are when we interact with them.

This was the sixth occasion we've posed this question to tenants since March 2023. During that time, we've asked c4,900 tenants for their views and found that **88.1%** agreed that we "act professionally".

We have looked in detail at where you told us we could improve, and there were some key themes that came out of your feedback including the tone and politeness of our colleagues and contractors, getting a quick and lasting resolution to issues like repairs and the effectiveness of our communication, including the ability to listen and the depth of knowledge we have.

Your feedback has led us to launch our #MHMindset. Being honest and empathetic is central to how we work. We aim to provide clear information about what we're doing and when and we make sure to listen carefully to our tenants so we can understand their needs and expectations.

CASE STUDY

Being Comfortable

Our commitment to equality, diversity and inclusion is reflected not only in our policies but in the everyday actions of our colleagues.

Find out more about how our Specialist Accommodation Officer Emma demonstrated the impact of empathy, active listening and inclusive practice when supporting a tenant through a challenging time.

Tenant Support Story - Midland Heart ✨

Emma's support for our tenant highlights how small but meaningful changes like using correct pronouns can significantly improve wellbeing and strengthen trust with our tenants. It's a reminder that inclusion starts with understanding, and that every tenant deserves to feel seen, respected and supported in their home.

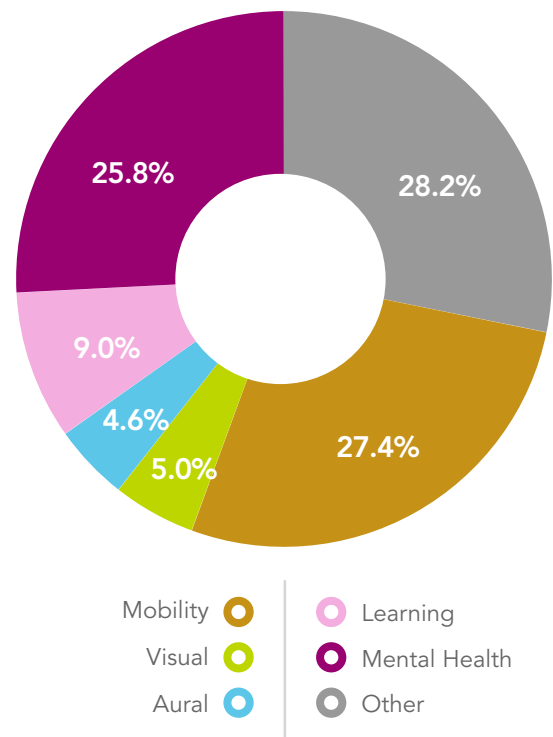


EQUALITY SPOTLIGHT ON Communication and vulnerability adaptations

The Ombudsman’s *Relationship of Equals* report highlighted the importance of recognising, responding to and recording tenant vulnerabilities. We took time to reflect on our current practices and considered how we might improve the ways we tailor our communication for tenants who need specific adaptations such as large print letters, alternative languages, or braille.

We reviewed our existing guidance and processes to ensure we’re meeting individual needs effectively. We also looked at how this information is recorded in system risk alerts and how easily staff can access it when supporting tenants. Through this review we identified some ways we could improve our offer, especially to tenants with different language needs and aural impairments.

Tenants with communication adaptation needs



As a result, over the next few months we’ll be looking at ways to offer additional support to tenants who may find it difficult to use the phone to report emergency repairs.

We will also be raising awareness and providing training around our translation services, including how to make best use of Language Line.

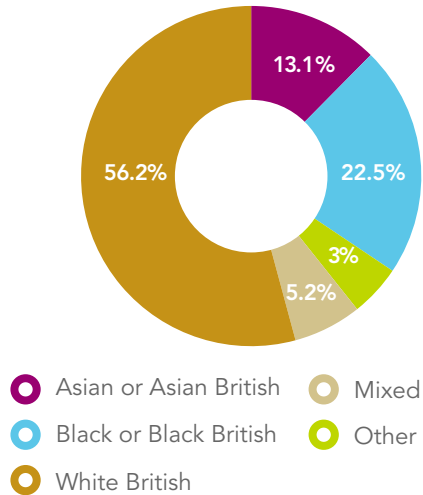
These steps are part of our ongoing commitment to ensuring every tenant feels heard, supported and respected.

We want to make sure you feel heard, understood and informed whenever you contact us. If English isn't your first language, we can support you with interpretation services.

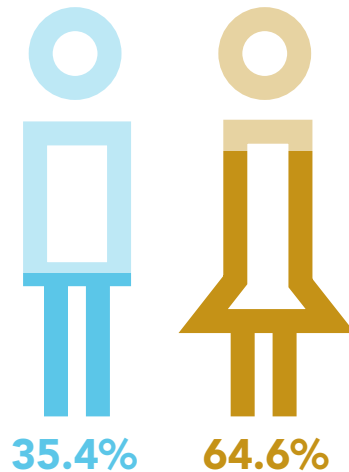
[Language support - Midland Heart](#) 

Tenant demographics OCTOBER 2025

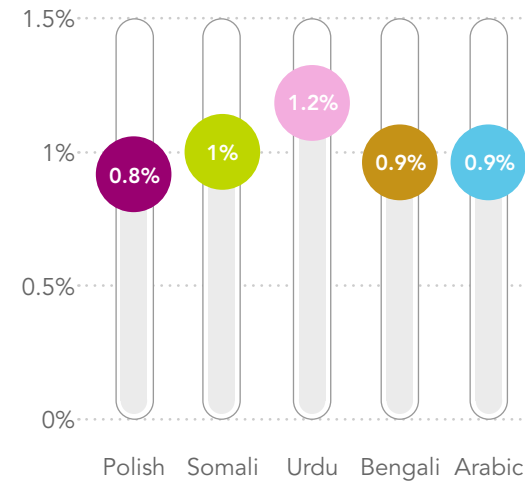
Ethnicity



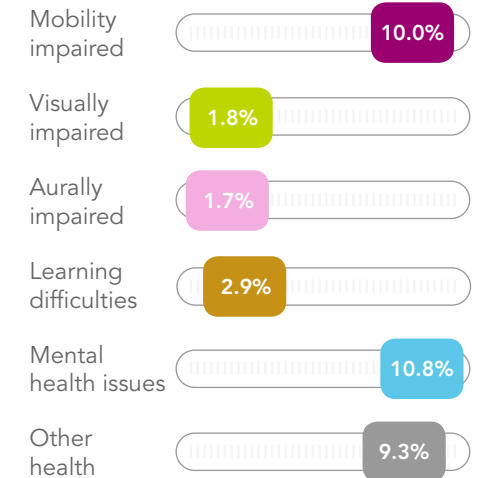
Gender



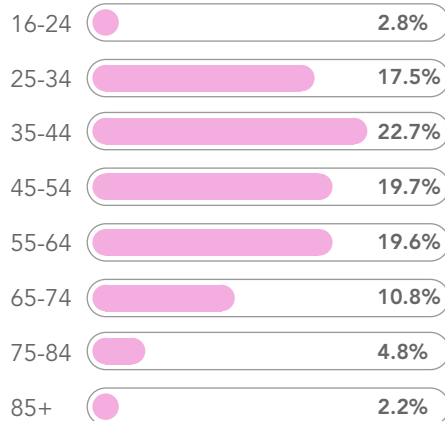
Top 5 additional languages



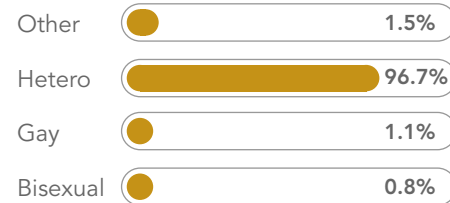
Support needs/disabilities



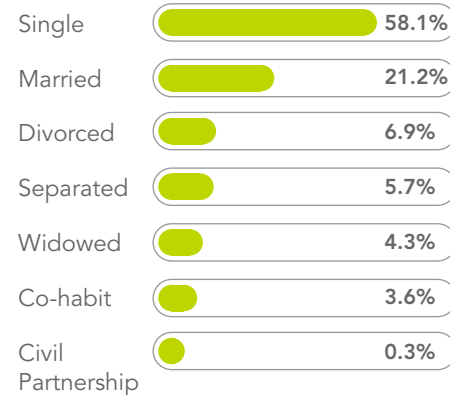
Age



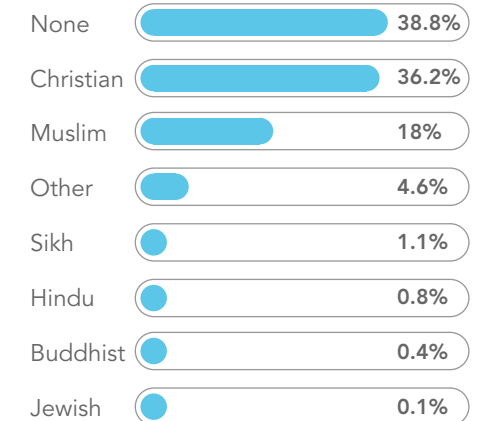
Sexual orientation



Marital status



Religion



The better we know each other the better the services we co-create will be.

This year we launched our first tenant census to help us get to know more about you and your family's needs. Between June and September, we invited a small number of tenants, primarily those who have completed a mutual exchange, homeowners, and residents in Handsworth, to update their personal details as part of our tenant census pilot.

800

tenants provided updates to our records

3,000

updates to our information

100

new mobile phone numbers will now receive our updates

229

new pieces of vulnerability data received



We're grateful to the nearly 800 tenants who provided over 3,000 updates to our information. This new information will ensure we not only have better records but can provide better services to those who responded.

For example we received around 100 new mobile phone numbers which mean that these tenants will now receive our updates when we are doing work in their area or updates on when we plan to attend to complete work such as repairs.

We also received 229 new pieces of vulnerability data. This invaluable information allows us to tailor services better to people's individual needs and circumstances, making reasonable adjustments when working in their home. For example, if you have mobility, aural or visual impairments we can ensure we support you in a more tailored way.



We'll be sending the census to all tenants over the course of the next year across different phases, grouping by local authority.

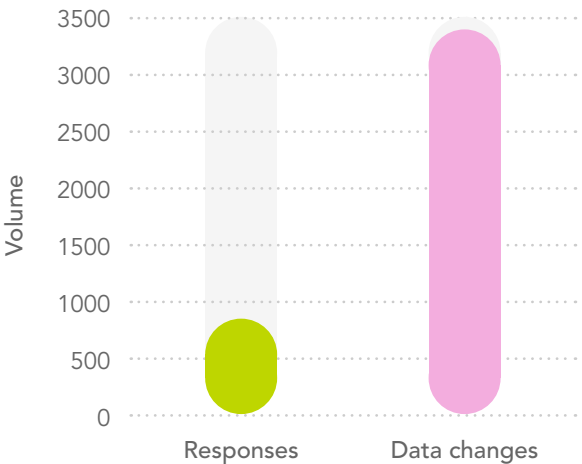
If you haven't updated your details yet, it's not too late, please take a few minutes to do so now. Your information helps us shape services that truly reflect your needs.

We want to get to know you even better - Midland Heart

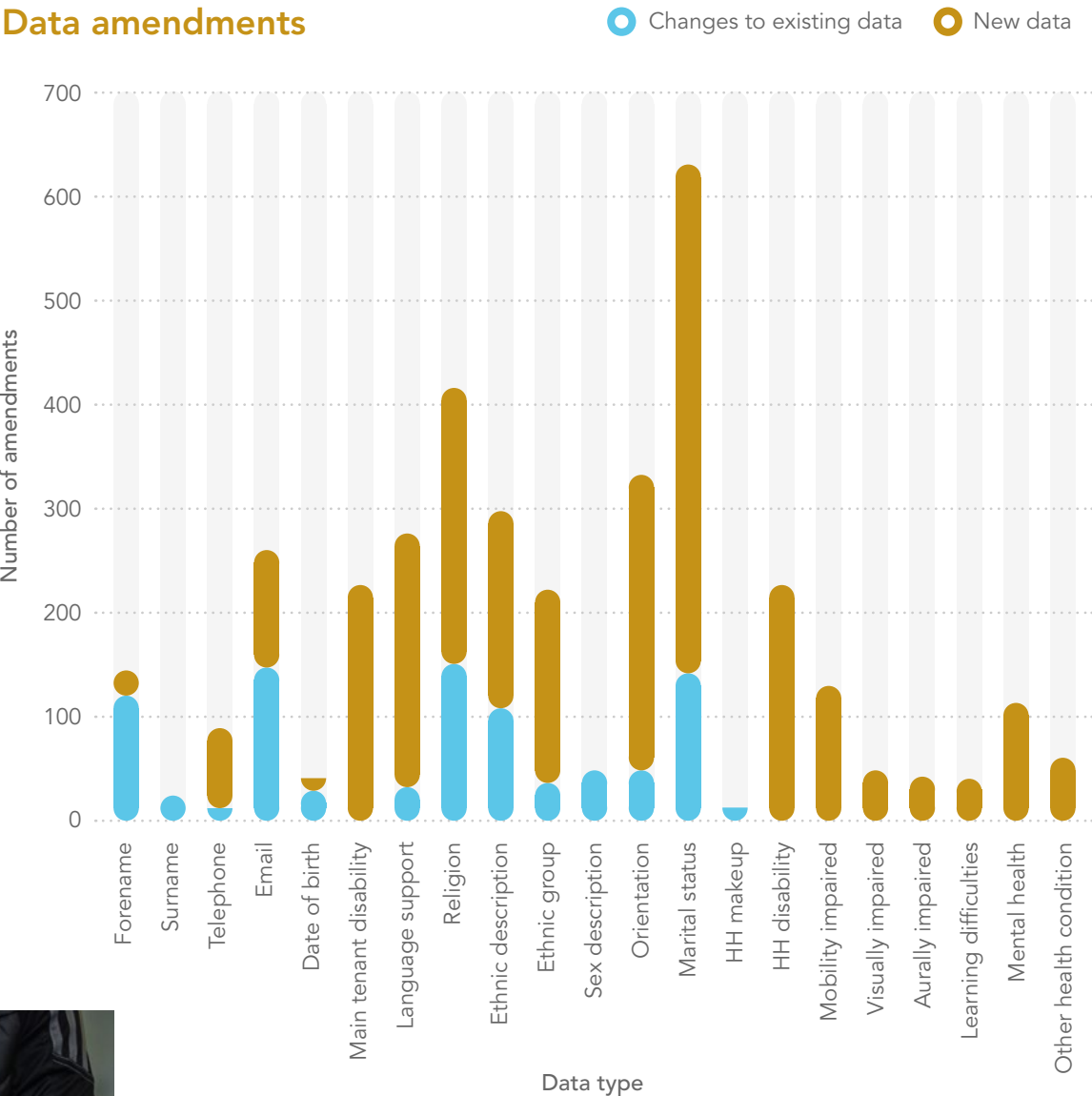


Tenant Census Pilot / Data Findings

Responses vs Changes



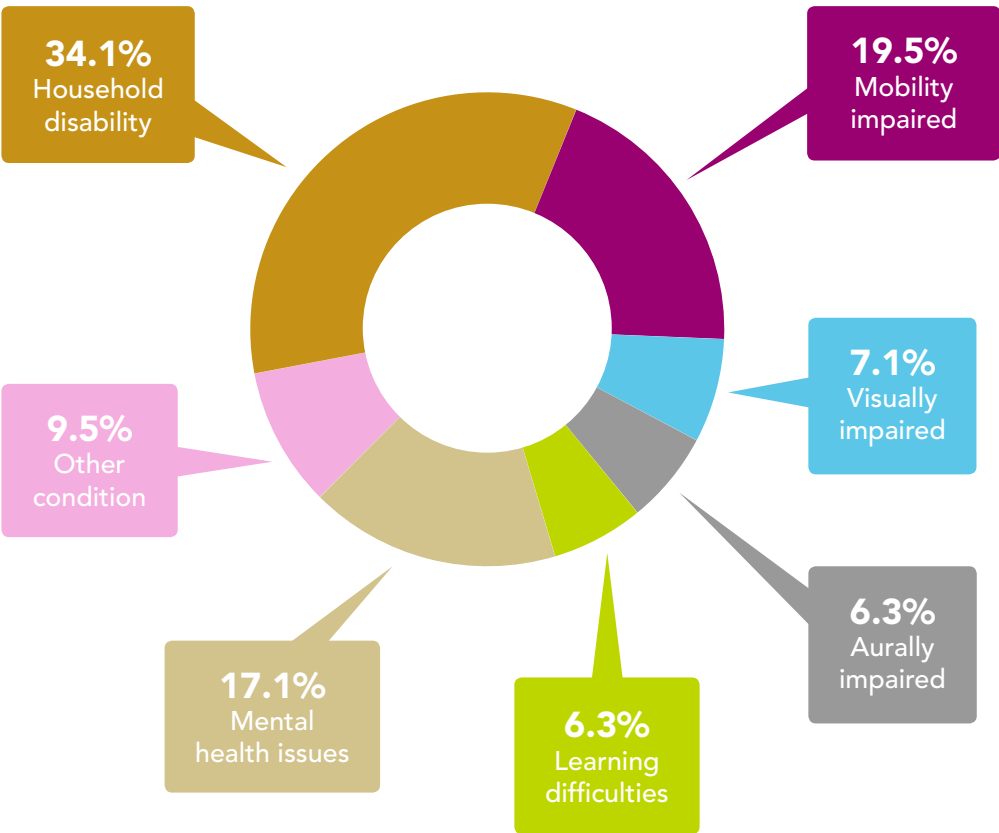
Data amendments



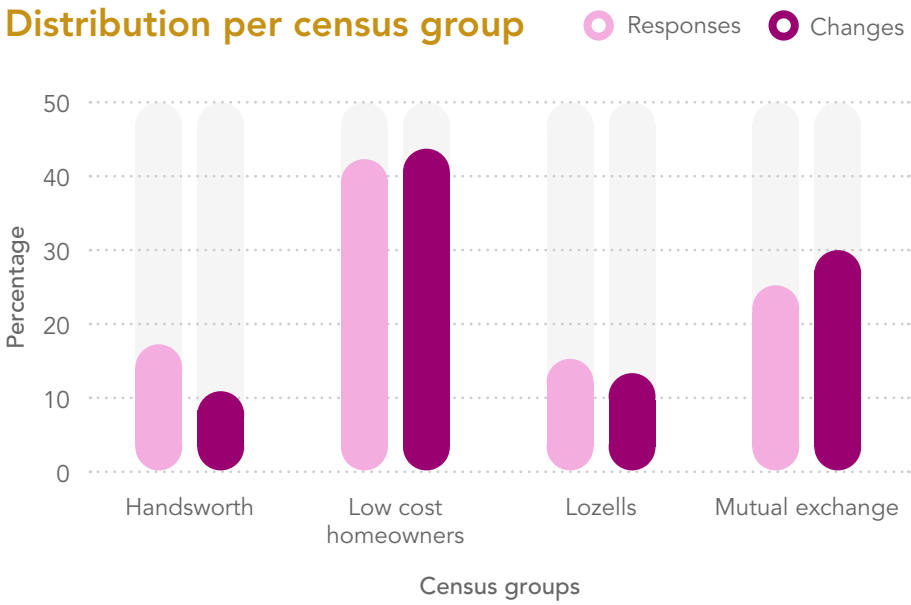
Tenant Census Pilot / Data Findings



New vulnerability/disability data



Distribution per census group



Accessibility

It is important our services are accessible to you so you can feel safe, independent and happy in your home. Without the right accessibility, tenants with diverse needs could experience significant barriers in their daily life.

We completed a review of all tenant policies to include our commitment to reasonable adjustments for vulnerable customers. This supports our staff to be able to think more openly about how they can provide the right service when they are working with tenants who have diverse needs.

Equality Impact Assessments (EIAs) are one of the key tools we use to demonstrate our three core values; people focused, inclusive and professional. It's a clear and simple process that helps us ensure our policies, practices, and decisions are fair and inclusive, whether they affect tenants, colleagues, or the wider community. It supports us in identifying and removing barriers, promoting equity, and making sure no one is unfairly disadvantaged, especially those from protected groups.

As an example ahead of the introduction of Awaab's Law this year, we have produced a new policy and EIA in respect of Emergency and Significant Hazards to review whether this will impact any tenant groups.

As part of the review we used information about 5,733 tenants who had reported an emergency repair alongside information from 285 property inspections where we identified further work was needed in one of our homes.

This information showed us that there are some differences in the tenant groups that are more likely to be positively impacted by the introduction of this policy. This includes those with disabilities, larger householders and those who are ethnically diverse. These are known to be some of our most vulnerable tenant groups.

What's next?

We recognised in this work that colleagues who were completing EIAs for the first time required support to be able to produce meaningful actions and improvements, so we are making improvements to our current EIA process by updating forms, adding clearer guidance and providing training sessions to colleagues who are required to complete them.





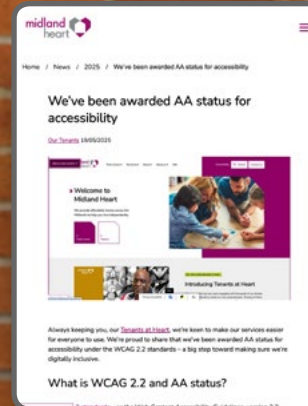
CASE STUDY



Website Accessibility

We're committed to making sure all the ways you connect with us are accessible and easy to use. We are pleased to have been awarded AA status for accessibility since being assessed by the Web Content Accessibility Guidelines. This means that our tenant website meets a high standard of accessibility, making it clearer, more flexible, and easier to use for everyone. "Accessibility" under the guidelines covers several disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

We've been awarded AA status for accessibility - Midland Heart



EQUALITY SPOTLIGHT ON

Our complaints process

As part of our commitment to fairness and transparency, we've analysed the demographics of tenants who have raised complaints to ensure equitable access to this service.

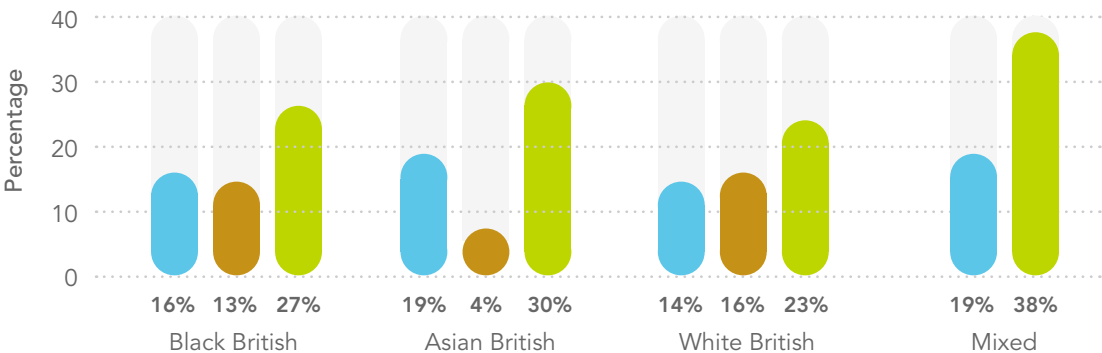
The review helped assure us that tenants across all demographics have good access to the complaints service. We also looked at recent complaints to better understand what's driving them. The most common issues were communication, dissatisfaction with action taken, and repair delays across all tenant groups. Our data does suggest some tenants are more affected by repair delays than others:

- 27% of complaints from single tenants with children are about repair delays
- Mixed ethnicity tenants are 15% more likely to raise a complaint about repair delays
- Asian tenants – 8% more likely to report repair delays.

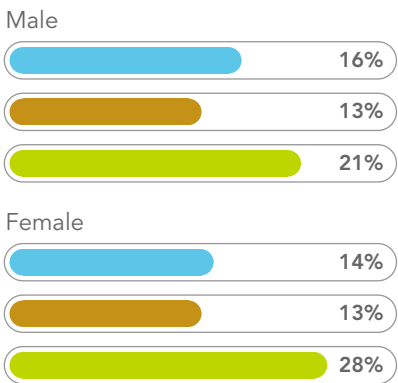
We're now using tenant insight to review our repairs service and make sure it works fairly and consistently for everyone.

Top 3 root causes of complaints by key demographics

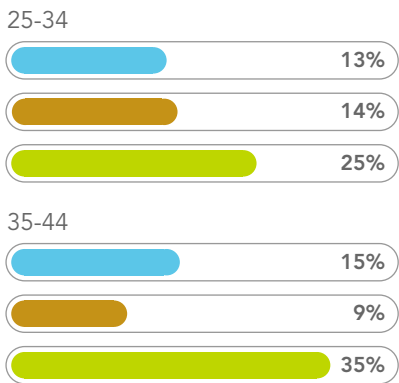
Ethnicity



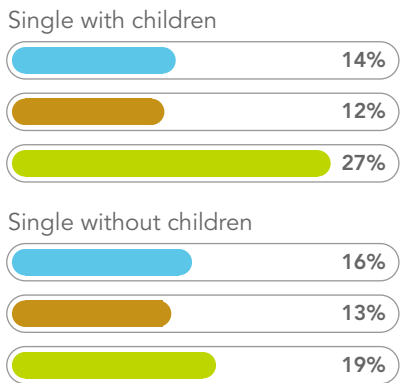
Gender



Age



Household



● Communication ● Dissatisfaction with action ● Repair delays

Tenant influence



We launched our new My Team tenant involvement group in April 2025. This group is led by our tenants and enables them to challenge and support us on

how we recruit, train, induct and manage performance of our staff to ensure we have the right mindset, skills and behaviours that ensure tenants are being treated with fairness and respect.

Over the last year our involved tenants have worked closely with our People Services team, and through their quarterly meetings the group has:

- Helped shape the staff STAR Awards, being part of the scoring panel and celebration at the annual STAR Awards event in November
- Evaluated the tenant involvement in recruitment which has progressed to tenants shaping assessments, interview panels and our new Midland Heart Mindset focused tenant questions
- Reviewed the Leadership Development Programme to ensure they forge a tenant-centric culture and equip our future leaders with the support they need. Tenants felt reassured by the blended approach which incorporates mentoring and coaching.

“

It was great to meet tenants on the first day, it gave a unique insight into their experiences, and made it feel more real.

Midland Heart staff member

”

Tenants have supported...

- 30 recruitment campaigns, helping ensure we recruit people with the right mindset and tenant focus
- 13 new starter induction events, providing their lived experience of being a tenant and what it's like to live in a Midland Heart home.

“

They (staff) had confidence to do better than what was done before, some had ideas on how to improve things going forward, would love to do more, not just about me as a tenant, they are there to learn, and I am learning from them, lot of eager faces at the end, was enlightening on both ends.

Midland Heart tenant

”



What's next?

- A review of the pay gap report
- Updates and changes to our staff inclusion Networks
- A review of the induction process one year on, what's worked well and what can we do better?
- Annual diversity updates
- A round up of the first year of Tenants at Heart

Looking deeper into your satisfaction

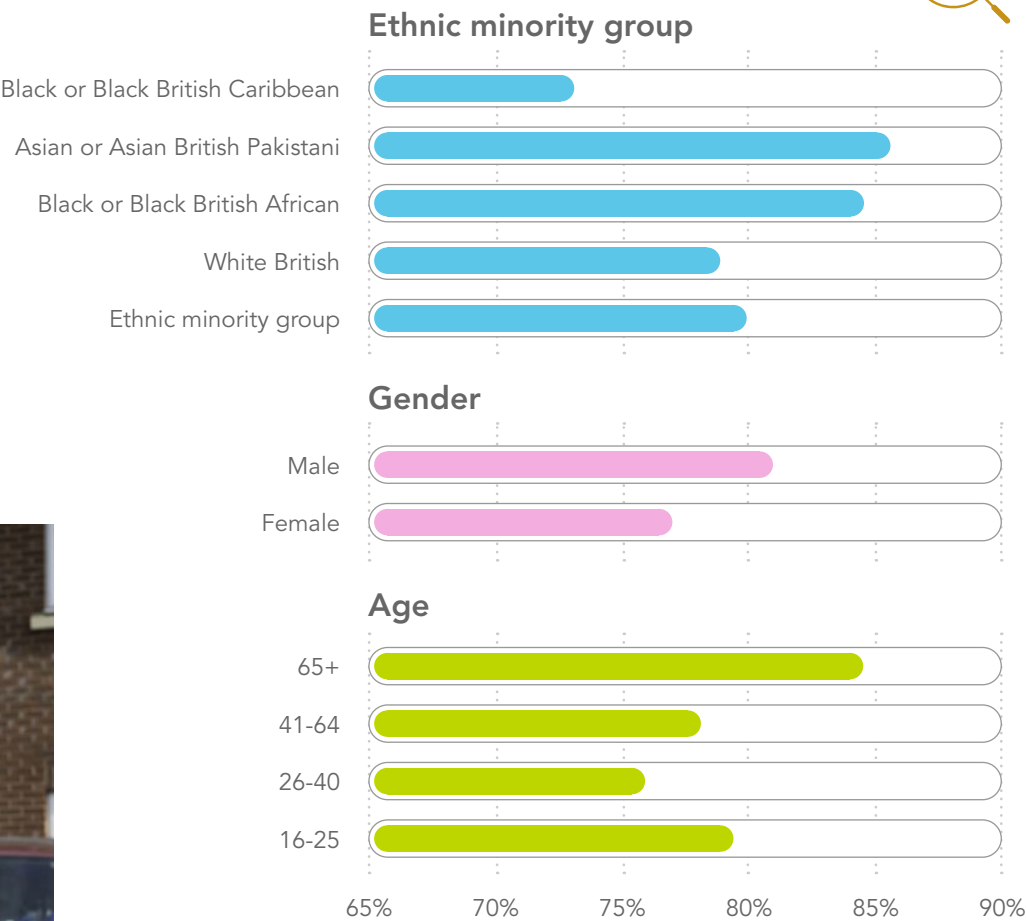
Last year we told you we saw a trend the feedback you gave us through our Tenant Satisfaction Measure (TSM) surveys that some tenant groups’ perceptions of our services were lower than others.

We promised we would look into this to make sure that every tenant group was getting the same level of service from us. We looked closer at both our transactional satisfaction and TSM results across ethnicity and gender.

We found that generally all tenants were having similar experiences across groups (with between 8 and 9 in 10 tenants satisfied with our services) but there are some slight differences in satisfaction for some key demographic groups especially when looking at TSM feedback.



Overall service (%) - TSM

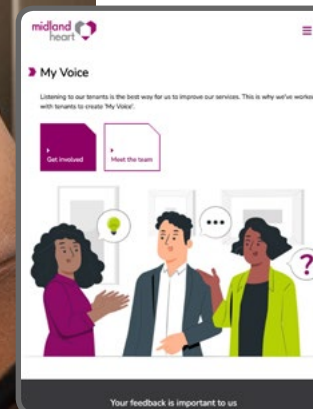




We know that specifically for tenants who are Black British Caribbean, perception of us as a landlord could be improved. This is largely linked to locality-based issues as well as our ability to communicate and keep tenants informed.

This tells us that introducing the MHMindset and our new locality-based working approach, are the right things to do to increase tenant satisfaction with us. You can find out more about these plans here: [Quality Services and Local Impact – Midland Heart](#)

We'd love to hear from you about your ideas for anything else we can do to improve your experience with us.



If you'd like to be involved in shaping our services more closely, please read our MyVoice web page [here](#). ✨



Vulnerabilities

As set out in last year's report, we have completed internal spotlight reports, assessed ourselves against the Housing Ombudsman's Attitudes, Rights and Respect report recommendations and conducted a Tenant Scrutiny review into how we identify and respond to tenant vulnerabilities. This has resulted in a business wide Vulnerability Action Plan, overseen by a working group of colleagues from our operational teams who are completing identified actions in areas we have been able to plan improvements.

Some of these include:

- 1 A review of our process around risk alerts we use to highlight things our staff should know before they contact you.
- 2 Ensuring all our teams have a process in place for auditing their adherence to expectations around capturing vulnerabilities.
- 3 Having vulnerability champions within teams who can provide expertise and guidance on different reasonable adjustments we are able to make when we are required to complete work in your home or visit you for tenancy related issues

These improvements will form part of our commitment to improving the way we recognise, respond and record vulnerabilities over the next year. Success of achieving this plan will lead us to a consistent approach that is embedded across all our teams and we will look forward to sharing the measurements of these improvements with you in next year's plan.



01

We are enhancing how we use data by triangulating information from multiple sources. This means bringing together different types of data to build a better picture of tenant experiences and needs, helping us make more tailored and informed decisions.



02

Having seen the impact from our spotlight reports, we want to embed demographic analysis into all service reviews across the organisation. By doing this, we can better understand how different groups of tenants experience our services and identify any gaps or areas for improvement.

KEY PRIORITIES FOR

26 / 27

Over the next year, we are focused on successfully delivering a number of actions to strengthen how we identify and support tenants who may need additional help. This work is central to ensuring that our services are inclusive and responsive to individual circumstances.



03

We are rolling out a new Equality Impact Assessment (EIA) process, which will be embedded into our everyday work. This will help us ensure that all changes and decisions are assessed for fairness and inclusivity and we'll be tracking how this process is applied across the business.



04

We're launching a new programme of spotlight reports. These will provide focused insights on specific themes or tenant groups, helping us to share learning and drive improvements in a more targeted and transparent way.



More detail on what you can expect from us this year:

2025
2026

Quarter 4

- Roll out EIA training to front line colleagues
- Continue with the rollout of the tenant census

2026
2027

Quarter 1

- Mystery Shopping exercise testing requests for adaptations of printed materials
- Review the link between vulnerability and satisfaction

Quarter 2

- Complete tenant census programme
- Identify improvements that can be made to deliver services to tenants who have told us they have a mental health related vulnerability
- Empathy training

Quarter 3

- EIAs of all frontline services completed
- Complete new programme of spotlight reports



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@midlandheart



@midlandheartltd



0345 60 20 540



20 Bath Row, Birmingham, B15 1LZ

