



# Willow Tree Housing Partnership

## TSM Tracker

### Q3 2025/26 Report

Prepared by: Acuity Research & Practice



# Introduction

## Key TSM Metrics

### Overall Satisfaction

### The Home

### Repairs

### Neighbourhood

### ASB

### Engagement

### Complaints

### Trends

## Summary

Acuity has been commissioned to carry out a series of satisfaction surveys for Willow Tree Housing Partnership, following the merger of South Western Housing Society and Tamar Housing in 2023. This report presents the findings of the LCRA survey for Q3 of 2025/2026, built using the Tenant Satisfaction Measures (TSMs) from the Regulator of Social Housing.

For 2024/2025, the data of those that responded to the survey (age and tenure) was checked against the profile of the whole tenant population, and as there were some variations between the two, the results were weighted to ensure that they are representative of the whole tenant group, and this report uses these weighted results as a comparison for the Q3 scores. For 2025/2026, the surveys are completed quarterly, by telephone interview, sampled using quotas based on local authority, age and tenure to ensure representativeness, with the intention of completing 100 surveys per quarter. For Q3, 100 surveys were completed, with a further two partially complete and included in the results as required by the Regulator.

This report once again uses sentiment analysis to better understand tenants' comments and why they have responded to the satisfaction questions the way they have. Information about how this works is shown at the end of the report and adds an extra layer of focused insight to the results to help Willow Tree better understand what is driving satisfaction, what tenants are most concerned about, and, as a consequence, what could be improved.

The survey is confidential, and the results are anonymised unless tenants give their permission to be identified – 96% of tenants did give permission to share their responses with their details attached, and 71% of these are happy for the Willow Tree Housing Partnership to contact them to discuss any information they provided in the survey.

This survey aims to provide tenants' satisfaction data in order to:

- Provide information on tenants' perceptions of current services
- Compare the results with the previous surveys, bearing in mind results in 2024 were weighted
- Compare the results with other landlords (at year-end)
- Report to the Regulator annually
- Provide insights for strategic and operational planning and to inform continuous improvement.

For landlords with less than 2,500 properties, the Regulator requires a sampling error of  $\pm 5\%$  at the 95% confidence interval. As Willow Tree Housing Partnership has 1,400 LCRA properties, and based on 100 completed responses for Q3, it gives a sampling error of  $\pm 9.3\%$  for the quarter and to within  $\pm 4.1\%$  annually, which is within the required guidance and gives the results a good level of accuracy.

*Note: The majority of figures throughout the report show the results as percentages. As percentages are rounded up or down from two decimal places in the results file to the nearest whole number, they may not always total 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. The charts also show the base for each question shown as n=.*

**68%** 

## Overall Satisfaction

As stated above, comparisons are made within this report with the results for 2024/2025, which were weighted.

Satisfaction with the overall service provided by Willow Tree is up by 8 percentage points (p.p) in Q3, with increased satisfaction across all measures.

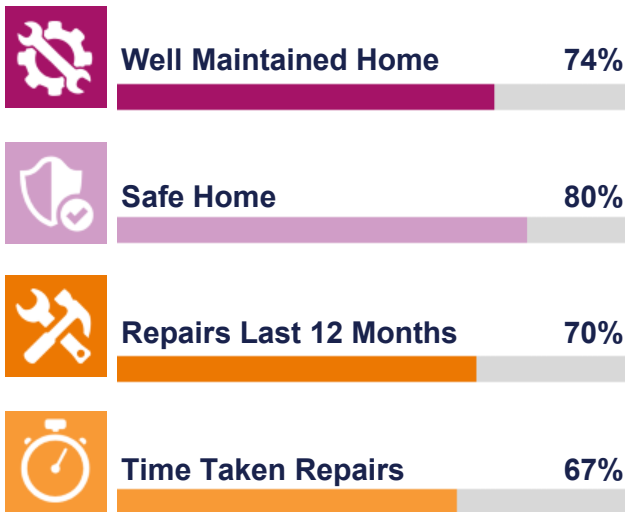
Five measures are now at 70% or above, those being the provision of a safe home (80%), how well tenants are kept informed (76%), how well-maintained homes are (74%), how fairly and respectfully treated tenants feel (73%), and repairs in the last 12 months (70%).

Only the handling of complaints remains below 50%, now at 46%, which is still an increase of 13p.p from Q2.

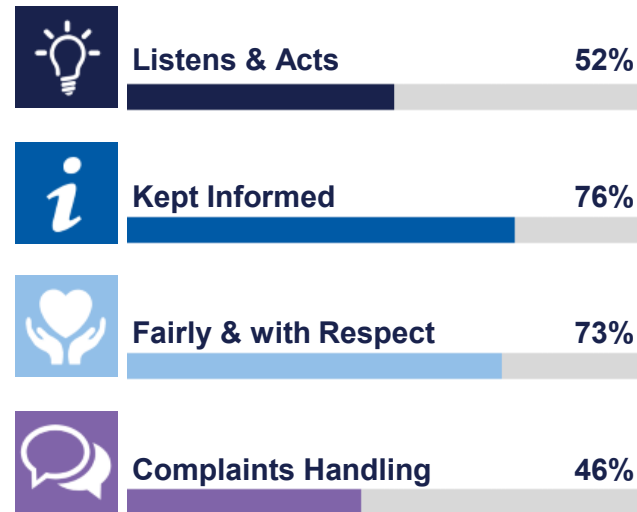
The report focuses on the headline figures but will show how satisfaction has changed over time and includes an analysis of the open comments made by tenants about the service they receive.

# TSM Key Metrics LCRA

## Keeping Properties in Good Repair



## Respectful & Helpful Engagement



## Responsible Neighbourhood Management





**Overall Satisfaction**



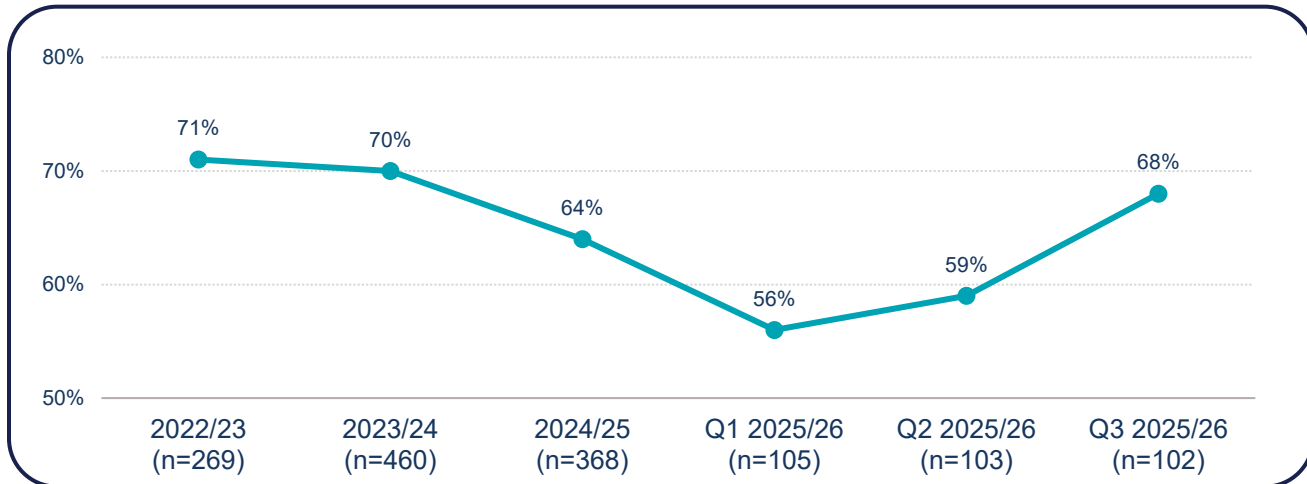
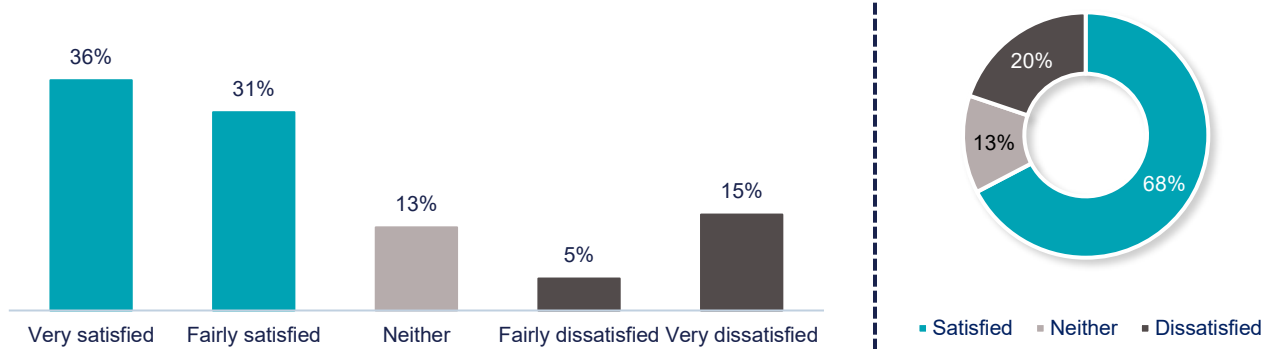
# Overall Satisfaction - LCRA

Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Willow Tree Housing Partnership?" This is the key metric in any tenant perception survey.

Satisfaction with the overall service has been falling slowly since 22/23, when it was at 71%. This fell to a low of 56% in the first quarter of this year and recovered a little in Q2, up 3p.p to 59%. Satisfaction has continued this upward trend, now seeing a 9p.p increase from this, at 68%.

There are now more tenants who are very satisfied (36%) as opposed to fairly satisfied (31%), which is a positive reversal from Q2.

However, a fifth of tenants remain dissatisfied, with more feeling very dissatisfied (15%) than fairly dissatisfied (5%).



# Overall Satisfaction

Please describe your specific experiences that have shaped your view of Willow Tree Housing Partnership's service.

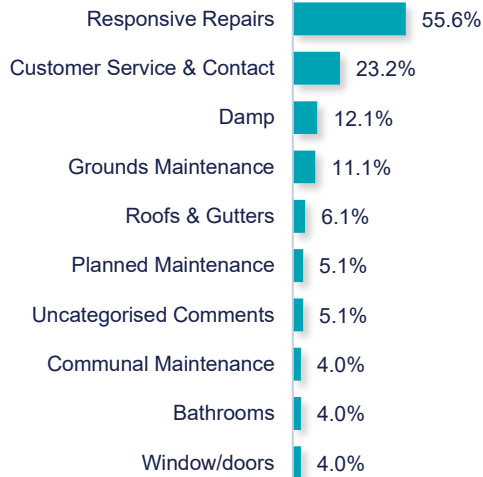
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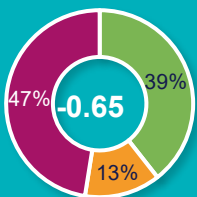
## Categories



## Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	52	60.5%	-0.62
Resolution	20	23.3%	-2.85
Communication / Transparency	18	20.9%	-1.00
Subcategory, no attribute (yet)	14	16.3%	-0.21
Quality of Work / Service	11	12.8%	+0.73
Effort	7	8.1%	-2.71
Staff Conduct	6	7.0%	+3.00
Satisfaction	3	3.5%	-1.67
Appointments / Convenience	2	2.3%	+2.50
Empathy	2	2.3%	0.00
Listening / Acting	2	2.3%	0.00
No Comments	2	2.3%	0.00
Accountability	1	1.2%	-5.00
Fairness	1	1.2%	-5.00
Trust	1	1.2%	+5.00
Accessibility			-
Consistency			-
Safety			-
Worker Conduct			-



Tenants we asked to describe the specific experiences that have shaped their views. Many tenants express satisfaction with prompt responses to urgent issues, such as leaks and boiler servicing, highlighting a generally efficient repair service. However, occasional comments indicate delays in addressing ongoing problems, particularly with damp, mould, and structural issues, with some residents waiting years for resolutions. Communication is frequently cited as a concern, with tenants reporting poor responsiveness to calls and emails, leading to frustration. Some respondents noted a decline in service quality since the management change to Willow Tree, with a perception of neglect towards maintenance. While a few tenants praised the staff's politeness and helpfulness, many expressed dissatisfaction with the overall customer service experience, particularly regarding follow-ups on reported issues. The feedback suggests a need for improved communication and a more proactive approach to maintenance and repairs to enhance tenant satisfaction.



**Well Maintained, Safety & Communal Areas**

# Well Maintained, Safety & Communal Areas

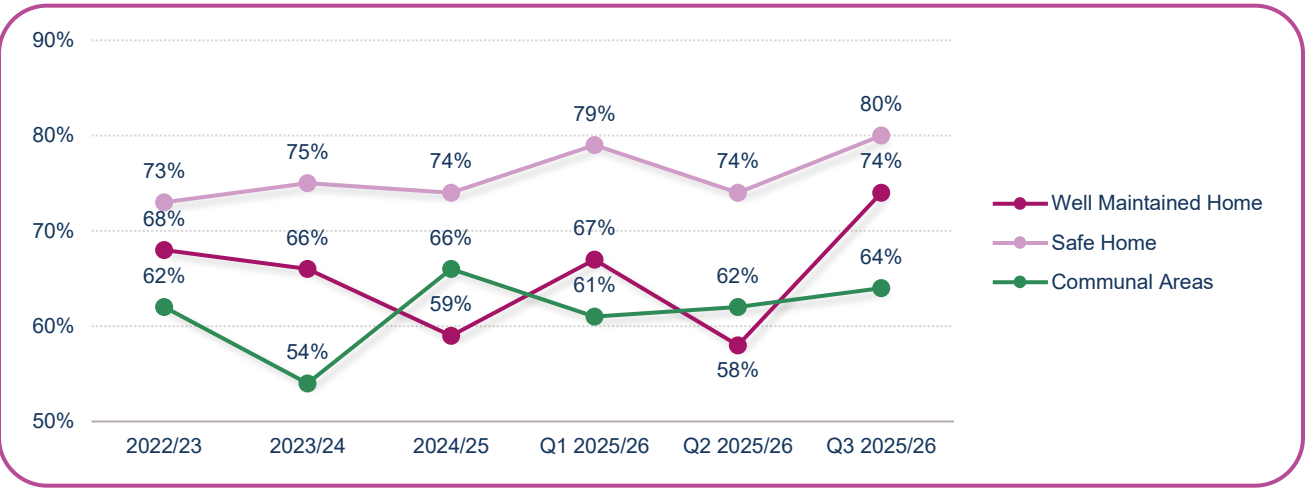
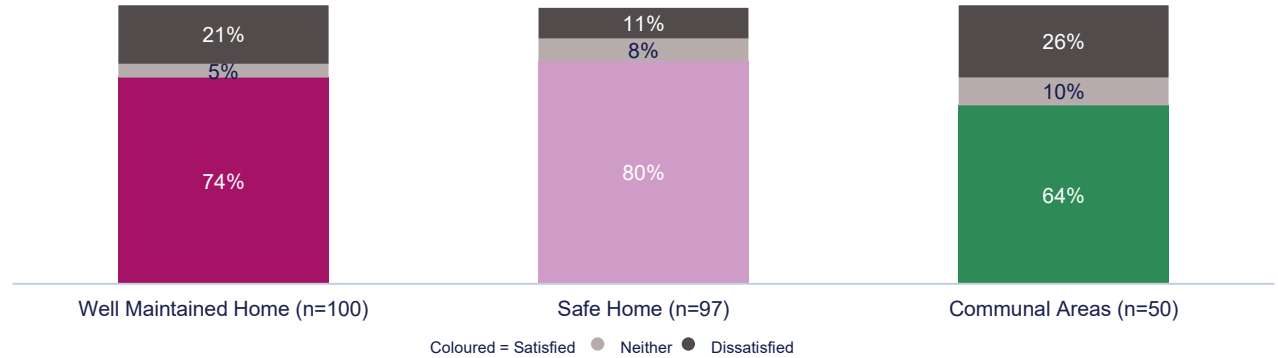


Almost three quarters of tenants are satisfied with the maintenance of their home in Q3 (74%), a 16p.p increase from Q2. This also exceeds Q1 satisfaction levels of 67% by 7p.p.

Satisfaction levels with home safety remain higher, now up to 80%. Only 11% of tenants are dissatisfied in this measure.

Of the 51% of tenants that said they live in a building with communal areas that Willow Tree is responsible for maintaining, 64% are satisfied. This is an increase of 2p.p, with dissatisfaction levels remaining similar at 26%.

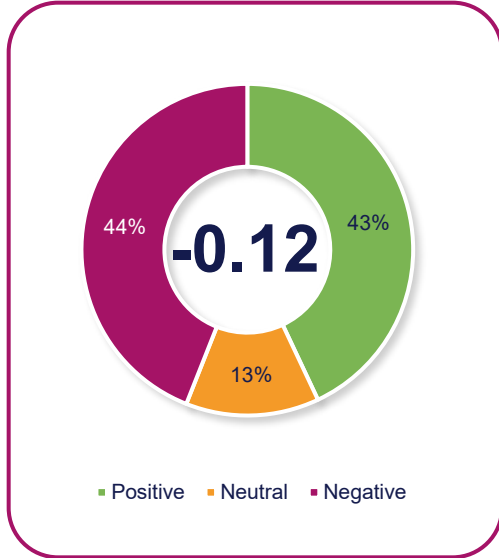
Overleaf goes some way to explaining the reasons for the scores given and what tenants are happy with and what could be improved.



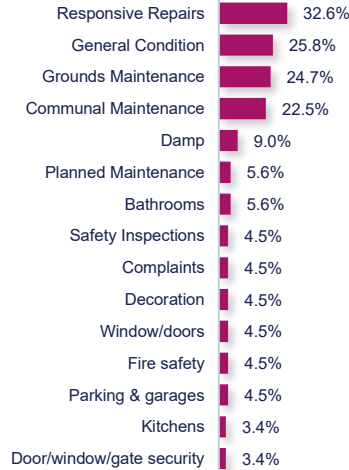
# The Home

Share your views on the safety and maintenance of your home and the cleanliness and maintenance of any communal areas.

Base Size: 89



## Top Subcategories



Attribute	Count	%	Sentiment Score
Quality of Work / Service	29	32.6%	+0.14
Timeliness / Responsiveness	25	28.1%	-1.08
Safety	13	14.6%	+1.69
Subcategory, no attribute (yet)	12	13.5%	-2.00
Resolution	8	9.0%	-1.88
Communication / Transparency	6	6.7%	-3.33
Effort	3	3.4%	-5.00
Listening / Acting	2	2.2%	-4.00
Satisfaction	2	2.2%	-5.00
Staff Conduct	1	1.1%	+3.00
Worker Conduct	1	1.1%	-3.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Empathy			-
Fairness			-
Trust			-
No Comments			-

We asked tenants to describe their experiences regarding the safety and maintenance of their homes, including any communal areas. Many residents express satisfaction with staff conduct, expressing that they receive polite and helpful customer service. However, concerns arise around maintenance, with complaints about inadequate cleaning of communal areas, poor communication regarding repairs, and ongoing issues with damp, mould, and outdated facilities.

Several respondents highlighted the need for improvements in heating systems, kitchen and bathroom upgrades, and timely repairs, with some waiting for over two years for issues to be addressed. The quality of cleaning services is frequently criticised, with reports of infrequent visits and unsatisfactory results. Additionally, there are complaints about the state of outdoor areas, including overgrown shrubbery and inadequate lighting, which contribute to safety concerns, particularly for elderly residents.

Overall, while safety is generally perceived positively, the maintenance and responsiveness of services requires improvement to enhance resident satisfaction and address ongoing issues effectively.



**Keeping Properties in Good Repair**

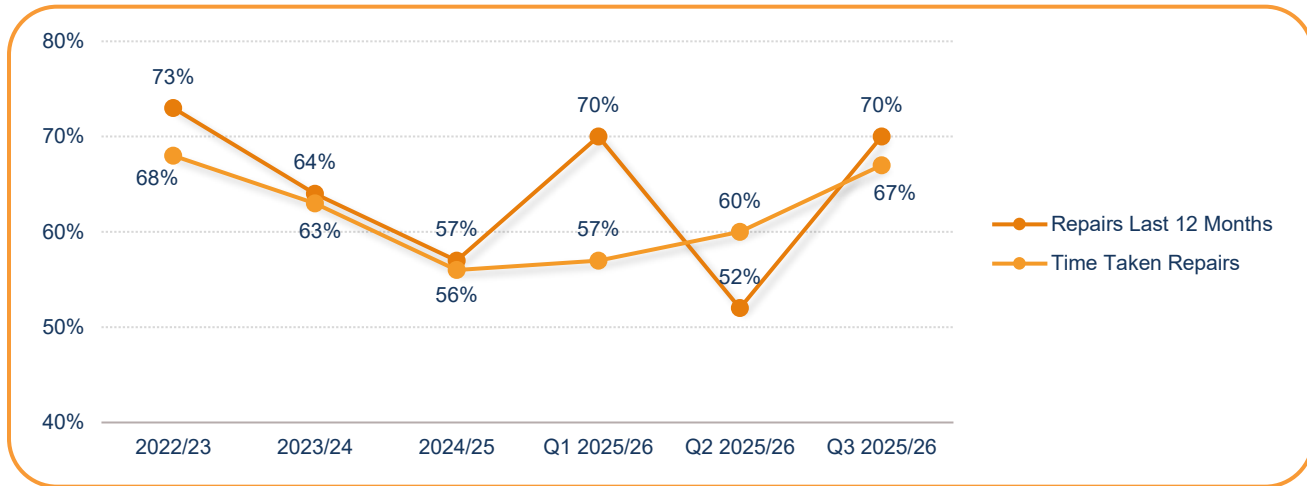
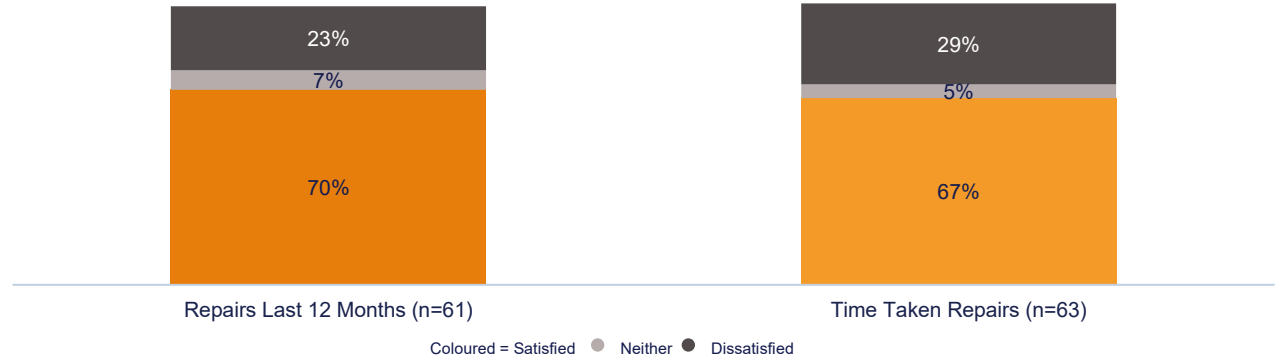


# Keeping Properties in Good Repair

Around two-thirds of tenants (63%) said they had a repair completed on their home in the last 12 months. Of these, 70% are satisfied with the service over this period, which is a return to Q1 levels, after reducing by 18p.p (52%) in Q2.

Commonly, satisfaction with the time to complete repairs is a little lower than for the service itself, which is shown here at 6%. A further 29% remain dissatisfied at the time taken to complete repairs.

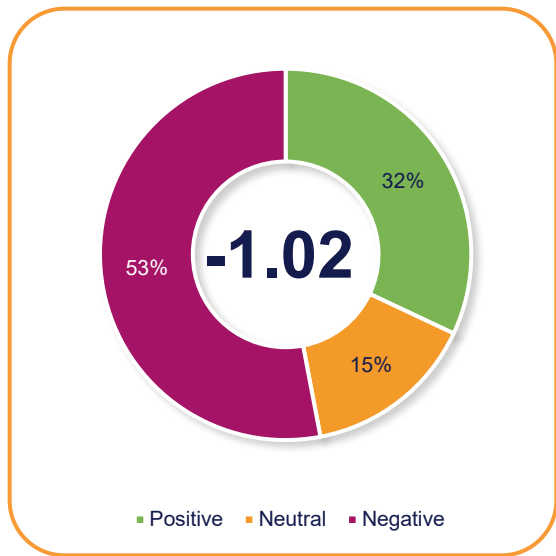
Acuity internal data suggest median satisfaction up 3p.p in Q1 of 25/26 to 76%, the highest score since Q4 23/24, potentially driven by increases in resourcing as HAs try to tackle backlogs and improve service as the regulator publicises more downgrades.



# Repairs & Maintenance

Tell us more about your experience with the repairs service over the last 12 months.

Base Size: 59



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	33	55.9%	-1.39
Subcategory, no attribute (yet)	14	23.7%	-0.29
Resolution	11	18.6%	-1.00
Quality of Work / Service	9	15.3%	-0.56
Communication / Transparency	5	8.5%	-2.00
Worker Conduct	4	6.8%	+0.50
Satisfaction	3	5.1%	+3.33
Effort	2	3.4%	-1.50
Listening / Acting	2	3.4%	-5.00
Accountability	1	1.7%	-5.00
Consistency	1	1.7%	+5.00
Staff Conduct	1	1.7%	-5.00
Accessibility			-
Appointments / Convenience			-
Empathy			-
Fairness			-
Safety			-
Trust			-
No Comments			-

Tenants were asked about their experiences regarding the repair service over the last 12 months. Respondents praised the quick response times and professionalism of the workers, expressing satisfaction with completed repairs, such as installations of fire alarms, heating systems, and bathroom renovations. However, there are occasional complaints about delays in addressing ongoing issues, particularly with dampness, leaks, and window repairs. Some respondents reported waiting months or even years for resolution, leading to dissatisfaction with communication and follow-up processes.

Several individuals noted that while initial repairs were handled promptly, subsequent issues often remained unresolved, indicating a lack of thoroughness in the repair process. The quality of workmanship was also a concern, with calls for better standards and more attention to detail. Additionally, frustrations with the communication system were prevalent, as many found it difficult to reach the repair team or received inadequate responses to their concerns. Overall, while there are commendable aspects of the service, the need for improved communication, timely follow-ups, and quality assurance in repairs is evident.



**Contribution to the Neighbourhood**

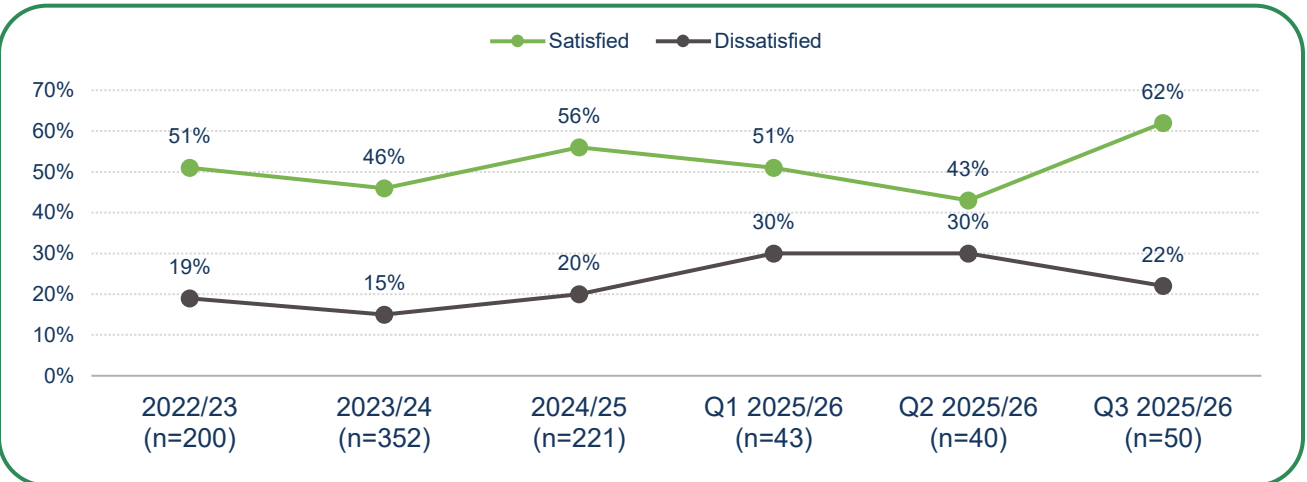
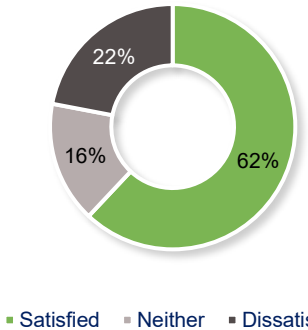
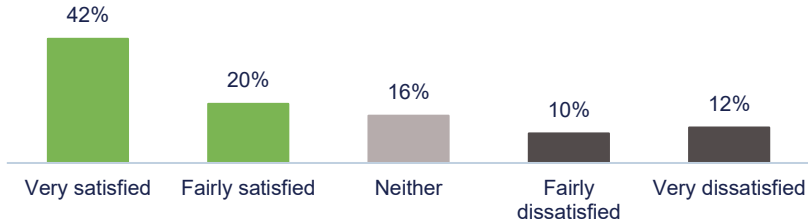


# Contribution to the Neighbourhood

As of Q3, 62% of tenants now feel that Willow Tree makes a positive contribution to the neighbourhood, which is a significant 19p.p increase. This is the highest overall satisfaction level recorded since reporting began in 2022/2023.

The percentage of dissatisfied tenants has decreased from 30% to 22%, with only 12% being very dissatisfied. The percentage of neutral responses has decreased from 28% to only 16%.

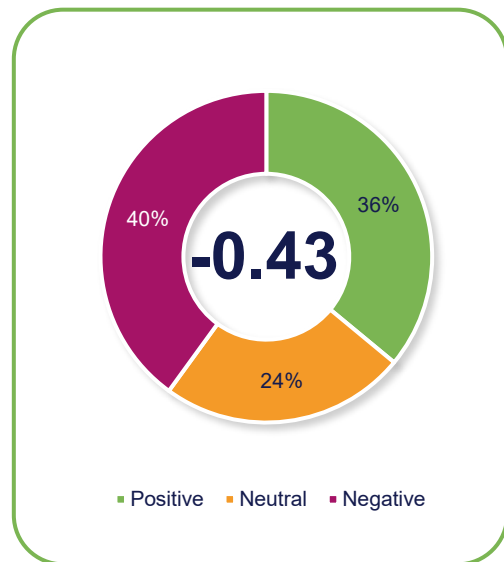
Acuity data suggests that satisfaction with neighbourhood contribution is at its highest level since the beginning of the TSM, currently sat at 62% satisfied. This is an increase of 2p.p. Max value at 89% and min value at 0% showing the contrast and demonstrating the difficulty some respondents have in responding to the question.



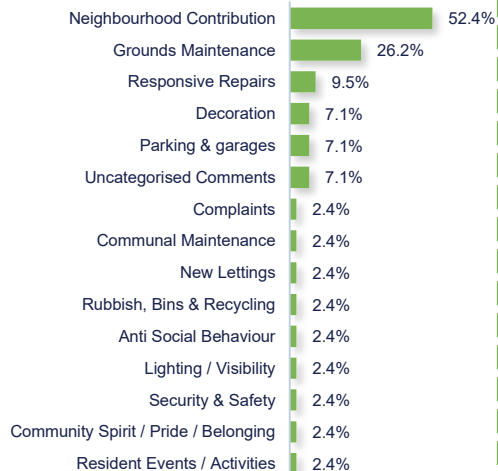
# Neighbourhood Contribution

Share your views on your landlord's contribution to your neighbourhood.

Base Size: 42



## Top Subcategories



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	15	35.7%	-0.60
Quality of Work / Service	9	21.4%	-2.00
Satisfaction	5	11.9%	-1.00
Listening / Acting	4	9.5%	-3.75
Timeliness / Responsiveness	4	9.5%	-1.75
No Comments	3	7.1%	-1.67
Empathy	2	4.8%	0.00
Staff Conduct	2	4.8%	+5.00
Effort	1	2.4%	-3.00
Trust	1	2.4%	+5.00
Worker Conduct	1	2.4%	+5.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Communication / Transparency			-
Consistency			-
Fairness			-
Resolution			-
Safety			-

We asked tenants about how they see their landlord's contribution to the neighbourhood. Tenants appreciate the cleanliness and maintenance of the area, noting regular grass cutting and friendly community interactions. However, there are concerns about the lack of proactive engagement from the housing officer and insufficient repairs, particularly regarding potholes and garden drainage issues. Some respondents expressed frustration over unaddressed maintenance requests and a perceived decline in support since the merger of housing services.

Several residents feel disconnected from the housing authority, citing a lack of awareness about their contributions and a general feeling of neglect. Complaints about parking issues, especially for disabled residents, highlight a potential need for better management and communication in some areas. While some appreciate community initiatives like decorating efforts, others feel that more could be done to address litter and anti-social behaviour.



## Approach to ASB



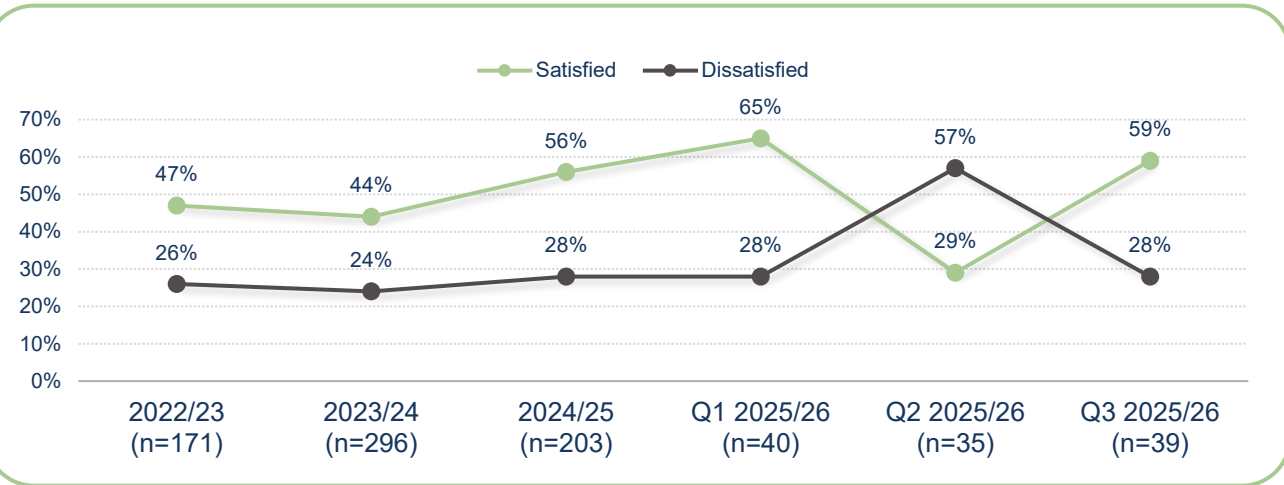
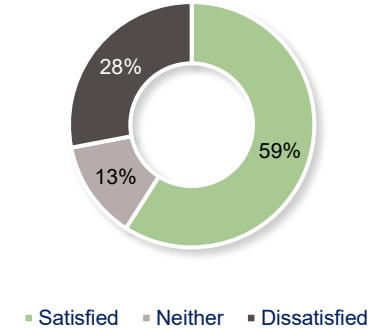
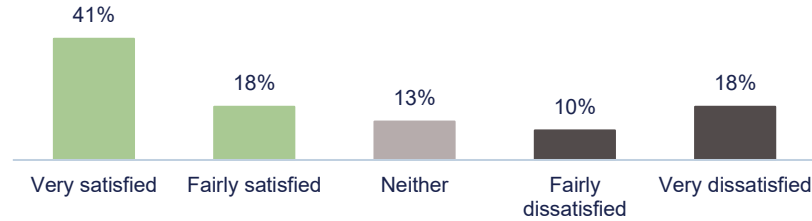
# Approach to ASB

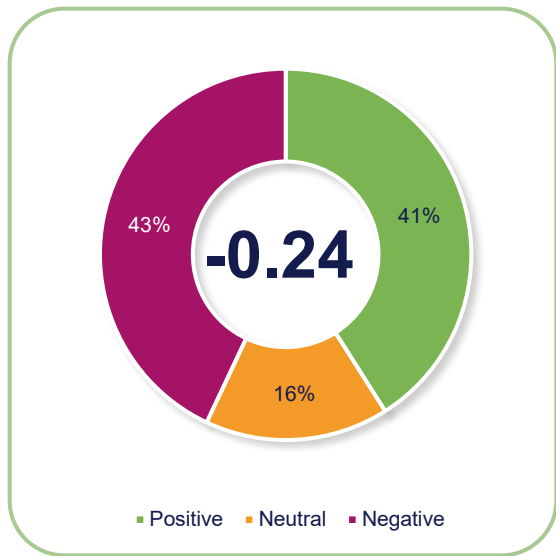
When Willow Tree tenants were asked about the approach to ASB, 59% were satisfied, 41% are very satisfied and only 18% are fairly satisfied.

There are now only 18% of tenants who are very dissatisfied with Willow Tree's approach to handling ASB, compared with 34% last quarter.

After a dip in satisfaction in Q2, this seems to have recovered in Q3. It will be interesting to see whether this trend continues in the following quarters.

All tenants were asked about their perception of how Willow Tree handles cases of ASB, not just those who have reported a case within the previous twelve months. This can lead to some unexpected results and relies heavily on how effective communication is with all residents, not just those who have experienced ASB in the past.





Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	14	37.8%	-1.57
Timeliness / Responsiveness	9	24.3%	-1.11
Listening / Acting	7	18.9%	-1.00
Resolution	6	16.2%	-1.67
Communication / Transparency	4	10.8%	-0.50
Satisfaction	4	10.8%	+5.00
Quality of Work / Service	3	8.1%	+3.33
Empathy	1	2.7%	-3.00
Staff Conduct	1	2.7%	-5.00
Accessibility	-	-	-
Accountability	-	-	-
Appointments / Convenience	-	-	-
Consistency	-	-	-
Effort	-	-	-
Fairness	-	-	-
Safety	-	-	-
Trust	-	-	-
Worker Conduct	-	-	-
No Comments	-	-	-

Tenants were asked about their thoughts on how Willow Tree approaches anti-social behaviour. Respondents appreciate the effectiveness of the neighbourhood watch and the ability to report issues anonymously, highlighting instances where complaints were addressed promptly. However, there are concerns about the handling of ASB cases, with several residents expressing frustration over slow responses and inadequate investigations. Some noted that previous issues with problematic neighbours were ignored or poorly managed, leading to prolonged distress.

While some residents reported positive experiences with housing officers and effective communication, others felt unsupported, citing a lack of follow-up and personal engagement. Issues such as drug-related activities, noise disturbances, and aggressive behaviour from neighbours were mentioned, with some residents feeling that their complaints were not taken seriously. A few respondents indicated that they had not experienced ASB personally but believed that the housing authority would respond appropriately if issues arose. Overall, the feedback suggests a need for improved communication, more proactive engagement from housing officers, and a more consistent approach to resolving ASB complaints to enhance community satisfaction and safety.



**Respectful & Helpful Engagement**



# Respectful & Helpful Engagement

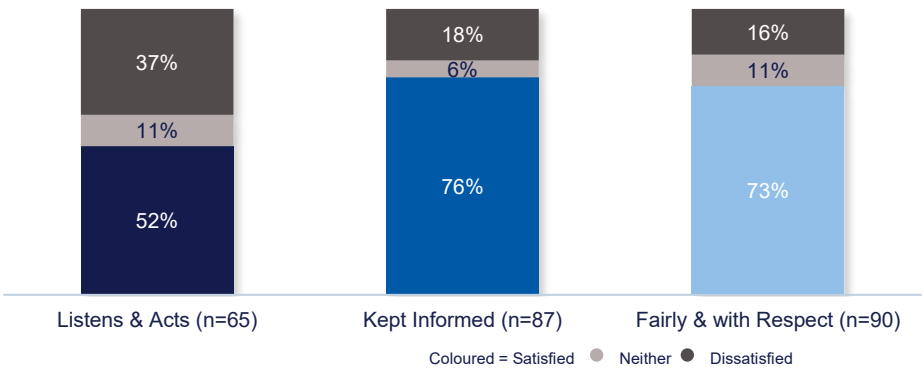
Satisfaction with these aspects of engagement has mostly recovered in Q3.

There are now 73% of tenants who agree that they are treated fairly and with respect, up from 68% in Q2. While 16% are dissatisfied with how they are treated, this remains similar to Q2 levels at a 2p.p increase.

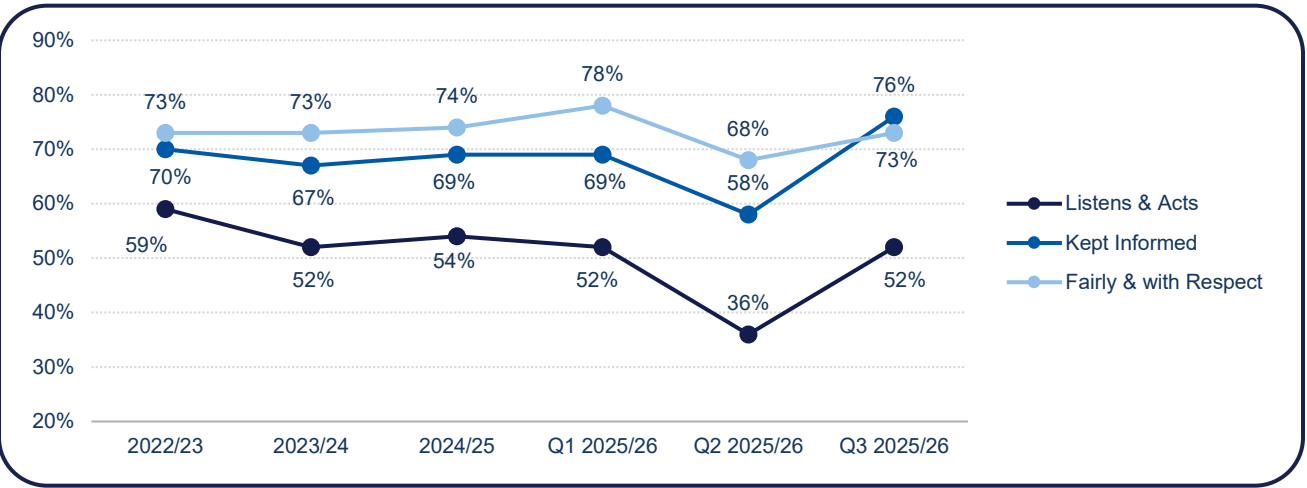
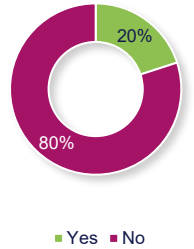
Satisfaction with the way tenants are kept informed about things that matter is now up 18p.p to 76%, making it the highest score since reporting began in 2022/2023.

The way Willow Tree listens to tenants and acts on their concerns has now returned to its Q1 level of 52%, up 16p.p. High dissatisfaction in this area is common, but overall satisfaction is still felt by more than half of the responding tenants.

Additionally, slightly more tenants are interested in getting involved, increasing by 4p.p to 20%.



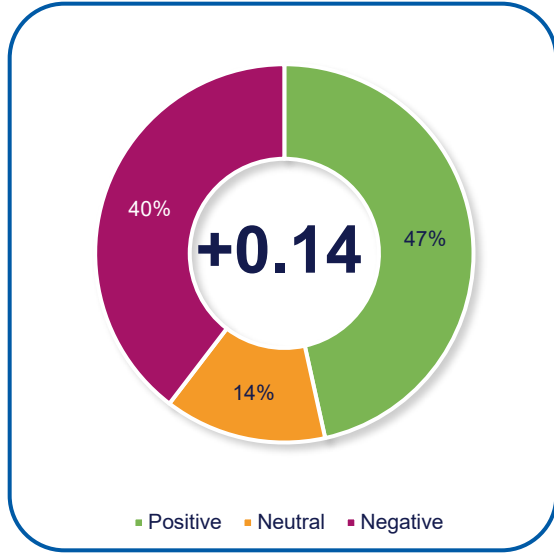
## Getting Involved?



# Customer Service & Communication

Describe your experience with the customer service and communications you receive.

Base Size: 96



Attribute	Count	%	Sentiment Score
Communication / Transparency	45	47.4%	+0.38
Staff Conduct	25	26.3%	+1.48
Timeliness / Responsiveness	21	22.1%	0.00
Subcategory, no attribute (yet)	18	18.9%	-0.33
Satisfaction	9	9.5%	+2.56
Resolution	6	6.3%	-3.33
Effort	5	5.3%	-2.60
Listening / Acting	5	5.3%	-1.00
Accountability	4	4.2%	-5.00
Empathy	4	4.2%	-4.50
Appointments / Convenience	3	3.2%	0.00
Quality of Work / Service	3	3.2%	-4.33
No Comments	3	3.2%	-1.67
Consistency	1	1.1%	-5.00
Safety	1	1.1%	-5.00
Worker Conduct	1	1.1%	+5.00
Accessibility			-
Fairness			-
Trust			-

Tenants were asked about their experience with customer service and communications. Many respondents appreciate the politeness and helpfulness of staff, noting that they are friendly and quick to respond when contacted. Regular newsletters and updates are acknowledged positively, with some customers expressing satisfaction with the information provided.

However, concerns arise regarding accessibility and responsiveness. Several respondents report difficulties in reaching customer service, with long wait times and unanswered calls being mentioned. There are complaints about poor follow-up on repairs and maintenance requests, with some stating that issues remain unresolved for extended periods. Additionally, a few customers highlighted instances of rudeness from staff and a lack of accountability in addressing concerns. The communication is perceived as inconsistent, with some feeling overwhelmed by the volume of tenants and inadequate staffing.

Overall, while there are positive aspects of customer service, the feedback indicates a pressing need for improved communication, responsiveness, and follow-through on commitments to enhance overall customer satisfaction.



## Effective Handling of Complaints



# Effective Handling of Complaints

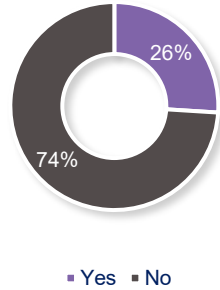
Just over a quarter of tenants (26%) stated that they made a complaint to Willow Tree Housing Partnership in the last 12 months; however, it is not possible to say how many of these are genuine complaints following a failure of service, or service requests yet to be fully actioned.

In Q1, satisfaction and dissatisfaction were the furthest apart since these surveys began. Satisfaction with complaint handling has been steadily improving since Q1, now peaking at 46% with an increase of 13p.p. Dissatisfaction is down in Q3, with only 8p.p between the two scores.

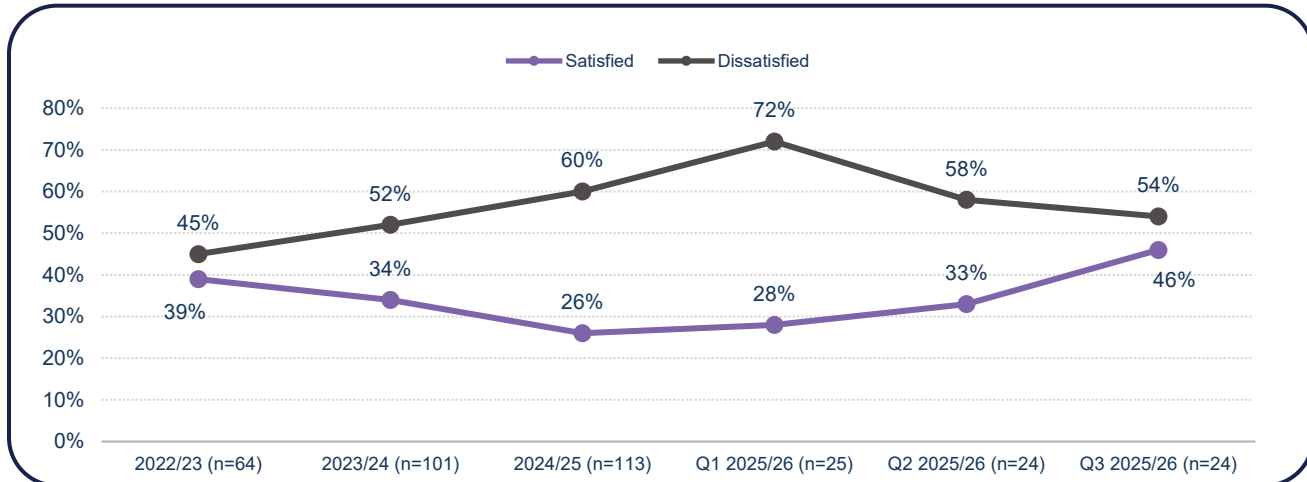
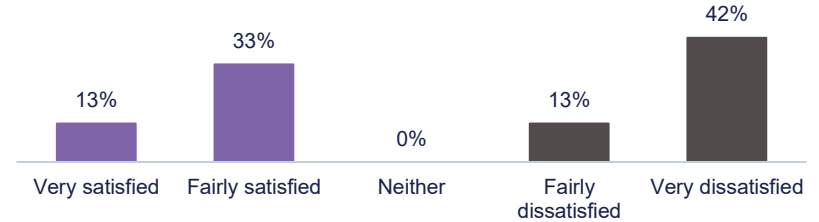
However, there are still 42% of tenants very dissatisfied with the handling of complaints. With both satisfaction and dissatisfaction continuing at their current rates, the next quarter could see a majority of satisfied tenants.

Although the comments, shown overleaf, gives some reasons for the scores given, it is not entirely clear whether the level of dissatisfaction is driven by the process, the outcome, or more likely a combination of the two.

### Complaint in last 12 months



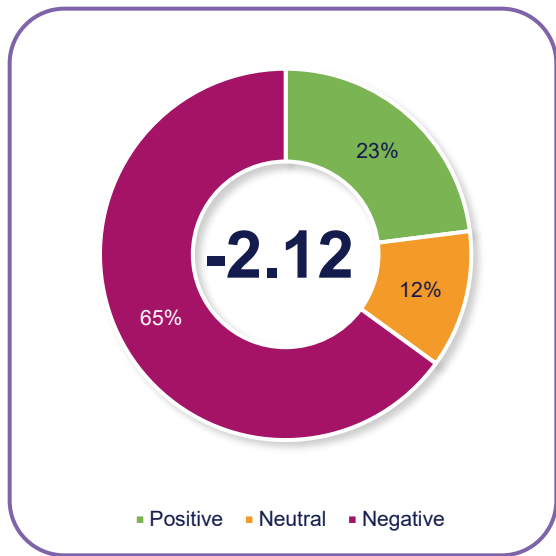
### Satisfaction with Complaints Handling



# Complaints

Please describe your experience of how complaints are handled.

Base Size: 26



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	10	38.5%	-2.60
Communication / Transparency	9	34.6%	-3.89
Subcategory, no attribute (yet)	8	30.8%	-1.50
Resolution	7	26.9%	-2.57
Listening / Acting	3	11.5%	-3.33
Quality of Work / Service	3	11.5%	-5.00
Accountability	2	7.7%	-4.00
Effort	2	7.7%	-4.00
Appointments / Convenience	1	3.8%	-5.00
Fairness	1	3.8%	-5.00
Safety	1	3.8%	-3.00
Satisfaction	1	3.8%	+5.00
Staff Conduct	1	3.8%	-5.00
Accessibility			-
Consistency			-
Empathy			-
Trust			-
Worker Conduct			-
No Comments			-

We asked tenants about how they felt their complaints were handled. Some respondents reported unresolved issues, such as a long-standing abandoned vehicle, outstanding repairs, and inadequate responses from the complaints department. A common theme is the perception that complaints are ignored or inadequately addressed, causing frustration and a sense of neglect.

Some respondents noted that while certain complaints were resolved quickly, others took an excessively long time, with poor follow-up and communication. Specific issues highlighted include delays in addressing dampness, roof repairs, and accessibility concerns for disabled residents.

Several individuals expressed the need for better accountability and follow-through on reported issues, with some resorting to contacting the housing ombudsman due to lack of response. Positive feedback was limited, with only a few instances of satisfactory resolutions. Overall, the feedback indicates a pressing need for improved complaint management processes, better communication, and a more proactive approach to repairs to enhance resident satisfaction and trust in the service.



**Trends**

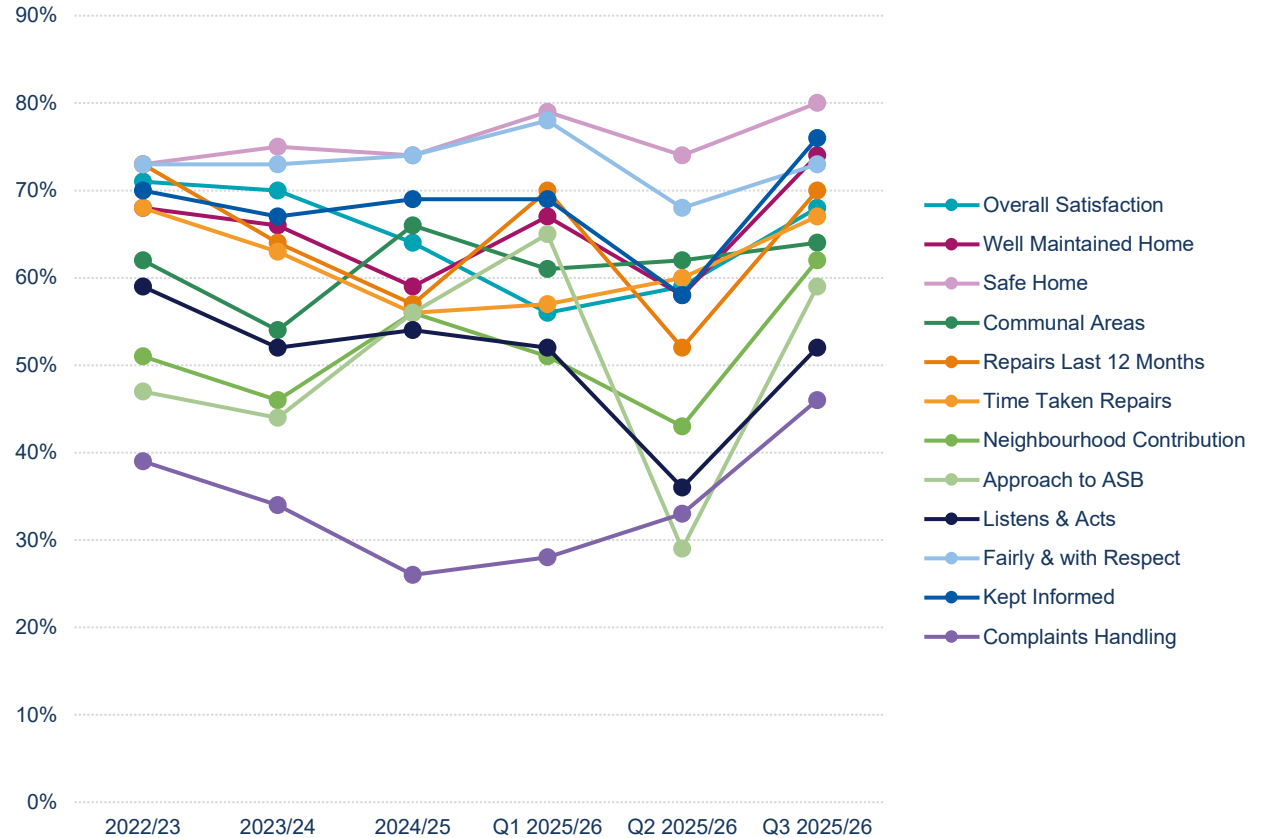


# LCRA Trends Over Time

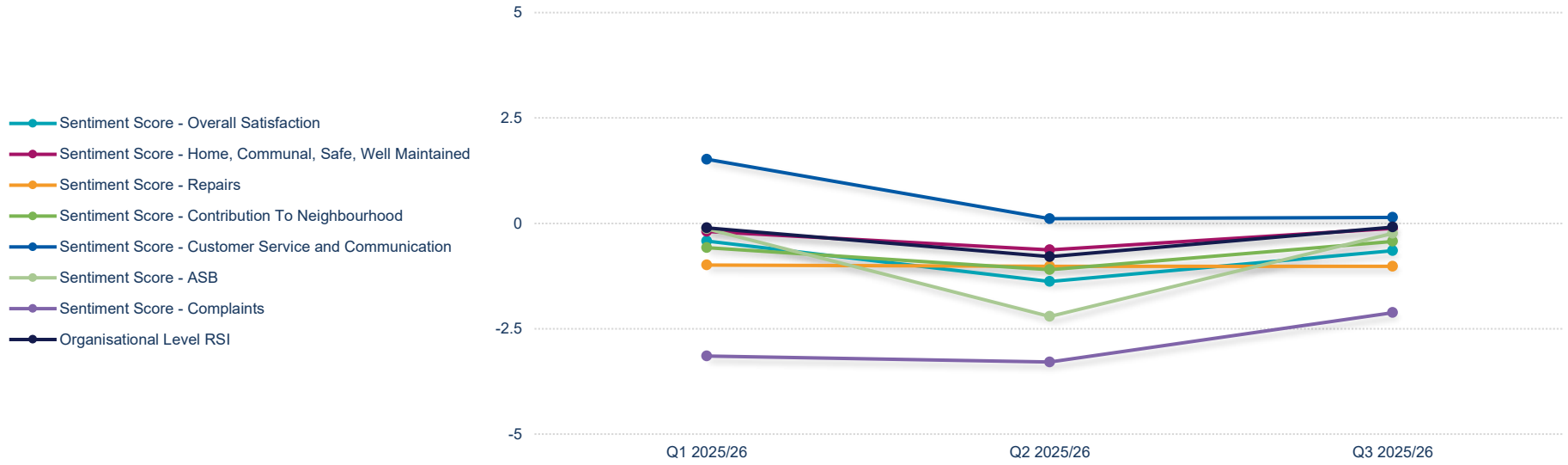
The chart opposite shows the fluctuating nature of these quarterly surveys, but also that satisfaction is up in all 12 measures this quarter.

The changes range from a 2p.p increase in tenants who feel that their communal spaces are being taken care of, to a 30p.p increase in tenants who feel that ASB is being responded to adequately.

To be statistically significant, changes would need to exceed the combined margins of error for the last two surveys, in this case around 19p.p, so the rise in satisfaction for the handling of ASB does meet this threshold.



# Trends Over Time - Sentiment Scores



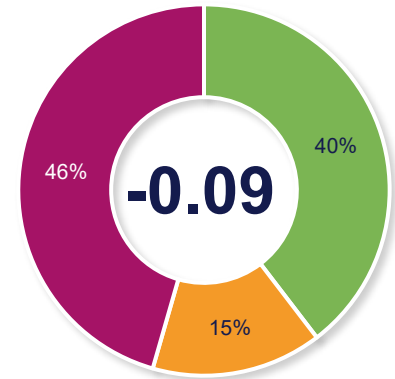
The sentiment trend over time is currently only populated by a few measures. However, as time progresses, Willow Tree will start to see whether its tenants' opinion of the service received is improving or worsening. This will give the housing association the chance to act on any changes, so improving the service that matters most to customers.



# Summary

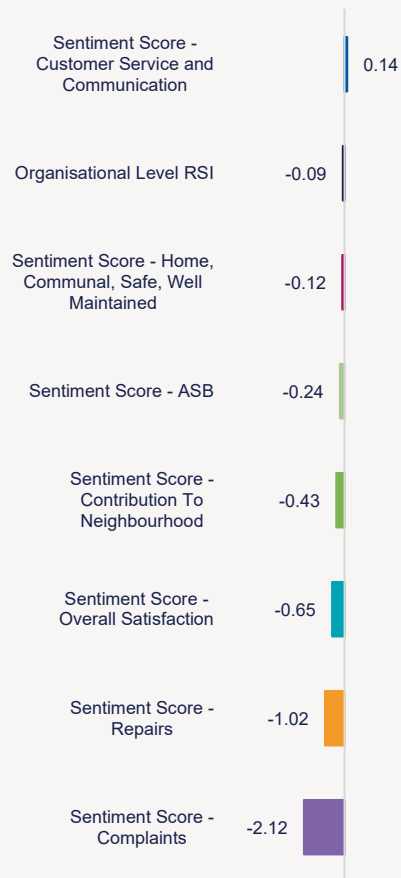
# Overall RSI Score

The Organisational-Level RSI offers a single, headline metric that captures the overall emotional tone of resident feedback across all key service areas. It is based exclusively on responses to the 7 core RSI open-ended questions. It reflects how positively or negatively residents feel about the organisation's performance across these key areas. Please note, if your organisation does not ask all 7 core RSI questions, you are unable to benchmark your Organisational RSI Score. Each individual RSI question will be analysed in its relevant section throughout the report.



■ Positive ■ Neutral ■ Negative

## Sentiment Scores



## Summary



### Overall Satisfaction

Regarding overall satisfaction, tenants appreciate prompt repairs and helpful staff, while others express frustration over poor communication, slow response times, and unresolved maintenance issues, particularly concerning damp, mould, and ongoing repairs.

### The Home

Tenant responses regarding their homes reveal positive responses towards staff conduct and customer support, while expressing concerns about poor cleaning, ongoing repairs, damp issues, and inadequate communication. Maintenance frequency and quality are significant areas for improvement.

### Repairs

While some tenants praised quick responses and professionalism, delays, unresolved issues, and poor communication remain an issue across many responses. Specific complaints included ongoing damp problems, inadequate inspections, and dissatisfaction with workmanship quality.

### Neighbourhood Contribution

Cleanliness and community support are positive responses regarding Willow Tree's neighbourhood contributions. Still, some express dissatisfaction with maintenance, communication, and responsiveness. Issues like parking, repairs, and lack of engagement from housing officers are mentioned, indicating areas for improvement.

### ASB

Prompt action and anonymity are among the most mentioned positives regarding the approach to ASB, with some mentioning that they would trust Willow Tree to handle future cases well. Others report inadequate responses, prolonged issues, and lack of communication. Overall, there is a call for improved support and follow-up.

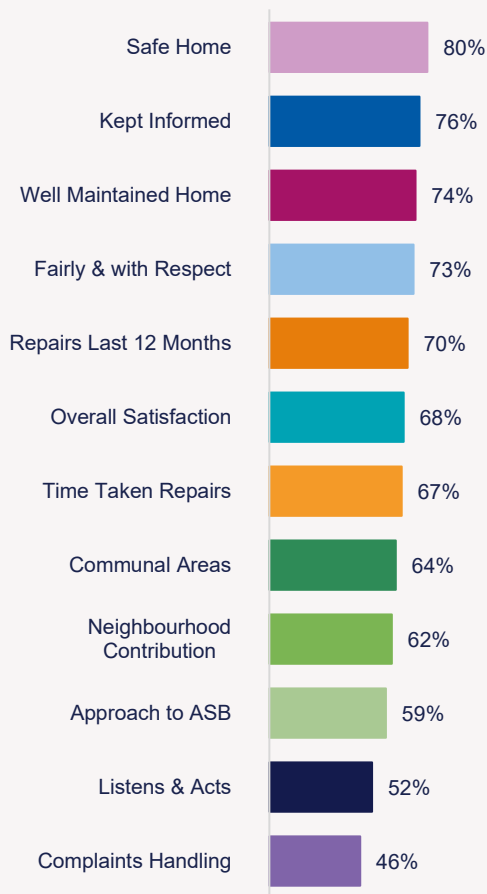
### Customer Service & Communication

Some tenants highlight politeness and timely responses, and others express frustration over poor follow-up, difficulty in reaching staff, and unresolved issues. Regular newsletters are acknowledged, but effectiveness varies.

### Complaints

The handling of complaints has received the most negative response, highlighting delays, lack of communication, and unresolved issues. Many respondents feel ignored, with some resorting to external bodies like the ombudsman. Positive experiences are rare, indicating a need for improved responsiveness and accountability.

## Satisfaction with Measures



## Summary & Recommendations



### Summary

Acuity has been commissioned to carry out a series of satisfaction surveys for Willow Tree Housing Partnership, and this report presents the findings of the LCRA survey for Q3 of 2025/26, built using the Tenant Satisfaction Measures (TSMs) as provided by the Regulator of Social Housing, plus seven sentiment questions to delve deeper into the drivers of satisfaction.

Satisfaction has risen to its highest levels since 2023/2024, and exceeds the previous survey in Q2 of this year by 9p.p. There are now 68% of tenants satisfied with the overall service, and this sits right in the middle part of the range of measures, shown to the left. Five measures are now at 70% and above, up from just one in Q2, those being the provision of a safe home (80%), tenants being kept informed (76%), the maintenance of the home (74%), tenants being treated fairly and with respect (73%), and repairs completed in the last 12 months (70%). Now, only one measure has satisfaction levels below 50%: Willow Tree's handling of complaints, at 46%.

Satisfaction has risen across the board in Q3 2025/26 compared with Q2, 2025/26, with all 12 measures increasing. The biggest increases between Q3 and Q2 can be seen in Willow Tree's approach to ASB (30p.p increase), contributions to the neighbourhood (19p.p increase), and tenants feeling like their feedback is listened to and acted upon (18p.p increase). Although it has the lowest satisfaction of all the measures, complaint handling has been steadily improving every quarter since its lowest point in 2024/2025.

Sentiment analysis has again been used against seven qualitative questions, covering the main areas of service. This gives a sentiment score based on the comments made and also highlights where tenants are happy with the service or where they think improvements could be made. The overall sentiment score is -0.09, and all other subject areas have negative scores except for customer service (+0.14). The main areas of concern are the handling of complaints and the repairs service. Analysing the sentiment scores and reading the comments will help Willow Tree get a better understanding of what is driving satisfaction, and what is not working quite as well.

### Recommendations

**Listens and Acts** – This service has improved in the last quarter, but remains at around the median score for this measure. Willow Tree may need to look at the way it communicates with tenants about reported repairs and how these are scheduled. There is also a feeling that repairs are often temporary fixes rather than proper resolutions, requiring further action later. An improvement in this measure can be expected to produce a positive knock-on effect in others, such as complaint handling.

**Complaints Handling** – Just over a quarter of surveyed tenants had made a complaint in the last 12 months. This figure remains similar to last quarter, so it is unclear as of yet how many of these have been raised before and remain to be actioned. Nonetheless, this is the only measure where more tenants are dissatisfied than satisfied. Willow Tree should be sure to manage tenant expectations and communicate reasonable timescales for complaints to be handled to see this balance more in their favour. Willow Tree may wish review the question set and consider additional questions around the recording and stage of complaint.

# Resident Sentiment Index (RSI)

## Resident Sentiment Index (RSI): Overview

Our new Resident Sentiment Index (RSI) uses a sector-specific sentiment categorisation model developed from decades of housing data and commentary. It allows landlords to move beyond satisfaction scores by showing not only how residents feel, but why. The framework includes 7 key open ended TSM questions across each of the main service areas, allowing organisations to benchmark with their peers.

Our model analyses open-ended survey responses across key service areas, categorising them using a deep learning sentiment engine. Each comment is scored on a 5-point scale (from -5 to +5) and grouped by category, subcategory, and – where relevant – cross-cutting attributes such as trust, listening, or communication. These attributes help identify what drives sentiment within services like repairs or tenancy management.

Note: Not every subcategory will have attributes. Some service areas (e.g. Property Condition, Neighbourhoods) are stand-alone themes that don't require further layering.

## Key Features

- A clear, overall sentiment score for your organisation and each service area
- Detailed analysis by category, subcategory, and (where applicable) attribute
- Automated, regulator-ready reporting aligned to TSM and STAR survey requirements
- Scalable benchmarking for tracking performance over time and against sector peers

## How We Categorise Feedback

We follow a multi-stage process to turn unstructured comments into actionable insight:

- **Model Design:** Combining housing sector expertise with real resident language to build a structured categorisation model
- **Expression Building:** Creating comprehensive expressions to detect key themes and sentiments
- **Testing & Tuning:** Refining expressions to maximise accuracy and coverage
- **Deployment:** Automatically categorising and scoring comments at scale

Some feedback will remain “Uncategorised” – particularly when language is highly specific, off-topic, or outside current theme coverage. This is expected and will reduce as the model continues to grow.



This research project was carried out to conform with ISO20252:2019 and the MRS Code of Conduct.

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