



Housing for Women

TSM Tracker W2 & Annual 2024/25 Report

Prepared by: Acuity Research & Practice



Introduction

Acuity was commissioned to undertake two independent satisfaction surveys during 2023/24 of the tenants of Housing for Women to collect data on their opinions of, and attitudes towards, their landlord and the services provided, and this has continued into 2024/25. The survey was designed using the Tenant Satisfaction Measures from the Regulator of Social Housing, which became mandatory to collect from April 2023 and were reported for the first time in 2024.

The aim for 2024/25 is to complete a minimum of 300 surveys to achieve a margin of error within the guideline figure set by the Regulator. The first survey was conducted in November/December 2024, and the second survey was completed during September/October 2025. This survey will be referred to as W2 2024/25. At the close of the second wave survey, 150 completed surveys were received, plus a further six incomplete surveys, which are required to be included by the Regulator. All surveys were conducted by telephone using Acuity's in-house team of telephone interviewers.

Sentiment analysis has been used for the first time to better understand tenants' comments and why they responded to the satisfaction questions in the way they did. Information about how this works is provided at the end of this report, adding an extra layer of focused insight to the results. This helps Housing for Women better understand what drives satisfaction, what tenants are most concerned about, and consequently, what could be improved.

The survey is confidential, and the results are sent back to Housing for Women anonymised unless tenants give their permission to be identified – in W2 2024/25, 64% of these tenants are happy to include their names and addresses with their responses and 95% of these are happy for Housing for Women to contact them to discuss any issues they raised.

This survey aims to provide data on tenants' satisfaction, which will allow Housing for Women to:

- Provide information on tenants' perceptions of current services
- Compare the results with the previous surveys from 2022/23 and the 2023/24
- Compare the combined annual results with other landlords (at year-end)
- Publish the results as required by the Regulator from April 2024 onwards.

For the overall results, Acuity and the Regulator of Social Housing recommend that landlords with under 2,500 properties achieve a sampling error of at least $\pm 5\%$ at the 95% confidence level. For Housing for Women, 155 responses were received in this wave, and this response rate is high enough to conclude that the findings are accurate to within $\pm 7.15\%$ and $\pm 4.44\%$ for the year, which falls within the required margin of error.

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 original 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=...

Key TSM Metrics

Overall Satisfaction

The Home

Repairs

Neighbourhood

ASB

Engagement

Complaints

Wellbeing

Improvements

Trends

Summary

Annual Summary

Demographics

TSM Key Metrics

48% 

Overall Satisfaction

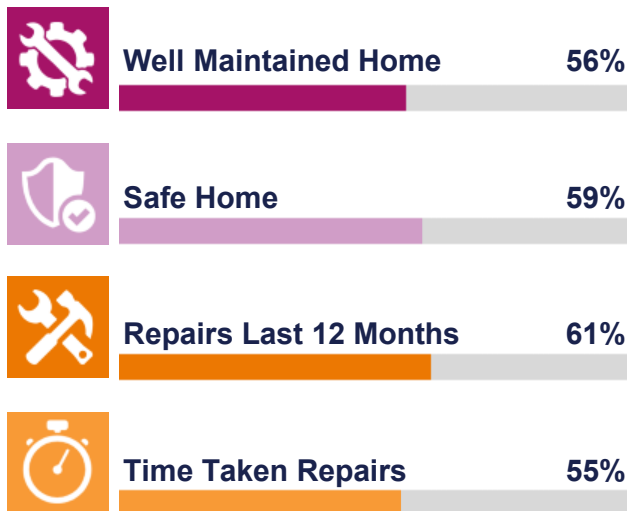
In W2 2024/25, just under half of tenants are satisfied with the overall service provided by Housing for Women (48%). This represents a one-percentage point (1p.p) increase in overall satisfaction from the W1 2024/25 survey.

Six other measures have received satisfaction scores of 50% or above. The highest levels of satisfaction are treating tenants fairly and with respect (58%), providing a safe home (59%), and the highest-scoring measure this wave, repairs in the last 12 months (61%).

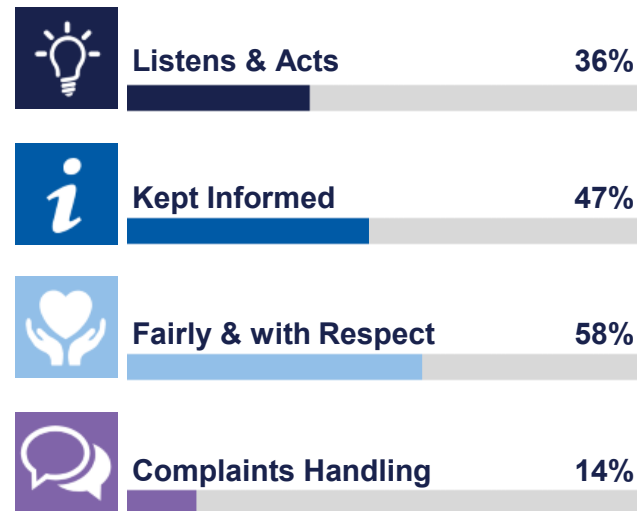
Two measures have received scores of below 40%. These include listening to tenants' views and acting upon them (36%), and complaints handling, the lowest-scoring metric in the survey, at 14%.

The following pages of this report will break down each satisfaction measure by response and provide a more detailed analysis of tenants' open-response comments. The report will conclude with the annual figures for 2024/25.

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Overall Satisfaction



Overall Satisfaction

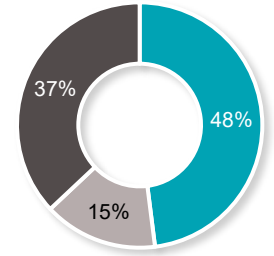
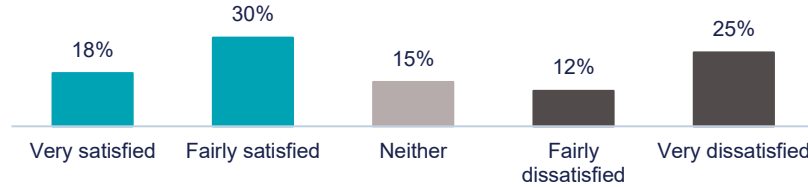
Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Housing for Women?" This is the key metric in any tenant perception survey.

Around half of tenants are satisfied with the overall service provided by Housing for Women (48%). There are more tenants fairly satisfied (30%) than very satisfied (18%). Ideally, this should be the other way around. Just over a third are dissatisfied (37%), with more tenants very dissatisfied (25%) than fairly dissatisfied (12%). The remaining 15% of tenants are neither satisfied nor dissatisfied.

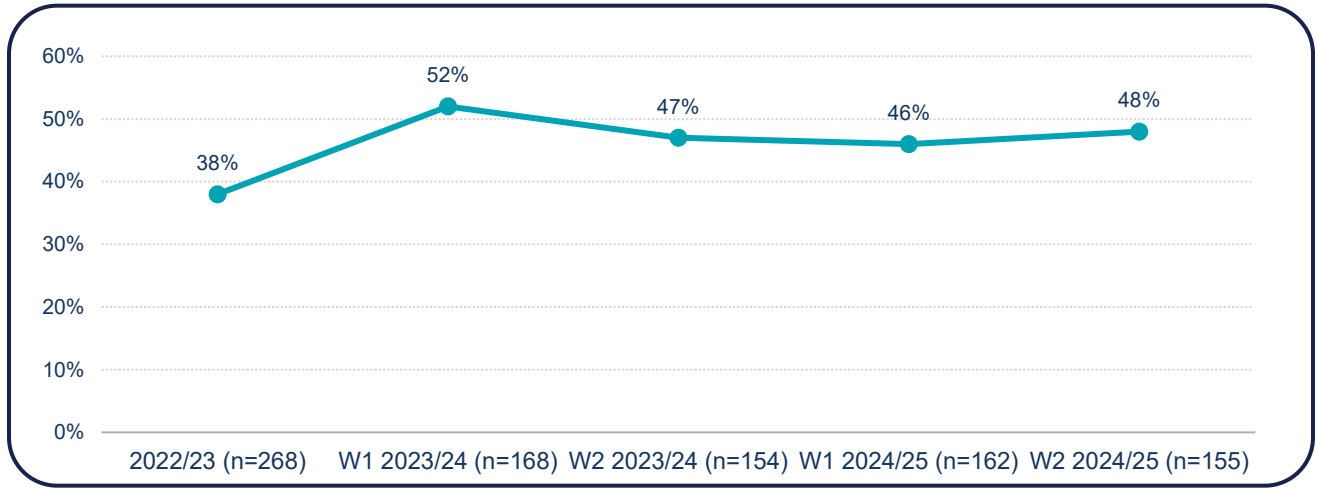
Satisfaction has increased in W2 2024/25, up 1p.p from 46% in the previous wave. Subsequently, dissatisfaction has dropped by 3p.p since W1.

Satisfaction has remained stable over the last three waves, but has yet to reach the levels seen in W1 of last year.

Acuity data for 2024/25 suggests that after several quarters of decline, overall satisfaction is finally starting to improve, up by a median of 2 percentage points to 73% satisfied, the highest point in a year. Changes in survey methodology, timing, and service level improvements could all contribute to this, so it is a little disappointing that satisfaction has remained consistent for Housing for Women.



■ Satisfied ■ Neither ■ Dissatisfied





Well Maintained, Safety & Communal Areas

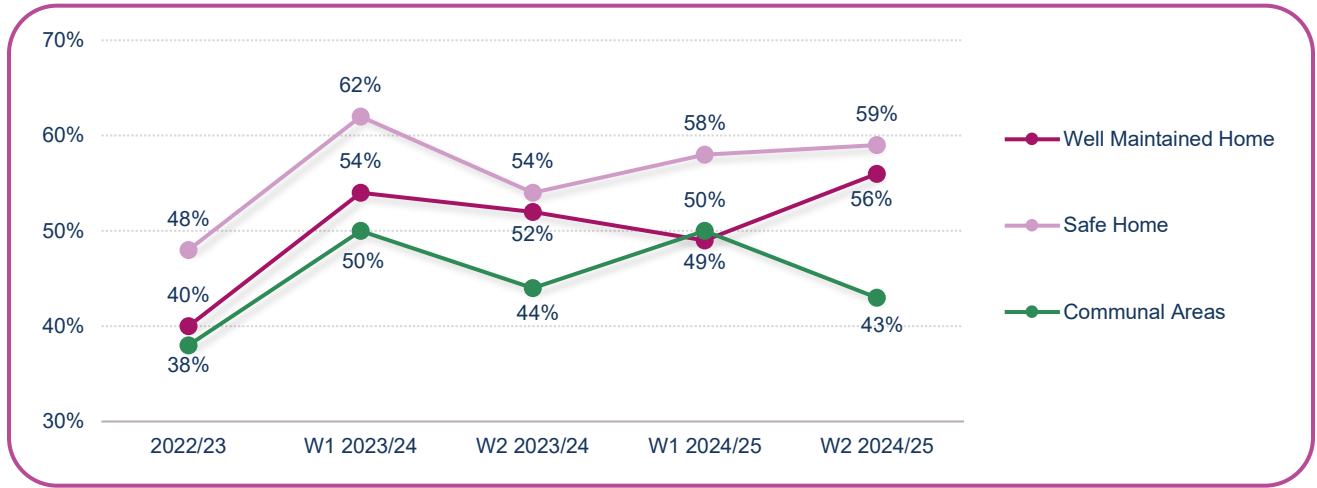
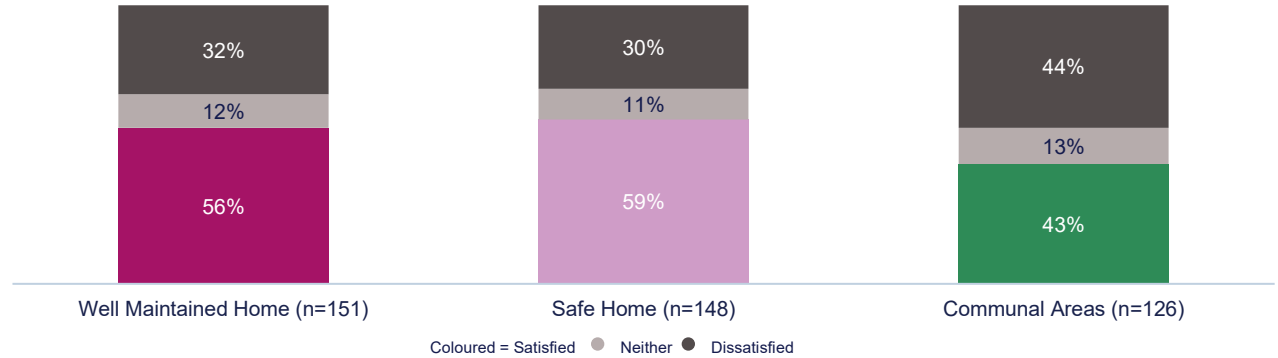
Well Maintained, Safety & Communal Areas



Some 56% of tenants are satisfied that their home is well maintained. A third of tenants are dissatisfied (32%), while around a tenth are neither satisfied nor dissatisfied (12%). Satisfaction has increased by 8p.p since the previous survey and now stands at the highest score received for this measure.

Close to six out of ten tenants are satisfied that they are provided with a home that is safe (59%). Some 30% of tenants are dissatisfied, while 11% gave a neutral response. As with a well maintained home, satisfaction has increased this wave, up 1p.p. Dissatisfaction has gone in the opposite direction, down 3p.p.

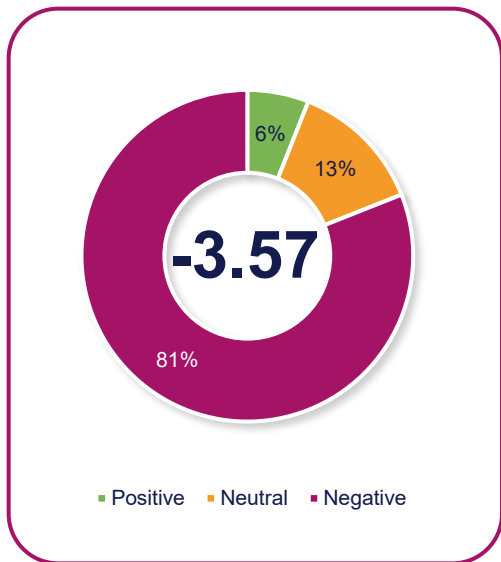
Six out of seven tenants said they live in a building with communal areas that Housing for Women are responsible for maintaining (85%). Of these tenants, just over two-fifths are satisfied that these communal areas are kept clean and well maintained (43%). Roughly the same number of tenants are dissatisfied (44%), while just 13% are neither satisfied nor dissatisfied. Satisfaction with this measure has dropped by 7 p.p to a similar score seen in W2 2023/24.



The Home

If you do not feel that your home is either well maintained or safe (and / or communal areas are clean and well maintained), please can you explain why and suggest what could be improved?

Base Size: 95



Top Subcategories

Responsive Repairs	40.0%
Communal Maintenance	40.0%
Grounds Maintenance	14.7%
Window/doors	14.7%
Service Charges	13.7%
Complaints	9.5%
Rubbish, Bins & Recycling	9.5%
Pest/Vermin Issues	8.4%
Decoration	7.4%
Flooring	7.4%
Fire safety	7.4%
General Condition	6.3%
Lifts	6.3%
Safety & Crisis Support	6.3%
Uncategorised Comments	6.3%

Attribute

Attribute	Count	%	Sentiment Score
Timeliness & Responsiveness	30	31.6%	-4.40
Quality of Work / Service	29	30.5%	-4.41
Subcategory, no attribute (yet)	22	23.2%	-1.95
Communication / Transparency	11	11.6%	-5.00
Safety	9	9.5%	-4.00
Resolution	7	7.4%	-4.29
Listening / Acting	5	5.3%	-4.00
Effort	4	4.2%	-5.00
Appointments / Convenience	3	3.2%	-5.00
Empathy	3	3.2%	-5.00
Accountability	2	2.1%	-2.50
Consistency	2	2.1%	+1.50
Accessibility			-
Fairness			-
Satisfaction			-
Staff Conduct			-
Trust			-
Worker Conduct			-
No Comments			-

Tenants not satisfied with the maintenance of their home or communal areas, and/or the safety of their home, were asked to explain what Housing for Women could improve. Complaints about broken facilities, such as lifts and mailboxes, and inadequate responses to maintenance requests are frequently mentioned. Tenants report issues with pests, including rats and mice, exacerbated by overflowing rubbish bins and poor waste management. Many tenants express frustration over the infrequent cleaning services, with some stating that cleaners only visit once a month or spend minimal time on-site, leading to dirty and unsafe environments.

Safety concerns are also highlighted, with reports of drug use and homelessness in communal areas, leading to feelings of insecurity among tenants. Many tenants feel that their service charges are unjustified given the lack of maintenance and support, with some stating that the charges continue to rise without any visible improvements. Communication with Housing for Women is frequently described as poor, with tenants struggling to get timely responses to their concerns.



Keeping Properties in Good Repair

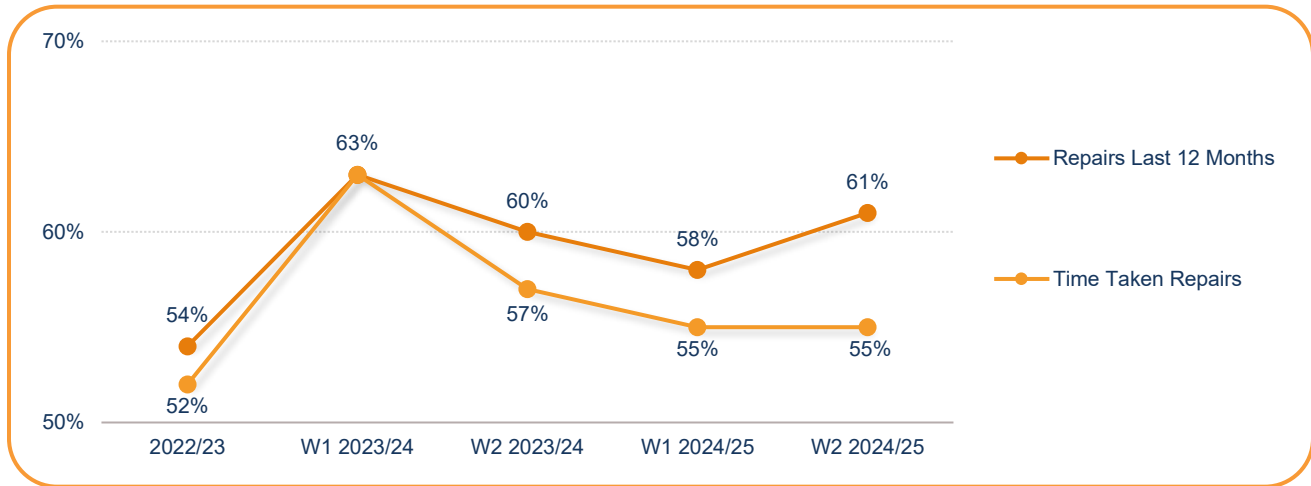


Just over half of tenants (56%), said they had a repair completed on their home by Housing for Women in the last 12 months and of these, 61% are satisfied with the repairs service over this period. Just over a quarter of tenants are dissatisfied (27%), while 12% are neither satisfied nor dissatisfied. This measure has remained between 58-63% over the last four surveys. The current score has seen an increase of 3p.p from the previous wave.

Commonly, fewer are satisfied with the time taken to complete repairs than with the service itself; this is the case for Housing for Women this wave, as 55% are satisfied with the time taken to complete repairs. Satisfaction with this measure has been falling since W1 2023/24, but this appears to have plateaued this wave, with dissatisfaction also remaining the same at 36%. Tenants who were dissatisfied were asked to explain why and along with outstanding repairs, there is an undercurrent of frustration surrounding external contractors not completing the job right the first time. This is of additional concern considering these women are already in a vulnerable position and need support that is reliable and consistent.

It is recommended Housing for Women should review the sentiment analysis overleaf, which identifies some areas of concern, and reading the comments contained within the raw data.

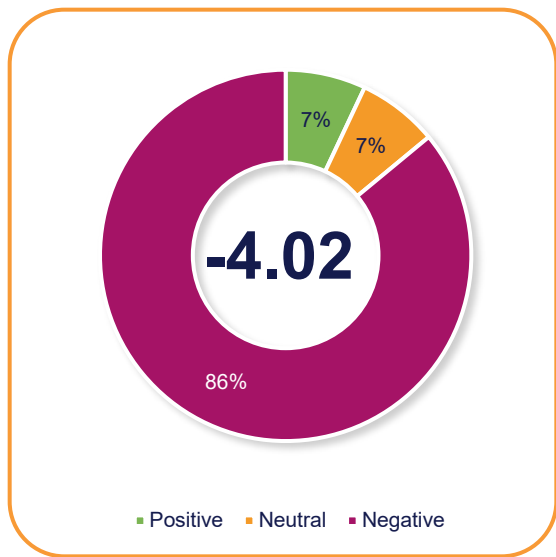
Keeping Properties in Good Repair



Repairs & Maintenance

If you are not satisfied with how Housing for Women deals with repairs and maintenance, please could you explain the reason why?

Base Size: 42



Attribute	Count	%	Sentiment Score
Timeliness & Responsiveness	30	44.1%	-4.23
Resolution	12	17.6%	-3.50
Communication / Transparency	10	14.7%	-5.00
Effort	6	8.8%	-3.40
Subcategory, no attribute (yet)	5	7.4%	-4.00
Listening / Acting	2	2.9%	-5.00
Quality of Work / Service	2	2.9%	-5.00
Appointments / Convenience	1	1.5%	-5.00
Accessibility			-
Accountability			-
Consistency			-
Empathy			-
Fairness			-
Safety			-
Satisfaction			-
Staff Conduct			-
Trust			-
Worker Conduct			-
No Comments			-

Tenants not satisfied with the way Housing for Women deals with repairs were asked to explain why; 42 tenant's commented in W2 2024/25. Common issues include long wait times for repairs, ineffective communication, and incomplete work. Many tenants reported having to repeatedly contact Housing for Women for the same issues, with some stating they had logged repairs multiple times without resolution. Specific complaints included delays in fixing urgent safety concerns, such as leaking roofs and malfunctioning heating systems, which have led to health issues like mould-related illnesses.

Tenants express frustration over the difficulty in reaching Housing for Women, often being redirected between departments or experiencing long hold times. There were also mentions of poor workmanship, with some repairs causing additional damage. The change in contractors was noted, but tenants remain sceptical about improvements, as many have yet to experience better service.



Contribution to the Neighbourhood

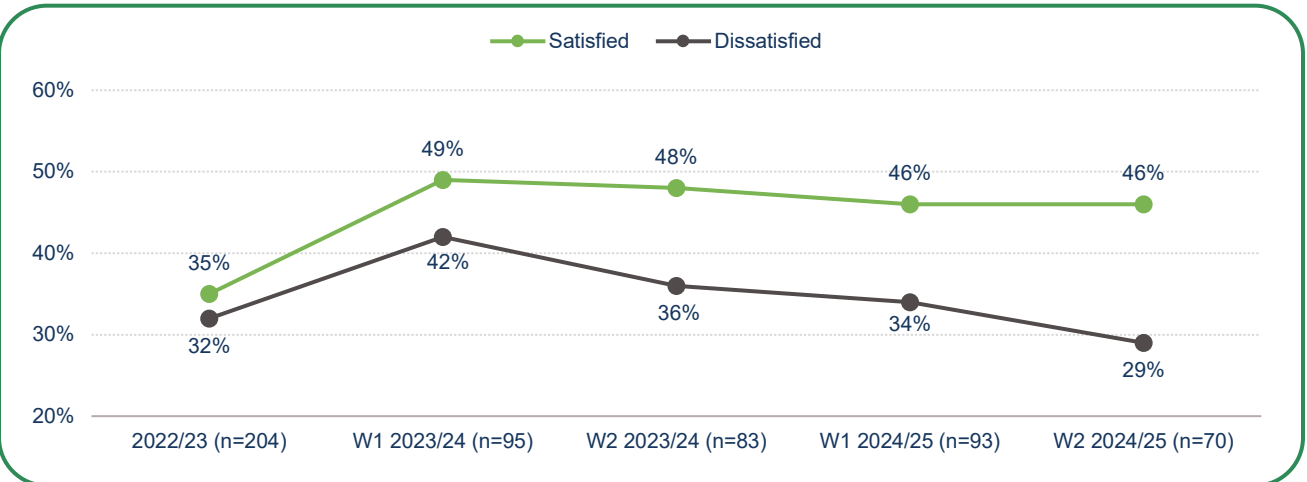
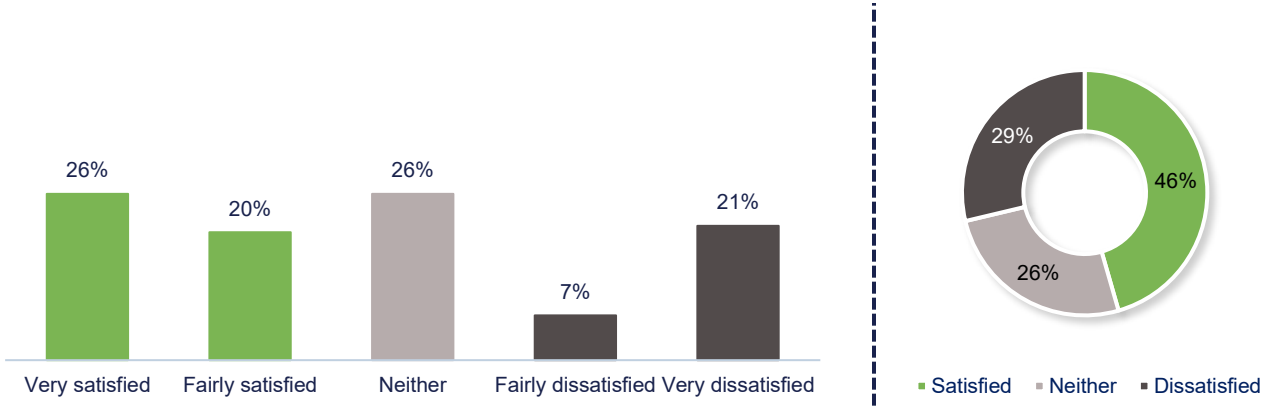


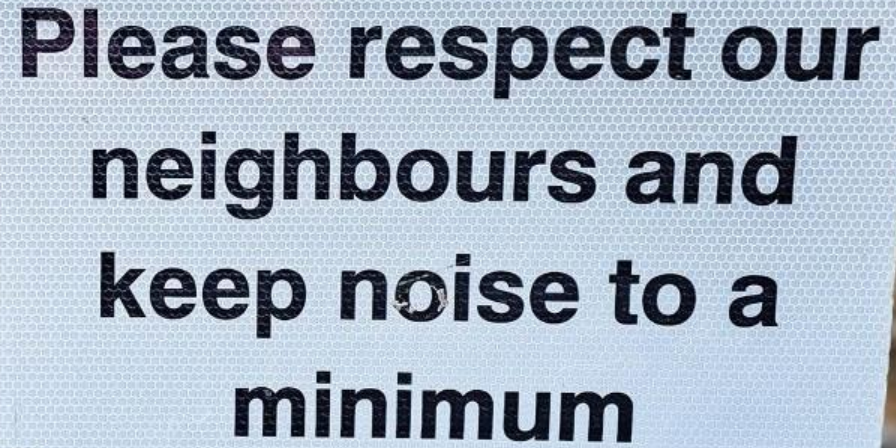
Contribution to the Neighbourhood

Just over three out of seven tenants are satisfied with Housing for Women's contribution to the neighbourhood (46%), with more tenants very satisfied (26%), than fairly satisfied (20%). Some 29% of tenants are dissatisfied, and more are very dissatisfied (21%) than fairly dissatisfied (7%). Around a quarter of tenants gave a neutral response (26%).

Satisfaction has remained fairly stable since the large increase seen in W1 2023/24. In W2 2024/25, satisfaction has remained unchanged since the previous survey.

Dissatisfaction has been declining since W1 2023/24. This wave saw a decrease of 6p.p, but tenants who answered neither satisfied nor dissatisfied increased by 7p.p. This increase could be down to tenants being unaware of the impact Housing for Women has in the local area.



A white rectangular sign with a perforated pattern is attached to a chain-link fence. The sign is held in place by four small metal fasteners at the corners. The background is a blurred residential area with a wooden fence and a house.

**Please respect our
neighbours and
keep noise to a
minimum**

Approach to ASB

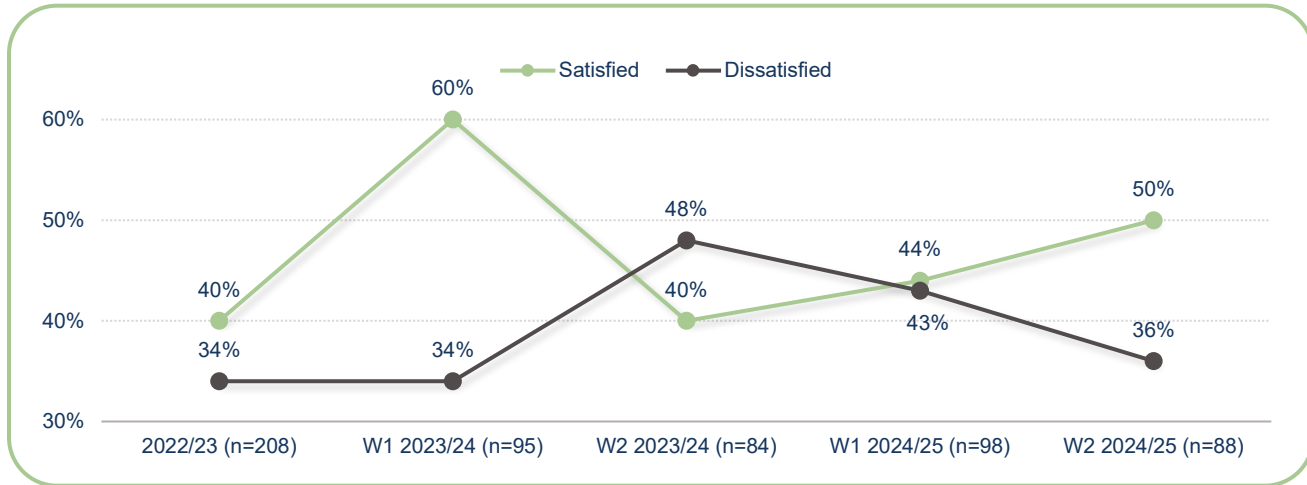
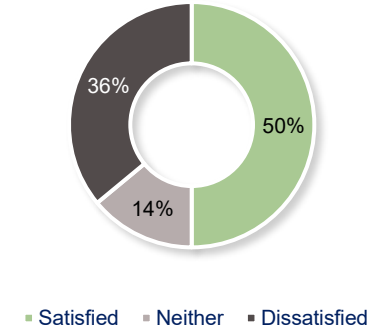
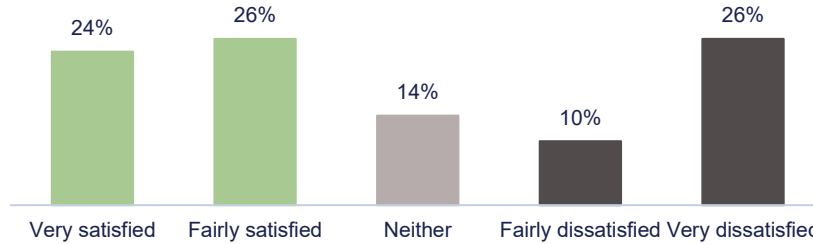


Approach to ASB

Half of the tenants surveyed in this wave are satisfied with Housing for Women's approach to ASB, with slightly more fairly satisfied (26%) than very satisfied (24%). Around a third of tenants are dissatisfied (36%), with more very dissatisfied (26%) than fairly dissatisfied (10%). One in seven tenants (14%) gave a neutral response.

Satisfaction saw a significant drop between W1 and W2 of last year; however, satisfaction has been slowly climbing since, and in W2 2024/25, satisfaction has increased by 6p.p. Dissatisfaction has been going in the opposite direction over the same period.

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





Respectful & Helpful Engagement



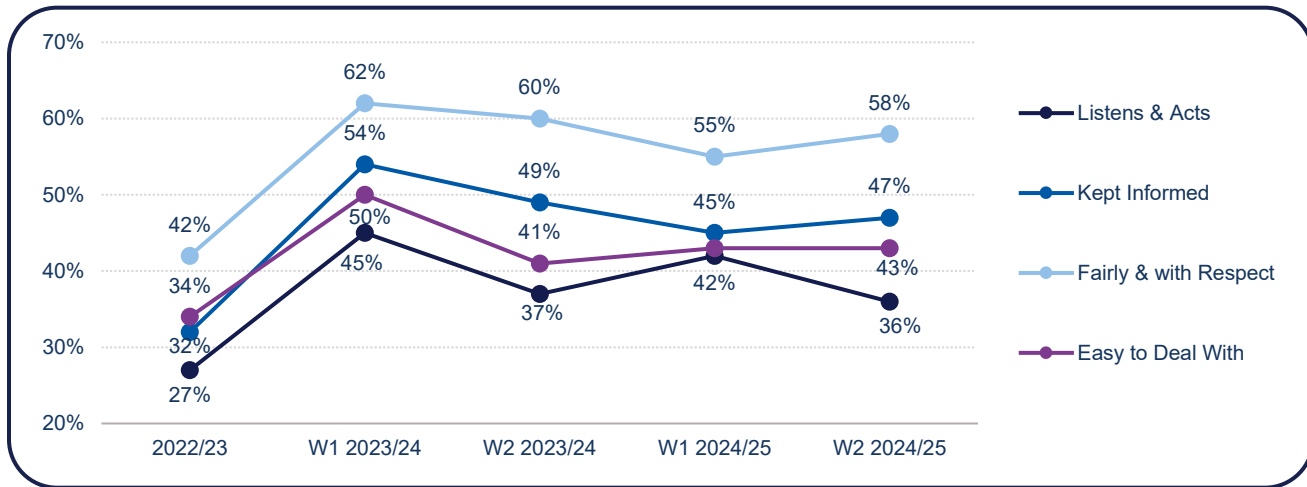
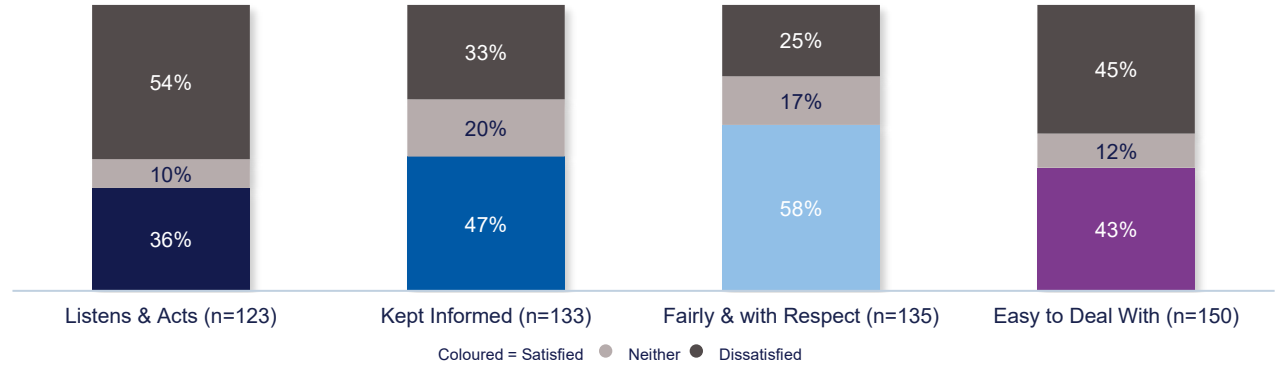
Respectful & Helpful Engagement

Just over a third of tenants are satisfied that Housing for Women listens to their views and acts upon them (36%), while more tenants are dissatisfied (54%). Satisfaction has dropped by 6p.p to similar results seen in W2 of last year.

Around half of the tenants surveyed in this wave are satisfied that they are kept informed (47%). While a third are dissatisfied, and a fifth of tenants gave a neutral response (20%). This metric had been trending downwards over the previous three surveys; however, this wave has seen an increase of 3p.p.

Close to three-fifths of tenants agree that they are treated fairly and with respect (58%). A quarter of tenants disagree, while 17% neither agree nor disagree. This measure is usually the highest scoring in the engagement section, and this continues to be the case in W2 2024/25.

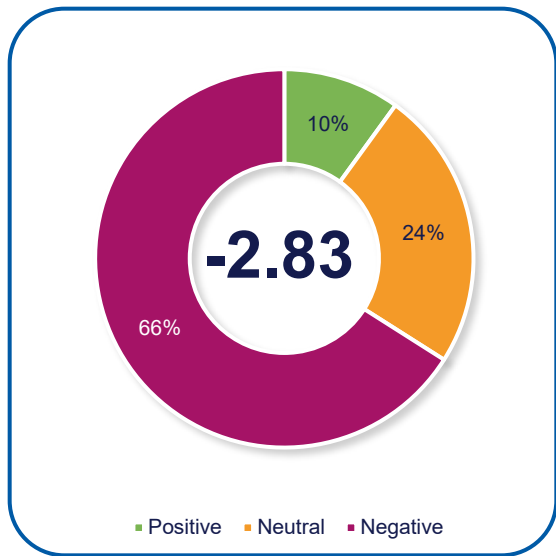
Over two-fifths of tenants are satisfied that Housing for Women is easy to deal with (43%). A slightly higher proportion are dissatisfied (45%), while 12% gave a neutral response. This measure has dropped from 45% in W1 2024/25.



Customer Service & Communication

If you are not satisfied with customer service and communications, please provide more information, and what could Housing for Women improve?

Base Size: 103



Attribute	Count	%	Sentiment Score
Communication / Transparency	44	42.7%	-2.82
Subcategory, no attribute (yet)	22	21.4%	-2.86
Effort	19	18.4%	-4.21
Timeliness & Responsiveness	17	16.5%	-3.82
Listening / Acting	14	13.6%	-4.29
Staff Conduct	13	12.6%	-2.31
Quality of Work / Service	9	8.7%	-3.33
Resolution	6	5.8%	-4.17
No Comments	5	4.9%	-1.00
Appointments / Convenience	4	3.9%	-3.75
Empathy	4	3.9%	-1.25
Safety	2	1.9%	-2.50
Trust	2	1.9%	-5.00
Accessibility	1	1.0%	+3.00
Accountability	1	1.0%	-5.00
Satisfaction	1	1.0%	+5.00
Worker Conduct	1	1.0%	-5.00
Consistency			-
Fairness			-

Tenants not satisfied with the customer service and communication at Housing for Women were asked what improvements could be made. Many tenants report feeling ignored, with numerous complaints about unresponsive emails and phone calls. A recurring theme is the lack of clarity about housing officers, with many tenants unsure of who their designated officer is, leading to feelings of disconnection and frustration.

Tenants express concerns about the inefficiency of the phone system, often being placed on hold or transferred to the wrong department, resulting in a cycle of unreturned calls and unresolved issues. There are also complaints about the handling of repairs, with tenants noting that promised work is often not completed, and communication about ongoing issues is lacking. Additionally, some tenants feel that their specific needs, particularly those related to vulnerability or cultural sensitivity, are not adequately addressed.



Effective Handling of Complaints



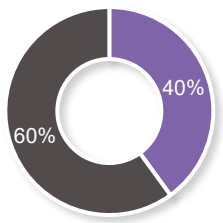
Effective Handling of Complaints

Four out of ten tenants said they had made a complaint to Housing for Women in the last 12 months, although it is difficult to tell how many of these are genuine complaints or service requests yet to be fully actioned.

Nevertheless, just 14% of tenants are satisfied with the handling of these complaints, and many more (73%) are dissatisfied. Satisfaction is down by 14p.p from the previous wave, to the lowest score this measure has received since these surveys began.

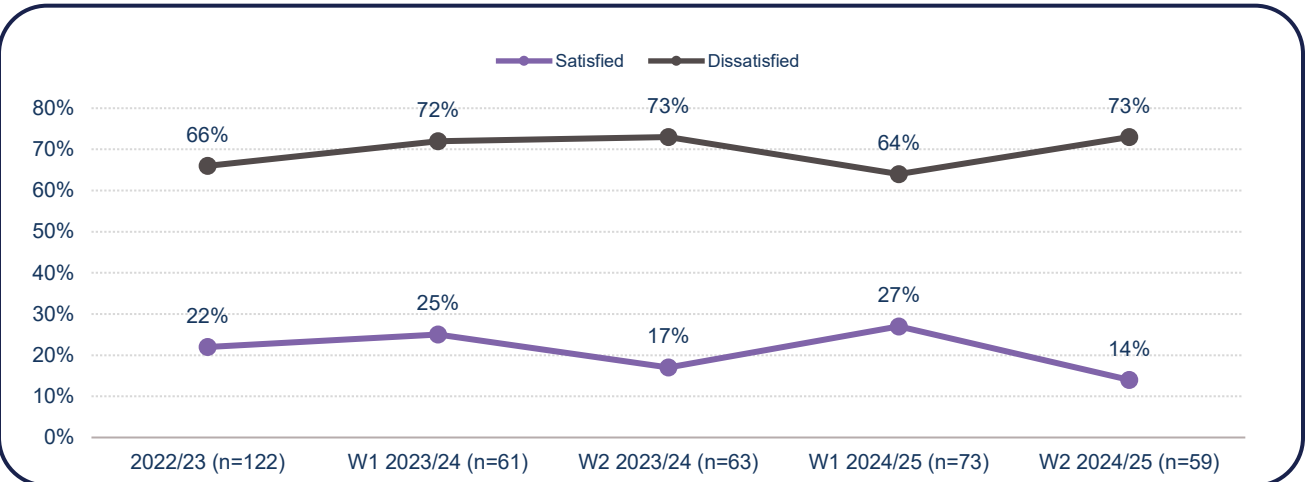
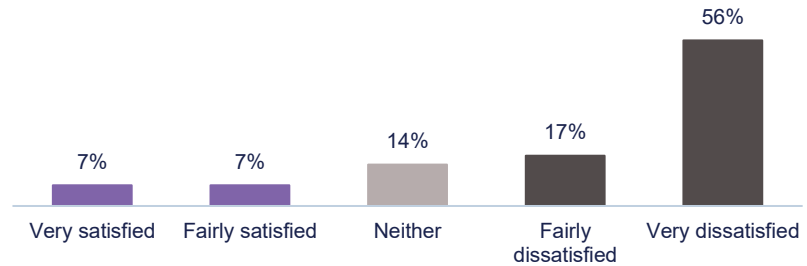
It is of concern that 56% of tenants who have made a complaint in the last 12 months are very dissatisfied. Housing for Women does ask further questions about the complaint, and these are overleaf. However, asking an open question explaining why they are dissatisfied with how their complaint was handled may add an extra layer of insight into how complaints are handled.

Complaint in last 12 months



■ Yes ■ No

Satisfaction with Complaints Handling





Complaints Trial

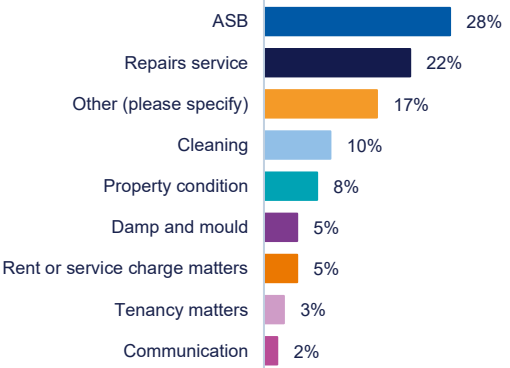
Housing for Women asks those who have made a complaint about the type of complaint made, 28% of complaints in W2 2024/25 focused on ASB, followed by the repairs service (22%).

The majority of complaints are made by email (52%), and telephone (50%). Some 15% of complaints are made directly to a member of staff.

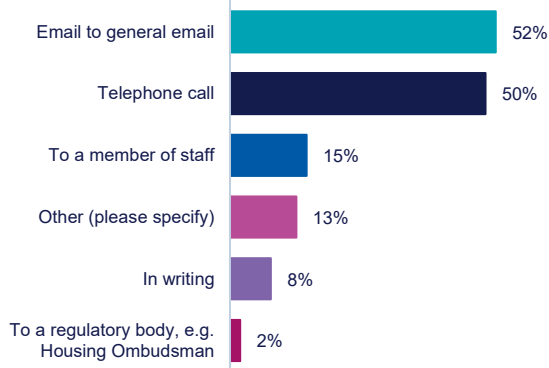
Tenants are also asked about the resolution of their complaint. Some 42% of complaints are still ongoing, with 34% of complaints resolved; however, 14% of these are unhappy with the resolution. Almost a quarter of tenants (24%) stated that their complaint has still not been acknowledged by Housing for Women.

Lastly, tenant are asked what stage in the complaints process their complaint reached. Almost two-thirds are unsure or don't know (63%), suggesting not all complaints are genuine complaints and could be service requests yet to be fully actioned.

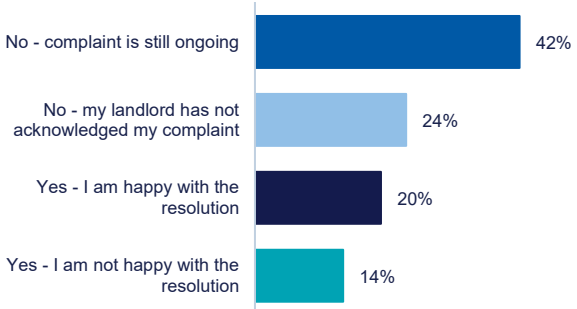
Complaint Type



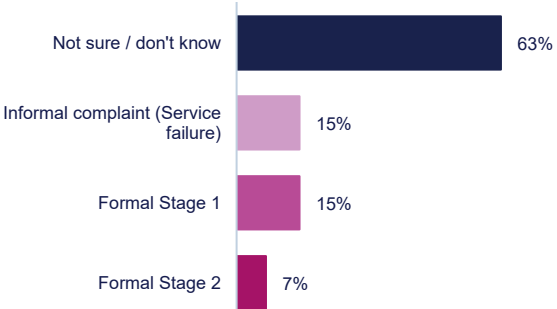
Complaint Channel



Complaint Resolution



Complaint Stage Resolution





Wellbeing



Cost of Living

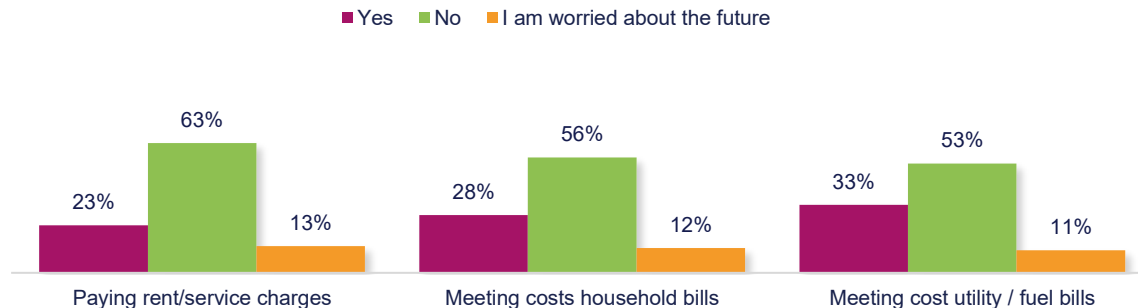
Tenants are asked about the cost of living, and whether they struggle to meet the cost of different expenses.

Whilst 23% of tenants are facing difficulty paying their rent, this rises to 28% with their household bills and 33% for utility bills. In addition, between 11% and 13% remain worried about the future.

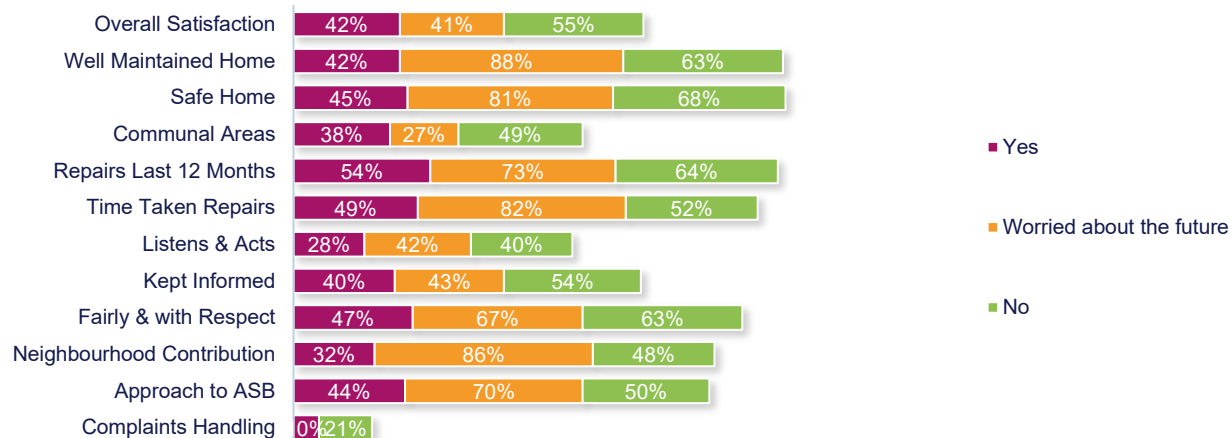
It is common to show that those struggling financially are often less satisfied with the range of services than those who are not, and this is the case for Housing for Women. Regarding the overall service, 42% of those struggling said they are satisfied, compared with 55% of those not, while even fewer are satisfied among those still worried about the future.

This pattern continues across the range of measures, suggesting that any assistance Housing for Women can provide, such as budgeting or benefits, could help improve satisfaction while also supporting family finances.

Cost of Living Concern



Cost of Living Concern & Satisfaction





Damp and Mould

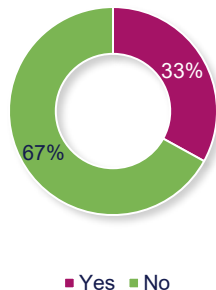
A third of tenants surveyed in this wave said their home currently suffers from damp and mould, which is down from 42% in the previous wave.

Three-quarters of tenants have notified Housing for Women about the damp and mould in their property, but 25% haven't.

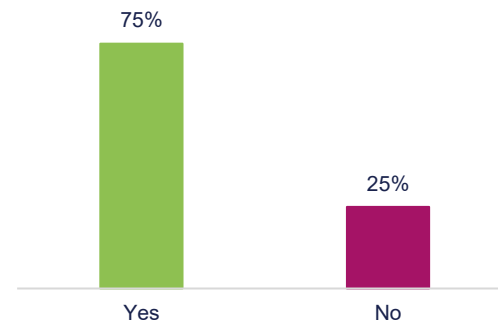
It is essential that Housing for Woman contacts all those affected to assess the extent of the problems and take action if necessary. This is particularly important in light of the fact that Awaab's Law, which comes into force on the 27 October, will bring further scrutiny from the Regulator into how HA's respond to damp and mould issues.

The contact details of all tenants who stated that they are suffering from damp and mould are available for Housing for Women to view through the online dashboard.

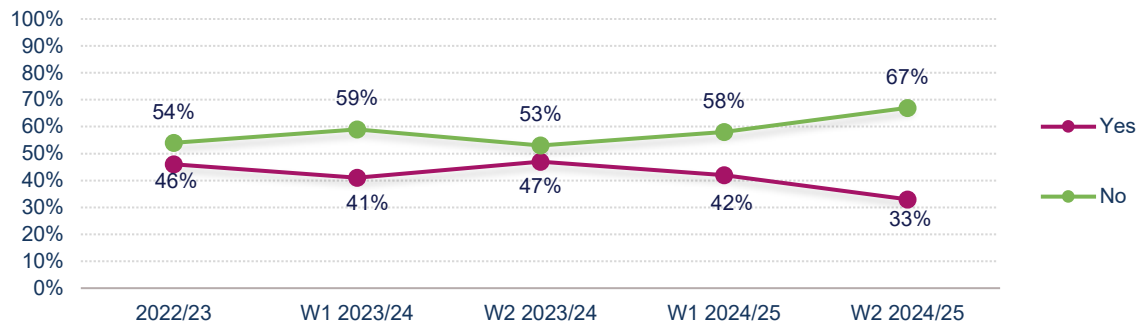
Currently Suffer from Damp & Mould



Reported Damp & Mould



Suffering from Damp & Mould over time





Improvements

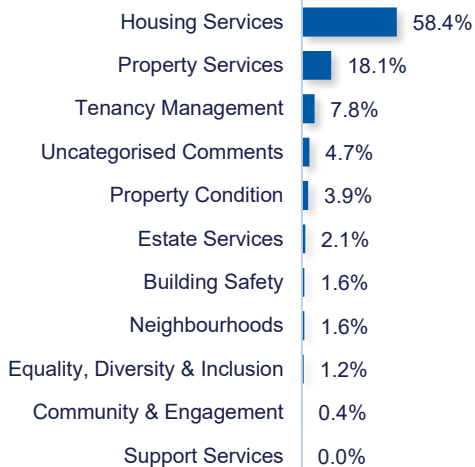
One Thing Improve

If Your Housing for Women could do ONE thing to improve its services, what would you like it to be?

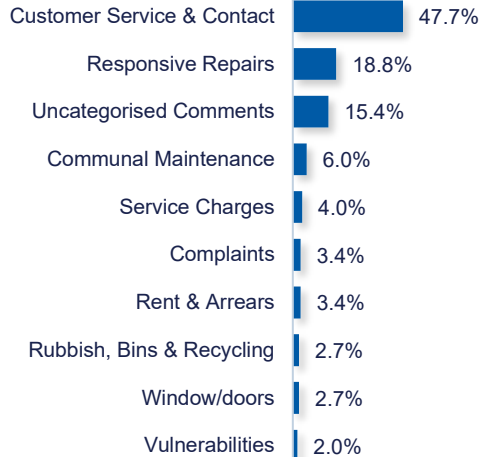
Base Size: 149



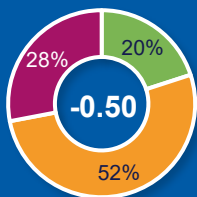
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Communication / Transparency	31	27.2%	-1.13
Subcategory, no attribute (yet)	30	26.3%	-1.20
Timeliness & Responsiveness	14	12.3%	0.00
Quality of Work / Service	13	11.4%	-1.85
Listening / Acting	12	10.5%	+0.08
Satisfaction	10	8.8%	+3.50
No Comments	7	6.1%	0.00
Effort	5	4.4%	-0.80
Empathy	4	3.5%	0.00
Consistency	3	2.6%	+5.00
Safety	2	1.8%	-4.00
Staff Conduct	2	1.8%	0.00
Trust	2	1.8%	+5.00
Accountability	1	0.9%	-5.00
Appointments / Convenience	1	0.9%	-5.00
Accessibility			-
Fairness			-
Resolution			-
Worker Conduct			-



All tenants are asked what one thing Housing for Women could do to improve their services, 149 tenants commented. The responses highlight concerns regarding communication and customer service within Housing for Women. Many tenants express frustration over poor responsiveness, with calls often going unanswered and a lack of follow-up on issues raised. There is a strong demand for improved communication, including direct access to housing officers and regular updates on maintenance requests. Tenants also noted dissatisfaction with the cleanliness of communal areas and the need for more frequent inspections and maintenance.

Concerns about rising rents and service charges are raised, with many feeling that the costs were unjustified given the quality of services received. Some respondents suggested that Housing for Women should focus on their core mission of supporting women, with calls for better governance and accountability.



Trends



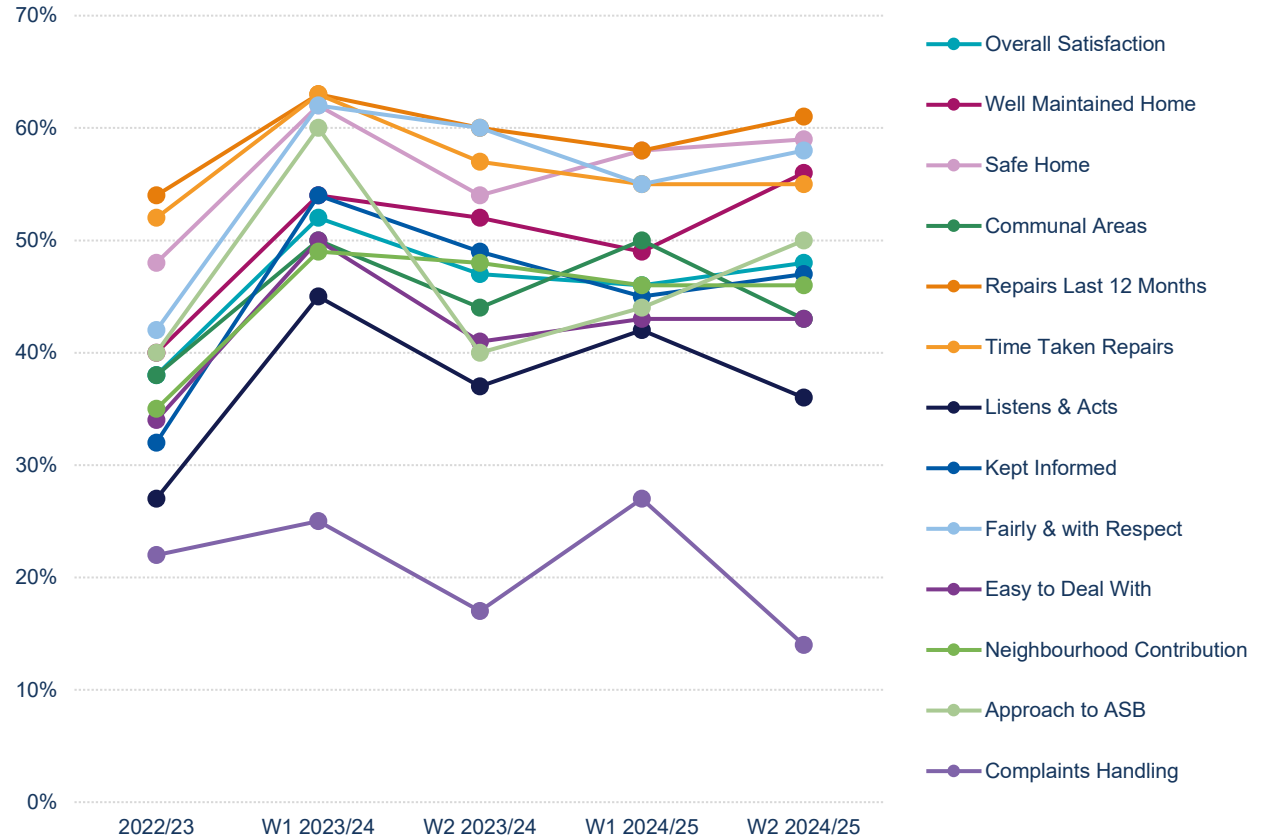
Trends Over Time - Closed Questions

In the W2 2024/25 survey, eight measures increased in satisfaction, while three decreased, and two remained unchanged. Overall satisfaction has increased by 1p.p from the previous survey.

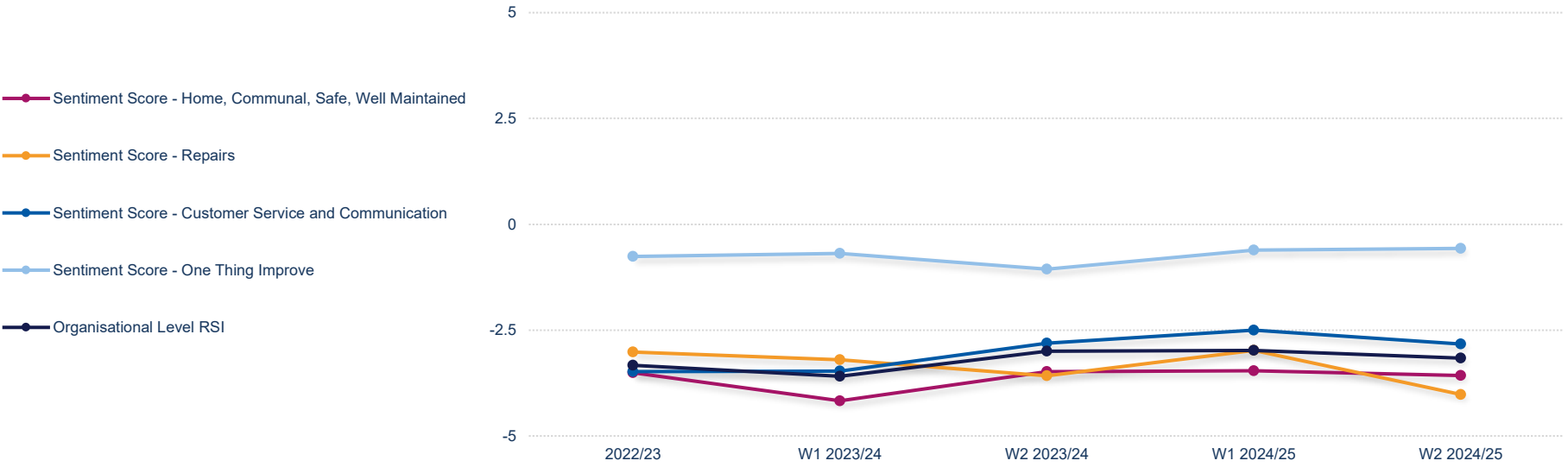
Of the measures that have increased, the largest increases can be seen for providing a home that is well maintained (up 8p.p) and the approach to ASB (up 6p.p).

Just three metrics have decreased in this wave. These are listens and acts (down 6p.p), the maintenance of communal areas (down 7p.p), and complaints handling (down 14p.p).

To be considered statistically significant, changes must exceed the combined margins of error of both time periods, in this case, around 14%. None of the changes reach this level of change (the combined total for complaints handling is 13.8p.p, and the significance must be 14.3p.p); however, changes can indicate a direction of travel.



Trends Over Time - Sentiment Scores



These trend lines show the sentiment scores for the open questions over time. As the only open question asked of all tenants is one thing to improve, sentiment scores will be lower for the other three questions, as these are only asked to dissatisfied tenants.

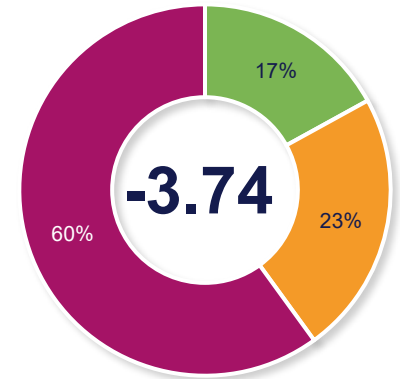
The majority of the trend lines are relatively flat, except for the question about repairs. Sentiment for this question dropped from -2.98 to -4.02. It is suggested that Housing for Women investigate why the sentiment score has decreased. These comments can be read in full through the sentiment report on your dashboard.



W2 2024/25 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. Based on all open-ended survey responses, it reflects how positively or negatively residents feel about the organisations performance across the 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 category level RSI question will be analysed in each section throughout the report.



■ Positive ■ Neutral ■ Negative

Sentiment Scores



Summary

The Home

Only tenants dissatisfied with the maintenance of their home or communal areas, and/or the safety of their home, were asked to explain what Housing for Women could improve. Tenants report infrequent cleaning, broken facilities, and a lack of responsiveness to maintenance requests, leading to unsafe and unsanitary conditions. Complaints include issues with rubbish accumulation, pest infestations, and inadequate communication from management. Many feel that the high service charges are unjustified, given the poor quality of service, with some tenants expressing concerns about safety and the overall living environment. Overall, the feedback indicates a need for improved cleaning, maintenance, and communication to enhance the living conditions and safety of the tenants.

Repairs

Tenants not satisfied with the way Housing for Women deals with repairs were asked to explain why. Common issues include long wait times for repairs, ineffective communication, and incomplete work. Tenants report repeated calls for the same problems, with some waiting weeks or months for resolution. Specific complaints highlight poor contractor performance, safety concerns, and inadequate responses to urgent issues like leaks and mould. Overall, while some tenants acknowledged minor improvements, the prevailing sentiment is one of frustration and disappointment, indicating a pressing need for Housing for Women to enhance their repair processes and customer service.

Customer Service & Communication

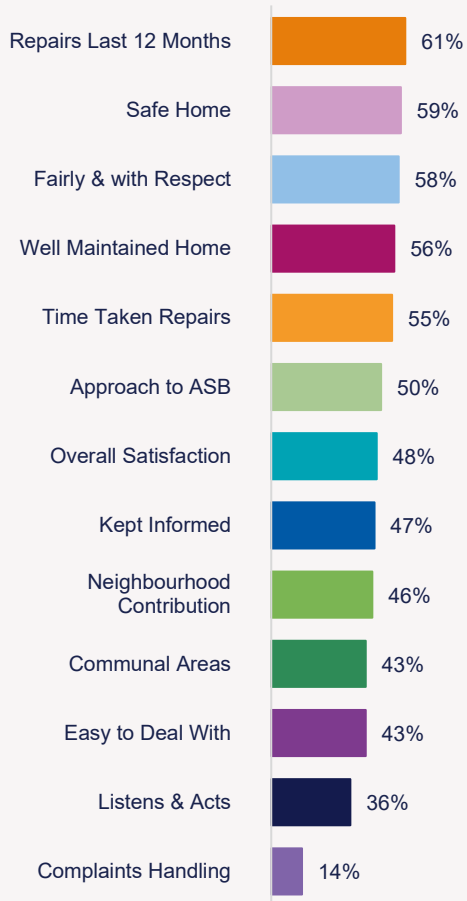
Again, only unsatisfied tenants regarding the customer service and communication at Housing for Women were asked what improvements could be made. Many tenants report difficulties in reaching staff, with long hold times and unreturned calls or emails. There is a lack of clarity regarding housing officers, leading to feelings of neglect and frustration. Tenants express concerns about unaddressed repairs, inadequate communication about changes, and perceived disrespect from staff. Overall, the feedback indicates a need for improved communication, responsiveness, and a more empathetic approach to tenant interactions, as well as better management of repairs and maintenance services.

One Thing Improve

All tenants had the opportunity to state what they would like to see improved at Housing for Women. The responses concern communication and staff availability at Housing for Women, with many tenants expressing frustration over unreturned calls and lack of direct contact with housing officers. Tenants also noted issues with cleanliness, maintenance, and rising service charges, questioning the value received for their payments. Some respondents feel that the organisation does not adequately address their needs, particularly regarding repairs and support for vulnerable residents. While a few tenants express satisfaction with the services, the overall sentiment indicates a need for Housing for Women to enhance their engagement with tenants, address maintenance issues promptly, and foster a more supportive community environment.



Satisfaction with Measures



Summary



Acuity has been commissioned by Housing for Women to undertake independent satisfaction surveys of its tenants throughout 2024/25, based on the Tenant Satisfaction Measures as provided by the Regulator of Social Housing. This is the final survey for 2024/25, reported as W2 2024/25. As such, it is possible to report on the results for the whole of 2024/25, which are expanded on in the annual summary section of this report.

Satisfaction has been mixed in W2 2024/25, with eight measures increasing, three measures decreasing and two remaining unchanged. Overall satisfaction has increased from 46% in W1 2024/25 to 48% this wave. Of the other measures that have increased, the largest increases can be seen for providing a home that is well maintained (up 8p.p) and the handling of ASB (up 6p.p). The three metrics which have decreased this wave are listens and acts (down 6p.p), the maintenance of communal areas (down 7p.p), and complaints handling (down 14p.p).

When both waves are combined the key drivers can be calculated, in 2024/25 the most influential key drivers for overall satisfaction for Housing for Women are listens to tenants' views and acts upon them, the provision of a well-maintained home, and treating tenants fairly and with respect. The key drivers analysis suggests that improvements in the most influential measures are more likely to lead to increased satisfaction with the overall service provided.

For the first time, sentiment analysis has been used against four qualitative questions, covering the main areas of service, although three of these questions are only asked to dissatisfied tenants. The general sentiment points to communication issues, with tenants reporting difficulties reaching staff. The repairs service is also frequently mentioned with issues such as long wait times for repairs, ineffective communication, and incomplete work. Analysing the sentiment scores and reading the comments will help Housing for Women get a better understanding of what is driving satisfaction and what is not working quite as well.

This report has also shows that satisfaction is highest for tenants in licensed weekly tenancies and the least satisfied in Assured and Assured monthly, although the response rate varies across the tenure types. The demographics section at the end of this report further demonstrates that satisfaction changes by age, area and length of tenancy.



Recommendations

Handling of Complaints

The handling of complaints is once again the lowest-performing metric in the survey at just 14% after a drop from 27% in W1 2024/25. Housing for Women has included some extra questions about the process, and these show that the main reasons for complaints are linked to repairs and ASB. Most report complaints through telephone and email. Satisfaction with the outcome is low: around a fifth say their complaint is resolved and they are happy with the outcome, but 42% say the problem is still ongoing. Of some concern is that almost two-thirds of tenants say they are unaware of the stage the complaint has reached, perhaps as many won't be formal complaints but service requests: this needs to be made more transparent, and there is a call for better communication and a more proactive approach from Housing for Women to complaint handling. As a result, some feel ignored, passed around and neglected. A short review may help sort out these issues, as well as clear communication as to what constitutes a complaint and how Housing for Women handles them.

Communication

In W2 2024/25, listens and acts dropped by 6p.p and now stands at 36%, the lowest score this measure has received since 2022/23. Tenants report difficulties in reaching staff, with long hold times and unreturned calls or emails. Some express concerns about inadequate communication about changes and perceived disrespect from staff. Housing for Women should look to improve their communication, responsiveness, and a more empathetic approach to tenant interactions.

Repairs service

Although satisfaction with the repairs service has increased from W1 24/25, the time to complete repairs has stayed at the same level. Timeliness and responsiveness to repairs received the second most comments across all open questions in 2024/25 (93), suggesting that improvements could be made. Tenants report lengthy wait times for repairs, with many tenants reporting delays of weeks or even months. Some also mentioned issues with communication, with multiple follow-ups, as tenants frequently have to call or email several times before receiving a response or resolution. Tenants also raise concerns over external contractors not completing the job right the first time. It is recommended that Housing for Women enhance its communication and manage expectations. While some repairs may not be high priority, tenants need to be kept updated on the progress of their repair. Housing for Women may also want to investigate the claims that external contractors are not completing jobs correctly on the first visit.

Housing for Women's mission is to work to empower women through providing good homes and services, and challenging inequalities faced by women.

The organisation's values are based on empowering customers, being positive, acting with integrity and being committed to excellence.

The results from this wave in 24/25 have seen eight measures increase but three have fallen in satisfaction.

The recommendations opposite and the comments made in the open questions may help Housing for Women target the key areas for improvement.

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.



Annual Summary

2024/25 TSM Key Metrics

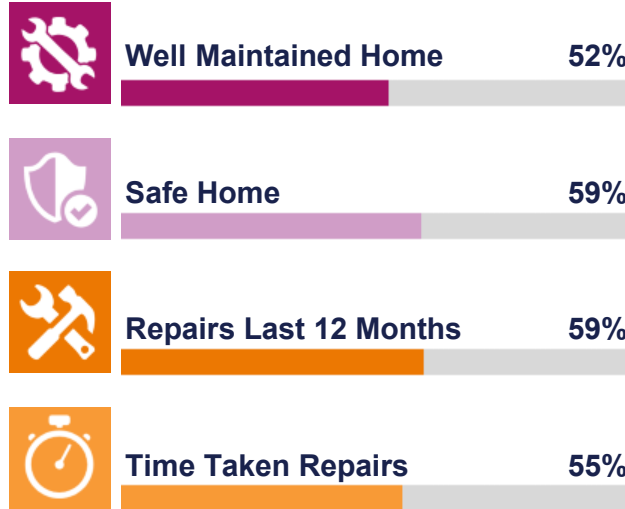
47% Services Provided

With the conclusion of the second wave in 2024/25, it is possible to combine the two surveys and produce annual results, and these are shown here.

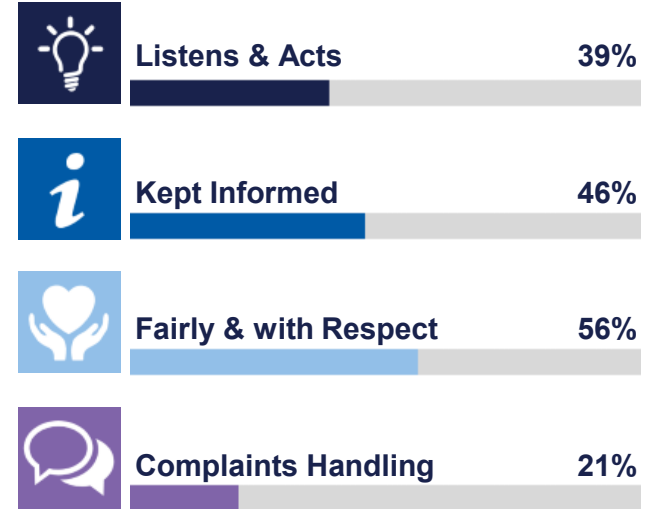
Overall satisfaction for the year stands at 47%, with the highest ratings for the repairs service in the last 12 months and that Housing for Women provides a home that is safe (both 59%), whilst 56% agree they are treated fairly and with respect.

However, the lowest rated services are the way the Association listens to tenants' views and acts upon them (39%) and how it handles complaints (21%). These were also the lowest scoring measures in 2023/24.

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Annual Satisfaction & Dissatisfaction

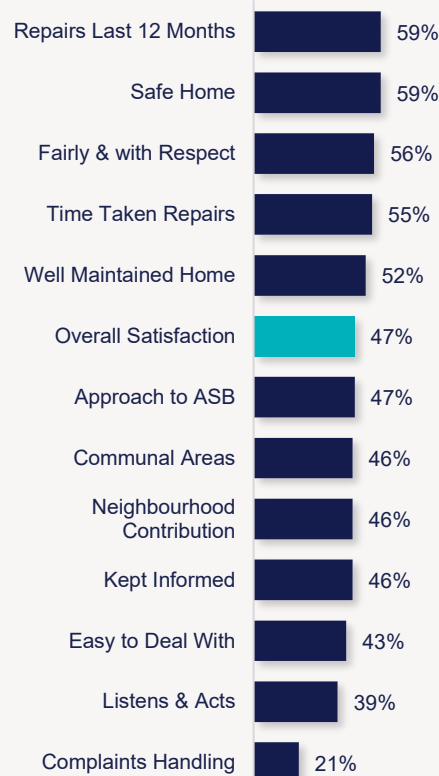
The charts opposite summarise the key results from 2024/25. This shows both those satisfied and dissatisfied.

Sometimes, where satisfaction is low, the remaining tenants can be split between those who fall into the neutral middle ground and those who are actually dissatisfied. This difference can signal areas where tenants do not have strong opinions or areas where a high percentage of tenants are actually dissatisfied.

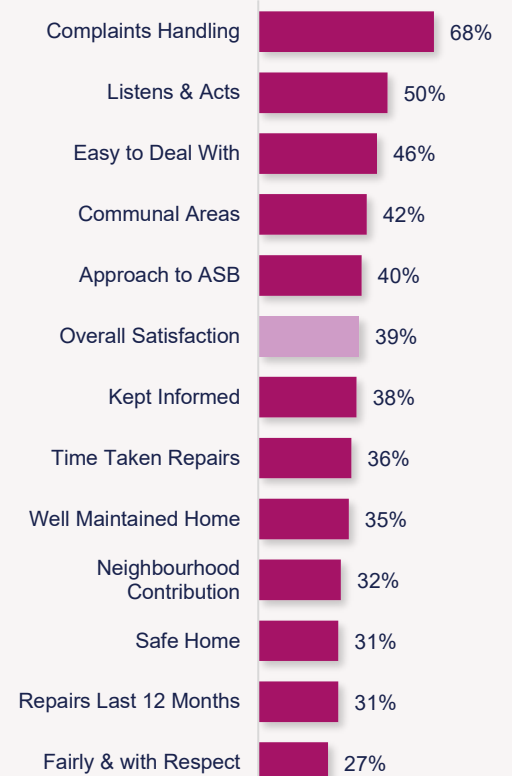
For Housing for Women, it generally follows that measures with high satisfaction also have low dissatisfaction, and vice versa. Overall satisfaction falls within the middle of the range (at 47% satisfied), indicating that there are several areas for improvement.

In 2024/25, three measures have more dissatisfied tenants than satisfied, those being easy to deal with, listening to views and handling complaints. There are 39% of tenants dissatisfied with the overall services.

Satisfaction with Measures 2024/25



Dissatisfaction with Measures 2024/25





Year-on-Year Change

The table shows the annual results for 2024/25 against those for 2023/24. Those in green show where the results have increased, and those in purple show where they have decreased.

It should be noted, however, that with an annual margin of error of around +4.4%, a change of more than 8.8 percentage points would be needed to be statistically significant, although any change can show a direction of travel; none of the changes are more than this.

Satisfaction has generally decreased this year, with all measures decreasing apart from providing a safe home (up by 1p.p), and complaints handling, which has remained unchanged.

	2023/24	2024/25
Overall Satisfaction	49%	47% (-2)
Well Maintained Home	53%	52% (0)
Safe Home	58%	59% (+1)
Communal Areas	47%	46% (-1)
Repairs Last 12 Months	61%	59% (-2)
Time Taken Repairs	60%	55% (-5)
Listens & Acts	41%	39% (-2)
Kept Informed	52%	46% (-6)
Fairly & with Respect	61%	56% (-5)
Easy to Deal With	46%	43% (-3)
Neighbourhood Contribution	49%	46% (-3)
Approach to ASB	51%	47% (-4)
Complaints Handling	21%	21% (+0)



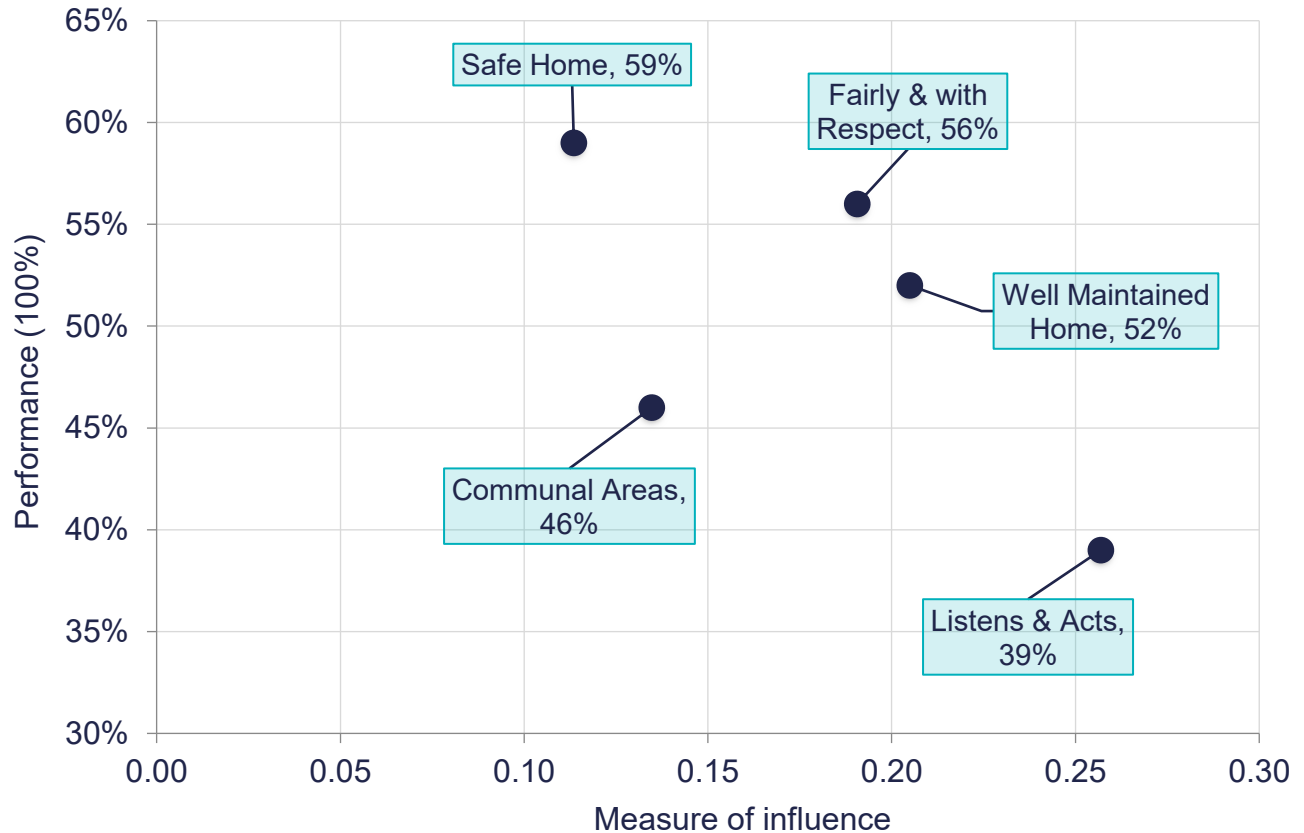
Key Driver Analysis

Key driver analysis is used to examine the relationship between the different variables (the questions asked in the survey) and determine which elements of the service are the key drivers for tenants' overall satisfaction.

Each landlord has its own unique pattern of influence, and when considering the results for 2024/25, the most important driver for tenants' satisfaction with the overall services is that Women for Housing listens and acts to the views of their tenants. Followed by providing a home that is well maintained and treating tenants fairly and with respect.

This analysis implies that if improvements around the most influential measures can be achieved, it is more likely to lead to increased satisfaction with the overall services provided.

Annual Key Driver Analysis – Overall Satisfaction



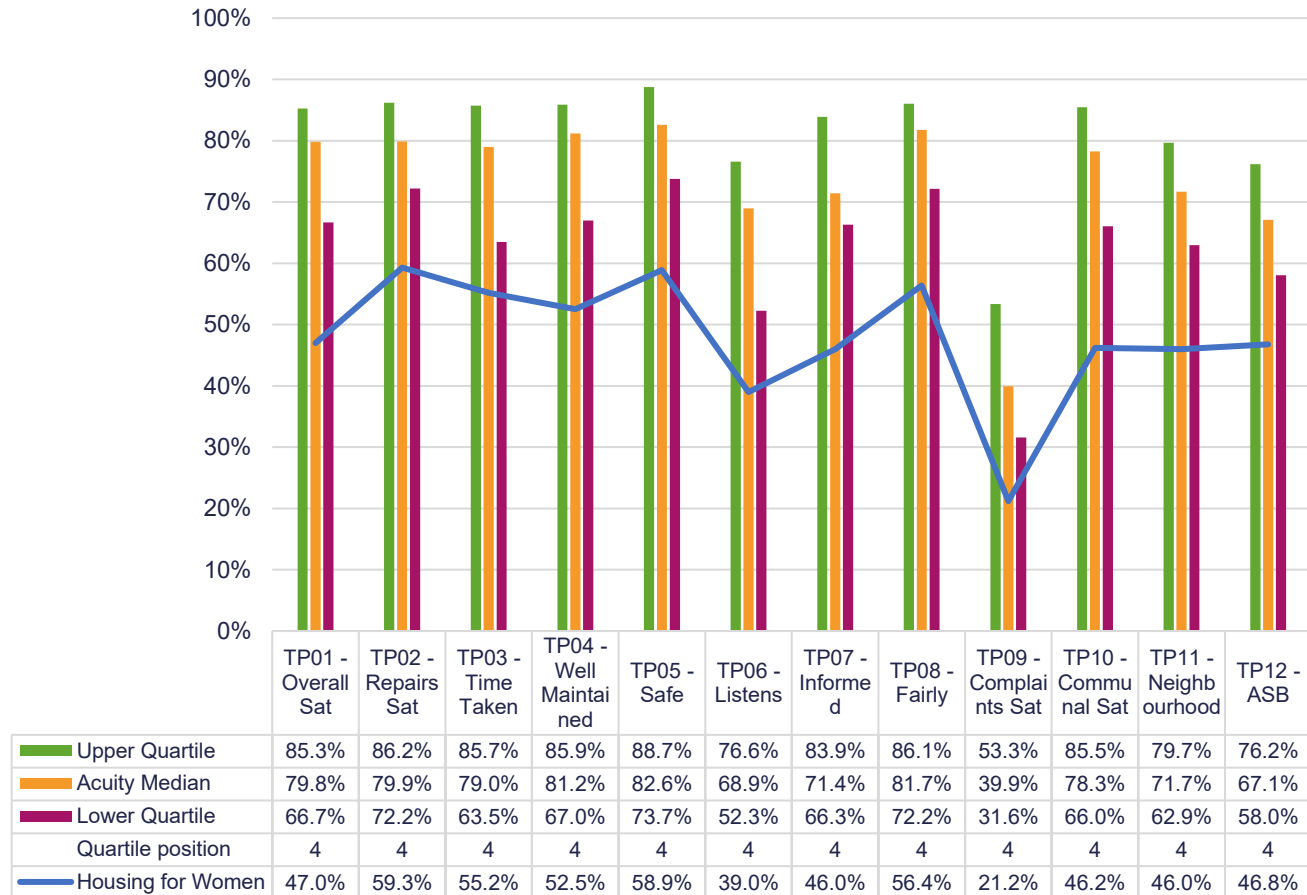
Benchmarking – Acuity Clients (LCRA Under 1K)



It is possible to compare performance on the core questions against Acuity clients that have been using the TSM questions during the year. The chart shows the quartile positions based on the results collected during 2024/25 for all landlords with under 1,000 properties.

The results from Housing for Women show that they are in the lower quartile for all the TSM measures. It should be noted that the landlords being benchmarked are across the country, not just in London, and, as is commonly known, satisfaction is generally lower in London than in the rest of the country.

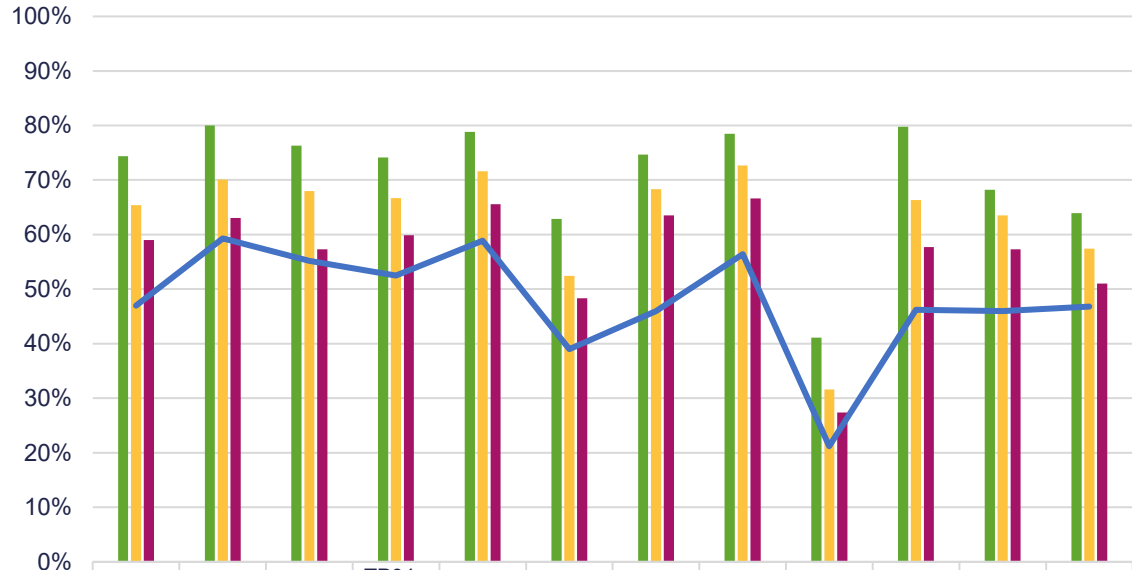
The next page shows how Housing for Women benchmarks against London landlords.



Benchmarking – Acuity Clients (LCRA - London)



The scores for London landlords is slightly lower than the rest of the country. When Housing for Women is compared to these results, they are in the lower quartile for all measures, but these results do not take into account factors such as size and council/housing association.



	TP01 - Overall Sat	TP02 - Repairs Sat	TP03 - Time Taken	TP04 - Well Maintained	TP05 - Safe	TP06 - Listens	TP07 - Informed	TP08 - Fairly	TP09 - Complaints Sat	TP10 - Communal Sat	TP11 - Neighbourhood	TP12 - ASB
Upper Quartile	74.4%	80.0%	76.3%	74.1%	78.8%	62.9%	74.7%	78.4%	41.1%	79.7%	68.2%	63.9%
Acuity Median	65.4%	70.1%	68.0%	66.7%	71.6%	52.4%	68.3%	72.7%	31.6%	66.4%	63.5%	57.4%
Lower Quartile	59.0%	63.0%	57.3%	59.9%	65.6%	48.3%	63.5%	66.7%	27.4%	57.7%	57.3%	51.0%
Quartile position	4	4	4	4	4	4	4	4	4	4	4	4
Housing for Women	47.0%	59.3%	55.2%	52.5%	58.9%	39.0%	46.0%	56.4%	21.2%	46.2%	46.0%	46.8%



Top 30 Comments

The table opposite lists the top 30 commented areas.

This shows that the most popular comments are about customer service, especially communication and transparency, closely followed by the responsiveness to complete repairs, which attracted 93 comments this year.

The following comment areas again focus on the customer service and the repairs service. The quality of work attracted 51 comments, followed by customer service and contact.

As the majority of these questions are only asked to dissatisfied tenants, the sentiment score will, by nature, be negative.

All comments are available to view on the dashboard and give a good insight into what tenants really feel about their living conditions.

	%	Count	Score
Housing Services - Customer Service & Contact - Communication / Transparency	32.54%	96	-2.14
Property Services - Responsive Repairs - Timeliness / Responsiveness	31.53%	93	-3.43
Uncategorized Comments	20.34%	60	-0.58
Housing Services - Communal Maintenance - Quality of Work / Service	17.29%	51	-3.61
Housing Services - Customer Service & Contact - Other	17.29%	51	-1.93
Property Services - Responsive Repairs - Other	16.95%	50	-2.56
Property Services - Responsive Repairs - Quality of Work / Service	15.59%	46	-3.16
Housing Services - Communal Maintenance - Timeliness / Responsiveness	15.59%	46	-3.83
Property Services - Responsive Repairs - Communication / Transparency	14.24%	42	-3.21
Property Condition - Window/doors	12.54%	37	-3.58
Property Services - Responsive Repairs - Resolution	12.20%	36	-3.97
Housing Services - Customer Service & Contact - Effort	11.19%	33	-3.35
Housing Services - Customer Service & Contact - Listening / Acting	10.85%	32	-1.94
Housing Services - Customer Service & Contact - Staff Conduct	10.85%	32	-1.74
Housing Services - Customer Service & Contact - Timeliness / Responsiveness	10.51%	31	-2.03
Estate Services - Rubbish, Bins & Recycling	7.80%	23	-3.48
Property Services - Responsive Repairs - Effort	7.46%	22	-3.41
Property Condition - Damp	6.78%	20	-2.68
Housing Services - Complaints - Communication / Transparency	6.44%	19	-3.79
Housing Services - Customer Service & Contact - No Comments	6.44%	19	-0.95
Estate Services - Pest/Vermin Issues	6.44%	19	-2.50
Housing Services - Customer Service & Contact - Satisfaction	6.10%	18	2.53
Housing Services - Grounds Maintenance - Quality of Work / Service	6.10%	18	-4.37
Property Condition - Decoration	6.10%	18	-3.55
Property Services - Responsive Repairs - Listening / Acting	5.08%	15	-3.24
Housing Services - Complaints - Timeliness / Responsiveness	5.08%	15	-2.63
Tenancy Mangement - Service Charges - Quality of Work / Service	5.08%	15	-3.73
Housing Services - Customer Service & Contact - Empathy	4.75%	14	-0.80
Property Condition - Flooring	4.75%	14	-4.71
Building Safety - Lifts	4.75%	14	-4.14



National Context

When considering the results, the national context and external factors must also be taken into account.

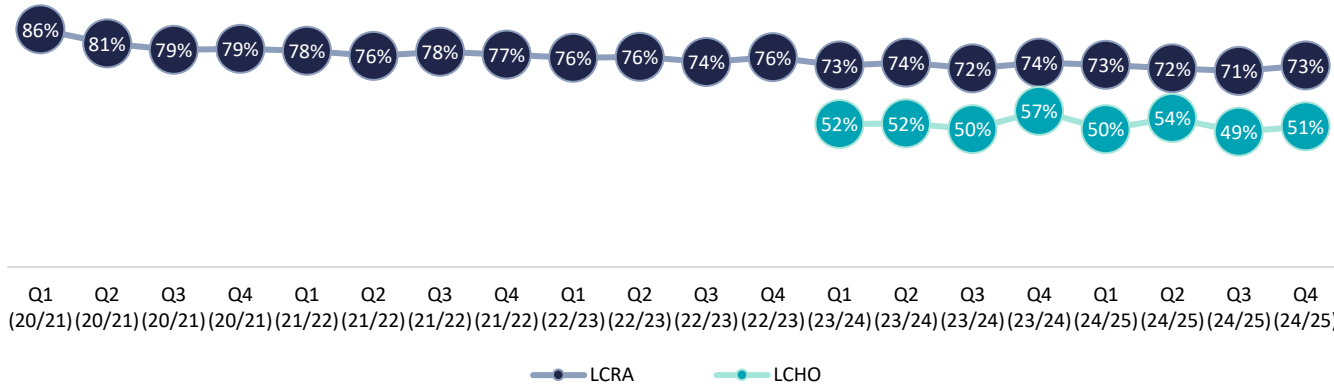
For example:

- The ongoing cost of living crisis
- New government, political changes, and changing legislative landscape
- Uncertainty about the future
- Wider economic challenges

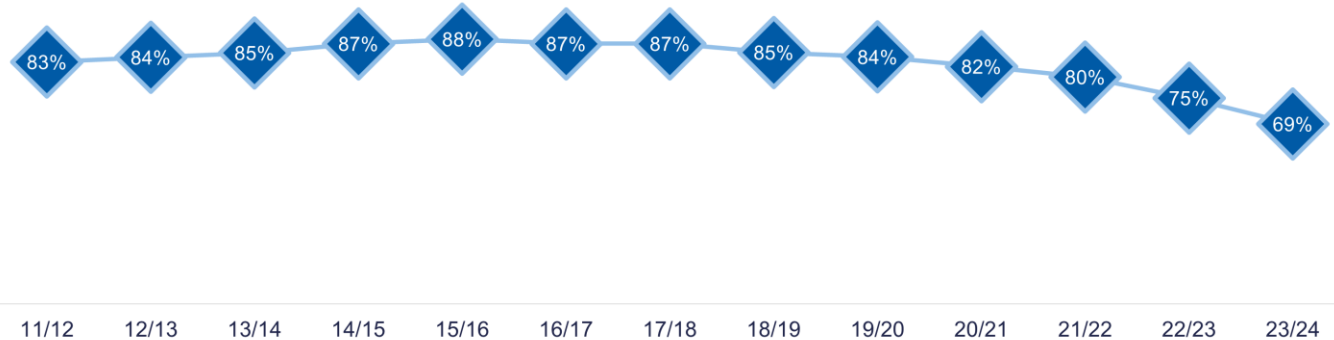
Satisfaction is based on perception rather than specific values so can be affected by these factors and how positive people feel about their lives. Factors such as the pandemic also altered the way social landlords operate, perhaps making them less accessible and responsive.

The top graph demonstrates how overall satisfaction has changed over time for Acuity's clients (tracker only). The trendline is downward over the last few years. The lower chart shows the results from Housemark members with a peak in 2015/16 and a slow decline since; this started even before the disruption caused by the pandemic.

Overall Services (Acuity Clients)



Satisfaction with services provided (NHF median - general needs)





Annual Demographics



Tenure

The table opposite shows satisfaction split by tenure. The majority of tenants have an assured monthly tenancy. Making any comparison difficult.

The * denotes that there are fewer than ten responses so these are not referred to in the commentary.

There are 25 responses for tenants with a licences weekly tenancy, and these are the most satisfied across the 13 measures collected this year.

	All Residents	Assured	Assured Monthly	Assured Shorthold	Fair Monthly	Licences Weekly
Overall Satisfaction	47%	36%	45%	33% *	50% *	72%
Well Maintained Home	52%	64%	48%	33% *	100% *	79%
Safe Home	59%	73%	56%	50% *	100% *	79%
Communal Areas	46%	67% *	44%	0% *	50% *	71%
Repairs Last 12 Months	59%	56% *	58%	100% *	67% *	73%
Time Taken Repairs	55%	67% *	53%	100% *	67% *	67%
Listens & Acts	39%	30%	36%	0% *	60% *	62%
Kept Informed	46%	44% *	43%	0% *	67% *	74%
Fairly & with Respect	56%	50%	53%	67% *	67% *	79%
Easy to Deal With	43%	45%	39%	50% *	50% *	71%
Neighbourhood Contribution	46%	80% *	41%	0% *	50% *	81%
Approach to ASB	47%	50% *	43%	- *	100% *	70%
Complaints Handling	21%	17% *	21%	0% *	0% *	40%

Base Size: Assured = 11, Assured Monthly = 263, Assured Shorthold = 3, Fair Monthly = 6, Licences Weekly = 25

*Base below 10



Area

Housing for Women operates across 11 London Boroughs, and the results from these are shown here. However, some boroughs did not receive any responses this year, and Camden and Barnet received fewer than 10 responses, making any comparison difficult.

Satisfaction does vary quite considerably, exacerbated by the small numbers involved. The most satisfied borough with the overall service provided by Housing for Women is Westminster, although it should be noted that only 10 tenants responded from this borough in 2024/25.

The least satisfied are generally those in Southwark, who are the least satisfied with eight measures, including overall satisfaction.

	All Residents	Camden	Ealing	Greenwich	Hounslow	Kensington & Chelsea	Lewisham	Southwark	Westminster	Barnet
Overall Satisfaction	47%	50% *	56%	55%	50%	46%	44%	33%	60%	0% *
Well Maintained Home	52%	50% *	50%	49%	50%	56%	56%	46%	67% *	100%*
Safe Home	59%	67% *	58%	63%	75%	65%	52%	45%	67% *	100%*
Communal Areas	46%	33% *	58%	49%	33%	42%	52%	39%	29% *	- *
Repairs Last 12 Months	59%	- *	72%	64%	80%	55%	58%	46%	50% *	0% *
Time Taken Repairs	55%	- *	56%	57%	60%	59%	69%	29%	40% *	0% *
Listens & Acts	39%	50% *	43%	44%	50%	30%	42%	27%	63% *	0% *
Kept Informed	46%	67% *	57%	50%	42%	47%	47%	29%	50%	0% *
Fairly & with Respect	56%	75% *	71%	57%	40%	61%	55%	50%	50% *	0% *
Easy to Deal With	43%	67% *	62%	42%	56%	37%	46%	28%	50%	0% *
Neighbourhood Contribution	46%	33% *	54%	45%	25%	56%	44%	31%	75% *	- *
Approach to ASB	47%	100% *	31%	45%	38%	60%	40%	43%	67% *	- *
Complaints Handling	21%	33% *	8%	30%	14% *	16%	20%	29%	25% *	0% *

*Base below 10



Age Group

It is often found in surveys of this kind that satisfaction generally increases with age.

For Housing for Women, this does not appear to be the case; satisfaction is more mixed.

In regard to overall satisfaction with the services provided, tenants aged 0 – 24 and 65 – 74 years old are the most satisfied, compared to tenants aged 55 – 59 who are the least satisfied.

Interestingly, tenants aged 0 – 24 years old are most satisfied with three out of the four respectful and helpful engagement measures.

	All Residents	0 - 24	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85 +
Overall Satisfaction	47%	57%	45%	51%	38%	37%	47%	57%	48%	100% *
Well Maintained Home	52%	57%	49%	52%	38%	50%	57%	63%	70%	100% *
Safe Home	59%	57%	48%	61%	40%	70%	64%	75%	76%	100% *
Communal Areas	46%	75%	35%	54%	37%	52%	54%	31%	33%	100% *
Repairs Last 12 Months	59%	40%	57%	67%	64%	63%	59%	42%	56% *	100% *
Time Taken Repairs	55%	60%	41%	64%	55%	55%	71%	50%	44% *	100% *
Listens & Acts	39%	42%	36%	50%	30%	39%	34%	20%	43%	80% *
Kept Informed	46%	50%	48%	49%	38%	46%	47%	29%	47%	100% *
Fairly & with Respect	56%	77%	55%	52%	42%	53%	57%	76%	72%	100% *
Easy to Deal With	43%	64%	44%	43%	33%	47%	44%	25%	43%	100% *
Neighbourhood Contribution	46%	33% *	55%	62%	29%	47%	28%	50% *	42%	67% *
Approach to ASB	47%	60%	41%	55%	38%	38%	37%	67% *	60%	100% *
Complaints Handling	21%	38% *	20%	17%	28%	22%	0%	33% *	20% *	50% *

*Base below 10



Length of Tenancy

Satisfaction tends to be high for newer tenants, as seen here, where tenants with 1 – 3 years in tenancies are the most satisfied with 10 of the measures, including overall satisfaction.

Tenants who have been in their property for 4 – 5 years are the least satisfied, scoring lowest on all measures, except time taken to complete repairs, which is the highest amongst the other tenancies.

	All Residents	1 - 3 years	4 - 5 years	6 - 10 years	11 - 20 years	Over 20 years
Overall Satisfaction	47%	63%	29%	37%	49%	47%
Well Maintained Home	52%	64%	25%	53%	51%	56%
Safe Home	59%	66%	34%	58%	56%	71%
Communal Areas	46%	55%	37%	38%	50%	48%
Repairs Last 12 Months	59%	66%	45%	56%	67%	53%
Time Taken Repairs	55%	60%	62%	42%	60%	57%
Listens & Acts	39%	56%	21%	31%	42%	34%
Kept Informed	46%	61%	25%	35%	52%	46%
Fairly & with Respect	56%	66%	39%	45%	59%	64%
Easy to Deal With	43%	63%	21%	31%	41%	46%
Neighbourhood Contribution	46%	71%	26%	39%	45%	38%
Approach to ASB	47%	57%	41%	42%	42%	56%
Complaints Handling	21%	31%	8%	21%	21%	23%

*Base below 10



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

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