



Willow Tree TSM Tracker Q2 2025/26 Report

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Summary

Acuity has been commissioned to carry out a series of satisfaction surveys for Willow Tree Housing Partnership (Willow Tree), following the merger of South Western Housing Society and Tamar Housing in 2023. This report presents the findings of the LCRA survey for Q2 2025/26, designed using the Tenant Satisfaction Measures (TSMs) from the Regulator of Social Housing.

For 2024/25, 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 Q1 and Q2 scores. For 2025/26, the surveys are completed quarterly, by telephone interview, sampled using quotas based on age and tenure to ensure representativeness, with the intention of completing 100 surveys per quarter. For Q2 2025/26, 100 surveys were completed, with a further three partially complete and included in the results as required by the Regulator.

This is the first time that the report has used 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. 68% of tenants gave permission to share their responses with their details attached, and 100% of these are happy for Willow Tree to contact them to discuss any information they provided in the survey.

This survey aims to provide tenants' satisfaction data to:

- Provide information on tenants' perceptions of current services
- Compare the results with the previous surveys, bearing in mind the results in 2024 were weighted
- Compare the results with other landlords (at year-end)
- Report to the Regulator annually as required
- 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 Q2 2024/25, it gives a sampling error of $\pm 9.4\%$ for the quarter and $\pm 4.1\%$ 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=.

59%



Overall Satisfaction

As stated above, comparisons are made within this report with the results for 2024/25, which have been weighted.

Satisfaction with the overall service provided by Willow Tree is up a little, by 3 percentage points (p.p), although the general trend is down in Q2 2025/26.

Just one measure exceeds 70% satisfaction, that being the provision of a safe home at 74%.

In contrast, three of these key measures fall below 40% satisfaction: how Willow Tree listens to tenants' views and acts upon them (36%), the handling of complaints (33%), and just 29% are satisfied with the way anti-social behaviour is dealt with.

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



Well Maintained Home

58%



Safe Home

74%



Repairs Last 12 Months

52%



Time Taken Repairs

60%

Respectful & Helpful Engagement



Listens & Acts

36%



Kept Informed

58%



Fairly & with Respect

68%



Complaints Handling

33%

Responsible Neighbourhood Management



Communal Areas

62%



Neighbourhood Contribution

43%



Approach to ASB

29%



Overall Satisfaction



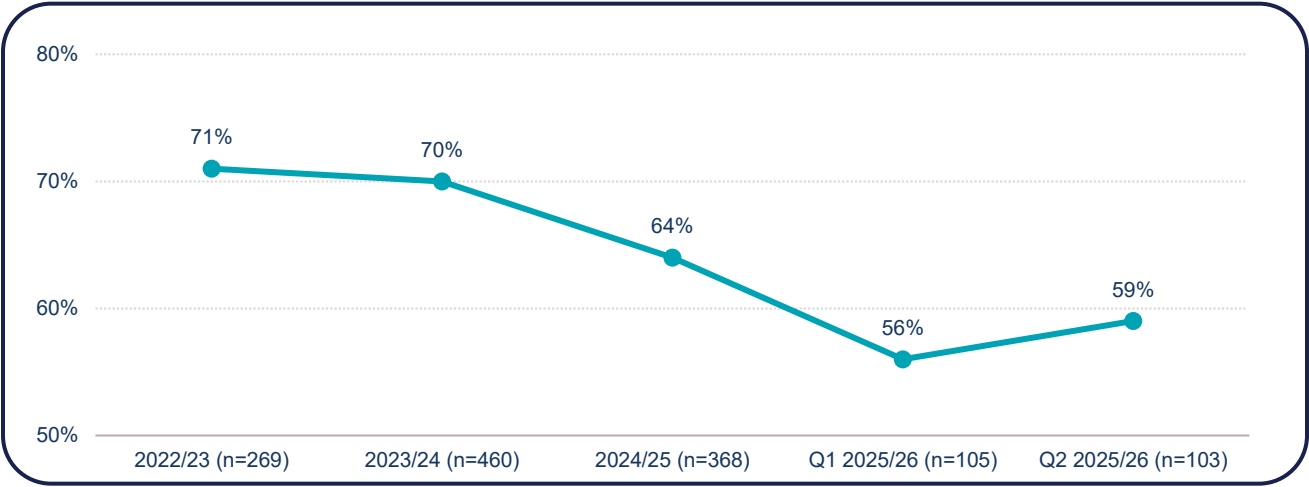
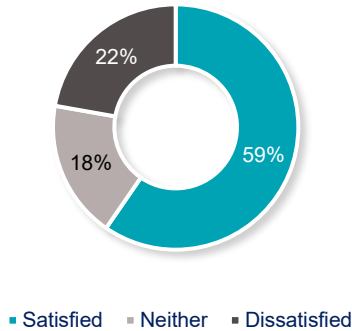
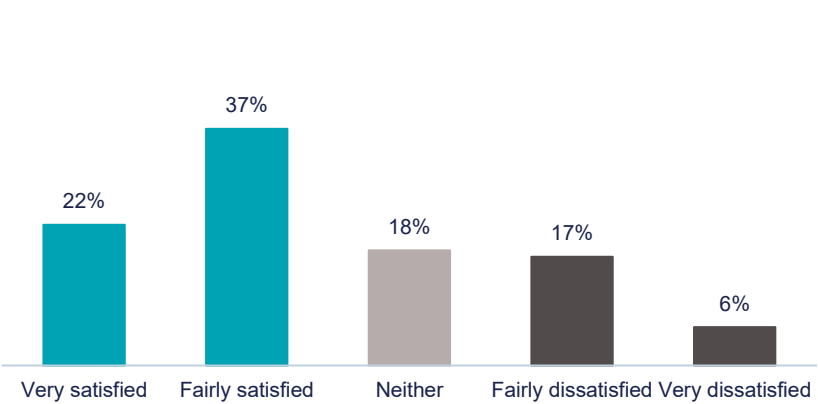
Overall Satisfaction - LCRA

Satisfaction with the overall service has been falling slowly since 2022/23, when it was at 71%. This fell to a low of 56% in the first quarter of this year but has recovered a little in Q2 2025/26, up 3p.p to 59%.

There are fewer very satisfied with the service than fairly satisfied, 22% and 37% respectively: ideally, this should be the other way around.

However, just over a fifth of tenants are dissatisfied, and a further 18% are neither satisfied nor dissatisfied.

Now that the surveys have moved to quarterly from annual, they are more subject to fluctuation, but it does allow Willow Tree to be more responsive to change.



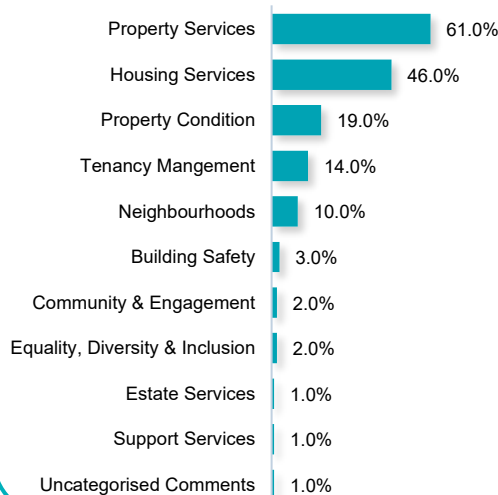
Overall Satisfaction

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

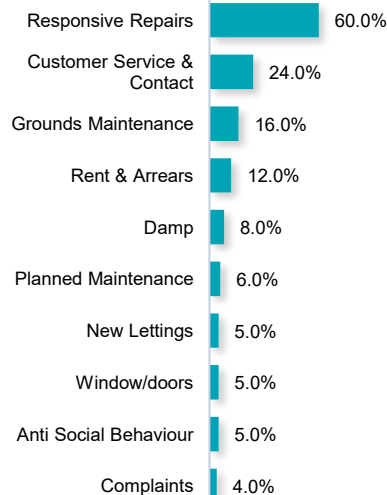
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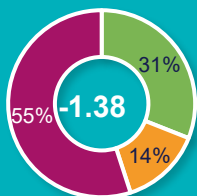
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	53	57.0%	-1.75
Resolution	22	23.7%	-2.77
Communication / Transparency	21	22.6%	-1.95
Quality of Work / Service	18	19.4%	-1.94
Effort	17	18.3%	-2.94
Subcategory, no attribute (yet)	14	15.1%	+0.07
Satisfaction	8	8.6%	+0.75
Listening / Acting	7	7.5%	-3.57
Staff Conduct	7	7.5%	-0.86
Empathy	3	3.2%	-1.00
Consistency	2	2.2%	-4.00
Worker Conduct	2	2.2%	-4.00
No Comments	2	2.2%	-2.50
Accessibility	1	1.1%	+3.00
Fairness	1	1.1%	-5.00
Safety	1	1.1%	-3.00
Trust	1	1.1%	-5.00
Accountability	-	-	-
Appointments / Convenience	-	-	-



When asked to describe their experiences of Willow Tree, tenants show a mixed opinion, highlighting significant issues with communication and repair services. Many respondents express frustration over slow response times and unresolved maintenance requests, with some waiting months or even years for repairs. Common complaints include poor communication, with tenants often having to chase up issues, and a lack of follow-through on reported problems.

While some respondents note positive experiences with quick repairs and helpful staff, these are overshadowed by numerous accounts of inadequate service and dissatisfaction with the handling of anti-social behaviour (ASB) complaints. Additionally, concerns about rising rents without corresponding improvements in service quality are prevalent. A few respondents mention positive interactions, particularly regarding urgent repairs, but overall, the feedback indicates a need for improved responsiveness, better communication, and more effective maintenance practices to enhance tenant satisfaction and trust in Willow Tree.

■ Positive ■ Neutral ■ Negative

For further information about Acuity's Resident Sentiment Index, please see appendix



Well Maintained, Safety & Communal Areas

Well Maintained, Safety & Communal Areas

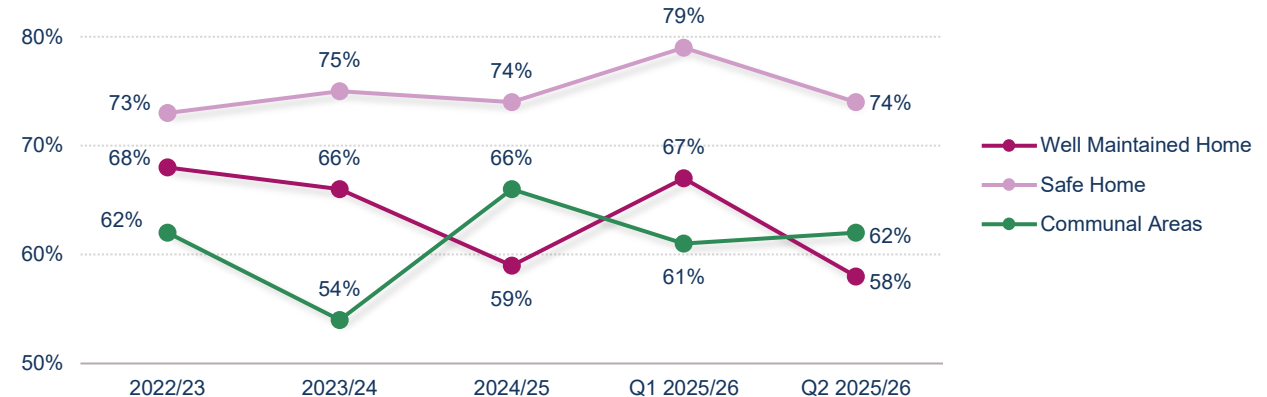
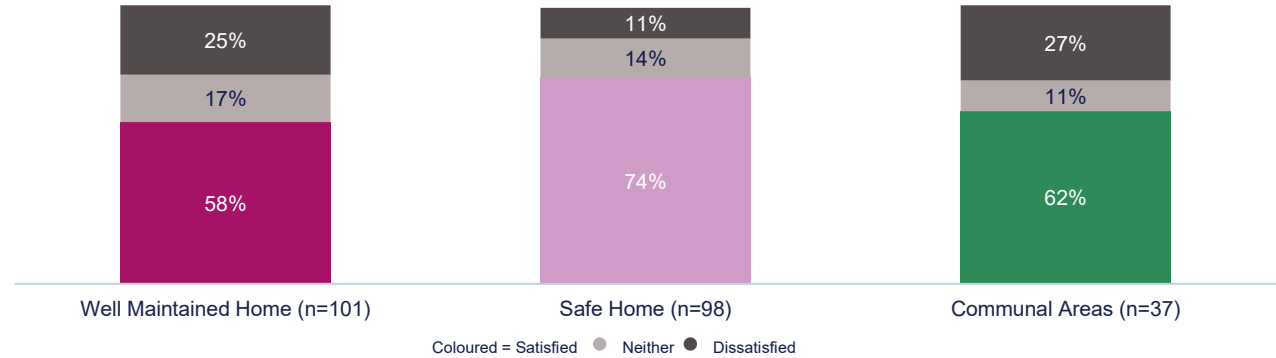


There are fewer tenants satisfied with the maintenance of their home in Q2 2025/26 than in Q1 2025/26, falling from 67% to 58%. There are now a quarter of tenants dissatisfied (25%).

Commonly, satisfaction is higher for the home being safe, and this is the case here with 74% satisfied, although this has also fallen, this time by 5p.p.

Over a third of tenants (37%) said they live in a building with communal areas that Willow Tree is responsible for maintaining. Of these, 62% are satisfied, up 1p.p, but 27% are dissatisfied.

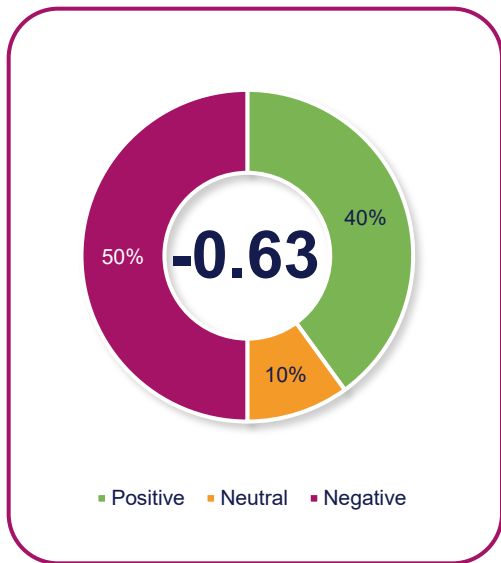
Overleaf goes some way to explaining the reasons for the scores given, what tenants are happy with, and what could be improved.



The Home

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

Base Size: 98



Top Subcategories

Responsive Repairs	46.9%
Grounds Maintenance	33.7%
Safety Inspections	20.4%
Window/doors	19.4%
Communal Maintenance	16.3%
Fire safety	14.3%
Gas Servicing	13.3%
Damp	9.2%
Rubbish, Bins & Recycling	8.2%
General Condition	8.2%
New Lettings	6.1%
Decoration	6.1%
Roofs & Gutters	6.1%
Door/window/gate security	6.1%
Uncategorised Comments	6.1%

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	44	44.9%	-2.11
Quality of Work / Service	36	36.7%	-0.14
Safety	22	22.4%	-0.14
Resolution	10	10.2%	-2.80
Subcategory, no attribute (yet)	10	10.2%	-1.70
Communication / Transparency	8	8.2%	-4.38
Effort	7	7.1%	-3.71
Satisfaction	4	4.1%	+4.50
Accountability	3	3.1%	-5.00
Appointments / Convenience	3	3.1%	-2.33
Listening / Acting	3	3.1%	-5.00
Worker Conduct	3	3.1%	-1.00
No Comments	1	1.0%	-5.00
Accessibility			-
Consistency			-
Empathy			-
Fairness			-
Staff Conduct			-
Trust			-

Many respondents express satisfaction with safety measures, such as locks, smoke alarms, and regular safety checks, indicating a general feeling of security in their homes. However, significant concerns arise regarding maintenance issues, particularly in communal areas and delayed repairs. Several tenants report ongoing problems, such as leaks, damp, and inadequate cleaning of communal spaces, with some waiting years for resolutions. Communication with maintenance services is frequently cited as poor, leading to frustration over unresolved issues.

While some tenants appreciate the efforts of maintenance staff and the cleanliness of certain areas, others highlight a lack of responsiveness and follow-up on reported problems. Issues like fly-tipping, overgrown gardens, and inadequate access for disabled residents are also noted. While safety measures are generally well-received, the maintenance service's effectiveness and communication require significant improvement to enhance tenant satisfaction and address ongoing concerns.



Keeping Properties in Good Repair

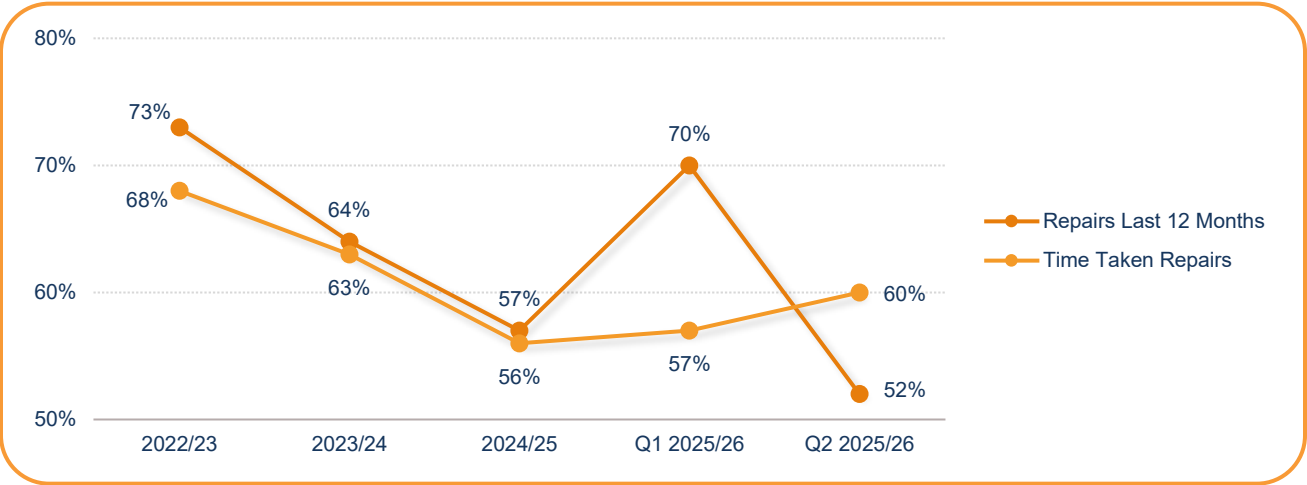
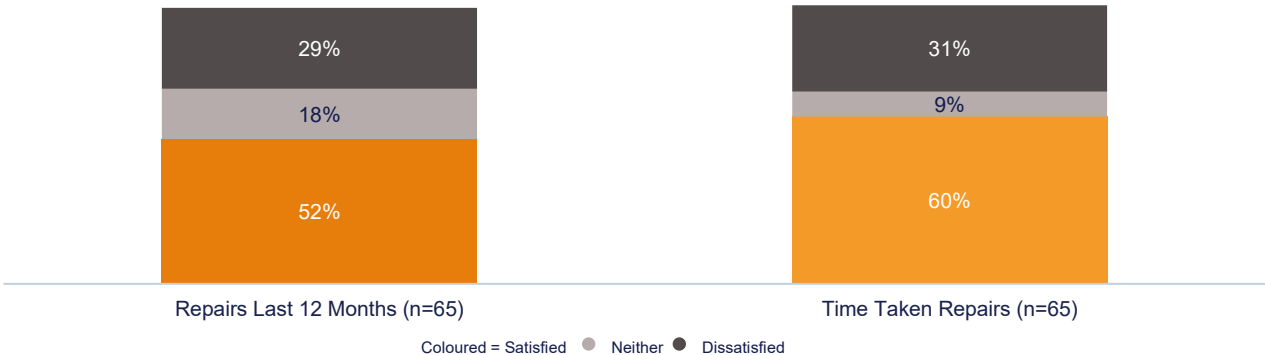


Keeping Properties in Good Repair

Two-thirds of tenants (65%) said they had a repair completed on their home in the last 12 months, and of these, just 52% are satisfied with the service over this period. Satisfaction with the repairs service has fallen by 18p.p since Q1 2025/26. The comments overleaf give some clue to this decline in satisfaction, with some complaining about long delays for repairs to be completed and poor quality of work.

Commonly, satisfaction with the time to complete repairs is a little lower than for the service itself; however, this is reversed in this quarter, with 60% satisfied with the time taken, which increased by 3p.p. However, there are still 31% of tenants dissatisfied.

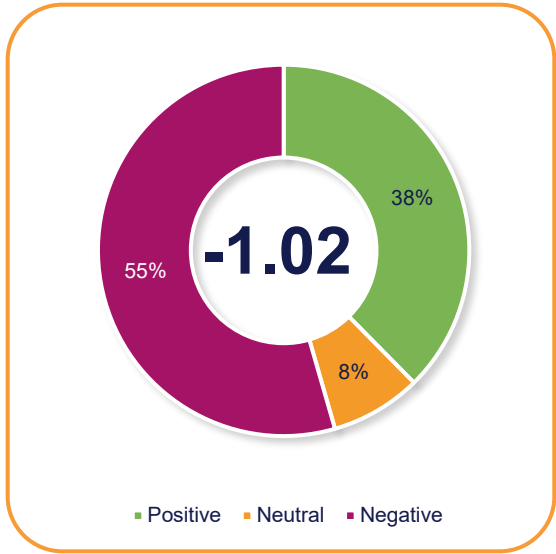
Given the importance of the repairs service, this may be an area Willow Tree will need to target to achieve improvements.



Repairs & Maintenance

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

Base Size: 64



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	36	56.3%	-1.64
Subcategory, no attribute (yet)	17	26.6%	-1.41
Quality of Work / Service	12	18.8%	+0.25
Effort	7	10.9%	-1.43
Communication / Transparency	5	7.8%	-0.80
Satisfaction	4	6.3%	+3.25
Resolution	3	4.7%	-1.67
Worker Conduct	3	4.7%	-1.00
Appointments / Convenience	2	3.1%	+2.50
Consistency	1	1.6%	-5.00
Safety	1	1.6%	-5.00
Staff Conduct	1	1.6%	+5.00
Accessibility			-
Accountability			-
Empathy			-
Fairness			-
Listening / Acting			-
Trust			-
No Comments			-

When asked to expand on their experiences with the repair services, respondents express frustration over long wait times for repairs, with some reporting delays of several months. Issues such as mould, leaks, and structural problems are frequently mentioned, often requiring multiple follow-ups before resolution. While some respondents praise the contractors for their politeness and efficiency when on-site, others highlight a lack of communication and inconsistency in service quality.

Positive experiences include quick responses for urgent repairs, such as leaking toilets and boiler issues, with some tenants noting that repairs are completed to a satisfactory standard. However, there are significant complaints about the quality of work, with several respondents feeling that repairs are merely patch jobs rather than comprehensive solutions.

The comments suggest a need for improved communication, more efficient scheduling, and a focus on thorough repairs rather than temporary fixes. The feedback suggests that while the repair teams are capable, the overall management and coordination of repair requests require significant enhancement to meet tenant expectations.



Contribution to the Neighbourhood

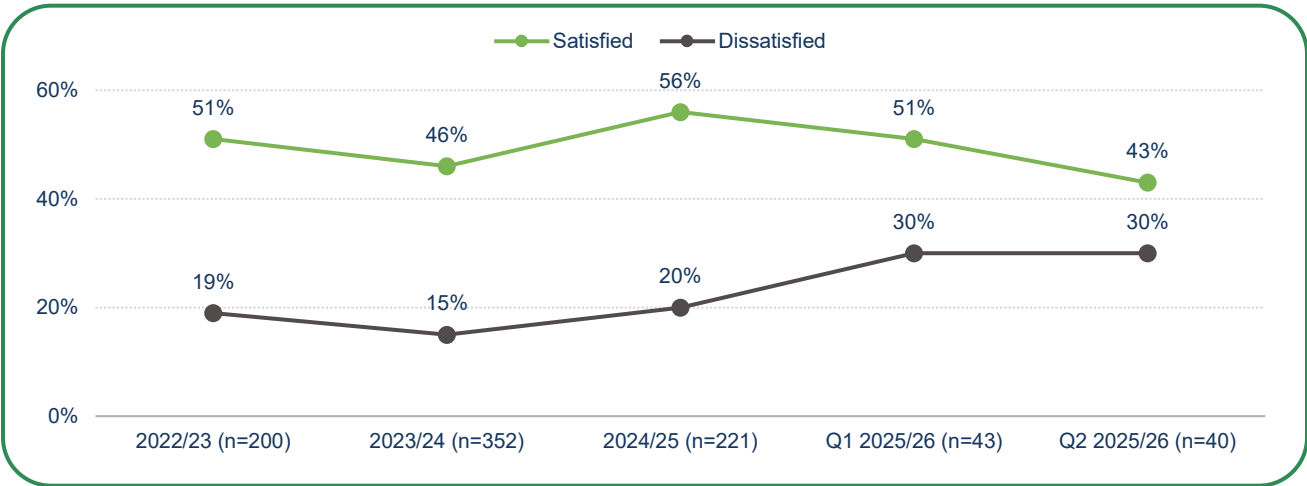
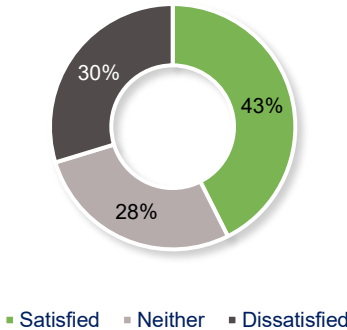
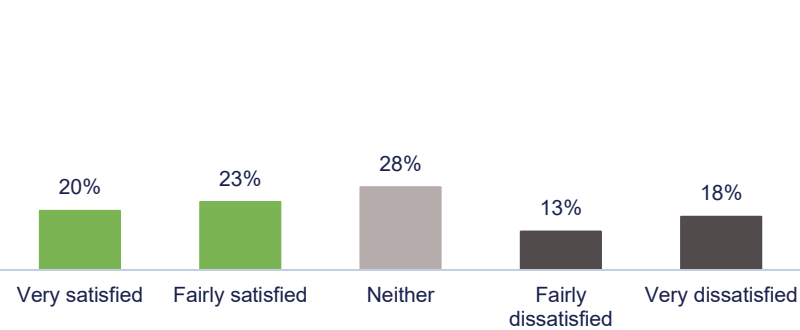


Contribution to the Neighbourhood

There are 43% of tenants satisfied with the positive contribution Willow Tree makes to the neighbourhood, this having fallen by 9p.p since Q1 2025/26.

There are 30% of tenants dissatisfied, the same as last quarter, and a further 28% are neither satisfied nor dissatisfied.

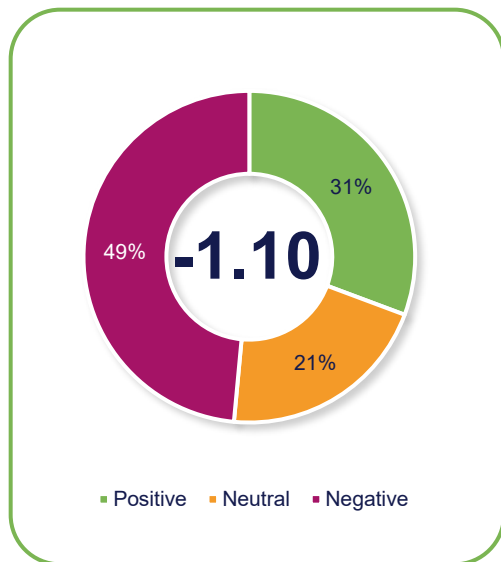
This level of neutral responses suggests that some tenants are unaware of the impact Willow Tree has in the area, suggesting more could be done to publicise its activities and the action taken to improve the neighbourhoods.



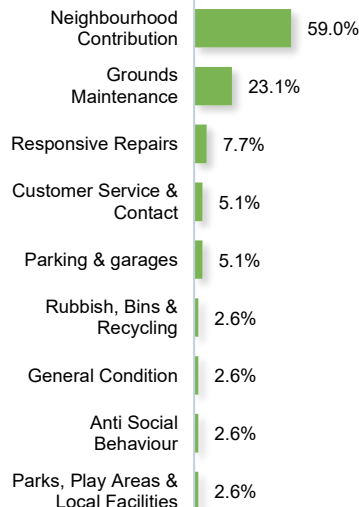
Neighbourhood Contribution

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

Base Size: 39



Top Subcategories




Attribute	Count	%	Sentiment Score
Quality of Work / Service	11	28.2%	-1.73
Subcategory, no attribute (yet)	10	25.6%	-0.10
Satisfaction	9	23.1%	-3.11
No Comments	5	12.8%	-2.60
Listening / Acting	4	10.3%	-5.00
Communication / Transparency	2	5.1%	-5.00
Staff Conduct	2	5.1%	+4.00
Timeliness / Responsiveness	2	5.1%	0.00
Accountability	1	2.6%	-5.00
Trust	1	2.6%	-5.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Effort			-
Empathy			-
Fairness			-
Resolution			-
Safety			-
Worker Conduct			-

The contributions of Willow Tree Housing to the community receive varied opinions from tenants. Many express dissatisfaction, noting a lack of visible presence and engagement from the housing officers. Comments highlight that while some maintenance tasks, such as lawn care and property repairs, are performed, there is a perception that these efforts are insufficient. Several respondents mention that they have not seen housing officers in the community, with some stating that promises of meetings have been unfulfilled.

Concerns about the overall cleanliness and upkeep of the area are prevalent, with some tenants feeling that littering and anti-social behaviour are not adequately addressed. A recurring theme is the belief that the organisation does not contribute positively to the neighbourhood, with specific criticisms regarding the management of communal spaces and the perceived neglect of essential repairs, such as fencing.

Conversely, a few respondents acknowledge the provision of affordable housing and the general upkeep of properties, indicating that there are aspects of service that are appreciated. The feedback suggests a need for improved communication, engagement, and responsiveness to community needs.



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

Approach to ASB

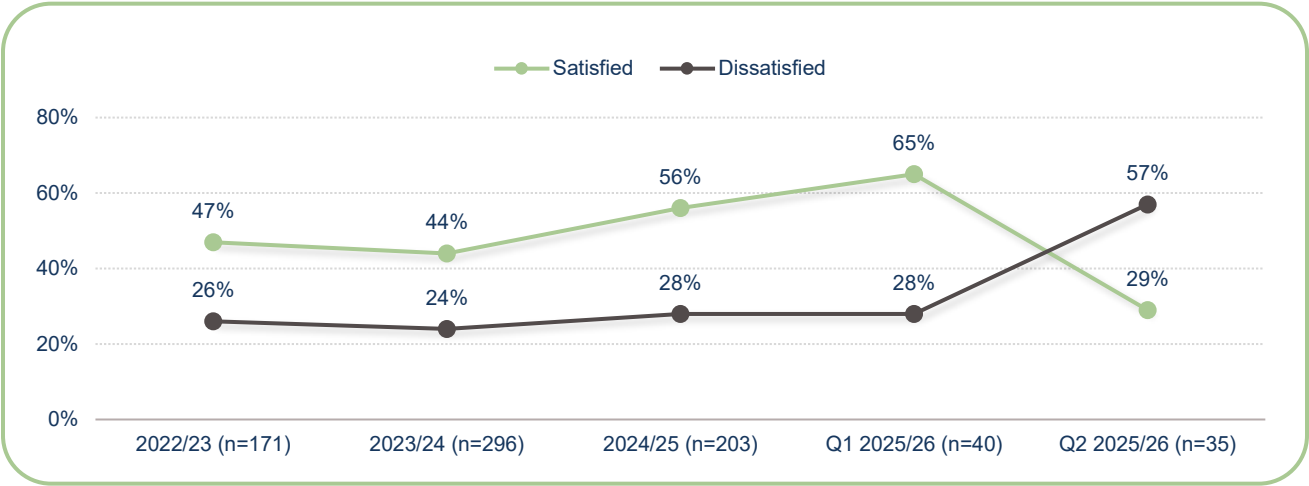
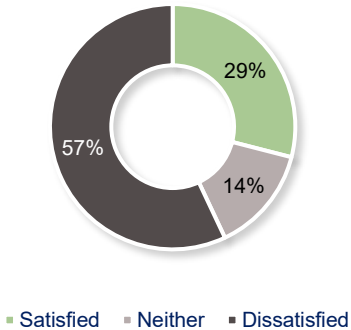
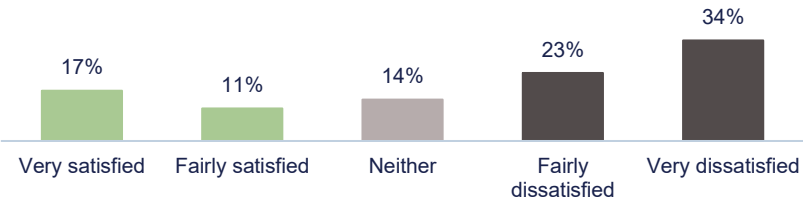


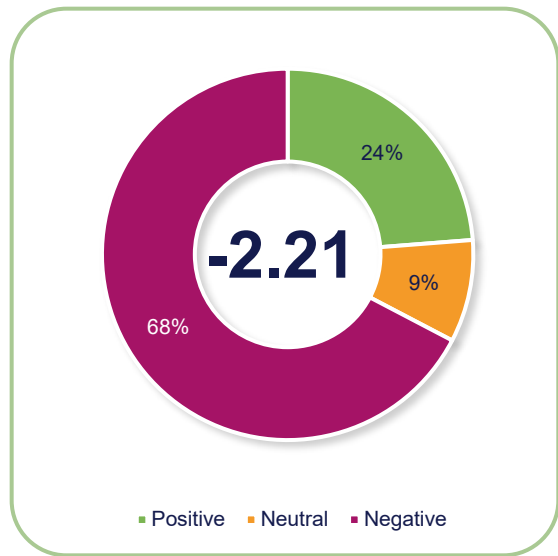
Approach to ASB

Satisfaction with the way Willow Tree handles ASB has seen a significant fall in Q2 2025/26, down 36p.p., and at the same time, dissatisfaction has increased by 29p.p.

This is the first time since these surveys began that there are more dissatisfied than satisfied. This is disappointing given that satisfaction had reached its highest point in Q1 2025/26.

There could be an element of seasonality with ASB, as the hotter weather will mean more people outside, with windows open, so noise can be more of an issue. It remains to be seen whether this is an outlier or part of a general fall in satisfaction. As the summer is drawing to a close, it may result in improved satisfaction in Q3 2025/26.





Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	12	35.3%	-2.75
Listening / Acting	11	32.4%	-4.82
Communication / Transparency	9	26.5%	-2.78
Resolution	7	20.6%	-2.43
Quality of Work / Service	5	14.7%	-3.00
No Comments	5	14.7%	+0.60
Subcategory, no attribute (yet)	2	5.9%	0.00
Fairness	1	2.9%	-5.00
Safety	1	2.9%	-5.00
Satisfaction	1	2.9%	+5.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Effort			-
Empathy			-
Staff Conduct			-
Trust			-
Worker Conduct			-

Tenants show significant dissatisfaction regarding the handling of anti-social behaviour (ASB) by Willow Tree. Many respondents report that Willow Tree primarily resorts to sending warning letters without taking substantial action to address ongoing issues. Complaints about neighbours engaging in drug-related activities, noise disturbances, and aggressive behaviour are common, with several tenants expressing frustration over the lack of effective intervention.

Some respondents note that despite repeated complaints, little to no action was taken, leading to a sense of helplessness and deteriorating community relations. Instances of violence and threats are highlighted, with some tenants feeling that their concerns are not adequately addressed, and some even resorting to involving the police.

Conversely, a few respondents mention positive experiences, citing prompt responses to specific incidents, but these are overshadowed by the overall sentiment of ineffectiveness. The feedback indicates a need for improved communication, more proactive measures, and better training for housing officers to handle ASB cases effectively.



Respectful & Helpful Engagement



Respectful & Helpful Engagement

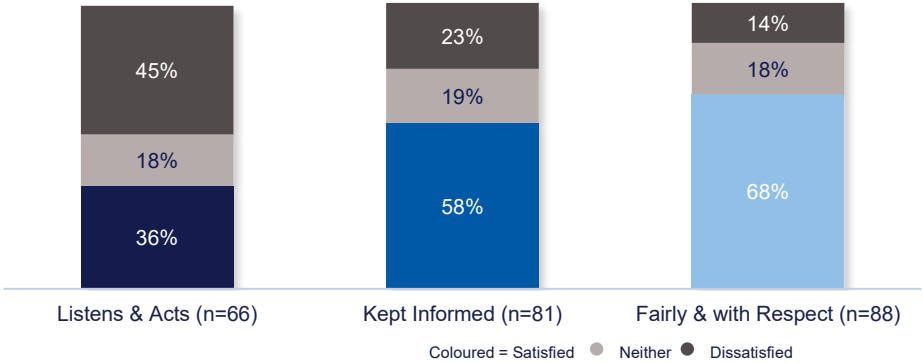
Satisfaction with these aspects of engagement has fallen a little this quarter.

There are now 68% of tenants who agree that they are treated fairly and with respect, down from 78% in Q1 2025/26. However, just 14% disagree, while 18% gave neutral responses.

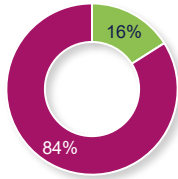
Satisfaction with the way tenants are kept informed about things that matter is also down, from 69% to 58% and now 23% of tenants are dissatisfied.

For the first time, there are now more tenants dissatisfied with the way Willow Tree listens to tenants' views and acts upon them, 45% compared with 36%

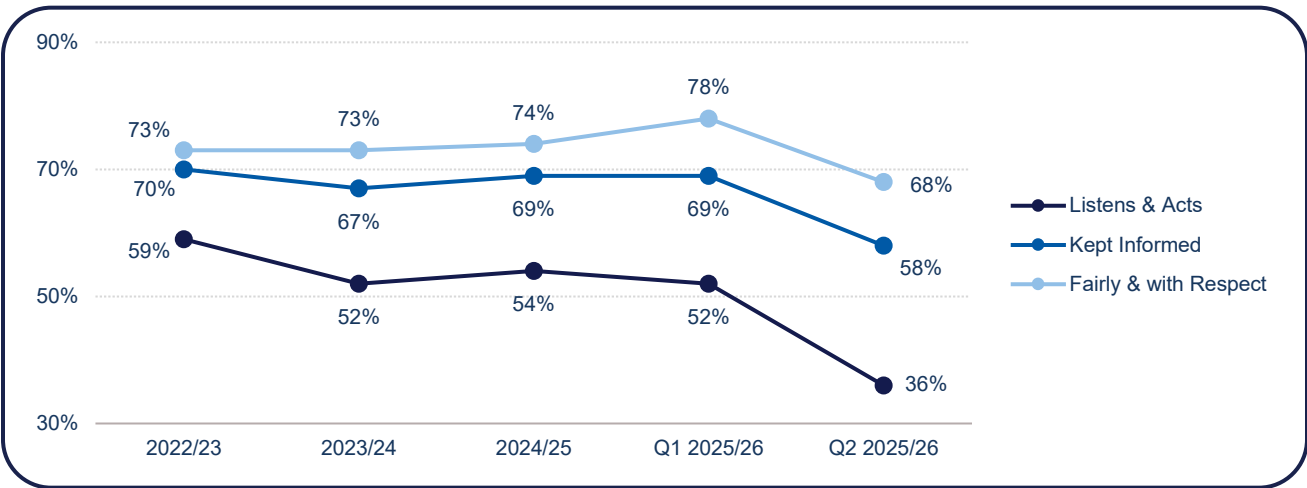
However, the good news is that 16% of tenants are interested in being more involved, although this is down by 4p.p since the last quarter.



Getting Involved?



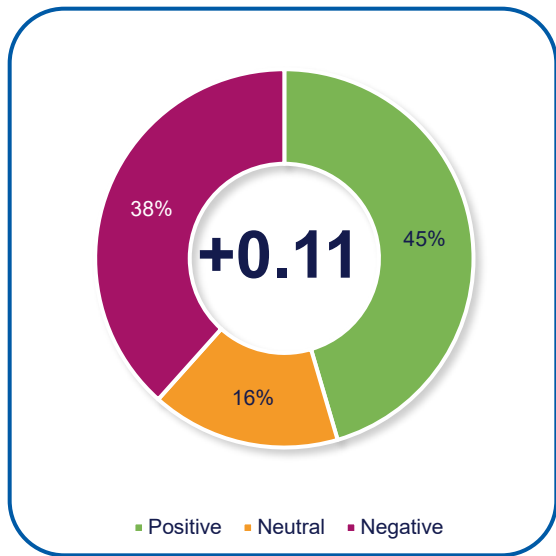
■ Yes ■ No



Customer Service & Communication

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

Base Size: 97



Attribute	Count	%	Sentiment Score
Communication / Transparency	46	47.4%	-0.70
Staff Conduct	25	25.8%	+2.24
Timeliness / Responsiveness	20	20.6%	+1.50
Quality of Work / Service	14	14.4%	+0.64
Effort	12	12.4%	-0.33
Subcategory, no attribute (yet)	11	11.3%	-0.91
Listening / Acting	9	9.3%	+1.00
Resolution	8	8.2%	+2.13
Satisfaction	8	8.2%	+1.38
Empathy	5	5.2%	+0.60
Accountability	2	2.1%	0.00
Fairness	2	2.1%	+3.00
Accessibility	1	1.0%	-5.00
Appointments / Convenience	1	1.0%	0.00
Consistency	1	1.0%	0.00
No Comments	1	1.0%	-5.00
Safety			-
Trust			-
Worker Conduct			-

Customer service and communication at Willow Tree Housing is generally appreciated. Many like the politeness and professionalism of the staff, noting that they are generally easy to reach and responsive to queries, particularly regarding repairs and issues related to rent. Positive experiences highlight quick email responses and courteous phone interactions.

However, significant concerns arise around communication failures. Several respondents report poor follow-up on issues, with many stating they often do not receive callbacks or responses to their emails. Frustration is evident in comments about being passed around without resolution and the perception that staff lack knowledge or consistency. Some respondents express dissatisfaction with the tone of communication, feeling that it can be curt or dismissive.

While there are commendable aspects of customer service, the recurring themes of inadequate communication, lack of follow-through, and inconsistent experiences suggest areas for improvement. Addressing these issues could enhance overall satisfaction and trust among tenants.



Effective Handling of Complaints



Effective Handling of Complaints

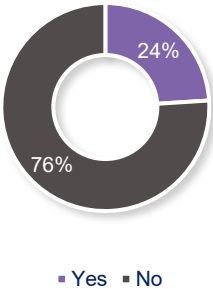
Just under a quarter of tenants (24%) stated that they made a complaint to Willow Tree Housing Partnership in the last 12 months; however, it is not possible to say how many of these are official complaints following a failure of service, or service requests yet to be fully actioned.

Satisfaction with complaint handling has improved the most in Q2 2025/26, despite most measures moving in the opposite direction.

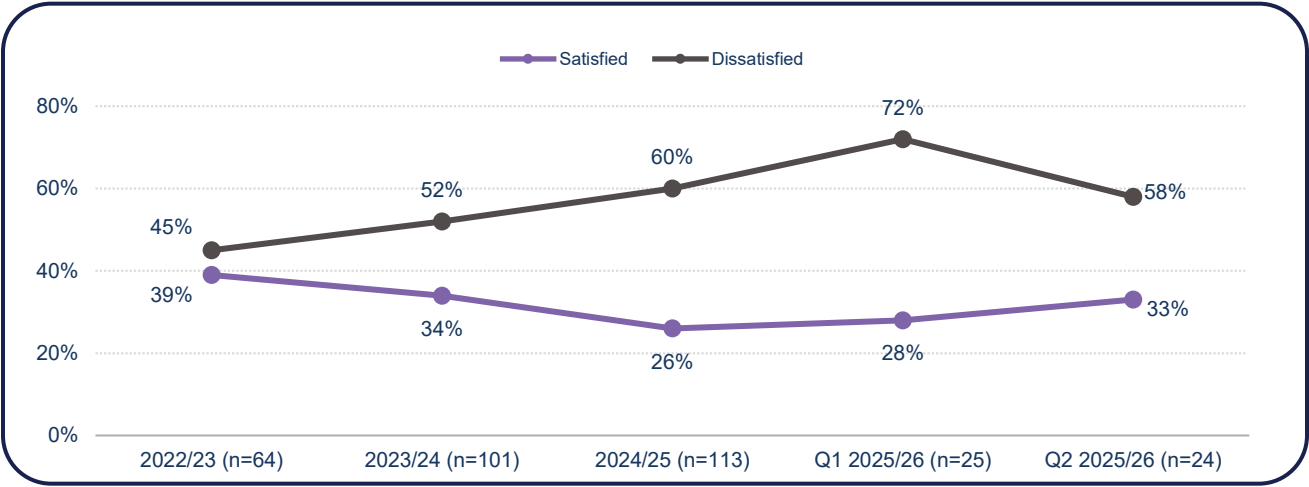
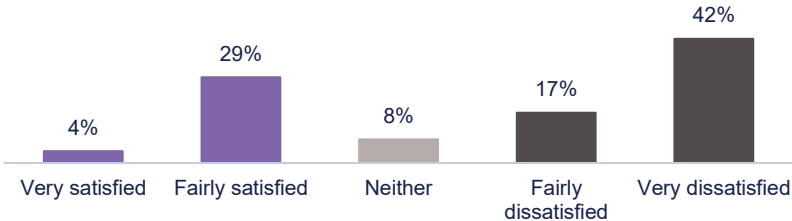
In Q1 2025/26, satisfaction and dissatisfaction were the furthest apart since these surveys began, but a rise of 5p.p in the number satisfied and a fall of 14p.p in those dissatisfied has brought the two lines closer together. However, there are still 42% of tenants very dissatisfied with the handling of complaints.

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

Complaint in last 12 months



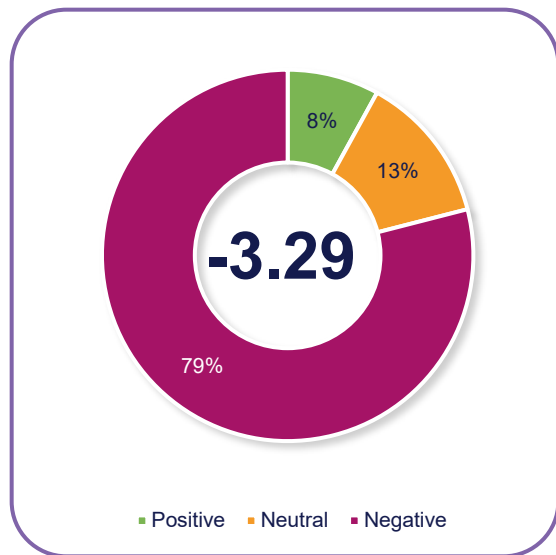
Satisfaction with Complaints Handling



Complaints

Please describe your experience of how complaints are handled.

Base Size: 24



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	9	37.5%	-3.11
Communication / Transparency	7	29.2%	-3.86
Subcategory, no attribute (yet)	6	25.0%	-3.33
Resolution	5	20.8%	-1.80
Quality of Work / Service	4	16.7%	-2.00
Listening / Acting	3	12.5%	-2.67
Effort	2	8.3%	-5.00
Satisfaction	2	8.3%	-2.50
Empathy	1	4.2%	-5.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Fairness			-
Safety			-
Staff Conduct			-
Trust			-
Worker Conduct			-
No Comments			-

The 24 tenants leaving comments regarding the handling of complaints by Willow Tree show mixed experiences. Several respondents express dissatisfaction with the slow response times and lack of follow-up, indicating a need for improved communication. For instance, one respondent noted that despite submitting a complaint, they received no updates, leading to frustration. Others highlight that their complaints were not taken seriously, particularly regarding issues like mould and property maintenance, with some feeling ignored entirely.

Conversely, a few respondents report positive experiences, citing effective communication and timely action on their complaints. One individual appreciates the acknowledgement of their complaint and the detailed follow-up provided. However, the overall tone suggests that many feel the process is cumbersome and inefficient, with repeated follow-ups required to elicit a response.

Issues such as inadequate handling of anti-social behaviour complaints and unresolved maintenance problems are also prevalent. The feedback indicates a clear demand for more proactive engagement and resolution strategies to enhance customer satisfaction and trust in the service.



Trends



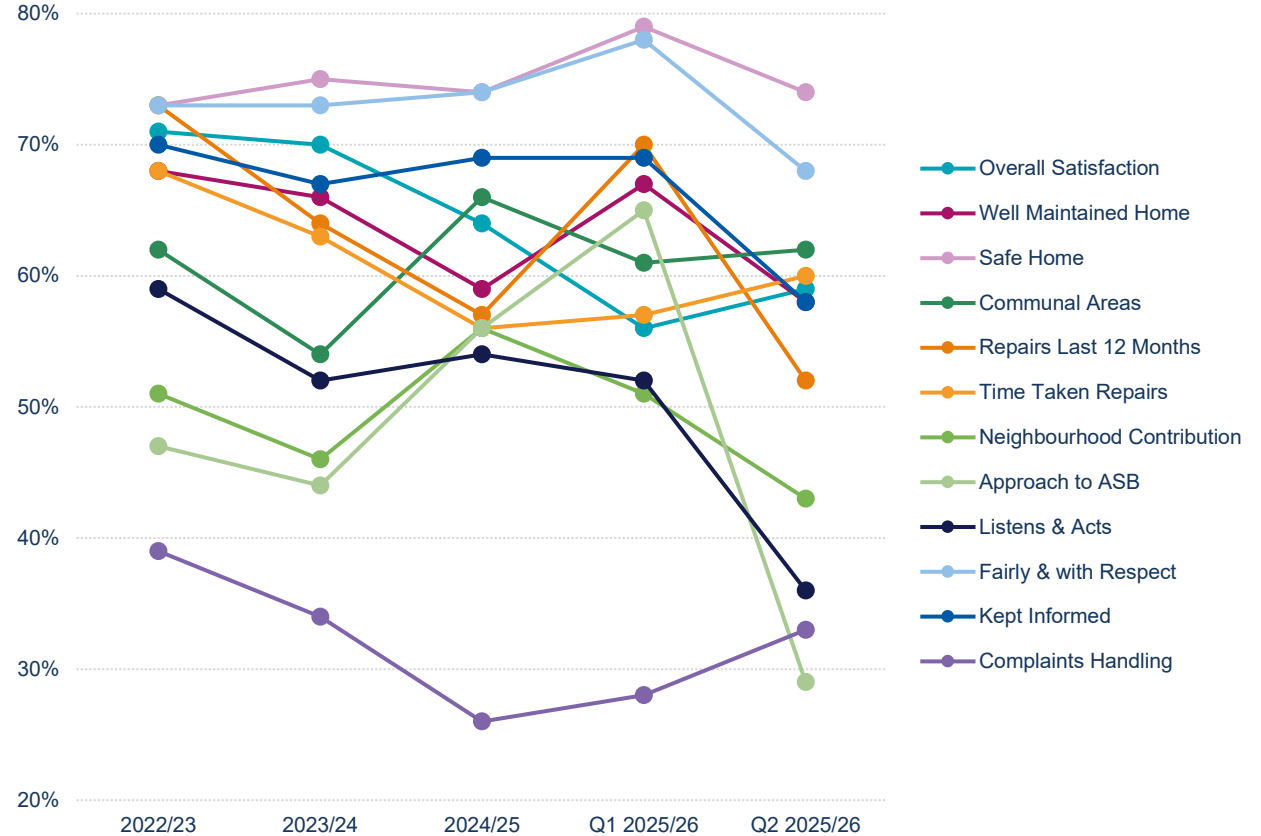
LCRA Trends Over Time

The chart opposite shows the fluctuating nature of these quarterly surveys, but satisfaction is down in eight of the 12 measures this quarter.

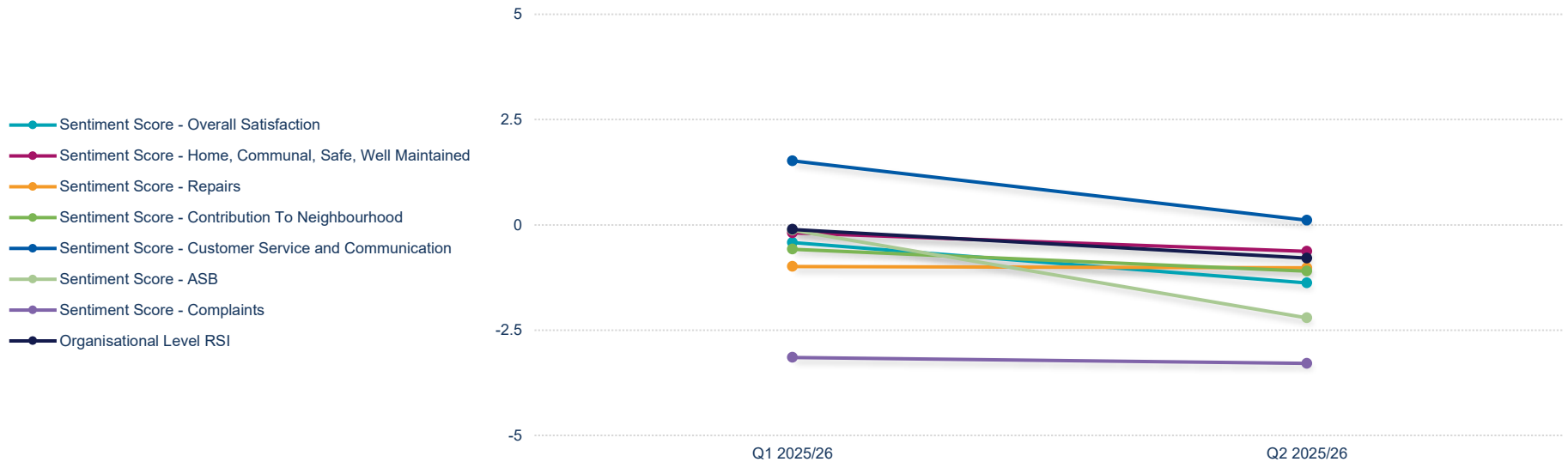
The changes range from 5p.p fewer who feel their home is safe to double-figure changes for being treated with respect, being kept informed, having their views listened to and the repairs service in the last 12 months. However, the handling of ASB has seen the biggest fall of 36p.p since Q1 2025/26.

Despite this, overall satisfaction has increased by 3p.p, suggesting that whilst some services are not performing as they should, there is still support and appreciation of the Association.

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 fall in satisfaction for the handling of ASB does meet this threshold.



Trends Over Time - Sentiment Scores



A sharp increase in scores and base size in April 25/26 is due to a change in the survey approach — instead of only asking follow-up questions to dissatisfied residents, we began asking all residents.

The chart plots the changes in tenants' sentiments, based on the comments made to the seven sentiment questions. Most are down a little in Q2 2025/26, a reflection of the generally lower satisfaction seen this quarter.

As time progresses, Acuity is capturing the sentiment scores from all clients using this approach, and at the end of the year, will be able to provide benchmarks to compare results against, as well as benchmarking the satisfaction scores.



Summary

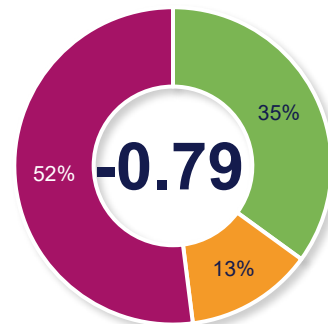
Overall RSI Score

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 seven core RSI open-ended questions. It reflects how positively or negatively residents feel about the organisation's performance across these key areas.

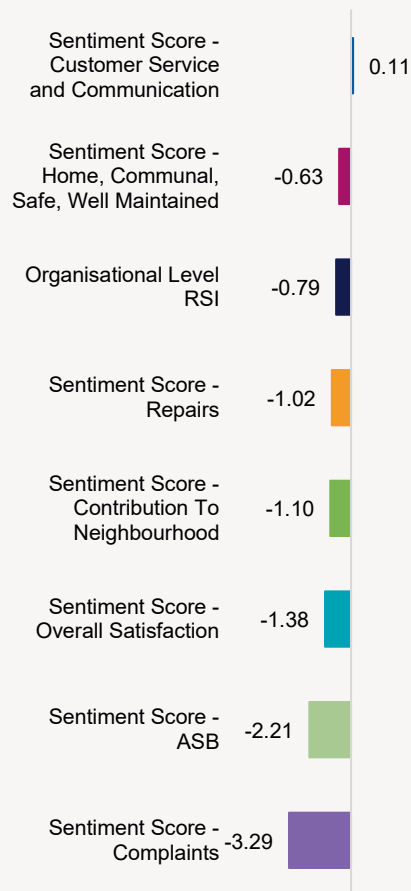
Please note, if your organisation does not ask all seven core RSI questions, you are unable to benchmark your Organisational RSI Score. Each individual RSI question has been analysed in its relevant section throughout the report.

Willow Tree shows a negative overall score, which is a reflection of the generally negative individual scores.



■ Positive ■ Neutral ■ Negative

Sentiment Scores



Summary



Overall Satisfaction

Tenants show mixed experiences with Willow Tree Housing. While some respondents appreciate prompt repairs and helpful communication, many express frustration over slow response times, unresolved maintenance issues, and poor communication, particularly regarding repairs and tenancy management.

The Home

Safety and maintenance also received mixed views, with many feeling secure and appreciating regular checks. However, numerous complaints highlight delayed repairs, poor communication, and inadequate upkeep of communal areas, leading to concerns about cleanliness and safety standards.

Repairs

There is significant dissatisfaction with repair timeliness and communication from Willow Tree Housing. While some contractors received praise for their work, many tenants report delays, incomplete jobs, and poor follow-up, leading to frustration and ongoing issues.

Neighbourhood Contribution

Willow Tree Housing's community contributions received varied opinions. While some appreciate property maintenance and affordable housing, many express dissatisfaction, citing a lack of visibility, inadequate responses to issues, and minimal engagement with tenants.

ASB

The survey responses indicate widespread dissatisfaction with the handling of anti-social behaviour (ASB) by Willow Tree, reflecting the significant fall in satisfaction. Many tenants report ineffective communication, slow responses, and a lack of action, leading to ongoing issues and frustration among the community.

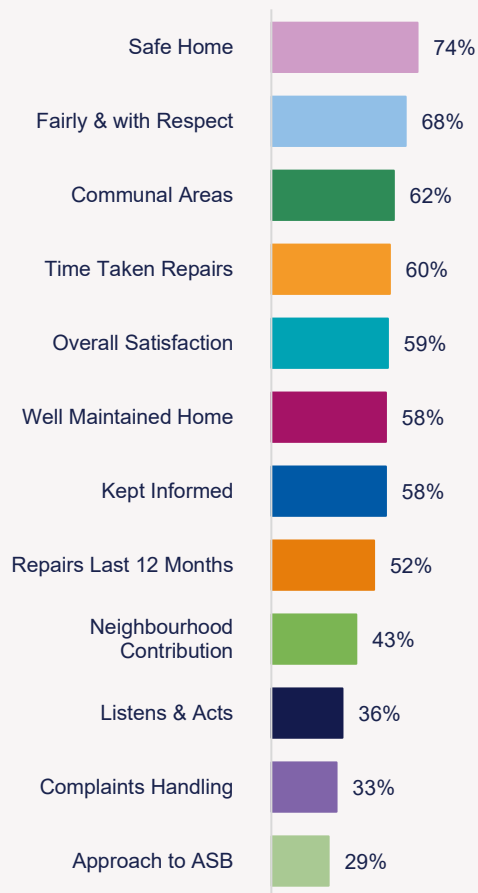
Customer Service & Communication

Customer service attracts the only positive sentiment score, with many who appreciate the polite and efficient communication; although, numerous complaints highlight poor responsiveness, lack of follow-up, and inconsistent service quality. Overall, improvements in communication and reliability are essential for enhancing customer satisfaction.

Complaints

There is also significant dissatisfaction with complaint handling, with far more dissatisfied than satisfied, characterised by slow responses, lack of follow-up, and unresolved issues. While some respondents appreciated communication, many feel ignored or inadequately supported, highlighting 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 Q2 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 is at a moderate level, and has mostly fallen since the previous survey in Q1 of this year. There are now 59% of tenants satisfied with the overall service, and this sits in the upper middle part of the range of measures, shown to the left. Just one measure exceeds 70% satisfaction, that being the provision of a safe home, whilst 68% agree that they are treated fairly and with respect. However, four measures have satisfaction levels below 50%: the contribution Willow Tree makes to the neighbourhood (43%), how it listens to tenants' views and acts upon them (36%), handles complaints (33%), and just 29% are satisfied with how ASB is dealt with.

Satisfaction has generally fallen in Q2 2025/26 compared with Q1, 2025/26, with eight of the 12 measures decreasing, with double-figure falls for being treated with respect, being kept informed, how views are listened to, and the repairs service in the last 12 months; the biggest fall, however, is for the handling of ASB, which is down by 36p.p. Despite this, overall satisfaction is up by 3p.p, which suggests the general feeling about the Association is good, even if certain aspects of service are not working as well as they should.

For the first time, sentiment analysis has 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 -0.79, and all other subject areas have negative scores except for customer service (+0.11). The main areas of concern are the handling of complaints and ASB. 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

Handling ASB – The handling of ASB has seen a significant fall in satisfaction of 36p.p, and 30p.p more are dissatisfied compared with Q1 2025/26. Whilst there could be some seasonality involved as the better weather can create more noise, etc, tenants complain about a lack of action to resolve issues, with problems not addressed, no follow-ups, and a lack of communication and updates. Willow Tree should look into the comments further to see why such a fall in satisfaction has occurred, as the general feeling is that it doesn't take matters seriously and leaves matters unresolved for long periods.

Repairs – This service has also seen a large fall in satisfaction (down 18p.p) since Q1 2025/26, with tenants citing long delays in completing works and a lack of communication, requiring tenants to chase up repairs several times before any action. 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.

Listening to views – Many tenants complain about the lack of communication, poor follow-ups to queries, and no call-backs when promised. This measure is down by 15p.p to its lowest point since these surveys began. Tenants want to know that their views make a difference, but currently feel there is inconsistency of service, and some are passed around without resolution to their issues. The good news is that 16% of those responding are interested in becoming more involved in the management of services: this needs to be followed up on as it presents Willow Tree with an opportunity to show it takes tenants' involvement seriously, and it could help to improve customer service further.



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 seven 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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