



Willow Tree TSM Tracker Q1 2026/27 Report

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Key TSM Metrics

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Summary

Sentiment

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. These surveys have now continued into 2026/27, and this report presents the findings of the LCRA survey for Q1 of 2026/2027, built using the Tenant Satisfaction Measures (TSMs) from the Regulator of Social Housing.

The surveys are completed quarterly, by telephone interview, although tenants were also given the opportunity to complete the survey online, sampled using quotas based on local authority, age and tenure to ensure representativeness, with the intention of completing 100 surveys per quarter. For Q1, 100 surveys were completed, with a further three partially complete and included in the results, as required by the Regulator. Of these, 97 were by telephone interview and six online.

This report once again uses sentiment analysis to better understand tenants' comments and why they have responded to the satisfaction questions the way they have. Analysis of the seven open questions and 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. As such, 73% of tenants gave permission to share their responses with their details attached, and 95% of these are happy for the Willow Tree Housing Partnership to contact them to discuss any information they provided in the survey.

This survey aims to provide tenants' satisfaction data to:

- Provide information on tenants' perceptions of current services
- Compare the results with the previous surveys,
- 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 103 responses to the overall satisfaction question, it has a sampling error of $\pm 9.3\%$ 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 to the nearest whole number, they may not always total 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. The charts also show the base for each question shown as n=.

68% 

Overall Satisfaction

Just under seven out of ten tenants (68%) are satisfied with the overall service provided by Willow Tree.

However, five of these key measures exceed this, with the highest satisfaction for the home being safe (82%) and how tenants are treated fairly and with respect (83%).

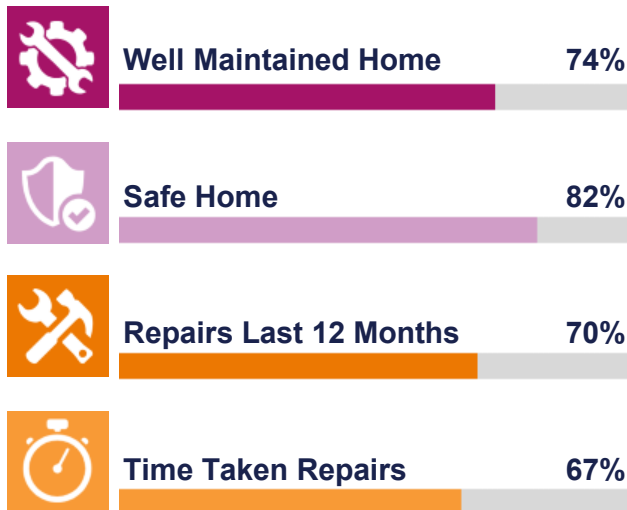
In contrast, just 59% of tenants are satisfied with the way Willow Tree listens to their views and acts upon them, and only 38% are satisfied with the handling of complaints.

Whilst these are often the lowest-scoring measures in surveys of this type, it does suggest there is room for improvement here.

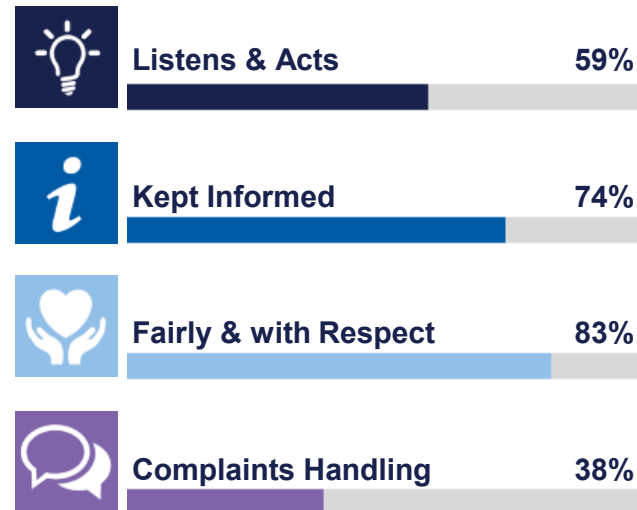
There have been changes in satisfaction since the last quarter, with some measures increasing and some decreasing, and these will be explored throughout the report.

TSM Key Metrics LCRA

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Overall Satisfaction



Overall Satisfaction - LCRA

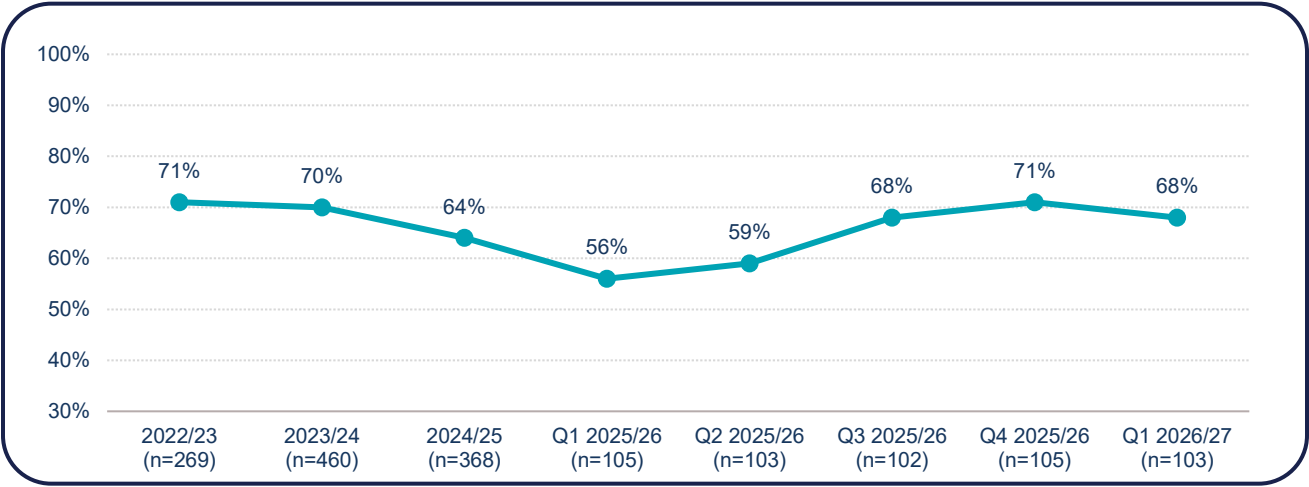
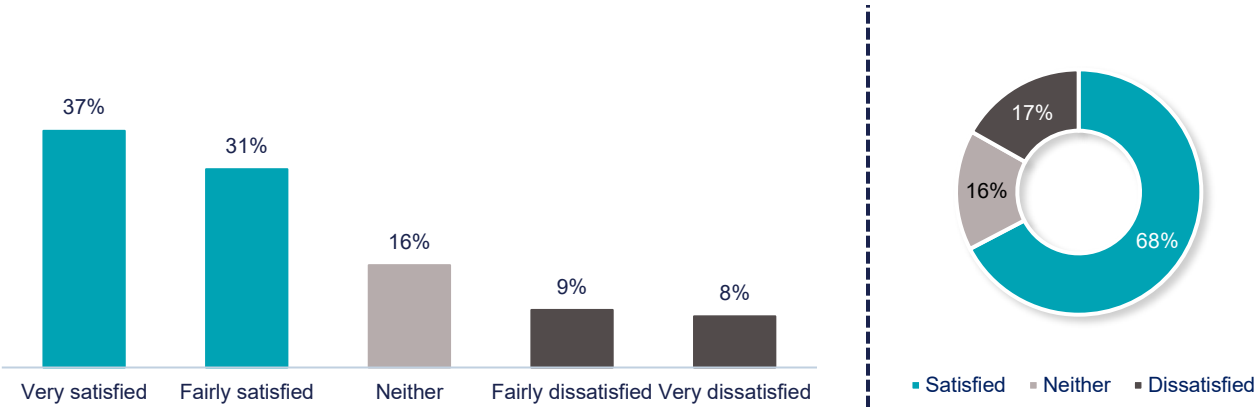
Satisfaction with the overall service fell from 2022/23 to the start of 2025/26, when it reached its lowest point of 56%. However, throughout last year, satisfaction has risen to a high point of 71% in Q4.

However, in Q1 of 2026/27, satisfaction fell back by three percentage points (p.p) to the current level of 68%.

Of these, more are very satisfied than fairly satisfied, 37% compared with 31% and 17% are dissatisfied with the service.

Acuity issued a client briefing in May showing average results across all its clients for the last year. On the overall service, the average is 77% based on the findings from 225 landlords. This suggests that Willow Tree has a way to go to match many other landlords.

The report focuses on the headline figures but shows how satisfaction has changed and includes an analysis of the open comments made by tenants.





Well Maintained, Safety & Communal Areas



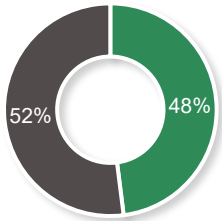
Well Maintained, Safety & Communal Areas

Having a well maintained home is often the key driver for overall satisfaction, and for Willow Tree, there are 74% of tenants satisfied, which has improved by 5p.p since the previous survey. This is just a little below the Acuity average of 77%.

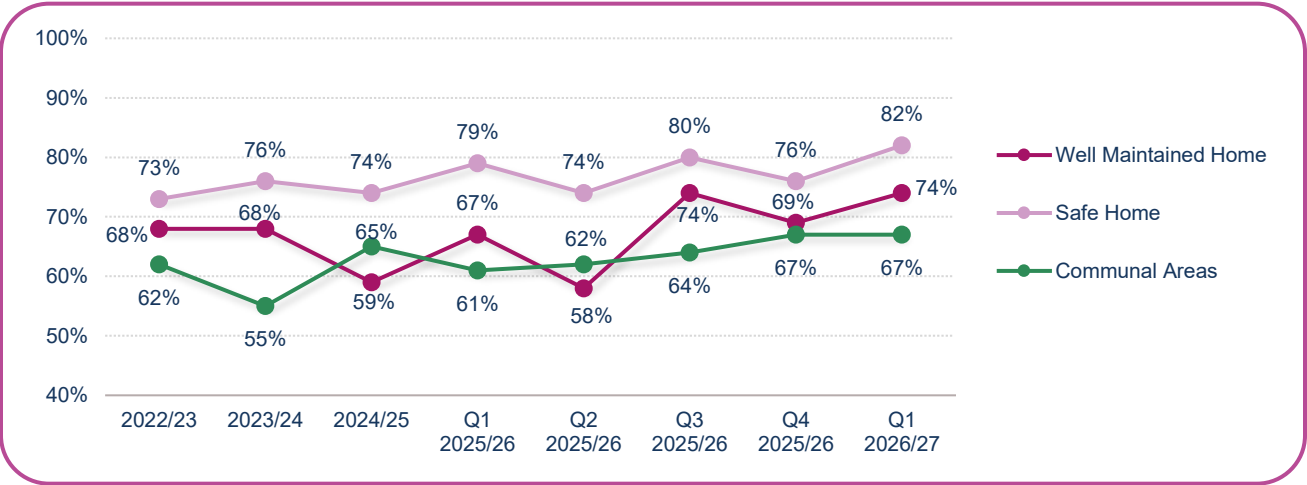
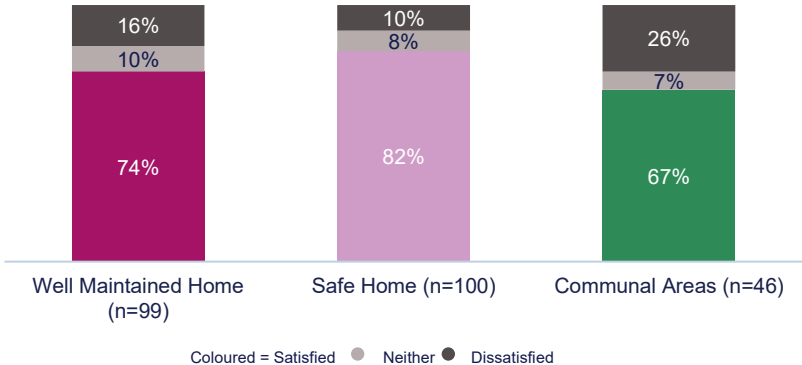
Commonly, more are satisfied that their home is safe, and this is true here, with 82% satisfied. This measure has generally improved in satisfaction over time, and with the increase of 6p.p in Q1, it has reached its highest point since this series of surveys began. This is the same level as the Acuity average (82%).

Just under half of the tenants (48%) say they live in a building with communal areas that Willow Tree is responsible for maintaining. Two-thirds of these are satisfied with the communal area maintenance, remaining unchanged since the last survey, but at the highest point in the series. This does, however, still have a little way to go to match the Acuity average of 73%.

Communal Areas?



■ Yes ■ No





Keeping Properties in Good Repair



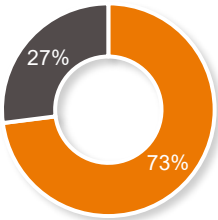
Keeping Properties in Good Repair

Just under three-quarters of tenants (73%) say they had a repair completed on their home in the last 12 months, and of these 70% are satisfied with the service over this period. Satisfaction with the repairs service has fallen by 2p.p since Q4. Now, 19% are dissatisfied, and 11% remain neutral. The Willow Tree result is 10p.p below the Acuity average across all its clients of 80%.

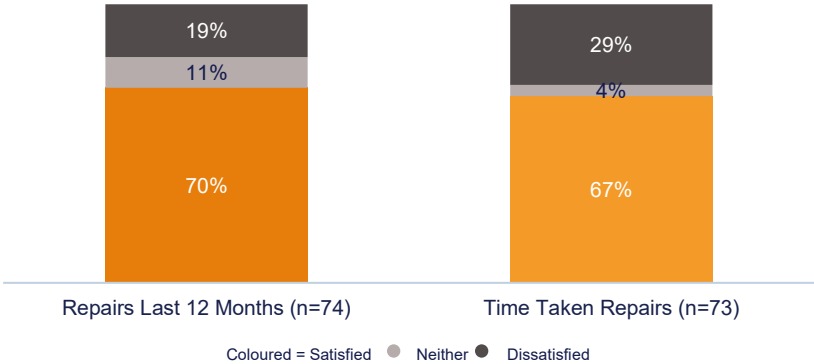
Commonly, satisfaction with the time to complete repairs is a little lower than for the service itself, and this is the case here. The time taken to complete repairs has 67% of tenants satisfied, with three out of ten (29%) who are dissatisfied and 4% who are neutral. Satisfaction in this measure has fallen marginally, by 1p.p since the last quarter, and is also 10p.p below the Acuity average of 77%.

Despite the small decreases in satisfaction this quarter, satisfaction has improved throughout the last year and seems to have found its underlying level around the 70% mark.

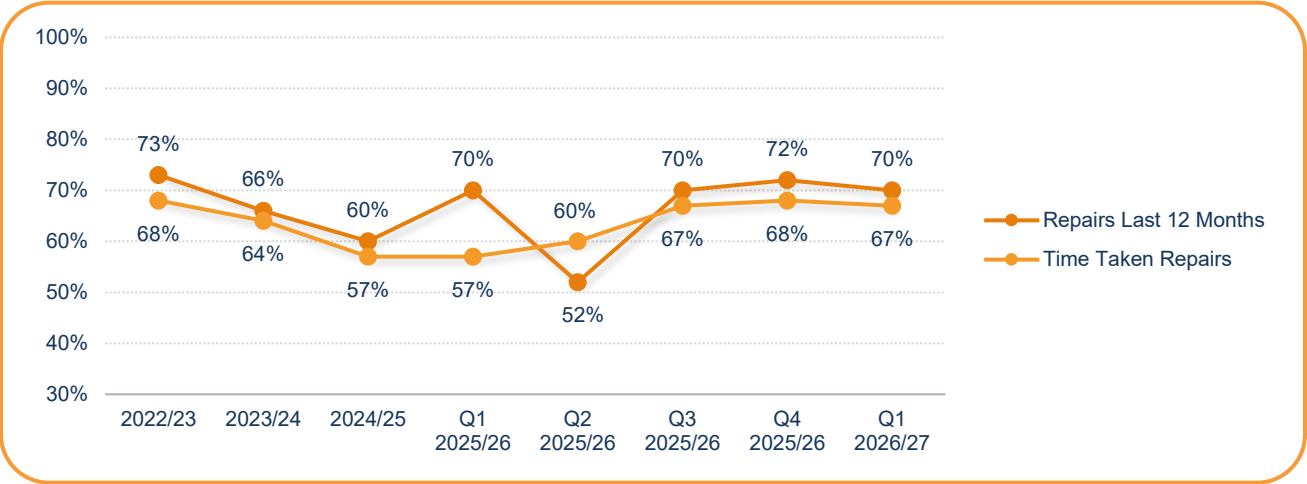
Repairs in Last 12 Months?



■ Yes ■ No



Coloured = Satisfied ■ Neither ■ Dissatisfied





Contribution to the Neighbourhood

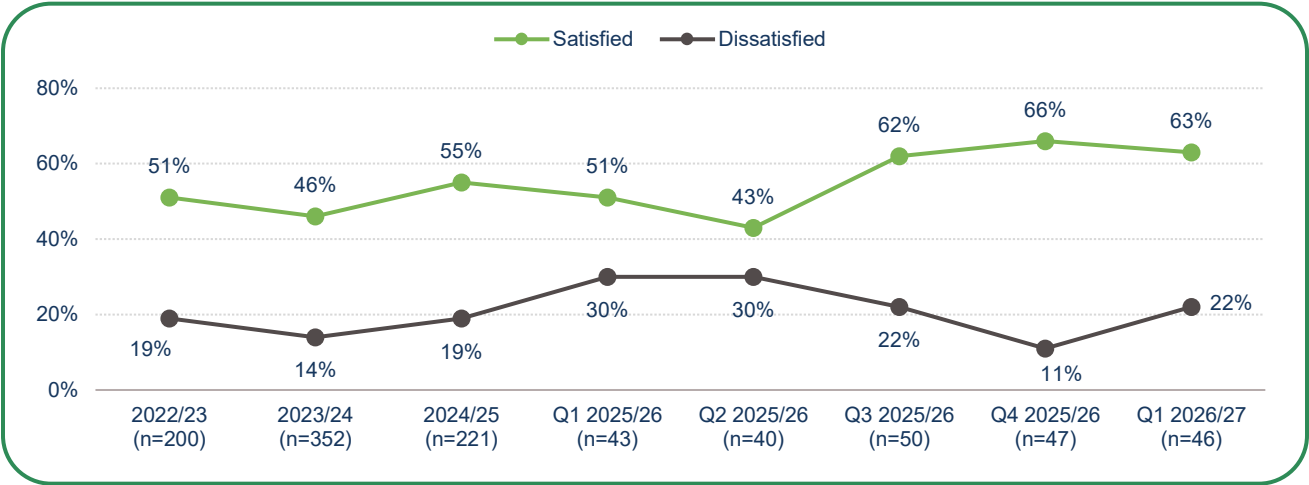
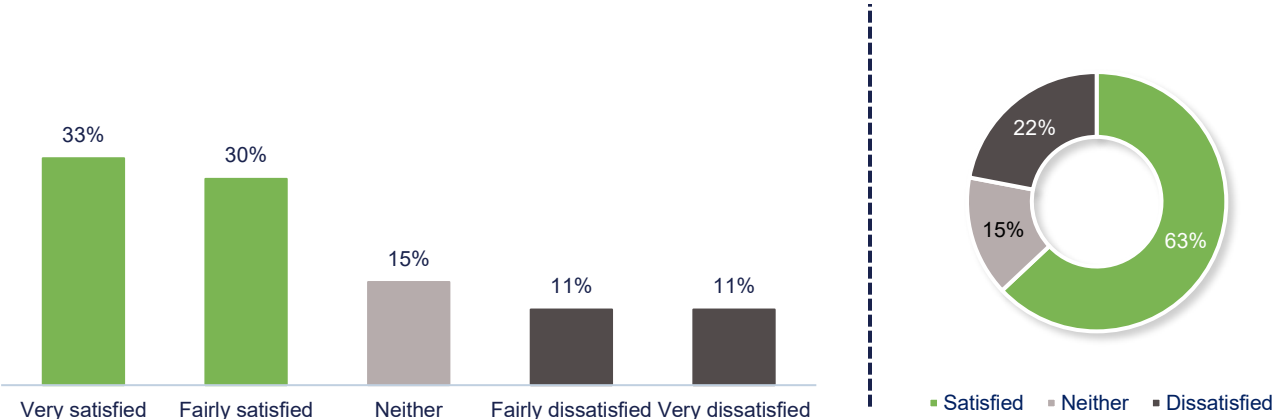


Contribution to the Neighbourhood

Under two-thirds of tenants (63%) are satisfied with the positive contribution Willow Tree makes to the neighbourhood, this having fallen by 3p.p since Q4, and below the Acuity average of 69%.

There are 22% of tenants dissatisfied, which has increased by 11p.p since the last survey, back to the level seen in Q3 of last year. The remaining 15% do not feel strongly either way.

Some of these neutral responses may reflect a lack of awareness of the impact Willow Tree has in the area, suggesting more could be done to publicise its activities and the actions taken to improve the neighbourhoods.





Approach to ASB



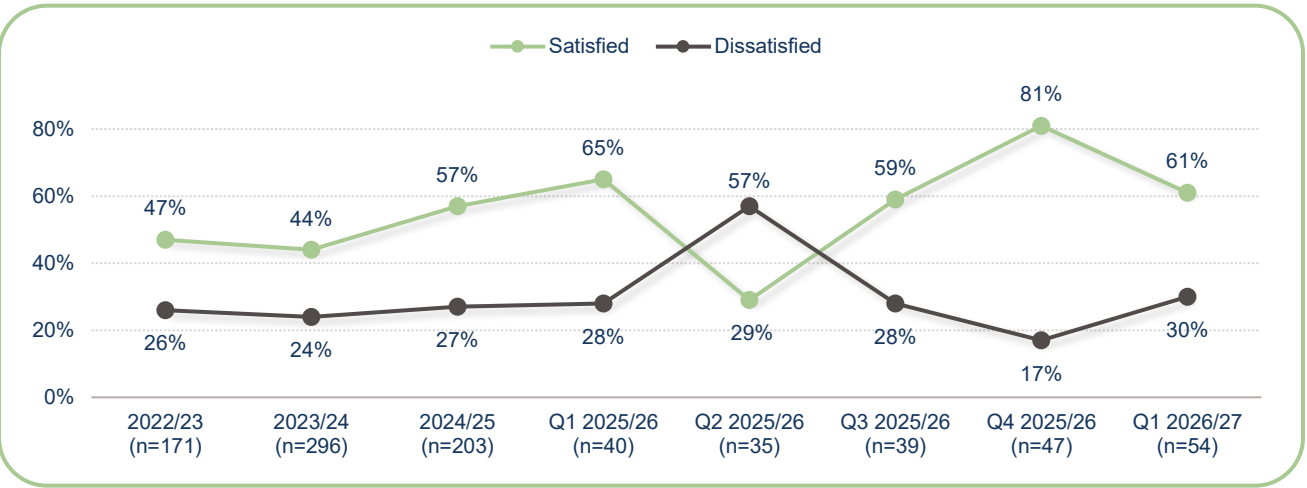
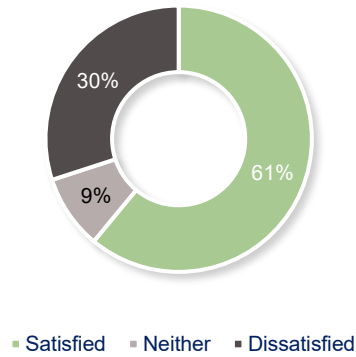
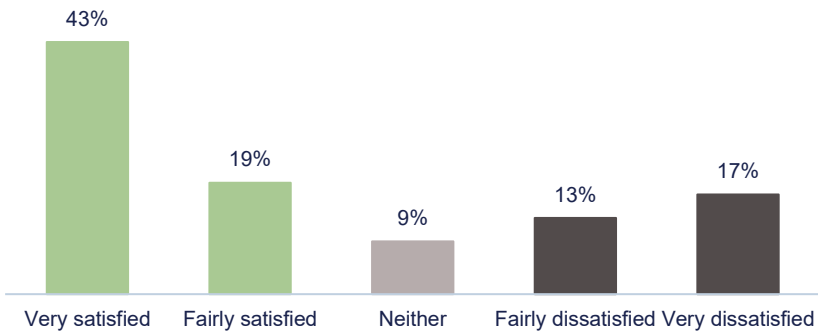
Approach to ASB

Satisfaction with the way Willow Tree handles ASB rose from a low of 29% in Q2 of last year to a high of 81% in Q4. However, this has fallen back by 20p.p in Q1 to 61%. There are now 30% of tenants dissatisfied, up 13p.p.

This rating has fluctuated quite wildly over time but is now similar to the Acuity average of 63%.

Satisfaction with the handling of ASB cases can be affected just as much by the outcome as by the way it was dealt with, and it is notoriously difficult to get a solution to satisfy everyone.

It should also be noted that everyone was asked about their opinions of ASB handling, not just those directly affected, so this can lead to some unexpected results.





Respectful & Helpful Engagement



Respectful & Helpful Engagement

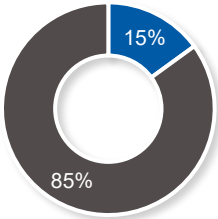
There are 83% of tenants who agree that they are treated fairly and with respect in Q1, this having increased by 6p.p this quarter to its highest point in the series of surveys. This is also the highest satisfaction of any measure in this quarter's survey. Just 11% disagree with this. This also compares well against the Acuity average of 80%, and the results would place Willow Tree in the second quartile of all landlords in the comparison group.

Around three-quarters of tenants (74% are satisfied that they are kept informed about things that matter to them, although this is down in Q1 by 6p.p. It is, however, close to the Acuity average of 76%.

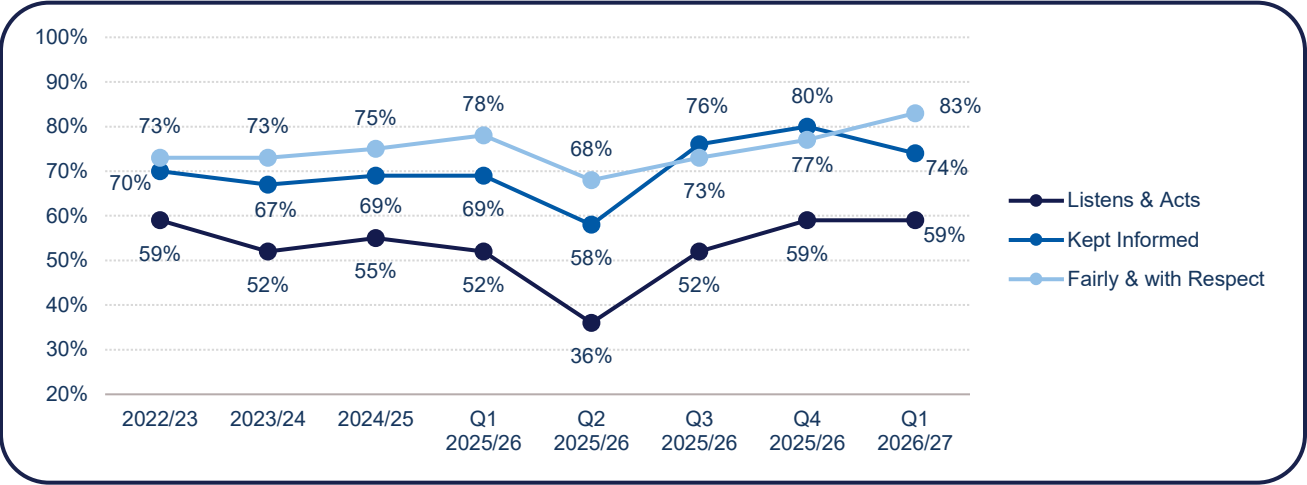
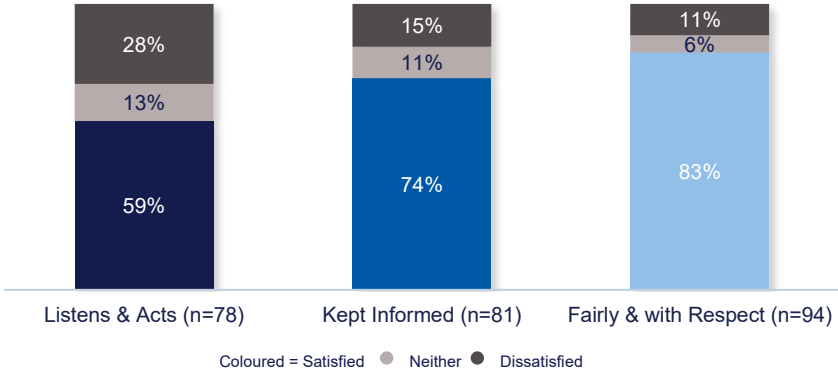
Finally, in this section, 59% of tenants are satisfied that their views are listened to and acted upon, this staying at the same level as Q4 25/26, with 28% who are dissatisfied. This is 7p.p below the Acuity average of 66%. This is an area Willow Tree may wish to visit, as there is clearly some room for improvement here.

When asked if tenants would like to be more involved in the running of Willow Tree, 15% said they would. This should be followed up on as it presents a good chance of increasing participation within the Association.

Getting Involved



■ Yes ■ No





Effective Handling of Complaints



Effective Handling of Complaints

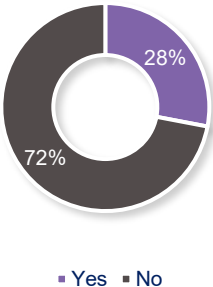
Over a quarter of tenants (28%) state that they made a complaint to Willow Tree Housing Partnership in the last 12 months. However, it is not possible to say how many of these are genuine complaints following a failure of service, or service requests yet to be fully actioned.

In Q1, just 38% of these tenants are satisfied with the handling of their complaint, although this has increased by 10p.p since the previous quarter. This is the largest increase in satisfaction of any measure this quarter.

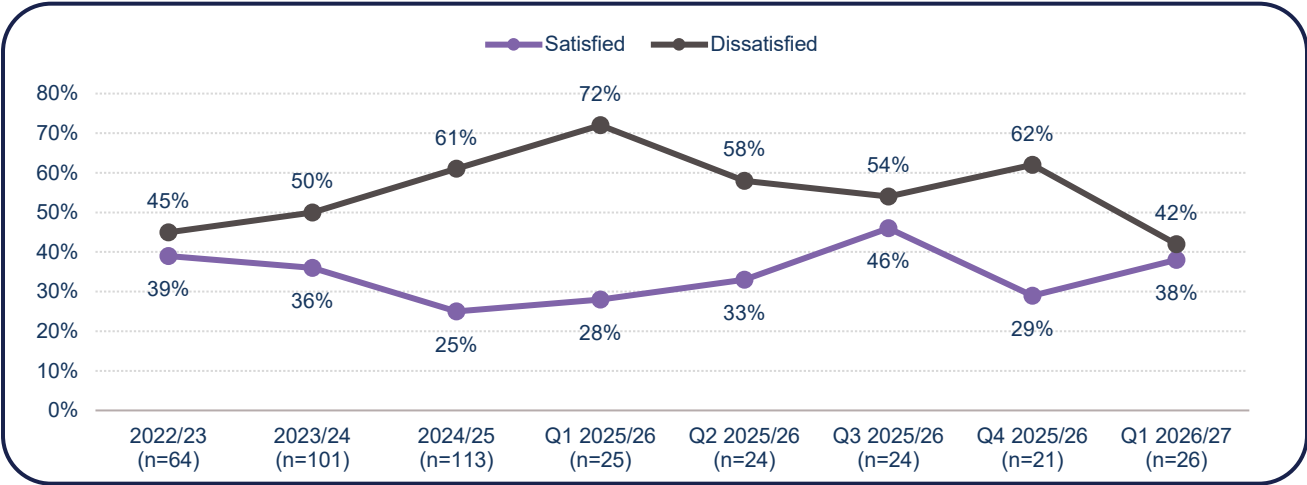
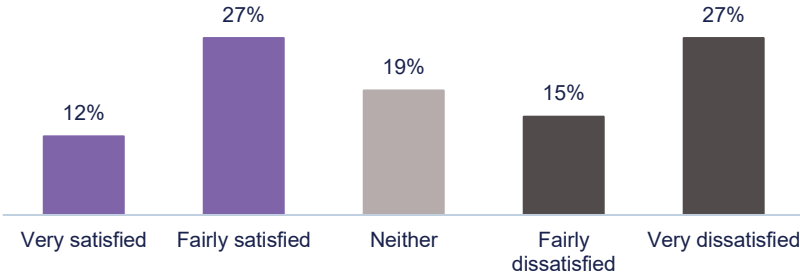
Over the same period, dissatisfaction is down by 20p.p to its lowest point in this series of surveys (42%). Although there are still more dissatisfied than satisfied, the lines on the chart are the closest they have been.

Across the Acuity clients, the average rating for complaint handling is 40%, so Willow Tree is only just below this.

Complaint in last 12 months



Satisfaction with Complaints Handling





Trends



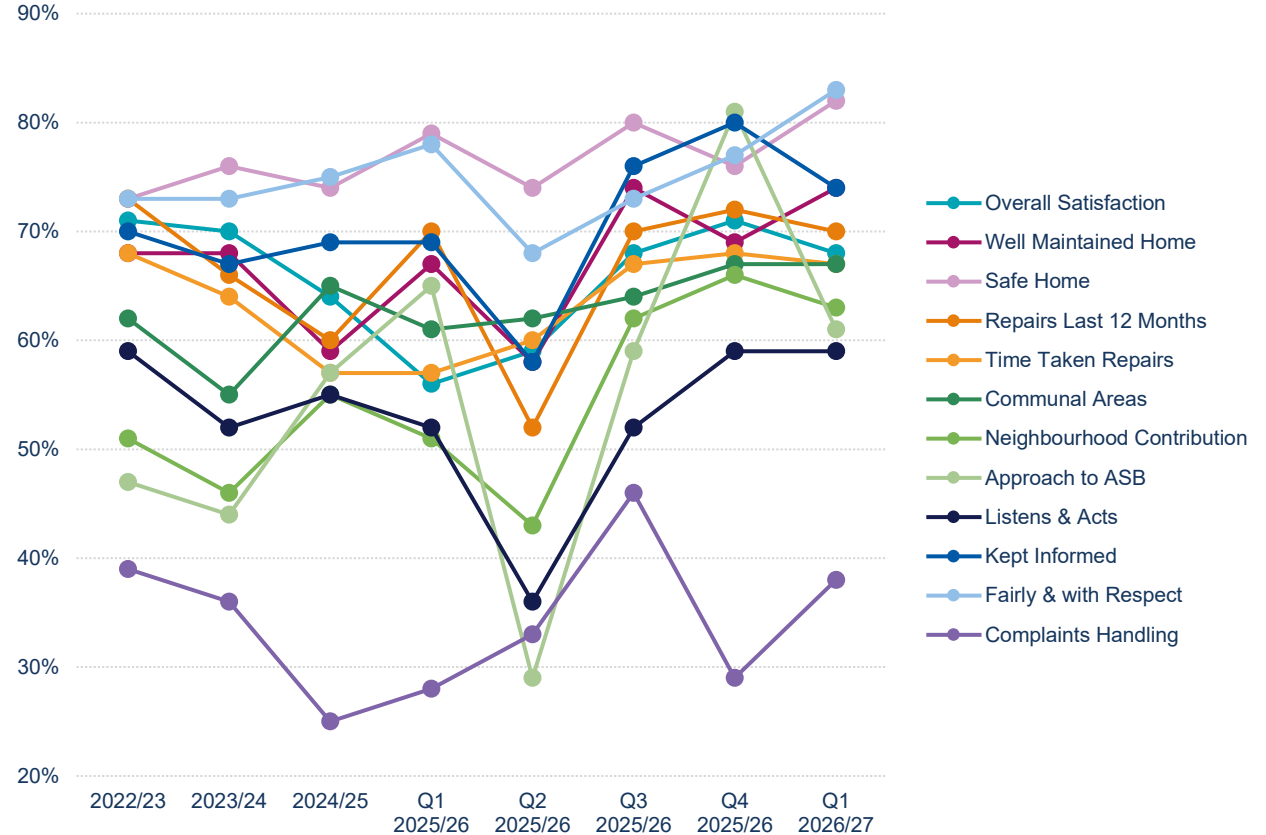
LCRA Trends Over Time

The chart opposite shows the fluctuating nature of these quarterly surveys, and with a margin of error of around $\pm 9\%$, these changes are, perhaps, more than seen in some surveys with a higher response.

In Q1, the overall satisfaction is down by 3p.p, and five other measures show decreases in satisfaction, the most being for the handling of ASB, down 20p.p.

However, the safety of the home and treating tenants fairly and with respect are up by 6p.p, and the handling of complaints is up 10p.p.

To be statistically significant, changes would need to exceed the combined margins of error for the last two surveys, in this case around 18.5p.p, so the fall in satisfaction for the handling of ASB does meet this threshold.





Quarterly Change

The page shows the changes from quarter to quarter over the last four quarters, but in table format.

Although there have been a number of changes from quarter to quarter, the good news is that satisfaction in Q1 of this year is higher for all measures than at Q2 of last year.

Overall satisfaction has risen from 59% in Q2 25/26 to 68% currently, with the approach to handling ASB up from 29% to 61% and listening and acting up from 36% to 59%.

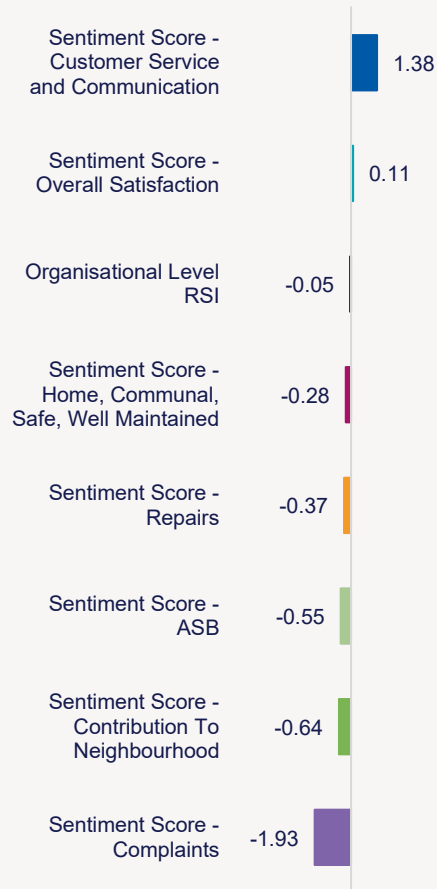
This is clearly encouraging and suggests that whilst some measures go up and down, the underlying level is on the increase over the longer time.

	Q2 2025/26	Q3 2025/26	Q4 2025/26	Q1 2026/27
Overall Satisfaction	59%	68% (+8)	71% (+4)	68% (-3)
Well Maintained Home	58%	74% (+16)	69% (-5)	74% (+5)
Safe Home	74%	80% (+6)	76% (-4)	82% (+6)
Repairs Last 12 Months	52%	70% (+18)	72% (+2)	70% (-2)
Time Taken Repairs	60%	67% (+7)	68% (+1)	67% (-1)
Communal Areas	62%	64% (+2)	67% (+3)	67% (0)
Neighbourhood Contribution	43%	62% (+20)	66% (+4)	63% (-3)
Approach to ASB	29%	59% (+30)	81% (+22)	61% (-20)
Listens & Acts	36%	52% (+16)	59% (+7)	59% (0)
Kept Informed	58%	76% (+18)	80% (+5)	74% (-6)
Fairly & with Respect	68%	73% (+5)	77% (+4)	83% (+6)
Complaints Handling	33%	46% (+13)	29% (-17)	38% (+10)



Summary

Sentiment Scores



Summary



Overall Satisfaction

Tenants value helpful, polite staff and prompt emergency responses, but widespread concerns exist about slow or incomplete repairs, poor communication, persistent mould, pest and roof issues, ageing windows/kitchens, and inconsistent contractor quality since Willow Tree took over.

The Home

Tenants generally feel homes are safe and gas/electrical checks are reliable, but maintenance is inconsistent. Praise for gardening and some repairs; widespread complaints about slow or poor-quality repairs, damp/mould, communal cleanliness, overgrown vegetation, broken doors/intercoms and parking issues.

Repairs

Tenants report satisfaction with prompt, polite operatives and swift emergency responses, but common issues include slow/non-completion, poor communication, wrong or unskilled trades, recurring mould/leaks and inconsistent quality leading to repeated visits and frustration.

Neighbourhood Contribution

Tenants are pleased with good grass/hedge maintenance and newsletters, but poor communication, infrequent housing officer presence, inconsistent enforcement, unresolved anti-social issues (drugs, untaxed vehicles), patchy repairs and frustration over responsiveness and fairness. Overall satisfaction varies.

ASB

When asked about Willow Tree Housing's ASB handling, many praise effective actions (CCTV, police involvement, removals), but some tenants report slow responses, perceived inaction, one-sidedness, poor communication and unresolved issues like barking dogs, hoarding and fly-tipping.

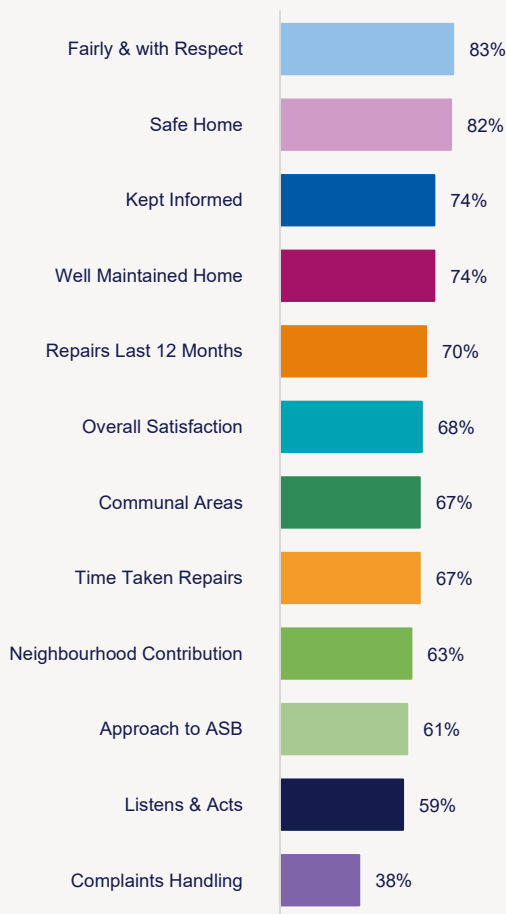
Customer Service & Communication

Many tenants praise polite, helpful staff and newsletters, but frequent complaints about poor accessibility: difficulty getting through, voicemail delays, slow or absent callbacks, inconsistent follow-through on repairs and communications, and variability depending on individual staff.

Complaints

Tenants report slow, inconsistent complaint handling by Willow Tree Housing: delays, poor communication, and lack of follow-through are common. Some cases are resolved eventually, especially emergencies, but many feel unheard, dismissed or required to provide burdensome evidence before action is taken.

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 Q1 of 2026/27, 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.

There have been changes in satisfaction since the last survey, with some measures increasing but some falling. Satisfaction with the overall service is down by 3p.p to 68%, and this sits in the middle of the range of measures, as listed to the left. The highest satisfaction is for the home being safe (82%) and how Willow Tree treats its tenants fairly and with respect (83%). At the other end of the scale are the way tenants' views are listened to (59%) and how complaints are handled (38%). The biggest positive changes this quarter are for the home being safe and showing respect (both up 6p.p), and 10p.p more are satisfied with the complaints process. However, the handling of ASB has seen a fall of 20p.p this quarter. Most measures are a little below the Acuity averages for the past year.

Sentiment analysis has again been used against seven qualitative questions, covering the main areas of service. This gives a sentiment score based on the comments made and also highlights where tenants are happy with the service or where they think improvements could be made. The overall sentiment score is -0.05. Just two scores are positive, the most for customer service at +1.38 and all other subject areas have negative scores, with complaints the lowest (-1.93). 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

Repairs & Maintenance – Although satisfaction with the repairs service is generally good, it has fallen a little in Q1 and is some way below the average of other Acuity clients. Whilst many appreciate the prompt responses for emergencies and courteous operatives, others cite issues with long delays for work completion, repeat visits with wrong parts, unfinished work and poor communication. Some have to chase repairs repeatedly to get any action, whilst some have damp problems which have yet to be addressed. Tenants want Willow Tree to be more responsive and communicate better so they know what is happening and when. Willow Tree needs to work to improve the inconsistent nature of the current service.

Anti-social Behaviour – The handling of ASB has seen the biggest falling satisfaction this quarter, down 20p.p. Satisfaction has fluctuated wildly over time, ranging from a high of 81% to a low of 29%. Whilst some tenants appreciate the efforts of Willow Tree with the installation of CCTV, door repairs etc, some are frustrated by delays and inaction, a perceived fear of offenders and poor follow-up. Tenants want Willow Tree to be more proactive in dealing with incidents, to be more consistent in its response and improve communication and follow-up, so they are clear on progress; communication being the common theme running through all dissatisfaction.





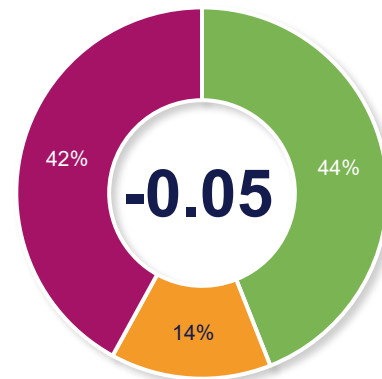
Sentiment

Overall RSI Score

The Organisational-Level RSI offers a single, headline metric that captures the overall emotional tone of tenant 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 tenants feel about the organisation's performance across these key areas.

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



■ Positive ■ Neutral ■ Negative

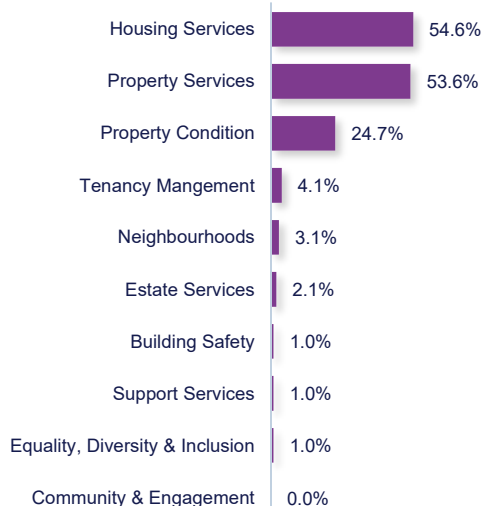
Overall Satisfaction

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

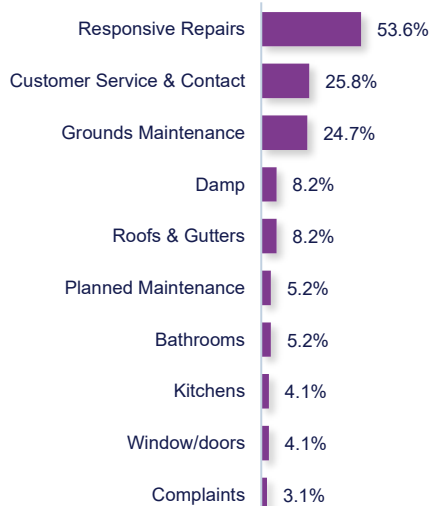
Base Size: 97



Categories

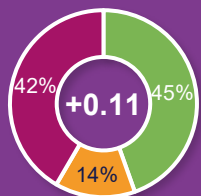


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	46	49.5%	-0.54
Resolution	20	21.5%	-1.10
Communication / Transparency	19	20.4%	+0.68
Subcategory, no attribute (yet)	15	16.1%	+0.40
Listening / Acting	10	10.8%	-2.80
Quality of Work / Service	10	10.8%	+0.10
Effort	8	8.6%	-1.50
Satisfaction	5	5.4%	+5.00
Staff Conduct	5	5.4%	+4.00
Accountability	2	2.2%	-5.00
Trust	2	2.2%	0.00
Worker Conduct	2	2.2%	+4.00
Empathy	1	1.1%	+5.00
Safety	1	1.1%	-5.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Fairness			-
No Comments			-



Tenants are broadly split: many praise Willow Tree staff as polite, approachable and responsive when contacted, with several reports of prompt, satisfactory repairs and helpful housing officers during moves. However, a substantial portion expresses frustration with slow or incomplete repairs, poor communication, and a lack of follow-up. Recurring issues include long waits for routine repairs (doors, windows, kitchens, bathrooms, roofing/guttering), persistent mould and damp problems, external maintenance (gutters, trees, fences, drainage, shared areas), and inconsistent contractor workmanship. Tenants report repeated requests and some long-running unresolved cases (years in some instances), plus difficulty reaching staff by phone or getting responses to emails.

Outsourced contractors are frequently blamed for delays or poor quality. Some tenants feel standards declined after a takeover, and several cite outstanding disrepair claims or Ombudsman involvement. Sentiment ranges from very satisfied (quick responses and decent annual services) to very dissatisfied (chronic unresolved repairs, safety/security concerns, and perceived poor management/communication). Overall, strengths lie in individual staff interactions; weaknesses are system responsiveness, follow-through and external maintenance.

For further information about Acuity's Resident Sentiment Index, please see Appendix 1.

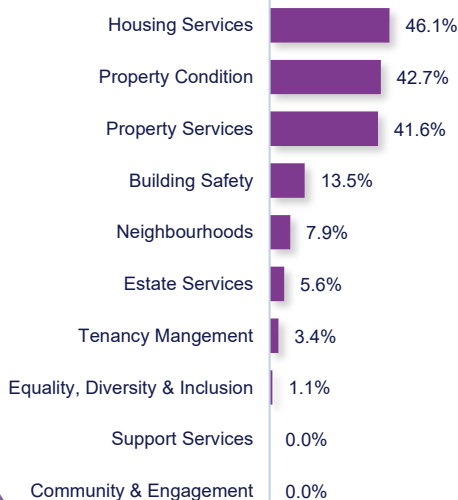
The Home

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

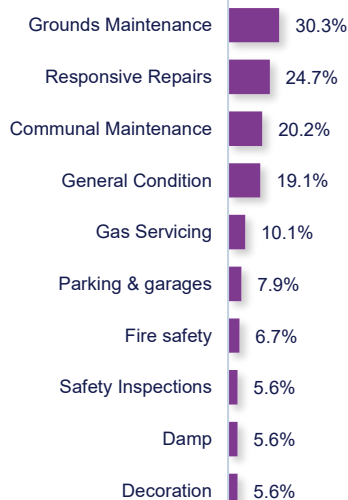
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Categories

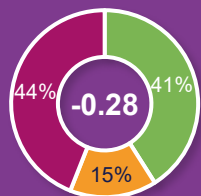


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Quality of Work / Service	28	41.2%	-0.21
Timeliness / Responsiveness	20	29.4%	-2.20
Subcategory, no attribute (yet)	19	27.9%	0.00
Resolution	12	17.6%	-2.67
Safety	6	8.8%	+0.67
Worker Conduct	6	8.8%	0.00
Communication / Transparency	5	7.4%	-2.20
Satisfaction	3	4.4%	+1.00
Effort	2	2.9%	-3.00
Listening / Acting	2	2.9%	-4.00
Accountability	1	1.5%	-5.00
Appointments / Convenience	1	1.5%	-5.00
Trust	1	1.5%	-3.00
Accessibility			-
Consistency			-
Empathy			-
Fairness			-
Staff Conduct			-
No Comments			-



Tenants were asked to share their views on the safety and maintenance of their home and communal areas. Respondents are moderately satisfied with safety and core checks: regular gas, electric and smoke-alarm inspections are widely reported and often prompt. Positive notes highlight timely responses for urgent faults, good gardening and communal cleaning in some sites, and specific successful works (new showers, rewiring, wet room, handrails).

Negatives cluster around slow, inconsistent or incomplete maintenance, long waits for repairs, unfinished jobs (bath panels, boiler drips, cupboard collapse), poor-quality contractor work, and follow-ups required. Damp, mould and leaks recur as serious safety/health concerns for several. Communal-area issues include dirty, stained carpets, cobwebs, fly-tipping, overgrown hedges/bushes, uncollected rubbish, broken doors/intercoms, damaged drains/manhole covers and parking areas in poor condition. Several report a lack of exterior painting, rotten doors/sheds, and unsafe thresholds/steps. Accessibility and evacuation worries appear (single exit, no bedroom locks). Some note surveys without follow-up, inconsistent contractor standards, and instances where complaints are ignored or delayed.

Overall sentiment is cautiously positive on checks but critical of repair timeliness, quality, and external maintenance.

Repairs & Maintenance

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

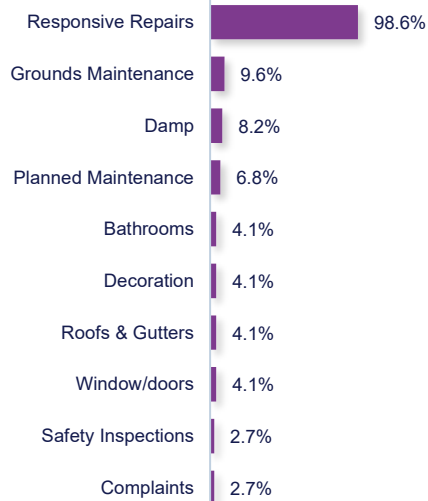
Base Size: 73



Categories

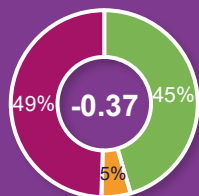


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	39	53.4%	-1.13
Resolution	22	30.1%	-1.18
Quality of Work / Service	16	21.9%	+0.50
Subcategory, no attribute (yet)	12	16.4%	-1.08
Appointments / Convenience	6	8.2%	-0.33
Communication / Transparency	6	8.2%	+1.67
Effort	5	6.8%	-1.80
Worker Conduct	5	6.8%	+3.00
Satisfaction	3	4.1%	+4.33
Accountability	1	1.4%	+3.00
Listening / Acting	1	1.4%	-5.00
Accessibility			-
Consistency			-
Empathy			-
Fairness			-
Safety			-
Staff Conduct			-
Trust			-
No Comments			-



Tenants were asked about their experience with Willow Tree's repairs. Many tenants praise prompt responses for emergencies (boilers, leaks, locks) and courteous, professional operatives, with several cases fixed same day or within a week.

However, recurring themes of concern dominate: slow or inconsistent completion times (weeks to years), repeated visits with wrong parts or unskilled tradespeople, unfinished follow-through (painting, replacing panes, re-laying patios), and poor communication—appointments not warned, late cancellations, difficulty contacting the office, and contradictory messages about access. Tenants frequently report temporary “bodge” fixes instead of lasting replacements, unresolved mould and ventilation problems, and multiple unresolved or recurring issues (windows, sinks, bathroom works). There are also reports of property damage during works and inadequate restoration afterwards. While some tenants are highly satisfied and note specific staff members positively, many feel they must chase repairs repeatedly, and that job allocation lacks trade-specific expertise.

Overall sentiment is split between appreciation for emergency responsiveness and frustration with slow, inconsistent, and poorly coordinated non-urgent repairs. 27

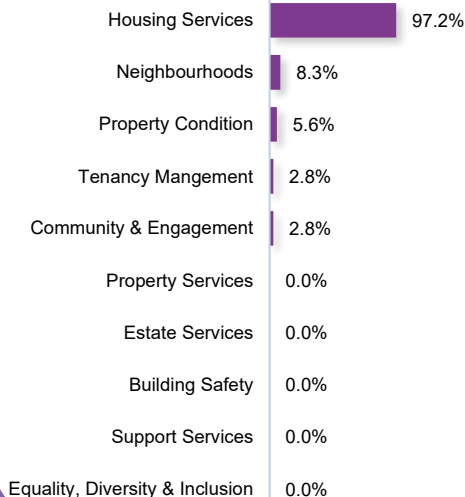
Neighbourhood Contribution

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

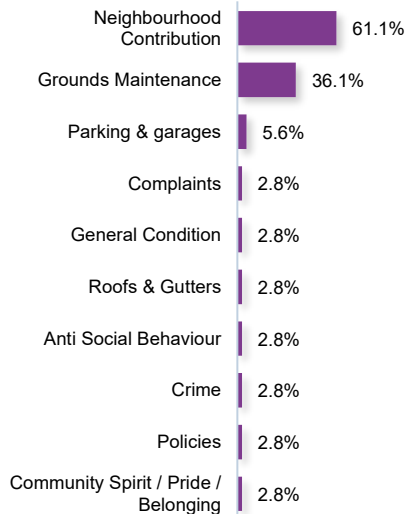
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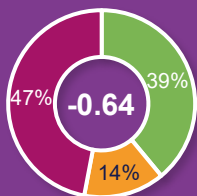
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	11	31.4%	-2.00
Quality of Work / Service	8	22.9%	-0.50
Satisfaction	7	20.0%	+0.71
Timeliness / Responsiveness	5	14.3%	+1.60
Communication / Transparency	3	8.6%	-2.33
No Comments	3	8.6%	-3.33
Resolution	1	2.9%	+3.00
Staff Conduct	1	2.9%	+3.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Effort			-
Empathy			-
Fairness			-
Listening / Acting			-
Safety			-
Trust			-
Worker Conduct			-

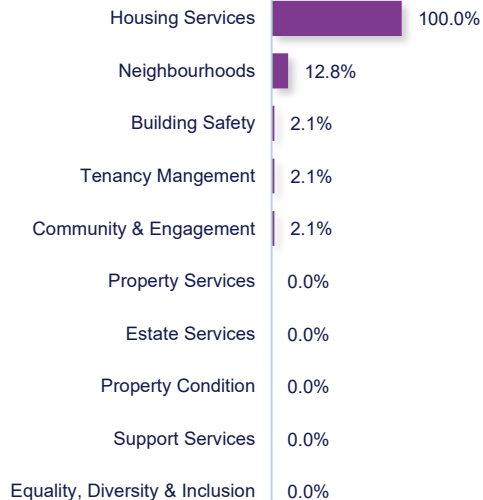


Responses show mixed perceptions of Willow Tree's neighbourhood contribution. Many tenants appreciate basic grounds maintenance—regular grass cutting, hedge trimming, car park and communal area cleaning—and note timely responses to acute issues (e.g., roof tile incident). Newsletters and occasional meetings are acknowledged, but contact with housing officers is inconsistent: several tenants report difficulty reaching staff, long absences of officers, or not being informed. Complaints include perceived uneven enforcement (blanket letters, failure to act on untaxed vehicles), perceived favouritism or surveillance (neighbours acting as “spies”), and frustrations that management focuses on rules and income rather than tenants’ needs.

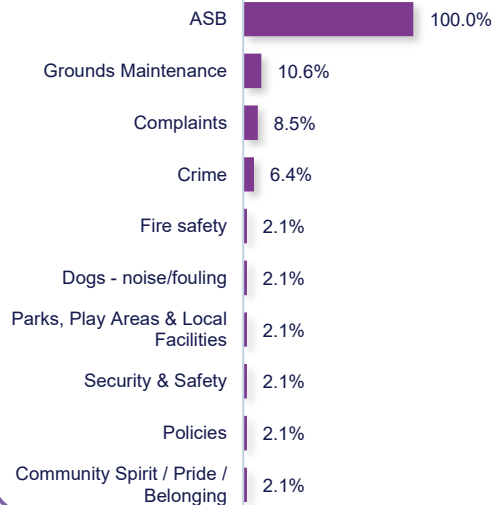
Some tenants describe inadequate maintenance follow-through (grass cut but not cleared, drainage issues) and slow or absent responses to anti-social problems such as drug dealing, which tenants feel Willow Tree defers to the police or ignores. A few respondents express strong dissatisfaction and alleged refusal to meet with tenant groups. Overall sentiment ranges from satisfied with basic services to concerned about communication, responsiveness, inconsistent enforcement, and limited visible presence in the community.



Categories

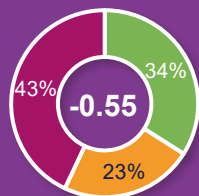


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	14	29.8%	-1.36
Communication / Transparency	9	19.1%	-2.44
Quality of Work / Service	9	19.1%	+3.67
Resolution	8	17.0%	-0.88
Timeliness / Responsiveness	7	14.9%	-3.29
Satisfaction	6	12.8%	+1.67
Listening / Acting	5	10.6%	-2.40
No Comments	5	10.6%	+2.00
Safety	2	4.3%	-1.00
Empathy	1	2.1%	+5.00
Fairness	1	2.1%	-5.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Effort			-
Staff Conduct			-
Trust			-
Worker Conduct			-



Tenants were asked for their thoughts on Willow Tree's handling of anti-social behaviour (ASB). Many tenants report effective action: CCTV installation, door repairs, police involvement, eviction or removal of problematic neighbours, clear communication, and cases resolved satisfactorily.

Several respondents say they have no ASB locally. However, a substantial minority express frustration: delays or inaction, perceived fear to confront offenders, one-sided responses, poor follow-up, reliance on tenants to do reporting, and claims staff cite "tenants' rights" as a reason for limited action. Specific issues cited include persistent dog barking, hoarding, fly-tipping, drug dealing, motorbikes, people sleeping in cars, and repeated disturbances by particular neighbours. Some tenants describe slow processes, inadequate relocation offers, and a lack of visible enforcement despite complaints.

Overall sentiment divides between appreciation, where clear interventions occurred and dissatisfaction, where problems persisted, or responses are perceived as weak, slow, or inconsistent. The pattern indicates uneven service effectiveness and communication: successful interventions are noted, but recurring concerns about timeliness, consistency, and enforcement remain prominent.

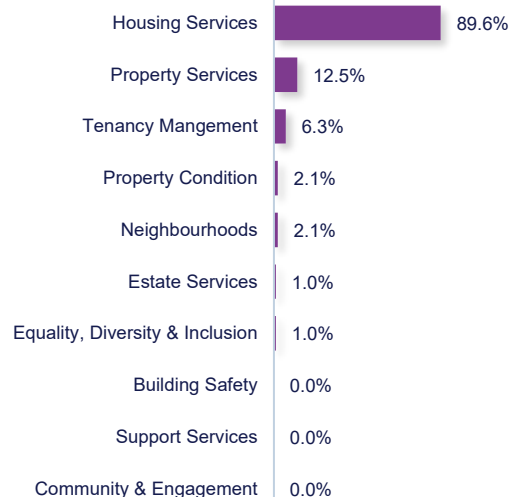
Customer Service & Communication

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

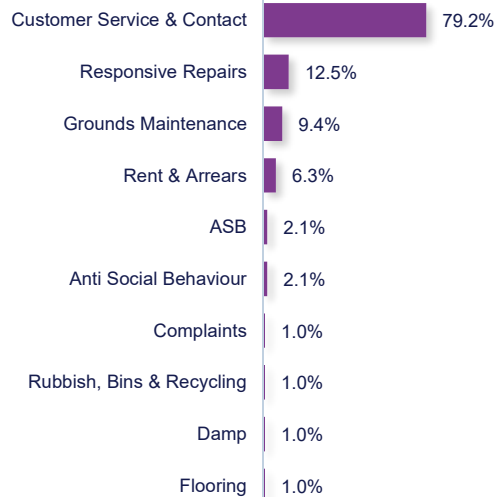
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Categories

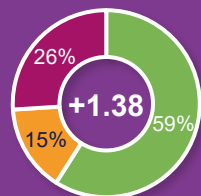


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Communication / Transparency	32	34.0%	+0.84
Staff Conduct	31	33.0%	+4.48
Subcategory, no attribute (yet)	17	18.1%	-0.41
Timeliness / Responsiveness	16	17.0%	+0.75
Satisfaction	15	16.0%	+3.47
Quality of Work / Service	11	11.7%	+1.55
Listening / Acting	7	7.4%	+2.57
Effort	5	5.3%	+1.20
Resolution	3	3.2%	-0.67
Accessibility	2	2.1%	-5.00
Trust	2	2.1%	-2.50
Empathy	1	1.1%	0.00
Accountability			-
Appointments / Convenience			-
Consistency			-
Fairness			-
Safety			-
Worker Conduct			-
No Comments			-



Tenants were asked their views on Willow Tree's customer service and communications. Many respondents praise polite, friendly, and helpful staff, particularly housing officers and specific advisors, and note timely follow-ups, newsletters, text alerts, and satisfactory handling of repairs and rent queries. Several report positive experiences with responsiveness when they can reach the team, with some callers receiving prompt callbacks or repair confirmations.

However, a large and recurring concern is accessibility and follow-through. Numerous comments cite difficulty getting through by phone, frequent answerphone use, missed callbacks, delayed email responses, and perceived understaffing. Several say promised actions (repairs, replacements, or follow-ups) are slow or never completed, and a few report poor handling of specific issues (mould, ASB contact uncertainty, unclear replacements for belongings). Some respondents feel communication is impersonal (blanket letters) or inconsistent across staff, while a minority describe customer service as "rubbish" or "very poor."

Overall sentiment is split: competent and courteous when reached, but unreliable in accessibility and consistent delivery.

Complaints Handling

Please describe your experience of how complaints are handled.

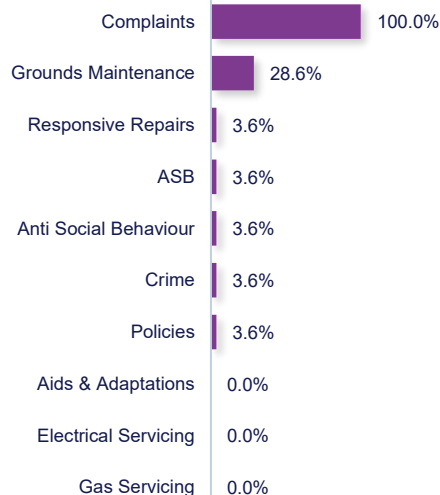
Base Size: 28



Categories

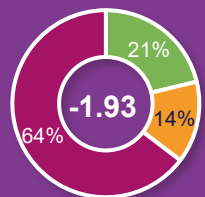


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	9	32.1%	-2.00
Communication / Transparency	8	28.6%	-4.00
Subcategory, no attribute (yet)	7	25.0%	-0.86
Resolution	5	17.9%	-3.60
Quality of Work / Service	4	14.3%	-1.25
Effort	3	10.7%	-4.33
Listening / Acting	3	10.7%	-5.00
No Comments	2	7.1%	0.00
Accountability	1	3.6%	-5.00
Consistency	1	3.6%	+3.00
Satisfaction	1	3.6%	-3.00
Accessibility			-
Appointments / Convenience			-
Empathy			-
Fairness			-
Safety			-
Staff Conduct			-
Trust			-
Worker Conduct			-



Tenants were asked to describe their experiences with Willow Tree's complaint handling. Common themes: slow response times, lack of follow-through, poor communication, and inconsistent outcomes. Several people said complaints are eventually resolved (e.g., shed lock, collected items, and an apology after escalation), but often only after repeated calls, chasing, or escalating to senior staff.

Multiple respondents feel their concerns are not taken seriously, ignored, or dismissed; some noted staff are constrained by procedures or require evidence (e.g., noise complaints) that tenants cannot easily provide. Some comments describe being "fobbed off," receiving minimal effort responses, or having no acknowledgement at all; one respondent reported being banned from calling. A few positive notes mention helpful, polite, or prompt responses when staff visited after an email or phone call.

Overall sentiment is frustration: tenants can reach staff but experience insufficient accountability and inconsistent handling across cases. The responses highlight the need for clearer communication, faster resolution, and more consistent, accountable complaint processes.

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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