



Willow Tree

TSM Tracker

Q4 2025/26 Report

Prepared by: Acuity Research & Practice

Introduction

Key TSM Metrics

Overall Satisfaction

The Home

Repairs

Neighbourhood

ASB

Engagement

Complaints

Trends

Summary

Acuity has been commissioned to carry out a series of satisfaction surveys for Willow Tree Housing Partnership (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 Q4 of 2025/2026, built using the Tenant Satisfaction Measures (TSMs) from the Regulator of Social Housing.

For 2024/2025, the data of those that responded to the survey (age and tenure) was checked against the profile of the whole tenant population, and as there were some variations between the two, the results were weighted to ensure that they are representative of the whole tenant group, and this report uses these weighted results as a comparison for the Q4 scores. For 2025/2026, the surveys are completed quarterly, by telephone interview, sampled using quotas based on local authority, age and tenure to ensure representativeness, with the intention of completing 100 surveys per quarter. For Q4, 100 surveys were completed, with a further five partially complete and included in the results, as required by the Regulator.

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

The survey is confidential, and the results are anonymised unless tenants give their permission to be identified. As such, 68% of tenants gave permission to share their responses with their details attached, and 97% 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, bearing in mind 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 105 responses to the overall satisfaction question, it has a sampling error of $\pm 9.2\%$ for the quarter and $\pm 4.0\%$ 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=.

71%

Overall Satisfaction



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

Satisfaction with the overall service provided by Willow Tree is up by 4 percentage points (p.p), gradually increasing over the year.

Two measures now stand at 80% and above, these being Willow Tree's approach to ASB (up 22p.p to 81%) and tenants feeling that they are kept informed (up 5p.p to 80%).

In contrast, just two measures now fall below 60%, namely how Willow Tree listens to tenants' views and acts upon them (up 7p.p to 59%) and the handling of complaints (down 17p.p to 29%).

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

69%



Safe Home

76%



Repairs Last 12 Months

72%



Time Taken Repairs

68%

Respectful & Helpful Engagement



Listens & Acts

59%



Kept Informed

80%



Fairly & with Respect

77%



Complaints Handling

29%

Responsible Neighbourhood Management



Communal Areas

67%



Neighbourhood Contribution

66%



Approach to ASB

81%



Overall Satisfaction



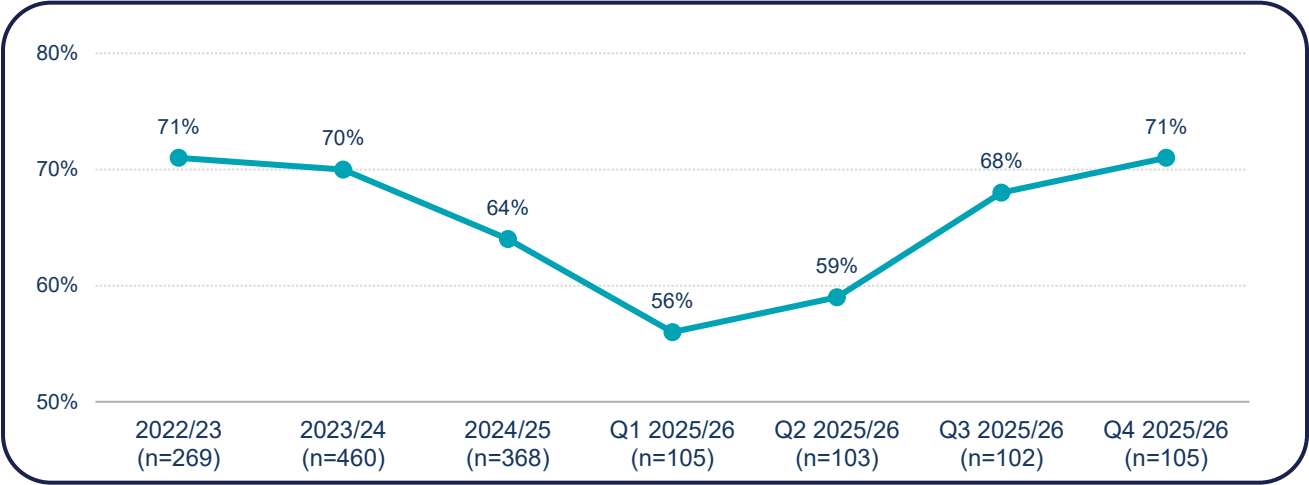
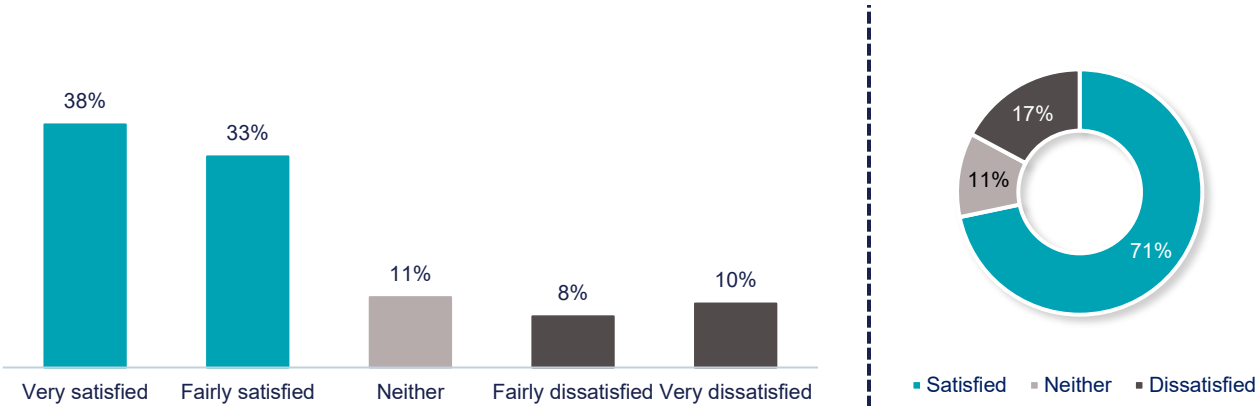
Overall Satisfaction - LCRA

Satisfaction with the overall service has been increasing every quarter after its low point of 56% in Q1 2025/26. As of Q4, it has now regained its highest score of 71%, last seen in the 2022/23 survey.

Now, a larger proportion is very satisfied (38%) than fairly satisfied (33%), with 10% who are very dissatisfied and 8% who are fairly dissatisfied. The remaining 11% do not feel strongly either way.

Compared to the Acuity client data for Q3 2025/26, Willow Tree currently stands 3p.p above the lower quartile value and 6p.p below the median, comparing fairly well against other landlords. The positive trend throughout this year indicates encouraging progress for Willow Tree.

Since 2025/26, the surveys have moved from being conducted annually to quarterly. As such, they are more subject to fluctuation, but it does allow Willow Tree to be more responsive to change.





Well Maintained, Safety & Communal Areas



Well Maintained, Safety & Communal Areas

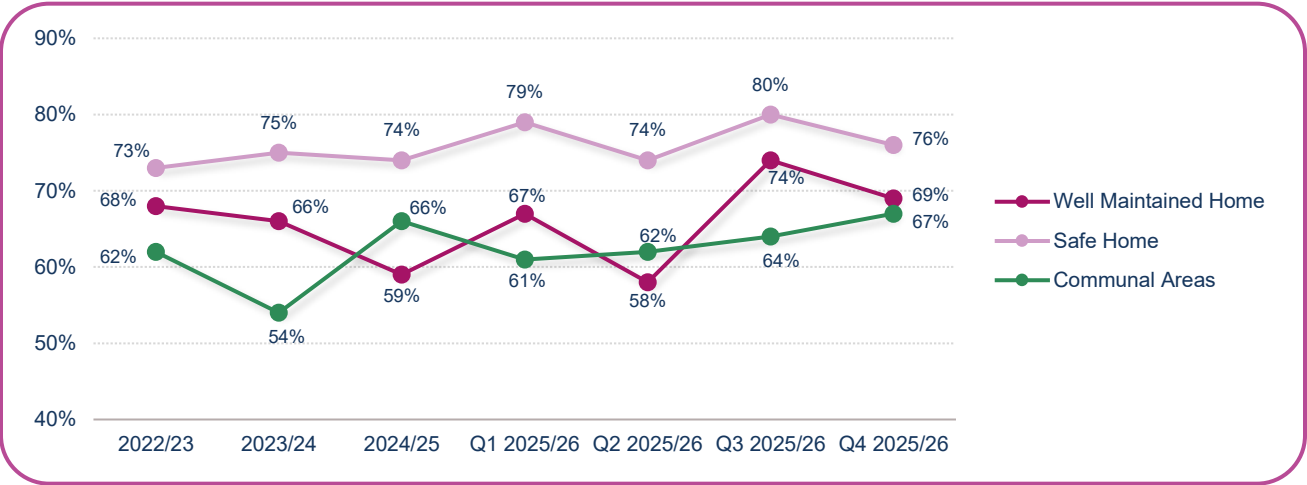
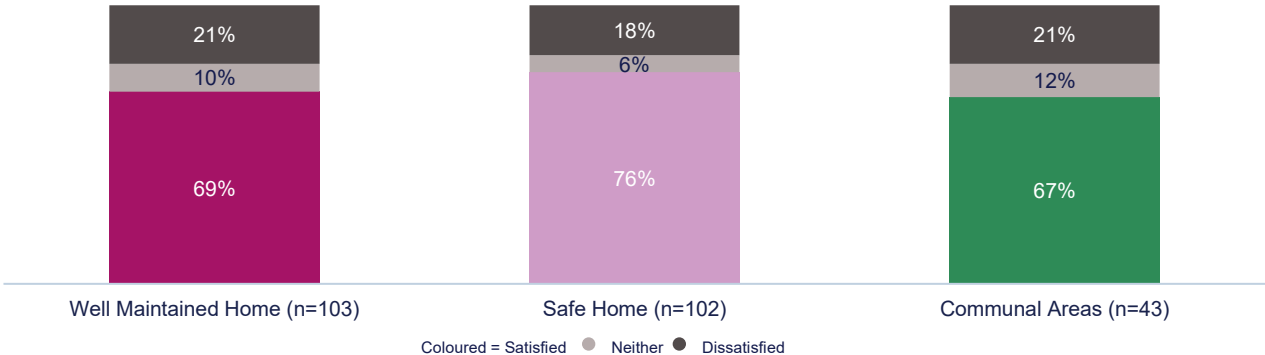
There are fewer tenants satisfied with the maintenance of their home in Q4 than in Q3, falling by 5p.p from 74% to 69%. A fifth of tenants (21%) are now dissatisfied in this measure, while 10% are neutral.

Acuity recently undertook Key Driver Analysis of over 200,000 responses from TSM surveys completed in 24/25 and was able to demonstrate that the Maintenance of the Home had the strongest influence on overall satisfaction.

Commonly, satisfaction is higher for the home being safe, and this is the case here, with 76% satisfied. This measure has also fallen, going down by 4p.p from its highest point last quarter. Now, 18% are dissatisfied, while just 6% are neutral.

Around two-fifths (42%) of tenants say that they live in a building with communal areas that Willow Tree is responsible for maintaining. Of these, 67% are satisfied, up 3p.p, with 21% dissatisfied and 12% neutral.

The corresponding sentiment slide on page 26 goes some way to explaining the reasons for the scores given and what tenants are happy with and what could be improved.





Keeping Properties in Good Repair

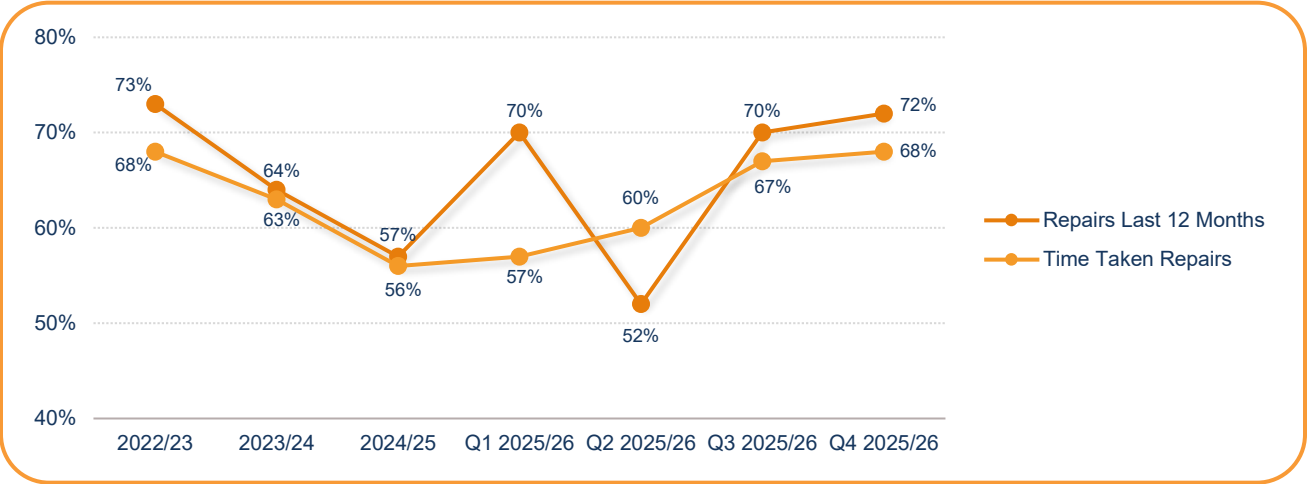
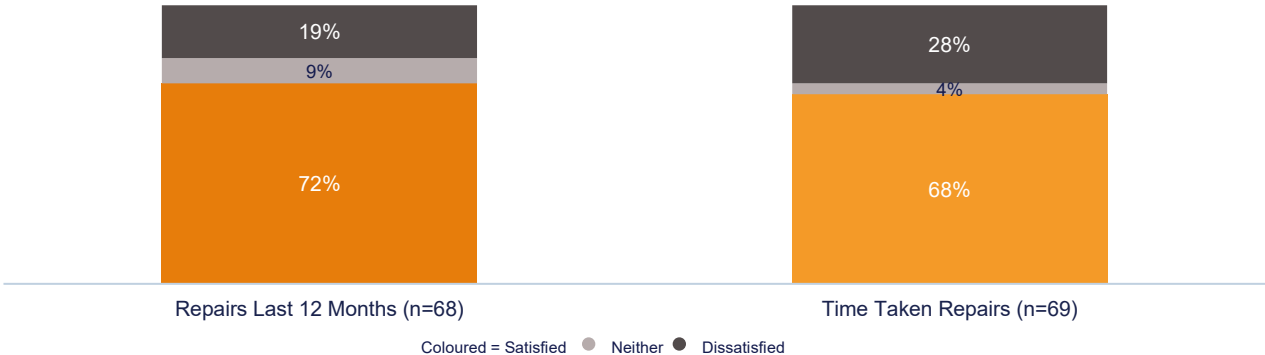


Keeping Properties in Good Repair

Seven out of ten tenants (69%) say they had a repair completed on their home in the last 12 months, and of these 72% are satisfied with this period. Satisfaction with the repairs service has increased by 2p.p since Q3, after reaching its lowest point in Q2 2025/26. Now, 19% are dissatisfied, which has decreased by 4p.p, and 9% remain neutral, increasing by 2p.p.

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 68% of tenants satisfied, with three out of ten (28%) who are dissatisfied and 4% who are neutral. Satisfaction in this measure has remained stable since Q3, increasing by just 1p.p.

Since Willow Tree began commissioning quarterly reports instead of annual reports, satisfaction with the time taken to do repairs has gradually been trending upwards. Except for Q2 2025/26, this is also true for the repairs service over the last 12 months. It remains to be seen how this develops over a longer period of time.





Contribution to the Neighbourhood



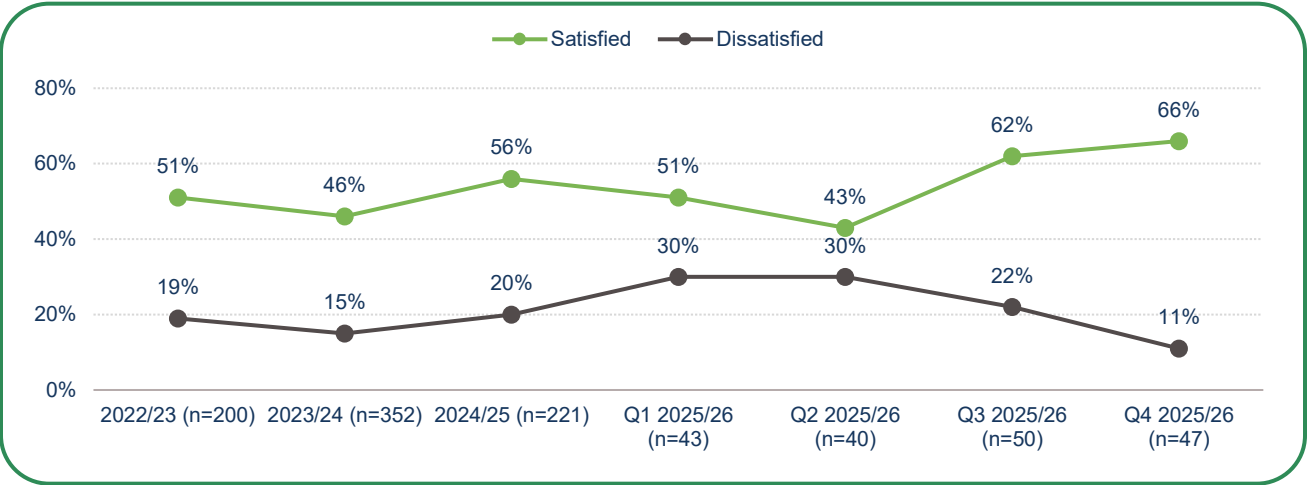
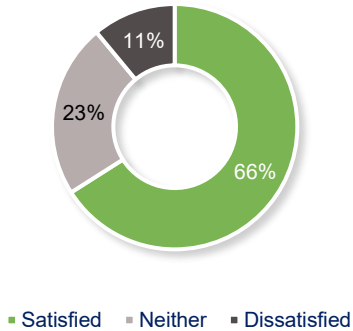
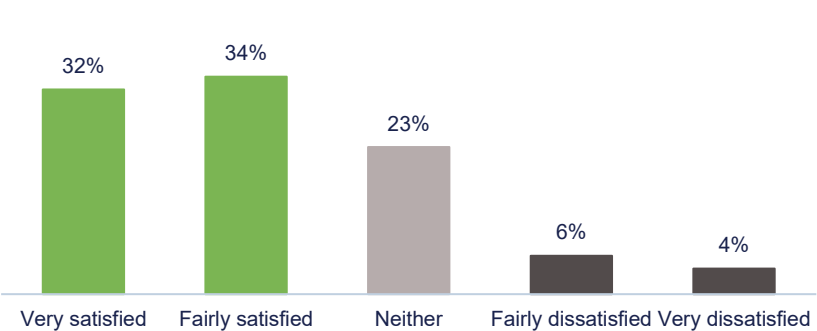
Contribution to the Neighbourhood

There are 66% of tenants satisfied with the positive contribution Willow Tree makes to the neighbourhood, this having increased by 4p.p since Q3. This measure now stands at its highest level yet.

There are 11% of tenants dissatisfied, which has decreased by 11p.p since the last survey, reaching an all-time low. The remaining 23% do not feel strongly either way, which has also increased, going up by 7p.p.

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. Nonetheless, satisfaction has increased by 24p.p since Q2 of this year, indicating an overall positive response.

Compared to the Acuity client data, Willow Tree now stands between the median (69%) and the lower quartile value (64%).





Approach to ASB



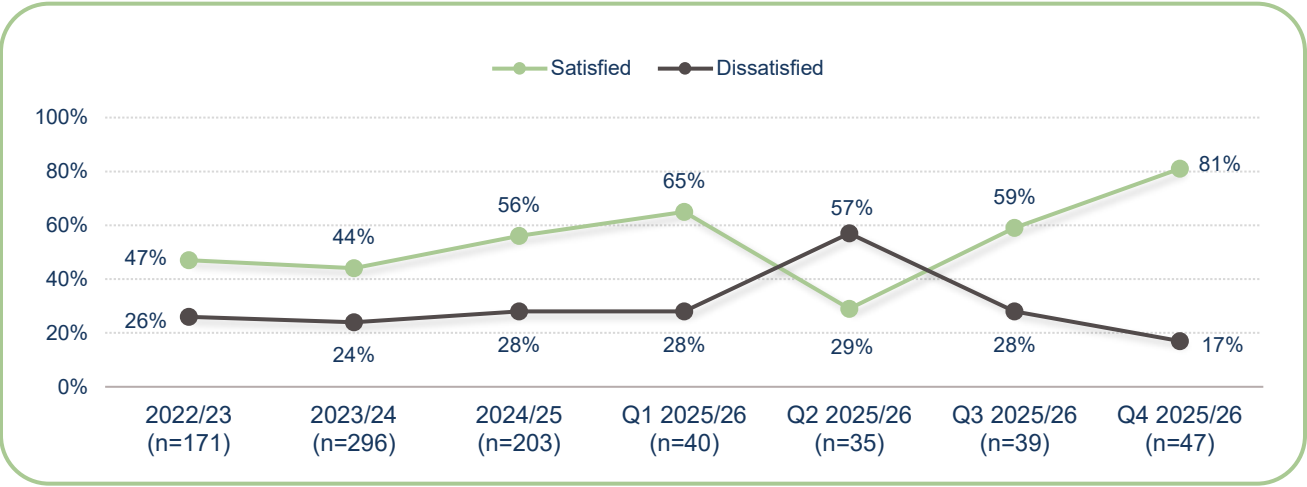
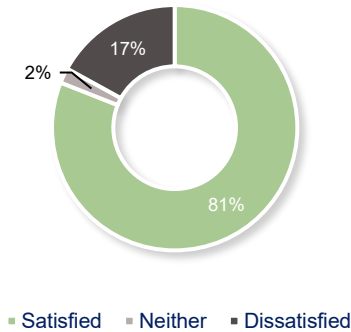
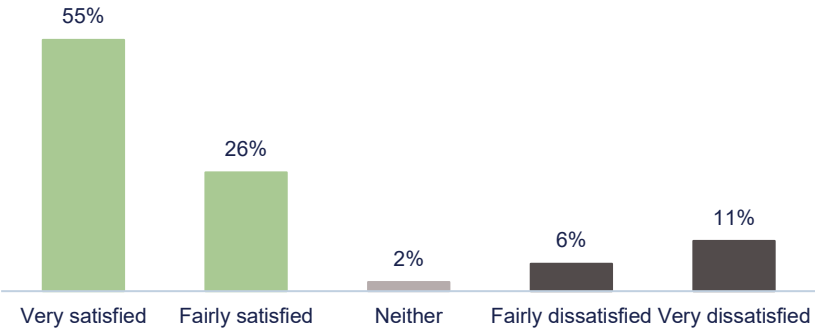
Approach to ASB

Satisfaction with the way Willow Tree handles ASB has seen the largest increase in Q4, going up by 22p.p since the last survey. It now stands at 81%, with 17% dissatisfied and just 2% who feel neutral.

There was a steep decline in satisfaction between Q1 and Q2 of 2025/26, falling by 36p.p in one quarter. However, the subsequent increases that have taken place since have well overtaken the Q1 high of 65%.

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

Nonetheless, it appears that Willow Tree has been on a positive trajectory regarding this measure, as can be seen across the annual and quarterly survey results, despite a low base sizes in 2025/26. The Q4 score not only exceeds the upper quartile value by 11p.p, falls just 4p.p short of the maximum value recorded in Q3 2025/26.





Respectful & Helpful Engagement



Satisfaction with all the measures under the respectful and helpful engagement section has increased since Q3.

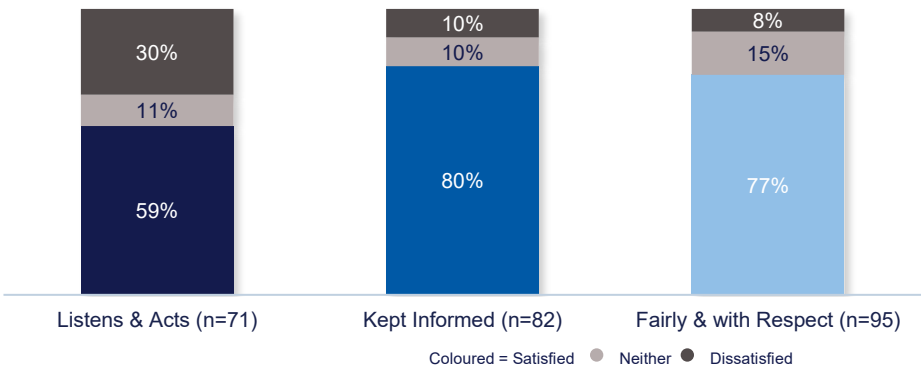
Satisfaction with the way tenants are kept informed about things that matter to them has increased by 5p.p, from 76% to 80%, with just 10% dissatisfied and neutral respectively. Here, Willow Tree ranks between the upper percentile (83%) and median (77%) when compared with Acuity's most recent client data, showing the positive progress made in 2025/26.

There are now 77% of tenants who agree that they are treated fairly and with respect, up by 4p.p. Just 8% disagree with this, while 15% feel neutral.

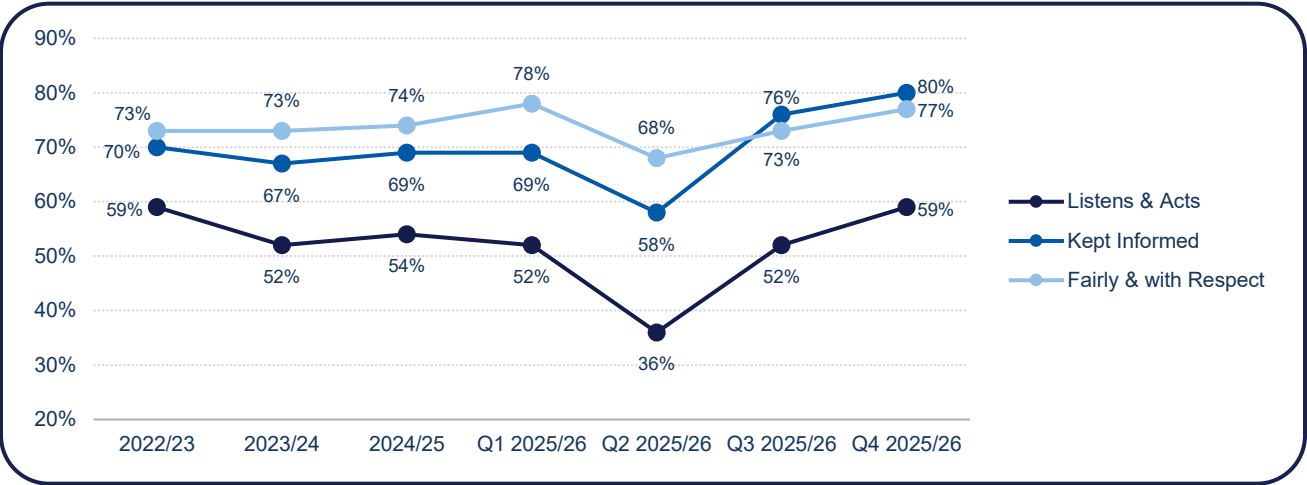
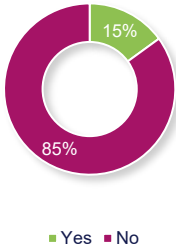
Tenants feeling that Willow Tree listens to them and acts on their feedback has once again reached its highest level of 59%, last seen in 2022/23. Satisfaction with this measure has increased by 7p.p since the last survey, with three out of ten tenants who are dissatisfied. The remaining 11% do not feel strongly either way.

Tenants were asked if they would be interested in helping Willow Tree improve its services and would like to get more involved. 15% responded affirmatively, with 85% saying 'No'. Paired with relatively high satisfaction, it is possible that these respondents do not feel the need to have additional involvement.

Respectful & Helpful Engagement



Getting Involved?





Effective Handling of Complaints



Effective Handling of Complaints

A fifth of tenants (21%) 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.

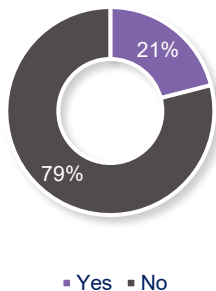
As of Q4, just 29% of these tenants are satisfied with the handling of their complaint, with just 5% very satisfied and 24% fairly satisfied. A total of 62% are dissatisfied, while just 10% are neutral.

Satisfaction with complaint handling is the score which has decreased the most in Q4, despite most measures moving in the opposite direction. This is also the first quarter since quarterly surveying began where a decrease in this measure has been recorded.

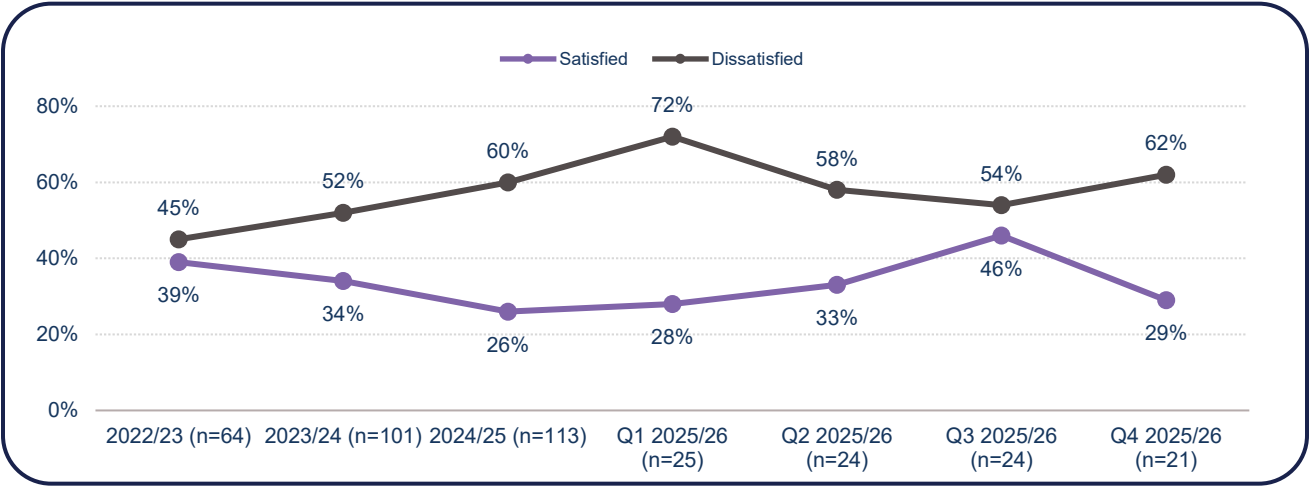
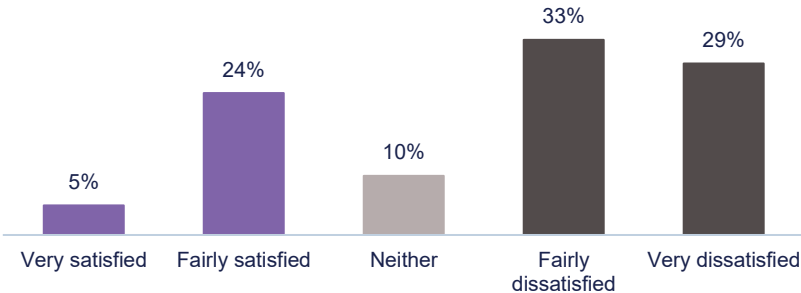
While this is commonly the lowest-scoring measure across the sector, last quarter Willow Tree exceeded the Acuity client median score of 37% by 9p.p, demonstrating the scope for positive progress.

It should also be noted that this measure has rather low base sizes, meaning that quarterly fluctuations are likely to appear more pronounced and may not necessarily be representative of the tenant population as a whole.

Complaint in last 12 months



Satisfaction with Complaints Handling





Trends



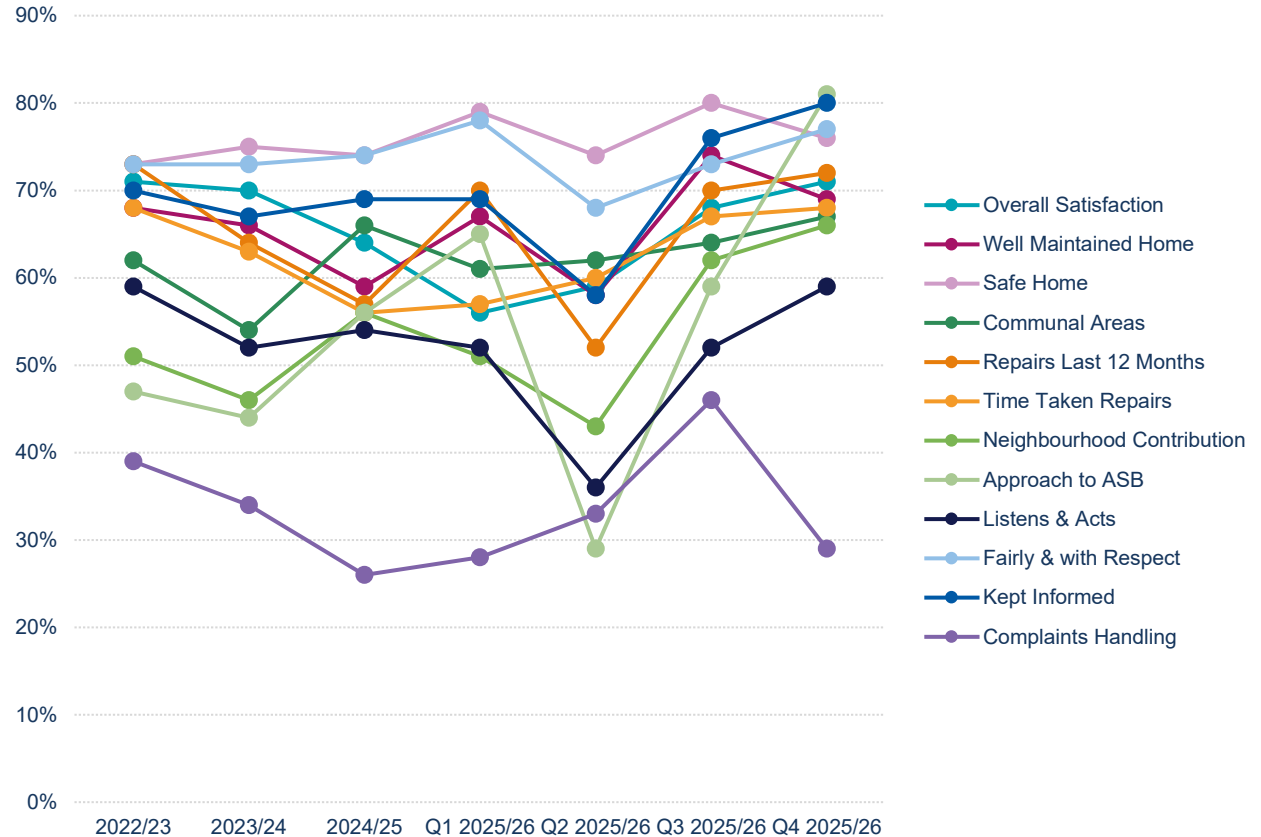
LCRA Trends Over Time

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

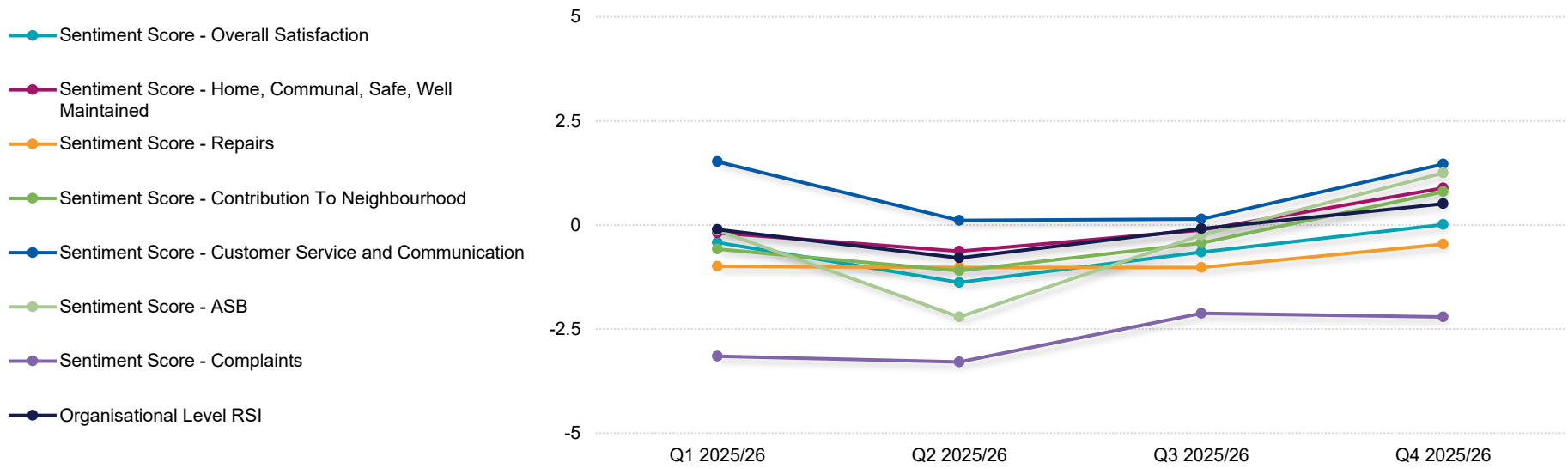
The changes range from a 1.6p.p increase in satisfaction with the repairs service over the past 12 months, to a 22p.p increase in satisfaction with Willow Tree's handling of ASB. The latter is now the highest-scoring measure in Q4, exceeding the provision of a safe home and tenants feeling that they are treated fairly and respectfully, which remain consistently high. It remains to be seen if the handling of ASB will continue in this upward trajectory.

Overall satisfaction has also seen a moderate increase of 4p.p, and now stands at 71%. This ranks sixth in satisfaction with the measures.

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 complaints does meet this threshold.



Trends Over Time - Sentiment Scores



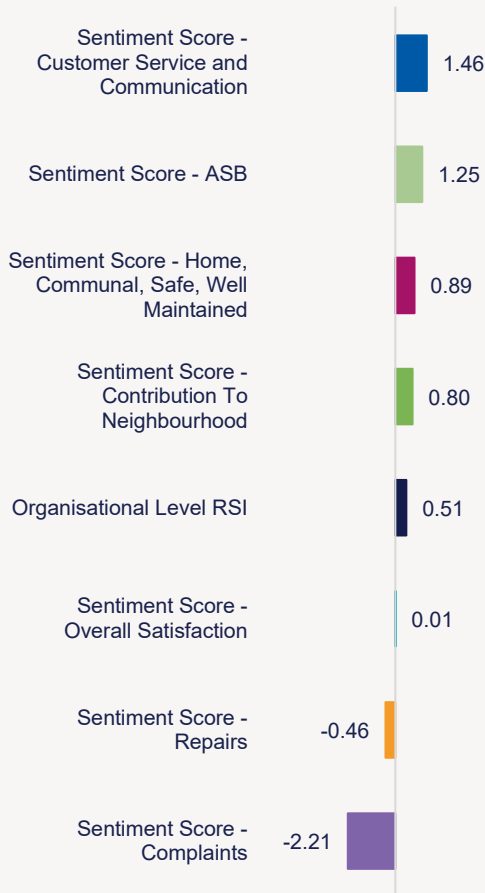
The sentiment trend over time is currently only populated by a few periods. However, over the past year, it has become apparent that sentiment for almost all measures declined between Q1 and Q2, in some cases picking up in Q3, and continuing to increase in Q4.

Customer service and communication continue to score the highest, while the handling of complaints is still the lowest, although the latter has not seen a notable decrease between Q3 and Q4.



Summary

Sentiment Scores



Summary



Overall Satisfaction

The tenants' comments regarding satisfaction with Willow Tree show positive notes on helpfulness and quick repairs, yet frequent complaints about delayed maintenance, poor communication, unresolved issues, and inadequate service for urgent repairs, impacting residents' living conditions.

The Home

Survey responses regarding safety and maintenance show many residents expressing satisfaction with safety checks and some communal cleaning. Still, a number of tenants show concerns about unresolved repairs, maintenance quality, and neglect of communal areas persist, indicating room for improvement.

Repairs

Tenant responses to Willow Tree Housing's repair services praise promptness and professionalism, many express dissatisfaction with communication delays, uncompleted repairs, inconsistent workmanship from contractors, and unresolved issues like leaks and mould, impacting overall satisfaction.

Neighbourhood Contribution

Positive feedback about Willow Tree's neighbourhood contribution highlights efficient service, cleanliness, and responsiveness, although concerns include a lack of action on requests, maintenance issues, and anti-social behaviour. Communication through newsletters is appreciated but varies in awareness.

ASB

Regarding Willow Tree's handling of ASB, some residents report effective resolutions and satisfaction, while others express concerns about slow responses and inadequate action, particularly regarding drug-related issues and community safety.

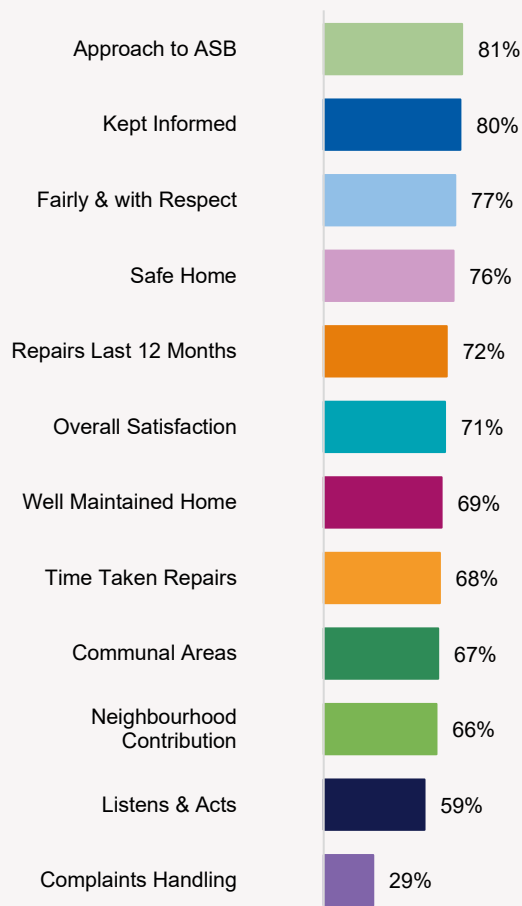
Customer Service & Communication

Responses regarding customer service and communication at Willow Tree Housing highlight that some tenants appreciate the politeness and responsiveness they encountered. Others express frustration over poor communication, delays in responses, and inconsistency in information provided, making efforts to improve clarity and response times necessary.

Complaints

Finally, comments reveal dissatisfaction regarding complaint handling, with issues like a lack of timely responses, poor communication, and unresolved problems. While some appreciate prompt action, many express frustration over ongoing concerns, delays, and inadequate resolutions spanning several years.

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 Q4 of 2025/26, built using the Tenant Satisfaction Measures (TSMs) as provided by the Regulator of Social Housing, plus seven sentiment questions to delve deeper into the drivers of satisfaction.

Satisfaction has risen in eight out of the 12 measures, seeing its largest increase in the approach to ASB, which went up by 22p.p to 81% since Q3. The approach to handling ASB now sits at the very top of the ranking of measures, which is quite unusual for a measure which often performs variably across the sector. There are now 71% of tenants satisfied with the overall service, and this sits right in the middle part of the range of measures. Six measures are now at 70% and above, those being the approach to ASB (81%), tenants being kept informed (80%), tenants being treated fairly and with respect (77%), the provision of a safe home, the repairs completed in the last 12 months (72%), and overall satisfaction (71%). Now, only one measure has satisfaction levels below 50%: Willow Tree's handling of complaints, at 29%.

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 +0.51, increasing from -0.09 in Q3, and all other subject areas have positive scores except for repairs (-0.46) and complaints (-2.21). The main areas of concern are the handling of complaints and the repairs service. Analysing the sentiment scores and reading the comments will help Willow Tree get a better understanding of what is driving satisfaction, and what is not working quite as well.

Recommendations

Well-maintained home – This service has seen fluctuations in almost every quarter and is now at the lower quartile mark compared to other Acuity clients. Since this measure is the most common key driver for overall satisfaction, Willow Tree may need to look at the maintenance works are carried out and establish consistency in this. Tenants note that repairs are sometimes incomplete or inadequate, leading to reoccurring frustrations. It is suggested that reported issues are assessed more specifically, allowing for more to be accomplished within one visit and reducing the need to highlight the same issue multiple times. This will also allow contractors to be better-equipped when they come for maintenance visits.

Complaints Handling – A total of 21% of surveyed tenants had made a complaint in the last 12 months, remaining the only measure where more tenants are dissatisfied than satisfied. Willow Tree needs to manage tenant expectations and communicate reasonable timescales for complaints to be handled to see this balance more in their favour. It would also be helpful to publish a tenant-friendly summary of the updated Housing Ombudsman's code, which provides definitions for what constitutes a complaint and what is a service request. This also clarifies the timescales within which Willow Tree is required to respond to each stage of an official complaint, as well as the whole escalation process. Willow Tree may wish to review the question set and consider additional questions around the recording and stage of complaint.



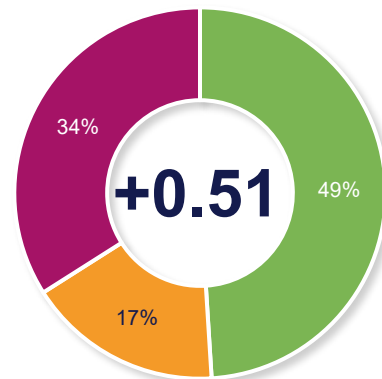
Sentiment

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

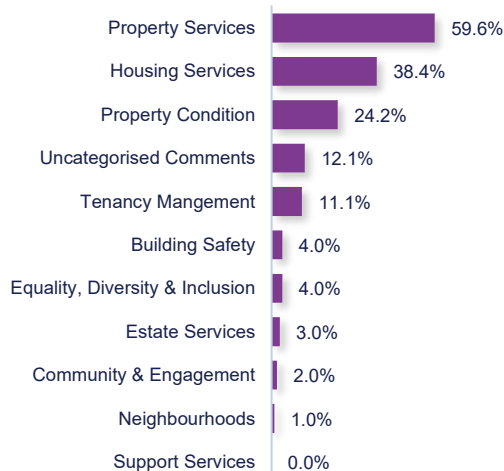
Overall Satisfaction

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

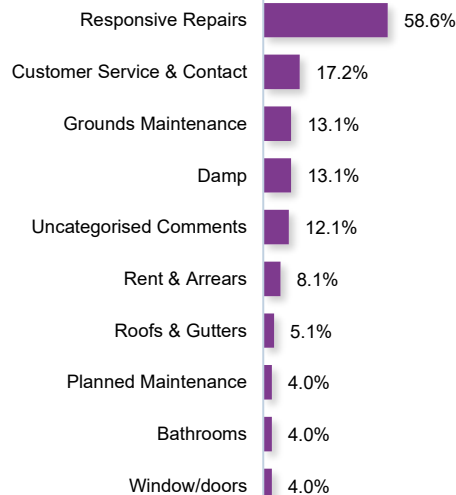
Base Size: 99



Categories

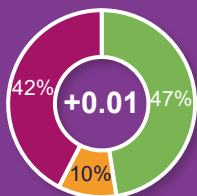


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	41	48.8%	-0.34
Subcategory, no attribute (yet)	21	25.0%	+1.52
Resolution	17	20.2%	+0.06
Communication / Transparency	16	19.0%	-0.44
Quality of Work / Service	13	15.5%	+0.15
Effort	6	7.1%	-4.33
Appointments / Convenience	4	4.8%	0.00
Satisfaction	4	4.8%	+0.50
Staff Conduct	4	4.8%	+5.00
Worker Conduct	3	3.6%	-1.67
Empathy	2	2.4%	-1.50
Accountability	1	1.2%	-5.00
Consistency	1	1.2%	+3.00
Listening / Acting	1	1.2%	+5.00
Trust	1	1.2%	-5.00
Accessibility			-
Fairness			-
Safety			-
No Comments			-



Tenants were asked to describe the specific experiences that have shaped their view of Willow Tree's service. Many individuals appreciate the assistance in obtaining homes and timely repairs for urgent issues, highlighting good communication and professionalism from staff.

However, concerns persist around unresolved maintenance requests, with reports of delayed repairs for critical problems like leaks, damp, and inadequate heating, some lasting over a year. Tenants express dissatisfaction with the quality of repairs and the perception that quick fixes are favoured over comprehensive solutions. Issues such as poor communication, lack of follow-up, and inadequate management of complaints are noted. Some respondents feel overwhelmed by the challenges faced, particularly regarding the maintenance of their homes and properties.

Despite these critiques, many tenants acknowledge the affordability of rent and the overall reasonable service they have received, but the continued backlog of repairs and slow response times remain prominent issues that require urgent attention.

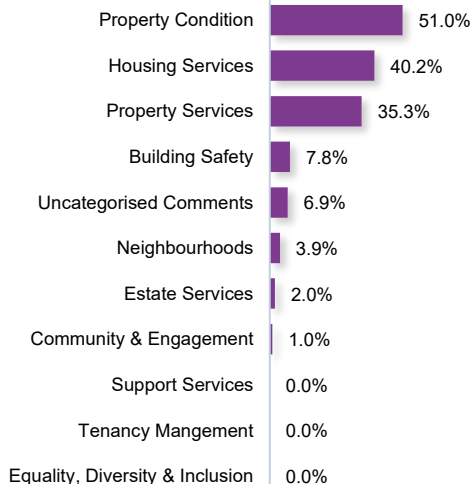
The Home

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

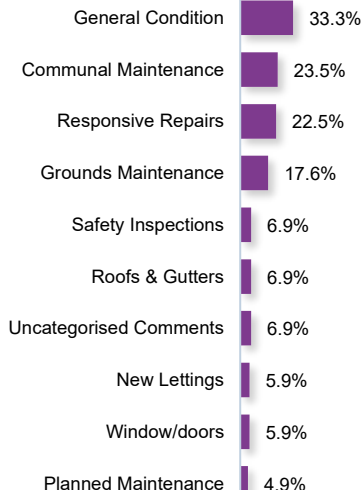
Base Size: 102



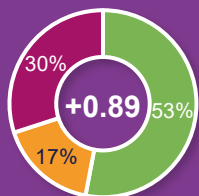
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Quality of Work / Service	28	40.6%	+0.18
Timeliness / Responsiveness	21	30.4%	+0.62
Subcategory, no attribute (yet)	18	26.1%	+0.89
Safety	9	13.0%	+1.44
Communication / Transparency	5	7.2%	-2.60
Resolution	5	7.2%	-1.40
Satisfaction	4	5.8%	+4.00
Effort	3	4.3%	-3.33
Accountability	2	2.9%	-4.00
Listening / Acting	1	1.4%	0.00
Staff Conduct	1	1.4%	+5.00
Worker Conduct	1	1.4%	-3.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Empathy			-
Fairness			-
Trust			-
No Comments			-



Tenants were asked to share their views on the safety and maintenance of their home, as well as the cleanliness and maintenance of any communal areas. Positive feedback is given about the responsiveness of maintenance services for urgent issues and general safety beliefs within the community, with some tenants feeling secure in their environment. Many tenants appreciate the cleanliness of communal spaces and prompt attention to maintenance issues by Willow Tree.

Still, concerns remain about specific maintenance failures and safety precautions. Some respondents highlight safety hazards, such as protruding screws, unaddressed leaks, and inadequate responses to requests for repairs, particularly in communal areas. Others note a lack of proper signage during cleaning, contributing to accidents. Complaints also include poor maintenance of outdoor areas and ongoing issues like mould and outdated windows that have not been addressed despite repeated reports.

Despite satisfaction with certain aspects of maintenance and safety checks, many express frustration over unresolved and ongoing maintenance problems, potentially affecting overall resident satisfaction.

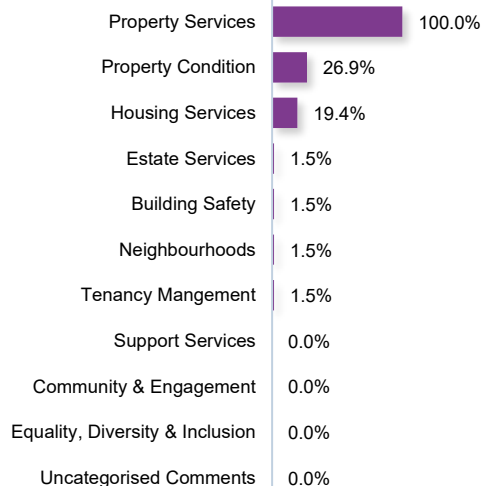
Repairs & Maintenance

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

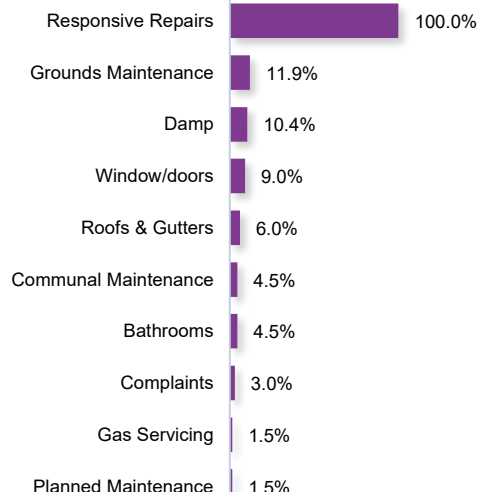
Base Size: 67



Categories

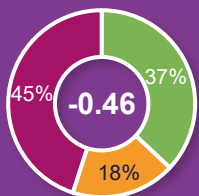


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	38	56.7%	-0.34
Quality of Work / Service	16	23.9%	+1.19
Subcategory, no attribute (yet)	13	19.4%	-2.46
Resolution	12	17.9%	-3.00
Worker Conduct	7	10.4%	+1.14
Effort	6	9.0%	-1.33
Communication / Transparency	5	7.5%	-2.60
Satisfaction	3	4.5%	+4.33
Appointments / Convenience	2	3.0%	-5.00
No Comments	2	3.0%	0.00
Fairness	1	1.5%	+5.00
Listening / Acting	1	1.5%	0.00
Safety	1	1.5%	-5.00
Accessibility			-
Accountability			-
Consistency			-
Empathy			-
Staff Conduct			-
Trust			-



Tenants were asked to describe their experience with the repairs service over the last 12 months. Many respondents praise the promptness and politeness of workers, describing them as efficient and clean in their work.

However, some complaints highlight ongoing issues with responsiveness and the quality of repairs. Tenants report delays in addressing critical maintenance, particularly concerning heating and leaks, with some experiencing years-long waits for resolution. There are mentions of poor contractor performance, leading to repeated visits without satisfactory outcomes, particularly for bathroom and heating issues. Communication is cited as a problem, with respondents feeling ignored, especially in urgent situations. Others express concerns about inadequate repairs, where temporary fixes led to recurring problems, like mould and misaligned doors. Finally, the change in contractors is noted, with past providers deemed superior to the current ones in quality and service.

Overall, while there are positive sentiments, the need for improved communication, responsiveness, and lasting repairs is evident.

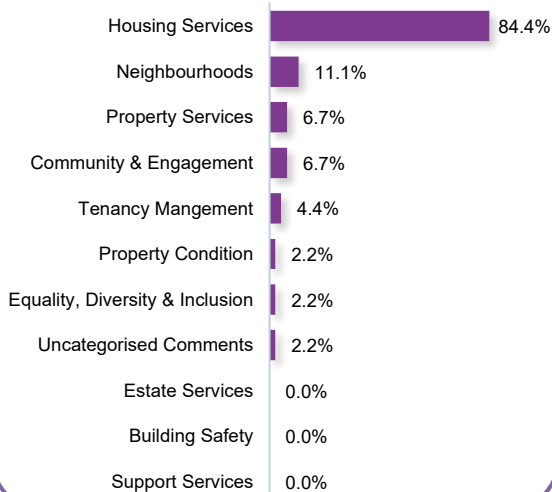
Neighbourhood Contribution

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

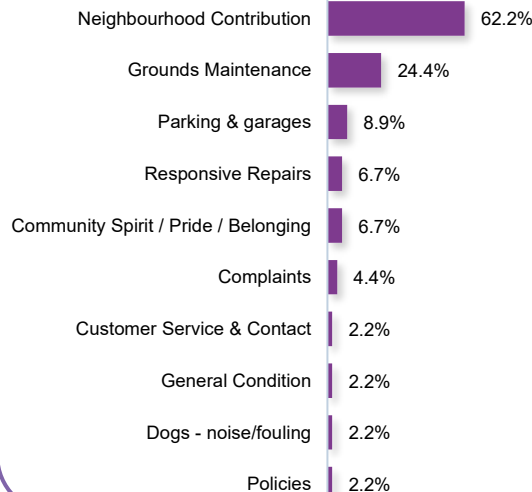
Base Size: 45



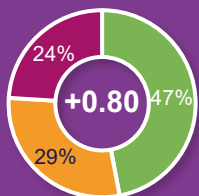
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	16	40.0%	+0.69
No Comments	7	17.5%	-0.71
Quality of Work / Service	6	15.0%	+1.00
Satisfaction	6	15.0%	-1.17
Communication / Transparency	4	10.0%	+2.75
Listening / Acting	4	10.0%	-5.00
Timeliness / Responsiveness	3	7.5%	+3.67
Staff Conduct	2	5.0%	+4.00
Safety	1	2.5%	+5.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Effort			-
Empathy			-
Fairness			-
Resolution			-
Trust			-
Worker Conduct			-



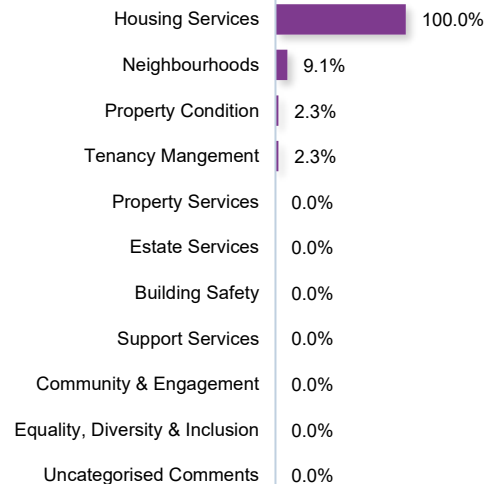
Tenants were asked to share their views on Willow Tree's contribution to their neighbourhood. Many respondents appreciate the sense of community and quick response to maintenance issues, expressing satisfaction with the overall living conditions. Positive comments highlight the welcoming environment and good external maintenance of properties.

However, several criticisms surface, particularly concerning a lack of communication and unresolved requests, such as marked parking spaces and maintenance of communal areas. Some tenants feel disconnected, not knowing what contributions are made by Willow Tree, while others mention issues like anti-social behaviour from neighbours and inadequate upkeep of the area, leading to a neglected appearance. Regular updates via newsletters are acknowledged positively, although they fall short of resolving specific concerns. Some tenants voice dissatisfaction over grounds maintenance and the general responsiveness to community needs.

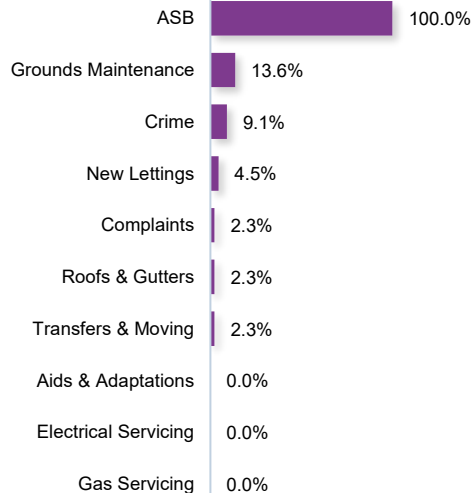
Overall, the responses indicate a desire for better engagement and attention to community issues alongside existing positive relationships with the Willow Tree.



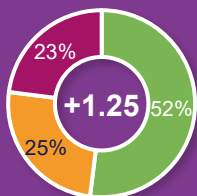
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	14	31.8%	0.00
Communication / Transparency	6	13.6%	+0.83
Listening / Acting	6	13.6%	-1.67
Quality of Work / Service	5	11.4%	+3.60
Resolution	5	11.4%	+2.60
Satisfaction	5	11.4%	+3.80
Timeliness / Responsiveness	5	11.4%	+3.60
No Comments	5	11.4%	+2.00
Empathy	1	2.3%	+5.00
Fairness	1	2.3%	-5.00
Safety	1	2.3%	-5.00
Trust	1	2.3%	-5.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Effort			-
Staff Conduct			-
Worker Conduct			-



Tenants were asked to give their thoughts on Willow Tree's approach to handling ASB. Several report a peaceful environment and note a lack of ASB incidents. Some respondents praise Willow Tree Housing for effectively addressing problems, citing prompt responses and successful resolutions related to drug use and problematic neighbours.

However, there are complaints about perceived inaction, particularly regarding issues like vandalism, theft, and drug dealing near their residences. Several individuals express dissatisfaction with the handling of complaints, suggesting that more focus should be put on supporting the victims rather than accommodating the perpetrators. A few respondents feel that their situations are not taken seriously or are left unresolved, highlighting potential gaps in communication and follow-up.

Overall, while many tenants feel the ASB team is responsive, there remain areas for improvement in ensuring proactive measures and community safety.

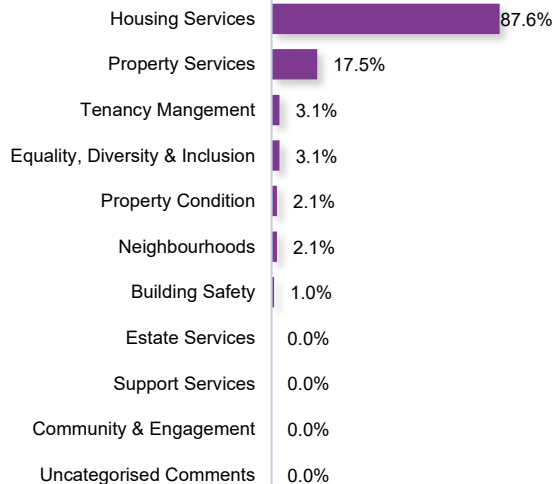
Customer Service & Communication

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

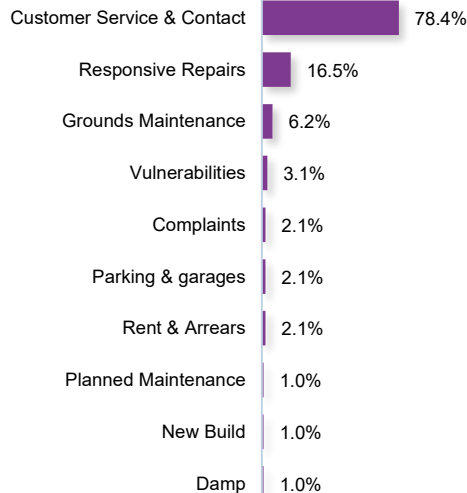
Base Size: 97



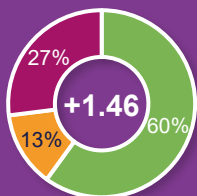
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Communication / Transparency	42	43.8%	+0.38
Staff Conduct	21	21.9%	+4.19
Timeliness / Responsiveness	20	20.8%	+1.00
Satisfaction	14	14.6%	+2.79
Quality of Work / Service	12	12.5%	+0.83
Effort	11	11.5%	-1.45
Subcategory, no attribute (yet)	9	9.4%	+2.33
Listening / Acting	7	7.3%	+2.57
Resolution	3	3.1%	0.00
Trust	2	2.1%	0.00
Worker Conduct	2	2.1%	+5.00
Accountability	1	1.0%	-5.00
Appointments / Convenience	1	1.0%	+5.00
Consistency	1	1.0%	+5.00
No Comments	1	1.0%	0.00
Accessibility			-
Empathy			-
Fairness			-
Safety			-



Tenants were asked to describe their experience with the customer service and communication at Willow Tree Housing. Many tenants praise the staff for their helpfulness, politeness, and quick responses to inquiries via phone and email.

Still, a recurrent theme is the difficulty in reaching customer service and obtaining timely follow-ups, with complaints about being promised callbacks that never occur. Communication concerning repairs often receives negative feedback, as tenants note inconsistencies between what is communicated and the actions taken by contractors. There are also mentions of overly complicated letters and a lack of internal communication, leading to frustration among tenants. Some respondents express satisfaction with communication about general matters but highlight poor responsiveness when issues arise.

Despite these criticisms, a segment of respondents appreciates the friendly demeanour of the staff and the information shared through newsletters, indicating that while there are areas for improvement, there are also strengths that can be built upon.

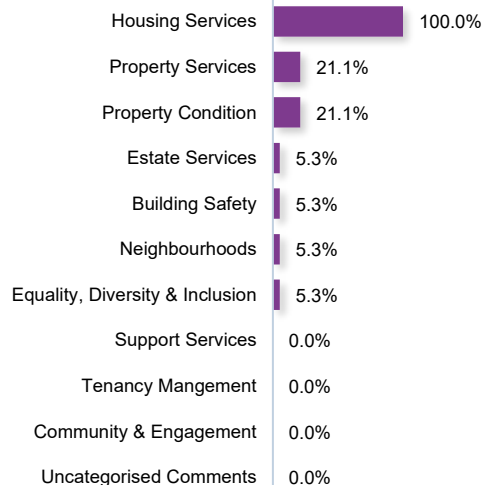
Complaints Handling

Please describe your experience of how complaints are handled.

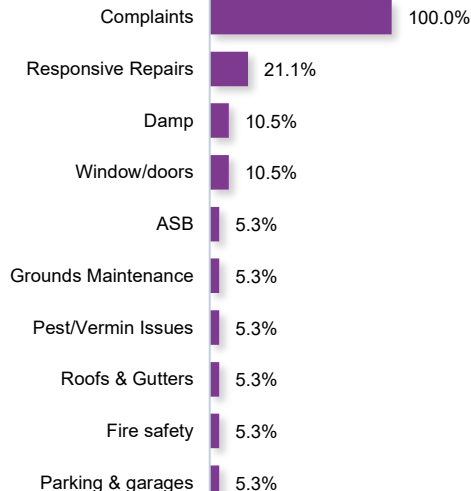
Base Size: 19



Categories

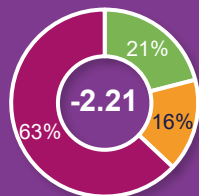


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	8	42.1%	-2.75
Communication / Transparency	6	31.6%	-5.00
Resolution	5	26.3%	-3.00
Subcategory, no attribute (yet)	5	26.3%	-1.00
Listening / Acting	3	15.8%	-1.67
Effort	1	5.3%	-5.00
Quality of Work / Service	1	5.3%	-5.00
Trust	1	5.3%	-5.00
No Comments	1	5.3%	0.00
Accessibility			-
Accountability			-
Appointments / Convenience			-
Consistency			-
Empathy			-
Fairness			-
Safety			-
Satisfaction			-
Staff Conduct			-
Worker Conduct			-



Tenants were asked to describe their experience with Willow Tree's complaints handling service. While some individuals note positive interactions, indicating care and efficiency in certain cases, complaints are noted regarding inefficiency and a lack of person-centred approaches, particularly for vulnerable groups.

The survey responses reveal dissatisfaction with complaint handling, highlighting two main concerns: lack of timely responses and inadequate communication. Several respondents report feeling ignored, with complaints either not acknowledged or unresolved for extended periods. Specific issues include unresolved maintenance problems (e.g., broken guttering, wasp nests, and mould) and ineffective communication regarding the progress of their complaints. There are cases where promises for repairs have stretched over years without resolution. A prevalent theme is the inadequate follow-up from management, leading to frustration and a feeling of being dismissed.

Overall, the feedback underscores an urgent need for improved responsiveness and a more organised system for addressing residents' complaints effectively.

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.

For further information on this report please contact:
Denise Raine: denise.raine@arap.co.uk

Acuity
Tel: 01273 287114
Email: acuity@arap.co.uk
Address: PO Box 395, Umberleigh, EX32 2HL

