



# East Devon District Council

## TSM LCRA Tracker Q2 2025/26 Report

Prepared by: Acuity Research & Practice



# Introduction

Three councils in Devon, Exeter City Council, Mid Devon District Council, and East Devon District Council, have formed the Devon Consortium. This consortium has commissioned Acuity to conduct regular satisfaction surveys of the tenants of the three Councils during 2024/25 and into 2025/26.

This report is based on the findings from the East Devon DC (EDDC) survey, with separate reports for Exeter CC and Mid Devon DC. The aim for East Devon is to complete 522 surveys for the year using a mixture of online surveys and telephone interviews on a 20%/80% split. The target is to complete a minimum of 131 per quarter to achieve the desired number at year-end. This report is, therefore, labelled as Q2 25/26.

The fieldwork began on 18 August 2025 for the online survey, and this was followed by the telephone interviews starting on 1 September, with the survey eventually closing on 15 September. At the close of the survey, 135 completed surveys were received, plus a further six incomplete surveys, which are required to be included by the Regulator. The split of 20%/80% was also accomplished, with 29 online and 112 by telephone interviews achieved this quarter. This report also includes comparisons with the previous quarterly surveys.

The survey is confidential, and the results are sent back to EDDC anonymised unless tenants give their permission to be identified. 65% of tenants gave permission to share their responses with their details attached, and 92% of these tenants are happy for EDDC to contact them to discuss any information they provided.

This survey aims to provide data on tenants' satisfaction, which will allow EDDC to:

- Provide information on tenants' perceptions of current services
- Compare against the previous surveys
- Inform decisions regarding future service development
- Report to the Regulator annually, as required.

For the overall results, Acuity and the Regulator of Social Housing require that landlords with over 2,500 but under 10,000 properties achieve a sampling error of at least  $\pm 4\%$  at the 95% confidence level. For EDDC, 141 responses were received for the overall satisfaction question, and this response is high enough to conclude that the findings are accurate to within  $\pm 8.1\%$  for the quarter and  $\pm 4.0\%$  annually; therefore, meeting the required margin of error.

The majority of figures throughout the report show the results as percentages. The percentages are rounded up or down to the nearest whole number, and for this reason, may not in all cases add up to 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. Base numbers are shown against the charts as  $n=...$

Key TSM Metrics
Overall Satisfaction
The Home
Repairs
Neighbourhood
ASB
Engagement
Complaints
Wellbeing
Trends
Summary

# 58% Overall Satisfaction

Satisfaction with the overall service provided by EDDC fell by 2 percentage points (p.p) in Q2 to 58%.

However, the majority of measures have at least 60% satisfaction, with the highest for the way the Council treats tenants fairly and with respect (69%), followed by the repairs service in the last 12 months at 66%.

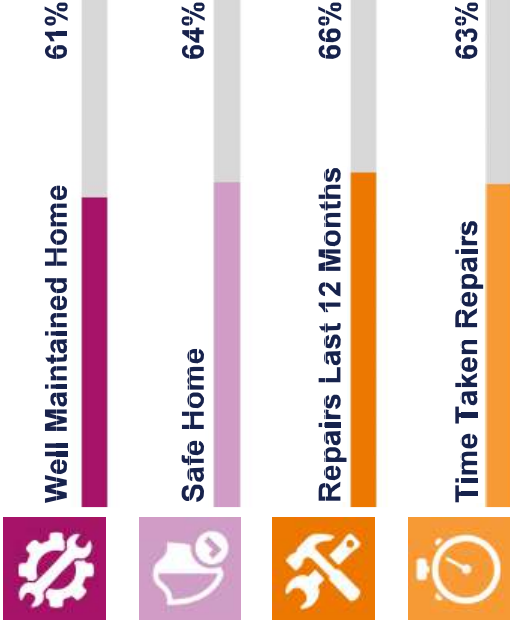
At the other end of the scale is the way the Council listens to tenants' views and acts upon them (41%), with just 18% satisfied with the handling of complaints.

The following pages present the results from the key measures, showing how these have changed over time, and also include an analysis of the open-ended question responses.

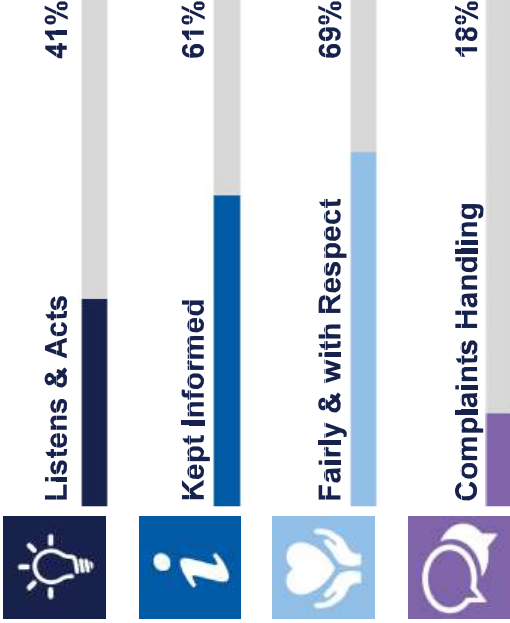


## TSM Key Metrics

### Keeping Properties in Good Repair



### Respectful & Helpful Engagement



### Responsible Neighbourhood Management





# Overall Satisfaction



# Overall Satisfaction

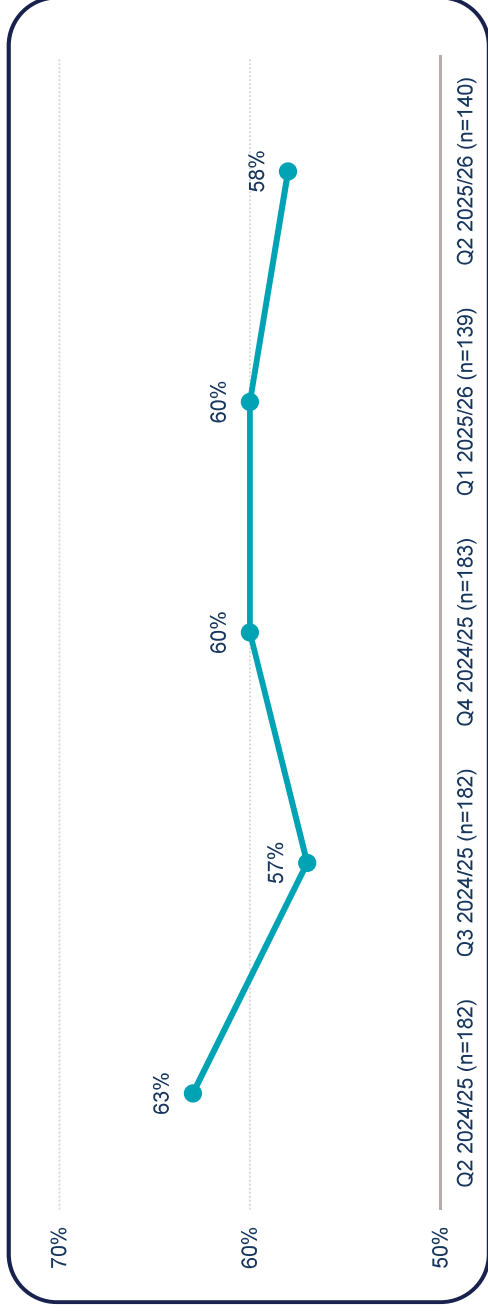
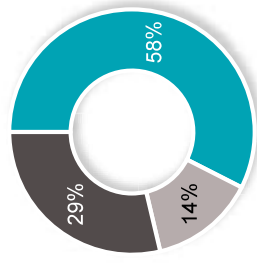
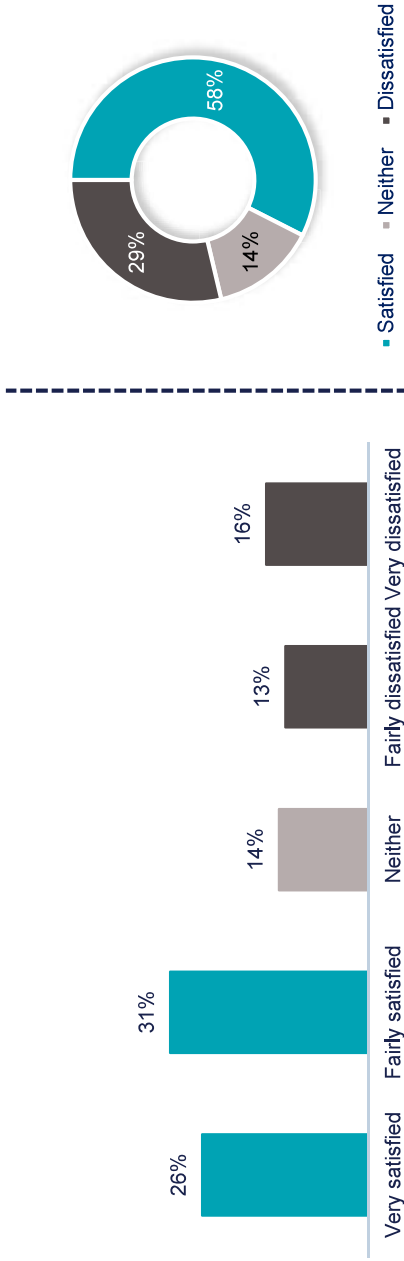
Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by East Devon District Council?" This is the key metric in any tenant perception survey.

Satisfaction has been around or just below the 60% mark for the last year, and Q2 is no exception with a small fall of 2p.p to 58%. There are fewer very satisfied than fairly satisfied; ideally, this should be the other way around.

There are 29% of tenants dissatisfied with the service, and despite the fall in satisfaction, this is also down by 5p.p. Additionally, 14% of tenants are neither satisfied nor dissatisfied.

Acuity has been monitoring satisfaction across the sector, and after several quarters of decline, overall satisfaction is finally starting to improve, up by a median of 2p.p to 73% satisfied, the highest point in a year. Survey methodology, timing, and service level improvements could all contribute to this.

However, this suggests that EDDC still has a way to go to match the sector average.



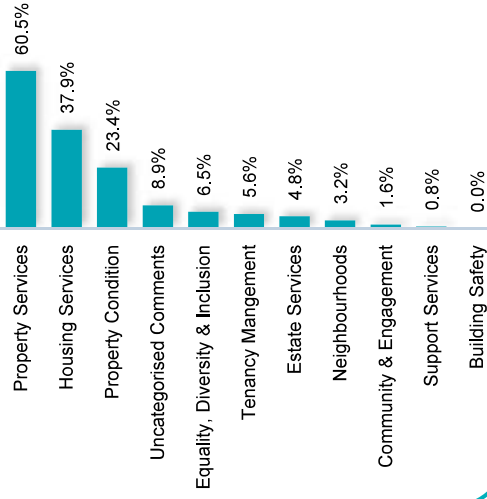
# Overall Satisfaction

Please describe your specific experiences that have shaped your view of East Devon District Council's service.

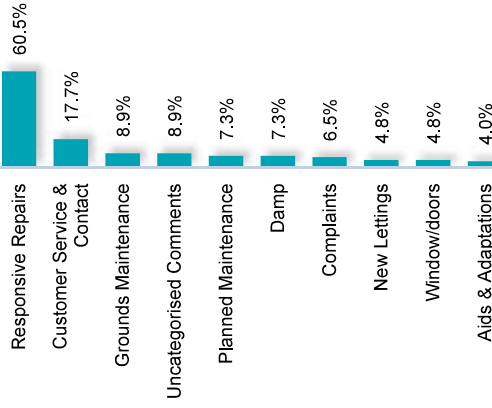


Base Size: 124

## Categories



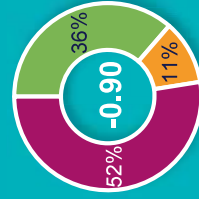
## Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	57	53.8%	-1.33
Quality of Work / Service	27	25.5%	-2.19
Resolution	21	19.8%	-3.43
Communication / Transparency	20	18.9%	-2.10
Subcategory, no attribute (yet)	17	16.0%	-2.24
Staff Conduct	8	7.5%	+2.50
Effort	7	6.6%	-1.00
Satisfaction	6	5.7%	+2.17
Listening / Acting	5	4.7%	-5.00
No Comments	5	4.7%	-1.00
Appointments / Convenience	4	3.8%	-5.00
Safety	3	2.8%	-1.67
Empathy	2	1.9%	-4.00
Accessibility	1	0.9%	-5.00
Accountability	1	0.9%	-5.00
Fairness	1	0.9%	-5.00
Trust	1	0.9%	+5.00
Worker Conduct	1	0.9%	-5.00
Consistency	1	0.9%	-

Tenants were asked, "Please describe your specific experiences that have shaped your view of East Devon District Council's service." Positive feedback highlights promptness in urgent repairs, helpful staff, and effective communication in some cases. Respondents appreciate the politeness and efficiency of the service, with several noting improvements over the past few years.

However, dissatisfaction emerges around the delays in general repairs, with many tenants reporting long wait times and unfulfilled requests. Issues such as poor communication, lack of follow-up, and inadequate maintenance are frequently mentioned. Specific complaints include unresolved damp problems, inadequate insulation, and ongoing pest issues. Some respondents express frustration over the quality of work performed by contractors, citing shoddy repairs and incomplete jobs. Additionally, concerns have been raised about the handling of complaints and the perceived lack of empathy towards vulnerable tenants. Overall, while some tenants feel well-supported, many others are left feeling neglected and frustrated by the service's shortcomings.



■ Positive ■ Neutral ■ Negative

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



## Well Maintained, Safety & Communal Areas

Satisfaction with the maintenance of the home has stayed at the same level in Q2 as in Q1, 61%, but 30% are dissatisfied. As with overall satisfaction in the sector, there has been an uplift in satisfaction at the start of 25/26, up 3p.p in Q1 to 74%. It is known that there is a strong correlation between overall satisfaction and maintenance.

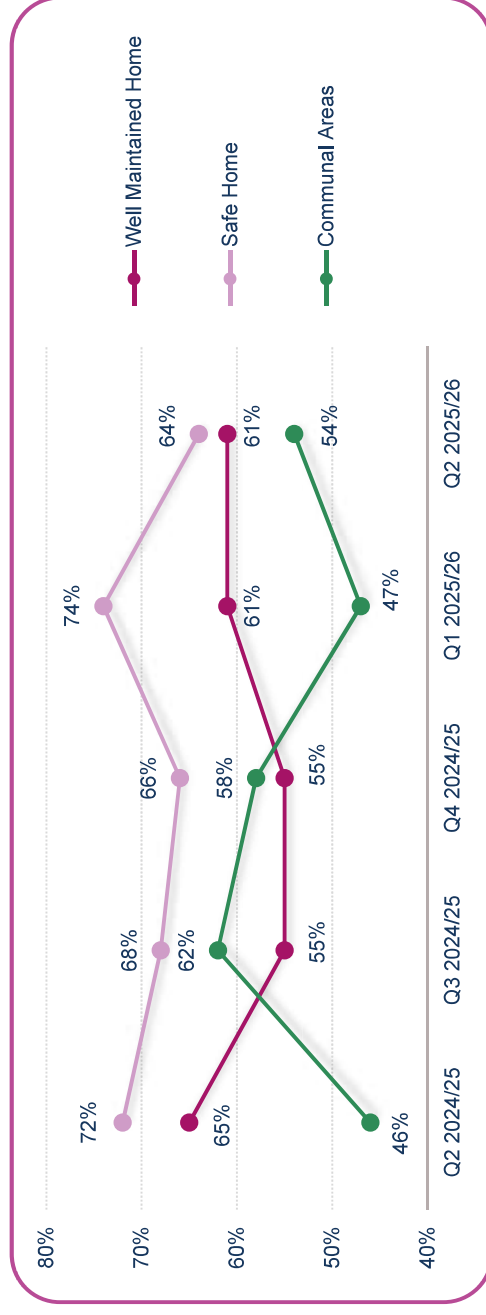
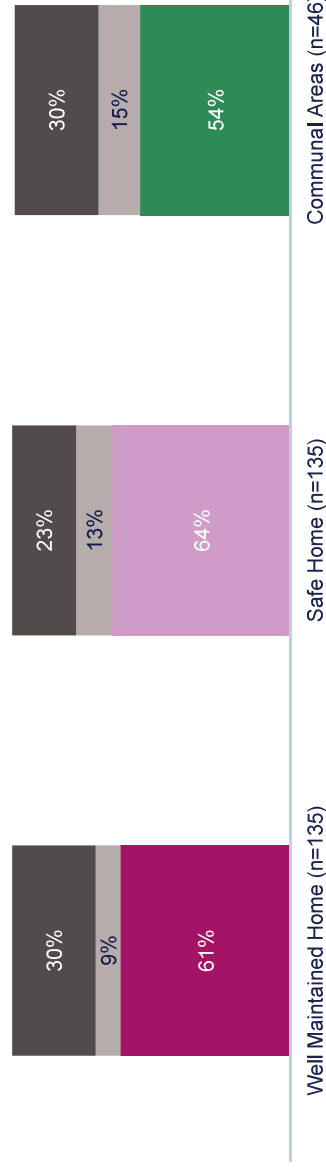
Commonly, more are satisfied with the safety of the home, and that is true here with 64% satisfied, although this has seen a fall of 10p.p in Q2; 23% are dissatisfied. In terms of the sector score, satisfaction is up 3p.p to a peak of 80% satisfied in Q1 25/26, following several months of consistency.

Just over a third of tenants stated that they live in a building with communal areas that EDDC is responsible for maintaining (35%). Just over half of these tenants are satisfied that EDDC keeps their communal areas clean and well maintained (54%), with 30% dissatisfied. However, satisfaction has increased by 7p.p since the previous survey.

The median satisfaction has risen by 4p.p to 71%, which, despite the increase, remains notably lower compared to individual home maintenance and safety metrics. This score is more prone to fluctuations as it depends upon the stock make-up of each landlord; therefore, it is important to look at a longer trend rather than be reactive in a quarter.



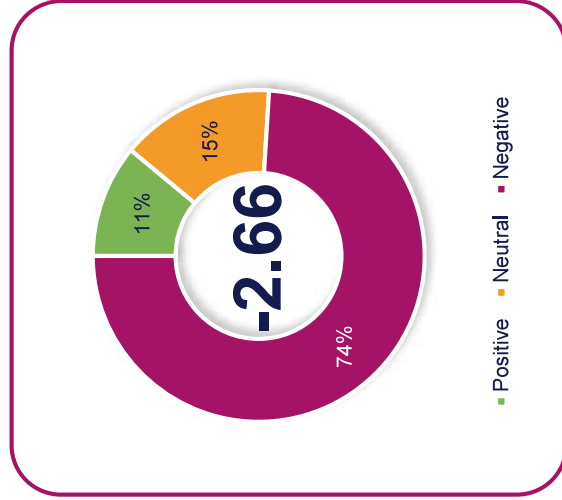
## Well Maintained, Safety & Communal Areas



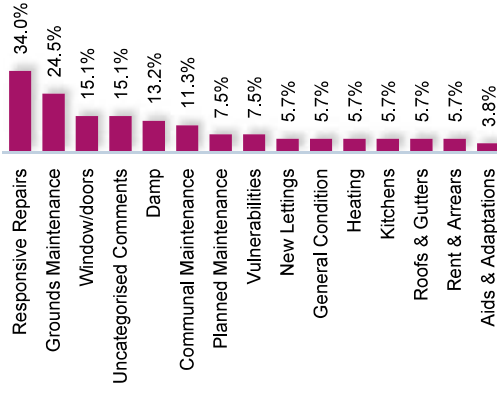
# The Home

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

Base Size: 53



## Top Subcategories

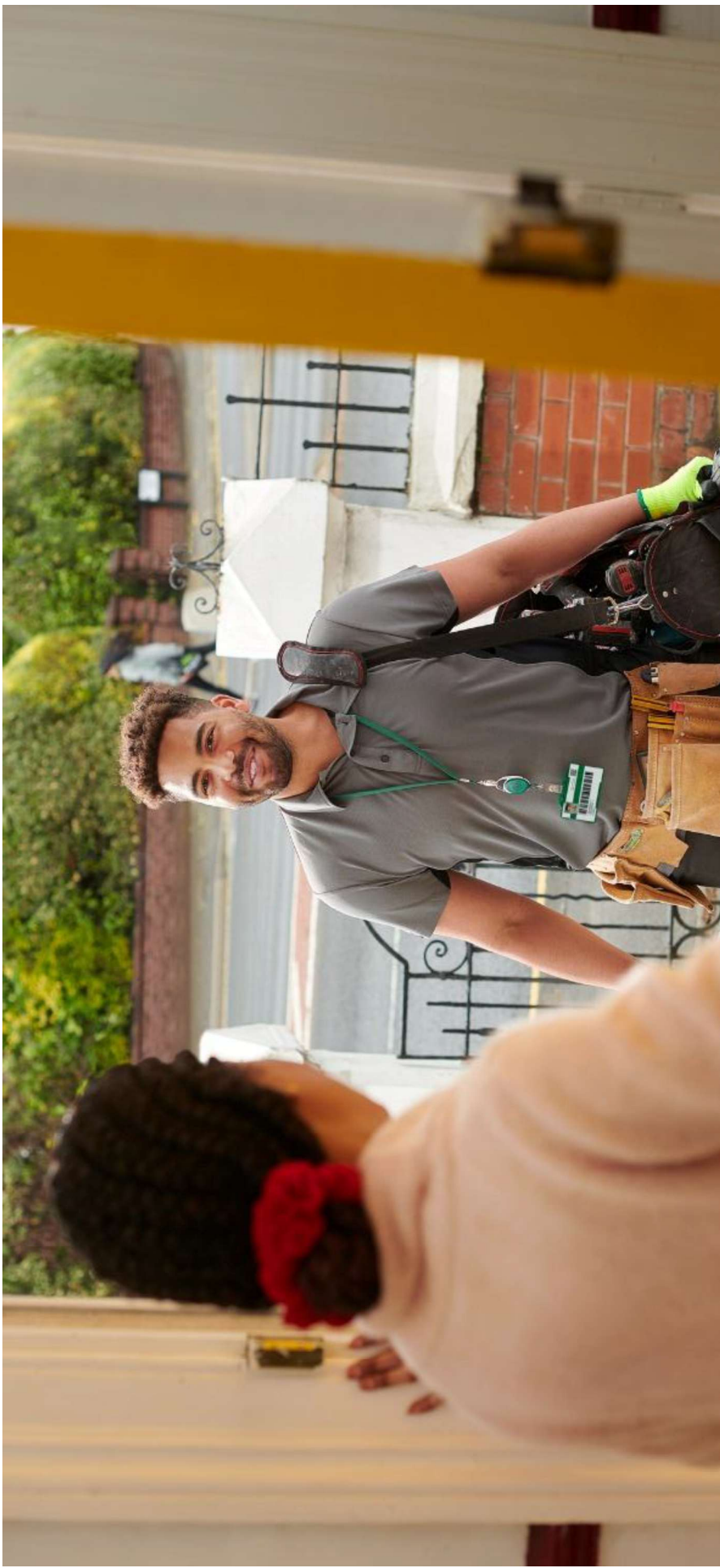


Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	14	26.4%	-3.36
Quality of Work / Service	10	18.9%	-2.10
Subcategory, no attribute (yet)	8	15.1%	-1.38
Communication / Transparency	5	9.4%	-3.60
Resolution	5	9.4%	-3.60
Safety	4	7.5%	-4.50
Effort	3	5.7%	-5.00
Accountability	1	1.9%	-5.00
Empathy	1	1.9%	-3.00
Listening / Acting	1	1.9%	0.00
No Comments	1	1.9%	0.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Fairness			-
Satisfaction			-
Staff Conduct			-
Trust			-
Worker Conduct			-

Just those not satisfied with the maintenance or safety of their home were asked why, hence the negative response. It is worth noting that 53 tenants responded out of 141. However, the responses do reveal strong dissatisfaction regarding the safety and maintenance of their homes and communal areas. Many respondents report issues such as damp, mould, and inadequate heating, with some highlighting severe safety concerns, including threats from neighbours and unsafe communal access. A recurring theme is the lack of timely repairs and poor communication from the Council, with tenants expressing frustration over unaddressed maintenance requests and inadequate follow-ups.

Communal areas are often described as poorly maintained, with overgrown grass, unclean spaces, and neglected pathways, which contribute to a sense of neglect. Several respondents note that essential repairs, such as window replacements and kitchen updates, have been overdue for years. The overall sentiment suggests a decline in service quality since the management change, with many tenants feeling that their concerns are not being taken seriously.

While a few respondents express satisfaction with their living conditions, the overwhelming feedback indicates a need for improved maintenance, better communication, and a more responsive approach to addressing tenants' concerns to enhance safety and overall living standards.



## Keeping Properties in Good Repair



# Keeping Properties in Good Repair

Two-thirds of tenants (66%) said they had a repair completed on their home in the last 12 months, and of these 66% are satisfied with the service over this period, although 24% are dissatisfied. Satisfaction with the repairs service fell 2p.p in Q2.

Median satisfaction is up 3p.p in Q1 of 25/26, the highest score since Q4 23/24, potentially driven by increases in resourcing as landlords try to tackle backlogs and improve service as the regulator publicises more downgrades. Is regulation improving scores, or is it a coincidence?

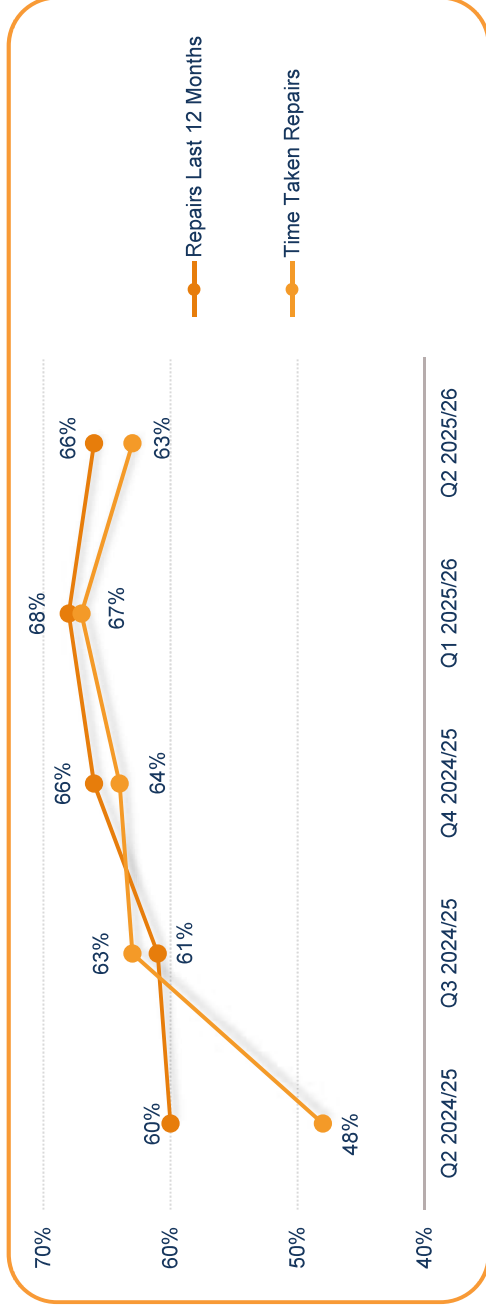
Generally, satisfaction with the time to complete repairs is slightly lower than with the service itself, and this is also true here, although 63% of respondents are still satisfied with the time taken to complete the most recent repair. This level of satisfaction has fallen a little in Q2, down 4p.p.

Nationally, there is very little change in the time taken to complete repairs (up 1p.p to 72%). While repairs have improved, the time to complete them hasn't changed, possibly suggesting that resourcing is still an issue.



Repairs Last 12 Months (n=90) | Time Taken Repairs (n=90)

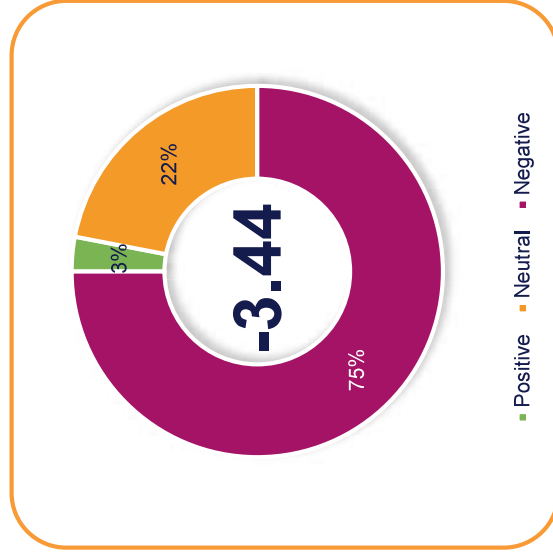
Coloured = Satisfied | Grey = Neither | Black = Dissatisfied



# Repairs & Maintenance

If you are not satisfied with how East Devon District Council deals with repairs and maintenance, please could you explain the reason why?

Base Size: 36



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	16	44.4%	-3.63
Subcategory, no attribute (yet)	14	38.9%	-2.71
Quality of Work / Service	6	16.7%	-4.17
Resolution	6	16.7%	-5.00
Communication / Transparency	4	11.1%	-3.25
Listening / Acting	2	5.6%	-5.00
Accountability	1	2.8%	-5.00
Appointments / Convenience	1	2.8%	-5.00
Effort	1	2.8%	-3.00
Empathy	1	2.8%	-5.00
Safety	1	2.8%	-5.00
Accessibility			-
Consistency			-
Fairness			-
Satisfaction			-
Staff Conduct			-
Trust			-
Worker Conduct			-
No Comments			-

Tenants were asked, "If you are not satisfied with how East Devon District Council deals with repairs and maintenance, please could you explain the reason why?" With just 36 tenants not satisfied responding, feedback on repairs is inevitably negative. Some tenants highlight issues such as prolonged wait times, poor communication, and inadequate follow-through on repairs. Many respondents report waiting weeks or even months for repairs to be completed, with some stating that jobs are left unfinished or poorly executed. Specific complaints include repeated visits from contractors who failed to resolve issues, a lack of proper materials, and a general sense of frustration with the contractors' performance.

Respondents express disappointment with the attitude of the service providers, noting instances of rudeness and a lack of accountability. There are also concerns about the quality of work, with several individuals mentioning that repairs are either not completed or are done inadequately, leading to recurring problems. The communication breakdown between the Council and contractors is a common theme, with many stating that their requests often disappear from the system or are not properly addressed.

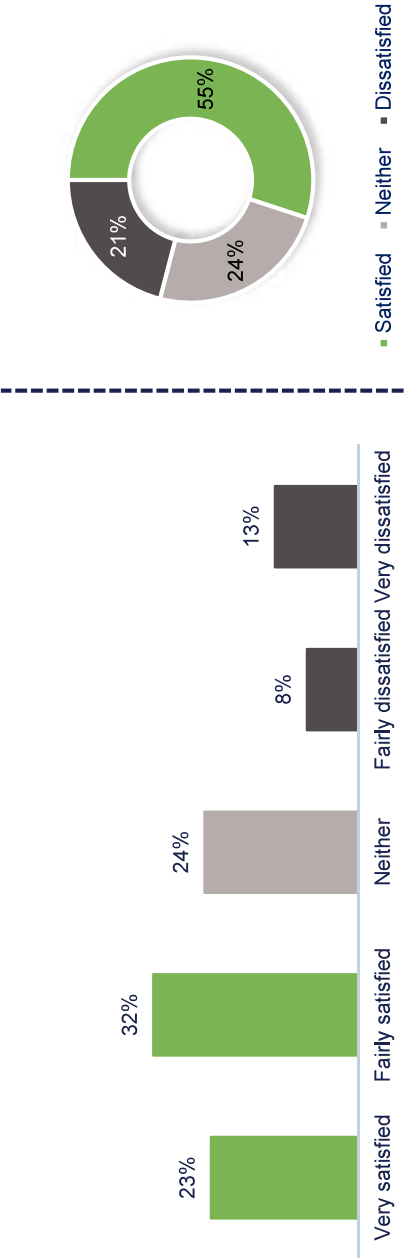
Overall, the feedback suggests a need for improved efficiency, enhanced communication, and higher quality standards in repair services to boost tenant satisfaction and trust.



## Contribution to the Neighbourhood



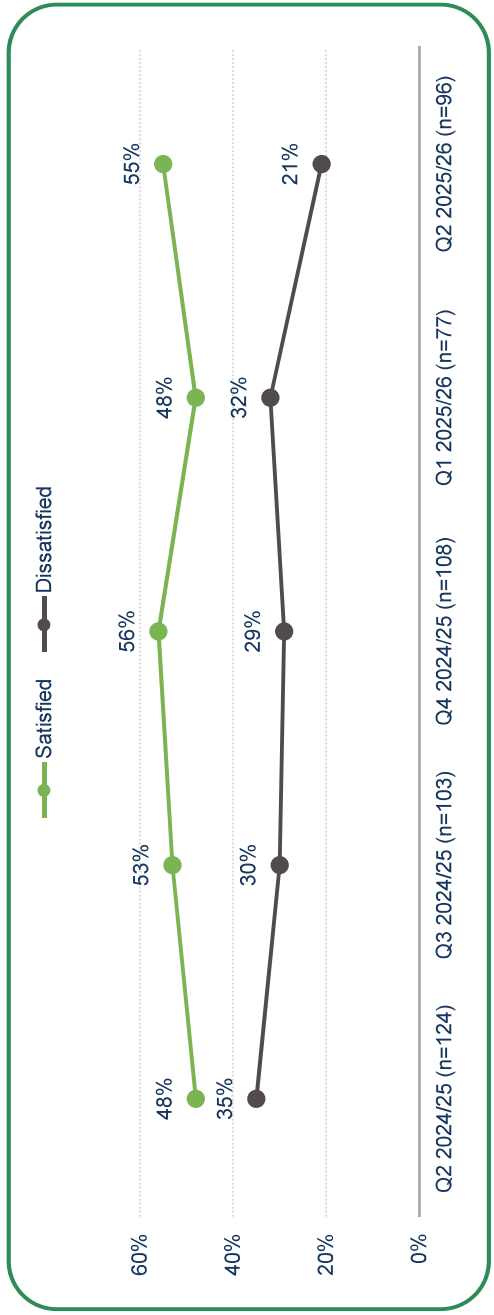
# Contribution to the Neighbourhood




Just over half the tenants are satisfied with the positive contribution EDDC makes to their neighbourhood, this having increased by 7p.p since Q1.

However, a fifth of tenants are dissatisfied with the contribution made, and a quarter are neither satisfied nor dissatisfied. This high number could be because tenants are unsure of the impact the Council has locally or are unsure how to address this question.

Across the sector, the measure has reached the highest level since the beginning of the TSM, currently sat at 69% satisfied, an increase of 2 p.p. The maximum value is at 89% and the minimum value is at 0% showing the contrast and emphasising the difficulty some respondents have in responding to the question.





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

**Approach to ASB**

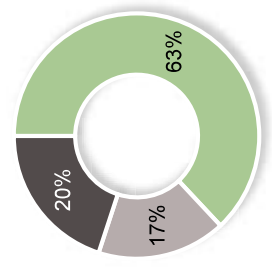
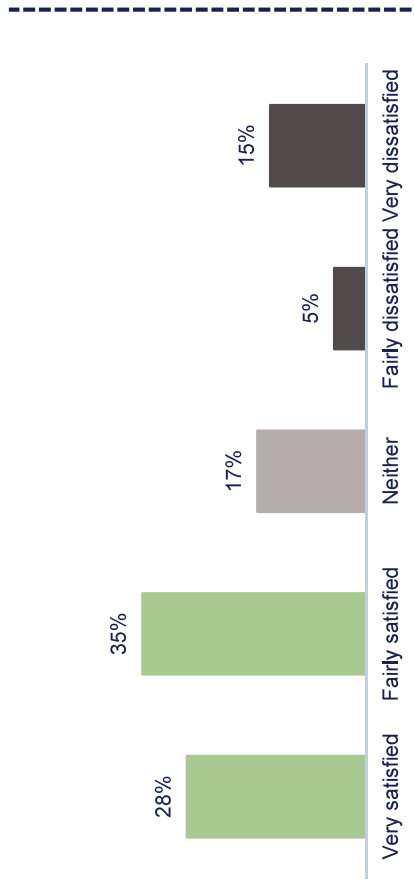


# Approach to ASB

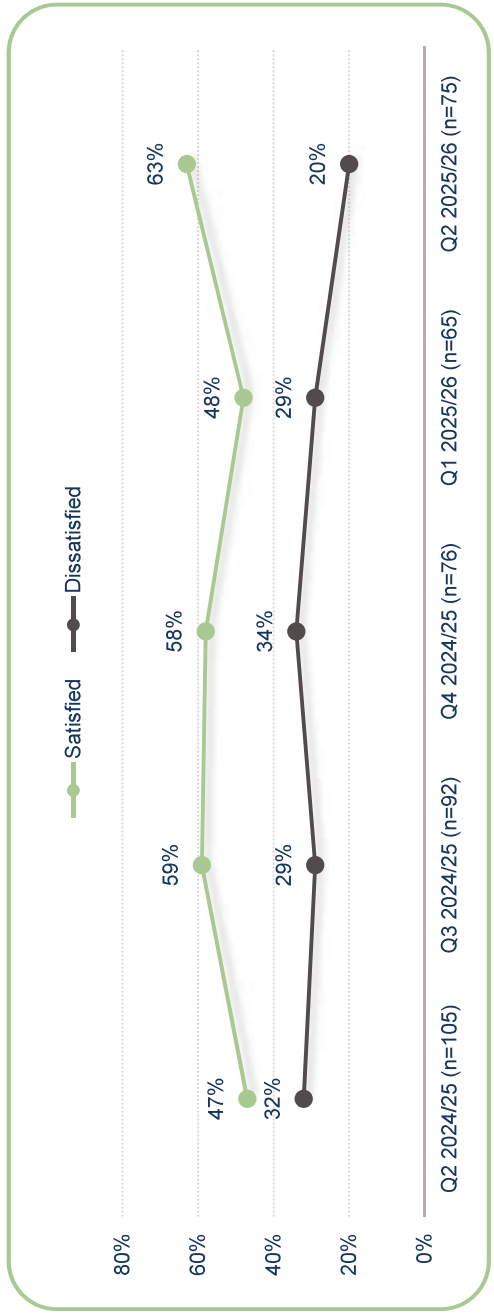
Satisfaction with the Council's approach to handling anti-social behaviour is up by 15p.p, the biggest change of this quarter's survey. This now sits at 63%, the highest point since these surveys began, although there are still a fifth of tenants dissatisfied.

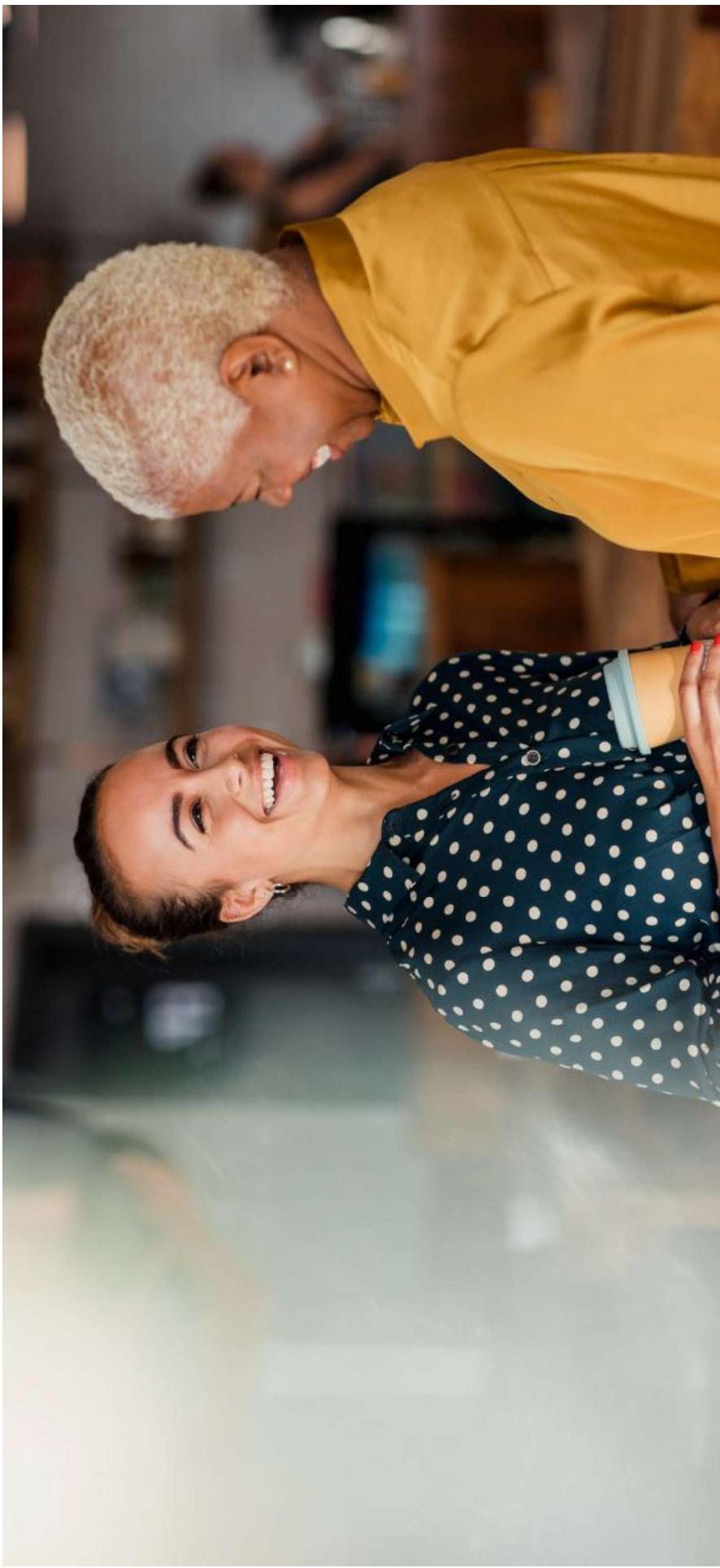
Median sector satisfaction in Q1 has dropped slightly to 60% satisfied (down 2 p.p), however, the score hasn't changed much in the past few years, hovering around the 60% mark. This is one of the measures where EDDC scores higher than the average.

Note: all residents were asked about their perception of how EDDC handles cases of ASB, not just those who have reported a case within the previous twelve months. This can lead to unexpected results and relies heavily on the effectiveness of communication with all residents, not just those who have experienced ASB in the past.



■ Satisfied ■ Neither ■ Dissatisfied





## Respectful & Helpful Engagement



# Respectful & Helpful Engagement

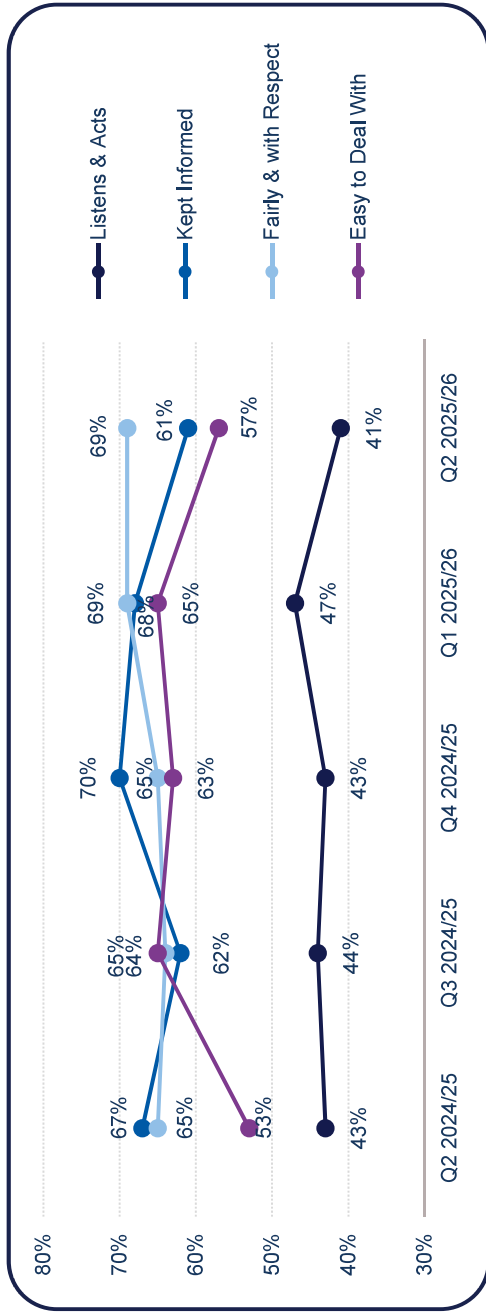
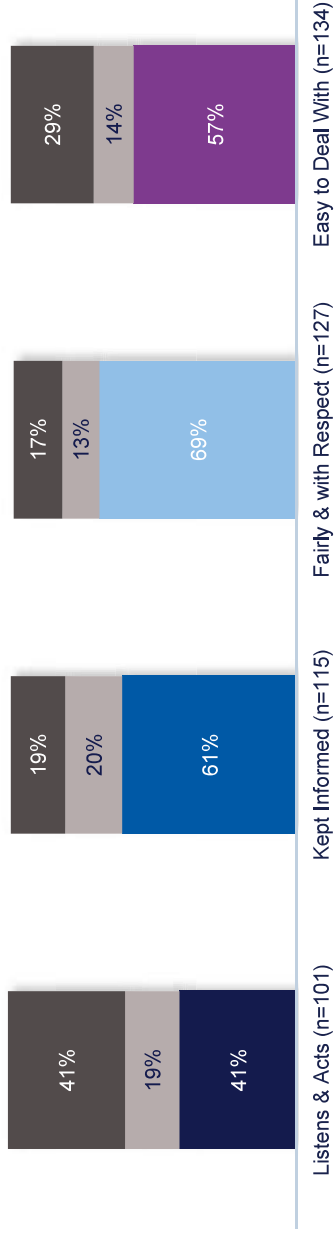
Those finding it easy to deal with the Council fell from 65% in Q1 to 57% in Q2; 29% said they find it difficult.

However, seven out of ten tenants agree that they are treated fairly and with respect; just 17% disagree. This number has remained unchanged from the previous quarter and remains the highest it has been in these surveys.

Fewer are satisfied that they are kept informed about things that matter to them, down 7p.p, and just 41% are satisfied that the Council listens to their views and acts upon them, this having fallen 6p.p in Q2. There are now as many dissatisfied as satisfied, with the level of satisfaction at its lowest point since these surveys began.

Quarterly sector scores remain consistent, with no change in satisfaction. 'Listens and acts' continues to be the lowest-scoring metric at 59%, indicating that landlords are still not effectively communicating their actions.

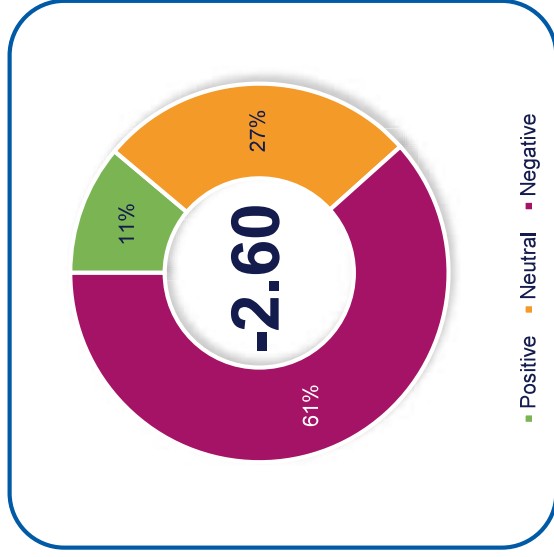
Anecdotally, we have started to notice that although they are promoting the TSMs, most won't make it obvious where the results are, so still not enough awareness of TSMs in the sector, both in terms of what they are and what landlords are doing with the results.



# Customer Service & Communication

If you are not satisfied with customer service and communications please provide more information, and what could East Devon District Council improve?

Base Size: 62



Attribute	Count	%	Sentiment Score
Communication / Transparency	21	33.9%	-2.57
Effort	12	19.4%	-2.92
Subcategory, no attribute (yet)	11	17.7%	-2.27
Listening / Acting	10	16.1%	-4.00
Resolution	7	11.3%	-4.29
Timeliness / Responsiveness	7	11.3%	-3.14
Quality of Work / Service	5	8.1%	-3.00
Staff Conduct	4	6.5%	-3.75
No Comments	4	6.5%	0.00
Empathy	3	4.8%	-3.33
Trust	3	4.8%	-5.00
Worker Conduct	2	3.2%	0.00
Accessibility	1	1.6%	+5.00
Accountability	1	1.6%	-5.00
Consistency	1	1.6%	0.00
Fairness	1	1.6%	0.00
Appointments / Convenience	1	-	-
Safety	1	-	-
Satisfaction	1	-	-

When asked, "If you are not satisfied with customer service and communications, please provide more information, and what could East Devon District Council improve?" many respondents express frustration over a lack of responsiveness, with numerous comments highlighting that their complaints are ignored or inadequately addressed. A recurring theme is the difficulty in reaching staff, with long wait times and unreturned calls or emails being common issues. Respondents note that while some staff members are helpful, others are perceived as rude or dismissive, leading to inconsistent experiences.

There is a strong desire for better communication, particularly regarding updates on repairs and timelines. Many feel that they have to chase for information, which contributes to feelings of neglect and frustration. Specific complaints include delays in repairs, lack of follow-up, and a general sense that their concerns are not taken seriously. Additionally, the online reporting system is seen as cumbersome, with many preferring direct human interaction. Overall, the feedback suggests a need for enhanced communication strategies and more reliable service delivery to improve tenant satisfaction.



## Effective Handling of Complaints



# Effective Handling of Complaints

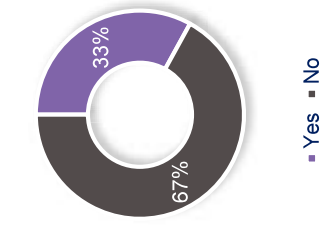
A third of tenants (33%) said they had made a complaint to the Council in the last 12 months, which is a similar level as in Q1. However, it is impossible to say how many of these are formal or genuine complaints rather than service requests that have yet to be fully actioned.

Just 18% of these tenants are satisfied with the handling of these complaints, with considerably more dissatisfied (75%). The gap between the two widened in Q2 with 10p.p fewer satisfied and 8p.p more dissatisfied. However, the levels have been fairly consistent over time, suggesting a lot of room for improvement.

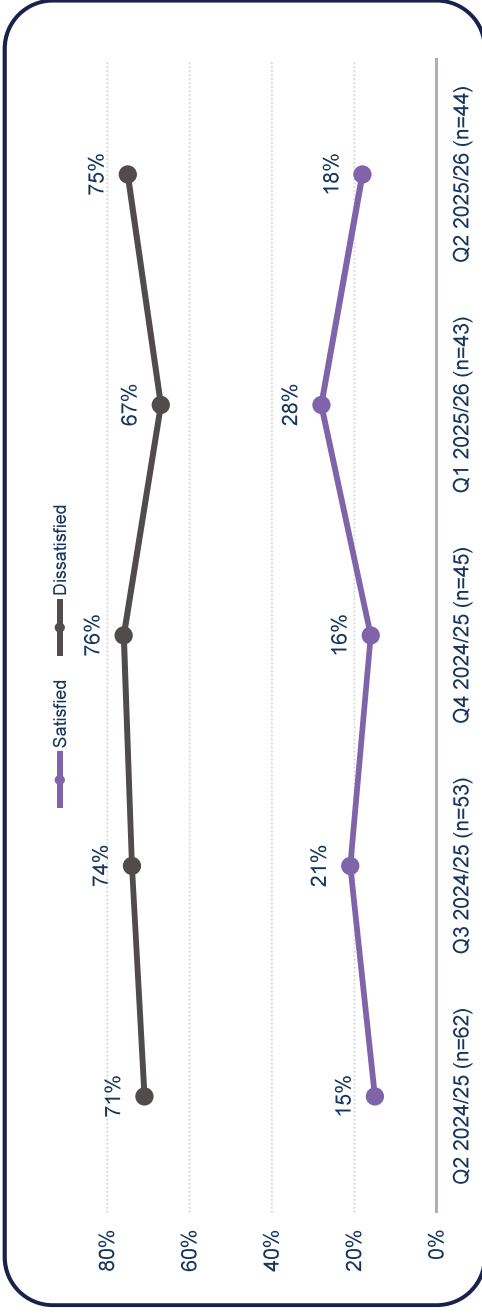
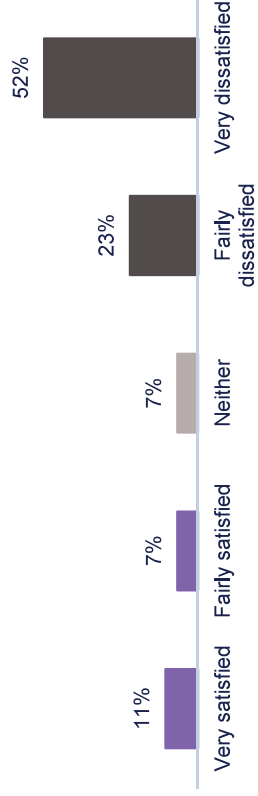
The proportion of respondents reporting a complaint in the sector is at its highest level at 37% while satisfaction with how landlords handle complaints is at its lowest at just 23% satisfied (no change from Q4 24/25), but still above the EDDC score.

This is, perhaps, to be expected with the release of the Ombudsman complaints code. To help the process and improve satisfaction, all landlords should have a probe into complaints as this is the best method for understanding what respondents interpret as a complaint and, more importantly, what they can do to address these issues.

Complaint in last 12 months



Satisfaction with Complaints Handling



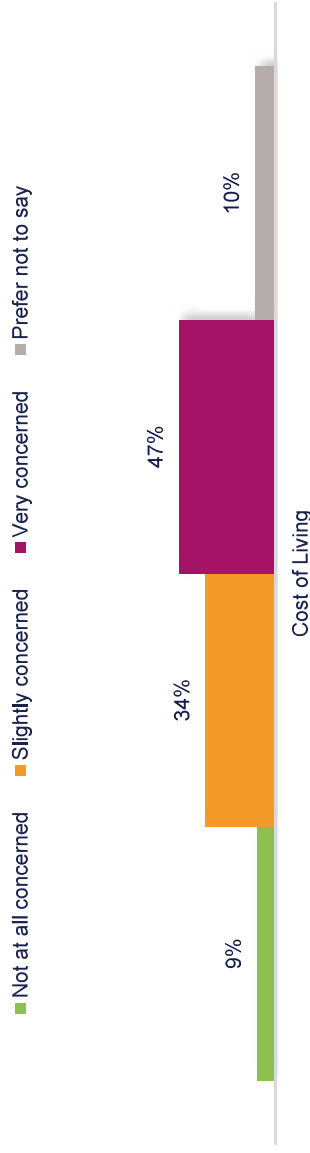


## Wellbeing



# Cost of Living

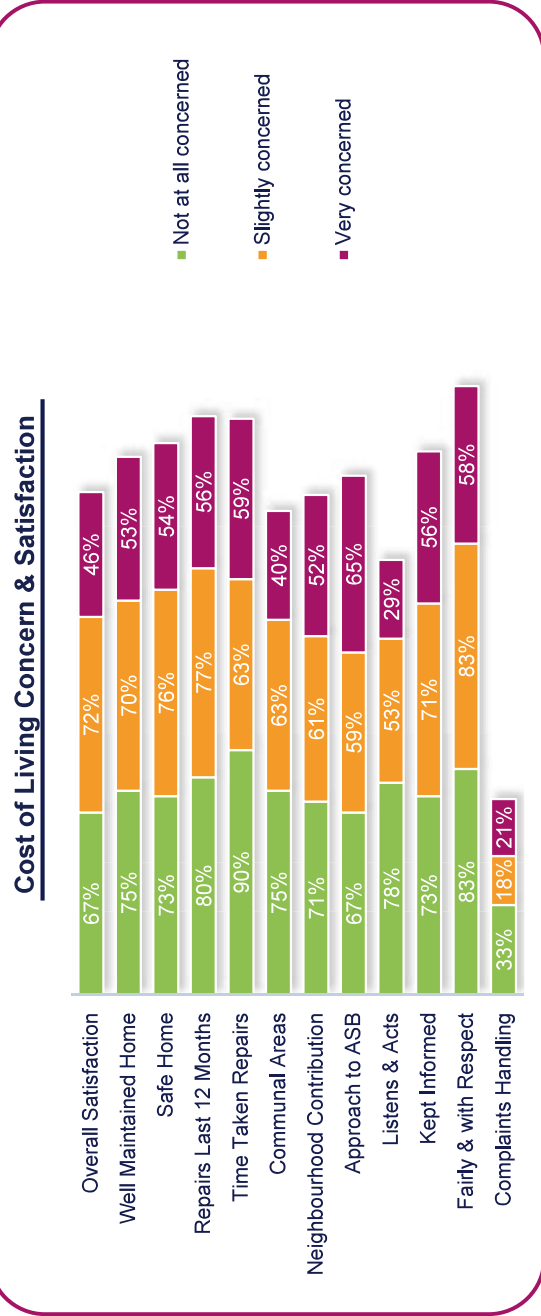
## Cost of Living Concern

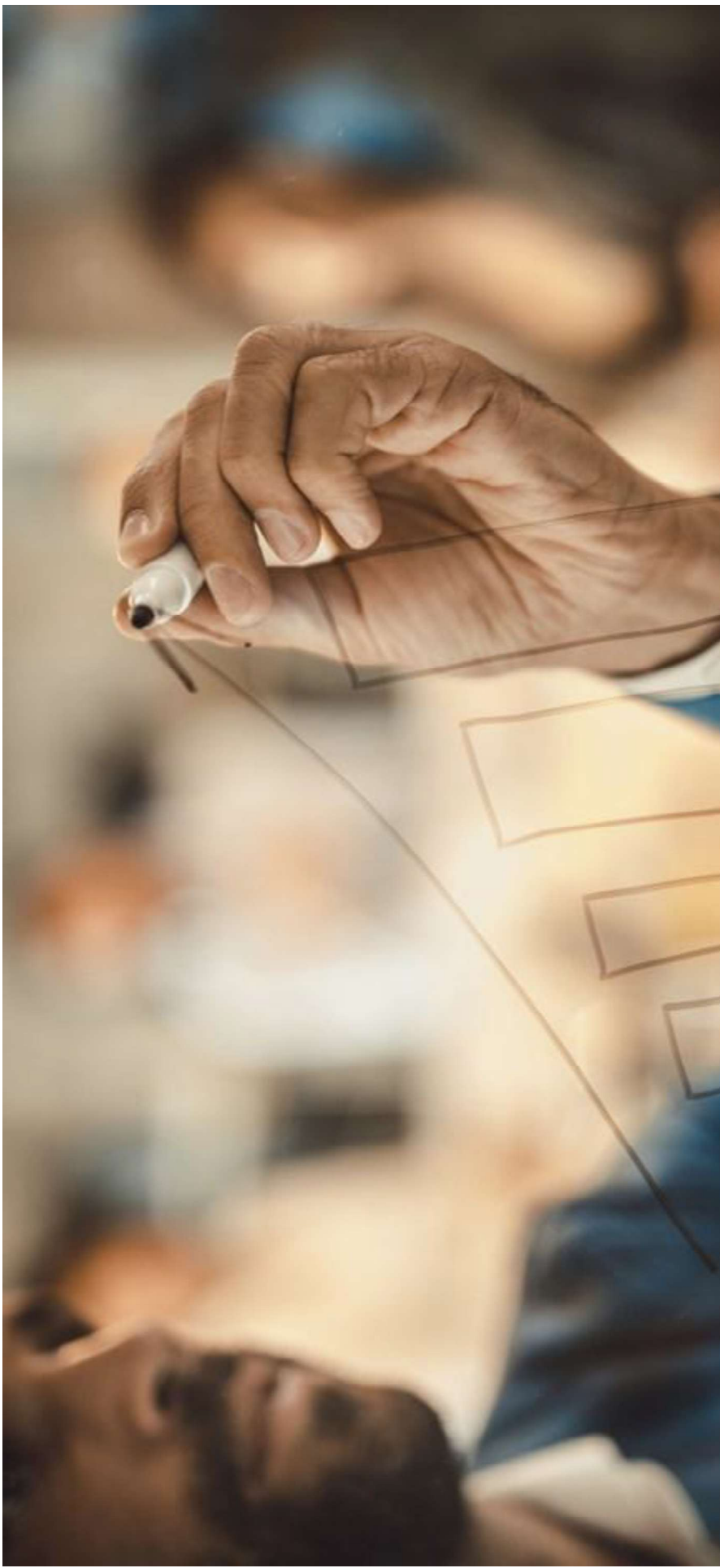


Eight out of ten tenants (81%) say they are concerned about the cost of living, 47% are very concerned, and a further 34% are slightly concerned. There are just 9% of tenants who are not concerned at all, with a further 10% preferring not to say.

There is a theory that individuals struggling financially are often less satisfied with the services they receive, and this appears to be the case here. The chart shows that those who are very concerned are less satisfied than other tenants, with just 46% being satisfied with the overall service.

This pattern continues across the range of measures and tends to support this theory. It also implies that if the Council can help relieve the pressure on household finances, perhaps by helping with benefits etc, it could bring some increase in satisfaction.

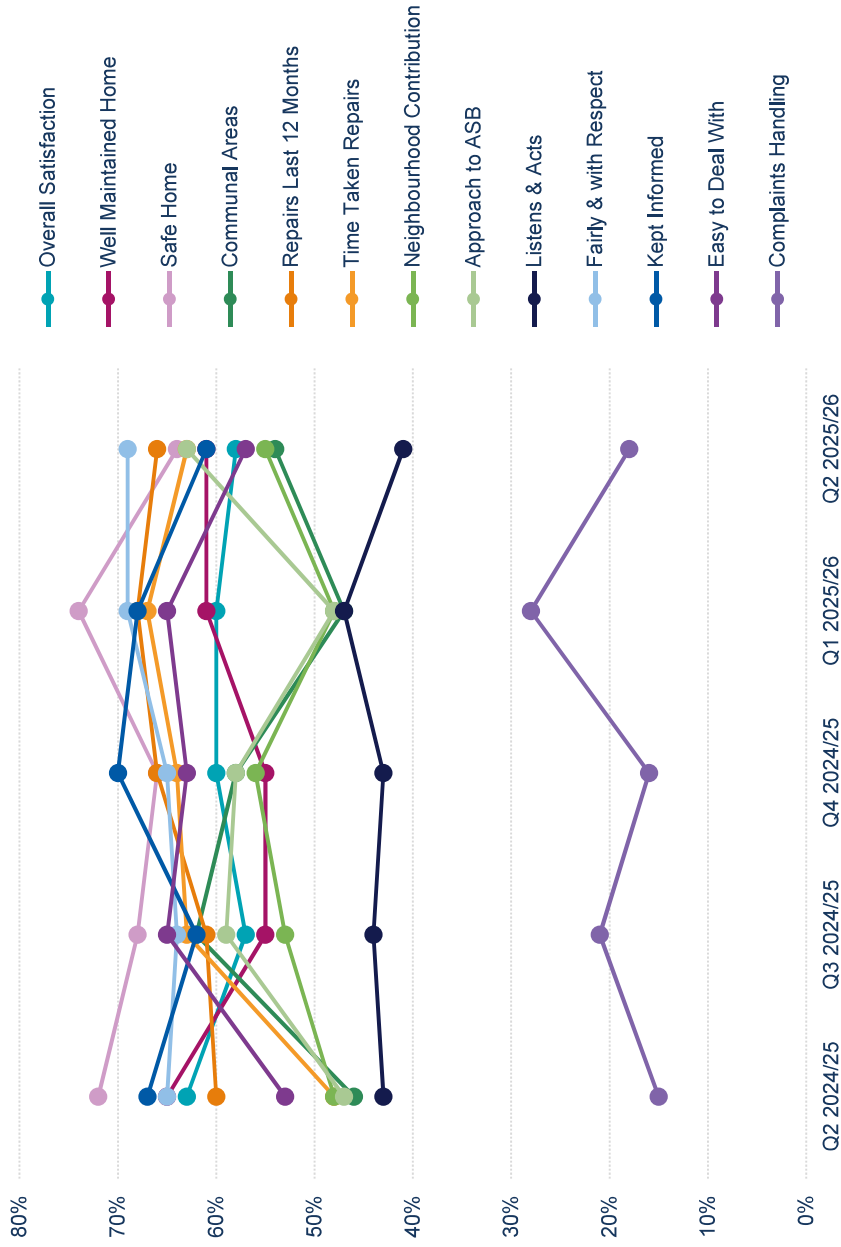




## Trends



## Trends Over Time



This chart continues to show the fluctuations in satisfaction that occur from quarter to quarter.

In Q2, more measures have fallen in satisfaction than increased, so it remains to be seen whether this is reversed in Q3.

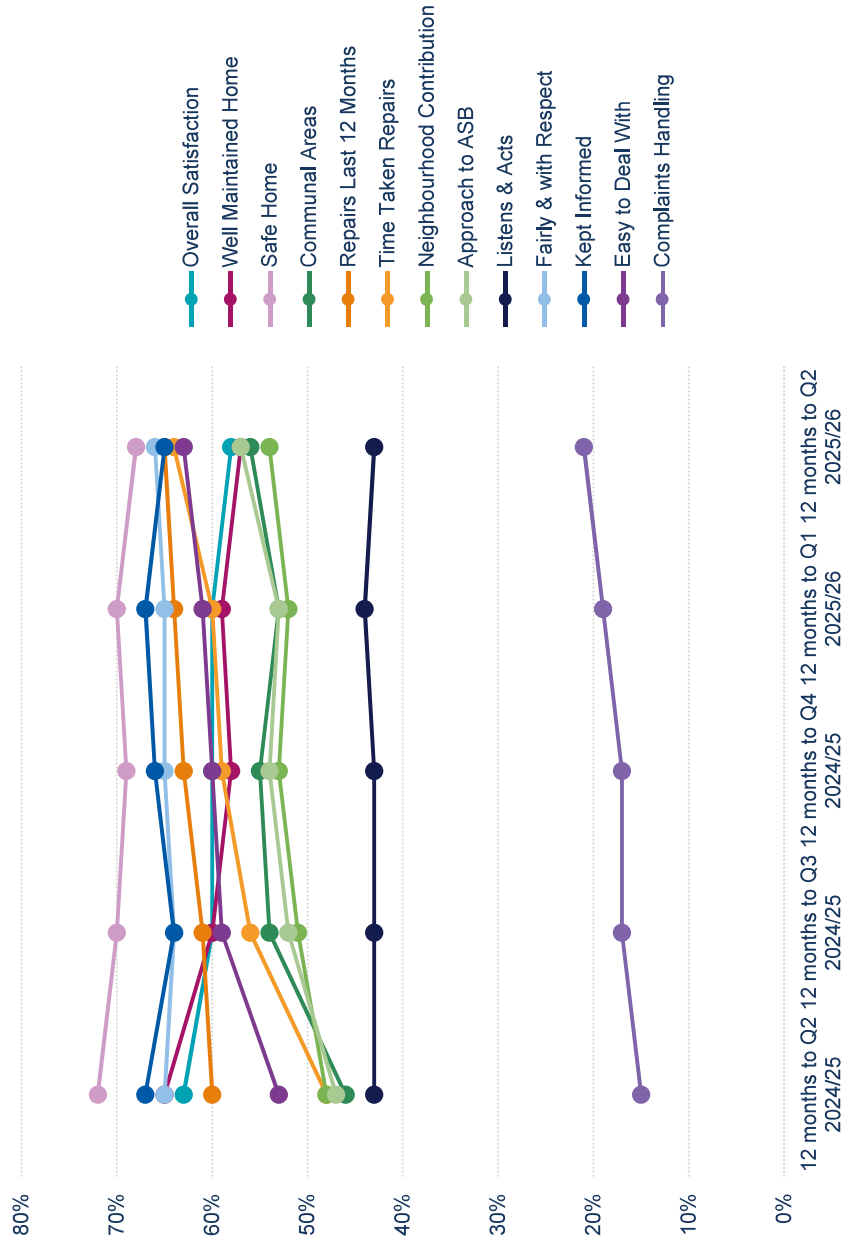
Overall satisfaction is down by 2p.p, but there are double-figure falls for both the handling of complaints and the safety of the home, down 10p.p.

However, the biggest change is positive, with satisfaction with the handling of ASB up 15p.p, whilst the maintenance of the communal areas is up 7p.p.

The chart also demonstrates that the handling of complaints remains well adrift of the other measures, and whilst this is common, it does show that there is considerable room for improvement here.



## 12 Month Rolling Averages

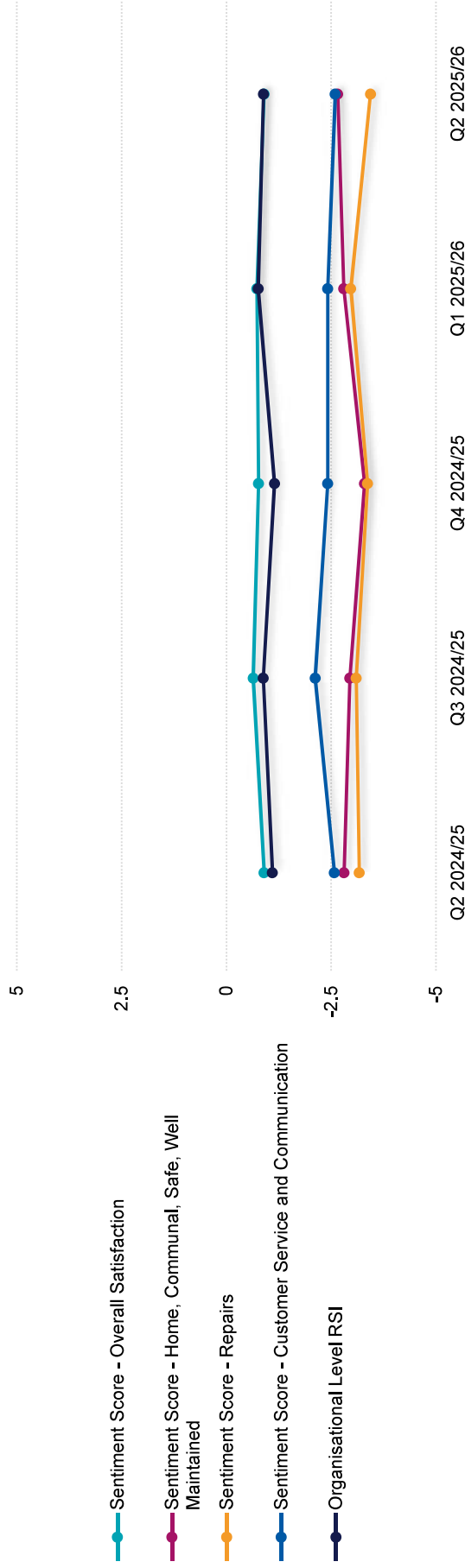


The chart opposite plots the 12-month rolling averages, and these provide a better view of the longer-term or underlying levels of satisfaction, but the averages are as much influenced by those results dropping off as by those being added on.

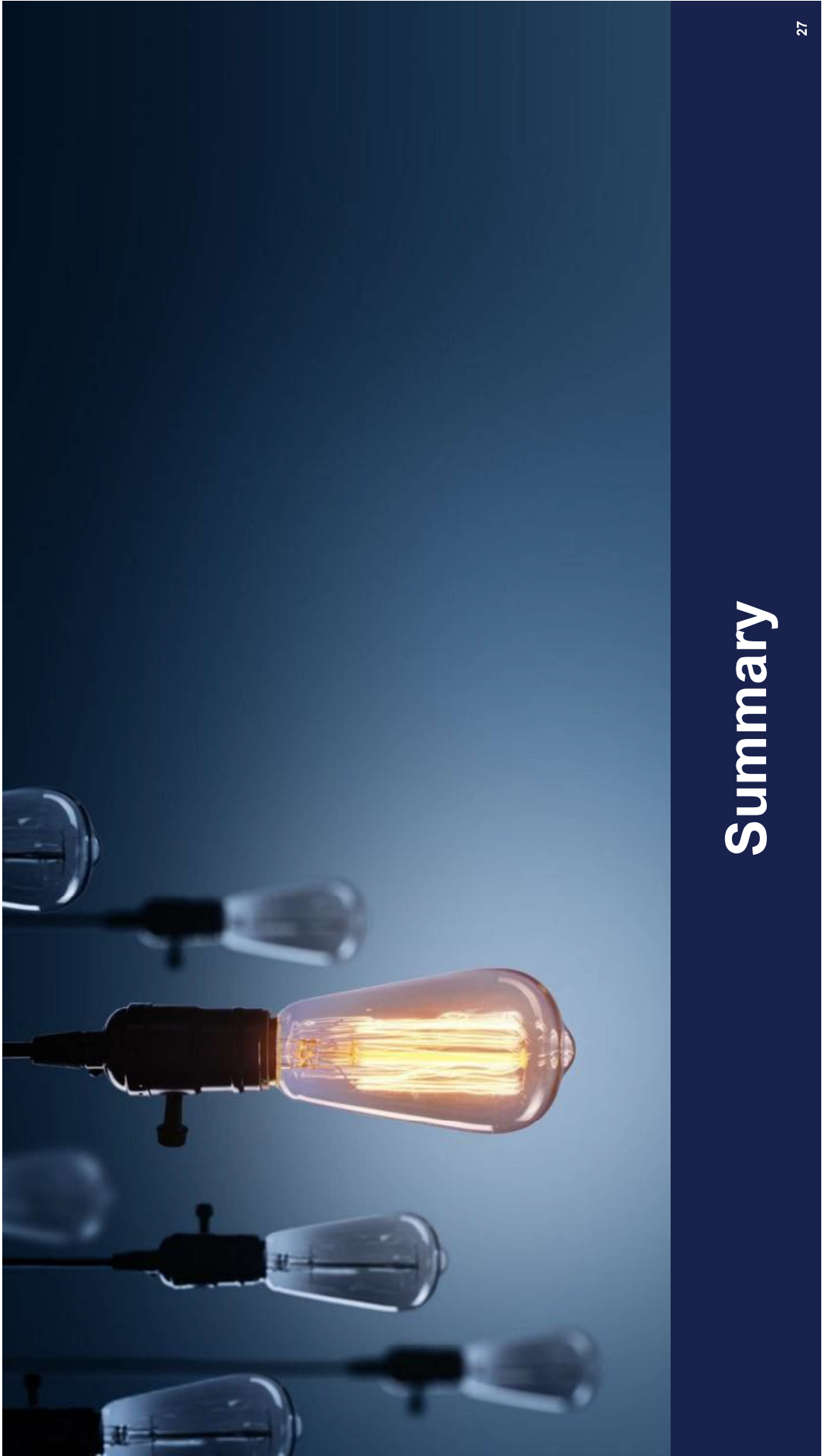
The trend lines shown here are flatter and are less subject to quarterly changes.

These changes are small and it is interesting that despite the fall in satisfaction for complaint handling in Q2, the rolling average is up a little.

# Trends Over Time - Sentiment Scores



The chart is starting to show the changes in the sentiment scores over time. All these are negative, but three of these were only asked of those not satisfied, so are inevitably negative. As time progresses, it will become clearer whether the tenants are feeling better or worse about the services they receive.



# Summary

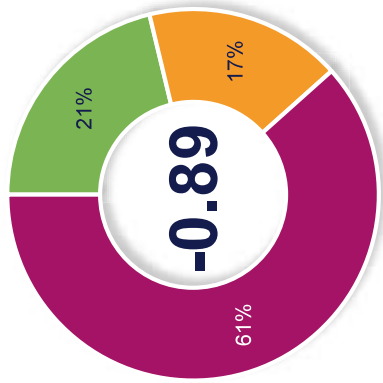


# Overall RSI Score

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

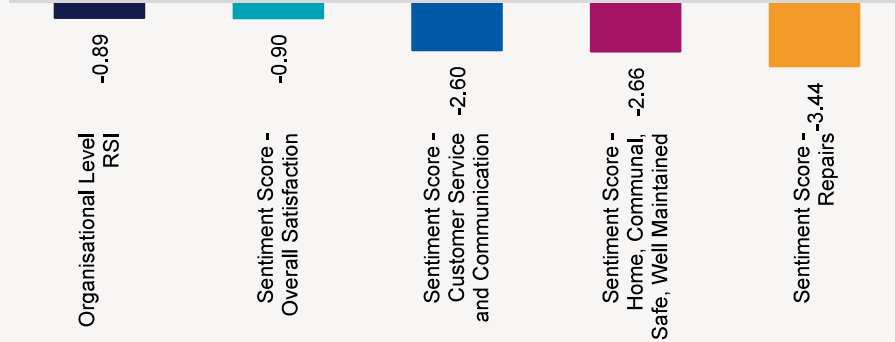
Please note, if your organisation does not ask all seven core RSI questions, you are unable to benchmark your Organisational RSI Score. Each individual RSI question will be analysed in its relevant section throughout the report.



■ Positive ■ Neutral ■ Negative



## Sentiment Scores



## Summary

### Overall Satisfaction

When asked about their experiences that have shaped their view of the overall service from EDDC, many express dissatisfaction with the repairs and maintenance services. While some respondents praise the promptness and helpfulness, many express frustration over delays, poor communication, and unresolved issues, particularly concerning urgent repairs and ongoing maintenance. Complaints about inadequate responses to serious problems, such as leaks and pest control, are also mentioned. Additionally, several respondents highlight dissatisfaction with the quality of work performed by contractors, indicating a need for improved service and communication strategies.

### The Home

Just those not satisfied were asked about their home and, correspondingly, some showed significant dissatisfaction with the maintenance and safety of their home and the communal areas. Common issues include inadequate repairs, damp and mould, unsafe communal spaces, and poor communication from management. Many tenants report feeling unsafe due to threatening neighbours and a lack of security. While some appreciate certain improvements, the overall sentiment indicates a need for better upkeep, timely repairs, and enhanced communication to address tenants' concerns effectively.

### Repairs

Tenants also reveal dissatisfaction with the repair services, highlighting long wait times, poor communication, and incomplete jobs. Many respondents report delays of several weeks or even months, with some issues remaining unresolved for over a year. Complaints about the quality of work and the attitude of contractors are common, with instances of rudeness and lack of follow-through noted. Overall, there is a strong sentiment that the current service providers need to improve their responsiveness and effectiveness in addressing repair needs.

### Customer Service & Communication

Finally, tenants also show dissatisfaction with customer service and communication, although, again, this was only asked of those not satisfied with the service. Key issues include unresponsive staff, lack of follow-up on repairs, and inadequate updates on job statuses. Many respondents express frustration over having to chase for information and the perception of being ignored or treated unfairly. While some staff are noted as helpful, inconsistency in service quality and communication remains a major concern. Overall, there is a strong demand for improved responsiveness and clearer communication from the Council.



# Summary & Recommendations

Acuity has continued to work with the Devon Consortium, and this report focuses on the findings of the Q2 survey for East Devon District Council; separate reports are written for Exeter and Mid Devon.

There have been changes in satisfaction from Q1, with more measures falling than increasing. Overall satisfaction is down by just 2p.p, but 8p.p fewer find dealing with the Council easy, and 10p.p fewer are satisfied with both the handling of complaints and having a safe home. However, the biggest change is for the handling of ASB, which has increased by 15p.p in Q2.

The highest rating in the Q2 survey is for the way the Council treats its tenants fairly and with respect (69%) and the repairs service in the last 12 months (66%). However, just 41% of tenants are satisfied that their views are listened to and acted upon, with the same number dissatisfied, and only 18% are satisfied with the handling of complaints, far more (75%) being dissatisfied.

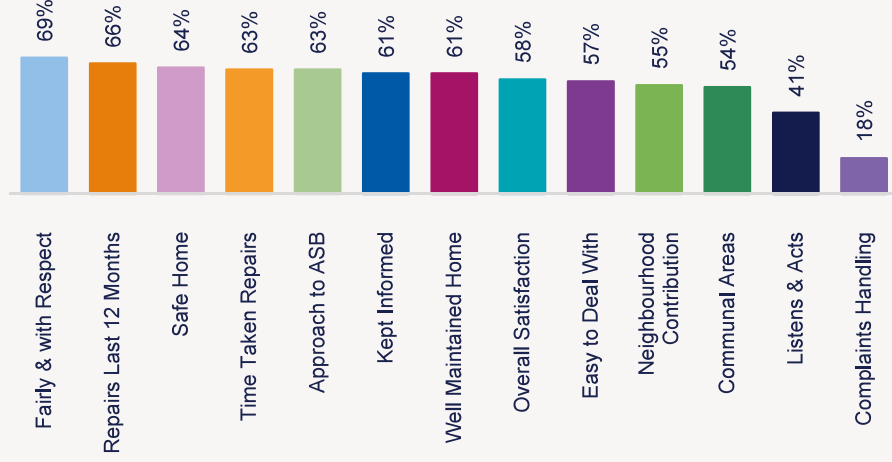
For the first time, sentiment analysis has been used against four qualitative questions, covering the main areas of service. This gives a sentiment score based on the comments made and also highlights where tenants are happy with the service or where they think improvements could be made. However, given that most of these were only asked of those not satisfied, they are inevitably negative. But checking the comments will help the Council get a feel of what tenants are most concerned about, and these also give some clues on what needs to be done to improve.

## Recommendations

**Complaints** – Satisfaction with the handling of complaints has fallen by 10p.p in Q2, and now only 18% are satisfied, and far more (75%) are dissatisfied. Although there are no specific questions about the handling of complaints, tenants point to long waits to get in touch with the Council, some staff appearing to be rude or dismissive and an inconsistent service. Communications appear to be an issue for some, who want the Council to be more proactive and responsive. Not all tenants are affected by the way complaints are handled, although a third said they had made a complaint, suggesting issues are widespread. EDDC may wish to review its processes and, perhaps, add additional probing questions to gather more information from those complaining about what is going wrong.

**Communal area maintenance** – Just over half the tenants are satisfied with the maintenance of their communal areas, with almost a third dissatisfied. Tenants complain about damp, threats from other tenants, unsafe communal access, poor maintenance, overgrown grass, uncleaned areas and a general feeling of neglect. Also, some point out that promised improvements to homes are well overdue, adding to the feeling of frustration. Given that tenants pay for the upkeep of the communal areas, the estate services need to be of a good standard so tenants can take pride in their areas. Paying close attention to the comments made about the communal spaces may help identify areas for improvement.

## Satisfaction with Measures



# 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

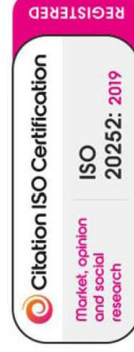
Some feedback will remain “Uncategorised” – particularly when language is highly specific, off-topic, or outside current theme coverage. This is expected and will reduce as the model continues to grow.



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

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