



Cheltenham Borough Homes (CBC - LCRA)

TSM Tracker Q1 2024/25 Report

Prepared by: Acuity Research & Practice



Key TSM Metrics

Overall Satisfaction

Good Repair

Building Safety

Neighbourhood

Engagement

Complaints

Wellbeing

Improvements

Trends

Summary

Demographics

Introduction

Cheltenham Borough Homes manages (CBH) around 4,500 properties on behalf of Cheltenham Borough Council (CBC) but now also owns around 100 properties itself, a mixture of LCRA and LCHO properties. Acuity has been commissioned to undertake quarterly independent satisfaction surveys of the tenants of Cheltenham Borough Homes to collect data on their opinions of, and attitudes towards, their landlord and the services provided.

The survey was designed using the new Tenant Satisfaction Measures from the Regulator of Social Housing, which became mandatory to collect in April 2023 and will be reported to the Regulator for the first time later this year. Every quarter, tenants are contacted and invited to take part in a telephone interview. The survey is designed to collect the views of approximately 221 tenants per quarter, proportionately sampled by needs, tenancy tenure type and age.

The report presents an analysis of the results based on the 237 tenant interviews for Q1 24/25 which includes 221 completed surveys, as well as 16 incomplete, which are required to be included by the Regulator.

The telephone survey is confidential, and the results are sent back to CBH anonymised unless tenants give their permission to be identified – 80% of tenants did give permission to share their responses with their details attached and 93% of these tenants are happy for CBH to contact them to discuss any comments or issues they raised.

The aim of this survey is to provide data on tenants' satisfaction, which will allow CBH to:

- Provide information on tenants' perceptions of current services
- Compare the results with previous surveys, where possible
- Compare the results with other landlords (where appropriate at year-end)
- Inform decisions regarding future service development
- Report to the Regulator from April 2024 onwards.

For the overall results, Acuity and the Regulator of Social Housing recommend that landlords with under 10,000 properties achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. For the quarterly tenant survey, 221 completed responses were received in Q1 24/25. This response is high enough to conclude that the findings are accurate to within $\pm 6.4\%$ for the quarter and $\pm 3.4\%$ annually. For there to be a statistically significant difference in results, the change from Q4 to Q1 will need to be above 12 percentage points and annually will need to be greater than 6 percentage points.

Note: The majority of figures throughout the report show the results as percentages. As percentages are rounded up or down from two decimal places in the results file to the nearest whole number, they may not always total 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. The charts also show the base for each question shown as n=...

TSM Key Metrics Q1 2024/25

77% 

Services Provided

Around three-quarters of tenants are satisfied with the overall service provided by Cheltenham Borough Homes, although satisfaction has generally fallen in Q1 24/25 compared with the previous survey.

A number of measures received satisfaction ratings above 80%, including the time taken to complete repairs, keeping tenants informed and treating tenants fairly and with respect, all at 83%.

However, three measures fall below 70% satisfaction; how CBH listens to tenants' views and acts upon them (69%), the approach to dealing with anti-social behaviour (64%) and just 43% are satisfied with the handling of complaints.

Below also includes a breakdown of the results by different demographic elements such as age, gender and length of tenancy.

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Overall Satisfaction

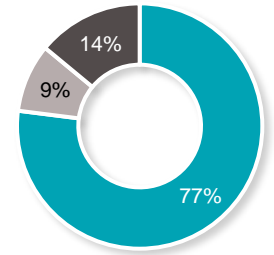
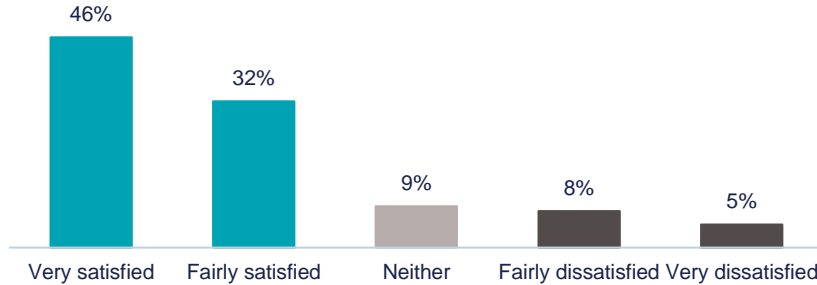


Overall Satisfaction

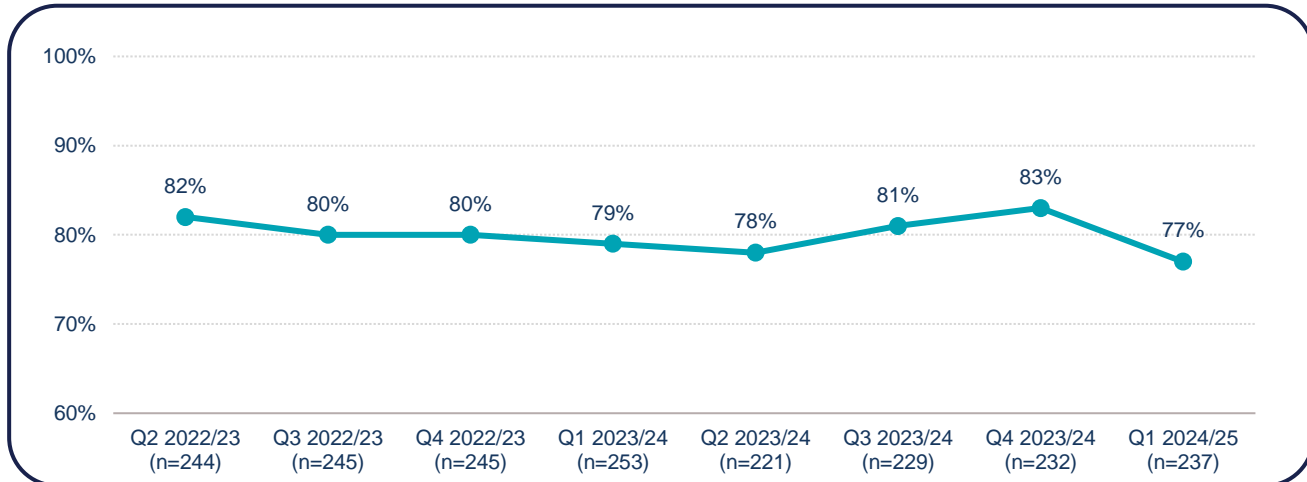
Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Cheltenham Borough Homes?" This is the key metric in any tenant perception survey.

Around three-quarters of tenants (77%) are satisfied with the overall service they receive and more are very satisfied (46%) than fairly satisfied (32%). Just 14% of tenants are dissatisfied with the services and a further 9% are neither satisfied nor dissatisfied.

Satisfaction has been around the 80% mark for the last two years, but in this quarter has dropped back to 77%, the lowest it has been since these particular surveys began. It is hard to tell whether this is just one of those fluctuations that occur throughout the year or the start of a trend; time will tell.



■ Satisfied ■ Neither ■ Dissatisfied





Keeping Properties in Good Repair



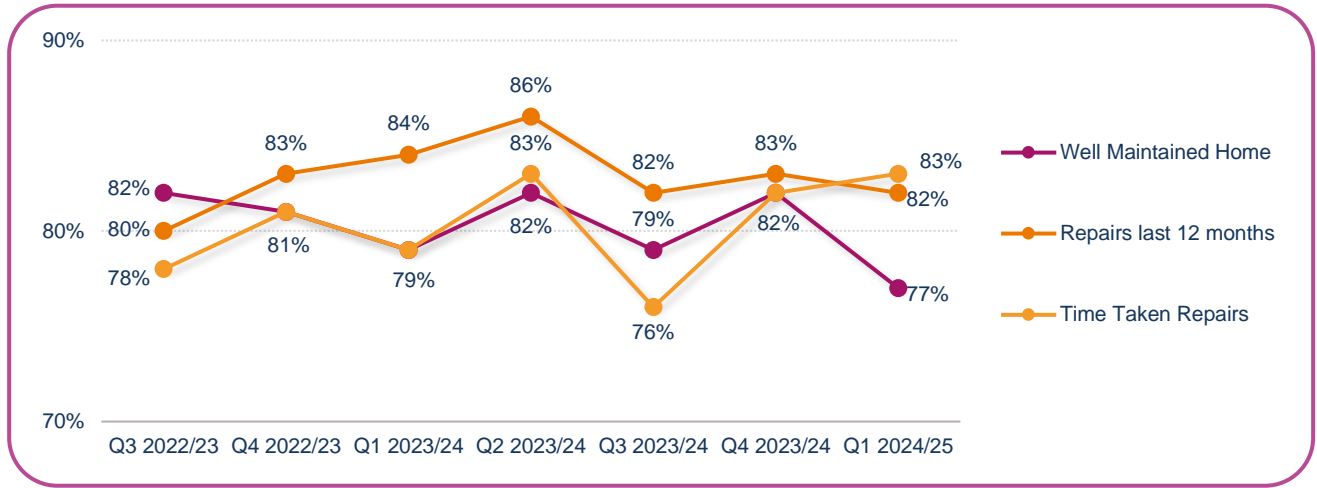
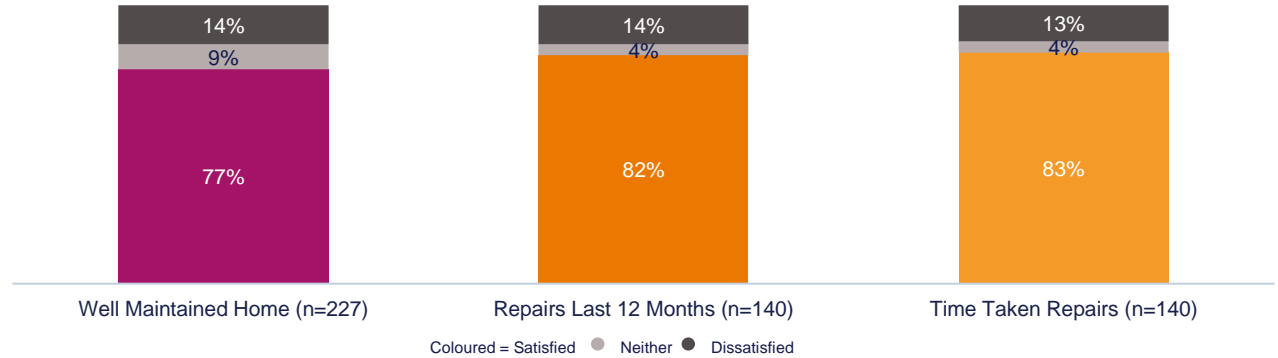
Keeping Properties in Good Repair

Around three-quarters of tenants are also satisfied that their home is well maintained, and this is down in Q1 compared with Q4 23/24, from 82% to 77%.

Over six out of ten tenants (62%) said they had a repair completed on their home in the last 12 months. Of these tenants, 82% are satisfied with the overall repairs service over this period, down just 1 percentage point (p.p). There are 14% of residents dissatisfied with the repairs service.

Tenants are similarly satisfied (83%) with the time taken to complete their last repair, up from 82%, with 13% dissatisfied.

It is common in these TSM-based surveys that satisfaction with the time taken to complete repairs is less than that of the recent service, so CBH seems to be bucking the trend a little here, but the overall level of satisfaction for both these measures is encouraging.





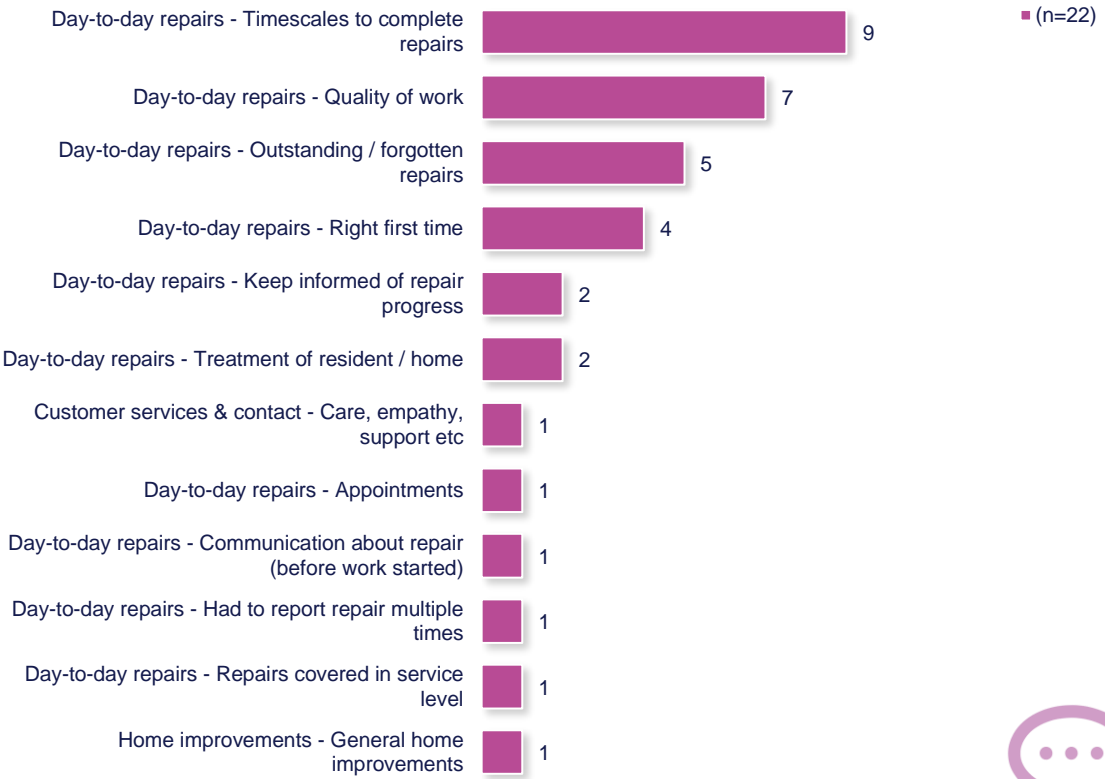
Comments - Dissatisfaction with Repairs

Tenants not satisfied with the way CBH deals with repairs and maintenance were also asked to explain why and just 22 tenants made comments, this, perhaps, is a reflection of the generally high level of satisfaction with the service.

It is common that the time taken to complete repairs is cited as the main reason for dissatisfaction, and this is the case here, although the number of comments concerning this is only a little above those on other subject areas. However, this is still an issue for some residents, such as, *"The time taken I am dissatisfied with. They never gave any notice, they would come and that this things was happening before last month."*

The quality of repair work is the next most popular reason for dissatisfaction followed by outstanding repairs that have not been dealt with and completing the work right the first time.

The remaining comments cover most aspects of the repairs service, including communication issues, appointments and reporting problems.





Maintaining Building Safety

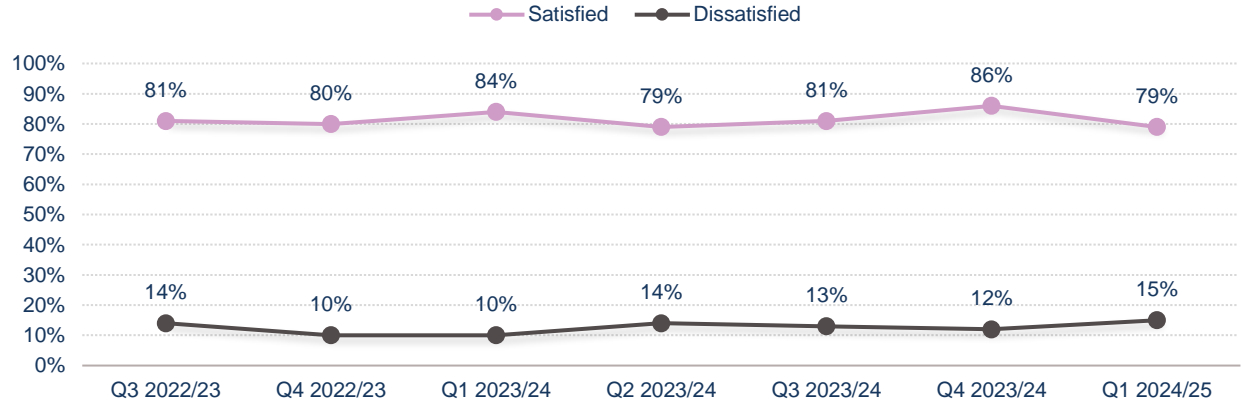
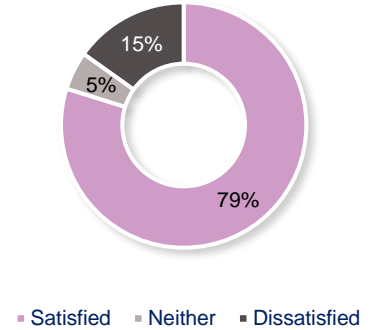
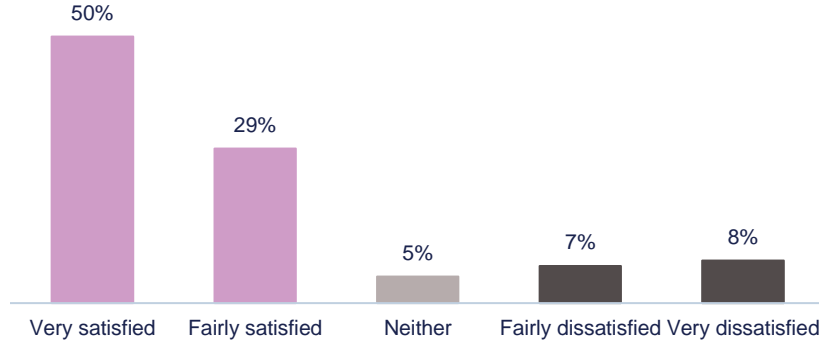


Maintaining Building Safety

Given the importance of the safety of the home, this question is separated out and shows that 79% of tenants are satisfied that their home is safe. However, 15% are dissatisfied and a further 5% are unsure.

There has been some fluctuation in satisfaction over the last two years from a high of 86% in the previous quarter to a low of 79% in this quarter and in Q2 23/24.

Dissatisfaction has also shown some changes and the level in this survey at 15% is now at its highest in two years.





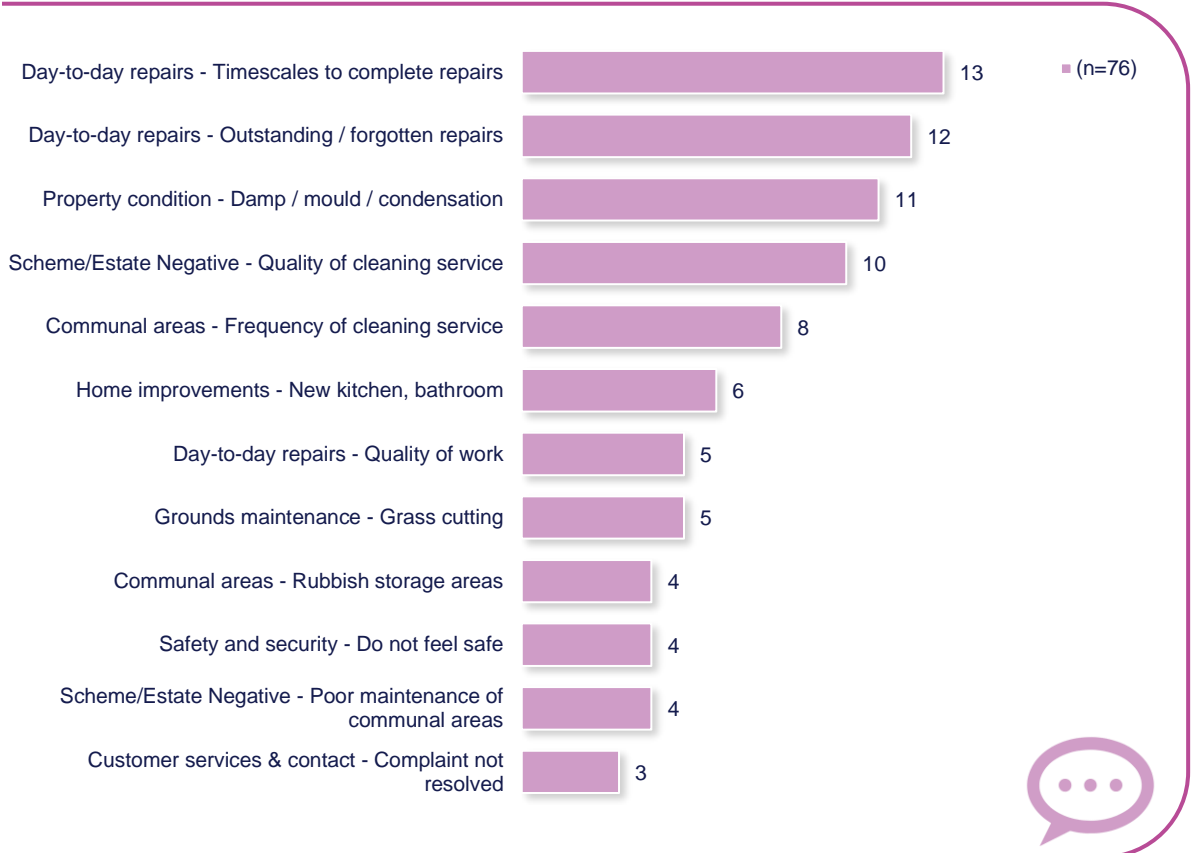
Comments - Home or Communal Areas not Well Maintained or Safe

Tenants not satisfied that their homes and/or communal areas are well maintained and safe were asked to explain why and what could be done to improve this, and 76 tenants made comments.

Once again, the issues of repairs taking too long with some that remain outstanding top this list. For example, one tenant stated, *"Try and get the repairs done more quickly instead of us having to wait between 8 weeks and months."*

However, the number of comments on these subjects is just a few more than for issues with damp and mould in the home; *"I've been in my property for nearly 3 years and have had some issues with damp, it is not too major and I can maintain but it is a reoccurring problem."*

However, the maintenance of the communal areas also attracts some comments, such as the quality and frequency of the cleaning service, dealing with rubbish and the grounds maintenance. Some tenants would also like updated kitchens and bathrooms.





Responsible Neighbourhood Management

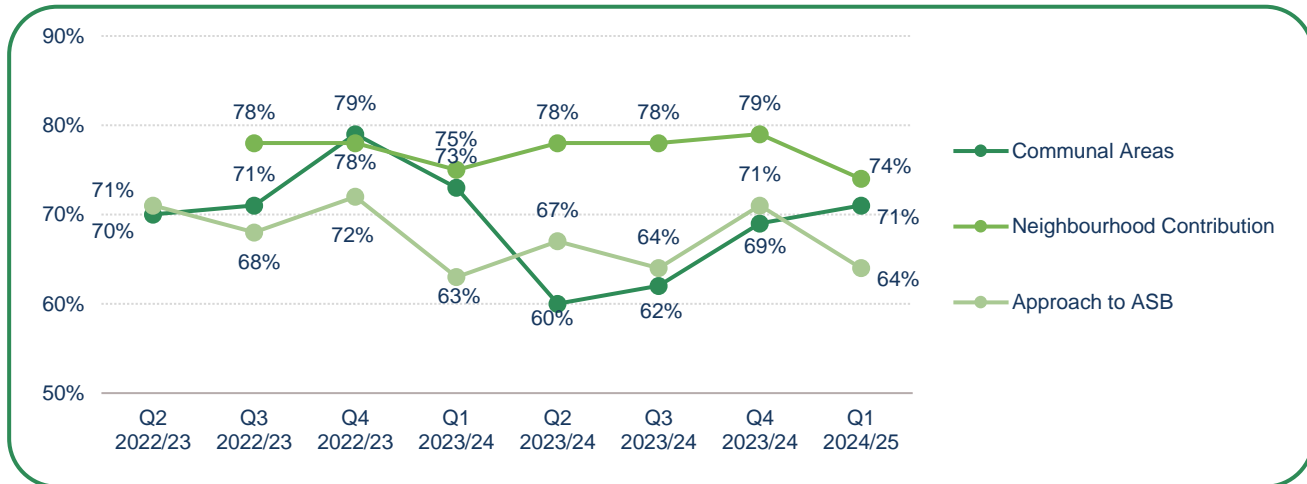
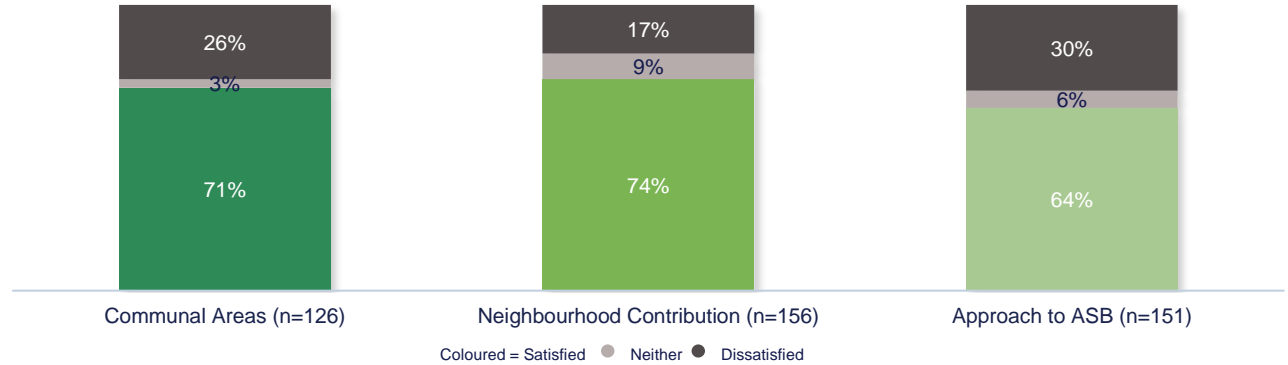
Responsible Neighbourhood Management



Over half of tenants (57%) stated that they live in a building with communal areas that CBH is responsible for maintaining. Of these tenants, 71% are satisfied that CBH keeps their communal areas clean and well maintained; this is up from 69% in Q4 23/24.

Satisfaction that CBH makes a positive contribution to the neighbourhood is slightly higher (74%), although this is down 5p.p; whilst 17% are dissatisfied with the contribution made.

Additionally, satisfaction with how anti-social behaviour is handled is down by 7p.p from 71% to 64% and a little under a third of tenants are dissatisfied with how ASB is handled.





Respectful & Helpful Engagement

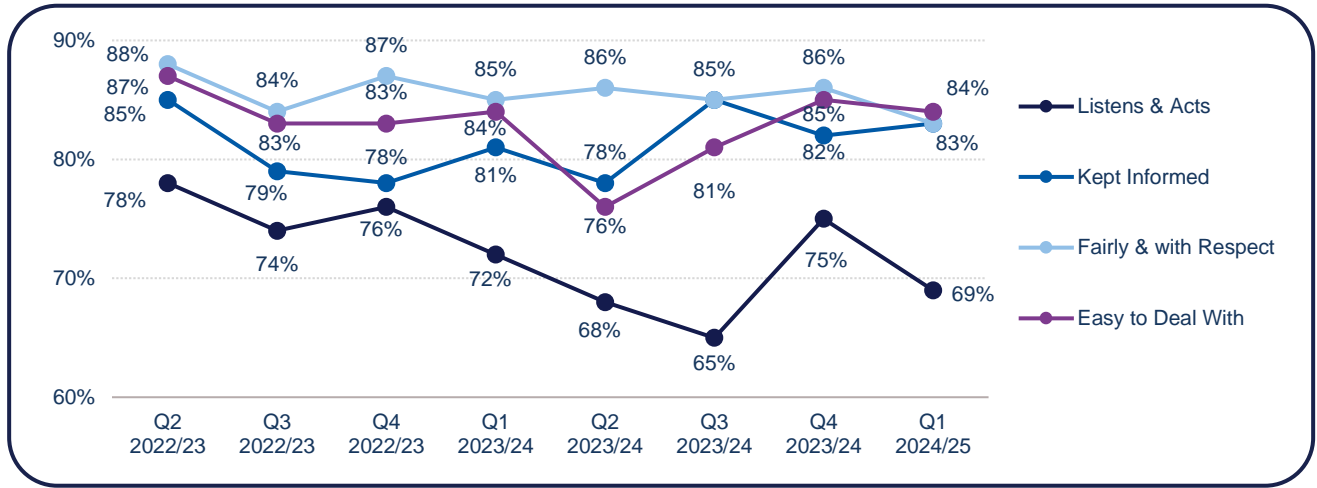
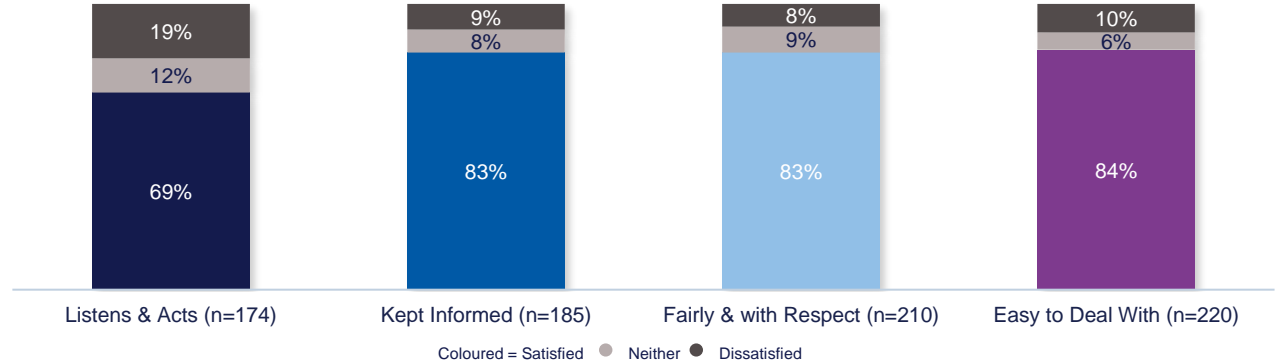


Respectful & Helpful Engagement

A total of 84% of tenants find CBH easy to deal with, this having fallen just 1p.p since the previous survey, and just 10% find it difficult.

Similar numbers of tenants feel informed about things that matter to them (83%), and the same number feel CBH treats them fairly and with respect.

However, fewer tenants are satisfied that CBH listens to their views and acts upon them (69%), with a fifth of tenants dissatisfied. This measure has fallen steadily since the end of 22/23; from 76% to 65%, before recovering to 75% in Q4 23/24. In the current survey, satisfaction has fallen back again to 69%.





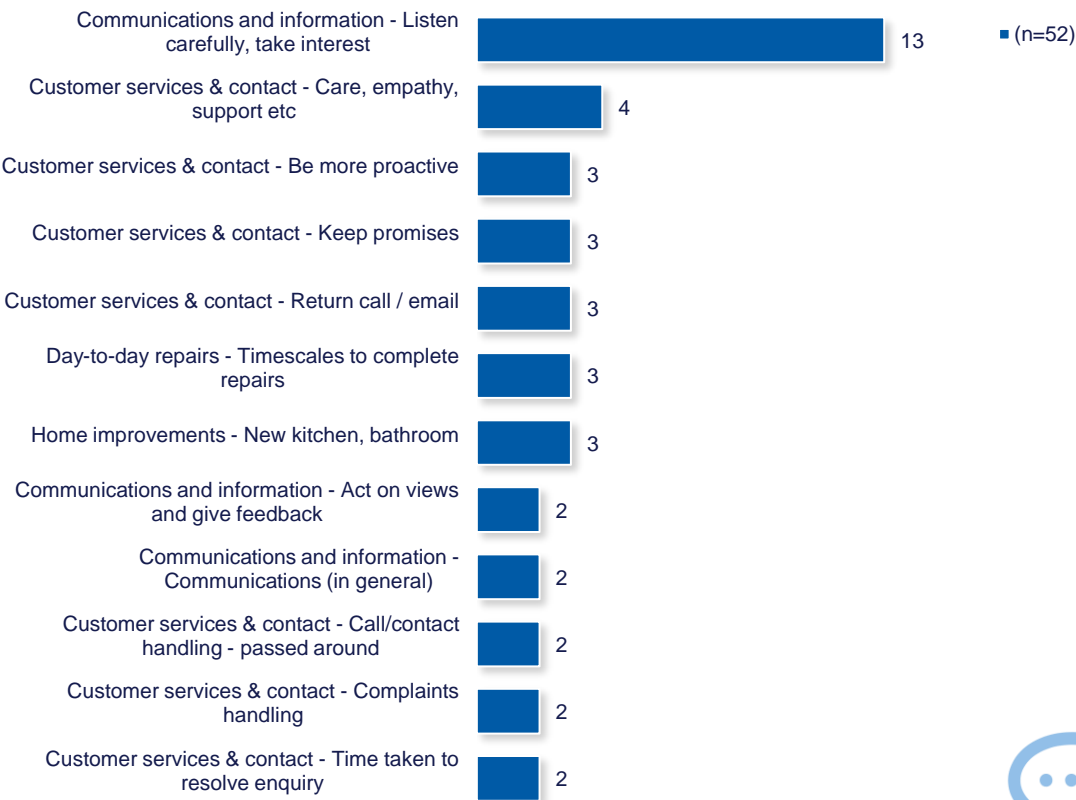
Comments - Listens & Acts



Tenants who stated that they are not satisfied with the way CBH listens to their views and acts upon them were asked how this could be improved, and 52 tenants made comments.

One issue stands out above the rest, that being tenants wanting CBH to listen to them more carefully and to take an interest in their queries, *"They can improve by listening and doing things when they said they would."*

Many of the other concerns focus on customer contact issues, such as staff showing more care, empathy and support, keeping promises and returning calls as well as not passing calls around and dealing effectively with complaints.



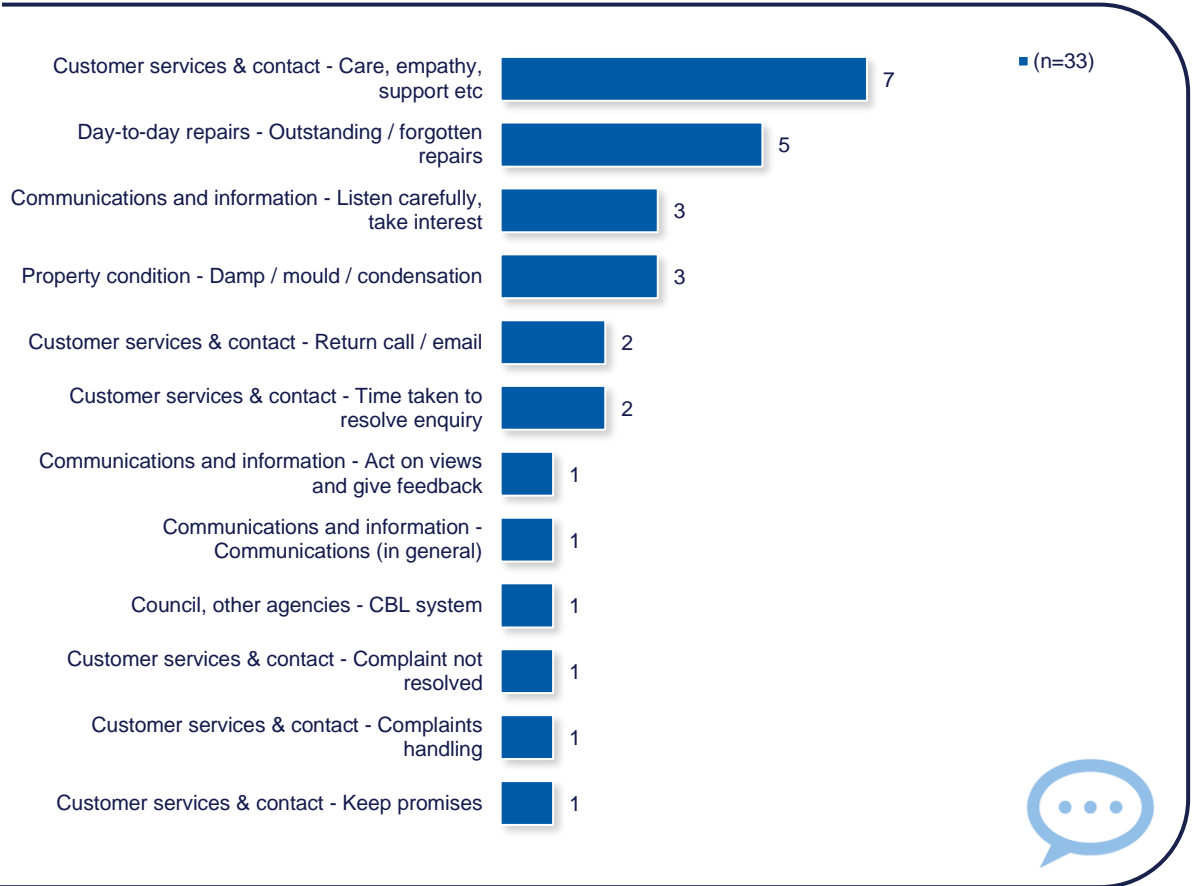


Comments - Treated fairly and with respect

Tenants who do not feel CBH treats them fairly and with respect were asked to explain why, and 33 tenants made comments.

The subject areas of these comments are more spread out and whilst showing more care attracts the most comments, it does not particularly stand out from the rest - *"It feels like we are annoying them if we ask for something to be done, as though we are ungrateful for our home."*

Again, tenants would like CBH to listen to them more carefully, return calls and keep promises, although dealing with outstanding repairs is also mentioned by five tenants.



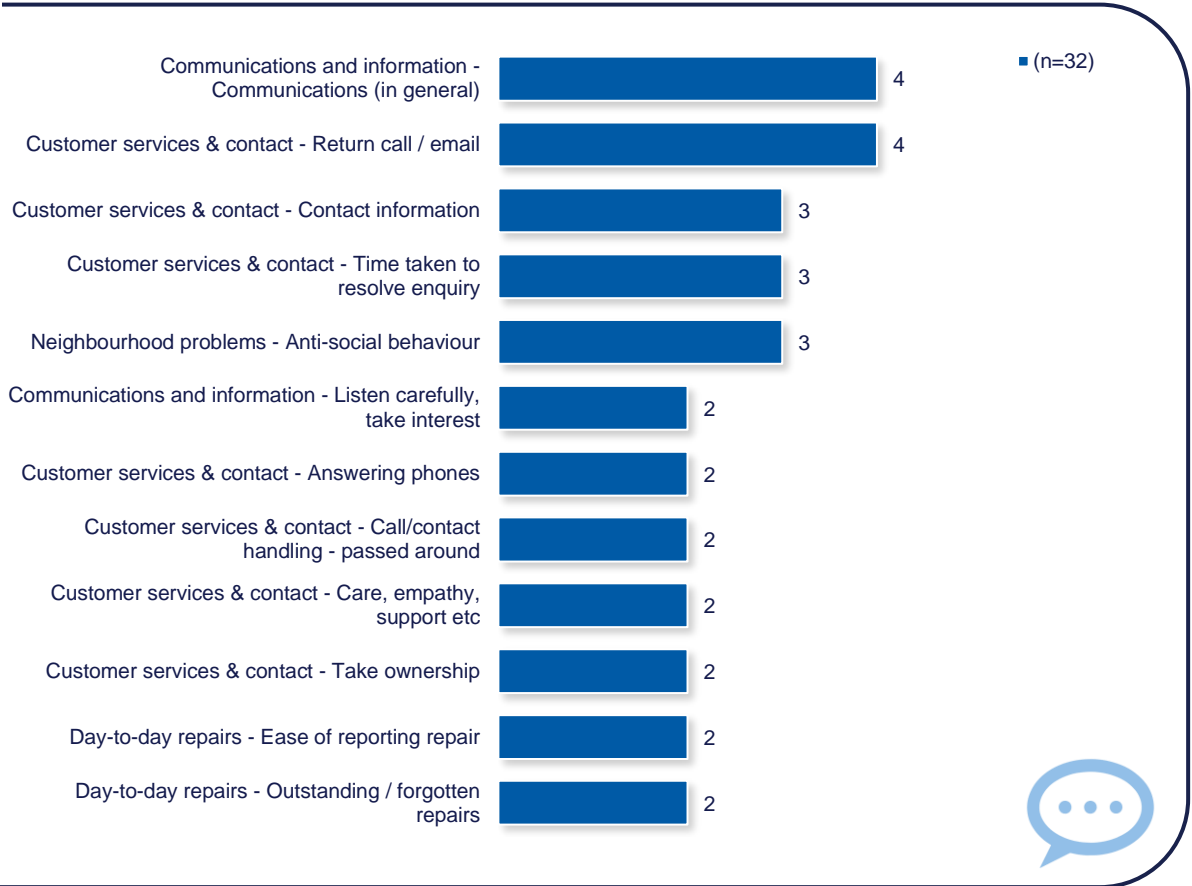


Comments - Easy to Deal With

When asked about the ease of dealing with CBH, 32 tenants made comments, although as shown above most find dealing with CBH easy.

There is no stand-out comment with just a few comments mentioning a range of issues, although communications and returning calls attract the most; *"They don't communicate with us well and do not call us when they say they will. They find the most difficult way to deal with things."*

It is worth looking at the full text of these comments to understand a little more why some tenants do not find dealing with CBH easy.





Effective Handling of Complaints



Effective Handling of Complaints

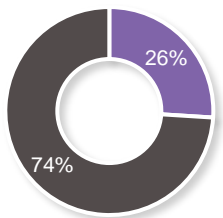
The handling of complaints has become a hot topic in the sector after these questions were included in the TSMs.

For CBH, a quarter of tenants said they had made a complaint in the last 12 months, although it is not clear how many are genuine complaints following a failure of service and will be recorded as formal complaints rather than service requests, yet to be fully actioned.

Nevertheless, just 43% of tenants are satisfied with the handling of their complaints and more (47%) are dissatisfied, this being a turnaround from the previous quarter.

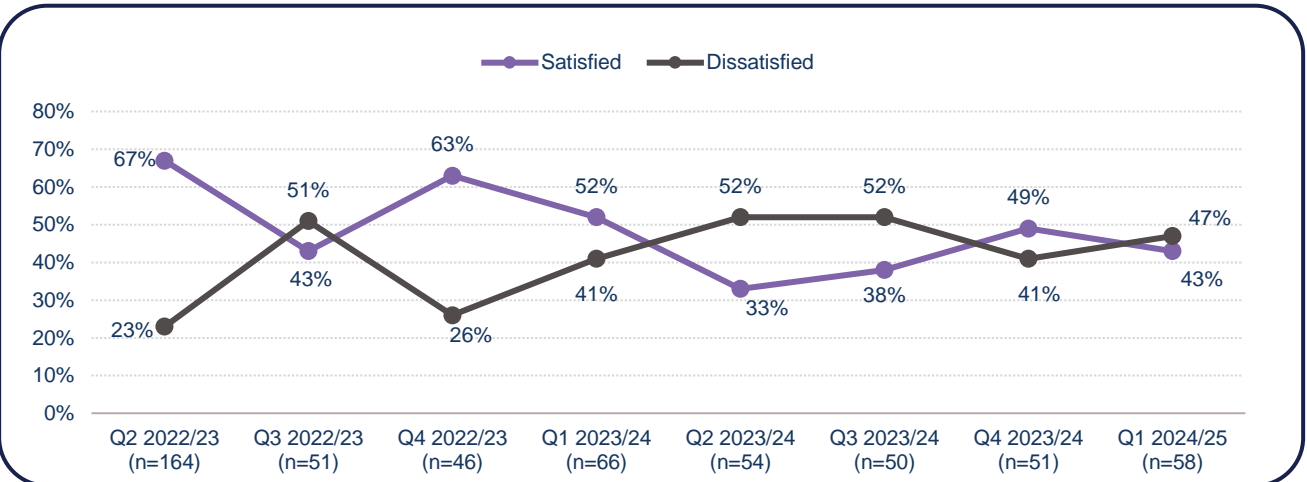
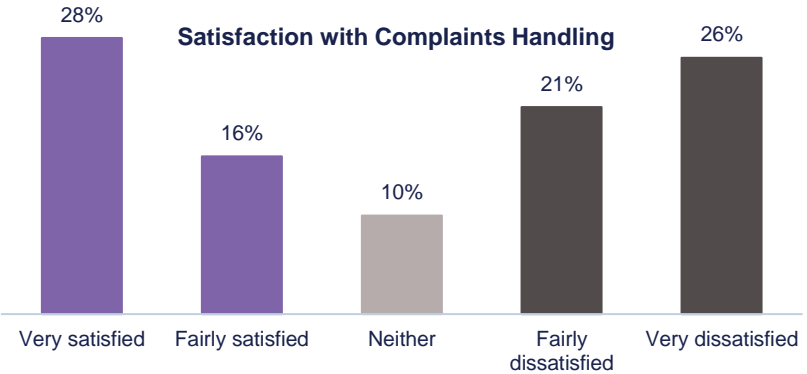
To better understand what is happening with the handling of complaints, some landlords have started to include additional questions in their surveys to tease out the reasons for the complaints, their outcome and if there are issues with their handling. This is something CBH may wish to consider for future surveys.

Complaint in last 12 months



■ Yes ■ No

Satisfaction with Complaints Handling





Well Being



Cost of Living

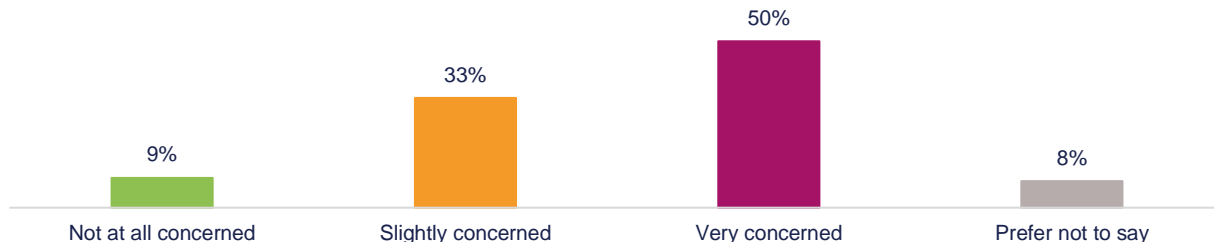
CBH also took this opportunity to ask tenants questions about their wellbeing, including how they feel about the cost of living crisis.

Some 83% of tenants are concerned with the cost of living crisis, with more very concerned (50%) than slightly concerned (33%). Just 9% of tenants are not at all concerned, whilst the remaining 8% preferred not to say.

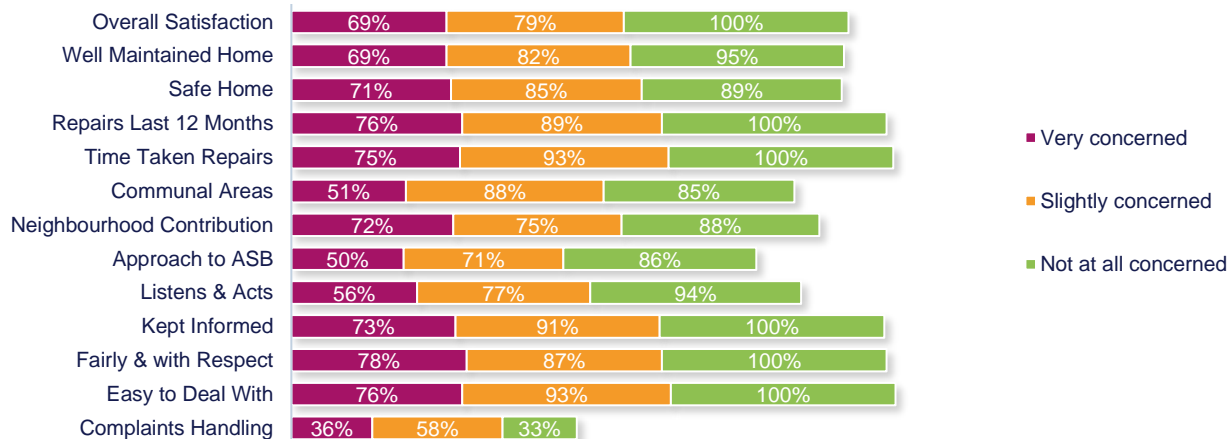
Other surveys suggest that tenants who are concerned about their financial situation are also less satisfied with the services they receive from their landlord.

This also appears to be the case with CBH, where 69% of tenants who are very concerned are satisfied, compared with 79% of those who are slightly concerned and 100% of those not at all concerned, although there are few of these. This pattern tends to continue across the range of measures and does indicate that if CBH can help tenants improve their financial situation, it should result in higher satisfaction.

Cost of Living Concern



Cost of Living Concern & Satisfaction





Damp and Mould

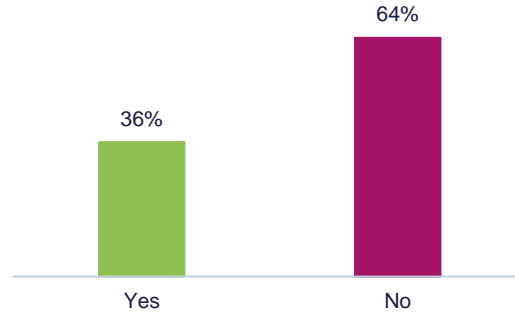
CBH also asked tenants whether they have any damp or mould in their homes.

Over a third of tenants (36%) stated that they currently have damp or mould in their homes.

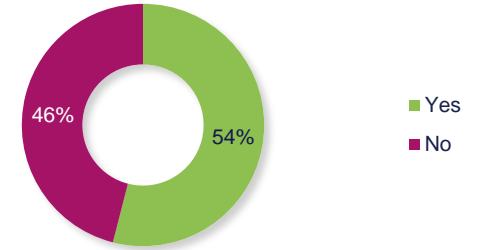
Of these tenants, 54% say they have reported this, although 46% have not.

The level of damp and mould is of concern as each case will need to be investigated and action taken if needed. This work can then impinge on other less urgent works, causing further delays and frustrations.

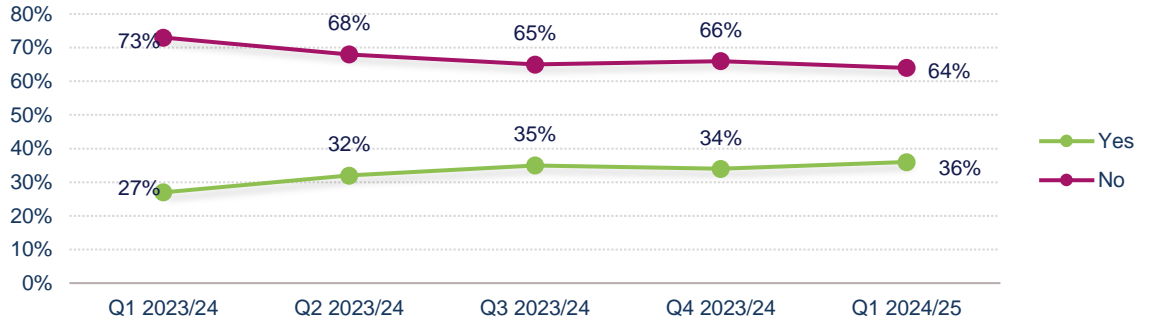
Experienced Damp/Mould Last 12 Months



Reported Damp/Mould



Experienced Damp & Mould Over Time





Improvements



Improvement Suggestions

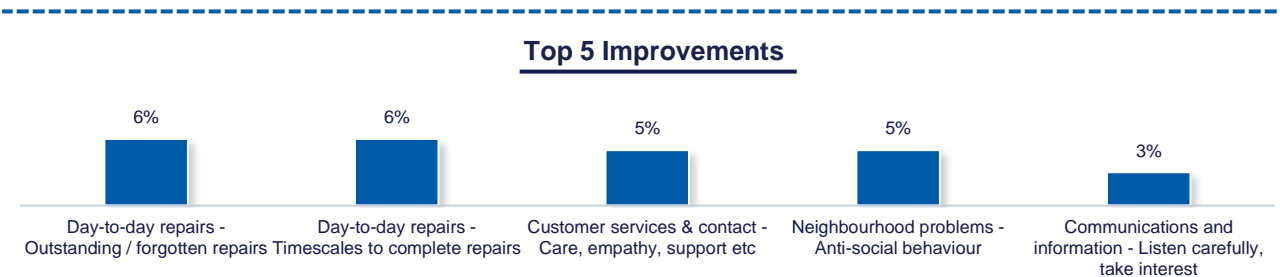
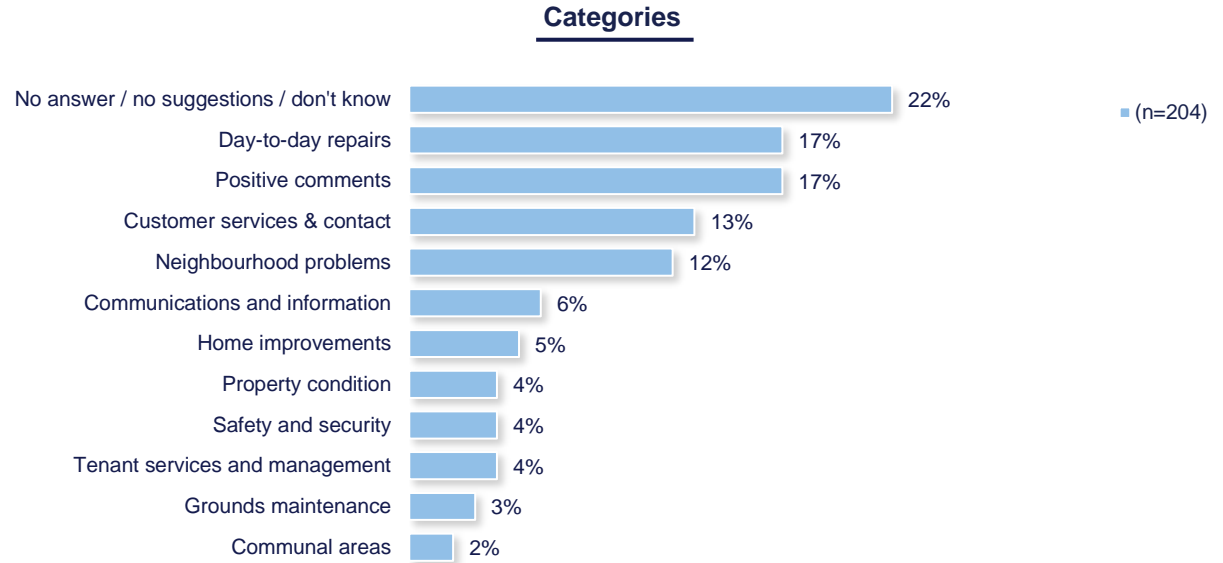
Tenants were also asked if there was one thing CBH could do to improve its services and what would they like it to be, and 204 tenants made comments.

Encouragingly, 17% of the comments are positive about the current services provided and a further 22% of tenants had no suggestions, perhaps also feeling no improvements are necessary.

Perhaps not surprisingly, the repairs service features in the most negative comments, in particular, tenants again mention the issues of outstanding repairs and the time taken to complete repairs; these areas consistently come up in terms of tenants' concerns.

Other tenants mentioned customer service issues such as staff showing care and support and answering and returning calls, as well as some concerns about communications and listening to tenants more carefully.

Again, the tenants have made some good suggestions, which could be followed up by CBH.





Trends



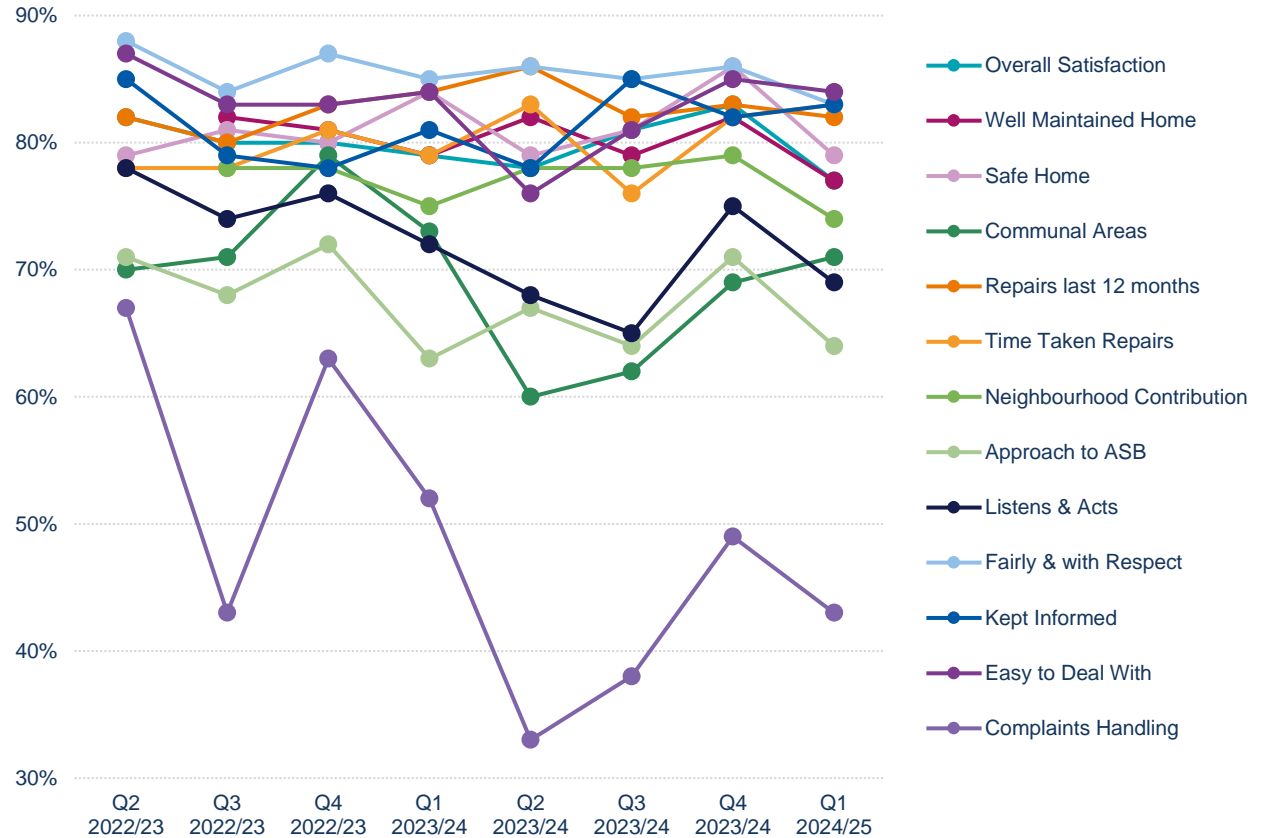
Trends Over Time

The chart opposite shows the changes in satisfaction for all measures within the survey over the last two years.

Any change can show a direction of travel but to be statistically significant it needs to exceed the margins of error for both surveys, in this case, a change of 12 percentage points.

There are always some fluctuations in satisfaction over time and in Q1 24/25 satisfaction is generally a little lower than in the previous survey, although none of the changes are significant. Overall satisfaction is down by 6p.p with slightly bigger falls for the safety of the home and dealing with anti-social behaviour (both down 7p.p).

Just two measures show increased satisfaction; the time taken to complete repairs and how CBH keeps tenants informed, with both increasing by just 1p.p.





12 Month Rolling Averages

The 12-month rolling averages give a more accurate view of satisfaction across time, not being so subject to the fluctuations between quarters.

As shown, there is very little difference in the rolling averages between Q4 23/24 and Q1 24/25, in fact, no measure has increased or decreased by more than 1p.p.

Even with the handling of complaints, whilst this fell away over time, it has stayed the same in Q1.

