

Quarter 1

# Annual Customer Satisfaction Feedback Report 2025/2026

## Key TSM Metrics

### Overall Satisfaction

### Good Repair

### Building Safety

### Neighbourhood

### Engagement

### Complaints

### Wellbeing

### Trends

### Summary

## Introduction

Cheltenham Borough Council (CBC) owns and manages around 4,500 LCRA properties, as well as a small number of LCHO properties. Acuity has been commissioned to undertake quarterly independent satisfaction surveys of the tenants of Cheltenham Borough Council, to collect data on their opinions of, and attitudes towards, their landlord and the services provided.

The survey was designed using the Tenant Satisfaction Measures from the Regulator of Social Housing, which became mandatory to collect in April 2023 and are now an annual requirement going forward. 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 LCRA tenants per quarter, proportionately sampled by tenure type, area, and age. This report for Q1 2025/2026 presents an analysis of the results based on 221 completed surveys, as well as 10 incomplete surveys, which are required to be included in the report by the Regulator.

The telephone survey is confidential, and the results are sent back to CBC anonymized unless tenants give their permission to be identified – 84% of tenants did give permission to share their responses with their details attached and 96% of these tenants are happy for CBC to contact them to discuss any comments or issues they raised.

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

- Provide information on tenants' perceptions of current services
- Compare the results with previous surveys, where possible
- Compare the results with other landlords (in a separate annual report)
- Inform decisions regarding future service development
- Report to the Regulator annually as required.

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 this quarter, 221 completed responses were received, and 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 13 percentage points (p.p) and annually would need to be greater than 6p.p.

*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=.*

# 79% Services Provided



In Q1, 79% of tenants are satisfied with the overall service provided by CBC, a fall of 3 percentage points (p.p) since the last survey in Q4 of 2024/2025.

The highest satisfaction is for the way CBC treats its tenants fairly and with respect, and for keeping tenants informed, both at 85% this quarter. Satisfaction with four other measures also score in the 80% range; well maintained home, safe home, the repairs service in the last 12 months, and the time taken for repairs.

Including satisfaction with the overall service, four measures fall in the 70% range, with just two scoring below this level. Satisfaction with the approach to ASB is at 63%, which is a decrease of 2p.p against last quarter, and satisfaction with complaint handling is just 39%, although this is an increase of 2p.p since the last survey.

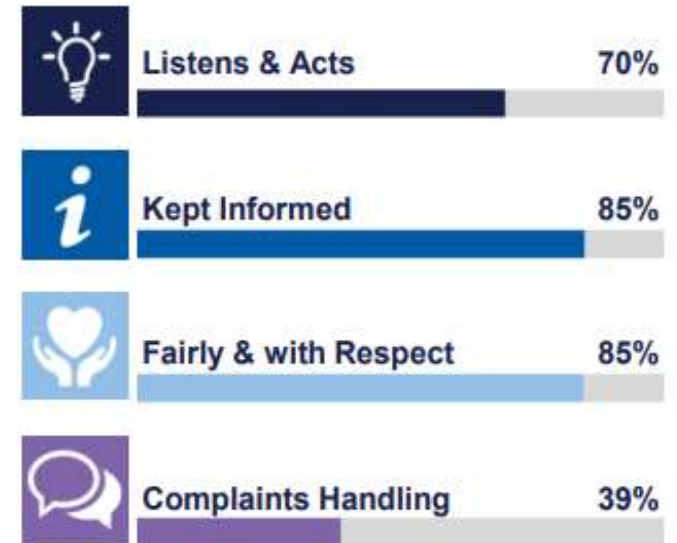
## TSM Key Metrics



### Keeping Properties in Good Repair



### Respectful & Helpful Engagement



### Responsible Neighbourhood Management





## Overall Satisfaction

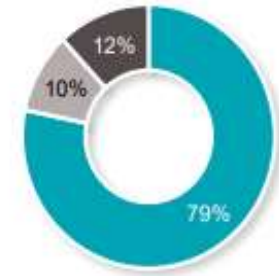
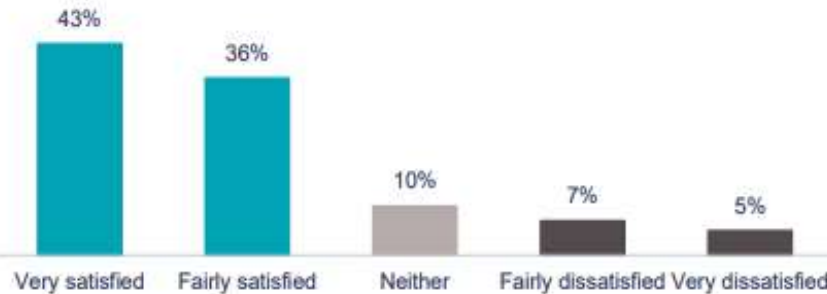


Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Cheltenham Borough Council?" This is the key metric in any tenant perception survey.

Just under four-fifths of tenants (79%) are satisfied with the overall service provided by CBC, with more very satisfied than satisfied; 43% compared with 36%.

Just 12% of tenants are dissatisfied with the overall service and a further 10% gave a neutral score.

Satisfaction with overall service has been fairly consistent over the last two years, ranging from a high of 83% to a low of 78%, and has reduced by 3p.p from the last survey.



• Satisfied • Neither • Dissatisfied

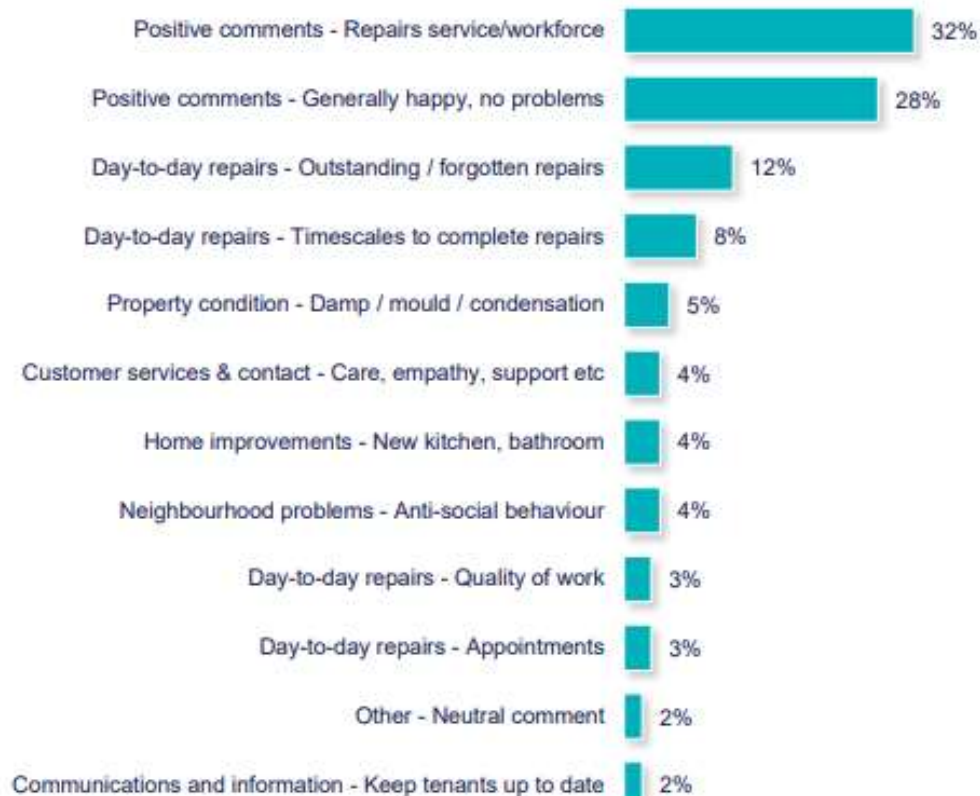




## Comments - Overall Satisfaction



■ (n=225)



The majority (60%) of the 225 comments regarding satisfaction with the overall service from CBC, are positive, and include compliments about the repairs service and those who deliver this service. For example, *"They are good. If I ever wanted anything, they have been on the ball"*.

Conversely, and accounting for around a fifth of the comments received, there are issues raised with the time taken to complete repairs, and repairs which tenants feel have been forgotten. In addition, there are a small number of issues with the quality of repairs completed.

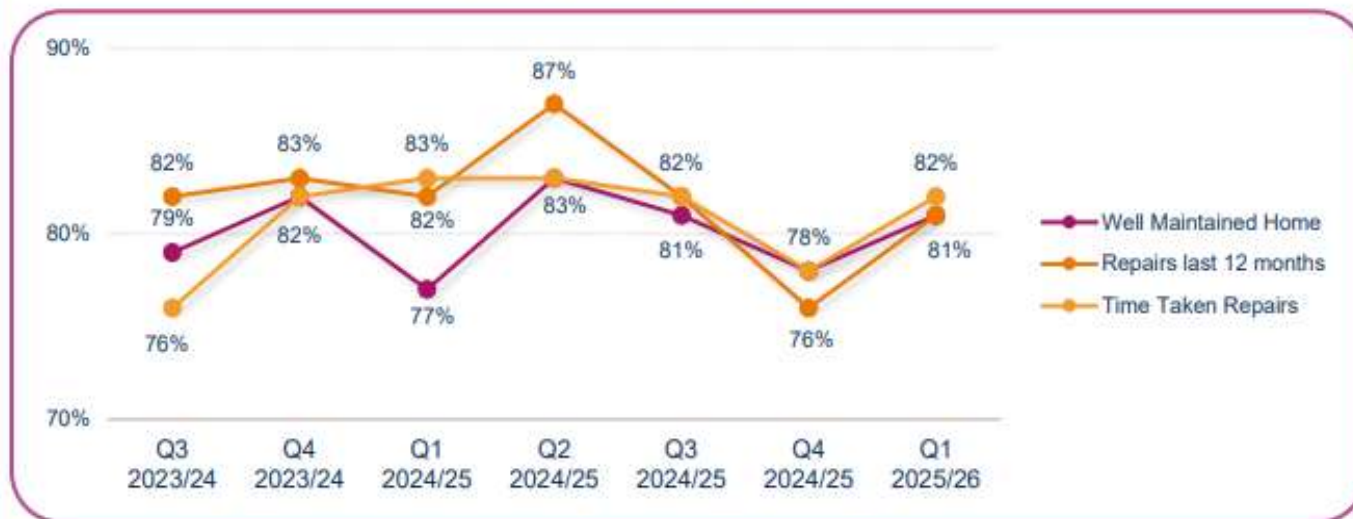
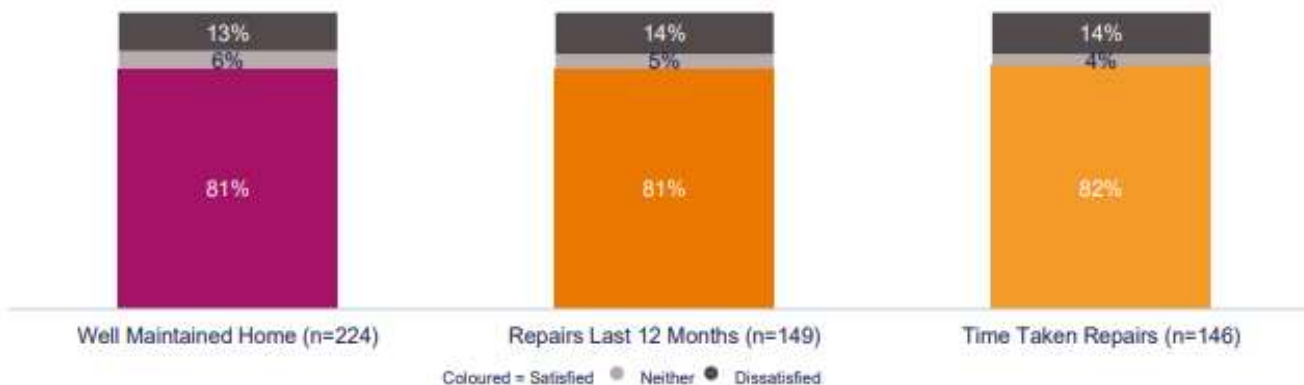
A small number of tenants feel there could be more care and empathy shown by CBC during their interactions and some mention concerns with ASB where there is a perception that sometimes action is not taken or is not adequate.

For Q1, 81% of tenants are satisfied that their home is well-maintained, up 3p.p, and 13% of tenants are dissatisfied.

Around two-thirds of tenants (63%) said they had a repair completed in their home in the last 12 months, and of these, 81% are satisfied with the repairs service over this period, which is an increase of 6p.p; 14% are dissatisfied.

The time taken to complete a repair sees an increase in satisfaction of 4p.p at 82%, although this is also down a little, by 4p.p, with the level of dissatisfaction remaining the same as last quarter at 14%.

## Keeping Properties in Good Repair





Tenants are asked to share thoughts about the repairs service in the last 12 months, and 145 comments were recorded.

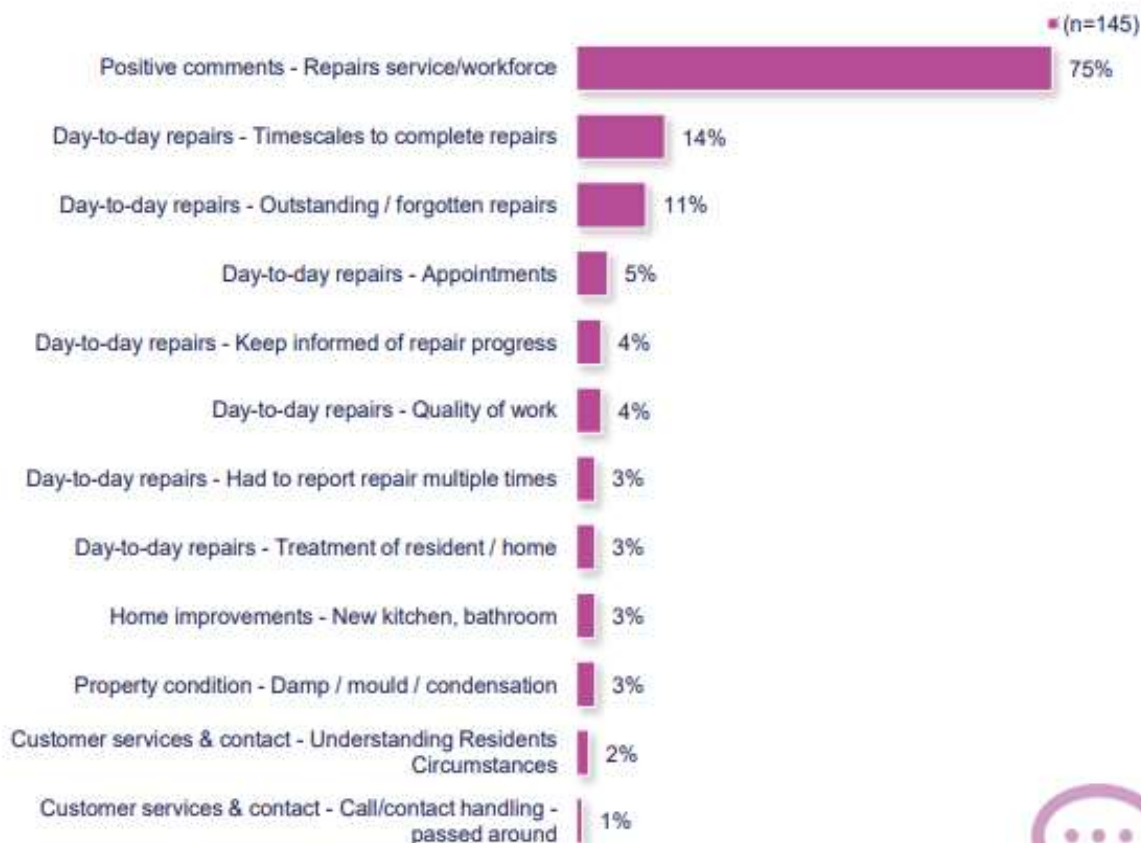
Three-quarters of the comments consist of positive feedback about the repairs service and/or those who deliver the service. The next most common themes are timescales to complete repairs (14% of the comments) and outstanding/forgotten repairs (11%), so whilst many praised the promptness and professionalism of those involved in delivering repairs, some concerns emerge about delays in completing repairs, with some tenants waiting months for issues to be resolved.

A lack of updates regarding ongoing repairs can lead to tenants reporting the repair more than once or resorting to chasing up progress, which causes some frustration.

Additionally, some mentioned their experience of poor service quality, including incomplete jobs and damage to property during repairs. The need for better scheduling to accommodate working tenants was also highlighted, as some tenants find it difficult to arrange time off for repairs.

Overall, while there are commendable aspects of the service, addressing communication and timeliness could enhance tenant satisfaction.

## Comments - Repairs



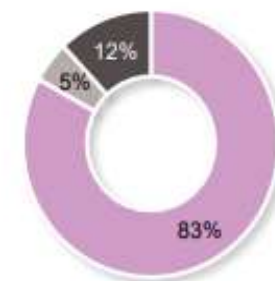
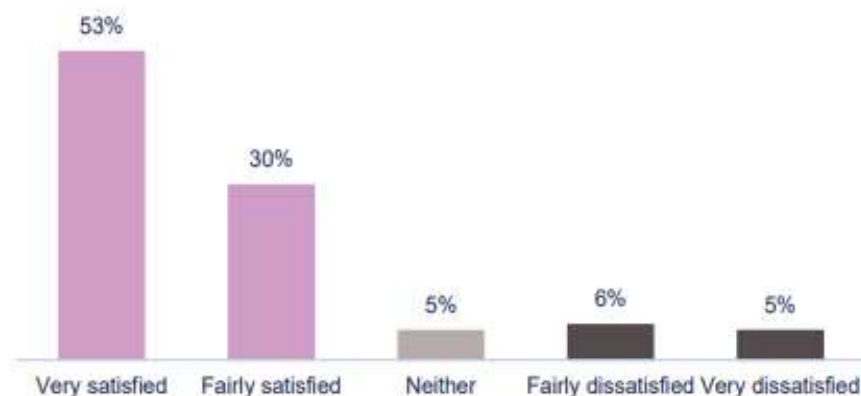
## Maintaining Building Safety

In a change to last quarter, satisfaction with the safety of the home is now above that of its maintenance, with 83% of tenants satisfied, which is up by 11p.p since Q3. Those satisfied with this measure are split between very satisfied at 53% and fairly satisfied at 30%.

Just 12% are dissatisfied (19%) and a further 5% were neither satisfied nor dissatisfied.

Satisfaction with this measure has recovered to the level seen in Q2 and Q3 of 2024/2025.

Whilst this measure is primarily about the structure and condition of properties, many tenants take a wider view of safety and often feel this includes broader impacts such as ASB and how secure they feel in their community or neighbourhood.





Those not satisfied that their home and/or communal areas are well maintained are asked to expand on this, and 73 comments were received from tenants.

Outstanding repairs which leave tenants feeling forgotten took centre stage with the most comments, followed closely by those who say they are experiencing damp and mould in their homes.

Several tenants feel their kitchens and/or bathrooms need upgrading, due to old fixtures, mould, and leaks persisting for years.

Regarding communal areas, some feel these are often left dirty, with reports of litter, drug paraphernalia, and anti-social behaviour, contributing to a sense of insecurity. The cleaning of these areas is perceived as inadequate by some tenants, with some noting that while efforts are made, they are insufficient to maintain a safe and pleasant environment. For example, *"The cleaners don't do what they should do, mess is left and the gardeners don't clear away rubbish or the grass trimmings."*

Additionally, there are concerns about the safety of children due to broken gates and poor maintenance of communal gardens. Overall, the feedback highlights a need for improved communication, timely repairs, and enhanced cleaning services to improve shared spaces and to positively influence satisfaction levels.

## Comments - Home or Communal Areas not Well Maintained or Safe

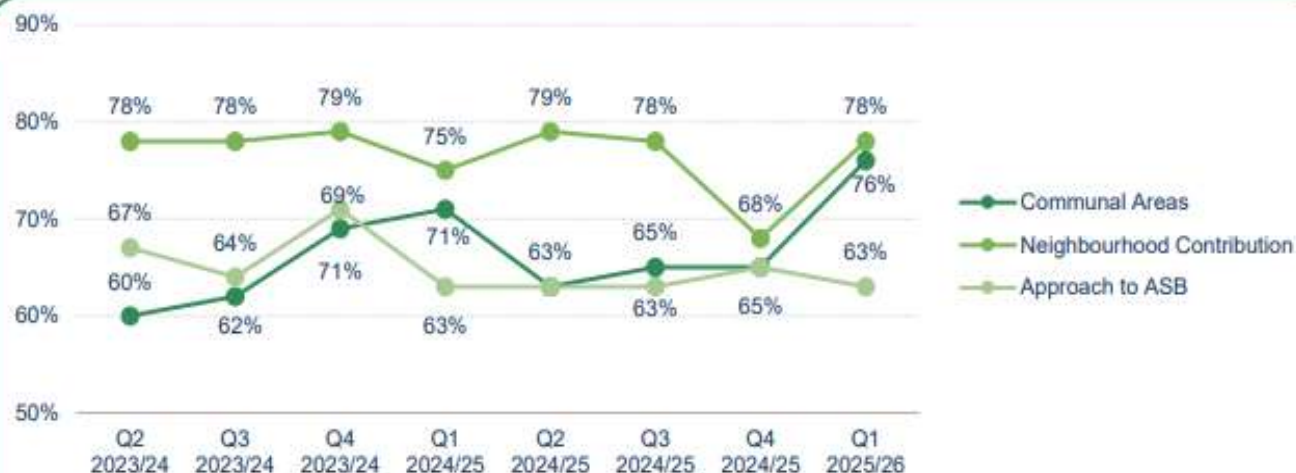
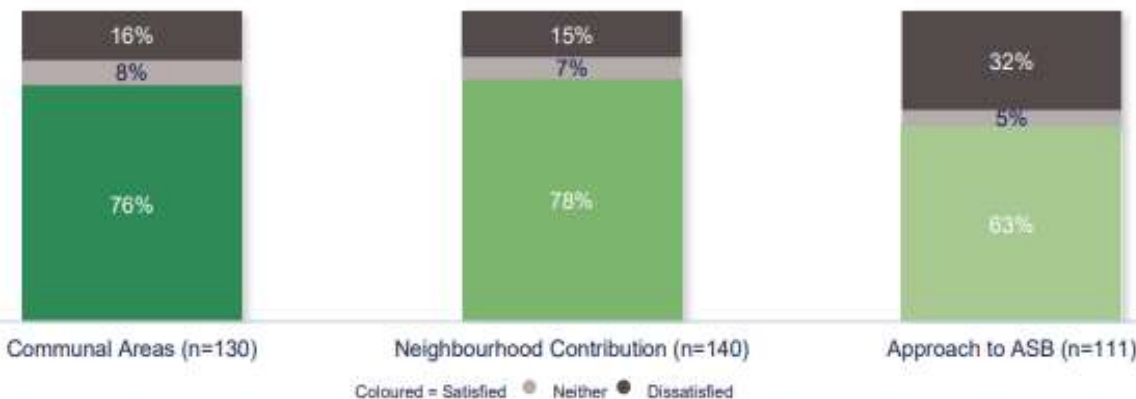


Just over half of the tenants (54%) surveyed this quarter state they live in a building with communal areas that CBC is responsible for maintaining. Of these tenants, 76% are satisfied that their communal areas are clean and well-maintained, an increase of 11p.p since Q3. Dissatisfaction is now at 16%, with a further 8% giving a neutral response.

Satisfaction that CBC makes a positive contribution to the neighbourhood fell by 10p.p in Q4, from 78% to 68%, and this has now been reversed, with a 10p.p increase in Q1, back to 78% satisfaction.

Satisfaction with the way the Council handles ASB has fallen by 2p.p to 63% this quarter, with those who are dissatisfied rising from 20% last quarter to 32% in Q1. This increase could perhaps be because more of those surveyed this quarter have experienced the ASB service firsthand, that cases are ongoing, and this has perhaps influenced scores – or alternatively, this could be based purely on perceptions. This would need closer review in order to draw firm conclusions, although some of the comments which follow may help understand what is driving these scores.

## Responsible Neighbourhood Management



When asked to share their views on CBC's contribution to the neighbourhood, 136 comments were recorded.

The vast majority of these comments were positive feedback, specifically about communal cleaning and maintenance, and feeling that their neighbourhood is a good place to live.

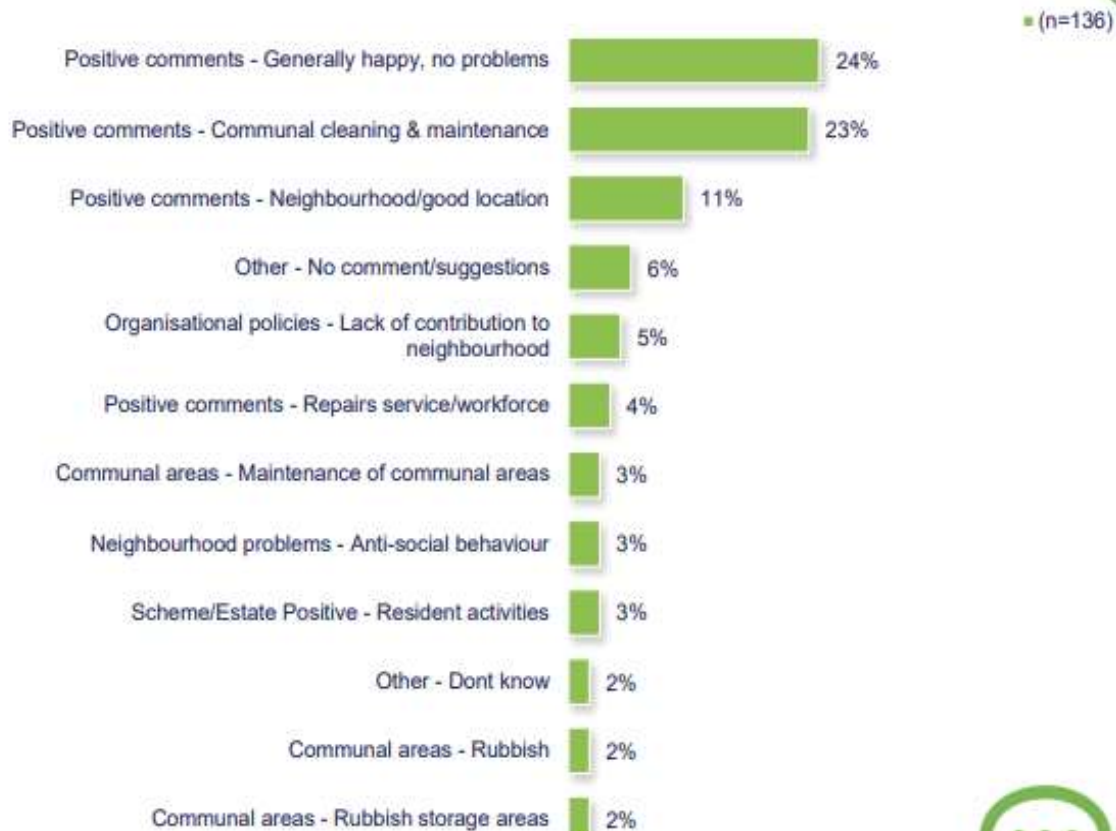
A small number say they have not seen any contribution from CBC in the local area, and others feel there could be more done to encourage recycling with the provision of bins to make this possible.

Some shared positive comments about the communal cleaning service, whereas others say the neighbourhood is impacted by ASB, which they feel is not tackled by CBC.

Several tenants spoke about the resident's activities which CBC organise for children locally, as these efforts are very much appreciated, such as *"They tend to do activities for children around the homes"*.

Overall, while there are commendable efforts in maintaining cleanliness and community activities, significant areas for improvement exist, particularly in addressing ASB issues.

## Comments - Neighbourhood





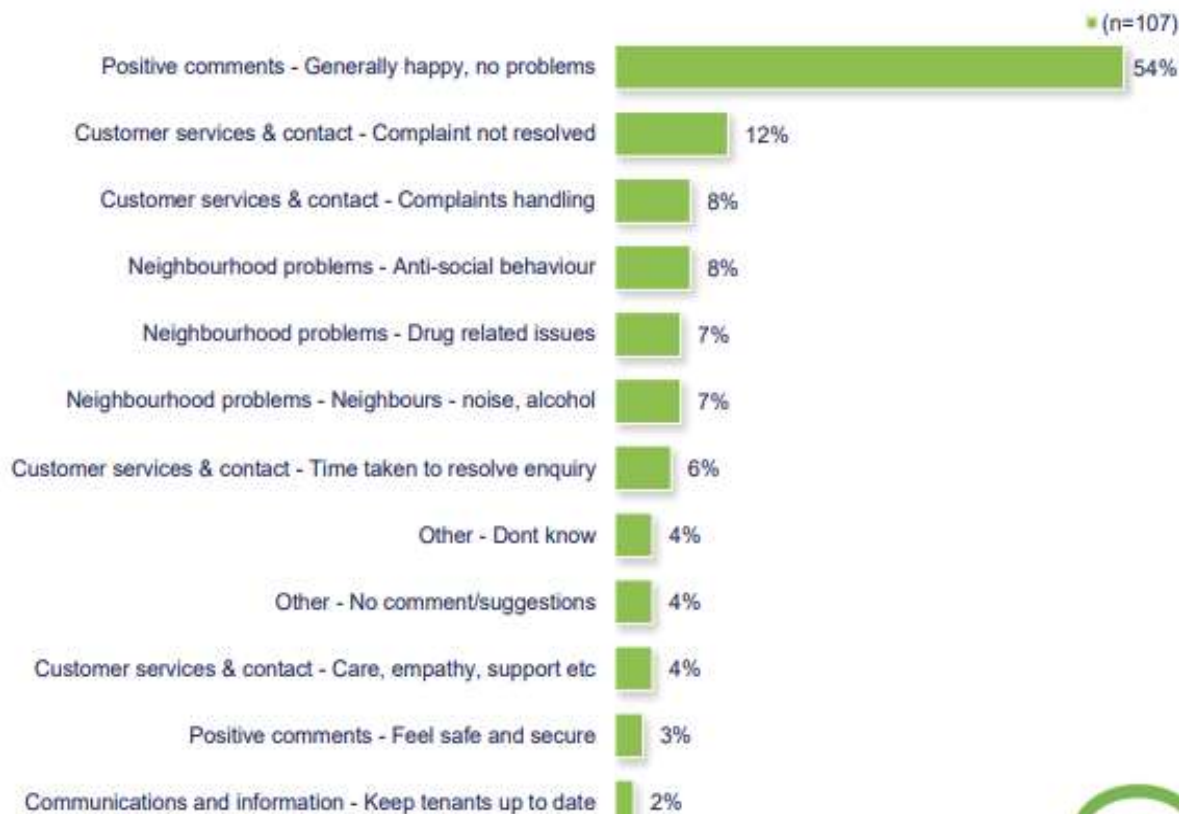
Regarding the approach to handling ASB, 107 comments were made, resulting in a mixed response.

Many tenants express satisfaction with the responsiveness and effectiveness of CBC in addressing ASB issues, particularly in cases involving drug-related activities and noise disturbances, and others who have not experienced this service themselves, still have a positive view based on the experience of others, for example, *"I can only go by what I've heard since I've personally never had to experience ASB, but from what I hear Cheltenham Borough Homes deal with ASB in a good way."*

Positive comments highlight timely interventions, improved safety measures, and effective communication from staff. Conversely, a number of tenants report dissatisfaction, citing a lack of follow-up, ineffective resolutions, and ongoing issues with problematic neighbours. Concerns about inadequate support during weekends and holidays were also raised, alongside frustrations over perceived leniency towards persistent offenders.

Overall, the feedback suggests there could be more consistency in handling ASB issues, so all tenants have a more positive experience.

## Comments - ASB

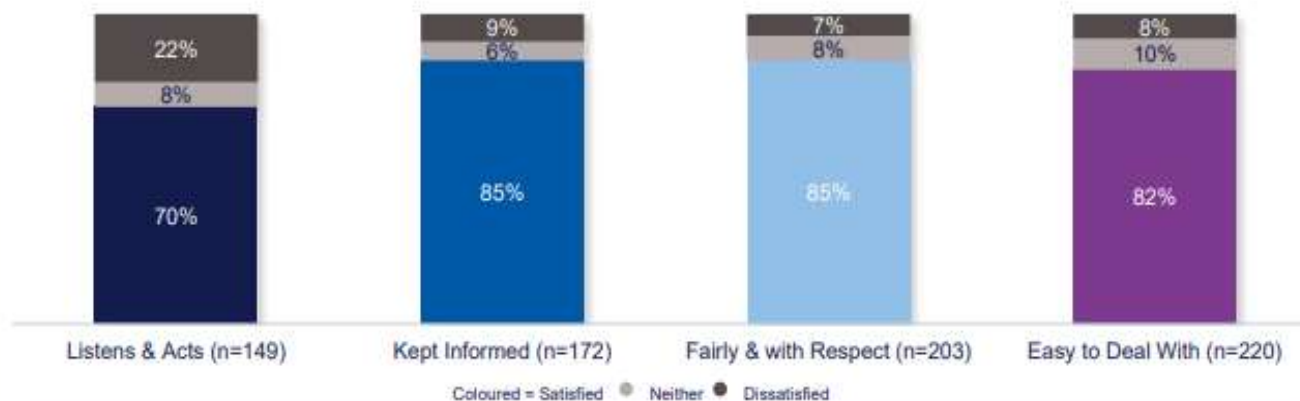


Just over four-fifths (82%) of tenants surveyed in Q1 find CBC easy to deal with, which is an increase of 6p.p since Q4.

Slightly more tenants (85%) are satisfied that they are kept informed by CBC (an increase of 6p.p), and the same percentage feel CBC treat them fairly and with respect (an increase of 1p.p).

Satisfaction with the way CBC listens to tenants' views and acts upon them is also up this quarter, by 8p.p, at 70%. This measure has the highest dissatisfaction of these four engagement measures, and some of the comments that follow may help with understanding the drivers of this dissatisfaction.

## Respectful & Helpful Engagement



Some 44 comments were received about how CBC listens to tenants' views and acts upon them, with some mentioning frustration over repair issues which remain outstanding, and also delays in repairs, particularly concerning kitchens and damp problems.

A recurring theme is the perception that feedback from tenants is often ignored, leading to feelings of frustration and, for some, a reluctance to report issues in the future.

The need for improved communication between teams and better access to senior staff for unresolved issues was also included here. Additionally, there were calls for more support for vulnerable tenants, particularly regarding anti-social behaviour and disability needs, for example, *"They don't listen properly and they don't understand my medical history and disability."*

Overall, the feedback indicates a need for enhanced engagement with tenants, and more timely action on reported issues, to foster a more responsive and supportive environment.

## Comments - Listens & Acts





A smaller number of comments, just 30, were noted regarding tenants' thoughts about being treated fairly and with respect.

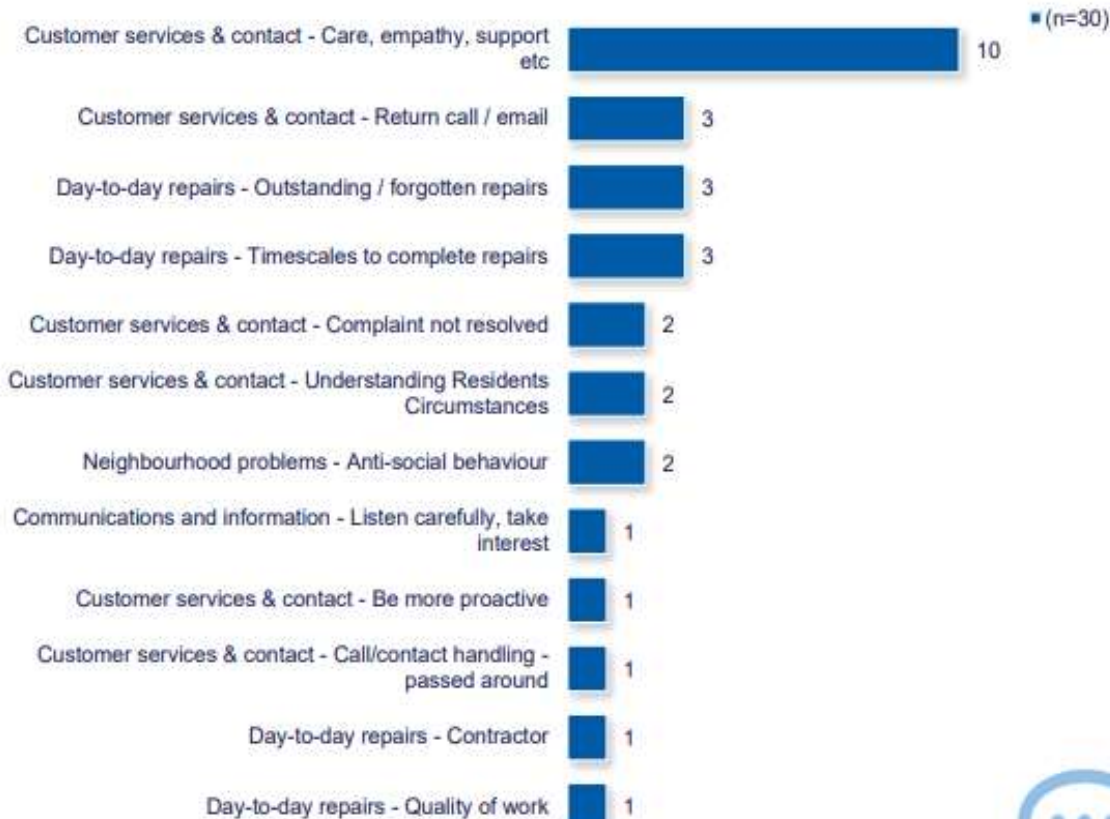
A third of the comments say there could be more care and empathy shown by CBC at times, and some tenants express frustration over unfulfilled promises regarding repairs and follow-ups, with some feeling that their concerns were dismissed or inadequately addressed.

Some share a perception of not being taken seriously when issues are reported, for example, *"They dismissed my complaint about the ASB officer who, in 5 years of complaining, had not even met me."*

Tenants report a lack of training among staff to handle specific needs, particularly for those with disabilities. The inconsistency in service quality, often dependent on the individual contacted, further exacerbates tenant frustrations for a minority. Some feel that their complaints are not taken seriously, leading to a sense of helplessness and a belief that they must fight for basic rights and services.

Overall, the feedback indicates a need for improved training, better communication, and a more empathetic approach to tenant interactions to enhance overall satisfaction and trust in the service.

## Comments - Fairly & with Respect



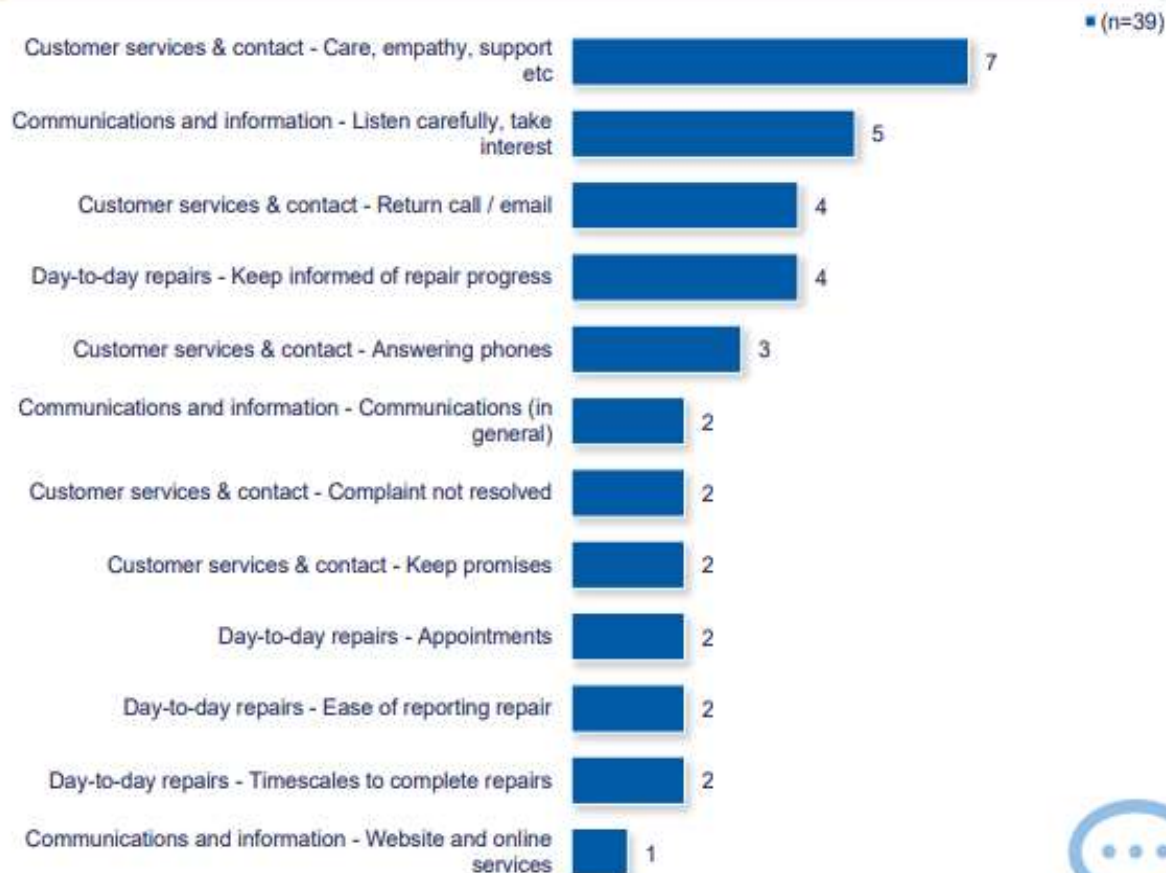
The score for CBC being easy to deal with was 82% this quarter, and 39 comments were received from those who do not find CBC easy to deal with.

The most common theme was for there to be more care and empathy when issues are reported, and for contact with the customer service team to be returned when promised. For example, *"Customer service really needs to be improved. Communication can be poor, follow-ups are often delayed or don't happen at all, and there's a general lack of accountability. Tenants deserve a service that is responsive, respectful, and consistent—especially when it comes to our homes and wellbeing."*

Some tenants note that while initial contact may be manageable, the subsequent service often falls short, leading to feelings of being brushed aside. Some inconsistency in service quality is highlighted, with some tenants experiencing helpful interactions while others report unhelpful or dismissive responses.

There are also complaints about the difficulty in reaching the right personnel and navigating the system, exacerbated by a confusing change in contact numbers. Overall, the feedback indicates that improved communication, accountability, and a more consistent service provision will help to limit the reasons for dissatisfaction in the future.

## Comments - Easy to Deal With





Just under a quarter of tenants (22%) say they made a complaint to CBC in the last 12 months, although it is not clear whether these were formal expressions of dissatisfaction managed under the complaint process, or perhaps service requests not yet completed.

Of these tenants, 39% said that they are satisfied with the way that their complaint was handled, an increase of 2p.p from Q4.

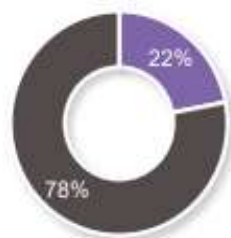
Dissatisfaction is higher than satisfaction at 53%, and a further 9% gave a neutral response.

Complaint handling is a common cause for dissatisfaction for social landlords and is often the lowest-scoring measure in surveys of this type, as is the case here for CBC. Sharing guidance and information that helps tenants distinguish between service requests (which may take time to complete fully) and service failures, alongside ensuring the timescales for complaint management are met, may help set correct expectations and limit the reasons for dissatisfaction in the future.

## Effective Handling of Complaints

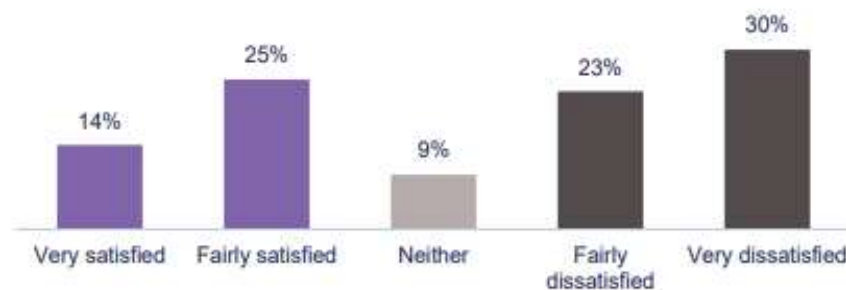


Complaint in last 12 months



• Yes • No

Satisfaction with Complaints Handling







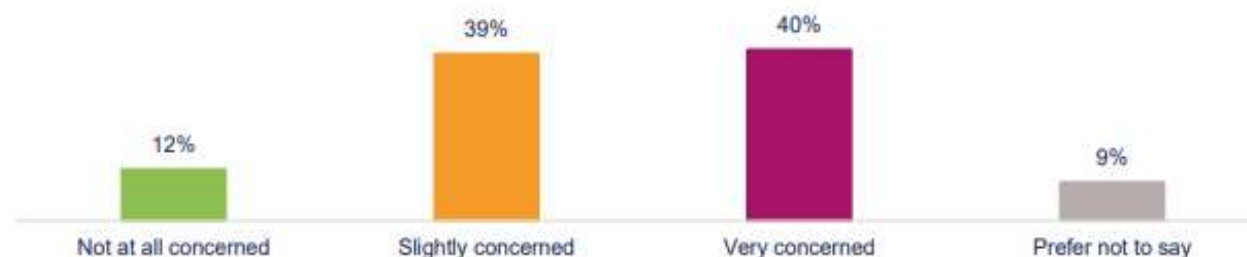
## Cost of Living

Tenants were asked about their well-being, including how they feel about the current cost-of-living crisis.

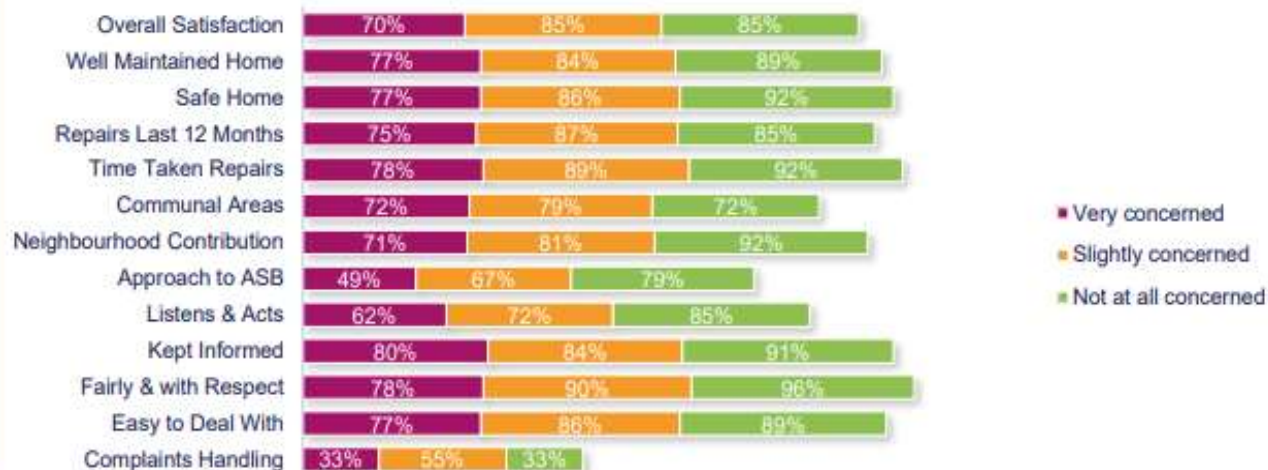
Just over three-quarters of tenants (79%) are at least slightly concerned about the cost of living crisis, with more very concerned (40%) than slightly concerned (39%). Just 12% of tenants are not at all concerned, and 9% preferred not to say.

It is often the case with similar surveys from social landlords that tenants who are most concerned with the cost of living have lower satisfaction rates than those slightly or not at all concerned. This is the case here with those who are concerned, having the lowest levels of satisfaction across all indicators.

### Cost of Living Concern



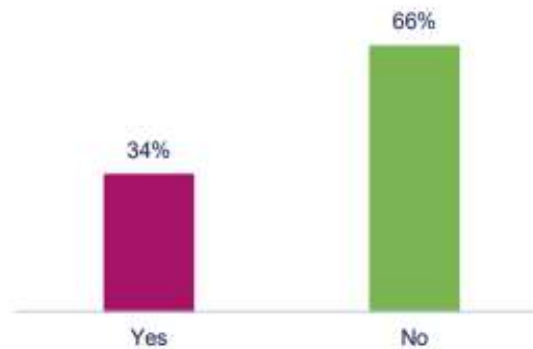
### Cost of Living Concern & Satisfaction





## Damp and Mould

### Experienced Damp/Mould Last 12 Months



### Reported Damp/Mould

■ Yes ■ No



It is of some concern that around a third of tenants (34%) say they have experienced instances of damp and mould in their homes in the last 12 months, and this has been fairly consistent over time, aside from a dip on Q2 last year, to 24%.

Almost two-thirds (63%) of these have reported the problem, which means just over a third (37%) haven't made CBC aware of these issues. With the onset of Awaab's Law, CBC will need to investigate all of these as a matter of urgency and take action, where necessary, to alleviate the issues and ultimately prevent any associated health-related problems.

Information on those tenants who say they are experiencing damp and mould, where permission has been given, is available in the raw data.

### Experienced Damp & Mould Over Time





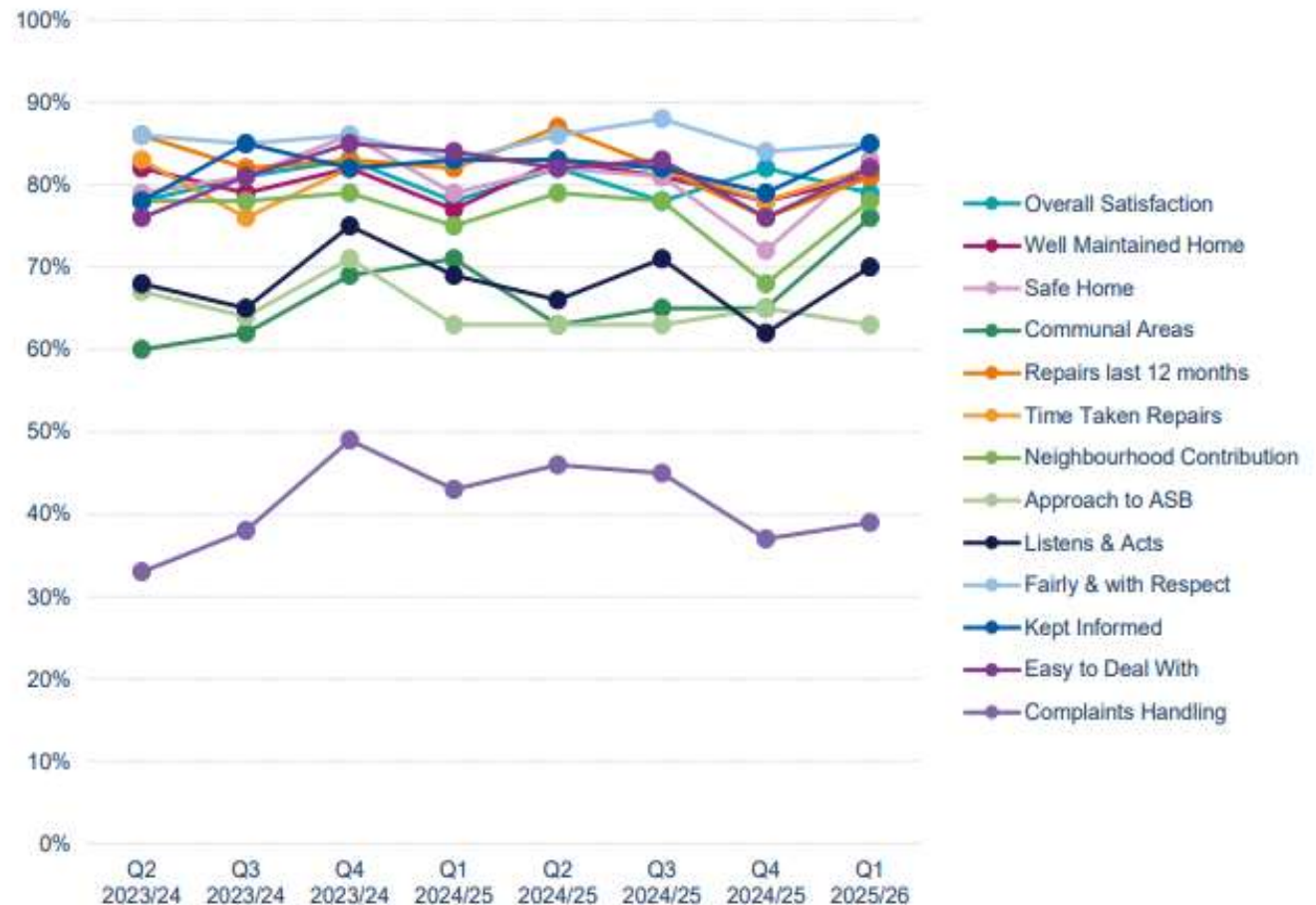
## Trends Over Time

Whilst there are always fluctuations in satisfaction throughout the year, in Q1 of 2025/2026, satisfaction has increased for ten of the measures.

Just two measures have decreased, satisfaction with the overall service at 79% (down 3p.p) and the handling of ASB, 63% (down 2p.p), although both are minimal changes.

The biggest positive changes are for the provision of a safe home (83%) and the upkeep of communal areas (76%), both up by 11p.p.

To be statistically significant, changes need to exceed the combined margins of error for the last two surveys, in this case around 13p.p, so none of the changes exceed this threshold.



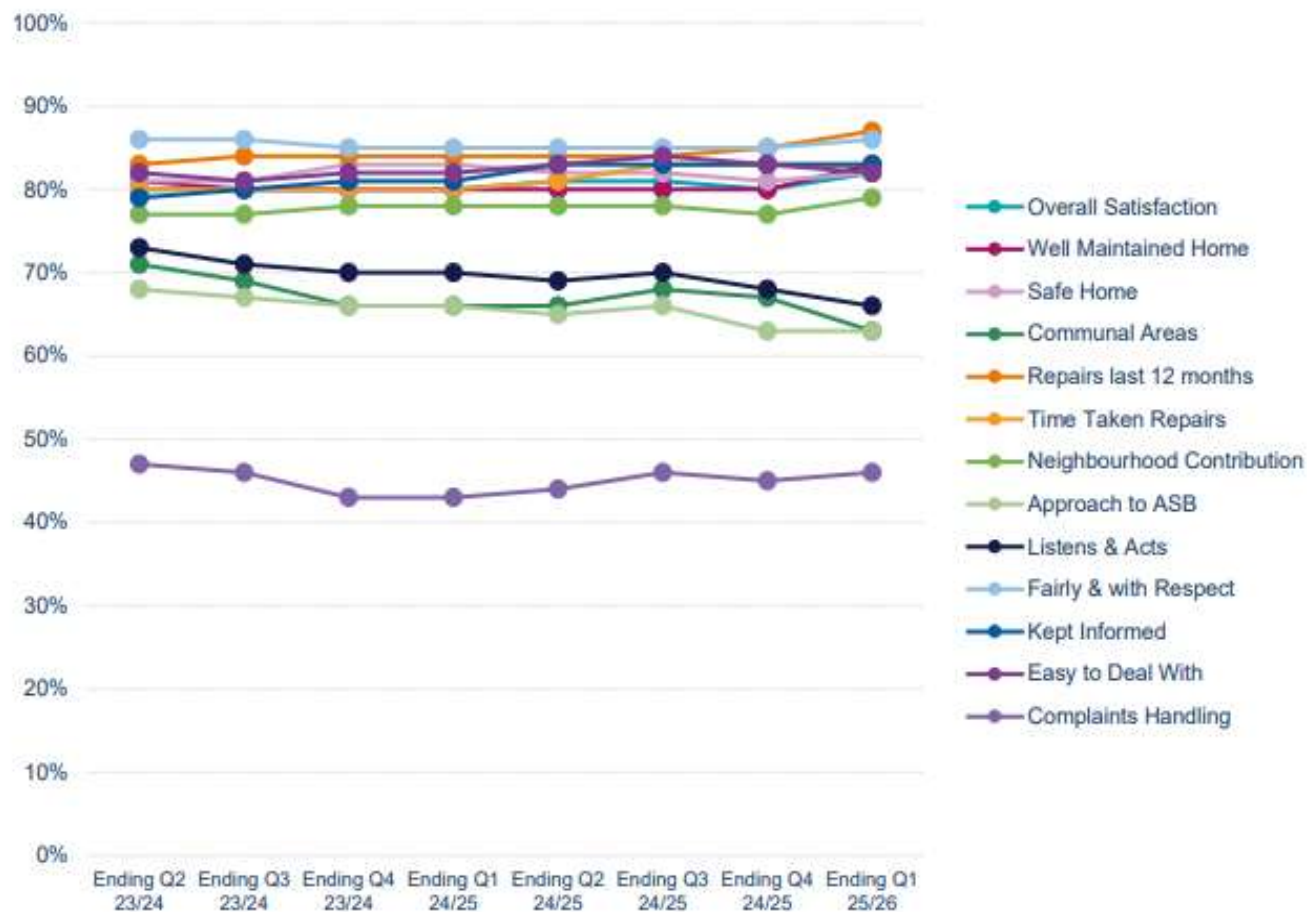


Another way to consider the results is to calculate the 12-month rolling averages. These average the last four results and are affected as much by those dropping out as the new ones added in, reducing the fluctuations between each quarter. It is, therefore, easier to observe general trends.

The changes in satisfaction on these averages is small, no more than 2p.p either way, apart from the handling of ASB, which has seen a drop of 3p.p.

Otherwise, this does help to show the general underlying level of satisfaction for each measure.

## 12 Month Rolling Averages



## Acuity Calls CBC Housing Services

The Customer Service Team made 44 calls to the most dissatisfied customers which have been identified by Acuity.

Failed to contact 18 after 3 attempts

Completed calls to 17

Unable to contact 4

Left messages for 5 to call back

Of the 17 calls completed the most dissatisfied area were Repairs (7), ASB (3), Estates Services (6), Customer Service (1), 6 of the calls also included concerns raised about the cost of living.

As part of the survey process Acuity staff will send across an alert via email if during a call, they pick up on any matters such as safeguarding concerns or urgent repairs which require our attention ahead of them issuing the full data set.

During the Q1 surveys, Acuity staff raised 17 alerts, of these:

- 3 have been resolved
- 8 relate to work in progress
- 6 are new and current

## Next Steps



Review complaints team capacity and roles



Continue to review communal areas and satisfaction



Arrange complaints focus group to gather feedback from lived experiences



Estates supervisor role to be confirmed



## Satisfaction with Measures



## Summary & Recommendations



Results for Q1 of 2025/2026 continue to show high levels of satisfaction across the majority of the survey measures. This report is based on 221 responding tenants, plus 10 incomplete surveys which are required to be included by the Regulator.

Overall satisfaction is one of just two measures that saw a decrease in satisfaction this quarter, down by 3 percentage points (p.p) to 79%, and so sits just below the centre of all measures when ranked in the chart to the left. The other measure, which fell slightly, is the approach to ASB, down by 2p.p to 63%. All other measures increased this quarter, with the largest increase being for the upkeep of communal areas, which is up by 11p.p to 76%, and the provision of a safe home at 83%, which is also an increase of 11p.p, the latter is also the second highest scoring measure this quarter. Being kept informed and being treated fairly and with respect are the highest scoring measures for Q1, both at 85% satisfaction.

The results show that almost four-fifths of tenants (79%) are at least slightly concerned about the current cost of living, which is similar to last quarter. Given the connection between monetary concerns and satisfaction, any easing of financial pressures for tenants could have a positive effect on satisfaction levels.

The quarterly surveys include several open-ended questions designed to highlight specific areas for improvement based on tenants' concerns and suggestions. As is often the case, the repairs service continues to feature prominently across all the questions, with outstanding repairs and the time taken to complete repairs being the most common categories, even though satisfaction with the repair measures exceeded 80% this quarter. Comments suggest there is a need for a more consistent repairs service.

### **Recommendations:**

#### Communication

Some tenants are concerned with the upkeep of communal areas and grounds maintenance, and in some cases, property condition, including concerns with damp and mould, which should be addressed as soon as possible. Some tenants feel CBC could listen more carefully to their views, and staff could show more care and empathy when dealing with issues they raise. Including in tenant communications/website some examples of service improvements made as a result of tenant feedback could prove beneficial to satisfaction scores in the future. In addition, an article on the grounds maintenance contract, along with some examples of what tenants should expect, could help provide some clarification and remove some of the frustrations seen in the feedback.