



# **FREEBRIDGE COMMUNITY HOUSING**

## **TENANT SATISFACTION SURVEY 2025/26**

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# TENANT SATISFACTION MEASURES



The Tenant Satisfaction Measures (TSMs) are a set of metrics that were introduced by the Regulator for Social Housing in April 2023 to evaluate landlord services. They are designed to assess how well landlords are performing across 4 key areas: keeping properties in good repair and safe, respectful and helpful engagement, effective handling of complaints and responsible neighbourhood management.

## Overview of Tenant Perception Measures (TPMs):

TP01 – Overall satisfaction

### Keeping properties in good repair and safe

TP02 – satisfaction with repairs (*LCRA only*)

TP03 – satisfaction with time taken to complete most recent repair (*LCRA only*)

TP04 – satisfaction that the home is well maintained (*LCRA only*)

TP05 – satisfaction that the home is safe

### Respectful and helpful engagement

TP06 – satisfaction that landlord listen & acts

TP07 – satisfaction that landlord keeps tenants informed

TP08 – agreement that landlord treats tenants with fairness and respect

### Effective handling of complaints

TP09 – satisfaction with complaints handling

### Responsible neighbourhood management

TP10 – satisfaction with communal areas kept clean and well maintained

TP11 – satisfaction that landlord makes a positive contribution to neighbourhoods

TP12 – satisfaction with ASB handling

## Sampling requirements from April 2025

Regulatory requirements are based on assumptions from Freebridge Community Housing's stock data:

Tenure type	Population	Confidence interval required	Number of interviews required for submission	Actual number of interviews completed
LCRA	6852	±4%	552	854

The TSM survey was conducted on a 6-monthly basis with 70% of surveys carried out via telephone and 30% online via email.

Quotas were set by the age group of tenants to be representative of the total population.

# LCRA KEY METRICS SUMMARY



**OVERALL  
SATISFACTION**  
**69.8%**

- Overall satisfaction has increased in satisfaction by 3.9% since last year.
- Approach to complaints handling sees the largest increase, of 10.2%, since last year.
- All requirements, but one, have increased in satisfaction since last year.
- Keeping communal areas clean and well maintained, has decreased by 1.2%.

PROPERTIES  
IN GOOD REPAIR  
AND SAFE



Overall repairs service  
**75.1%**



Time taken for repairs  
**68.3%**



Well maintained home  
**69.8%**



A home that is safe  
**76.6%**

RESPECTFUL  
& HELPFUL  
ENGAGEMENT



Listens and acts  
**60.5%**



Keeps me informed  
**69.7%**



Treats me fairly  
**77.8%**

EFFECTIVE  
HANDLING OF  
COMPLAINTS



Complaint handling  
**38.7%**

RESPONSIBLE  
NEIGHBOURHOOD  
MANAGEMENT



Communal areas  
**66.0%**



Neighbourhood contribution  
**64.2%**



ASB  
**60.8%**

# WHO WE INTERVIEWED VS. POPULATION

**854**

Tenants were interviewed overall

**603**

by telephone

**251**

via web

**765**

surveys were completed in full

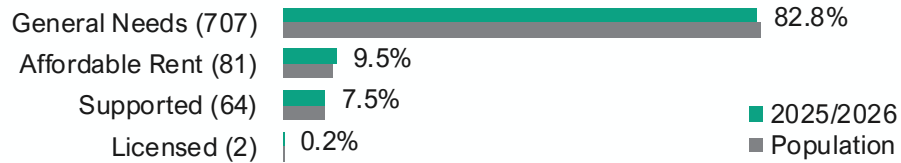
**89**

were partial completes

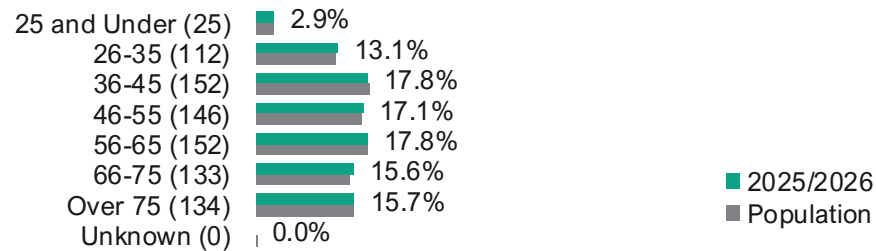


Sample is representative of tenant population across all key demographics, so no weightings are needed

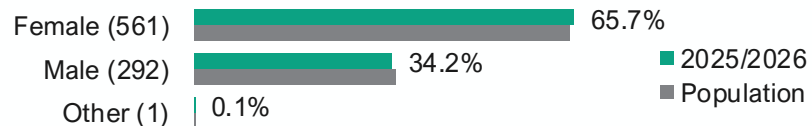
## TENURE TYPE



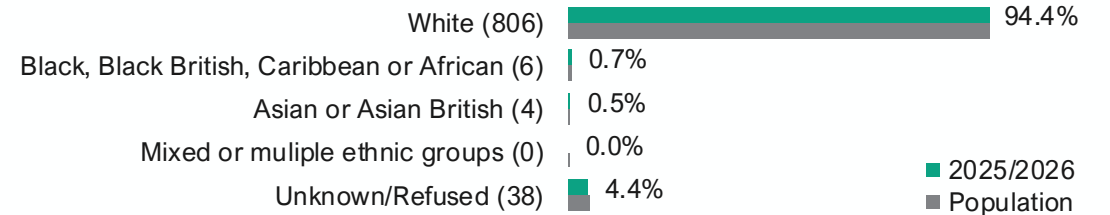
## AGE GROUP



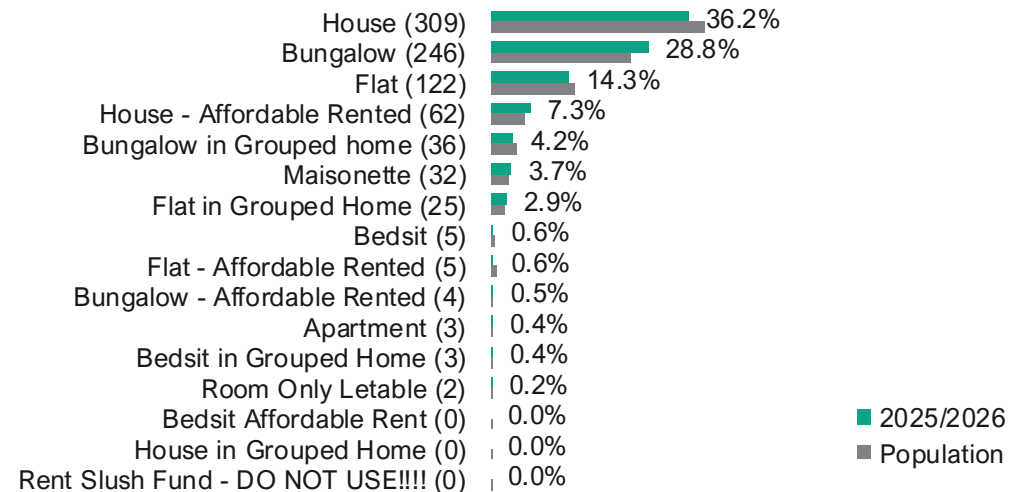
## GENDER



## ETHNICITY



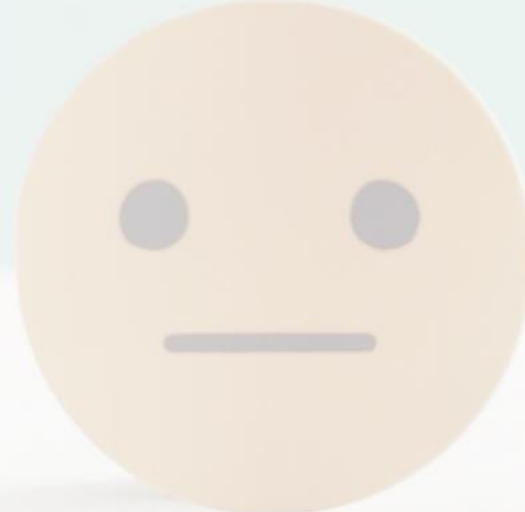
## PROPERTY TYPE



Sample size shown in (). Population data is based on information provided on the database.



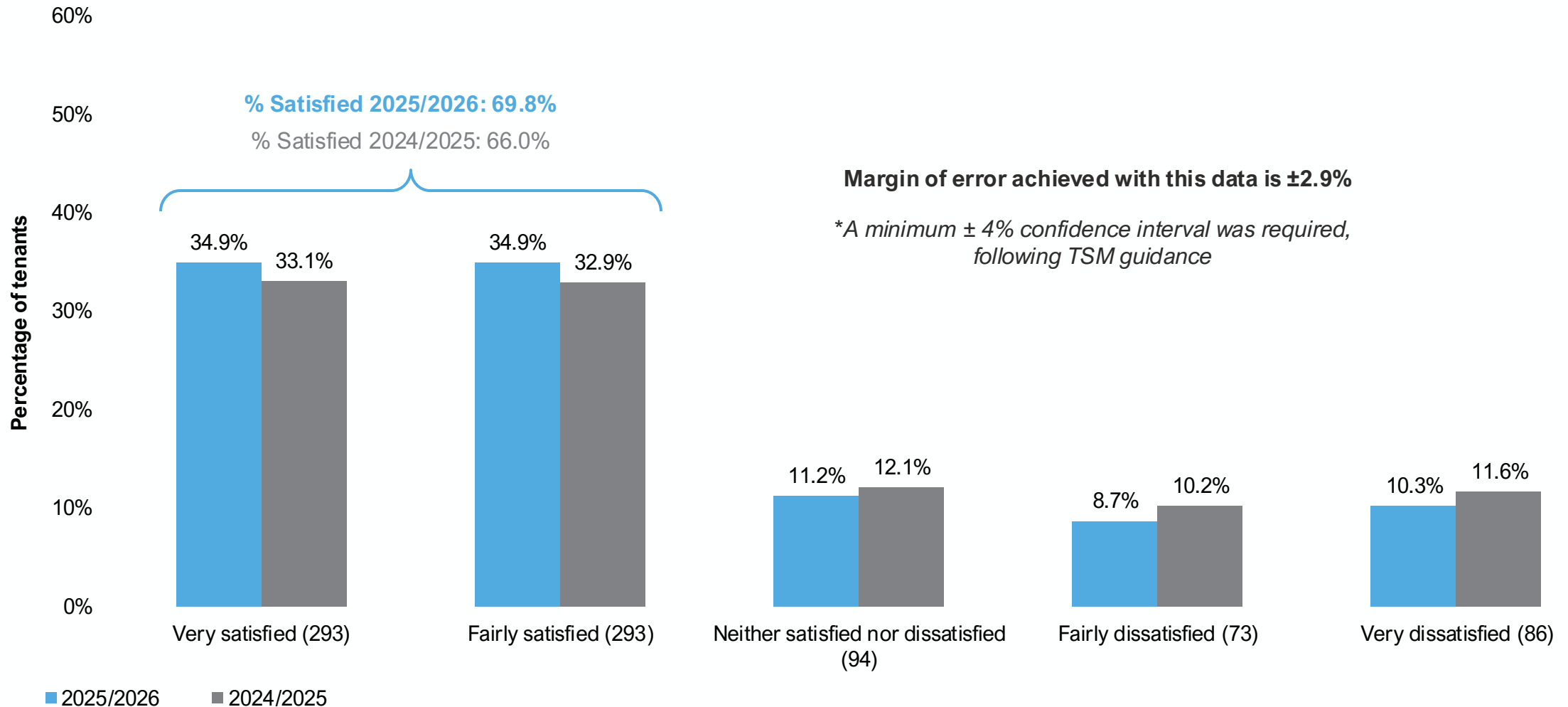
# OVERALL SATISFACTION



How satisfied or dissatisfied are you with:  
TP01: [Overall satisfaction](#)

# OVERALL SATISFACTION: 69.8%

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Freebridge Community Housing?



Sample size shown in (). Does not include 15 tenants that didn't answer.

Base: 839

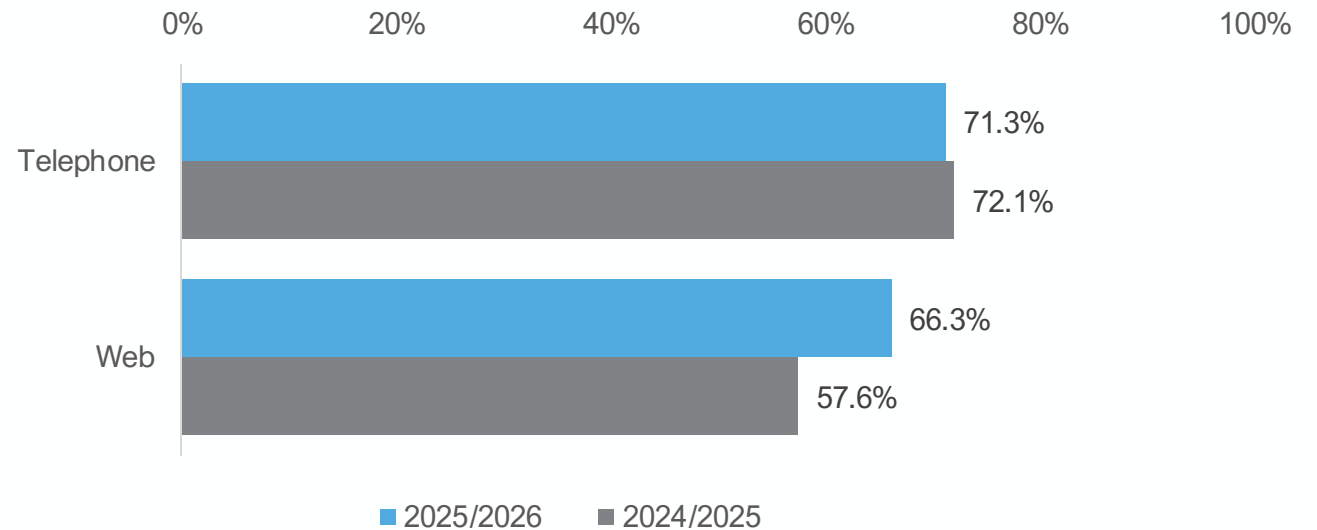
# SURVEY METHODS - TELEPHONE/WEB

- Satisfaction scores vary depending on how customers were surveyed. Telephone respondents generally report higher satisfaction than those completing the survey online.
- Self completion surveys, of which web surveys are an example, can be subject to ‘response bias’. In the case of housing this tends to be ‘low response bias’ as those customers with a tendency to be more dissatisfied are more likely to complete the survey.
- This year, there has been an increase in the proportion of higher-scoring telephone responses and a decrease in web survey responses. This shift in response mix may be contributing to an overall increase in reported satisfaction.

## PROPORTION OF RESPONSES

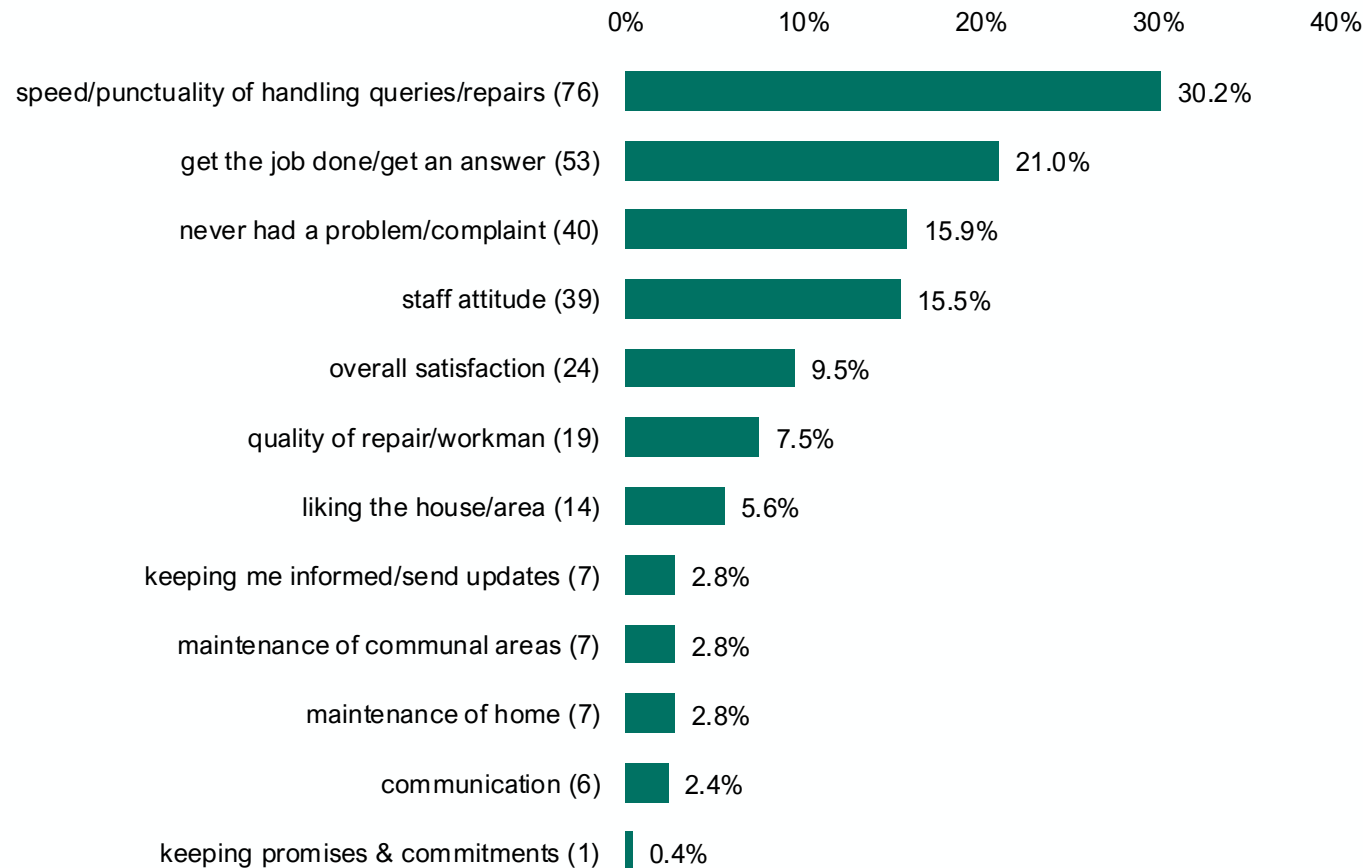
	Telephone	Web
2025/2026	70.6% <span style="color: green;">↑</span>	29.4% <span style="color: red;">↓</span>
2024/2025	57.6%	42.4%
2023/2024	53.6%	46.4%

## Overall Satisfaction (% Satisfied)



# WHY DID YOU GIVE THAT SCORE FOR OVERALL SATISFACTION?

## VERY SATISFIED



"Whenever we have a problem, we contact them and they send someone out almost immediately."

"If I need repairs, they are done straight away. I really cannot fault them."

"I have never had a problem with them. Everything I have asked, they are always there to help as quickly as they can."

"Always had help when needed, had multiple check ins once first moved in to check on me. Everyone's been so kind and understanding too."

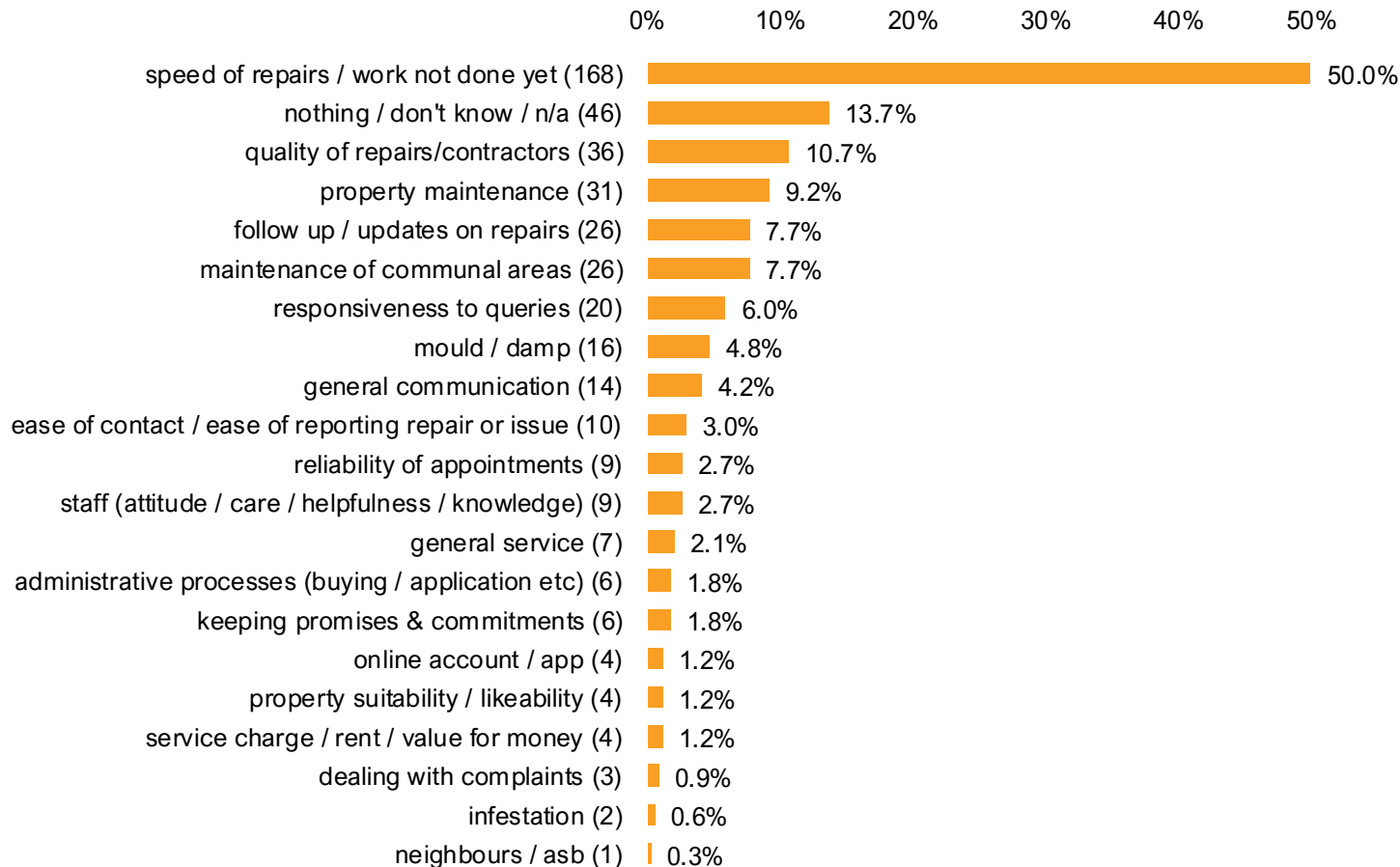
### TENANTS WHO WERE VERY SATISFIED

Tenants are mostly satisfied because of the speed of response to repairs and any other issues/queries. They are often resolved on the same day or within a couple of days. Many have never had any problems or complaints and many feel staff are polite, friendly, respectful and supportive.

Sample size shown in (). 252 very satisfied comments were coded. Comments can be coded into more than one category.

# WHY DID YOU GIVE THAT SCORE FOR OVERALL SATISFACTION?

## FAIRLY SATISFIED & NEITHER SATISFIED NOR DISSATISFIED



"A few years ago, a double-glazed window blew, it wasn't fixed for months. The first chap drilled into it, and it was full of orange slime. It took them two attempts and only then did they eventually replace it."

"Actually listen, there are a few things that I have pointed out over the years, and they don't come back to me. For instance, I still have lead pipes in my house."

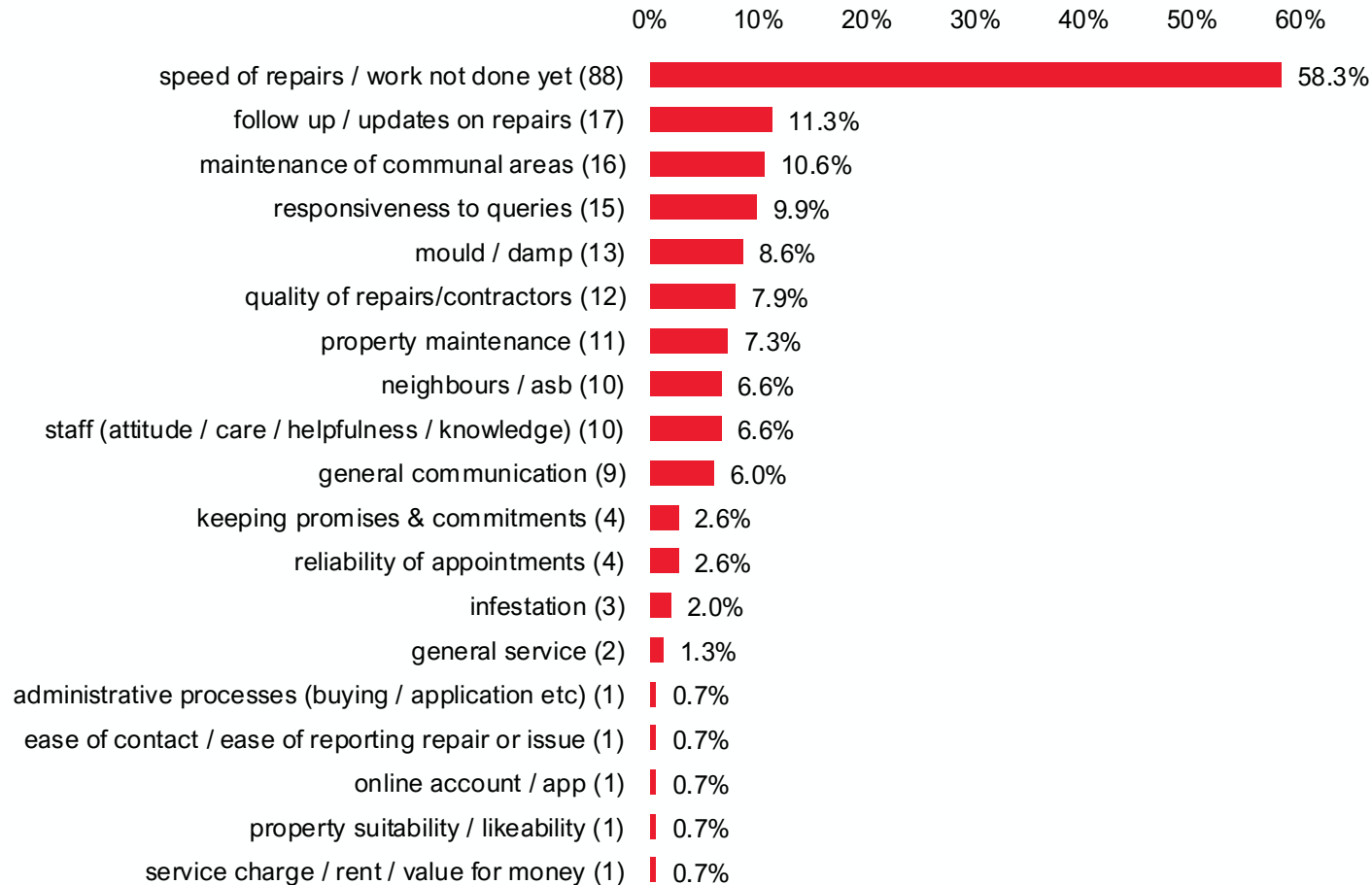
"To do repairs quicker. Put some decent windows in, the ones they did for my front room a few years ago are rubbish, there is a very bad draft. I had been trying to get someone to do a repair for four years. They had always said they needed parts, but they never came back."

### TENANTS WHO WERE FAIRLY SATISFIED & NEITHER SATISFIED NOR DISSATISFIED

The main area for improvement is regarding slow and incomplete repairs. Tenant's experiences with repairs involve long delays, lack of follow through and problems recurring for months or even years.

# WHY DID YOU GIVE THAT SCORE FOR OVERALL SATISFACTION?

## VERY DISSATISFIED & FAIRLY DISSATISFIED



"We have reported numerous repairs, and they just do not seem to get them done. They come around, write it all down, and make promises that it will get done. They may only then do one or two things, that is it."

"Freebridge have carried out no repairs whatsoever! I have been living here for ten years. I keep having to chase them up over the same repairs. It is quite dangerous because there is asbestos in our kitchen!"

"We have a lot of problems with the heating system, and they do not repair it. I make appointments with them and they do not come."

### TENANTS WHO WERE VERY AND FAIRLY DISSATISFIED

The main reason mentioned for dissatisfaction is regarding repairs being extremely slow, incomplete, or just never fixed. Tenants report repairs multiple times without Freebridge taking any action and they are often left unresolved for years.

Sample size shown in (). 151 very and fairly dissatisfied comments coded. Comments can be coded into more than one category.



# KEEPING PROPERTIES IN GOOD REPAIR AND SAFE

How satisfied or dissatisfied are you with:

TP02: Overall repairs service

TP03: Length of time taken to complete

TP04: Provides a home that is well maintained

TP05: Provides a home that is safe

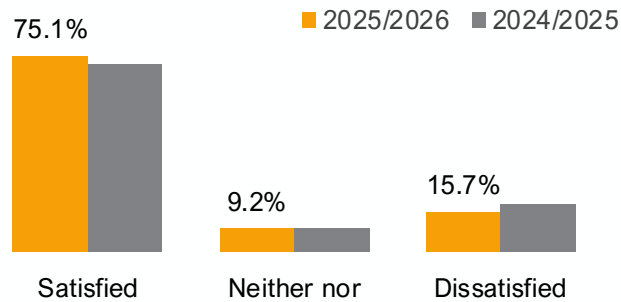


# KEEPING PROPERTIES IN GOOD REPAIR AND SAFE

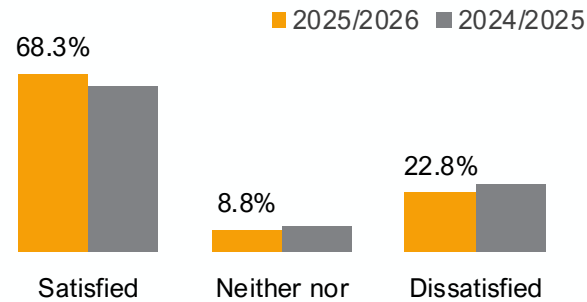


**66.8% of customers have had a repair in the last 12 months**

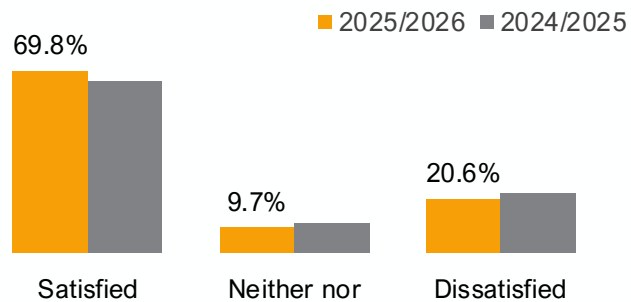
**TP02: Overall repairs service**



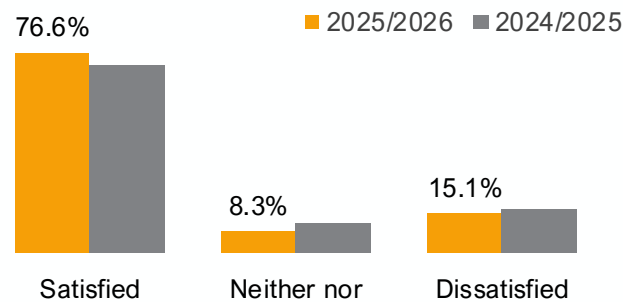
**TP03: Time taken to complete**



**TP04: Provides a home that is well maintained**



**TP05: Provides a home that is safe**



A slightly lower percentage of tenants have had repairs this year compared to last year (67.9% last year). All four of these requirements have increased in satisfaction since last year.

Overall repairs service has increased 2.7 percentage points. Tenants who live in House – Affordable Rented or are aged 36-55 are significantly less satisfied than average for this requirement whereas tenants aged 66 or over are more satisfied than average.

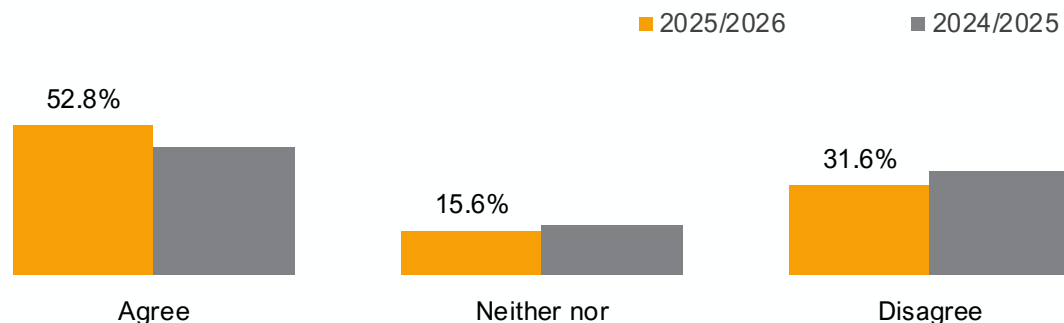
Time taken to complete your most recent repair has increased 4.4 percentage points. Tenants who are female, live in Houses, or aged 26-45 are significantly less satisfied than average for this requirement whereas tenants who are male, live in Supported Housing, or aged 66 or over are more satisfied than average.

Provides a home that is well maintained has increased 4.0 percentage points. Tenants who live in Houses or are aged 36-55 are significantly less satisfied than average for this requirement whereas tenants who live in Supported Housing, Bungalows, Bungalow in a Grouped Home or are aged over 75 are more satisfied than average.

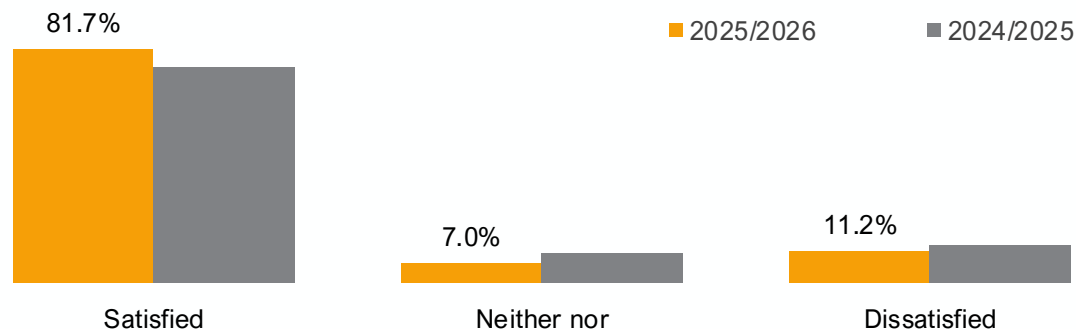
Provides a home that is safe has increased 4.7 percentage points. This requirement is the second highest scoring. Tenants who live in Flats, House – Affordable Rented, are female or aged 26-55 are significantly less satisfied than average for this requirement whereas tenants who live in Supported Housing, Bungalows, Bungalow in a Grouped Home, are male or aged 56 or over are more satisfied than average.

# KEEPING PROPERTIES IN GOOD REPAIR AND SAFE

## Freebridge maintains the external condition and appearance of my home



## Physical security of your home



Both of these requirements have increased in satisfaction since last year.

Satisfaction with maintains the external condition and appearance of the home has increased by 7.5 percentage points.

Tenants who are female, living in Houses, or aged 36-45 are significantly less satisfied than average with this requirement whereas tenants who are male, living in Bungalows, or aged over 75 are significantly more satisfied than average.

Satisfaction with the physical security of your home has increased by 5.9 percentage points.

Tenants who are female, living in Flats, House – Affordable Rented or aged 26-55 are significantly less satisfied than average with this requirement whereas tenants who are male, living in Bungalows, or aged 56 or over are significantly more satisfied than average.



# RESPECTFUL AND HELPFUL ENGAGEMENT

**How satisfied or dissatisfied are you with:**

**TP06:** *Listens to your views and acts up on them*

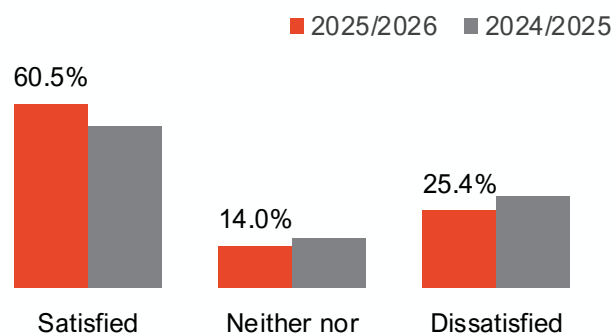
**TP07:** *Keeps you informed*

**TP08:** *Treats me fairly and with respect*

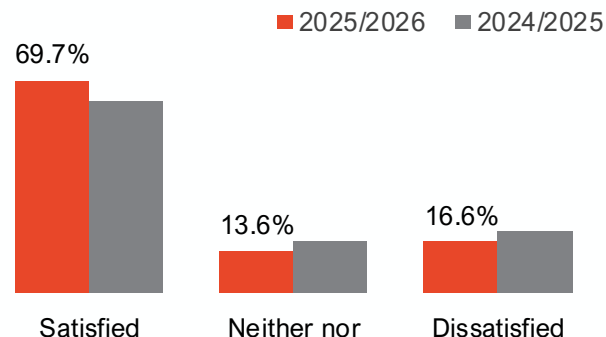


# RESPECTFUL AND HELPFUL ENGAGEMENT

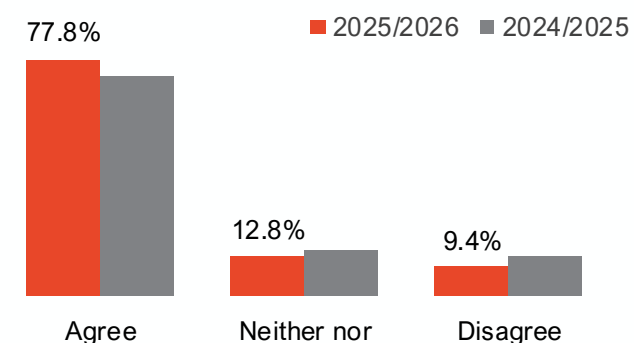
**TP06: Listens to your views and acts upon them**



**TP07: Keeps you informed**



**TP08: Treats me fairly and with respect**



All three of these requirements have increased in satisfaction since last year.

Listens to your views and acts upon has increased in satisfaction by 7.2 percentage points. Tenants who are aged 26-45, living in Houses are significantly less satisfied than average with this requirement whereas tenants who are aged over 75 or living in Bungalows are significantly more satisfied than average.

Keeps you informed have increased in satisfaction by 6.6 percentage points. Tenants who are aged 46-55 or living in Houses are significantly less satisfied than average with this requirement whereas tenants who are aged over 75 are significantly more satisfied than average.

Treats me fairly and with respect has increased in satisfaction by 5.7 percentage points. This requirement is the highest scoring. Tenants who are aged 36-45, female or living in House – Affordable Rented are significantly less satisfied than average with this requirement whereas tenants who are aged over 75, male or living in Bungalows are significantly more satisfied than average.



# EFFECTIVE HANDLING OF COMPLAINTS

**How satisfied or dissatisfied are you with:  
TP09: Approach to complaints handling**

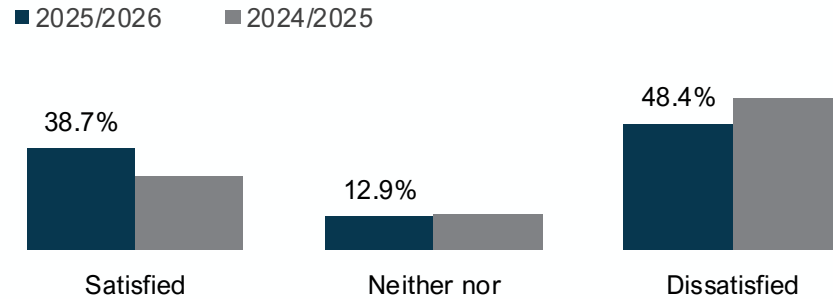


# COMPLAINTS HANDLING

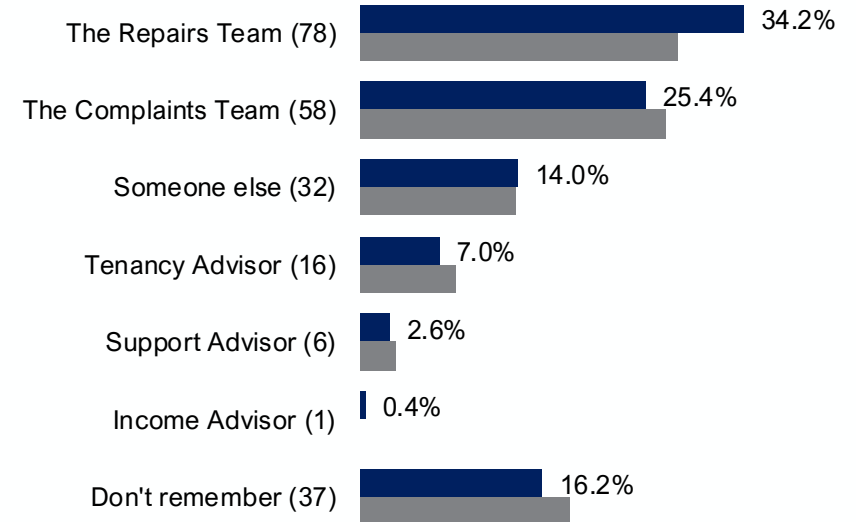


**29.2% of customers said they made a complaint in the last 12 months**

## TP09: Approach to complaints handling



## Who did you report the complaint to?



A lower percentage of tenants this year say they have made a complaint in the last 12 months (32.7% last year).

Approach to complaints handling has had the largest increase in satisfaction since last year, of 10.2 percentage points.

Tenants who are aged 46-55 are significantly less satisfied than average with this requirement, whereas tenants who are aged over 75 or living in Bungalows are significantly more satisfied than average.

Over one in three tenants who have complaints say they reported them to the repairs team. We often see that a higher percentage of tenants believe they have made complaints than what the landlord has on their record, this can be because a tenant feels they have made a complaint when mentioning something to the repairs team but then this isn't actually always registered as a complaint.



# RESPONSIBLE NEIGHBOURHOOD MANAGEMENT

**How satisfied or dissatisfied are you with:**

**TP10:** Keeps communal areas clean and maintained

**TP11:** Makes a positive contribution to your neighbourhood

**TP12:** Approach to handling anti-social behaviour



# RESPONSIBLE NEIGHBOURHOOD MANAGEMENT

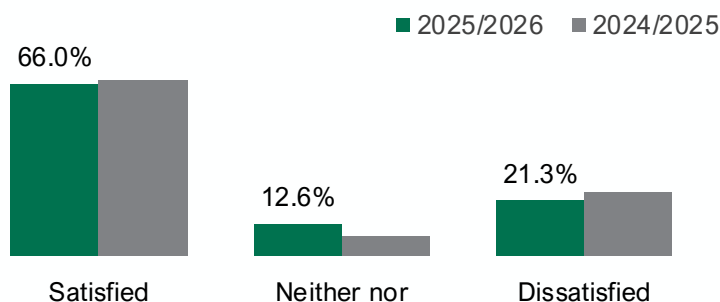


**33.2% of customers live in a building with communal areas**

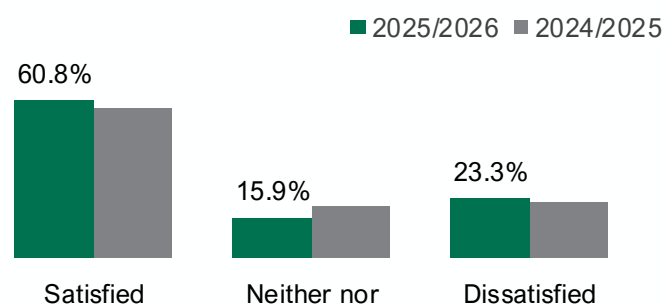


**10.2% of customers have reported ASB in the last 12 months**

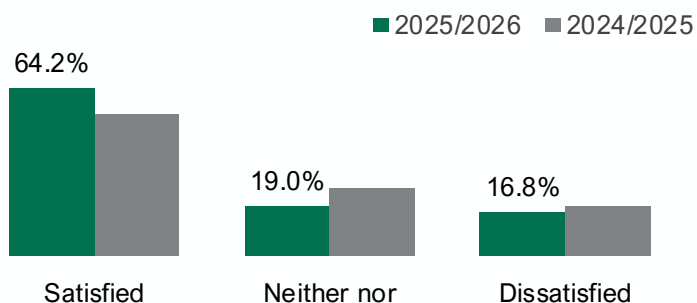
**TP10: Keeps communal areas clean and maintained**



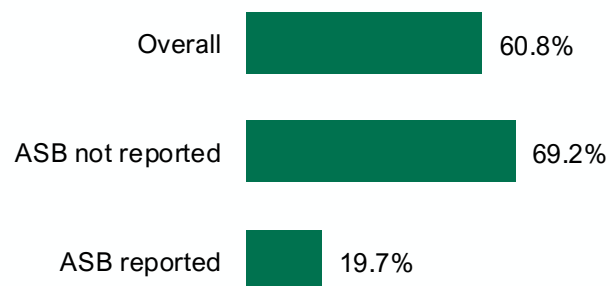
**TP12: Approach to handling anti-social behaviour**



**TP11: Makes a positive contribution to your neighbourhood**



**TP12: Approach to handling anti-social behaviour**  
% Satisfied



2 out of three of these requirement have increased in satisfaction since last year. A similar level of tenants say they have a communal area to last year (33.4% last year).

Keeps communal areas clean and well maintained has decreased in satisfaction by 1.2 percentage points since last year, this is the only requirement to have decreased. Tenants who are aged 26-45 are significantly less satisfied than average with this requirement, whereas tenants aged 56-65, living in Supported or Bungalows are significantly more satisfied than average.

Contribution to neighbourhood has increased in satisfaction by 9.8 percentage points since last year. Tenants who are female or living in House – Affordable Rented are significantly less satisfied than average with this requirement, whereas tenants who are male or aged over 75 are significantly more satisfied than average.

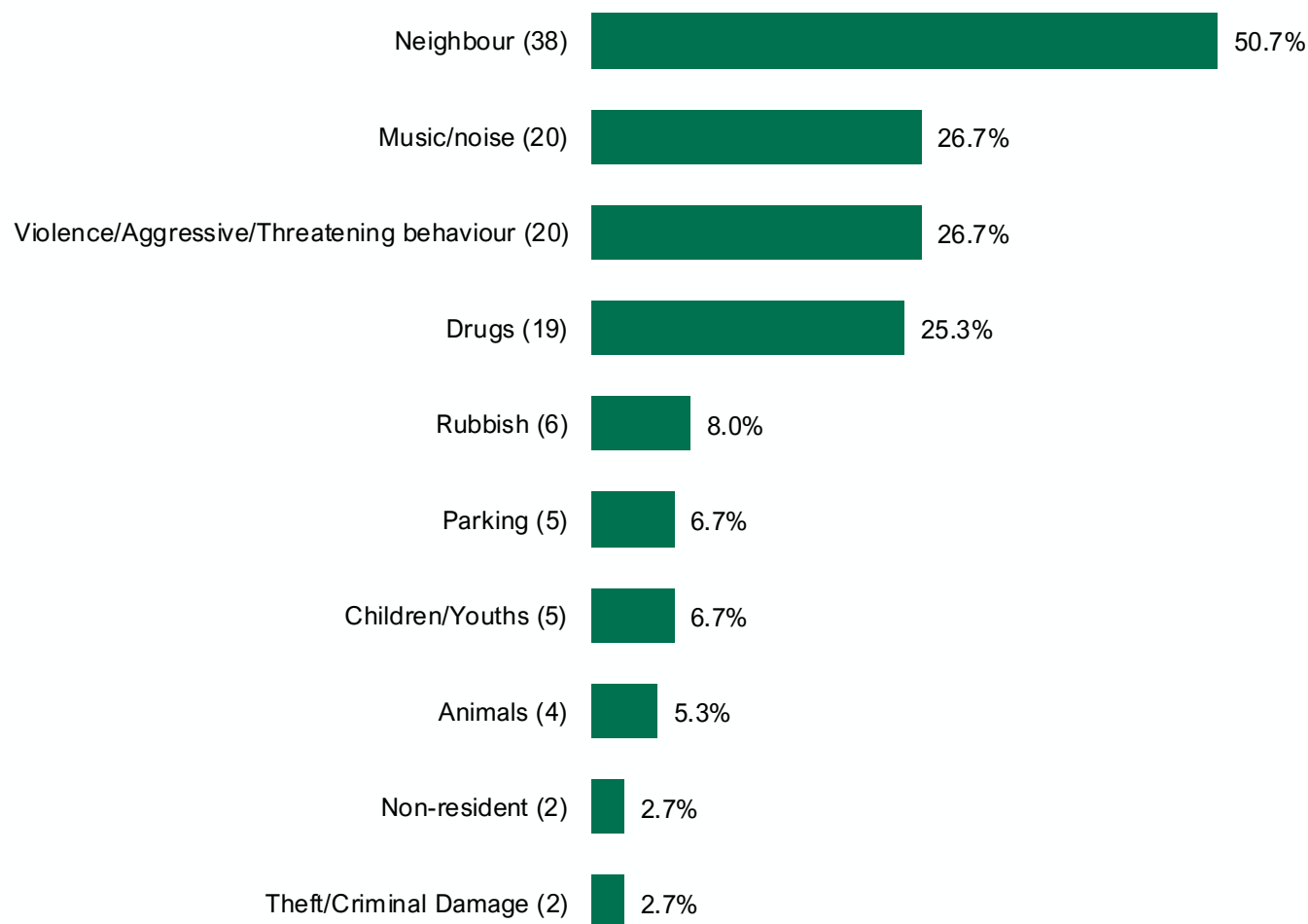
Approach to handling ASB has increased in satisfaction by 2.9 percentage points since last year. Tenants who are aged 26-35, live in Affordable Rent or House – Affordable Rented are significantly less satisfied than average with this requirement, whereas tenants who are aged over 66 or live in Bungalows are significantly more satisfied than average.

A slightly lower percentage of tenants say they have reported ASB in the last 12 months compared to 11.4% last year. Tenants who haven't reported ASB score the requirement much higher than those who have, 49.5 percentage points difference.

Sample size shown in ( )

# RESPONSIBLE NEIGHBOURHOOD MANAGEMENT

## What was the nature of the anti-social behaviour you reported?



“My neighbour’s daughter was coming down taking photos of me, everywhere I went she was there filming me whenever I moved and kept complaining about me to Freebridge.”

“There was domestic violence upstairs, but they've moved, and our neighbour was shouting and calling us names downstairs. All Freebridge said was if it gets worse, ring the police.”

“They didn't do anything about my complaint. It was to do with my neighbours playing loud music and television until three am.”

“We live at number two. The person at number five is often walking in uninvited and turning off our television!”

“Someone turning the outside tap on in the middle of the night, throwing things at my son's window, and coming inside my house. My neighbour had all their flowers ripped out of the garden. Anyone could just come under attack.”

Sample size shown in (). 75 comments were coded; comments could be coded into multiple categories.



# OVERALL SATISFACTION DRIVERS



# CORRELATIONS

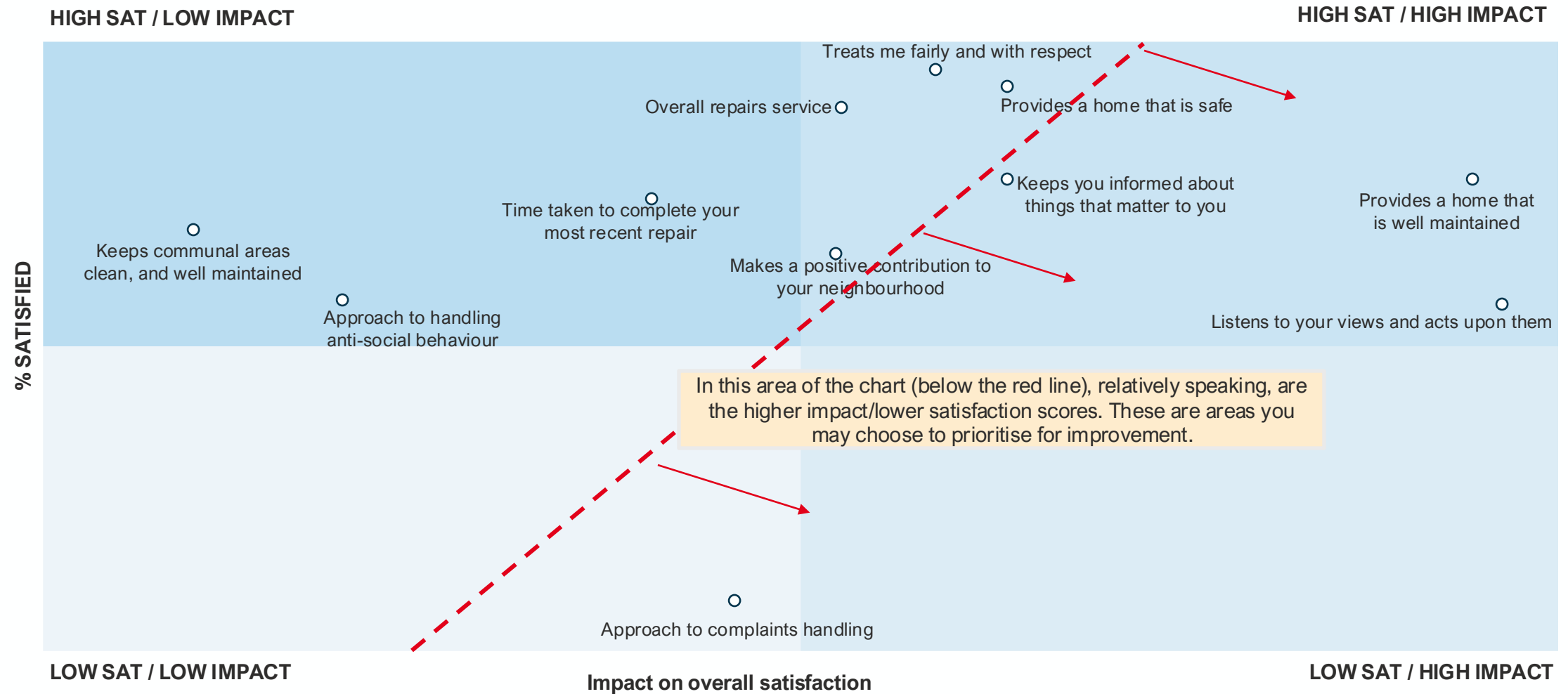
It is useful to understand which TP's correlate highly together, **relationships of 0.65 and above have been highlighted**. Generally, > 0.65 is considered a strong correlation.

- The closer to 1.00, the stronger the link between requirements.
- The strongest links (influences) on overall satisfaction are 'Building Maintenance' and 'Listens to me'
- Building maintenance and listens to me are linked to each other. Listens to me and keeps my informed are linked to each other.

	Repairs service	Repairs completion time	Building Maintenance	Safety	Listens to me	Keeps me informed	Treats me fairly	Complaints handling	Communal areas	Neighbourhood contribution	ASB
Repairs completion time	0.61										
Building Maintenance	0.62	0.61									
Safety	0.60	0.55	0.67								
Listens to me	0.58	0.58	0.71	0.66							
Keeps me informed	0.58	0.58	0.67	0.59	0.73						
Treats me fairly	0.53	0.51	0.60	0.57	0.65	0.68					
Complaints handling	0.49	0.42	0.53	0.46	0.61	0.53	0.54				
Communal areas	0.30	0.34	0.44	0.41	0.46	0.40	0.42	0.31			
Neighbourhood contribution	0.49	0.47	0.61	0.57	0.67	0.65	0.60	0.40	0.56		
ASB	0.45	0.51	0.52	0.47	0.61	0.56	0.51	0.51	0.44	0.61	
Overall satisfaction	0.61	0.57	0.73	0.64	0.74	0.64	0.63	0.59	0.48	0.61	0.51

# SATISFACTION DRIVERS (SATISFACTION & IMPACT)

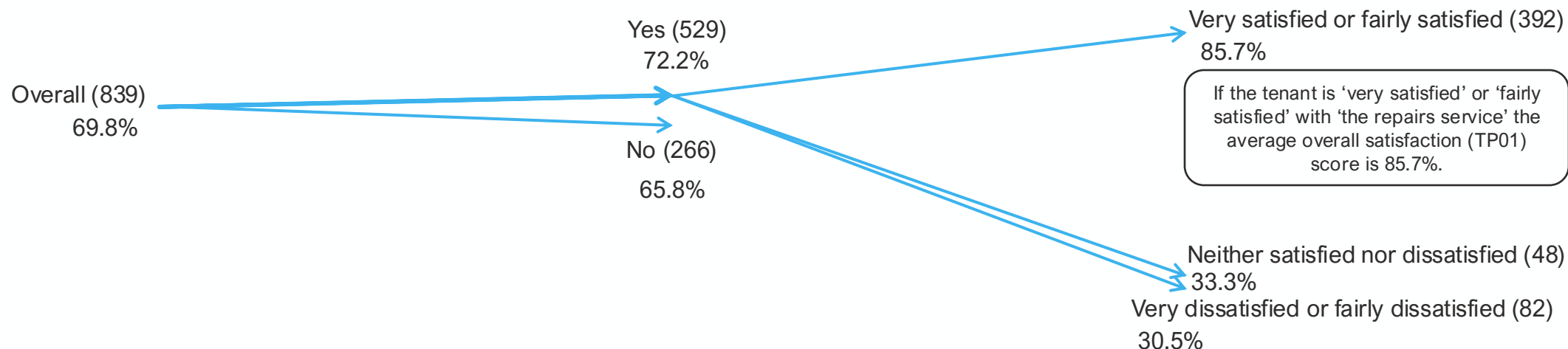
By combining the satisfaction and impact scores into one matrix, it is easier to see the priorities. Improving satisfaction in right quadrants will have the biggest impact on the overall satisfaction score and play the most significant role in driving performance.



# OVERALL SATISFACTION: REPAIRS HANDLING



**66.8% of customers have had a repair in the last 12 months**



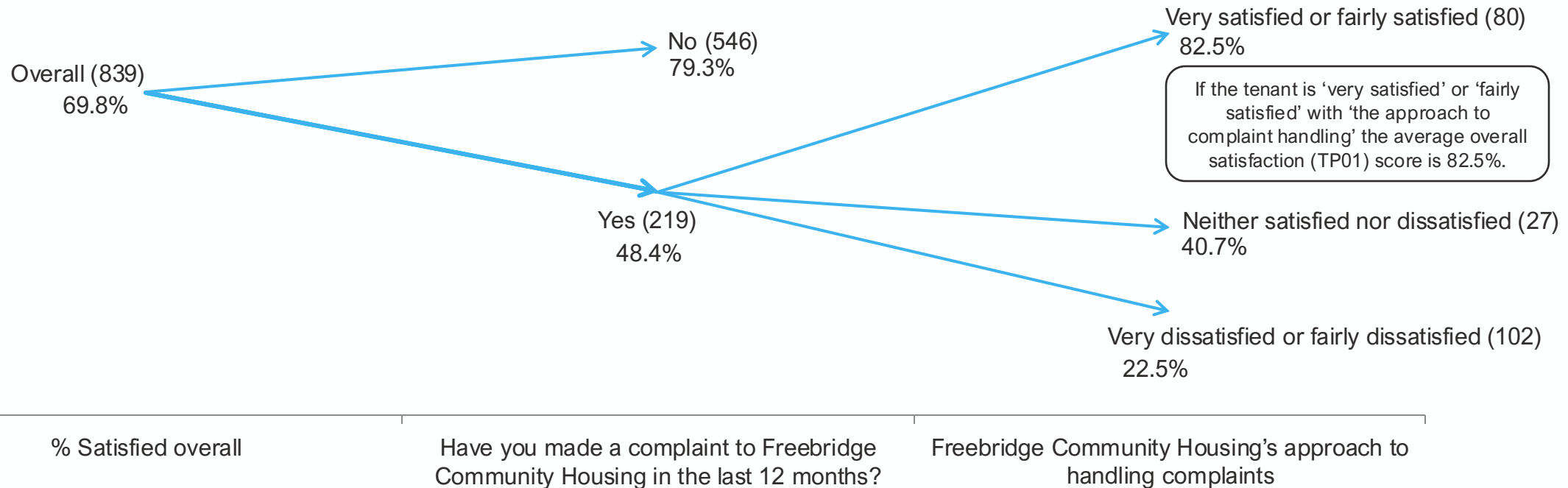
% Satisfied overall	Has Freebridge Community Housing carried out a repair to your home in the last 12 months?	The overall repairs service from Freebridge Community Housing over the last 12 months
69.8%	72.2%	85.7%
	65.8%	30.5%

If a tenant has had a repair their overall satisfaction increases to 72.2% and if they are satisfied with the overall repairs service overall satisfaction is 85.7%. Whereas if a tenant is dissatisfied with the overall repairs service their overall satisfaction goes down to 30.5%.

# OVERALL SATISFACTION: COMPLAINT HANDLING



29.2% of customers said they made a complaint in the last 12 months



If a tenant has a complaint their overall satisfaction drops to 48.4% and if they are dissatisfied with the handling of their complaint their overall satisfaction is 22.5%. Whereas if a tenant is satisfied with how their complaint is handled their overall satisfaction goes back up to 82.5% which is higher than the overall score.



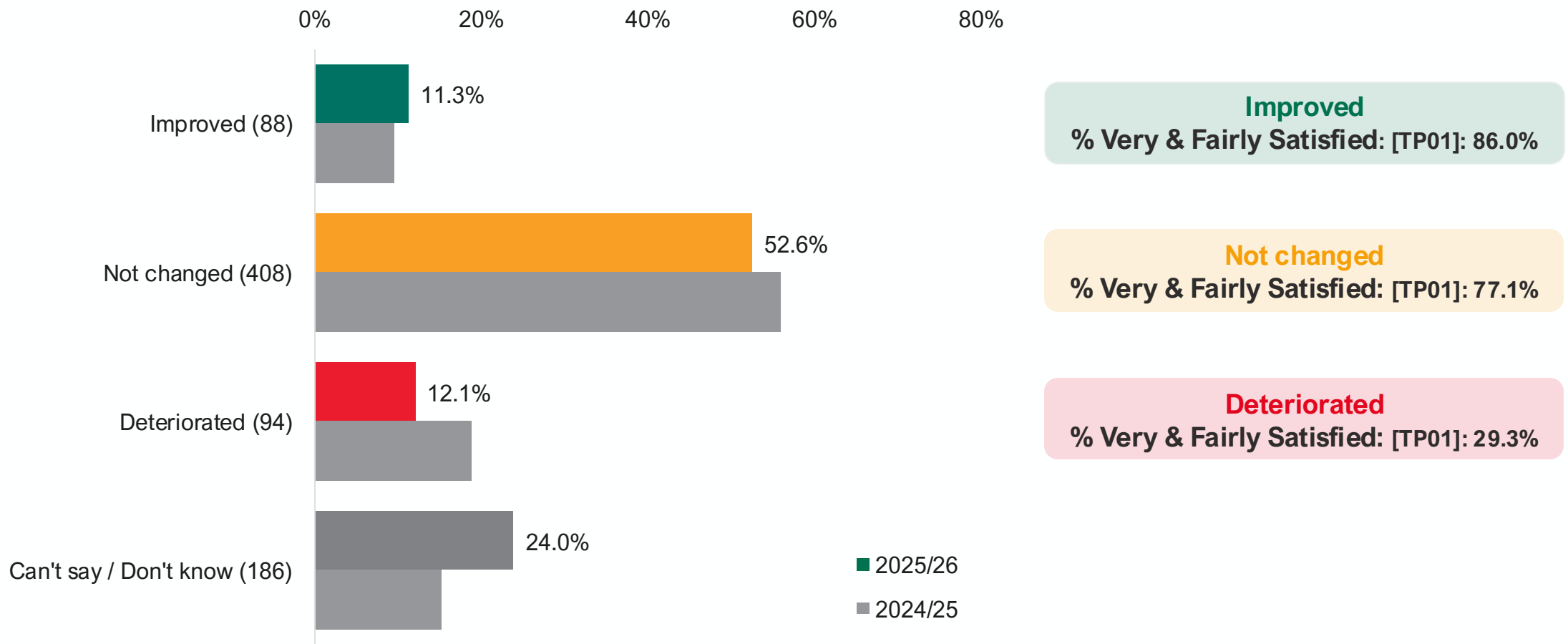
# ADDITIONAL QUESTIONS



# 11% OF CUSTOMERS FEEL THE SERVICE THEY RECEIVE HAS IMPROVED, WHILST 12% THINK IT HAS DETERIORATED



Have you noticed a change in the service provided by Freebridge in the last twelve months... has it:



Sample size shown in ( )

# IN WHAT WAYS WOULD YOU SAY THE SERVICE HAS:

“They’re finally replacing the roofs. I reported lose tiles over 6 years ago.”

“They have introduced Housing Officers to help us.”

“Freebridge refused to do any work on my mum’s property but now they have gutted it out and done lots.”

“They are quick enough to respond to your emails, and more helpful over the phone now.”

“The last time I had a complaint it took three and a half years to sort. This time it took a month.”

“Now I have a one-to-one complete person and they keeps me up to date with when work etc. will be taking place.”

“Freebridge seem to respond quicker.”

## IMPROVED

Tenants feel that repairs are now being actioned on faster, issues that previously took months or even years are now being resolved.

Property improvements and upgrades that tenants feel they have needed for a while are being carried out.

They also feel communication has become more frequent, responsive, and helpful with more staff presence.

“Before, we had communal cleaners but now we pay a high service charge where no one comes to clean. Rubbish is flying everywhere. We used to have flowers and bushes but now they just cut everything and goes.”

“Don’t always get repairs done when needed for my safety.”

“Repairs are taking ages, and they are going for cheaper options as well as declining to fix some things.”

“Repairs are taking months to get booked, not weeks like they used to! The repairs are not done to an acceptable quality.”

“All the repairs that I have reported are taking a long time to be done. It now takes them months to get things done; it used to be much quicker.”

“We used to have a cleaner who would clean frequently and now we go two weeks without a cleaner.”

## DETERIORATED

Tenants feel that repairs are too slow, some now taking months or even years. Jobs are being repeatedly cancelled, ignored or only half-completed. Wrong contractors are often being sent out or tenants are told repairs would happen but then they haven’t been. Emergency issues are not always responded to safely and repairs seem to be being done in a cheaper way, leading to them breaking again.

Tenants have noted that cleaning of maintenance has reduced, leaving areas dirty and neglected,

They are also finding it harder to contact Freebridge, with call wait times taking longer or call backs not being followed up.



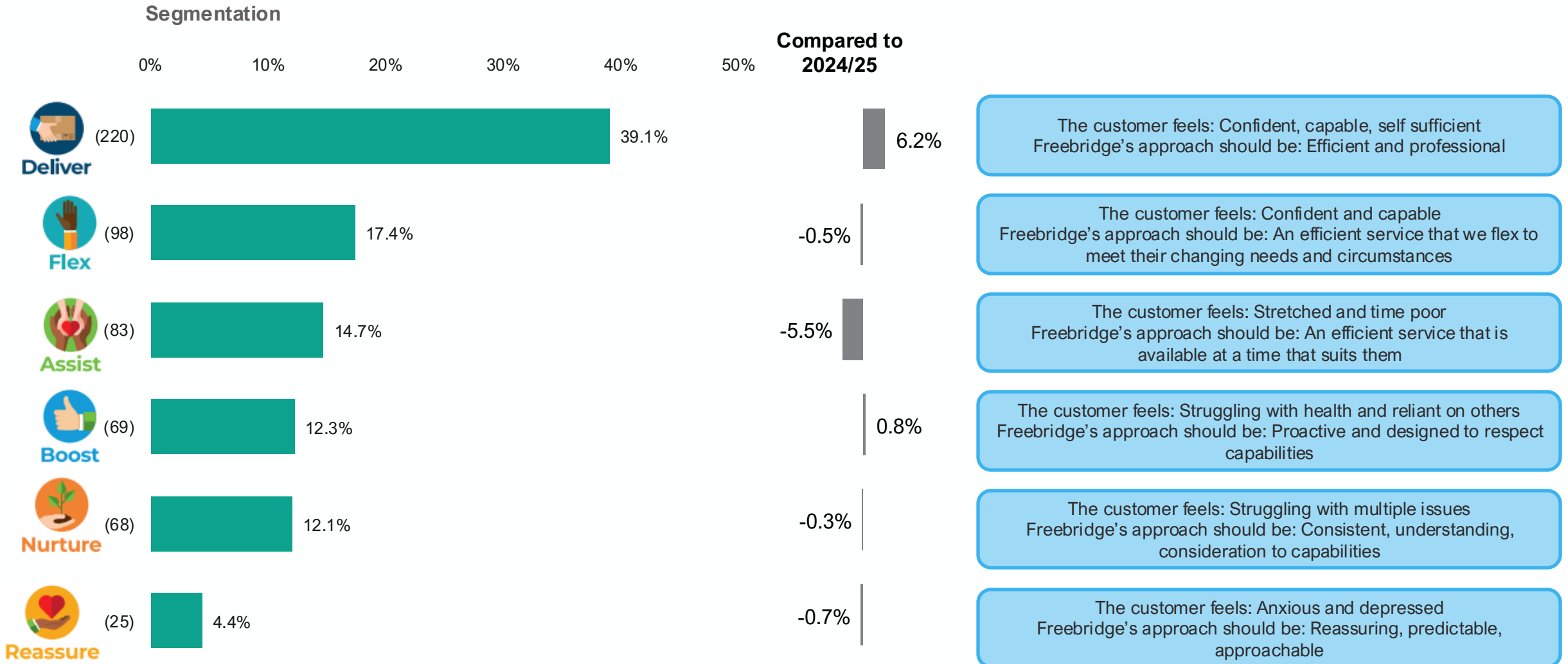
# SEGMENTATION QUESTIONS



# WHO WE INTERVIEWED



563 tenants have been grouped into segments based on their answers to the segmentation questions:



Sample size shown in ().

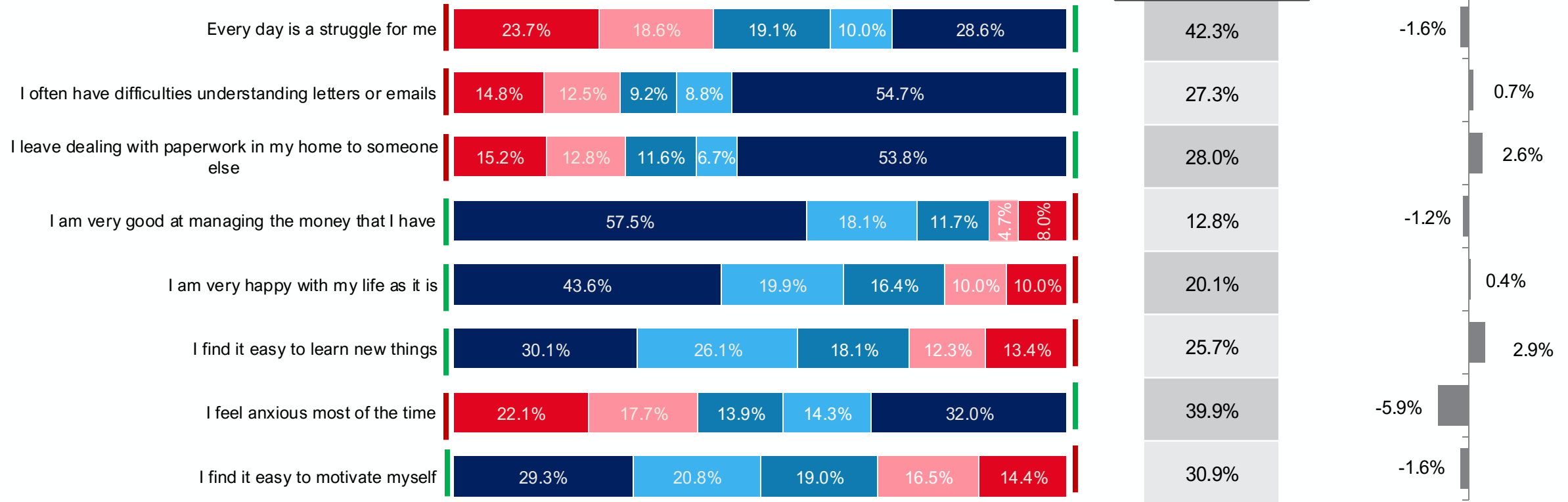
# SEGMENTATION



How much do you agree with the following statements?

A significant proportion of tenants feel challenged or are struggling with some aspect of their life.

Completely agree, Somewhat agree, Neither agree nor disagree, Somewhat disagree, Completely disagree



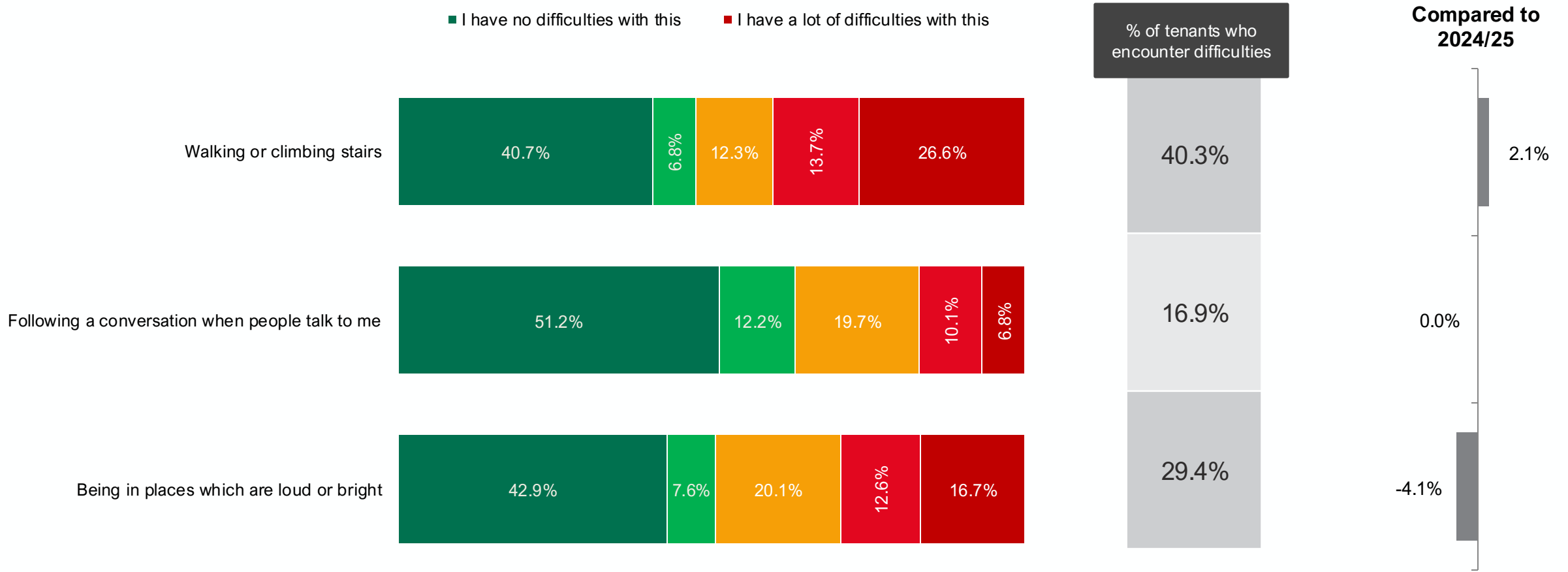
'Prefer not to say' not shown. Red/green lines indicate positive/negative statements

# SEGMENTATION



To what extent do you encounter difficulties for each of the following areas?

■ I have no difficulties with this    ■ I have a lot of difficulties with this

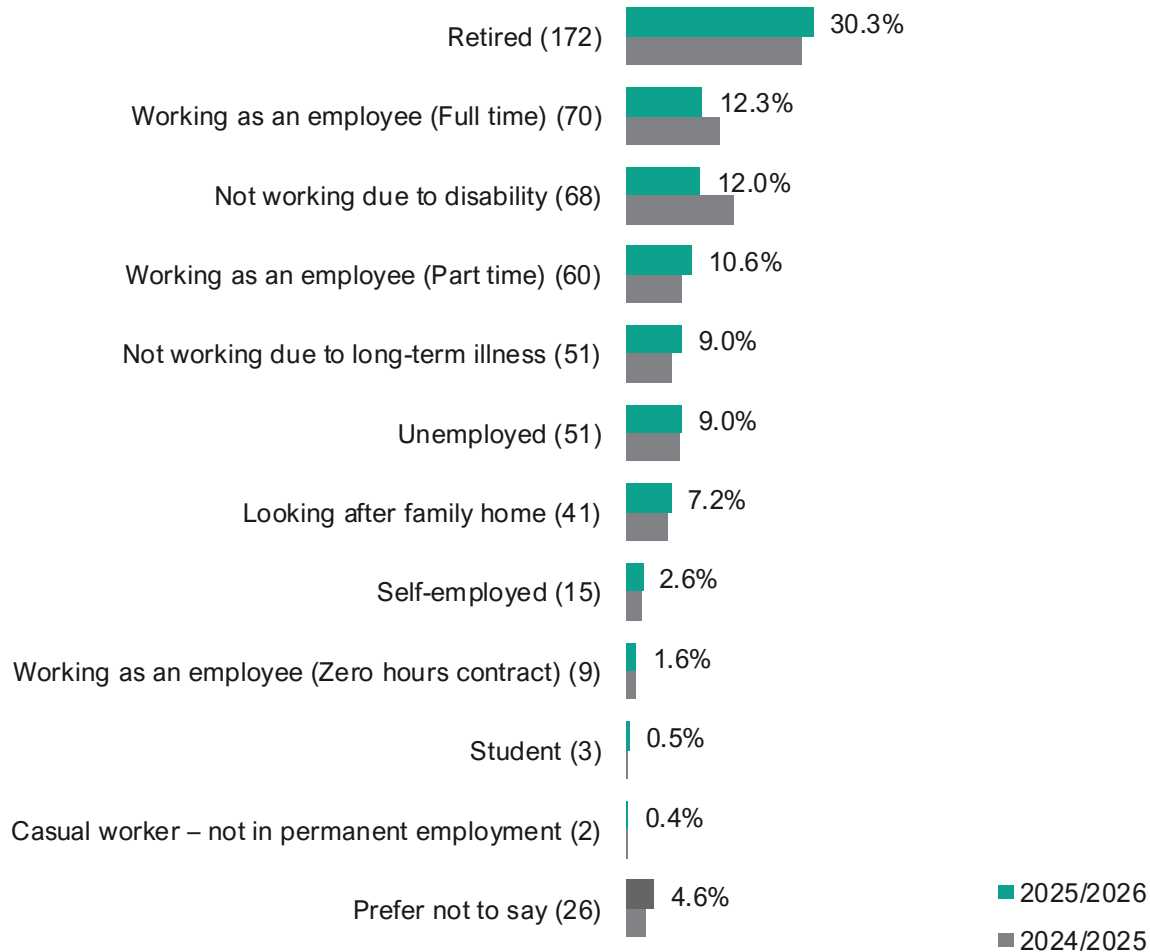


'Prefer not to say' not shown.

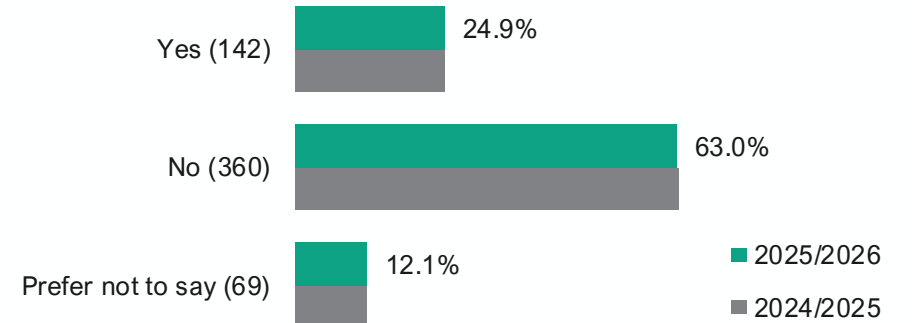
# SEGMENTATION



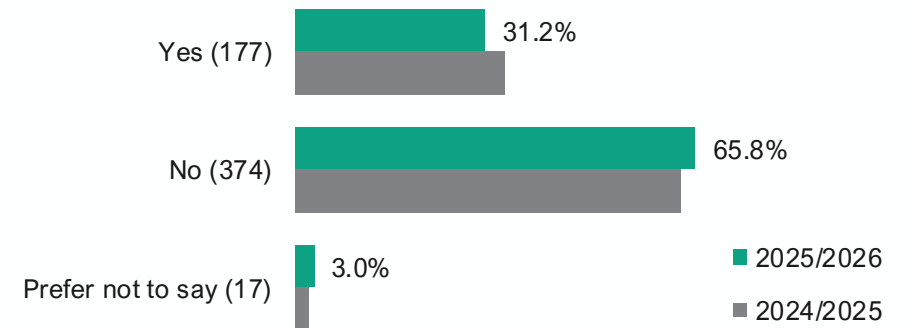
Which best describes your current employment status?



I'm concerned my weight is damaging my health

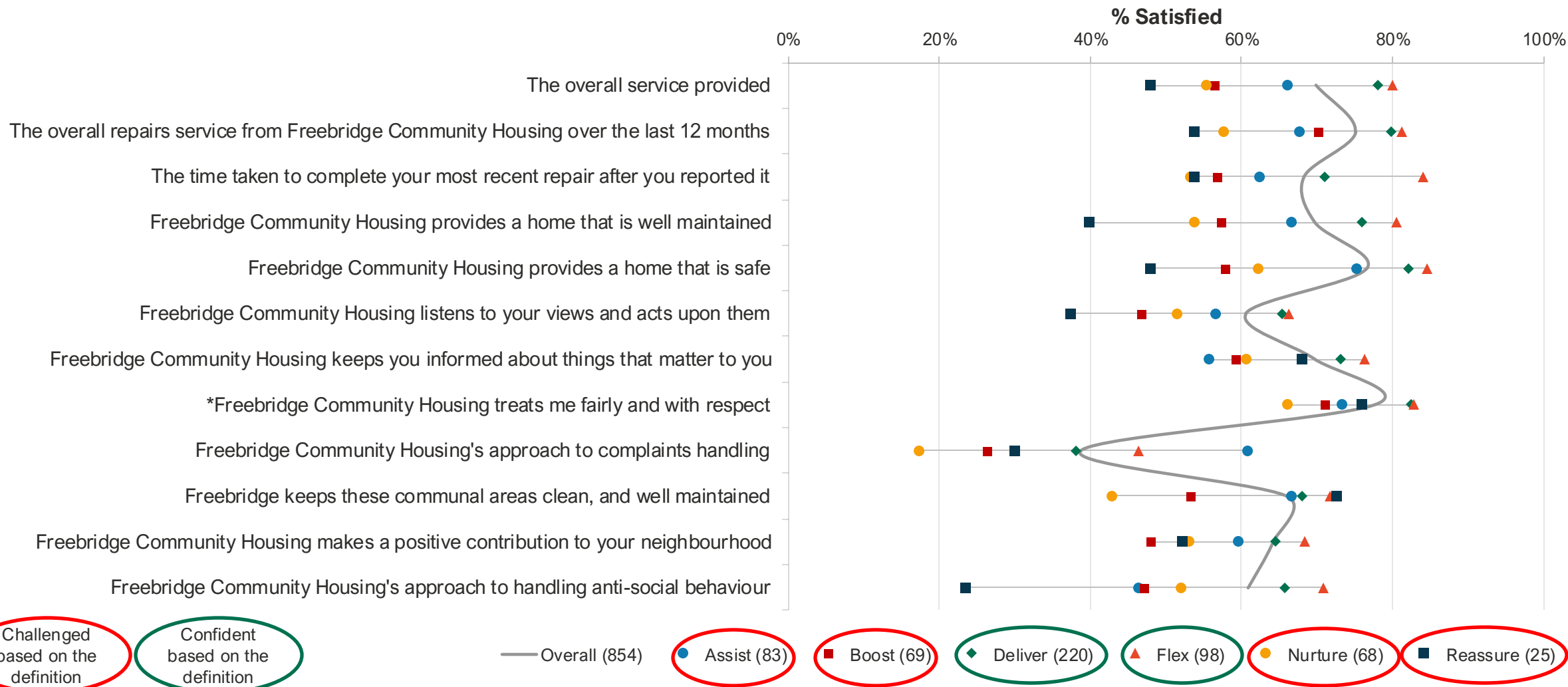


Do you use a mobility aid?



Sample size shown in ().

# REASSURE ARE THE LEAST SATISFIED SEGMENT ACROSS MOST SATISFACTION REQUIREMENTS



Sample size shown in ().

# SATISFACTION (% VERY & FAIRLY SAT) BY SEGMENTATION



	Overall (854)	Assist (83)	Boost (69)	Deliver (220)	Flex (98)	Nurture (68)	Reassure (25)
TP01: Overall satisfaction	69.8%	66.3%	56.5%▼	78.1%▲	80.0%▲	55.4%▼	48.0%
TP02: Overall repairs service	75.1%	67.8%	70.3%	79.9%	81.3%	57.8%▼	53.8%
TP03: Time taken to complete your most recent repair	68.3%	62.5%	56.8%	71.1%	84.1%▲	53.3%▼	53.8%
TP04: Provides a home that is well maintained	69.8%	66.7%	57.4%▼	75.9%▲	80.6%▲	53.8%▼	40.0%
TP05: Provides a home that is safe	76.6%	75.3%	58.0%▼	82.2%▲	84.7%▲	62.3%▼	48.0%
TP06: Listens to your views and acts upon them	60.5%	56.6%	46.9%▼	65.5%	66.3%	51.6%	37.5%
TP07: Keeps you informed about things that matter to you	69.7%	55.8%▼	59.4%	73.3%	76.3%	60.7%	68.2%
TP08: Treats me fairly and with respect	77.8%	73.4%	71.0%	82.5%▲	83.0%	66.1%▼	76.0%
TP09: Approach to complaints handling	38.7%	60.9%	26.3%	38.1%	46.4%	17.4%	30.0%
TP10: Keeps these communal areas clean, and well maintained	66.0%	66.7%	53.3%	68.1%	71.9%	42.9%	72.7%
TP11: Makes a positive contribution to your neighbourhood	64.2%	59.7%	48.1%▼	64.6%	68.4%	53.2%	52.2%
TP12: Approach to handling anti-social behaviour	60.8%	46.5%▼	47.2%▼	65.9%	71.0%	52.1%	23.5%
Physical security of your home	81.7%	83.8%	72.5%▼	86.3%▲	88.7%	66.7%▼	56.0%
Freebridge maintains the external condition and appearance of my home	52.8%	53.2%	49.3%	51.8%	55.4%	41.0%	43.5%

Sample size shown in (). Results not reported where fewer than 10 people have answered the question. Any significant differences from average are highlighted

# QUALIFYING TSM QUESTIONS BY SEGMENTATION



		Overall (854)	Assist (83)	Boost (69)	Deliver (220)	Flex (98)	Nurture (68)	Reassure (25)
Has Freebridge Community Housing carried out a repair to your home in the last 12 months?	Yes	66.8%	71.1%	55.1%	70.5%	65.3%	66.2%	52.0%
	No	33.2%	28.9%	44.9%	29.5%	34.7%	33.8%	48.0%
Have you made a complaint to Freebridge Community Housing in the last 12 months?	Yes	29.2%	31.3%	27.5%	29.1%	28.6%	36.8%	40.0%
	No	70.8%	68.7%	72.5%	70.9%	71.4%	63.2%	60.0%
Do you live in a building with communal areas, either inside or outside, that Freebridge is responsible for maintaining?	Yes	33.2%	24.1%	43.5%	31.4%	32.7%	30.9%	44.0%
	No	60.6%	68.7%	52.2%	62.3%	64.3%	57.4%	52.0%
	Don't know	6.2%	7.2%	4.3%	6.4%	3.1%	11.8%	4.0%

Sample size shown in (). Overall base size for each segment shown

# ADDITIONAL QUESTIONS BY SEGMENTATION



		Overall (854)	Assist (83)	Boost (69)	Deliver (220)	Flex (98)	Nurture (68)	Reassure (25)
Have you reported any anti-social behaviour to Freebridge Community Housing in the last 12 months?	Yes	10.2%	7.3%	15.9%	9.5%	10.2%	11.8%	20.0%
	No	87.9%	91.5%	81.2%	88.6%	88.8%	85.3%	80.0%
	Don't know	1.9%	1.2%	2.9%	1.8%	1.0%	2.9%	0.0%
Have you noticed a change in the service provided by Freebridge Community Housing in the last 12 months... has it?	Improved	11.3%	9.8%	10.1%	14.5%	12.2%	8.8%	4.0%
	Not changed	52.6%	48.8%	46.4%	54.1%	50.0%	52.9%	64.0%
	Deteriorated	12.1%	18.3%	8.7%	10.9%	15.3%	11.8%	12.0%
	Can't say/Don't know	24.0%	23.2%	34.8%	20.5%	22.4%	26.5%	20.0%

Sample size shown in (). Overall base size for each segment shown

# SEGMENTATION BY TENURE



	Overall (563)	Affordable Rent (49)	General Needs (471)	Supported (41)
Assist	14.7%	10.2%	15.7%	9.8%
Boost	12.3%	26.5%	11.5%	0.0%
Deliver	39.1%	42.9%	38.6%	41.5%
Flex	17.4%	6.1%	16.6%	41.5%
Nurture	12.1%	10.2%	12.7%	7.3%
Reassure	4.4%	4.1%	4.9%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Sample size shown in (). Licensed not shown due to base below 10.

# SEGMENTATION BY AGE GROUP



	Overall (563)	25 and under (14)	26-35 (74)	36-45 (97)	46-55 (97)	56-65 (110)	66-75 (93)	Over 75 (78)
Assist	14.7%	0.0%	2.7%	14.4%	20.6%	17.3%	19.4%	12.8%
Boost	12.3%	50.0%	36.5%	22.7%	9.3%	2.7%	1.1%	0.0%
Deliver	39.1%	21.4%	41.9%	39.2%	37.1%	44.5%	37.6%	35.9%
Flex	17.4%	0.0%	1.4%	1.0%	9.3%	20.9%	29.0%	47.4%
Nurture	12.1%	14.3%	10.8%	14.4%	18.6%	12.7%	10.8%	2.6%
Reassure	4.4%	14.3%	6.8%	8.2%	5.2%	1.8%	2.2%	1.3%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Sample size shown in ().

# SEGMENTATION BY PROPERTY TYPE



	Overall (563)	Bungalow (191)	Flat (98)	House (245)	Maisonette (18)
Assist	14.7%	21.5%	11.2%	12.2%	5.6%
Boost	12.3%	3.7%	14.3%	14.7%	44.4%
Deliver	39.1%	32.5%	34.7%	47.3%	16.7%
Flex	17.4%	28.3%	15.3%	10.6%	11.1%
Nurture	12.1%	12.0%	18.4%	10.2%	11.1%
Reassure	4.4%	2.1%	6.1%	4.9%	11.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Sample size shown in (). Apartment, Bedsit and Room only lettable not shown due to base below 10.

# SEGMENTATION BY ETHNICITY



	Overall (563)	White (533)	Unknown/Refused (24)
Assist	14.7%	14.8%	16.7%
Boost	12.3%	12.4%	8.3%
Deliver	39.1%	38.1%	58.3%
Flex	17.4%	18.2%	4.2%
Nurture	12.1%	12.0%	8.3%
Reassure	4.4%	4.5%	4.2%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Sample size shown in (). Asian or Asian British and Black, Black British, Caribbean or African not shown due to base below 10.

# SEGMENTATION SUMMARY



The customer feels: Confident, capable, self sufficient. Freebridge's approach should be: Efficient and professional



39.1% of tenants (220)

**Most common segment** from the tenants we interviewed (39.1%).

Overall satisfaction is 78.1% (*statistically significantly higher* than the Freebridge average of 69.8%).

Satisfaction scores are statistically significantly higher than average for:

- Overall satisfaction
- Provides a home that is well maintained
- Provides a home that is safe
- Treats me fairly and with respect
- Physical security of your home
  
- 29.1% have complained
- 9.5% have reported ASB

The customer feels: **Stretched and time poor**  
Freebridge's approach should be: An efficient service that is available at a time that suits them



12.3% of tenants (69)

**43.5% live in a building with communal areas** that Freebridge is responsible for maintaining.

Overall satisfaction is 56.5% (*statistically significantly lower* than the Freebridge average of 69.8%).

Satisfaction is statistically significantly below average for:

- Overall satisfaction
- Providing a home that is well maintained
- Providing a home which is safe
- Freebridge makes a positive contribution to your neighbourhood
- Approach to ASB
- Keeps you informed
  
- 27.5% have complained.
- 15.9% have reported ASB.

The customer feels: **Anxious and depressed**. Freebridge's approach should be: Reassuring, predictable, approachable



4.4% of tenants (25)

**44.0% live in a building with communal areas** that Freebridge is responsible for maintaining.

**Least common segment** from the tenants we interviewed.

Overall satisfaction is 48.0% (lower than the Freebridge average of 69.8%)

Least satisfied for most requirements and is the lowest scoring for overall satisfaction.

- 40.0% have complained.
- 20.0% have reported ASB.

# SEGMENTATION SUMMARY



The customer feels: **Struggling** with multiple issues  
Freebridge's approach should be: Consistent, understanding, consideration to capabilities



12.1% of tenants (68)

Overall satisfaction is 55.4% (*statistically significantly lower* than the Freebridge average of 69.8%).

Satisfaction is statistically significantly below average for:

- Overall satisfaction
- Overall repairs service
- Time taken to complete your most recent repair
- Providing a home that is well maintained
- Providing a home which is safe
- Treats me fairly and with respect
  
- 36.8% have complained.
- 11.8% have reported ASB.

The customer feels: Confident and capable  
Freebridge's approach should be: An efficient service that we flex to meet their changing needs and circumstances



17.4% of tenants (98)

Overall satisfaction is 80.0% (*statistically significantly higher* than the Freebridge average of 69.8%).

Satisfaction is statistically significantly higher than average for:

- Overall satisfaction
- Time taken to complete your most recent repair
- Providing a home that is well maintained
- Providing a home which is safe
  
- 28.6% have complained.
- 10.2% have reported ASB.

The customer feels: **Struggling** with health and reliant on others. Freebridge's approach should be: Proactive and designed to respect capabilities



14.7% of tenants (83)

Overall satisfaction is 66.3% (lower than the Freebridge average of 69.8%).

Satisfaction is statistically significantly lower than average for:

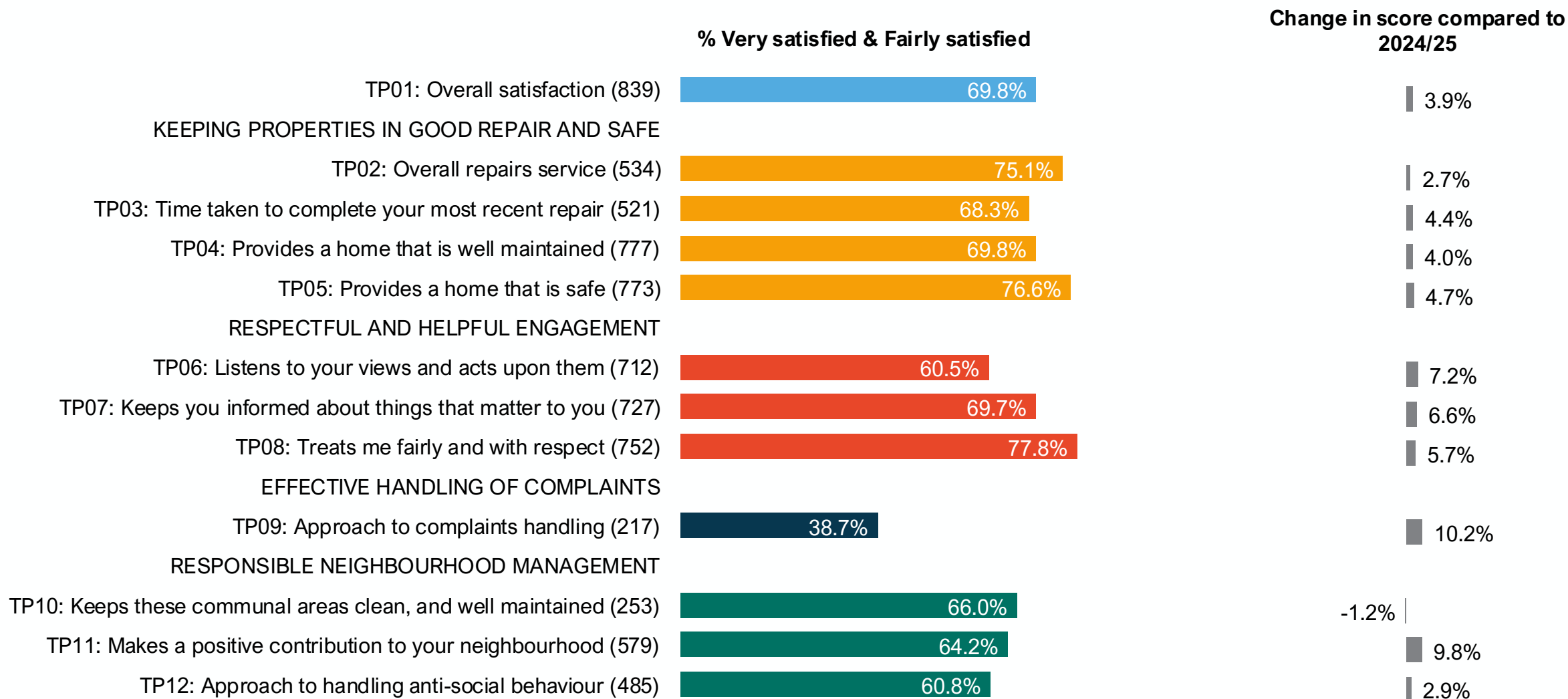
- Keeps you informed about things that matter to you
- Approach to handling ASB
  
- 31.3% have complained.
- 7.3% have reported ASB.



# CONCLUSIONS

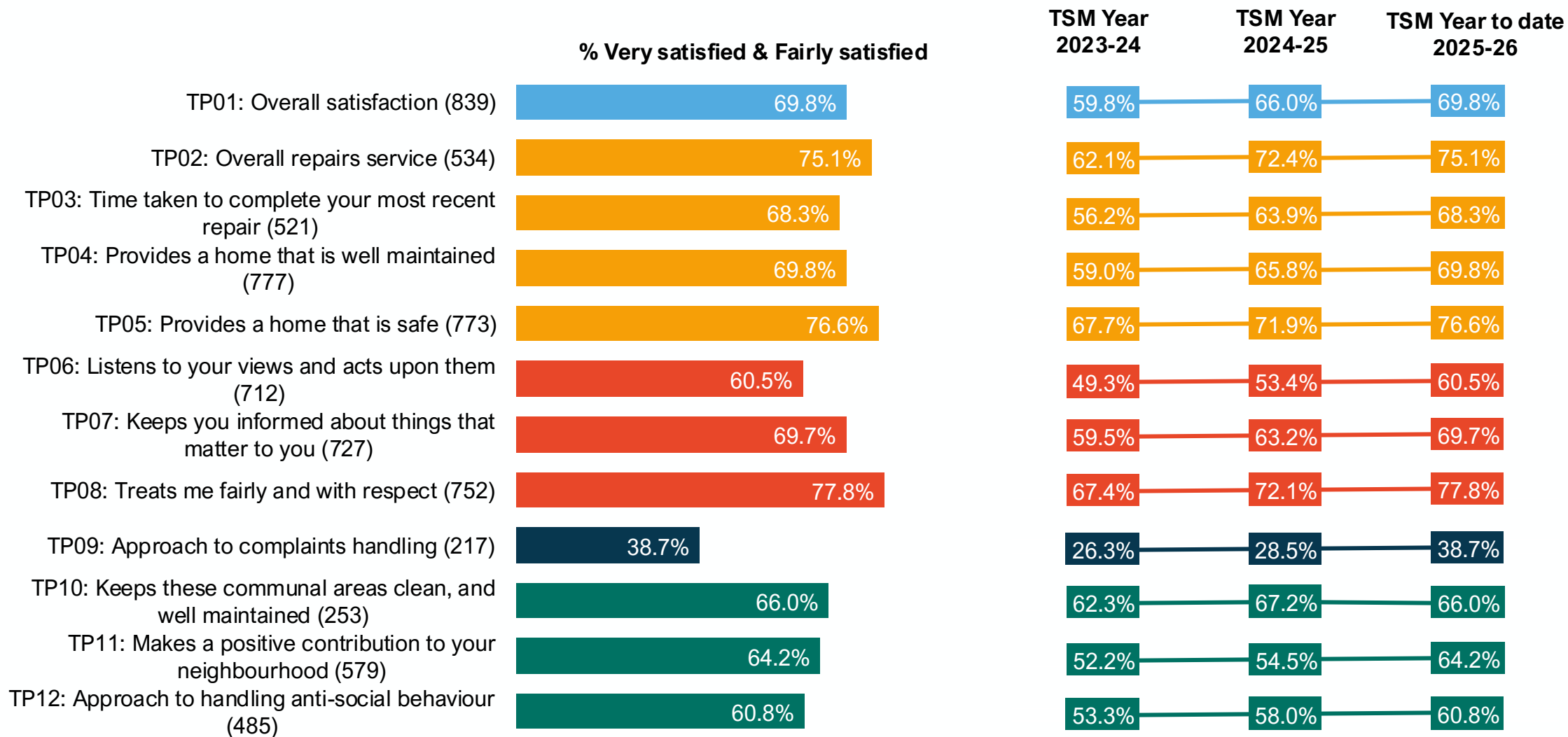


# OVERALL SATISFACTION COMPARED TO 2024/25



Sample size shown in ( )

# OVERALL SATISFACTION: TRACKING OVER TIME



Sample size shown in ( )

# RECOMMENDATIONS

Based on the results and driver analysis, five clear priorities emerge:

## 1. Improve the end-to-end repairs experience

Move beyond speed of response to focus on quality, completion, and reliability, reducing repeat issues and long-running repairs. As well as increasing satisfaction this will improve efficiencies such as repeated calls, duplicate incoming calls.

## 2. Transform complaints handling

With the lowest satisfaction score (38.7%) but a strong impact on overall satisfaction, complaints handling represents a critical opportunity to build trust. This score is above TLF's average but dissatisfaction erodes satisfaction and trust.

## 3. Strengthen listening and communication

"Listens and acts" remains relatively low (60.5%) despite improvement and is a key driver of satisfaction. Tenants want to feel heard and see action taken across all their interactions with Freebridge. Communication should be proactive, appropriate and delivered well.

## 4. Reduce experience gaps across tenant groups

Target improvements for lower-scoring segments (younger tenants, house-based tenants, and more vulnerable groups) to improve consistency. Be aware of their needs and how this can influence their needs and reactions.

## 5. Address neighbourhood and communal area experience

With communal areas the only declining measure, and neighbourhood scores remaining mid-range, there is an opportunity to prevent further decline and strengthen local environments. Being seen is important, and being seen to be active is important.

# ACTIONS

To deliver against these priorities, we recommend the following actions:

## 1. Repairs

- Introduce stronger end-to-end ownership for complex and repeat repairs
- Improve diagnosis, first-time fix rates and reduce repeat visits
- Use data to target high-delay and high-failure repair types
- Proactively communicate with residents.

## 2. Complaints

- Clarify and simplify the complaints journey for tenants
- Introduce proactive updates and clear timescales throughout
- Use complaints insight to drive service improvements, particularly in repairs

## 3. Communication & Engagement

- Set clear standards for proactive customer updates
- Embed “you said, we did” feedback loops (not just formally but informally as well) in relation to all interactions such as repairs, complaints etc. throughout the journey
- Strengthen frontline capability to demonstrate listening and ownership. Sharing information that staff feel may not be well received isn’t always easy, train staff to convey information with confidence.

## 4. Targeted Support

- Identify and prioritise lower satisfaction segments
- Introduce more proactive and tailored engagement for vulnerable tenants
- Review service delivery for house-based tenants, where satisfaction is lower

## 5. Neighbourhood & Communal Areas

- Review and improve cleaning and maintenance standards
- Increase visibility and accountability of neighbourhood services
- Target estates or schemes with lower satisfaction for focused improvement activity

# SUMMARY



Overall, this is a **strong foundation**, with clear evidence of progress — but also **well-defined priorities to move satisfaction to the next level**.

- Overall, the results present a **positive and improving picture**, with satisfaction increasing across almost all measures and clear evidence that recent service improvements are being recognised by tenants.
  - Overall satisfaction has risen to **69.8% (+3.9%)**, continuing an upward trend.
  - Encouragingly, **11 out of 12 measures have improved**, with particularly strong gains in:
    - **Complaints handling (+10.2%)**
    - **Listening and acting (+7.2%)**
    - **Keeping tenants informed (+6.6%)**
  - Core services are performing well, with **repairs (75.1%)**, **safety (76.6%)**, and **fair treatment (77.8%)** all scoring strongly. Feedback highlights **responsive repairs and positive staff interactions** as key strengths.
- However, the results also highlight **three challenges**:
    - **Repairs consistency** – while overall satisfaction is high, delays, repeat visits and incomplete work remain common pain points
    - **Complaints handling** – despite improvement, this remains the **lowest scoring area (38.7%)**
    - **Customer experience consistency** – lower scores among younger tenants, house-based tenants, and more vulnerable groups
  - In addition, **communal areas is the only measure to decline (-1.2%)**, indicating a potential emerging risk.
  - Importantly, the data shows that **building maintenance and listening to tenants are the strongest drivers of overall satisfaction**, meaning targeted improvements here will have the greatest impact.
  - Overall, this provides a **strong platform for further improvement**, with clear priorities to drive the next step change in satisfaction

# ANY QUESTIONS?

For any questions, please contact

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