



North Yorkshire Council

TSM Annual Report 2024/25

Prepared by: Acuity Research & Practice



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North Yorkshire Council (NYC) owns and manages around 8,300 properties in North Yorkshire, located across Harrogate, Selby, and Richmond. Acuity has been commissioned to undertake independent satisfaction surveys of its tenants to collect data on their opinions of, and attitudes towards, their landlord and the services provided every quarter starting in Q3 2024/25. This report combines the results for the Q3 and Q4 2024/25 surveys, providing additional analysis, such as benchmarking, key driver analysis, and a breakdown of results by demographics.

Both surveys had 300 completed responses, proportionally sampled by tenure, locality, ward, and age. A further 24 incomplete interviews are included, which are required to be included by the Regulator. Both surveys in 24/25 were conducted by telephone using Acuity's in-house team of telephone interviewers.

The surveys are confidential, and the results are sent back to NYC anonymised unless tenants give their permission to be identified. On average, over the two surveys, 77% of tenants gave permission to share their responses with their details attached, and 96% of these tenants are happy for NYC to contact them to discuss any information they provided.

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

- Provide information on tenants' perceptions of current services
- Give an annual perspective which can be compared against future years
- Compare the results with other social landlords
- Inform decisions regarding future service development
- Report to the Regulator.

For the overall results, Acuity and the Regulator of Social Housing recommend that landlords with over 2,500 but under 10,000 properties achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. For NYC, 600 completed responses were received this year. This response is high enough to conclude that the findings are accurate to within $\pm 3.9\%$ annually, therefore meeting the required margin of error.

The majority of figures throughout the report show the results as percentages. The percentages are rounded up or down from two decimal places in the results file to the nearest whole number, and for this reason, may not in all cases add up to 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. Base numbers are shown against the charts as n=...

2024/25 TSM Key Metrics (LCRA)

69% 

Overall Satisfaction

As this is the final survey of the 2024/25 year, it is possible to combine the responses to give annual results; these are shown here for the TSMs.

The highest levels of satisfaction are found for NYC providing a safe home (82%), treating tenants fairly and with respect (77%), and the repairs service in the last 12 months (75%).

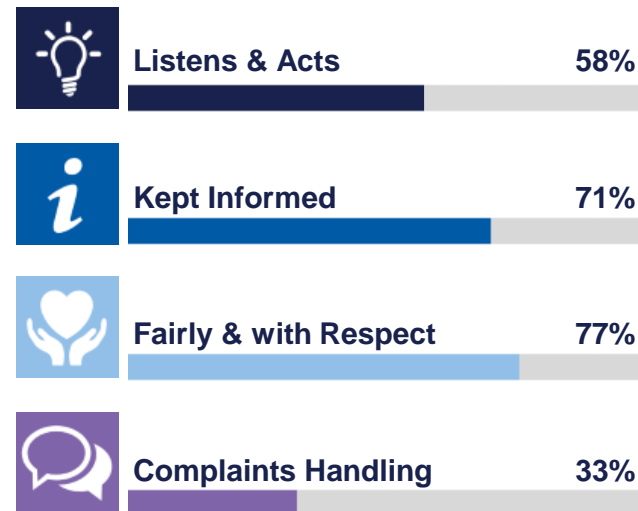
Satisfaction is lower for both NYC's approach to ASB (60%) and listening to and acting on tenants' views (58%). However, the lowest levels of satisfaction are for complaints handling (33%).

This report will explore any changes NYC can implement to improve satisfaction for its tenants. The report analyses tenants' comments, looks at key driver analysis, and provides benchmarking results against other landlords.

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Annual Summary



Annual Satisfaction & Dissatisfaction

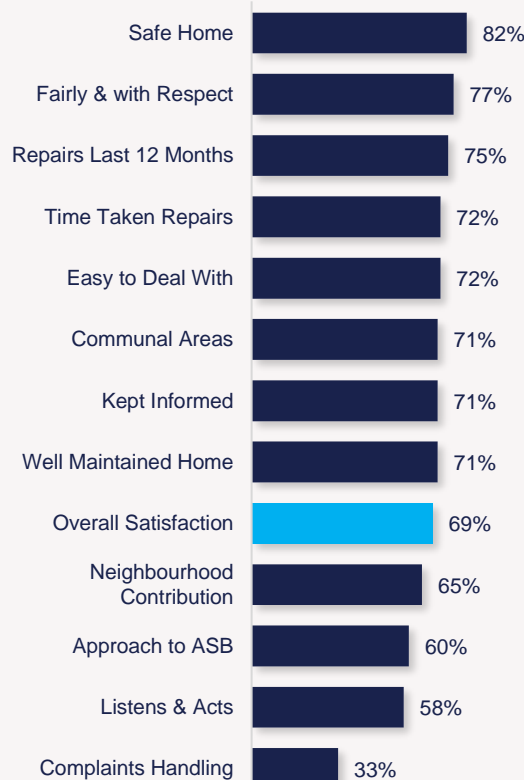
At the end of the financial year, it is possible to look at the annual results to help understand what is driving satisfaction at NYC. The charts summarise the key results from 2024/25; this section, therefore, combines the results from the two surveys carried out during the year.

Sometimes, where satisfaction is low, the remaining tenants can be split between those who fall into the neutral middle ground and those who are actually dissatisfied. This difference can signal areas where tenants do not have strong opinions or areas where a high percentage of tenants are dissatisfied.

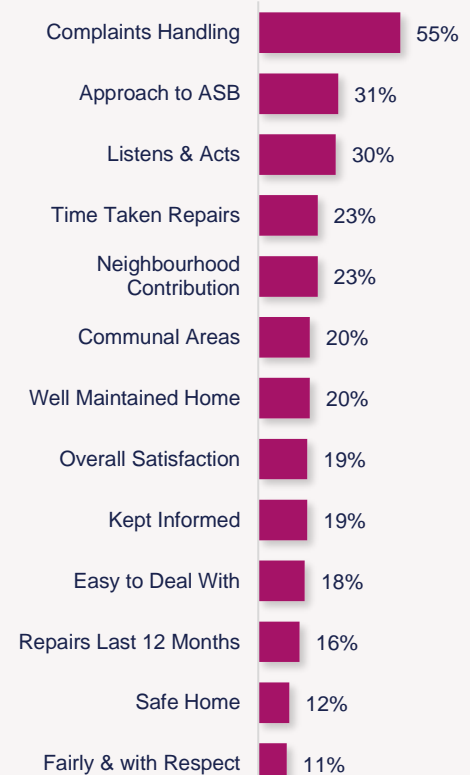
For NYC, it generally follows that measures with high satisfaction also have low dissatisfaction and vice versa.

There are some slight exceptions. For example, satisfaction with the time taken to complete repairs is one of the highest in the survey at 72%. However, it also has disproportionately high dissatisfaction (23%). This suggests more polarised responses for the repairs service, likely because all tenants have direct, recent experience with it, making their opinions more certain.

Satisfaction with Measures 2024/25



Dissatisfaction with Measures 2024/25





Key driver analysis (KDA) is used to examine the relationship between the different variables (the questions asked in the survey) and determine which elements of the service are the key drivers for tenants' overall satisfaction.

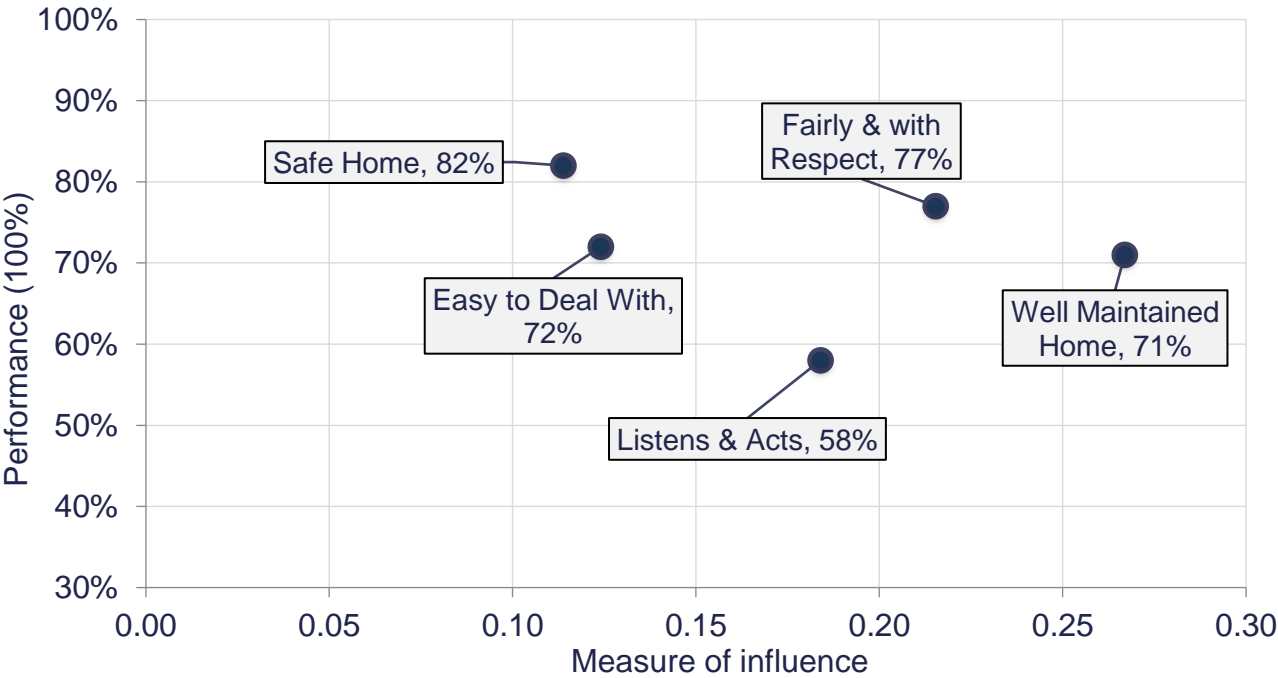
When combining all the results for 2024/25, the most important driver for tenants' satisfaction with the overall services is that NYC provides a well-maintained home. This is followed by treating tenants fairly and with respect, listening to and acting on their views, being easy to deal with, and providing a safe home. This highlights the importance of both the repairs service and communication in determining overall satisfaction.

This analysis implies that if improvements around the most influential measures can be achieved, it is more likely to lead to increased satisfaction with the overall services provided.

The table shows the 2023/24 KDA scores, which are helpful when compared to this year's scores. Providing a well-maintained home remains the main predictor of overall satisfaction. However, providing a safe home and being easy to deal with have replaced the repairs service in the last 12 months and neighbourhood contribution as key drivers.

Key Driver Analysis

Annual Key Driver Analysis – Overall Satisfaction



2023/24	
TSM Metric	Measure of Influence
Well Maintained Home	0.30
Listens & Acts	0.15
Treats fairly & with respect	0.12
Neighbourhood Contribution	0.08
Repairs – Last 12 months	0.07

2024/25	
TSM Metric	Measure of Influence
Well Maintained Home	0.27
Treats fairly & with respect	0.22
Listens & Acts	0.18
Easy to Deal With	0.12
Safe Home	0.11

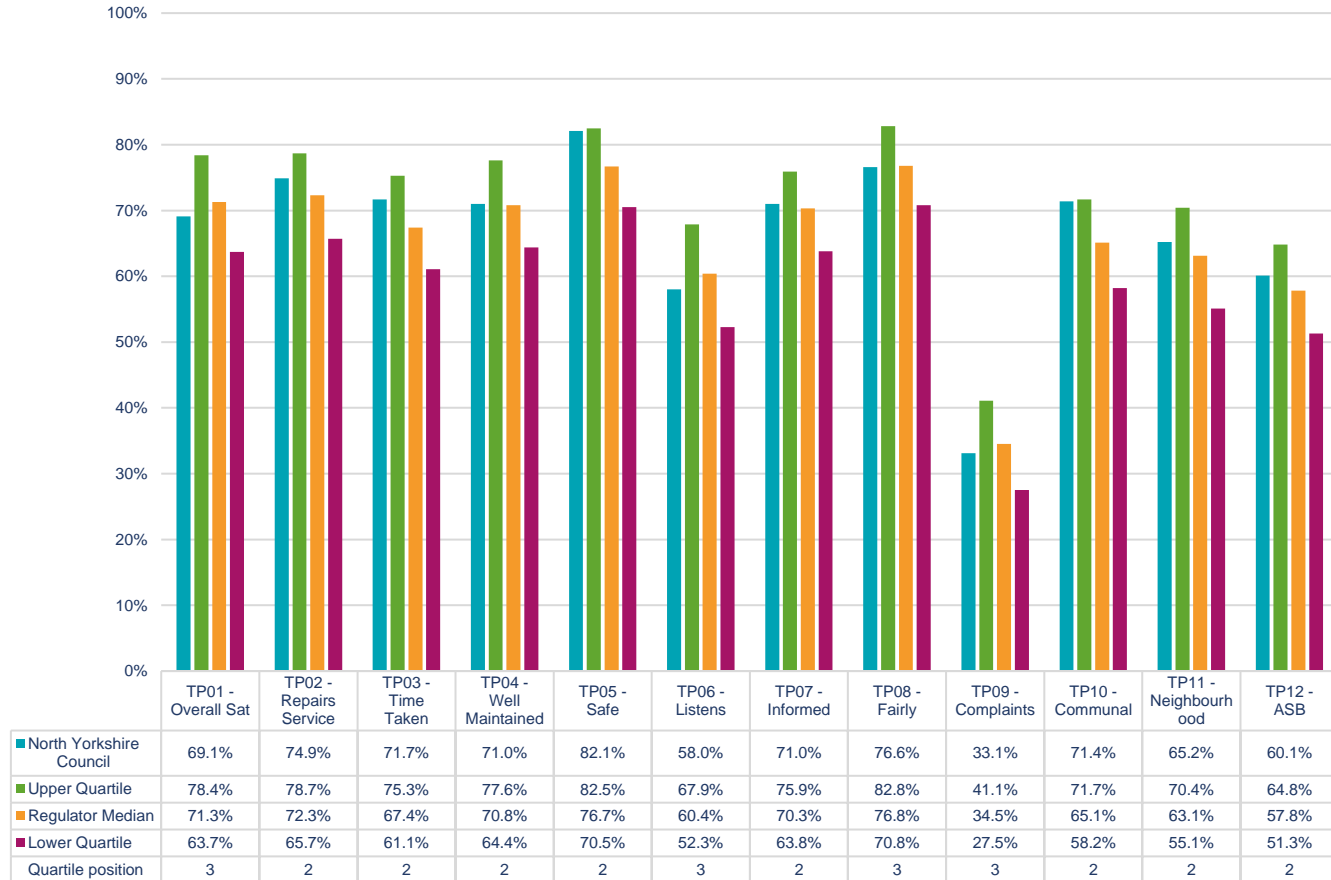
Benchmarking – TSM results 2023/24 (LCRA)



All registered providers over 1,000 units were required to submit their TSM results for 2023/24 to the Regulator of Social Housing by the end of June 2024. The full set of results was then released later in the year, so it is possible to compare the results from NYC against these. This slide compares NYC against other landlords' LCRA stock.

NYC compares reasonably well against this group, with eight measures above the Regulator median. The provision of a safe home and communal areas perform particularly well, being just 0.4p.p and 0.3p.p below the upper quartile, respectively. However, four of the measures fall into the third quartile, below the median. This is unsurprising, considering that satisfaction is generally lower for councils than housing associations.

The following two slides provide more relevant benchmarking groups, comparing NYC to other councils and councils with fewer than 10,000 properties.





Benchmarking – TSM results 2023/24 (Councils)

Given that NYC is a council, it is appropriate to compare the results against other local authorities only, and the chart shows the differences against the quartile positions.

NYC compares more favourably against this group, with all measures above the Regulator median. There are two measures in the top quartile; providing a safe home and the cleanliness and maintenance of communal areas. The remaining ten measures are in the second quartile, including overall satisfaction.

NYC should be very pleased with this and shows how hard it has worked to make the service as effective as possible, although there are still areas which could improve further.



Benchmarking – TSM results 2023/24 (Size)



This benchmarking slide compares NYC against other councils with less than 10,000 properties.

NYC performs slightly worse against this group, with overall satisfaction falling into the third quartile. Despite this, providing a safe home and communal areas remain in the top quartile. This is particularly positive as a safe home is a key driver of overall satisfaction.

With this in mind, focusing on improvements to the maintenance and safety of the home will increase perceptions of the overall service, raising it out of the third quartile.





National Context

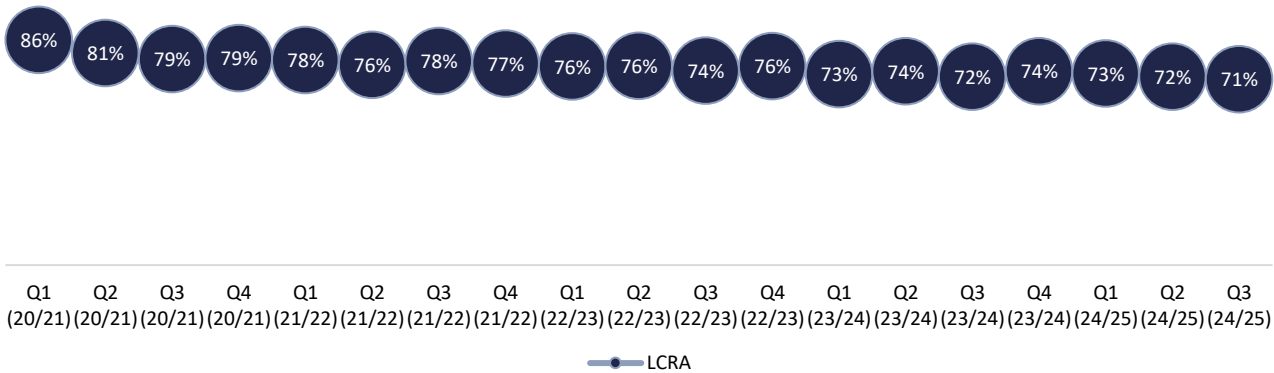
When considering the results, the national context and external factors must also be taken into account.

- For example:
- The ongoing cost of living crisis
 - New government, political changes, and changing legislative landscape
 - Uncertainty about the future
 - Wider economic challenges

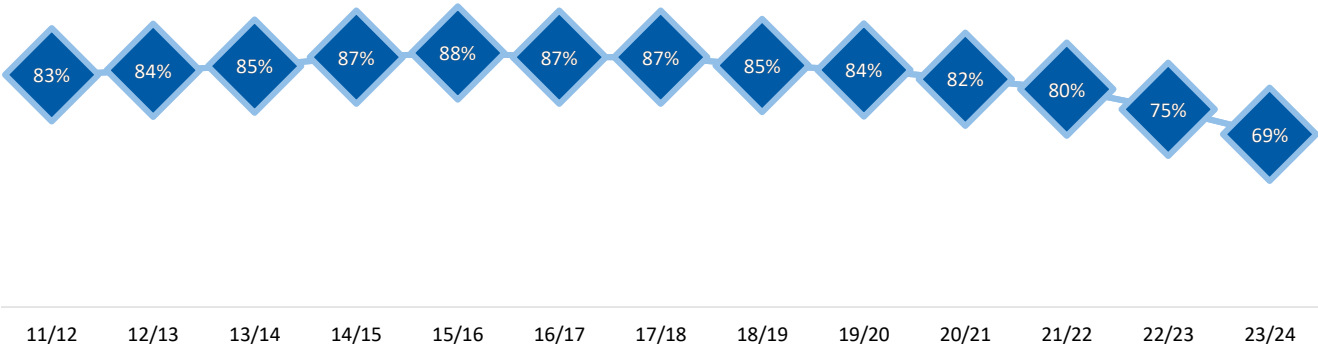
Satisfaction is based on perception rather than specific values so can be affected by these factors and how positive people feel about their lives. Factors such as the pandemic also altered the way social landlords operate, perhaps making them less accessible and responsive.

The top graph demonstrates how overall satisfaction has changed over time for Acuity's clients (tracker only). The trendline is downward over the last few years. The lower chart shows the results from Housemark members with a peak in 2015/16 and a slow decline since; this started even before the disruption caused by the pandemic.

Overall Services (Acuity Clients)



Satisfaction with services provided (Housemark median - general needs)





Wellbeing



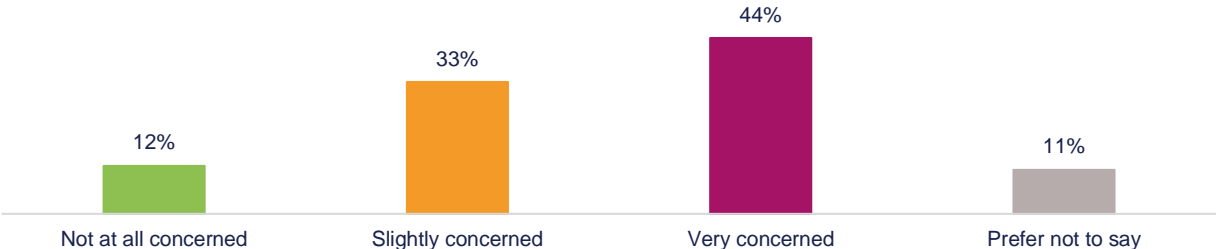
Cost of Living Concern

Tenants were asked: "How concerned are you about the cost-of-living crisis for you personally?"

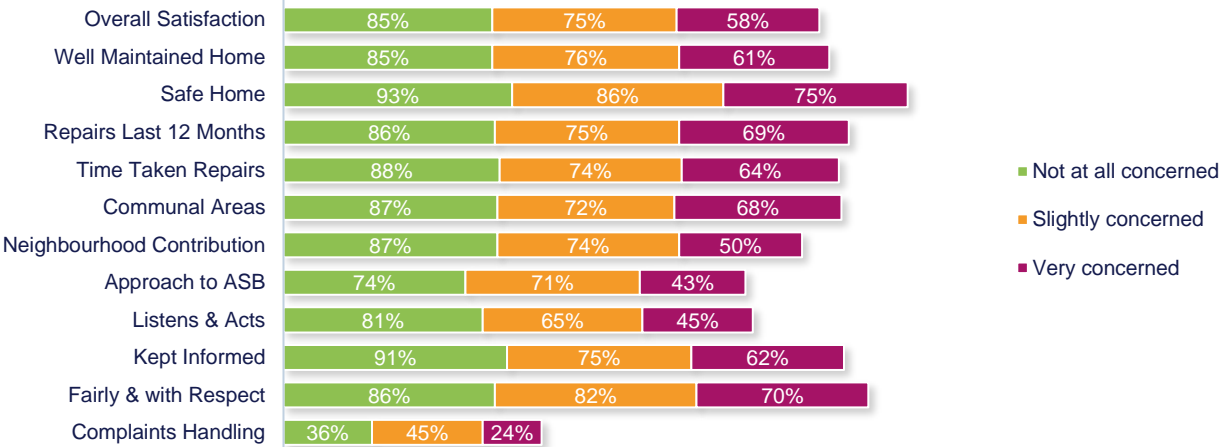
When averaged across Q3 and Q4, just over three-quarters of tenants are concerned about the cost of living (77%), with 44% very concerned and 33% slightly concerned. Just 12% are not concerned at all, and a further 11% prefer not to say.

Similar surveys from social landlords show that tenants who are concerned about their financial situation and the cost of living are less satisfied across the range of survey metrics. This is generally true for NYC, with satisfaction being higher in all metrics for those not at all concerned than those very concerned.

There is a much smaller difference between not at all concerned and slightly concerned tenants. For example, slightly concerned tenants are more satisfied with complaints handling than those not at all concerned. There is also a small difference (4p.p) for being treated fairly and with respect.



Cost of Living Concern & Satisfaction





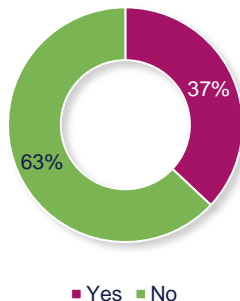
Damp and Mould

Tenants were also asked whether their homes currently suffer from any damp or mould issues, and over a third of tenants said yes (37%). Of these tenants, most had reported the issue to NYC already, but just over a quarter had not (27%).

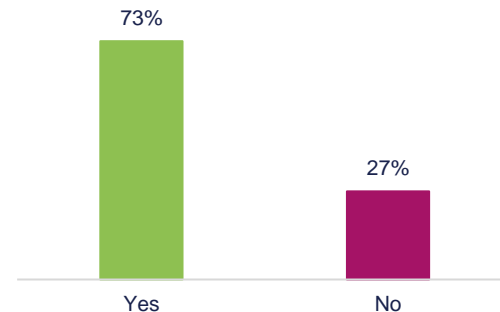
These cases should be investigated by NYC to further understand any issues and to prevent the deterioration of NYC's properties.

The number suffering from damp and mould increased marginally, by 2p.p, between Q3 and Q4. NYC could benefit from proactive inspections, informing tenants about damp prevention methods, such as adequate ventilation, and clearer reporting processes. There should be a focus on making tenants feel supported and that issues are resolved before they worsen.

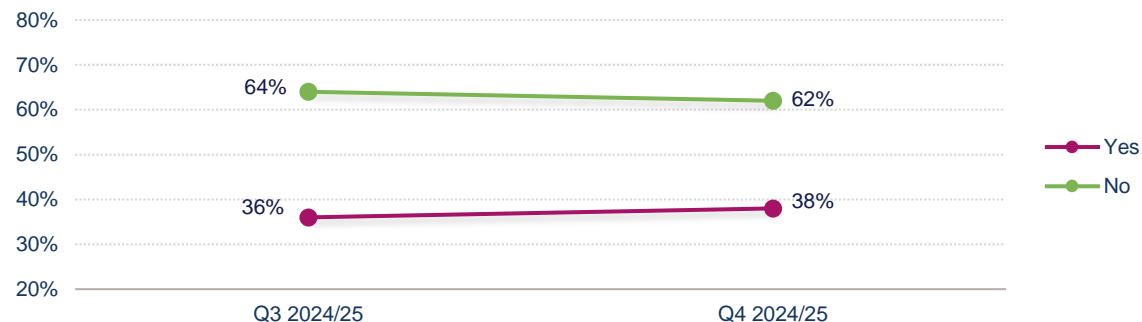
Currently Suffer from Damp & Mould



Reported Damp & Mould



Suffering from Damp & Mould over time

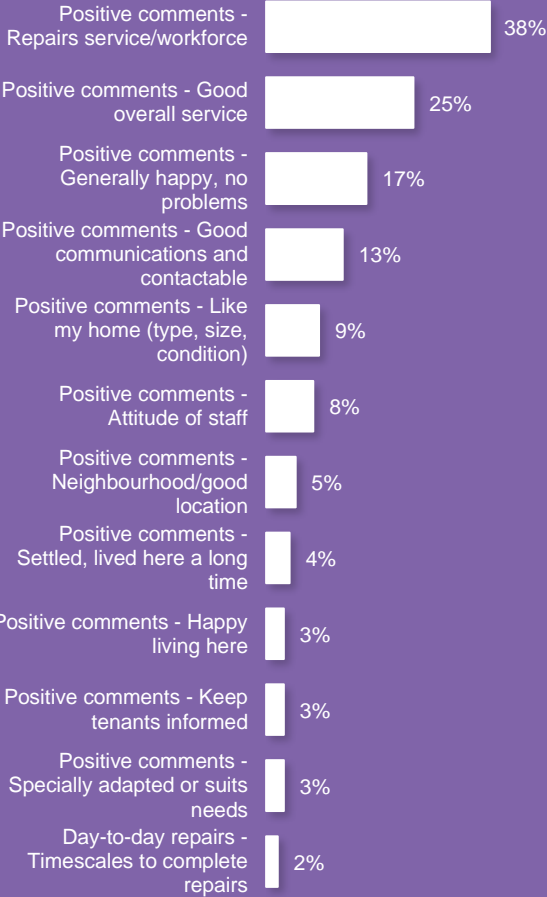




Further Insight



Comments - Very Satisfied



Number of Responses: 199

Summary

Tenants who are very satisfied overall were asked to explain why. Many tenants express satisfaction with the quick response times for repairs and maintenance, highlighting that issues are often resolved within days or even the same day. Phrases such as 'very helpful', 'quick response' and 'everything gets done' are frequently mentioned, indicating a strong appreciation for the efficiency and effectiveness of the service.

Several tenants noted the friendly and polite nature of the staff, which contributes to a positive overall experience. Many long-term tenants, some with over 20 years of residency, report having no significant issues, reinforcing the reliability of the service. The support provided during challenging personal circumstances, such as homelessness or health issues, is also acknowledged, with several individuals expressing gratitude for the assistance they received in securing stable housing.

However, there are a few critiques regarding the timeliness of repairs, particularly when parts are not readily available. Some tenants mention that while repairs are generally prompt, there can be delays in specific situations. Additionally, a few comments suggest a desire for improved communication regarding maintenance schedules and updates.

Overall, the feedback indicates a strong level of satisfaction with the housing service, with many tenants feeling well-supported and valued. The consistent praise for the responsiveness and helpfulness of the staff, combined with the effective resolution of issues, suggests that NYC is meeting the needs of its tenants effectively. This positive sentiment provides a solid foundation for continued service improvements and strategic planning.





Comments - Neutral



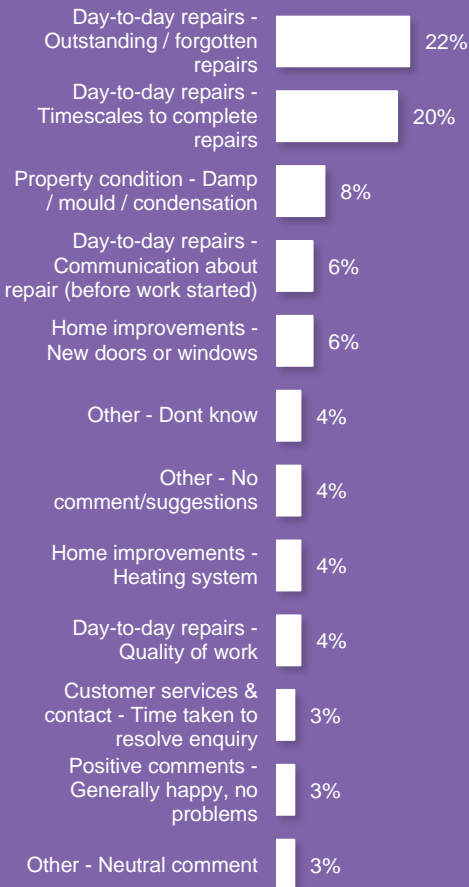
Summary

Tenants who are fairly satisfied, neutral or fairly dissatisfied were asked: “*What could NYC do to improve your satisfaction with the service?*” A recurring theme is the slow response time to repair requests, with many tenants expressing frustration over delays that can extend for months or even years. Issues such as mould, damp, and heating problems are frequently mentioned, indicating a need for timely and effective repairs. Several tenants reported ongoing issues with their heating systems, with some having waited over two years for a resolution.

Communication is another key area for improvement. Many tenants feel neglected, citing a lack of follow-up on reported issues and difficulties in reaching the appropriate personnel for assistance. The automated phone systems are particularly frustrating for older or disabled tenants who may struggle with technology. There is a strong desire for more direct communication and accountability from NYC, with many tenants requesting clearer timelines for repairs and updates on the status of their requests.

Additionally, there are calls for better maintenance of communal areas and gardens, as well as improvements in the overall quality of housing. Some tenants highlight the need for modernisation, particularly regarding windows and insulation, to improve living conditions. The sentiment among tenants suggests a feeling of being overlooked, with many expressing a desire for more proactive engagement from the NYC.

Overall, the feedback indicates a clear demand for improved responsiveness, communication, and maintenance services to enhance tenant satisfaction and living conditions. Addressing these concerns could improve the relationship between NYC and its tenants.





Comments - Very Dissatisfied



Summary

Tenants who are very dissatisfied overall were asked to explain why, and 54 left comments. A recurring theme is the prolonged wait times for repairs, with many tenants reporting delays of several months or even years. Issues such as damp, mould and structural problems are prevalent, with tenants expressing frustration over the lack of action taken despite multiple reports. For instance, one respondent has been waiting six years for mould issues to be addressed, while another has been living with a hole in their bedroom ceiling.

Communication appears to be a concern, with tenants feeling ignored or inadequately informed about the status of their complaints. Many tenants highlight difficulties in reaching NYC, citing long wait times and ineffective phone systems that hinder their ability to report issues. This has led to feelings of neglect and frustration, as tenants feel their concerns are not being taken seriously.

Additionally, there are complaints about the quality of service provided, with tenants expressing dissatisfaction over the skills of contractors sent to address repairs. Instances of inappropriate tradespeople being dispatched for specific jobs are noted, leading to further delays and unresolved issues.

The emotional toll of these experiences is evident, with several tenants describing their living conditions as intolerable, particularly for those with disabilities or health issues. The lack of suitable accommodation and necessary modifications, such as ramps for wheelchair access, has compounded their difficulties.

Overall, this question highlights a need for improved communication, faster response times for repairs, and a more empathetic approach to tenant concerns, particularly for vulnerable individuals.





Comments - Unsafe Home



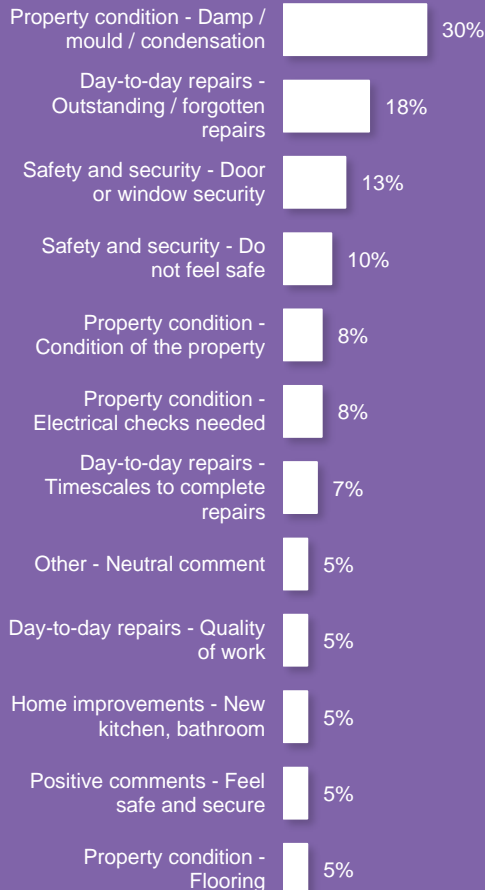
Summary

Dissatisfaction with the safety of the home is led by issues related to damp and mould, and inadequate maintenance. Many tenants reported severe mould problems affecting various rooms, including bathrooms and kitchens, which pose health risks, particularly for children and vulnerable individuals. Complaints about rising damp and leaks are prevalent, with some tenants having to pay for repairs themselves after reporting issues to NYC without resolution.

Safety concerns are highlighted, particularly regarding inadequate exits in properties, with several tenants noting that they only had one door or that windows did not open wide enough for emergency escape. Issues with electrical safety are also mentioned, with reports of faulty wiring, burning smells from sockets, and a lack of smoke alarms upon moving in.

Tenants express frustration over the slow response to repair requests, with many stating that maintenance issues, such as broken doors, unsafe staircases, and poor insulation, remained unaddressed for extended periods. The overall sentiment indicated a lack of trust in NYC's ability to manage repairs effectively, leading to feelings of insecurity and dissatisfaction with living conditions.

Additionally, some tenants mention external factors affecting their living experience, such as anti-social behaviour from neighbours and unsafe areas, which compound their dissatisfaction. The need for better communication and timely action is a recurring theme, as many felt ignored or inadequately supported in resolving their housing issues. Overall, the responses highlight a need for improved housing conditions, effective maintenance, and stronger safety measures to ensure tenant well-being.





Comments - Communal Areas



Summary

Tenants who are dissatisfied with the cleanliness and maintenance of their communal areas were asked to explain why, and 57 left comments. A recurring theme is the lack of regular cleaning, with many tenants noting that communal spaces, including gardens and walkways, are often neglected. Specific complaints include cobwebs, uncut grass, and litter, with several tenants stating they have to clean these areas themselves.

Many tenants express frustration over the infrequency of maintenance visits, with some indicating that NYC's gardening services are inconsistent and inadequate. For instance, grass cutting is often performed without proper clean-up, leaving clippings scattered and contributing to an untidy appearance. Additionally, there are reports of overgrown hedges and trees obstructing light and visibility, which further detracts from the communal environment.

Accessibility issues are highlighted, particularly for disabled tenants who struggle with broken paths and inadequate lighting, making it difficult to navigate communal areas safely. The sentiment of neglect is pervasive, with numerous comments indicating that tenants feel overlooked and that their maintenance concerns have not been adequately addressed.

Some tenants note that the situation has persisted for years, with little improvement despite repeated complaints. The overall impression is one of frustration and disappointment, as tenants feel that the communal areas are not being maintained to an acceptable standard. The lack of action from NYC and the reliance on tenants to manage upkeep have led to a sense of disillusionment, with many calling for a return to more regular and thorough maintenance practices.

In summary, the survey highlights a critical need for improved maintenance and cleaning services in communal areas, as well as better communication and responsiveness from NYC to address tenants' concerns.





Comments - Repairs



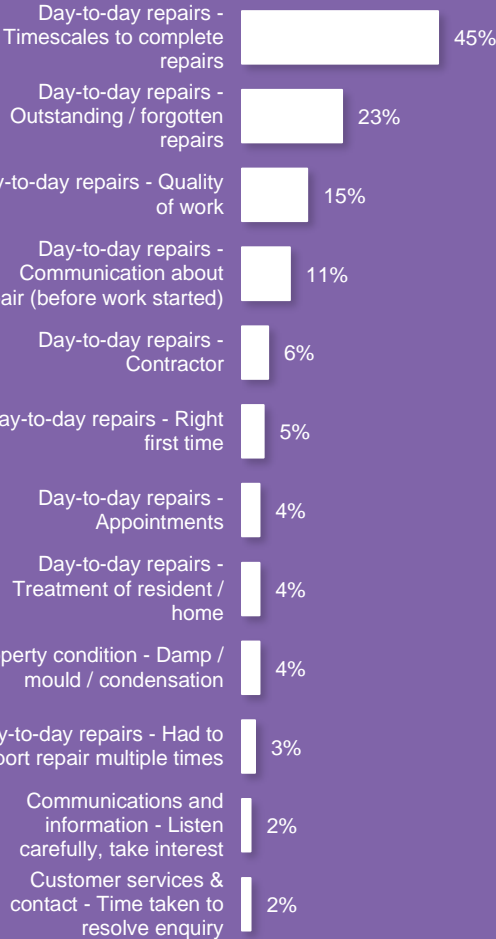
Summary

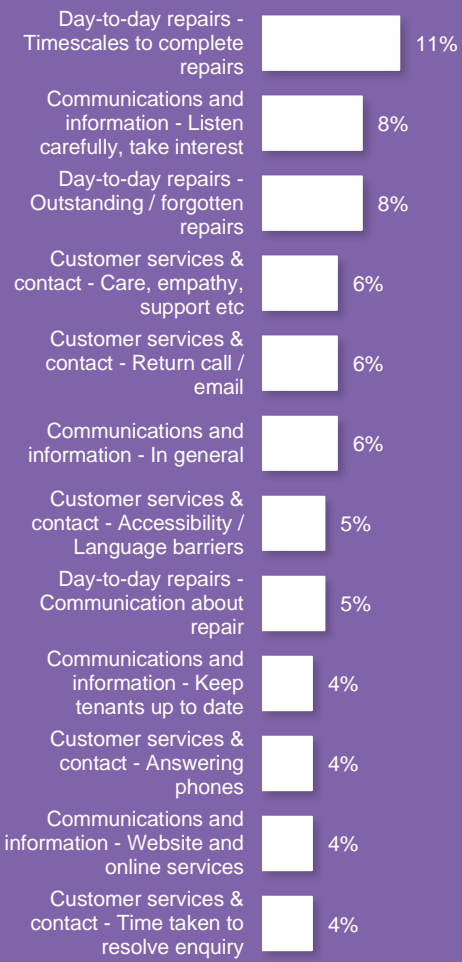
Tenants who are dissatisfied with the repairs service were asked to explain why, and 128 left comments. A common theme is the excessive wait times for repairs, with many tenants reporting delays ranging from several weeks to over two years. Issues often require multiple follow-ups, indicating a lack of effective communication and coordination within the repair process. Tenants express frustration over having to chase for updates, with many stating they received no communication about the status of their requests.

The quality of work is another concern. Tenants reported that repairs are frequently incomplete or poorly executed, leading to recurring issues. For instance, some noted that repairs were treated as quick fixes rather than thorough solutions, resulting in the same problems re-emerging shortly after being addressed. Additionally, there are complaints about the inconsistency in the quality of contractors sent to perform repairs, with some tenants highlighting that the wrong specialists are dispatched for specific jobs.

The emotional toll of these experiences is evident, with many tenants feeling neglected and unsupported. Some express feelings of being belittled when raising concerns, while others highlighted the impact of prolonged repair issues on their living conditions, particularly for vulnerable tenants, such as the elderly or those with disabilities.

Overall, the survey indicates a pressing need for improvements in communication, timeliness, and the quality of repair work. Tenants are seeking a more responsive and effective service that prioritises their needs and ensures that repairs are completed satisfactorily the first time. The feedback underscores the importance of addressing these issues to increase tenant satisfaction and trust in the service provided.





Number of Responses: 272

Comments - Customer Service and Communication



Summary

Tenants who are dissatisfied with the customer service and communication were asked to explain why, and 138 left comments. A recurring theme is the slow response times for repairs, with many tenants expressing frustration over long waiting periods and a lack of follow-up after reporting issues. Tenants frequently report difficulties in reaching the appropriate departments, often being transferred multiple times or receiving automated responses that do not address their concerns.

Many tenants highlight poor communication as a critical issue, noting that their emails and calls often go unanswered or are met with vague responses. There is a strong sentiment that NYC does not listen to tenants' needs, with several individuals feeling ignored or belittled when they attempt to raise concerns. This lack of responsiveness has led to feelings of frustration and helplessness, particularly among vulnerable groups, including those with disabilities and the elderly.

Additionally, there are complaints about the quality of repairs, with tenants stating that work is either not completed or done poorly. Specific issues mention include ongoing problems with damp, heating, and general maintenance that have not been adequately addressed. The need for more staff to handle repairs and improve service delivery is also a common request.

Overall, the feedback indicates a need for NYC to enhance its communication strategies, streamline its repair processes, and ensure that tenant concerns are taken seriously and acted upon promptly.





Comments - ASB



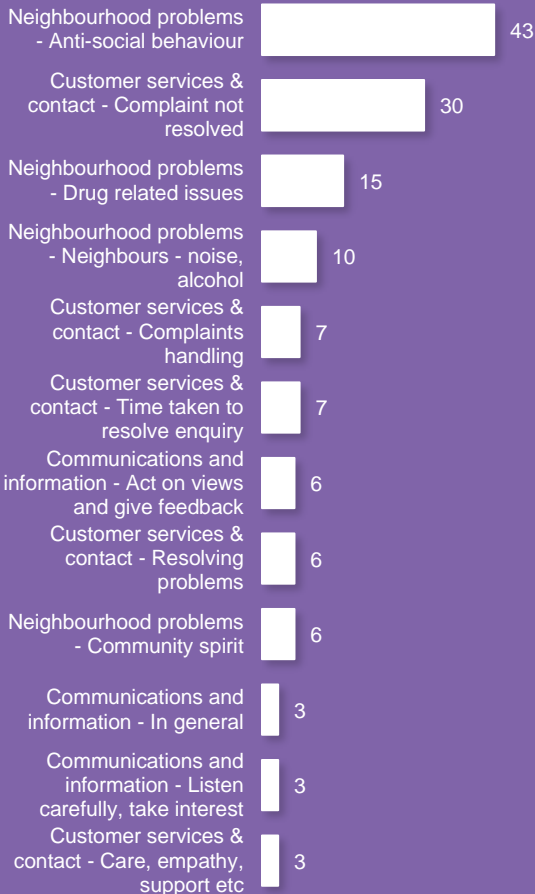
Summary

The survey responses reveal a sense of frustration and dissatisfaction among some tenants regarding the handling of anti-social behaviour (ASB) by NYC. Several tenants report ongoing issues with noisy neighbours, drug-related activities, and general disturbances that have not been adequately addressed despite multiple complaints. Many individuals express feelings of being ignored or sidelined, with comments indicating a lack of timely action from both NYC and the police.

Common themes include the ineffectiveness of reporting mechanisms, with tenants stating that their complaints often go unacknowledged or are dismissed. For instance, several tenants noted that they were advised to contact the police, only to find that the police were also unresponsive. This has led to a perception that NYC are either unable or unwilling to tackle the issues, resulting in a sense of helplessness among some in the community.

Specific incidents highlighted include aggressive behaviour from neighbours, drug dealing, and noise disturbances, which have created unsafe living environments, particularly for families with children. The emotional toll of these experiences is evident, with a small number of tenants feeling compelled to consider relocation due to the persistent distress caused by their neighbours.

Additionally, there is a notable concern regarding the lack of community engagement and support from housing officers, with claims of favouritism and inadequate communication exacerbating the situation. Overall, the responses paint a picture of a community affected by ASB issues, with some feeling neglected by the systems in place to protect and support them and calling for more effective intervention and accountability from NYC.



Number of Responses: 89



Trends



The table shows the annual results for 2024/25 against those for 2023/24. Those in green show where the results have increased, and those in purple where they have decreased.

Where comparisons can be made, satisfaction has increased by 2p.p or more in all measures except for overall satisfaction, although this has decreased by just 1p.p.

It should be noted that with an annual margin of error of around $\pm 3.9\%$, a change of at least 7.8 percentage points would be needed to be statistically significant. NYC has seen a number of significant increases with safe home, communal areas, neighbourhood contribution, approach to ASB, fairly and with respect and being kept informed, all improving in score.

This suggests that recent efforts to improve local environments and address ASB have been noticed and appreciated by tenants. Sustaining this progress will require continued improvement to neighbourhood services. Including ensuring ASB complaints are resolved, and tenants are kept informed about what is being done to support communities.

Year-on-Year Change

	2023/24	2024/25 (p.p change)
Overall Satisfaction	70%	69% (-1)
Well Maintained Home	68%	71% (+3)
Safe Home	73%	82% (+9)
Communal Areas	61%	71% (+10)
Repairs Last 12 Months	73%	75% (+2)
Time Taken Repairs	65%	72% (+7)
Neighbourhood Contribution	55%	65% (+10)
Approach to ASB	50%	60% (+10)
Listens & Acts	55%	58% (+3)
Fairly & with Respect	69%	77% (+8)
Kept Informed	60%	71% (+11)
Easy to Deal With	- *	72% (-)
Complaints Handling	29%	33% (+4)

*Not asked in 2023/24



Quarterly Change 2024/25

This table shows the Q3 and Q4 results for 2024/25 for each key metric question.

Satisfaction generally decreased between Q3 and Q4. Just three measures increased; complaints handling (up 6p.p), being treated fairly and with respect (up 1p.p) and the time taken to complete the last repair (up 2p.p).

The most notable drop was in NYC's approach to ASB, which fell by 12p.p. However, when averaged across both quarters, satisfaction with this measure remains 10p.p higher than in 2023/24. All aspects of responsible neighbourhood management - ASB handling, communal area upkeep, and neighbourhood contribution - also declined in Q4, despite being the areas that have improved the most since last year.

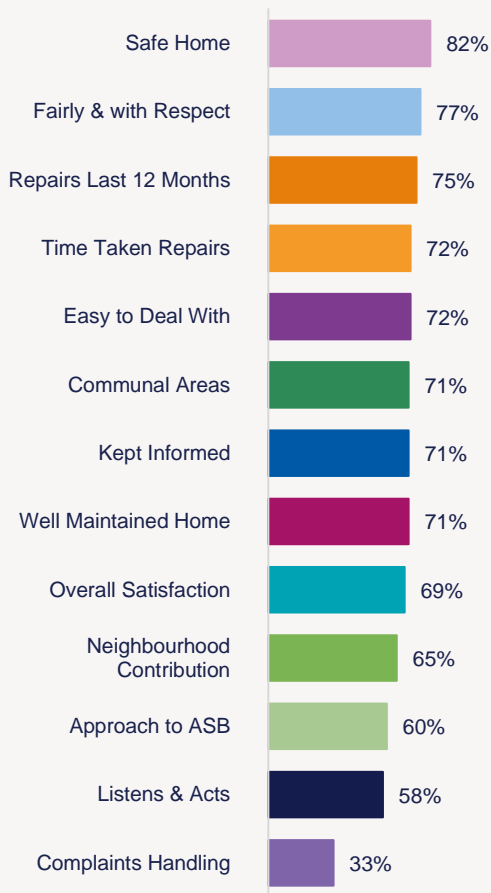
This highlights the importance of providing a consistent service, avoiding a return to the lower satisfaction levels seen previously. To achieve this, NYC should communicate updates clearly to tenants, particularly regarding ASB outcomes, and focus on improvements to grounds maintenance - both scheduling and staff availability. Currently, tenants are dissatisfied with the frequency and quality of this service.

	Q3 2024/25	Q4 2024/25
Overall Satisfaction	70%	68% (-2)
Well Maintained Home	71%	71% (+0)
Safe Home	82%	82% (0)
Communal Areas	74%	68% (-5)
Repairs Last 12 Months	79%	71% (-8)
Time Taken Repairs	71%	73% (+2)
Neighbourhood Contribution	68%	62% (-6)
Approach to ASB	66%	54% (-12)
Listens & Acts	60%	56% (-4)
Fairly & with Respect	76%	77% (+1)
Kept Informed	71%	71% (+1)
Easy to Deal With	74%	69% (-5)
Complaints Handling	30%	36% (+6)



Summary

Satisfaction with Measures



Conclusion

This is the annual report for North Yorkshire Council, combining the 300 completed telephone interviews in both Q3 and Q4 2024/25.

Satisfaction scores are fairly high, with most measures having satisfaction above 60%. Overall satisfaction sits towards the lower end of the measures at 69%. Measures with the highest satisfaction are NYC providing a safe home (82%), being treated fairly and with respect (77%), and the repairs service in the last 12 months (75%). The lowest levels of satisfaction are for listening to and acting on tenants' views (58%) and complaints handling (33%). Since 2023/24, satisfaction has increased for all measures except for overall satisfaction. However, this increase masks some large fluctuations between Q3 and Q4 24/25. For example, satisfaction with NYC's approach to ASB handling is 10p.p higher than in 2023/24, but it decreased by 12p.p between Q3 and Q4.

Key Driver Analysis found that a well-maintained home is the key driver of overall satisfaction. This is closely followed by being treated fairly and with respect, listening to and acting on views, being easy to deal with and providing a safe home. This emphasises the importance of both the repairs service and communication in determining overall satisfaction, as the repairs service is very closely linked to the home's maintenance and safety. NYC benchmarks well against other councils, scoring above the median in all measures. This includes scoring in the upper quartile for the safety of the home and the cleanliness and maintenance of communal areas.

Although there has been positive news around the current cost of living crisis, more than three-quarters of tenants (77%) in this survey are at least slightly concerned about the cost of living. This correlates with lower satisfaction for all measures, so any financial assistance or support NYC can provide will increase satisfaction across the board. This may include flexible payment plans, budgeting advice, or referrals to hardship funds.

Several open-ended questions were included in the survey to give tenants the opportunity to explain the reasons for their dissatisfaction and suggest improvements. Among those who are very dissatisfied with the overall service, the most common reasons are outstanding or forgotten repairs, long repair timescales, and issues with damp and mould. Damp and mould are a leading reason for dissatisfaction among tenants with the safety of their homes, and with reported cases increasing slightly in Q4, this issue requires urgent attention. Dissatisfaction with customer service and communication is similarly linked to repair timescales, underlining how central repairs are to overall tenant perceptions. Some tenants also feel that NYC does not listen to their views or treat them with care and empathy. This reinforces the findings of the Key Driver Analysis, that the quality of the repairs service and communication are the strongest influences on overall satisfaction, and improvements in these areas should be the top priority.

This report has also broken down satisfaction scores by different demographics and subgroups. This analysis can be seen in the following pages of the report, after the recommendations.





North Yorkshire Council has around 8,300 properties across the main areas of Harrogate, Richmond and Selby.

The Council has a significant proportion of sheltered accommodation but also has a range of flats and houses across the area.

The survey reveals many areas of good performance, but it has also highlighted some areas where improvements could be made.

The comments made by tenants give insight into what they are most concerned about and will help North Yorkshire Council target services that may need some improvement.

Shown opposite are some recommendations that North Yorkshire Council may wish to follow up on to help improve satisfaction in the future.

Recommendations

Repairs and Maintenance

Outstanding or forgotten repairs and long timescales for completion are leading causes of dissatisfaction across several measures. One tenant commented: *"Take ages to come to do the repairs, loads of different people having to turn up before getting the job done, you phone for an update and you're told we don't deal with it then passed on to different departments."* This reflects a wider issue of unorganised processes and poor communication, which can leave tenants feeling frustrated and ignored. To improve satisfaction, NYC should focus on improving internal communication, assigning clear responsibility for each repair case, and ensuring tenants receive consistent updates about the progress and outcome of their repair, without being passed between departments. Additional staff training may be required so that staff have the knowledge required to deal with tenant requests properly, as communication and accountability are just as important as the speed of repairs in determining how tenants perceive the repairs service.

Cost of Living Support

With over two-fifths (44%) of tenants very concerned about the cost of living, and this having a large impact on satisfaction levels, NYC should review what financial support it offers. This may include offering clearer guidance on available financial assistance, such as hardship funds, benefits, and rent support schemes. Providing tenants with budgeting advice, and energy-saving tips and pointing them towards external organisations that offer financial aid could also help. Additionally, increasing transparency around rent and service charge costs, with advanced notice of any changes, would help tenants plan more effectively. NYC could also explore flexible payment options for those struggling with arrears and improve communication around the financial help available, making sure tenants know where to turn if they need support.

Communication and Customer Contact

Good communication and customer care are important to tenant satisfaction across many service areas, and as such, improvements in these aspects have the potential to positively influence satisfaction in these areas and with NYC generally. A particular area of focus should be on how effectively tenants feel their views are listened to and acted upon, with only 58% currently satisfied. One tenant commented, *"They need to listen to concerns that we raise with them. I have reported things and nothing has been done. We feel as if we are all forgotten, no one will respond to us."* This highlights a broader issue of tenants feeling ignored or overlooked, which can reduce trust and satisfaction. This will impact the repairs service, and complaints and ASB handling in particular, which are the main reasons tenants contact NYC. If budgets allow, additional staff may be required to allow staff enough time with each tenant to properly engage with them, helping them to feel listened to and treated with more care and empathy. Introducing an internal tracking system would also help ensure that tenant enquiries are followed up on and not overlooked. Implementing processes as simple as an automated acknowledgement email or voicemail can offer reassurance that their concern has been received and is being dealt with, providing greater peace of mind for tenants.



Annual Demographics



Housing Need

It is common in surveys of this type that older people, and those in sheltered accommodation, are more satisfied than their general needs counterparts. This is the case with North Yorkshire Council.

Sheltered tenants are more satisfied across nearly all measures. The only exception is complaints handling, where an equal number are satisfied.

The differences are quite large on some measures, with 28p.p more sheltered tenants satisfied overall and 29p.p more satisfied with NYC's contribution to the neighbourhood. This higher satisfaction is likely due to the more frequent contact and direct support sheltered tenants receive from NYC, which helps them feel more engaged and cared for, as well as the age factor. In contrast, general needs tenants may have less regular interaction, which can lead to a greater sense of detachment.

	All Tenants	General Needs	Sheltered
Overall Satisfaction	69%	67%	95%
Well Maintained Home	71%	69%	95%
Safe Home	82%	81%	95%
Repairs Last 12 Months	75%	74%	91%
Time Taken Repairs	72%	70%	95%
Communal Areas	71%	68%	90%
Neighbourhood Contribution	65%	63%	92%
Approach to ASB	60%	60%	65%
Listens & Acts	58%	57%	78%
Kept Informed	71%	70%	83%
Fairly & with Respect	77%	76%	90%
Easy to Deal With	71%	71%	82%
Complaints Handling	33%	33%	33% *

*Base below 10



Locality

North Yorkshire Council operates over three main areas: Harrogate, Richmond and Selby.

In terms of satisfaction, those living in Richmond are the most satisfied and Selby the least.

On the overall service, there is quite a difference between the areas, from 78% satisfied in Richmond to just 59% in Selby. However, the largest gap is for listening to and acting on tenants' views, where 19p.p more tenants in Richmond are satisfied.

It is not clear from the results alone why these differences occur, whether it is linked to property type and condition, local facilities or service delivery. NYC will be aiming to provide a consistent service across all areas, so further investigation may be needed to ascertain the reasons behind the differences and perhaps target improvements to bring satisfaction rates in Selby up to those found in other areas.

	All Tenants	Harrogate	Richmond	Selby
Overall Satisfaction	69%	74%	78%	59%
Well Maintained Home	71%	76%	78%	61%
Safe Home	82%	85%	86%	77%
Repairs Last 12 Months	75%	74%	80%	73%
Time Taken Repairs	72%	74%	82%	64%
Communal Areas	71%	71%	65%	76%
Neighbourhood Contribution	65%	69%	69%	58%
Approach to ASB	60%	59%	67%	59%
Listens & Acts	58%	64%	67%	46%
Kept Informed	71%	75%	81%	61%
Fairly & with Respect	77%	77%	84%	72%
Easy to Deal With	72%	73%	81%	65%
Complaints Handling	33%	29%	38%	36%



Property Type

The majority of NYC’s tenants live in bungalows, flats, and houses. There are just eight respondents from bedsits, so these have been excluded from the discussion below.

Tenants in houses are generally the least satisfied, with 22p.p lower overall satisfaction than tenants in bungalows. Tenants in flats sit somewhere in between, with these tenants only being the least satisfied with their communal areas. This may be because communal areas are used more frequently in flats, so these tenants have higher expectations or are more sensitive to poor service standards.

The differences in satisfaction are likely to be linked, in part, to the age of tenants. For example, 72% of tenants in bungalows are 65 or older, compared to 19% in houses. The following slide shows that satisfaction generally increases with age and is particularly low for those aged below 50.

	All Tenants	Bedsit	Bungalow	Flat	House
Overall Satisfaction	69%	75% *	80%	73%	58%
Well Maintained Home	71%	88% *	79%	78%	57%
Safe Home	82%	88% *	87%	86%	74%
Repairs Last 12 Months	75%	100% *	87%	82%	60%
Time Taken Repairs	72%	86% *	86%	76%	58%
Communal Areas	71%	100% *	89%	64%	74%
Neighbourhood Contribution	65%	83% *	78%	71%	49%
Approach to ASB	60%	50% *	74%	63%	49%
Listens & Acts	58%	75% *	67%	61%	48%
Kept Informed	71%	86% *	79%	71%	64%
Fairly & with Respect	77%	100% *	82%	81%	67%
Easy to Deal With	71%	75% *	80%	72%	64%
Complaints Handling	33%	- *	36%	33%	32%

*Base below 10



Age Group

Satisfaction for NYC tenants also seems to increase with age, with the most satisfied group being those over the age of 85. Some 92% of this group are satisfied with the overall service, and they are most satisfied with an additional nine of the measures.

The least satisfied are those aged 35 to 44, with just 51% satisfied with the overall service. This group are the least satisfied with an additional seven measures. However, this group does have the highest satisfaction with complaints handling. After the age of 45, satisfaction starts to increase consistently across most measures.

It is not entirely clear why this pattern exists. It may be that older tenants are more tolerant and less likely to complain, whereas younger tenants may have slightly higher expectations and are quicker to complain if standards fall. Older tenants are also much more likely to be in sheltered housing, which has been shown to increase satisfaction.

However, whatever the reason, it does show that age is a major factor in determining satisfaction.

	All Tenants	0 - 24	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85 +
Overall Satisfaction	68%	70%	59%	51%	58%	20%	50% *	79%	81%	92%
Well Maintained Home	70%	56% *	58%	54%	60%	20%	67% *	82%	84%	91%
Safe Home	81%	50% *	56%	75%	79%	70%	100% *	84%	96%	94%
Repairs Last 12 Months	75%	100% *	55%	59%	73%	25% *	100% *	82%	91%	100%
Time Taken Repairs	72%	100% *	62%	55%	63%	25% *	67% *	78%	91%	100%
Communal Areas	70%	25% *	71%	46%	62%	100% *	100% *	67%	86%	89% *
Neighbourhood Contribution	66%	75% *	70%	46%	49%	40% *	50% *	68%	82%	95%
Approach to ASB	61%	50% *	59%	58%	49%	50% *	100% *	57%	68%	94%
Listens & Acts	58%	63% *	53%	41%	45%	11% *	60% *	67%	73%	95%
Kept Informed	71%	50% *	68%	58%	58%	50% *	40% *	84%	78%	96%
Fairly & with Respect	76%	71% *	67%	68%	68%	33% *	100% *	79%	89%	94%
Easy to Deal With	72%	50% *	66%	56%	69%	30%	83% *	80%	82%	94%
Complaints Handling	32%	25% *	10%	38%	28%	0% *	100% *	29%	33%	75% *

*Base below 10



Length of Tenancy

It is also often found that newer tenants, particularly those with tenancies of less than a year, report higher satisfaction, which then tends to decline over time.

One theory for this is that tenants are initially pleased to be offered a property, perhaps having waited for some time or having been in poor accommodation. But as time passes, unresolved issues with the home begin to accumulate. This highlights the importance of staying on top of repairs.

For NYC, 88% of new tenants are satisfied overall, and this group are also the most satisfied in ten other survey measures.

In contrast, just 66% of those in the 6-10-year group are satisfied. This group is the least satisfied in four other measures. However, satisfaction increases again in the longest tenancy lengths, as these tenants are the most likely to be the oldest.

	All Tenants	A. < 1 year	B. 1 - 3 years	C. 4 - 5 years	D. 6 - 10 years	E. 11 - 20 years	F. Over 20 years
Overall Satisfaction	69%	88%	67%	68%	66%	67%	72%
Well Maintained Home	71%	83%	74%	65%	65%	68%	76%
Safe Home	82%	95%	79%	69%	83%	84%	87%
Repairs Last 12 Months	75%	89%	76%	70%	69%	75%	78%
Time Taken Repairs	72%	81%	65%	78%	70%	75%	72%
Communal Areas	71%	76%	71%	59%	71%	71%	85%
Neighbourhood Contribution	65%	95%	70%	67%	62%	54%	65%
Approach to ASB	60%	71%	65%	53%	57%	60%	57%
Listens & Acts	58%	79%	58%	50%	53%	56%	66%
Kept Informed	71%	83%	74%	73%	64%	67%	75%
Fairly & with Respect	77%	95%	77%	66%	75%	78%	77%
Easy to Deal With	72%	85%	73%	69%	66%	70%	75%
Complaints Handling	33%	0% *	32%	29%	42%	24%	41%

*Base below 10



Gender

The results are shown here split by the gender of tenants. There are more female tenants than male tenants, but they are generally less satisfied. This is true on all measures, except for complaints handling where 5p.p more females are satisfied.

The difference between the genders is generally small but quite consistent. The largest difference is the 15p.p gap in satisfaction with the repairs service in the last 12 months, and the smallest the 6p.p disparity in overall satisfaction.

	All Tenants	Female	Male
Overall Satisfaction	69%	67%	73%
Well Maintained Home	71%	68%	76%
Safe Home	82%	78%	88%
Repairs Last 12 Months	75%	69%	84%
Time Taken Repairs	72%	67%	79%
Communal Areas	71%	64%	78%
Neighbourhood Contribution	65%	60%	72%
Approach to ASB	60%	55%	67%
Listens & Acts	58%	53%	65%
Kept Informed	71%	69%	73%
Fairly & with Respect	77%	73%	81%
Easy to Deal With	72%	67%	77%
Complaints Handling	33%	36%	31%

*Base below 10



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

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

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

