



Gravesham Borough Council

TSM Report 2025/26

Prepared by: Acuity Research & Practice



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Summary

Demographics

Gravesham Borough Council (Gravesham BC) covers an area in north-east Kent, with the Civic Centre based in Gravesend. The Council has 5,641 properties and has commissioned Acuity to undertake an independent satisfaction survey of its tenants during 2025/26 to collect data on their opinions of, and attitudes towards, their landlord and the services provided, and to enable the Council to report the Tenant Satisfaction Measures to the Regulator of Social Housing annually, as required.

The survey was conducted with a blended approach involving face-to-face interviews, carried out by LG Personnel, plus telephone interviews conducted by Acuity's in-house telephone team. The fieldwork began on 15 September with the face-to-face interviews, with the telephone interviews starting on 6 October. The survey eventually closed on 25 October. At the close of the survey, a total of 805 responses had been received, 771 complete and 34 incomplete, which are also required to be included in the results. Of these, 231 were achieved face-to-face and 574 by phone. The responses were a little disproportionately spread over the areas within Gravesham, so the data has been weighted to take this into account.

This is the first time that the report has used sentiment analysis to better understand tenants' comments and why they have responded to the satisfaction questions the way they have. Information about how this works is shown at the end of the report and adds an extra layer of focused insight to the results to help the Council better understand what is driving satisfaction, what tenants are most concerned about, and, as a consequence, what could be improved.

The survey is confidential, and the results are sent back to the Council anonymised unless tenants give their permission to be identified. 69% of tenants gave permission to share their responses with their details attached and 91% of these tenants are happy for the Council to contact them to discuss any information they provided.

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

- Provide information on tenants' perceptions of current services
- Compare the results with the previous survey of last year
- Inform decisions regarding future service development
- Report to the Regulator annually, as required.

For the overall results, Acuity and the Regulator of Social Housing recommend that landlords with under 10,000 properties achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. For the Council, 801 responses were received for the overall service question, and this response is high enough to conclude that the findings are accurate to within $\pm 3.21\%$; well within the required margin of error.

Note: The majority of figures in the report are presented as percentages. These percentages are rounded to the nearest whole number, which may result in some totals not adding up to 100%. Rounding can also cause discrepancies of $\pm 1\%$ between the described percentages in the supporting text and those in the charts when two percentages are combined. The number of responses is indicated next to each measure as n=...

76% 

Overall Satisfaction

Satisfaction is generally good and has improved since last year's survey. Satisfaction with the overall service is up 5 percentage points (p.p) to 76%.

Three of these key TSM metrics exceed 80% satisfaction: the repairs service in the last 12 months, how the Council treats tenants fairly and with respect and provides a safe home.

The way tenants' views are listened to and acted upon is lower at 67%, with 62% satisfied with the handling of anti-social behaviour. The complaint handling also stands out as the lowest recorded measure, with just 32% satisfied, although this is often the lowest rated measure in surveys of this type.

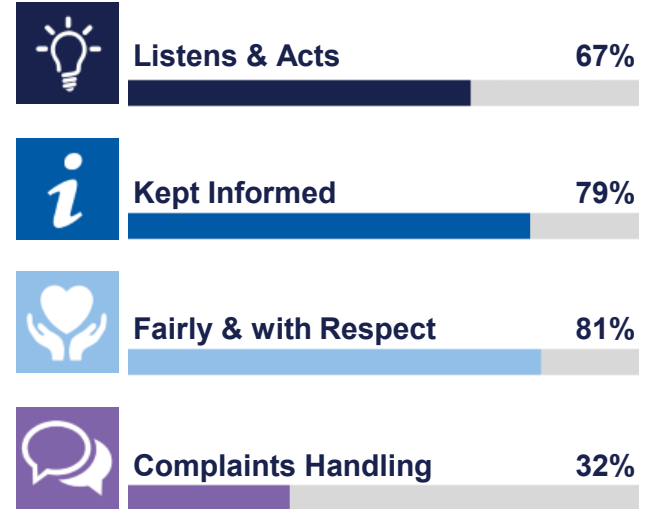
The report focuses on the headline figures from the survey but shows how satisfaction has changed since last year, includes an analysis of the open comments made by tenants and attempts to show what is driving satisfaction at Gravesham BC.

TSM Key Metrics

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Overall Satisfaction



Overall Satisfaction

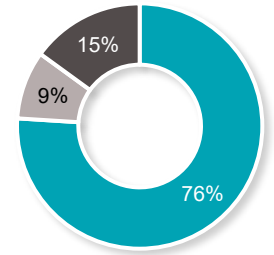
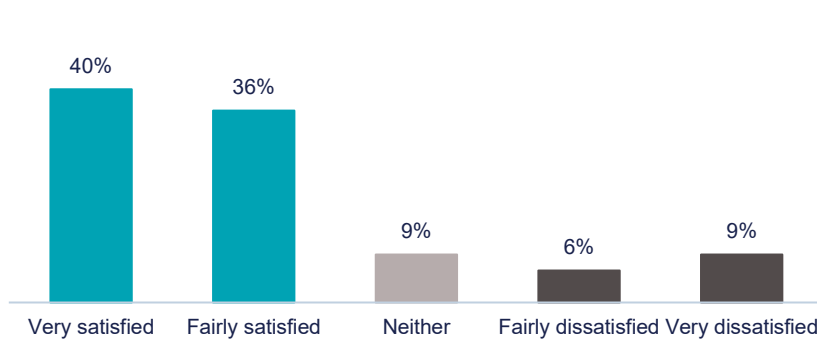
Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Gravesham Borough Council?" This is the key metric in any tenant perception survey.

Three-quarters of tenants are satisfied with the overall service, with a few more very satisfied than fairly satisfied. Just 15% are dissatisfied, and a further 9% are neither satisfied nor dissatisfied.

When compared with the results from the survey of last year, overall satisfaction is up by 5p.p, part of a general increase this year.

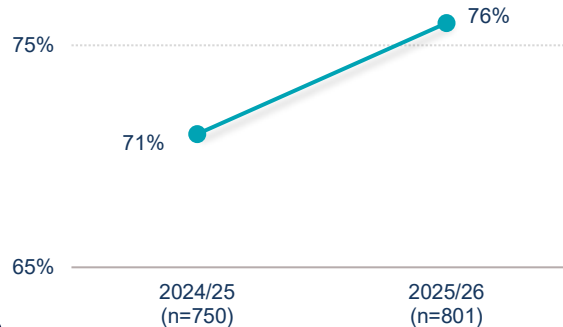
The results are also shown by method of response, and this shows that those responding to a face-to-face interview are more satisfied, 91% compared with 72% of those completing a telephone interview.

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

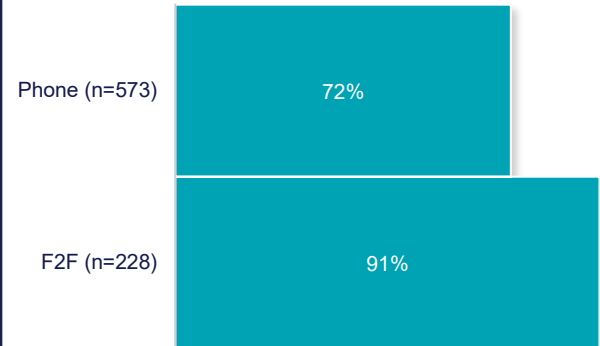


■ Satisfied ■ Neither ■ Dissatisfied

Over time



Satisfaction by Response Method



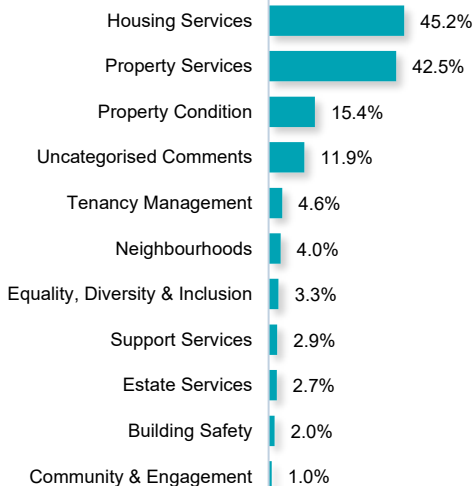
Overall Satisfaction

Please describe your specific experiences that have shaped your view of Gravesham Borough Council's service.

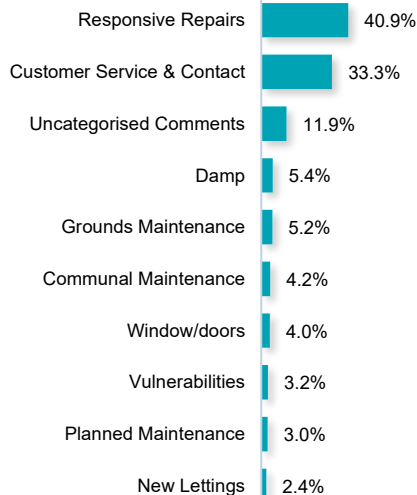
Base Size: 786



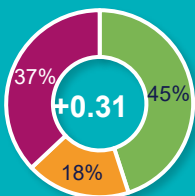
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Timeliness & Responsiveness	246	37.9%	-0.56
Subcategory, no attribute (yet)	122	18.9%	-0.40
Satisfaction	121	18.7%	+3.24
Quality of Work / Service	86	13.3%	-0.96
Resolution	76	11.7%	-3.01
Communication / Transparency	57	8.7%	-2.66
Staff Conduct	37	5.7%	+2.17
No Comments	33	5.1%	-0.23
Listening / Acting	21	3.3%	-2.32
Effort	21	3.3%	-2.06
Appointments / Convenience	15	2.4%	-3.40
Safety	9	1.4%	-1.42
Worker Conduct	8	1.3%	+3.34
Empathy	8	1.3%	+0.67
Trust	6	0.9%	-3.80
Accountability	4	0.7%	-2.22
Fairness	4	0.7%	-1.49
Consistency	1	0.2%	+5.00
Accessibility			-



Tenants were asked to, "Please describe your specific experiences that have shaped your view of Gravesham Borough Council's service," and 786 left comments with some respondents express appreciation for prompt responses to repair requests, highlighting quick action on urgent issues like plumbing and heating. However, a number of comments indicate frustration with delays in repairs, particularly for ongoing issues such as mould, broken windows, and inadequate maintenance of communal areas.

Communication appears to be a recurring concern, with some tenants reporting poor follow-up and lack of clarity from housing officers. While several respondents commend the politeness and helpfulness of staff, others mention rudeness and a lack of empathy in interactions. Parking issues and the cleanliness of communal spaces also emerge as common complaints, with tenants feeling that these areas are not adequately maintained. Overall, while there are positive experiences, the feedback suggests a need for improved communication, faster repair times, and better maintenance of communal areas to enhance tenant satisfaction.



Overall Satisfaction - Example Comments

Positive comments

"When you ask them to do something, they're quite quick to do it, so I'm quite satisfied."

"Happy about the services."

"I feel like they are doing a great job. They've tried to give my daughter stability and provide us with shelter."

"Excellent customer service."

"The repairs service is always good; bin collection is ok. The streets are clean; I have no problems."

"I am really happy. I have just had a new kitchen."

"Very helpful and polite."

"When I call them, they are very good."

"I have had a new kitchen and the workers who carried out this job were lovely, and I was happy with the work."

Maintenance issues

"I have been living in a new build house with mould for 3 years. They decanted me, but I'm still sitting here. I've got lung disease. They moved 2 other properties out, but not me."

"It depends. The repairs are mostly good, but quite rude sometimes. Shoddy work. Finance team ok; not the best."

"I find the problems with the repairs. They take time. I've had some plumbing issues. It wasn't addressed properly. Generally, they are good. They speak to you and remind you of things."

"When I report any jobs, I have to keep chasing them for the outstanding repair, which is frustrating."

"Mould and damp have been reported, and nothing has been done about it, and no feedback from them about repairing it, and the mould has spread all over the walls."

"Poor repair services."

Contact & communication

"It's about the way the staff speak to you; the housing officer spoke to my dad rudely."

"Communication isn't always great, specifically regarding repairs. Have been waiting for contact regarding windows since lockdown."

"They are not very communicative, they are rude, they do not pick up phones, the housing officer all the time can not speak."

"They are useless, and they never call back to even follow up."

"Lack of communication, changes within the department all the time."

"We are never listened to, no matter what you have to say or if something is wrong, it's never dealt with."

"I have been trying to buy the house for the last year, and with no answer yet."

Other matters

"The parking situation round here its terrible, I've had to give up my car - or the other option is paying £250+ for the car parks per month, or getting parking tickets all the time, as you have to move your car every couple of hours and there's nowhere to park."

"I don't have a parking space, and I have reported some complaints nothing, has been done about it."

"Service charge - they're not doing the job, not cleaning the floors, its all dirty . The resident car park is being used by non-residents, so no space for the residents. The resident struggles to find space for parking. Using it as car park for the whole day."

"Certain things they don't do anymore. They don't repair your gate or fences, and as a pensioner, I can't pay for that kind of thing to be done."

Number of respondents: 786



Well Maintained, Safety & Communal Areas



Well Maintained, Safety & Communal Areas

Over three-quarters of tenants (78%) are satisfied that their home is well-maintained, although 16% are dissatisfied. However, satisfaction is up 8p.p from last year.

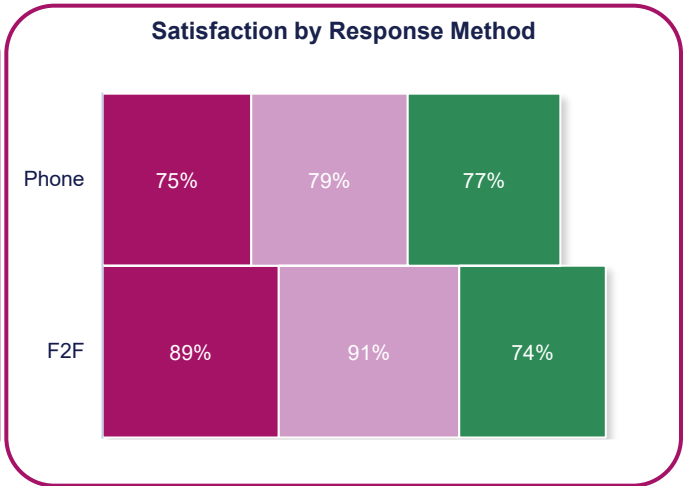
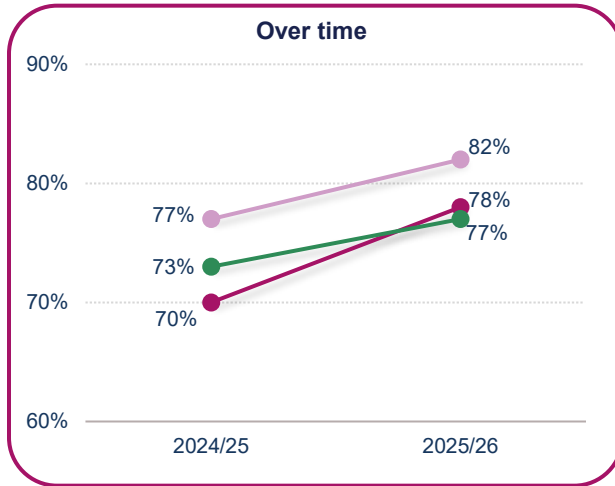
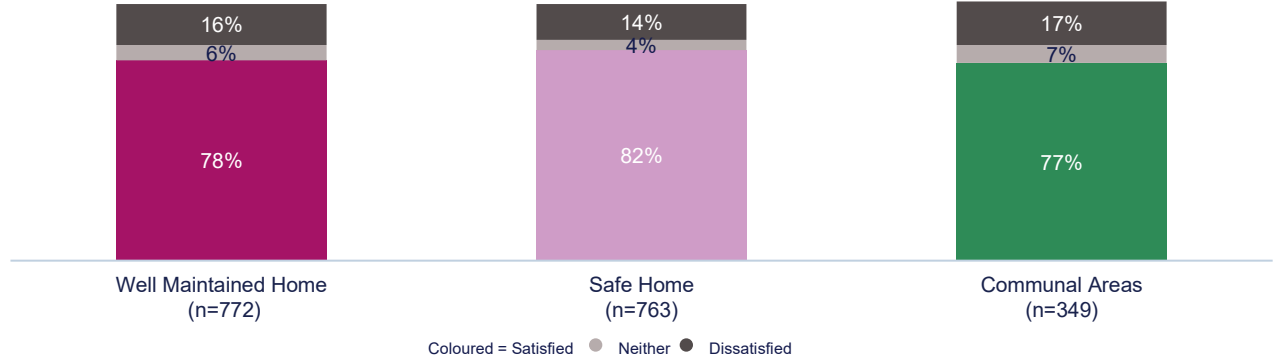
As with overall satisfaction, the sector has seen an uplift in satisfaction, up 3p.p to 74%. It is known that there is a strong correlation between overall satisfaction and maintenance.

Commonly, more are satisfied with the safety of their home, and this is true here with 82% satisfied, up 5p.p.

In terms of the sector score, satisfaction is also up 3p.p, to a peak of 80% satisfied in Q1 25/26, after several months of consistency.

Just under half the tenants (45%) stated that they live in a building with communal areas that the Council is responsible for maintaining, although a further 6% are unsure about this. Three-quarters of these tenants are satisfied that the Council keeps their communal areas clean and well maintained (77%), with 17% dissatisfied. Satisfaction has also increased for this, up 3p.p since last year.

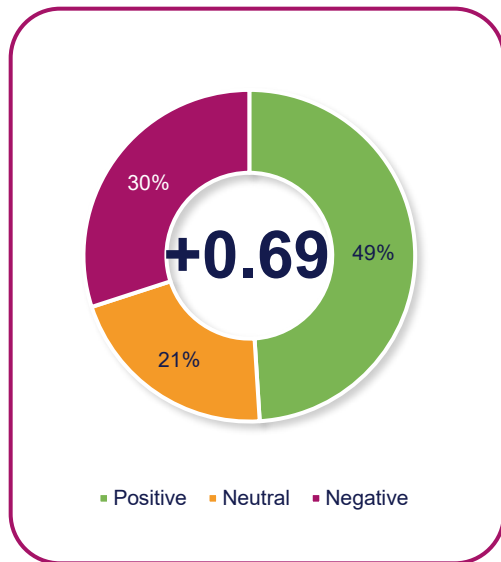
The median satisfaction has risen by 4p.p to 71%, which, despite the increase, remains notably lower compared to individual home maintenance and safety metrics. This score is more prone to fluctuations as it depends upon the stock make-up of each landlord.



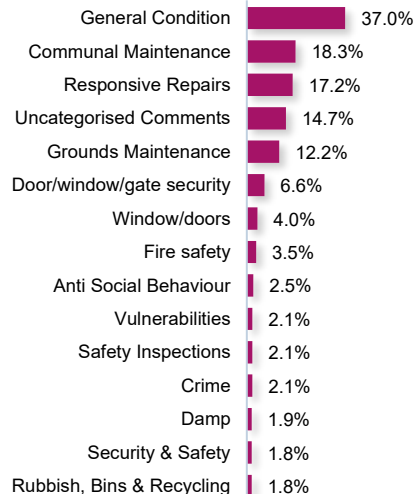
The Home

Share your views on the safety and maintenance of your home and communal areas.

Base Size: 683



Top Subcategories



Attribute	Count	%	Sentiment Score
Quality of Work / Service	140	20.5%	+0.76
Timeliness & Responsiveness	71	10.4%	-1.95
Subcategory, no attribute (yet)	69	10.1%	-0.33
Safety	43	6.2%	+1.25
Resolution	19	2.8%	-3.70
Communication / Transparency	16	2.4%	-2.91
Satisfaction	12	1.8%	+1.46
No Comments	12	1.7%	-0.32
Listening / Acting	7	1.1%	-4.76
Effort	6	0.8%	-2.75
Worker Conduct	4	0.6%	-2.07
Empathy	3	0.5%	-3.11
Appointments / Convenience	3	0.4%	-1.46
Accountability	3	0.4%	-1.88
Consistency	1	0.2%	-5.00
Accessibility			-
Fairness			-
Staff Conduct			-
Trust			-

When asked to, “Share your views on the safety and maintenance of your home and communal areas,” 683 tenants left comments and a number of respondents express satisfaction with the cleanliness and upkeep of communal spaces, highlighting the efforts of caretakers and regular maintenance checks. Many appreciate the presence of safety measures, such as smoke alarms and secure entry systems, contributing to a sense of security.

However, numerous complaints indicate ongoing issues, particularly concerning the state of individual homes and communal areas. Respondents report problems such as broken doors, inadequate maintenance, and safety concerns related to drug use and anti-social behaviour in the vicinity. Many feel that the Council's response to maintenance requests is slow, with some waiting years for repairs. Issues like overgrown gardens, litter, and fly-tipping are frequently mentioned, suggesting a need for improved waste management and regular cleaning schedules.

There are positive remarks about safety and maintenance, but the feedback underscores a need for more consistent and proactive management to address the concerns raised by tenants, particularly regarding the upkeep of communal areas and timely repairs in individual homes.



The Home - Example Comments

Positive comments

“Very satisfied because they look after it well and nothing is wrong with it, for how old the buildings are, it’s very good.”

“I’m just very happy with the way they keep it clean and safe.”

“I feel really, really safe here. Best place I’ve lived in all my council houses.”

“The caretaker keeps everything safe and clean.”

“They installed smoke alarm systems and put in a stairlift for me, and got me a wet room, which is very good. They are very good.”

“It has CCTV and the cleaners are here often to clean the corridors.”

“They are very helpful. No issues with safety and maintenance. The communal areas are always clean.”

“We have recently had new windows and they are quite nice.”

Maintenance issues

“Very dissatisfied, very run down, it needs knocking down and rebuilding.”

“We had windows and doors replaced, and now they are better.”

“It’s disgraceful the way we are treated, and the kitchen is falling apart and the building is falling apart, and overall it’s disgusting that we are not heard or helped.”

“They do not do any maintenance in the property; it has not been done in years.”

“I am surprised that they have replaced all the front doors, but I would say it is certain outstanding jobs that you have to keep chasing them constantly.”

“They don’t come out and check safety and maintenance. I do it on my own.”

“I don’t feel safe in here, asbestos material, the whole estate needs to be repaired.”

Communal areas

“Everything is overgrown, everything is a mess, loads of stuff are broken and not looked after, and the council don’t really care.”

“Communal areas are alright, but around the estate, we have trouble with kids driving motorbikes up the alley, and we are living on the alley.”

“They only cut the grass at the front of the property, but at the back, where we enter, it is all overgrown.”

“The only thing I don’t think is very safe is in the communal area. There are slabs when it rains; they get really slippery. The slabs are part of the pathway, which are located near the front door.”

“The communal areas are very dirty, and too many kids litter and make the place untidy.”

“Communal - The stairs areas need to be cleaned more often. Home - I have a walk-in shower, and it can be quite slippery.”

Other matters

“They do their best. But, when you have 80-odd flats with tenants that don’t care, it’s hard.”

“The council can do better in the sense of security, especially because off my kids and I cannot allow them to play outside alone with no cameras and no sort of security.”

“They don’t do anything here, there is a children’s play park and it’s inaccessible and has been shut for over year.”

“Roads are dirty, and people dump household items. Council takes a long time to clear them.”

“Fly tipping is a big problem and teens using drugs.”

“The Council will not give a parking bay as the parking is atrocious, as we are next to the school, from 9 am till 3pm the parking is not good, and we can’t move.”

Number of respondents: 683



Keeping Properties in Good Repair



Keeping Properties in Good Repair

Just over half the tenants stated that they had a repair carried out to their home in the last 12 months (57%). Of these tenants, 80% are satisfied with the repairs service during this period, with marginally fewer satisfied with the time taken to complete their last repair (76%).

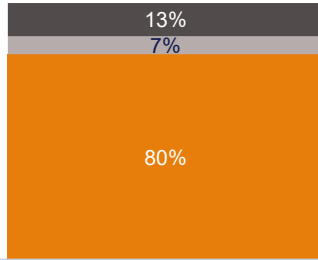
Satisfaction has increased for the repairs service in the last 12 months (up 3%) and the time taken (up 1%).

Again, those completing face-to-face interviews are more satisfied.

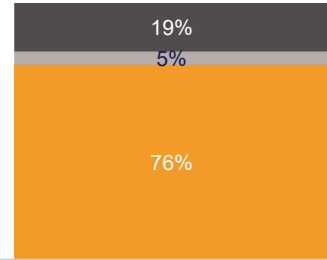
Sector median satisfaction is up 3p.p in 25/26, the highest score since the end of 23/24, potentially driven by increases in resourcing as landlords try to tackle backlogs and improve service as the Regulator publicises more downgrades.

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

The Council exceeds these sector median scores.

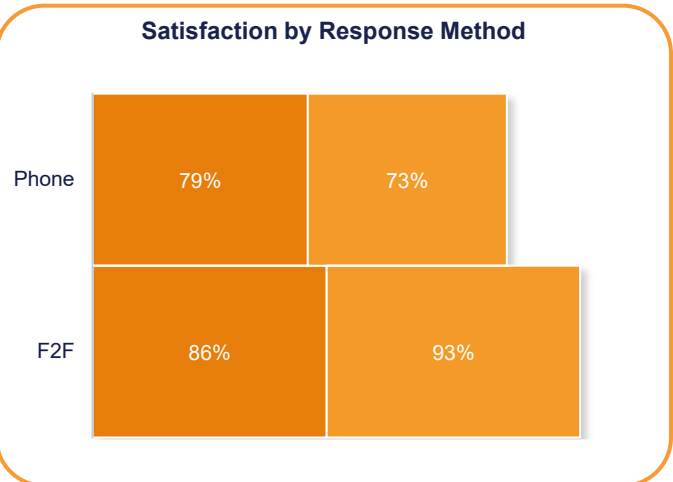
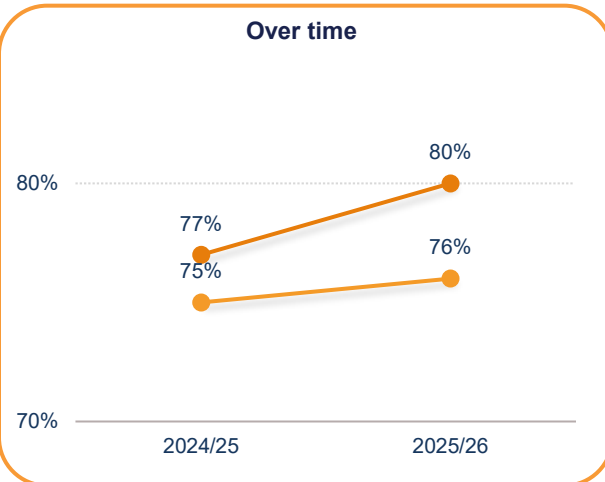


Repairs Last 12 Months (n=438)



Time Taken Repairs (n=434)

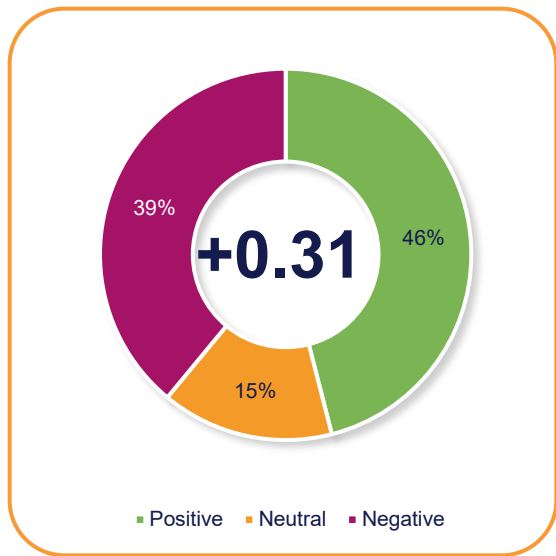
Coloured = Satisfied ● Neither ● Dissatisfied



Repairs & Maintenance

Tell us more about your experience with the repairs service over the last 12 months.

Base Size: 439



Attribute	Count	%	Sentiment Score
Timeliness & Responsiveness	184	41.9%	+0.03
Subcategory, no attribute (yet)	124	28.3%	-0.39
Quality of Work / Service	63	14.4%	+0.74
Resolution	60	13.6%	-1.22
Satisfaction	50	11.4%	+2.93
No Comments	20	4.5%	0.00
Communication / Transparency	18	4.1%	-1.88
Worker Conduct	11	2.6%	+1.10
Appointments / Convenience	8	1.8%	-1.78
Safety	5	1.2%	-1.49
Effort	5	1.2%	-0.10
Empathy	4	1.0%	+2.97
Listening / Acting	3	0.8%	-2.29
Accountability	2	0.5%	-3.37
Consistency	2	0.4%	+0.71
Staff Conduct	2	0.4%	-5.00
Trust	2	0.4%	+5.00
Accessibility			-
Fairness			-

Tenants were asked to, "Tell us more about your experience with the repairs service over the last 12 months," and 439 tenants left comments. Many respondents express satisfaction with the speed and efficiency of the service, noting that repairs are often completed within a few days or even hours. Positive comments highlight the professionalism and friendliness of the workers, with several mentioning that they feel safe and well-informed during the repair process.

However, concerns are raised about the quality and thoroughness of the repairs. Several respondents report incomplete jobs, poor communication, and delays in addressing ongoing issues, particularly with mould, leaks, and damaged ceilings. Some individuals note that they had to repeatedly follow up on unresolved repairs, leading to frustration. The inconsistency in service quality is also highlighted, with some workers performing well while others left jobs unfinished or caused additional problems.

There are commendable aspects of the service, such as promptness and courteous staff, but there is a need for improved communication, follow-through on repairs, and consistent quality control. Addressing these issues could enhance overall customer satisfaction and trust in the repair service.



Repairs & Maintenance - Example Comments

Positive comments

"Very satisfied with everything that's been done. They were nice and quick."

"They delivered excellent customer service."

"It's been fine, any builders, repairers. They are all polite and nice people. There has been no rudeness."

"They are very good with the repair service."

"The repairs service people are always extremely helpful. They try to get someone out here as quickly as they possibly can and do the job as well as they can. Even if they can't do the job, they try to get someone who can. It's the best part of the entire council."

"Their work was quick and efficient; they did a good job."

"Within 24 hours. Generally, very good. No complaints."

Time to complete

"Because it takes so long."

"When you call them, they put you straight through, but it does take a long time for repairs to get done as they do not have much staff."

"Netting around solar panels was done very quickly; however underground piping issue took a long time to sort. Mixed bag basically."

"There are sometimes small delays."

"They took long to come out to repair the guttering, sorted."

"Waiting over a year for the repair to be done."

"The repairs are fine. But the time taken to complete is very long."

"We do have to chase it up a lot because if we don't, it gets forgotten. Things like the guttering for asbestos took years of convincing the council, but eventually got done."

Quality of work

"They're quite quick in getting someone to you, regarding what the repair is, I can't fault them in that sense, but the repair work itself can be a bit half done, a quick fix, not the best of work, but it is what it is."

"They came for a job and it was not completely done, and promised to come back it's been more than three months."

"All of it was void work; they missed things and didn't do it before I moved in, so I had to call them to do it."

"People come out and patch up work, not actually repair it."

"They've not finished it properly, in my opinion. They finished it, but they haven't put a skirting board on where it was before."

"It's just ongoing repairs that have not been done at a good service, the boiler is still not working."

Other matters

"Some workers talk to you like your stupid. Some are fine. Inspectors are mainly the issue."

"Damp issue - They haven't come back to me on that. They did a survey and never came back with results from the survey."

"I have been waiting since June for a window replacement and so far two people have been out, but they took incorrect measurements, so I am still waiting for the work to proceed."

"It was reported last year, there was damp in every single room, and 6 people are living here. I reported it repeatedly, and it took them forever to sort it."

The windows, the bath, my kitchen cupboards all need replacing and none have been done, and I've been here five years now."

Number of respondents: 439



Contribution to the Neighbourhood

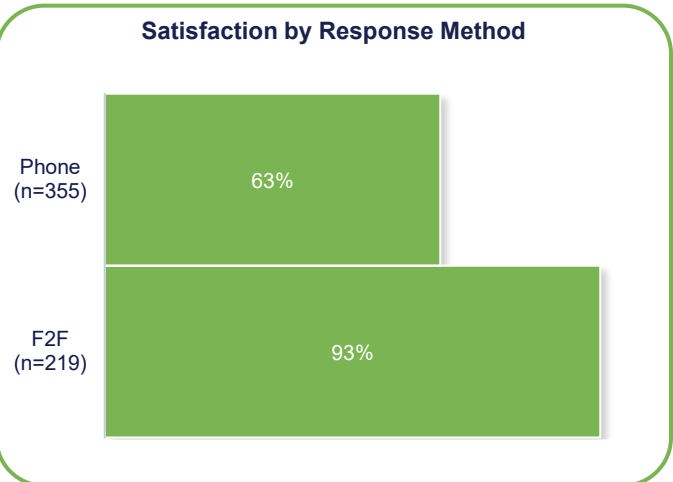
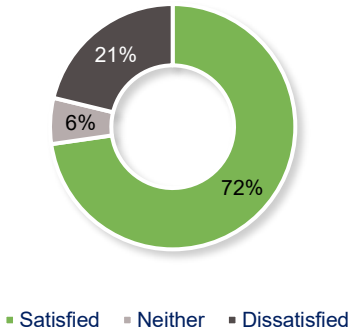
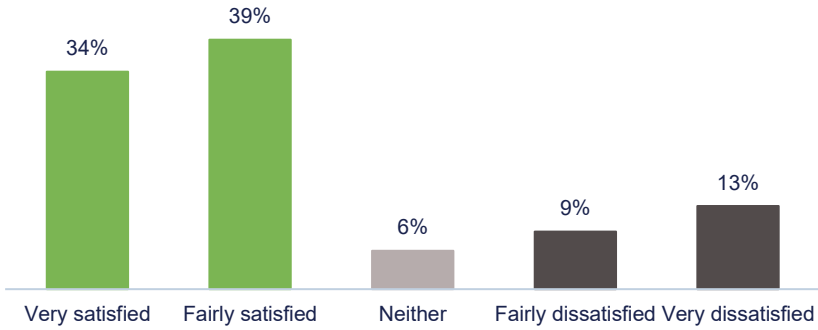


Contribution to the Neighbourhood

Over seven out of ten tenants are satisfied that the Council makes a positive contribution to their neighbourhood (72%), although a fifth are dissatisfied. Satisfaction has increased by 6p.p since last year.

There is a 30p.p difference between those interviewed face-to-face and by phone.

Satisfaction with this measure across the sector has reached its highest level since the beginning of the TSMs, currently sat at 69% satisfied, an increase of 2 p.p. The range of satisfaction is from 89% to 0% showing the contrast and demonstrating the difficulty some respondents have in responding to the question.





Approach to ASB



Approach to ASB

There has been an increase of 12p.p in satisfaction with the way anti-social behaviour is handled, up from 50% last year to 62% currently.

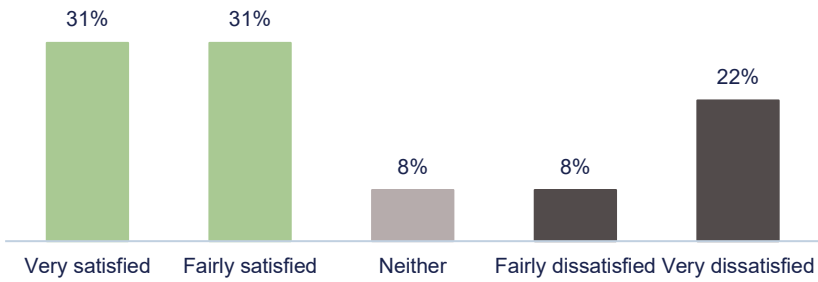
Over the same period, dissatisfaction has fallen from 35% to 30%, although 22% remain very dissatisfied.

This is based on 14% of those responding who say they have experienced ASB in the last 12 months.

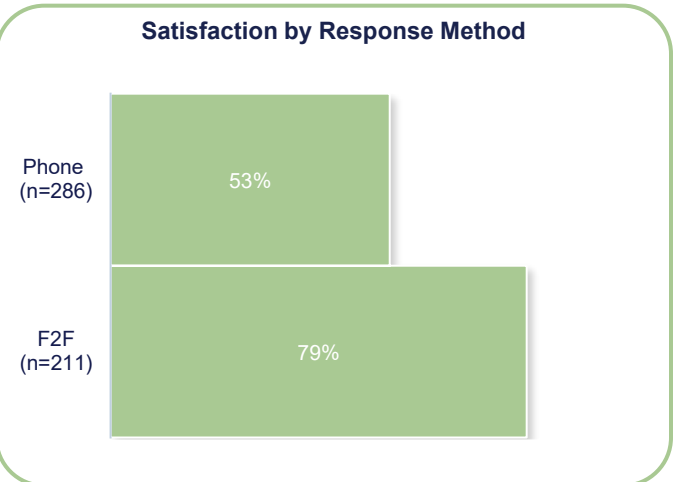
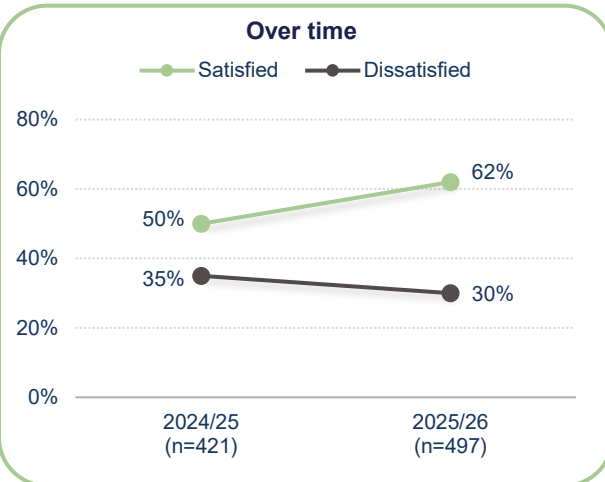
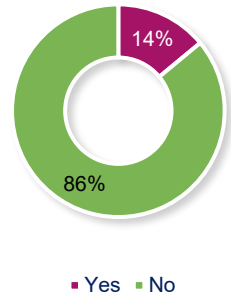
The method of data collection again shows a marked difference.

Median satisfaction has dropped slightly to 60% satisfied (down 2 p.p); however, the score hasn't changed much in the past years, hovering around to 60% mark.

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



ASB in the last 12 months?





Respectful & Helpful Engagement



Respectful & Helpful Engagement

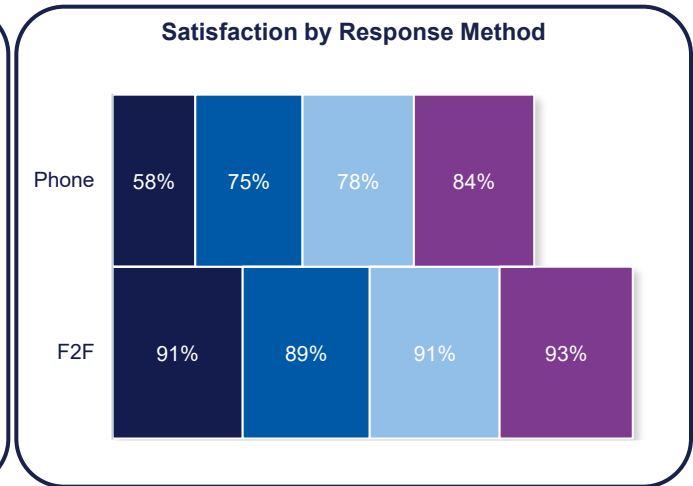
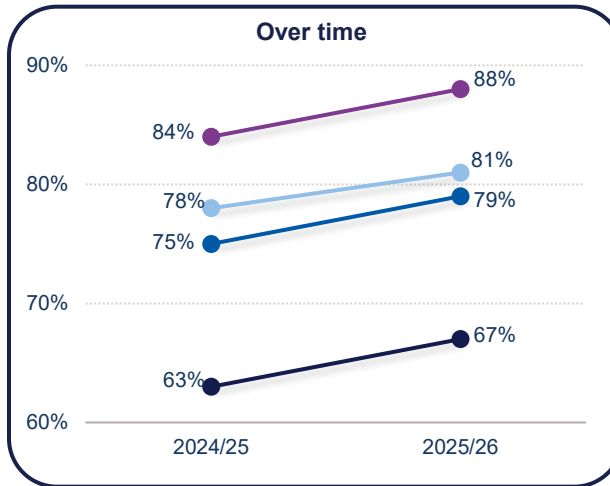
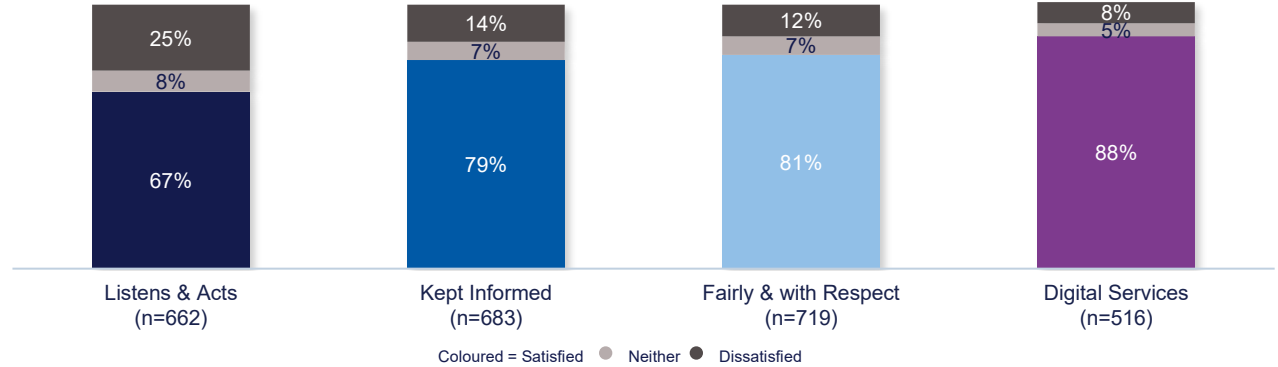
Satisfaction with these aspects of engagement is also up in 25/26 and now 81% agree that they are treated fairly and with respect, up 3p.p from last year.

Slightly fewer (79%) are satisfied with the way they are kept informed about things that matter to them, whilst the lowest rating is for the way the Council listens to tenants' views and acts upon them. This is up by 4p.p but a quarter of tenants remain dissatisfied. However, this measure is often one of the lower-scoring measures in surveys of this type.

Those completing face-to-face surveys are again the most satisfied, this method showing to be generally better in terms of satisfaction. However, last year also included face-to-face interviews, so the increases in satisfaction cannot just be put down to the method of response.

Sector scores remain consistent with no change in satisfaction, listens and acts continues to be the lowest scoring metric at 59% suggesting that landlords are still not advertising what they are doing.

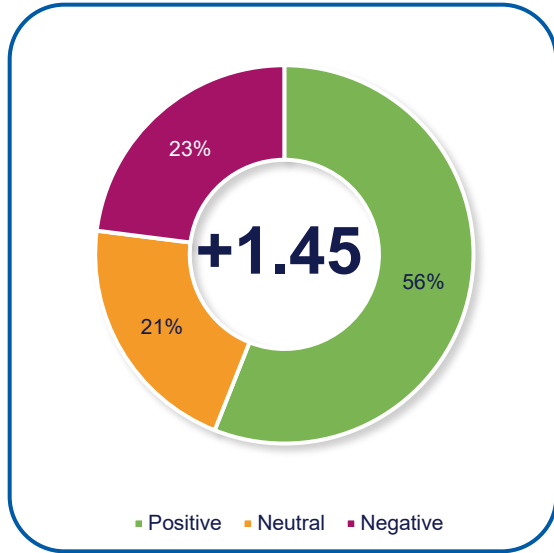
Anecdotally, we have started to notice that although they are promoting the TSMs, most won't make it obvious where the results are, so still not enough awareness of TSMs in the sector, both in terms of what they are and what landlords are doing with the results.



Customer Service & Communication

Describe your experience with the customer service and communications you receive.

Base Size: 721



Attribute	Count	%	Sentiment Score
Satisfaction	183	25.8%	+3.25
Staff Conduct	173	24.3%	+2.53
Subcategory, no attribute (yet)	124	17.5%	-0.46
Communication / Transparency	119	16.8%	+0.33
Timeliness & Responsiveness	82	11.6%	+0.83
Quality of Work / Service	58	8.1%	+1.25
No Comments	35	5.0%	-0.27
Listening / Acting	27	3.8%	+1.37
Effort	22	3.1%	-0.95
Empathy	19	2.7%	+1.44
Resolution	14	1.9%	+1.94
Appointments / Convenience	7	1.0%	+1.69
Consistency	5	0.7%	+0.75
Worker Conduct	4	0.6%	+1.25
Fairness	4	0.6%	+3.26
Accountability	2	0.3%	-5.00
Accessibility	1	0.2%	-5.00
Trust	1	0.1%	+5.00
Safety	1	0.1%	+5.00

Tenants were asked to, “Describe your experience with the customer service and communications you receive.” 721 tenants left comments, and these are generally positive. Many tenants express satisfaction with the politeness and helpfulness of customer service representatives, noting that they are generally responsive and efficient when contacted. Positive comments highlight quick resolutions to issues and effective communication, with some praising the regular newsletters and updates received.

However, concerns arise regarding follow-up communication and the overall responsiveness of the housing officers. Several respondents report a lack of communication, feeling ignored or having to chase up issues repeatedly. Comments about long wait times to reach customer service and the inefficiency of the repairs process are prevalent, with some expressing frustration over unresolved issues and inadequate follow-through on reported problems.

Additionally, there are mentions of rudeness from certain staff members and a perception that some departments lack coordination, leading to miscommunication. Overall, while there are commendable aspects of customer service, the feedback indicates a need for improvement in communication consistency, follow-up procedures, and responsiveness to tenant concerns.



Customer Service - Example Comments

Positive comments

"They're good, you ask them to do something, within a couple of weeks things are done, they're very good."

"The customer service is excellent when you speak to them on the phone."

"Good. Excellent communications."

"I am impressed with customer service and more than happy."

"Pretty much instant to get the repairs done. The staff were helpful."

"Very satisfied, when I do ring them, they are very quick at getting things sorted."

"I find them to be brilliant."

"Yes, they are good with customer service and communication."

"With the repair team, they're the only people I talk to at the council, they're fantastic. Never had any problems at all. They answer the phone straight away, and they get someone out straight away."

Praise for staff

"They have always been polite and helpful."

"Customer service is fine, always polite and listens to what I have to say."

"They are nice in customer service."

"When I call, they are friendly and polite, and they are brilliant."

"Lynn, on the customer service, is the most helpful person I have spoken to, and she is brilliant."

"They are polite. If you are nice, they are nice."

"The people on the phone are lovely, absolutely lovely. Even when I'm moody or angry."

"They are very nice on the phone, they are lovely, and they get their point across for you to understand."

"Customer service is very good, polite and helpful."

Customer service

"You don't get communications from them, you're always chasing them, when they say they are going to ring, you don't hear anything back, you're having to chase the council all the time."

"The customer service main desk is fine. Some in the financial team are not nice."

"Sometimes it can be long-winded getting through - I've been in queues of 17 people before, and it's not always easy to get through to the person you need to speak to. We have a monthly magazine. When you do get through to someone, the questions are always answered fairly."

"Terrible. They don't get back to me whether I raise an issue by phone, email or in person."

"Sometimes it is hard to get through to the right person."

"Can not get hold of anyone."

Other matters

"It's ok. It could be better. It's kind of lost its personal touch; you have to press different buttons to get through to the right person. When you get through its ok, it's fine."

"Customer service team are not the problem. it's housing officers and the upper echelon that deal with housing matters. They see numbers on a piece of paper; they don't see the person. I am treated badly and ignored."

"Customer Services are fine and good; once I am passed through to an actual dept (re: council tax), they were very rude. I felt they were speaking down to me."

"We communicate very well with the housing officer. She is very good. We had a problem with the shed, and the council handled it very well, and the housing lady was on top of everything."

Number of respondents: 721



Effective Handling of Complaints



Effective Handling of Complaints

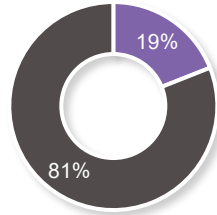
A fifth of tenants said they had made a complaint to the Council in the last 12 months, although it is not clear how many of these are genuine complaints or service requests, yet to be fully addressed; a problem faced by many across the sector.

Nevertheless, just 32% of tenants are satisfied with how these complaints were handled, with almost twice as many dissatisfied. Satisfaction has improved just 1p.p, whilst dissatisfaction is the same as last year. Face-to-face respondents are again the most satisfied.

The proportion of respondents reporting a complaint across the sector is at its highest level at 37% while satisfaction with how landlords handle complaints is at its lowest at just 23% satisfied (no change from Q4 24/25); so, the Council is out-performing this.

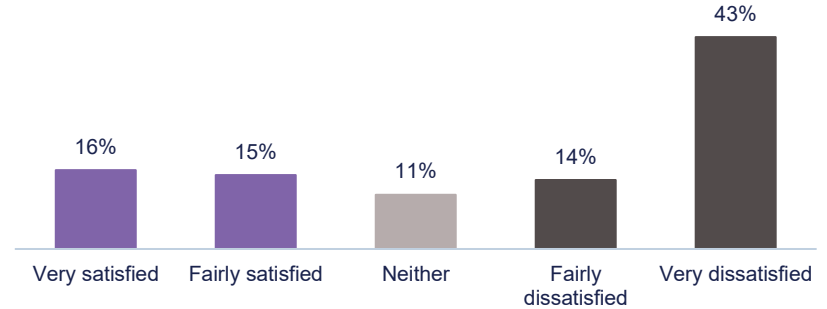
This is, perhaps, to be expected with the release of the ombudsman complaints code. The Council did include an open question about the process, and the results from this are shown overleaf and will help the Council identify what works well and what needs improving.

Complaint in last 12 months

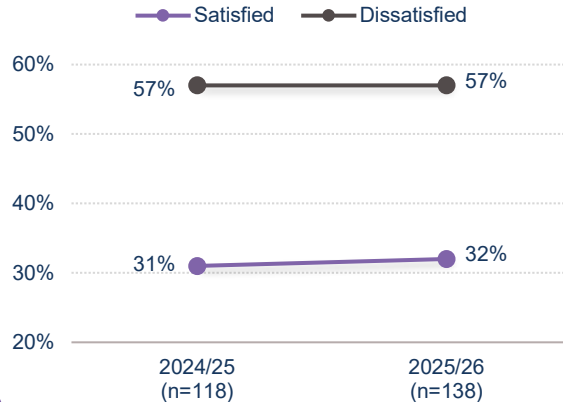


■ Yes ■ No

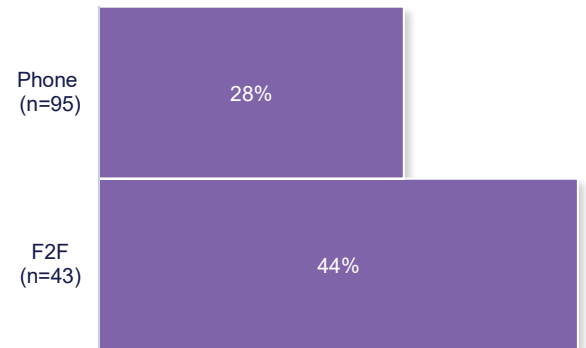
Satisfaction with Complaints Handling



Over time



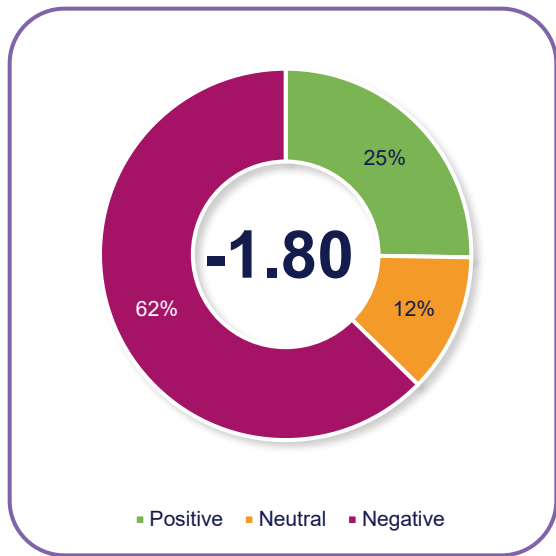
Satisfaction by Response Method



Complaints

Please describe your experience of how complaints are handled.

Base Size: 138



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	44	31.6%	-1.51
Timeliness & Responsiveness	31	22.8%	-1.75
Communication / Transparency	29	20.7%	-3.59
Listening / Acting	18	13.3%	-2.74
Resolution	17	12.4%	-0.75
Quality of Work / Service	14	10.0%	+0.35
No Comments	7	4.8%	-2.03
Satisfaction	6	4.6%	+0.29
Empathy	3	2.4%	-5.00
Effort	3	2.3%	-2.68
Staff Conduct	3	1.9%	+0.99
Accountability	1	0.6%	+5.00
Safety	1	0.6%	-5.00
Trust	1	0.6%	-5.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Fairness			-
Worker Conduct			-

When asked to, “Please describe your experience of how complaints are handled,” 138 tenants left comments generally showing dissatisfaction with the handling of complaints and service delivery. Many respondents express frustration over slow response times, lack of follow-up, and inadequate resolutions to their issues. Common themes include feelings of being ignored, with complaints often dismissed or left unresolved for extended periods. Specific complaints about anti-social behaviour, maintenance issues, and communication failures are prevalent, highlighting a perceived lack of support from housing officers.

While some respondents note positive experiences, such as quick resolutions and professional handling of complaints, these are overshadowed by the majority who feel their concerns are not taken seriously. Issues like noise disturbances, parking problems, and maintenance delays are frequently mentioned, with many stating they had to repeatedly chase for updates.

Overall, the feedback indicates a need for improved communication, more efficient complaint handling processes, and a greater emphasis on tenant support. The sentiment reflects a desire for a more responsive and accountable service that genuinely addresses tenants’ concerns and fosters a sense of safety and community.



Complaints - Example Comments

Positive experiences

"Handled well, good approach."

"Everything was fine."

"The police were involved, and it was handled very well."

"They were helpful and I am very satisfied with the outcome."

"Emails sent straight back and problems resolved the following day. The bins."

"They are very professional."

"It was handled well, but I still need my garden checked."

"Handled with diligence."

"Very quick."

"It was very quick and action was taken very quickly, well done."

"They did not keep me informed of the outcome come but everything else was fine."

Complaints process

"It took me ages for someone to actually listen and for someone to ring me, as soon as they found out the property I was living in, then things started to progress."

"The complaints just get put in a queue and they say will get back to you - but they never do unless you chase them."

"There is still no resolution from my ASB complaint stretching back to Aug 25."

"Nothing has been done. You report it, and that's it, it gets pushed to one side."

"They do not acknowledge the complaints and said I am doing the things that I complained about."

"The whole thing just takes too long for a complaint to go through."

"So complaints go to the housing repairs department. I find that frustrating, but when the lady who handles complaints is very professional and very efficient."

Communication

"At first, the service was fine and had no problem with reporting; however, again, there is no follow-up or just dismissed now."

"Not very good - when you put a complaint in, you have to keep ringing up to ask what's going on, you don't get any feedback."

"I didn't hear anything back. Parking complaint. I have been on the waiting list for over 5 months."

"They take a long time, and you have to email. They take two weeks to get back to you."

"I sent it off as an email, and I've never had an email back to say that they've looked into it."

"I have just submitted one recently, and still ongoing, so unable to say, but so far we have not had a response."

Other matters

"It was about the parking, they did put it in the newsletter to remind people not to park in the blue badge areas but they should have done more."

"When I complained about the garden, I did not see any changes. I received an email from the housing officer about the garden being unkept and there is litter, but no one has done anything about it."

"I made a complaint about damp and mould, and I also made a complaint about a new front gate and back gate; they need to be fixed. I hope I will get a response."

"Parking is a problem outside people area using our space."

"Damp is really getting bad they need help to fix it."

"You report and they talk to someone else puts you into a different department, and you don't hear anything about it."

Number of respondents: 138



Damp & Mould



Damp and Mould

Over a quarter of tenants say they are currently suffering from damp and mould in their homes, although this is down a little from last year. However, with the winter months still to come, this could become a bigger problem.

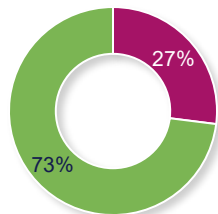
Of these, 77% have reported the problem to the Council, but 23% haven't.

On this, more responding by phone are satisfied than face-to-face.

It is important that the Council contacts all those affected to see the extent of the problems and to take action if needed. This is particularly important because Awaab's Law came into force on the 27th October, which will bring further scrutiny from the Regulator into how landlords respond to damp and mould issues.

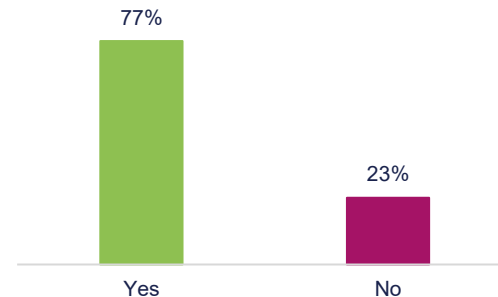
To help the process, Acuity has sent a list of names and addresses of those affected.

Currently Suffer from Damp & Mould

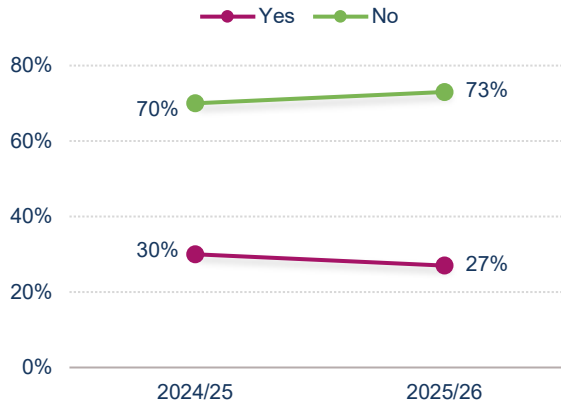


■ Yes ■ No

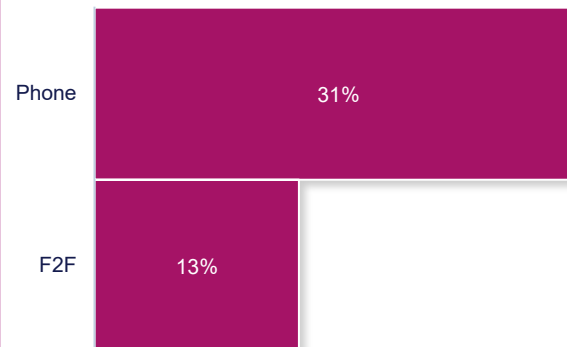
Reported Damp & Mould



Over time



Satisfaction by Response Method





Further Insight



Annual Satisfaction & Dissatisfaction

The charts shown here summarise the key results from 2025/26, showing both the range of satisfaction and dissatisfaction.

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 actually dissatisfied.

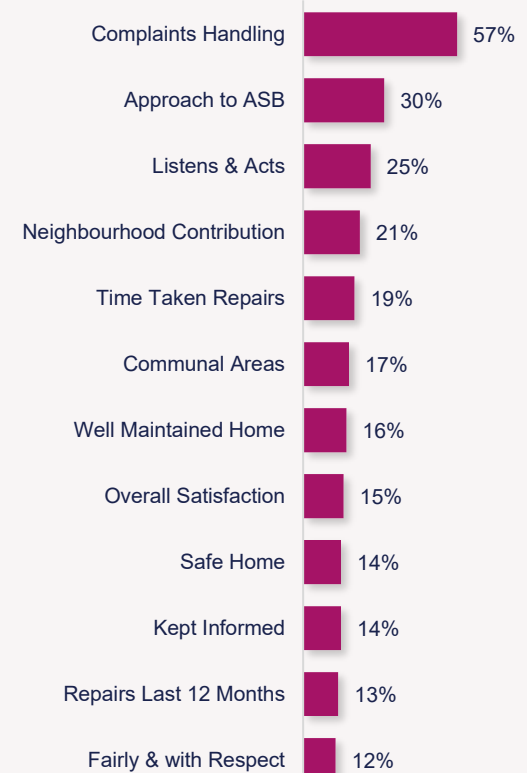
For Gravesham BC, it generally follows that measures with high satisfaction also have low dissatisfaction, and vice versa: very few have chosen to give neutral responses.

The range of satisfaction is good, with overall satisfaction pitched at 76% and the safe home at the top of the list at 82%. Dissatisfaction is correspondingly relatively low, 15% overall. However, 57% are dissatisfied with the handling of complaints, although this is the only measure where more are dissatisfied than satisfied.

Satisfaction with Measures 2025/26



Dissatisfaction with Measures 2025/26





Year-on-Year Change

The table shows the annual results for 2025/26 against those for 2024/25, and all measures show increases in satisfaction.

Changes range from just 1p.p for the time to complete repairs and the handling of complaints, to 8p.p for the home being well-maintained, whilst 12p.p more are satisfied with the handling of ASB.

With a margin of error of around $\pm 3.2\%$ for each survey, a change of around 7p.p would be needed to be statistically significant, so two measures do reach this threshold.

The changes are encouraging and largely follow the small increases in satisfaction seen across the sector. It remains to be seen whether this year is the start of a general increase for the Council or more of a one-off. However, the Council should be pleased with this year's results and below shows how these compare with other council landlords.

	2024/25	2025/26
Overall Satisfaction	71%	76% (+5)
Well Maintained Home	70%	78% (+8)
Safe Home	77%	82% (+4)
Communal Areas	73%	77% (+3)
Repairs Last 12 Months	77%	80% (+3)
Time Taken Repairs	75%	76% (+1)
Listens & Acts	63%	67% (+4)
Kept Informed	75%	79% (+4)
Fairly & with Respect	78%	81% (+2)
Digital Services	84%	88% (+4)
Neighbourhood Contribution	66%	72% (+7)
Approach to ASB	50%	62% (+12)
Complaints Handling	31%	32% (+1)



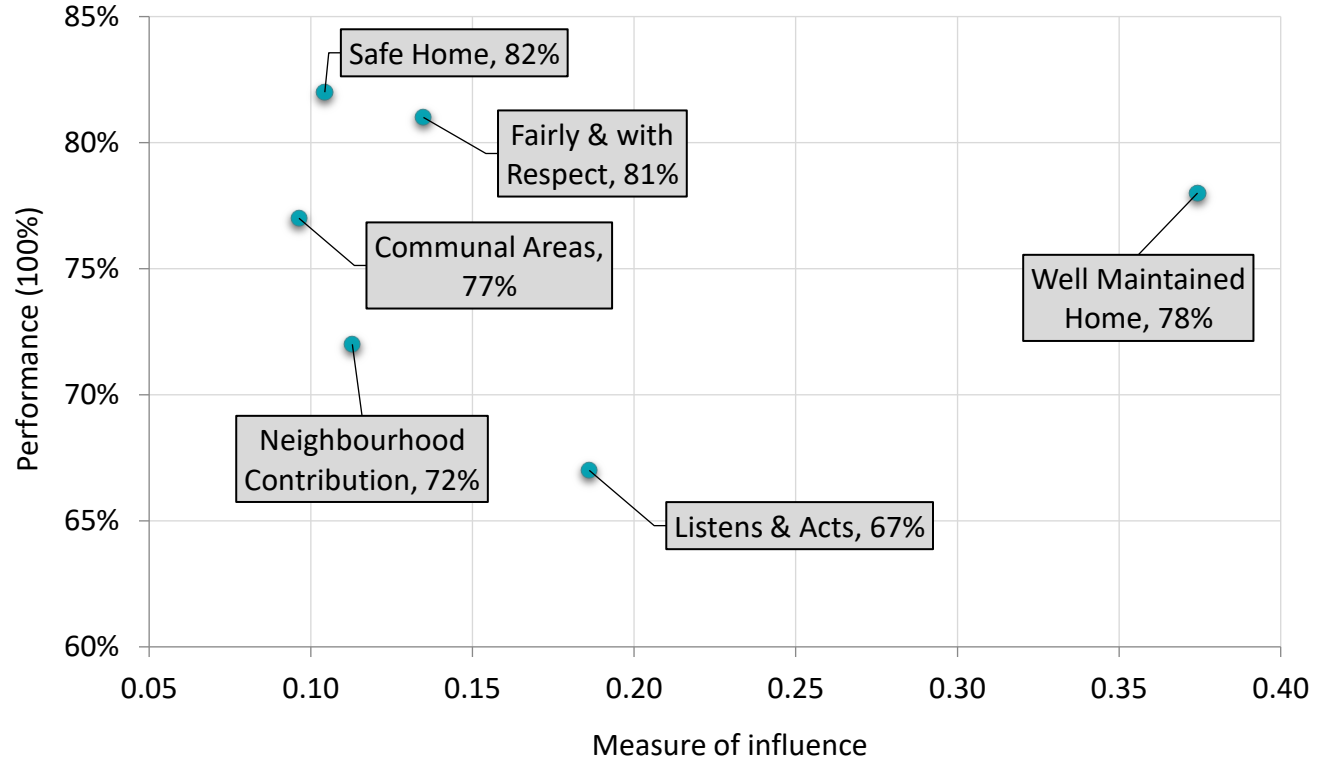
Key Driver Analysis

Key driver analysis 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.

Each landlord has its own unique pattern of influence, and when considering the results for 2025/26, the most important driver for tenants' satisfaction with the overall services is that the Council provides a well-maintained home, followed by the way it listens to tenants' views and acts upon them. How tenants are treated fairly and with respect, the contribution made to the neighbourhood, the home being safe, and the maintenance of the communal areas, are all important, but not as influential.

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.

Annual Key Driver Analysis – Overall Satisfaction



Benchmarking – RSH 2024/25 Data (LCRA) - Councils

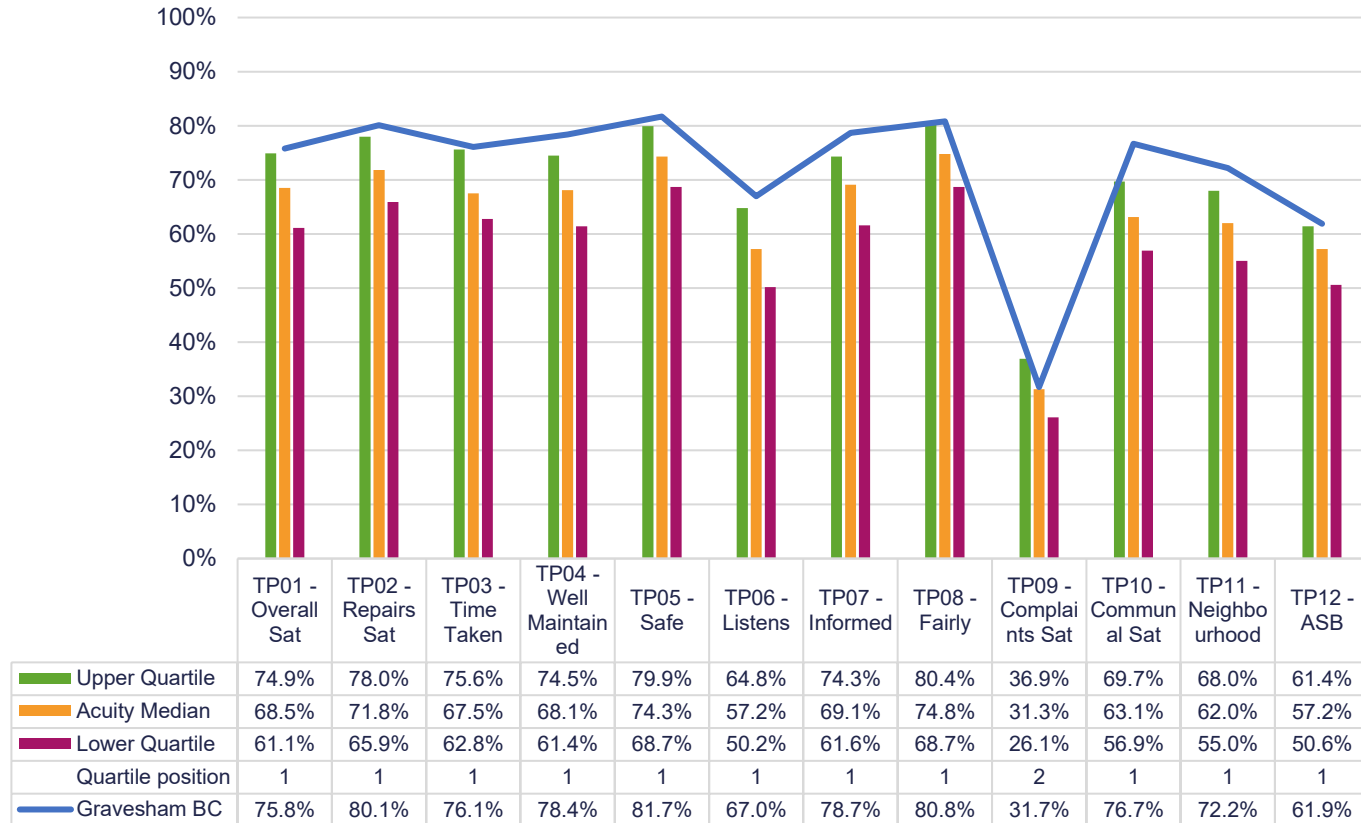


The Regulator has just released the set of TSM results for 2024/25, so it is now possible to compare each landlord against these. Shown on the chart are the results from councils only, compared to the Gravesham BC results.

The Council compares very well with all measures above the group medians and 11 in the top quartile, including the overall satisfaction.

Just the handling of complaints falls into the second quartile.

This is encouraging and emphasises the generally high level of satisfaction seen throughout the report. The Council should be pleased with this, although it can not get complacent, as there is always room for improvement.





Top 30 Comments

In surveys of this type, it is common to see the most comments about the time to complete repairs; this is generally an issue with most social housing tenants. This is also true here with 345 comments mentioning this, and these are generally a little negative, tenants wanting work completed a little faster.

However, customer service issues are more positive, particularly related to the staff, their attitude and helpfulness.

The nature of these open questions often leads to negative responses with tenants giving their opinion on how services could be improved. As a result, these comments are important in identifying what works well and what needs attention. The comments are available in full on the Acuity dashboard.

	%	Count	Score
Property Services - Responsive Repairs - Timeliness / Responsiveness	43.52%	345	-0.61
Property Condition - General Condition	32.92%	261	2.00
Housing Services - Customer Service & Contact - Satisfaction	30.10%	239	3.32
Property Services - Responsive Repairs - Other	25.94%	206	-0.41
Housing Services - Customer Service & Contact - Staff Conduct	23.87%	189	2.53
Uncategorized Comments	23.69%	188	1.49
Property Services - Responsive Repairs - Quality of Work / Service	17.30%	137	-0.28
Property Services - Responsive Repairs - Resolution	17.04%	135	-2.28
Housing Services - Customer Service & Contact - Other	15.63%	124	0.17
Housing Services - Customer Service & Contact - Communication / Transparency	15.56%	123	0.23
Housing Services - Communal Maintenance - Quality of Work / Service	12.79%	101	1.36
Property Condition - Window/doors	10.83%	86	-3.42
Housing Services - Customer Service & Contact - Timeliness / Responsiveness	10.73%	85	1.73
Property Condition - Damp	10.27%	81	-2.87
Property Services - Responsive Repairs - Satisfaction	8.16%	65	2.52
Housing Services - Customer Service & Contact - Quality of Work / Service	8.13%	64	1.59
Housing Services - Customer Service & Contact - No Comments	7.62%	60	-0.89
Housing Services - Complaints - Other	7.45%	59	-1.64
Property Services - Responsive Repairs - Communication / Transparency	7.31%	58	-2.81
Housing Services - Grounds Maintenance - Quality of Work / Service	6.63%	53	-1.34
Building Safety - Door/window/gate security	6.34%	50	-0.83
Equality, Diversity & Inclusion - Vulnerabilities	6.08%	48	-2.66
Housing Services - Communal Maintenance - Timeliness / Responsiveness	5.11%	41	-2.08
Housing Services - Complaints - Communication / Transparency	4.79%	38	-3.28
Housing Services - Grounds Maintenance - Timeliness / Responsiveness	4.76%	38	-3.52
Building Safety - Fire safety	4.72%	37	-2.65
Housing Services - Grounds Maintenance - Other	4.55%	36	-1.75
Housing Services - Complaints - Timeliness / Responsiveness	4.40%	35	-1.51
Property Services - Responsive Repairs - Safety	4.32%	34	-0.81
Property Services - Responsive Repairs - Appointments / Convenience	4.15%	33	-2.27



National Context

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

Satisfaction is based on perception rather than specific values, so it can be affected by these factors and how positive people feel about their lives.

Residents have had to face considerable challenges in recent years, particularly the recent cost-of-living crisis, political changes and some will still be recovering from the disruption caused by the pandemic of 2020 and the effect it had on the delivery of services.

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, but there are signs that it is starting to increase again as we move into 2025/26.

The lower chart shows the results from NHF members with a peak in 2015/16 and a slow decline since, but again, results are starting to see some revival in satisfaction in 2025/26.

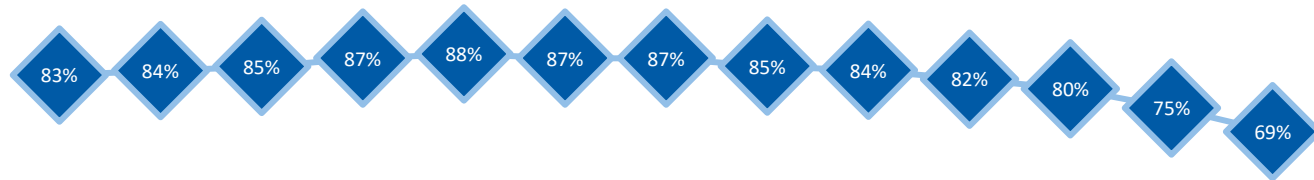
Overall Services (Acuity Clients)



Q1 (20/21) Q2 (20/21) Q3 (20/21) Q4 (20/21) Q1 (21/22) Q2 (21/22) Q3 (21/22) Q4 (21/22) Q1 (22/23) Q2 (22/23) Q3 (22/23) Q4 (22/23) Q1 (23/24) Q2 (23/24) Q3 (23/24) Q4 (23/24) Q1 (24/25) Q2 (24/25) Q3 (24/25) Q4 (24/25)

● LCRA ● LCHO

Satisfaction with services provided (NHF median - general needs)



11/12 12/13 13/14 14/15 15/16 16/17 17/18 18/19 19/20 20/21 21/22 22/23 23/24



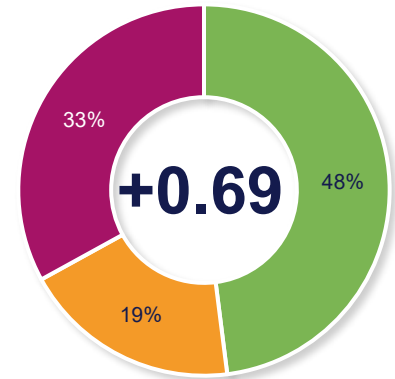
Summary

Overall RSI Score

The Organisational-Level RSI offers a single, headline metric that captures the overall emotional tone of tenants' feedback across all key service areas.

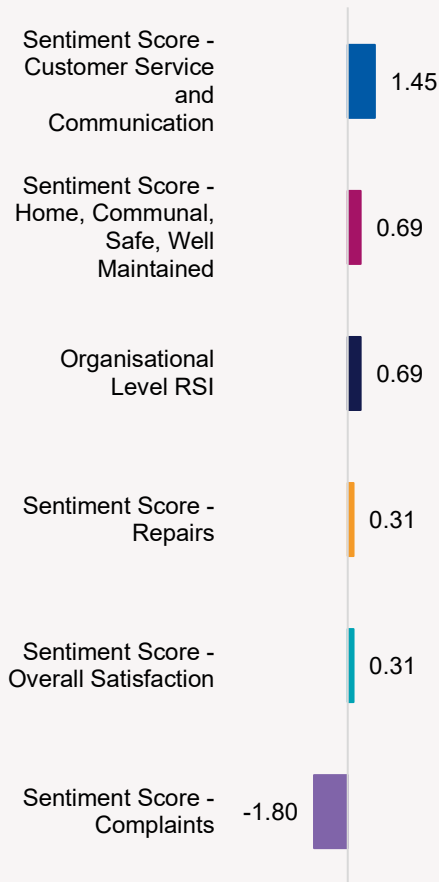
It is based exclusively on responses to the five RSI open-ended questions. It reflects how positively or negatively tenants feel about the organisation's performance across these key areas.

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



■ Positive ■ Neutral ■ Negative

Sentiment Scores



Summary

Overall Satisfaction

Many tenants appreciate the prompt repairs and helpful staff, while others express frustration over slow response times and unresolved maintenance issues, particularly concerning mould, leaks, and window replacements. Communication gaps and inconsistent service quality are also noted, highlighting a need for improved efficiency and responsiveness in addressing tenant concerns.

The Home

While many tenants express satisfaction with cleanliness and safety measures, concerns arise about maintenance delays, inadequate responses to repair requests, and issues with communal cleanliness, including litter and dog fouling. Some tenants feel unsafe due to anti-social behaviour and inadequate security measures. Overall, there is a demand for improved maintenance and responsiveness from the Council.

Repairs

Tenants share mixed experiences of the repair services, with many praising promptness and helpfulness, while others express frustration over delays and incomplete work. Common issues include mould, leaks, and communication problems. Satisfaction varies, with some tenants reporting excellent service and others highlighting ongoing unresolved repairs, indicating a need for improved efficiency and follow-up in service delivery.

Customer Service & Communication

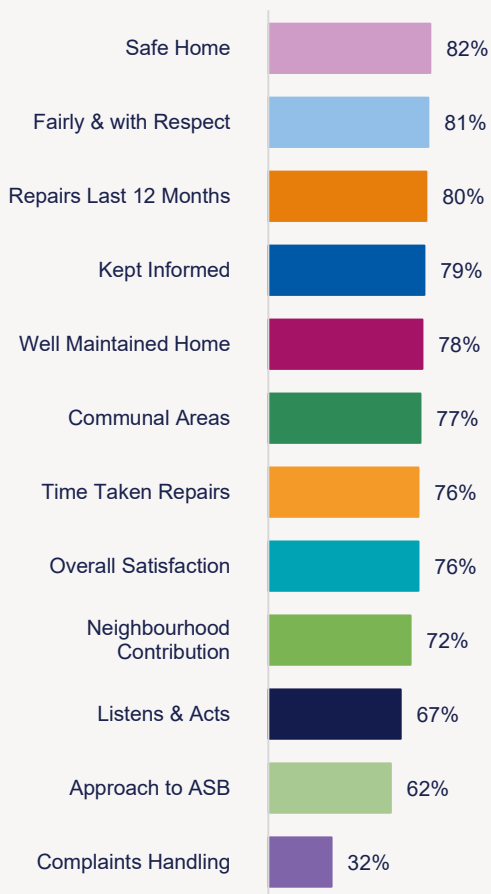
Satisfaction with the customer service and communication is generally positive, with many respondents appreciating the politeness and helpfulness of staff; however, issues with follow-up, lack of communication, and service delays are prevalent. Some tenants express frustration over having to chase for responses and report ongoing problems without resolution. Overall, there is a need for improved communication and responsiveness.

Complaints

In contrast, there is dissatisfaction with the complaint handling, with tenants highlighting issues such as poor communication, lack of follow-up, and slow response times. Many respondents feel their concerns are ignored or inadequately addressed, leading to frustration. Positive experiences are noted but are overshadowed by the prevalence of unresolved complaints, particularly regarding repairs and anti-social behaviour, indicating a need for improved service efficiency and tenant support.



Satisfaction with Measures



Summary



Gravesham BC commissioned Acuity to undertake an independent survey of its tenants using the Tenant Satisfaction Measures from the Regulator of Social Housing. The survey involved both face-to-face and telephone interviews, and at the close on 25 October, 805 responses had been received, giving a good margin of error on the results.

Satisfaction with the overall service provided by the Council is good at 76%, with three measures having satisfaction at 80% or higher, the most for the provision of a safe home. Just three measures fall below 70% satisfaction; the way the Council listens to tenants' views and acts upon them (67%), the approach to handling cases of anti-social behaviour (62%) and just 32% are satisfied with the handling of complaints, with almost twice as many dissatisfied.

Satisfaction has generally increased since the previous survey of last year. Overall satisfaction is up by 5p.p whilst there is a double-figure increase for the handling of ASB (up 12p.p). Acuity has been analysing the sector generally, and there are signs that satisfaction is increasing generally, but the increases in satisfaction for the Council are encouraging, showing services are moving in the right direction.

The key driver for overall satisfaction is that tenants are provided with a well-maintained home. This is supported by many of the open comments made suggesting the importance of a good, responsive repairs service, although some would like to see improvements to their homes and the communal areas.

For the first time, sentiment analysis has been used against five qualitative questions, covering the main areas of service. This gives a sentiment score based on the comments made and also highlights where tenants are happy with the service or where they think improvements could be made. The overall sentiment score is positive at +0.69, and all other subject areas have positive scores except for the handling of complaints (-1.80). Analysing the sentiment scores and reading the comments will help the Council get a better understanding of what is driving satisfaction, and what is not working quite as well.

Damp and mould in the home is a problem for some, with over a quarter of tenants saying this is an issue, although only three-quarters have reported it to the Council. Now Awaab's Law has come into force, all social landlords will be under scrutiny to act on damp issues quickly and decisively, presenting a challenge for the Council.

When breaking down the results, this shows that tenants completing the survey face-to-face are consistently more satisfied than those using the telephone approach. As this approach was used last year as well, this is not the main reason for the increase in satisfaction this year, but it does, perhaps inflate the results a little; it appears tenants are less likely to be critical when talking directly to an interviewer. Also, age does appear to be a factor in determining satisfaction, this increasing as tenants get older.



Recommendations

Gravesham Borough Council is based in Gravesend and operates across the north-east of Kent. It has over 5,500 properties and aims to provide a good quality and responsive service.

A survey of this type can not address or provide evidence of these aims, but the level of satisfaction does suggest the Council is performing well.

However, there are always areas that can be improved, and the recommendations opposite give some suggestions that the Council may wish to follow up on.

Repairs service

Satisfaction with the repairs service is generally good and improving, but the time to complete repairs remains the main reason for comments among tenants. However, some also refer to poor quality of work, incomplete jobs and a lack of follow-up. These issues are not universal, but there does appear to be some inconsistencies of performance, most are happy, but things are not quite as good for some. If the Council could work on this consistency, satisfaction could improve further. Damp and mould also appear to be a problem, with over a quarter of tenants mentioning this and how this is treated, also receiving some criticism. This is now a major issue, given the introduction of Awaab's law, so the Council must address this, if not already doing so, and give it a high priority.

Handling of complaints

The handling of complaints is once again the lowest-performing metric in the survey, satisfaction has increased but only by 1p.p. However, it should be noted that the Council compares well with other council landlords and just 19% of tenants stated that they had made a complaint in the last 12 months and responded to this question. Nonetheless, it is important that tenants feel confident that any complaint they make will be taken seriously and dealt with effectively and in a timely manner. Clear communications around what constitutes a complaint are also required.

Maintenance of communal areas and damp issues

Three-quarters of tenants are satisfied with the maintenance of the communal areas, and many tenants are happy with the cleanliness of these areas and the work of the caretakers. However, some respondents report problems such as broken doors, inadequate maintenance, and safety concerns related to drug use and anti-social behaviour in the area. Many feel that the Council's response to maintenance requests is slow. Issues like overgrown gardens, litter, and fly-tipping are frequently mentioned, suggesting a need for improved waste management and regular cleaning schedules. This will not be a problem in all areas, so the Council may wish to review the comments to show the worst-affected areas, so action can be targeted there.

Resident Sentiment Index (RSI)

Resident Sentiment Index (RSI): Overview

Our new Resident Sentiment Index (RSI) uses a sector-specific sentiment categorisation model developed from decades of housing data and commentary. It allows landlords to move beyond satisfaction scores by showing not only how residents feel, but why. The framework includes seven key open-ended TSM questions across each of the main service areas, allowing organisations to benchmark with their peers.

Our model analyses open-ended survey responses across key service areas, categorising them using a deep learning sentiment engine. Each comment is scored on a 5-point scale (from -5 to +5) and grouped by category, subcategory, and – where relevant – cross-cutting attributes such as trust, listening, or communication. These attributes help identify what drives sentiment within services like repairs or tenancy management.

Note: Not every subcategory will have attributes. Some service areas (e.g. Property Condition, Neighbourhoods) are stand-alone themes that don't require further layering.

Key Features

- A clear, overall sentiment score for your organisation and each service area
- Detailed analysis by category, subcategory, and (where applicable) attribute
- Automated, regulator-ready reporting aligned to TSM and STAR survey requirements
- Scalable benchmarking for tracking performance over time and against sector peers

How We Categorise Feedback

We follow a multi-stage process to turn unstructured comments into actionable insight:

- **Model Design:** Combining housing sector expertise with real resident language to build a structured categorisation model
- **Expression Building:** Creating comprehensive expressions to detect key themes and sentiments
- **Testing & Tuning:** Refining expressions to maximise accuracy and coverage
- **Deployment:** Automatically categorising and scoring comments at scale

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



Demographics



Response Method

The survey was conducted with two methods: 231 tenants completed face-to-face interviews, whilst 574 completed telephone interviews with Acuity's in-house telephone team.

It is known that completing surveys face-to-face tends to bring higher satisfaction; perhaps tenants are more reluctant to be negative when talking directly to an interviewer in their own home.

This is true here, as those completing the survey this way are consistently more satisfied than those using telephone interviews.

Just the maintenance of the communal areas brings more satisfaction from those completing telephone interviews.

The differences between the methods are quite marked on some measures, 19p.p more satisfied overall and 30p.p more with the contribution made to the neighbourhood.

Does this suggest some unintentional bias with the face-to-face approach?

	All Tenants	Phone	F2F
Overall Satisfaction	76%	72%	91%
Well Maintained Home	78%	75%	89%
Safe Home	82%	79%	91%
Communal Areas	77%	77%	74%
Repairs Last 12 Months	80%	79%	86%
Time Taken Repairs	76%	73%	93%
Listens & Acts	67%	58%	91%
Kept Informed	79%	75%	89%
Fairly & with Respect	81%	78%	91%
Digital Services	88%	84%	93%
Neighbourhood Contribution	72%	63%	93%
Approach to ASB	62%	53%	79%
Complaints Handling	32%	28%	44%



Age Group

It is often found in surveys of this kind that satisfaction generally increases with age.

For the Council, this tends to be the case. The split appears to be around the age of 55, with those over very satisfied and those under a little less so.

In regard to overall satisfaction with the services provided, 97% of tenants aged 85 and over are satisfied, compared with 65% of those aged 45 to 54.

The general trend is consistent with many other surveys and means that the age profile of different landlords will be a major factor in determining satisfaction levels.

It is not entirely clear why this is, but it could be that older people are generally less likely to complain and, perhaps, put up with lower standards of service, whereas younger tenants can have higher expectations of what they feel services should look like.

	All Tenants	0 - 24	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85 +
Overall Satisfaction	76%	95%	73%	69%	65%	75%	83%	83%	83%	97%
Well Maintained Home	78%	87%	74%	72%	70%	75%	83%	86%	92%	90%
Safe Home	82%	55%	75%	71%	79%	81%	85%	94%	98%	93%
Communal Areas	77%	83%	75%	67%	67%	76%	84%	81%	89%	100%
Repairs Last 12 Months	80%	57%	79%	76%	71%	81%	85%	92%	89%	100%
Time Taken Repairs	76%	66%	67%	75%	61%	84%	81%	85%	97%	87%
Listens & Acts	67%	68%	52%	62%	59%	65%	80%	75%	75%	91%
Kept Informed	79%	70%	75%	73%	63%	81%	82%	88%	94%	93%
Fairly & with Respect	81%	87%	78%	79%	70%	74%	87%	84%	92%	97%
Digital Services	88%	85%	85%	87%	82%	88%	88%	92%	92%	100%
Neighbourhood Contribution	72%	70%	63%	72%	59%	72%	81%	82%	74%	92%
Approach to ASB	62%	61%	62%	54%	53%	64%	64%	61%	82%	81%
Complaints Handling	32%	0% *	12%	30%	19%	59% *	39%	61%	53% *	38% *

*Base below 10



Length of Tenancy

As those with the longest tenancies are often among the oldest tenants, satisfaction tends to be high in these groups, as is the case at Gravesham BC. There are 85% of those with the Council for over 20 years satisfied overall, compared with 70% of those with tenancies of 6 to 10 years.

It sometimes shows that new tenants are also highly satisfied, but this is not clear here; in fact, this group is the least satisfied on five of the survey measures.

There is no specific pattern across the tenancy lengths, suggesting that this is less of an influence than other factors, such as age, and not as influential as with some other landlords.

	All Tenants	< 1 year	1 - 3 years	4 - 5 years	6 - 10 years	11 - 20 years	Over 20 years
Overall Satisfaction	76%	72%	76%	79%	70%	73%	85%
Well Maintained Home	78%	76%	83%	82%	70%	74%	85%
Safe Home	82%	76%	81%	80%	77%	81%	90%
Communal Areas	77%	87%	78%	72%	78%	70%	75%
Repairs Last 12 Months	80%	80%	86%	91%	71%	71%	90%
Time Taken Repairs	76%	65%	79%	79%	74%	72%	84%
Listens & Acts	67%	58%	67%	53%	60%	65%	81%
Kept Informed	79%	70%	76%	75%	74%	79%	89%
Fairly & with Respect	81%	76%	83%	81%	75%	80%	86%
Digital Services	88%	85%	89%	89%	87%	85%	90%
Neighbourhood Contribution	72%	64%	77%	70%	68%	68%	78%
Approach to ASB	62%	58%	67%	55%	58%	63%	63%
Complaints Handling	32%	41% *	22%	28%	27%	35%	40%

*Base below 10



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

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