



# Westfield Housing Association TSM Survey

2024/25 Report

May 2025

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# Introduction

Westfield first ran a TSM survey pilot in late 2023, but this was not fully compliant with the requirements of the Regulator, so they repeated the process in the first three months of 2024, using a fully compliant questionnaire. Following this, starting in April 2024, Westfield began to carry out its 2024/25 TSM survey, as part of their annual tenancy visits.

The aim is to visit one-third of tenants each year, meaning each tenant gets a face-to-face visit in their home and an opportunity to participate in the survey at least once every three years. Consequently, tenants who took part in the 2024/25 survey are different to those who responded in the previous year. The survey closed in March 2025, with a total of 206 completed responses.

The Regulator of Social Housing recognises face-to-face as a valid method for survey collection, and it is up to the landlord to choose the most appropriate method, bearing in mind the size of the organisation and resources available. A positive impact of face-to-face surveys is that they can help reach some tenants who would not normally take part. However, it should be noted, especially when comparing results with others, that face-to-face interviews can lead to higher levels of satisfaction, and most landlords have used different methods, such as telephone surveys, to collect their results.

The Regulator of Social Housing recommends that landlords with over 2,500 properties achieve a sampling error of at least  $\pm 5\%$  at the 95% confidence level. As Westfield has 638 properties, this would require a total of 240 completed surveys, although this was always going to be difficult given the small number of tenants involved. At the close of the survey, 206 responses had been received, which is high enough to conclude that the findings are accurate to within  $\pm 5.6\%$ . Whilst this is a little outside the guideline figure, it still represents a good return of 32%.

Being a smaller housing provider, Westfield felt it would be difficult to analyse the results and produce a report, so it has asked Acuity to do this. Therefore, this report is based on the 206 responses provided by Westfield.

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

- Provide information on tenants' perceptions of current service provision.
- Compare the 2024/25 results with previous survey results.
- Compare the results with other landlords (where appropriate).
- Inform decisions regarding future service development.
- Report to the Regulator of Social Housing from April 2024 onwards.

The majority of figures throughout the report show the results as percentages. The percentages are rounded up or down from multiple 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.

Westfield Housing Association (Westfield) is a small community housing association based in Westfield, Workington, with just over 630 properties spread across West Cumbria. The aim is to provide high-quality, affordable homes to those in need.

Westfield has undertaken an in-house face-to-face survey, under the guidance of Acuity, to complete a survey which complies with the requirements of the Regulator of Social Housing and uses the prescribed Tenant Satisfaction Measures (TSMs).

Acuity has been commissioned to collate and analyse the data from this survey and produce a report on the findings.



**98%**

## Overall Satisfaction

In 2024/25, almost all tenants are satisfied with the overall service provided by Westfield (98%).

Even more tenants are satisfied with the quality of their home (99%), that they are kept informed (99%), provided with a safe home (100%), treated fairly and with respect (100%), that Westfield is easy to deal with (100%) and with the approach to handling complaints (100%). Although it should be noted, just four tenants who said they made a complaint in the last 12 months responded to the complaints handling question.

All other measures have satisfaction levels above 90%, aside from the communal areas being kept clean and well maintained (89%) and the approach to handling anti-social behaviour (59%). The handling of ASB, does tend to be one of the lowest-performing metrics for Social Housing Providers (see benchmarking, pages 34 and 35). In addition, no tenants are dissatisfied with this measure, with the remaining tenants neither satisfied nor dissatisfied.

The ratings are generally very high, and as will be shown throughout this report, have mostly increased slightly compared with the previous survey.

## Key Metrics Summary 2024/25



**99%** Quality of home



**98%** Well maintained home



**100%** Safe home



**94%** Repairs - Last 12 months



**91%** Time taken - Last repair



**89%** Communal areas clean & well maintained



**96%** Positive contribution to neighbourhood



**96%** Neighbourhood as a place to live



**59%** Anti-social behaviour



**100%** Easy to deal with



**96%** Listens & Acts



**99%** Keeps you informed



**100%** Treats fairly & with respect



**100%** Complaints handling



**91%** Rent - Value for money



**90%** Service charge - Value for money





**Overall Satisfaction**



Firstly, tenants were asked, “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Westfield?” This is the key metric in any tenant perception survey.

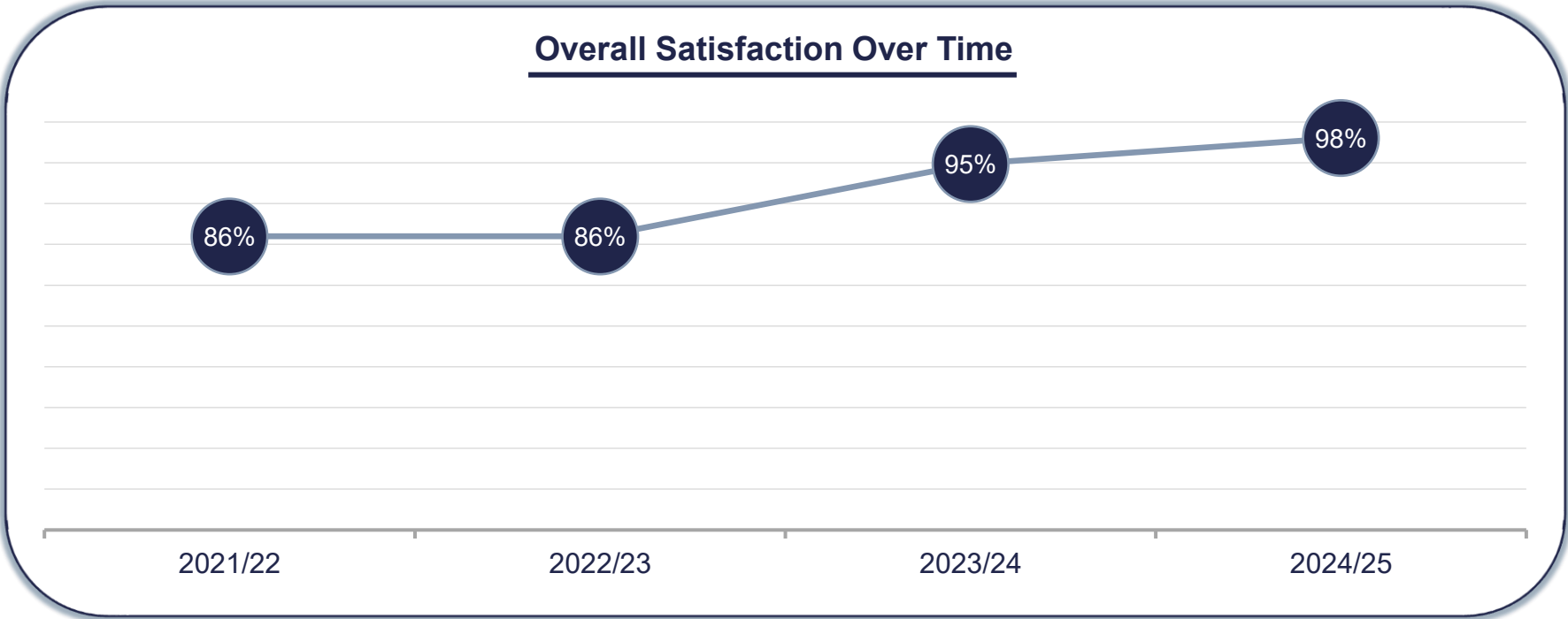
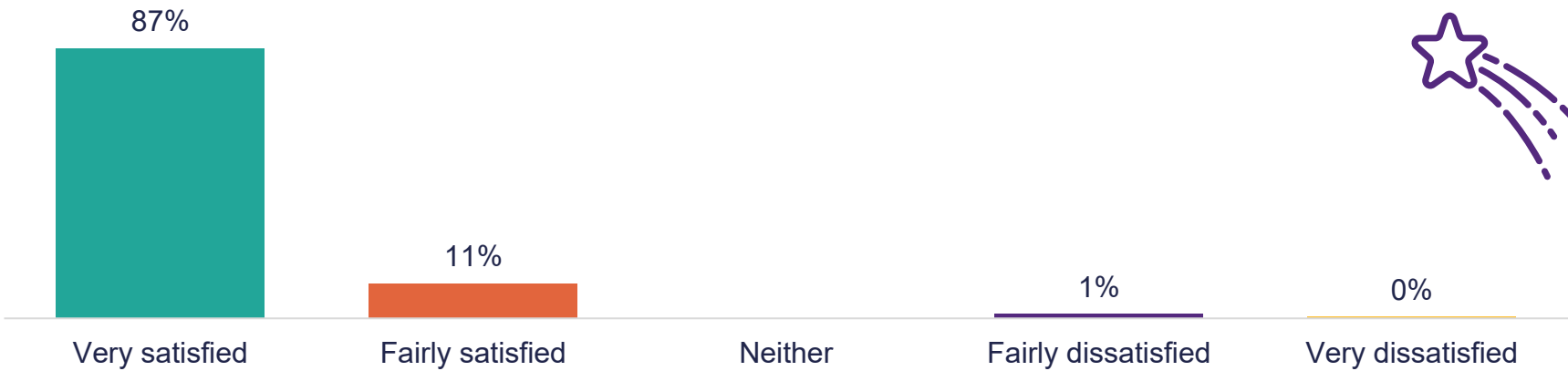
Almost all tenants are satisfied (98%), with many more very satisfied (87%) than fairly satisfied (11%).

Just 2% of tenants are dissatisfied (1.46% fairly satisfied and 0.49% very dissatisfied), with no tenants neither satisfied nor dissatisfied.

Westfield has previously undertaken a series of satisfaction surveys, with the 2023/24 survey being the first one to include all the TSMs in their current format. Therefore, as this is now the second time all these measures have been used, trend data is shown throughout the report.

Overall satisfaction has been rising since 2021/22 and has increased by a further 3 percentage points (p.p) compared with the previous survey. Any increases from this point are unlikely, although not impossible, however, the challenge for Westfield moving forward will be to maintain this high level of satisfaction. It is also very positive that Westfield has managed to improve its level of satisfaction during a time when satisfaction has generally been declining (see page 36).

# Overall Satisfaction



The tenants were asked to provide any comments relating to the overall service provided by Westfield, and 14 tenants gave comments, some covering multiple topic areas.

Tenants most frequently commented on the repairs service and the condition of their property, including outstanding repairs that have not been dealt with and issues with insulation/how cold their home is.

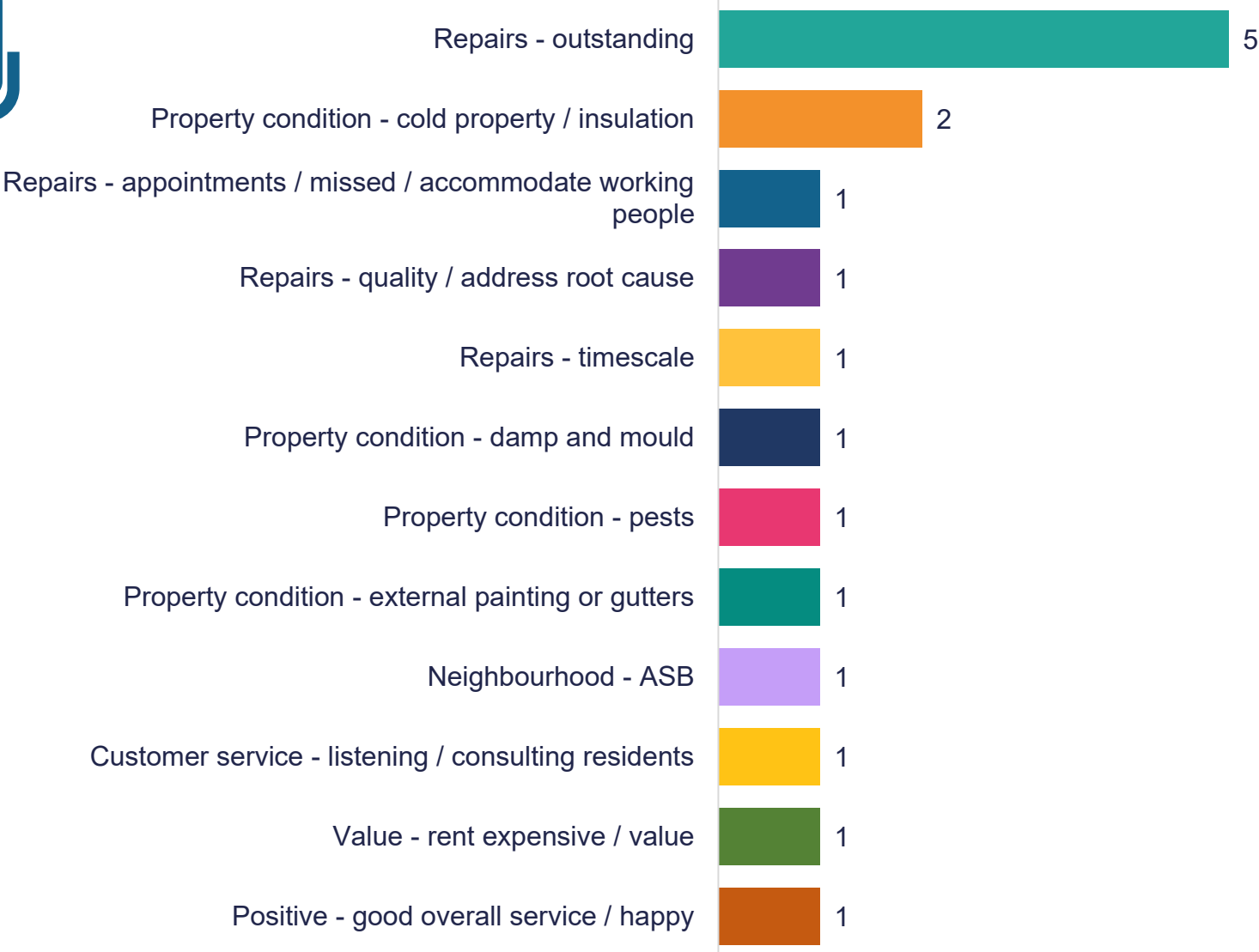
The comments do suggest that the repairs service and problems not being fixed are one of the key reasons for dissatisfaction, with the three comments given by dissatisfied tenants, all relating to this.

It is important that tenants waiting for repairs are kept up to date throughout the process, and how long they can expect to wait, as this can help manage expectations and ensure they feel like they have not been forgotten.

The other comments cover a range of areas, including damp and mould, ASB, value for money and listening to tenants, with no other standout issues.

However, it is key to recognise that Westfield only received 14 comments in total.

# Comments – Overall Satisfaction



# Overall Satisfaction – Comments

## Repairs service

*“Work in a school and repairs are usually done before four, so I struggle to be in.”*

*“Tends to look at things and don’t do anything about it. Everwarm came, said things needed done, and heard nothing more.”*

*“Waiting for the shower.”*

*“Repairs response time.”*

*“Repairs aren’t getting done, and when done aren’t getting done right.”*

## Property condition

*“Holes behind the washer need to be filled in to stop rats coming in, also making flat cold.”*

*“Used to paint buildings every 3 years and clean gutters yearly.”*

*“Was told I was getting a new radiator when the bathroom fitted, also pipes boxed in - this didn’t happen, feel let down. Shouldn’t have said it was getting down.”*

*“Two years it took for the mould to be sorted and to get insulation.”*

## Other Comments

*“Brilliant Service.”*

*“ASB in flats.”*

*“Disgrace that I pay different rent to my neighbours.”*

*“Would have liked a choice of front door, wanted black door, but no one said I couldn’t or would have to pay – communication.”*

*“Westfield are brilliant, anything I report, they are here straight away.”*

*“Used to be more about community (15 years ago), feels more business-like now.”*

Number of respondents: 14





# Keeping Properties in Good Repair





It is encouraging that all measures focused on the home and the repairs service have experienced satisfaction increases since the previous survey.

As is common in surveys of this type, slightly more tenants are satisfied their homes are safe (100%) than well maintained (98%), although the difference is marginal. Tenants are also similarly satisfied with the quality of their home (99%).

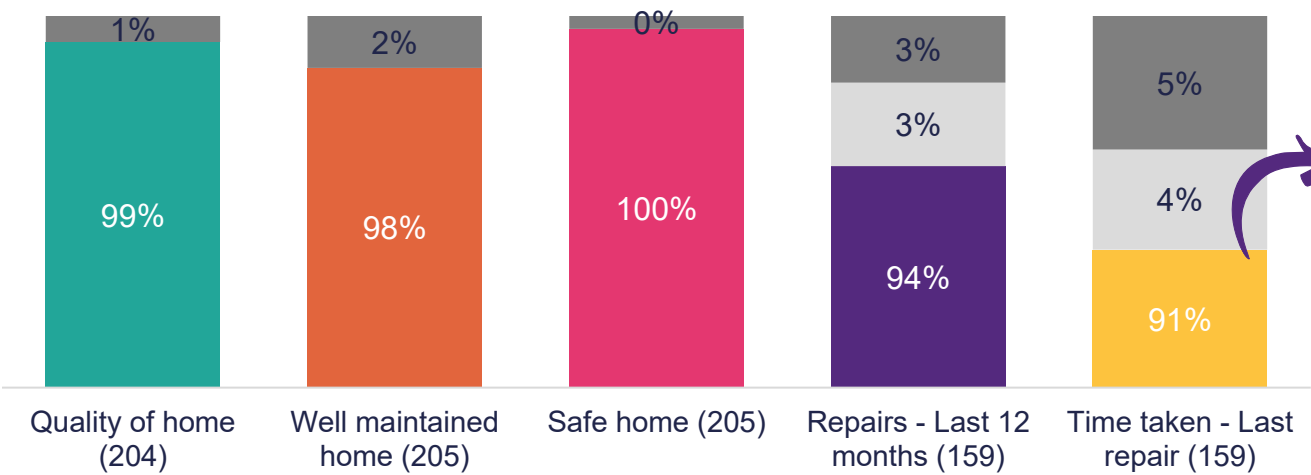
All three of these metrics have increased compared with the previous survey, 6p.p for the maintenance and quality of the home, and 1p.p for the safety.

Three out of four of those surveyed stated they had a repair carried out to their home by Westfield home in the last 12 months (75%). Of these tenants, 94% are satisfied with the overall repairs service during this period, with slightly fewer satisfied with the time taken to complete their last repair (91%). Satisfaction has increased 5p.p for the overall repairs service and 6p.p for the time taken.

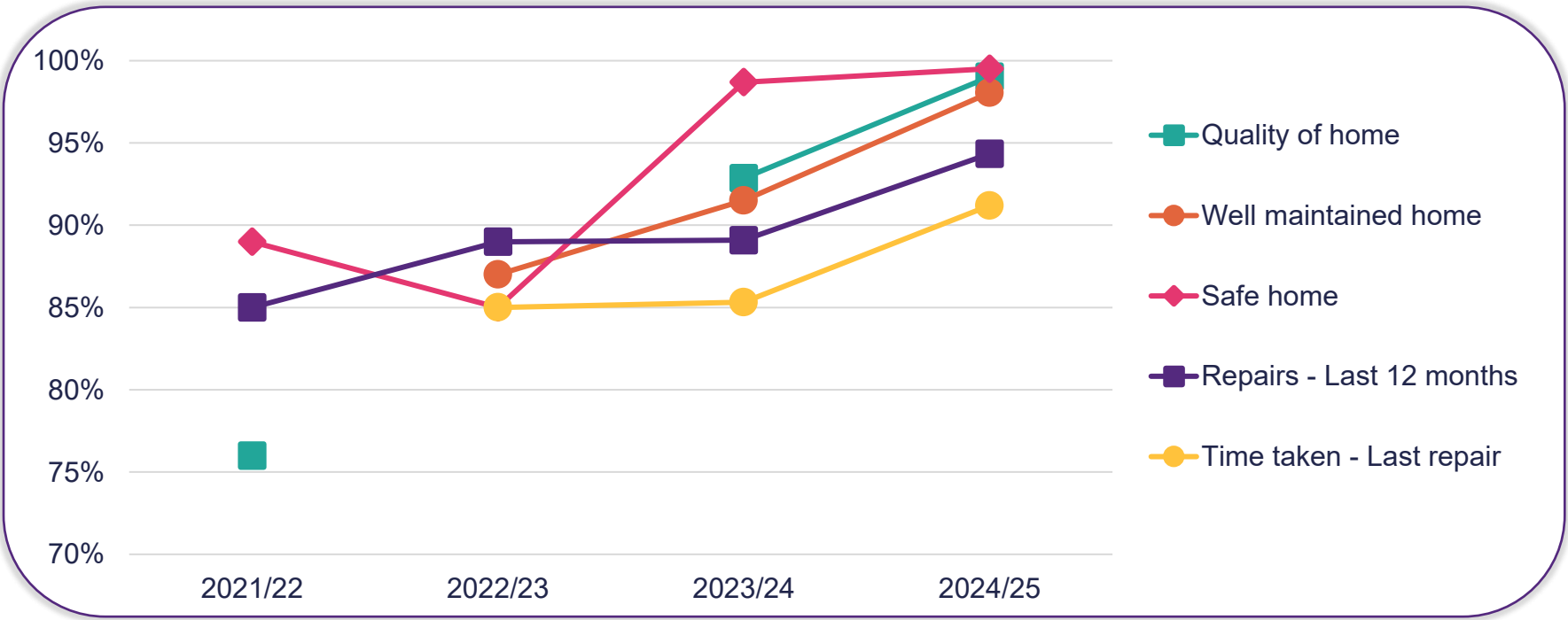
Tenants dissatisfied with the repairs service were asked to select why from several options. Most tenants chose the time to complete repairs (14), followed by property condition (7), damp or mould (4) and safety and security (2).



# Keeping Properties in Good Repair



Repairs Service Dissatisfaction Reasons	
Time to complete repairs	14
Property condition	7
Damp and mould	4
Safety and security	2
External and grounds maintenance	1
Quality of repairs	1



Tenants were asked to provide any comments relating to the repairs service, with 29 tenants giving comments.

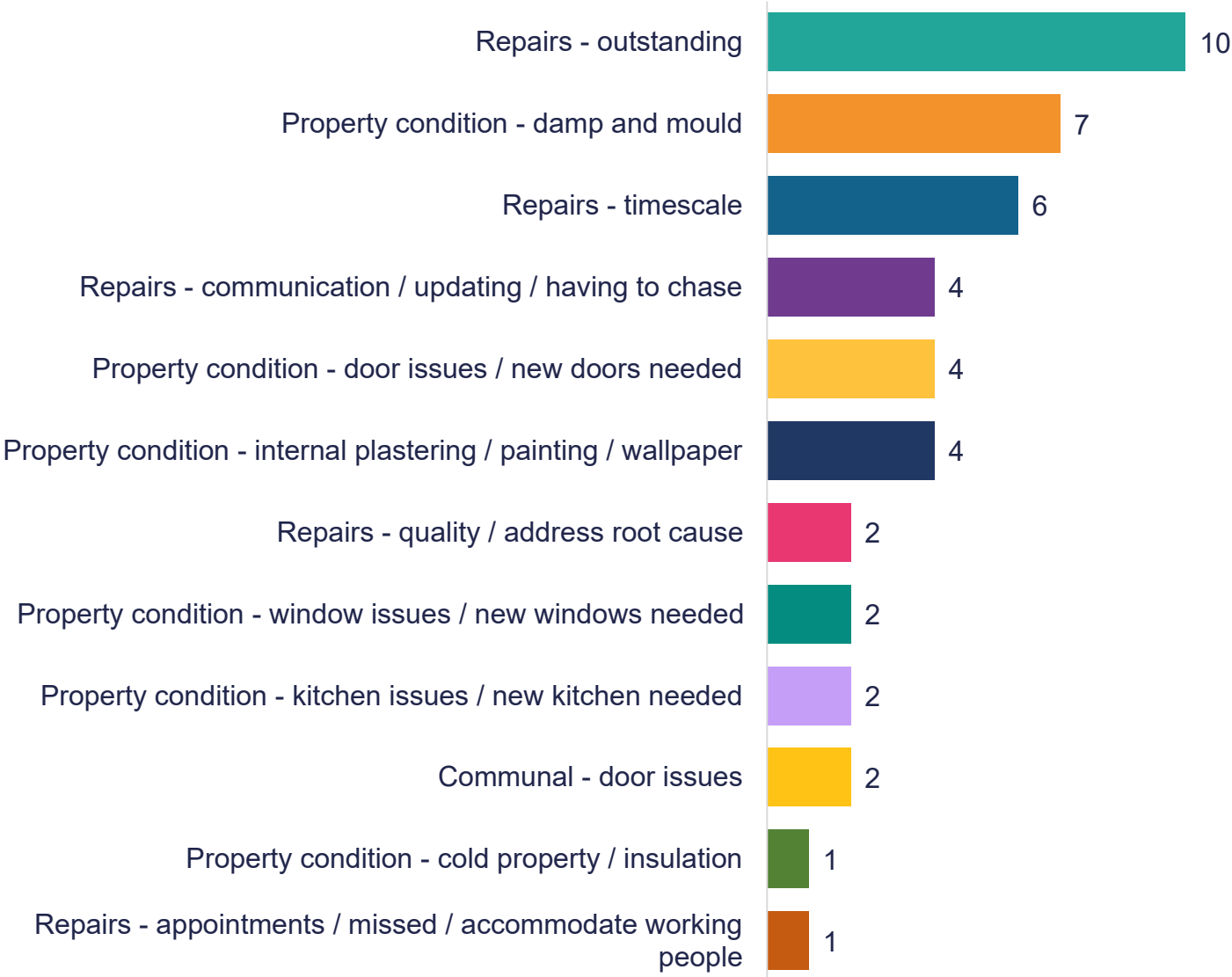
As with the previous survey, tenants most frequently referred to outstanding repairs, followed by issues with damp or mould. These problems need to be addressed as a matter of urgency to ensure the health of tenants and the condition of their property does not deteriorate.

As already mentioned, a key reason for dissatisfaction is the time taken to complete repairs. This is an ongoing theme across the sector, with landlords being impacted by the wider context, such as issues around the cost and availability of labour and materials. In addition, tenants can have high expectations around timescales. These expectations can be a combination of personal expectations and timeframes given by their landlord. As such, it is vital that Westfield keeps tenants clearly and accurately informed about repair schedules and how long they can expect to wait, with updates if anything changes.

Tenants also mentioned communication around repairs and repair quality, as well as the specific issues that need fixing, such as doors, windows, kitchens, plastering and insulation.



# Comments – Repairs & Maintenance





# Repairs & Maintenance – Example Comments

Repairs – Outstanding	Property condition – Damp and mould	Repairs – Timescales / quality	Other issues
<p><i>“Fence in back garden still not done.”</i></p> <p><i>“Toilet repair.”</i></p> <p><i>“Door handles fall off in the flat - front door doesn't close properly and blows open in the wind. Flat door buzzer not working on the communal door again.”</i></p> <p><i>“Back door in poor condition – patio doors don't seal, and the handle doesn't work properly. Someone looked at this last year, but no one came back.”</i></p> <p><i>“Internal walls aren't great, cracked and a bit falling off.”</i></p> <p><i>“Issues with plasterwork around front door. Paint peeling off bathroom walls. Possible inspection - contaminated plaster.”</i></p> <p><i>“Repair to hallway and change skirting board, but did not fill the gap and will need to be plastered.”</i></p>	<p><i>“Reported damp and mould, waited weeks for them to come, and they wiped it off with spray. I could have done that.”</i></p> <p><i>“Black mould keeps coming back even though use mould remover and wash regularly.”</i></p> <p><i>“Damp and mould on front elevation in LR and bedroom.”</i></p> <p><i>“Vent hasn't made a difference to the mould in bedrooms when reported repairs to the sink and tap in the kitchen.”</i></p> <p><i>“Damp and mould – doesn't feel as though it's been sorted, keeps decorating, but comes back through.”</i></p> <p><i>“Dissatisfied with the time it has taken Story Homes to respond to current issues with damp and mould in the kitchen cupboard.”</i></p>	<p><i>“Kitchen needs replaced was inspected two years ago and was told it would be replaced, still waiting.”</i></p> <p><i>“Been waiting four years for guttering to be looked at several times, but still not been done. Property part of SHDF programme - might get done during these works.”</i></p> <p><i>“Reported handles on the door (living room) in October and still not done. Was done when doing kitchen, but wasn't wanted, came off again, nothing to fix to - think it needs a new door?”</i></p> <p><i>“Windows are not good. The LR window whistles when the window is closed. Window handles have been changed, but are starting to stick again in LR and Kitchen.”</i></p> <p><i>“Very poor needs followed up.”</i></p>	<p><i>“Communication - sometimes don't get back to let us know when work will be finished.”</i></p> <p><i>“Lack of communication. Staff and contractors relaying information took a long time. Doors are poor - paper is peeling. The door handle gone into the kitchen door due to the location.”</i></p> <p><i>“Had to wait and had to ring up to chase it was so cold and affected my disability.”</i></p> <p><i>“Little things have shown in a new home that confirm they weren't built as good as they could have been. That's not WHA, it was the developer.”</i></p> <p><i>“Can't get out of the property because of the steps.”</i></p> <p><i>“Repairs only seem to get done when the government changes something, for example, mould.”</i></p>

Number of respondents: 29



# Responsible Neighbourhood Management



Around one-third of tenants stated they live in a building with communal areas, either inside or outside, that Westfield is responsible for maintaining (36%). Of these tenants, 89% are satisfied that their communal areas are kept clean and well maintained, with 7% dissatisfied. Four dissatisfied tenants (out of five) cited external grounds maintenance as a reason. Albeit still small, this is the highest level of dissatisfaction in the survey.

Over nine out of ten tenants are satisfied that Westfield makes a positive contribution to their neighbourhood, and with their neighbourhood as a place to live (96%). Satisfaction has increased marginally for the contribution to the neighbourhood (up 2p.p) and remained stable for the neighbourhood as a place to live (decreasing by just 1p.p).

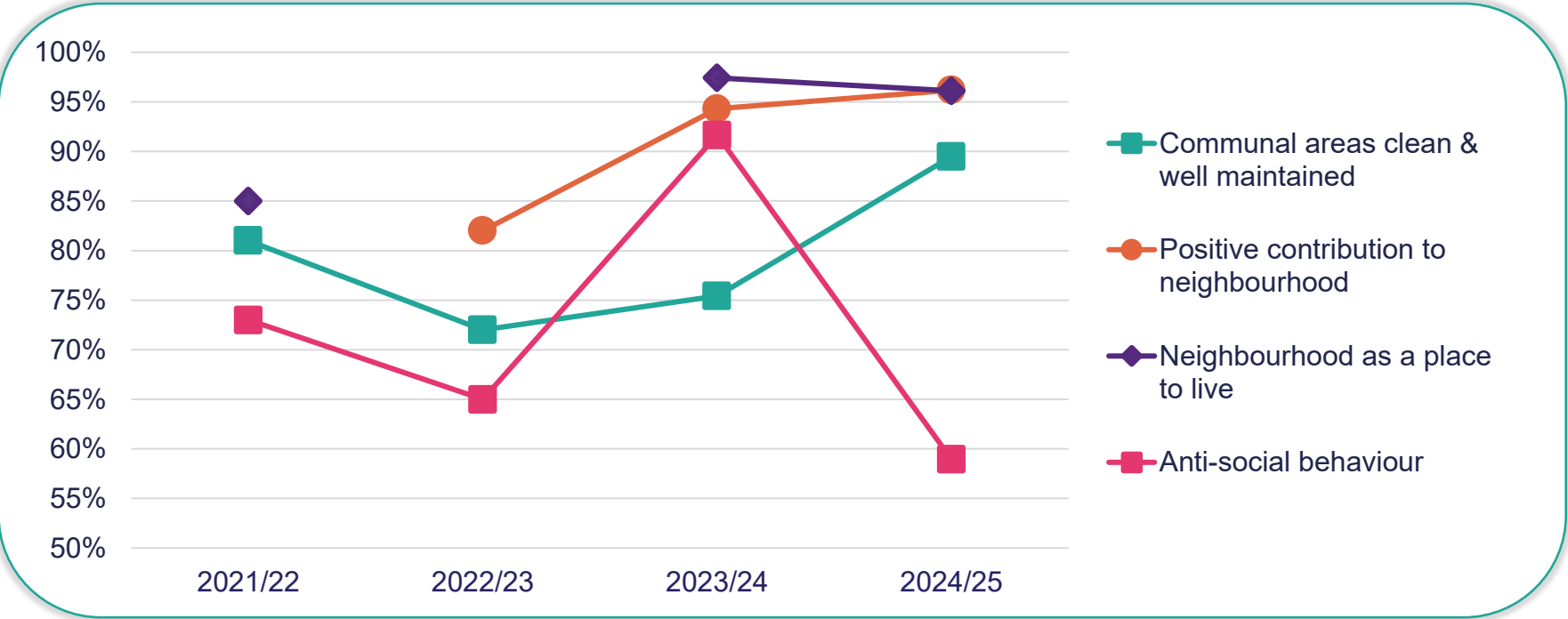
Finally, in this section, 95 tenants responded to the question about the handling of anti-social behaviour. Six out of ten of these tenants are satisfied with the approach to dealing with ASB (59%), a decrease of 33p.p. However, no tenants are dissatisfied with 41% neither satisfied nor dissatisfied, perhaps as they feel Westfield is not solely responsible for this or as they took steps to resolve the issue, but these have not been effective.



# Responsible Neighbourhood Management



Community Services Dissatisfaction Reasons	
Local area problems	7
External grounds maintenance	6
Communal area maintenance	5
Neighbourhood problems	3
Dog fouling	1





Following on from the questions relating to the neighbourhood and community-based services, tenants were asked to provide any comments about the services in their area; 22 comments were received.

Tenants most frequently mentioned grass cutting, which was also commented on by three tenants in the previous survey, suggesting this is a continued and growing area of concern. Issues are mostly around the way grass is cut and cleaned up after, rather than it not being cut at all. This also appears to be a key reason why tenants are not satisfied with the upkeep of their communal areas. In addition, a few tenants mentioned the communal areas cleaning service.

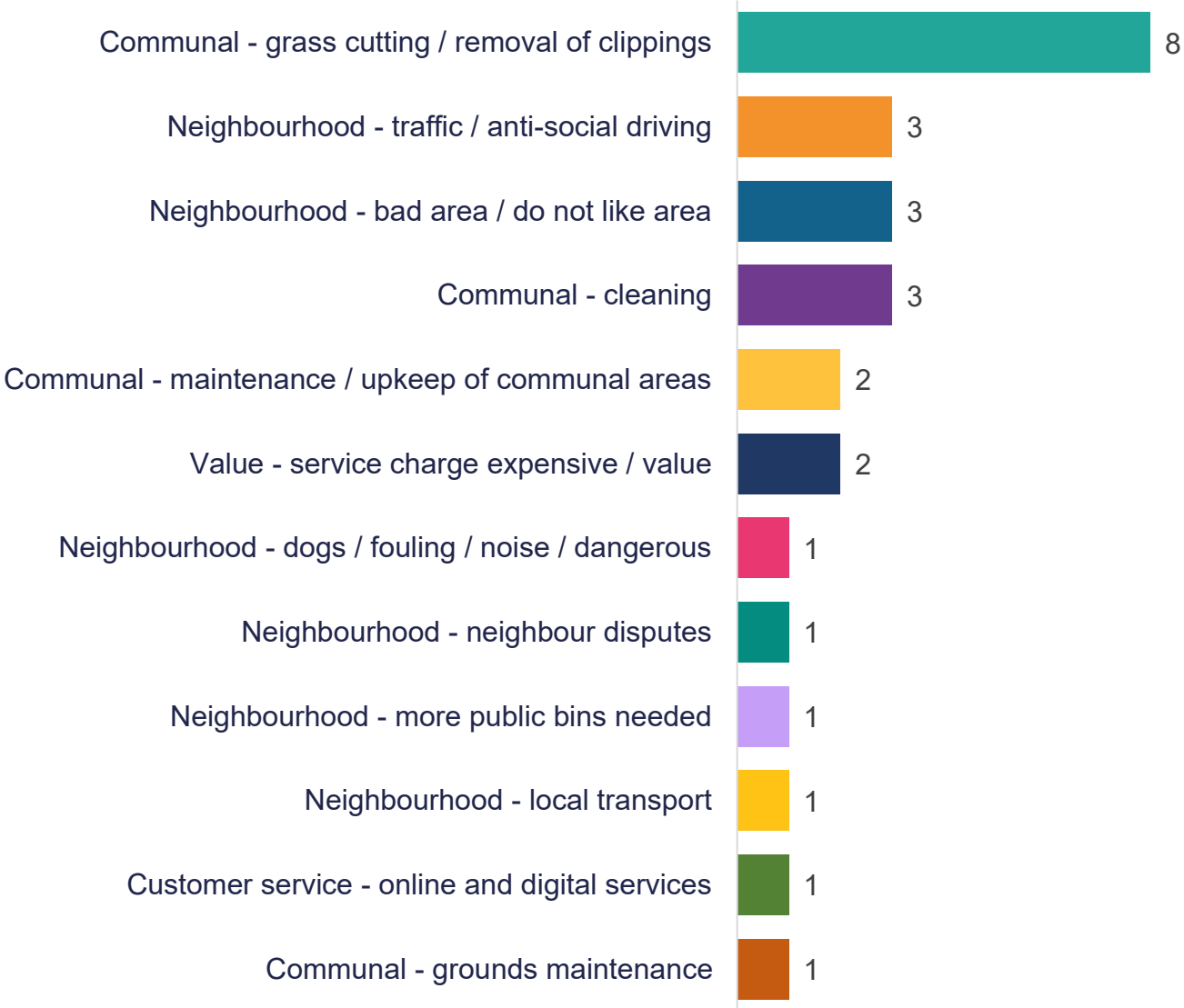
It is important that these services are delivered well and consistently, especially if tenants are paying associated service charges, as shown by two tenants commenting that their service charges are not providing value.

A range of neighbourhood issues were also referred to by tenants, including anti-social driving, dog fouling, neighbour disputes, bins and local transport.

These comments are, once again, shown on the following page to give further insight into where tenants would like improvements to be made.



# Comments – Community Services



Number of respondents: 22

# Community Services – Comments

Grass cutting	Neighbourhood issues	Communal cleaning / maintenance	Other matters
<p><i>“Grass cut when wet - blow it onto the house.”</i></p> <p><i>“Leave grass too long.”</i></p> <p><i>“Grass cutting - not cut well. Blower doesn’t blow grass off paths - grass goes on windows and doors.”</i></p> <p><i>“I do it when they are finished, not short enough. The neighbourhood could be tidier.”</i></p> <p><i>“Rushed - doors and windows covered in grass.”</i></p> <p><i>“Grass not cut regularly enough.”</i></p> <p><i>“Grass not cut evenly – doesn’t look neat. Mess from cut grass.”</i></p> <p><i>“Don’t pick up grass, blows all over the door.”</i></p>	<p><i>“More bins for dog fouling.”</i></p> <p><i>“Diving/cars/kids, etc.”</i></p> <p><i>“Busy road - no yard or garden. Not very nice area, some vandalism in area.”</i></p> <p><i>“Motorbikes and quad bikes being rode up and down road.”</i></p> <p><i>“Due to fall out with neighbours.”</i></p>	<p><i>“Communal staircase not clean.”</i></p> <p><i>“Cleaning a bit ropey in hallways. Carpets need a deep clean.”</i></p> <p><i>“Communal areas could be done better sometimes.”</i></p> <p><i>“Needs to be cleaned more regularly, don’t think once a month is enough, think for the service charge we pay should be done more often, like two weekly.”</i></p>	<p><i>“Too far from the bus stop.”</i></p> <p><i>“Too isolated – the address still isn’t registered.”</i></p> <p><i>“Too built up.”</i></p> <p><i>“Understand we have to do things a certain way. App not working on phone, making notes instead in diary.”</i></p>

Number of respondents: 22



**Respectful & Helpful Engagement**





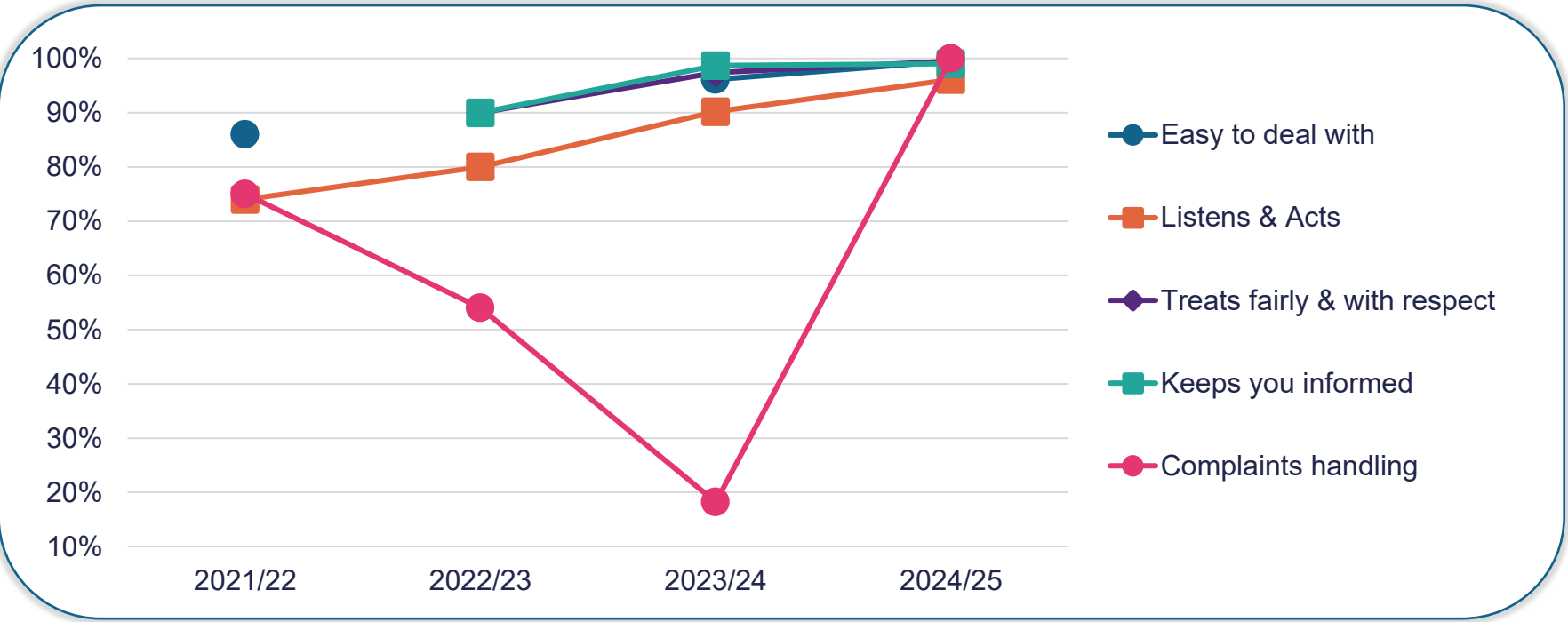
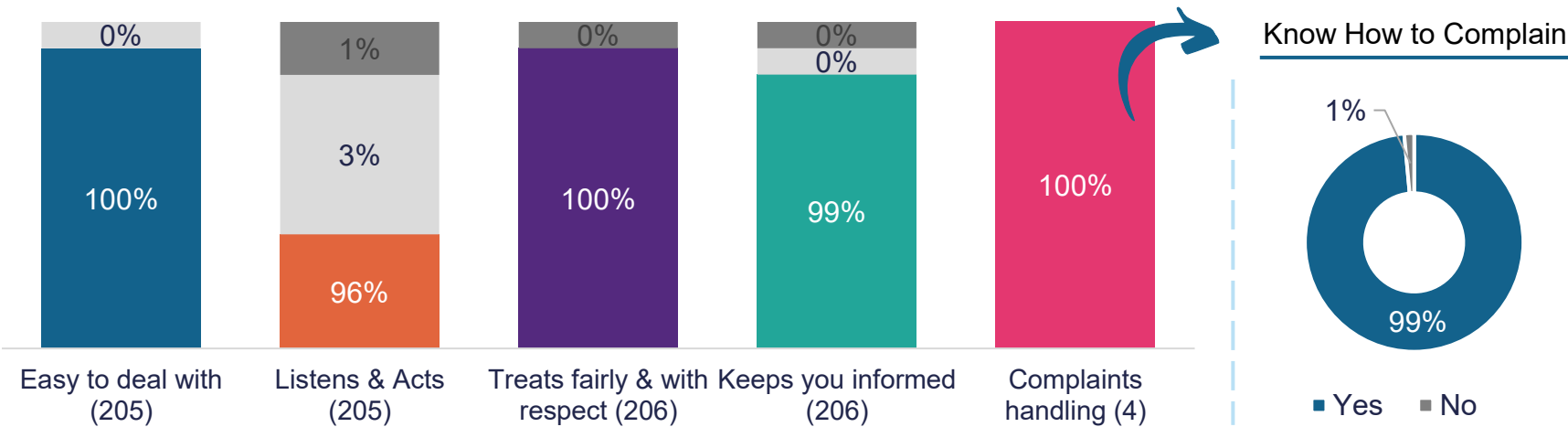
All but one tenant is satisfied that Westfield is easy to deal with and treats them fairly and with respect (rounding up to 100%). This tenant cited customer contact as a reason for dissatisfaction, commenting, *“Depends who you speak to. Gas service booked - AFM cancelled and changed the day, then came on the original day, and I was out. They rang (WHA) to rearrange - I was in Alton Towers - the person’s attitude was as if they didn’t believe me.”* Satisfaction has increased marginally for these two metrics, 4p.p for Westfield being easy to deal with and 3p.p for tenants being treated fairly.

Tenants are similarly satisfied that they are kept informed about things that matter to them (99%), with slightly fewer satisfied that their views are listened to and acted upon (96%; an increase of 6p.p).

Just 5 tenants said they made a complaint in the last 12 months (2%), and 99% of tenants stated they know how to make a complaint, suggesting this low number is due to tenants being happy with the service delivered rather than not knowing how to complain. All these tenants are satisfied with Westfield’s approach to handling complaints, which is very positive, given that satisfaction has increased from 18%, and this is usually the lowest-performing metric. Only one comment was given when asked to comment on complaints handling: *“Very satisfied with way it was dealt with.”*



# Respectful & Helpful Engagement



Just 8 tenants provided comments relating to communication and engagement, although some of these tenants mentioned multiple areas of service.

Tenants once again commented on outstanding repairs that have not been dealt with and problems with damp or mould in their homes.

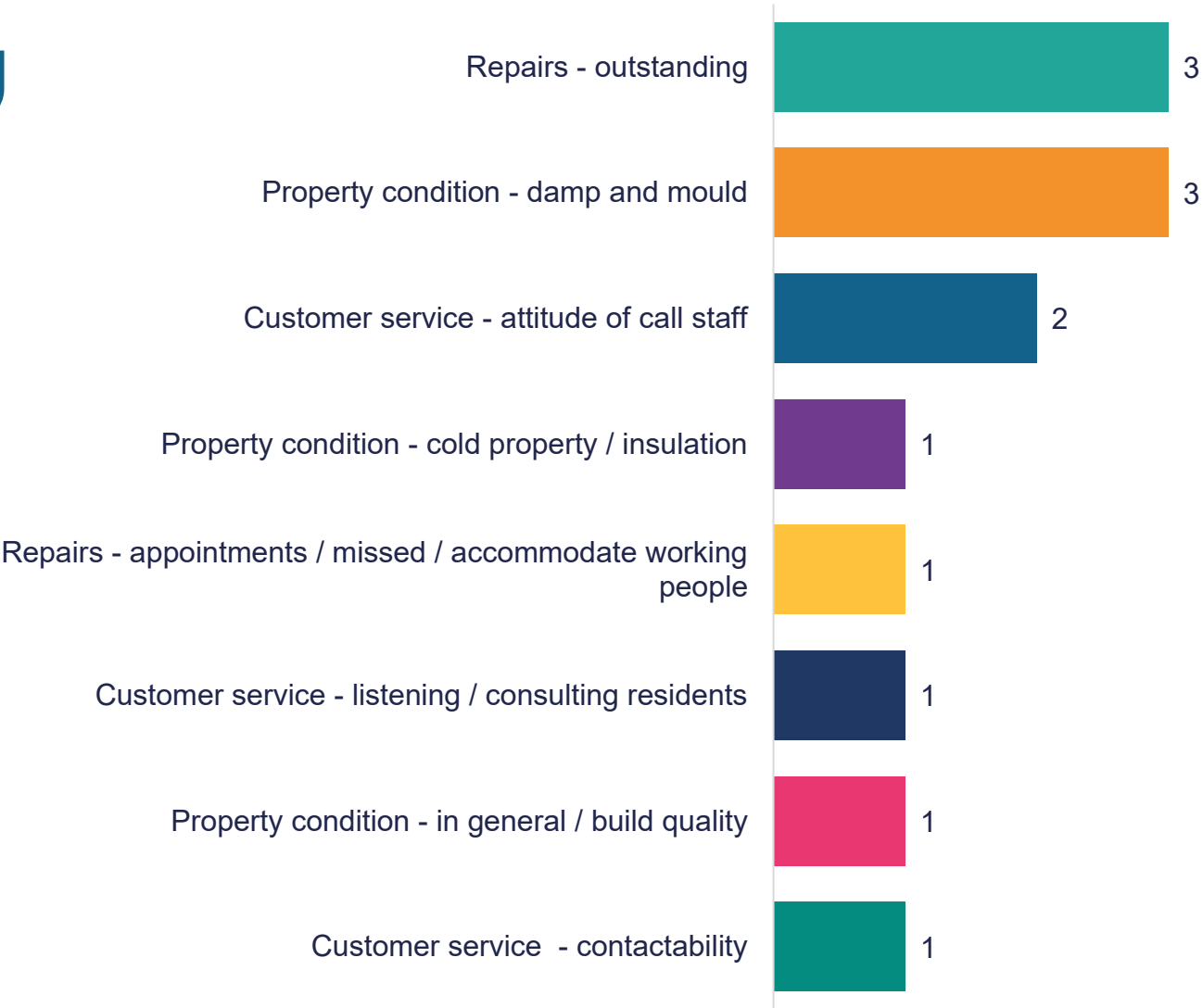
This demonstrates how repairs and fixing issues with the home, which are often the main reasons for tenant-landlord contact, impact a range of metrics in the survey, especially where tenants feel their repair requests are not being listened to or that they are not being kept informed.

Some tenants also referred to the customer service, including the attitude of call staff, how they are listened to and how easy it is to contact Westfield. A couple of tenants feel the customer service varies depending on who they speak to, suggesting some training may be required to ensure a consistent service is being offered.

The comments are shown in full on the following page.



# Comments – Communication & Engagement



Number of respondents: 8

# Communication & Engagement – Comments

Repairs and property condition	Customer service
<p><i>“Feels last visitor was told a few issues, thinks these weren't reported fully, as only some got dealt with. Front porch runs with water and is very cold. Gets black mould.”</i></p> <p><i>“Property condition has not been addressed and should have been.”</i></p> <p><i>“Mould never seems to get sorted.”</i></p> <p><i>“Not listened to when mould reported, feels it wasn't taken seriously.”</i></p>	<p><i>“Didn't like the attitude of the person taking the repair - told her the smoke alarm was hard wired, but it's hard wired.”</i></p> <p><i>“Depends on who you speak to. Gas service booked - AFM cancelled and changed the day, then came on the original day, and I was out. They rang (WHA) to rearrange - I was in Alton Towers - the person's attitude was as if they didn't believe me.”</i></p> <p><i>“Sometimes not easy to contact the person you want to speak to, they say they aren't in, but I do wonder.”</i></p> <p><i>“Sometimes feels listened to but depends on who they are speaking to.”</i></p>

Number of respondents: 8





**Value for Money**





# Value for Money

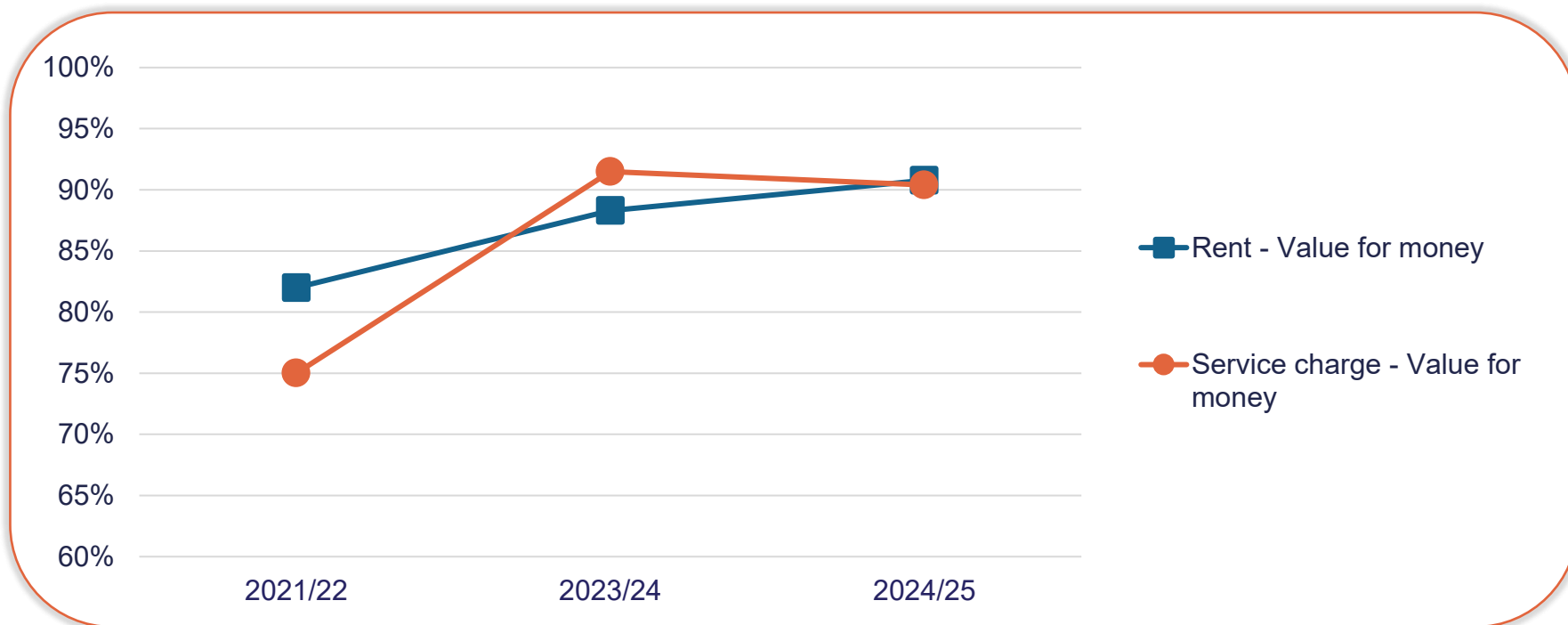
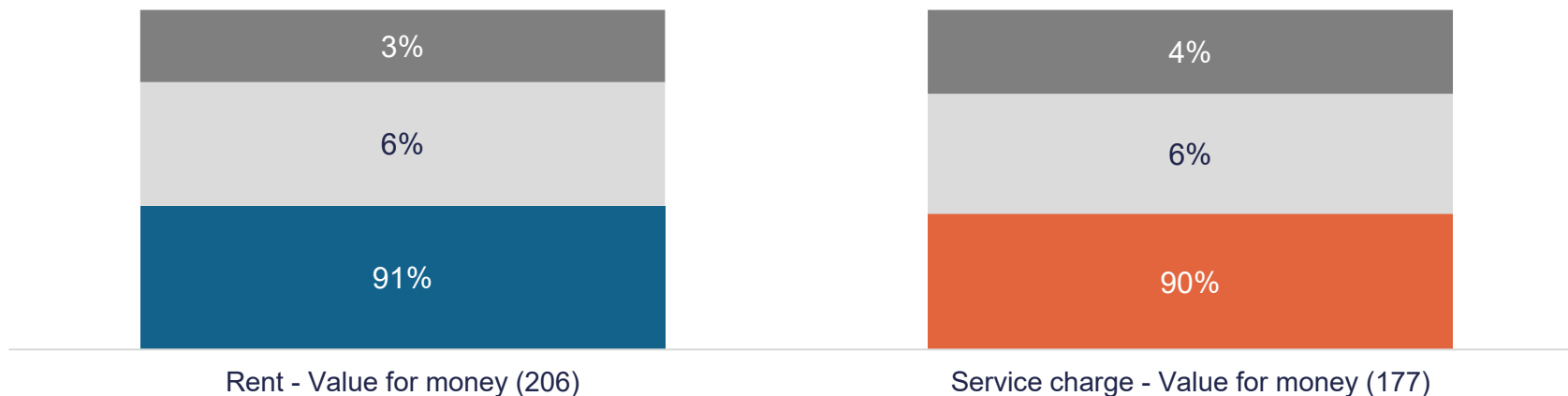
Tenants are similarly satisfied with the value for money of their rent (91%) and service charge (90%).

Satisfaction has increased slightly by 3p.p for the value for money of the rent and remained stable for the value of the service charge (decreased by just 1p.p).

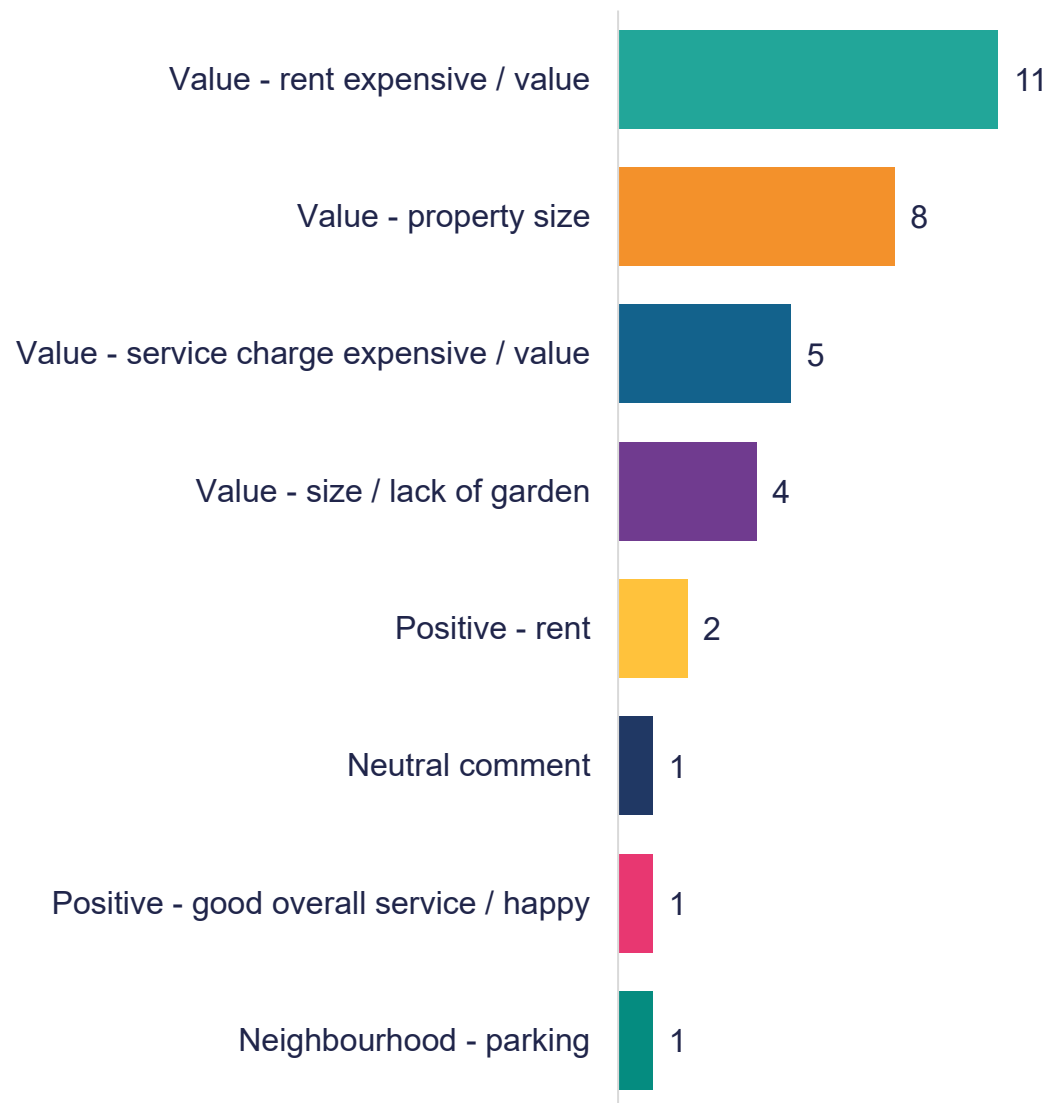
The previous comments suggested that some of the dissatisfaction with the service charge is due to issues with the grounds maintenance, particularly grass cutting and communal areas cleaning.

Nonetheless, these levels of satisfaction are positive given the current external context Westfield is operating in, including the cost of living crisis, and satisfaction with the service charge is generally found to be lower than that of the rent.

However, as will be shown on the following pages, the comments given by tenants do suggest some feel the rent is too high for the size/type of property they are living in.



# Comments – Value for Money



When asked to provide comments relating to value for money, 27 tenants left comments.

More tenants commented on the rent being expensive (11) than on the service charge (5).

A main reason for tenants feeling the rent is not providing value for money is due to the size of their property and whether they have a garden. In particular, tenants in flats feel they should be getting more for their money, with two tenants mentioning how nearby houses, which have gardens, cost less than what they are paying.

Some tenants also feel the service charge is too expensive for what they get, and do not understand what the service charge is for.

Therefore, some communication and information around these charges and how the money is spent may be helpful, as well as providing context regarding how rent prices compare with others.

A couple of tenants took this opportunity to positively comment on the value for money their rent provides, or the overall service provided by Westfield.



Number of respondents: 27



# Value for Money – Comments

## Value for money – Size / type / quality of property

*“Think it is very expensive for a flat - houses on the estate are lots cheaper and have gardens.”*

*“Think it's expensive for a two-bed.”*

*“Don't think we get a lot for rent now.”*

*“Think the rent is high for the property. Lack of parking and size of garden.”*

*“Think it's too expensive for a one-bed flat.”*

*“Feels the service is high and rent is high for a flat.”*

*“Small house for the cost of it. Thinks rent is high for the size of the building.”*

*“Feels it's a bit expensive for the condition of the property.”*

*“Think rent and service charges for the size of the property are too expensive.”*

*“Thinks rent is too high for the size of the bedrooms. Also has no back door and no outside space for kids. Houses on the estate are less with more space and gardens”*

## Value for money – Other comments

*“Don't know what service charge is for?”*

*“Thinks service charge is too expensive for what we get.”*

*“Expensive.”*

*“Quite expensive.”*

*“Rent is expensive.”*

*“Paid by UC.”*

*“Rent increases over the past two years very steep.”*

*“Don't think we get a lot for rent now.”*

*“Very happy with WFA, been brilliant.”*

*“Happy with the cost of rent, couldn't get this property with any other landlord. Feels secure with WHA.”*

*“A lot better for a one-bed flat.”*

Number of respondents: 27





# Further Comments





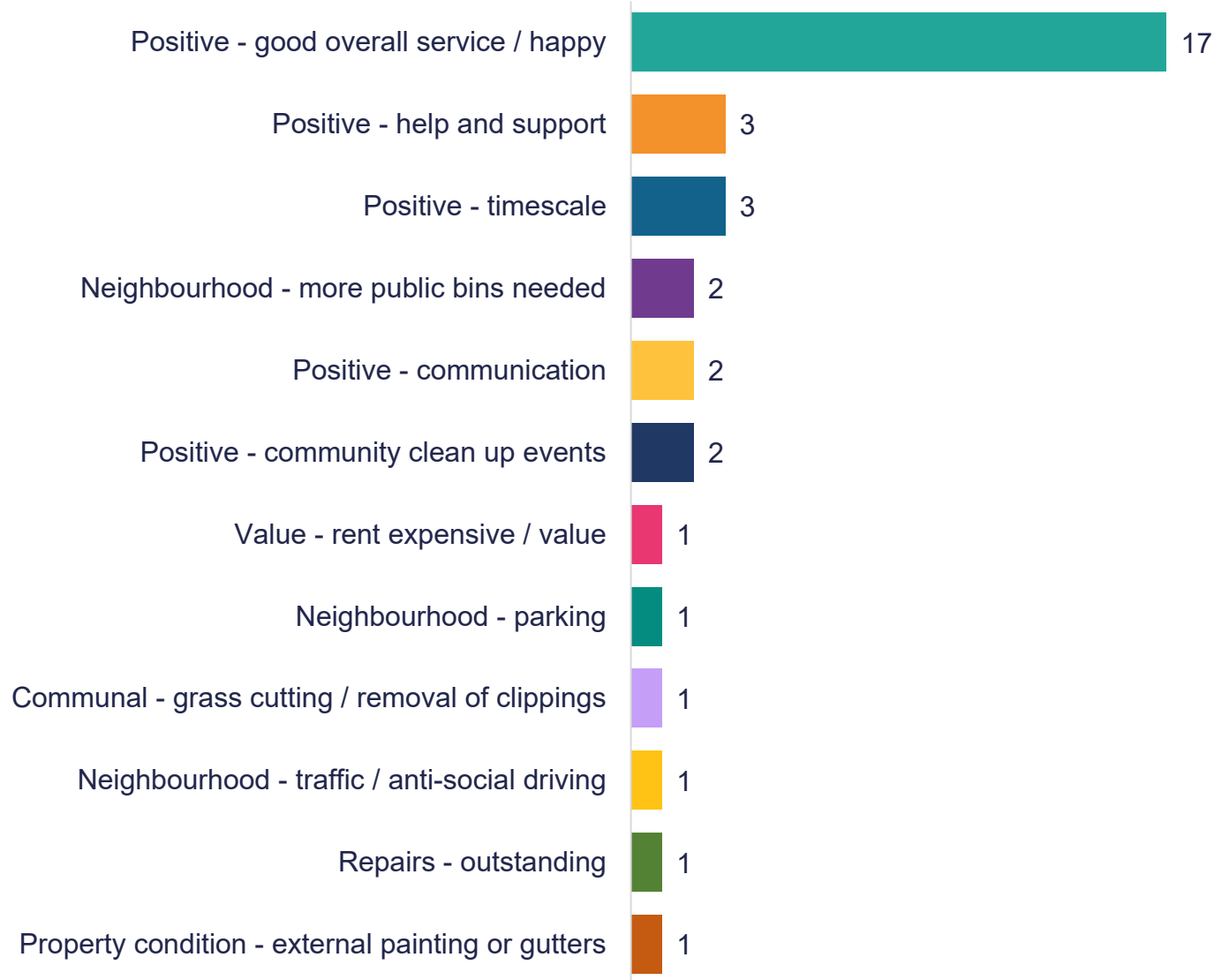
# Further Comments

Finally, tenants were asked, “*Is there anything else you would like to say?*” and 32 comments were received.

Many of the comments given are positive about the services provided, however, some tenants took this opportunity to give suggestions regarding what could be improved.

Of the positive comments, tenants mostly mentioned they are generally happy with the overall service provided by Westfield. There is also specific praise for the help and support provided, the time taken to deal with enquiries, the communication from Westfield, and community clean-up events.

Other tenants would, however, like improvements to be made, including more bins on the estate, better grass cutting, outstanding repairs to be dealt with and issues around parking and anti-social behaviour to be resolved.



Number of respondents: 32



# Further Comments – Comments

Good overall service / happy	Other positive comments	Neighbourhood concerns	Other negative comments
<p><i>“Very happy with WHA.”</i></p> <p><i>“Love it here.”</i></p> <p><i>“WHA are outstanding.”</i></p> <p><i>“Good company - very happy.”</i></p> <p><i>“Very satisfied with all the services provided by WHA.”</i></p> <p><i>“Find WHA a really good social housing provider - wouldn't go with anything else.”</i></p> <p><i>“Been very happy here.”</i></p> <p><i>“Think Westfield is fabulous. We love our home would recommend them as a landlord to everyone.”</i></p> <p><i>“Happy with everything.”</i></p> <p><i>“Good landlord.”</i></p> <p><i>“Always found WHA easy to deal with, never had a problem.”</i></p>	<p><i>“Repairs service is brilliant – respond very fast – very happy with all services from WHA.”</i></p> <p><i>“Happy with WHA, always polite when we phone up, everyone always nice.”</i></p> <p><i>“Very supportive, gives help when needed. Always here.”</i></p> <p><i>“Happy with the service provided, always deals with things promptly and regular communication, including rent statements.”</i></p> <p><i>“Children really enjoyed clean-up day.”</i></p> <p><i>“No, really happy with Westfield. Estate always clean and tidy. I have always liked it here.”</i></p> <p><i>“Clean up events really good and useful.”</i></p> <p><i>“WHS are very good, always there to help.”</i></p>	<p><i>“Could do with some bins on the estate, nothing at all.”</i></p> <p><i>“Not happy with grass cutting, I have to cut again afterwards, they miss half of it.”</i></p> <p><i>“Not enough bins on the estate. SD informed that more bins were installed yesterday. Antisocial behaviour: Bikes, quads up/down the road. Drugs on the estate.”</i></p> <p><i>“Parking massive issue on Goodman road - would happily give up garden for parking.”</i></p>	<p><i>“Need new back fence - nails coming out of it - said we would get a new one. John, there repairing during the visit, requested that he take out loose nails. Advised tenant to report back if she still has issues following repair.”</i></p> <p><i>“Everything is going up.”</i></p> <p><i>“When is the house getting painted?”</i></p> <p><i>“WHA have been brilliant, but the house is too far away from family. Struggling living alone.”</i></p>

Number of respondents: 32



# Trends



As has been shown throughout this report, satisfaction has generally increased slightly or remained stable compared with the previous survey.

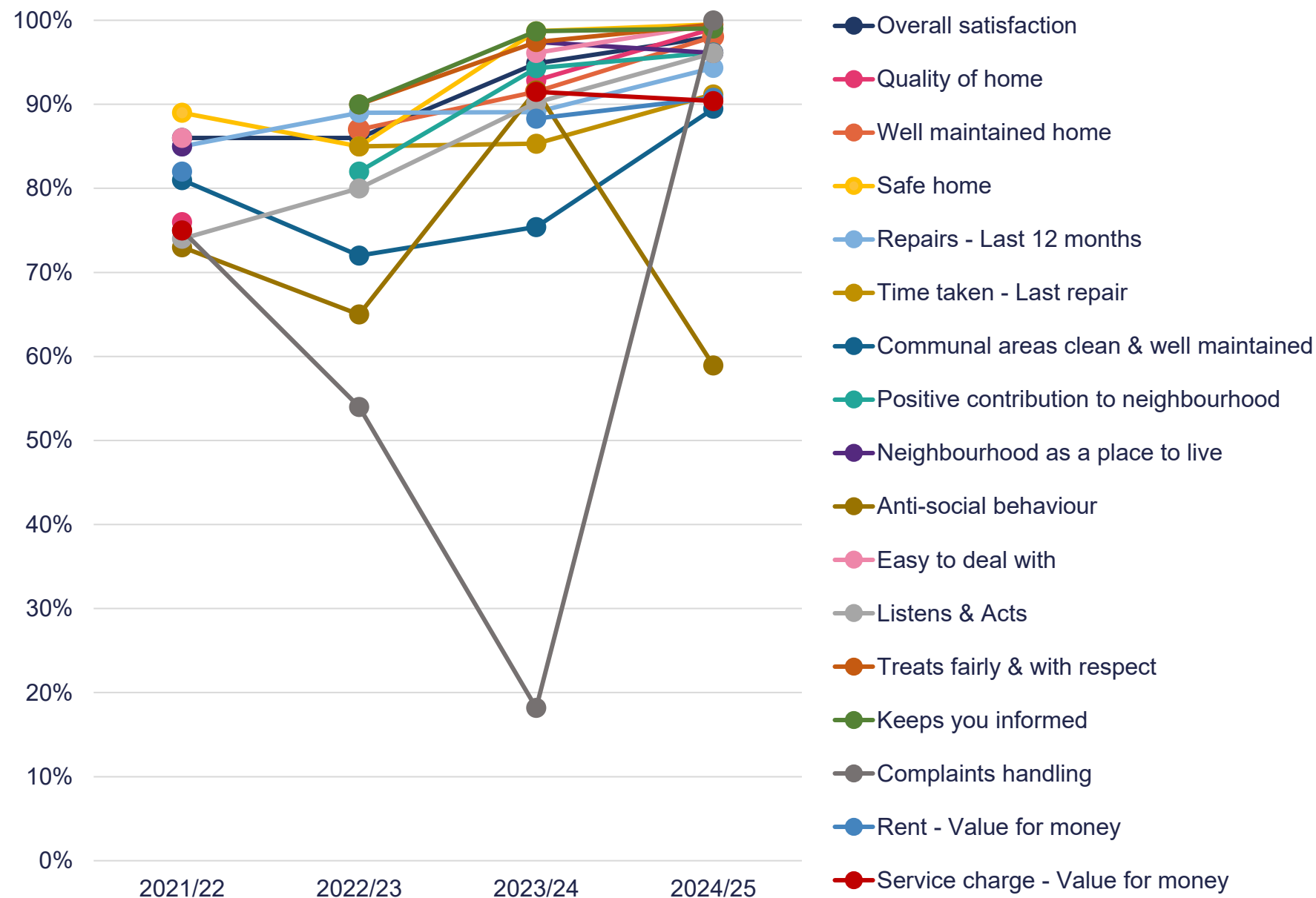
The largest increase in satisfaction is for the approach to handling complaints, which has increased from 18% to 82%. However, this measure is more likely to fluctuate due to the far smaller number of tenants who responded to this question (7 in 2023/24 and 5 in 2024/25).

The next biggest improvement in satisfaction is for the communal areas being kept clean and well maintained (14p.p), followed by the quality of the home, home being well maintained, time taken to complete the last repair and how views are listened to and acted upon (all 6p.p).

Some measures have remained stable, including the home being safe (up 1p.p), how tenants are kept informed (stayed the same), the neighbourhood as a place to live (down 1p.p) and value for money of the service charge (down 1p.p).

However, satisfaction with the approach to handling anti-social behaviour has decreased by 33p.p and this measure is now at its lowest level since the surveys began.

## Trend Over Time





The table to the right also illustrates the results for 2024/5, compared with those from 2023/24. This is the second time the full suite of Tenant Satisfaction Measures have been used in their current format.

This slide once again highlights the slight increase in satisfaction seen across most of the measures, which is positive given the context in which Westfield has been operating (see page 36).

In addition, the five lowest satisfaction ratings in 2023/24, approach to handling complaints, communal areas being kept clean and well maintained, time taken to complete repairs, value for money of the rent and repairs service over the last 12 months, have all increased.

For a change to be considered statistically significant, it must exceed the combined margins of error for the last two surveys – in this case, around 12p.p, meaning just the approach to handling complaints and anti-social behaviour exceeds this. However, smaller changes can indicate a direction of travel.

For several of the measures, there is now not much, or any, room for improvement, meaning Westfield should not be too disheartened if ratings fall slightly or do not continue to improve in the next survey.



# Year on Year Change



	2023/24	2024/25	Change
Overall satisfaction	95%	98%	3%
Quality of home	93%	99%	6%
Well maintained home	92%	98%	6%
Safe home	99%	100%	1%
Repairs - Last 12 months	89%	94%	5%
Time taken - Last repair	85%	91%	6%
Communal areas clean & well maintained	75%	89%	14%
Positive contribution to neighbourhood	94%	96%	2%
Neighbourhood as a place to live	97%	96%	-1%
Anti-social behaviour	92%	59%	-33%
Easy to deal with	96%	100%	4%
Listens & Acts	90%	96%	6%
Keeps you informed	99%	99%	0%
Treats fairly & with respect	97%	100%	3%
Complaints handling	18%	100%	82%
Rent - Value for money	88%	91%	3%
Service charge - Value for money	91%	90%	-1%



# Understanding Satisfaction





The charts opposite summarise the levels of both satisfaction and dissatisfaction across the full range of measures within the survey.

Although satisfaction may appear low, there is sometimes a significant number of tenants who have no opinion either way, selecting the neither satisfied nor dissatisfied option, rather than being actively dissatisfied with the service.

For example, whilst just 59% of tenants are satisfied with the approach to handling anti-social behaviour, no tenants are dissatisfied, with the remaining tenants neither satisfied nor dissatisfied.

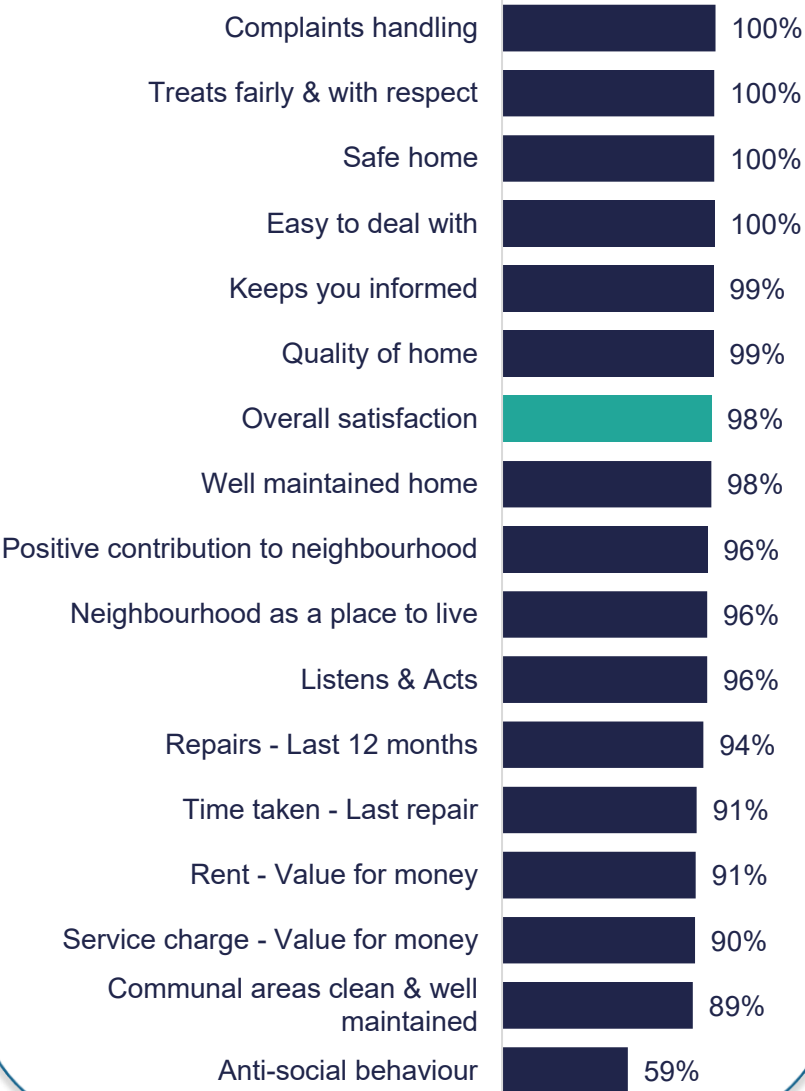
This indicates that some tenants are unsure how to interpret this metric and perhaps what their landlord is (or should be) responsible for regarding ASB. It may also be that they feel Westfield has taken some steps to try and resolve ASB, but these have not been fully effective. Or tenants may not have directly experienced ASB and have no strong opinion, as they have only heard or seen this second-hand.

The highest level of dissatisfaction is for the cleaning and maintenance of communal areas, at just 7%, with no other measures having dissatisfaction above 5%.

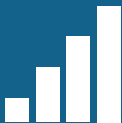
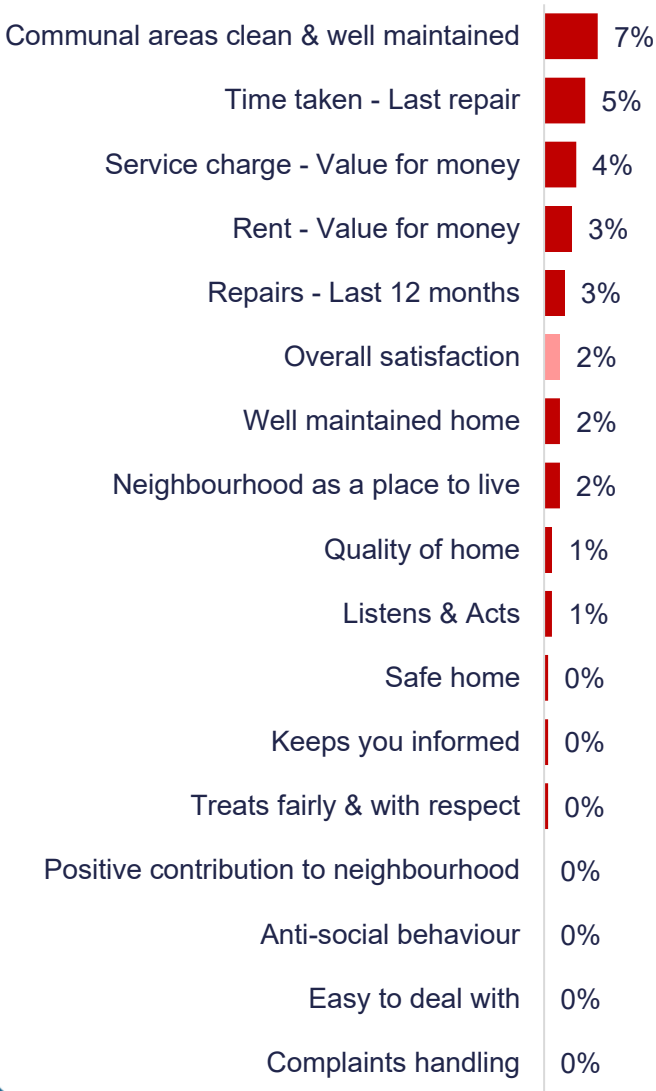
# Satisfaction & Dissatisfaction



## Satisfaction with measures



## Dissatisfaction with measures





# Key Driver Analysis

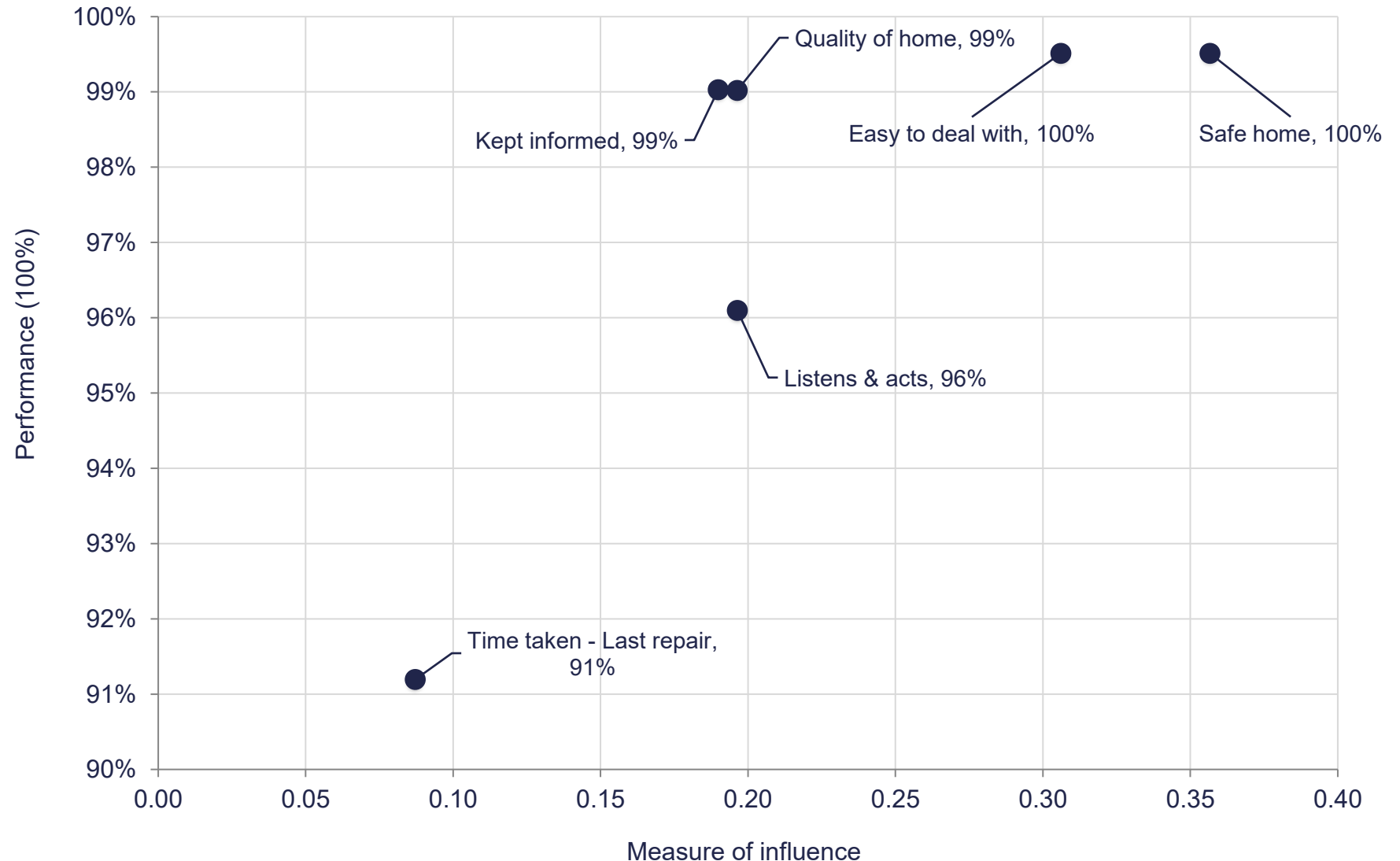
Key driver analysis is used to examine the relationship between the different variables (the questions asked in the survey) and determine which elements of the service are the key drivers for tenants' overall satisfaction.

Each landlord has its unique pattern of influence. When considering the results for 2024/25, the most important driver for tenants' satisfaction with the overall services is that Westfield provides a home that is safe, followed by Westfield being easy to deal with.

Tenants' views being listened to and acted upon, the quality of the home, how tenants are kept informed, and the time taken to complete the last repair are also important, but not as influential.

This analysis indicates that if improvements around the most influential measures can be achieved, it is more likely to lead to an increase in overall satisfaction with services.

**Key Driver Analysis – Overall Satisfaction**



In November 2024, the Regulator of Social Housing (RSH) published its 2023/24 analysis of the Tenant Satisfaction Measures for large registered landlords with 1,000 or more homes.

The chart to the right compares Westfield’s ratings to the lower quartile, median and upper quartile of LCRA landlords, as circulated by the Regulator.

All of Westfield’s ratings are above the median and in the top quartile, aside from the approach to handling anti-social behaviour, which is in the second quartile (1% above the median mark).

The remaining measures are all between 22% and 36% above the median, except for the handling of complaints, which is 66% above the median. The handling of complaints is usually the lowest metric for landlords, often falling some way below their other ratings.

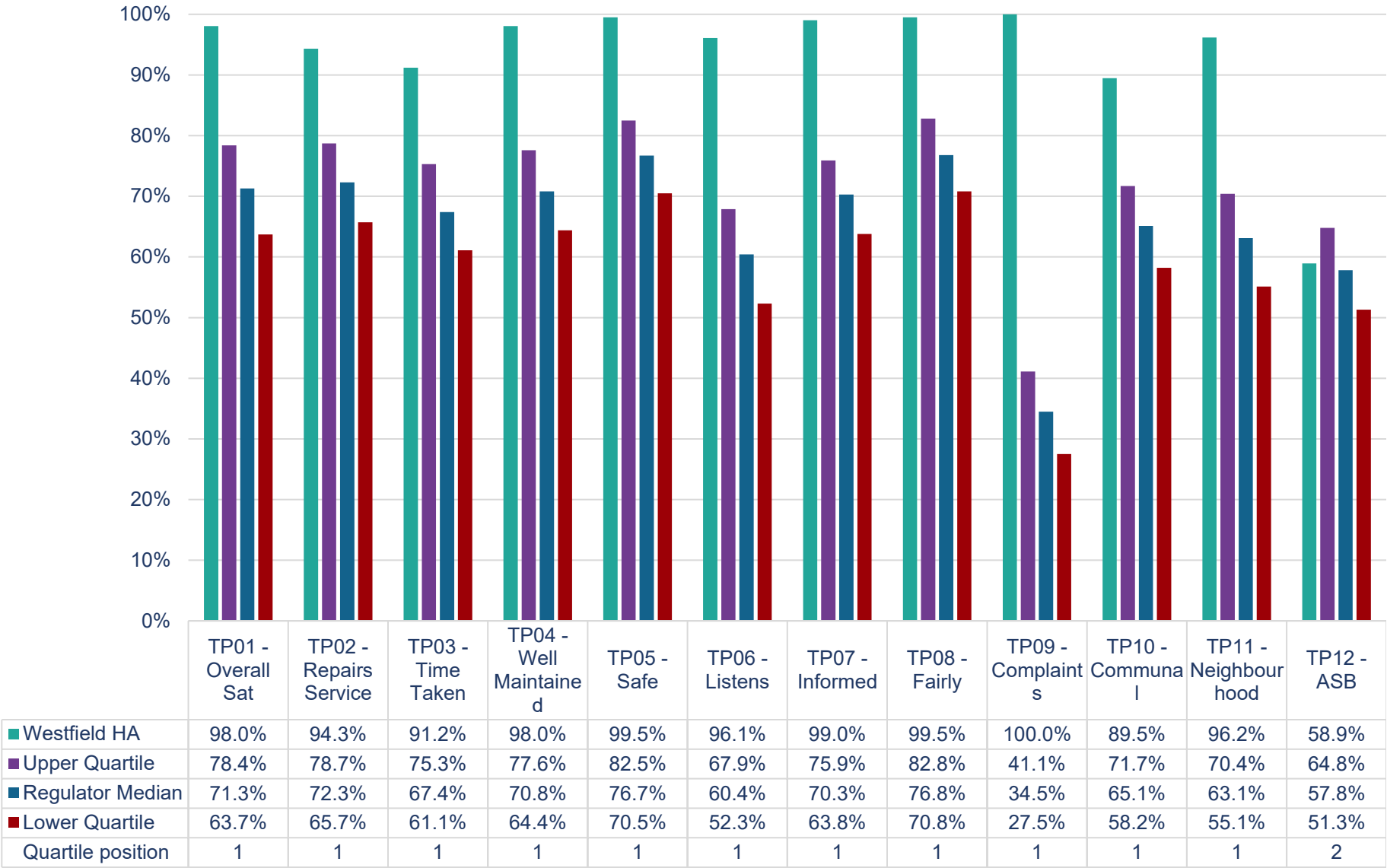
Comparisons with different landlords should be made with care, for instance, this set of results includes landlords across the country and only those with over 1,000 properties. Therefore, the following page provides more tailored benchmarking.



# Benchmarking – Acuity Clients (LCRA)



Satisfaction Levels Regulator Median 2023/24



Given the size of Westfield, it is perhaps more appropriate to compare the results against other landlords with fewer than 1,000 properties.

The graph includes the lower quartile, median and upper quartile of LCRA landlords with under 1,000 properties.

As shown, these smaller providers tend to perform better; nonetheless, Westfield is once again in the top quartile for all of the TSMs, aside from the approach to handling anti-social behaviour, which is in the third quartile.

The other differences to the median are generally slightly smaller when compared with this group, ranging from 11% to 28%, except for the handling of complaints.

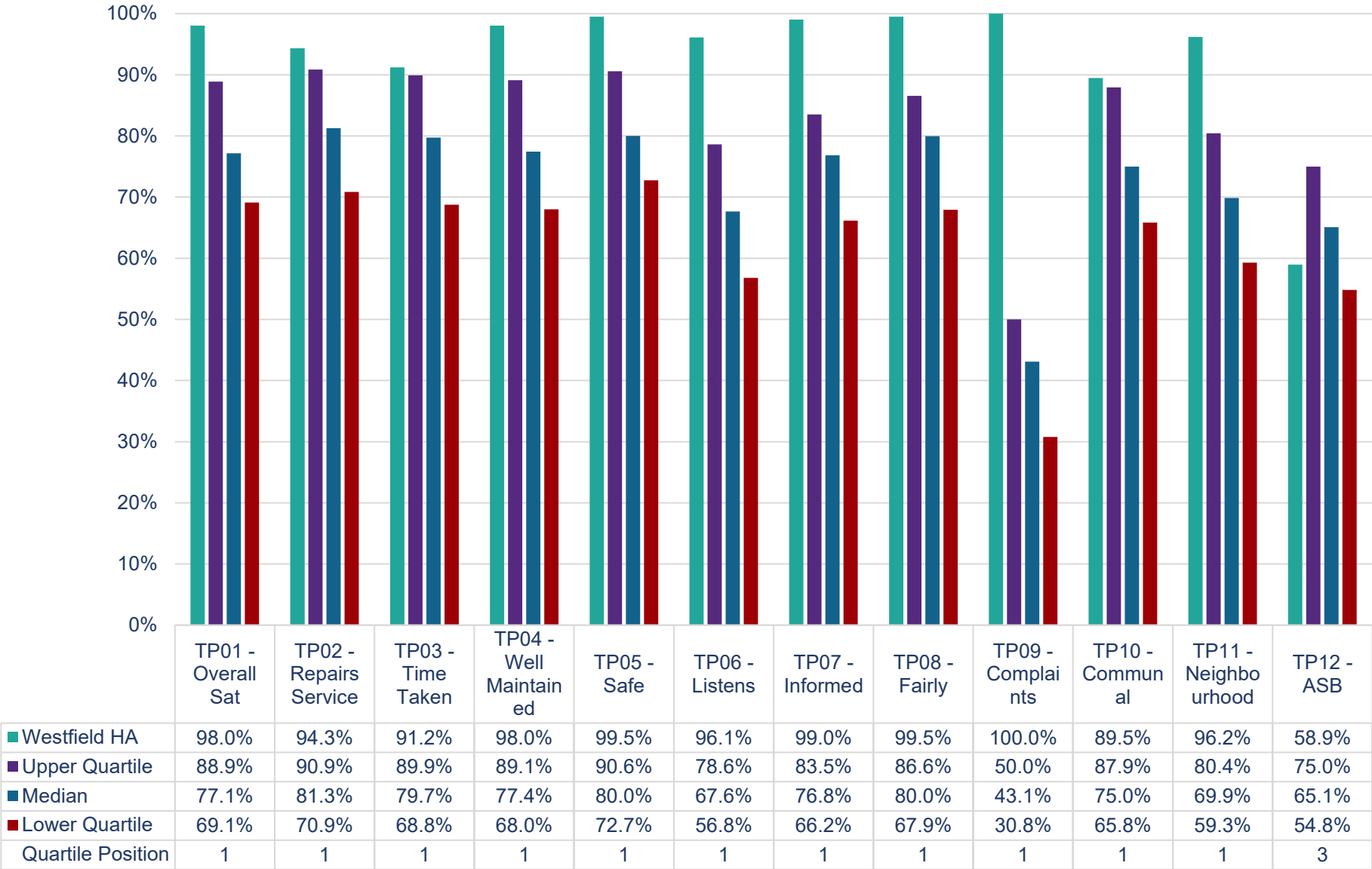
The benchmarking, therefore, further demonstrates how well Westfield is doing to achieve such high levels of satisfaction.

However, it should be noted that only a very small proportion of landlords carry out their surveys face-to-face, with the majority opting for telephone surveys. Consequently, comparisons should be made with care, especially as this method is one of those that research suggests produces higher satisfaction ratings.



# Benchmarking – Acuity Clients (LCRA, <1,000)

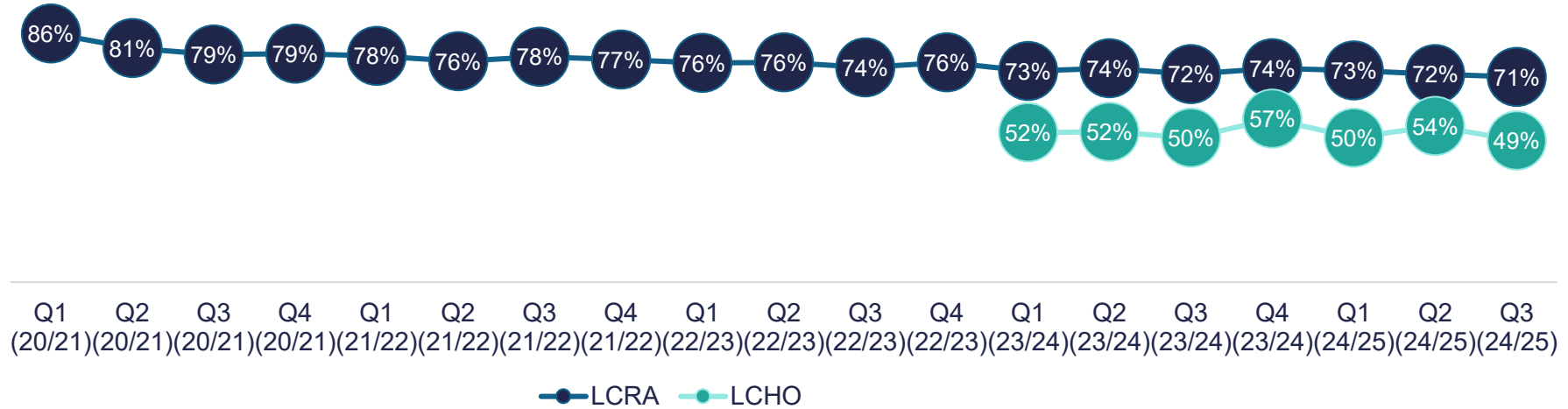
Satisfaction Levels Acuity Median 2023/24



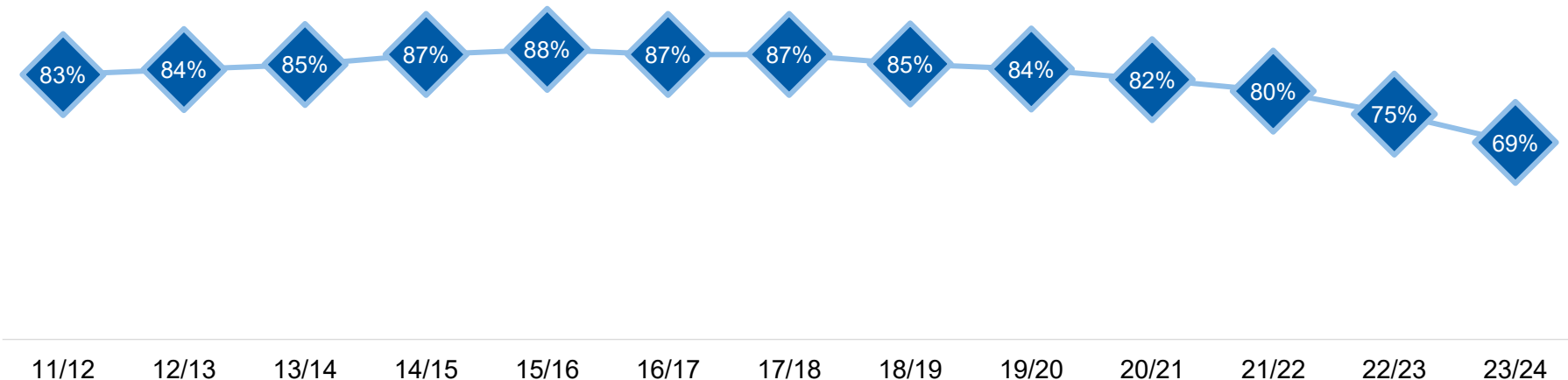


# National Context

## Overall Services (Acuity Clients)



## Satisfaction with services provided (NHF median - general needs)



As shown throughout the report, satisfaction has generally increased since the last survey, but is this bucking the trend in the sector nationally?

When considering the survey results, the national context and external factors impacting both landlords and their tenants must be taken into account.

For example:

- Ongoing cost of Living Crisis, increase in poverty and pressure on funding
- New government, political changes, and a changing legislative landscape
- Uncertainty about the Future
- Wider Economic challenges.

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.

The top graph demonstrates how overall satisfaction has changed over time for Acuity's clients (tracker only). The lower chart shows the results from NHF members with a peak in 2015/16, followed by a slow decline since. This started well before the effects of the pandemic, so it is not the sole or primary driver behind this decline.

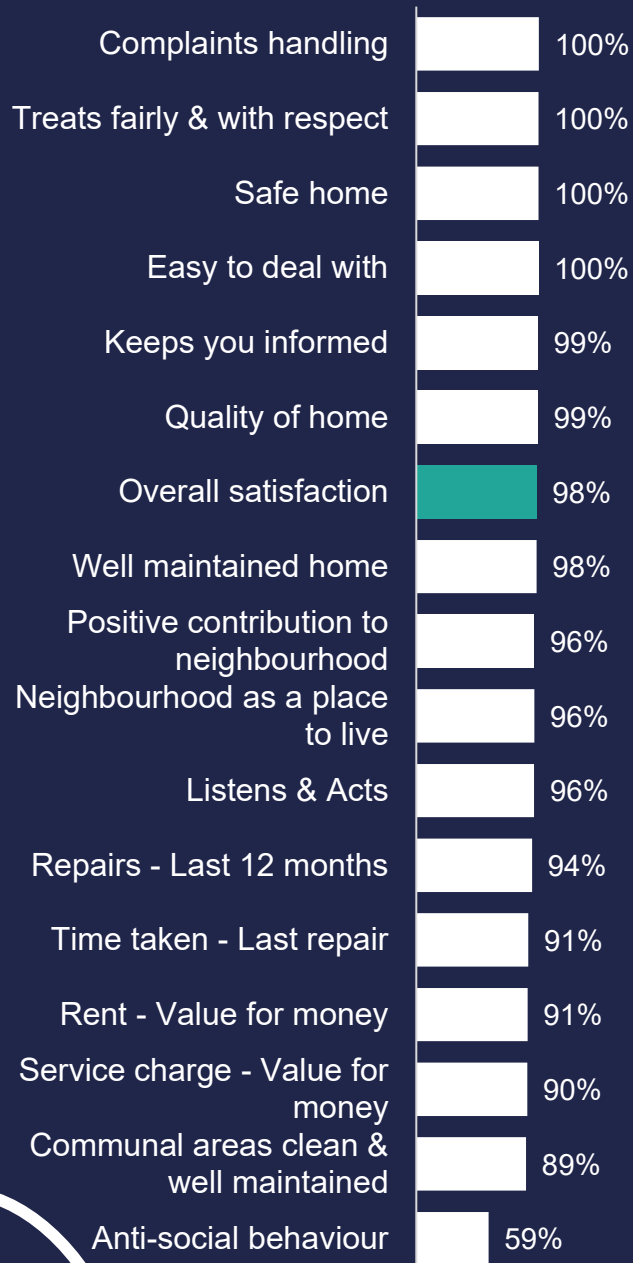
These graphs, therefore, demonstrate just how well Westfield has done to increase satisfaction in several areas, including the overall service provided.



# Summary of Results



## Satisfaction 2024/25



## Summary of Results



Acuity was commissioned to produce a report on Westfield's TSM results, after 206 surveys were carried out face-to-face during annual tenancy visits, between April 2024 and March 2025. This is the second time a fully compliant TSM survey has been conducted, meaning all the measures can be compared with the previous survey.

Four of the measures in the survey have satisfaction ratings of 100% (when rounded up to the nearest whole number), including the approach to handling complaints, tenants being treated fairly and with respect, the provision of a safe home, and Westfield being easy to deal with. Overall satisfaction with the service provided, is also very high at 98%, as is how tenants are kept informed (99%), the quality of the home (99%) and the home being well maintained (98%).

In fact, only two measures have satisfaction levels below 90%, these being the communal areas being kept clean and well maintained (89%) and the approach to handling anti-social behaviour (59%). The highest level of dissatisfaction is just 7% for the cleaning and maintenance of communal areas. Despite having the lowest satisfaction rating, no tenants are dissatisfied with the handling of ASB, with 41% neither satisfied nor dissatisfied. Reasons for tenants having no strong opinion on this could be how directly they were affected by ASB, or as they are unsure what their landlord is, or should be, responsible for in this area.

Compared with the previous survey in 2023/24, satisfaction has generally either increased slightly or stayed stable for the majority of the measures, which is very positive, given the wider context. The largest increase is for the approach to handling complaints, up to 100% from 18%. However, this measure is based on just the few tenants who said they made a complaint in the last 12 months. Nonetheless, it demonstrates that only a small number of tenants have felt the need to complain (especially as 99% of tenants said they know how to make a complaint if they are not happy with the services received), and they are all satisfied with how their complaint was handled.

Aside from this, the biggest increase in satisfaction is for the communal areas being kept clean and well maintained (14p.p), followed by the quality of the home, home being well maintained, time taken to complete the last repair and how views are listened to and acted upon (all 6p.p). On the other hand, 33p.p fewer tenants are satisfied with the approach to handling anti-social behaviour compared with the previous survey, although, as aforementioned, the level of dissatisfaction has not increased (stayed at 0%).

Comparisons with other landlords show that Westfield is in the top quartile when compared with both landlords with over 1,000 and under 1,000 properties, aside from the approach to handling anti-social behaviour.

The survey included several open-ended questions allowing tenants to expand on their reasons for dissatisfaction and offer improvement suggestions. Tenants most frequently mentioned the repairs service and condition of their property, such as outstanding repairs that have not been dealt with and damp or mould problems, as well as neighbourhood concerns, including grass cutting.



Westfield was formed in 1950 by United Steel Companies Ltd, but has evolved and developed over the years, including the transfer of 223 from Allerdale Council in 1993. The Association now owns over 600 properties and, apart from housing services, it includes the Footsteps Nursery, providing early learning for around 200 children.

The survey reveals many areas of very good performance, with satisfaction rates near 100% for many of the metrics in the survey, and having increased since the previous survey. The challenge for Westfield may, therefore, be to maintain this level of satisfaction, with room for improvement, small in many areas.

However, the comments made by tenants do give some insight into areas of service that they would like to see improved and concerns they have.

Shown opposite are some recommendations that Westfield may wish to follow up on to help improve or maintain satisfaction in the future.

# Recommendations

## Neighbourhood management

Although only around a third of tenants live in a building with communal areas, satisfaction with the upkeep of these areas is one of the lowest in the survey at 89%, albeit still high. When asked to give comments about the community services, tenants mentioned external grounds maintenance and neighbourhood problems. In particular, issues around grass cutting continue to persist, with tenants feeling the grass is not cut short enough and the cuttings are left to leave a mess. This gives Westfield an opportunity to speak with the relevant contractors regarding this feedback and see if anything can be done to rectify these issues. The internal cleaning and maintenance of communal areas is also an issue for some tenants, including the frequency and quality of the cleaning, with some tenants feeling they are not getting an appropriate level of service in relation to their service charges.

Some tenants also mention concerns in their neighbourhood, such as anti-social driving and drug problems. Additionally, the lowest level of satisfaction in the survey is for the approach to handling ASB, with 41% neither satisfied nor dissatisfied. For these tenants, they may not have a strong opinion as they have not reported the ASB or are unsure what Westfield has done to try and rectify it and what their responsibilities are in this area. Therefore, clear communication around what tenants can do if they have experienced any ASB may help, as well as keeping tenants informed about any attempts to resolve these concerns.

## Repairs and maintenance

Although high levels of satisfaction are found for the repairs service, and satisfaction has improved since the previous survey, it is one of the main focuses of negative comments and a reason for dissatisfaction. In particular, tenants mentioned outstanding repairs that have not been dealt with and the time taken to complete work. These concerns could be linked to issues around resources and delays caused by more urgent problems. Tenant expectations around timescales can also sometimes be hard to match, but once again, good communication is important so tenants are fully aware of when a repair will be done and kept informed of any progress or delays. A few tenants referred to the quality of repair work, which suggests spot-checking may be necessary to ensure standards are met. If this is already in place, a review of the process here is advised. Some tenants are also experiencing problems with damp and mould, which need to be resolved as a matter of urgency. Researching best practices across the sector may assist here, as some providers have significantly improved damp and mould performance.

## Communications and customer service

Tenants suggested there could be some improvements around customer service, including the attitude of staff and how they are listened to, and that this may vary depending on who they speak to. Therefore, Westfield may wish to consider whether any further training is necessary to ensure consistent standards of customer service. Tenants mention a lack of communication and information when referring to multiple areas of service, including not being told when work will be finished and changes to appointments/visits. In addition, one area in which further communication and information may be beneficial is rent and service charge payments, with some tenants not knowing what the service charge is for, and being dissatisfied with the value of the charges, as well as with rent increases. Context around how money is spent and how rent prices compare may be helpful.

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

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