



Women's Pioneer

**TSM Tracker
W1 2024 Report**

Prepared by: Acuity Research & Practice



Key TSM Metrics

Overall Satisfaction

Good Repair

Building Safety

Neighbourhood

Engagement

Complaints

Damp

Improvements

Trends

Summary

Demographics

Introduction

Acuity has been commissioned to undertake bi-annual, independent satisfaction surveys of the tenants of Women's Pioneer to collect data on their opinions of, and attitudes towards, their landlord and the services provided. The survey was designed using the new Tenant Satisfaction Measures from the Regulator of Social Housing, which became mandatory to collect in April 2023 and were reported for the first time in June 2024.

In reports prior to 2024, Women's Pioneer opted for four quarterly surveys to be run throughout the year, basing the year on the calendar year rather than the financial year as with many other social landlords do. From W1 2024 onwards, surveys will be conducted in two "waves" - starting with W1 24/25 conducted in June and W2 conducted in December and the start of January. As this is the first report of the year 2024/25, this report is titled Wave 1 2024 (W1 24).

Each wave, tenants are telephoned and invited to take part in a telephone interview. The survey is designed to collect the views of approximately 150 tenants per wave (different to the 100 tenants surveyed per quarter in previous surveys). Tenants are proportionately sampled by tenure, age and patch. A report is then produced for each wave. This report presents an analysis of the results based on the 150 completed interviews for W1 2024, plus 7 incomplete interviews which are required by the regulator to be included.

The telephone survey is confidential, and the results are sent back to Women's Pioneer anonymised unless residents give their permission to be identified – 73% of tenants did give permission to share their responses with their details attached and 70% of these tenants would like a call back to follow up on any of the comments or issues they raised.

The aim of this survey is to provide data on tenants' satisfaction, which will allow Women's Pioneer to:

- Provide information on tenants' perceptions of current services
- Compare the results with previous surveys
- Inform decisions regarding future service development
- Report the results as required by the regulator from April 2024 onwards.

For the overall results, Acuity, Housemark and the Regulator of Social Housing recommend that landlords with under 2,500 properties achieve a sampling error of at least $\pm 5\%$ at the 95% confidence level. For Women's Pioneer, 150 responses were received this quarter. This response is high enough to conclude that the findings are accurate to within $\pm 7.33\%$ for the quarter and $\pm 4.66\%$ annually, so well within the required margin.

The majority of figures throughout the report show the results as percentages. As percentages are rounded up or down from two decimal places in the original results file to the nearest whole number, they may not always total 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. The charts also show the base for each question shown as n=.

Overall Service Provision

72%



For W1 2024, carried out in June 2024, a positive 72% of tenants are satisfied with the overall service provided by Women's Pioneer, a decrease of just 1 percentage point (p.p) since the Q4 of last year.

Two metrics score over 80% satisfaction in W1, including the safety of tenants' homes (82%) and communal areas (87%). Repairs in the last 12 months are just shy of this, at 78%.

However, as seen previously, three areas fall below 60%; including how views are listened to and acted upon (49%), and the approach to handling anti-social behaviour (49%), and the handling of complaints (at just 18%).

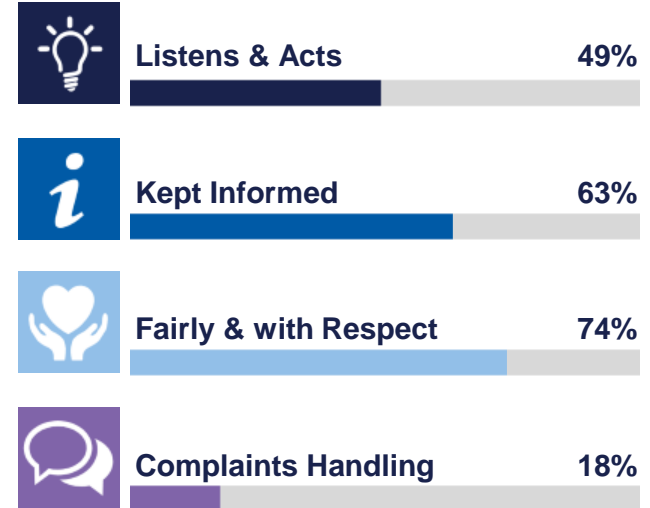
TSM Key Metrics



Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Overall Satisfaction



Overall Satisfaction

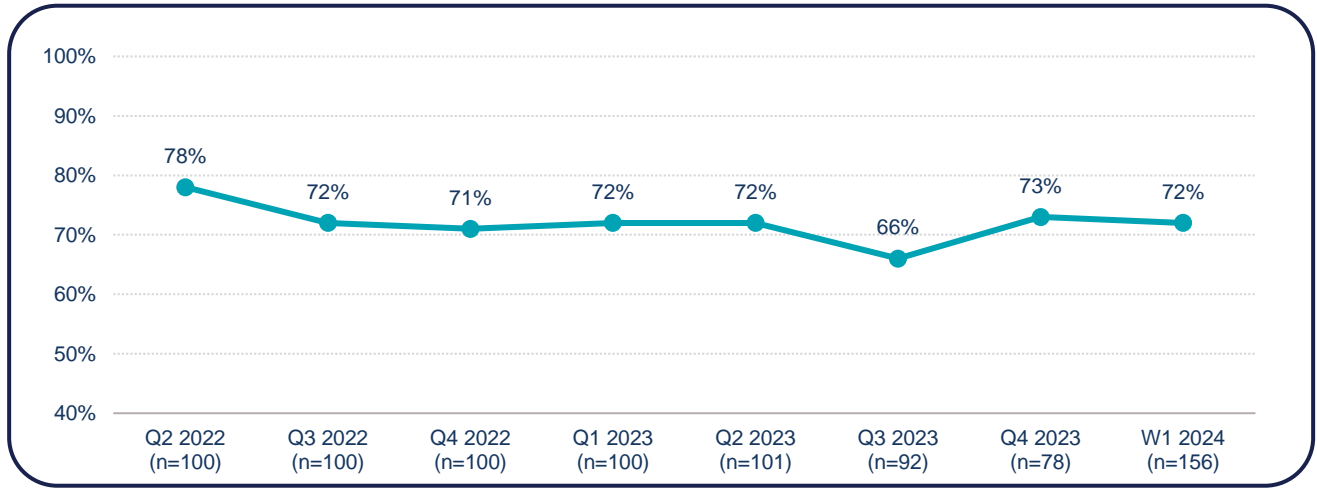
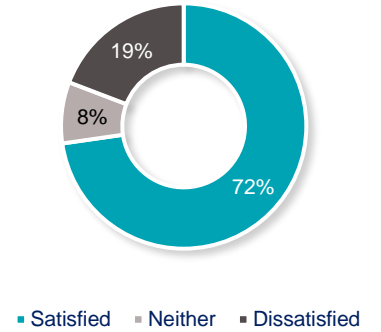
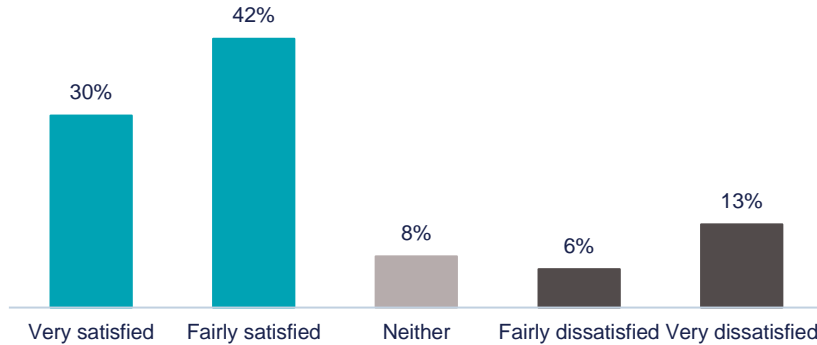
Tenants were asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Women's Pioneer?" This is the key metric in any tenant perception survey.

A positive 72% tenants are satisfied with the overall service, with fewer very satisfied (30%) than fairly satisfied (42%) - ideally this would be the other way around, but is still a promising result.

One in five (19%), however, remain dissatisfied, with 13% very dissatisfied. These are similar results to Q4 of last year.

Over the last couple of years, overall satisfaction has been fairly consistent at over 70%, with a one-off drop in Q3 of 2023. Wave 1 follows this overall trend.

Any changes in satisfaction will have to be above the margins of error for the last two surveys - above 18p.p. - to be statistically significant in W1 2024.





Keeping Properties in Good Repair



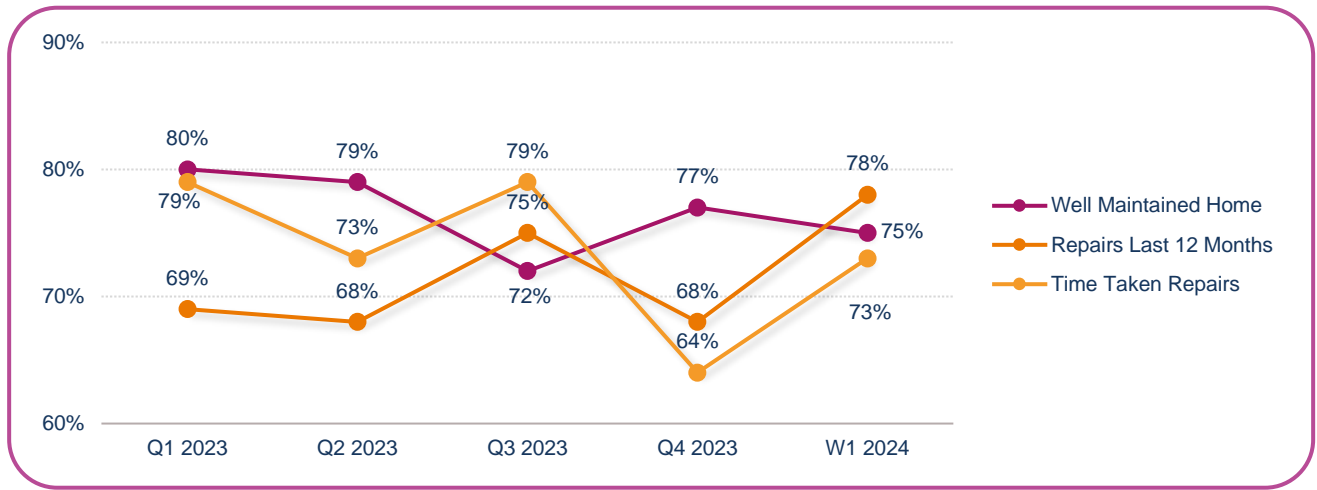
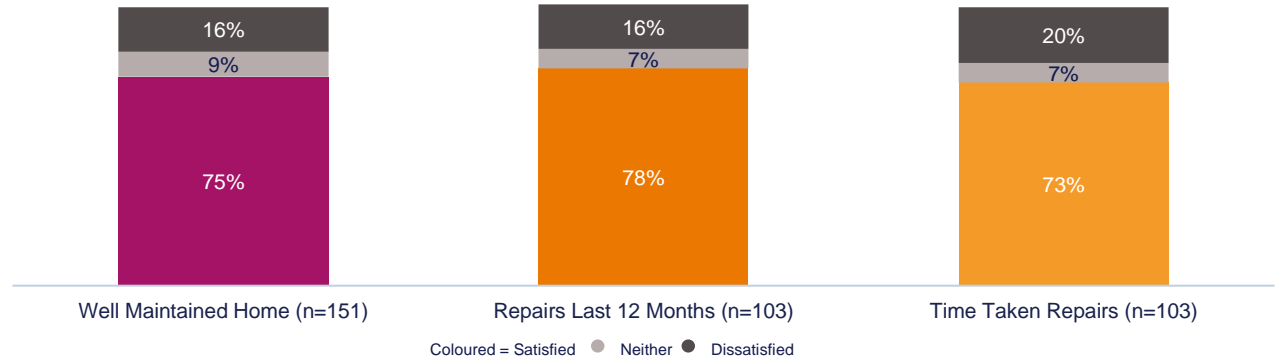
Keeping Properties in Good Repair

Similar to last quarter, three-quarters of tenants are satisfied that their homes are well maintained (75%), down just 2p.p in W1.

It is common that satisfaction with maintenance of the home is lower than satisfaction for the safety of the home. This was not the case in Q4 2023, but appears to be the case now in W1 2024, though both metrics still show a positive result.

Some 68% of tenants had a repair carried out in the last 12 months. Of these, 78% are satisfied with repairs from the last 12 months, an increase of 10 p.p in W1. Time taken on repairs has also seen a 9 p.p increase to 73% satisfaction, though a fifth remain dissatisfied (20%).

Repairs metrics have fluctuated somewhat over time, but show positive results for W1 of this year.





Maintaining Building Safety



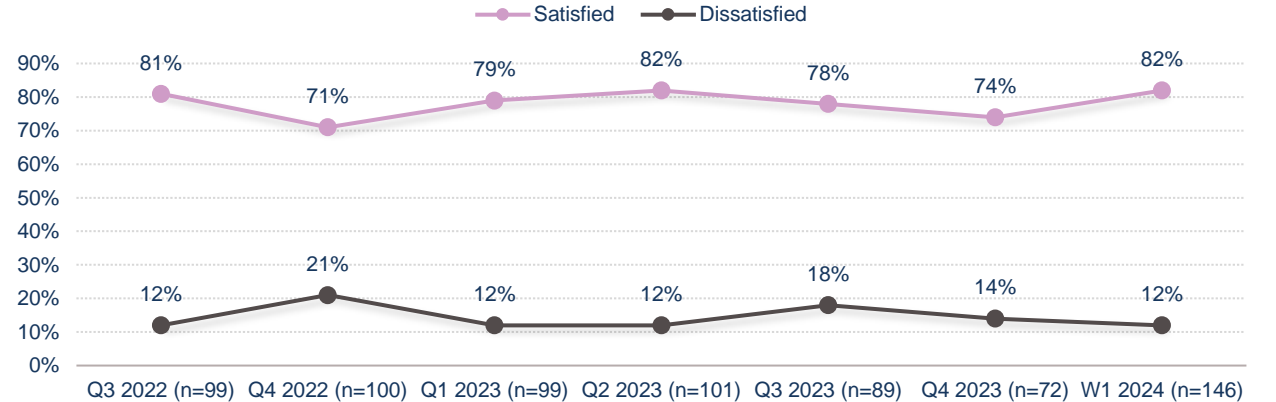
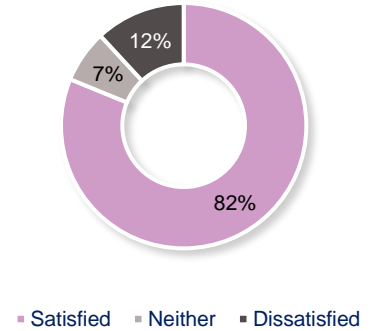
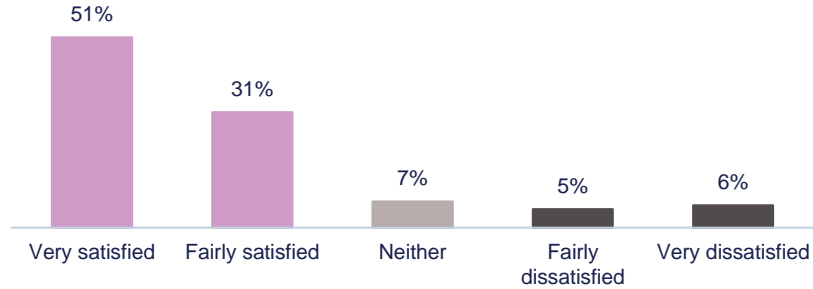
Maintaining Building Safety

Safety of the home is the second highest performing metric for W1, at 82% satisfaction, which is an 8p.p increase since Q4.

A promising half of tenants are very satisfied (51%), with just 12% dissatisfied.

Dissatisfaction has decreased marginally by 2p.p.

Again, satisfaction for home safety is higher than satisfaction for home maintenance this wave, as is often seen in surveys of this kind.





Responsible Neighbourhood Management

Responsible Neighbourhood Management

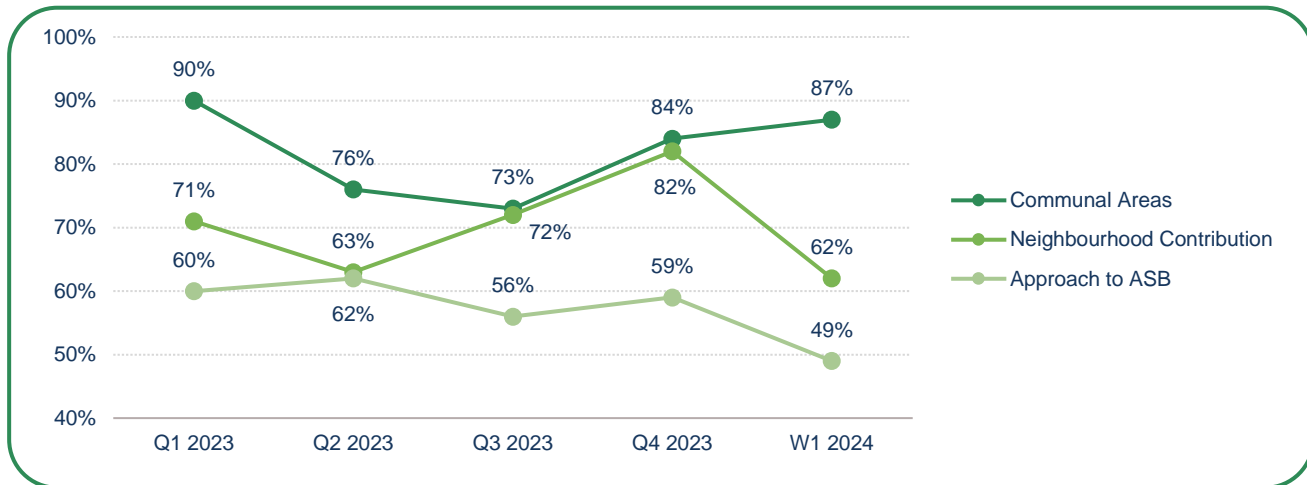
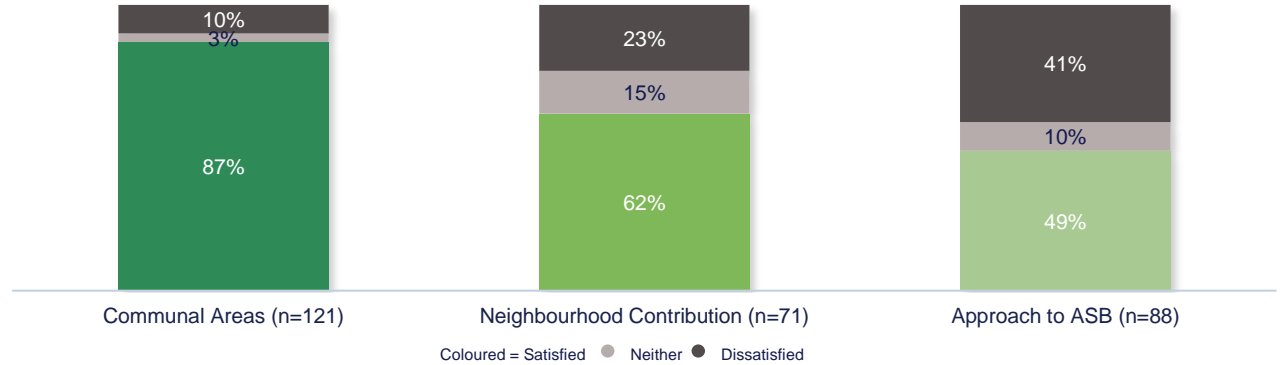


Some 80% of tenants stated that they live in a building with communal areas that Women's Pioneer is responsible for maintaining.

Satisfaction with communal areas being clean and well maintained has increased by 3 p.p to a high 87%, being the highest performing metric in the W1 survey. Despite this, dissatisfaction has increased by 7p.p, leaving one in ten dissatisfied (10%). This is still, however, a very positive result.

Women's Pioneer's positive neighbourhood contribution, on the other hand, has fallen by a significant 20 p.p in satisfaction from 82% to 62%. Almost a quarter (23%) are dissatisfied, an increase of a large 15 p.p.

Fewer tenants are satisfied with how anti-social behaviour is handled, with a drop of 10 p.p. Whilst four out of ten tenants (41%) are dissatisfied, an increase of 11p.p since Q4. This metric has steadily declined from 71% in Q1 2023 to 49% in W1 2024.





Respectful & Helpful Engagement

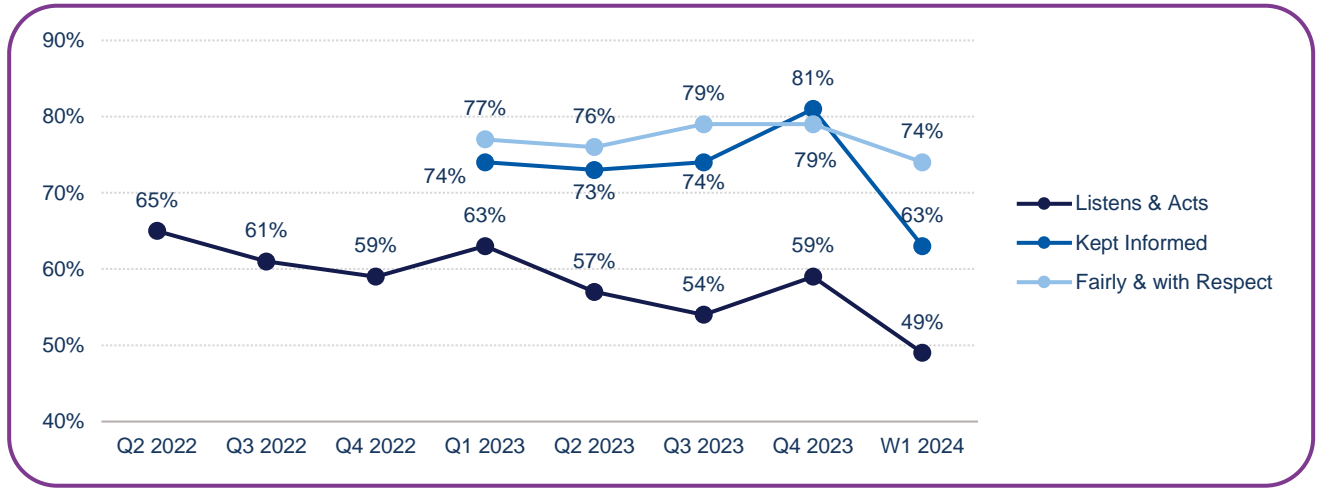
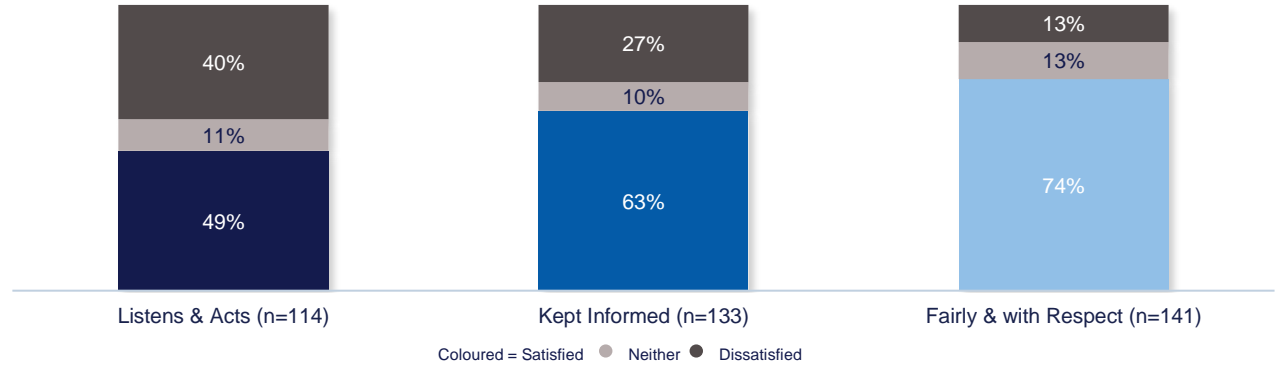


Respectful & Helpful Engagement

As one of the lowest performing metrics in the survey, just 49% are satisfied with the way Women's Pioneer listens to tenant views and acts upon them. This is a drop of 10p.p in W1, with dissatisfaction up 13p.p.

Three quarters of tenants agree that Women's Pioneer treats them fairly and with respect (74%), dropping 5p.p but remaining within the 70%-80% range seen across 2023.

Some 63% are satisfied with how they are kept informed on things that matter to them, down by a steep 17p.p since Q4 and the lowest this metric has ever seen. Whether this is a one off remains to be seen in future waves.





Effective Handling of Complaints



Effective Handling of Complaints

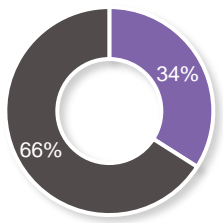
A third of tenants (34%) said they had made a complaint to Women's Pioneer in the last 12 months, although it is impossible to tell how many of these are genuine complaints following a failure of service or service requests yet to be fully actioned; this has been an issue for landlords using the TSMs since these were introduced.

With this in mind, just 18% are satisfied with complaints handling in W1, a drop of 22p.p and the lowest score ever received. At the same time, dissatisfaction is at it's highest, at 75%.

Whether this is a one off fluctuation remains to be seen, however these changes are statistically significant (being above the margins of error for the last two surveys - above 18p.p.)

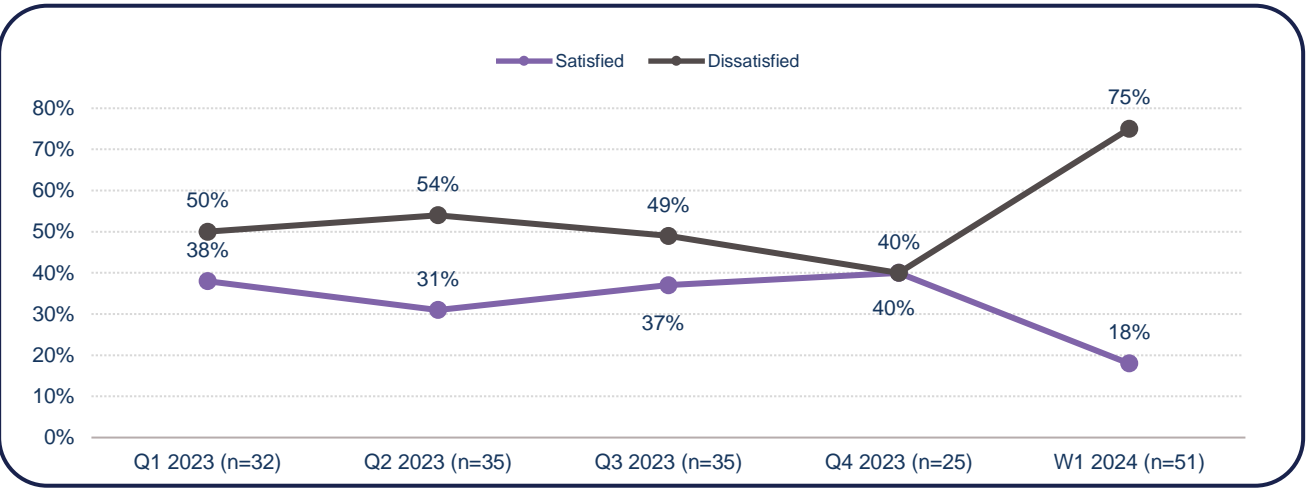
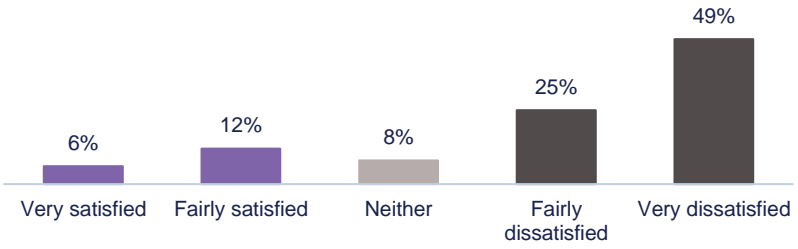
Like other landlords, Women's Pioneer may wish to introduce additional targeted questions to the open question about the complaints process, to pinpoint specific areas of improvement

Complaint in last 12 months



■ Yes ■ No

Satisfaction with Complaints Handling





Damp



Damp and Mould

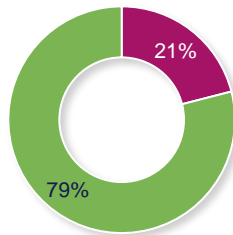
Around a fifth of tenants (21%) stated that their homes suffer with damp and mould.

This has declined by 16p.p since the rise in Q4 back to scores within the 20s, which coincides with seasonal change.

Many rooms of the property are mentioned in comments, including kitchens and bathrooms, with a sample provided opposite.

These issues will need to be investigated as a matter of urgency, if not being done so already, to prevent further deterioration of the properties and to protect tenant health and safety.

Suffering from Damp & Mould



■ Yes ■ No

Comments

Kitchen problem - Black mold dots near the plastering in kitchen near the sink. Resident is unhappy with the kitchen. Lots of holes where the wall has separated from the sink, filled with foam.

Bathroom has a little bit of mould.

Its in my kitchen above my sink. Looks like tea. Just starting in the corner and going along towards the cupboards.

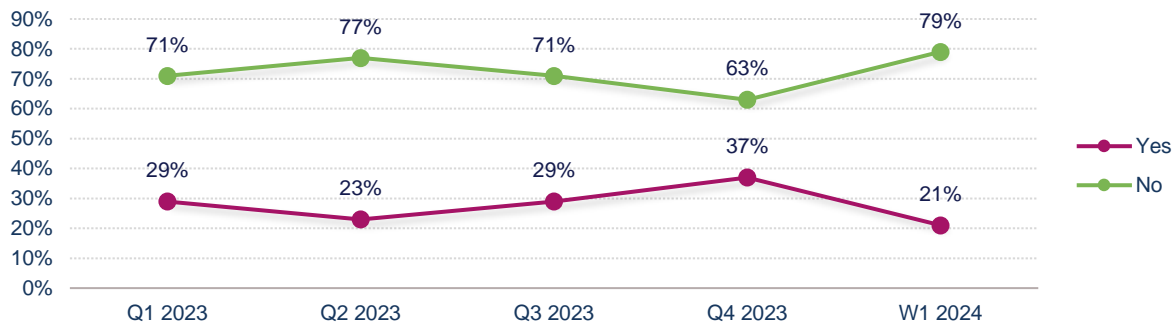
There is mould in the bathroom and the main room where I sleep. Also in the kitchen there is a small amount. It's everywhere in the studio flat

I have mould in bathroom and bedroom. There was a lot in the living room and they sent someone last week to paint it and the cause and why is it happening a lot was not taken care. One in the bathroom is not done and also in the bedroom

There a damp issue but related to my neighbour's flat but he let me know how things are progressing.

Its on my window. Its so big.

Suffering from Damp & Mould over time





Improvements



Improvement Suggestions

Finally, tenants were asked if there was anything they would like to say about how Women's Pioneer could improve its services and 142 gave comments.

In W1, almost a third of the comments (29%) mention customer services and contact; in particular tenants wish for greater care, empathy and support from staff, having calls and emails returned when promised, and being listened to carefully as some of the most common improvements mentioned.

Some 23% mention repairs, particularly outstanding repairs and the timescales to complete them.

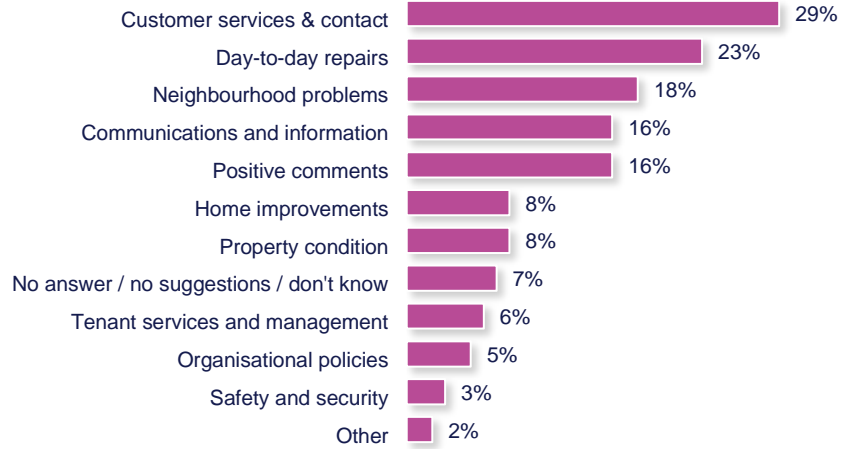
Neighbourhood problems also feature in 18% of comments, mainly around anti-social behaviour.

Just below a quarter of comments are either positive (16%) or have no improvement suggestions (7%), reflecting the high satisfaction in many areas.

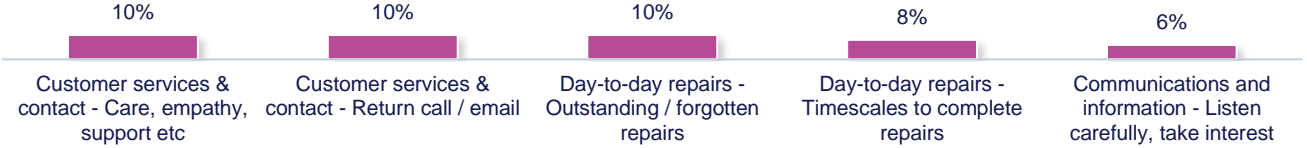
Full comments available in the accompanying data files.

Categories

(n=143)



Top 5 Improvements





Trends



Trends Over Time

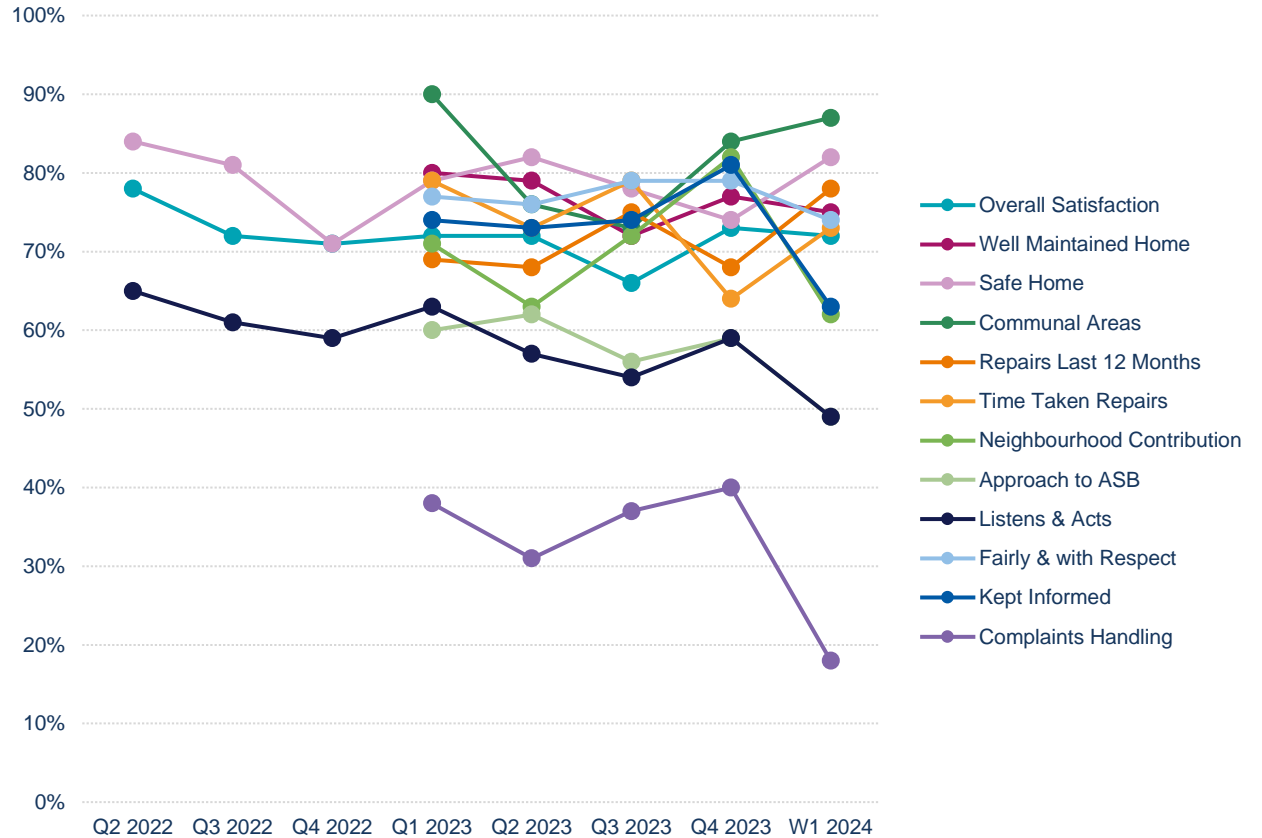
The chart opposite shows general changes in satisfaction scores over time, from previous quarterly surveys to the new bi-annual approach in 2024 onwards.

Performance in W1 varies between survey measures. On the one hand, notable improvements include repairs in the last 12 months (up 10p.p), time taken on repairs (up 9p.p), and safe home (up 8p.p).

On the other hand, many metrics have seen large decreases in satisfaction, though the only statistically significant changes are complaints handling (down 22p.p), and neighbourhood contribution (down 20p.p).

Listens and acts has also steadily decreased in satisfaction over time.

Overall satisfaction has also fluctuated, but generally remains in and around the 70s in satisfaction scores.



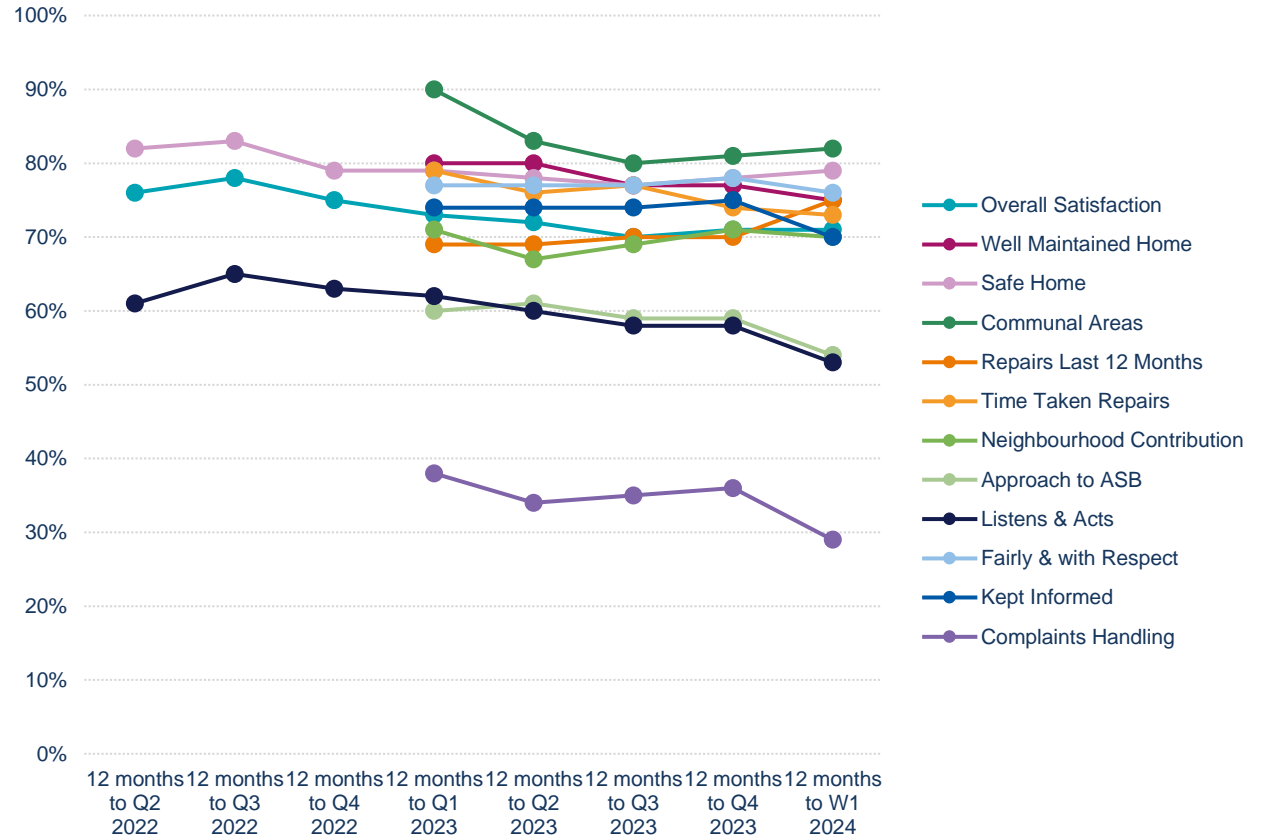


12 Month Rolling Averages

The 12 month rolling averages give a more accurate view and are not so subject to the fluctuations between quarters. However, they are affected as much by those ratings dropping off as the new ones being added in.

Again, listen and acts shows a clear downward trend over time, as does approach to ASB. Communal areas saw declines in 2023 but appears to be slowly on the rise again.

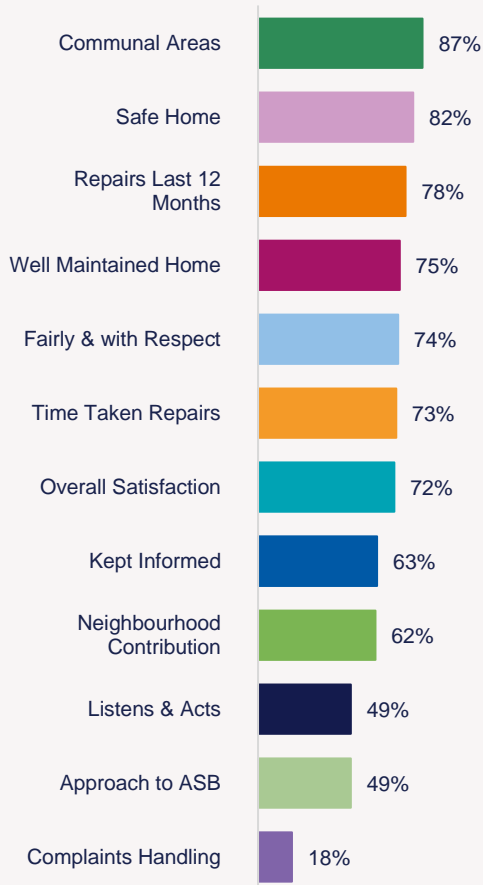
Whilst overall satisfaction has not yet recovered to its highest level in Q3 2022, however it has remained in the 70s.





Summary

Satisfaction with Measures



Summary



The first wave of 2024 shows good levels of satisfaction with the services provided by Women's Pioneer. Whilst some metrics have remained consistent or improved since Q4 of last year, many have seen large declines.

Similar to last quarter, nearly three quarters of tenants are satisfied with the overall service provided (72%), down just 1p.p in W1, and 19% are dissatisfied (also down by just 1p.p).

Just over half of the survey metrics score above 70%, with overall satisfaction sitting in the lower middle of the range. The highest scores are above 80%, seen in the cleaning and maintenance of communal areas (87%), the safety of homes (82%), with repairs in the last 12 months just shy of this at 78%. On the other hand, five metrics fall below 65%, including how well tenants are kept informed on things that matter to them, neighbourhood contributions, how well Women's Pioneer listens to tenant views and acts upon them, the approach to anti-social behaviour and complaints handling (just 18%).

Of the 12 TSM measures used in the survey, four have seen increases in satisfaction. In order of the largest change, this includes repairs in the last 12 months (up 10p.p), time taken on repairs (up 9p.p), safe home (up 8p.p), and communal areas (up 3p.p). After an increase in tenant homes suffering from damp and mould in the previous quarter, this number has dropped by 16p.p in W1. On the other hand, despite higher scores typically expected in the summer months in these kinds of surveys, some notable decreases in satisfaction have emerged. Eight TSM metrics have seen declines, with the only statistically significant changes seen in complaints handling (down 22p.p), and neighbourhood contribution (down 20p.p). Although not statistically significant, other notable changes include kept informed (down 17p.p), listens and acts and approach to ASB (down 10p.p each). Well maintained home has declined by a marginal 2p.p in W1, and remains within the 70-80% range seen in previous reports.

The survey included an open question about how Women's Pioneer could improve its services and 143 left comments. Whilst just under a quarter of tenants had either positive comments or no improvement suggestions, the most common areas of concern for tenants included customer services and contact (29% of comments) and day to day repairs (23% of comments) In particular, tenants would like greater care, empathy and support during contact, and to have calls and emails returned. As for repairs, outstanding repairs and the timescales to complete them were the top concerns for tenants. Neighbourhood problems, in particular anti-social behaviour, showed up in just under a fifth (18%) of comments as well.



Recommendations

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

The comments made by tenants give insight into what they are most concerned about and will help Women's Pioneer target services that may need some improvement.

Shown opposite are some recommendations that Women's Pioneer may wish to follow up on to help improve satisfaction in the future.

Repairs & home maintenance

Although repairs and maintenance metrics scored well in W1, issues around repairs are some of the most common improvement suggestions that tenants gave for Women's Pioneer. Outstanding repairs and timescales to complete them are the most common theme in this area. Tenants would also like calls and emails returned after initial contact is made, and this may also be linked to any dissatisfaction with the repairs service. Damp and mould is also a persistent problem for at least one in five tenants (though higher numbers have often been seen). If not already being done so, these issues must be resolved with urgency for tenant health and safety, and the longevity of properties. Issues with damp tend to take priority over less urgent issues which can then delay other works in the repairs service. Whilst this may be inevitable, keeping tenants informed of the progress of their cases may ease dissatisfaction.

Anti-social behaviour handling & complaints

Complaints handling and the approach to handling anti-social behaviour are consistently among the lowest performing metrics in the survey. The way complaints are handled is a key issue across the sector with this measure generally scoring low levels of satisfaction. At the same time, resolving complaints, many of which will be linked to repairs, can be resource intensive and difficult, and there can be a limit on what Women's Pioneer can do about anti-social behaviour. To help ease dissatisfaction, tenants need to clearly know how to make a complaint, the process involved and the timescales for action and resolutions. Good quality and consistent communication will help avoid tenants feeling that they are being ignored, particularly since one of the top improvement suggestions from tenants was to have their calls and emails returned, which may also apply to the complaints process.

Communications and customer service

How Women's Pioneer listens to tenants' views and acts upon them is consistently one of the lowest performing metrics and has steadily declined in satisfaction over the last several quarters. Perhaps allowing tenants to be involved in the workings of the Association in their particular area will help increase satisfaction. Neighbourhood contribution has been steadily increasing until this quarter, and whilst this may be a one off fluctuation, could suggest that greater involvement in the neighbourhood and with tenants could help increase satisfaction scores across metrics.



Demographics



Needs

It is common in surveys of this type that older tenants and those living in sheltered accommodation show higher satisfaction than their general needs counterparts.

This is the case for Women's Pioneer, as has been seen before. General Needs still show high satisfaction of 70% or over in around half of the survey metrics, however. Others score much lower, particularly complaints handling listens and acts, and approach to ASB.

Those on a London affordable rent and staff accommodation are also shown but with limited accuracy as fewer than ten responses were received. No analysis is therefore made here, and they are simply shown for information.

	All Residents	General Needs	London Affordable	Sheltered	Staff
Overall Satisfaction	72%	70%	100% *	80%	100% *
Well Maintained Home	75%	73%	100% *	86%	0% *
Safe Home	82%	81%	100% *	85%	0% *
Repairs Last 12 Months	78%	73%	0% *	100%	100% *
Time Taken Repairs	73%	68%	0% *	95%	100% *
Communal Areas	87%	85%	100% *	96%	0% *
Neighbourhood Contribution	62%	57%	- *	86%	0% *
Approach to ASB	49%	50%	0% *	50%	0% *
Listens & Acts	49%	49%	0% *	53%	0% *
Kept Informed	63%	62%	- *	71%	0% *
Fairly & with Respect	74%	71%	100% *	81%	100% *
Complaints Handling	18%	21%	- *	0% *	0% *

*Base below 10



Patch

Women's Pioneer operates across four management patches, labelled 1 to 4.

As has been the case previously, tenants in patch 1 are the most satisfied overall and in many metrics. Patch 4 also shows some high scores in W1, with many over 80% and being the most satisfied in many areas.

Patches 2 and 3 are less satisfied, with many scores below 60% for both of them.

Kept informed shows interesting differences in scores, with Patch 1 71% satisfied and Patch 3 just 55% satisfied. Patches 2 and 4 range moderately at 62 and 63%. A similar pattern is seen in neighbourhood contribution, with patch 1 far happier than other patches.

It is difficult to determine from the survey why these differences emerge. Further analysis may help to identify the key reasons behind the differences, and inform plans to make higher scores more consistent.

	All Residents	1	2	3	4
Overall Satisfaction	72%	79%	64%	65%	79%
Well Maintained Home	74%	79%	70%	63%	84%
Safe Home	81%	81%	75%	80%	89%
Repairs Last 12 Months	77%	88%	70%	62%	88%
Time Taken Repairs	73%	77%	73%	48%	88%
Communal Areas	87%	90%	89%	75%	91%
Neighbourhood Contribution	62%	86%	41%	54%	60%
Approach to ASB	49%	55%	41%	35%	59%
Listens & Acts	49%	65%	48%	35%	46%
Kept Informed	63%	71%	62%	55%	63%
Fairly & with Respect	74%	74%	65%	73%	83%
Complaints Handling	18%	21%	13%	29% *	14%

*Base below 10



Age Group

It is often found in surveys of this kind that satisfaction increases with age, and this generally appears to be the case here.

60-64 year olds are the most overall satisfied in W1, followed by 75-84 year olds. With fewer than 10 responses, tenants aged 85 and over are also quite highly satisfied.

The least satisfied overall are those aged 45-54 this quarter, with neighbourhood contribution, approach to ASB, and listens and acts as key areas of concern - scoring less than 40%.

	All Residents	0 - 24	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85 +
Overall Satisfaction	72%	75% *	67% *	64%	52%	76%	89%	71%	87%	75% *
Well Maintained Home	75%	33% *	67% *	64%	65%	72%	83%	82%	86%	88% *
Safe Home	82%	0% *	67% *	76%	74%	82%	89%	86%	89%	100% *
Repairs Last 12 Months	78%	50% *	60% *	64%	75%	67%	67%	89%	100%	100% *
Time Taken Repairs	73%	50% *	60% *	57%	75%	83%	58%	78%	88%	75% *
Communal Areas	87%	0% *	75% *	90%	86%	93%	87%	85%	88%	88% *
Neighbourhood Contribution	62%	33% *	100% *	50% *	38%	50% *	70%	67%	83%	80% *
Approach to ASB	49%	0% *	100% *	50%	38%	63% *	54%	56%	50%	17% *
Listens & Acts	49%	33% *	25% *	50%	37%	46%	73%	42%	56%	57% *
Kept Informed	63%	33% *	60% *	59%	52%	73%	75%	61%	68%	71% *
Fairly & with Respect	74%	67% *	67% *	65%	77%	73%	78%	70%	84%	75% *
Complaints Handling	18%	0% *	0% *	11% *	18%	29% *	29% *	22% *	0% *	0% *

*Base below 10



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

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