



Adur District Council

TSM Report 2025/26 February 2026

Prepared by: Acuity Research & Practice



Introduction

Acuity was commissioned to undertake an independent satisfaction survey of the tenants of Adur District Council to collect data on their opinions of, and attitudes towards, their landlord and the services provided, and to collect the Tenant Satisfaction Measures (TSMs), as required by the Regulator of Social Housing.

A census survey was carried out, using a mixed methodology approach, beginning on 4 November. Firstly, all tenants with an email address were sent a link to complete the survey online. At the same time, all tenants were sent a survey pack in the post, including a cover letter, questionnaire, reply-paid envelope, and QR code in case they preferred to complete the survey online. Following this, non-respondents were called and invited to take part in a telephone interview. At the close of the survey, on 20 December, 562 completed responses had been received, plus a further 21 incomplete responses, which are also included. Of these responses, 253 were by post (43%), 244 online (42%) and 86 by telephone interview (15%). Representativeness checks have been carried out, and the results have consequently been weighted by tenure type.

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

- Provide information on tenants' perceptions of current service provision.
- Compare the results with those from the previous surveys conducted in 2023/24 and 2024/25.
- Compare the results with other landlords (where appropriate).
- Inform decisions regarding future service development and strategic decision-making.
- Report to the Regulator annually.

This is the first time the report has used sentiment analysis to better understand tenants' comments and why they responded to the overall satisfaction question the way they did. 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 Adur District Council better understand what is driving satisfaction, what tenants are most concerned about, and what could be improved.

The survey is confidential, and the results are sent back to the Council anonymised unless tenants gave their permission to be identified; 80% of respondents (451) gave permission for their details to be shared alongside their survey responses, with 90% of these tenants happy for the Council to contact them about any information they provided.

For the overall results, Acuity and the Regulator of Social Housing recommend that landlords with between 2,500 and 9,999 LCRA properties achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. For Adur District Council, 580 responses were received to the overall satisfaction question, which is high enough to conclude that the findings are accurate to within $\pm 3.58\%$, well within the required margin of error.

Please note that 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.

Key TSM Metrics

Overall Satisfaction

The Home

Repairs

Neighbourhood

ASB

Engagement

Complaints

Further Insight

Summary

Demographics

63%

Overall Satisfaction



Satisfaction with the 12 TSMs is summarised to the right. Over six out of ten tenants are satisfied with the overall service provided by Adur District Council (63%), which is an increase of 4 percentage points (p.p), compared with the previous survey. As will be shown throughout this report, satisfaction has also improved for all other measures.

The highest levels of satisfaction are for the overall repairs service over the last 12 months (72%), the time taken to complete the most recent repair (66%), and tenants being treated fairly and with respect (64%).

On the other hand, satisfaction is lowest for the Council's approach to handling anti-social behaviour (47%), the positive contribution made to the neighbourhood (47%) and the handling of complaints (28%). However, these metrics are typically amongst the lowest-performing for landlords.

This report will focus on the headline figures from the survey, as well as satisfaction by tenure type. The demographics section further breaks down the results by different subgroups, such as age, response method, and area, to give a better understanding of what is driving satisfaction.

TSM Key Metrics

Keeping Properties in Good Repair



Well Maintained Home

62%



Safe Home

63%



Repairs Last 12 Months

72%



Time Taken Repairs

66%

Respectful & Helpful Engagement



Listens & Acts

48%



Kept Informed

56%



Fairly & with Respect

64%



Complaints Handling

28%

Responsible Neighbourhood Management



Communal Areas

56%



Neighbourhood Contribution

47%



Approach to ASB

47%



Overall Satisfaction



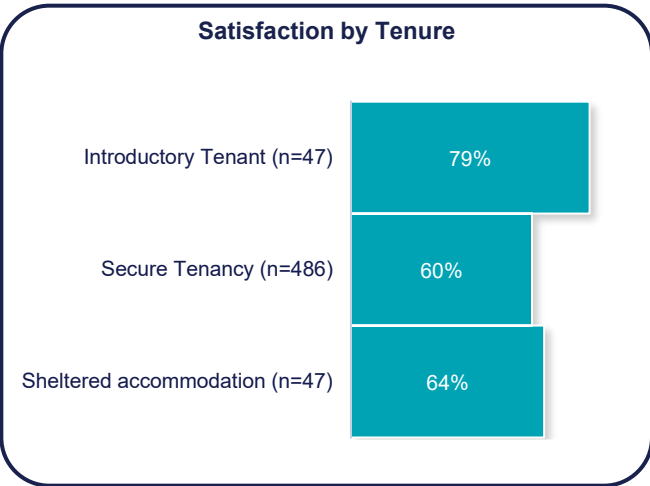
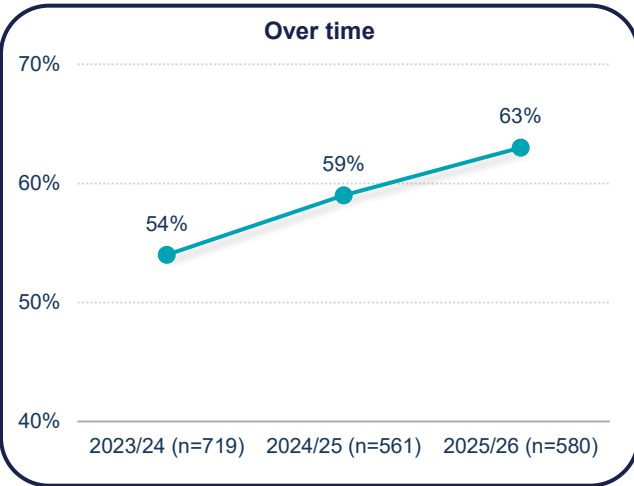
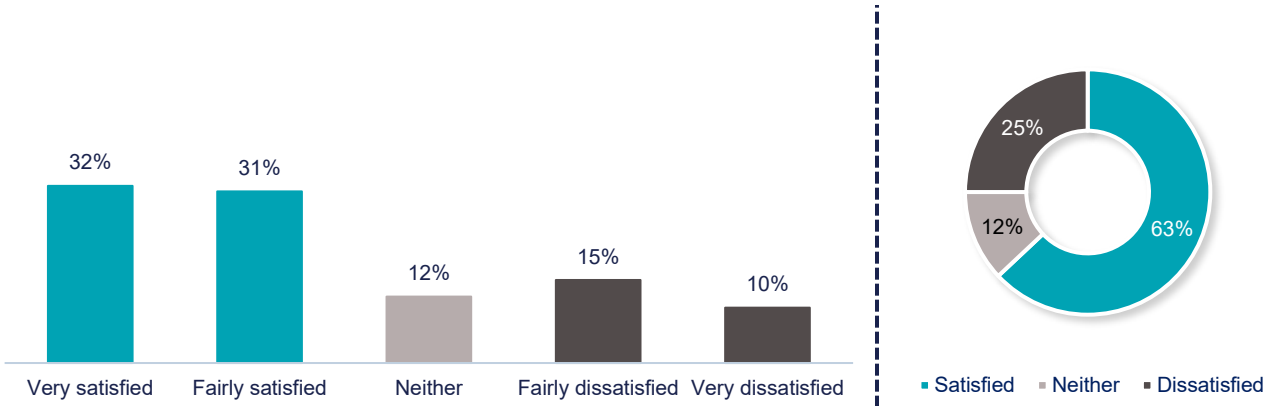
Tenants were asked, “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Adur District Council?” This is the key metric in any tenant perception survey.

Over six out of ten tenants are satisfied with the overall service provided by Adur District Council (63%), with a similar proportion of tenants very satisfied (32%) as fairly satisfied (31%). However, one-quarter of tenants are dissatisfied (25%), and a further 12% are neither satisfied nor dissatisfied. The comments from tenants are analysed on the following page and highlight long wait times for repairs and poor quality repairs as key reasons for dissatisfaction.

Compared with the previous survey, carried out at the end of 2024, overall satisfaction has increased slightly by 4p.p, continuing the upward trend from 2023/24. In addition, dissatisfaction has decreased by 3p.p.

Looking at satisfaction by tenure type shows that introductory tenants are the most satisfied (79%), with secure tenants the least satisfied (60%). This is not unexpected, given that introductory tenants are usually new to their property, may feel grateful to have moved into social housing and have not yet experienced any issues, such as repairs. Longer, secure tenants are more likely to have lived there for several years and could have experienced long delays in repairs or changes in services, such as rent rises. This is also supported by length of tenancy analysis (see Page 33).

Overall Satisfaction



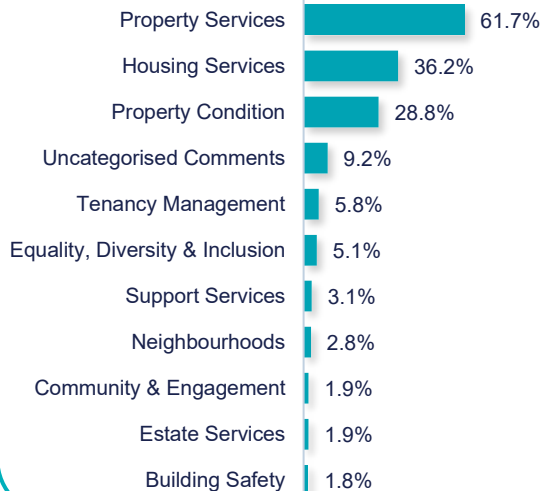
Overall Satisfaction

Please describe your specific experiences that have shaped your view of Adur District Council's service.

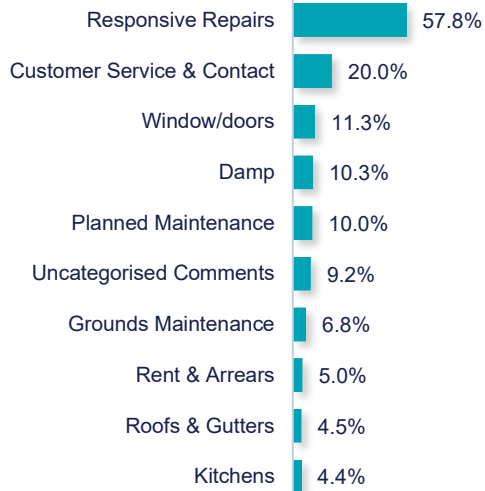
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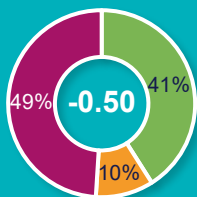
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Timeliness & Responsiveness	176	50.2%	-1.24
Quality of Work / Service	76	21.7%	+0.17
Subcategory, no attribute (yet)	68	19.4%	-0.83
Resolution	67	19.1%	-1.71
Communication / Transparency	52	14.8%	-1.88
Satisfaction	28	7.9%	+2.46
Staff Conduct	25	7.1%	+2.70
Effort	20	5.8%	-2.08
Listening / Acting	15	4.2%	-1.75
Safety	13	3.8%	-4.12
Appointments / Convenience	13	3.7%	-1.78
Worker Conduct	10	3.0%	+3.31
Trust	9	2.7%	-3.45
Empathy	9	2.5%	+0.33
Fairness	2	0.6%	-5.00
Consistency	2	0.5%	-4.19
Accountability	1	0.3%	-5.00
No Comments	1	0.3%	-5.00
Accessibility			-



Tenants were asked to describe their experiences that have shaped their overall satisfaction with Adur District Council, and the comments received reflect a mix of satisfaction and concerns. Many tenants report delays in repairs, with some waiting years for essential work like kitchen refurbishments, window replacements, and addressing persistent damp and mould issues. While some tenants appreciate the quick response times for urgent repairs and commend the politeness of staff, many express frustration over poor communication and unfulfilled promises.

Tenants also describe the quality of repair work as inconsistent, often noting that problems are only superficially addressed. The lack of online tenant access to rental accounts and inadequate follow-up from housing officers also emerge as issues.

Additionally, a recurring theme of dissatisfaction stems from a perceived neglect of communal areas and inadequate support for vulnerable tenants. The feedback highlights a strong need for improved communication, timely repairs, and better maintenance of properties to enhance overall tenant satisfaction and quality of life.

For further information about Acuity's Resident Sentiment Index, please see appendix



Well Maintained, Safety & Communal Areas



Around six out of ten tenants are satisfied that they are provided with a home that is well maintained (62%), with 27% dissatisfied. The maintenance of the home is an important metric, as Acuity Key Driver Analysis (KDA) of over 200,000 survey responses showed it had the strongest influence on overall satisfaction. This is also the case for Adur District Council (see KDA Page 21).

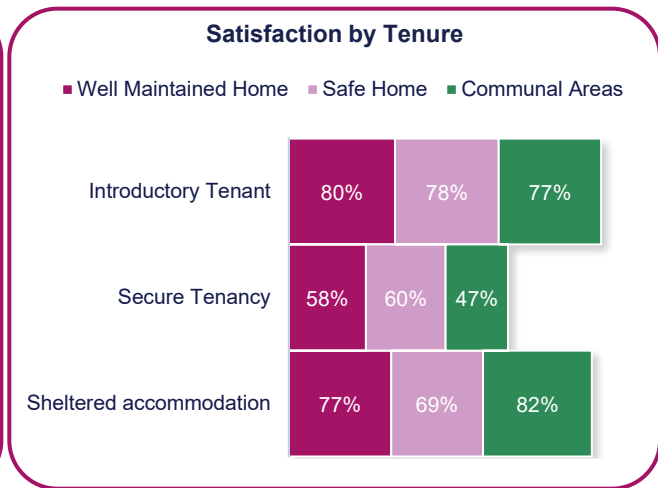
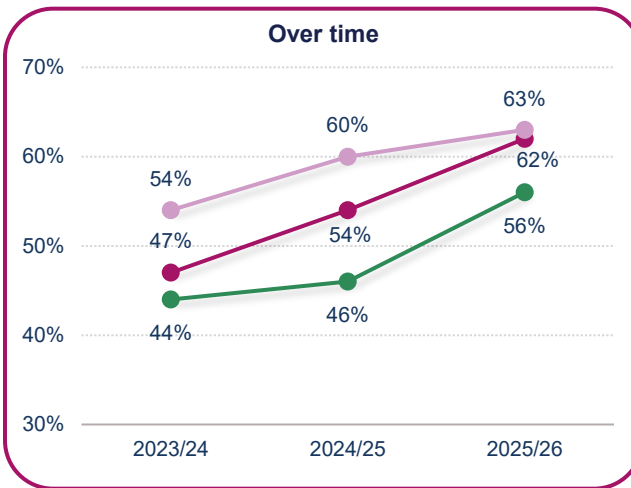
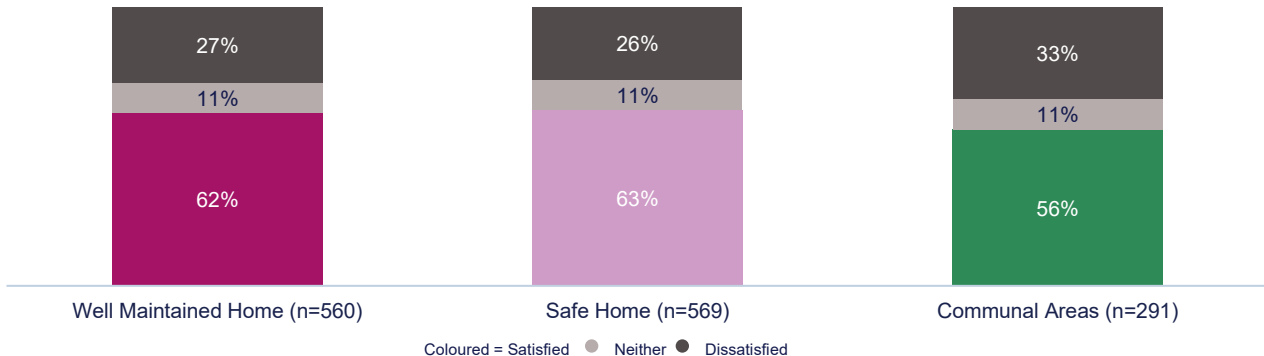
Tenants are similarly satisfied that they are provided with a safe home (63%), with 26% dissatisfied. The safety of the home can be impacted by a range of factors, including building security, repair issues and safety checks, in addition to neighbourhood problems such as anti-social behaviour.

Over half of tenants stated they live in a building with communal areas that the Council is responsible for maintaining (53%). Of these tenants, 56% are satisfied that these areas are kept clean and well maintained, with 33% dissatisfied. Reasons for dissatisfaction with this metric can include the quality and frequency of the cleaning service and how well gardens are maintained.

Satisfaction has increased for all of these measures, including 8p.p and 3p.p respectively for the maintenance and safety of the home, and 10p.p for the upkeep of the communal areas.

Introductory tenants are the most satisfied with their homes, with sheltered accommodation tenants slightly more satisfied with the communal areas.

Well Maintained, Safety & Communal Areas





Keeping Properties in Good Repair



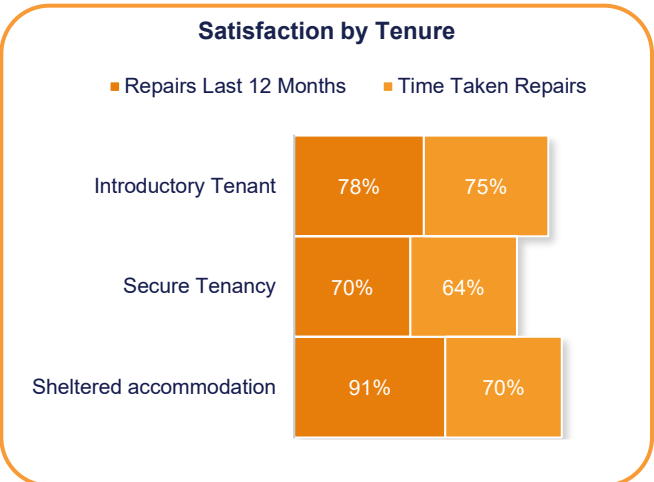
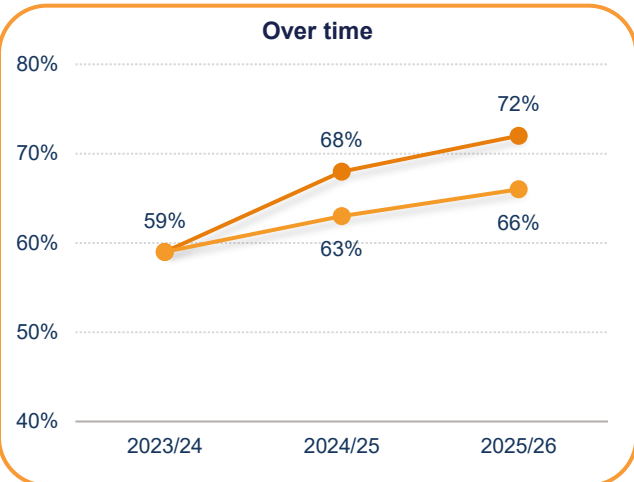
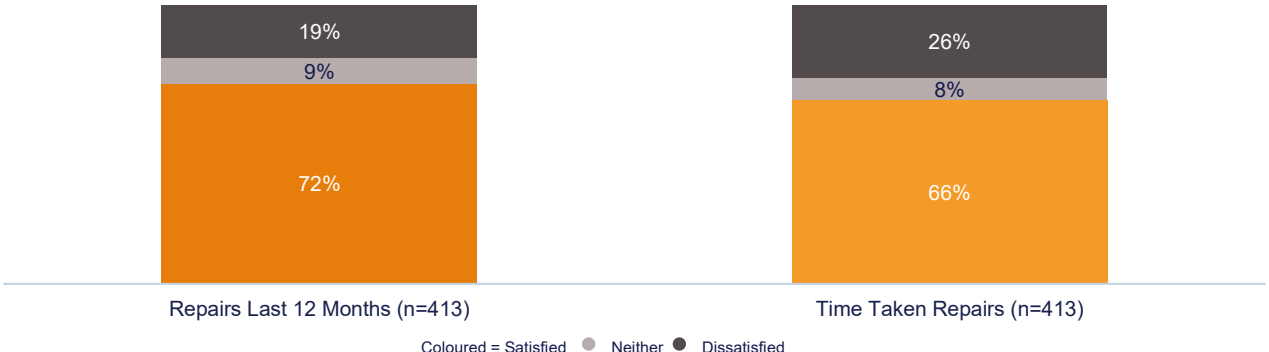
Keeping Properties in Good Repair

Around three-quarters of tenants surveyed stated they had a repair carried out by Adur District Council to their home in the last 12 months (73%). Of these tenants, 72% are satisfied with the repairs service during this period, with slightly fewer satisfied with the time taken to complete their most recent repair (66%). It is commonly found that tenants are not as satisfied with the time taken, especially as they can have high expectations around timescales. Therefore, it is important to manage the expectations of the tenants from the beginning.

Satisfaction has increased slightly for both the overall repairs service (up by 4p.p) and the time taken (up by 3p.p).

Sheltered accommodation tenants are highly satisfied with the overall repairs service (91%). However, just 70% of secure tenants are satisfied, and as they make up the majority of responses to the survey, the overall rating is much closer to this figure.

The repairs service is the most common reason for landlord-tenant interaction, and is, therefore, often a key factor in determining satisfaction levels. This is demonstrated by the overall satisfaction comments, where it is by far the most mentioned subcategory.





Contribution to the Neighbourhood



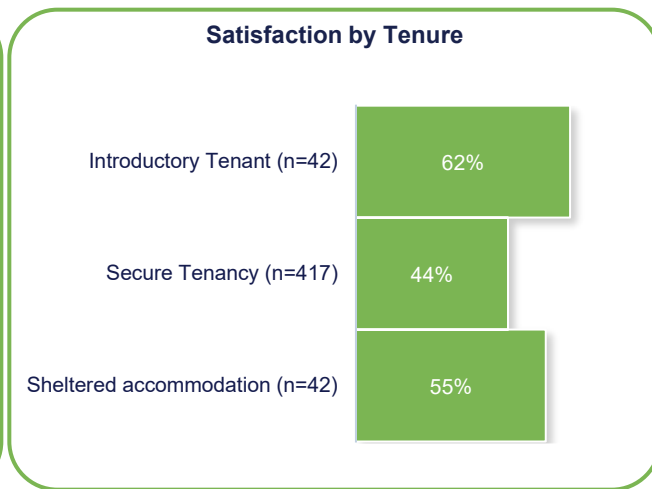
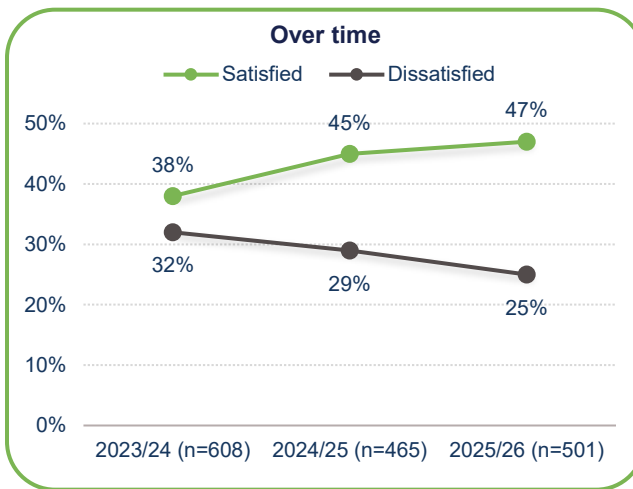
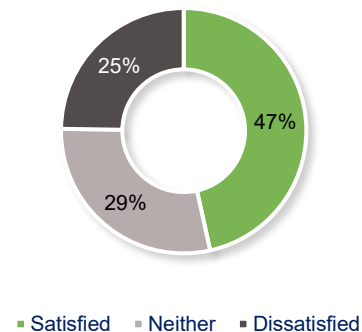
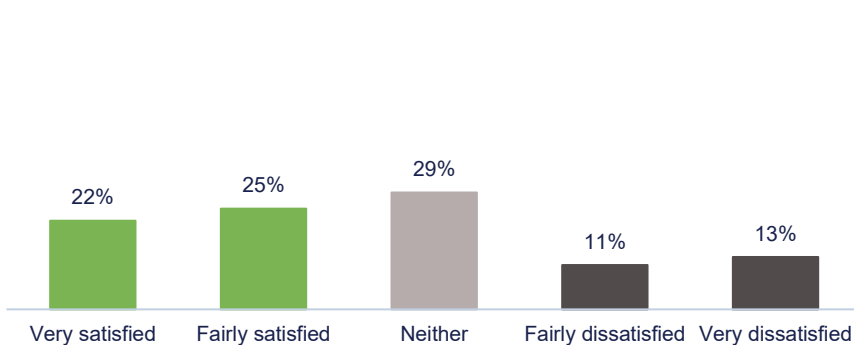
Around half of tenants are satisfied that Adur District Council makes a positive contribution to their neighbourhood (47%). Satisfaction has remained stable compared with the previous survey, increasing by just 1p.p.

However, 25% of tenants are dissatisfied, with 29% neither satisfied nor dissatisfied. This may be because tenants are unaware of the contribution the Council makes to their neighbourhood, and more needs to be done to promote and publicise this.

At the same time, as their landlord is a Council, tenants' views may be affected by their feelings on wider council services outside of typical landlord responsibilities. What tenants perceive to be their neighbourhood can also be subjective, for example, the distance it covers.

Introductory tenants are considerably more satisfied than secure tenants with the contribution made to their neighbourhood (62% and 44% respectively). Estate issues may not yet be fully visible to new tenants or compare favourably with their previous housing. Secure tenants are, on the other hand, more likely to have experienced ongoing anti-social behaviour and repeated issues with communal cleaning, grounds maintenance, etc.

Contribution to the Neighbourhood





Approach to ASB



Around half of tenants are satisfied with Adur District Council's approach to handling anti-social behaviour (47%). One-quarter of tenants are dissatisfied (24%), including 15% who are very dissatisfied. The remaining 29% are neither satisfied nor dissatisfied, perhaps as they are unaware of how Adur handles cases of ASB.

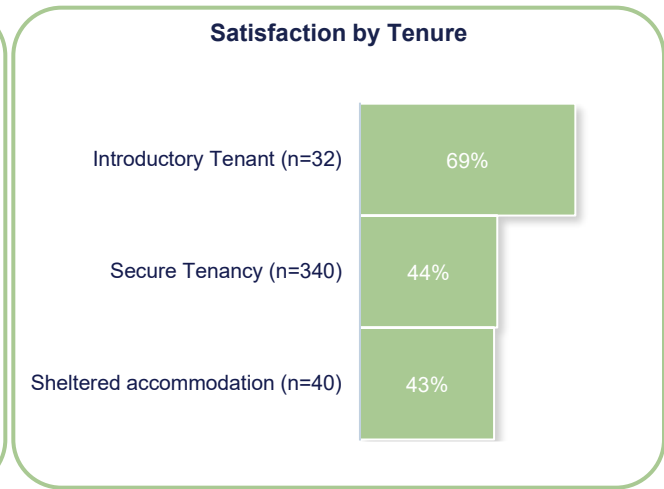
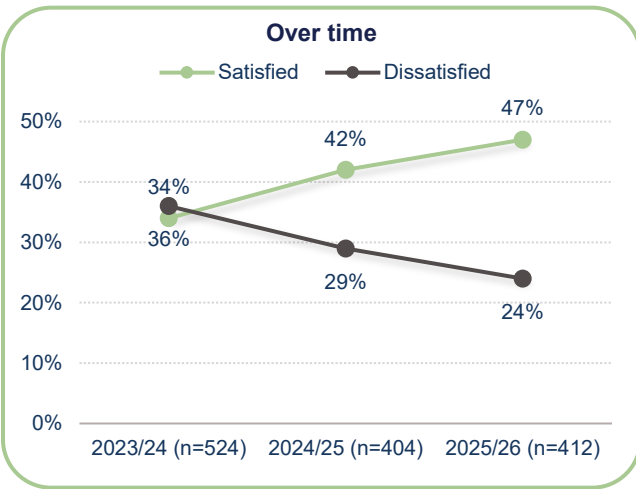
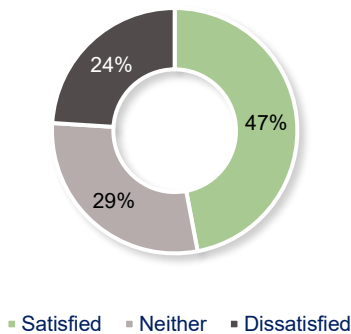
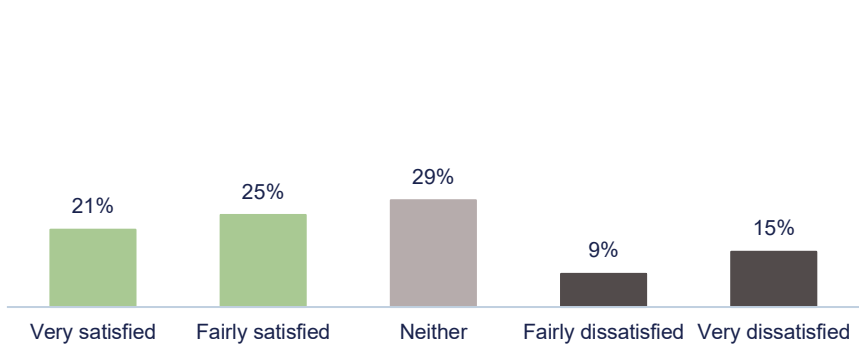
While this metric has the second-lowest level of satisfaction in the survey, it is often one of the lower-performing TSMs for Registered Providers (see Benchmarking Page 22).

Satisfaction with this metric can be influenced by tenants' knowledge and experience of how anti-social behaviour is handled, as well as wider problems in their neighbourhood. It should be noted that all tenants are asked about their perception of how the Council handles ASB, not just those who have reported a case in the last twelve months. This means effective communication with all tenants is important, not just those who have experienced ASB.

Compared with the previous survey, satisfaction has increased by 5p.p, and is now 13p.p higher than in 2023/24.

Once again, introductory tenants are the most satisfied (69%). Secure tenants and those in sheltered accommodation are similarly satisfied (44% and 43% respectively).

Approach to ASB





Respectful & Helpful Engagement



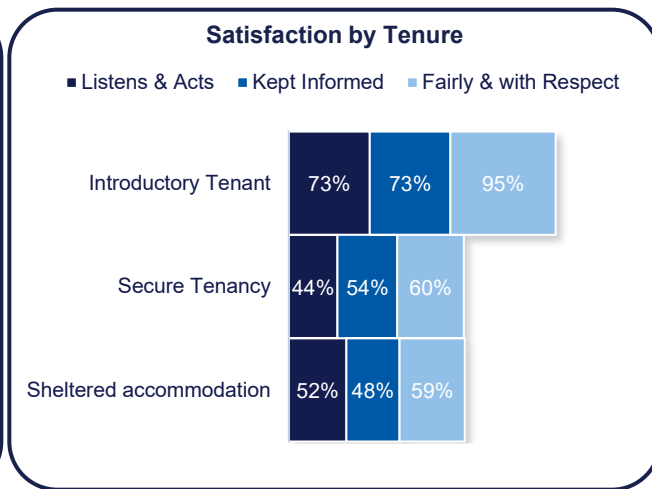
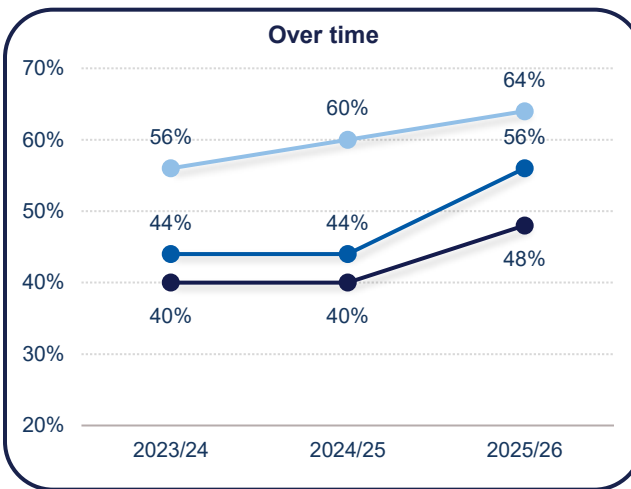
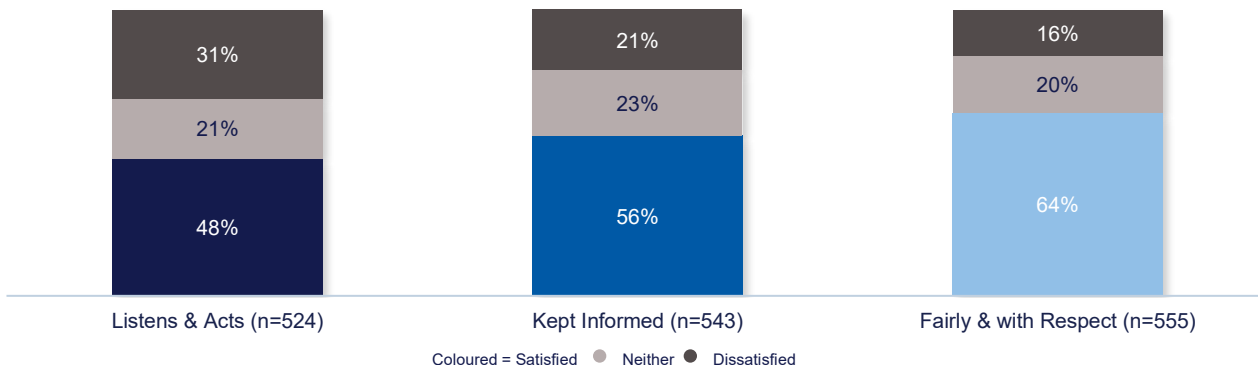
Over six out of ten tenants agree that they are treated fairly and with respect by Adur District Council (64%), which is an increase of 4p.p compared with the previous survey.

Slightly fewer tenants are satisfied that they are kept informed about things that matter to them (56%). Satisfaction has increased by 12p.p after remaining stable between 2023/24 and 2024/25 - this is the biggest change in the survey.

Fewer than half of tenants are satisfied that their views are listened to and acted upon (48%), with 31% dissatisfied. Satisfaction with this measure can be impacted by a range of interactions tenants have with their landlords, including how repair requests, anti-social behaviour cases, and complaints are handled, as well as more formal feedback channels, such as tenant panels and surveys. For example, this report has shown that some dissatisfaction is being caused by outstanding repairs that have not been dealt with, and tenants may, therefore, feel they are not being listened to when they report repairs. It is, however, positive that this measure has also increased (up by 8p.p), after remaining stable in 2024/25.

Introductory tenants, who would have more recently had structured contact at the beginning of their tenancy, are the most satisfied with each of these measures, including 95% that they are treated fairly and with respect.

Respectful & Helpful Engagement





Effective Handling of Complaints



When asked if they had made a complaint to Adur District Council in the last 12 months, 28% of tenants said they had. However, it is hard to tell how many of these are genuine complaints or service requests which have yet to be fully actioned. At the same time, a high proportion of complaints alone is not necessarily a negative – it can indicate an easily accessible and transparent complaints process.

Of the tenants who said they made a complaint, around three out of ten are satisfied with the Council's approach to complaints handling (28%), with considerably more dissatisfied (58%). Satisfaction has increased by 11p.p since the previous survey.

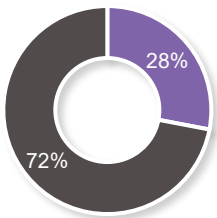
Complaints handling is usually the lowest-performing TSM for Registered Providers, so this result is not unexpected; however, it does suggest that improvements can be made to the process.

Dissatisfaction with complaints can be caused by the outcome, i.e. if tenants got the resolution they wanted (notoriously difficult), as well as how it was handled, including timeliness, how they were kept updated and the attitude of the staff they dealt with. The previous comments do suggest that tenants are generally happy with the customer service from staff, so this does not appear to be a key area of concern.

Introductory tenants are the most satisfied with complaints handling (55%), although only 11 said they had made a complaint and responded to this question.

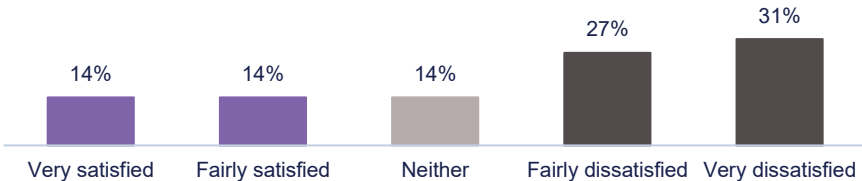
Effective Handling of Complaints

Complaint in last 12 months

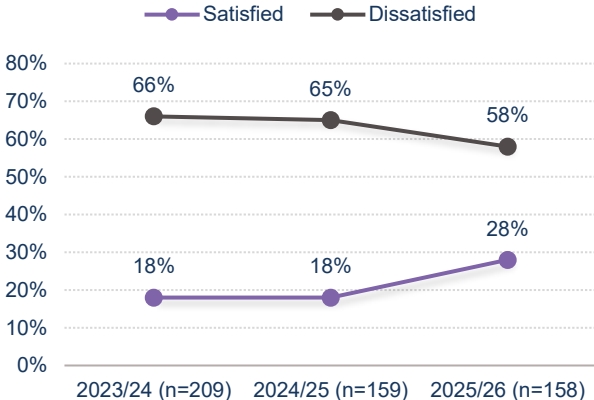


■ Yes ■ No

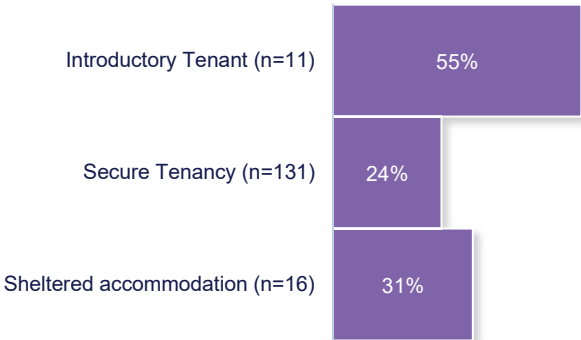
Satisfaction with Complaints Handling



Over time



Satisfaction by Tenure





Further Insight



The charts opposite demonstrate the range of satisfaction and dissatisfaction with the different survey measures.

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.

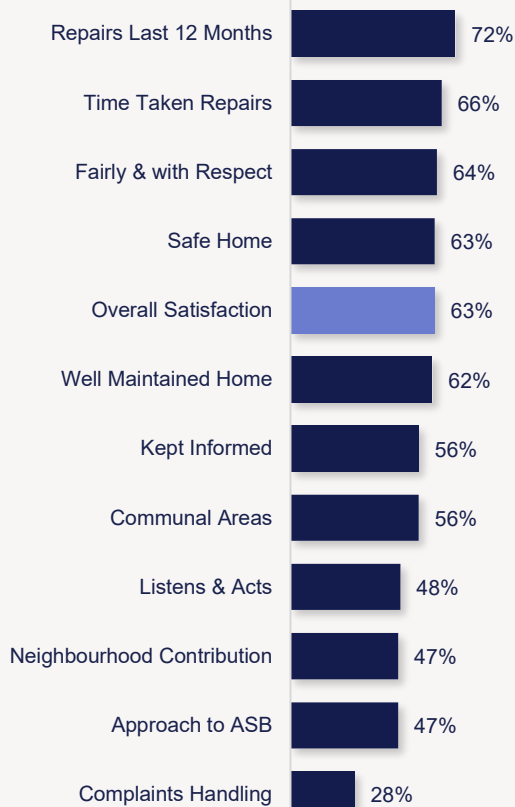
For example, whilst just 47% of tenants are satisfied with the positive contribution made to the neighbourhood (ranking in the bottom five for satisfaction), 25% are dissatisfied (also in the bottom five for dissatisfaction), with 29% neither satisfied nor dissatisfied. This indicates that some tenants are unsure how to interpret this metric and what their landlord is responsible for, or are unaware of the contribution Adur District Council makes to their local area. With this in mind, more could be done to promote the positive impact the council has locally.

Satisfaction with the Council's approach to complaints handling has both the lowest level of satisfaction (28%) and the highest level of dissatisfaction (58%).

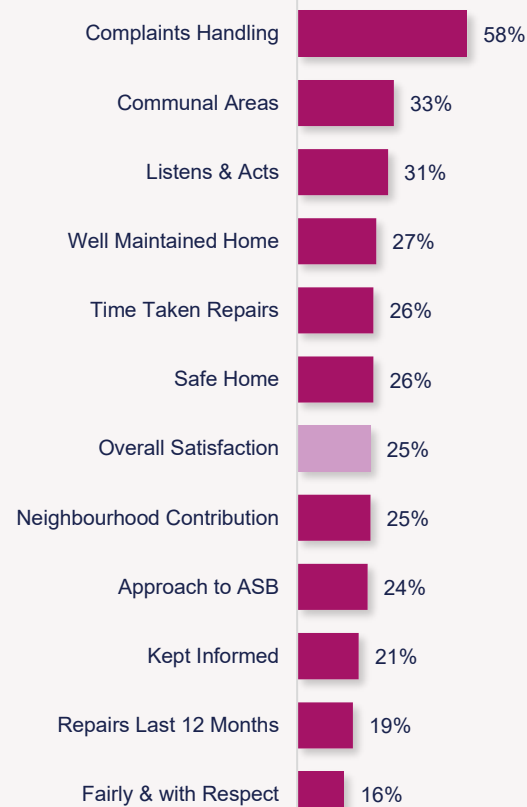
The fewest 'neither' responses are for the time taken to complete repairs (8%), with tenants generally having a strong opinion on this either way.

Satisfaction & Dissatisfaction

Satisfaction with Measures 2025/26



Dissatisfaction with Measures 2025/26





As has been shown throughout this report, satisfaction has generally increased slightly, compared with the previous survey carried out in 2024/25.

The biggest increase has been for tenants being kept informed about things that matter (12p.p), followed by the handling of complaints (11p.p) and the cleaning and maintenance of communal areas (10p.p).

All other measures have increased by between 3p.p and 8p.p, aside from the positive contribution made to the neighbourhood, which has increased by just 1p.p.

Between 2023/24 and 2024/25, there were also several increases in satisfaction, so it is very positive that Adur District Council is continuing this upward trend – especially in a context where satisfaction has generally been stable across the sector during this period (see National Context Page 24).

It should be noted that 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 8p.p, meaning only three measures exceed this. However, smaller changes can indicate a direction of travel, and it can be concluded that Adur District Council is heading in the right direction of improvement.

Year-on-Year Change

	2024/25	2025/26
Overall Satisfaction	59%	63% (+4)
Well Maintained Home	54%	62% (+8)
Safe Home	60%	63% (+3)
Communal Areas	46%	56% (+10)
Repairs Last 12 Months	68%	72% (+4)
Time Taken Repairs	63%	66% (+3)
Listens & Acts	40%	48% (+8)
Kept Informed	44%	56% (+12)
Fairly & with Respect	60%	64% (+4)
Neighbourhood Contribution	45%	47% (+1)
Approach to ASB	42%	47% (+5)
Complaints Handling	18%	28% (+11)



Key Driver Analysis

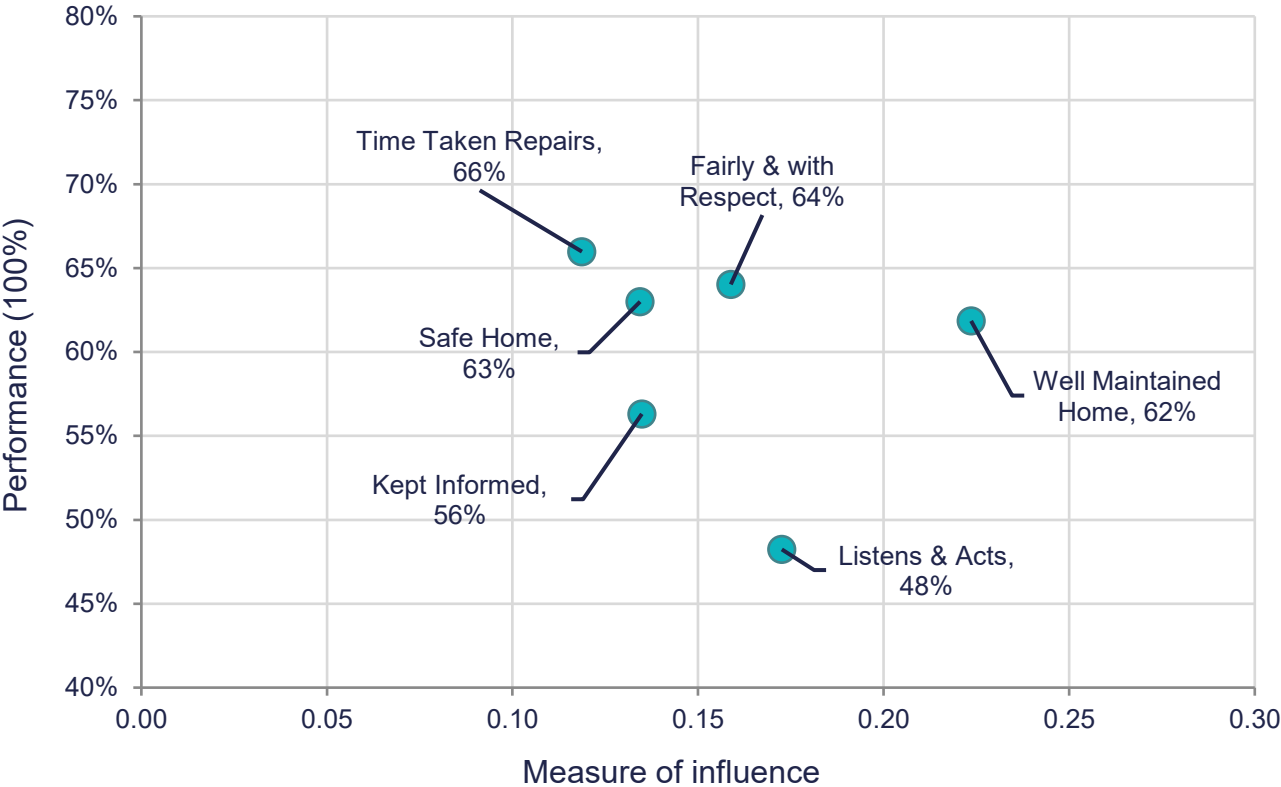
Key driver analysis is used to examine the relationship between the different variables (the questions asked in the survey) and determine which elements of the service are the key drivers for tenants' overall satisfaction.

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 service provided is that the Council provides a well maintained home, followed by how tenants' views are listened to and acted upon and that they are treated fairly and with respect.

Keeping tenants informed, the provision of a safe home, and the time taken to complete repairs are also 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 service provided by Adur District Council.

Key Driver Analysis – Overall Satisfaction





Benchmarking – RSH 2024/25 Results (LCRA, Councils)

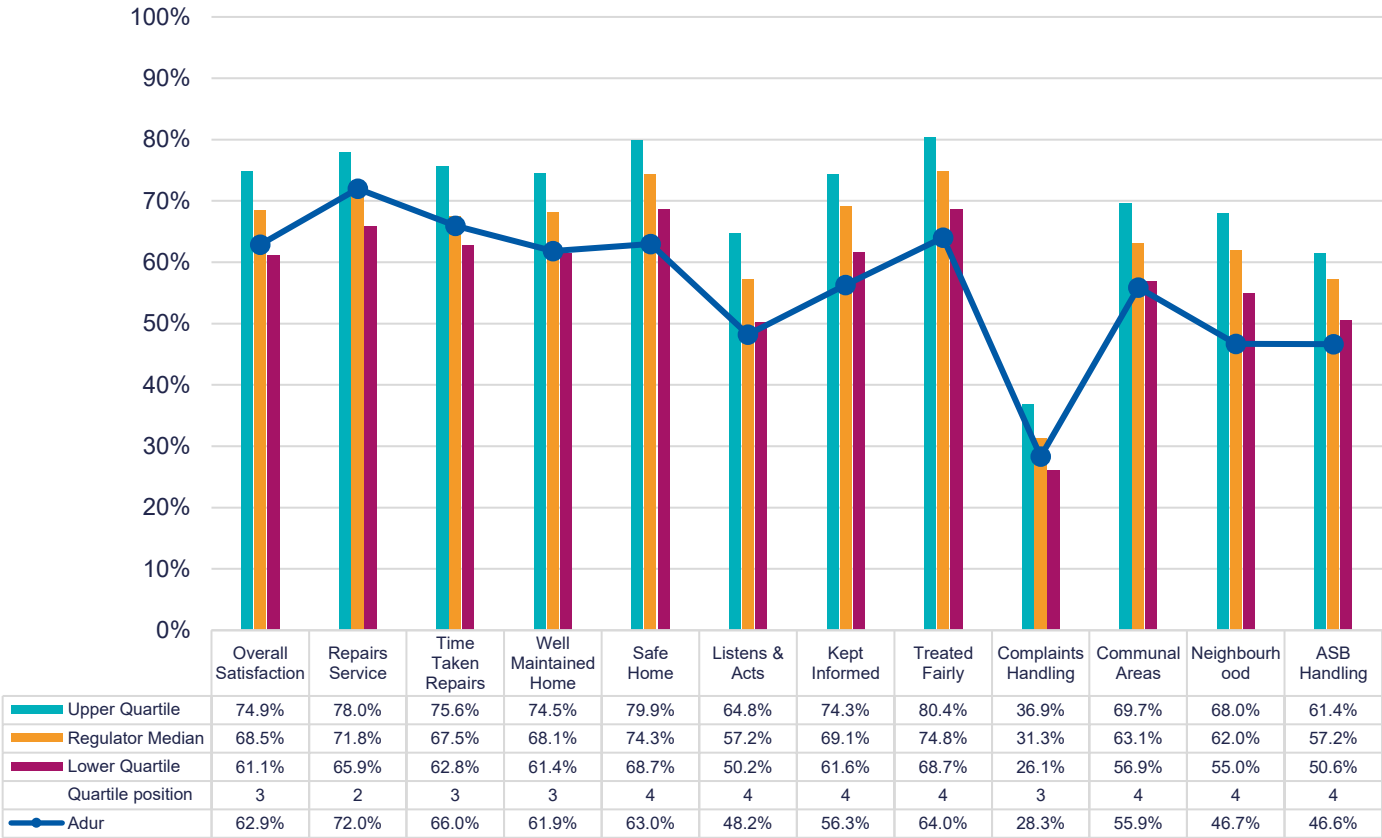
Adur District Council's ratings can also be compared against the results published by the Regulator of Social Housing for Local Authorities.

The chart opposite shows the quartile positions for Local Authorities who submitted their data to the Regulator for 2024/25.

This group generally does not perform quite as well as the overall group and Housing Associations – for example, the overall satisfaction median for Local Authorities is 68.5%, compared with 75.4% for Registered Providers.

Adur District Council is above the median for just one of the TSMs: the overall repairs service in the last 12 months. The Council is, however, now within around 6p.p of the median for four other measures, which all fall into the third quartile, including the handling of complaints (3.0p.p below) and the time taken to complete repairs (1.5p.p below).

Therefore, progress is being made compared with the previous survey, where all but two metrics were in the bottom quartile, when compared with the RSH results for Local Authorities.





The table to the right presents the top 30 comment areas from tenants for the overall satisfaction sentiment question used in the survey.

By far the most commonly mentioned area is property services, particularly the timeliness and responsiveness of repairs, which has a negative score of -1.49. This shows that this aspect of service is of the utmost importance to tenants, but could be improved, with more tenants reporting negative experiences of this, which have shaped their perception of the services provided. Tenants also negatively commented on the quality of repair work and communication around repairs.

Additionally, tenants would like improvements to the condition of their property, including windows/doors, roofs/gutters, and kitchens. Issues with damp are also mentioned by several tenants, which need to be resolved as a matter of urgency.

On the other hand, customer service and contact is viewed more positively, including responsiveness (+1.37) and the conduct of staff (+3.48).

Top 30 Comments

	%	Count	Score
Property Services - Responsive Repairs - Timeliness / Responsiveness	34.81%	143	-1.49
Property Services - Responsive Repairs - Quality of Work / Service	13.58%	56	-0.13
Property Services - Responsive Repairs - Resolution	13.10%	54	-2.78
Property Condition - Window/doors	11.28%	46	-3.10
Property Condition - Damp	10.26%	42	-4.00
Property Services - Responsive Repairs - Other	9.63%	40	-1.61
Uncategorized Comments	9.23%	38	0.66
Property Services - Responsive Repairs - Communication / Transparency	7.82%	32	-2.36
Housing Services - Customer Service & Contact - Timeliness / Responsiveness	6.63%	27	1.37
Property Services - Planned Maintenance - Timeliness / Responsiveness	5.92%	24	-3.96
Housing Services - Customer Service & Contact - Satisfaction	4.65%	19	3.90
Property Condition - Roofs & Gutters	4.50%	19	-4.21
Housing Services - Customer Service & Contact - Staff Conduct	4.50%	18	3.48
Property Condition - Kitchens	4.42%	18	-2.77
Equality, Diversity & Inclusion - Vulnerabilities	4.03%	17	-3.53
Property Services - Responsive Repairs - Effort	3.71%	15	-2.19
Housing Services - Grounds Maintenance - Timeliness / Responsiveness	3.39%	14	-4.16
Housing Services - Customer Service & Contact - Communication / Transparency	3.31%	14	0.70
Housing Services - Customer Service & Contact - Quality of Work / Service	3.23%	13	3.64
Property Services - Responsive Repairs - Appointments / Convenience	3.16%	13	-1.93
Property Services - Planned Maintenance - Other	3.16%	13	-1.14
Property Services - Responsive Repairs - Safety	2.77%	11	-4.14
Property Condition - Bathrooms	2.77%	11	-4.57
Property Condition - Decoration	2.76%	11	-4.14
Housing Services - Communal Maintenance - Timeliness / Responsiveness	2.61%	11	-2.91
Property Condition - Heating	2.61%	11	-4.09
Property Services - Responsive Repairs - Worker Conduct	2.52%	10	2.93
Tenancy Mangement - Rent & Arrears - Timeliness / Responsiveness	2.45%	10	-5.00
Property Services - Planned Maintenance - Resolution	2.37%	10	-4.00
Housing Services - Customer Service & Contact - Other	2.37%	10	2.37



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.

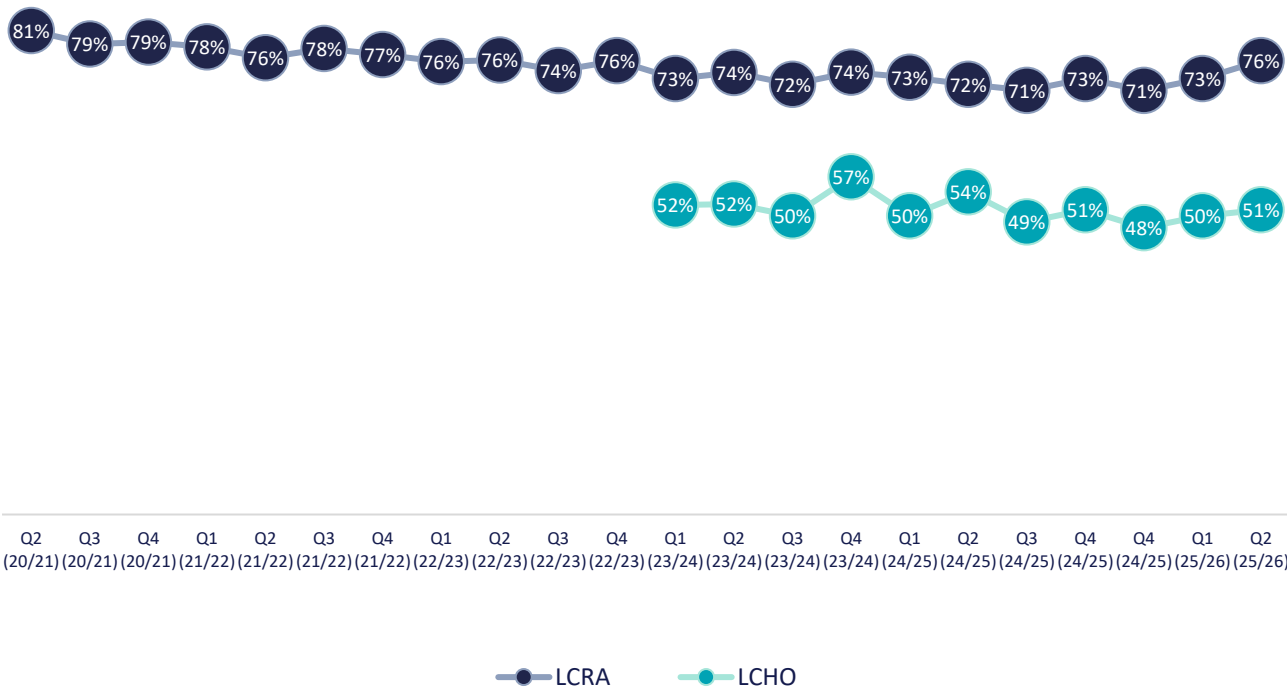
Tenants have had to face considerable challenges in recent years, particularly the recent cost-of-living crisis, political changes and some landlords will still be recovering from the disruption caused by the pandemic of 2020 and the effect it had on the delivery of services.

The 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.

As has been shown throughout this report, satisfaction has increased for Adur District Council since the previous survey, and that survey was also an improvement on 2023/24. The Council is, therefore, doing well to continue to improve levels of satisfaction, despite challenging external factors.

National Context

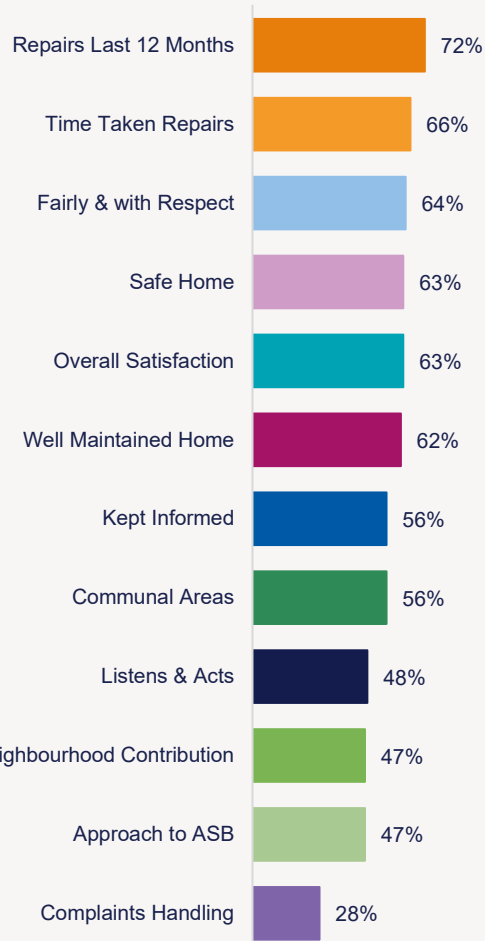
Overall Services (Acuity Clients)





Summary

Satisfaction with Measures



Summary

Acuity was commissioned to undertake an independent satisfaction survey of the tenants of Adur District Council, using a mixed-mode approach of postal, online and telephone questionnaires. The survey incorporated all the TSMs, which became mandatory for Registered Providers of social housing to collect from April 2023.

Over six out of ten tenants are satisfied with the overall service provided (63%), with higher satisfaction for some measures, including the overall repairs service in the last 12 months (72%), the time taken to complete repairs (66%), and tenants being treated fairly and with respect (64%).

However, four measures received satisfaction levels below 50%, these being how tenants' views are listened to and acted upon (48%), the positive contribution made to the neighbourhood (47%), the approach to handling anti-social behaviour (47%) and the handling of complaints (28%). Correspondingly, complaints handling has the highest level of dissatisfaction (58%). Dissatisfaction with this service is likely to incorporate more than just how tenants' complaints are handled – for example, tenants not getting the resolution they want or expect, or still awaiting the outcome. It should also be noted that this is often the worst-performing measure for Registered Providers, as seen on the benchmarking information page.

When comparing the results with the survey undertaken at the end of 2024, satisfaction has increased for all measures. The biggest increases have been for tenants being kept informed about things that matter (12p.p), the handling of complaints (11p.p) and the cleaning and maintenance of communal areas (10p.p). All other measures have increased by between 3p.p and 8p.p, aside from the positive contribution made to the neighbourhood, which has increased by just 1p.p. After many increases last year, it is positive that Adur District Council has been able to continue to improve levels of satisfaction.

Despite these improvements, Adur District Council remains below the median for all measures, aside from the overall repairs service in the last 12 months, which is in the second quartile. A further four measures are now in the third quartile. This does show improvement compared with last year, when all but two measures were in the bottom quartile.

For the first time, sentiment analysis has been used against one qualitative question, covering overall satisfaction with the service provided. 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 sentiment score is -0.50, with tenants wanting improvement to the timeliness and quality of repairs and the condition of their properties. Analysing the scores and reading the comments will help Adur District Council get a better understanding of what is driving satisfaction and what is not working quite as well.

This report has also shown that satisfaction is higher for introductory tenants and lower for secure tenants. The demographics section at the end of this report further demonstrates that older tenants are more satisfied, as are newer tenants, those who are male and those who responded to the survey by post.





Adur District Council has around 2,500 LCRA tenants and commissioned Acuity to carry out an independent survey of its tenants, based on the TSMs from the Regulator of Social Housing.

The survey reveals many areas of good performance, with all increasing in satisfaction since last year, 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 Adur District Council target services that may need some improvement.

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

Recommendations

Repairs Service

Although the highest 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 when tenants were asked to expand on their answer to the overall satisfaction question. In particular, tenants mentioned the timescales to complete work, with long delays and having to chase for updates. 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. Good communication is important so tenants are fully aware of when a repair will be done and kept informed of any progress or delays. Tenants also mentioned 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. In particular, satisfaction with the time taken for repairs in sheltered accommodation in the East does appear to be falling behind other areas. The home being well maintained is the key driver for overall satisfaction, so it is important that improvements are made wherever possible. Some tenants are also experiencing problems with damp and mould, which need to be resolved as a matter of urgency, particularly in the context of Awaab's Law.

Handling of Complaints

Since the introduction of the TSMs, the handling of complaints has been consistently the lowest-rated service, and it is also the lowest-rated in this survey. Around three out of ten tenants said they had made a complaint, but the question of 'what is a complaint?' to tenants continues, so it is not clear how many of these are genuine complaints or service requests. Dissatisfaction is high at 58%, and although the survey did not include any follow-up questions, this is often linked to the quality and frequency of communications. Where landlords do well with complaints, it is usually because they are clear on how and when tenants should complain, what they can expect in terms of service and have regular updates on progress. While the effective handling of complaints is an issue for all social landlords, the Council may wish to review processes to ensure responses are adequate and tenants' frustrations are addressed. Some landlords have included further questions to find out more about the process and where things do not work as well as they should; this is something Adur District Council may wish to consider for the future.

Neighbourhood Management

The cleaning and maintenance of the communal areas has the second-highest level of dissatisfaction in the survey (33%). Tenants mention issues around grounds maintenance, such as overgrown gardens and grass, as well as the communal areas cleaning service. Regular cleaning and maintenance are important to help ensure there are no safety concerns and that tenants are happy with their shared spaces. A review of these services is, therefore, recommended. Again, keeping tenants informed about when to expect cleaning and maintenance can help manage their expectations. The results also suggest some tenants are unsure about the contribution Adur District Council makes to the local area as their landlord, and more could be done to promote and publicise this. One possible avenue is setting up regular community meetings with tenants to discuss any neighbourhood concerns they have, such as ASB, as well as keeping tenants informed about what is happening in the neighbourhood, and collaborating with other organisations to help resolve issues.

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 7 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



This table shows the results split by the method used to respond to the survey.

Completing the survey by post or online are the more popular methods, with 43% and 42% of tenants respectively responding this way, compared with 15% completing the survey over the telephone.

Tenants who completed a postal survey are the most satisfied, with the highest ratings for nine of the measures. Those completing the survey online are the least satisfied, with the lowest ratings for all the measures.

Younger tenants are more likely to have completed their survey online – 53% of tenants aged under 35 did, compared with 21% of those aged 75 and over. As is demonstrated on the following page, satisfaction does tend to increase with age, meaning this is a key factor in the differences in satisfaction by response method.

Nonetheless, there are benefits to having an online element, such as tenants completing the survey who would otherwise not have done so. Tenants may also find it easier to give more honest responses than when talking to a person on the phone.

Response Method

	All Tenants	Online	Telephone	Postal
Overall Satisfaction	63%	50%	60%	77%
Well Maintained Home	62%	46%	65%	75%
Safe Home	63%	47%	64%	78%
Communal Areas	56%	39%	76%	68%
Repairs Last 12 Months	72%	61%	73%	82%
Time Taken Repairs	66%	56%	69%	74%
Listens & Acts	48%	33%	48%	62%
Kept Informed	56%	42%	63%	67%
Fairly & with Respect	64%	52%	77%	71%
Neighbourhood Contribution	47%	33%	57%	57%
Approach to ASB	47%	33%	61%	57%
Complaints Handling	28%	15%	39%	44%



It is common in surveys of this type that satisfaction generally increases with age, and this appears to be the case for Adur District Council.

Tenants aged 85 and over are the most satisfied with the overall service provided by the Council (90%), with those aged 35 to 44 the least satisfied (43%). Tenants aged over 85 are also the most satisfied with the repairs service, tenant engagement and the neighbourhood.

Tenants aged 25 to 34 are the least satisfied with three measures, including just 23% satisfied with the cleaning and maintenance of communal areas.

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 happier in their home and understand how the system works, whereas younger tenants can have higher expectations of what they feel services should look like.

Age Group

	All Tenants	0 - 24	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85 +
Overall Satisfaction	63%	100% *	44%	43%	51%	52%	73%	72%	73%	90%
Well Maintained Home	62%	100% *	49%	41%	45%	55%	73%	72%	74%	82%
Safe Home	63%	83% *	42%	40%	53%	63%	71%	72%	77%	73%
Communal Areas	56%	80% *	23%	38%	49%	64%	73%	64%	67%	81%
Repairs Last 12 Months	72%	100% *	49%	47%	67%	75%	78%	81%	83%	92%
Time Taken Repairs	66%	100% *	46%	47%	59%	65%	67%	77%	73%	88%
Listens & Acts	48%	100% *	31%	27%	38%	45%	55%	55%	59%	64%
Kept Informed	56%	100% *	36%	40%	45%	57%	66%	61%	61%	77%
Fairly & with Respect	64%	83% *	61%	49%	56%	61%	73%	66%	71%	82%
Neighbourhood Contribution	47%	83% *	33%	30%	42%	43%	50%	56%	49%	58%
Approach to ASB	47%	100% *	30%	27%	25%	42%	62%	59%	54%	67%
Complaints Handling	28%	100% *	24%	16%	10%	24%	57%	29%	29%	61% *

*Base below 10



Satisfaction tends to be high for newer tenants, as seen here, where the under one-year group is the most satisfied with all of the measures in the survey.

New tenants are often happy to have received an offer and move into social housing accommodation, but as they experience more issues over the years, they become more critical. This is shown here, with, for example, tenants of 6 to 10 years being the least satisfied with their homes and the repairs service. These tenants are more likely to have been waiting for repairs for some time, compared with new tenants, who typically move into homes where any necessary repairs have been done during the voids process.

As those with the longest tenancies are often among the oldest tenants, satisfaction tends to improve again for these groups, as is the case for Adur District Council. Tenants of over 20 years generally have the second-highest level of satisfaction. These tenants may also have a higher sense of loyalty and commitment to the Council and feel settled in their homes, having been there for a long time.

Length of Tenancy

	All Tenants	< 1 year	1 - 3 years	4 - 5 years	6 - 10 years	11 - 20 years	Over 20 years
Overall Satisfaction	63%	83%	63%	59%	47%	56%	71%
Well Maintained Home	62%	93%	57%	60%	47%	59%	64%
Safe Home	63%	84%	62%	55%	50%	54%	72%
Communal Areas	56%	83%	61%	40%	50%	44%	58%
Repairs Last 12 Months	72%	86%	71%	63%	60%	72%	77%
Time Taken Repairs	66%	82%	62%	65%	60%	62%	70%
Listens & Acts	48%	78%	47%	37%	33%	41%	55%
Kept Informed	56%	77%	51%	41%	44%	50%	66%
Fairly & with Respect	64%	92%	66%	54%	47%	58%	69%
Neighbourhood Contribution	47%	64%	49%	48%	35%	47%	46%
Approach to ASB	47%	71%	42%	28%	37%	38%	56%
Complaints Handling	28%	56% *	24%	15%	11%	27%	41%

*Base below 10



Gender

More females than males responded to the survey (368 and 215, respectively), which is representative of the tenant base.

As is often found in surveys of this kind, male tenants are generally more satisfied than females. In fact, male tenants are more satisfied with all of the measures in the survey, aside from the approach to handling complaints, where satisfaction is equal.

The biggest difference is for the maintenance of the home and the cleaning and maintenance of communal areas, with females, perhaps, more likely to notice issues with the home.

	All Tenants	Female	Male
Overall Satisfaction	63%	58%	72%
Well Maintained Home	62%	55%	74%
Safe Home	63%	58%	72%
Communal Areas	56%	48%	67%
Repairs Last 12 Months	72%	68%	79%
Time Taken Repairs	66%	63%	71%
Listens & Acts	48%	41%	60%
Kept Informed	56%	52%	64%
Fairly & with Respect	64%	60%	70%
Neighbourhood Contribution	47%	41%	55%
Approach to ASB	47%	41%	55%
Complaints Handling	28%	28%	28%



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

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