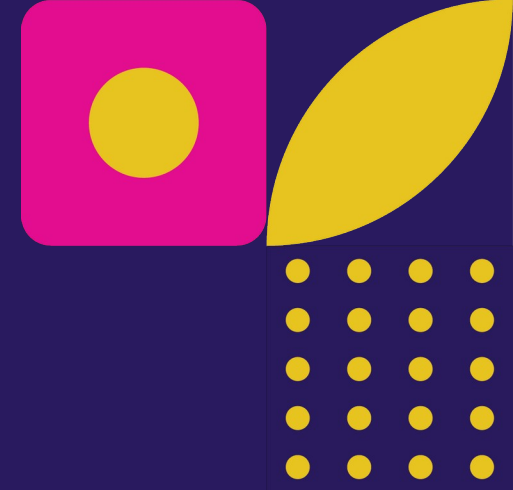


Housemark



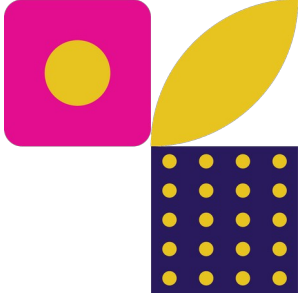
Service Insights Ltd



Hinckley and Bosworth Borough Council TSM Survey 2025/26

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2025/26 Report



Tenant Satisfaction Measures (TSMs) were introduced in 2023/24 as a regulatory requirement for all landlords in England. There are 22 TSMs – of which 12 are sourced from a tenant perception survey.

This report provides results for period 2025/26.

The results in this report are based on 559 responses* (LCRA only *based on TP01 overall satisfaction responses) – collected by combination of telephone interviews (550 completed) and postal survey (9 submitted).

Based on a total of 3,129 properties and the 559 responses received this year the overall margin of error for the survey is +/-3.76% (compliance requiring +/-4.0%).

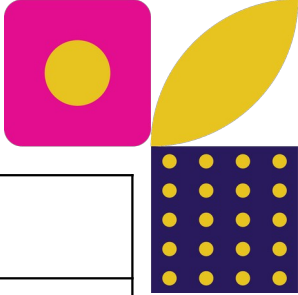
As well as the mandatory questions, respondents were also given the opportunity to say in their own words:

- Why they gave the score they did for their overall satisfaction with Hinckley and Bosworth Borough Council and the way the Council handles complaints.
- Do you feel Hinckley & Bosworth Borough Council housing services communicate in a way that suits your needs?

2

• Do you use the MyHousing service. If not, why and would you like support to be able to use the service?

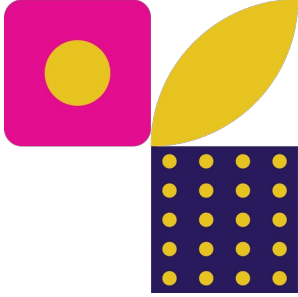
2025/26 Report



Feedback services provider (collecting, generating, and validating the reported perception measures)	Independent Research Company: Service Insights Ltd
Survey fieldwork date	September / October 2025
Total surveyable population	3,129 (LCRA only)
Total sample size achieved (total number of responses)	559
Statistical confidence required and achieved	Margin of error $\pm 4\%$ is required. This report achieved $\pm 3.76\%$.
Reasons for any failure to meet the required sample size	Not applicable
Collection method	98.4% (550) telephone surveys 1.6% (9) postal surveys
Type and amount of any incentives offered	None
Sampling method	Randomised sample through MS Excel randomisation.
Number of tenant households within the relevant population that have not been included in the sample	None
Summary of representativeness of the sample against the relevant tenant population	As the tenant survey responses were considered to be representative of the wider tenant population, weighting was not required (Figures 3 and 4 seen over the page).
Any weighting applied	Weighting was not required for this report.
Questions asked	12 regulatory TSM questions Qualitative probe on TP01 overall satisfaction Tenant engagement and communication Use of MyHousing service
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None

TSM Results





Executive Summary

Overall Satisfaction

- Overall satisfaction is 84.4% (up 4.3% on the 2024/25 TSM scores).
- When considering overall satisfaction by method of data collection, score for telephone is 84.2% (550 responses), with postal at 100.0% (9 responses).

TSM Scores

- Tenants are most satisfied with being treated fairly and with respect and the safety of the home.
- Speed of completing repairs has seen the largest increase in scores on last year's survey (up 9.6% on last year's score).
- Tenants are least satisfied with approach to handling complaints and handling of ASB.

Benchmarking

- When benchmarked against the national average, all scores are above national and peer group median scores with certain scores being better than highest performing landlord in peer group.

Key driver analysis

- Listening to views and acting upon them, the home being well maintained and keeping tenants informed have strongest impact on overall satisfaction.

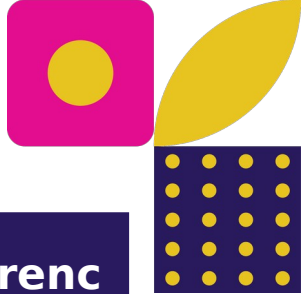
Sample Data



Age Band	Tenant Profile Count	Tenant Profile Percentage	Survey Profile Count	Survey Profile Percentage
18-24	45	1%	5	1%
25-34	308	10%	57	10%
35-44	549	18%	90	16%
45-54	465	15%	75	13%
55-64	529	17%	90	16%
65-74	507	16%	92	16%
75-84	451	14%	100	18%
85+	191	6%	35	6%
Blank	84	3%	15	3%

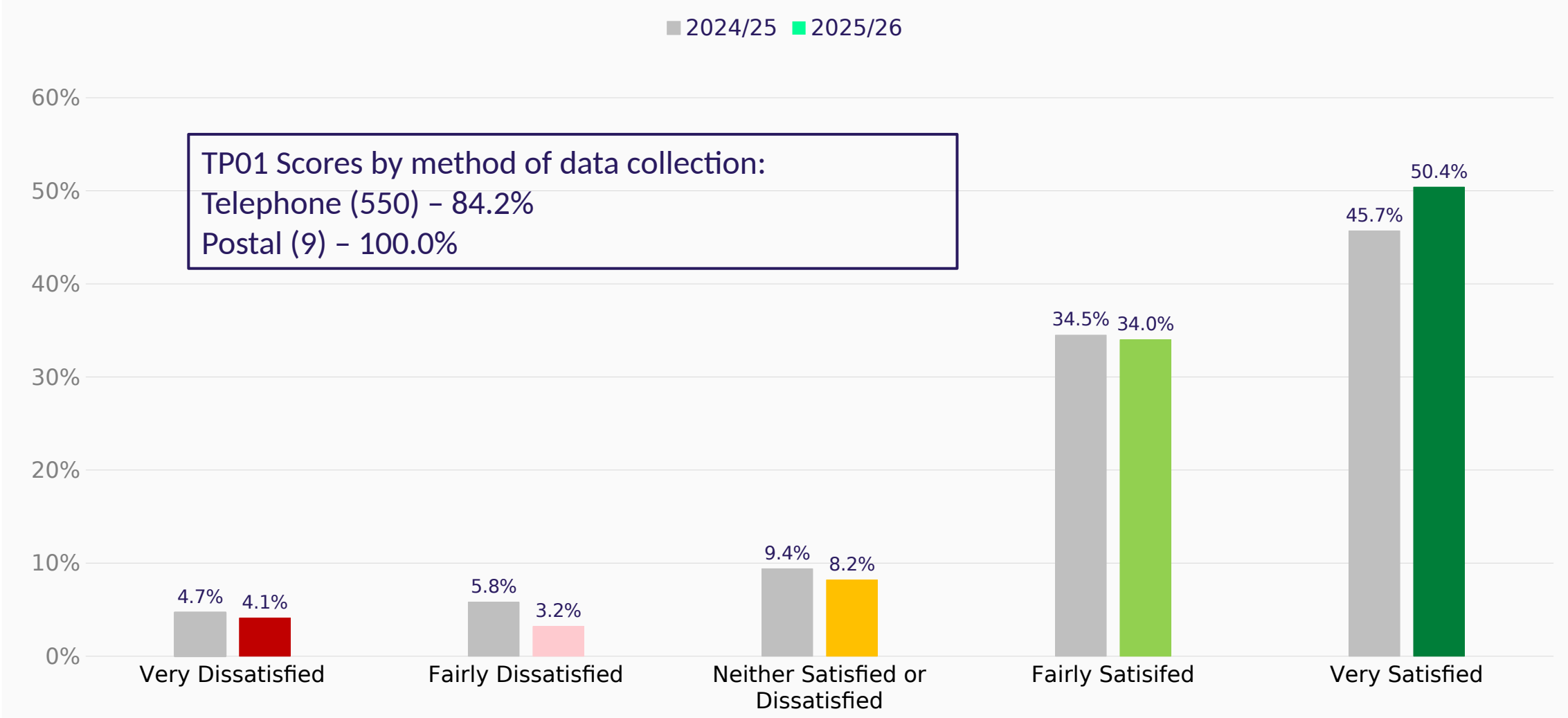
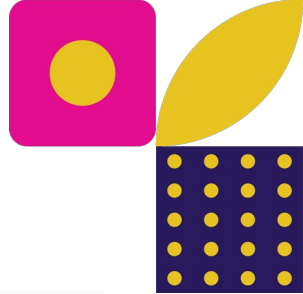
Dwelling Type	Tenant Profile Count	Tenant Profile Percentage	Survey Profile Count	Survey Profile Percentage
Bungalow	597	19%	102	18%
Ground floor flat	379	12%	77	14%
House	1468	47%	266	48%
Licensed homeless	25	1%	5	1%
Upper floor flat	313	10%	41	7%
Warden assisted	347	11%	68	12%

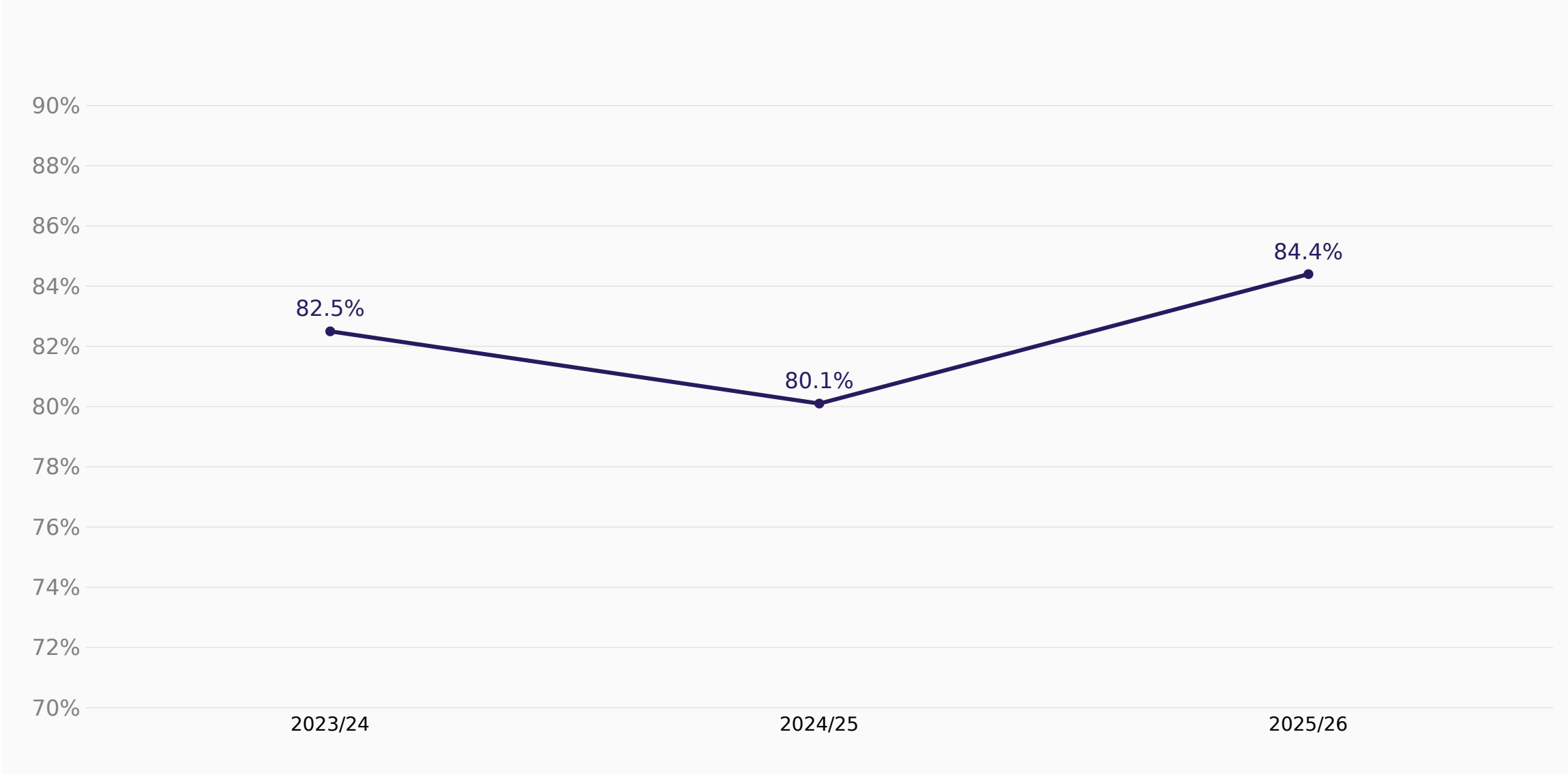
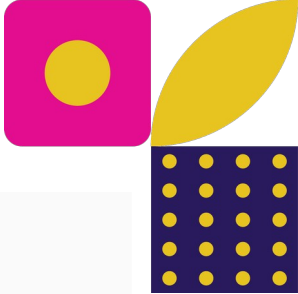
TSM Scores



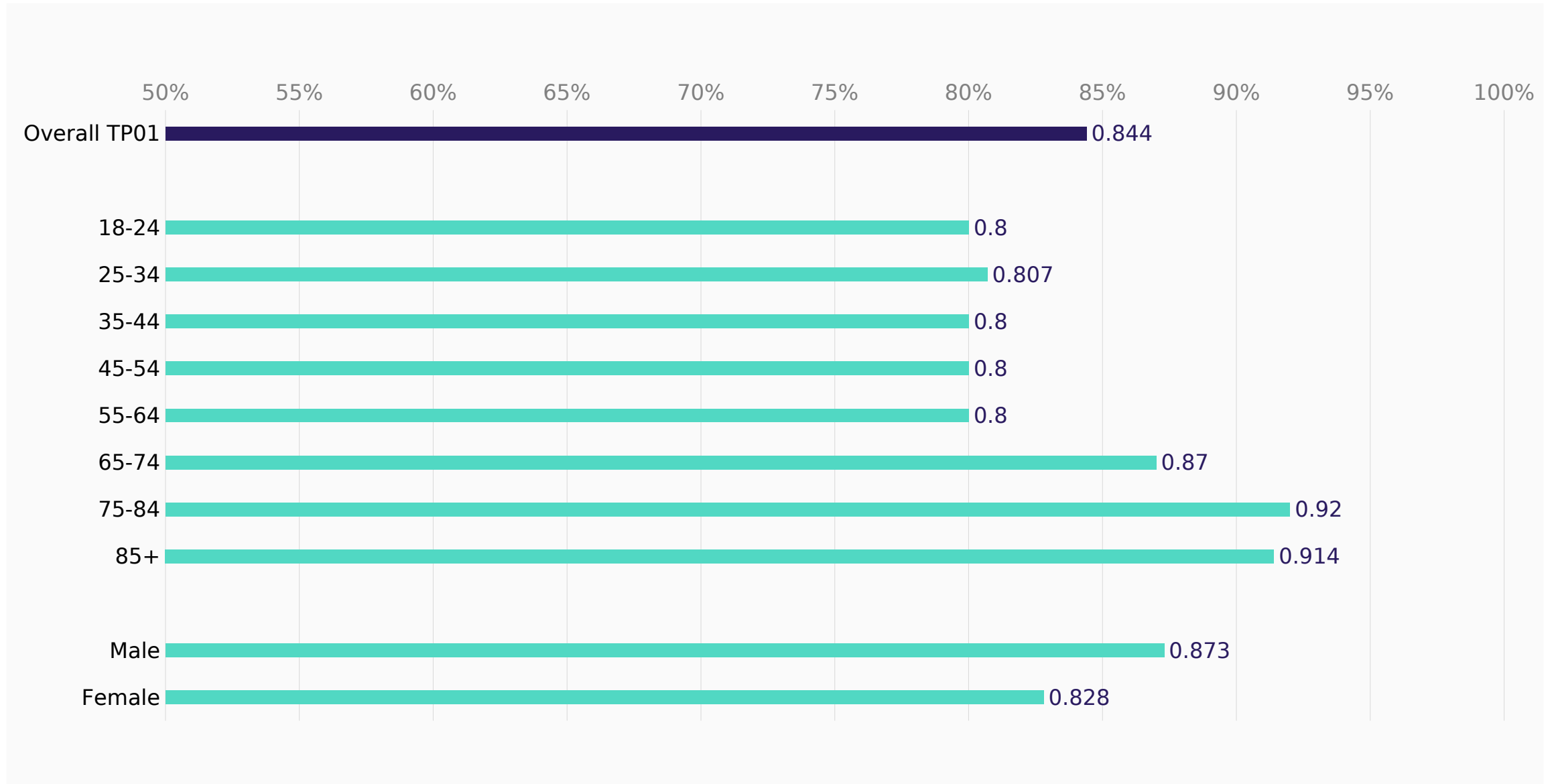
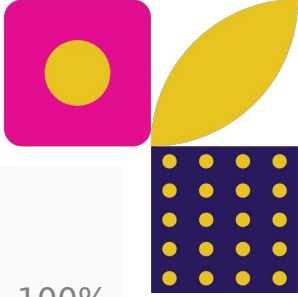
Ref	Question	2025/26	Previous year (2024/25)	Difference (+/-)
TP01	Overall satisfaction (n 599)	84.4%	80.1%	4.3%
TP02	Repairs service overall (389)	84.6%	77.5%	7.1%
TP03	Speed of repairs (384)	85.9%	76.3%	9.6%
TP04	Home is well-maintained (544)	84.0%	79.0%	5.0%
TP05	Home is safe (551)	88.4%	89.4%	-1.0%
TP06	Listens to views and acts (479)	76.0%	74.1%	1.9%
TP07	Keeps tenants informed (519)	82.5%	82.4%	0.1%
TP08	Treats tenants fairly and with respect (525)	88.8%	85.0%	3.8%
TP09	Complaint handling (110)	45.5%	43.0%	2.5%
TP10	Communal areas are clean and well-maintained (151)	78.1%	71.0%	7.1%
TP11	Contribution to neighbourhood (446)	80.0%	75.9%	4.1%
TP12	ASB handling (135)	73.9%	74.9%	-1.0%

TP01 (Overall Satisfaction)

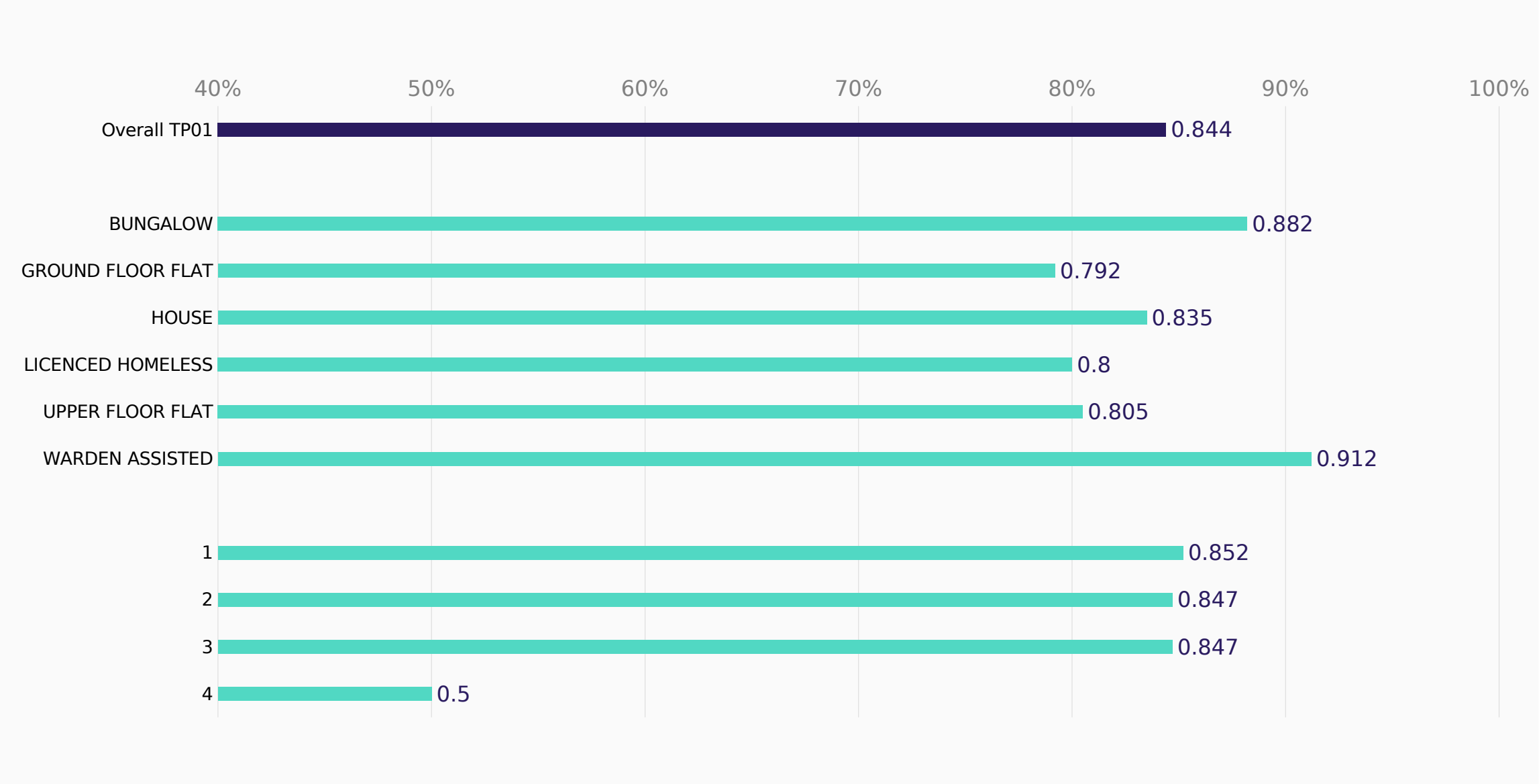
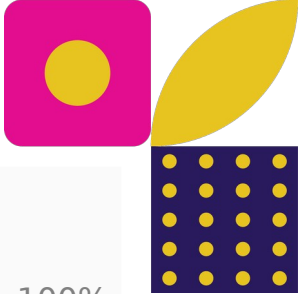




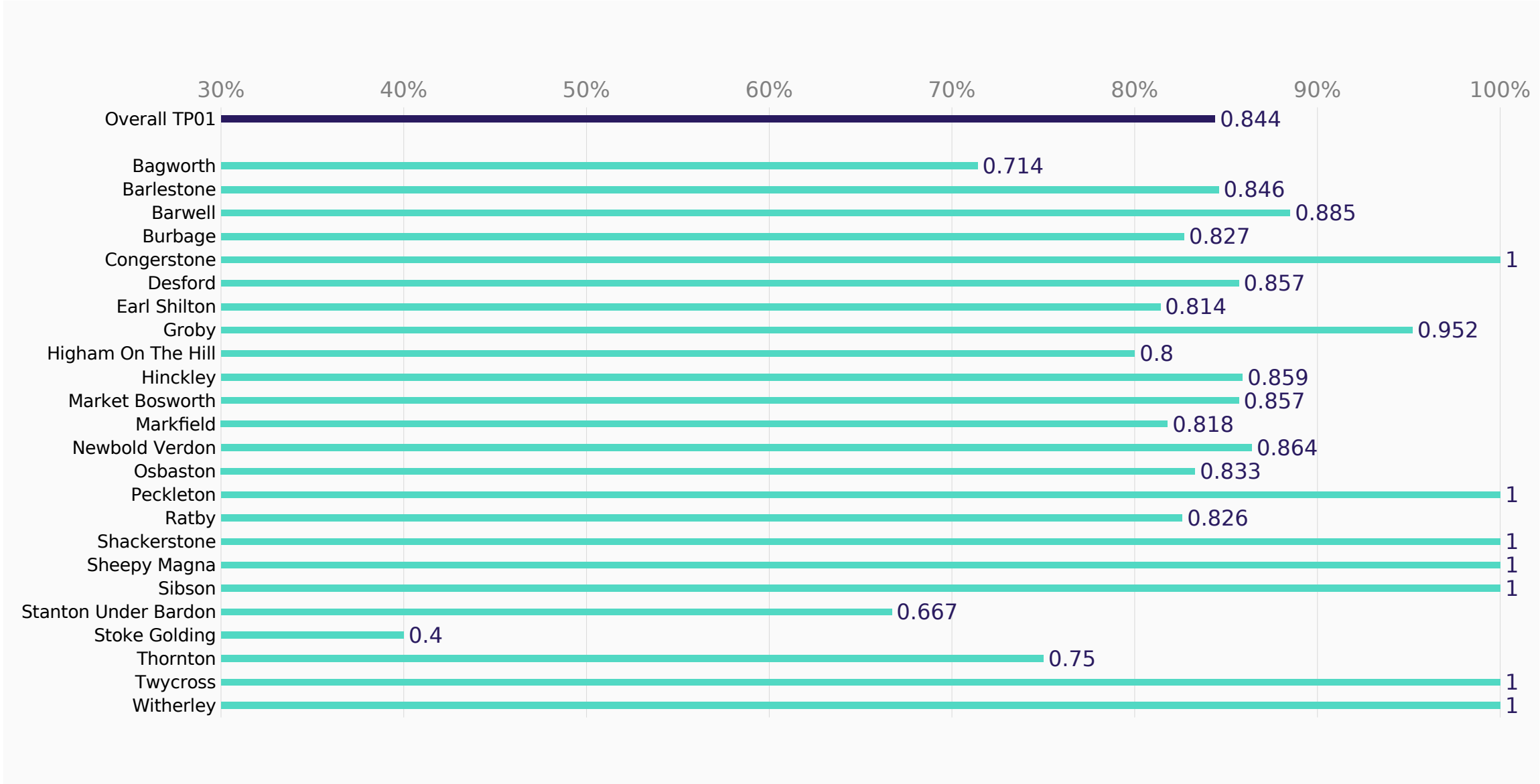
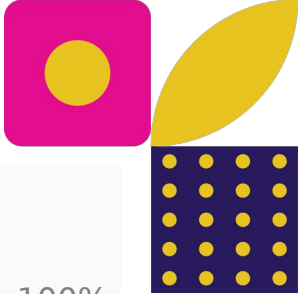
gender



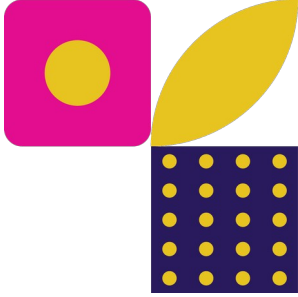
bedrooms



TP01 (Overall Satisfaction) by area



Comments



Analysing comments related from tenants that said they were very satisfied, key themes consider:

Overall Satisfaction with Service Quality

Tenants frequently expressed high levels of satisfaction with the overall quality of service provided by the council. Comments highlighted how helpful and supportive the staff were, with many tenants feeling their needs were met promptly and professionally. The use of words like “excellent” and “satisfied” underscores a strong sense of appreciation for the council’s consistent service delivery.

Efficient and Timely Repairs

A dominant theme was the effectiveness and speed of repair services. Tenants praised the council for addressing maintenance issues quickly and efficiently, often noting the politeness and professionalism of the repair staff. This theme reflects a strong operational performance in property upkeep and responsiveness.

Problem Resolution and Responsiveness

Many comments focused on how well the council handled problems when they arose. Tenants appreciated that issues were resolved quickly and without hassle, reinforcing a sense of reliability and trust in the service. The emphasis on “quick” and “work” suggests that tenants value both speed and quality in problem resolution.

Promptness and Communication

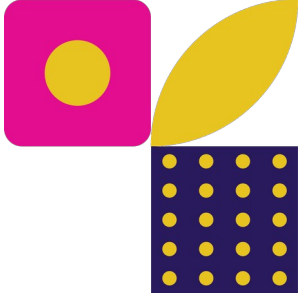
Keywords: *quickly, sorted, problems, doing, jobs, polite, repairs, ve, quite, phone*

This theme highlights the importance of prompt action and clear communication. Tenants noted that repairs and requests were handled swiftly, and that staff were polite and easy to reach by phone. The council’s ability to respond quickly and courteously contributed significantly to tenant satisfaction.

Consistency and Reliability of Service

Tenants consistently mentioned being “happy” with the service, pointing to a reliable and dependable experience over time. The repetition of terms like “promptly” and “job” suggests that tenants value not just one-off good experiences, but a sustained level of service excellence.

Comments



Analysing comments related from tenants that said they were very and fairly dissatisfied, key themes consider:

Delays and Incomplete Repairs - Many tenants expressed frustration with long waiting times for repairs, some citing delays of months or even years. Several mentioned that repairs were started but never completed, or that multiple visits were made without resolution. This leads to a perception of inefficiency and neglect.

Improvement Suggestions:

Introduce a clear service-level agreement (SLA) for repairs with transparent timelines. Implement a tracking system that allows tenants to monitor progress and receive updates. Ensure follow-up inspections confirm completion and quality of work.

Poor Communication and Lack of Follow-Up - A recurring issue was the lack of communication from the council. Tenants reported not being informed about appointments, not receiving callbacks, and having to chase updates repeatedly. Some said their repair requests were not recorded or acknowledged.

Improvement Suggestions:

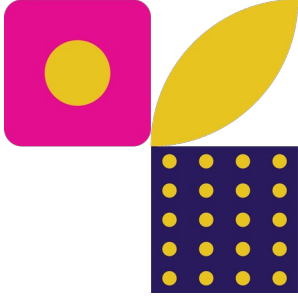
Improve internal coordination and invest in a customer relationship management (CRM) system to log and track all tenant interactions. Provide proactive updates via text or email and ensure frontline staff are trained in empathetic, responsive communication.

Low Quality of Workmanship - Several tenants described repairs as “bodged,” “temporary,” or “poorly done.” There were complaints about work being rushed, not meeting basic standards, or requiring repeated visits due to poor execution.

Improvement Suggestions:

Introduce quality assurance checks for all completed repairs. Use tenant satisfaction surveys post-repair to monitor contractor performance. Provide training and clearer standards for contractors and maintenance teams.

Comments



Analysing comments related from tenants that said they were very and fairly dissatisfied, key themes consider:

Safety and Vulnerability Concerns - Some tenants, particularly those who are vulnerable or have disabilities, felt unsupported. Issues included unresolved safety concerns (e.g. broken fences, unsafe neighbours), lack of adaptations, and feeling ignored despite repeated requests.

Improvement Suggestions:

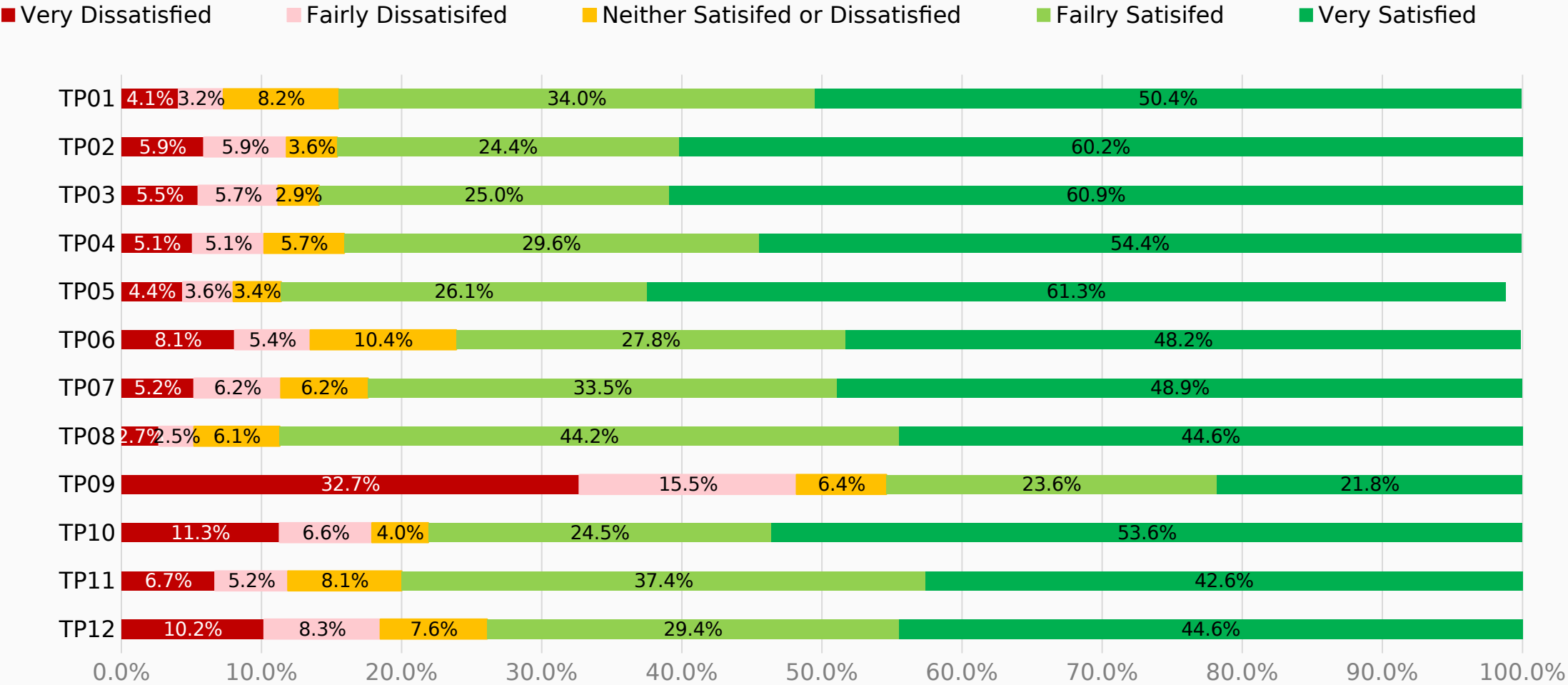
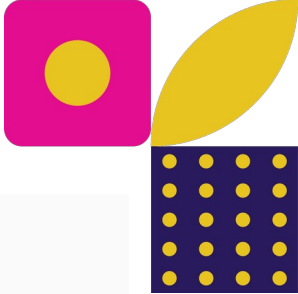
Establish a dedicated support team for vulnerable tenants. Prioritise safety-related repairs and ensure safeguarding protocols are followed. Offer case management for complex or sensitive situations.

Unresolved Damp, Mould, and Structural Issues - Persistent problems with damp, mould, and structural damage were common. Tenants reported these issues being raised multiple times without resolution, leading to health concerns and deteriorating living conditions.

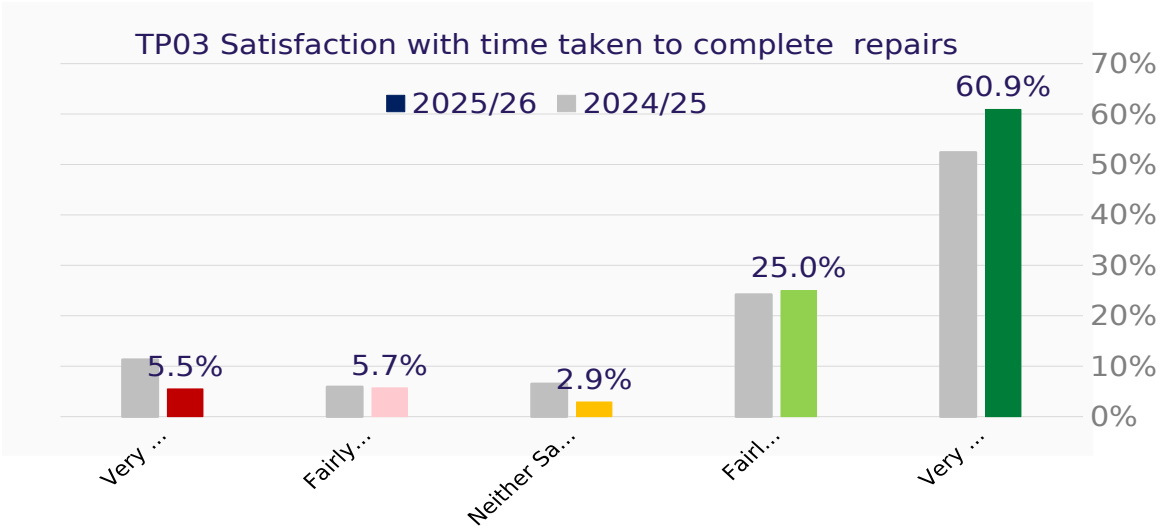
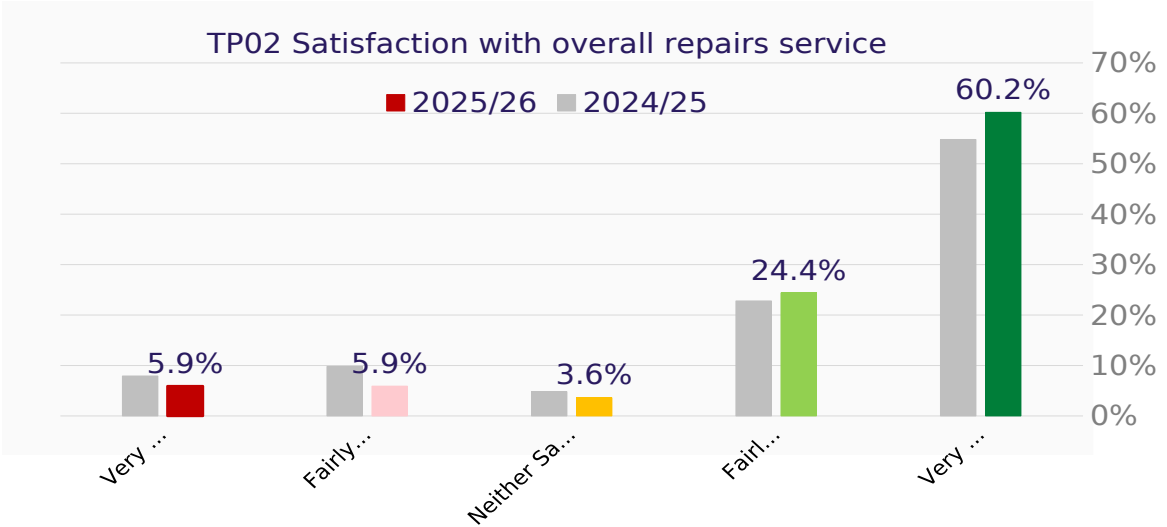
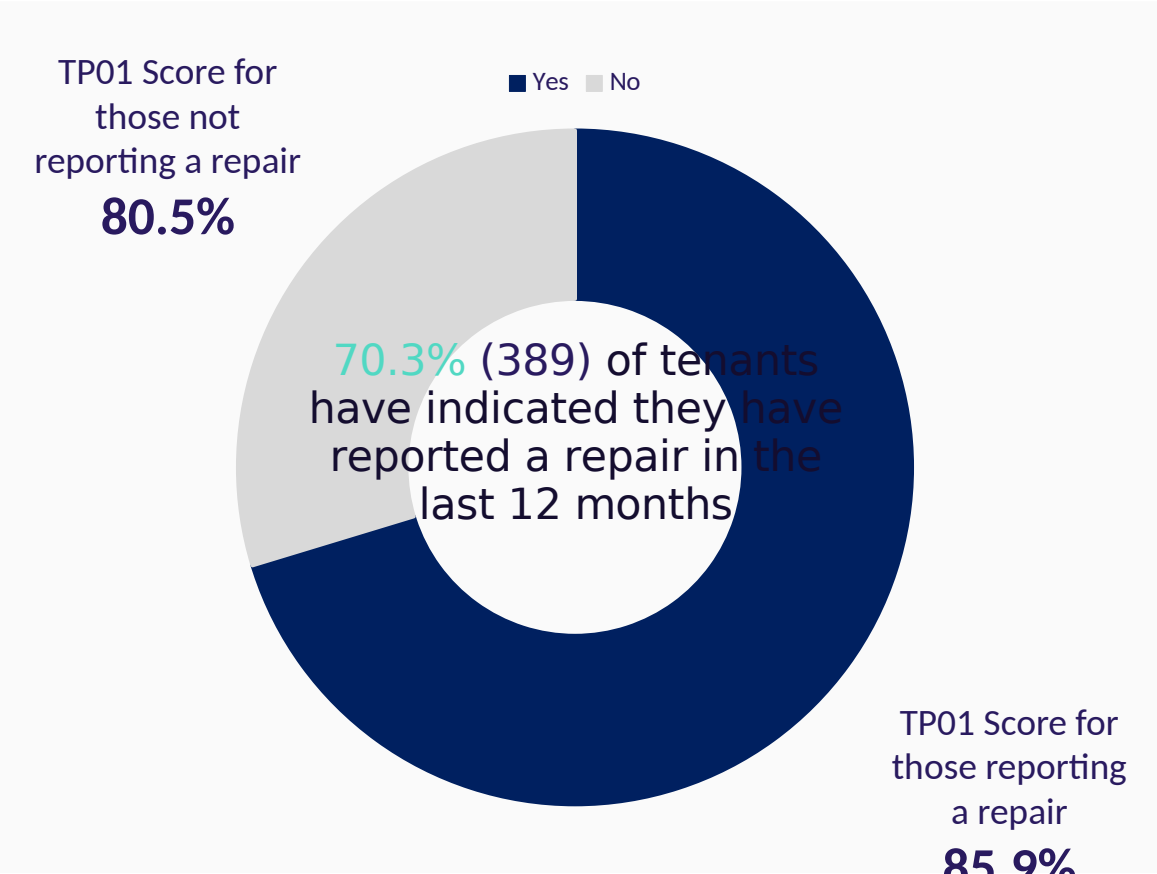
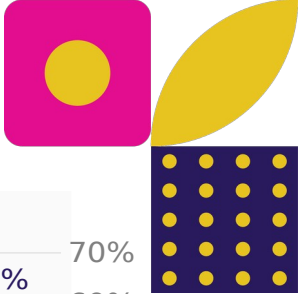
Improvement Suggestions:

Create a specialist response team for damp and mould cases. Conduct root cause analysis rather than surface-level fixes. Communicate clearly with tenants about timelines and actions being taken to resolve these issues permanently.

TP01-TP12 Spread of Scores

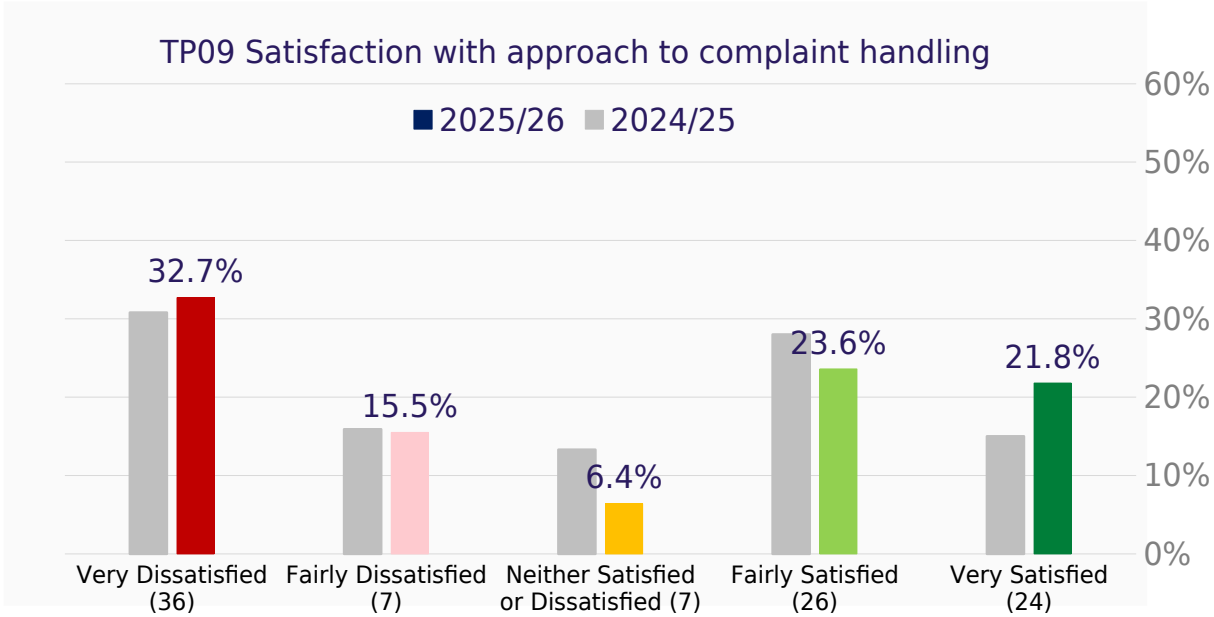
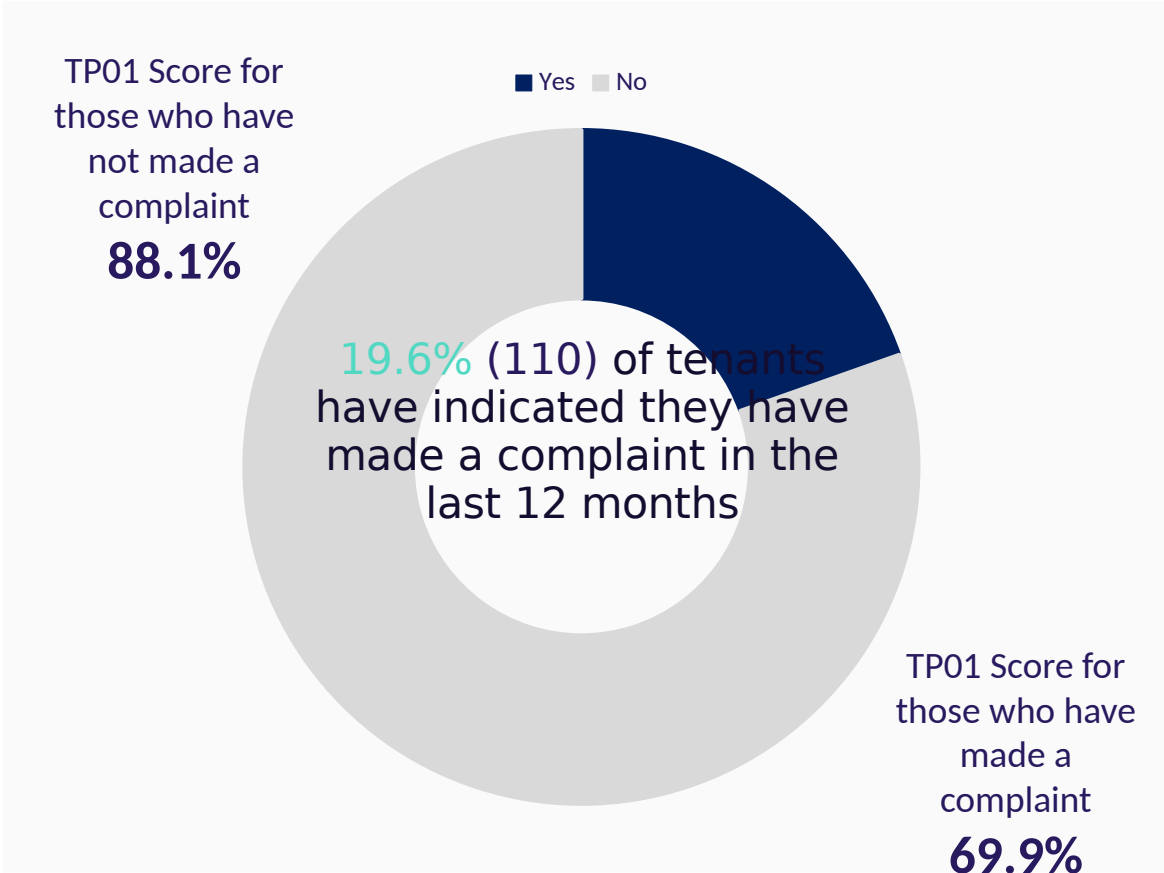
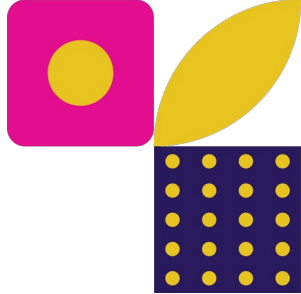


TP02 / TP03 - Repairs



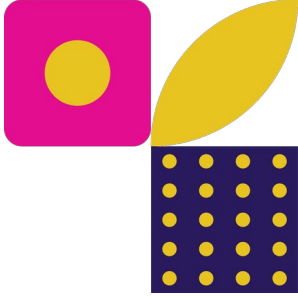
TP01 Overall satisfaction score for respondents who are very dissatisfied with overall repairs service is **39.1%** whereas those who are very satisfied with overall repairs service is **97.0%**

TP09 - Complaint Handling



TP01 Score for those who very dissatisfied with approach to complaint handling **44.4%**

TP01 Score for those who very satisfied with approach to complaint handling **100.0%**



Themes from 'Very Satisfied' Tenants

Tenants who rated their complaint handling experience as "very satisfied" consistently praised the speed and responsiveness of the council. Many noted that issues were resolved within 24 hours or a few days, and that they received callbacks or updates promptly. There was also appreciation for positive outcomes, such as repairs being completed, neighbour issues being addressed, or compensation being approved. These tenants felt listened to and supported, often highlighting the professionalism and helpfulness of housing officers or council staff.

Themes from 'Very and Fairly Dissatisfied' Tenants

In contrast, dissatisfied tenants described a pattern of poor communication, lack of follow-up, and unresolved issues. Many reported that complaints were ignored, responses were delayed or absent, and outcomes were unsatisfactory or non-existent. A significant number of comments related to anti-social behaviour, neighbour disputes, and safety concerns that were not adequately addressed. Others mentioned long-standing repair issues, sometimes spanning years, with little to no progress or accountability. There was also a sense of mistrust and frustration, with some tenants feeling dismissed, unheard, or even retaliated against for raising concerns.

Improving Complaint Handling

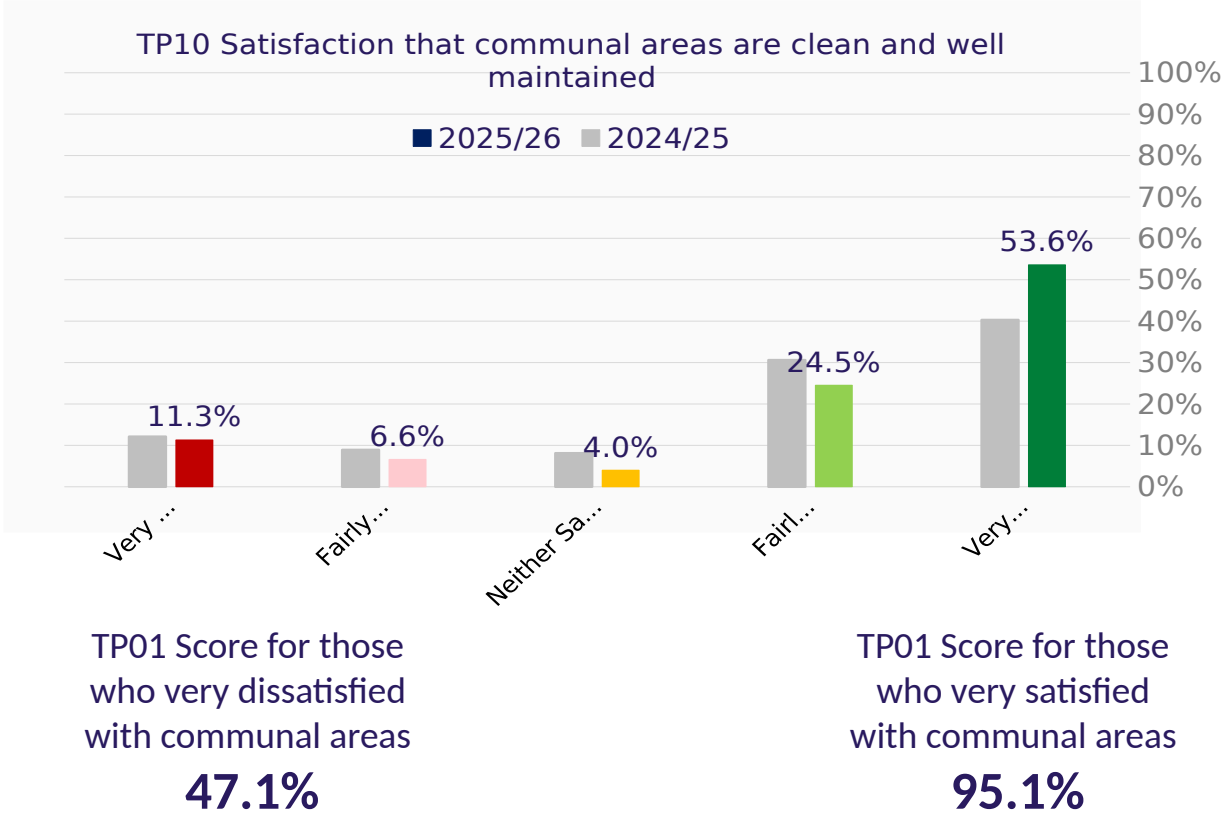
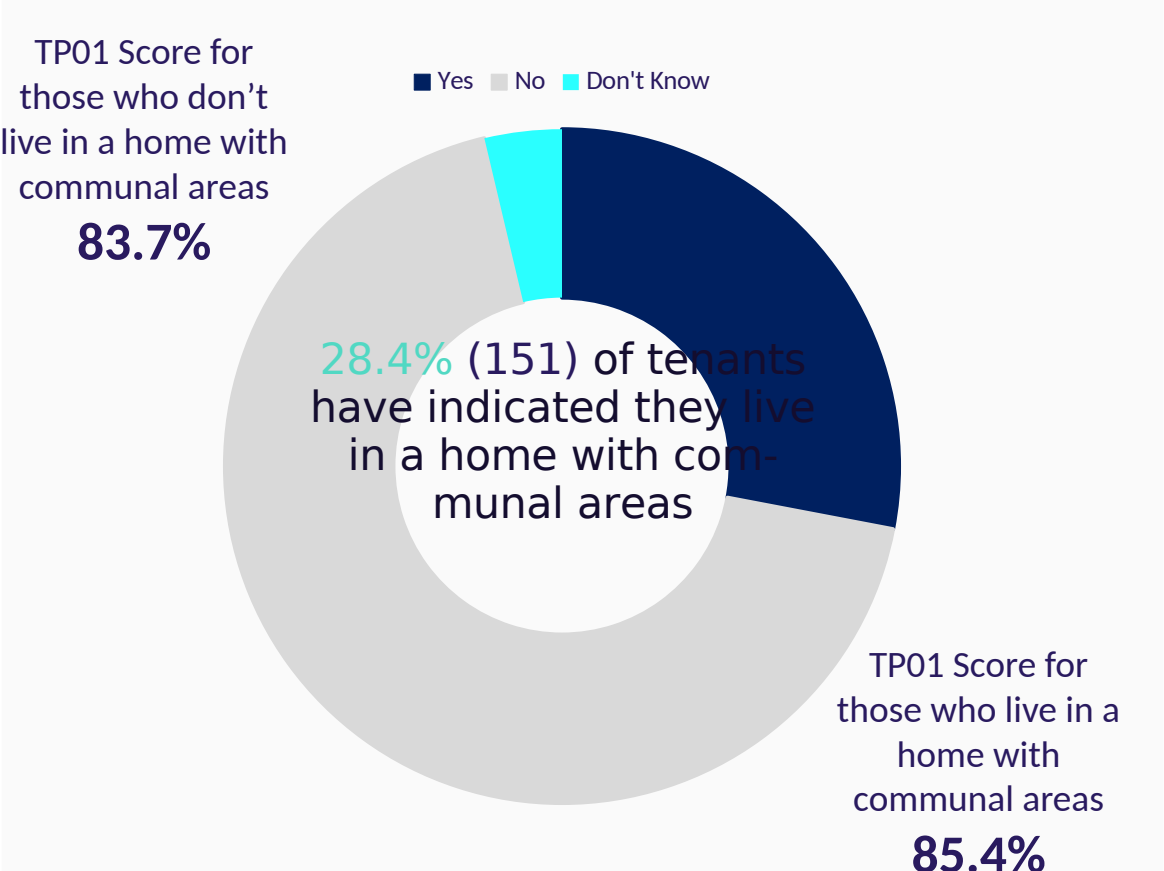
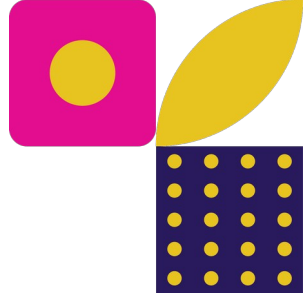
To improve satisfaction with complaint handling, the council should focus on three key areas:

Timely and Transparent Communication – Establish clear service standards for acknowledging and responding to complaints, and ensure tenants are kept informed throughout the process.

Accountability and Follow-Through – Implement a robust tracking system to ensure complaints are not lost or ignored, and that actions are completed and verified.

Empathetic and Fair Treatment – Train staff to handle complaints with empathy and professionalism, especially in sensitive cases involving vulnerable tenants or serious disputes. Independent oversight or escalation routes should be made clearer to tenants who feel their concerns are not being taken seriously.

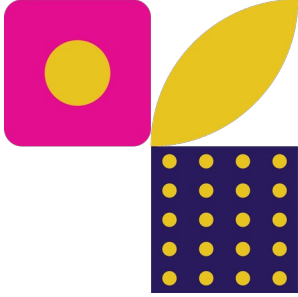
TP10 - Communal Areas



Key Driver Analysis / Benchmark ing



Key Driver Analysis

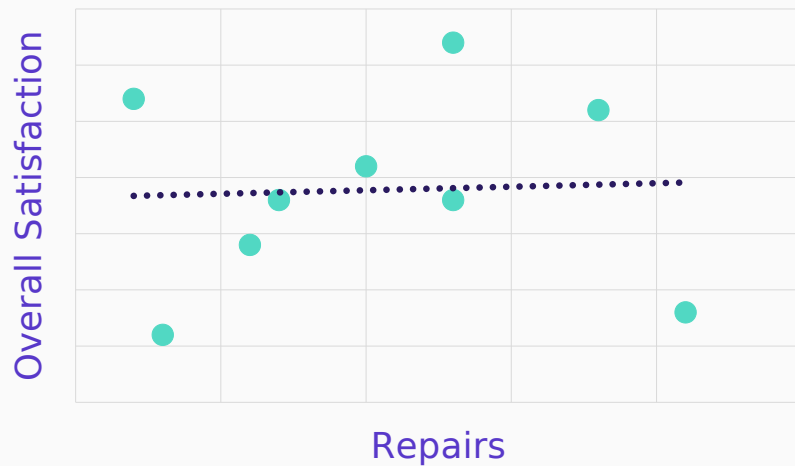


Customer satisfaction offers an excellent insight into tenant's perspectives and their experiences with services. Key driver analysis takes this one step further by exploring the relationship between specific aspects and overall satisfaction.

Correlation analysis looks to identify a relationship between individual TSM questions (TP2 – TP12) with the overall satisfaction question (TP01).

The correlation determines a value between 0 and +1. The larger the number, the stronger the impact on overall satisfaction. Typically, factors that have a correlation factor of 0.5 has a relatively large impact on overall satisfaction. Factors of 0.7 and above are regarded as having a very strong impact on overall satisfaction.

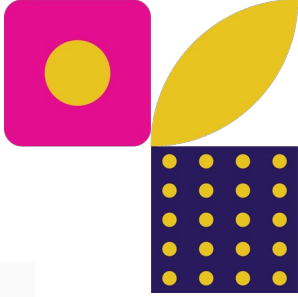
No relationship



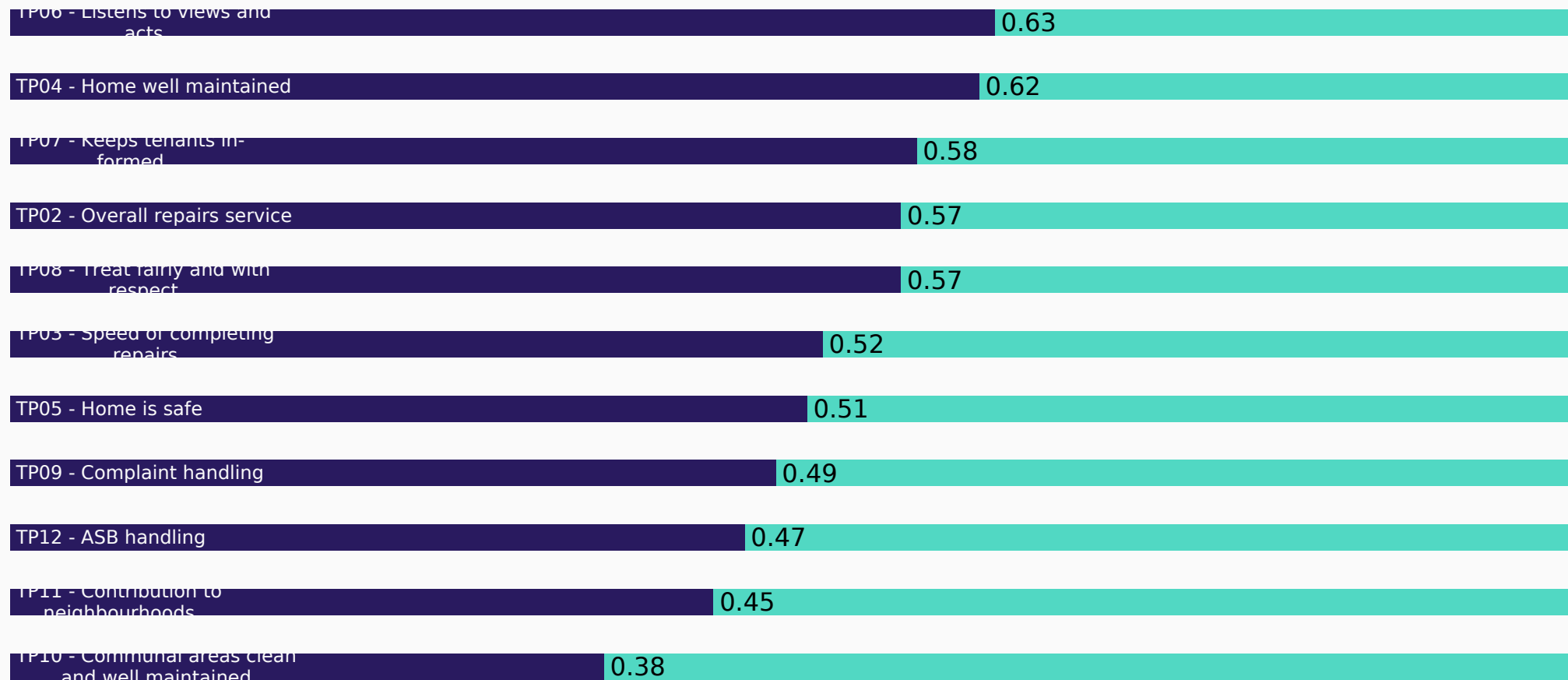
Strong relationship

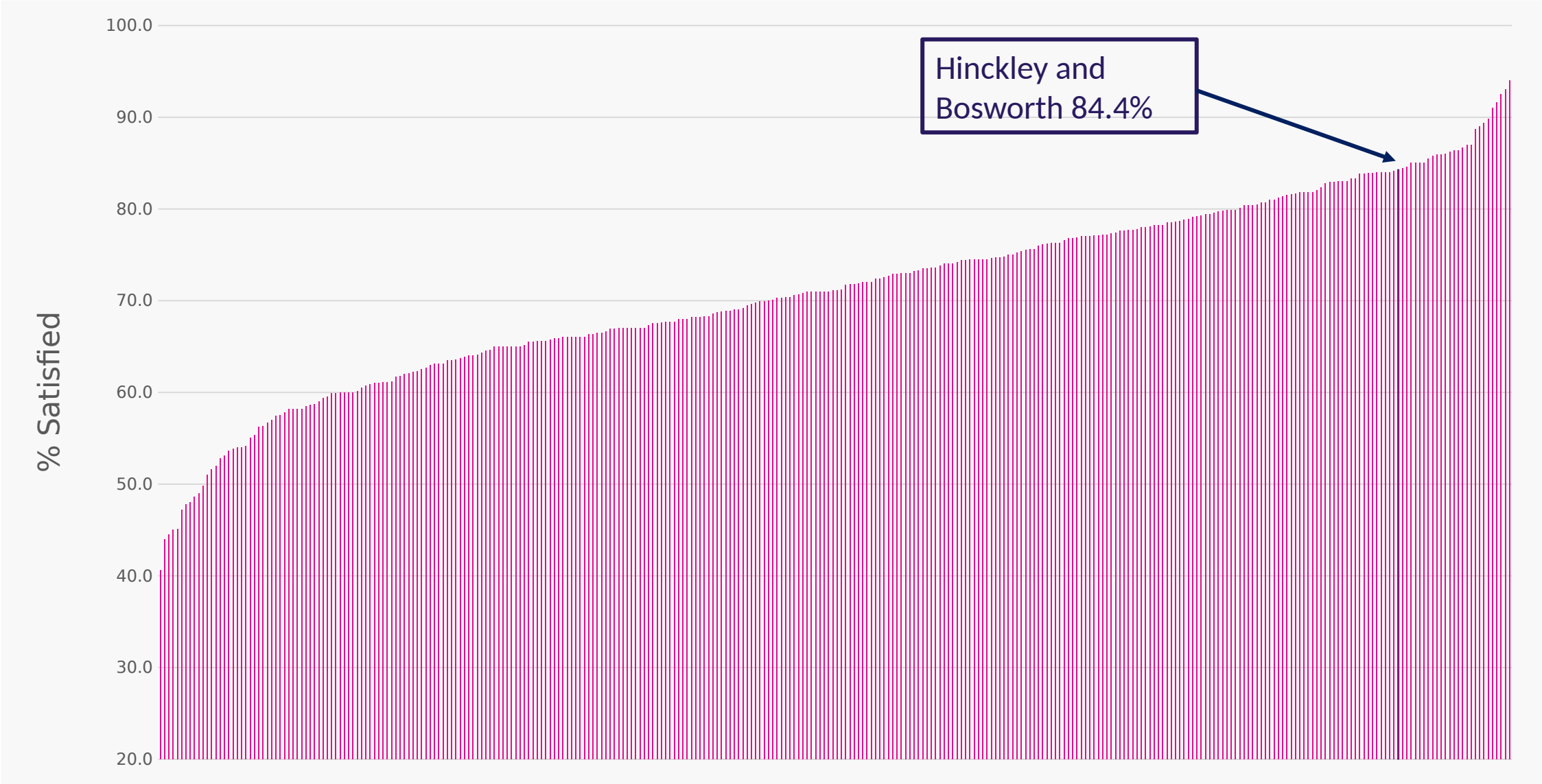
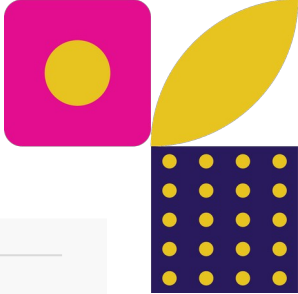


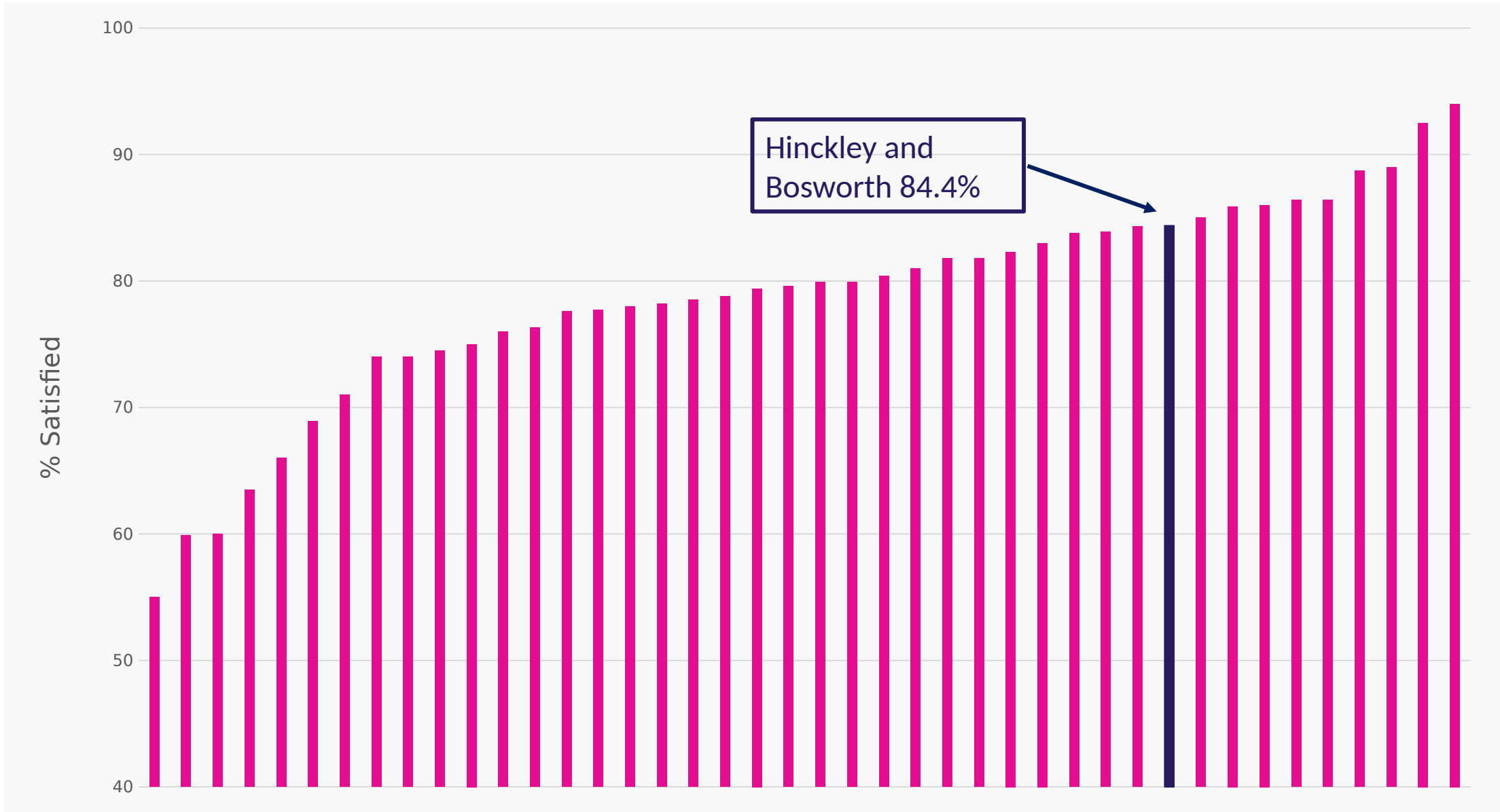
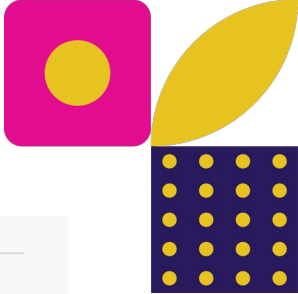
Key Driver Analysis



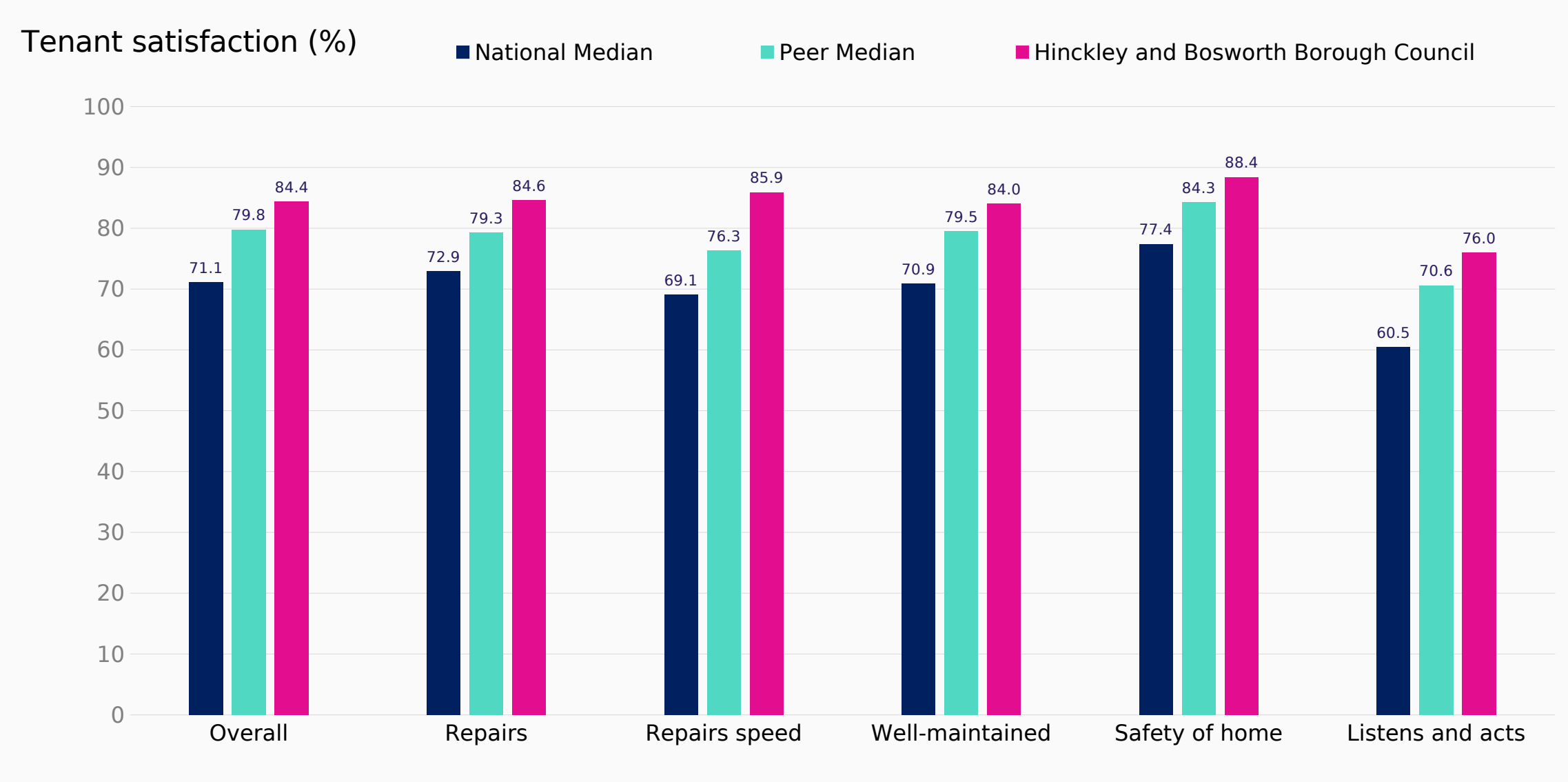
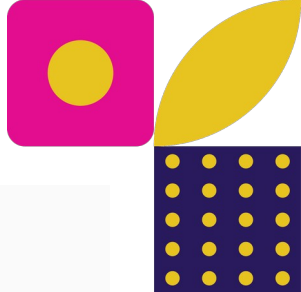
Correlation with overall perception



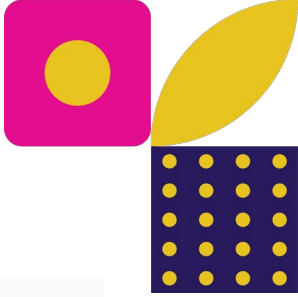




Benchmarking TP01-TP06



Benchmarking TP07-TP12

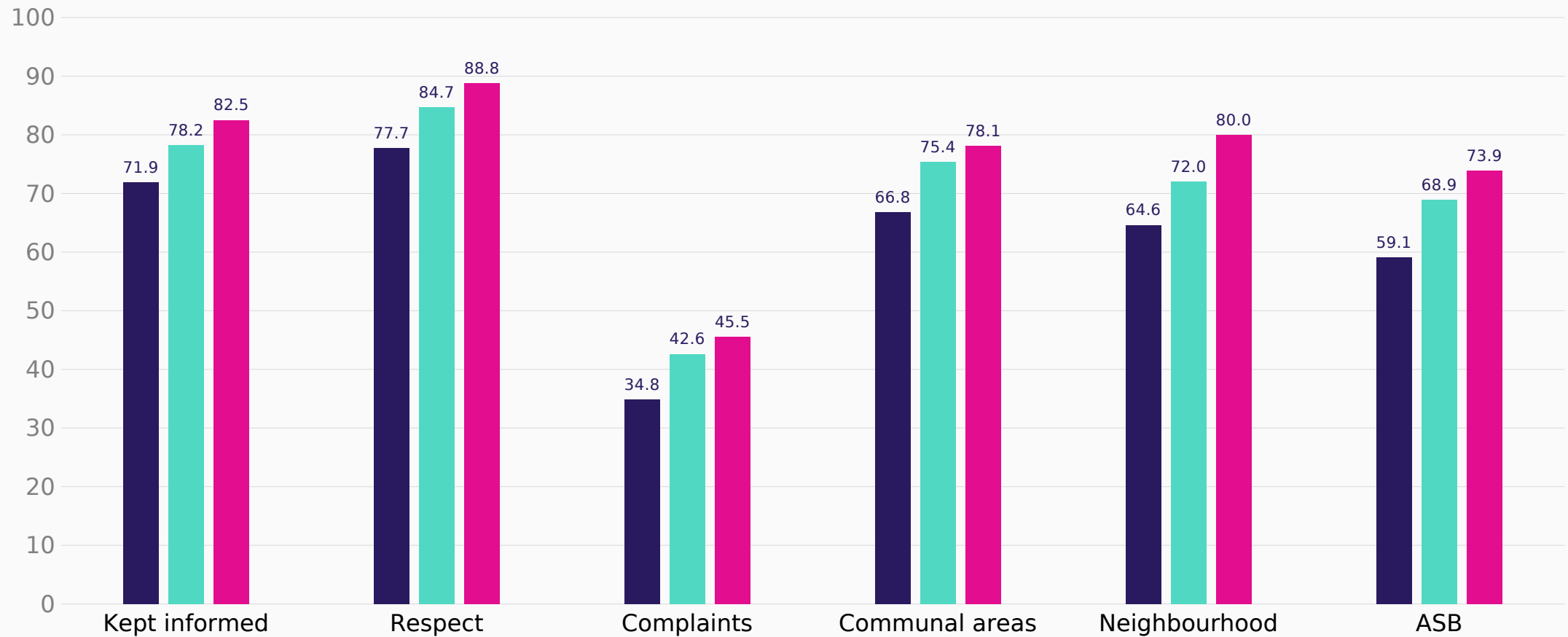


Tenant satisfaction (%)

■ National Median

■ Peer Median

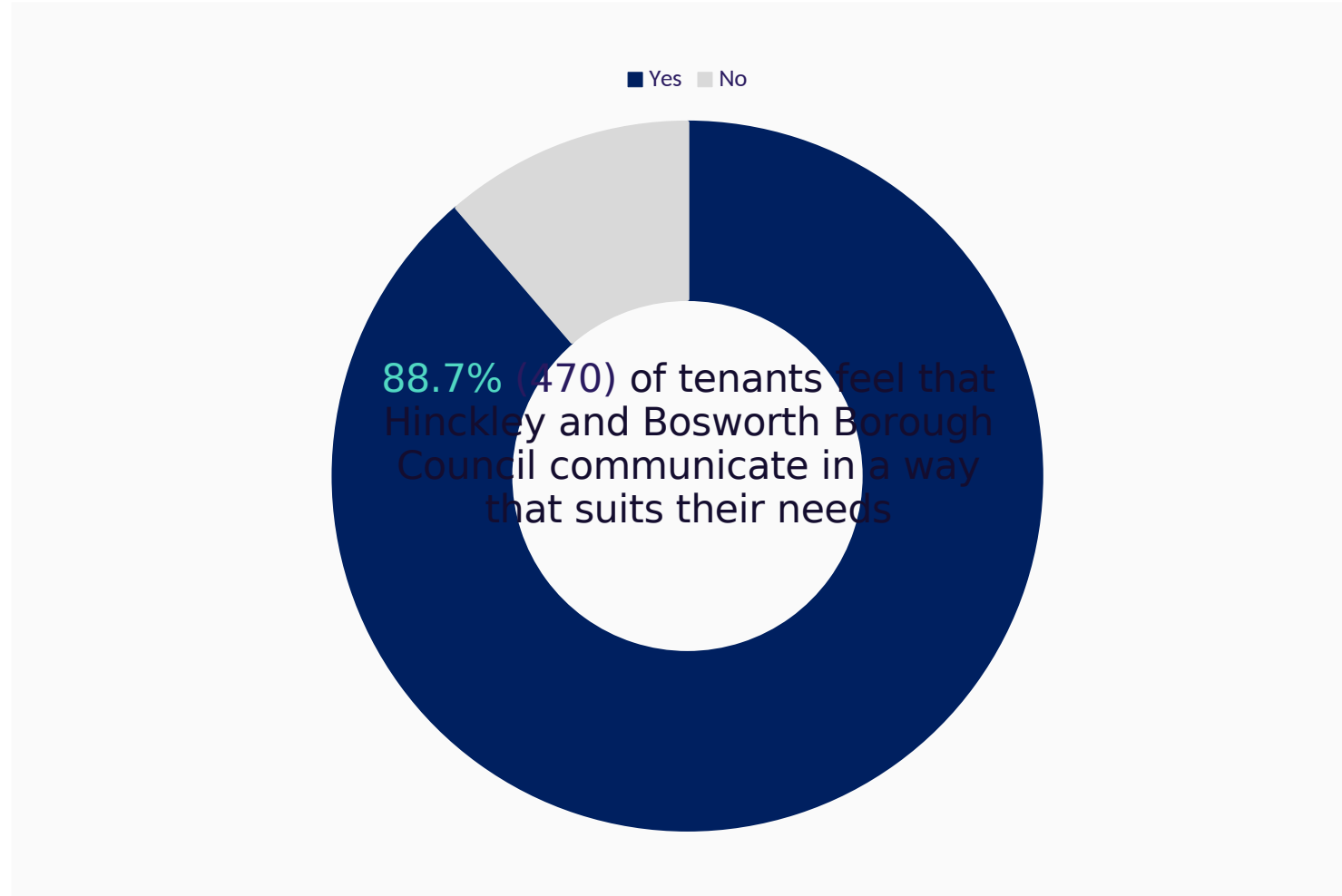
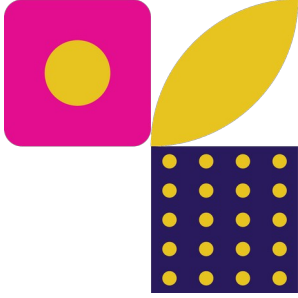
■ Hinckley and Bosworth Borough Council

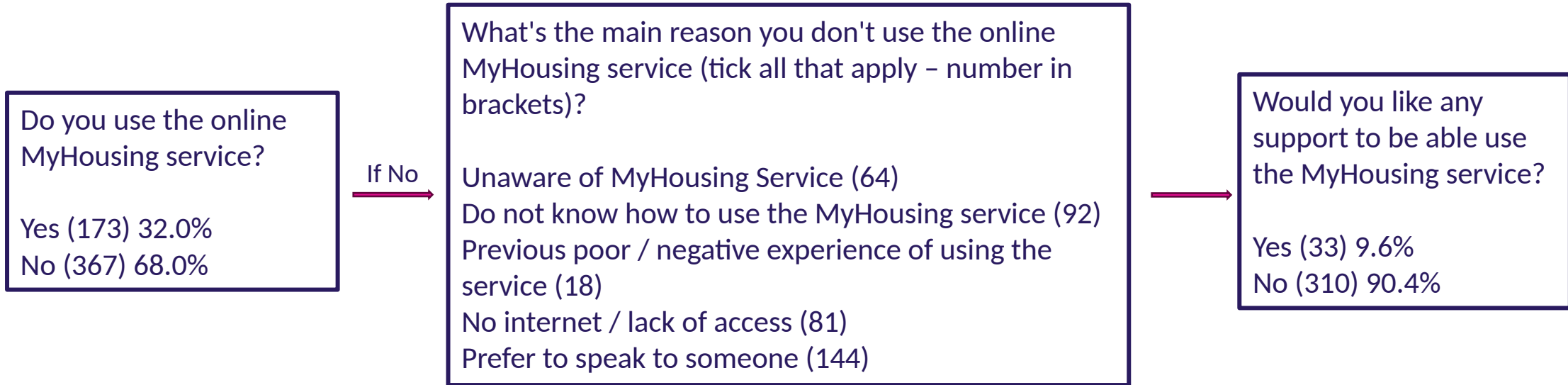
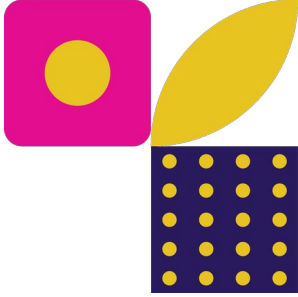


Additional Questions



Do you feel Hinckley & Bosworth Borough Council housing services communicate in a way that suits your needs?

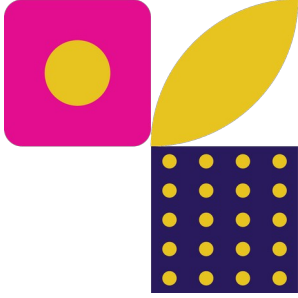




Conclusions / Next Steps



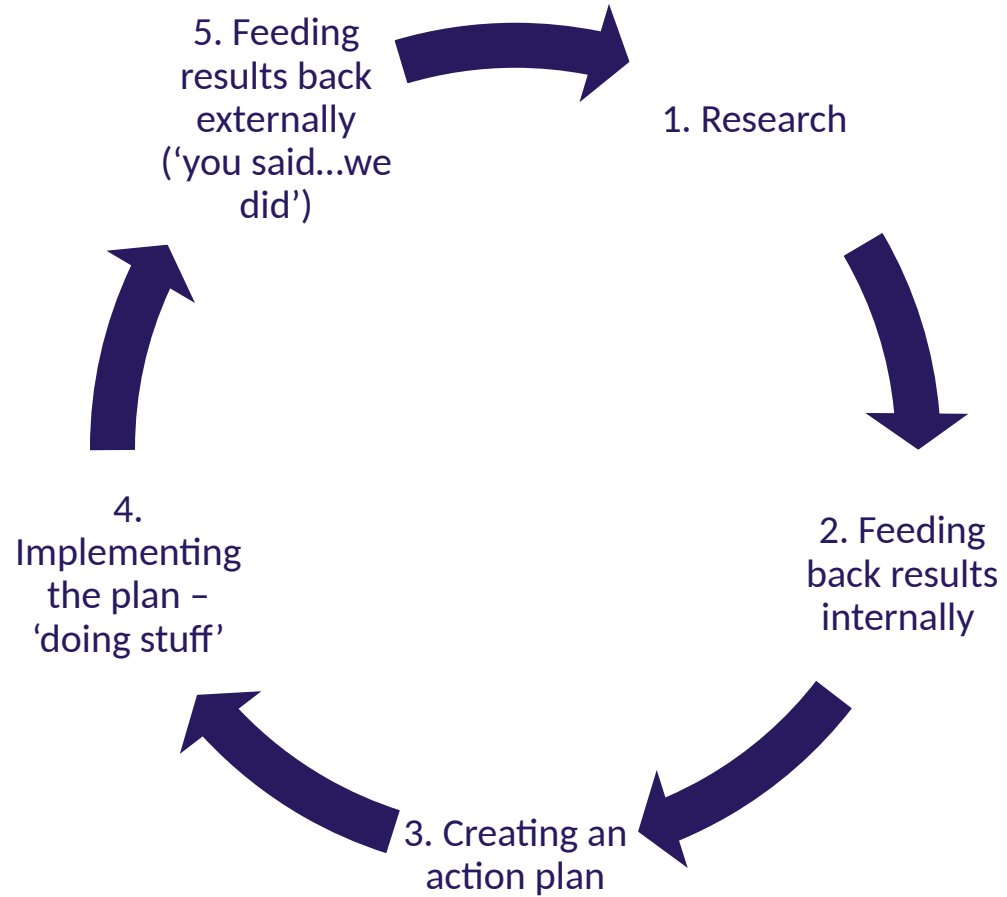
Going Beyond Compliance - Maximising Feedback



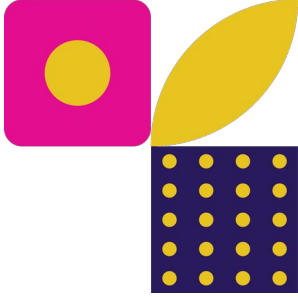
"The smallest of actions is better than the greatest of intentions"

Any kind of ongoing research is cyclical in nature. But it's what you do (or not as the case may be) in between the research that can make a profound difference to your scores.

1. Research is the easy part - that's why most organisations undertake customer feedback. The next steps are where the challenge exists:
2. Only half of organisations feedback results internally.
3. A third of organisations create an action plan.
4. A quarter actually 'do stuff' - implement the action plan.
5. 1 in 10 organisations effectively feedback results externally.



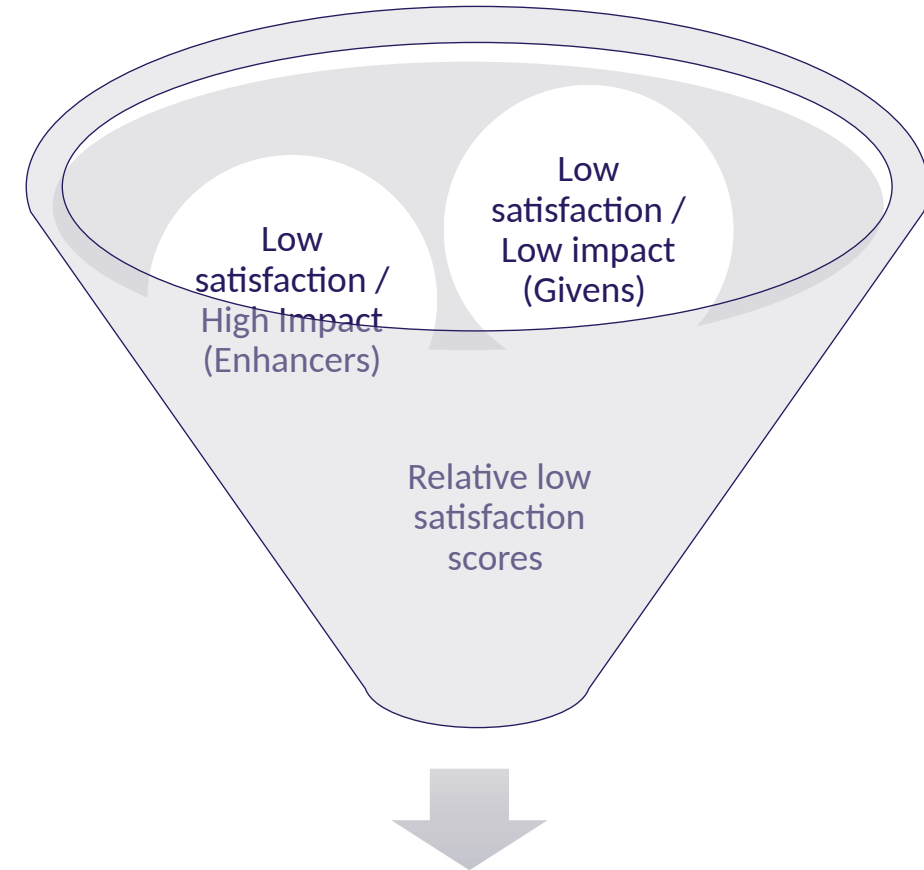
Improvement



All research is insightful, but for our purpose we also want the research to be **actionable**.

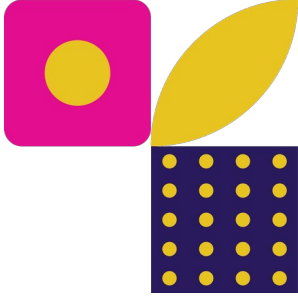
In order to deliver change, the survey should help provide focus by identifying a small number of areas to take action:

- Relative low impact / low satisfaction (e.g. **ASB handling / Complaint handling**).
- High impact / low satisfaction (e.g. **Listening to views and acting up on them**).
- High impact / high satisfaction (e.g. **repairs, including keeping home well maintained**)
- Relative low satisfaction scores (e.g. **complaint handling, listening to views and acting upon them**)



Focus for Improvement

Summary / Next Steps



Overall Satisfaction

- Overall satisfaction is 84.4% (up 4.3% on the 2024/25 TSM scores).
- When considering overall satisfaction by method of data collection, score for telephone is 84.2% (550 responses), with postal at 100.0% (9 responses).

TSM Scores

- Tenants are most satisfied with being treated fairly and with respect and the safety of the home.
- Speed of completing repairs has seen the largest increase in scores on last year's survey (up 9.6% on last year's score).
- Tenants are least satisfied with approach to handling complaints and handling of ASB.

Benchmarking

- When benchmarked against the national average, all scores are above national and peer group median scores with certain scores being better than highest performing landlord in peer group.

Areas of Focus

Using the data collected, we would recommend the following areas to be where focus on improvements should be placed:

- Priority #1 (improve, maintain then monitor) - Complaint handling, ASB handling
- Priority #2 (improve and enhance overall satisfaction) - Engagement (including listening to views and acting, and keeping tenants informed)
- Priority #3 (protect and sustain) - Repairs experience, including general maintenance of the home.

Housemark and Service Insights

Ltd

At Housemark we offer a wider range of service market research and service design services, including:

Service Research

Phone, email, SMS, postal, and face to face surveys, anywhere in the UK

Perception surveys

Transactional surveys

Bespoke surveys

Employee surveys (employee satisfaction and niche/ bespoke topics)

Customer satisfaction impact reviews

Service Design

Focus groups & in-depth interviews

Customer journey maps

Co-creation personas, idea generation, validation and development



Housemark and 3C: The Trusted Authority in Social Housing Data Excellence

Housemark and 3C lead the way in transforming data into a strategic asset for social housing providers across the UK. Our sector-specialist consultancy and tools turn fragmented, inconsistent data into a single, trusted source of truth, empowering you to make confident decisions, meet regulatory demands, and deliver better outcomes for your communities.



Data Assurance and Governance Assessments

Make confident, evidence-based decisions with data you can rely on. Our assessment service provides independent assurance that your data is **accurate, consistent, and compliant**—giving you the confidence to act and report with integrity.

Using your organisation's data and our purpose-built **3C Data Logic** tool, we assess:

- Data quality and completeness
- Compliance with regulatory standards
- Governance practices and risk areas

Designed specifically for social landlords, this service helps you build a trusted data foundation—essential for regulatory reporting, strategic planning, and delivering better outcomes for your communities.



Data Logic

Data Logic is a powerful, interactive assurance tool designed specifically for social housing providers. Delivered via the Housemark Hub in partnership with 3C, it helps you **organise, validate, and unify data from multiple sources**, creating a single, trusted foundation for reporting and decision-making.

With built-in rules to identify and track inconsistencies, Data Logic enables you to:

- Ensure data quality and commonality across systems
- Establish integrity for confident regulatory reporting
- Mine actionable insights to drive strategic change

Whether you're working toward compliance or transformation, Data Logic gives you the clarity and control to become a truly data-driven organisation.



Data Strategy and Maturity Assessment

Leaders know that trusted, compliant data is essential—but knowing where to start can be the hardest part. Whether you're laying the groundwork or advancing your current approach, we'll help you take the next step with confidence.

Using our proven **data maturity model**, we assess where your organisation stands today and provide a clear roadmap of practical actions to:

- Strengthen governance and compliance
- Align data strategy with organisational goals
- Build the foundations for insight-driven decision-making

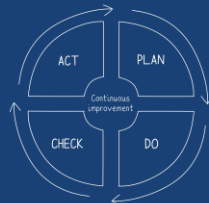
Turn uncertainty into clarity—and create a data strategy that supports your ambitions now and into the future.

Housemark and Ad Esse: Specialists in helping landlords deliver sustainable performance improvement

Ad Esse (<https://www.ad-esse.com/>) are a Housemark Hub Partner with a strong track record of helping social housing landlords improve operational performance across key areas such as repairs, complaints, voids, and service charges



About Ad Esse



www.ad-esse.com

Housemark



Scan or click
here for our
knowledge hub

We can help you improve the **performance** of your organisation – e.g. repairs, complaints, voids, service charges. See example results [here](#).

We are a **Housemark hub partner** - we work together to improve the performance of social housing providers.

Our **vision** is a world where social purpose organisations are the aspiring standard for operational excellence.

We have a substantial (and un-gated!) **knowledge hub** that anyone can access for free, with templates, explainers and information for anyone trying to improve their performance.

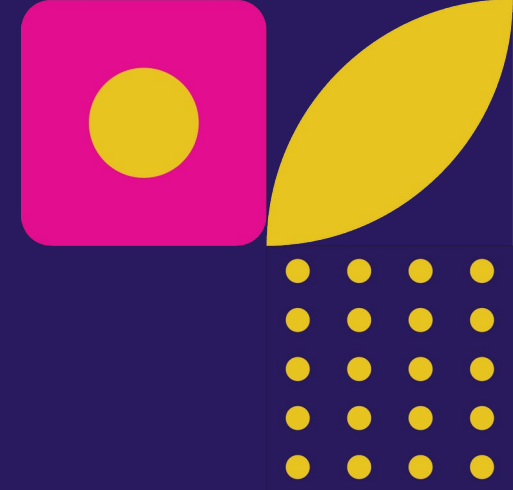
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Hinckley and Bosworth Borough Council TSM Survey 2025/26

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