



North Yorkshire Council

TSM Annual Report 2025/26

Prepared by: Acuity Research & Practice



Introduction

North Yorkshire Council (NYC) owns and manages around 8,000 properties in North Yorkshire, located across Harrogate, Selby, and Richmond. Acuity has been commissioned to undertake independent satisfaction surveys of its tenants on a quarterly basis throughout 2025/26 to collect data on their opinions of, and attitudes towards, their landlord and the services provided. This report combines the annual results for 2025/26, providing additional analysis, such as benchmarking, key driver analysis, and a breakdown of results by demographics. The survey was designed around the Tenant Satisfaction Measures (TSMs) from the Regulator of Social Housing, which became mandatory to collect from April 2023 and are required annually from now on.

These surveys took place quarterly between June 2025 and March 2026, leading to a total of 600 completed responses. Quotas were set for needs, locality and age. A further 35 incomplete interviews are included, which are required to be included by the Regulator. All of the surveys in 2025/26 were conducted by telephone using Acuity's in-house team of telephone interviewers.

The surveys are confidential, and the results are sent back to NYC anonymised unless tenants give their permission to be identified. As such, 78% of tenants gave permission to share their responses with their details attached, and 95% of these tenants are happy for NYC to contact them to discuss any information they provided.

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

- Provide information on tenants' perceptions of current services
- Compare the results against previous survey 2024/25
- Inform decisions regarding future service development
- Publish results to tenants and report to the Regulator as required.

For the overall results, Acuity and the Regulator of Social Housing recommend that landlords with over 2,500 but under 10,000 properties achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. For NYC, 631 completed responses were received for overall satisfaction. This response is high enough to conclude that the findings are accurate to within $\pm 3.7\%$ annually, therefore meeting the required margin of error.

The majority of figures throughout the report show the results as percentages. The percentages are rounded up or down from two decimal places in the results file to the nearest whole number, and for this reason, may not in all cases add up to 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. Base numbers are shown against the charts as n=...

Key TSM Metrics

Annual Summary

Wellbeing

Further Insight

Trends

Summary

Annual Demographics

2025/26 TSM Key Metrics (LCRA)

74% 

Overall Satisfaction

Annual satisfaction with the 12 TSMs is summarised to the right. Around three quarters of tenants (74%) are satisfied with overall services provided by NYC, which is an increase of five percentage points (p.p) compared with the results in 2024/25.

The highest levels of satisfaction are found for NYC providing a safe home (83%), treating tenants fairly and with respect (82%), keeping tenants informed (77%) and the repairs service in the last 12 months (77%).

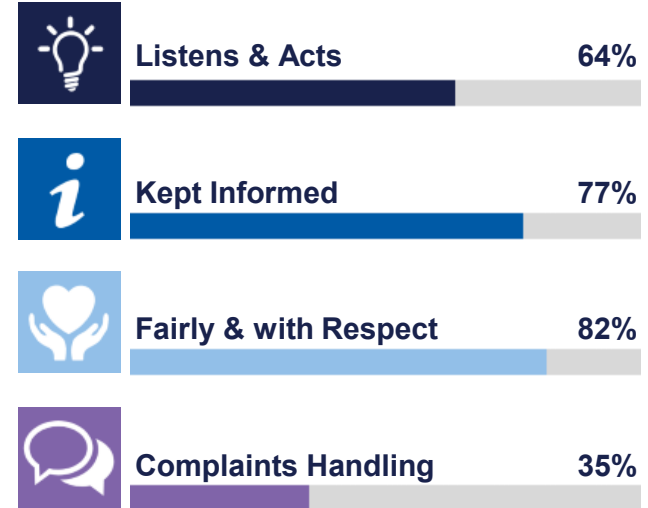
On the other hand, satisfaction is lowest for complaints handling (35%) and NYC's approach to ASB (60%).

All reporting TSM measures have seen an increase in satisfaction from 2024/25, with the exception of communal areas and approach to ASB which have remained the same.

Keeping Properties in Good Repair



Respectful & Helpful Engagement



Responsible Neighbourhood Management





Annual Summary



Annual Satisfaction & Dissatisfaction

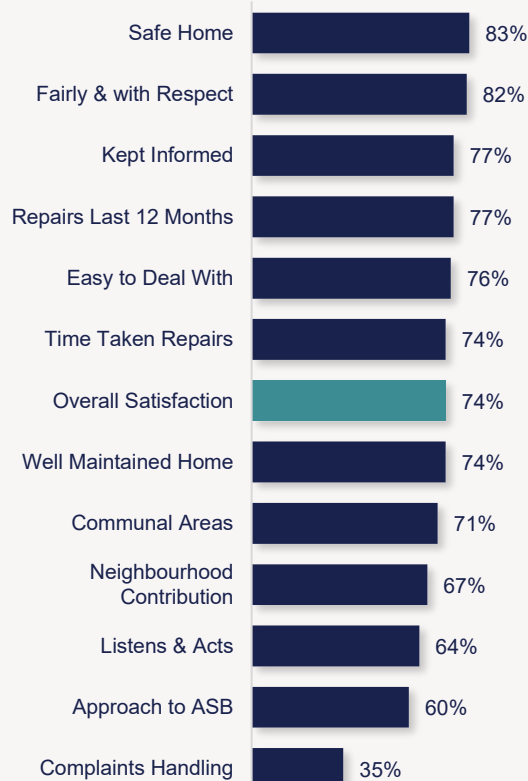
The charts opposite summarise the key satisfaction scores for 2025/26.

Sometimes, where satisfaction is low, the remaining tenants can be split between those who fall into the neutral middle ground and those who are actually dissatisfied. This difference can signal areas where tenants do not have strong opinions or areas where a high percentage of tenants are dissatisfied.

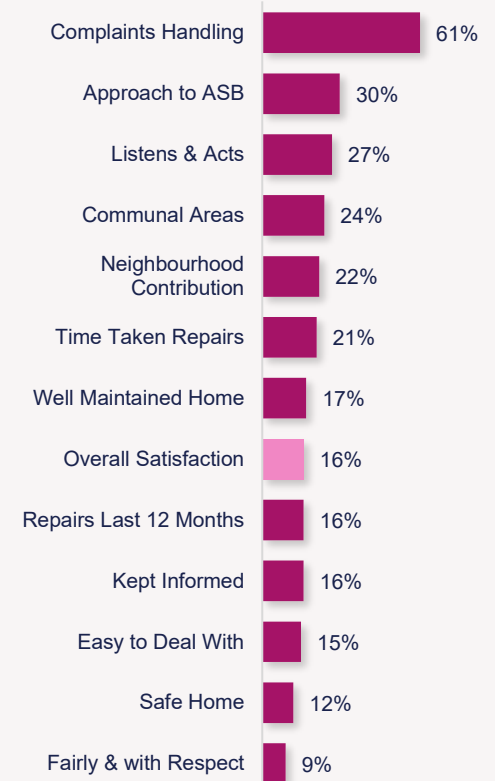
For NYC, it generally follows that measures with high satisfaction also have low dissatisfaction and vice versa.

There are some slight exceptions. For example, as was the case in 2024/25, tenants have a more polarised response with the time taken for repairs in the past 12 months, with 74% satisfied and 21% dissatisfied. Only a very small proportion fall within the middle ground for this factor, which is likely due to tenants having direct, recent experience with this, making their opinions more certain.

Satisfaction with Measures 2025/26



Dissatisfaction with Measures 2025/26





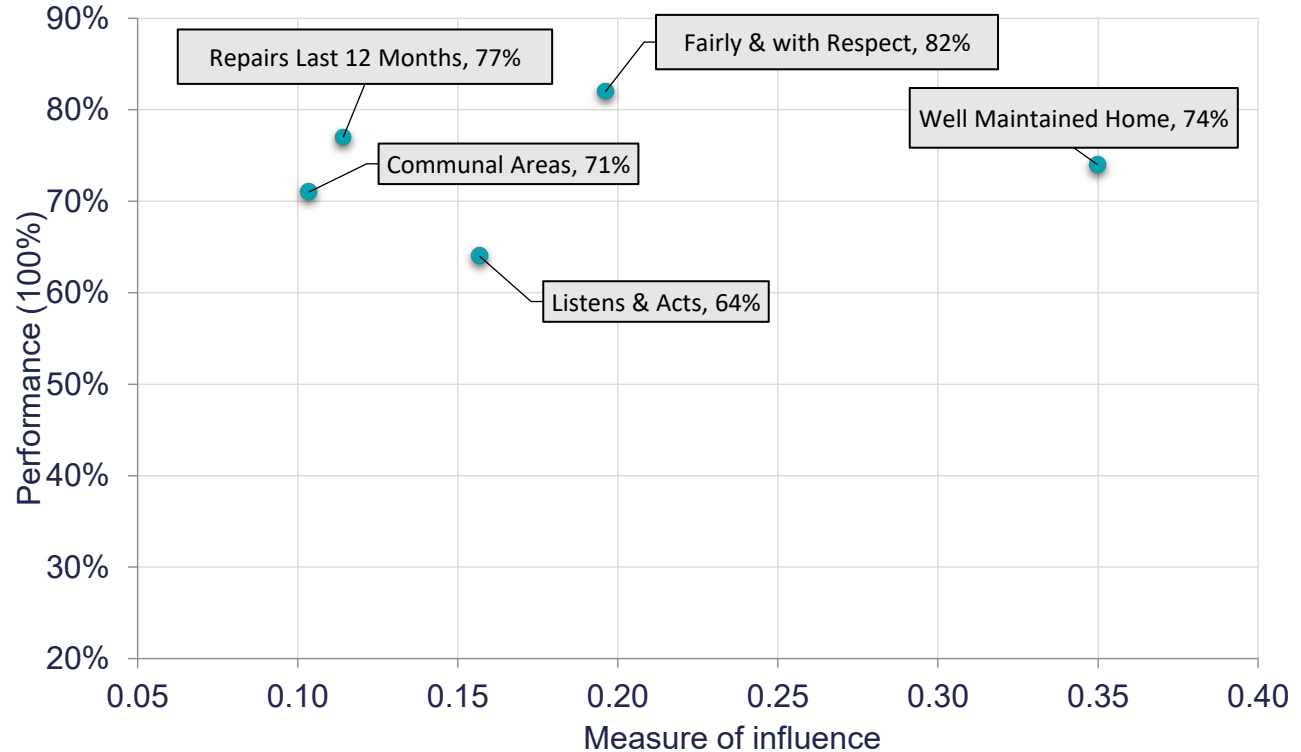
Key Driver Analysis

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.

When combining all the results for 2025/26, the most important driver for tenants' satisfaction with the overall service is that they have a well maintained home. This is followed by tenants being treated fairly and with respect, NYC listens and acts, repairs in last 12 months, and the maintenance of communal areas, which emphasises the importance of these factors as well, but are not as influential.

The implication of this analysis is that if improvements around the most influential measures can be achieved, it is more likely to lead to increased satisfaction with the overall services provided.

Annual Key Driver Analysis – Overall Satisfaction



Benchmarking – RSH results 2024/25 (LCRA)

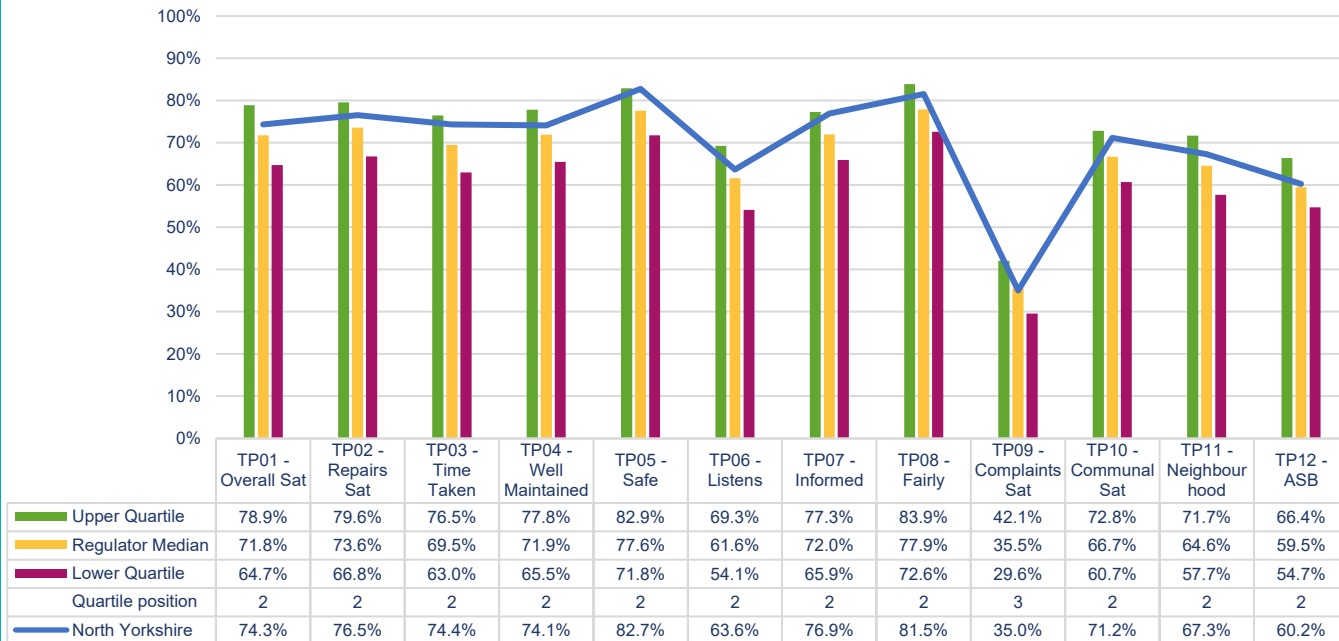


All registered providers over 1,000 units were required to submit their TSM results for 2024/25 to the Regulator of Social Housing by the end of June 2025. The full set of results were then released late in the year so it is possible to compare the results from NYC against these.

The chart opposite shows the results for NYC's LCRA tenants compared with other registered providers, the chart also shows the difference against the quartile positions.

The Council compares well against this group, with all but one measure above the group medians. The only exception being the handling of complaints which is in the third quartile.

With only one measure below the median this suggests some improvement compared with 2024/25 satisfaction scores.



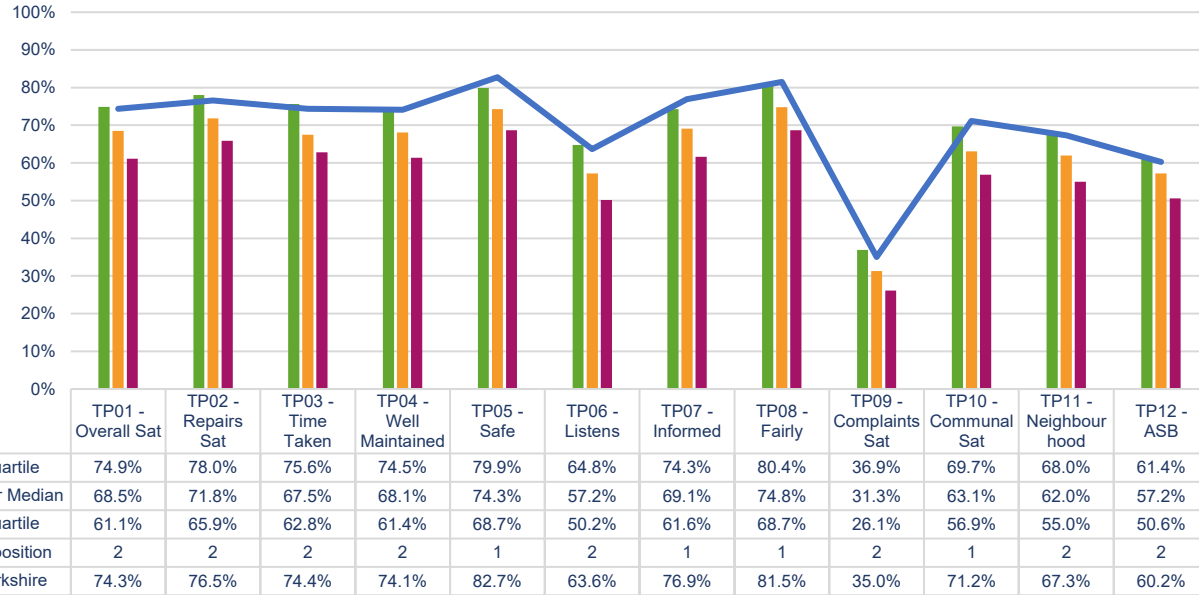


Benchmarking – RSH results 2024/25 (Councils)

Given that NYC is a council, it is appropriate to compare the results against other local authorities only, and the chart shows the differences against the quartile positions.

The Council compares very well against this group, with all measures above the group medians. There are four measures in the top quartile: the provision of a safe home, tenants being kept informed, tenants being treated fairly and with respect and the maintenance of communal areas. Overall satisfaction is only 0.6p.p off the top quartile mark.

The Council should be very pleased with this and again shows improvement from last year which highlights the work achieved by the Council, however further improvements can be made in some areas.





Top 30 Comments

The table to the right presents the top 30 comment areas from tenants for the open questions used in the survey. Those in green show a positive sentiment score and those in purple a negative sentiment score.

By far the most commonly-mentioned area is property services, particularly the timeliness and responsiveness of repairs, which has a score of -0.71. This shows that this aspect of the service is of the utmost importance to tenants and could be improved, with more tenants reporting negative experiences of this, which have shaped their perception of the services provided. Tenants also recorded a negative score for resolution of responsive repairs (-1.56) and communication/transparency around responsive repairs (-1.54).

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

On the other hand, satisfaction with customer service and contact is viewed more positively (+4.01) along with staff conduct (+3.33).

	%	Count	Score
Property Services - Responsive Repairs - Timeliness / Responsiveness	63.02%	397	-0.71
Property Services - Responsive Repairs - Other	27.30%	172	-0.08
Property Condition - General Condition	27.30%	172	2.17
Housing Services - Customer Service & Contact - Staff Conduct	26.83%	169	3.33
Property Services - Responsive Repairs - Quality of Work / Service	26.03%	164	0.45
Property Services - Responsive Repairs - Resolution	22.06%	139	-1.56
Housing Services - Customer Service & Contact - Communication / Transparency	20.63%	130	1.30
Uncategorized Comments	19.84%	125	0.79
Housing Services - Customer Service & Contact - Satisfaction	19.05%	120	4.01
Housing Services - Grounds Maintenance - Quality of Work / Service	18.89%	119	-0.35
Housing Services - Customer Service & Contact - Timeliness / Responsiveness	17.78%	112	1.80
Property Services - Responsive Repairs - Communication / Transparency	17.14%	108	-1.54
Housing Services - Customer Service & Contact - Other	16.19%	102	0.43
Property Condition - Window/doors	15.40%	97	-2.84
Housing Services - Grounds Maintenance - Timeliness / Responsiveness	11.43%	72	-2.62
Housing Services - Neighbourhood Contribution - Satisfaction	10.95%	69	1.80
Property Condition - Damp	10.48%	66	-3.64
Housing Services - Customer Service & Contact - Effort	10.32%	65	0.49
Housing Services - Communal Maintenance - Quality of Work / Service	10.32%	65	1.35
Housing Services - Grounds Maintenance - Other	9.52%	60	-1.00
Housing Services - ASB - Other	9.37%	59	-0.90
Housing Services - Neighbourhood Contribution - Other	8.89%	56	-0.21
Property Services - Responsive Repairs - Satisfaction	8.73%	55	2.51
Property Condition - Roofs & Gutters	8.10%	51	-2.60
Housing Services - Complaints - Timeliness / Responsiveness	7.94%	50	-2.02
Housing Services - Complaints - Other	7.94%	50	-1.30
Housing Services - Customer Service & Contact - Quality of Work / Service	7.94%	50	2.88
Housing Services - ASB - No Comments	7.78%	49	-0.61
Property Services - Responsive Repairs - Safety	7.30%	46	-0.52
Housing Services - Customer Service & Contact - Resolution	7.14%	45	1.72

National Context



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

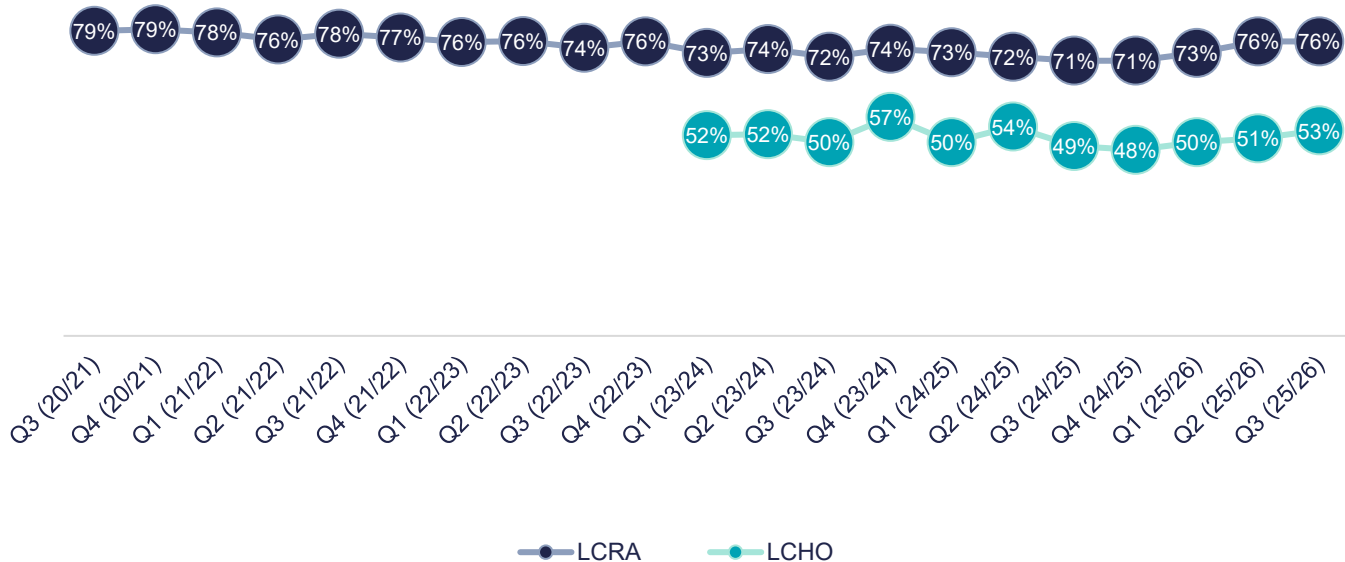
Satisfaction is based on perception rather than specific values, so it can be affected by these factors and how positive people feel about their lives.

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 through 2025/26.

As has been shown throughout this report, satisfaction has increased for NYC since the previous survey, including overall satisfaction at 74%. The Council is, therefore, doing well to continue to improve levels of satisfaction, despite challenging external factors.

Overall Services (Acuity Clients)





Wellbeing



Cost of Living

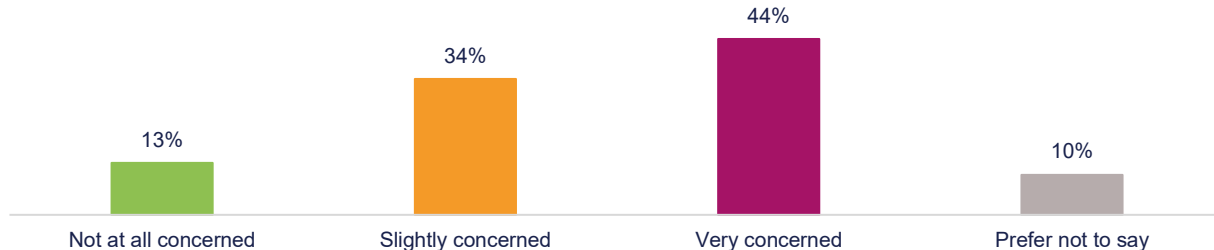
Tenants were asked: "How concerned are you about the cost-of-living crisis for you personally?"

Across the 2025/26 survey, just over three-quarters of tenants are concerned about the cost of living (77%), with 44% very concerned and 34% slightly concerned. Just 13% are not concerned at all, and a further 10% prefer not to say.

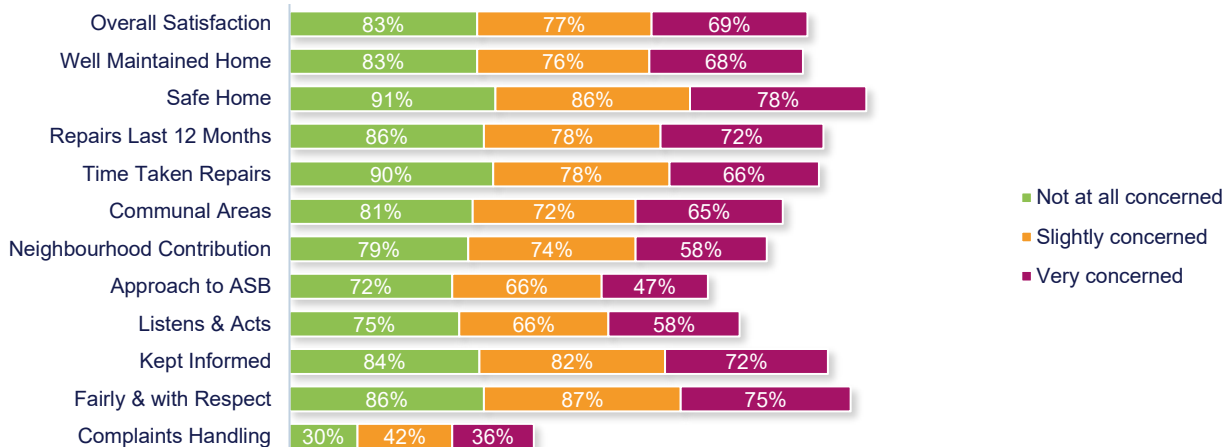
Similar surveys from social landlords show that tenants who are concerned about their financial situation and the cost of living are less satisfied across the range of survey metrics. This is generally true for NYC, with satisfaction being higher in all metrics for those not at all concerned with the exception of complaint handling.

A notable difference in satisfaction also exists between those being very concerned compared with those being slightly concerned. However, in some cases the differences are small e.g. being kept informed and being treated fairly and with respect.

Cost of Living Concern



Cost of Living Concern & Satisfaction





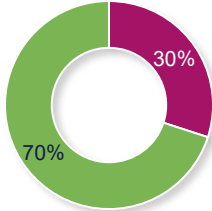
Damp and Mould

Tenants were also asked whether their homes currently suffer from any damp or mould issues, and just under a third of tenants said yes (30%). Of these tenants, most had reported the issue to NYC already (77%), but just under a quarter had not (23%).

The proportion of those suffering from damp and mould has fluctuated over the period however remains relatively close to the proportion reported in 2024/25 (27%).

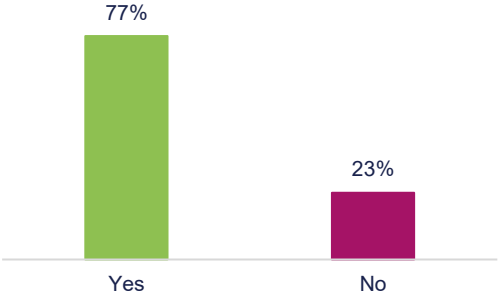
These cases should be investigated by NYC to further understand any issues and to prevent the deterioration of NYC's properties. It is especially important to handle damp and mould-related issues expediently due to the introduction and upcoming expansion of Awaab's Law, which requires social landlords to provide solutions within specific timeframes.

Currently Suffer from Damp & Mould

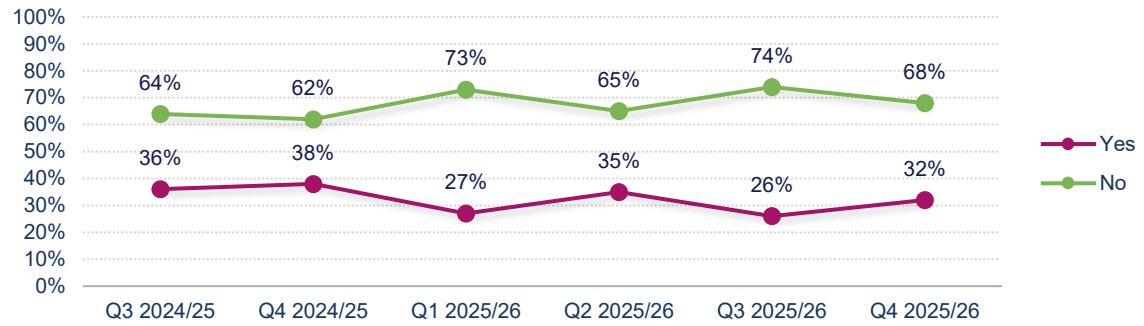


■ Yes ■ No

Reported Damp & Mould



Suffering from Damp & Mould over time





Further Insight

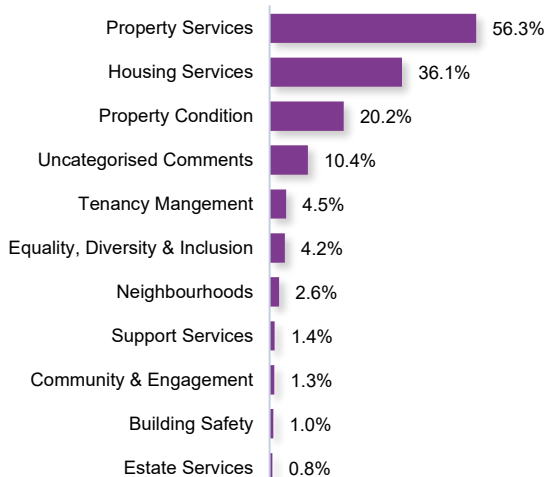
Overall Satisfaction

Please describe your specific experiences that have shaped your view of North Yorkshire Council's service.

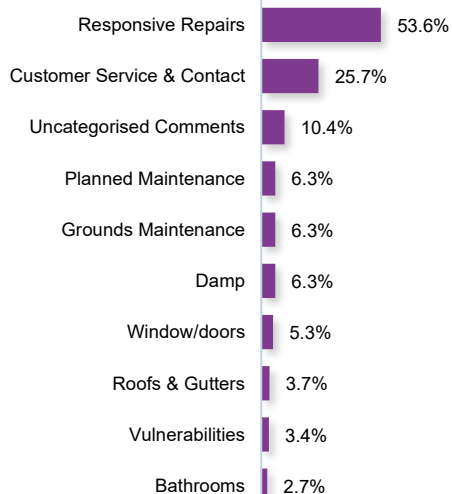
Base Size: 623



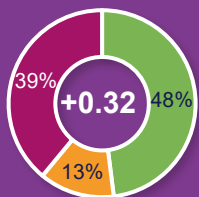
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	268	50.4%	-0.79
Subcategory, no attribute (yet)	106	19.9%	+1.12
Resolution	93	17.5%	-1.20
Quality of Work / Service	65	12.2%	-0.26
Communication / Transparency	62	11.7%	-1.52
Satisfaction	56	10.5%	+3.59
Effort	32	6.0%	-1.25
Staff Conduct	27	5.1%	+3.56
Listening / Acting	20	3.8%	-0.65
Appointments / Convenience	10	1.9%	-0.50
Empathy	9	1.7%	+0.89
Worker Conduct	9	1.7%	+4.56
No Comments	9	1.7%	-0.56
Safety	6	1.1%	-4.33
Accountability	5	0.9%	-5.00
Accessibility	3	0.6%	+1.67
Consistency	3	0.6%	-1.00
Trust	3	0.6%	-5.00
Fairness	2	0.4%	-2.50



Tenants were asked to describe the experiences that have shaped their view of North Yorkshire Council's service. Many tenants express general contentment with the repairs service, noting polite and prompt responses to urgent issues, particularly for disabled or vulnerable tenants.

However, a substantial number report delays, poor communication, and incomplete or low-quality repairs. Recurring issues include unresolved damp, mould, leaking roofs and taps, broken windows, and outdated kitchens and bathrooms, some pending for years. Some highlight difficulties in reaching the right contacts and lack of follow-up after reporting problems, with wait times for essential repairs causing safety concerns. Others express dissatisfaction with the Council's handling of structural works, maintenance scheduling, and estate upkeep, citing overgrown gardens and unaddressed safety concern.

Overall, some note positive improvements since the Council takeover from previous management, while others feel standards have declined. Social issues such as anti-social behaviour and sense of neglect in some areas also feature in comments.

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

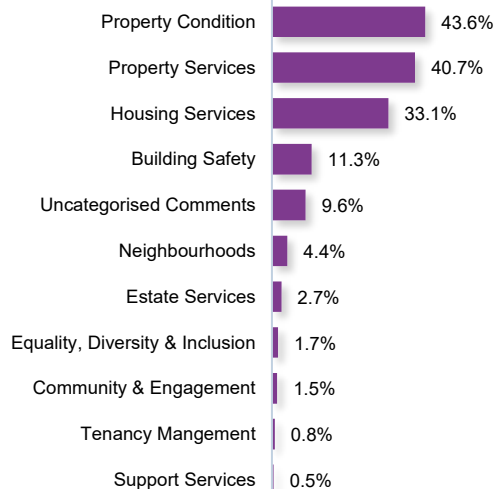
The Home

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

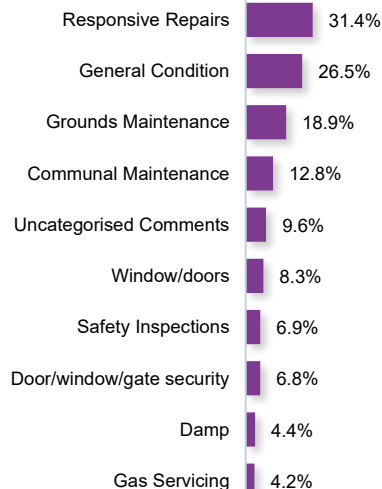
Base Size: 592



Categories

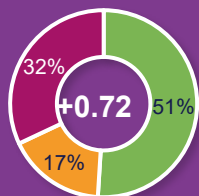


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Quality of Work / Service	129	34.0%	+0.78
Timeliness / Responsiveness	111	29.3%	-0.63
Subcategory, no attribute (yet)	98	25.9%	+0.42
Safety	69	18.2%	+0.54
Communication / Transparency	28	7.4%	-1.75
Resolution	26	6.9%	-0.38
Satisfaction	18	4.7%	+2.22
Effort	13	3.4%	-1.23
No Comments	9	2.4%	0.00
Listening / Acting	8	2.1%	-1.63
Appointments / Convenience	6	1.6%	-1.67
Accountability	5	1.3%	-2.20
Trust	3	0.8%	-3.33
Consistency	2	0.5%	-4.00
Empathy	2	0.5%	+4.00
Staff Conduct	2	0.5%	0.00
Accessibility	1	0.3%	-5.00
Fairness	1	0.3%	-3.00
Worker Conduct	1	0.3%	-5.00



Tenants were asked to share their views on the safety, cleanliness and maintenance of their home and of any communal areas. Many tenants express satisfaction with annual gas, fire, and electrical safety checks, describing their homes as generally safe and secure.

However, concerns emerge around the condition and upkeep of properties: frequent reports of damp, mould, outdated kitchens and bathrooms, window and door repairs delayed for months or years, and issues with insulation and drafts affecting comfort. Maintenance services often face criticism for slow response times, poor communication, and reliance on outsourced contractors, leading to dissatisfaction with repair quality. Communal areas receive mixed reviews; while grass cutting is noted, hedge trimming, litter removal, dog waste management, and cleaning of stairwells or corridors are frequently deemed inadequate or left to residents. Safety issues also arise from insecure communal door locks, broken gates, and windows without safety locks, causing unease, especially for families with children.

Overall, while safety checks are maintained, concerns about property repairs, mould, and communal upkeep prominently affect resident satisfaction.

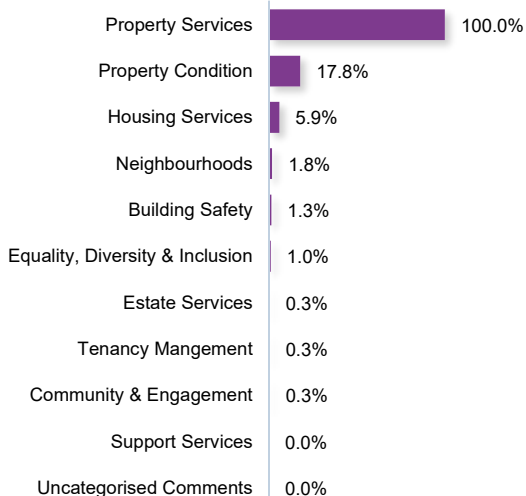
Repairs & Maintenance

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

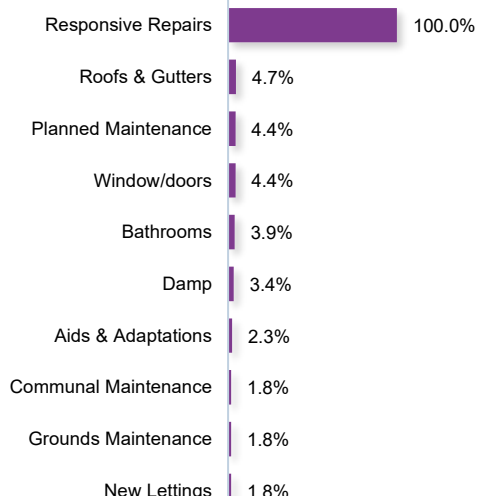
Base Size: 387



Categories

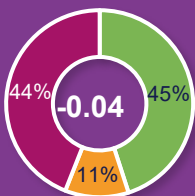


Top 10 Subcategories



Attribute Sentiment Score

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	216		55.8%
Subcategory, no attribute (yet)	83		21.4%
Quality of Work / Service	79		20.4%
Resolution	54		14.0%
Satisfaction	35		9.0%
Communication / Transparency	28		7.2%
Worker Conduct	13		3.4%
Appointments / Convenience	11		2.8%
Effort	8		2.1%
Listening / Acting	7		1.8%
No Comments	5		1.3%
Consistency	3		0.8%
Empathy	3		0.8%
Staff Conduct	3		0.8%
Safety	1		0.3%
Accessibility			
Accountability			
Fairness			
Trust			



Tenants were asked to describe their experiences with the repairs service over the last 12 months. Many tenants appreciate the politeness, professionalism, and promptness of workers, especially in emergency or small repairs, which are often addressed quickly and efficiently.

However, dissatisfaction arises from lengthy delays, poor communication, and incomplete or repeated repairs, with some issues persisting for months or even years. Complaints frequently mention poor quality work by outsourced contractors, missed appointments, lack of notifications, and inadequate follow-up. Commonly reported problems include damp and mould, faulty boilers, leaking taps, broken doors and windows, roofing issues, and insufficient structural repairs. Vulnerable tenants express particular concern about safety and access. Some tenants highlight the need for better coordination, respect for tenants' homes and more thorough repairs rather than temporary fixes.

Overall, while emergency repairs are seen as effective, general maintenance and major repairs often suffer from slow response times, inconsistent quality, and poor communication, leading to frustration and ongoing unresolved issues.

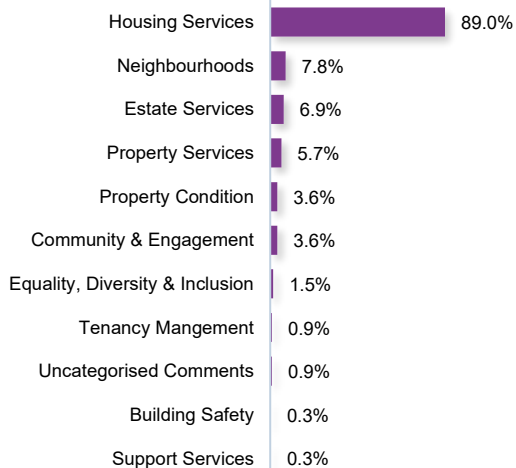
Neighbourhood Contribution

Share your views on your landlord's contribution to your neighbourhood.

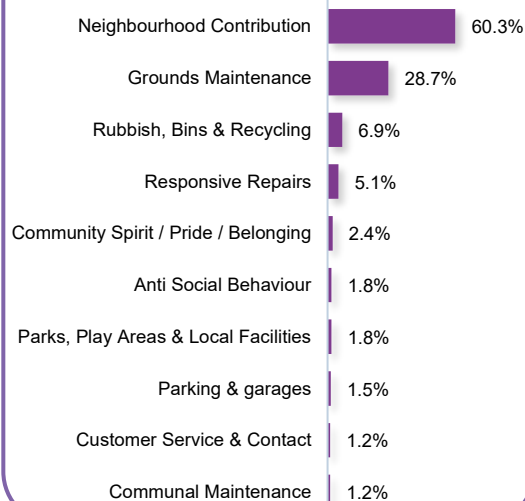
Base Size: 335



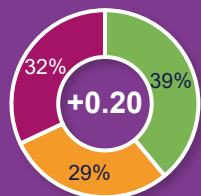
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Quality of Work / Service	86	28.2%	+0.56
Subcategory, no attribute (yet)	85	27.9%	-0.16
Satisfaction	76	24.9%	+1.87
No Comments	44	14.4%	-1.20
Timeliness / Responsiveness	28	9.2%	-0.50
Communication / Transparency	12	3.9%	+1.17
Listening / Acting	12	3.9%	-3.75
Resolution	6	2.0%	-4.67
Empathy	4	1.3%	+3.75
Staff Conduct	4	1.3%	+2.50
Effort	3	1.0%	-3.33
Accountability	1	0.3%	+5.00
Appointments / Convenience	1	0.3%	+5.00
Fairness	1	0.3%	-3.00
Safety	1	0.3%	0.00
Trust	1	0.3%	+3.00
Worker Conduct	1	0.3%	+5.00
Accessibility			-
Consistency			-



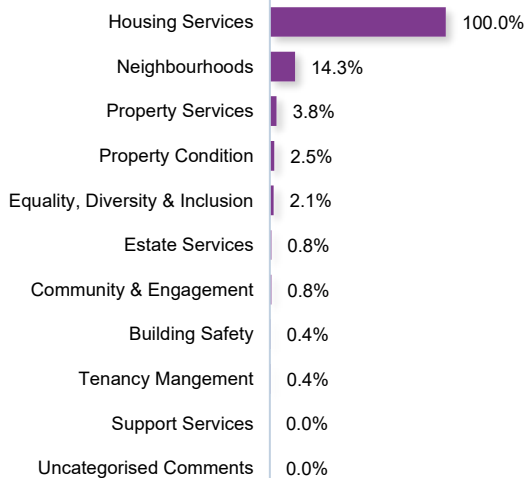
Tenants were asked to share their views on NYC's contribution to the neighbourhood. Many tenants appreciate regular grass cutting, bin collections, and general tidiness, noting these as consistent and satisfactory services. Positive remarks often relate to prompt issue resolution by housing officers and some community engagement activities like fairs and events, although these are noted as limited.

However, others cite the inadequate upkeep of paths, communal areas, and elderly tenants' gardens. Some tenants feel uninformed about council activities or express frustration over poor responsiveness, especially regarding ASB and parking problems. Some report a decline in services over time, including fewer street cleaners and diminished environmental maintenance compared to previous years. Others highlight concerns about safety, lack of community events, and insufficient investment in amenities.

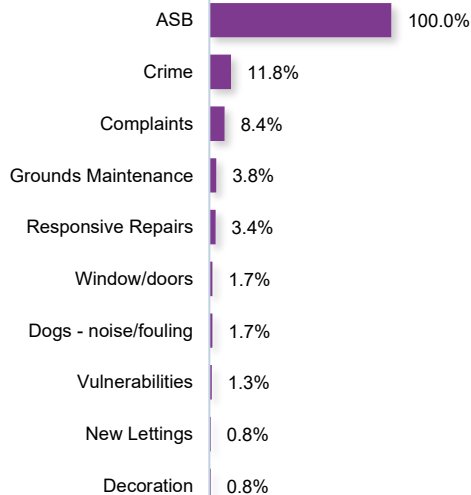
Overall, while core maintenance is acknowledged, there is a clear demand for improved communication, increased attention to neglected areas, and enhanced support for vulnerable tenants.



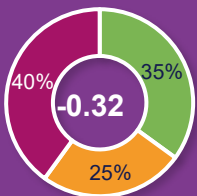
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	62	26.1%	-0.94
No Comments	49	20.6%	-0.08
Listening / Acting	42	17.6%	-1.86
Timeliness / Responsiveness	41	17.2%	+0.22
Quality of Work / Service	33	13.9%	-1.00
Resolution	30	12.6%	-1.13
Satisfaction	23	9.7%	+4.17
Communication / Transparency	9	3.8%	-1.00
Safety	6	2.5%	+0.50
Effort	3	1.3%	-1.67
Empathy	3	1.3%	-0.67
Fairness	3	1.3%	-3.67
Accountability	1	0.4%	-5.00
Staff Conduct	1	0.4%	-5.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Trust			-
Worker Conduct			-



Tenants were asked to give their thoughts on NYC's approach to handling ASB. Many tenants report little to no ASB in their areas or express general satisfaction with the Council's promptness and cooperation, especially when police involvement is evident. Preventative measures and quick resolutions in some cases have been appreciated.

However, a portion of tenants highlight serious ongoing ASB issues, including drug use, noisy behaviour, vandalism, and intimidation, often criticising the Council for slow or inadequate responses. Numerous mentions indicate dissatisfaction with communication, follow-up, and perceived bias or negligence by housing officers and other officials. Some report feeling unsafe and unsupported, with repeated complaints ignored or mishandled, leading to frustration. Others note the inconsistent presence of council and police patrols and complain about the lack of effective enforcement, especially against persistent offenders.

Overall, while some areas appear well-managed, widespread concerns about the effectiveness and responsiveness of ASB interventions remain prominent¹⁸

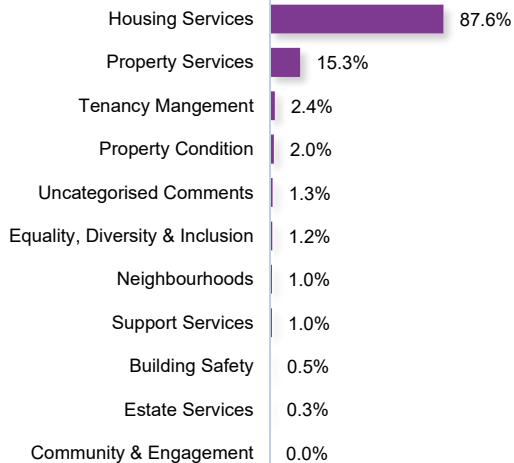
Customer Service & Communication

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

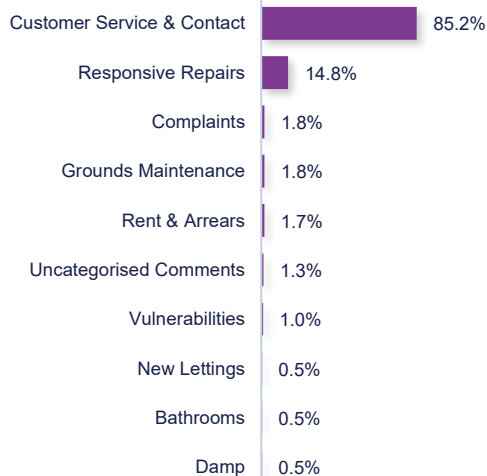
Base Size: 595



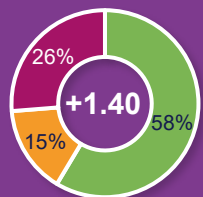
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Staff Conduct	151	25.8%	+2.93
Communication / Transparency	142	24.3%	+0.94
Timeliness / Responsiveness	113	19.3%	+0.36
Subcategory, no attribute (yet)	91	15.6%	-0.32
Satisfaction	88	15.0%	+3.90
Effort	65	11.1%	+0.43
Quality of Work / Service	53	9.1%	+2.38
Listening / Acting	42	7.2%	+0.12
Resolution	31	5.3%	+0.26
No Comments	16	2.7%	-0.94
Empathy	15	2.6%	+1.53
Worker Conduct	11	1.9%	+0.27
Appointments / Convenience	10	1.7%	-1.20
Consistency	4	0.7%	-1.75
Safety	3	0.5%	-4.33
Accountability	2	0.3%	-2.50
Fairness	2	0.3%	-4.00
Trust	2	0.3%	0.00
Accessibility	1	0.2%	-5.00



Tenants were asked to share their experiences with NYC's customer service and communications. Many tenants describe staff as polite, friendly, and helpful, appreciating prompt repairs and respectful telephone interactions. Regular newsletters and informational mailings are valued, although some find their frequency or local relevance insufficient.

However, common criticisms include difficulties getting through via phone, long wait times, and being passed between departments without resolution. Tenants express frustration at poor follow-up, lack of clear communication about repair progress, and delays in addressing urgent issues. Several note inconsistencies in service quality depending on the staff member contacted, with some reporting rude or dismissive behaviour. Automated phone systems are seen as barriers, especially for elderly or disabled tenants. There are concerns over contractors' professionalism and communication breakdowns within and between departments.

While many are satisfied overall, a significant number feel ignored, unsupported, or that their issues remain unresolved despite repeated contact. The responses also highlight challenges with accessibility and clarity in processes such as bidding for housing.

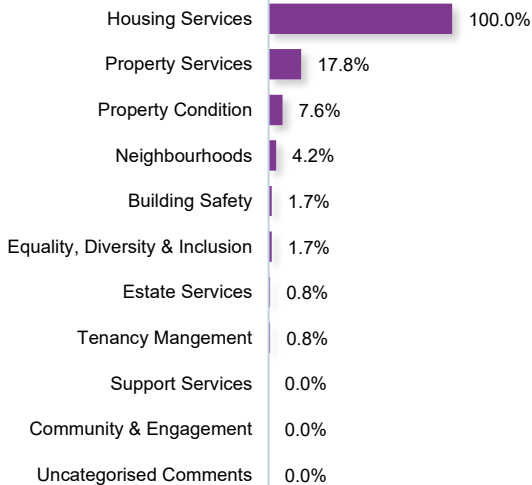
Complaints Handling

Please describe your experience of how complaints are handled.

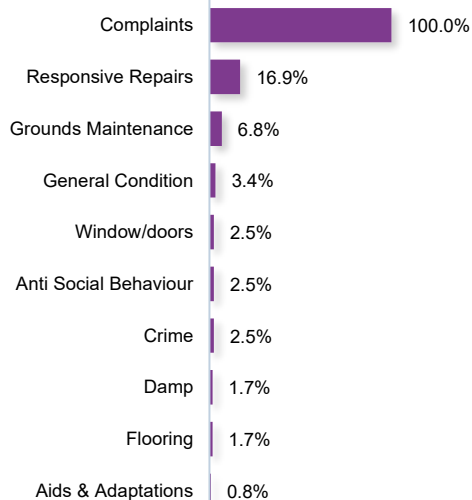
Base Size: 118



Categories

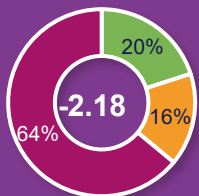


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Communication / Transparency	36	30.5%	-3.44
Timeliness / Responsiveness	31	26.3%	-1.35
Resolution	29	24.6%	-2.28
Subcategory, no attribute (yet)	28	23.7%	-2.32
Listening / Acting	20	16.9%	-4.15
Quality of Work / Service	12	10.2%	-0.17
Effort	6	5.1%	+0.83
Satisfaction	6	5.1%	+2.50
Empathy	3	2.5%	-3.33
No Comments	3	2.5%	0.00
Accountability	2	1.7%	-4.00
Accessibility	1	0.8%	+5.00
Appointments / Convenience	1	0.8%	-5.00
Fairness	1	0.8%	-5.00
Staff Conduct	1	0.8%	-5.00
Consistency			-
Safety			-
Trust			-
Worker Conduct			-



Tenants were asked to describe how their complaints were handled. While some praise specific staff members for professionalism and timely responses, the majority highlight systemic problems, including complaints being passed between departments without resolution, ignored emails, and lack of accountability.

Many tenants report that issues remain unresolved despite assurances of action, with poor communication and lack of follow-up being common themes. Several tenants note repeated delays or no response, leading to frustration and feelings of being ignored. Complaints relating to repairs, anti-social behaviour, and property damage frequently go unaddressed or are inadequately resolved. A few tenants mention positive experiences, such as quick interventions following complaints or good telephone service, but these are exceptions.

Overall, the feedback points to significant shortcomings in responsiveness, communication, and effective resolution of complaints, contributing to ongoing tenant dissatisfaction and a perception of inefficiency in complaint management processes.



Trends



Year-on-Year Change

The table shows the annual results for 2025/26 against those for 2024/25.

Most measures are showing green which shows satisfaction has increased, including for overall satisfaction, which is up 5p.p. The only exceptions to this are the maintenance of communal areas and approach to ASB which have remained the same.

The largest increases are related to listens and acts and being kept informed both increasing by 6p.p, which suggests improvements for NYC with tenant engagement and communication.

It should be noted that with an annual margin of error of around between ± 3.7 p.p, a change of over 7.5p.p would be needed for it to be deemed statistically significant.

All changes in satisfaction are increases between 1p.p and 6p.p. Although these do not represent significant differences, they still suggest an overall upward direction of travel for NYC.

	2024/25	2025/26
Overall Satisfaction	69%	74% (+5)
Well Maintained Home	71%	74% (+3)
Safe Home	82%	83% (+1)
Communal Areas	71%	71% (0)
Repairs Last 12 Months	75%	77% (+2)
Time Taken Repairs	72%	74% (+3)
Neighbourhood Contribution	65%	67% (+2)
Approach to ASB	60%	60% (+0)
Listens & Acts	58%	64% (+6)
Fairly & with Respect	77%	82% (+5)
Kept Informed	71%	77% (+6)
Easy to Deal With	72%	76% (+4)
Complaints Handling	33%	35% (+2)



Quarterly Change 2025/26

This table shows the changes across the four surveys for 2025/26 for each key metric question.

As you might expect, there has been some fluctuation in satisfaction throughout the year, including with overall satisfaction which saw a 5p.p decrease between Q3 and Q4.

Given the smaller number involved in the quarterly surveys, the fluctuations tend to be larger than when considered over the whole year, but the quarterly survey can help NYC act quicker to significant changes that may happen during the year

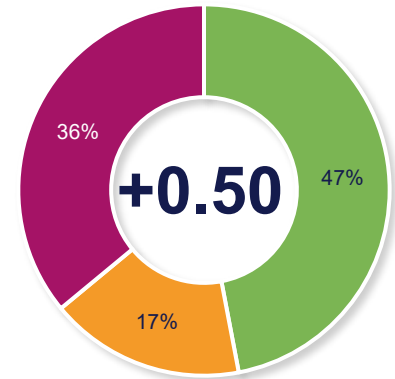
	Q1 2025/26	Q2 2025/26	Q3 2025/26	Q4 2025/26
Overall Satisfaction	77%	71% (-6)	77% (+7)	73% (-5)
Well Maintained Home	79%	71% (-8)	77% (+6)	70% (-7)
Safe Home	87%	78% (-9)	85% (+7)	80% (-5)
Communal Areas	75%	68% (-8)	66% (-2)	76% (+10)
Repairs Last 12 Months	83%	66% (-16)	83% (+17)	71% (-12)
Time Taken Repairs	78%	68% (-9)	74% (+6)	76% (+2)
Neighbourhood Contribution	75%	60% (-15)	64% (+3)	72% (+8)
Approach to ASB	57%	60% (+3)	56% (-4)	71% (+15)
Listens & Acts	64%	65% (+0)	64% (0)	61% (-3)
Fairly & with Respect	83%	75% (-8)	83% (+8)	85% (+1)
Kept Informed	78%	76% (-2)	78% (+2)	75% (-3)
Easy to Deal With	74%	70% (-4)	84% (+14)	75% (-9)
Complaints Handling	33%	37% (+4)	36% (-1)	33% (-2)



Summary

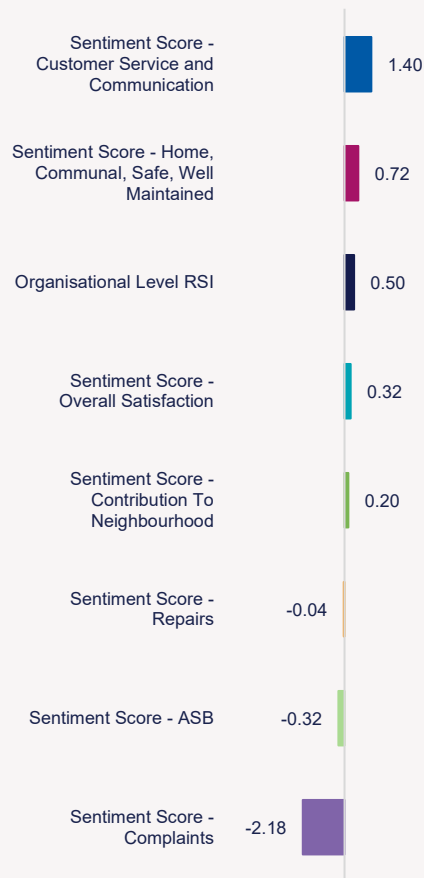
Overall RSI Score

The Organisational-Level RSI offers a single, headline metric that captures the overall emotional tone of resident feedback across all key service areas. It is based exclusively on responses to the 7 core RSI open-ended questions. It reflects how positively or negatively residents feel about the organisation's performance across these key areas. Please note, if your organisation does not ask all 7 core RSI questions, you are unable to benchmark your Organisational RSI Score. Each individual RSI question will be analysed in its relevant section throughout the report.



■ Positive ■ Neutral ■ Negative

Sentiment Scores



Sentiment Summary



Overall Satisfaction

Regarding overall satisfaction, tenants report timely repairs and polite staff praised, but significant delays, poor communication, unresolved damp, mould issues, and inconsistent maintenance cause frustration. Tenants report dissatisfaction with major works, energy inefficiency, and accessibility challenges.

The Home

Tenants report generally good safety with regular gas, fire, and electrical checks, but dissatisfaction with damp, mould, slow repairs, and ageing windows and doors. Communal areas suffer poor maintenance, litter, and inconsistent cleaning, causing tenant concern over security and upkeep.

Repairs

While many praise prompt, polite, and efficient emergency repairs, others report long delays, poor communication, incomplete work, and recurring issues with damp, heating, and doors, indicating inconsistent service quality.

Neighbourhood Contribution

When asked about NYC' neighbourhood contributions, many appreciate regular grass cutting and maintenance, while others cite poor communication, neglected gardens, overgrown areas, insufficient street cleaning, parking issues, and slow response to anti-social behaviour and disabled tenants' needs.

ASB

Respondents report satisfactory council and police involvement, but numerous complaints highlight slow, ineffective responses, poor communication, unresolved drug and noise issues, and a perceived lack of proactive enforcement in certain areas.

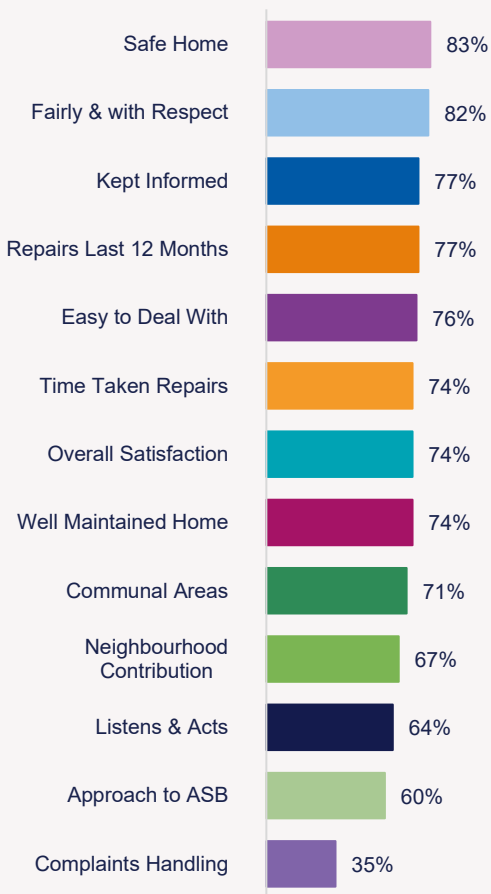
Customer Service & Communication

Tenants highlight generally polite and friendly customer service, though communication is often slow, inconsistent, and frustrating. Many mention difficulties reaching the right department, long wait times, poor follow-up, and unresolved repairs. Newsletters and some direct contacts are appreciated, but overall responsiveness and clarity need improvement.

Complaints

Question responses reveal widespread dissatisfaction with complaint handling by North Yorkshire Council, citing poor communication, lack of follow-up, unresolved issues, and delays. Some praise occasional quick responses and helpful staff, but overall complaints are frequently ignored or inadequately addressed.

Satisfaction with Measures



Summary

Acuity was commissioned to undertake an independent satisfaction survey of NYC tenants, using a telephone-only approach in 2025/26. The survey incorporated all the TSMs, which became mandatory for Registered Providers of social housing to collect from April 2023.

Around three quarters (74%) are satisfied overall, a 5p.p increase from 2024/25. Satisfaction scores are fairly high, with all but one measure having 60% or more satisfaction. Measures with the highest satisfaction are NYC providing a safe home (83%), being treated fairly and with respect (82%), being kept informed and the repairs service in the last 12 months (both 77%). One measure was below 60% which was complaints handling (35%). Since 2024/25, satisfaction has increased for all measures except for the maintenance of communal areas and approach to ASB which have remained the same.

Correspondingly, complaint handling has the highest level of dissatisfaction (61%). 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.

Key driver analysis found that a well maintained home is the key driver of overall satisfaction. With being treated fairly and with respect, listening to and acting on views, communal areas and repairs in the last 12 months also being influential. This emphasises the importance of both the repairs service and communication in determining overall satisfaction. The repairs service is very closely linked to maintenance of the home.

In this survey more than three-quarters of tenants (77%) are at least slightly concerned about the cost of living. This correlates with lower satisfaction for all but one measure, so any financial assistance or support NYC can provide will increase satisfaction across the board. This may include flexible payment plans, budgeting advice, or referrals to hardship funds.

For the first time, sentiment analysis has been used against qualitative questions, covering key service areas. This gives a sentiment score based on the comments made. This analysis provides a mixed response amongst tenants, but with an overall RSI score of +0.5, suggests more tenants being satisfied with the services provided by NYC than dissatisfied. The highest sentiment score was recorded for customer service and communication (+1.40) and lowest for complaints (-2.18).

This report has also broken down satisfaction scores by different demographics and subgroups. This analysis can be seen in the following pages of the report, after recommendations.





Recommendations

North Yorkshire Council has around 8,000 properties across the main areas of Harrogate, Richmond and Selby.

The survey reveals many areas of 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 North Yorkshire Council target services that may need some improvement.

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

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. Two 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 61%, and tenants link this 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 the Council may wish to consider for the future.

Repairs and Maintenance

Although there has been small increasing in satisfaction with the repairs service since the last survey, outstanding or forgotten repairs and long timescales for completion are leading causes of dissatisfaction across several measures. There is some appreciation for the staff professionalism regarding repairs and how emergency and small repairs are dealt with, however, tenants outline poor communication and incomplete or recurring repairs as issues, which can leave tenants feeling frustrated and ignored. To improve satisfaction, NYC should focus on improving internal communication, assigning clear responsibility for each repair case, and ensuring tenants receive consistent updates about the progress and outcome of their repair, without being passed between departments. Additional staff training may be required so that staff have the knowledge required to deal with tenant requests and expectations. Communication and accountability are just as important as the speed of repairs in shaping how tenants perceive the service.

Cost of Living Support

With over two-fifths (44%) of tenants very concerned about the cost of living, and this having a large impact on satisfaction levels, NYC should review its offers. This may include offering clearer guidance on available financial assistance, such as hardship funds, benefits, and rent support schemes. Providing tenants with budgeting advice, energy-saving tips, and pointing them towards external organisations that offer financial aid could also help. Additionally, increasing transparency around rent and service charge costs, with advanced notice of any changes, would help tenants plan more effectively. NYC could also explore flexible payment options for those struggling with arrears and improve communication around the financial help available, making sure tenants know where to turn if they need support.

Resident Sentiment Index (RSI)

Resident Sentiment Index (RSI): Overview

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

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

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

Key Features

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

How We Categorise Feedback

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

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

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



Annual Demographics



Housing Need

It is common in surveys of this type that older people, and those in sheltered accommodation, are more satisfied than their general needs counterparts. This is generally the case with North Yorkshire Council but there are some exceptions.

Sheltered tenants are more satisfied overall and with 7 of the other service areas listed. They are however less satisfied than general needs tenants in the following areas: communal areas, NYC listens and acts, being kept informed, NYC being easy to deal with and complaints handling (although base less than 10 for complaints so difficult to compare).

This may partially reflect the increased satisfaction scores for general needs tenants since the previous survey in 2024/25, however it may also suggest that NYC need to focus on reviewing the way they engage and communicate with sheltered tenants.

	All Residents	General Needs	Sheltered
Overall Satisfaction	74%	74%	84%
Well Maintained Home	74%	74%	83%
Safe Home	83%	83%	87%
Repairs Last 12 Months	77%	76%	79%
Time Taken Repairs	74%	74%	93%
Communal Areas	71%	72%	67%
Neighbourhood Contribution	67%	67%	72%
Approach to ASB	60%	60%	75% *
Listens & Acts	64%	64%	55%
Kept Informed	77%	77%	73%
Fairly & with Respect	82%	81%	87%
Easy to Deal With	76%	76%	75%
Complaints Handling	35%	35%	25% *

*Base below 10



Locality

North Yorkshire Council operates over three main areas: Harrogate, Richmond and Selby.

In terms of satisfaction, those living in Richmond are the most satisfied and Selby the least.

Tenants in Harrogate are the most satisfied overall but those living in Richmond are most satisfied with 9 of the other service areas listed.

Although differences across the three areas are small for a number of service areas Selby tenants recorded the least satisfaction overall and with 7 of the other measures.

It is not clear from the results alone why these differences occur, whether it is linked to property type and condition, local facilities or service delivery. NYC will be aiming to provide a consistent service across all areas, so further investigation maybe needed to ascertain the reasons behind the differences and perhaps target improvements to bring satisfaction rates in Selby up to those found in other areas.

	All Residents	Harrogate	Richmond	Selby
Overall Satisfaction	74%	77%	73%	72%
Well Maintained Home	74%	78%	76%	69%
Safe Home	83%	84%	87%	80%
Repairs Last 12 Months	77%	77%	79%	75%
Time Taken Repairs	74%	73%	79%	74%
Communal Areas	71%	74%	72%	66%
Neighbourhood Contribution	67%	66%	63%	70%
Approach to ASB	60%	50%	70%	69%
Listens & Acts	64%	64%	64%	63%
Kept Informed	77%	78%	87%	72%
Fairly & with Respect	82%	82%	83%	81%
Easy to Deal With	76%	73%	78%	78%
Complaints Handling	35%	28%	50%	40%



Property Type

The majority of NYC's tenants live in bungalows, flats and houses. There are far fewer in bedsits and maisonettes with bases less than 10 for these making it difficult to make any meaningful comparisons.

Tenants in houses are the least satisfied with overall satisfaction levels being considerably lower than those living in bungalows.

Those living in bungalows are most satisfied with 9 of the service areas listed.

However, differences in satisfaction are likely to be linked, in part, to the age of tenants, with older tenants tending to live in bungalows.

	All Residents	Bedsit	Bungalow	Flat	House	Maisonette
Overall Satisfaction	74%	83% *	82%	77%	65%	33% *
Well Maintained Home	74%	83% *	81%	81%	62%	100% *
Safe Home	83%	80% *	89%	83%	77%	100% *
Repairs Last 12 Months	77%	100% *	85%	77%	69%	100% *
Time Taken Repairs	74%	100% *	74%	84%	67%	100% *
Communal Areas	71%	83% *	75%	69%	70%	- *
Neighbourhood Contribution	67%	67% *	71%	67%	63%	100% *
Approach to ASB	60%	0% *	73%	55%	59%	50% *
Listens & Acts	64%	80% *	71%	69%	53%	50% *
Kept Informed	77%	80% *	77%	82%	72%	50% *
Fairly & with Respect	82%	100% *	87%	82%	76%	50% *
Easy to Deal With	76%	83% *	85%	74%	70%	50% *
Complaints Handling	35%	100% *	36%	29%	40%	0% *

*Base below 10



Age Group

Satisfaction for NYC tenants generally increases with age, with the most satisfied group being those over the age of 85. 85% of this group are satisfied with the overall service, and they are most satisfied on eleven of the survey measures.

The least satisfied overall are those aged 45-54 with 64% satisfaction. This group are also the least satisfied with seven of the measures.

It is not entirely clear why this pattern exists. It maybe that older tenants are more tolerant and less likely to complain, whereas those in the younger age groups may have slightly higher expectations and are quicker to complain if standards fall.

However, whatever the reason, it does show that age is a factor in determining satisfaction.

	All Residents	0 - 24	25 - 34	35 - 44	45 - 54	65 - 74	75 - 84	85 +	Unknown
Overall Satisfaction	74%	50% *	65%	65%	64%	84%	79%	85%	50% *
Well Maintained Home	73%	75% *	71%	64%	58%	78%	79%	95%	50% *
Safe Home	82%	63% *	72%	76%	74%	88%	87%	98%	50% *
Repairs Last 12 Months	76%	50% *	83%	74%	63%	85%	79%	87%	0% *
Time Taken Repairs	73%	67% *	72%	64%	68%	76%	82%	87%	100% *
Communal Areas	71%	50% *	58%	63%	76%	83%	60%	79%	- *
Neighbourhood Contribution	67%	67% *	64%	60%	54%	74%	65%	86%	100% *
Approach to ASB	60%	50% *	60%	50%	51%	57%	68%	94%	- *
Listens & Acts	63%	33% *	61%	57%	49%	70%	69%	80%	100% *
Kept Informed	77%	86% *	74%	77%	63%	80%	75%	95%	100% *
Fairly & with Respect	82%	75% *	88%	75%	72%	85%	85%	100%	100% *
Easy to Deal With	75%	63% *	64%	69%	66%	83%	80%	90%	50% *
Complaints Handling	35%	0% *	73%	28%	24%	27%	44%	50% *	- *

*Base below 10



Length of Tenancy

It is also often found that newer tenants, particularly those with tenancies of less than a year, report higher satisfaction which then tends to tail off over time.

One theory for this is that tenants are initially pleased to be offered a property, perhaps having waited for some time, or having been in poor accommodation, but as time passes and they start to experience issues with their home and their enthusiasm starts to wane.

For NYC, 82% of new tenants to the Council are satisfied overall and this group are also the most satisfied on all but three of the other survey measures.

In contrast, 72% of those in the 4- to 5-year group are satisfied overall. This group are also the least satisfied on seven other measures.

It also tends to happen that satisfaction picks up again for those with the longest tenancies, who tend to be amongst the oldest tenants. However, for NYC overall satisfaction is very consistent for those with tenancies longer than 1 yr. Satisfaction does start to pick up for the repairs service and communication for those over 20 years.

	All Residents	A. < 1 year	B. 1 - 3 years	C. 4 - 5 years	D. 6 - 10 years	E. 11 - 20 years	F. Over 20 years
Overall Satisfaction	74%	82%	74%	72%	74%	74%	74%
Well Maintained Home	74%	79%	73%	73%	72%	76%	75%
Safe Home	83%	92%	84%	72%	83%	81%	86%
Repairs Last 12 Months	77%	78%	78%	72%	76%	79%	74%
Time Taken Repairs	74%	75%	71%	69%	76%	73%	83%
Communal Areas	71%	90%	85%	58%	60%	63%	71%
Neighbourhood Contribution	67%	89%	58%	67%	62%	74%	70%
Approach to ASB	60%	87%	55%	63%	59%	55%	65%
Listens & Acts	64%	75%	61%	65%	61%	66%	61%
Kept Informed	77%	85%	75%	71%	77%	77%	80%
Fairly & with Respect	82%	91%	83%	79%	79%	79%	84%
Easy to Deal With	76%	83%	74%	69%	76%	75%	81%
Complaints Handling	35%	50% *	52%	29%	17%	33%	39%

*Base below 10



Gender

The results are shown here split by the gender of tenants. Male tenants are more satisfied overall than female tenants.

However, whilst it is often shown that male tenants are more satisfied, the differences between the groups is small for a number of service areas, suggesting that gender alone is not a major determining factor.

Possibly, with the exception of well-maintained home, the repairs service and communication.

	All Residents	Male	Female	Unknown
Overall Satisfaction	74%	77%	73%	71%
Well Maintained Home	74%	79%	71%	76%
Safe Home	83%	83%	82%	96%
Repairs Last 12 Months	77%	78%	75%	94%
Time Taken Repairs	74%	79%	72%	75%
Communal Areas	71%	70%	73%	67% *
Neighbourhood Contribution	67%	68%	67%	69%
Approach to ASB	60%	59%	61%	63% *
Listens & Acts	64%	63%	64%	63%
Kept Informed	77%	75%	77%	95%
Fairly & with Respect	82%	83%	80%	90%
Easy to Deal With	76%	77%	74%	88%
Complaints Handling	35%	28%	39%	50% *

*Base below 10



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

For further information on this report please contact:
Denise Raine: denise.raine@arap.co.uk

Acuity
Tel: 01273 287114
Email: acuity@arap.co.uk
Address: PO Box 395, Umberleigh, EX32 2HL

