



Tenant Satisfaction Measures Report 2024/25

viewpoint

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Executive Summary

This report details the results of the 2024/25 Pickering & Ferens Tenant Satisfaction Measures (TSM) survey.

Pickering & Ferens commissioned Viewpoint Research CIC to complete the survey through a telephone methodology. A total of 307 surveys were completed.

The report presents results for all questions showing counts (actual number of responses) and percentages to one decimal place. Commentary to the results will typically group answers to give a combined satisfaction score (fairly satisfied and very satisfied answers added together) and differences are highlighted between demographics where they are notable.

Further analysis is provided with a summary of the open text comments received and a key driver analysis to investigate how questions TP02-12 questions have been influencers on overall satisfaction.

Results summary

- Overall satisfaction (TP01): This measure is often used as the headline measure of service performance. The 2024/25 score for Pickering & Ferens is 92.5%, a 2.6 percentage point increase on 2023/24.
- Highest scoring TSMs: The top scoring Tenant Satisfaction Measures were as follows:
 - TP05: 98.0% - Proportion of respondents who, when thinking about the condition of their property or the building they live in, report they are satisfied their home is safe.
 - TP08: 94.4% - Proportion of respondents who agree they are treated fairly and with respect.
 - TP04 94.1% - Proportion of respondents who are satisfied that Pickering & Ferens Homes provides a home that is well maintained.
- Lowest scoring TSMs / high dissatisfaction:
 - TP09 55.4% - Pickering & Ferens Homes approach to complaints handling. Based on those who stated they had experienced the service in the last 12 months.
 - TP10 86.9% - Proportion of respondents who are satisfied that Pickering & Ferens Homes keeps communal areas clean and well maintained.
 - TP11 88.3% - Proportion of respondents who are satisfied that Pickering & Ferens Homes make a positive contribution to their neighbourhood?
- Identifying what drives overall satisfaction: Based on the key driver analysis (P19), the top service areas driving satisfaction are: Listens to tenant views and acts upon them (TP06), Overall repairs service (TP02) and Home is well maintained (TP04).

- The open text comments collected enhance the positivity of the results with numerous comments praising the repairs service, a generally responsive service and the quality of their communication and care.
- The much smaller number of negative comments, or those offering suggestions for improvement, primarily focused on repairs and the quality of the gardening and communal areas.

Results Table

A summary of all the TSM results, and any change from last year's scores, is below:

	24/25 Result	23/24 Result	Change
TP01 Overall satisfaction	92.5%	89.9%	+2.6
TP02 Overall repairs service	89.8%	95.6%	-5.8
TP03 Repairs: Time taken	92.0%	92.0%	/
TP04 Home is well maintained	94.1%	96.3%	-2.2
TP05 Home is safe	98.0%	94.4%	+3.6
TP06 Listens to views & acts upon them	92.4%	87.8%	+4.6
TP07 Keeps informed	90.4%	91.3%	-0.9
TP08 Treated Fairly & with Respect	94.4%	92.7%	+1.7
TP09 Approach to complaints	55.4%	47.5%	+7.9
TP10 Communal areas	86.9%	75.7%	+11.2
TP11 Contribution to Neighbourhood	88.3%	83.6%	+4.7
TP12 Approach to Anti-social behaviour	89.7%	89.6%	+0.1

Eight of the TSMs have improved their scores from 2023/24. Of particular note are TP10 Communal areas, TP09 Approach to complaints, TP11 Contribution to neighbourhood, TP06 Listens to Views & Acts upon them and TP05 Home is Safe.

The two questions that saw notable falls in satisfaction were TP02 Overall repairs service and TP04 Home is well maintained.

Summary of Approach

Methodology

A summary of the methodology used to complete the Tenant Satisfaction Measures' survey for Pickering & Ferens Homes is below.

Feedback services provider (collecting, generating, and validating the reported perception measures)	Independent research company – Viewpoint Research CIC
Survey fieldwork dates	April 2024 to March 2025
Total surveyable population	1429
Statistical confidence required and achieved	Required: $\pm 5\%$ margin of error at 95% confidence level (i.e. requiring a minimum of 303 responses).
Total sample size achieved (total number of responses)	307
Reasons for any failure to meet the required sample size	N/A
Collection method	Telephone survey (307)
Sampling method	Telephone - Stratified sampling
Type and amount of any incentives offered	None
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	The sample achieved is highly representative of the tenant population, in regard to area, property type, number of bedrooms, age and ethnicity.
Any weighting applied	N/A
Questions asked	12 x regulatory TSM questions. 1 x open comment question after TP01 1 x open comment question after TP09
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None

Quality Assurance

The survey was conducted to the standards of the Market Research Society's Code of Conduct 2023. Viewpoint's quality standards are monitored by their dedicated Quality Manager, who listens to call recordings on rotation and assesses the quality of interviews.

Approximately 5% of calls are listened to on a weekly basis and researchers are encouraged to highlight where they have had a difficult call to allow the Quality Manager to listen and feedback to how that call was handled.

Regular feedback is provided to the team to enable a process of constant improvement. Calls are compared with the data inputted into surveys and are graded on accuracy of responses received, alongside accuracy of information given in the introduction, politeness, tone and quality of rapport building. This process ensures standards are consistently high and forms the basis of each researcher's development plan.

Representation

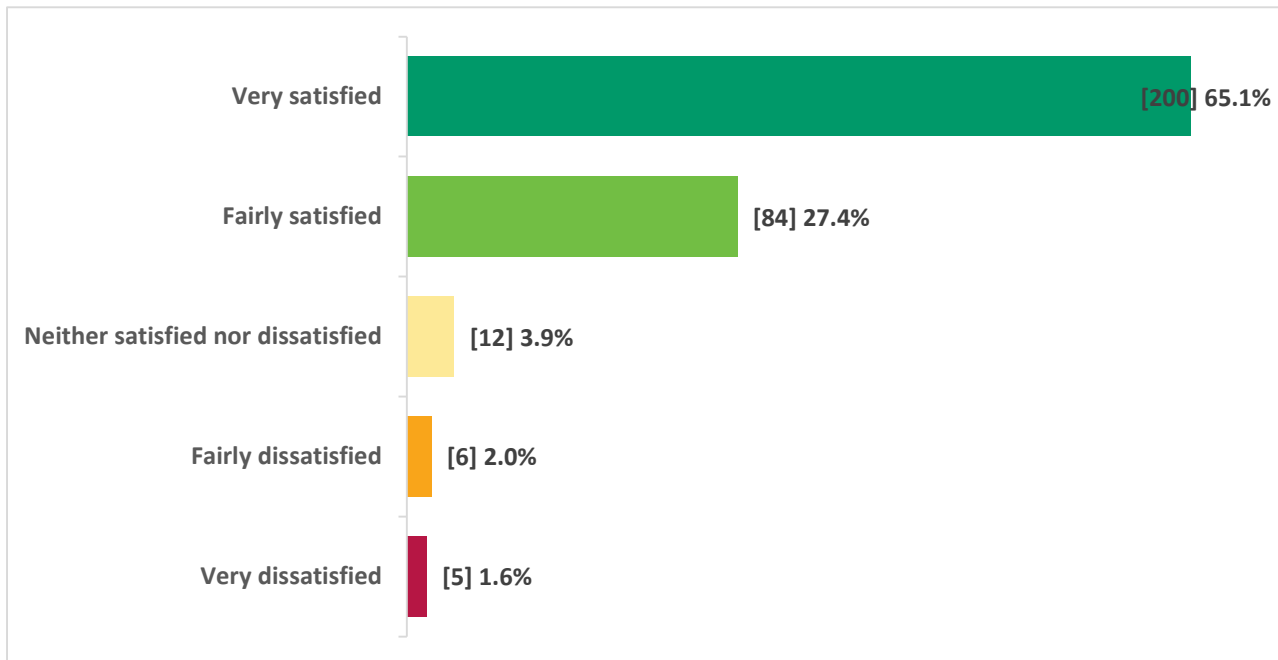
The table below shows that the survey sample achieved is very closely representative of the tenant population.

	Population %	Responses % (and actual)
Area		
East	46%	47% (143)
North	18%	17% (53)
Central	6%	6% (18)
West	29%	29% (88)
East Riding	2%	2% (5)
Property type		
Bungalow	75%	77% (236)
Flat	23%	22% (67)
House	1%	1% (4)
Bedsit	1%	0% (0)
Number of rooms		
1	30%	28% (85)
2	68%	72% (221)
3	1%	0% (1)
Age		
Under 64	5%	3% (10)
65-74	34%	34% (104)
75-84	41%	45% (138)
85+	19%	18% (54)
Ethnicity		
White British	96%	96% (296)
Other	1%	2% (5)
Unknown	2%	2% (6)

TP01 – Overall Satisfaction

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Pickering & Ferens Homes?

92.5%



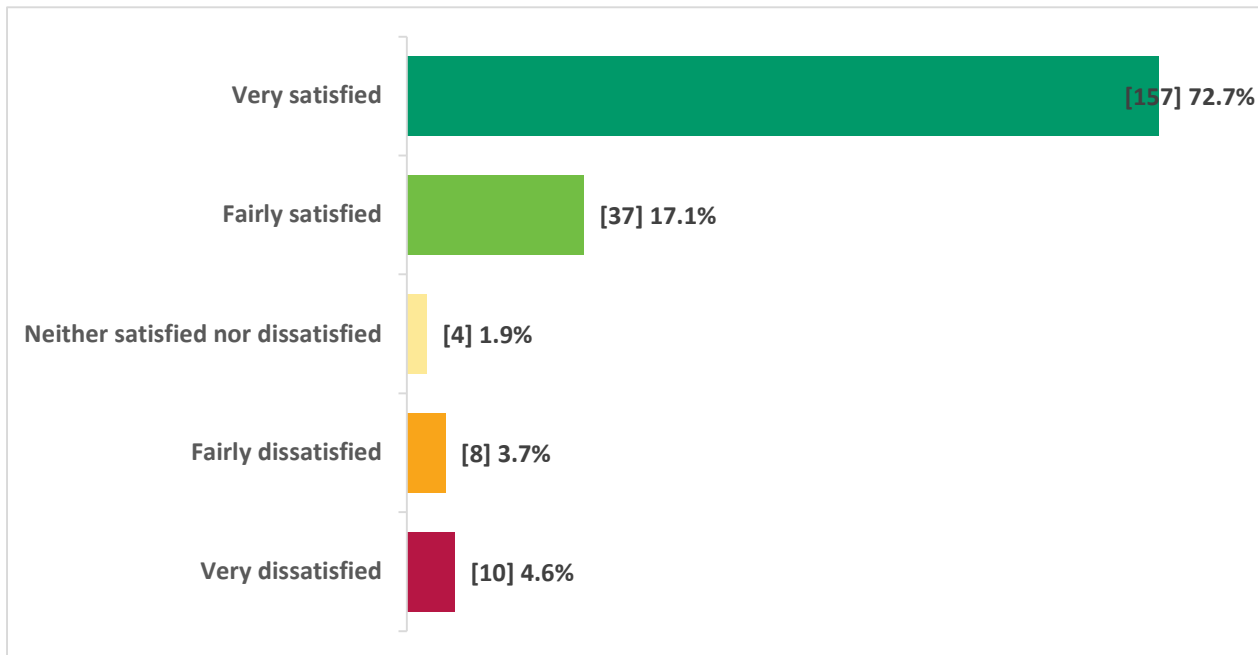
Analysis

- Overall satisfaction is 92.5% (284 respondents).
- The result is a 2.6 point improvement on the previous year.
- 'Neither satisfied nor dissatisfied' accounted for 3.9% of responses meaning only 3.6% (11 responses) were actively dissatisfied.
- Satisfaction among tenants living in Flats and bungalows was identical (both 93%).
- Satisfaction between management areas showed the East Riding area scoring the lowest overall (60%) – but from only 5 responses. All other areas scored above 90% - West (95%), Central (94%), North (92%) and East (92%).
- Dissatisfied tenants gave comments to explain their reasons – 14 referenced the repairs and maintenance service, including the process of reporting a repair. Other areas mentioned were communication (3), taking too long to respond (3) and quality/maintenance of green areas (3).

TP02 – Overall Repairs Service

How satisfied or dissatisfied are you with the overall repairs service from Pickering & Ferens Homes over the last 12 months?

89.8%



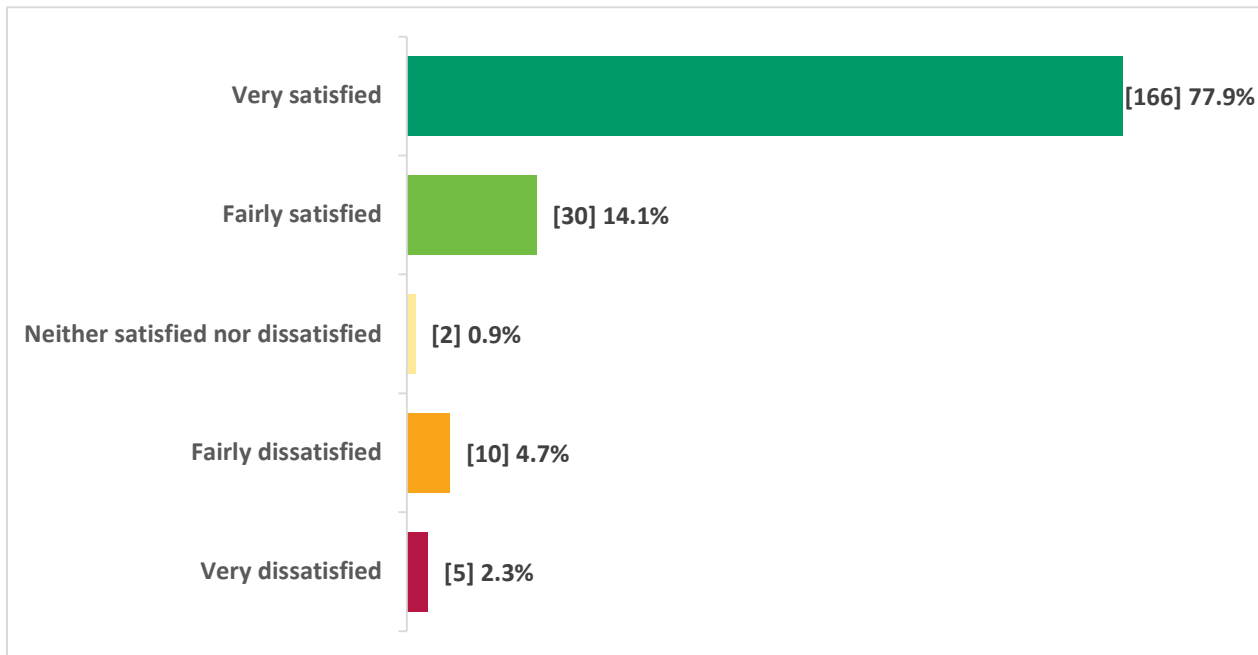
Analysis

- Residents were asked, “Has Pickering & Ferens carried out a repair to your home in the last 12 months?”. A total of 70.4% (216 respondents) stated ‘Yes’.
- Those who stated ‘Yes’ were then asked TP02 above, where 89.8% (194 respondents) were fairly or very satisfied.
- This was the area that saw the greatest fall in satisfaction, a 5.8 percentage point fall on 2023/24. This fall is illustrated by the comments collected after TP01.
- Respondents in Bungalows (89%) were slightly less satisfied than those in Flats (93%).
- Satisfaction by area showed satisfaction was lowest in East area (84%). Scores for the other areas were Central (90%), North (93%) and West (97%).

TP03 – Repairs: Time Taken

How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

92.0%



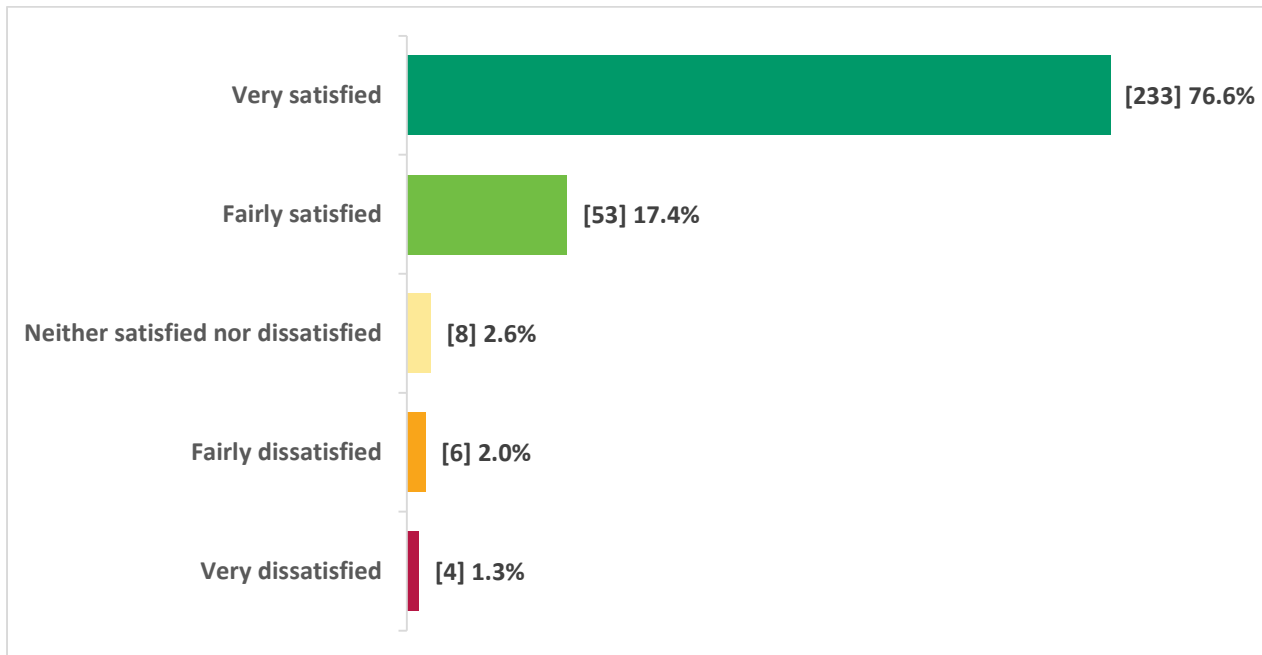
Analysis

- Of those residents who previously stated Pickering & Ferens Homes had carried out a repair to their home in the last 12 months, residents were then asked TP03, above.
- A total of 92.0% (196 respondents) were fairly or very satisfied, an identical score to 2023/24, in spite of the fall in satisfaction for TP02.
- There were two 'no response'.
- East management area (89%) was the only area that scored under 90% satisfaction, with other areas scoring as follows: Central (90%), North (93%) and West (97%).
- There was little difference in satisfaction between customers in Flats (91%) and Bungalows (92%).
- Comments received from tenants (see P20) showed that a quick, responsive service (not just repairs) is valued highly by tenants.

TP04 – Home is well maintained

How satisfied or dissatisfied are you that Pickering & Ferens Homes provides a home that is well maintained?

94.1%



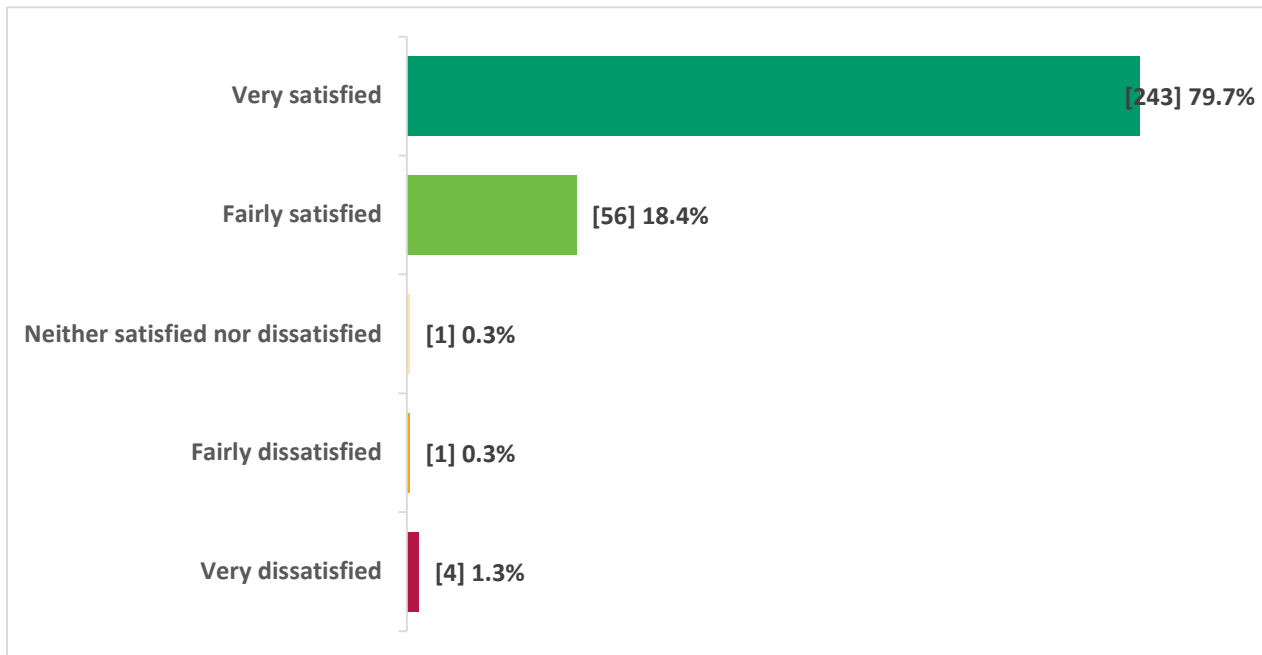
Analysis

- 94.1% (286 respondents) were fairly or very satisfied.
- There were three 'no response'.
- In 2023/24 this was the highest scoring question on the survey, and while still high, the score has fallen by 2 percentage points.
- Tenants living in Flats (99%) were more satisfied than those in bungalows (93%).
- Scores for the management areas were as follows: East (91%), Central (94%), North (96%) and West (97%).
- This measure is the third key driver to overall satisfaction.

TP05 – Home is safe

Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Pickering & Ferens Homes provides a home that is safe?

98.0%



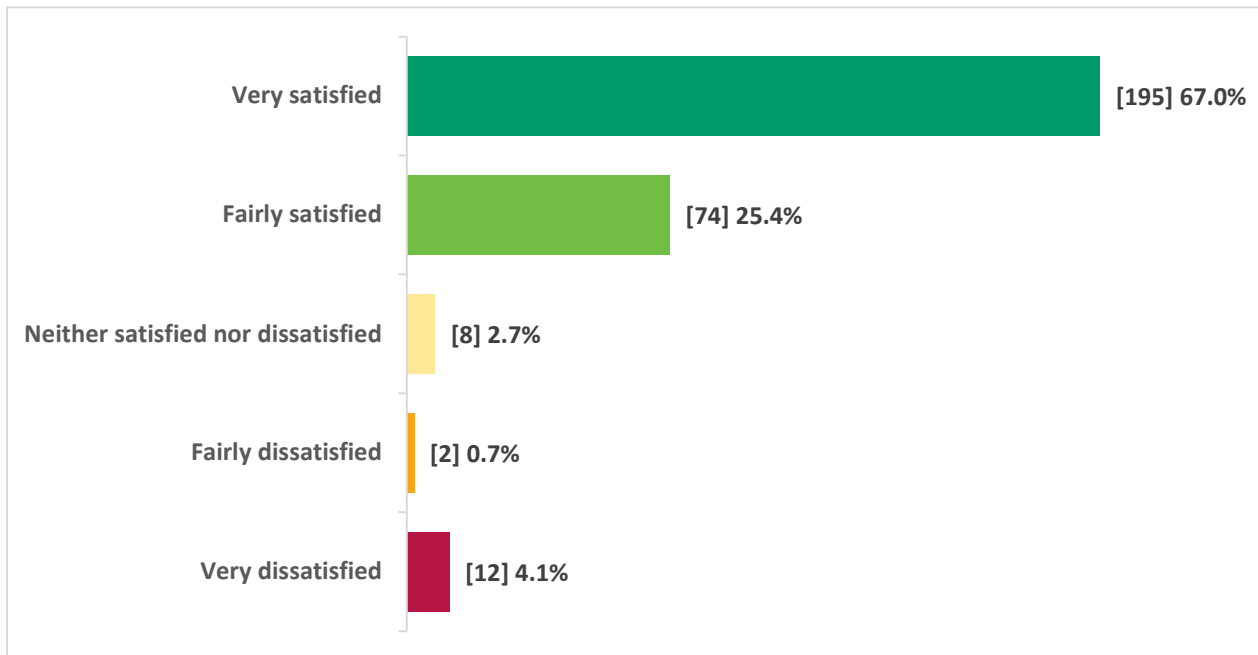
Analysis

- 98.0% (299 respondents) were fairly or very satisfied making it the highest scoring measure on the survey, a notable increase from the score of 94.4% in 2023/24. Only five residents were actively dissatisfied.
- There was one 'Not applicable / don't know' response and one 'no response'.
- Differences between groupings are marginal. Residents in Flats scored 100% and Bungalows 97%. And for the management areas, East scored 97%, West 98% with the other three areas all at 100%.

TP06 – Listens to views & acts upon them

How satisfied or dissatisfied are you that Pickering & Ferens Homes listens to your views and acts upon them?

92.4%



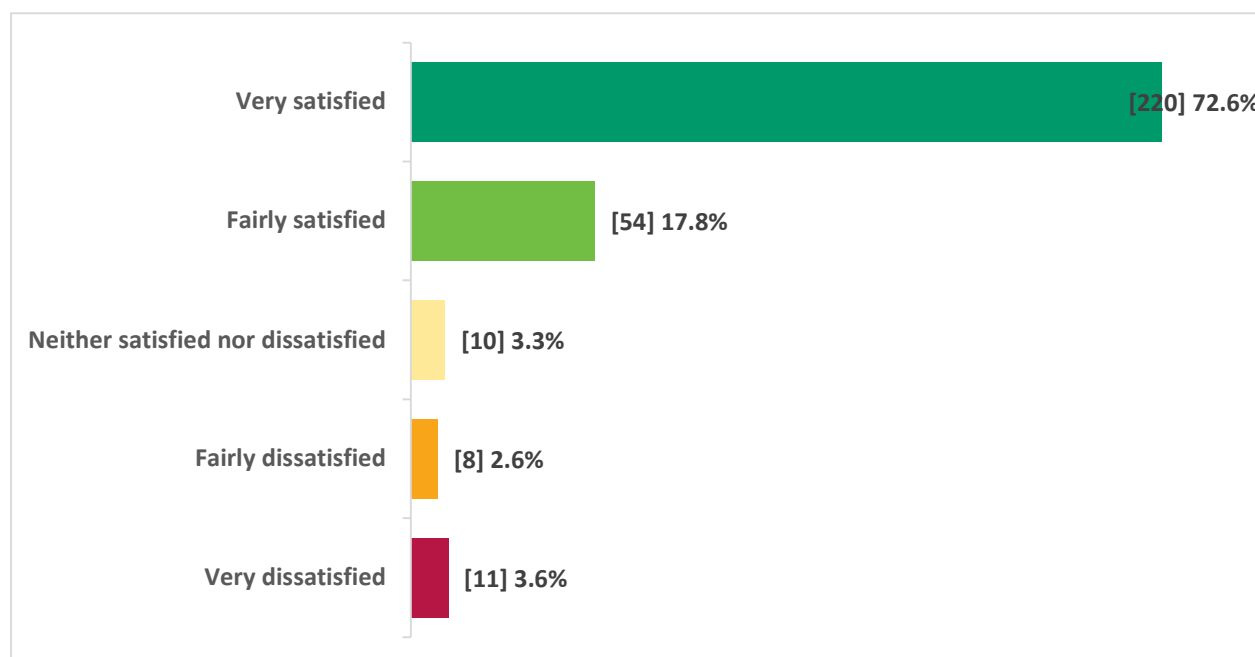
Analysis

- 92.4% (269 respondents) were fairly or very satisfied. The score is 4.6 percentage points higher than in 2023/24.
- There were 15 'Not applicable / don't know' responses and one 'no response'.
- Residents in Flats returned a score of 94% and Bungalows 92%
- The breakdown by management area shows some notable differences, as follows: East Riding (40%), East (87%), North (98%), West (99%) and Central (100%).
- As with last year, this measure is the highest key driver to satisfaction, indicating that it has the biggest influence on overall satisfaction. Many of the open text comments after TP01 mentioned the importance of communication, listening and being responsive.

TP07 – Keeps you informed

How satisfied or dissatisfied are you that Pickering & Ferens Homes keeps you informed about things that matter to you?

90.4%



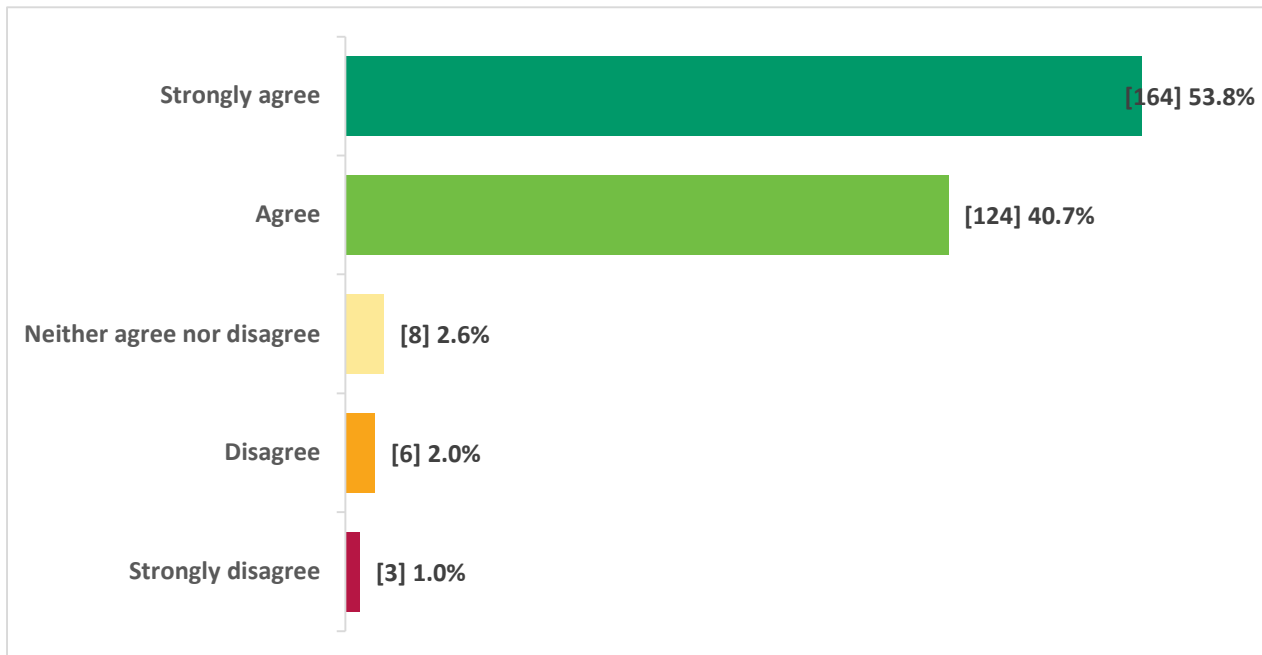
Analysis

- 90.4% (274 respondents) were fairly or very satisfied. This was one of only three questions to fall in satisfaction compared to 2023/24.
- There were three 'Not applicable / don't know' responses and one 'no response'.
- Tenants living in Flats (93%) were more satisfied than those in bungalows (90%)
- Satisfaction was lowest in East Riding (60%), compared with East (87%), Central (89%), North (94%) and West (97%).

TP08 – Treated Fairly & with Respect

To what extent do you agree or disagree with the following: "Pickering & Ferens Homes treats me fairly and with respect"?

94.4%



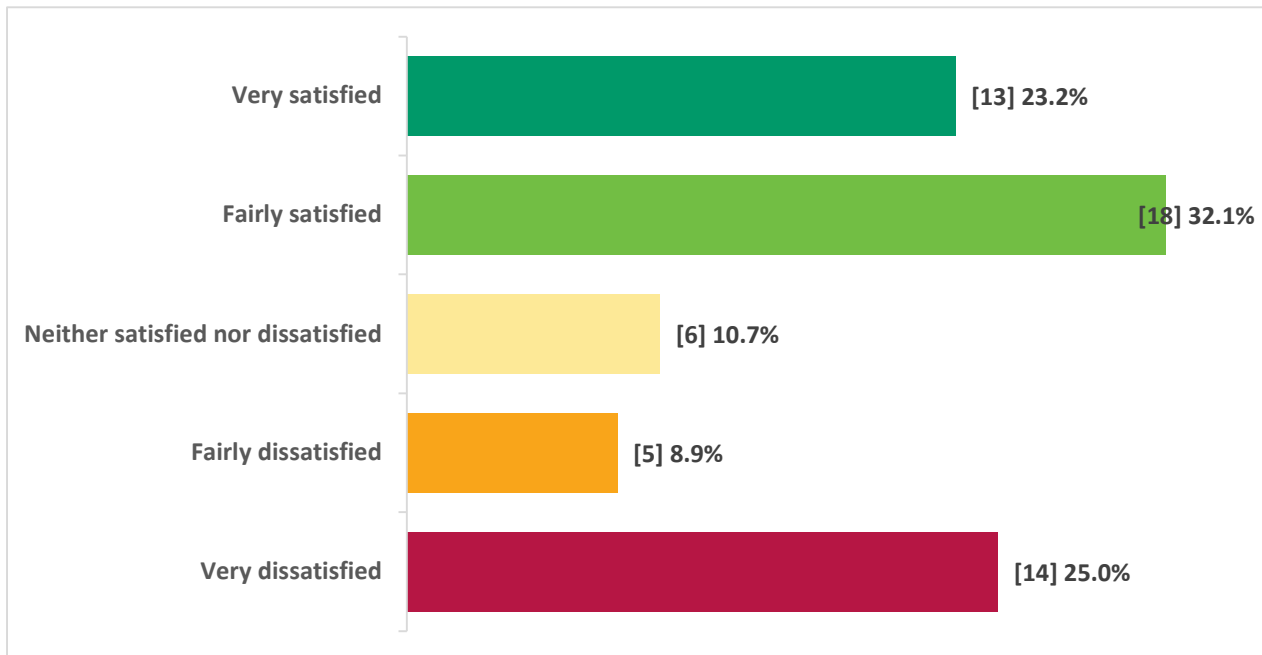
Analysis

- 94.4% (288 respondents) agreed or strongly agreed that they are treated fairly and with respect. The score has increased by nearly two percentage points from 2023/24.
- There was one 'Not applicable / don't know' response and one 'no response'.
- Satisfaction was higher among tenants living in Flats (99%) than those in Bungalows (94%)
- Residents living in Central area scored 100%, with other areas returning scores of West (97%), North (96%) and East (92%).

TP09 – Approach to Complaints

How satisfied or dissatisfied are you with Pickering & Ferens Homes approach to complaints handling?

55.4%



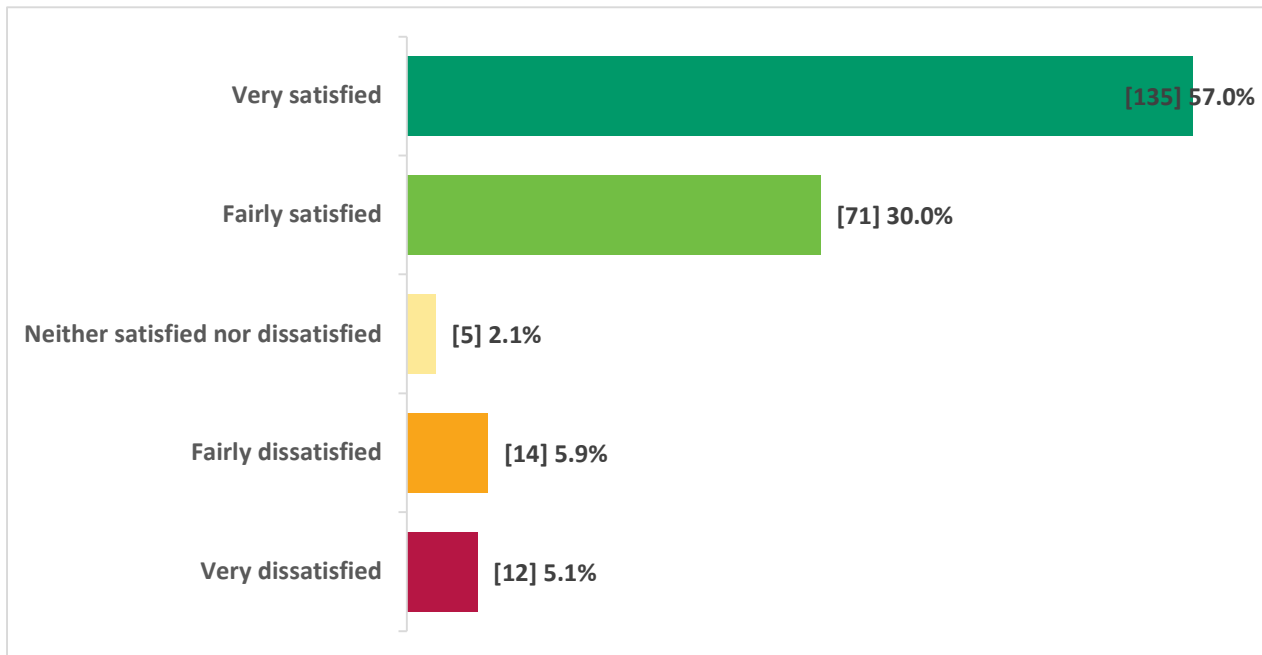
Analysis

- Residents were asked, “Have you made a complaint to Pickering & Ferens Homes in the last 12 months?”. A total of 18.3% (56 respondents) stated ‘Yes’, with one ‘no response’.
- Those who stated ‘Yes’ were then asked TP09 above, where 55.4% (31 respondents) were fairly or very satisfied.
- As with 2023/24, this is the lowest scoring question on the survey although satisfaction did rise by nearly 8 percentage points.
- Customers who made complaints in Central area were notably more satisfied than North (64%), West (64%) and East (42%).

TP10 – Communal Areas

How satisfied or dissatisfied are you that Pickering & Ferens Homes keeps these communal areas clean and well maintained?

86.9%



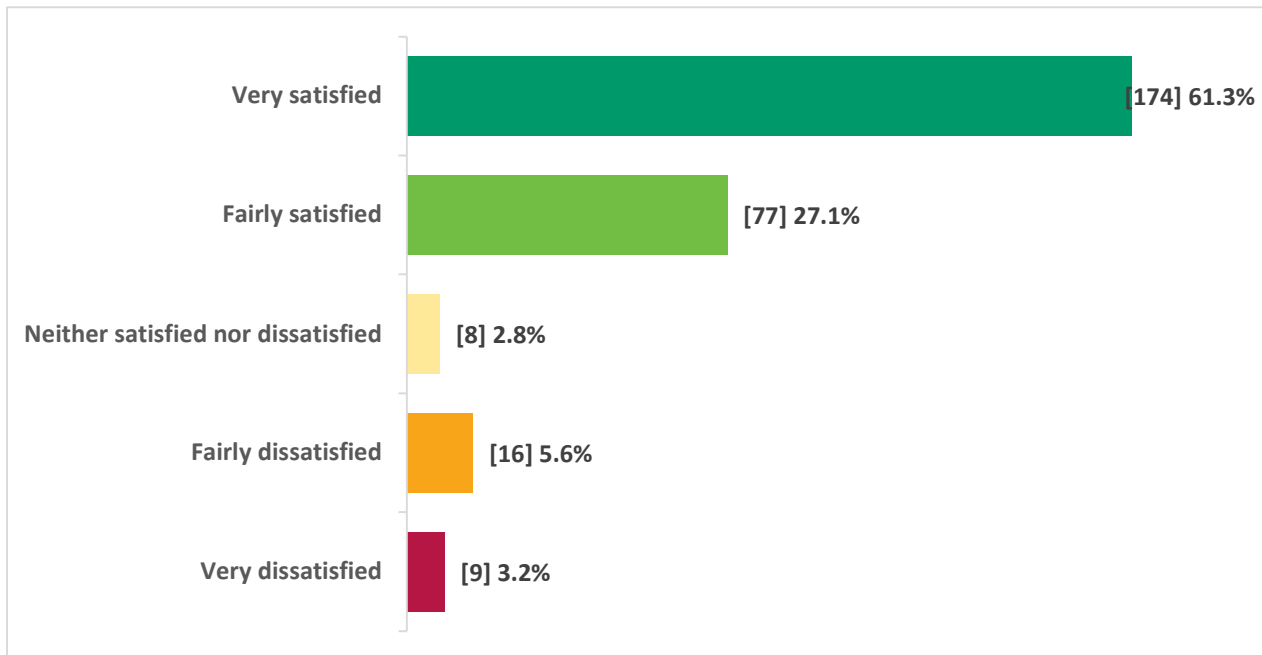
Analysis

- Residents were asked, “Do you live in a building with communal areas, either inside or outside, that Pickering & Ferens Homes are responsible for maintaining?”. A total of 77.8% (238 respondents) stated ‘Yes’. A further 1.0% (3 respondents) stated that they did not know and there was one ‘no response’.
- Those who stated ‘Yes’ were then asked TP10 above, where 86.9% (206 respondents) were fairly or very satisfied. There was one ‘no response’.
- This measure saw the biggest increase compared to the 2023/24 score - an increase of 11 percentage points.
- Tenants living in Flats scored 100% satisfaction compared to 83% for Bungalows.
- Satisfaction was lowest in Central area (75%), compared with East (78%), West (87%) and North (89%).

TP11 – Contribution to Neighbourhood

How satisfied or dissatisfied are you that Pickering & Ferens Homes makes a positive contribution to your neighbourhood?

88.3%



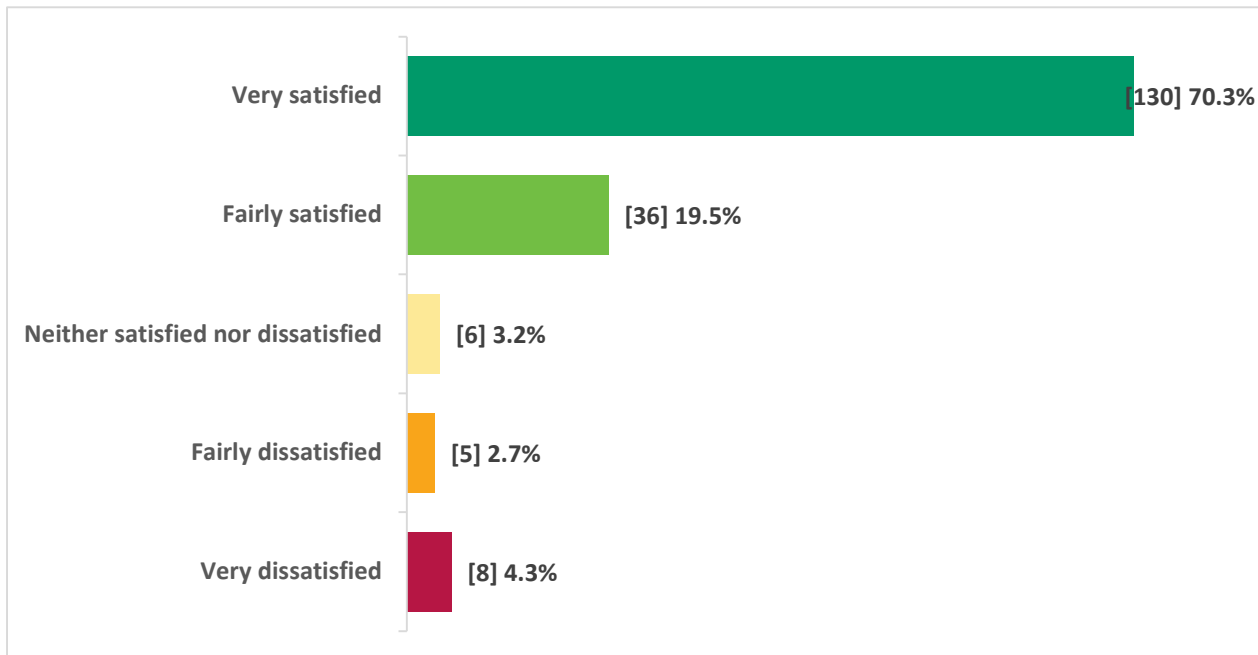
Analysis

- 88.3% (251 respondents) were fairly or very satisfied, a 4.7 percentage point increase on 2023/24.
- There were 22 'Not applicable / don't know' responses and one 'no response'.
- Again residents in Flats were the most satisfied, scoring 97% compared with 86% for Bungalows.
- Residents in the North area (96%) were most satisfied, compared to East (88%), Central (88%) and West (86%).

TP12 – Approach to Anti-social Behaviour

How satisfied or dissatisfied are you with Pickering & Ferens Homes' approach to handling anti-social behaviour?

89.7%



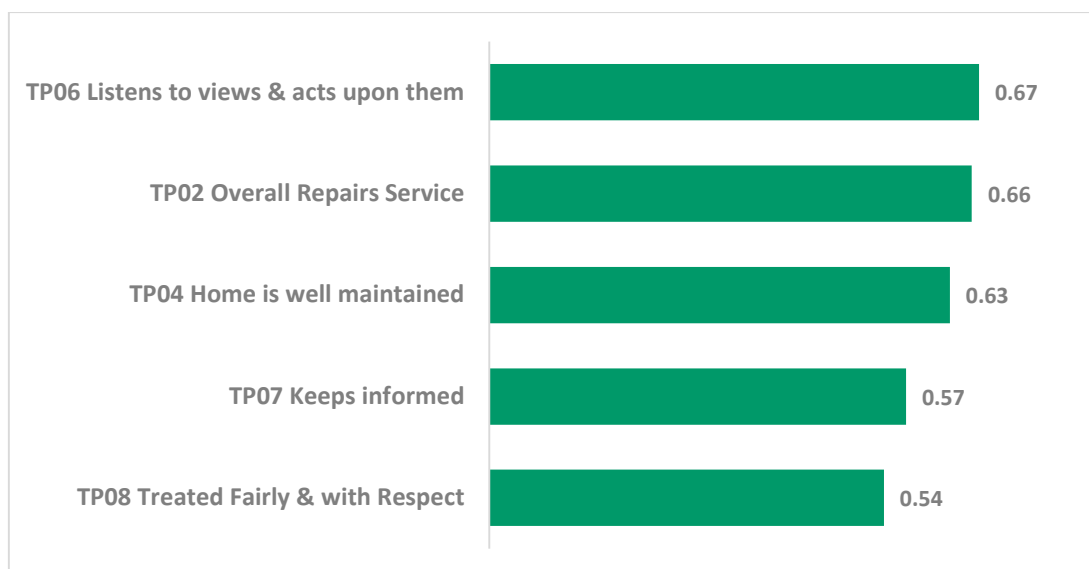
Analysis

- 89.7% (166 respondents) were fairly or very satisfied.
- 121 respondents were unable to answer this question, replying 'don't know / non applicable'. Many said they were not aware of what Pickering & Ferens did in this regard, including many who were pleased that they had not experienced anti-social behaviour but were still unable to judge Pickering & Ferens' contribution. There was a further one 'no response'.
- Residents in Flats (94%) returned greater satisfaction than Bungalows (89%).
- Satisfaction was again highest among residents in the North area (97%) compared to West (96%), Central (93%), East (85%) and East Riding (33%).

Further analysis

Key Driver Analysis

A Key driver analysis was carried out to learn more about the overall satisfaction score, specifically which of the other questions were most related to the overall satisfaction score.



Note - The analysis produces a correlation coefficient (or r value for short) which can range from -1.0 to +1.0. This rating can be interpreted using the following guide:

- An r value close to 1 indicates that there is a strong relationship between the two variables
- A positive r value means that as one variable increases in value, the other variable will increase in value.

That Pickering & Ferens listens to views and acts upon them (TP06) is the most important driver to overall satisfaction, the same as in 2023/24. TP06 was followed by TP02 Overall Repairs service and TP04 Home is well maintained.

As the comments suggest in the following section, improving TP02 and TP04 would have potentially the biggest impact on the overall satisfaction score.

Comments

Comments were collected after TP01 – Overall satisfaction - to explain reasons for satisfaction or dissatisfaction, or to offer suggestions for improvement. A summary of the main themes arising from the comments, with some examples, is below.

Positive comments:

Theme	Number of responses
Generally positive experience	56
Quick, responsive service (inc repairs)	55
Repairs & maintenance	53
Quality of home	16
Good communication / customer care	23

"I have lived here over 20 years and PFH have been very, very good landlords."

"The staff at PFH are very caring and attentive to all our needs."

"If I ring PFH in a morning they are generally here in the afternoon, nothing I need is a problem for them."

Negative comments:

Theme	Number of responses
Repairs & maintenance	33
Groundskeeping / Area management	30
Quality of home	12
Poor communication	6
Slow to respond	6

"PFH do not do what they say they will, I asked last year for them to look at my guttering, no one has been."

"The property I have is very damp and cold, and it does not meet my needs."

"The gardeners haven't been doing a good job the last 2 years, we used to have flowers and now we just have grass."

Annex 1 - copy of questionnaire

Tenant Satisfaction Measures Survey

Q1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Pickering & Ferens Homes?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Q1a Please can you explain the reason for your answer?

(Open ended)

Q2 Has Pickering & Ferens Homes carried out a repair to your home in the last 12 months?

- Yes
- No

Q2a How satisfied or dissatisfied are you with the overall repairs service from Pickering & Ferens Homes over the last 12 months?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Q2b How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Q3 How satisfied or dissatisfied are you that Pickering & Ferens Homes provides a home that is well maintained?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

- Q4** Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Pickering & Ferens Homes provides a home that is safe?
- Very satisfied
 - Fairly satisfied
 - Neither satisfied nor dissatisfied
 - Fairly dissatisfied
 - Very dissatisfied
 - Not applicable / don't know
- Q5** How satisfied or dissatisfied are you that Pickering & Ferens Homes listens to your views and acts upon them?
- Very satisfied
 - Fairly satisfied
 - Neither satisfied nor dissatisfied
 - Fairly dissatisfied
 - Very dissatisfied
 - Not applicable / don't know
- Q6** How satisfied or dissatisfied are you that Pickering & Ferens Homes keeps you informed about things that matter to you?
- Very satisfied
 - Fairly satisfied
 - Neither satisfied nor dissatisfied
 - Fairly dissatisfied
 - Very dissatisfied
 - Not applicable / don't know
- Q7** To what extent do you agree or disagree with the following: "Pickering & Ferens Homes treats me fairly and with respect"?
- Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
 - Not applicable / don't know
- Q8** Have you made a complaint to Pickering & Ferens Homes in the last 12 months?
- Yes
 - No
- Q8a** How satisfied or dissatisfied are you with Pickering & Ferens Homes' approach to complaints handling?
- Very satisfied
 - Fairly satisfied
 - Neither satisfied nor dissatisfied
 - Fairly dissatisfied
 - Very dissatisfied

Q8b Please could you tell us what the complaint was about and why you were satisfied/dissatisfied?

(Open ended)

Q9 Do you live in a building with communal areas, either inside or outside, that Pickering & Ferens Homes services is responsible for maintaining?

- Yes
- No
- Don't know

Q9a How satisfied or dissatisfied are you that Pickering & Ferens Homes keeps these communal areas clean and well maintained?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Q10 How satisfied or dissatisfied are you that Pickering & Ferens Homes makes a positive contribution to your neighbourhood?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

Q11 How satisfied or dissatisfied are you with Pickering & Ferens Homes approach to handling anti-social behaviour?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

Q12 Finally, are you happy for Pickering & Ferens Homes to contact you, if needed, to discuss your responses to this survey?

- Yes
- No