



Tenant Satisfaction Measures Report 2025/26



viewpoint



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Executive Summary

This report details the results of the 2025/26 Pickering & Ferens Tenant Satisfaction Measures (TSM) survey.

Pickering & Ferens commissioned Viewpoint Research CIC to complete the survey through a telephone methodology. A total of 304 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, a key driver analysis to investigate how questions TP02-12 questions have been influencers on overall satisfaction, and benchmarking against national scores.

Results summary

- Overall satisfaction (TP01): This measure is often used as the headline measure of service performance. The 2025/26 score for Pickering & Ferens is 95.1%, a 2.6 percentage point increase on 2024/25, the same increase as achieved last year.
- 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.
 - TP04 97.0% - Proportion of respondents who are satisfied that Pickering & Ferens Homes provides a home that is well maintained.
 - TP03 96.8% - Proportion of respondents who are satisfied with the time taken to complete their most recent repair.
- Lowest scoring TSMs / higher dissatisfaction:
 - TP09 59.6% - Pickering & Ferens Homes approach to complaints handling. Based on those who stated they had experienced the service in the last 12 months.
 - TP10 85.5% - Proportion of respondents who are satisfied that Pickering & Ferens Homes keeps communal areas clean and well maintained.
 - TP12 89.9% - Proportion of respondents who are satisfied with Pickering & Ferens Homes' approach to anti-social behaviour.
- Identifying what drives overall satisfaction: Based on the key driver analysis (P19), the top service areas driving satisfaction are: Approach to complaints (TP09), Home is well maintained (TP04) and Listens to tenant views and acts upon them (TP06).

- Open text comments were collected to give reasons for overall satisfaction. Many expressed general satisfaction with Pickering & Ferens Homes while repairs, quality of the property and quality of communication were all highlighted.
- The comments offering suggestions for improvement primarily focused on repairs as well as gardens and outdoor maintenance.
- All 12 measures are in the upper quartile of the average results of all low-cost rental accommodation in England (2024/25 results), as provided by the Regulator.

Results Table

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

	25/26 Result	24/25 Result	Change
TP01 Overall satisfaction	95.1%	92.5%	+2.6
TP02 Overall repairs service	95.5%	89.8%	+5.7
TP03 Repairs: Time taken	96.8%	92.0%	+4.8
TP04 Home is well maintained	97.0%	94.1%	+2.9
TP05 Home is safe	98.0%	98.0%	/
TP06 Listens to views & acts upon them	91.7%	92.4%	-0.7
TP07 Keeps informed	96.3%	90.4%	+5.9
TP08 Treated Fairly & with Respect	95.3%	94.4%	+0.9
TP09 Approach to complaints	59.6%	55.4%	+4.2
TP10 Communal areas	85.5%	86.9%	-1.4
TP11 Contribution to Neighbourhood	91.4%	88.3%	+3.1
TP12 Approach to Anti-social behaviour	89.9%	89.7%	+0.2

Nine of the TSMs have improved their scores from 2024/25. TP07 Keeping informed, TP02 Overall repairs service and TP03 Repairs: Time taken, showed the greatest improvement.

The two questions that had small falls in satisfaction were TP06 Listen to Views and act upon them and TP10 Communal areas.

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 2025 to March 2026
Total surveyable population	1453
Statistical confidence required and achieved	Required: $\pm 5\%$ margin of error at 95% confidence level (i.e. requiring a minimum of 304 responses).
Total sample size achieved (total number of responses)	304
Reasons for any failure to meet the required sample size	N/A
Collection method	Telephone survey (304)
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

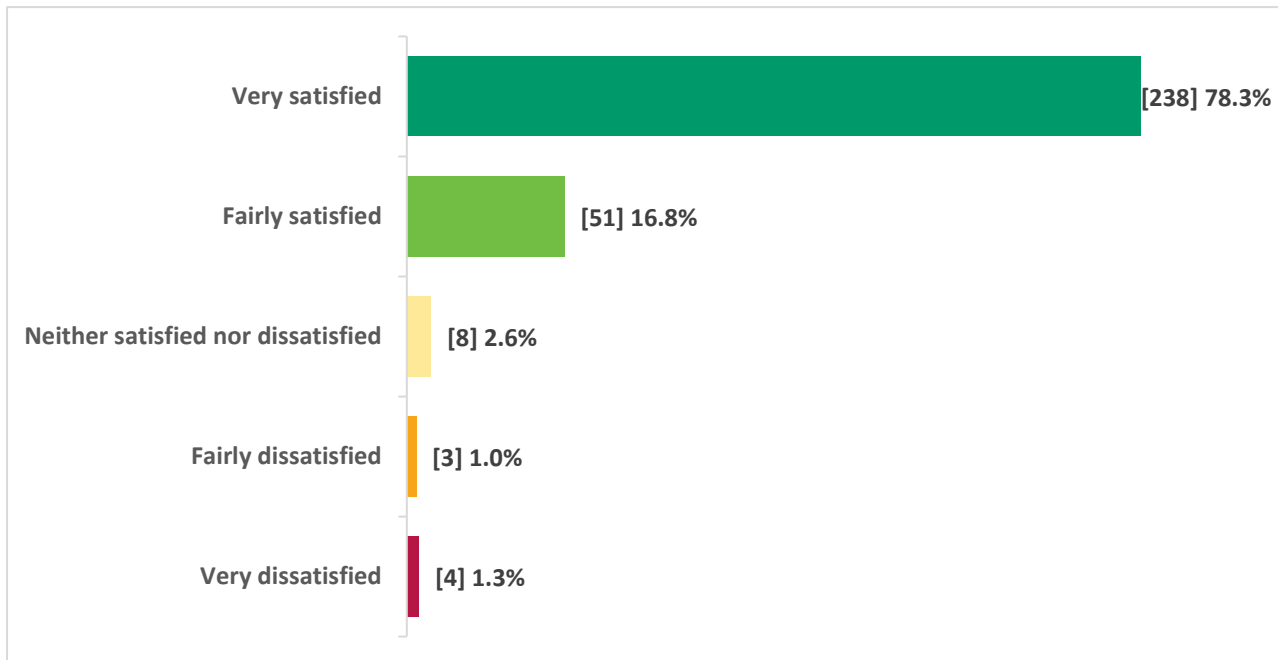
The table below shows that the survey sample achieved is very closely representative of the tenant population. Please note that full ethnicity data was not available in this year's data set.

	Population %	Responses % (and actual)
Area		
East	47%	45% (138)
North	15%	15% (46)
West	36%	38% (115)
East Riding	2%	2% (5)
Property type		
Bungalow	76%	77% (234)
Flat	22%	22% (68)
House	1%	1% (2)
Bedsit	0%	0% (0)
Number of rooms		
1	31%	31% (93)
2	68%	69% (211)
3	1%	0% (0)
Age		
Under 64	6%	9% (26)
65-74	30%	28% (84)
75-84	42%	41% (126)
85+	22%	22% (68)
Ethnicity		
White British	29%	32% (97)
Other	0%	0% (0)
Unknown	71%	68% (207)

TP01 – Overall Satisfaction

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

95.1%



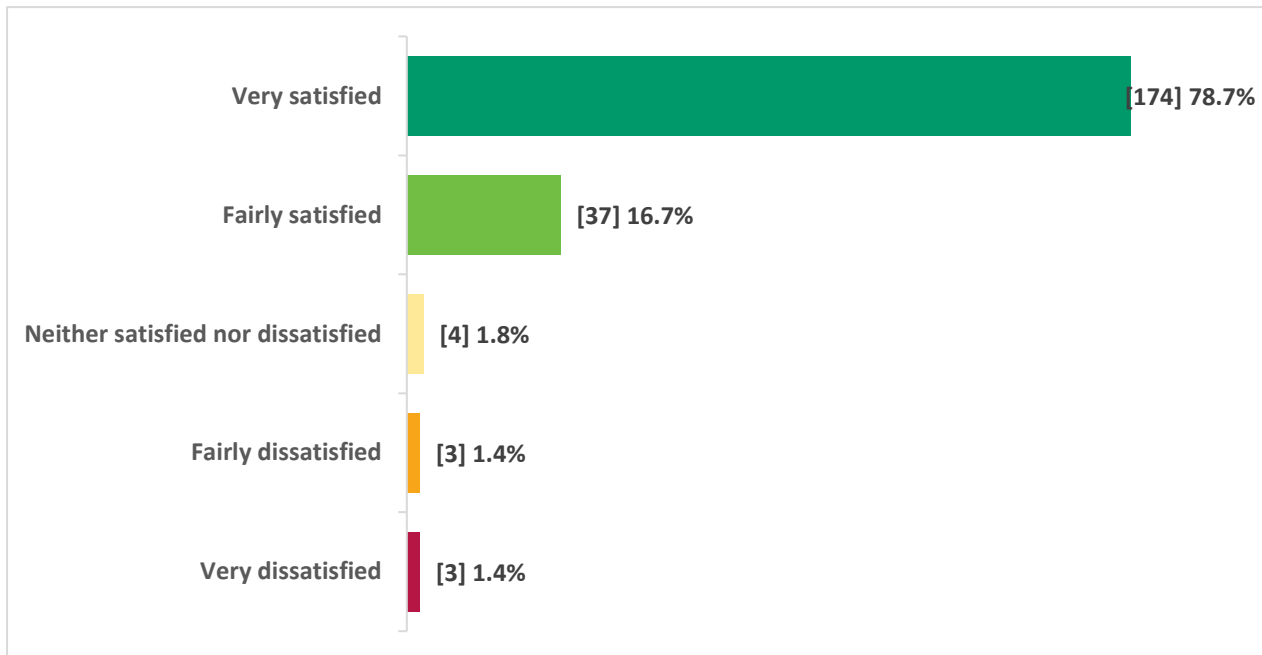
Analysis

- Overall satisfaction is 95.1% (289 respondents).
- The result is a further 2.6-point improvement on the previous year.
- 'Neither satisfied nor dissatisfied' accounted for 2.6% of responses meaning only 2.3% (7 responses) were actively dissatisfied.
- Satisfaction among tenants living in flats (97%) was slightly higher than those in bungalows (94%).
- Satisfaction between management areas showed all areas scored above 90% - West (92%), East (96%), North (98%) and East Riding (100%).
- Comments were collected to explain dissatisfaction and a variety of reasons were offered as follows: Communal gardens/green areas (2), Upgrades to property (2), Repairs (2), ASB (2), outside maintenance (1), quality of property (1), lack of support (1), parking (1).

TP02 – Overall Repairs Service

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

95.5%



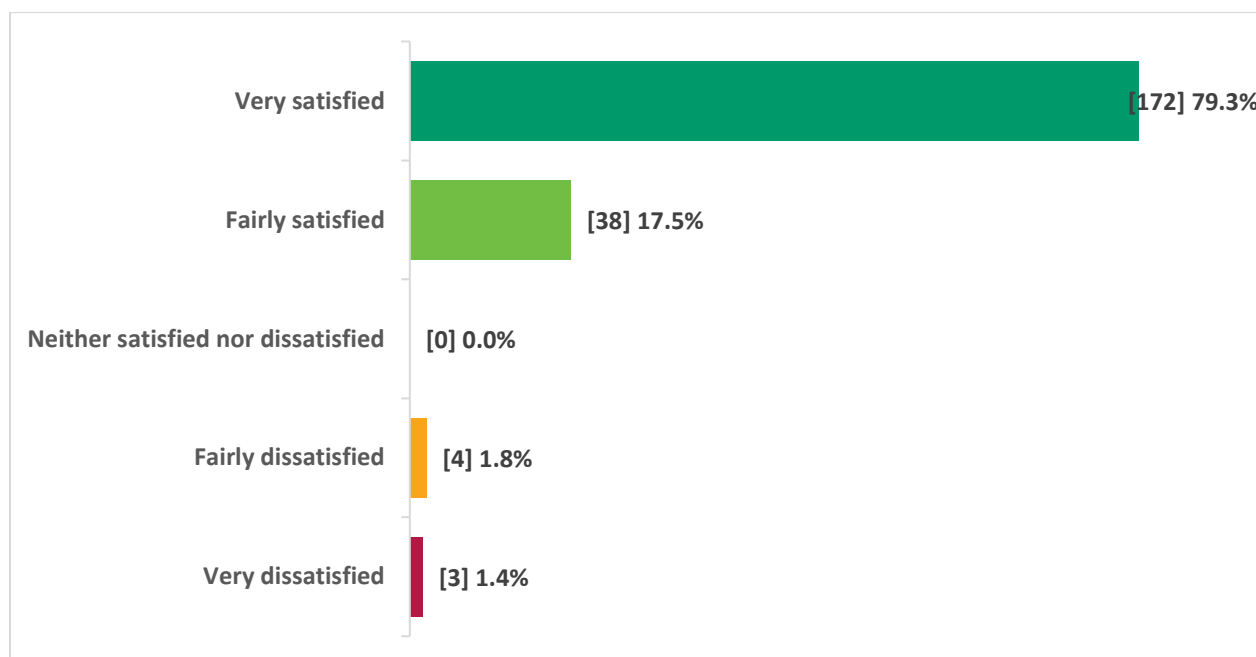
Analysis

- Residents were asked, “Has Pickering & Ferens carried out a repair to your home in the last 12 months?”. A total of 73.0% (222 respondents) stated ‘Yes’.
- Those who stated ‘Yes’ were then asked TP02 above, where 95.5% (211 respondents) were fairly or very satisfied. There was one no response.
- Satisfaction rose by 5.7 percentage points compared to 2024/25.
- Respondents in bungalows (94%) were slightly less satisfied than those in flats (100%).
- Satisfaction by area showed: East (100%), North (92%) and West (92%).

TP03 – Repairs: Time Taken

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

96.8%



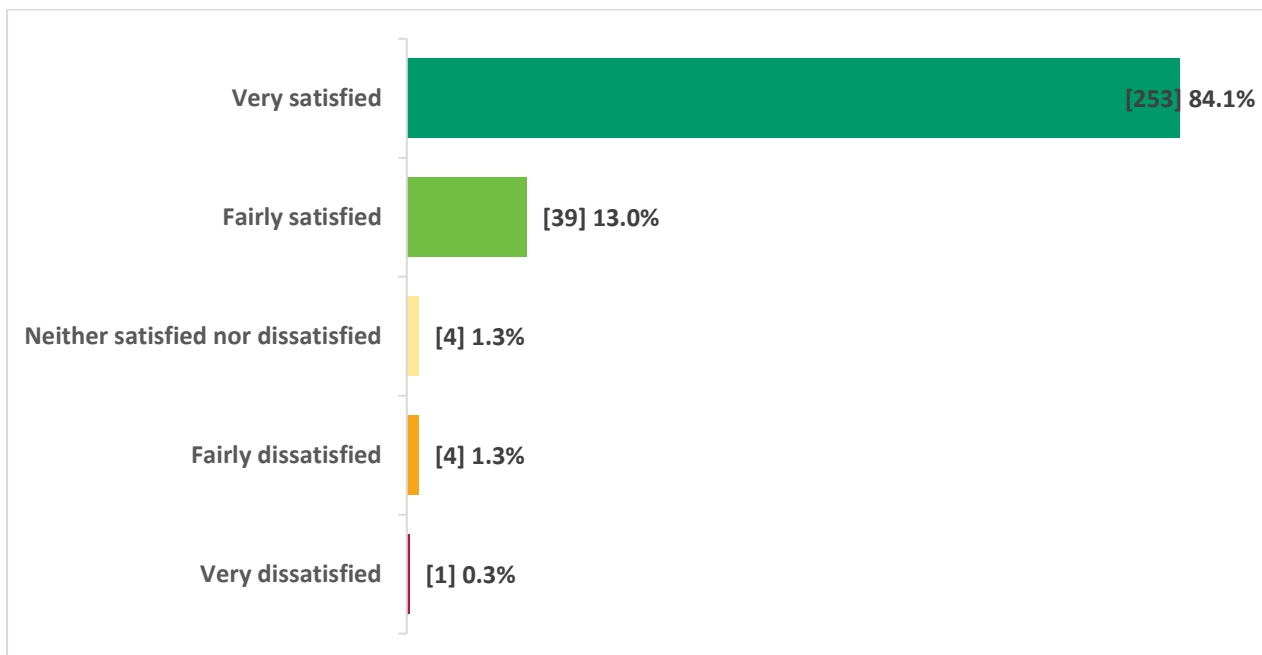
Analysis

- 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 96.8% (210 respondents) were fairly or very satisfied, a 4.8-point improvement, mirroring the improvement shown in TP02.
- There were five no responses to this question.
- There were minimal differences when analysed by management area or property type as follows:
 - East (94%), North (94%), West (93%).
 - Flats (98%), Bungalows (97%)

TP04 – Home is well maintained

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

97.0%



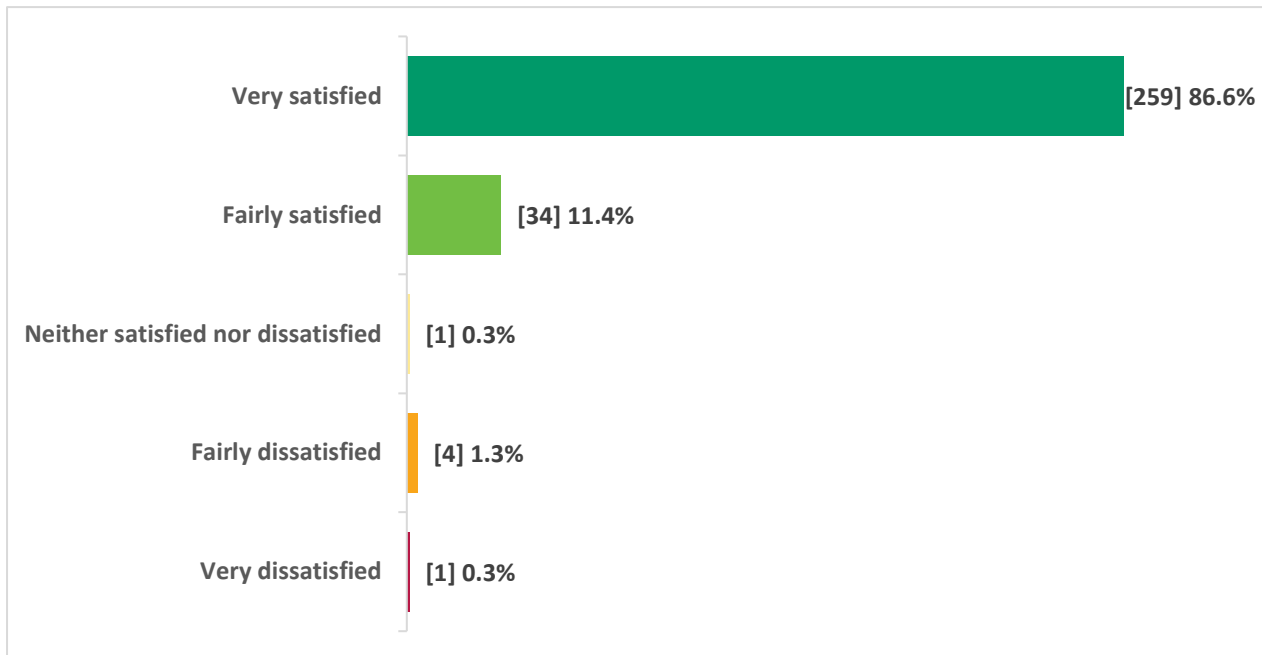
Analysis

- 97.0% (292 respondents) were fairly or very satisfied.
- There were three no responses to this question.
- Satisfaction is extremely high and has increased by 2.9 points compared to last year.
- This measure is the third key driver to overall satisfaction.
- There was no difference between tenants living in flats and those in bungalows (both 97%).
- Scores for the management areas were as follows: East (97%), West (97%) and North (95%).

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%



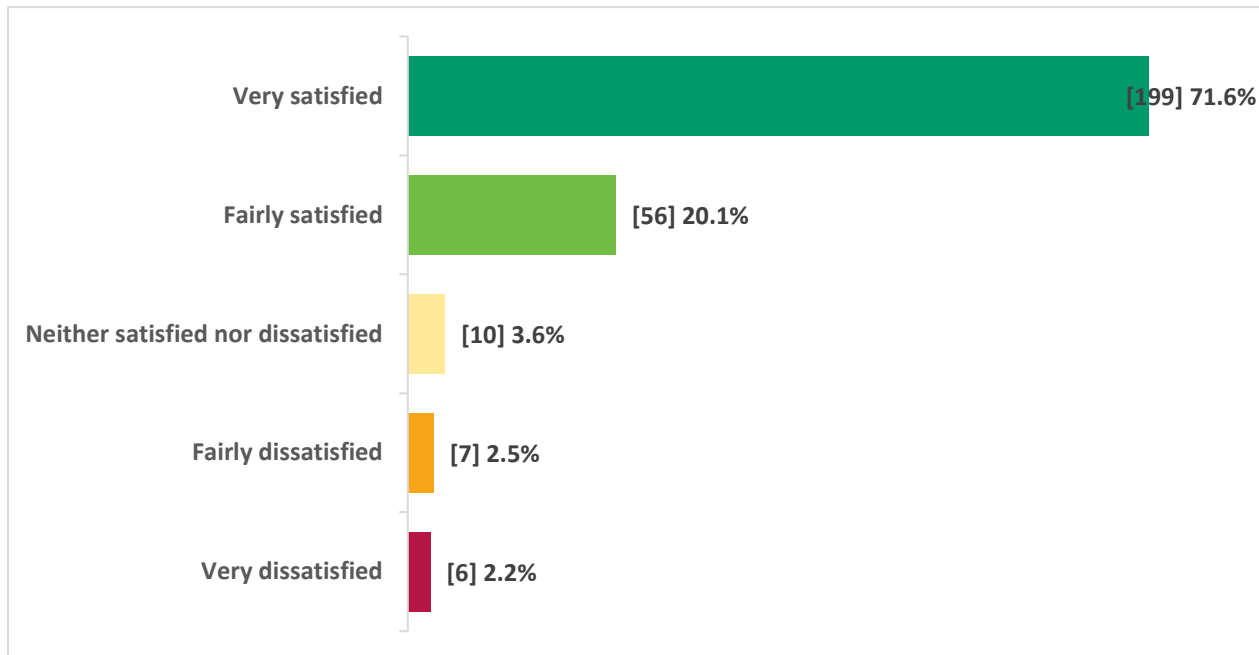
Analysis

- 98.0% (293 respondents) were fairly or very satisfied, an extremely high score and identical to 2024/25.
- There was one 'Not applicable / don't know' response and two 'no response'.
- Differences between groupings are inevitably very slight.
 - Residents in Flats scored 99% and Bungalows 98%.
 - By management area, East scored 97%, West 98% and North 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?

91.7%



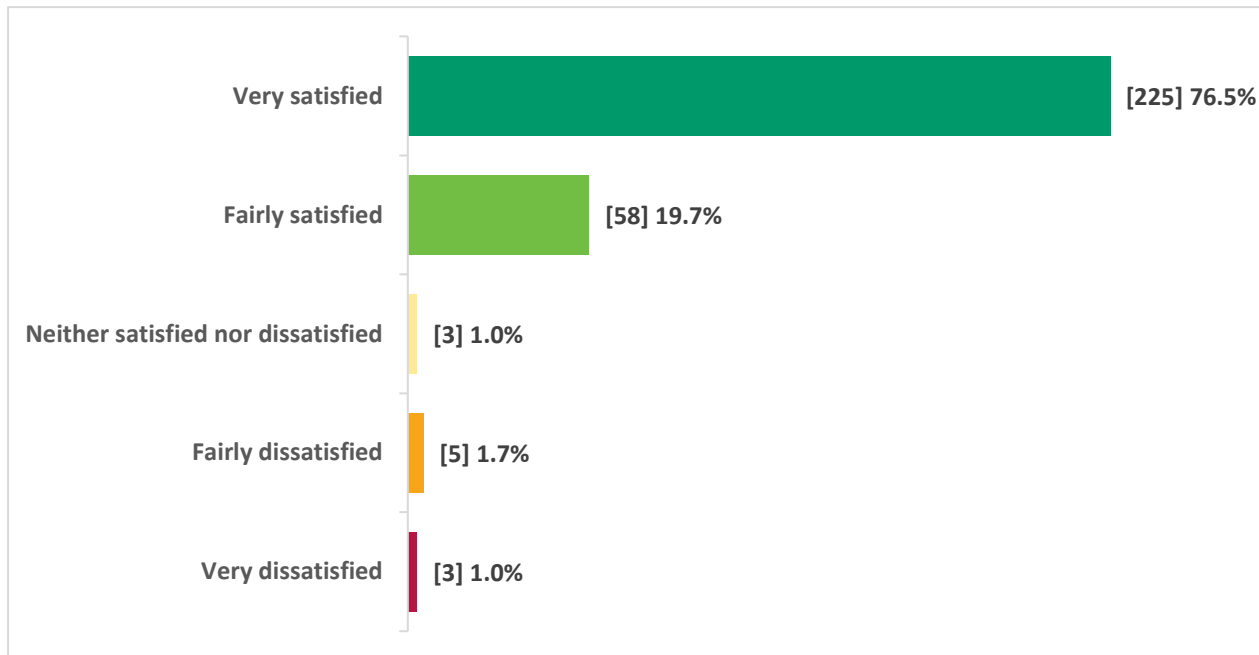
Analysis

- 91.7% (255 respondents) were fairly or very satisfied. The score is a small 0.7 percentage point fall on 2024/25.
- There were 23 'Not applicable / don't know' responses and three 'no response'.
- TP06 is the third key driver to overall satisfaction and communication & responsiveness was a key theme that came out of comments collected after TP01.
- Residents in flats were slightly more satisfied with a score of 95% than bungalows at 91%.
- The breakdown by management area is as follows: North (93%), East (92%), West (91%).

TP07 – Keeps you informed

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

96.3%



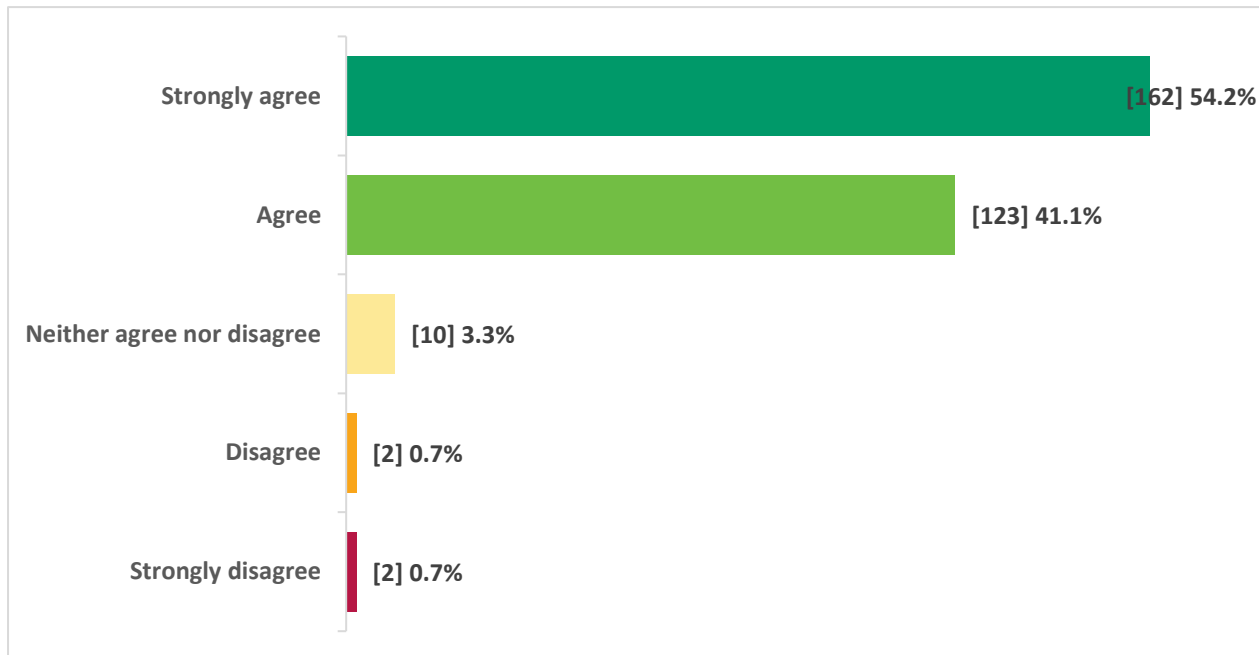
Analysis

- 96.3% (283 respondents) were fairly or very satisfied. This represents a large increase on 2024/25 – up 5.9 percentage points, the largest increase of all measures.
- There were seven ‘Not applicable / don't know’ responses and three ‘no response’.
- Differences between groupings are as follows:
 - Residents in Flats scored 98% and Bungalows 96%.
 - By management area, East scored 97%, West 96% and North 93%.

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"?

95.3%



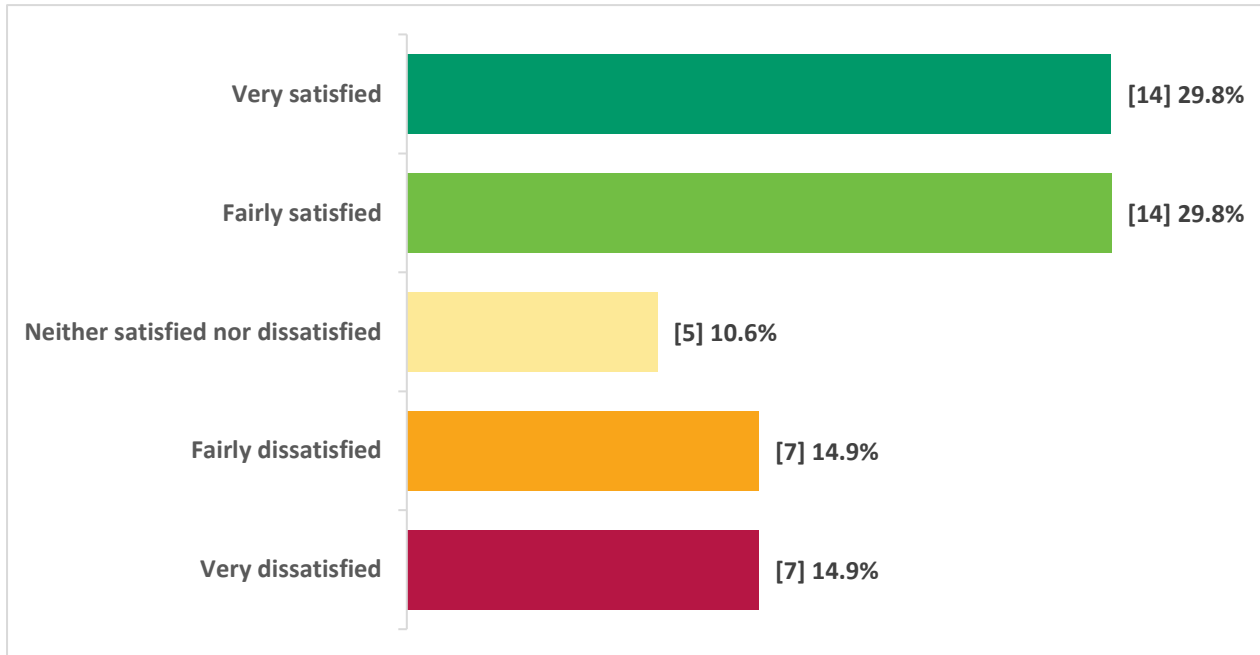
Analysis

- 95.3% (285 respondents) agreed or strongly agreed that they are treated fairly and with respect. The score has increased by 0.9 percentage points from 2024/25.
- This measure was ranked the fourth key driver to overall satisfaction.
- There were two 'Not applicable / don't know' responses and three 'no response'.
- Satisfaction by housing type was identical – Flats (97%), Bungalows (97%).
- By management area the scores were as follows: East (99%), North (96%), West (95%).

TP09 – Approach to Complaints

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

59.6%



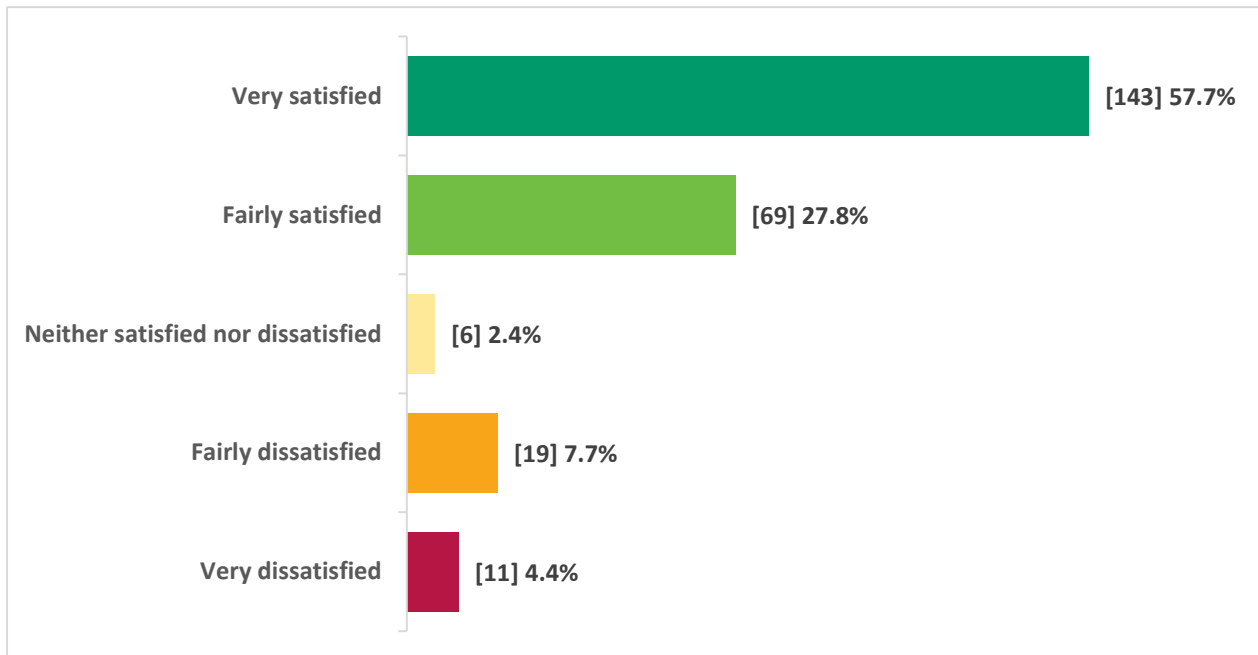
Analysis

- Residents were asked, “Have you made a complaint to Pickering & Ferens Homes in the last 12 months?”. A total of 15.9% (48 respondents) stated ‘Yes’.
- Those who stated ‘Yes’ were then asked TP09 above, where 59.6% (28 respondents) were fairly or very satisfied. There was one ‘no response’.
- This measure was the top key driver to overall satisfaction showing how influential the handling of complaints can be.
- As with 2024/25, this is the lowest scoring question on the survey although satisfaction did rise again this year - by 4.2 percentage points.
- There were some notable differences in management area: North (71%), East (63%) and West (55%).

TP10 – Communal Areas

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

85.5%



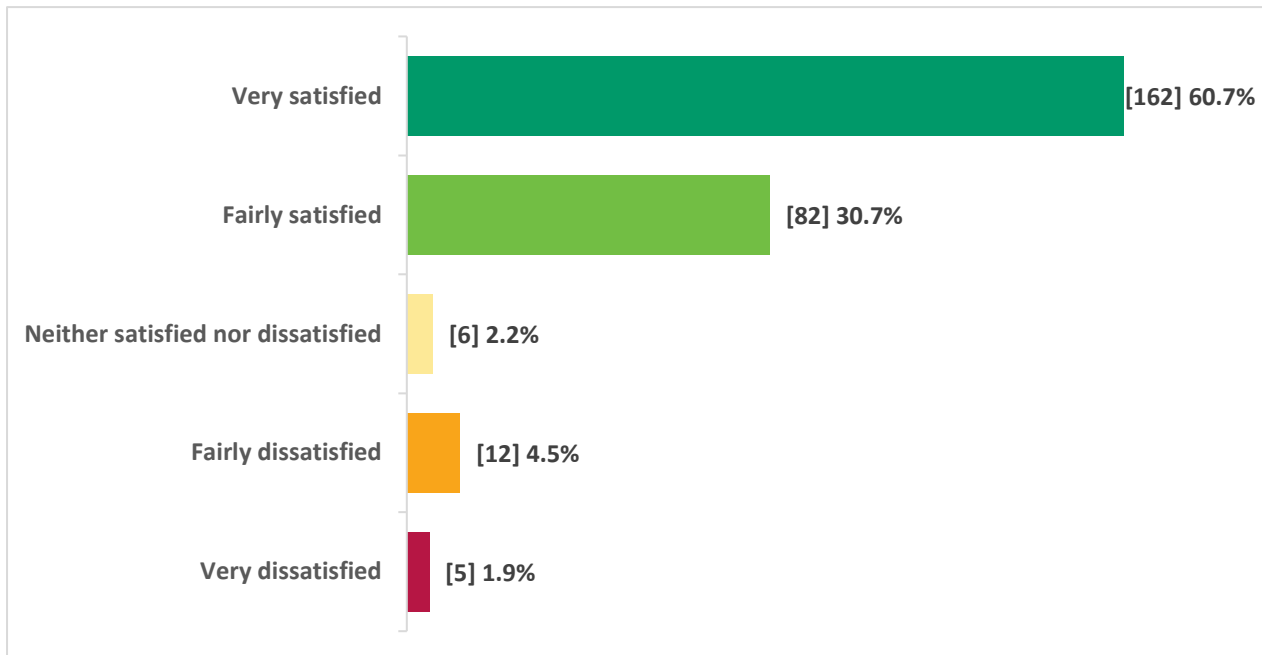
Analysis

- 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 83.1% (250 respondents) stated ‘Yes’. 15.9% (48) said ‘No’ while a further 1.0% (3) stated that they did not know.
- Those who stated ‘Yes’ were then asked TP10 above, where 85.5% (212 respondents) were fairly or very satisfied. There were two ‘no response’.
- Satisfaction with this measure fell by 1.4 percentage points.
- This measure attracted greater dissatisfaction among residents living in bungalows (82%) compared to flats (95%).
- Satisfaction was lowest in West management area (80%), compared with East (86%) and North (95%).

TP11 – Contribution to Neighbourhood

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

91.4%



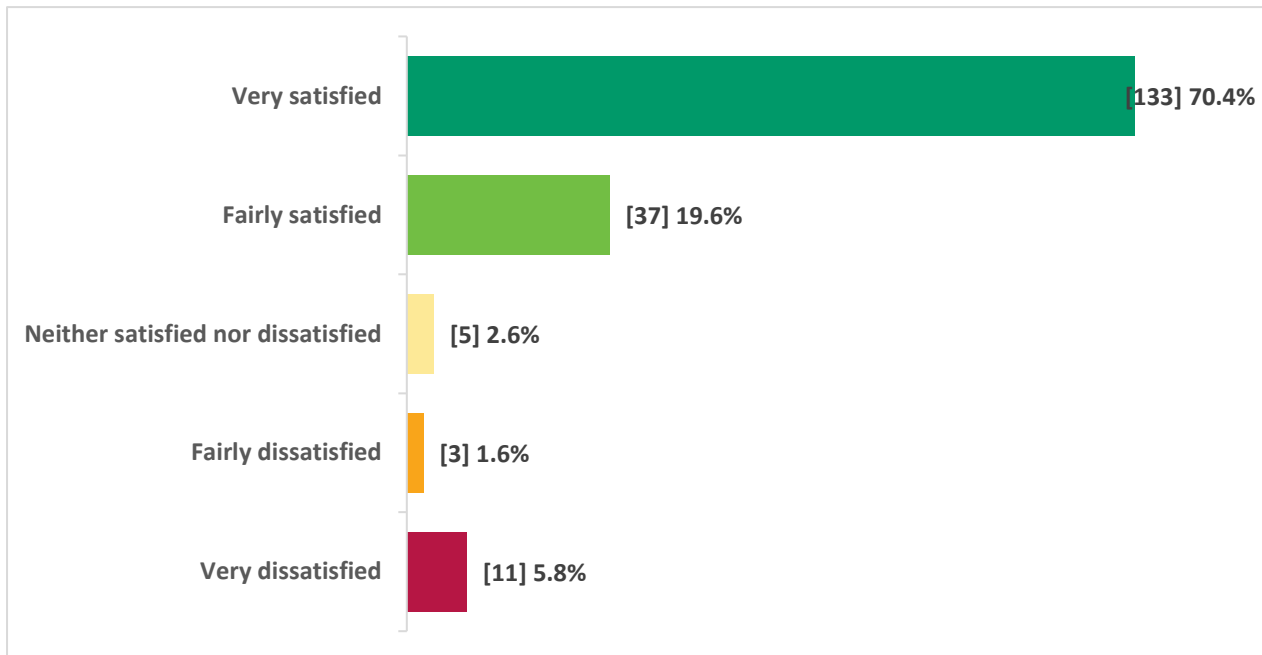
Analysis

- 91.4% (244 respondents) were fairly or very satisfied, a 3.1 percentage point increase on 2024/25.
- There were 34 'Not applicable / don't know' responses and three 'no response'.
- Again, residents in flats were more satisfied, scoring 95% compared with 90% for bungalows.
- Differences between management areas were very slight: North (93%), West (93%) and East (90%).

TP12 – Approach to Anti-social Behaviour

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

89.9%



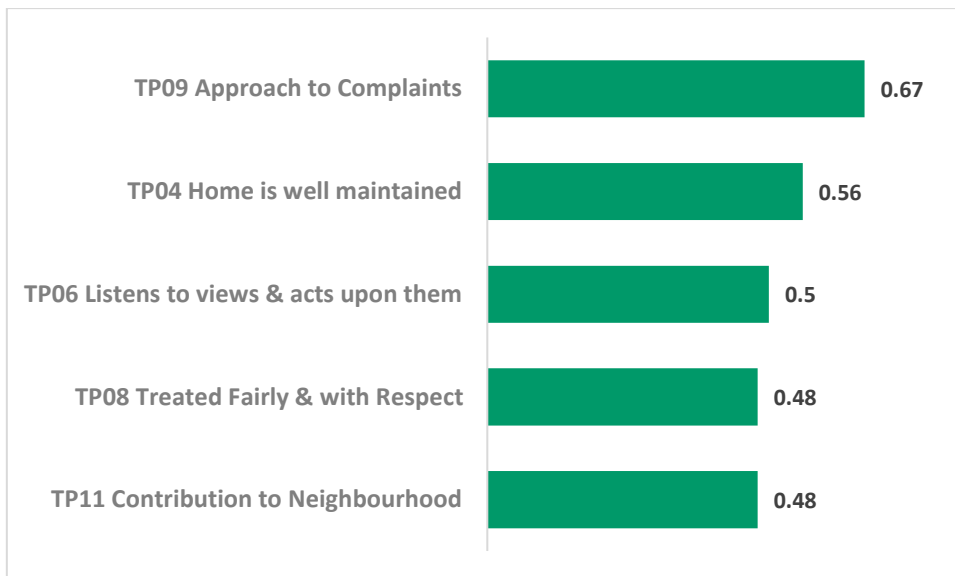
Analysis

- 89.9% (170 respondents) were fairly or very satisfied, a score that is almost identical to that achieved in 2024/25.
- 112 respondents were unable to answer this question, replying 'don't know / non applicable'. As with previous years 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 three that recorded 'no response'.
- Residents in Flats (93%) returned greater satisfaction than Bungalows (89%).
- Satisfaction by management area showed some small differences: West (95%), East (89%), North (88%).

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.

Approach to complaints has the strongest correlation to overall satisfaction. The sample size is small but of the 15 tenants who were not satisfied overall (TP01), six were dissatisfied with how a complaint had been dealt with.

As with 2024/25, the Home is well maintained (TP04) and, Pickering & Ferens listens to views and acts upon them (TP06) are both strong drivers to overall satisfaction.

Benchmarking

The table below shows how Pickering & Ferens Homes' scores compare with the median results of all low-cost rental accommodation in England (2024/25 results) and whether the scores place them in the upper, lower or median quartile.

Pickering & Ferens Homes achieved upper quartile on all measures

	2025/26	Median	Upper	Quartile
TP01 Overall satisfaction	95.1%	71.8%	78.9%	Upper
TP02 Overall repairs service	95.5%	73.6%	79.6%	Upper
TP03 Repairs: Time taken	96.8%	69.5%	76.5%	Upper
TP04 Home is well maintained	97.0%	71.9%	77.8%	Upper
TP05 Home is safe	98.0%	77.6%	82.9%	Upper
TP06 Listens to views & acts upon them	91.7%	61.6%	69.3%	Upper
TP07 Keeps informed	96.3%	72.0%	77.3%	Upper
TP08 Treated Fairly & with Respect	95.3%	77.9%	83.9%	Upper
TP09 Approach to complaints	59.6%	35.5%	42.1%	Upper
TP10 Communal areas	85.5%	66.7%	72.8%	Upper
TP11 Contribution to Neighbourhood	91.4%	64.6%	71.7%	Upper
TP12 Approach to Anti-social behaviour	89.9%	59.5%	66.4%	Upper

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
Repairs service	77
General satisfaction	52
Property satisfaction	37
Communication and responsiveness	34
Polite and helpful staff	28
Consistency and reliability	25
Minimal interaction or independence	8
Community and social activities	4

“Very polite and helpful, very quick with repairs.”

“They are very helpful and always very quick to respond to repairs. I think they have to be the best housing association in the country.”

“It's a really nice property and nice neighbours, when I call for repairs they do it more or less straight away.”

Comments relating to service improvement:

Theme	Number of responses
Issues with repairs	31
Gardening and outdoor maintenance	23
Safety and security concerns	11
Accessibility and mobility issues	9
General dissatisfaction	4

“The communal garden was kept neat and tidy when I first moved into the property. Now, it resembles a jungle, with bushes reaching higher than the railings and you cannot see anyone walking by.”

“Because PFH have not got back to us about having the bathroom refurbished.”

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