



Coastline Housing

TSM LCHO 2026/27 Report July 2026

Prepared by: Acuity Research & Practice



Key TSM Metrics

Overall Satisfaction

The Home

Neighbourhood

ASB

Engagement

Complaints

NPS

Wellbeing

My Coastline

Further Insight

Summary

Sentiment

Demographics

Introduction

Acuity carried out successful surveys of both the LCRA and LCHO customers of Coastline over the past few years, and this has now continued into 2026. This report is based on the findings from the LCHO survey, and a separate report has been written on the LCRA results. The survey was conducted using a mixed-methods approach, with both online and telephone components. The aim was to achieve around an 80%/20% split in favour of online entry. The surveys are based on the Tenant Satisfaction Measures from the Regulator of Social Housing, which became mandatory to collect from April 2023 and are due annually from now on. The question set also includes some additional questions specific to Coastline Housing.

Given the number of LCHO properties (678), it is recommended that surveys achieve a margin of error of $\pm 5\%$, although this is purely guidance, as LCHO data will not be required for submission for Coastline. The target was set to survey 150 customers by the end of the year. The survey closed with 149 complete responses and 13 incompletes, which are included in the final dataset. However, Acuity incorrectly set the survey quotas, which meant that of all responses, 85 were completed by telephone interview and 77 online, achieving a 52%/48% split, not the 20%/80% split aimed for. The change of methodology can make a difference to the results, as shown at the end of the report.

RSH guidance suggests that the margin of error should be calculated using the responses to the overall service question. There were 162 responses, and this is high enough to conclude that the findings are accurate to within $\pm 6.7\%$, outside the recommended margin, but good for the overall size of the LCHO population.

This is the second time that the report has used sentiment analysis to better understand customers' comments and why they have responded to the satisfaction questions the way they have. Analysis of the six open questions and information about how this works is shown towards the end of the report and adds an extra layer of focused insight to the results to help Coastline better understand what is driving satisfaction, what customers are most concerned about, and, as a consequence, what could be improved.

This survey aims to provide data on customers' satisfaction, which will allow Coastline to:

- Provide information on their customers' perceptions of current services
- Compare the results against the previous surveys
- Compare the results with other landlords (where appropriate)
- Publish the results, as required by the Regulator

The survey is confidential, and the results were sent back to Coastline anonymised unless customers gave their permission to be identified – 61% of customers did give permission to share their responses with their details attached, and 88% of these customers are happy for Coastline to contact them to discuss any issues or comments they raised.

Note: The majority of figures throughout the report show the results as percentages. As percentages are rounded up or down to the nearest whole number, they may not always total 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. The charts also show the base for each question shown as n=...

49.4%



Overall Satisfaction

Satisfaction has fallen in 2026/27 compared with the previous year. It is possible that with fewer online responses, satisfaction could have fallen more than it has.

There are now 49% of customers satisfied with the overall service, compared with 61% last year.

The highest satisfaction is for the home being safe, as it was last year, but this has fallen to 69%, whilst 64% agree they are treated fairly and with respect, and 62% are satisfied with how they are kept informed about things that matter to them.

Three measures have satisfaction under 40%, with the lowest for the handling of complaints at 31% and the approach to dealing with anti-social behaviour at 30%.

This annual report shows the headline figures, how satisfaction has changed over time, includes an analysis of the open comments made, and provides a split by different subgroups. It also compares results with other social landlords.

TSM Key Metrics

The Home & Neighbourhood



Safe Home

68.8%



Communal Areas

48.7%



Neighbourhood Contribution 46.7%



Approach to ASB

29.8%

Respectful & Helpful Engagement



Listens & Acts

33.0%



Kept Informed

61.8%



Fairly & with Respect

63.6%



Complaints Handling

31.3%



Overall Satisfaction



Customers were asked, “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Coastline?” This is generally seen as the headline figure from the survey.

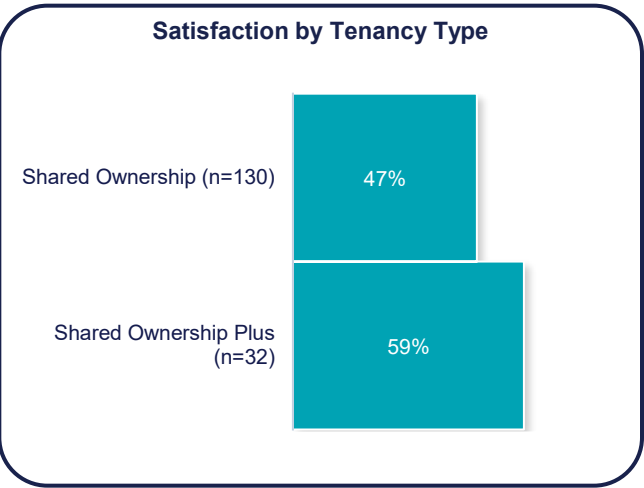
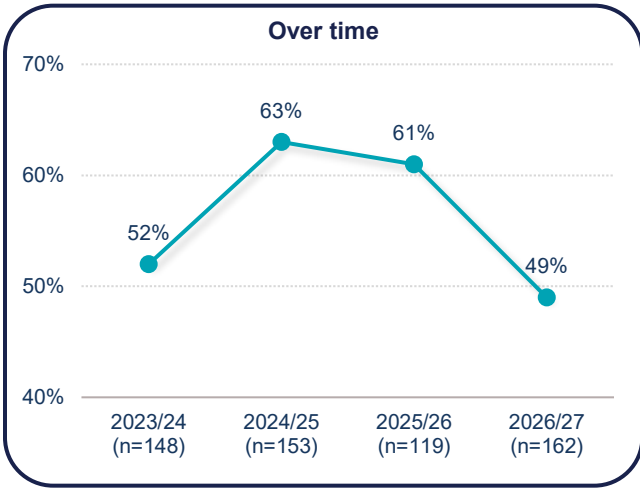
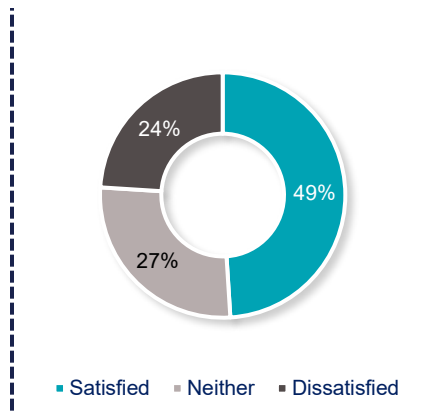
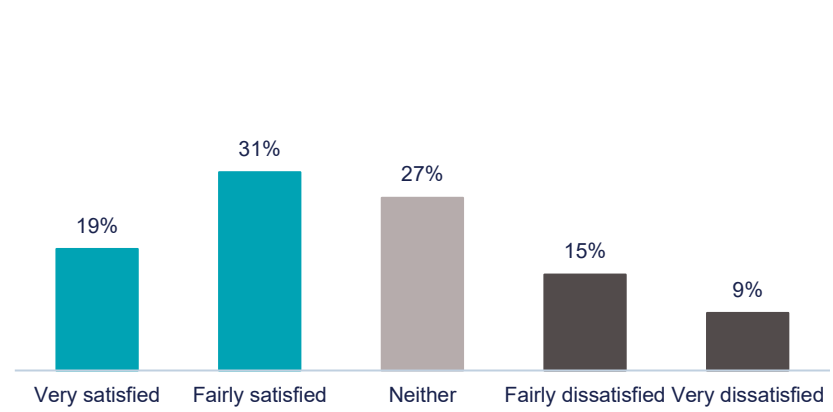
In 2026/27, there are 49% of LCHO customers satisfied with the overall service provided by Coastline; fewer are very satisfied than fairly satisfied, 19% compared with 31%.

However, a quarter of customers are dissatisfied with the service, and a further quarter are neither satisfied nor dissatisfied.

Satisfaction rose to 63% in 24/25, fell a little in 25/26, but is down by 11 percentage points (p.p) in 26/27. The method of response does make a difference on the overall service; just 34% of those responding online are satisfied compared with 64% of those using a telephone interview. The change in the proportion of these groups will have had an impact on this year’s scores.

Coastline has two types of shared ownership scheme and the results from each are shown here, with 47% satisfied from the traditional shared ownership which makes up the majority of the responses, and 59% from those in the shared ownership plus scheme.

Overall Satisfaction





Well Maintained, Safety & Communal Areas



Well Maintained, Safety & Communal Areas

The highest rating in this year's survey is for the home being safe, with 69% satisfied, although 18% are dissatisfied.

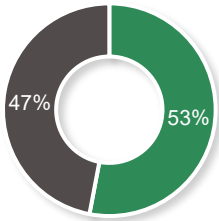
Satisfaction fell by 11p.p in 26/27: just 57% of those responding online are satisfied compared with 79% responding by telephone interview.

Over half the customers (53%) say they live in a building with communal areas that are the responsibility of Coastline to maintain, and of these, 49% are satisfied that they are kept clean, safe and well-maintained. However, this is also down this year, by 5p.p, and a third of customers are dissatisfied with the areas' upkeep.

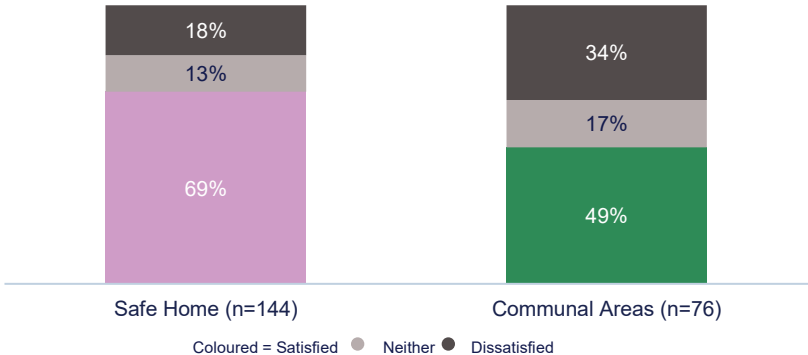
Satisfaction for both these measures reached their peak in 24/25, but despite the recent falls, satisfaction remains above that seen in the first of these surveys in 23/24.

Those in the shared ownership plus schemes are, again, a little more satisfied.

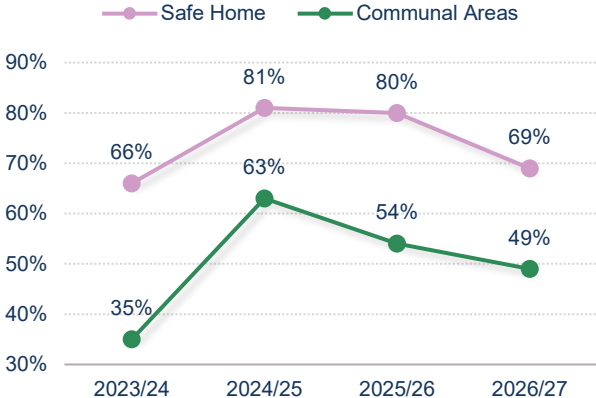
Communal Areas?



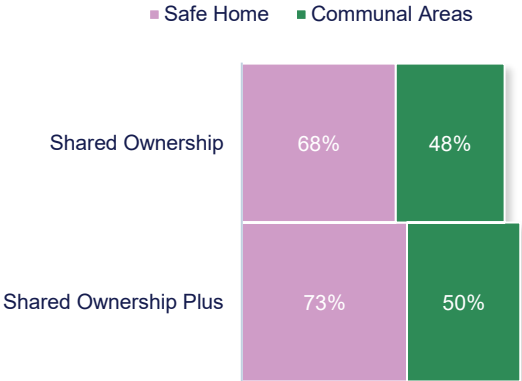
■ Yes ■ No



Over time



Satisfaction by Tenancy Type





Contribution to the Neighbourhood



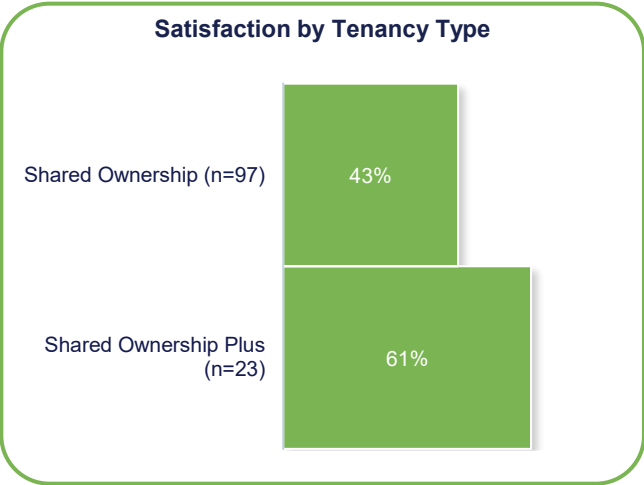
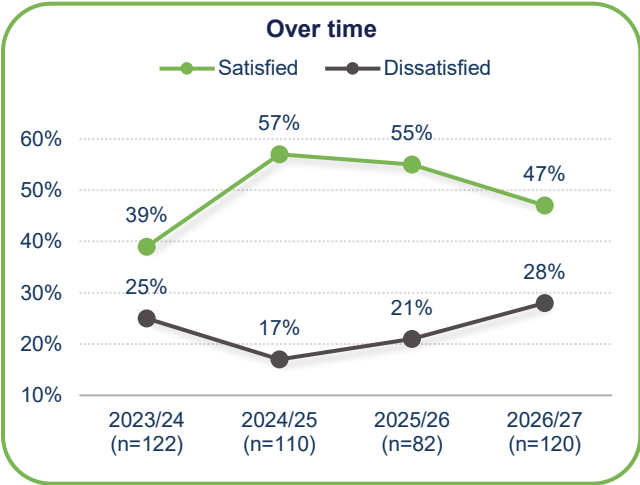
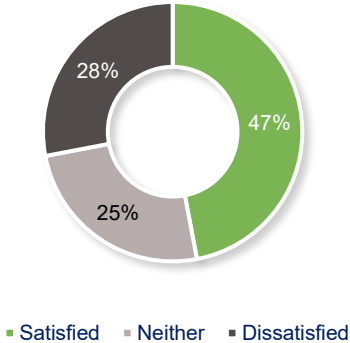
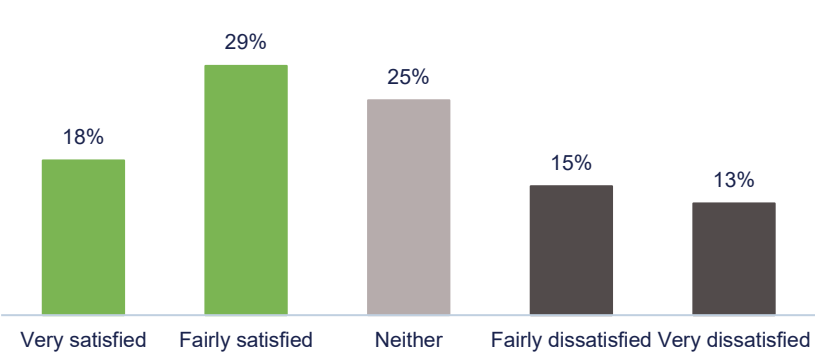
Contribution to the Neighbourhood

Around half the LCHO customers (47%) are satisfied with the positive contribution made by Coastline to their neighbourhood, but again, fewer are very satisfied (18%) than fairly satisfied (29%).

There are 28% of customers dissatisfied, and 25% are neither satisfied nor dissatisfied. At least some of these will likely be unaware of the impact Coastline has locally. Suggesting more could be done to promote its actions and activities.

Satisfaction fell a little in 25/26 and is down a further 8p.p this year. Over the same period, dissatisfaction rose to 21% last year and is up 7p.p in this year, closing the gap between the two lines on the chart.

The type of scheme continues to affect the results with 43% of those in the traditional shared ownership properties satisfied compared with 61% in shared ownership plus.





Approach to ASB

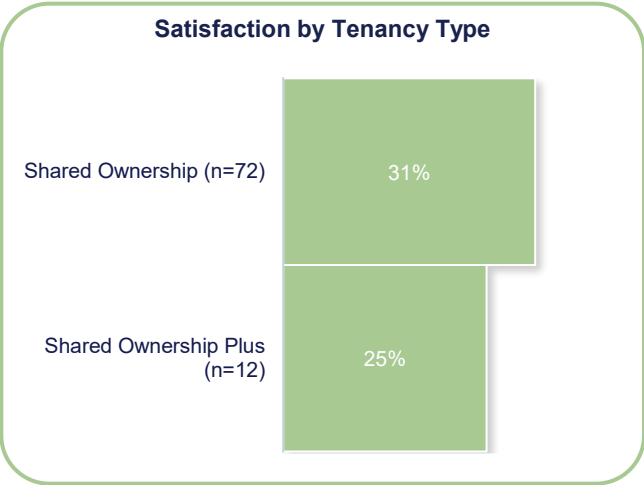
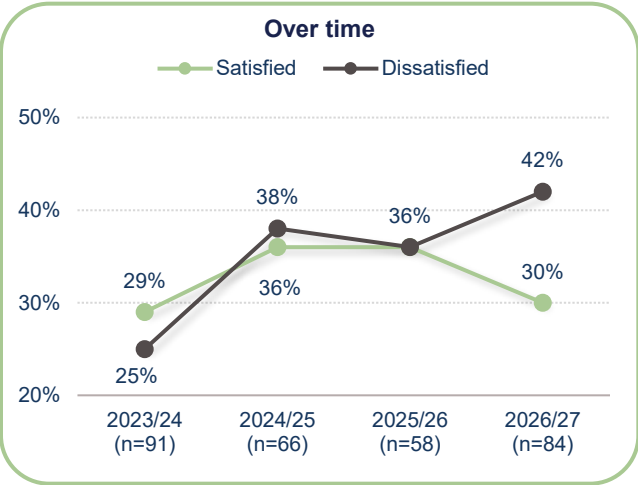
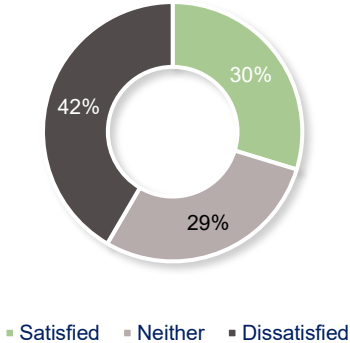
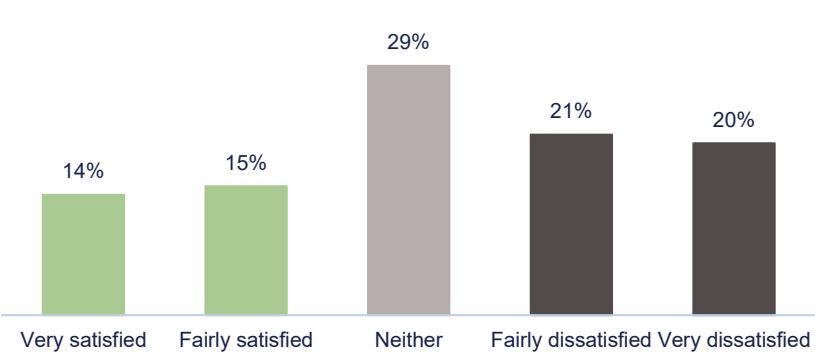


Approach to ASB

In 25/26, there were the same number of customers satisfied with the approach Coastline takes towards handling anti-social behaviour (36%), but satisfaction has fallen in 26/27 to 30%, and dissatisfaction is up 6p.p to 42%, its highest point since this series of surveys began.

Again, there is a significant proportion of customers giving a neutral response (29%), and it is possible that at least some of these will not have experienced ASB personally, so feel unable to give a definitive response. The comments made against the sentiment question on ASB further expand on this.

On this measure, those in the traditional shared ownership schemes are the most satisfied, 31% compared with 25% for those in shared ownership plus.





Respectful & Helpful Engagement



Six out of ten customers (59%) find dealing with Coastline easy, although this is down from 64% last year. A quarter of customers find the process difficult.

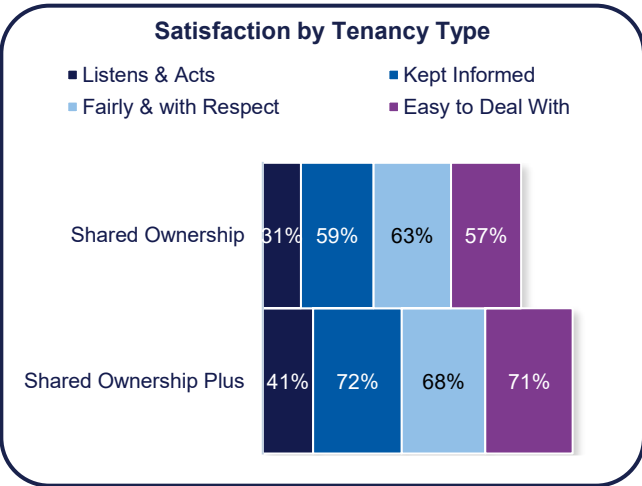
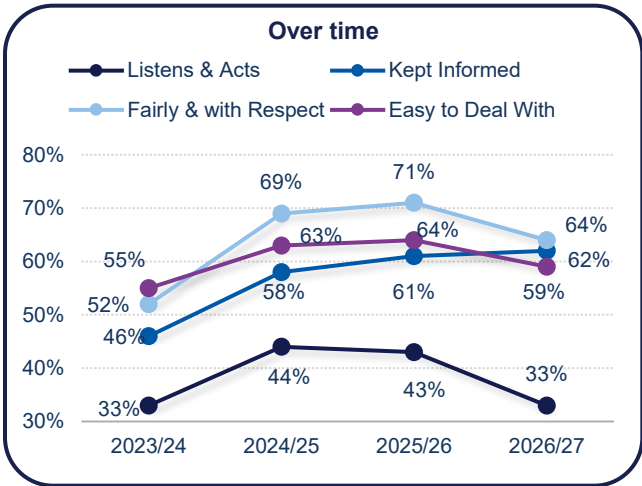
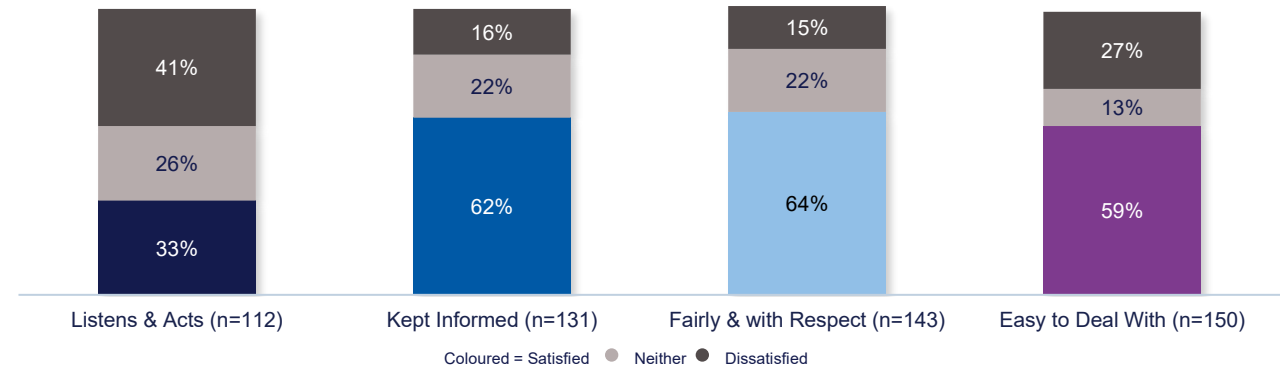
Around two-thirds of customers (64%) agree that they are treated fairly and with respect (down 7p.p), although just 15% are dissatisfied and a fifth gave a neutral response.

The only measure in this year's survey not changed is how Coastline keeps customers informed about things that matter to them, which stayed at 62%. There are 16% dissatisfied, and again, a fifth are neither satisfied nor dissatisfied.

How a landlord listens to its customers' views and acts upon them is often one of the lowest-scoring measures, and this is true here, with 33% satisfied and more (41%) dissatisfied. Satisfaction is down by 9p.p from last year, and now back to the level seen in the first of these surveys in 23/24, and a quarter of customers are neither one thing nor the other.

The usual pattern of satisfaction by type of ownership is again shown here.

Respectful & Helpful Engagement





Effective Handling of Complaints



Effective Handling of Complaints

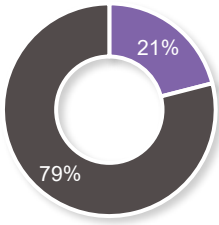
A fifth of customers (21%) said they had made a complaint to Coastline in the last 12 months, a rise of 6p.p, although it is not clear how many of these are official complaints or service requests yet to be fully actioned. The number of formal complaints will likely be far lower than this.

The gap between those satisfied and dissatisfied widened in 26/27, with satisfaction down by 5p.p and dissatisfaction up by 3p.p. These are now at their lowest and highest points, respectively, in this series of surveys.

The handling of complaints is generally one of the lowest-scoring measures, and this is the case here, but it does show that there is room for improvement.

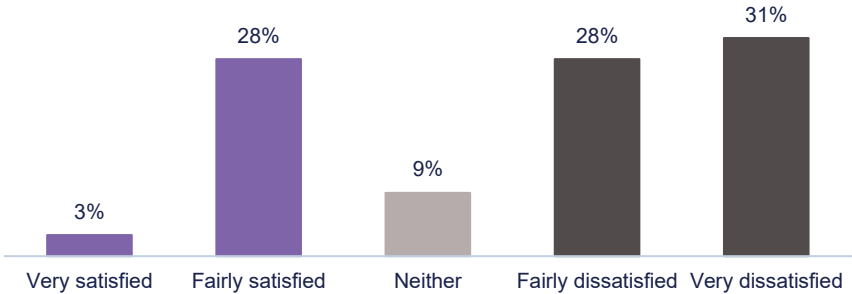
Customers' comments suggest there is some frustration and mistrust in the organisation's approach to complaints, and shared owners feel a little unsupported. However, their comments can help Coastline address their concerns and lead to better performance on complaints.

Complaint in Last 12 Months

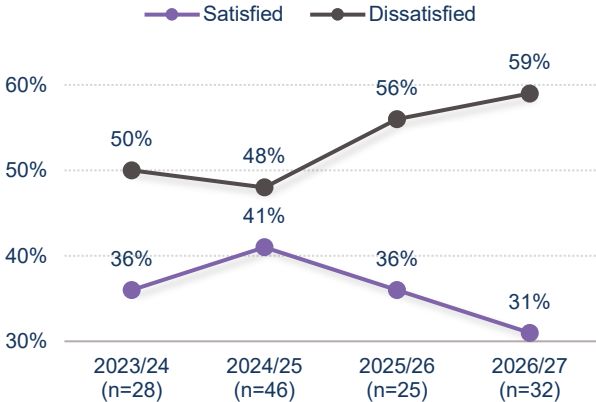


■ Yes ■ No

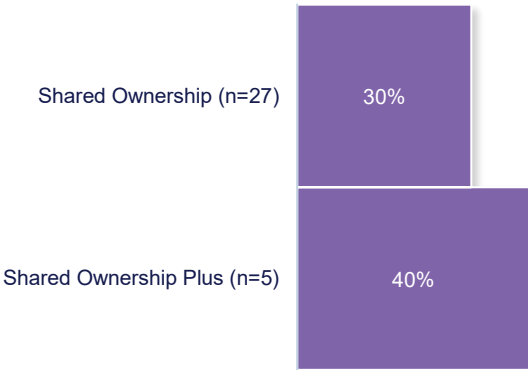
Satisfaction with Complaints Handling



Over time



Satisfaction by Tenancy Type





Net Promoter



Net Promoter

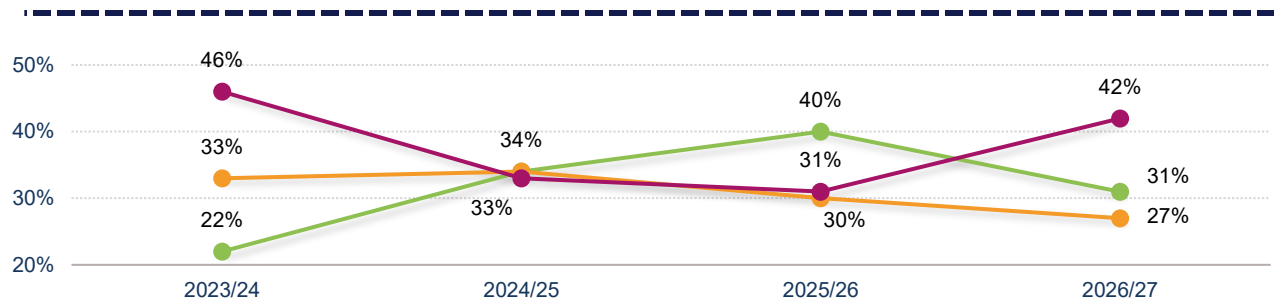
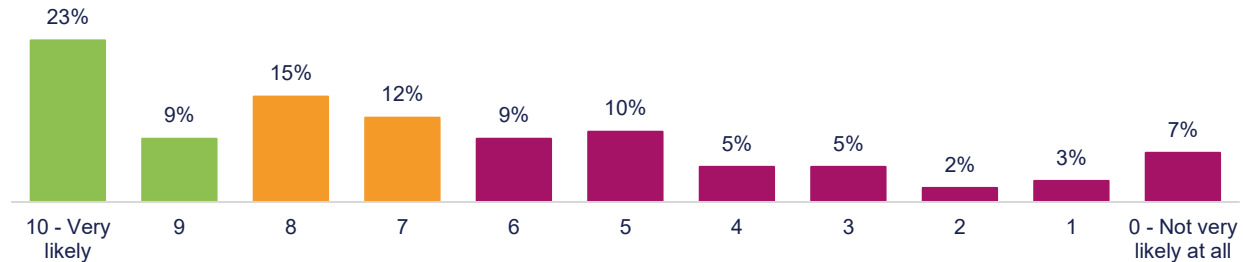
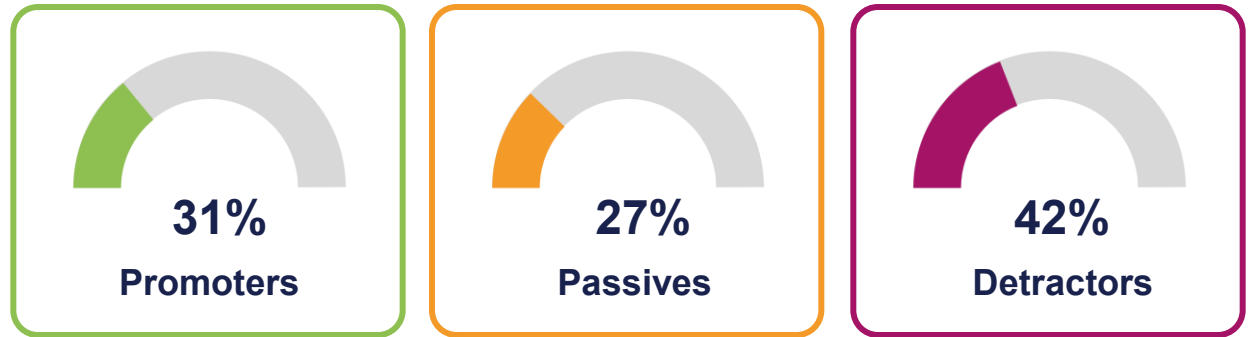
Customers were asked, "How likely would you be to recommend Coastline Housing to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely?"

A third of customers are promoters, very loyal and happy to promote Coastline Housing to other people (31%), with 23% giving a score of 10 out of 10. Around a quarter of customers are currently passive and could be persuaded either way (27%). However, 42% are detractors and likely to have negative views about Coastline Housing.

The Net Promoter Score (promoters minus detractors) is -11, down 20 points since last year. This is driven by a fall of 9p.p in the number of promoters, whilst the number of detractors went up 11p.p.

An important group are the 15% scoring an 8, as with a little support, these could be changed into promoters.

-11
NPS ↓ 20





Wellbeing



Cost of Living

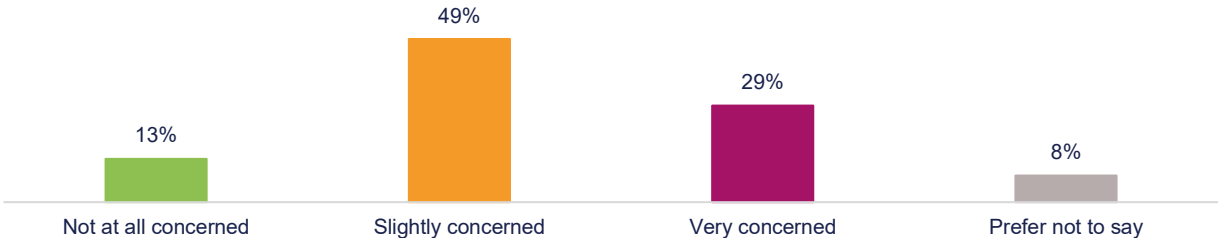
Coastline also took this opportunity to ask customers some questions about their well-being, including how they feel about the cost-of-living crisis.

Over three-quarters of customers are concerned about the cost of living, with 29% very concerned and a further 49% slightly concerned. Just 13% are not concerned at all, whilst 8% preferred not to say.

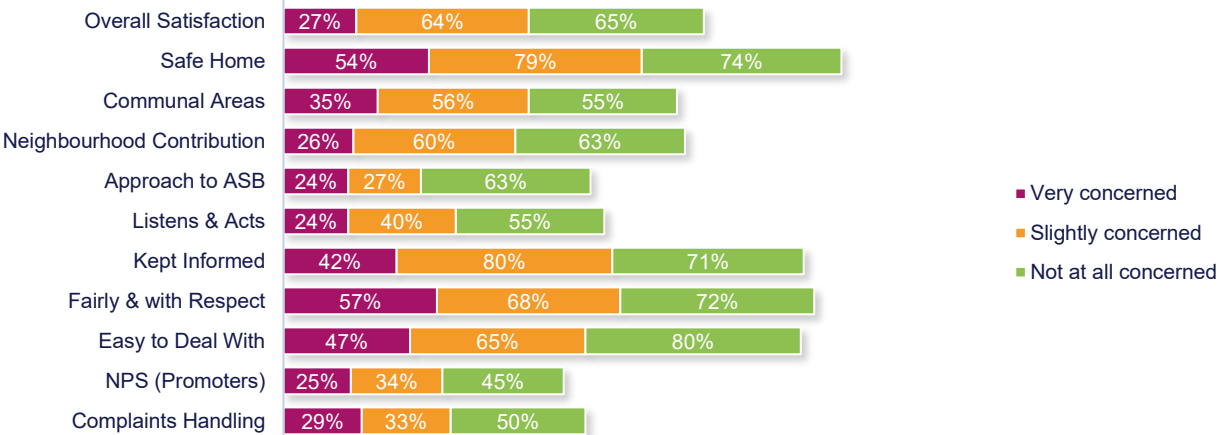
The chart opposite shows quite graphically how concern about the cost of living can affect the way customers feel about the services they receive. For example, just 27% of those very concerned are satisfied with the overall service, compared with 65% of those not concerned at all. This pattern continues throughout the remaining measures.

This suggests that if help could be given to those struggling, it would not only help their individual circumstances but could also lead to higher satisfaction.

Cost of Living Concern



Cost of Living Concern & Satisfaction





My Coastline



My Coastline

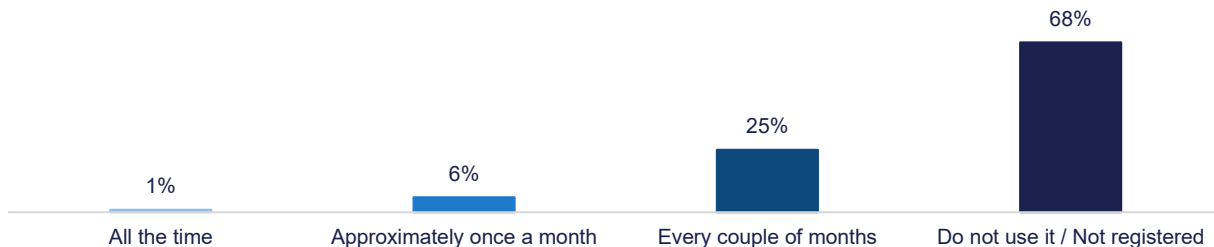
Customers were asked, “How regularly do you use ‘My Coastline’ - the customer portal which allows you to pay rent, report and track repairs, message the team?”

Just 1% of customers say they use it all the time, and 6% use it around once a month. However, the majority don’t use it (68%) or use it less frequently (25%).

When asked if anything could be changed or additional services added, just five customers left comments, and these are shown here, but there is little to add.

However, 118 customers left comments on why they do not use it, and some examples of their comments are shown. Some have not heard of it, whilst some have no need to use it, as they would rather call or email. These comments may help to make My Coastline more accessible.

My Coastline Use



My Coastline Used Example Comments

*For Shared Ownership customers it would be nice for there to be some features such as Rent / service charge breakdowns.
I'm sure there are...I'll get back to you when I'm not so busy working!!
No.
No, it works very well. The only suggestion we have is the transport system for residents to get around easier.
No.*

My Coastline Not Used Example Comments

*Never had need to
Don't know about it
No reason,
Don't need to
No
Nothing gets done
I use it when I need to report a fault.
No need
I forget about it!
I have no need to as yet
It's makes no difference
I'd rather phone or email
Prefer to speak to a person and get immediate response
Repairs are paid for my me*



Further Insight



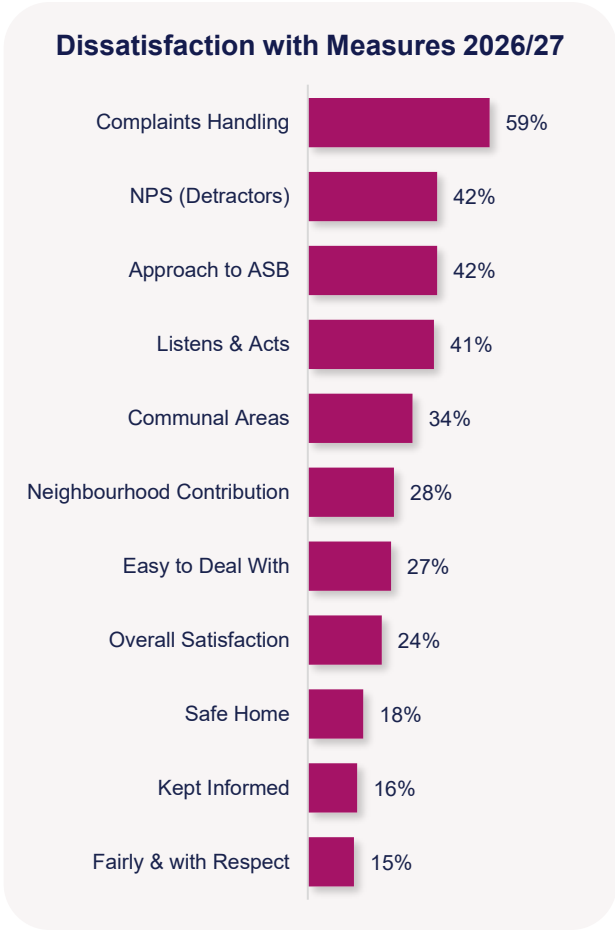
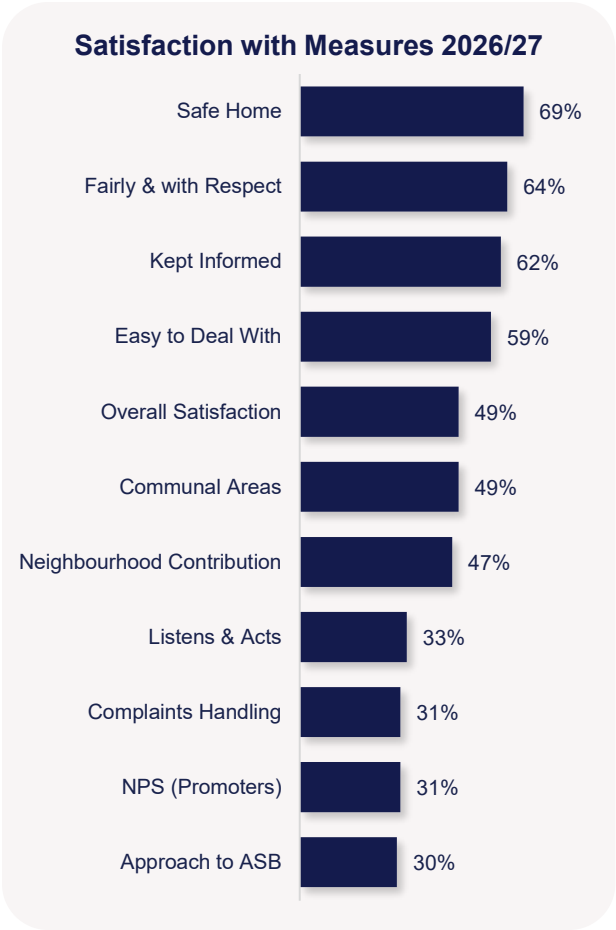
Annual Satisfaction & Dissatisfaction

The charts shown here summarise both the satisfaction and dissatisfaction levels across the measures within the survey.

This shows that the levels of dissatisfaction are relatively high, and for some measures, there are more customers dissatisfied than satisfied. There are also a significant number of customers giving neutral responses to some of the measures, particularly for the neighbourhood and engagement measures.

The lowest satisfaction is for the handling of ASB, whilst the most dissatisfaction is for how complaints are handled.

With the overall satisfaction, 49% are satisfied and 24% are dissatisfied.





The table shows the results for 2026/27 against those for 2025/26, displayed in table format rather than a chart.

As shown throughout the report, satisfaction is down virtually across the board. However, the lower-than-expected online responses could be affecting this positively. The plan was to have 80% of the responses online and 20% by telephone interview, but in the end, owing to an issue with the quotas, there were 48% and 52%, respectively. Below shows the differences between the two, with those responding online consistently less satisfied than their counterparts responding by telephone interview.

To be statistically significant, changes would need to exceed the combined margins of error for the last, around 15p.p, so none of these changes reaches this threshold.

However, the biggest changes are for the overall service and the home being safe, both fell by 11p.p in 26/27.

Year-on-Year Change

	2025/26	2026/27
Overall Satisfaction	61%	49% (-11)
Safe Home	80%	69% (-11)
Communal Areas	54%	49% (-5)
Neighbourhood Contribution	55%	47% (-8)
Approach to ASB	36%	30% (-6)
Listens & Acts	43%	33% (-9)
Kept Informed	61%	62% (+0)
Fairly & with Respect	71%	64% (-7)
Easy to Deal With	64%	59% (-5)
Complaints Handling	36%	31% (-5)
NPS (Promoters)	40%	31% (-9)



Benchmarking – Acuity Clients (LCHO)

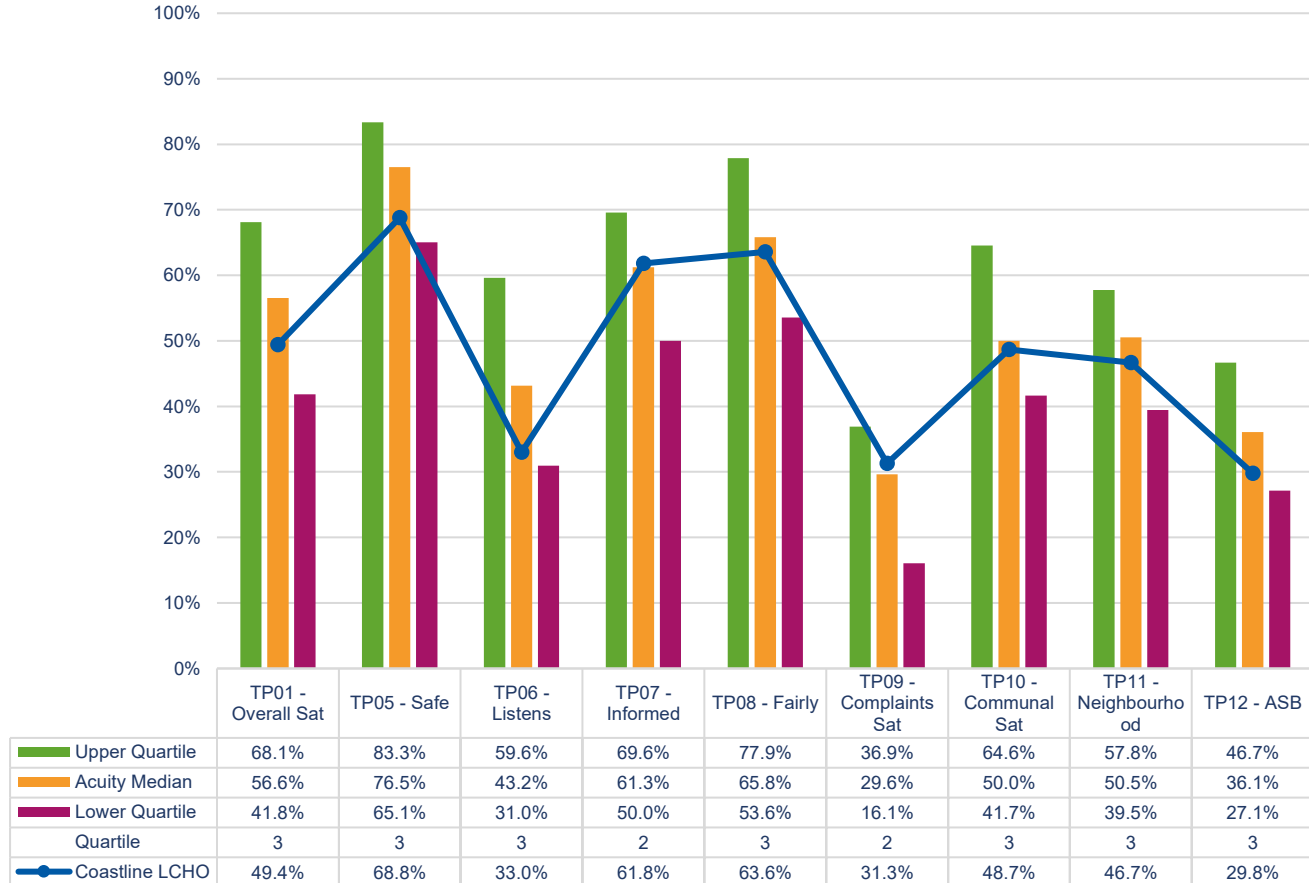
Acuity has analysed the results from all its clients during the year for landlords with LCHO properties. This provides benchmarking information, allowing a comparison with Coastline's results.

This shows that for two measures, keeping customers informed and handling complaints, the results are above the Acuity medians and in the second quartile.

The remaining seven measures are all below the medians and in the third quartile.

Whilst Coastline would like these results to be higher, they still compare reasonably well, but this does help to provide context to the results and can help show what is needed to move into the higher quartile positions.

Base: 46





Top 30 Comments

Coastline included six open sentiment questions within the survey, and here shows the most popular 30 comments by subject area and indicates whether these are positive or negative.

The most popular comments concern customer service and communication, and these are largely positive with a sentiment score of +0.40. Also positive is the conduct of the staff (+2.27) and their responsiveness (+0.14).

However, the timeliness and responsiveness of repairs are mentioned in 32 comments, and these are largely negative (-2.11). There are also relatively high negative scores for the grounds maintenance and handling of ASB.

These comments are important as they help to provide insight to the satisfaction scores and can help identify those areas of most importance to customers. The full text of the comments is available on the Acuity dashboard, and an analysis of each sentiment question is shown below.

	%	Count	Score
Housing Services - Customer Service & Contact - Communication / Transparency	42.75%	59	0.40
Housing Services - Customer Service & Contact - Staff Conduct	25.36%	35	2.27
Property Services - Responsive Repairs - Timeliness / Responsiveness	23.19%	32	-2.11
Housing Services - Grounds Maintenance - Quality of Work / Service	23.19%	32	-0.39
Housing Services - Customer Service & Contact - Timeliness / Responsiveness	22.46%	31	0.14
Housing Services - Customer Service & Contact - Other	21.74%	30	0.41
Property Condition - General Condition	18.84%	26	0.81
Housing Services - Grounds Maintenance - Other	15.22%	21	-2.30
Housing Services - Neighbourhood Contribution - Other	15.22%	21	-0.10
Property Services - Responsive Repairs - Resolution	13.04%	18	-2.60
Housing Services - Grounds Maintenance - Timeliness / Responsiveness	13.04%	18	-3.62
Property Services - Responsive Repairs - Communication / Transparency	12.32%	17	-2.47
Housing Services - Customer Service & Contact - Effort	11.59%	16	1.82
Housing Services - Communal Maintenance - Quality of Work / Service	11.59%	16	-1.41
Housing Services - Grounds Maintenance - Communication / Transparency	10.87%	15	-2.06
Housing Services - Grounds Maintenance - Resolution	10.87%	15	-3.94
Building Safety - Door/window/gate security	10.14%	14	0.29
Property Services - Responsive Repairs - Other	8.70%	12	-1.42
Housing Services - ASB - Listening / Acting	8.70%	12	-4.00
Housing Services - Complaints - Resolution	8.70%	12	-3.33
Housing Services - Complaints - Other	8.70%	12	-1.69
Property Condition - Decoration	8.70%	12	-4.00
Housing Services - Complaints - Timeliness / Responsiveness	7.97%	11	-2.00
Housing Services - Customer Service & Contact - Resolution	7.97%	11	0.09
Housing Services - ASB - Other	7.25%	10	-3.00
Housing Services - Complaints - Communication / Transparency	7.25%	10	-3.36
Housing Services - Complaints - Listening / Acting	7.25%	10	-3.36
Housing Services - Customer Service & Contact - Quality of Work / Service	7.25%	10	2.09
Housing Services - Neighbourhood Contribution - Satisfaction	7.25%	10	-0.40
Housing Services - Neighbourhood Contribution - No Comments	7.25%	10	-1.50



National Context

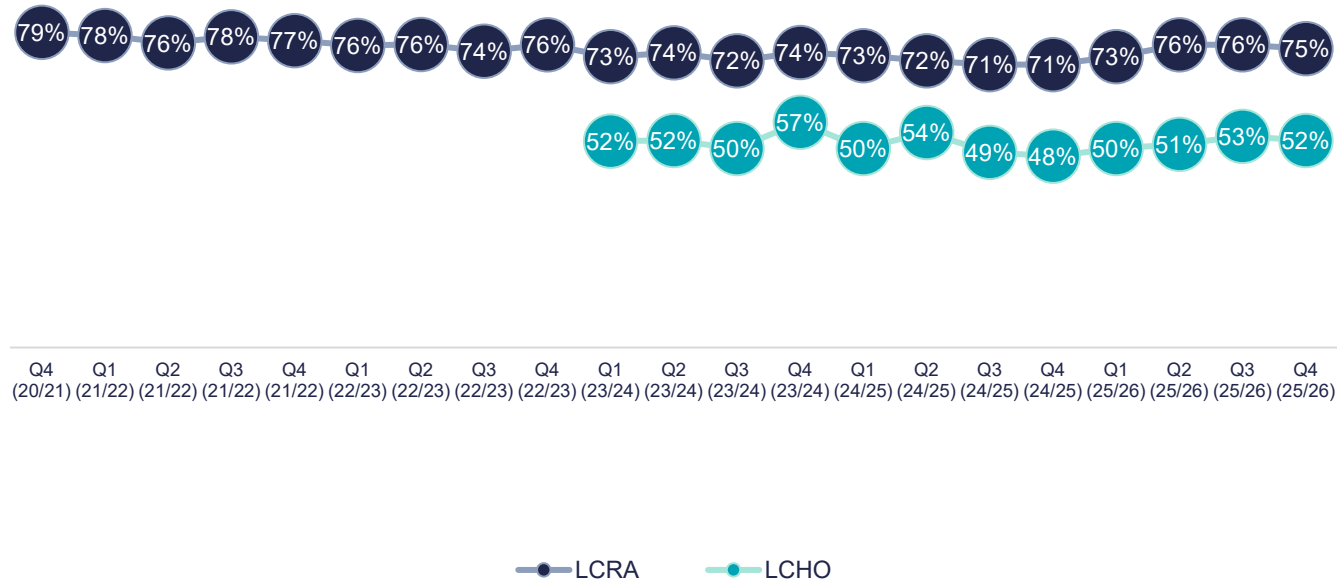
When considering the results, the national context and external factors must also be taken into account.

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.

Customers have had to face considerable challenges in recent years, particularly the ongoing cost-of-living crisis, political changes and some 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 that is starting to increase again as we move into 2026/27.

Overall Services (Acuity Clients)

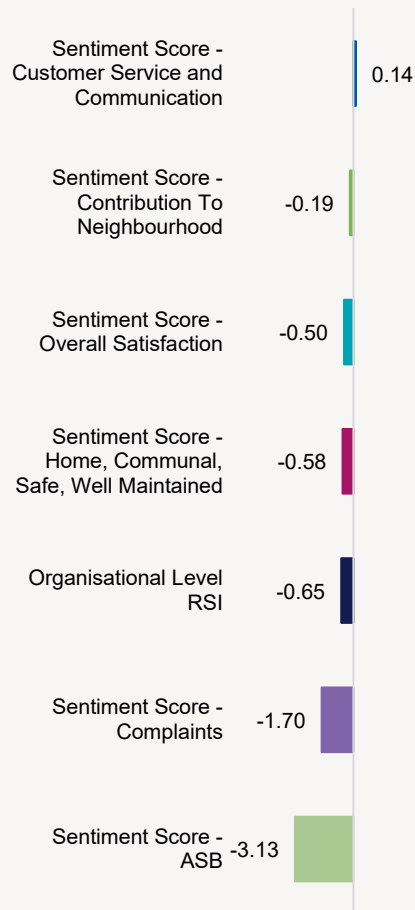




Summary



Sentiment Scores



Summary

Overall Satisfaction

Customers report dissatisfaction with slow, inconsistent repairs, poor communication and follow-up, unclear shared-ownership responsibilities, and inadequate grounds maintenance despite rising service charges. Positive experiences cite helpful staff and prompt responses, but many snags remain unresolved long-term.

The Home

There is mixed satisfaction with the home: many find homes safe and grass cut, but there are complaints about poor communal maintenance, litter, overgrown areas, unresolved repairs, slow or unclear responsibility for works, rats/flooding and inadequate response to service-charge expectations.

Neighbourhood Contribution

Customers praise basic ground maintenance and affordable housing, but frequently report poor communication, low visible presence, unfinished infrastructure, neglected gardens, anti-social behaviour, inadequate play facilities and slow follow-up. Sentiment is mixed to negative with calls for better enforcement and engagement.

ASB

In terms of anti-social behaviour – noise, drugs, vandalism, animal nuisance and intimidating neighbours – with perceptions that Coastline Housing is slow, dismissive or passes responsibility to the police. Many feel complaints go unresolved, communication is poor, and neighbourhood safety remains low.

Customer Service & Communication

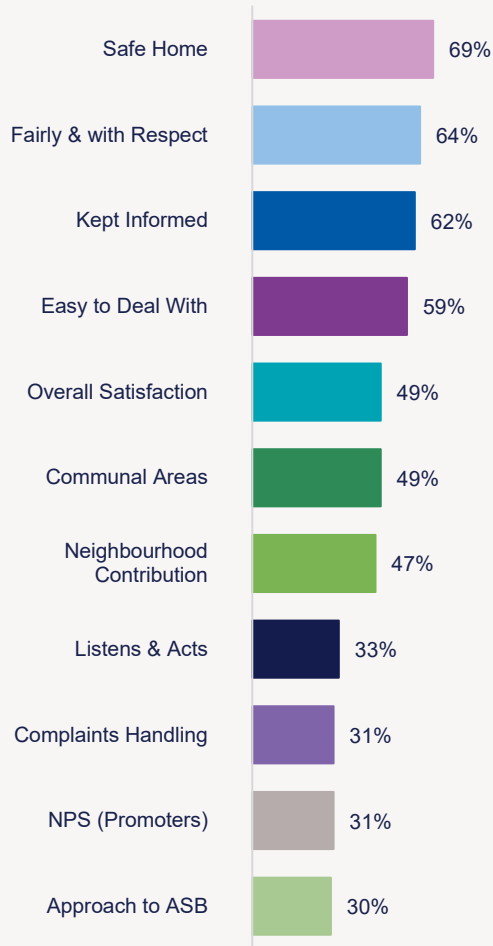
Customers praise polite phone staff and clear move-in communications, but complaints highlight slow, inconsistent email responses, poor follow-through on repairs, limited proactive updates, internal miscommunication and shared-owner frustrations; improvement needed in responsiveness and case management.

Complaints

Respondents express frustration with slow, inconsistent complaint handling, poor communication and unresolved repairs. Recurring issues include unresponsive tenancy teams, contractor failures, neglected communal maintenance and enforcement, leaving residents feeling ignored and dissatisfied with service standards.

Further sentiment analysis can be found within the sentiment section of this report

Satisfaction with Measures



Summary

Acuity carried out similar surveys on both the LCRA and LCHO customers of Coastline during 2026, with this report focusing on the findings from the LCHO customers. The 2024 survey marked a change in the collection method from 2023, when all responses were made online; the survey in 2024 was designed to be predominantly completed by telephone interview. The 2026 survey used a similar methodology; however, there was a problem with the quotas, so instead of an 80%/20% split between telephone and online, the final responses were 52%/48%. At the close of the 2026 survey, 149 complete responses were received and 13 incompletes, which are included in the final dataset. Of all responses, 85 were completed by telephone interview and 77 online.

Overall satisfaction is at 49%, which sits just into the upper half of all measures, as seen in the list opposite. The highest satisfaction scores seen this year are for the provision of a safe home (69%), customers being treated fairly and with respect (64%), and customers being kept informed (62%). Conversely, four metrics score below 40% satisfaction this year: Coastline listening and acting (33%), complaints handling (31%), customers recommending Coastline as a housing provider (31%), and how Coastline handles anti-social behaviour (30%).

All but one measure decreased this year. The largest decreases are for overall satisfaction and the provision of a safe home (down 11p.p each), despite safe home being the top measure by satisfaction.

Sentiment analysis has been used against Coastline's qualitative questions, covering the main areas of the service. This gives a sentiment score based on the comments made and also highlights where customers are happy with the service or where they think improvements could be made. The overall sentiment score is -0.65. The highest sentiment score was for customer service and communication, at +0.14; however, all other scores are below zero, indicating a negative sentiment. The main areas of concern are the approach to ASB (-3.13) and the handling of complaints (-1.70).

Analysing the sentiment scores and reading the comments will help Coastline get a better understanding of what is driving satisfaction and what is not working quite as well.





Recommendations

Coastline Housing has around 5,000 properties in Cornwall, including 678 shared ownership properties and aims to provide great homes and offer great services provided by great people.

The survey in 2026 builds on the 2024 and 2025 surveys.

As seen throughout the report, there are a few themes of dissatisfaction and potential improvements that Coastline could make; these are shown opposite.

‘Neither’ Responses

The survey is notable for the number of neutral responses given by customers, particularly related to the neighbourhood and the engagement measures. It is possible that some are unaware of the impact Coastline has locally or have not experienced ASB, so they feel unable to comment definitively. Also, some may be happy to be left alone and not wish to engage with Coastline. However, the high number of neutral responses may be bringing down the level of satisfaction, as if some could be turned, satisfaction could increase significantly. Coastline may wish to review its communication strategy to see if more could be engaged and made aware of its actions and activities in the local areas. This may help to convince at least some to provide more positive responses.

Handling of Complaints

The handling of complaints continues to receive low levels of satisfaction, and this year, far more are dissatisfied (59%) than satisfied, with the gap between the two widening. Customers describe negative experiences, with slow or no responses to emails and complaints, perceived inaction by staff and issues around snagging, parking and specific shared ownership-related issues. Customers are frustrated and want to build trust that complaints will be taken seriously and dealt with promptly. Coastline may need to review the way it deals with shared owner complaints, in particular, so confidence can be built up.

Customer Engagement

More customers are dissatisfied that their views are listened to and acted upon than are satisfied, 41% compared with 33%, and satisfaction is down by 9p.p this year. When asked, some customers say that responses to queries can be slow and inconsistent, and some feel underserved by Coastline. Overall, customers feel that frontline courtesy exists, but operational reliability, timeliness, and proactive updates need improvement and should be more geared toward shared ownership issues.



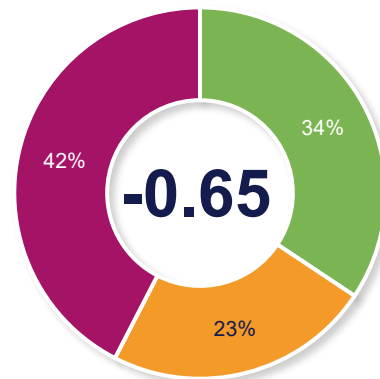
Sentiment

Overall RSI Score

The Organisational-Level RSI offers a single, headline metric that captures the overall emotional tone of customer feedback across all key service areas.

It is based exclusively on responses to the six RSI open-ended questions. It reflects how positively or negatively customers feel about the organisation's performance across these key areas.

Please note that if your organisation does not ask all seven 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

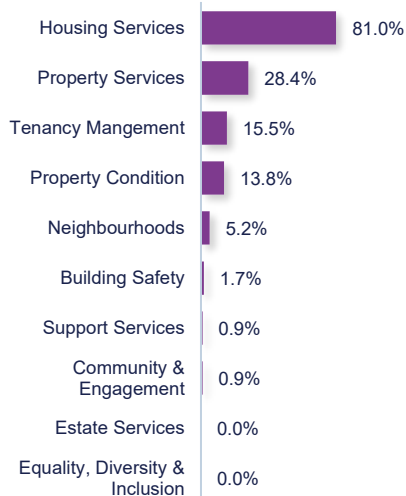
Overall Satisfaction

Please describe your specific experiences that have shaped your view of Coastline's service.

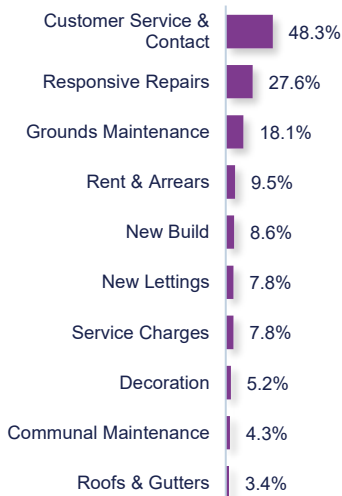
Base Size: 116



Categories

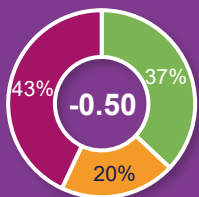


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Timeliness / Responsiveness	47	41.2%	-1.06
Communication / Transparency	35	30.7%	+0.06
Subcategory, no attribute (yet)	30	26.3%	-0.53
Resolution	20	17.5%	-2.35
Quality of Work / Service	13	11.4%	-0.15
Staff Conduct	13	11.4%	+3.00
Effort	8	7.0%	-0.50
Listening / Acting	8	7.0%	-4.38
Empathy	7	6.1%	+1.29
Accountability	6	5.3%	-2.33
Satisfaction	5	4.4%	+1.00
Consistency	4	3.5%	-5.00
No Comments	4	3.5%	0.00
Trust	2	1.8%	-5.00
Worker Conduct	2	1.8%	0.00
Accessibility			-
Appointments / Convenience			-
Fairness			-
Safety			-



Responses show a broadly negative-to-mixed view of Coastline's post-sale service and estate management. Common issues: slow or absent responses to complaints, unresolved snags/defects (doors, boilers, drainage, showers, skirting, tiles), long delays for repairs, and poor follow-through after inspections. Shared-ownership customers frequently report unclear responsibility boundaries and feeling less supported than tenants. Grounds and communal upkeep recur as a major pain point – overgrown weeds, uncut grass, unrepaired fences, unfinished roads, a closed park – despite rising service charges. Several customers praise individual staff for helpfulness and occasional prompt repairs (e.g., storm damage, slates), and some report no issues.

Additional concerns include inconsistent contractor quality, billing/insurance confusion, perceived data-handling breach, anti-social behaviour not addressed, and poor inter-department communication. Overall sentiment: customers expect more proactive, timely maintenance, clearer shared-ownership guidance, and better value for service charges.

For further information about Acuity's Resident Sentiment Index, please see Appendix 1.

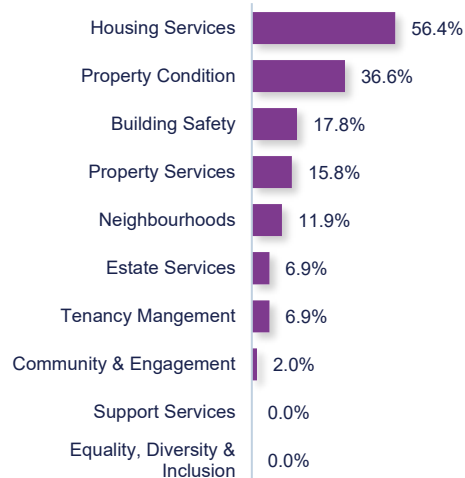
The Home

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

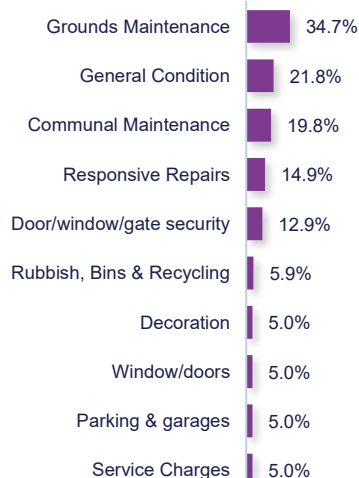
Base Size: 101



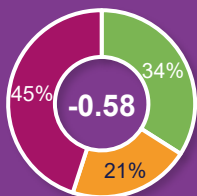
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Quality of Work / Service	34	51.5%	-0.71
Subcategory, no attribute (yet)	18	27.3%	-1.72
Timeliness / Responsiveness	15	22.7%	-2.80
Resolution	8	12.1%	-3.25
Communication / Transparency	7	10.6%	-1.86
Safety	6	9.1%	-0.67
Accountability	3	4.5%	-2.67
Effort	2	3.0%	0.00
Listening / Acting	2	3.0%	-5.00
Satisfaction	1	1.5%	-5.00
Staff Conduct	1	1.5%	-5.00
No Comments	1	1.5%	0.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Empathy			-
Fairness			-
Trust			-
Worker Conduct			-



Customers express mixed but predominantly negative views about communal upkeep and some home maintenance. Common complaints: inconsistent or insufficient grounds maintenance (overgrown hedges, weeds, litter, bin area misuse, rats), poor exterior cleaning (dirty cladding, graffiti, black streaks), unfinished or delayed contractor works (snagging, road/footpath resurfacing, fencing, play areas), and slow or unclear responsibility for repairs (doors, drainage, damp, heating/hot water). Several customers report safety concerns from parking, damaged fire doors, drug activity, storm damage, flooding, and poorly secured or faulty communal systems (intercom, lighting).

Positive comments note regular grass cutting in some areas, satisfactory security and alarms, and responsive maintenance in certain locations. Many customers question the value of the service charges, citing limited visible activity and uneven standards across estates, with shared owners feeling burdened with responsibilities. Overall sentiment: variable but leaning toward dissatisfaction with external communal management and responsiveness.

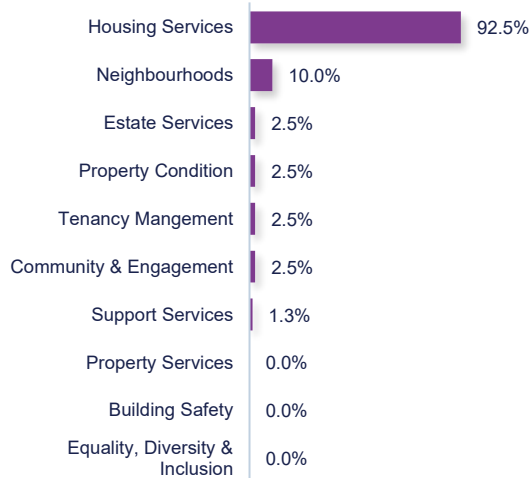
Neighbourhood Contribution

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

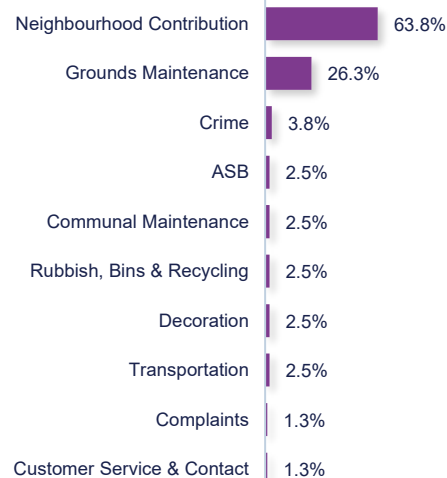
Base Size: 80



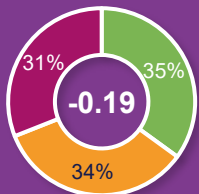
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	32	42.7%	+0.13
Quality of Work / Service	16	21.3%	+0.75
Satisfaction	11	14.7%	-0.36
No Comments	10	13.3%	-2.00
Communication / Transparency	6	8.0%	-0.33
Resolution	3	4.0%	-3.33
Staff Conduct	3	4.0%	+1.00
Timeliness / Responsiveness	3	4.0%	-1.67
Listening / Acting	2	2.7%	-5.00
Accountability	1	1.3%	-3.00
Effort	1	1.3%	+3.00
Empathy	1	1.3%	+3.00
Fairness	1	1.3%	-5.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Safety			-
Trust			-
Worker Conduct			-

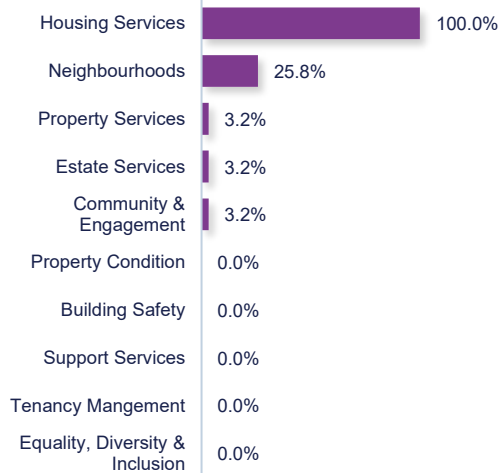


Responses show mixed perceptions of Coastline's neighbourhood contribution. Many customers acknowledge routine grounds maintenance (grass cutting, tidy communal areas, painting, shrub/tree planting) and occasional helpful actions (collecting large rubbish, community days, police liaison, repairs). Several appreciate the provision of affordable housing and the charitable mission. However, criticisms include poor communication, lack of visible presence, slow or absent follow-through on complaints (especially anti-social behaviour, drug use, motorbikes), unfinished roads/construction mess, litter and playground hazards, insufficient play facilities, inconsistent garden upkeep, and neglect of some rented properties.

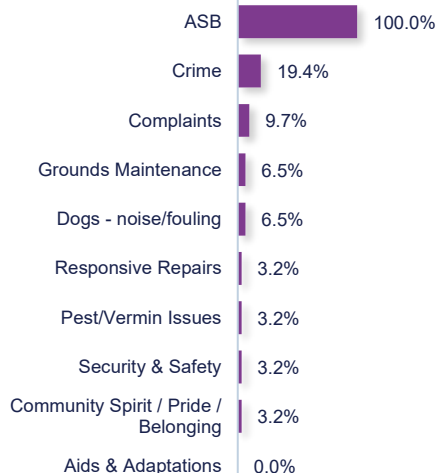
Some customers say they do not know what the landlord does or see minimal activity beyond grass cutting. A few report positive timely maintenance and responsiveness. Overall sentiment is split: operational maintenance is broadly recognised, but community engagement, safety enforcement, communications, and follow-through are perceived as inadequate by a significant portion of customers.



Categories

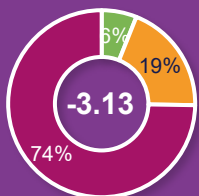


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Listening / Acting	11	35.5%	-4.09
Subcategory, no attribute (yet)	11	35.5%	-3.00
Timeliness / Responsiveness	6	19.4%	-2.67
Resolution	5	16.1%	-5.00
Communication / Transparency	3	9.7%	-1.67
Safety	3	9.7%	-2.67
Accountability	1	3.2%	-3.00
Effort	1	3.2%	-5.00
Quality of Work / Service	1	3.2%	0.00
Satisfaction	1	3.2%	-3.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Empathy			-
Fairness			-
Staff Conduct			-
Trust			-
Worker Conduct			-
No Comments			-



Responses show dissatisfaction with how Coastline handles anti-social behaviour (ASB). Customers report frequent drug dealing, persistent noise, loud tenants, vandalism, trespass, constant police attendance, unresolved barking dogs, public drinking, and youth causing disturbance (football, motorbikes, quads). Many say that Coastline deflects responsibility to police, gives only warnings or letters, is slow to act, or closes cases without resolution or feedback. Several describe ongoing problems despite past court orders, long delays, and poor communication. Some feel issues are tolerated, whilst enforcement is weak.

Suggestions call for clearer accountability, faster, more proactive interventions, better follow-up and communication, and visible estate management (including nuisance removal, signage, or physical measures like barriers). Overall sentiment is frustration and decreased sense of safety; customers want more effective, timely ASB enforcement and responsive landlord action.

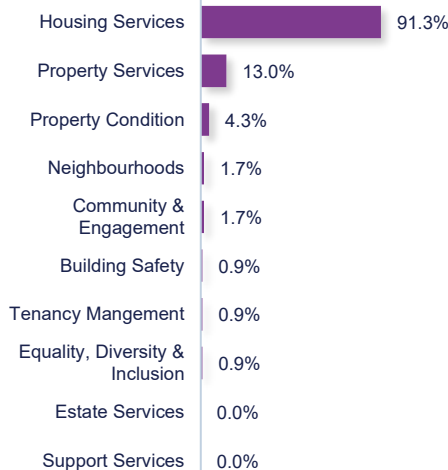
Customer Service & Communication

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

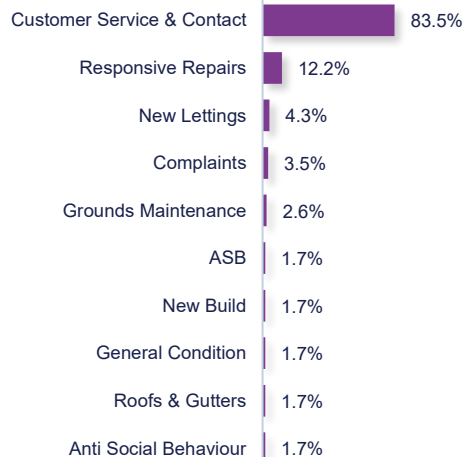
Base Size: 115



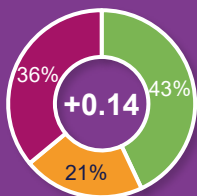
Categories



Top 10 Subcategories



Attribute	Count	%	Sentiment Score
Communication / Transparency	54	47.0%	-0.30
Timeliness / Responsiveness	27	23.5%	-1.22
Staff Conduct	24	20.9%	+2.08
Subcategory, no attribute (yet)	21	18.3%	-0.57
Effort	17	14.8%	+0.06
Resolution	11	9.6%	-0.09
Listening / Acting	9	7.8%	-2.89
Quality of Work / Service	9	7.8%	-0.89
No Comments	7	6.1%	-1.00
Empathy	5	4.3%	-0.80
Satisfaction	5	4.3%	+4.60
Accountability	2	1.7%	-4.00
Accessibility	1	0.9%	+3.00
Fairness	1	0.9%	+5.00
Appointments / Convenience			-
Consistency			-
Safety			-
Trust			-
Worker Conduct			-



Responses show mixed satisfaction with customer service and communication. Many praise polite, helpful phone staff, timely support during buying/shared-ownership processes, regular newsletters and letters, and a few prompt repairs. However, the dominant themes are slow, inconsistent, or one-way communication: delayed email replies, missed callbacks, repeated chasing by customers, internal hand-offs with no follow-up, and long waits for defect repairs (some unresolved for months or years). Multiple respondents report contractors not scheduled, work promised after inspections not completed, and poor coordination between departments.

Shared owners and those reporting safety concerns (e.g., loft fire boards, no hot water) feel particularly underserved. Several note good individual staff interactions, but poor aftercare or follow-through. Occasional positives include responsive agents who escalate queries and improve outcomes after formal complaints. Overall sentiment is that frontline courtesy exists, but operational reliability, timeliness, and proactive updates need substantial improvement.

Complaints

Please can you explain why you have given this score?

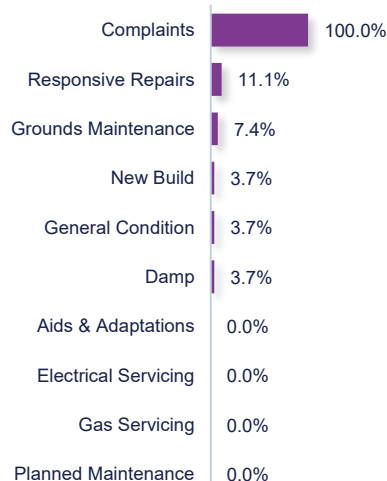
Base Size: 27



Categories

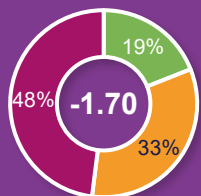


Top 10 Subcategories



Attribute

Attribute	Count	%	Sentiment Score
Subcategory, no attribute (yet)	9	33.3%	+0.83
Resolution	8	29.6%	-2.13
Timeliness / Responsiveness	8	29.6%	-1.43
Communication / Transparency	7	25.9%	+0.50
Listening / Acting	4	14.8%	-2.50
No Comments	3	11.1%	+1.00
Accountability	1	3.7%	-5.00
Effort	1	3.7%	-5.00
Quality of Work / Service	1	3.7%	+3.00
Accessibility			-
Appointments / Convenience			-
Consistency			-
Empathy			-
Fairness			-
Safety			-
Satisfaction			-
Staff Conduct			-
Trust			-
Worker Conduct			-



Responses show overwhelmingly negative experiences with complaint handling and repairs. Common themes: slow or no responses to emails and complaints, perceived inaction or dismissal by staff, and inconsistent or contradictory handling between complaint stages. Repair issues are frequent – unfinished or poorly executed contractor work, long delays (months to years), unresolved snag lists, and ongoing maintenance problems (boiler servicing, damp, blown render, front door water ingress). Shared-property issues and customer-related problems (abandoned building rubbish, illegally parked vehicles, anti-social behaviour) are cited as unmanaged by Coastline, causing significant distress.

A minority note prompt, friendly contact or eventual resolution after escalation, but most describe feeling ignored, “fobbed off,” or forced to recontact several times. Overall sentiment is frustration and distrust in the organisation’s responsiveness, accountability, and contractor management, with repeated reports of inadequate or absent tangible action despite numerous complaints.

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.



Demographics



Tenure

Coastline operates two specific shared ownership schemes, the normal or traditional type, which accounts for 80% of the responses, and the shared ownership plus scheme.

Those with shared ownership plus are more satisfied with each of the measures, except for the handling of ASB.

The differences are 12p.p for the overall service, whilst 18p.p more are satisfied with the neighbourhood contribution made by Coastline.

It is not clear why these differences occur, perhaps those with the shared ownership plus have newer properties or are in better locations.

	All Residents	Shared Ownership	Shared Ownership Plus
Overall Satisfaction	49%	47%	59%
Safe Home	69%	68%	73%
Communal Areas	49%	48%	50%
Neighbourhood Contribution	47%	43%	61%
Approach to ASB	30%	31%	25%
Listens & Acts	33%	31%	41%
Kept Informed	62%	59%	72%
Fairly & with Respect	64%	63%	68%
Easy to Deal With	59%	57%	71%
NPS (Promoters)	31%	28%	43%
Complaints Handling	31%	30%	40% *

*Base below 10



Age Group

It is often found in surveys of this kind that satisfaction generally increases with age, although this can be a little different with shared owners, as the age profile is often different from that of tenants.

For Coastline, the most satisfied are those aged 65 to 74 (65%), whilst the least satisfied are in the 55 to 59 age group.

However, those aged 25 to 34 are the most satisfied with the communal areas, the neighbourhood contribution, the handling of Asb and being treated fairly and with respect.

Those aged 35 to 44 are the least satisfied with four measures and are the least likely to recommend Coastline to other people.

	All Residents	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85 +
Overall Satisfaction	50%	49%	47%	48%	43%	44% *	65%	67% *	0% *
Safe Home	69%	60%	66%	79%	62%	88% *	80%	67% *	100% *
Communal Areas	49%	67%	22%	57%	22% *	57% *	33% *	100% *	- *
Neighbourhood Contribution	47%	60%	41%	46%	36%	17% *	55%	50% *	100% *
Approach to ASB	30%	47%	21%	24%	17% *	40% *	13% *	50% *	100% *
Listens & Acts	33%	42%	26%	30%	18%	29% *	50%	44% *	- *
Kept Informed	62%	63%	51%	67%	60%	56% *	62%	100% *	100% *
Fairly & with Respect	64%	68%	66%	50%	89% *	67% *	57%	67% *	100% *
Easy to Deal With	59%	53%	51%	55%	58%	78% *	80%	78% *	100% *
NPS (Promoters)	31%	26%	22%	37%	33%	33% *	47%	33% *	100% *
Complaints Handling	31%	50% *	14% *	0% *	0% *	100% *	20% *	50% *	- *

*Base below 10



Length of Tenancy

It is the customers with Coastline the longest who tend to be the least satisfied, including 28% satisfied overall, compared with 56% from those with Coastline for 4 to 5 years.

This group (4 to 5 years) is also the most satisfied with four other measures and is the most likely to recommend Coastline to others.

Often, satisfaction is linked to age, with those with the longest occupation tending to be the oldest. However, it may be here that those of 11 to 20 years have experienced more issues resulting in lower satisfaction.

	All Residents	< 1 year	1 - 3 years	4 - 5 years	6 - 10 years	11 - 20 years
Overall Satisfaction	49%	83% *	55%	56%	45%	28%
Safe Home	69%	83% *	75%	68%	69%	44%
Communal Areas	49%	33% *	56%	43%	50%	45%
Neighbourhood Contribution	47%	100% *	45%	56%	47%	23%
Approach to ASB	30%	33% *	31%	42%	31%	14%
Listens & Acts	33%	40% *	38%	25%	33%	25%
Kept Informed	62%	100% *	64%	70%	57%	50%
Fairly & with Respect	64%	83% *	65%	70%	63%	47%
Easy to Deal With	59%	83% *	65%	56%	55%	53%
NPS (Promoters)	31%	67% *	31%	42%	25%	24%
Complaints Handling	31%	- *	42%	33% *	13% *	33% *

*Base below 10



Area

Coastline operates over many different areas within Cornwall, with the main areas shown here. However, there are relatively few in each area, with most from Redruth and Hayle.

In terms of satisfaction, those in Hayle tend to be the most satisfied, including 38% who would recommend Coastline to others, whilst those in Redruth are the least.

It is not clear from this alone why these differences exist, although Redruth tends to be more urban than the other areas.

	All Residents	Camborne	Falmouth	Hayle	Helston	Redruth	Truro
Overall Satisfaction	49%	25% *	56% *	67%	54%	41%	50% *
Safe Home	68%	80% *	89% *	77%	67%	52%	63% *
Communal Areas	52%	40% *	71% *	57% *	71% *	38%	33% *
Neighbourhood Contribution	52%	50% *	50% *	54%	57% *	44%	67% *
Approach to ASB	34%	40% *	17% *	38% *	50% *	33%	33% *
Listens & Acts	36%	33% *	43% *	30%	50% *	20%	75% *
Kept Informed	57%	50% *	63% *	67%	70%	44%	57% *
Fairly & with Respect	61%	50% *	63% *	64%	64%	58%	67% *
Easy to Deal With	59%	38% *	63% *	77%	64%	52%	57% *
NPS (Promoters)	34%	25% *	38% *	38%	36%	33%	29% *
Complaints Handling	31%	0% *	50% *	- *	50% *	17% *	50% *

*Base below 10



Research from Acuity and other organisations suggests that there is some bias depending on the method of survey.

This shows that online responses tend to show lower levels of satisfaction than other methods, such as postal or telephone. This also appears to be the case for Coastline, with those who completed a survey online consistently less satisfied.

The original plan was to restrict online responses to 80% of the replies, but there was a problem with the quotas, and in the end, 48% were received online and 52% by telephone interview. This is likely to have affected the results, perhaps, reducing the levels a little less than they might have been if the quotas had been correct.

The differences are quite marked, for example, just 34% of those responding online are satisfied with the overall service, compared with 64% of those giving a telephone interview. Just 19% of online responders would recommend Coastline, whereas 46% giving a telephone interview would do so.

One theory for this difference is that younger customers are more likely to respond online, and these, as shown above, tend to be less satisfied; perhaps it is easier to be more critical online rather than talking to a person on the phone.

Response Method

	All Residents	Online	Telephone
Overall Satisfaction	49%	34%	64%
Safe Home	69%	57%	79%
Communal Areas	49%	31%	63%
Neighbourhood Contribution	47%	31%	64%
Approach to ASB	30%	21%	42%
Listens & Acts	33%	21%	46%
Kept Informed	62%	37%	83%
Fairly & with Respect	64%	43%	80%
Easy to Deal With	59%	48%	69%
NPS (Promoters)	31%	19%	41%
Complaints Handling	31%	21%	46%



Gender

This table shows the differences in satisfaction between male and female customers. For Coastline, the female customers are more satisfied overall, 56% compared with 38%, and are more likely to recommend Coastline to others, 37% compared with 23%.

However, male customers are more satisfied with the neighbourhood contribution made by Coastline, how their views are listened to and acted upon and how complaints are handled.

	All Residents	Female	Male
Overall Satisfaction	49%	56%	38%
Safe Home	69%	73%	62%
Communal Areas	49%	53%	38%
Neighbourhood Contribution	47%	44%	49%
Approach to ASB	30%	34%	26%
Listens & Acts	33%	33%	35%
Kept Informed	62%	65%	58%
Fairly & with Respect	64%	66%	59%
Easy to Deal With	59%	59%	58%
NPS (Promoters)	31%	37%	23%
Complaints Handling	31%	21%	41%

*Base below 10



Property Type

The vast majority of responses came from occupants of houses (146), whilst 12 came from those in flats and just four from bungalows. This makes comparisons difficult because of the low numbers.

Those in houses are the most satisfied overall, with four other measures and are more likely to recommend Coastline.

However, it is difficult to draw any conclusions from this as the property types are dominated by houses.

	All Residents	Bungalow	Flat	House
Overall Satisfaction	49%	50% *	33%	51%
Safe Home	69%	100% *	50%	70%
Communal Areas	49%	67% *	64%	45%
Neighbourhood Contribution	47%	33% *	63% *	46%
Approach to ASB	30%	0% *	36%	29%
Listens & Acts	33%	0% *	45%	32%
Kept Informed	62%	75% *	45%	63%
Fairly & with Respect	64%	50% *	60%	64%
Easy to Deal With	59%	50% *	55%	60%
NPS (Promoters)	31%	0% *	27%	32%
Complaints Handling	31%	0% *	40% *	31%

*Base below 10



Ethnicity

There are very few customers who are other than White, although many are unknown.

Whilst this is provided for information, and the full set of results can be found on the dashboard, it is impossible to draw strong conclusions from this.

	All Residents	White	Mixed	Unknown	Prefer not to Say
Overall Satisfaction	50%	52%	0% *	44%	50% *
Safe Home	69%	68%	100% *	72%	100% *
Communal Areas	49%	48%	0% *	53%	100% *
Neighbourhood Contribution	47%	47%	0% *	50%	50% *
Approach to ASB	30%	31%	- *	25%	50% *
Listens & Acts	33%	39%	0% *	10%	50% *
Kept Informed	62%	64%	0% *	58%	50% *
Fairly & with Respect	64%	67%	0% *	57%	50% *
Easy to Deal With	60%	62%	100% *	50%	50% *
NPS (Promoters)	31%	33%	0% *	25%	50% *
Complaints Handling	32%	35%	100% *	14% *	- *

*Base below 10



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

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