**Ashfield District Council**

**Tenant Satisfaction Measures – Summary of Approach 2024/2025**Acuity Research and Practice logo.
 
This includes the tagline, 'Intelligence. Insight. Improvement' below the word 'Acuity', and three i's and a full stop in the shape of a triangle to the right. 

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## **Introduction**

The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers develop and report TSMs in accordance with the guidelines set by the regulator. As part of this requirement, it is necessary for Ashfield District Council (Ashfield DC) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Ashfield DC’s methodology and outlines the criteria specified in the Regulator of Social Housing’s publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys and report performance annually as specified by the RSH. TSMs are intended to make landlords’ performance more visible to tenants so that tenants can hold their landlord to account. TSMs consist of 22 measures: 10 providing management information from data held by the landlord and 12 satisfaction measures gathered from tenant surveys. In addition to overall satisfaction with landlord services, the measures cover five key themes:

* Keeping properties in good repair
* Maintaining building safety
* Respectful and helpful engagement
* Responsible neighbourhood management
* Effective handling of complaints

Providers must publish a summary of the survey approach used to generate published tenant perception measures. This must be made clearly available alongside each set of tenant perception measures published by the provider.

## **Summary of Achieved Sample & Sample Method**

Ashfield DC works with Acuity Research & Practice Ltd, an accredited organisation that is dedicated to providing research services in the social housing sector. We use survey information to understand how our tenants feel about their homes and services and how we can improve. Acuity was commissioned for collecting, generating and validating reported perception measures.

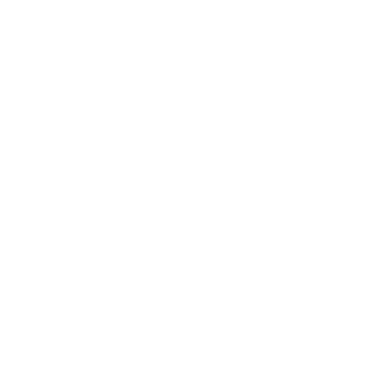
In 2024/2025, Ashfield DC completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Ashfield DC must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/2025, Ashfield DC completed 900 TSM surveys. Ashfield DC have 6,522 properties, which means that a statistical accuracy level of +/- 3.0% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

## **Timing of Survey**

Ashfield DC carried out a total of 929 surveys between 4th December 2024 and 10th March 2025.



## **Collection Method(s)**



The TSM Surveys were completed via telephone. The rationale for using this methodology approach is:

* **Accessibility and Inclusivity**: Ensuring accessibility for all tenants, which aligns with our goal of reaching a broad and representative sample.
* **Engagement and Data Quality**: Direct interaction over the phone tends to enhance engagement, allowing participants to answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
* **Response Rates**: Continuing to include a telephone aspect also allows Ashfield DC to be reactive to flags and alerts, which improves customer recovery.
* **Independence**: Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

## **Sample Method**

Acuity contacted a random selection of current tenants. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Ashfield DC, who then manage a follow up and review process which includes both responding to feedback as necessary, and analysing the feedback, to understand how we can improve.

## **Representativeness**

Representative checks were carried out to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

**Tenure Type**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| Caretaker | 0% | 0% |
| Standard Introductory | 5% | 5% |
| Standard Secure | 95% | 95% |

**Management Area**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| Hucknall | 25% | 25% |
| Kirkby | 24% | 24% |
| Rural | 7% | 7% |
| Sutton | 44% | 44% |

**No. of bedrooms**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| 1 | 30% | 29% |
| 2 | 32% | 33% |
| 3 | 37% | 37% |
| 4 | 1% | 1% |

**Length of Tenancy**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| A. < 1 year | 7% | 5% |
| B. 1 - 3 years | 20% | 21% |
| C. 4 - 5 years | 8% | 9% |
| D. 6 - 10 years | 21% | 22% |
| E. 11 - 20 years | 23% | 23% |
| F. Over 20 years | 21% | 21% |

**Gender**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| Male | 38% | 34% |
| Female | 62% | 63% |
| Unknown/ Undisclosed | 0% | 3% |

**Age Group**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| 0 - 24 | 3% | 3% |
| 25 - 34 | 11% | 10% |
| 35 - 44 | 16% | 15% |
| 45 - 54 | 16% | 14% |
| 55 - 59 | 10% | 9% |
| 60 - 64 | 10% | 9% |
| 65 - 74 | 18% | 16% |
| 75 - 84 | 12% | 11% |
| 85 + | 4% | 3% |
| Unknown | 0% | 11% |

**Property Type**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| Bungalow - Detached | 1% | 1% |
| Bungalow - End Terraced | 4% | 5% |
| Bungalow - Semi Detached | 12% | 13% |
| Bungalow - Terraced | 4% | 3% |
| Flat - First Floor | 14% | 12% |
| Flat - Ground Floor | 15% | 15% |
| Flat - Second Floor | 2% | 3% |
| House - Detached | 0% | 0% |
| House - End Terraced | 3% | 2% |
| House - Semi Detached | 39% | 38% |
| House - Terraced | 5% | 5% |
| Maisonette | 0% | 1% |
| Studio Flat - First Floor | 1% | 1% |
| Studio Flat - Ground Floor | 1% | 0% |
| Studio Flat - Second Floor | 0% | 0% |

**Ethnicity**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| Unknown | 9% | 12% |
| Asian other | 0% | 0% |
| Asian Pakistani | 0% | 0% |
| Asian/Bangladeshi | 0% | 0% |
| Black African | 0% | 0% |
| Black Caribbean | 0% | 0% |
| Black other | 0% | 0% |
| European | 1% | 1% |
| Mixed other | 0% | 0% |
| Mixed white and black Caribbean | 0% | 1% |
| Not specified | 1% | 1% |
| Other | 0% | 0% |
| White British | 85% | 83% |
| White Irish | 0% | 0% |
| White other | 1% | 1% |
| White Polish | 1% | 1% |

**Religion**

|  |  |  |
| --- | --- | --- |
|  | **Population** | **Sample** |
| Bahai | 0% | 0% |
| Buddhist | 0% | 0% |
| Christian | 33% | 37% |
| Hindu | 0% | 0% |
| Jehovah’s Witness | 0% | 0% |
| Muslim | 0% | 0% |
| No faith-religion | 39% | 36% |
| Not Stated-Declined | 4% | 0% |
| Other | 2% | 1% |
| Sikh | 0% | 0% |
| Unknown | 21% | 26% |

## **Questionnaire & Introductory Text**



**Telephone Introduction**

Hello is that [Respondent Name],

My name is [Interviewer Name] and I’m calling on behalf of Ashfield District Council from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare [Survey Length] minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

No appointments after [Project End Date]

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Ashfield District Council and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact Ashfield District Council by email [Email Address] or by phone [Telephone Number].

NB: Data sharing if challenged – “Your landlord will, from time to time, share your personal data with third parties for “legitimate interests”. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord’s website. You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that Ashfield District Council provides. Ashfield District Council will be able to identify you from your survey responses, are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

o Yes

o No

**Question Set**

|  |  |  |
| --- | --- | --- |
| Theme | Question | Response |
| Overall services | Taking everything into account, how satisfied or dissatisfied are you with the service provided by Ashfield District Council Housing Services? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied  Very dissatisfied |
| Your home and communal areas | How satisfied or dissatisfied are you that Ashfield District Council Housing Services provides a home that is well maintained? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied |
| Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Ashfield District Council Housing Services provides a home that is safe? | Very satisfied  Fairly satisfied  Neither satisfied nor dissatisfied  Fairly dissatisfied  Very dissatisfied  Not applicable / Don`t know |
| Do you live in a building with communal areas, either inside or outside, that Ashfield District Council Housing Services is responsible for maintaining? | Yes No Don`t know |
| How satisfied or dissatisfied are you that Ashfield District Council Housing Services keeps these communal areas clean and well maintained? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied |
| If you are not satisfied with your home and/or communal areas, please provide more information and what Ashfield District Council Housing Services could improve. | Open Text |
| Repairs and Maintenance | Has Ashfield District Council Housing Services carried out a repair to your home in the last 12 months? | Yes No |
| How satisfied or dissatisfied are you with the overall repairs service from Ashfield District Council Housing Services over the last 12 months? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied |
| 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 |
| If you are not satisfied with the repairs and maintenance service, please provide more information and what Ashfield District Council Housing Services could improve. | Open Text |
| Customer service and Communications | How satisfied or dissatisfied are you that Ashfield District Council Housing Services 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 |
| How satisfied or dissatisfied are you that Ashfield District Council Housing Services 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 |
| To what extent do you agree or disagree with the following `Ashfield District Council Housing Services treats me fairly and with respect`? | Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree Not applicable / Don`t know |
| If you are not satisfied with customer service and communications please provide more information, and what could Ashfield District Council Housing Services improve? | Open Text |
| Your neighbourhood | How satisfied or dissatisfied are you that Ashfield District Council Housing Services makes a positive contribution to your neighbourhood? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied Not applicable / Don`t know |
| How satisfied or dissatisfied are you with Ashfield District Council Housing services’ approach to handling anti-social behaviour? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied Not applicable / Don`t know |
| Making a complaint | Have you made a complaint to Ashfield District Council Housing Services in the last 12 months? | Yes No |
| How satisfied or dissatisfied are you with Ashfield District Council Housing Services’ approach to complaints handling? | Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied |
| Accessibility | In the past 12 months, how easy or difficult have you found it to access the services provided by Ashfield District Council Housing Services? (IVR Note: This may include repairs, housing management, major improvement works, etc.) | Very easy fairly easy neither easy nor difficult fairly difficult very difficult Not applicable / don't know |
| If you have found it difficult to access services, please can you explain why and how could this be improved? | Open Text |
| Ashfield DC | What one thing could Ashfield District Council Housing Services improve? | Open Text |
| Permissions and Confidentiality | Ashfield District Council Housing Services would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Ashfield District Council Housing Services? | Yes No |
| Would you be happy for Ashfield District Council Housing Services to contact you to follow up any of the comments or issues you have raised? | Yes No |

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