



Cambridge City Council

Tenant Satisfaction Measures – Summary of Approach 2025/26



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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 Cambridge City Council to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Cambridge City Council 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



Cambridge City Council 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 2025/26, Cambridge City Council used a census approach to complete TSM surveys, whereby all tenants were invited through one or multiple means to participate in the survey exercise. The sample size was chosen to ensure that the level of statistical accuracy set out by the RSH was met. For Cambridge City Council, we need to ensure that we survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2025/26, Cambridge City Council completed (or partially completed) 2,027 TSM surveys with tenants in Low-Cost Rented Accommodation (LCRA). Cambridge City Council have 7118 LCRA properties which means that a statistical accuracy level of +/- 2.5% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

To boost participation, we incentivised the survey, whereby all tenants who took part were entered into a draw to receive one of three £100 Love2Shop vouchers. The three winners were randomly selected by Acuity and communicated to the Council to award prizes.

Timing of Survey



Cambridge City Council carried out a total of 2027 surveys between 19 January 2026 and 24 March 2026.

Collection Method(s)



The TSM Surveys were completed via a combination of online, postal and telephone surveys. All tenants with an email address were sent an email invitation by Acuity to complete the survey online. Tenants were also sent survey packs by post, which included a cover letter, questionnaire and reply-paid envelope to return their completed survey. Finally, a sample of tenants were contacted by an Acuity interviewer and invited to participate in a telephone interview.

The rationale for using a mixed methodology approach is:

- ✓ **Accessibility and Inclusivity:** By using a combination of online, postal, and telephone survey methods, we wanted to ensure accessibility for tenants with differing communication preferences and needs. This approach supports our commitment to reaching a broad and representative sample of our tenant population, including those who may face digital exclusion or have additional accessibility requirements.
- ✓ **Engagement and Data Quality:** Offering both indirect (postal and online) and direct (telephone) modes of participation increases tenant engagement. Telephone interviews, in particular, allow for clarification of questions in real time, leading to richer and more accurate responses. This is especially important when exploring nuanced satisfaction metrics.
- ✓ **Response Rates:** A multi-channel approach maximises the likelihood of response by accommodating tenant preferences. The inclusion of telephone interviews also enables Cambridge City Council to respond in real time to flags or alerts raised during the survey process, supporting a more agile and responsive approach to customer service and recovery.
- ✓ **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered.
- ✓ **Independence:** Partnering with Acuity, an independent research agency, ensures impartiality in the survey process. This independence helps tenants feel more comfortable sharing honest feedback, and it enhances the credibility of the data collected.

Sample Method



A census approach was used for the survey, whereby all tenants were invited to participate by one or multiple means. The survey was carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Cambridge City Council, 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 achieved sample was determined to be sufficiently representative, and as such no weighting has been applied. The characteristics by which representativeness was determined were:

Age Group	Population	Sample
0 - 24	1%	1%
25 - 34	10%	10%
35 - 44	20%	19%
45 - 54	20%	19%
55 - 59	10%	11%
60 - 64	10%	9%
65 - 74	15%	16%
75 - 84	9%	9%
85 +	4%	4%
Unknown	1%	2%

Needs	Population	Sample
General Stock	93%	92%
Sheltered Housing	7%	8%

Length of Tenancy	Population	Sample
< 1 Year	0.38%	0.35%
1 - 3 Years	22%	26%
4 - 5 Years	10%	10%
6 - 10 Years	18%	17%
11 - 20 Years	24%	21%
Over 20 Years	25%	25%

Ethnicity	Population	Sample
UNKNOWN	30%	30%
ANY OTHER ETHNIC BACKGROUND	2%	2%
ASIAN BRITISH - Bangladeshi	2%	2%
ASIAN BRITISH - Indian	0.46%	0.39%
ASIAN BRITISH - Other	1%	1%
ASIAN BRITISH - Pakistani	0.42%	0.69%
BLACK BRITISH - African	1%	1%
BLACK BRITISH - Caribbean	1%	1%
BLACK BRITISH - Other	0.46%	0.54%

CHINESE	0.37%	0.35%
Gypsy & Traveller - Other	0.01%	0%
MIXED - Other	0.87%	1%
MIXED - White /Black African	0.32%	0.39%
MIXED - White/Asian	0.39%	0.25%
MIXED - White/Black Caribbean	0.46%	0.54%
Refused	0.27%	0.15%
WHITE - British	49%	47%
WHITE - Gypsy/Roma	0.04%	0.10%
WHITE - Irish	0.60%	0.69%
WHITE - Other	9%	10%
WHITE - Traveller of Irish Heritage	0.04%	0.05%

Gender	Population	Sample
Female	61%	63%
Male	39%	37%

Property Type	Population	Sample
Bedsit	0.90%	0.59%
Bungalow	3%	3%
Flat	46%	48%
House	45%	44%

Maisonette	5%	5%
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Tenure Type	Population	Sample
Introductory Tenancy	4%	6%
Licensee of CCC Temp Acc	0%	0%
Secure Tenancy	89%	88%
Shltrd Secure Tenancy	6%	7%

Ward	Population	Sample
Abbey	14%	14%
Arbury	16%	15%
Castle	0.98%	0.84%
Cherry Hinton	12%	12%
Coleridge	9%	9%
East Chesterton	6%	5%
Kings Hedges	19%	19%
Market	1%	1%
Newnham	0.41%	0.35%
Petersfield	5%	5%
Queen Edith's	5%	5%
Romsey	7%	7%

Trumpington	4%	4%
West Chesterton	1%	1%

Questionnaire & Introductory Text



The cover letter and paper questionnaire that tenants received are shown below.



PO Box 395
Umberleigh EX32 2HL
01273 287114
acuity@arap.co.uk
www.arap.co.uk

«Correspondence_name»
«Address_Line_1»
«Address_Line_2»
«Address_Line_3»
«Address_Line_4»
«Postcode»

19 January 2025

Dear «resp_salutation»,

Re: Tenant Satisfaction Measures (TSM) Survey 2025-26

Following two successful surveys undertaken in 2023-24 and 2024-25, Acuity, a market research company, will be carrying out our annual Tenant Satisfaction Measures (TSM) survey in 2025/26.

This will give you the chance to tell us what you think about your home and the services we provide. Your response will help the Council to improve services and understand what the most important issues and priorities are for you, so please take a few minutes to share your views.

Please note that surveys refer to Cambridge City Council's housing services, who will be referred to in surveys as "your landlord".

The Council is required to carry out this survey by the Regulator of Social Housing. The results will be used to calculate the Tenant Satisfaction Measures, which all social landlords are required to publish.

Please use the enclosed FREEPOST envelope to return your completed survey. If you would prefer to complete it on-line go to: www.starsurveys.co.uk/ccg and use your unique reference code which is «Resp_Code». Alternatively, you may scan the QR code on the enclosed questionnaire.

Everyone who completes the survey will be entered into a prize draw. We will select three winners at random, who will each win a £100 Love2Shop voucher. Winners will be contacted by the Council.

If you have any questions or would like help completing the survey, please contact Heather Metivier at Acuity on acuity@arap.co.uk or 01273 287114.

If you wish to check that this survey is genuine, please contact Cambridge City Council customer services by calling 01223 457000.

What you tell Acuity will be strictly confidential and will be used for research purposes only. Acuity will report findings to the Council without identifying any individual tenants, unless you give permission for this information to be shared.

It's always nice to know when we do things well, but we also want to know when we get things wrong. If you need to complain about one of our services, we will do our best to put things right and make sure that the same thing doesn't happen again to

you or to someone else. You can complain or provide feedback through the options below:

- Online - www.cambridge.gov.uk/compliments-complaints-and-suggestions
- Phone - 01223 457000
- Post - The Complaints and Feedback Team, PO Box 700, Cambridge, CB1 0JH

Yours faithfully,



Samantha Shimmion, Assistant Director, Housing and Homelessness

This information can be made available in other languages and formats upon request by contacting us on 0800 073 0348

POLISH
Informacje te mogą być dostępne w różnych językach i różnym formacie poprzez skontaktowanie się z nami 0800 073 0348

RUSSIAN
Эта информация имеется по просьбе на других языках и форматах – пожалуйста обратитесь к нам по номеру 0800 073 0348

SOMALI
Macluumaadkani waaxaad ku heli kartaa luqooyin iyo habab kale haddii aad dalbato adigoo nagala soo xiriiraayo 0800 073 0348

BENGALI
এই তথ্য অন্যান্য ভাষায় এবং পদ্ধতিতে আবেদনের সাথে নীচের ফোন নম্বরে যোগাযোগ করে অনুবোধ করে পাওয়া যেতে পারে 0800 073 0348

LITHUANIAN
Šita informacija galima gauti kitomis kalbomis ir kitais formatais, jeigu paprašysite ir paskambinsite numu: 0800 073 0348

TURKISH
Burada yer alan bilgileri Türkçe olarak ve diğer formatlarda da edinebilirsiniz. Bunun için lütfen şu numaraya telefon ederek isteğinizi bize bildiriniz: 0800 073 0348



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DEVELOPMENT

Acuity Research & Practice Ltd | Registered Company No: 3503391 | VAT Registration: 889 4400 81

«ShortLink QR Code»

Tenant Satisfaction Survey

Your chance to have your say!



Overall Services

1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by your landlord?

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

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

Your Home and Communal Areas

3 How satisfied or dissatisfied are you that your landlord provides a home that is well maintained?

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

4 Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that your landlord provides a home that is safe?

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

5 Do you live in a building with communal areas, either inside or outside, that your landlord is responsible for maintaining?

- ☐ Yes (Go to 6)
☐ No (Go to 7)
☐ Don't know (Go to 7)

6 How satisfied or dissatisfied are you that your landlord keeps these communal areas clean and well maintained?

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

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

Repairs and Maintenance

8 Has your landlord carried out a repair to your home in the last 12 months?

- ☐ Yes (Go to 9)
☐ No (Go to 11)

9 How satisfied or dissatisfied are you with the overall repairs service from your landlord over the last 12 months?

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

10 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

11 Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance?

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

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

Customer Service, Communications and Information

13 How satisfied or dissatisfied are you that your landlord 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

14 How satisfied or dissatisfied are you that your landlord 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

15 To what extent do you agree or disagree with the following 'my landlord treats me fairly and with respect'?

- ☐ Strongly agree
☐ Agree
☐ Neither agree nor disagree
☐ Disagree
☐ Strongly disagree
☐ Not applicable / don't know

16 How satisfied or dissatisfied are you that your landlord is easy to deal with?

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

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

Your Neighbourhood

18 How satisfied or dissatisfied are you that your landlord makes a positive contribution to your neighbourhood?

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

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

20 How satisfied or dissatisfied are you with your landlord's approach to handling anti-social behaviour?

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

21 Give us your thoughts on your landlord's approach to handling anti-social behaviour.

Making a Complaint

22 Have you made a complaint to your landlord in the last 12 months?

- ☐ Yes (Go to 23)
☐ No (Go to 25)

23 How satisfied or dissatisfied are you with your landlord's approach to complaints handling?

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

24 Please describe your experience of how complaints are handled.

Your Well-being

25 Do you currently struggle with any of the following...?

	Yes	No	I am worried about the future	Prefer not to say
Paying your rent or service charges	☐	☐	☐	☐
Meeting the cost of household bills	☐	☐	☐	☐
Meeting the cost of utility/fuel bills	☐	☐	☐	☐

26 Does your home currently suffer from any damp or mould issues? (If you tick 'Yes', we will pass on your name and address to Cambridge City Council)

- ☐ Yes (Go to 27)
☐ No (Go to 28)

27 And if yes, have you reported it to your landlord?

- ☐ Yes
☐ No

28 How satisfied or dissatisfied are you that your home is easy and affordable to keep warm?

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

29 Of the following improvements to your neighbourhood, please rate how important each of the following improvements is to you, on a scale of 1 = not at all important to 5 = very important.

	1	2	3	4	5
Appearance and cleanliness of the neighbourhood	☐	☐	☐	☐	☐
Car parking facilities	☐	☐	☐	☐	☐
Communal areas (including stairs, corridors, bin stores, etc.)	☐	☐	☐	☐	☐
Sense of community and neighbourliness	☐	☐	☐	☐	☐
Neighbourhood lighting	☐	☐	☐	☐	☐
Access to green space and opportunity for physical activity	☐	☐	☐	☐	☐
Neighbourhood fencing	☐	☐	☐	☐	☐
Neighbourhood pathways	☐	☐	☐	☐	☐
Landscaping and planting	☐	☐	☐	☐	☐
Security measures (CCTV, secure entry systems, etc.)	☐	☐	☐	☐	☐
Sheds, storage, and bike shelters	☐	☐	☐	☐	☐
Play areas, youth activities, and family-friendly spaces	☐	☐	☐	☐	☐
Accessibility for people with disabilities or mobility issues	☐	☐	☐	☐	☐
Something else (please tick and specify below)	☐	☐	☐	☐	☐

Permissions and Confidentiality

30 Cambridge City Council would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Cambridge City Council? (If you tick 'No', we will pass your responses back to Cambridge City Council anonymously)

- ☐ Yes (Go to 31)
☐ No (End)

31 Are you happy for Cambridge City Council to contact you regarding any information you have provided in this survey?

- ☐ Yes
☐ No

Acuity
Intelligent insight. Proven results.

Thank You!

Thank you for taking the time to complete this survey. Please return the questionnaire in the FREEPOST envelope provided (you do not need a stamp). Cambridge City Council will inform you about the results.

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk