

# Cambridge City Council

## Tenant Satisfaction Measures – Summary of Approach 2024/25









### **Table of Contents**

Introduction
Summary of Achieved Sample & Sample Method
Timing of Survey4
Collection Method(s)4
Sample Method5
Representativeness5
Questionnaire7





#### Introduction



The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers collect and report TSMs in accordance with the guidelines set by the Regulator of Social Housing (RSH). As part of this requirement, it is necessary for Cambridge City Council to inform its tenants about its approach to conducting the TSM Perception survey and collecting data.

This document details Cambridge City Council's methodology and outlines the criteria specified in the RSH's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires that all registered providers 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 2024/25, 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 2024/25, Cambridge City Council completed (or partially completed) 1,573 TSM surveys with tenants in Low-Cost Rented Accommodation (LCRA). Cambridge City Council have 7,626 LCRA properties which means that a statistical accuracy level of +/- 2.20% was achieved, which is a greater level of accuracy than required and gives us confidence that the results reliably represent the views of our tenant community.

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 1,573 surveys between 7 February 2025 and 31 March 2025.

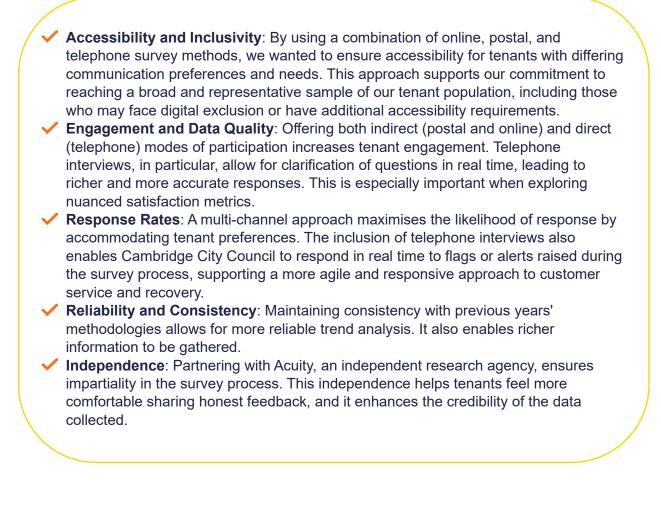
#### **Collection Method(s)**



The TSM surveys were completed via a combination of three survey methodologies. 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. A reminder mailout was sent three weeks later to 1,000 nonrespondents. Finally, a number 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:







#### **Sample Method**



A census approach was used, whereby all tenants were invited to participate in the survey through one or more channels. All tenants received a postal survey pack. This included a QR code and unique survey link for tenants who wished the complete the survey online. In addition, all tenants with a registered email address sent an email invitation with a direct link to the online survey. To boost

responses and address early gaps in representativeness, a second postal mailout was sent to a number of non-respondents, particularly those from groups identified as underrepresented following the initial online and postal responses. Finally, a sample of remaining non-respondents were invited to participate via telephone interviews conducted by Acuity. Quotas were applied at this stage to balance the response and increase representativeness.

The survey was carefully scripted to ensure a professional and consistent process. All surveys were confidential. However, tenants were asked at the end of the survey whether they would like to provide consent to be identifiable in their survey responses. Tenants were also asked whether they were happy to be contacted by the Council to discuss any issues raised within the survey.

Following the conclusion of the fieldwork, the survey responses were shared with Cambridge City Council, who then managed a follow up and review process. This included both responding to feedback as necessary and analysing the feedback to understand how we can improve.

#### **Representativeness**



Representativeness checks were carried out at the end of the survey to ensure that the survey was representative of the tenant population as a whole, after which the data was weighted on age and housing need.

The characteristics by which representativeness was determined were:

Housing Need	Population	Sample (unweighted)
General Needs	91%	89%
Sheltered	7%	10%
Temporary Accommodation	2%	0%

Ward	Population	Sample (unweighted)
Abbey	15%	14%
Arbury	14%	14%
Castle	1%	1%
Cherry Hinton	11%	14%
Coleridge	9%	9%
East Chesterton	6%	6%
Kings Hedges	19%	18%
Market	3%	2%
Newnham	0%	0%
Petersfield	5%	6%





Queen Ediths	5%	5%
Romsey	6%	6%
Trumpington	4%	4%
West Chesterton	1%	1%

Property Class	Population	Sample (unweighted)
Flat	47%	49%
House	44%	42%
Maisonette	5%	4%
Bungalow	3%	4%
Bedsit	1%	1%
Hostel	0%	0%

Age	Population	Sample (unweighted)
0 - 24	2%	1%
25 - 34	11%	9%
35 - 44	20%	16%
45 - 54	23%	19%
55 - 59	9%	8%
60 - 64	9%	9%
65 - 74	14%	20%
75 - 84	7%	13%
85 +	3%	4%
NO DATA	2%	1%

Tenancy length	Population	Sample (unweighted)
< 1 year	11%	9%
1 - 3 years	21%	22%
4 - 5 years	8%	7%
6 - 10 years	18%	16%
11 - 20 years	20%	18%
Over 20 years	22%	28%





#### **Questionnaire & Introductory Text**



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



«Correspondence\_name» «Address\_Line\_1» «Address\_Line\_2» «Address\_Line\_3» «Address\_Line\_4» «Postcode»

7 February 2025

Acuity 🤼

Umberleigh EX32 2HL 01273 287114

acuity@arap.co.uk

www.arap.co.uk

PO Box 395

Dear «resp\_salutation»,

Re: Tenant Satisfaction Measures (TSM) Survey 2024-25

Following a successful survey in 2023-24, Cambridge City Council has asked Acuity, a market research company, to carry out our annual Tenant Satisfaction Measures (TSM) survey in 2024/25.

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: <u>www.starsurveys.co.uk/coc</u> 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
  Date 01223 457000
  Date 01223 457000
- Post The Complaints and Feedback Team, PO Box 700, Cambridge, CB1 0JH



যেতে পারে 0800 073 0348

#### Samantha Shimmon, 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 moga byc dostepne w roznych jezykach i roznym formacje poprzez skontaktowanie sie 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

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 আমাদের সাথে নীচের ফোন নহুরে যোগাযোগ করে অনুরোধ করে পাওয়া

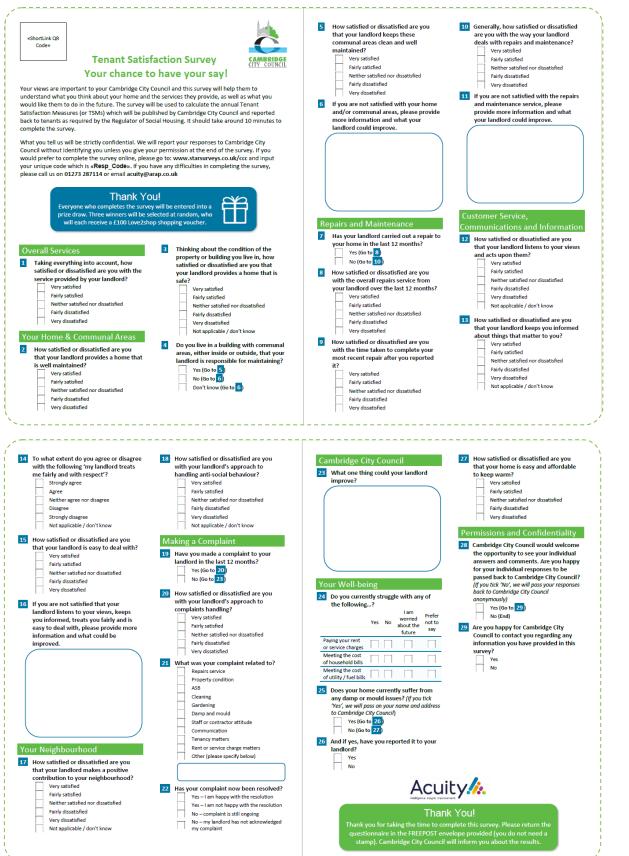
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**Report by Acuity Research & Practice** 

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Page 8 of 8