



Lancaster City Council

Tenant Satisfaction Measures – Summary of Approach 2024/25

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

This document details Lancaster City Council'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



Lancaster 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, Lancaster City Council 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. Lancaster City Council must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Lancaster City Council completed (and partially completed) 628 TSM surveys. Lancaster City Council have 3,449 properties, which means that a statistical accuracy level of +/- 3.54% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

No incentives were used.

Timing of Survey



Lancaster City Council carried out a total of 628 surveys between 27/08/2024 and 13/09/2024.

Collection Method(s)



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

- ✓ **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all tenants, especially those who may not have internet access or digital skills, 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:** Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. Using a telephone interaction allows Lancaster City Council to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. A telephone-based approach helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation

Sample Method



A random stratified sampling approach was used, whereby tenants were selected at random to participate in the survey. Survey quotas were applied to sampling on key demographic strands (rent patch, dwelling, age group) to ensure the survey response was representative of the total relevant tenant population. These tenants were contacted by Acuity and invited to take part in a telephone interview with one of Acuity's interviewers. The survey was carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Lancaster 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 characteristics by which representativeness was determined were:

Tenure Type

General Needs
Independent Living
Services Properties (Warden Homes)
Older People's Services
General Needs Supported

Population	Sample
86%	84%
14%	15%
0%	0%
0%	0%
0%	0%

Dwelling Subtype

CA1
CA2
CA2D
COM
COMD
GEN
SERV
SHAR
SPSH

Population	Sample
10%	10%
5%	5%
0%	0%
9%	8%
0%	0%
75%	76%
0%	0%
0%	0%
0%	0%

Rent Patch

MBR
MCA
MHH
MKE
MKI
MMC
MMO
MSB
MTR

Population	Sample
6%	7%
5%	5%
3%	3%
0%	0%
4%	4%
2%	2%
0%	0%
1%	2%
1%	1%



MWE	7%	7%
MWR	2%	1%
NBE	4%	4%
NMA	5%	6%
NRY	10%	11%
NVA	12%	12%
SBH	1%	1%
SCA	2%	2%
SCC	4%	4%
SGR	4%	3%
SGS	1%	1%
SHA	1%	1%
SHB	6%	6%
SHL	1%	0%
SMA	7%	7%
SNR	2%	1%
SRN	10%	10%

Area

	Population	Sample
Lancaster	68%	68%
Morecombe	23%	23%
Carnforth	9%	8%

Age Group

	Population	Sample
0 - 24	2%	3%
25 - 34	10%	11%
35 - 44	16%	17%
45 - 54	15%	12%
55 - 59	8%	7%
60 - 64	8%	9%
65 - 74	16%	16%
75 - 84	9%	10%
85 +	4%	2%
Unknown	12%	12%

Property Type

Bedsit
Bungalow
Flat
House
Maisonette

Population	Sample
2%	3%
21%	20%
31%	33%
45%	44%
1%	1%

Length of Tenancy

A. < 1 year
B. 1 - 3 years
C. 4 - 5 years
D. 6 - 10 years
E. 11 - 20 years
F. Over 20 years

Population	Sample
2%	5%
22%	23%
11%	12%
23%	23%
22%	19%
20%	17%

Disability

Yes
No

Population	Sample
1%	2%
99%	98%

Following this exercise, the survey response was determined to be broadly representative and, as such, no weighting has been applied to generate the reported perception measures.

Questionnaire & Introductory Text



Here is the introductory text and question set used for Lancaster City Council's TSM surveys:



Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] 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 [Organisation Name] 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 [Organisation Name] 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 [Organisation Name] provides. [Organisation Name] 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.

- ☐ Yes
- ☐ No

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Lancaster City Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Lancaster City Council provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Lancaster City Council provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that Lancaster City Council is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Lancaster City Council keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or Communal Safe Well Maintained Comments	If you do not feel that your home (and / or communal areas) are safe and/or well maintained, please can you explain why and suggest what Lancaster City Council could improve?	Open Ended
Repairs in Last 12 Months?	Has Lancaster City Council's carried out a repair to your home in the last 12 months?	Yes, No
Repairs Last 12 Months Satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Lancaster City Council over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken Repairs	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
Overall Repairs	Generally, how satisfied or dissatisfied are you with the way Lancaster City Council deals with repairs and maintenance?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Comments	If you are not satisfied with how Lancaster City Council deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Listens and Acts	How satisfied or dissatisfied are you that Lancaster City Council's Housing Service listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

		dissatisfied, Not applicable / Don't know
Keeps you Informed	How satisfied or dissatisfied are you that Lancaster City Council's Housing Service 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
Fairly and with Respect	To what extent do you agree or disagree with the following 'Lancaster City Council's Housing Service treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Easy To Deal With	How satisfied or dissatisfied are you that Lancaster City Council's Housing Service is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Easy to Deal with Negative Comments	If you do not find Lancaster City Council's Housing Service easy to deal with, please could you explain why?	Open Ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Lancaster City Council makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Approach to ASB	How satisfied or dissatisfied are you with Lancaster City Council's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
ASB Comments	If not satisfied with Lancaster City Council's approach to handling anti-social behaviour, please explain why and what could be done to improve this?	Open Ended
Complaints in Last 12 Months?	Have you made a complaint to Lancaster City Council in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Lancaster City Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
NPS	How likely would you be to recommend Lancaster City Council's Housing Service to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	10 - Very likely, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 - Not very likely at all
One Thing Improve	What one thing could Lancaster City Council's Housing Service do to improve its services?	Open Ended
Future Contact	If you were contacted again in the future and asked to take part in another survey, what is your preferred method for taking part?	Telephone call, Postal questionnaire, Email with link to online survey, Text with link to online survey, Not sure

Permission 1

The results of this survey are confidential. However, would you be happy for us to give your responses to Lancaster City Council's Housing Service with your name attached so that they have better information to help them improve services?

Yes, No

Permission 2

Would you be happy for Lancaster City Council's Housing Service to contact you to follow up any of the comments or issues you have raised?

Yes, No

Report by Acuity Research & Practice



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