



Lancaster City Council

Tenant Satisfaction Measures – Summary of Approach 2025/26

Table of Contents

Introduction	3
Summary of Achieved Sample & Sample Method	3
Timing of Survey	4
Collection Method(s)	4
Sample Method	4
Representativeness	5
Questionnaire	10

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 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 work 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, Lancaster City Council completed TSM surveys with a sample of tenants in Low-Cost Rented Accommodation (LCRA). 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%.

By the end of 2025/26, we received 639 completed (or partially completed) TSM surveys with tenants in Low-Cost Rented Accommodation (LCRA). Of those, 637 responded to TP01 (Overall Service). With 3,422 LCRA properties, this means a statistical accuracy level of $\pm 3.5\%$ was achieved, which is a greater level of accuracy than the minimum required.

No tenant was removed from the sample frame.

No incentives were used to boost participation.

Timing of Survey



Lancaster City Council carried out a total of 639 surveys between 22 August 2025 and 02 October 2025.

Collection Method(s)



The TSM Surveys were completed via a primarily telephone methodology. Where tenants were unable to participate via telephone, they were invited to complete the survey online, in which case they were sent an email invitation by Acuity. To boost participation, a final online survey was sent to non-respondents via SMS link. The rationale for using this approach is:

- ✓ **Reliability and Consistency:** The survey methodology replicates the methodology we used in last year's survey, ensuring consistency in data collection. This is important for performance monitoring, as it allows the Council to make reliable and robust year-on-year comparisons and to distinguish genuine changes in tenant satisfaction.
- ✓ **Accessibility and Inclusivity:** By using a telephone approach and including an optional online element, we aimed to ensure 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 ask 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.
- ✓ **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:

Area	Relevant Tenant Population (%)	Total Survey Responses (%)
Carnforth	9%	10%
Lancaster	75%	75%
Morecambe	16%	15%

Rent patch code	Relevant Tenant Population (%)	Total Survey Responses (%)
Mbr	6%	7%
Mca	5%	6%
Mhh	3%	3%
Mke	0.44%	0.16%
Mki	4%	4%
Mmc	2%	2%
Mmo	0.20%	0.16%
Msb	1%	3%
Mtr	2%	1%
Mwe	7%	5%
Mwr	2%	1%

Nbe	4%	3%
Nma	5%	5%
Nry	10%	8%
Nva	12%	10%
Sbh	0.79%	0.78%
Sca	2%	2%
Scc	4%	4%
Sgr	4%	3%
Sgs	1%	0.78%
Sha	0.88%	1%
Shb	5%	7%
Shl	0.85%	0.94%
Sma	7%	9%
Snr	2%	1%
Srn	9%	12%

Age Group	Relevant Tenant Population (%)	Total Survey Responses (%)
0 - 24	2%	1%
25 - 34	10%	8%
35 - 44	16%	15%
45 - 54	15%	14%
55 - 59	8%	8%

60 - 64	9%	10%
65 - 74	16%	18%
75 - 84	10%	13%
85 +	3%	3%
Unknown	11%	11%

Ethnicity code	Relevant Tenant Population (%)	Total Survey Responses (%)
Ba	0.23%	0.16%
Grit	0.06%	0.16%
lb	0.03%	0.16%
lo	0.03%	0%
Mwa	0.03%	0.16%
Mwc	0.06%	0.16%
Ns	0.03%	0.16%
Oc	0.12%	0%
Og	0.15%	0%
Wb	61%	61%
Wi	0.09%	0%
Wo	3%	2%
Unknown	36%	37%

Length of Tenancy	Relevant Tenant Population (%)	Total Survey Responses (%)
--------------------------	---------------------------------------	-----------------------------------

< 1 Year	5%	5%
1 - 3 Years	20%	21%
4 - 5 Years	11%	9%
6 - 10 Years	22%	23%
11 - 20 Years	22%	22%
Over 20 Years	19%	20%

Disabled	Relevant Tenant Population (%)	Total Survey Responses (%)
Yes	1%	1%
Unknown	99%	98%

Tenure	Relevant Tenant Population (%)	Total Survey Responses (%)
General Needs	82%	84%
Independent Living	16%	16%
Service Properties (Warden Homes)	0.09%	0%
Supported Accommodation	0.03%	0%

Property Type	Relevant Tenant Population (%)	Total Survey Responses (%)
Bedsit	2%	3%
Bungalow	21%	25%
Flat	31%	29%
House	45%	42%
Maisonette	0.96%	1%

The rationale for choosing these characteristics is as follows:

Area / Rent Patch – Location plays a role in tenant satisfaction, with differing views on safety, maintenance and renewal concerns and neighbourhood issues. Including geographic representativeness ensures variations between our different areas.

Age Group – Different age demographics have varying priorities, expectations and experiences. Capturing a range of age demographics enables us to better align services with tenant life stages.

Ethnicity – To ensure our services are inclusive and equitable, it is essential to reflect the ethnic diversity of our tenant population.

Length of Tenancy – A tenant's duration in their home impacts their experiences, expectations and relationship with us as their landlord.

Disabled – Tenants with a disability may experience services differently, particularly in relation to accessibility, adaptations, repairs and support needs. Ensuring representation enables us to assess whether services are delivering equitable outcomes.

Tenure – Tenants in different tenures have distinct service models, levels of landlord involvement and support arrangement, which shapes their experiences and expectations of their homes and the services provided by the Council. Ensuring representation across these tenures allows fair comparison and helps us interpret satisfaction results within the context of these differing service offers.

Property type – Tenant experience can vary significantly by property type, with differences in maintenance needs, communal areas, accessibility, and environmental factors.

By considering these characteristics, the survey ensures a balanced and fair representation of tenants, leading to more accurate insights.

Following this exercise, the survey response was determined to be representative of the relevant tenant population as a whole. As such, no weighting has been applied to generate the reported perception measures.

Questionnaire & Introductory Text



The introductory script and question set used for Lancaster City Council's TSM surveys are shown below:



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

Question set for LCRA

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's Housing Service?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Lancaster City Council's Housing Services' service.	Open Ended
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
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	Share your views on the safety and maintenance of your home and any communal areas.	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

Repairs Comments	Tell us more about your experience with the repairs service over the last 12 months.	Open Ended
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
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, 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
Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	Open Ended
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
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
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
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
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

At the end of the survey, Acuity's interviewers read out the following:

"If you are dissatisfied with the service provided by Lancaster City Council they do have a complaints process you can access by calling 01524 582929 or emailing housingcomplaints@lancaster.gov.uk."

"We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] and I've been calling from Acuity on behalf of Lancaster City Council. Thank you very much for your time in completing the survey."

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk