



Babergh District 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 Babergh District Council (Babergh) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Babergh'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



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

During 2024/25, Babergh completed 647 TSM surveys. Babergh have 3,501 properties which means that a statistical accuracy level of +/- 3.5% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

£25 gift voucher was offered to one prize draw winner each quarter.

Timing of Survey



Babergh carried out a total of 1260 surveys on a quarterly basis between 30 May 2024 and 24 March 2025.

Collection Method(s)



The TSM Surveys were completed via telephone interviews and online surveys to achieve an 80%/20% split. The rationale for using a mixed 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:** Indirect online, and 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:** Using a mixed method approach maximises the robustness of our data and ensures the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Babergh 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. It also enables richer information to be gathered.
- ✓ **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 to participate in a telephone survey based on quotas set on tenure, age and area. All tenants had the opportunity complete the survey online by requesting to do so when speaking to an interviewer. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Babergh, 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:

No. of bedrooms

0
1
2
3
4
5

Population	Sample
1%	2%
24%	23%
38%	36%
35%	37%
1%	2%
0%	0%

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
8%	7%
20%	24%
9%	10%
16%	17%
21%	20%
25%	22%

Age Group

0 - 24
25 - 34
35 - 44
45 - 54
55 - 59
60 - 64
65 - 74
75 - 84
85 +
Unknown

Population	Sample
2%	2%
10%	14%
17%	18%
16%	16%
9%	6%
9%	7%
15%	15%
14%	14%
6%	6%
2%	3%

Gender

Female

Male

Population	Sample
64%	65%
36%	35%

Management Area

Alton Ward

Area 1

Area 2

Area 3

Berners Ward

Bildeston Ward

Boxford Ward

Brantham Ward

Brett Vale Ward

Brook Vale Ward

Bures St. Mary Ward

Capel and Wenham Ward

Chadacre Ward

Copdock Ward

Dodnash Ward

Elmsett Ward

Glemsford Ward

Great Cornard Ward

Hadleigh Ward

Holbrook Ward

Lavenham Ward

Leavenheath Ward

Long Melford Ward

Nayland Ward

North Cosford Ward

Pinewood

Polstead and Layham Ward

Shotley Ward

Sudbury Ward

Waldingfield Ward

West Samford Ward

Population	Sample
2%	1%
0%	0%
0%	0%
0%	0%
1%	1%
3%	3%
2%	1%
2%	1%
1%	0%
1%	1%
2%	2%
1%	0%
2%	1%
2%	1%
3%	4%
2%	1%
2%	3%
14%	18%
12%	13%
2%	2%
6%	6%
2%	2%
7%	6%
1%	1%
1%	1%
1%	1%
1%	0%
1%	1%
23%	27%
3%	3%
1%	0%

Tenancy Category

Introductory
Non Secure Licence
Secure
Affordable
External Organisation

Population	Sample
3%	5%
1%	2%
95%	93%
0%	0%
0%	0%

Vulnerable

Yes
No

Population	Sample
26%	20%
74%	80%

Ethnicity

White British
White - Irish
White - other
Mixed - White and Black African
Mixed - White and Asian
Mixed - White and Black Caribbean
Any other mixed / multiple ethnic background
Asian or Asian British - Bangladeshi
Asian or Asian British - Indian
Any other Asian background
Asian or Asian British - Pakistani
Black African
Black Caribbean
Black and any other Black background
Chinese
Gypsy Romany Irish Traveller
Other ethnic group
Refused
Unknown

Population	Sample
95%	94%
0%	1%
1%	2%
0%	0%
0%	0%
0%	1%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	1%
2%	3%
42%	46%

Questionnaire & Introductory Text



Here is the introductory text and question set used for BMSDC's TSM survey:



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 Babergh & Mid Suffolk DC?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Babergh & Mid Suffolk DC 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 Babergh & Mid Suffolk DC 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 Babergh & Mid Suffolk DC is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Babergh & Mid Suffolk DC keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Repairs in Last 12 Months	Has Babergh & Mid Suffolk 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 Babergh & Mid Suffolk DC 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
Listens and Acts	How satisfied or dissatisfied are you that Babergh & Mid Suffolk DC 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
Listens and Acts comments	Please explain why you feel that about the way Babergh & Mid Suffolk DC listens to your views and acts upon them?	Open ended
Keeps you Informed	How satisfied or dissatisfied are you that Babergh & Mid Suffolk DC 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 'Babergh & Mid Suffolk DC treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to Babergh & Mid Suffolk DC in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Babergh & Mid Suffolk DC's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints Handling comments	Please explain why you feel that about the way Babergh & Mid Suffolk DC's approach to handling complaints?	Open ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Babergh & Mid Suffolk DC 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 Babergh & Mid Suffolk DC's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Internet Access	Do you personally have access to the internet, either at home, or elsewhere?	Yes, No

Internet Usage	In the last 3 months, how often, on average, have you used the Internet?	Every day or almost every day, at least once a week, less than once a week, I haven't used the internet in the last 3 months
Online Services	How satisfied or dissatisfied are you with the online services provided by Babergh & Mid Suffolk DC?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Damp & Mould	Does your home currently suffer from any damp or mould issues? (If you tick "Yes" we will pass on your name and address to Babergh & Mid Suffolk DC for damp and mould purposes only)	Yes, No
Babergh & Mid Suffolk DC would like to collect some data about you in order to update their housing management system. You do not have to answer any of the following questions, however Babergh & Mid Suffolk DC would very much appreciate it if you did. If you do not wish to answer a question please leave blank and go on to the next. Any responses provided to these questions will be sent back separately to your survey response and will be appended to your contact details in order for Babergh & Mid Suffolk DC to update their data.		
Date of Birth	What is your date of birth?	DD/MM/YYYY
Gender	How do you identify your gender?	Female, Male, Other
Ethnicity	What is your ethnicity?	List of ethnicities
Language	What is your first language?	List of languages
Health and Vulnerabilities	Which, if any of the following apply to you?	List of health concerns and vulnerabilities
Additional assistance	What, if anything, could Babergh & Mid Suffolk DC do differently in future to assist with service delivery when taking into consideration any additional needs you may have?	Open ended
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Babergh & Mid Suffolk DC with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Babergh & Mid Suffolk DC to contact you to follow up on any of the comments or issues you have raised?	Yes, No