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

This document details Babergh District 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



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

During 2025/26, Babergh District Council completed 642 TSM surveys Babergh District Council have 3388 properties which means that a statistical accuracy level of +/- ±2.2% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

There are no incentives used for this survey

Timing of Survey

Babergh District Council carried out a total of 642 surveys between 13/06/2025 and 23/02/2026

Collection Method(s)

The TSM Surveys were completed via Online then Telephone methodologies. 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 though online methods, and direct interaction over the phone tend 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows Babergh District 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. 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

A sample approach was used for Babergh District Council 's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or sms. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Babergh District 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:

Age Group	Population	Sample
0 - 24	2%	1%
25 - 34	10%	9%
35 - 44	17%	15%
45 - 54	16%	15%
55 - 59	9%	9%
60 - 64	9%	10%
65 - 74	15%	17%
75 - 84	14%	17%
85 +	6%	7%
Unknown	2%	1%

Gender	Population	Sample
Female	64%	57%
Male	36%	33%

Ward	Population	Sample
Assington	0.94%	1%
Box Vale	2%	3%
Brantham	2%	2%
Brett Vale	2%	3%
Bures St Mary & Nayland	4%	4%
Capel St Mary	0.41%	0.47%
Chadacre	4%	4%
Copdock & Washbrook	3%	3%
East Bergholt	2%	2%
Ganges	2%	1%
Great Cornard	14%	14%
Hadleigh North	0.71%	0.62%
Hadleigh South	12%	11%
Lavenham	9%	9%
Long Melford	8%	6%
North West Cosford	3%	3%
Orwell	2%	3%
South East Cosford	2%	2%
Sproughton & Pinewood	1%	2%
Stour	3%	3%

Sudbury North East	8%	7%
Sudbury North West	6%	7%
Sudbury South East	6%	5%
Sudbury South West	3%	3%

Ethnicity	Population	Sample
Any Other Mixed Background	0.18%	0%
Asian and Any Other Asian Background	0.09%	0%
Asian or Asian British - Bangladeshi	0.09%	0.16%
Asian or Asian British – Indian	0%	0%
Black African	0.38%	0.31%
Black and Any Other Black Background	0.06%	0.16%
Black Caribbean	0.06%	0%
Chinese	0.06%	0%
Gypsy / Romany / Irish Traveller	0.21%	0.31%
Mixed - White and Asian	0.15%	0.16%
Mixed - White and Black African	0.15%	0.31%
Mixed - White and Black Caribbean	0.29%	0.16%
White - Irish	0.26%	0%
White - other	2%	2%
White British	71%	73%

Other	0.35%	0.62%
Refused	2%	1%
Unknown	23%	23%

Length of Tenancy	Population	Sample
A. < 1 year	7%	7%
B. 1 - 3 years	20%	21%
C. 4 - 5 years	10%	11%
D. 6 - 10 years	17%	16%
E. 11 - 20 years	22%	22%
F. Over 20 years	25%	23%

Property Type	Population	Sample
Affordable Rent - Bungalow	0.44%	0.47%
Affordable Rent - Flat	2%	1%
Affordable Rent - Flat and Garage	0.06%	0.16%
Affordable Rent - House	4%	4%
Affordable Rent - House and Garage	0.24%	0.16%
Bedsit	0.12%	0%
Bungalow	24%	28%
Bungalow with Car Port	1%	1%
Bungalow with Ensuite Garage	0.83%	0.31%

Flat	12%	14%
General Funded Flat	0.06%	0%
General Funded Maisonette	0.03%	0%
Homeless Bedsit	0.53%	1%
Homeless Flat	0.41%	1%
Homeless Flat non self contained (NROSH)	0.15%	0.31%
Homeless House	0.41%	1%
House	44%	39%
House and Carport	0.38%	0.31%
House and Garage	2%	2%
Maisonette	0.18%	0.47%
Sheltered Bedsit	0.09%	0.16%
Sheltered Bungalow	2%	2%
Sheltered Flat	5%	4%

Questionnaire & Introductory Text



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 our 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. We will report findings to [Organisation Name] without identifying you, unless you give us permission to do so. 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 Babergh District Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Babergh District 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 Babergh District 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 Babergh District Council is responsible for maintaining?	Yes / No / Don't Know
Communal Area satisfaction	How satisfied or dissatisfied are you that Babergh District Council keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs in last 12 months?	Has Babergh District Council 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 District 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

Contribution to neighbourhood	How satisfied or dissatisfied are you that Babergh District 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 Babergh District Council approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
Listens to views & acts upon them	How satisfied or dissatisfied are you that Babergh District Council 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 District Council listens to your views and acts upon them?	Open ended
Keeps you informed	How satisfied or dissatisfied are you that Babergh District Council 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 District Council treats me fairly and with respect`?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't know / Not applicable
Complaints in last 12 months?	Have you made a complaint to Babergh District Council in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with Babergh District Council 's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Comments	Please explain why you feel that about the way Babergh & Mid Suffolk DC's approach to handling complaints?	Open ended

Internet Access	Do you have access to the internet, and use online services or social media on any device such as a computer, tablet or mobile phone?	Yes / No / Don't Know
Online Services Satisfaction	How satisfied or dissatisfied are you with the online services provided by Babergh District Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Do not use them/Not aware of them
Internet usage last 3 months	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
	(This includes internet access both at home or at work and from any device, including mobile/tablet only internet access. This can be for any purpose ranging from checking your emails to online shopping).	
Permission 1 - Happy to be identified	The results of this survey are confidential. However, would you be happy for us to give your responses to Babergh District Council with you name attached so that they have better information to help them improve services?	Yes / No
Permission 2 - Follow up	Would you be happy for Babergh District Council to contact you to follow up any of the comments or issues you have raised?	Yes / No

If you are dissatisfied with the service provided by your Babergh District Council, they do have a complaints process you can access by calling 0300 123 4000, writing to Babergh and Mid Suffolk District Councils, Endeavour House, 8 Russell Road, Ipswich, IP1 2BX or by completing a form on their website https://services.baberghmidsuffolk.gov.uk/web/forms/shared/-/form/819947

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 Babergh District Council. Thank you very much for your time in completing the survey.