



# Broxtowe Borough Council

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## 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 Broxtowe Borough Council (Broxtowe BC) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Broxtowe BC'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



Broxtowe BC 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, Broxtowe BC completed TSM surveys as a census. This method was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Broxtowe BC must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Broxtowe BC completed 927 TSM surveys. Broxtowe BC have 4357 properties which means that a statistical accuracy level of +/- 2.9% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

An incentive was used to encourage tenants to complete the survey, four £25 shopping vouchers were given to tenants who had completed the survey, chosen at random by Acuity.

## Timing of Survey



Broxtowe BC carried out a total of 927 surveys between 23/12/2024 and 08/01/2025.

## Collection Method(s)



The TSM Surveys were completed via telephone, online and postal. 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 interaction by paper and 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 ensuring the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Broxtowe BC 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 census approach was used for the survey, Acuity sent out a postal survey (1-mailout, 4-page colour questionnaire, cover letter and reply-paid envelope). The postal survey included the option for tenants to complete the survey online via a QR code or unique survey. An online (email) survey was then distributed, including 1-2 reminders. Finally, a telephone booster survey was conducted for tenants who had not completed the survey via postal or online. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Broxtowe BC, 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



The final survey data was weighted on Age Group 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

Population	Sample
75%	69%
25%	31%

### Area

Stapleford  
Chilwell  
Beeston  
Eastwood  
Nuthall  
Bramcote  
Kimberley  
Watnall  
Newthorpe  
Brinsley  
Toton  
Awsworth  
Trowell  
Cossall

Population	Sample
21%	22%
21%	19%
20%	20%
17%	16%
6%	8%
4%	4%
3%	2%
2%	2%
2%	2%
1%	1%
1%	1%
1%	1%
1%	1%
0%	0%

### Property Type

Flat  
House  
Bunglaow  
Maisonette  
Bedsit

Population	Sample
48%	49%
36%	31%
16%	19%
0%	0%
0%	0%

### Length of Tenancy

A. < 1 year  
B. 1 - 3 years  
C. 4 - 5 years

Population	Sample
7%	9%
22%	23%
10%	10%

D. 6 - 10 years  
E. 11 - 20 years  
F. Over 20 years

21%	20%
22%	21%
18%	18%

## Age Group

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

Population	Sample
3%	3%
11%	9%
15%	12%
14%	11%
8%	8%
9%	9%
18%	23%
14%	20%
7%	7%
1%	1%

## Estate

Chilwell West  
Beeston Central  
Eastwood St Mary's  
Stapleford North  
Kimberley  
Stapleford South East  
Eastwood Hilltop  
Beeston North  
Stapleford South West  
Attenborough & Chilwell East  
Bramcote  
Watnall & Nuthall West  
Awsorth, Cossall & Trowell  
Beeston Rylands  
Brinsley  
Toton & Chilwell Meadows  
Greasley  
Beeston West  
Eastwood

Population	Sample
17%	15%
11%	12%
9%	8%
9%	8%
8%	9%
8%	10%
7%	8%
7%	6%
4%	4%
4%	4%
3%	4%
3%	3%
2%	2%
1%	2%
1%	1%
1%	1%
1%	1%
1%	1%
1%	0%

## Questionnaire & Introductory Text



Below are the introductory texts for the surveys:

### Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Broxtowe Borough Council from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare 10 minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

No appointments after 08/01/2025

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Broxtowe Borough Council 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 Broxtowe Borough Council by phone [0115 9173439].

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 Broxtowe Borough Council provides.

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- ☐ Yes
- ☐ No

**Email Intro:**

Dear (tenant name),

Broxtowe Borough Council have asked us, Acuity, to carry out an independent survey to find out if you are happy with your home and the services they provide.

The survey should take no more than 10 minutes to complete and will help Broxtowe Borough Council to improve the services you receive. The survey will be used to calculate annual tenant satisfaction measures to be published by Broxtowe Borough Council and reported back to the Regulator of Social Housing.

To complete the survey please click [here](#).

If you have any questions or would like any help completing the survey, you can email us or call 01273 287114.

Finally, we wish to assure you that what you tell us will be confidential. We will not identify any individual customers, unless you give us permission to do so. We will not share your personal details with any other organisation.

Yours sincerely

Acuity Research & Practice Ltd  
01273 287114

Below is the question set used for the surveys:

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Broxtowe Borough Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Broxtowe Borough 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 Broxtowe Borough 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 Broxtowe Borough Council is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Broxtowe Borough Council 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
Home or Communal Area Safe and Well Maintained Comments	If you are not satisfied with your home and/or communal areas, please provide more information and what Broxtowe Borough Council could improve.	Open ended
Repairs in Last 12 Months	Has Broxtowe Borough 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 Broxtowe Borough 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	If you are not satisfied with the repairs and maintenance service, please provide more information and what Broxtowe Borough Council could improve.	Open ended
Listens and Acts	How satisfied or dissatisfied are you that Broxtowe Borough 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
Keeps you Informed	How satisfied or dissatisfied are you that Broxtowe Borough 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 'Broxtowe Borough Council 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 Broxtowe Borough Council's Housing Services is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Do What They Say	How strongly would you agree or disagree with the following statement: "Broxtowe Borough Council's Housing Services do what they say they will do"?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree
Customer Service and Communications Comments	If you are not satisfied with customer service and communications, please provide more information and what Broxtowe Borough Council could improve.	Open ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Broxtowe Borough 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 Broxtowe Borough 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 Broxtowe Borough Council in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Broxtowe Borough Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
One Thing Improve	What ONE thing could Broxtowe Borough Council's Housing Service improve?	Open ended
Cost of Living	How concerned are you about the cost-of-living crisis for you personally?	Not concerned at all, Slightly concerned, Very concerned, Prefer not to say
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 Broxtowe Borough Council with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Broxtowe Borough Council to contact you to follow up on any of the comments or issues you have raised?	Yes, No

**Report by Acuity Research & Practice**



01273 287114



acuity@arap.co.uk

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