



English Rural - LCRA

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 English Rural to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details English Rural'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



English Rural 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, English Rural 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. English Rural must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, English Rural completed 490 LCRA TSM surveys. English Rural has 1,154 properties, which means that a statistical accuracy level of +/- 3.36% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

Timing of Survey



English Rural carried out a total of 490 surveys between 22 July 2024 and 29 September 2024.

Collection Method(s)



The TSM Surveys were completed via mixed approach, including online, postal and using telephone interviews from Acuity's in-house telephone team. 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 ensures the results truly reflect the tenant base. Continuing to include a telephone aspect also allows English Rural 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 from General Needs and the Older Persons properties to participate in a telephone survey based on quotas set on housing stream and management area. All tenants had the opportunity to complete the survey online by either requesting to do so when speaking to an interviewer or using the QR code or hyperlink provided on the cover letter in the postal survey pack. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with English Rural, 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:

Tenancy Type

Assured Shorthold Fixed-Term
Assured Non-Shorthold
Intermediate Rent
Secure Tenancy

Population	Sample
27%	26%
72%	73%
1%	1%
0%	0%

Region

East Midlands
East of England
Greater London
North West
South East
South West

Population	Sample
3%	4%
21%	18%
1%	0%
0%	1%
49%	57%
26%	20%

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%	10%
15%	14%
8%	6%
19%	18%
29%	28%
19%	24%

Age Group

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

Population	Sample
2%	3%
17%	10%
21%	15%
22%	20%
13%	15%
9%	12%
10%	16%
5%	10%
1%	1%

Gender

Female

Male

Population	Sample
59%	59%
41%	41%

Questionnaire & Introductory Text



«ShortLink QR
Code»

2024 Resident Satisfaction Survey Your chance to have your say!

English Rural Housing Association (English Rural) has asked Acuity to carry out an independent survey on their behalf. Your views are important to English Rural, and this survey will help them to understand what you think about your home and the services English Rural provide, as well as what you would like them to do in the future.

The survey will be used to calculate the annual Tenant Satisfaction Measures (or TSMs) which will be published by English Rural and reported back to tenants as required by the Regulator of Social Housing. It should take around 10 minutes to complete the survey.

What you tell us will be strictly confidential. We will report your responses to English Rural without identifying you unless you give your permission at the end of the survey. If you would prefer to complete the survey online, please go to: www.starsurveys.co.uk/er and input your unique code which is «Resp_Code». If you have any difficulties in completing the survey, please call us on 01273 287114 or email acuity@arap.co.uk.

Overall Services

- 1** Taking everything into account, how satisfied or dissatisfied are you with the service provided by English Rural?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

Your Home

- 2** How satisfied or dissatisfied are you that English Rural provides a home that is well maintained?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

- 3** Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that English Rural 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

- 4** Do you live in a building with communal areas, either inside or outside, that English Rural is responsible for maintaining?

- ☐ Yes (Go to **5**)
- ☐ No (Go to **6**)
- ☐ Don't know (Go to **6**)

- 5** How satisfied or dissatisfied are you that English Rural keeps these communal areas clean and well maintained?

☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

- 6** If you are not satisfied with your home and/or communal areas, please provide more information and what English Rural could improve.

Your Neighbourhood

- 7** How satisfied or dissatisfied are you that English Rural makes a positive contribution to your neighbourhood?

☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied
☐ Not applicable / don't know

- 8** How satisfied or dissatisfied are you with English Rural's approach to handling anti-social behaviour?

☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied
☐ Not applicable / don't know

- 9** Do you feel there is a good sense of community in your local neighbourhood?

☐ Yes ☐ No

Repairs and Maintenance (Excluding Shared Owners)

- 10** Has English Rural carried out a repair to your home in the last 12 months?

☐ Yes (Go to **11**)
☐ No (Go to **13**)

- 11** How satisfied or dissatisfied are you with the overall repairs service from English Rural over the last 12 months?

☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

- 12** 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

- 13** Generally, how satisfied or dissatisfied are you with the way English Rural deals with repairs and maintenance?

☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

- 14** If you are not satisfied with the repairs and maintenance service, please provide more information and what English Rural could improve.

15 How satisfied or dissatisfied are you with the contractors that cover your area?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

16 Please provide further comments with regards to your contractor satisfaction (please feel free to provide the contractor's name).

Customer Service, Communications and Information

17 How satisfied or dissatisfied are you that English Rural 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

18 How satisfied or dissatisfied are you that English Rural 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

19 To what extent do you agree or disagree with the following 'English Rural treats me fairly and with respect'?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Not applicable / don't know

20 How satisfied or dissatisfied are you that English Rural is easy to deal with?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

21 If you are not satisfied with customer service and communications, please provide more information and what English Rural could improve.

22 How do you prefer English Rural to communicate with you? TICK ONE BOX ONLY

- ☐ By telephone
- ☐ By email
- ☐ In writing
- ☐ By text messaging
- ☐ Social media
- ☐ In person / face to face
- ☐ Other (please specify below ↓)

Making a Complaint

23 Have you made a complaint to English Rural in the last 12 months?

- ☐ Yes (Go to **24**)
☐ No (Go to **25**)

24 How satisfied or dissatisfied are you with English Rural's approach to complaints handling?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

English Rural

25 How likely would you be to recommend English Rural to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely?

- ☐ 10 (extremely likely)
☐ 9
☐ 8
☐ 7
☐ 6
☐ 5
☐ 4
☐ 3
☐ 2
☐ 1
☐ 0 (not at all likely)

26 What one thing could English Rural improve?

Your Well-being

27 Does your home currently suffer from any damp or mould issues? (If you tick 'Yes', we will pass on your name and address to English Rural)

- ☐ Yes (Go to **28**)
☐ No (Go to **29**)

28 And if yes, have you reported it to English Rural?

- ☐ Yes
☐ No

29 Do you require English Rural to make any adjustments to our communication methods – such as large print, braille or an alternative language, etc? PLEASE SPECIFY BELOW

Permissions and Confidentiality

30 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

31 English Rural would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to English Rural?

- ☐ Yes (Go to **32**)
☐ No (End)

32 Are you happy for English Rural to contact you regarding any information you have provided in this survey?

- ☐ Yes
☐ No

If you are dissatisfied with the service provided by English Rural, they do have a complaints process you can access by calling 020 7820 7930, emailing info@englishrural.org.uk or by completing a form on their website where you will find more information (<https://englishrural.org.uk/myhomeandtenancy/make-a-complaint/>).

Thank You! Thank you for taking the time to complete this survey. Please return the questionnaire in the FREEPOST envelope provided (you do not need a stamp). English Rural will inform you about the results.

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