



# ENGLISH RURAL HOUSING ASSOCIATION

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

This document details English Rural Housing Association 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 Housing Association 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, English Rural Housing Association completed TSM surveys as a census. English Rural Housing Association must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2025/26, English Rural Housing Association completed 446 TSM surveys. English Rural Housing Association have 1147 properties which means that a statistical accuracy level of +/-  $\pm 3.7\%$  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

English Rural Housing Association carried out a total of 446 surveys between 04/08/2025 and 14/10/2025.

## Collection Method(s)



The TSM Surveys were completed via Online then Postal 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 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows English Rural Housing Association 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 English Rural Housing Association's fieldwork. Acuity sent an online link via email to all tenants with an email address, then a postal survey to all non-respondents or tenants without an email address. All the tenants had the opportunity to complete the survey online by using the QR code/hyperlink provided on the cover letter in the postal survey pack. This was followed by telephone interview to all non-respondents. The survey is carefully scripted to ensure a professional and consistent process

Survey responses are immediately shared with English Rural Housing Association, 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:

Age Group	Population	Sample
0 - 24	1%	0.67%
25 - 34	13%	11%
35 - 44	19%	11%
45 - 54	19%	16%
55 - 59	10%	12%
60 - 64	11%	13%
65 - 74	11%	15%
75 - 84	5%	8%
85 +	1%	2%
Unknown	9%	12%

Gender	Population	Sample
Female	57%	55%
Male	39%	40%



Length of Tenancy	Population	Sample
< 1 year	3%	4%
1 - 3 years	18%	17%
4 - 5 years	7%	6%
6 - 10 years	19%	18%
11 - 20 years	30%	27%
Over 20 years	23%	29%

Area	Population	Sample
Berkshire	0.87%	0%
Bristol	2%	0%
Buckinghamshire	2%	0%
Cambridgeshire	5%	0%
Essex	14%	0%
Gloucestershire	14%	0%
Hampshire	15%	0%
Kent	24%	0%
Leicestershire	3%	3%
Oxfordshire	2%	2%
Somerset	4%	3%
Suffolk	1%	2%



<b>Surrey</b>	9%	8%
<b>Sussex</b>	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. [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

Label	Question text	Rating scale
Overall Satisfaction	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
Well Maintained Home	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
Safe Home	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?	Do you live in a building with communal areas, either inside or outside, that English Rural is responsible for maintaining?	Yes / No / Don't Know
Communal Area satisfaction	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
Home or communal areas safe or well maintained Comments	Share your views on the safety and maintenance of your home and communal areas.	Open ended
Contribution to neighbourhood	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
Neighbourhood Meaning	Thinking about your response to the previous question, what does your neighbourhood mean to you?	The immediate neighbourhood surrounding your home within English Rural's ownership / Your wider community and village / Don't know / Not sure



Neighbourhood Contribution Comments	Share your views on English Rural's contribution to your neighbourhood.	Open ended
Approach to ASB	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
ASB Comments	Give us your thoughts on English Rural's approach to handling anti-social behaviour.	Open ended
Repairs in last 12 months?	Has English Rural 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 English Rural 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
Listens to views & acts upon them	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
Keeps you informed	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
Fairly and with respect	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, Don't know / Not applicable
Easy to Deal With	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



Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	Open ended
Complaints in last 12 months?	Have you made a complaint to English Rural in the last 12 months?	Yes / No
Complaints Handling	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
Complaints Comments	Give us your thoughts on English Rural's approach to handling complaints.	Open ended
NPS	How likely would you be to recommend English Rural to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	0 - Not very likely at all, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 - Very likely
One Thing Improve	What one thing could English Rural improve?	Open ended
Permission 1 - Happy to be identified	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 / No
Permission 2 - Follow up	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](mailto: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/>).

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 English Rural, thank you very much for your time in completing the survey.

**Report by Acuity Research & Practice**



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