



Broadacres

Tenant Satisfaction Measures – Summary of Approach 2024/25

Table of Contents

Introduction 3

Summary of Achieved Sample & Sample Method 3

Timing of Survey 4

Collection Method(s) 4

Sample Method 4

Representativeness 5

Questionnaire..... 8

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

This document details Broadacres methodology and outlines the criteria specified in the Regulator of Social Housing's (RSH) publication, Tenant Satisfaction Measures Return.

The 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



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

During 2024/25, Broadacres completed 596 TSM surveys, 124 online and 472 by telephone interview. Broadacres had 6,141 properties which means that a statistical accuracy level of +/- 3.8% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

Incentives were used, with five randomly selected respondents winning a £50 shopping voucher.

Timing of Survey



Broadacres carried out a total of 596 surveys between 11/09/2024 and 14/10/2024.

Collection Method(s)



The TSM Surveys were completed via telephone interview with the option of online via email. 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 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 Broadacres 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 Broadacres due to the size of its stock. Acuity contacted a random selection of current tenants across Assured Tenancy, Affordable Rent, and Starter Tenancy categories to participate via a mixed-method approach, aiming to achieve 20% of responses online and 80% by telephone interview. The final split was 21% online and 79% by telephone.

Telephone interview quotas were set based on tenure, area, and age to ensure the responses reflected the overall customer profile. The responses were checked for representativeness, and as they matched the profile, no weighting was applied to the results. The survey was carefully scripted to ensure a professional and consistent process.

Survey responses were immediately shared with Broadacres, who then managed a follow-up and review process which included 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. The characteristics by which representativeness was determined were Tenure Type, Patch, Area, Age Group, Length of Tenancy, Ethnicity, and Gender.

Tenure Type

Assured Tenancy

Affordable Rents

Starter Tenancy

Hub Property (HDC Lease)

Population	Sample
85%	87%
10%	8%
5%	5%
0%	0%

Patch

Stokesley and Great Ayton

Northallerton and surrounding villages

Bedale, Aiskew and surrounding villages

Catterick, Richmond, Romanby and Dales

Northallerton Town

East Coast, Scarborough, Malton and Pickering

Thirsk and Sowerby

Easingwold, Topcliffe and Villages

Selby, York and Harrogate

Population	Sample
12%	12%
12%	11%
13%	12%
11%	11%
13%	12%
6%	6%
12%	13%
11%	11%
10%	10%

Area

BRID

EASING

HARRO

NORTHA

SBC

STOKE

THIRSK

Population	Sample
0%	0%
25%	24%
0%	0%
44%	42%
0%	0%
15%	15%
16%	18%

Age

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

Population	Sample
3%	3%
13%	12%
18%	18%
17%	17%
9%	9%
9%	9%
15%	15%
11%	11%
6%	6%
0%	0%

Tenancy Length

Under 1 year
1 to 3 years
4 to 5 years
6 to 10 years
11 to 20 years
Over 20 years

Population	Sample
6%	7%
23%	24%
13%	11%
24%	22%
20%	21%
14%	15%

Gender

Female
Male
Transgender
Unknown

Population	Sample
62%	62%
38%	38%
0%	0%
0%	0%

Ethnicity

Asian or Asian British Indian
 Asian or Asian British Other
 Black or Black British African
 Black or Black British Caribbean
 Black or Black British Other
 Chinese
 Gypsy or Irish Traveller
 White and Asian
 White and Black African
 White and Black Caribbean
 White British
 White Irish
 White Other
 Don't know
 Other - Arab
 Other - mixed
 Prefer not to say

Population	Sample
0%	1%
0%	1%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
86%	85%
0%	0%
3%	2%
0%	0%
0%	0%
0%	0%
9%	10%

Note: The totals in the table above may not sum to 100% due to rounding adjustments.

Questionnaire



Script for telephone interview

Telephone Intro:

Hello, is that [Respondent Name]?

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

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Broadacres 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 Broadacres by email info@broadacres.org.uk or by phone 01609 767900.

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 providing 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 Broadacres provides.

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

Question Type	Question Text	Rating Scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Broadacres?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction	Please can you explain why you are very satisfied?	Open text
Overall Satisfaction	What could Broadacres do to improve your satisfaction with the service?	Open text

Overall Satisfaction	Please can you explain why you are very dissatisfied? And what Broadacres needs to improve?	Open text
Well Maintained Home	How satisfied or dissatisfied are you that Broadacres 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 Broadacres provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Well Maintained and Safe Comments	If you are dissatisfied that your home is well-maintained or safe, please provide more information and what Broadacres could improve.	Open text
Communal Areas	Do you live in a building with communal areas, either inside or outside, that Broadacres is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Broadacres keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Communal Area Comments	If you are dissatisfied with your communal areas, please provide more information and what Broadacres could improve.	Open text
Repairs in last 12 Months	Has Broadacres 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 Broadacres 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 dissatisfied with the repairs and maintenance service, please provide more information and what Broadacres could improve.	Open text
Listens and Acts	How satisfied or dissatisfied are you that Broadacres listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Kept Informed	How satisfied or dissatisfied are you that Broadacres 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
Fair and with Respect	To what extent do you agree or disagree with the following 'Broadacres treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Customer Service and Communications	If you are dissatisfied with customer service and communications please provide more information, and what Broadacres could improve.	Open text

Getting Involved	Would you like to get involved in helping to improve the services Broadacres provides? (If you tick yes we will let Broadacres know)	Yes, No
Neighbourhood Contribution	How satisfied or dissatisfied are you that Broadacres makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
ASB Handling	How satisfied or dissatisfied are you with Broadacres'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 Broadacres in the last 12 months?	Yes, No
Complaints handling	How satisfied or dissatisfied are you with Broadacres' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Stage	What stage in the complaints process did your complaint reach?	Did not make an official complaint, Formal Stage 1, Formal Stage 2, Not sure / Don't know
Net Promoter Score	How likely would you be to recommend Broadacres 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
Improvement	What one thing could Broadacres improve?	Open text
Wellbeing	Do you currently struggle with any of the following? Paying your rent or service charges	Yes, No, I am worried about the future, Prefer not to say
Wellbeing	Do you currently struggle with any of the following? Meeting the cost of household bills	Yes, No, I am worried about the future, Prefer not to say
Wellbeing	Do you currently struggle with any of the following? Meeting the cost of utility/fuel bills	Yes, No, I am worried about the future, Prefer not to say
Wellbeing	Do you currently struggle with any of the following? Your mental health and general well-being	Yes, No, I am worried about the future, Prefer not to say
Energy Efficiency	How satisfied or dissatisfied are you with the energy efficiency of your home?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Permission - Future Contact	Broadacres would welcome the opportunity to see your individual answers and comments. Would you therefore be happy for your individual responses to be attributed to you when being passed back to Broadacres?	Yes, No
Permission - Happy to be identified	Are you happy for Broadacres to contact you regarding any information you have provided in this survey?	Yes, No

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