

Tenant Satisfaction Measures (TSM) – Summary of our survey approach 2025/26

Introduction

The TSM Standard requires all registered providers to conduct tenant perception surveys and report performance annually in accordance with the guidelines set by the Regulator of Social Housing (RSH). 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 RSH publication, Tenant Satisfaction Measures Return.

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 standards

Broadacres commissioned an accredited Organisation called CX-Feedback, to undertake the collection, analysis and validating of our reported perception measures of our TSM's for the 2025/26 reporting year.

In accordance with the RSH's TSM Tenant Survey Requirements, we adopted a single point in time survey approach. This ensures a snapshot of tenant sentiment is captured within a specific fieldwork window, rather than a rolling survey throughout the year.

The sample size was chosen to ensure that the level of statistical accuracy set out by the RSH was met. Broadacres must ensure that they survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

In 2025, we received 576 responses to our TSMs survey from our relevant tenant population of 6,307 low-cost rental accommodation (LCRA) households. In accordance with the requirements of the RSH, Broadacres carries out TSMs for LCRA properties only, as Broadacres does not have over 1,000 units of low-cost home ownership (LCHO) properties.

No tenant was removed from the sample frame.

Timing of survey

The survey took place between 24th October 2025 and 21st November 2025.

Note on late responses: While active fieldwork concluded on 21st November 2025, the survey link remained accessible for a short period to allow tenants who had already received an invite to complete their submission. As per TSM guidance, these late responses have been included in the final dataset.

Accessibility and incentives

Broadacres and CX-Feedback ensured that the survey was accessible to all tenants. The use of mixed methods (phone and digital) allowed us to reach tenants with varying communication preferences. No incentives were offered for the completion of this survey.

Collection methods

To ensure accessibility and maximise response rates, a mixed-method approach was utilised, targeting a split of 80% telephone interviews and 20% digital completions.

- Telephone interviews (80%)

Contractor: Telephone fieldwork was conducted by an external market research specialist called Pexel, using the CX-Feedback platform.

Compliance: Pexel conducted all interviews in strict accordance with the Market Research Society (MRS) Code of Conduct, ensuring ethical data collection and respondent protection.

Fieldwork: Telephone surveying commenced on 24th October 2025. Due to effective engagement, the target for telephone interviews was successfully reached on 31st October 2025.

- Digital surveys (20%)

Platform: Online surveys were facilitated via the CX-Feedback platform.

Distribution: Following the completion of the primary telephone fieldwork, invites were sent via email and SMS to a randomised selection of remaining tenants.

Method: These invites were released in small batches to carefully manage the sample composition and ensure the 80/20 split was maintained.

Broadacres completed 576 TSM surveys, 125 online and 451 by telephone interview, the final split was 22% online and 78% by telephone.

Sample method

CX-Feedback utilised a sample-based approach to collect responses, ensuring the data was statistically representative of our tenant base.

Total eligible population: 6,307 LCRA tenants.

Target sample size: 576 completed surveys.

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 they can improve.

Representativeness

Representative checks were carried out to ensure that the survey was representative of the tenant population. Analysis confirms that the sample achieved was broadly representative of the eligible tenant population across the majority of categories. The randomised sampling approach successfully delivered a balanced view of our tenant base. The characteristics by which representativeness was determined were age, needs category, tenure type, area office, ethnicity and gender.

Area office variance

We identified a statistical discrepancy within the 'Area Office' characteristic:

Easingwold (EASING): Had been over-represented in the final sample.

Northallerton (NORTHHA): Had been under-represented in the final sample.

Material impact assessment and weighting decision

In accordance with TSM requirements, we assessed whether this variance would have a material impact on the overall satisfaction scores.

We compared the Overall Satisfaction (TP01) scores for the two affected groups:

Easingwold (over-represented): 91% satisfaction

Northallerton (under-represented): 88% satisfaction

The difference in satisfaction between these two areas was minimal and fell within the required margin of error (+/- 4%).

Consequently, the over-representation of Easingwold and under-representation of Northallerton does not statistically skew the final TSM results.

Conclusion

As the variance does not have a material impact on the overall satisfaction scores, no weighting has been applied to the final data. The results presented are unweighted.

(Percentages may not be 100% due to rounding)

| Age Group | Invite | Response | Gender | Invite | Response |
|-----------|--------|----------|-------------|--------|----------|
| 16-24 | 3% | 3% | Female | 61% | 57% |
| 25-34 | 12% | 10% | Male | 36% | 38% |
| 35-44 | 19% | 18% | Transgender | 0% | 0% |
| 45-54 | 16% | 15% | Unknown | 3% | 4% |
| 55-64 | 18% | 18% | | | |
| 65-74 | 15% | 17% | | | |
| 75-84 | 11% | 13% | | | |
| 85+ | 5% | 6% | | | |

| Ethnicity | Invite | Response |
|---------------------------------|--------|----------|
| Any other ethnic group | | |
| Asian/ Asian British Indian | | |
| Asian/Asian British Pakistani | | |
| Asian/ Asian British Other Asia | 0% | 1% |
| Black/Black British African | | |
| Black/Black British Caribbean | | |
| Black/Black British Other | | |
| Chinese | | |
| Don't know ethnicity | | |
| Gypsy Irish Traveller | | |
| Other Ethnic Group - Arab | | |
| Other Mixed | 0% | 1% |
| Prefer not to say | 2% | 2% |
| White and Asian | 0% | 1% |
| White and Black African | | |
| White and Black Caribbean | | |
| White Eng/Welsh/Scots/NI/Brit | 85% | 83% |
| White Irish | | |
| White Other | 3% | 3% |
| Unknown (Null) | 9% | 8% |

| Tenure Type | Invite | Response |
|---------------------------|--------|----------|
| Affordable Rents | 10% | 9% |
| Assured | 85% | 87% |
| Non Social Housing Rented | 1% | 1% |
| Starter Tenancies | 4% | 3% |

| Need Category | Invite | Response |
|-------------------------------|--------|----------|
| Affordable Renting | 10% | 9% |
| Extra Care | 3% | 1% |
| Mature Housing | 18% | 23% |
| Non Social Housing Rented | 1% | 1% |
| General Needs | 66% | 63% |
| Supported Sheltered Housing | 1% | 0% |
| General Needs 55% market rent | 0% | 1% |

Good [TIME OF DAY] please may I speak to @name?

My name is [INTERVIEWER'S NAME] and I'm calling from Pexel on behalf of Broadacres. We are talking to customers today to gather your views around your general experience of being a valued Broadacres customer. Feedback provided today will be used to improve the services delivered to Broadacres residents.

It is now a regulatory requirement for social landlords to conduct this survey. The interview will take around 10 minutes and your answers will be treated confidentially; would you like to go ahead?

Before I begin, I need to make you aware that the interview is carried out under the Market Research Society's code of conduct and the call is recorded for training and quality control.

Tenant Satisfaction Measures Survey



With the introduction of Tenant Satisfaction Measures by the Regulator of Social Housing, we ask a set of questions every year so we can have a good understanding of your views on how we are performing and the services we are providing.

Broadacres would love to hear your views. Could you please take a few minutes to answer these 12 questions and have your say. Your responses will be used to improve our services.

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Broadacres?

[Required]

TP01

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

Could you please provide more information and what Broadacres could improve?

Has Broadacres carried out a repair to your home in the last 12 months? [Required]

TP02 - filter question

Tick one of the following

- Yes
- No

How satisfied or dissatisfied are you with the overall repairs service from Broadacres over the last 12 months

[Required]

TP02

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

How satisfied are you with the time taken to complete your most recent repair after you reported it? [Required]

TP03

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

Could you please provide more information and what Broadacres could improve?

How satisfied or dissatisfied are you that Broadacres provides a home that is well maintained? [Required]

TP04

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

Could you please provide more information and what Broadacres could improve?

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? [Required]

TP05

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied
- Not Applicable/ Don't Know

How satisfied or dissatisfied are you that Broadacres listens to your views and acts upon them? [Required]

TP06

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied
- Not Applicable/ Don't Know

How satisfied or dissatisfied are you that Broadacres keeps you informed about things that matter to you? [Required]

TP07

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied
- Not Applicable/ Don't Know

To what extent do you agree or disagree with the following: Broadacres treats me fairly and with respect? [Required]

TP08

Agreement that the landlord treats tenants fairly and with respect

Tick one of the following

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree
- Not Applicable/ Don't Know

Have you made a complaint to Broadacres in the last 12 months ? [Required]

TP09 - filter question

Tick one of the following

- Yes
- No

How satisfied or dissatisfied are you with Broadacres' approach to complaints handling? [Required]

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

Do you live in a building with communal areas, either inside or outside, that Broadacres is responsible for maintaining? [Required]

TP10 - filter question

Tick one of the following

- Yes
- No
- Don't know

How satisfied or dissatisfied are you that Broadacres keeps these communal areas clean and well maintained? [Required]

TP10

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

Could you please provide more information and what Broadacres could improve?

How satisfied or dissatisfied are you that Broadacres makes a positive contribution to your neighbourhood?

[Required]

TP11

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied
- Not Applicable/ Don't Know

How satisfied or dissatisfied are you with Broadacres' approach to handling anti-social behaviour? [Required]

TP12

Tick one of the following

- Very Satisfied
- Fairly Satisfied
- Neither Satisfied or Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied
- Not Applicable/ Don't Know

Could you please provide more information and what Broadacres could improve?

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? [Required]

Tick one of the following

Yes

No

Are you happy for Broadacres to contact you regarding any information you have provided in this survey? [Required]

Tick one of the following

Yes

No

Thank you for your time

