



# Cambridge City 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 collect and report TSMs in accordance with the guidelines set by the Regulator of Social Housing (RSH). As part of this requirement, it is necessary for Cambridge City Council to inform its tenants about its approach to conducting the TSM Perception survey and collecting data.

This document details Cambridge City Council's methodology and outlines the criteria specified in the RSH's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires that all registered providers 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



Cambridge City Council 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, Cambridge City Council used a census approach to complete TSM surveys, whereby all tenants were invited through one or multiple means to participate in the survey exercise. The sample size was chosen to ensure that the level of statistical accuracy set out by the RSH was met. For Cambridge City Council, we need to ensure that we survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Cambridge City Council completed (or partially completed) 1,573 TSM surveys with tenants in Low-Cost Rented Accommodation (LCRA). Cambridge City Council have 7,626 LCRA properties which means that a statistical accuracy level of +/- 2.20% was achieved, which is a greater level of accuracy than required and gives us confidence that the results reliably represent the views of our tenant community.

No tenant was removed from the sample frame.

To boost participation, we incentivised the survey, whereby all tenants who took part were entered into a draw to receive one of three £100 Love2Shop vouchers. The three winners were randomly selected by Acuity and communicated to the Council to award prizes.



## Timing of Survey

Cambridge City Council carried out a total of 1,573 surveys between 7 February 2025 and 31 March 2025.

## Collection Method(s)



The TSM surveys were completed via a combination of three survey methodologies. All tenants with an email address were sent an email invitation by Acuity to complete the survey online. Tenants were also sent survey packs by post, which included a cover letter, questionnaire and reply-paid envelope to return their completed survey. A reminder mailout was sent three weeks later to 1,000 non-respondents. Finally, a number of tenants were contacted by an Acuity interviewer and invited to participate in a telephone interview.

The rationale for using a mixed methodology approach is:

- ✓ **Accessibility and Inclusivity:** By using a combination of online, postal, and telephone survey methods, we wanted to ensure accessibility for tenants with differing communication preferences and needs. This approach supports our commitment to reaching a broad and representative sample of our tenant population, including those who may face digital exclusion or have additional accessibility requirements.
- ✓ **Engagement and Data Quality:** Offering both indirect (postal and online) and direct (telephone) modes of participation increases tenant engagement. Telephone interviews, in particular, allow for clarification of questions in real time, leading to richer and more accurate responses. This is especially important when exploring nuanced satisfaction metrics.
- ✓ **Response Rates:** A multi-channel approach maximises the likelihood of response by accommodating tenant preferences. The inclusion of telephone interviews also enables Cambridge City Council to respond in real time to flags or alerts raised during the survey process, supporting a more agile and responsive approach to customer service and 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:** Partnering with Acuity, an independent research agency, ensures impartiality in the survey process. This independence helps tenants feel more comfortable sharing honest feedback, and it enhances the credibility of the data collected.

## Sample Method



A census approach was used, whereby all tenants were invited to participate in the survey through one or more channels. All tenants received a postal survey pack. This included a QR code and unique survey link for tenants who wished to complete the survey online. In addition, all tenants with a registered email address sent an email invitation with a direct link to the online survey. To boost responses and address early gaps in representativeness, a second postal mailout was sent to a number of non-respondents, particularly those from groups identified as underrepresented following the initial online and postal responses. Finally, a sample of remaining non-respondents were invited to participate via telephone interviews conducted by Acuity. Quotas were applied at this stage to balance the response and increase representativeness.

The survey was carefully scripted to ensure a professional and consistent process. All surveys were confidential. However, tenants were asked at the end of the survey whether they would like to provide consent to be identifiable in their survey responses. Tenants were also asked whether they were happy to be contacted by the Council to discuss any issues raised within the survey.

Following the conclusion of the fieldwork, the survey responses were shared with Cambridge City Council, who then managed a follow up and review process. This included both responding to feedback as necessary and analysing the feedback to understand how we can improve.

## Representativeness



Representativeness checks were carried out at the end of the survey to ensure that the survey was representative of the tenant population as a whole, after which the data was weighted on age and housing need.

The characteristics by which representativeness was determined were:

### Housing Need

General Needs

Sheltered

Temporary Accommodation

	Population	Sample (unweighted)
General Needs	91%	89%
Sheltered	7%	10%
Temporary Accommodation	2%	0%

### Ward

Abbey

Arbury

Castle

Cherry Hinton

Coleridge

East Chesterton

Kings Hedges

Market

Newnham

Petersfield

	Population	Sample (unweighted)
Abbey	15%	14%
Arbury	14%	14%
Castle	1%	1%
Cherry Hinton	11%	14%
Coleridge	9%	9%
East Chesterton	6%	6%
Kings Hedges	19%	18%
Market	3%	2%
Newnham	0%	0%
Petersfield	5%	6%

Queen Ediths  
Romsey  
Trumpington  
West Chesterton

5%	5%
6%	6%
4%	4%
1%	1%

### Property Class

Flat  
House  
Maisonette  
Bungalow  
Bedsit  
Hostel

Population	Sample (unweighted)
47%	49%
44%	42%
5%	4%
3%	4%
1%	1%
0%	0%

### Age

0 - 24  
25 - 34  
35 - 44  
45 - 54  
55 - 59  
60 - 64  
65 - 74  
75 - 84  
85 +  
NO DATA

Population	Sample (unweighted)
2%	1%
11%	9%
20%	16%
23%	19%
9%	8%
9%	9%
14%	20%
7%	13%
3%	4%
2%	1%

### Tenancy length

< 1 year  
1 - 3 years  
4 - 5 years  
6 - 10 years  
11 - 20 years  
Over 20 years

Population	Sample (unweighted)
11%	9%
21%	22%
8%	7%
18%	16%
20%	18%
22%	28%

## Questionnaire & Introductory Text



The cover letter and paper questionnaire that tenants received are shown below.



**Acuity**  
intelligence. insight. improvement.  
PO Box 395  
Umberleigh EX32 2HL  
01273 287114  
acuity@arap.co.uk  
www.arap.co.uk

«Correspondence\_name»  
«Address\_Line\_1»  
«Address\_Line\_2»  
«Address\_Line\_3»  
«Address\_Line\_4»  
«Postcode»

7 February 2025

Dear «resp\_salutation»,

### Re: Tenant Satisfaction Measures (TSM) Survey 2024-25

Following a successful survey in 2023-24, Cambridge City Council has asked Acuity, a market research company, to carry out our annual Tenant Satisfaction Measures (TSM) survey in 2024/25.

This will give you the chance to tell us what you think about your home and the services we provide. Your response will help the Council to improve services and understand what the most important issues and priorities are for you, so please take a few minutes to share your views.

**Please note that surveys refer to Cambridge City Council's housing services, who will be referred to in surveys as "your landlord".**

The Council is required to carry out this survey by the Regulator of Social Housing. The results will be used to calculate the Tenant Satisfaction Measures, which all social landlords are required to publish.

Please use the enclosed FREEPOST envelope to return your completed survey. If you would prefer to complete it on-line go to: [www.starsurveys.co.uk/ccc](http://www.starsurveys.co.uk/ccc) and use your unique reference code which is «Resp\_Code». Alternatively, you may scan the QR code on the enclosed questionnaire.

**Everyone who completes the survey will be entered into a prize draw. We will select three winners at random, who will each win a £100 Love2Shop voucher. Winners will be contacted by the Council.**

If you have any questions or would like help completing the survey, please contact Heather Metivier at Acuity on [acuity@arap.co.uk](mailto:acuity@arap.co.uk) or 01273 287114.

If you wish to check that this survey is genuine, please contact Cambridge City Council customer services by calling 01223 457000.

What you tell Acuity will be strictly confidential and will be used for research purposes only. Acuity will report findings to the Council without identifying any individual tenants, unless you give permission for this information to be shared.

It's always nice to know when we do things well, but we also want to know when we get things wrong. If you need to complain about one of our services, we will do our best to put things right and make sure that the same thing doesn't happen again to

you or to someone else. You can complain or provide feedback through the options below:

- Online - [www.cambridge.gov.uk/compliments-complaints-and-suggestions](http://www.cambridge.gov.uk/compliments-complaints-and-suggestions)
- Phone - 01223 457000
- Post – The Complaints and Feedback Team, PO Box 700, Cambridge, CB1 0JH

Yours faithfully,



Samantha Shimon, Assistant Director, Housing and Homelessness

This information can be made available in other languages and formats upon request by contacting us on 0800 073 0348

**POLISH**  
Informacje te mogą być dostępne w różnych językach i różnym formacie poprzez skontaktowanie się z nami 0800 073 0348

**RUSSIAN**  
Эта информация имеется по просьбе на других языках и форматах – пожалуйста обратитесь к нам по номеру 0800 073 0348

**SOMALI**  
Macluumaadkani waaxaad ku heli kartaa luqooyin iyo habab kale haddii aad dalbato adigoo nagala soo xiriiraayo 0800 073 0348

**BENGALI**  
এই তথ্য অন্যান্য ভাষায় এবং পছন্ডিতে আমাদের সাথে বীটের ফোন নম্বরে যোগাযোগ করে অনুরোধ করে পাওয়া যাবে 0800 073 0348

**LITHUANIAN**  
Šią informaciją galima gauti kitomis kalbomis ir kitais formatais, jeigu paprašysite ir paskambinsite mums: 0800 073 0348

**TURKISH**  
Burada yer alan bilgileri Türkçe olarak ve diğer formatlarda da edinebilirsiniz. Bunun için lütfen şu numaraya telefon ederek isteğinizi bize bildirin: 0800 073 0348



RESIDENT  
SATISFACTION



PERFORMANCE  
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CONSULTANCY  
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LEARNING &  
DEVELOPMENT

Acuity Research & Practice Ltd | Registered Company No: 3503391 | VAT Registration: 889 4400 81

«ShortLink QR Code»

## Tenant Satisfaction Survey

### Your chance to have your say!



Your views are important to your Cambridge City Council and this survey will help them to understand what you think about your home and the services they 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 Cambridge City Council 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 Cambridge City Council 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/cc](http://www.starsurveys.co.uk/cc) 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](mailto:acuity@arap.co.uk)

### Thank You!

Everyone who completes the survey will be entered into a prize draw. Three winners will be selected at random, who will each receive a £100 Love2shop shopping voucher.



#### Overall Services

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

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

#### Your Home & Communal Areas

2 How satisfied or dissatisfied are you that your landlord 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 your landlord provides a home that is safe?

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

4 Do you live in a building with communal areas, either inside or outside, that your landlord 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 your landlord 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 your landlord could improve.

10 Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance?

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

11 If you are not satisfied with the repairs and maintenance service, please provide more information and what your landlord could improve.

#### Repairs and Maintenance

7 Has your landlord carried out a repair to your home in the last 12 months?

- Yes (Go to 8)
- No (Go to 10)

8 How satisfied or dissatisfied are you with the overall repairs service from your landlord over the last 12 months?

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

9 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

#### Customer Service, Communications and Information

12 How satisfied or dissatisfied are you that your landlord 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

13 How satisfied or dissatisfied are you that your landlord 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

14 To what extent do you agree or disagree with the following 'my landlord treats me fairly and with respect'?

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

15 How satisfied or dissatisfied are you that your landlord is easy to deal with?

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

16 If you are not satisfied that your landlord listens to your views, keeps you informed, treats you fairly and is easy to deal with, please provide more information and what could be improved.

#### Your Neighbourhood

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

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

18 How satisfied or dissatisfied are you with your landlord's approach to handling anti-social behaviour?

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

#### Making a Complaint

19 Have you made a complaint to your landlord in the last 12 months?

- Yes (Go to 20)
- No (Go to 23)

20 How satisfied or dissatisfied are you with your landlord's approach to complaints handling?

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

21 What was your complaint related to?

- Repairs service
- Property condition
- ASB
- Cleaning
- Gardening
- Damp and mould
- Staff or contractor attitude
- Communication
- Tenancy matters
- Rent or service charge matters
- Other (please specify below)

22 Has your complaint now been resolved?

- Yes - I am happy with the resolution
- Yes - I am not happy with the resolution
- No - complaint is still ongoing
- No - my landlord has not acknowledged my complaint

#### Cambridge City Council

23 What one thing could your landlord improve?

#### Your Well-being

24 Do you currently struggle with any of the following...?

	Yes	No	I am worried about the future	Prefer not to say
Paying your rent or service charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the cost of household bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the cost of utility / fuel bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Yes (Go to 26)
- No (Go to 27)

26 And if yes, have you reported it to your landlord?

- Yes
- No

27 How satisfied or dissatisfied are you that your home is easy and affordable to keep warm?

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

#### Permissions and Confidentiality

28 Cambridge City Council would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Cambridge City Council? (If you tick 'No', we will pass your responses back to Cambridge City Council anonymously)

- Yes (Go to 29)
- No (End)

29 Are you happy for Cambridge City Council to contact you regarding any information you have provided in this survey?

- Yes
- No



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). Cambridge City Council will inform you about the results.

**Report by Acuity Research & Practice**



01273 287114



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