



Castle Point Borough Council

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 Castle Point Borough Council (Castle Point BC) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Castle Point BC'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



Castle Point BC 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, Castle Point BC completed TSM surveys as a census. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Castle Point BC must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Castle Point BC completed 310 TSM surveys. Castle Point BC have 1497 properties which means that a statistical accuracy level of +/- 5.0% was achieved, meeting the level of accuracy required.

No tenant was removed from the sample frame.

No incentives were used.

Timing of Survey



Castle Point BC carried out a total of 315 surveys (310 completed) between 20/05/2024 and 14/03/2025.

Collection Method(s)



The TSM Surveys were completed via telephone and online. 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 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 Castle Point BC 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 the surveys, with quotas set on ward, dwelling, length of tenancy, age group and need. Castle Point BC ran an online survey in house for the first part of 2024/25, Acuity then completed telephone fieldwork in March 2025. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Castle Point BC 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:

Gender

F
M
N

Population	Sample
67%	66%
33%	34%
0%	0%

Dwelling

GHSE
GBUN
GFLT
SBFT
SFLT
BFLT
SBUN
SBBU
BBUN

Population	Sample
32%	31%
22%	22%
21%	22%
8%	8%
7%	9%
5%	6%
3%	1%
1%	0%
0%	0%

Needs

GN
SH
TA

Population	Sample
42%	45%
32%	31%
26%	24%

Length of Tenancy

Population	Sample
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- A. < 1 year
- B. 1 - 3 years
- C. 4 - 5 years
- D. 6 - 10 years
- E. 11 - 20 years
- F. Over 20 years

8%	6%
21%	26%
13%	13%
18%	20%
22%	20%
18%	15%

Age Group

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

Population	Sample
2%	2%
9%	10%
13%	14%
16%	16%
10%	9%
12%	13%
19%	19%
15%	14%
5%	4%

Property Type

- Flat
- House
- Bungalow

Population	Sample
42%	45%
32%	31%
26%	24%

Ward

CAN1
CAN6
BFT3
CAN2
BFT4
BFT1
BFT8
CAN4
BFT6
CAN3
BFT5
CAN5
BFT7
BFT2

Population	Sample
22%	21%
17%	15%
9%	9%
8%	8%
7%	7%
7%	8%
6%	9%
6%	5%
6%	7%
5%	5%
4%	4%
3%	2%
0%	0%
0%	0%

Questionnaire & Introductory Text



Below is the introductory text used for the surveys:

Below is the question set used for the survey:

Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Castle Point Borough Council from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare 10 minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

No appointments after 14/03/2025.

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Castle Point Borough Council 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 Castle Point Borough Council by phone [01268 882200].

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 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 Castle Point Borough Council provides.

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

- ☐ Yes
- ☐ No

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Castle Point Borough Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Castle Point Borough Council 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 Castle Point Borough Council 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 Castle Point Borough Council is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Castle Point Borough Council keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs in Last 12 Months	Has Castle Point Borough Council 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 Castle Point Borough Council 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
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Castle Point Borough Council makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Approach to ASB	How satisfied or dissatisfied are you with Castle Point Borough Council's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Listens and Acts	How satisfied or dissatisfied are you that Castle Point Borough Council 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 Castle Point Borough Council 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 'Castle Point Borough Council treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to Castle Point Borough Council in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Castle Point Borough Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Castle Point Borough Council with your name attached so that they have better information to help them improve services?	Yes, No

Permission 2	Would you be happy for Castle Point Borough Council to contact you to follow up on any of the comments or issues you have raised?	Yes, No
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Report by Acuity Research & Practice



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