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 Gravesham Borough Council to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Gravesham Borough Council 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



Gravesham Borough 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 2025/26, Gravesham Borough Council completed TSM surveys with a sample of tenants in Low-Cost Rented Accommodation (LCRA). The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Gravesham Borough Council must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2025/26, Gravesham Borough Council completed 801 TSM surveys. Gravesham Borough Council have 5665 properties which means that a statistical accuracy level of ±3.2% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

There are no incentives to be used for this survey.

Timing of Survey

Gravesham Borough Council carried out a total of 805 surveys between 26 September and 7 November 2025.

Collection Method(s)

The TSM Surveys were completed via Face to Face 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**: Direct interaction face to face and 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 Gravesham Borough Council 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 random stratified sampling approach was used, whereby tenants were selected at random to participate in the survey. Survey quotas were applied to sampling on key demographic strands (tenant type, age group and ward) to ensure the survey response was representative of the total relevant tenant population. All respondents had the opportunity complete the survey online by requesting to do so when speaking to an interviewer. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Gravesham Borough Council , 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:

Age Group	Population	Sample
0 - 24	3%	2%
25 - 34	12%	12%
35 - 44	19%	21%
45 - 54	17%	17%
55 - 59	11%	9%
60 - 64	10%	8%
65 - 74	13%	14%
75 - 84	11%	12%
85 +	4%	5%

Ward	Population	Sample
central	5%	4%
chalk	0.05%	0%
coldharbour	11%	15%
higham	2%	3%
istead rise	0.05%	0%
meopham north	2%	2%

meopham south and vigo	1%	0.12%
northfleet north	13%	9%
northfleet south	5%	4%
painters ash	6%	11%
pelham	2%	2%
riverside	11%	7%
shorne/cobham/luddes	2%	1%
singlewell	17%	15%
westcourt	17%	20%
whitehill	5%	6%
woodlands	2%	0.62%

Length of Tenancy	Population	Sample
A. < 1 year	4%	6%
B. 1 - 3 years	19%	22%
C. 4 - 5 years	8%	7%
D. 6 - 10 years	19%	21%
E. 11 - 20 years	25%	22%
F. Over 20 years	25%	21%

Property Type	Population	Sample
bedsit	0.92%	0.87%
bungalow	5%	8%
flat	39%	40%
house	49%	45%
maisonette	6%	5%
pitch/site	0.12%	0.12%
room	0.2%	0.12%

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 for LCRA

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Gravesham Borough Council Housing Services?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of your landlord's service.	Open Text
Well Maintained Home	How satisfied or dissatisfied are you that Gravesham 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 Gravesham 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 Area	Do you live in a building with communal areas, either inside or outside, that Gravesham Borough Council is responsible for maintaining?	Yes, No, Don`t know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Gravesham Borough Council keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or Communal Safe Well	Share your views on the safety and maintenance of your home and communal areas.	Open Text

Maintained Comments		
Repairs in Last 12 Months	Has Gravesham Borough Council carried out a repair to your home in the last 12 months?	Yes, No
Repairs in Last 12 Months Satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Gravesham 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
Repairs Comments	Tell us more about your experience with the repairs service over the last 12 months	Open Text
Listens and Acts	How satisfied or dissatisfied are you that Gravesham Borough Council Housing Services 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
Kept Informed	How satisfied or dissatisfied are you that Gravesham Borough Council Housing Services 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
Treats Fairly & With Respect	To what extent do you agree or disagree with the following `Gravesham Borough Council Housing Services treats me fairly and with respect`?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don`t know
Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	Open Text
Digital Services Satisfaction	How satisfied or dissatisfied are you with the digital services available (such as report a repair online, pay your rent etc)?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Neighbourhood Contribution	How satisfied or dissatisfied are you that Gravesham Borough Council Housing Services 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 Satisfaction	How satisfied or dissatisfied are you with Gravesham Borough Council approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied,

		Very dissatisfied, Not applicable / Don`t know
ASB in Last 12 Months	Have you reported anti-social behaviour to the Council in the last 12 months?	Yes, No
Complaints in Last 12 Months	Have you made a complaint to Gravesham Borough Council Housing Services in the last 12 months?	Yes, No
Complaints in Last 12 Months Satisfaction	How satisfied or dissatisfied are you with Gravesham Borough Council Housing Services' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints in Last 12 Months Comments	Please describe your experience of how complaints are handled.	Open Text
Involvement	Would you like to be involved in decision making to ensure the tenants voice is heard?	Yes No
Damp & Mould	Does your home currently suffer from any damp or mould issues? (If you tick 'Yes' we will pass on your name and address to Gravesham Borough Council Housing Services)	Yes, No
Damp & Mould Reported	And if yes, have you reported it to Gravesham Borough Council Housing Services)	Yes, No
P1	The results of this survey are confidential. However, would you be happy for us to give all of your details to Gravesham Borough Council Housing Services with your name attached so that they have better information to help them improve services?	Yes, No
P2	Would you be happy for Gravesham Borough Council Housing Services to contact you to follow up any of the comments or issues you have raised?	Yes, No
Ombudsman	If you are dissatisfied with the service provided by Gravesham Borough Council Housing Services, they do have a complaints process you can access by calling 01474 337 000, emailing customer.service@gravesham.gov.uk or by completing a form on their website where you will find more information (https://www.gravesham.gov.uk/contact-us/make-official-complaint).	

Report by Acuity Research & Practice

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