



## Tenant Satisfaction Measures – Summary of Approach 2024/25

# Gravesham Borough Council

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## 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 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'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



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 2024/25, Gravesham Borough Council completed TSM surveys with a sample of tenants. 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 tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Gravesham Borough Council completed 742 TSM surveys. Gravesham Borough Council have 5,600 properties which means that a statistical accuracy level of +/- 3.4% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame and no incentives were offered.



## Timing of Survey



Gravesham Borough Council carried out a total of 771 surveys between the 5<sup>th</sup> of November 2024 and the 4<sup>th</sup> of February 2025.

## Collection Method(s)



The TSM Surveys were completed via telephone interviews but also allowed tenants to complete the survey online. Gravesham Borough Council also carried out face-to-face interviews. 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 and face-to-face 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 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 sample approach was used for the survey. Acuity contacted a random selection of current tenants to participate in a mixed methodology survey based on quotas. 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: type, age group, sex, management area and property type:

### Type

General Needs  
Independent Living

Population	Sample
91%	92%
9%	8%

### Age Group

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

Population	Sample
3%	2%
13%	11%
19%	18%
17%	17%
11%	9%
9%	10%
13%	15%
11%	13%
4%	4%

### Sex

Female  
Male

Population	Sample
63%	64%
37%	36%

### Management Area

Central  
Chalk  
Coldharbour  
Higham  
Istead Rise  
Meopham North  
Meopham South and Vigo  
Northfleet North  
Northfleet South  
Painters Ash

Population	Sample
5%	15%
0%	24%
11%	4%
2%	9%
0%	10%
2%	8%
1%	1%
13%	13%
5%	4%
6%	6%



Pelham	2%	2%
Riverside	11%	12%
Shorne/Cobham/Luddes	2%	2%
Singlewell	17%	17%
Suspense ward	0%	0%
Westcourt	17%	16%
Whitehill	5%	4%
Woodlands	2%	2%

### Property Type

	Population	Sample
Adapted Bungalow	1%	1%
Adapted Flat	0%	0%
Detached Bungalow	0%	0%
Detached House	0%	0%
End Terrace Bungalow	0%	0%
End-Terraced House	11%	10%
Flat	0%	0%
Flat - 10th Floor	0%	0%
Flat - 11th Floor	0%	0%
Flat - 12th Floor	0%	0%
Flat - 13th Floor	0%	0%
Flat - 1st Floor	10%	11%
Flat - 2nd Floor	4%	3%
Flat - 3rd Floor	1%	1%
Flat - 4th Floor	1%	1%
Flat - 5th Floor	1%	1%
Flat - 6th Floor	1%	1%
Flat - 7th Floor	1%	1%
Flat - 8th Floor	1%	0%
Flat - 9th Floor	0%	0%
Flat - Ground Floor	10%	11%
Flat - Lower Ground	0%	0%
Flat above garage	0%	0%
Flat-Above Shop	0%	0%
Maisonette	0%	0%
Maisonette - First Floor	2%	2%

Maisonette - Ground Floor	2%	2%
Maisonette 3 level - 1st Floor	1%	1%
Maisonette 3 level - 2nd Floor	1%	1%
Maisonette above garage	0%	0%
Mid Terraced House	16%	16%
Mid-Terrace Bungalow	0%	1%
Pitch/Site	1%	1%
Room	0%	0%
Semi-Detached Bungalow	2%	2%
Semi-detached house	21%	22%
Sheltered Bungalow End Terrace	1%	1%
Sheltered Bungalow Mid Terrace	1%	1%
Sheltered Bungalow Semi Detach	0%	0%
Sheltered Flat - 1st Floor	4%	4%
Sheltered Flat - 2nd Floor	1%	2%
Sheltered Flat - 3rd Floor	0%	0%
Sheltered Flat - Adapted	0%	0%
Sheltered Flat - Ground Floor	3%	3%
Suspense Properties	0%	0%
To be confirmed	0%	0%
Town House	0%	0%



## Questionnaire & Introductory Text



### Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Gravesham 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 04/02/2025

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Gravesham 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 Gravesham Borough Council by phone [01474 337000].

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 Gravesham Borough Council.

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 Gravesham BC?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Gravesham BC 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 BC provides a safe home?	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, Gravesham BC is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Gravesham BC keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or communal areas safe or well-maintained Comments	If you do not feel that your home is either well maintained or safe (and / or communal areas are clean and well maintained), please can you explain why and suggest what could be improved?	Open Ended
Repairs in Last 12 Months	Has Gravesham BC 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 Gravesham BC 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 not satisfied with how Gravesham BC deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Listens and Acts	How satisfied or dissatisfied are you that Gravesham BC 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 Gravesham BC 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 'Gravesham BC 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	If you are not satisfied with customer service and communications please provide more information, and what could Gravesham BC improve?	Open Ended
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, Do not use
Contribution to neighbourhood	How satisfied or dissatisfied are you that Gravesham BC 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 Gravesham BC's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Ever ASB?	Have you reported a case of anti-social behaviour to Gravesham BC in the last 12 months?	Yes/No
Complaints in Last 12 Months	Have you made a complaint to Gravesham BC in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Gravesham BC's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Comments	Please can you explain why you have given this score?	Open Ended
Getting Involved	Would you like to be involved in decision making to ensure the tenants voice is heard? If you are interested, we will let Gravesham BC know.	Yes, No
One thing improve	What one thing could Gravesham BC improve?	Open Ended
Damp	Does your home currently suffer from any damp or mould issues?	Yes/No
Reported Damp	And if yes, have you reported it to Gravesham BC?	Yes/No
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Gravesham BC with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Gravesham BC to contact you to follow up on any of the comments or issues you have raised?	Yes, No

