



Royal Borough of Greenwich Council

Tenant Satisfaction Measures – Summary of Approach 2024/25

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..... 9

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 the Royal Borough of Greenwich Council (RB Greenwich) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details RB Greenwich'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



RB Greenwich 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, RB Greenwich completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. RB Greenwich must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3%.

During 2024/25, RB Greenwich completed 1,377 TSM surveys. RB Greenwich have 19,865 properties which means that a statistical accuracy level of +/- 2.5% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.



Timing of Survey

RB Greenwich carried out a total of 1,377 surveys between 23/04/2025 and 19/03/2025.

Collection Method(s)



The TSM Surveys were completed via telephone, but tenants had the opportunity to complete the survey online if requested. 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:** Telephone surveys tend to produce greater levels of satisfaction than online surveys due to the personal element of telephone surveys. Additionally, tenants are more likely to express their concerns to a person, feeling that their issues will be acknowledged and addressed.
- ✓ **Response Rates:** Continuing to include a telephone aspect also allows RB Greenwich 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 sampled approach was used in this survey due to a large population. Additionally, due to a large sample size, incentives were not used. Quotas were used in this survey to provide tenants to take part in the survey that can accurately represent the whole population. These quotas were set on tenure (need), patch and age group. The survey is carefully scripted to ensure a professional and consistent process. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with RB Greenwich, who then manage a follow up and review process, which includes both responding to feedback as necessary and analysing the feedback to understand how they 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:

Need (tenure), Patch, Age Group, Length of Tenancy, Property Type, Ethnicity and Disability

Need

General Needs

Sheltered

Temporary Accommodation

Population	Sample
97%	97%
2%	2%
0%	0%

Patch

Rep-C4

Rep-C5

Rep-C6

Rep-C7

Rep-C8

Rep-C9

Rep-E1

Rep-E2

Rep-E3

Rep-E4

Rep-E9

Rep-GFTA

Rep-S1

Rep-S2

Rep-S3

Rep-S4

Rep-W1

Rep-W2

Rep-W3

Rep-W4

Unknown

Population	Sample
3%	3%
6%	6%
4%	4%
3%	3%
7%	7%
0%	0%
6%	7%
7%	7%
7%	7%
1%	0%
1%	0%
0%	0%
3%	2%
8%	9%
8%	9%
8%	10%
7%	8%
6%	6%
7%	7%
5%	5%
1%	0%

Age Group

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

Population	Sample
2%	1%
9%	8%
18%	20%
20%	22%
12%	12%
11%	11%
15%	15%
8%	8%
5%	2%
0%	0%

Length of Tenancy

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

Population	Sample
3%	3%
14%	14%
7%	7%
18%	19%
30%	30%
27%	27%

Disabled

Yes
No
Unknown

Population	Sample
3%	3%
91%	92%
6%	5%

Gender

Female
Male
Unknown

Population	Sample
60%	58%
34%	37%
6%	5%

Ethnicity

ASBAN
ASIND
ASOTH
ASPAK
BLAFR
BLCAR
BLOTH
BLSOM
COCHI
COOTH
COVIE
MXOTH
MXWAS
MXWBA
MXWBC
WHBRI
WHIRE
WHOTH
XRFSD
UNKNOWN

Population	Sample
0%	1%
1%	1%
2%	2%
0%	0%
16%	17%
3%	4%
6%	5%
2%	2%
1%	0%
1%	1%
1%	0%
1%	1%
0%	1%
1%	1%
1%	1%
38%	36%
1%	1%
4%	4%
12%	11%
10%	11%

Property Type

GBL
GFL
GFT
GHD
GHE
GHG
GHP
GHS
GMS
LFL
LHE
LHG
LHP
LMS
TBL
TFL
THE
THG
THP
TMS

Population	Sample
1%	1%
57%	58%
0%	0%
2%	2%
21%	21%
1%	1%
6%	6%
0%	0%
9%	7%
1%	1%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
1%	1%
0%	0%
0%	0%
0%	0%
0%	0%

Questionnaire and Introductory Text



Here is the introductory text and questionnaire used for RB Greenwich's TSM surveys:



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 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

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by RB Greenwich?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Very Satisfied Comments	Please can you explain why you are very satisfied?	Open-ended
Overall Satisfaction Neutral Comments	Overall, what could RB Greenwich have done differently or better to improve your satisfaction with the service?	Open-ended
Overall Satisfaction Very Dissatisfied Comments	Please can you explain why you are dissatisfied and what could have been done to improve the service?	Open-ended
Well Maintained Home	How satisfied or dissatisfied are you that RB Greenwich 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 RB Greenwich provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Unsafe Home Comments	If you do not feel that your home is safe, please can you explain in what way your home is unsafe?	Open-ended
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that RB Greenwich is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that RB Greenwich keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Area Comments	If you do not feel that your communal areas are clean and/or well maintained, please can you explain why and suggest what could be improved?	Open-ended
Repairs in Last 12 Months	Has Acis 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 RB Greenwich 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 RB Greenwich deals with repairs and maintenance, please could you explain the reason why?	Open-ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that RB Greenwich 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 RB Greenwich'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 RB Greenwich 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 RB Greenwich 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 'RB Greenwich 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 RB Greenwich in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with RB Greenwich's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Extra Comments	Is there anything else you haven't had a chance to say that would you like to tell us?	Open-ended
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to RB Greenwich with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for RB Greenwich to contact you to follow up on any of the comments or issues you have raised?	Yes, No

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk