ROYAL BOROUGH OF GREENWICH COUNCIL

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

This document details Royal Borough of Greenwich 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

Royal Borough of Greenwich 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, Royal Borough of Greenwich Council 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. Royal Borough of Greenwich Council must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3%.

During 2025/26, Royal Borough of Greenwich Council completed 1401 TSM surveys. Royal Borough of Greenwich Council have 19776 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.

There are no incentives used for this survey.

Timing of Survey

Royal Borough of Greenwich Council carried out a total of 1401 surveys between 24/04/2025 and 13/03/2026

Collection Method(s)

The TSM Surveys were completed via telephone methodology. The rationale for using this 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 over the phone tends to enhance engagement, allowing participants to ask clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response Rates**: Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. Using a telephone interaction allows Royal Borough of Greenwich 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 Royal Borough of Greenwich Council's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas. 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 Royal Borough of Greenwich 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	1%	2%
25–34	8%	10%
35–44	18%	19%
45–54	20%	20%
55–59	11%	11%
60–64	11%	11%
65–74	16%	15%
75–84	8%	9%
85+	3%	3%
Unknown	2%	0.86%

Gender	Population	Sample
Female	60%	61%
Male	34%	34%
Unknown	6%	5%

Length of Tenancy	Population	Sample
<1 year	2%	2%
1–3 years	12%	13%
4–5 years	6%	6%
6–10 years	14%	13%
11–20 years	24%	21%
Over 20 years	22%	19%
Unknown	20%	26%

Housing Need	Population	Sample
General Needs	94%	95%
Sheltered	3%	2%
Temporary Accommodation	3%	2%

Disabled	Population	Sample
Yes	97%	94%
No	3%	3%
Not held	0%	3%

Ethnicity	Population	Sample
ASBAN	0%	1%
ASIND	1%	1%

ASOTH	2%	2%
ASPAK	0%	0%
BLAFR	16%	17%
BLCAR	3%	4%
BLOTH	6%	5%
BLSOM	2%	2%
COCHI	1%	1%
COOTH	1%	1%
COVIE	1%	1%
MXOTH	1%	1%
MXWAS	0%	0%
MXWBA	1%	1%
MXWBC	1%	1%
WHBRI	38%	37%
WHIRE	1%	1%
WHOTH	4%	4%
XRFSD	12%	12%
UNKNOWN	10%	10%

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

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
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 RB Greenwich 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 to views & acts upon them	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	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very

	informed about things that matter to you?	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
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 - Happy to be identified	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 - Follow up	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

If you are dissatisfied with the service provided by Royal Borough of Greenwich Council Housing Services they do have a complaints process you can access by calling 020 8854 8888, emailing Housing-safer-communities@royalgreenwich.gov.uk or by referring to their website where you will find more information. IVR NOTE: If asked website: www.royalgreenwich.gov.uk/info/200161/complaints

We have now come to the end of the survey. Just to confirm my name is {INTERVIEWER NAME] and I've been calling from Acuity on behalf of Royal Borough of Greenwich Council Housing Services, thank you very much for your time in completing the survey.