

Westmoreland Supported Housing

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 Westmoreland Supported Housing (Westmoreland SH) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Westmoreland SH'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



Westmoreland SH 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, Westmoreland SH 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. Westmoreland SH must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Westmoreland SH completed 148 TSM surveys. Westmoreland SH has 618 properties, which means that a statistical accuracy level of +/- 7.1% was achieved. The regulator will accept this as a census approach was used.

Incentives were offered in the survey, with 3x £25 to be won.

Timing of Survey

Westmoreland SH carried out a total of 148 surveys between 28/01/2025 and 01/04/2025.



Collection Method(s)

The TSM Surveys were completed via telephone, online, and by post. 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 paper and 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 Westmoreland SH to be reactive to flags and alerts, which improves customer recovery.
- **Reliability and Consistency:** Using multiple collection methodologies and a census approach 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. Acuity sent out postal surveys in 2 mailouts, with a telephone booster survey conducted afterwards. All tenants had the opportunity complete the survey online by using the QR code or hyperlink provided on the cover letter in the postal survey pack. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Westmoreland SH, 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:

Length of Tenancy

<1 year
1-3 years
4-5 years
6-10 years
11-20 years

Population	Sample
14%	1%
39%	55%
13%	13%
34%	28%
1%	3%

Gender

Male
Female

Population	Sample
65%	64%
35%	35%

Questionnaire & Introductory Text



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 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 Westmoreland Supported Housing?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Westmoreland Supported Housing 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 Westmoreland Supported Housing 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 Westmoreland Supported Housing is responsible for maintaining?	Yes / No / Don't know
Communal Area satisfaction	How satisfied or dissatisfied are you that Westmoreland Supported Housing 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 Westmoreland Supported Housing 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 Westmoreland Supported Housing 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 Westmoreland Supported Housing deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Contribution to neighbourhood	How satisfied or dissatisfied are you that Westmoreland Supported Housing 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 Westmoreland Supported Housing'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 Westmoreland Supported Housing 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 Westmoreland Supported Housing 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 'Westmoreland Supported Housing 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 Westmoreland Supported Housing in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with Westmoreland Supported Housing's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Does Well	What does Westmoreland Supported Housing do well?	Open Ended
Anything Improve	What could Westmoreland Supported Housing improve?	Open Ended
Future Contact	If you were contacted again in the future and asked to take part in another survey, what is your preferred method for taking part?	Telephone call, Postal questionnaire, Email with link to online survey, Text with link to online survey, Not sure
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 Westmoreland Supported Housing with your name attached so that they have better information to help them improve services?	Yes / No
Permission 2 - Follow up	Are you happy for Westmoreland Supported Housing to contact you regarding any information you have provided in this survey?	Yes / No