



# Ipswich Borough 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.....	7
--------------------	---

## 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 Ipswich Borough Council (Ipswich BC) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Ipswich BC'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



Ipswich BC 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, Ipswich BC 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. Ipswich BC must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Ipswich BC completed 637 TSM surveys. Ipswich BC have 7,732 properties which means that a statistical accuracy level of +/- 3.7% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

No incentives were offered.

## Timing of Survey



Ipswich BC carried out a total of 637 surveys between 14<sup>th</sup> May 2024 and 24<sup>th</sup> February 2025.

## Collection Method



The TSM Surveys were completed via telephone. The rationale for using this methodology approach is:

- ✓ **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all tenants, especially those who may not have internet access or digital skills, 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 answer 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 Ipswich BC 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. A telephone-based approach helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

## Sample Method



Acuity contacted a random selection of current tenants to participate in a telephone survey based on quotas set on housing stream and management area. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Ipswich BC, 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

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

Population	Sample
2%	6%
11%	11%
20%	20%
20%	18%
10%	10%
9%	8%
14%	14%
9%	8%
4%	3%
0%	1%

### Length of Tenancy

A. < 1 year  
B. 1 - 3 years  
C. 4 - 5 years  
D. 6 - 10 years  
E. 11 - 20 years  
F. Over 20 years

Population	Sample
5%	2%
20%	21%
8%	8%
21%	22%
24%	24%
22%	22%

### Gender

Female  
Male  
Unknown

Population	Sample
62%	65%
38%	35%
0%	0%

### Disability

Yes  
No

Population	Sample
90%	88%
10%	12%

## Property Type

Bedsit  
Bungalow  
Flat  
House  
Maisonette

Population	Sample
0%	0%
7%	8%
40%	39%
52%	53%
0%	0%

## Ethnicity

Any Other Asian Background CBL  
Any Other Black Background CBL  
Any Other Ethnic Group/Other CBL  
Any Other Mixed Background CBL  
Any Other White CBL  
Bangladeshi CBL  
Black African CBL  
Black British  
Black Caribbean CBL  
Chinese CBL  
English Traveller CBL  
Indian CBL  
Mixed White And Asian CBL  
Mixed White And Black African CBL  
Mixed White And Black Caribbean CBL  
Pakistani CBL  
Prefer not to say  
Unknown  
White British CBL  
White Irish CBL  
White Italian CBL  
White Latvian CBL  
White Lithuanian CBL  
White Polish CBL  
White Portuguese CBL  
White Romanian CBL  
White Slovakian CBL

Population	Sample
2%	2%
1%	1%
1%	2%
1%	0%
2%	2%
2%	1%
2%	2%
1%	1%
2%	2%
0%	0%
0%	0%
0%	0%
0%	0%
1%	1%
2%	2%
0%	0%
7%	7%
0%	1%
72%	69%
1%	0%
0%	0%
1%	0%
1%	1%
2%	1%
1%	1%
0%	0%
0%	0%

## 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 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 Ipswich Borough Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Ipswich 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 Ipswich 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 Areas?	Do you live in a building with communal areas, either inside or outside, that Ipswich Borough Council is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Ipswich Borough Council 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 Areas Dissatisfaction	If you do not feel that your home (AND/OR COMMUNAL AREAS) are safe and well-maintained, please can you explain why and suggest what could be improved?	(TP04 or TP05 or TP10 = very or fairly dissatisfied) Open/ Free Text
Repairs in Last 12 Months	Has Ipswich Borough Council 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 Ipswich 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 Dissatisfaction	If you are not satisfied with the repairs service, please could you explain why?	(TP02 or TP03 = Fairly dissatisfied, Very dissatisfied) Open/ Free Text
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Ipswich Borough Council 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 Ipswich Borough Council's approach to handling anti-social behaviour?	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 'Ipswich Borough Council treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Listens and Acts	How satisfied or dissatisfied are you that Ipswich Borough Council 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 Ipswich Borough Council 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
Complaints in Last 12 Months	Have you made a complaint to Ipswich Borough Council in the last 12 months?	Yes, No



Complaints Handling	How satisfied or dissatisfied are you with Ipswich Borough Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Improvement to Services	If Ipswich Borough Council could do ONE thing to improve its services, what would you like it to be?	Open/ Free Text
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Ipswich Borough Council with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Ipswich Borough Council to contact you to follow up any of the comments or issues you have raised?	If Permission 1 = Yes Yes, No