



Runnymede Borough Council

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

This document details Runnymede 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



Runnymede 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, Runnymede BC completed TSM surveys using a census approach where all Low Cost Rented Accommodation (LCRA) tenants were invited to participate in the survey through one or more channels. Runnymede 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, Runnymede BC completed 672 TSM surveys with LCRA tenants. Runnymede BC have 2,778 properties which means that a statistical accuracy level of +/- 3.29% was achieved, which is a greater level of accuracy than required and gives us confidence that the results reliably represent the views of our tenant community.

No tenant was removed from the sample frame.

Runnymede BC offered four £50 Shopping Vouchers as an incentive to complete the survey. The winners were randomly selected by Acuity and communicated to the Council who administered prizes.

Timing of Survey



Runnymede BC carried out a total of 672 surveys between 2 December 2024 and 18 January 2025.

Collection Method(s)



The TSM surveys were completed via a combination of online, postal and telephone survey approaches. All tenants with an email address were sent an email invitation by Acuity to complete the survey online. Tenants were also sent survey packs by post, which included a cover letter, questionnaire and reply-paid envelope to return their completed survey. Finally, a number of tenants who hadn't responded to either the postal or online survey were contacted by an Acuity interviewer and invited to participate in a telephone interview.

The rationale for using a mixed methodology approach is:

- ✓ **Accessibility and Inclusivity:** By using a combination of online, postal, and telephone survey methods, we wanted to ensure accessibility for tenants with differing communication preferences and needs. This approach supports our commitment to reaching a broad and representative sample of our tenant population, including those who may face digital exclusion or have additional accessibility requirements.
- ✓ **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 the 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 census approach was used, whereby all tenants were invited to participate in the survey through one or more channels. All tenants received a postal survey pack. This included a QR code and unique survey link for tenants who wished to complete the survey online. In addition, all tenants with a registered email address sent an email invitation with a direct link to the online survey. Finally, a sample of remaining non-respondents were invited to participate via telephone interviews conducted by Acuity. Quotas were applied at this stage to balance the response and increase representativeness.

The survey was carefully scripted to ensure a professional and consistent process. All surveys were confidential. However, tenants were asked at the end of the survey whether they would like to provide consent to be identifiable in their survey responses. Tenants were also asked whether they were happy to be contacted by the Council to discuss any issues raised within the survey.

Following the conclusion of the fieldwork, the survey responses were shared with Cambridge City Council, who then managed a follow up and review process. This included both responding to feedback as necessary and analysing the feedback to understand how we can improve.

Representativeness



The final survey data was weighted on age group after 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:

Tenure

General Needs

Housing for Older People

Temporary Accommodation

Population	Sample
91%	91%
7%	9%
2%	1%

RBC Area Code

D18

D19

D20

D21

D22

D23

D24

D25

D26

D27

D28

D33

Population	Sample
0%	0%
2%	1%
15%	15%
7%	9%
17%	17%
9%	10%
17%	15%
17%	17%
8%	8%
6%	7%
1%	1%
1%	0%

D33A
D36A
D36B
D36D
D36E

0%	0%
0%	0%
1%	0%
0%	0%
0%	0%

No. of bedrooms

0
1
2
3
4
5
6
NO DATA

Population	Sample
2%	2%
30%	33%
26%	26%
37%	35%
4%	5%
0%	0%
0%	0%
0%	0%

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
6%	6%
17%	15%
8%	7%
21%	18%
21%	21%
27%	33%

Age Group

0 - 24
25 - 34
35 - 44
45 - 54
55 - 59
60 - 64
65 - 74
75 - 84
85 +
NO DATA

Population	Sample
1%	1%
11%	6%
17%	13%
18%	15%
10%	11%
11%	13%
15%	18%
11%	16%
5%	6%
0%	0%

Property Type

House
Flat
Bungalow
Sheltered Unit
Maisonette
Used For Temporary Accommodation
Caravan

Population	Sample
53%	54%
22%	21%
11%	13%
7%	9%
4%	4%
2%	0%
0%	0%

Ward

Addlestone North
Addlestone South
Chertsey Riverside
Chertsey St Ann's
Egham Hythe
Egham Town
Englefield Green East
Englefield Green West
Longcross, Lyne & Chertsey South
New Haw
Ottershaw
Thorpe
Virginia Water
Woodham & Rowtown

Population	Sample
8%	8%
14%	14%
3%	3%
17%	16%
20%	20%
7%	8%
0%	1%
14%	15%
2%	1%
8%	7%
3%	4%
1%	1%
2%	1%
1%	2%

Gender

Female
Male

Population	Sample
67%	65%
33%	35%

Ward

Any Other Asian Background
Any Other Black/African/Carib Background
Any Other Mixed/Multiple Background
Any Other White Background
Asian
Asian Or Asian British - Chinese
Asian Or Asian British Bangladeshi
Asian Or Asian British Indian
Asian Or Asian British Pakistani

Population	Sample
1%	1%
0%	0%
0%	0%
4%	4%
0%	0%
0%	0%
0%	0%
1%	1%
0%	0%

Black African	0%	0%
Black Or Black British African	1%	0%
Black Or Black British Caribbean	0%	0%
Mixed White & Asian	0%	0%
Mixed White & Black African	0%	0%
Mixed White & Black Carribbean	0%	0%
NO DATA	7%	4%
Other Ethnic Group	1%	1%
Refused/Not Given/Prefer Not To Say	10%	10%
White	1%	0%
White - Gypsy Or Irish Traveller	0%	0%
White Irish	1%	1%
White-English Welsh Scots N Irish Brits	73%	77%

Questionnaire & Introductory Text



The cover letter and paper questionnaire that tenants received are shown below.



PO Box 395
Umberleigh EX32 2HL
01273 287114
acuity@arap.co.uk
www.arap.co.uk



«Correspondence_name»
«Address_Line_1»
«Address_Line_2»
«Address_Line_3»
«Address_line_4»
«Postcode»

3 December 2024

Dear «resp_salutation»,

Re: Runnymede Borough Council Tenant Satisfaction Survey 2024/25

Runnymede Borough Council has asked Acuity to carry out this year's survey of tenants to help them to improve Housing services. Building on last year's results, the Council wants to better understand your priorities, so please take a few minutes to give your views.

Everyone who completes the survey will be entered into a prize draw. **We will select four responses at random for a prize of £50 shopping vouchers each.**

To complete on-line please go to: www.starsurveys.co.uk/rbc and use your unique reference code «Resp_Code» or scan the QR code below.

Or

Please use the enclosed FREEPOST envelope to return your completed survey.

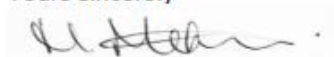
If you have any questions or would like help completing the survey, please e-mail acuity@arap.co.uk or call me on 01273 287114.

What you tell us will be strictly confidential. We will report the findings to Runnymede Borough Council without identifying any individual residents unless you give permission. We will not share your personal details with any other organisation.

Runnymede Council will share the results with you in February. The findings must also be reported to the Regulator of Social Housing.

To raise a specific complaint you can complete a form on the Council's website, email Listening@runnymede.gov.uk, call 01932 838383 or visit or write to the Council at the Civic Centre, Addlestone KT15 2AH.

Yours sincerely



Heather Metivier, Project Co-ordinator

«ShortLink QR
Code»



Four winners will be selected at random to each receive a £50 shopping voucher.



Tenant Satisfaction Survey

Your chance to have your say!

Your views are important to Runnymede Borough Council Housing Services. This 10-minute survey will help them understand what you think about your home and the services they provide, as well as what you would like them to do in the future. The survey will be used to calculate the annual Tenant Satisfaction Measures which will be published by Runnymede Borough Council and reported back to tenants as required by the Regulator of Social Housing.

What you tell us will be strictly confidential. We will report your responses to Runnymede Borough Council Housing Services without identifying you unless you give your permission at the end of the survey. If you would prefer to complete the survey online, please use the following:

QR code

QR CODE

Step One

Visit the website

www.starsurveys.co.uk/RBC

Step Two

Enter your unique code

«Resp_Code»

If you need help completing the survey, please call 01273 287114 or email acuity@arap.co.uk. Runnymede Council will share the results with you in January.

Overall Service

1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Runnymede Council Housing Services? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Home

2 How satisfied or dissatisfied are you that Runnymede Council Housing Services provides a home that is well maintained? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Runnymede Council Housing Services provides a home that is safe? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communal Areas

4 Do you live in a building with communal areas, either inside or outside, that Runnymede Council Housing Services is responsible for maintaining? Tick one box only ☐

☐ Yes (Go to 5) ☐ No (Go to 6) ☐ Don't know (Go to 6)

5 How satisfied or dissatisfied are you that Runnymede Council Housing Services keeps these communal areas clean and well maintained? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Repairs and Maintenance

6 Has Runnymede Council Housing Services carried out a repair to your home in the last 12 months? Tick one box only ☐

☐ Yes (Go to 7) ☐ No (Go to 7)

7 How satisfied or dissatisfied are you with the overall repairs service from Runnymede Council Housing Services over the last 12 months? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8 How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer Service, Communications and Information

9 How satisfied or dissatisfied are you that Runnymede Council Housing Services listens to your views and acts upon them? Tick one box only ☐

Very Satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10 How satisfied or dissatisfied are you that Runnymede Council Housing Services keeps you informed about things that matter to you? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11 To what extent do you agree or disagree with the following "Runnymede Council Housing Services treats me fairly and with respect"? Tick one box only ☐

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable / don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12 Runnymede Council Housing Services would like to take this opportunity to update your contact details. Please can you confirm your phone number(s) and email address in the boxes below. Please note this information will be sent back to Runnymede Council Housing Services separately from your other survey responses.

Phone number(s):

Email address:

13 For some communications from Runnymede Council Housing Services it is possible to use your preferred method of contact. Where possible, how would you prefer to be contacted? Tick one box only ☐

☐ Email ☐ Phone ☐ Letter

☐ Through someone else who has your permission to act on your behalf (if so, please specify name and contact details below. By ticking this box, you give permission for this person to be contacted on your behalf)

Name and relationship to you:

Contact details:

Your Neighbourhood

14 How satisfied or dissatisfied are you that Runnymede Council Housing Services makes a positive contribution to your neighbourhood? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15 How satisfied or dissatisfied are you with Runnymede Council Housing Services' approach to handling anti-social behaviour? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable / don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Making a Complaint

16 Have you made a complaint to Runnymede Council Housing Services in the last 12 months? Tick one box only ☐

☐ Yes (Go to 17) ☐ No (Go to 18)

17 How satisfied or dissatisfied are you with Runnymede Council Housing Services' approach to complaints handling? Tick one box only ☐

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Runnymede Borough Council

18 What is most important for Runnymede Council Housing Services to improve?

Permissions and Confidentiality

19 Runnymede Council Housing Services would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Runnymede Council Housing Services? Tick one box only ☐

☐ Yes (Go to 20) ☐ No (End)

20 Would you be happy for Runnymede Council Housing Services to contact you to follow up on any of the comments or issues you have raised? Tick one box only ☐

☐ Yes ☐ No

Thank You! Thank you for taking the time to complete this survey. Please return the questionnaire in the FREEPOST envelope provided (you do not need a stamp). Runnymede Council Housing Services will inform you about the results.

Report by Acuity Research & Practice



01273 287114



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