



CROYDON COUNCIL

Tenant Satisfaction Measures – Summary of Approach 2025/26



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 Croydon Council to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Croydon 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



Croydon 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, Croydon 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. Croydon 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, Croydon Council completed 1510 TSM surveys. Croydon Council have 12907 properties which means that a statistical accuracy level of +/- $\pm 2.4\%$ 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

Croydon Council carried out a total of 1510 surveys between 23/06/2025 and 25/03/2026

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 Croydon 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 Croydon 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 Croydon 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:

Property Type	Population	Sample
bung	2%	2%
flat	49%	53%
hous	37%	33%
mais	12%	12%

Number of Bedrooms	Population	Sample
0	3%	4%
1	29%	32%
2	34%	35%
3	31%	27%
4	3%	2%
5	0.25%	0.33%
6	0.06%	0%
7	0.01%	0%



Age Group	Population	Sample
Under 34	9%	11%
35-59	49%	51%
60+	41%	37%
Unknown	2%	0%

District	Population	Sample
East	37%	34%
North	36%	36%
South/Central	27%	29%

Length of Tenancy	Population	Sample
<1year	1%	7%
1-3years	16%	26%
4-5years	15%	16%
6-10years	13%	10%
11-20years	24%	21%
over20years	32%	20%

Tenancy Type	Population	Sample
Secure	98%	96%
Temporary Accommodation	2%	4%



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 Croydon Council Housing Services?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Croydon Council Housing Services service.	Open ended
Well Maintained Home	How satisfied or dissatisfied are you that Croydon Council Housing Services 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 Croydon Council Housing Services provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Well Maintained & Safe Comments	As you do not feel that your home is maintained and/or safe, please can you tell us why and suggest what could be improved?	Open Ended
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that Croydon Council Housing Services is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Croydon Council Housing Services 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 communal areas are clean and well maintained please can you explain?	Open Ended
Repairs in last 12 months?	Has Croydon Council Housing Services 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 Croydon Council Housing Services 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
Overall Repairs (Removed Q1 25/26)	How satisfied or dissatisfied are you with the way Croydon Council Housing Services deals with repairs and maintenance?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Comments	If you are not satisfied with how Croydon Council Housing Services deals with repairs and maintenance, please explain the reason why?	Open Ended
Contribution to neighbourhood	How satisfied or dissatisfied are you that Croydon Council Housing Services 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 Croydon Council Housing Services's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
ASB in Last 12 Months	Have you reported any anti-social behaviour to Croydon Council Housing Services in the last 12 months?	Yes/No
Listens to views & acts upon them	How satisfied or dissatisfied are you that Croydon Council Housing Services 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 Croydon Council Housing Services 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
Listens and Informed Comments (Removed Q1 25/26)	As you were not satisfied with Croydon Council Housing Services listening or keeping you informed please could you tell me why?	Open Ended
Fairly and with respect	To what extent do you agree or disagree with the following 'Croydon Council Housing Services treats me fairly and with respect'?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Not Applicable/Don't Know
Easy to Deal With	How satisfied or dissatisfied are you that Croydon Council Housing Services is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied



Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	Open Ended
Complaints in last 12 months?	Have you made a complaint to Croydon Council Housing Services in the last 12 months?	Yes/No
Complaints Handling	How satisfied or dissatisfied are you with Croydon Council Housing Services's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
	While you are on the phone is it okay if we check your details in order for Croydon Council's Housing Service to update their tenancy records?	
Preferred Phone	Can I confirm your preferred contact telephone number? (home or mobile)	Open Ended
Contact Email	Can you confirm your email address?	Open Ended
Would like E Newsletter (Removed Q1 25/26)	If email address is provided - Would you like to be sent e-newsletters from Croydon Council Housing Services?	Yes/No
Getting Involved	Would you like Croydon Council Housing Services to provide you with some information about resident involvement opportunities and the ways you can make your views known?	Yes/No
	The next question is being asked as Croydon Council would like to better understand the diversity of their residents and examine their practices fully. This will help the Council ensure that they deliver a fair service to all their community. All information will be treated in the strictest of confidence and will only be used to monitor and improve the Council services.	
	Ethnicity	Asian or Asian British - Indian, Asian or Asian British - Pakistani, Asian or Asian British - Bangladeshi, Asian or Asian British - Chinese, Any other Asian background, Black or Black British - Caribbean, Black or Black British - African, Any other Black/African/Caribbean background,



Mixed - White and Black Caribbean,
 Mixed - White and Black African,
 Mixed - White and Asian, Any other mixed / multiple ethnic background,
 White - British /English/ Welsh/ Scottish/ Northern Irish, White - Irish,
 White - Gypsy or Irish Traveller,
 White - Roma, Any other White background, Other Ethnic Groups: Arab, Any other ethnic group, Prefer not to say

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 Croydon Council Housing Services 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 Croydon Council Housing Services 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, Croydon Council Housing Services do have a complaints process you can access either by phone, email or the website. Calling 020 8726 6000 ext 44010 or email complaints@croydon.gov.uk or website <https://www.croydon.gov.uk/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 Croydon Council Housing Services. Thank you very much for your time in completing the survey.