



CROYDON CHURCHES HOUSING ASSOCIATION

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
Year on year changes in sample & collection method.....	5
Representativeness	5
Questionnaire & introductory text	8

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 Churches Housing Association (ccha) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details **ccha methodology** and outlines the criteria specified in the Regulator of Social Housing's (RSH) 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



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

During 2025/26, ccha completed 448 TSM surveys. ccha had 1344 Low Cost Rented Accommodation (LCRA) tenanted 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.

There are no incentives used for this survey.

Timing of survey



ccha carried out a total of **448** surveys between 26/06/2025 and 24/02/2026.

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 ccha 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 ccha's fieldwork.



Acuity contacted a random selection of current tenants in a telephone survey based on quotas.



All respondents had the opportunity to 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.

Survey responses are immediately shared with ccha, 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.

Year on year changes in sample & collection method



There have been no material year-on-year changes in survey methodology. However, in 2025/26, we did see a reduction in the number of residents who requested an online survey to be sent to them. All survey responses were completed by telephone and there were no online surveys responses received.

	2025/26	2024/25	2023/24
Telephone	448	417	401
Internet	0	41	8
Total returns	448	458	409
% Telephone	100%	91%	98%
% Internet	0%	9%	2%

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	2%	2%
25 - 34	9%	10%
35 - 44	17%	17%
45 - 54	16%	15%
55 - 59	11%	11%
60 - 64	11%	12%
65 - 74	20%	21%
75 - 84	10%	9%
85 +	4%	3%
Unknown	2%	1%

Tenure	Population	Sample
General Needs	69%	67%
Older Person Unit	23%	26%
Supported Unit	8%	7%

Number of Bedrooms	Population	Sample
0	11%	11%
1	39%	45%
2	28%	26%
3	18%	14%
4	5%	4%
5	0.22%	0.22%

Town	Population	Sample
Bromley	3%	1%
Coulsdon	0.1%	0%
Croydon	18%	18%
Kenley	1%	1%
London	8%	10%
Morden	0%	0%
Norbury	0%	0%
Orpington	0%	0%
Purley	3%	1%
South Croydon	4%	4%
South Norwood	0%	0%
Sutton	4%	5%
Thornton Heath	7%	8%
Wallington	1%	1%
Worcester Park	1%	1%
Unknown	50%	50%

Property Type	Population	Sample
Bungalow	1%	0.4%
Flat	62%	65%
House	26%	23%
Room	4%	5%
Studio	7%	7%

Questionnaire & introductory text



Below is the introductory text and question set used for ccha's TSM surveys:

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 used for Low Cost Rented Accommodation (LCRA):

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by ccha?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that ccha 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 ccha provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Maintained/Safe Comments	As you do not feel that your home is well maintained or safe, please can you explain 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 ccha is responsible for maintaining?	Yes / No / Don't know
Communal Area satisfaction	How satisfied or dissatisfied are you that ccha 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 Area Cleaning Service satisfaction	Again, focusing more specifically on the cleaning of internal communal areas, how satisfied or dissatisfied are you with the cleaning service?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Communal Gardening satisfaction	How satisfied or dissatisfied are you with communal gardening?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Window Cleaning satisfaction	How satisfied or dissatisfied are you with the cleaning of communal windows?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Contribution to neighbourhood	How satisfied or dissatisfied are you that ccha 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 ccha's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal, Neighbourhood and ASB Comments	Can you please explain why you are dissatisfied (with regards to the communal areas being cleaned and well maintained, Neighbourhood contribution or landlords' approach to ASB) and what could have been improved?	Open Ended
Repairs in last 12 months?	Has ccha 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 ccha 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	How satisfied or dissatisfied are you with the way ccha 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 ccha deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Listens to views & acts upon them	How satisfied or dissatisfied are you that ccha 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
Listens and Acts Comments	Please explain or provide an example of why you feel that ccha does not listen to your views or acts upon them?	Open Ended
Fairly and with respect	To what extent do you agree or disagree with the following 'ccha treats me fairly and with respect'?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Not Applicable/Don't Know
Keeps you informed	How satisfied or dissatisfied are you that ccha 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
Easy to Deal With	How satisfied or dissatisfied are you that ccha is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Contact with HA	Have you contacted ccha in the last 12 months?	Yes / No / Don't know
Ease of Contact right person	Thinking about the last time you contacted ccha...How easy or difficult was it to get hold of the right person regarding your enquiry?	Very easy, Fairly easy, Neither easy nor difficult, Fairly difficult, Very difficult
Satisfaction with handling query	How satisfied or dissatisfied are you with the way ccha handled your query?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Satisfaction with outcome	How satisfied or dissatisfied are you with the final outcome of your enquiry?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, n/a not yet resolved
Contact Comments - not satisfied	Can you please explain why you are dissatisfied (with regards to getting hold of the right person, handling of query or the final outcome) and what could have been improved?	Open Ended
NPS	How likely would you be to recommend ccha to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Complaints in last 12 months?	Have you made a complaint to ccha in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with ccha's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Stage	What stage in the complaints process did your complaint reach?	Stage 1, Stage 2, Not sure / don't know, N/A did not make "official" complaint
Complaints Comments	Please describe your experience of how complaints are handled	Open Ended
Damp	Have you experienced any issues with damp and mould in your property in the past 12 months?	No I have not. Yes but I haven't reported it. Yes and I have reported it
Damp current	Do you currently have damp or mould in your property?	Yes / No
Damp degree	Can you tell us to what degree this affects you?	Open Ended
Disability	Do you or anyone in your household have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?	Yes / No
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to ccha with your name attached so that they have better information to help them improve services?	Yes / No
Permission 2	Would you be happy for ccha 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 ccha or one of their contractors, they do have complaints process you can access by calling 0800 054 6710, emailing complaints@ccha.biz or by completing a form on their website where you will find more information. <https://ccha.biz/your-home/complaints-compliments/make-a-complaint/>

We have now come to the end of the survey. Just to confirm my name is [InterviewerName] and I've been calling from Acuity on behalf of ccha, thank you very much for your time in completing the survey.

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk