



Wolverhampton Council

Tenant Satisfaction Measures – Summary of Approach 2024/25

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COUNCIL

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

This document details Wolverhampton Council'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



Wolverhampton 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 2024/25, Wolverhampton Council 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. Wolverhampton Council must ensure that they survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3%.

During 2024/25, Wolverhampton Council completed 1,553 TSM surveys. Wolverhampton Council have 20,868 properties which means that a statistical accuracy level of +/- 2.4% 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



Wolverhampton Council carried out a total of 1,675 surveys between 15/03/2024 and 04/03/2025.

Collection Method(s)



The TSM Surveys were completed via telephone and online. 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 Wolverhampton 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 the survey. Acuity contacted a random selection of current tenants from Low Cost Rental Accommodation properties to participate in a mixed methodology survey based on quotas set on tenure, age group, area, length of tenancy and gender. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Wolverhampton Council, who then manages 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



The final survey data was weighted on Managing Agent, to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were: Age, Length of Tenancy and Managing Agent

Age Group

0 - 24

25 - 34

35 - 44

45 - 54

55 - 59

60 - 64

65 - 74

75 - 84

85 +

	Population	Sample
0 - 24	3%	3%
25 - 34	14%	13%
35 - 44	22%	23%
45 - 54	20%	21%
55 - 59	10%	10%
60 - 64	9%	9%
65 - 74	13%	13%
75 - 84	8%	7%
85 +	3%	1%

Length of Tenancy

Less than 1 year

1 – 3 years

4 – 5 years

6 – 10 years

11 – 20 years

Over 20 years

	Population	Sample
Less than 1 year	4%	4%
1 – 3 years	15%	17%
4 – 5 years	9%	8%
6 – 10 years	21%	20%
11 – 20 years	26%	26%
Over 20 years	26%	25%

Managing Agent

Wolverhampton Homes

Dovecotes TMO

Bushbury Hill EMB

New Park Village TMC

	Population	Sample
Wolverhampton Homes	91%	71%
Dovecotes TMO	3%	10%
Bushbury Hill EMB	5%	16%
New Park Village TMC	1%	3%

Weighting

Weighting has been applied to our results, based on **managing agents**. We survey more of our TMO tenants than required in order to achieve reliable results, so the weighting has been applied to mitigate against the over-representation of TMO tenants in our data.



Questionnaire & Introductory Text



Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Wolverhampton Council from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare 10 minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

No appointments after 10/02/2025

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Wolverhampton Council 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 Wolverhampton Council by phone [01902 556789].

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 Wolverhampton Council provides.

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No



Email Intro:

Dear (tenant name),

Wolverhampton Council have asked us, Acuity, to carry out an independent survey to find out if you are happy with your home and the services they provide.

The survey should take no more than 10 minutes to complete and will help Wolverhampton Council to improve the services you receive. The survey will be used to calculate annual tenant satisfaction measures to be published by Wolverhampton Council and reported back to the Regulator of Social Housing.

To complete the survey please click *here*.

If you have any questions or would like any help completing the survey, you can email us or call 01273 287114.

Finally, we wish to assure you that what you tell us will be confidential. We will not identify any individual customers, unless you give us permission to do so. We will not share your personal details with any other organisation.

Yours sincerely

Acuity Research & Practice Ltd
01273 287114

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Wolverhampton Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Wolverhampton 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 Wolverhampton 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 Wolverhampton Council is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Wolverhampton 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
Home/Communal Areas Safe or Well Maintained Comments	If you do not feel that your home (and / or communal areas) are safe and/or well maintained, please can you explain why and suggest what could be improved?	Open Ended
Repairs in Last 12 Months	Has Wolverhampton 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 Wolverhampton 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 Comments	If you are not satisfied with how Wolverhampton Council deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Wolverhampton 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 Wolverhampton 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
Listens and Acts	How satisfied or dissatisfied are you that Wolverhampton 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 Wolverhampton 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
Fairly and with Respect	To what extent do you agree or disagree with the following 'Wolverhampton Council 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 Wolverhampton Council is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Easy to Deal With Comments	As you were not satisfied with Wolverhampton Council being easy to deal with could you tell me why?	Open Ended
Complaints in Last 12 Months	Have you made a complaint to Wolverhampton Council in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Wolverhampton Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
One Thing Improve	If Wolverhampton Council could do one thing to improve its services, what would you like it to be?	Open Ended
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Wolverhampton 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 Wolverhampton Council to contact you to follow up on any of the comments or issues you have raised?	Yes, No



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