

Kingston Council

Tenant Satisfaction Measures – Summary of Approach 2024/25



THE ROYAL BOROUGH OF
KINGSTON
UPON THAMES

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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 Kingston Council to inform its tenants about its approach to conducting the TSM Perception survey and collecting data.

This document details Kingston 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 landlords 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



Kingston Council works with Acuity Research & Practice Ltd, an accredited organisation that provides 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, Kingston 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. Kingston Council must ensure they survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Kingston Council completed 749 TSM surveys with Low Cost Rental Accommodation (LCRA) tenants. Kingston Council have 4,143 LCRA properties, which means that a statistical accuracy level of +/- 3.2% was achieved, which meets the required level of accuracy.

No tenant was removed from the sample frame.

No incentives were used.

Timing of Survey

Kingston Council carried out a total of 749 completed surveys between 28 May 2024 and 7 March 2025 (on a quarterly basis).



Collection Method(s)



The TSM surveys were completed via telephone interviews. The rationale for using a telephone survey 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 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. Telephone surveys also allow Kingston 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. A telephone-based approach further helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- **Representativeness of Responses:** A telephone survey provides the option to control the response via the use of quotas rather than a self-selecting method (online and postal), which means the results are representative.
- **Benchmarking Compatibility:** The majority of landlords use telephone surveys as their main collection method, which will allow Kingston Council to compare the TSM metrics.
- **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 LCRA properties to participate in a telephone survey, based on quotas set on age group, ward and housing need. The survey is carefully scripted to ensure a professional and consistent process. A local telephone number was also used to aid pick-up rates and trust in the survey.

Survey responses are immediately shared with Kingston 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:

Housing Need

General Needs
Sheltered

Population	Sample
83%	82%
17%	18%

Gender

F
M
Unknown

Population	Sample
63%	63%
37%	37%
0%	0%

Age Group

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

Population	Sample
1%	0%
7%	5%
15%	14%
19%	20%
12%	10%
11%	10%
19%	20%
12%	17%
5%	4%
1%	1%

Tenure Type

Decant Licence
Flexible Fixed Term
HRA – Non-Secure
Introductory
Licence
Licences: Temp in Perm
License CRE
Secure
Use & Occupation

Population	Sample
0%	0%
0%	0%
1%	1%
3%	4%
1%	0%
2%	1%
0%	0%
92%	93%
1%	0%

Ward

Alexandra
Berrylands
Beverley
Canbury
Canbury Gardens
Chessington North/Hook
Chessington South
Chessington South & Malden Rushett
Coombe Hill
Coombe Vale
Green Lane & St James Ward
Grove
Hook & Chessington North
King George's & Sunray
Kingston Gate
Kingston Town
Motspur Park & Old Malden East
New Malden Village
Norbiton
Old Malden
Out of Borough
St Mark's & Seething Wells
Surbiton Hill
Tolworth
Tolworth & Hook Rise
Tudor

Population	Sample
1%	1%
11%	11%
0%	0%
0%	0%
2%	1%
0%	0%
0%	0%
6%	7%
1%	1%
5%	5%
4%	4%
0%	0%
9%	10%
0%	1%
11%	11%
7%	6%
2%	2%
4%	4%
21%	22%
5%	4%
0%	0%
1%	1%
1%	1%
8%	7%
0%	0%
1%	1%

Neighbourhood

Kingston & North Kingston
Kingston Town
Maldens & Coombe
New & Old Malden
Out of Borough
South of Borough
Surbiton

Population	Sample
43%	42%
1%	0%
0%	0%
19%	19%
0%	0%
16%	17%
22%	21%

Accommodation Type

Bungalow
Flat
House
Maisonette
Studio
Travellers Pitch

Population	Sample
3%	4%
54%	56%
25%	24%
11%	10%
5%	6%
0%	0%

Ethnicity

Asian: Korean
Asian or Asian British: Bangladeshi
Asian or Asian British: Chinese
Asian or Asian British: Indian
Asian or Asian British: Other
Asian or Asian British: Pakistani
Black African, Caribbean or Black British: African
Black African, Caribbean or Black British: Caribbean
Black African, Caribbean or Black British: Other
Mixed: Other
Mixed: White and Asian
Mixed: White and Black African
Mixed: White and Black Caribbean
Not Known
Other Ethnic Group: Arab
Other Ethnic Group: Other
Prefer not to say
White: English, Scottish, Welsh, N. Irish, British
White: Gypsy, Romany, Irish Traveller
White: Irish

Population	Sample
0%	0%
0%	0%
0%	0%
1%	1%
7%	5%
1%	1%
4%	5%
1%	2%
1%	1%
1%	1%
0%	1%
0%	0%
0%	1%
13%	13%
0%	1%
10%	10%
4%	3%
47%	47%
0%	0%
1%	2%

White: Other

6%

7%

Questionnaire & Introductory Text



Below is the introductory text and question set that was used for Kingston Council's 2024/25 TSM survey.

Telephone Intro:

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.

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 Kingston Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Kingston 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 Kingston 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 Kingston Council is responsible for maintaining?	Yes, No, Don't Know
Communal Areas Clean & Well Maintained	How satisfied or dissatisfied are you that Kingston Council keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or Communal Areas Not Safe or Well Maintained	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
Repair in Last 12 Months?	Has Kingston Council carried out a repair to your home in the last 12 months?	Yes/No
Repairs Service Last 12 Months	How satisfied or dissatisfied are you with the overall repairs service from Kingston Council over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken to Complete Last Repair	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 & Maintenance	How satisfied or dissatisfied are you with the way Kingston Council deals with repairs and maintenance?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Service Comments	If you are not satisfied with how Kingston 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 Kingston 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 Handling ASB	How satisfied or dissatisfied are you with Kingston 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 & Acts Upon Views	How satisfied or dissatisfied are you that Kingston 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
Treated Fairly & With Respect	To what extent do you agree or disagree with the following 'Kingston Council treats me fairly and with respect'?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Not Applicable/Don't Know
Kept Informed	How satisfied or dissatisfied are you that Kingston 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

Easy to Deal With	How satisfied or dissatisfied are you that Kingston Council is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Customer Service and Communication Comments	If you are not satisfied with customer service and communications please provide more information, and what could Kingston Council improve?	Open Ended
NPS	How likely would you be to recommend Kingston Council to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	10 - Very likely, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 - Not very likely at all
Improvement Suggestions	If Kingston Council could do ONE thing to improve its services, what would you like it to be?	Open Ended
Complaint in Last 12 Months?	Have you made a complaint to Kingston Council in the last 12 months?	Yes/No
Complaints Handling	How satisfied or dissatisfied are you with Kingston Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Damp or Mould	Does your home currently suffer from any damp or mould issues?	Yes/No
Cost of Living	How concerned are you about the cost of living crisis for you personally?	Not at all, Slightly, Very concerned, Prefer not to say
Future Contact	If you were contacted again in the future and asked to take part in another survey, what is your preferred method for taking part?	Telephone call, Postal Questionnaire, Email with link to online survey, Text with link to online survey, Not sure
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Kingston 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 Kingston Council to contact you to follow up on any of the comments or issues you have raised?	Yes/No