# EDEN HOUSING ASSOCIATION

# Tenant Satisfaction Measures – Summary of Approach 2025/26

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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 Eden Housing Association to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Eden Housing Association 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

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

During 2025/26, Eden Housing Association completed 629 TSM surveys. Eden Housing Association have 1666 properties which means that a statistical accuracy level of +/- ±2.1% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

There are no incentives to be used for this survey.

## Timing of Survey

Eden Housing Association carried out a total of 629 surveys between 29/05/2025 and 09/02/2026

## Collection Method(s)

The TSM Surveys were completed via Telephone methodology. 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**: 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 Eden Housing Association 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 Eden Housing Association'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 Eden Housing Association, 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:

| Gender | Population | Sample |
|---|---|---|
| Female | 62% | 62% |
| Male | 38% | 38% |

| Ward | Population | Sample |
|---|---|---|
| ALSTON MOOR | 5% | 6% |
| APPLEBY | 4% | 4% |
| ASKHAM | 1% | 2% |
| BROUGH | 1% | 1% |
| CARLISLE CENTRAL | 3% | 3% |
| CHURCH BROUGH | 0.24% | 0.16% |
| CLIFTON | 1% | 0.79% |
| CONISTON | 0.60% | 0.64% |
| DACRE | 2% | 2% |
| DALSTON | 0.30% | 0% |
| EAMONT | 0.54% | 0% |
| GREAT CORBY & GELTSDALE | 0.48% | 0% |

| | | |
|---|---|---|
| **GREYSTOKE** | 3% | 3% |
| **HARTSIDE** | 2% | 1% |
| **HESKET** | 2% | 0.95% |
| **HESKET NEWMARKET** | 0.30% | 0% |
| **KESWICK** | 0.12% | 0.16% |
| **KIRKBY STEPHEN** | 3% | 4% |
| **KIRKBY THORE** | 4% | 4% |
| **KIRKOSWALD** | 1% | 1% |
| **LANGWATHBY** | 2% | 2% |
| **LAZONBY** | 2% | 3% |
| **LONG MARTON** | 0.42% | 0.16% |
| **LOWTHER** | 4% | 3% |
| **MARYPORT** | 0.06% | 0% |
| **ORTON WITH TEBAY** | 2% | 1% |
| **PENRITH** | 45% | 48% |
| **PENRITH EAST** | 0.66% | 0.79% |
| **PENRITH NORTH** | 0.06% | 0% |
| **PENRITH SOUTH** | 1% | 0.79% |
| **PENRITH WEST** | 0.48% | 0.48% |
| **SHAP** | 3% | 3% |
| **SKELTON** | 0.48% | 0.48% |

| | | |
|---|---|---|
| **ULLSWATER** | 2% | 2% |
| **ULVERSTON** | 0.42% | 0.64% |
| **WARCOP** | 0.18% | 0% |
| **WETHERAL** | 0.12% | 0% |

| Age Group | Population | Sample |
|---|---|---|
| **0 - 24** | 0.66% | 0.32% |
| **25 - 34** | 9% | 8% |
| **35 - 44** | 17% | 18% |
| **45 - 54** | 16% | 15% |
| **55 - 59** | 12% | 10% |
| **60 - 64** | 11% | 10% |
| **65 - 74** | 15% | 16% |
| **75 - 84** | 13% | 16% |
| **85 +** | 6% | 7% |

| Length of Tenancy | Population | Sample |
|---|---|---|
| A. < 1 year | 0.66% | 8% |
| B. 1 - 3 years | 24% | 23% |
| C. 4 - 5 years | 11% | 10% |
| D. 6 - 10 years | 26% | 24% |
| E. 11 - 20 years | 21% | 19% |
| F. Over 20 years | 18% | 15% |

## 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 for LCRA

| Label | Question text | Rating scale |
|---|---|---|
| Overall Satisfaction | Taking everything into account, how satisfied or dissatisfied are you with the service provided by Eden Housing Association? | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied |
| Well Maintained Home | How satisfied or dissatisfied are you that Eden Housing Association 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 Eden Housing Association 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 Eden Housing Association is responsible for maintaining? | Yes / No / Don't know |
| Communal Area satisfaction | How satisfied or dissatisfied are you that Eden Housing Association keeps these communal areas clean and well-maintained? | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied |
| Home or communal areas safe or well maintained Comments | As you are not satisfied that either your home or communal areas are not well maintained or safe, please explain why and what could be done to improve this? | Open Ended |
| Repairs in last 12 months? | Has Eden Housing Association 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 Eden Housing Association 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 Eden Housing Association 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 Eden Housing Association 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 Eden Housing Association 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 |
| Fairly and with respect | To what extent do you agree or disagree with the following `Eden Housing Association 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 Eden Housing Association 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 Eden Housing Association 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 Eden Housing Association improve? | Open Ended |
| Contribution to neighbourhood | How satisfied or dissatisfied are you that Eden Housing Association 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 Eden Housing Association's approach to handling anti-social behaviour? | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know |
| Approach to ASB Comments | Give us your thoughts on your landlord'sapproach to handling anti-social behaviour. | Open Ended |

| | | |
|---|---|---|
| Complaints in last 12 months? | Have you made a complaint to Eden Housing Association in the last 12 months? | Yes / No |
| Complaints Handling | How satisfied or dissatisfied are you with Eden Housing Association's approach to complaints handling? | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied |
| Complaint Stage Resolution | What stage in the complaints process did your complaint reach? | Stage 1, Stage 2, N/A did not make "official" complaint, Not sure / don't know |
| NPS | How likely would you be to recommend Eden Housing Association 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 |
| One thing improve | If Eden Housing Association could do ONE thing to improve its services, what would you like it to be? | Open Ended |
| Cost of Living | Do you currently struggle with any of the following…? | Paying your rent or service charges, Meeting the costs of household bills, Meeting the cost of utility / fuel bills |
| Damp | Does your home currently suffer from any damp or mould issues? | Yes, No |
| | | |
| | (If you tick 'Yes' we will pass on your name and address to Eden Housing Association | |
| Damp Description Comments | Please can you provide a short description of the damp issue? | Open Ended |
| Involvement | Are you interested in getting more involved in how EHA is run (for example taking part in prize draw surveys to help improve services or attending focus groups)? if you are interested, we will pass your details to EHA) | Yes / No |

| | | |
|---|---|---|
| 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 Eden Housing Association 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 Eden Housing Association to contact you to follow up any of the comments or issues you have raised? | Yes / No |

“If you are dissatisfied with the service provided by Eden Housing Association, they do have a complaints process you can access by calling 01768 861400, emailing enquiries@edenha.org.uk or logging in to ‘My Account’ on the tenant’s portal.”

“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 Eden Housing Association. Thank you very much for your time in completing the survey.”