



Oldham Council

Tenant Satisfaction Measures – Summary of Approach 2024/25



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Introduction



The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers collect and report TSMs in accordance with the guidelines set by the Regulator of Social Housing (RSH). As part of this requirement, it is necessary for Oldham Council to inform its tenants about its approach to conducting the TSM Perception survey and collecting data.

This document details Oldham Council's methodology and outlines the criteria specified in the RSH's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires that all registered providers 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



Oldham 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, Oldham Council used a census approach to complete TSM surveys, whereby all tenants were invited to participate in the survey exercise. The sample size was chosen to ensure that the level of statistical accuracy set out by the RSH was met. For Oldham Council, we need to ensure that we survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Oldham Council completed (or partially completed) 469 TSM surveys with tenants in Low-Cost Rented Accommodation (LCRA). Oldham Council have 2,027 LCRA properties which means that a statistical accuracy level of +/- 3.97% was achieved, which is a greater level of accuracy than required and gives us confidence that the results reliably represent the views of our tenant community.

20 residents in Holly Bank Apartments were excluded from the sample due to exceptional circumstances which would make standard survey approaches not practically possible.

To boost participation, we incentivised the survey, whereby all tenants who took part were entered into a draw to receive one of five £50 gift vouchers. The five winners were randomly selected by Acuity and communicated to the Council to award prizes.

Timing of Survey



Oldham Council carried out a total of 469 surveys between 2 December 2024 and 30 January 2025.

Collection Method(s)



The TSM surveys were completed via a combination of online and postal surveys. All tenants with an email address were sent an email invitation by Acuity to complete the survey online. Tenants were also sent survey packs by post, which included a cover letter, questionnaire and reply-paid envelope to return their completed survey. The postal survey also included a QR code and unique survey link on the cover letter and questionnaire which enabled tenants to complete the survey online if they wished.

The rationale for using a mixed methodology approach is:

- ✓ **Accessibility and Inclusivity:** By using a combination of online and postal methods, we wanted to ensure accessibility for tenants with differing communication preferences and needs. This approach supports our commitment to reaching a broad and representative sample of our tenant population, including those who may face digital exclusion or have additional accessibility requirements.
- ✓ **Response Rates:** A multi-channel approach maximises the likelihood of response by accommodating tenant preferences.
- ✓ **Broadening Participation:** By adopting a census approach and removing barriers to inclusion, we wanted to give all tenants the opportunity to have their voice heard and shape service improvement.
- ✓ **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. This strengthens our ability to monitor trends, assess the impact of service improvements and identify areas requiring further attention.
- ✓ **Independence:** Partnering with Acuity, an independent research agency, ensures impartiality in the survey process. This independence helps tenants feel more comfortable sharing honest feedback, and it enhances the credibility of the data collected.
- ✓ **Flexibility and Convenience:** Including QR codes and unique online links in the postal pack gives tenants the flexibility to respond in their preferred format, even if they change their mind. This added convenience helps to reduce friction in the response process.

Sample Method



A census approach was used, whereby all tenants were invited to participate in the survey through multiple channels. All tenants received a postal survey pack. This included a QR code and unique survey link for tenants who wished to complete the survey online. In addition, all tenants with a registered email address sent an email invitation with a direct link to the online survey.

The survey was carefully scripted to ensure a professional and consistent process. All surveys were confidential. However, tenants were asked at the end of the survey whether they would like to provide consent to be identifiable in their survey responses. Tenants were also asked whether they were happy to be contacted by the Council to discuss any issues raised within the survey.

Following the conclusion of the fieldwork, the survey responses were shared with Oldham Council, who then managed a follow up and review process. This included both responding to feedback as necessary and analysing the feedback to understand how we can improve.

Representativeness



Representativeness checks were carried out at the end of the survey to ensure that the survey was representative of the tenant population as a whole, after which the data was weighted on managing agent and age.

The characteristics by which representativeness was determined were:

Managing Housing Association

Great Places
Great Places & Wates
Housing 21

Population	Sample (unweighted)
1%	0%
30%	14%
69%	86%

Tenure

Secure (Fair)
Sheltered

Population	Sample (unweighted)
31%	14%
69%	86%

Property Type

Bungalow
Flat
House

Population	Sample (unweighted)
39%	50%
40%	41%
21%	9%

Scheme

Alt Lane
Andrew Street

Population	Sample (unweighted)
0%	1%
0%	0%

Ash Walk	1%	1%
Ashton Road East	0%	0%
Aster House	2%	1%
Bleasdale Street	1%	0%
Boston Close	1%	1%
Briar Grove	1%	2%
Brierley Avenue (Clifton)	1%	1%
Brierley Avenue (Gildenhall)	0%	0%
Broadway	0%	0%
Brown Edge Road	1%	0%
Burnley Street	1%	1%
Cedar Crescent	2%	2%
Cedar Grove	1%	1%
Chamber Road	0%	0%
Charles Morris House	2%	1%
Chew Vale	1%	2%
Clive Road	1%	0%
Clough Road	0%	0%
Cloughgate House	1%	1%
Coronation Road	2%	3%
Covert Road	3%	2%
Cypress Avenue	3%	4%
Dunsford Court	1%	1%
Elizabeth Grove	1%	1%
Eustace Street	1%	0%
Fir Grove	1%	0%
Frederick Street	1%	1%
Further Hey Close	0%	1%
Grayson Way	0%	0%
High Street	0%	0%
Highgate House	2%	2%
Holland Close	2%	3%
Holly Grove	1%	1%
Hood Square	2%	2%
Hopwood Court	2%	1%
Iris Street	1%	1%
Kershaw Street	0%	1%
King Street	1%	0%
Lancaster Square	1%	1%
Larch Grove	0%	0%
Lees House	1%	2%
Levens Walk	0%	0%
Lido House	1%	3%

Lignum Avenue	1%	0%
Limeditch Road	1%	1%
Lynmouth Avenue	2%	1%
Maple Close	1%	0%
Marlborough Drive	1%	1%
Marlborough Drive - Coronation	0%	0%
Medlock Way	0%	0%
Medway Close	0%	1%
Middleton Road	0%	0%
Mora Avenue	0%	0%
Nimble Nook	1%	1%
Nursery Road	0%	0%
Old Mill House	3%	1%
Osborne Street	0%	0%
Oxford Street	1%	1%
Partington Street	0%	0%
Paulden Drive	0%	1%
Poplar Street	1%	0%
Poplar Walk	1%	0%
Princess Road	0%	0%
Propps Hall Drive	1%	0%
Recreation Road	1%	2%
Rochdale Rd (Chester)	0%	0%
Rochdale Rd (York Square)	0%	0%
Rosewood Crescent	1%	0%
Rowden Road	1%	0%
Royley Way	1%	1%
Saint Herberts Court	2%	2%
School House Flats	2%	2%
Shield Close	0%	1%
Spring Lees Court	1%	2%
St Georges Square	2%	1%
Stott Street	0%	0%
Swan Court	0%	0%
Tandle View Court	4%	4%
The Orchard	0%	1%
Throstle Court	2%	1%
Trinity House	4%	1%
Victoria Gardens	1%	1%
Victoria Street	2%	2%
Villiers Drive	0%	0%
Violet Hill Court	4%	6%
Walkers Road	2%	3%

Walton House
Westgate House
Wildmoor Avenue
Wood Square
Wrigley Head

2%	1%
2%	1%
3%	3%
1%	0%
1%	1%

No. of Bedrooms

1
2
3
4
5

Population	Sample (unweighted)
63%	71%
19%	21%
11%	6%
5%	1%
2%	1%

Length of Tenancy

< 1 year
1 - 3 years
4 - 5 years
6 - 10 years
11 - 20 years
Over 20 years

Population	Sample (unweighted)
8%	10%
24%	25%
11%	10%
27%	23%
23%	25%
7%	6%

Age

16-24
25-44
45-64
65-74
75+
NO DATA

Population	Sample (unweighted)
8%	0%
24%	5%
11%	16%
27%	29%
23%	50%
7%	0%

Gender

Female
Male

Population	Sample (unweighted)
55%	55%
45%	45%

Ethnicity

Asian or Asian British Banglad
Asian or Asian British Indian
Asian or Asian British Other

Population	Sample (unweighted)
6%	3%
0%	0%
1%	1%

Asian or Asian British Pakista	0%	0%
Asian or AsianBritishPakistani	4%	2%
Black African	0%	0%
Black or Black British African	1%	0%
Black or Black British Caribbean	0%	0%
Black or Black British Other	0%	0%
Black, African, Caribbean or Black British	0%	0%
Mixed Other	0%	0%
Mixed White and Black Caribbean	0%	0%
No Answer	0%	0%
NO DATA	4%	0%
Other	0%	0%
Other Arab	0%	0%
Prefer Not To Answer	5%	8%
White and Black African	0%	0%
White British	74%	83%
White Irish	1%	0%
White Other	1%	1%

Questionnaire & Introductory Text



The cover letter and paper questionnaire that tenants received are shown below. The example provided specifically relates to those in properties managed by Housing 21.

 <p>«Correspondence_name» «Address_Line_1» «Address_Line_2» «Address_Line_3» «Address_Line_4» «Postcode»</p> <p style="text-align: right;">30 September 2024</p> <p>Dear «resp_salutation»,</p> <p>Your home is managed by Housing 21 on behalf of Oldham Council.</p> <p>Oldham Council is running a survey of residents to find out your views on your home and the services you receive from Housing 21.</p> <p>Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social housing are included in this year's survey, and cover repair, building safety and complaint handling. We encourage residents to give their feedback to provide the Regulator, and Oldham Council with valuable information which will be used to assess our performance. We will publish key findings and how we plan to act on the results in a future briefing to all residents.</p> <p>Alternatively you can complete the survey online – you can use a laptop, tablet or SMART phone. To do so, follow this link www.starsurveys.co.uk/OC and enter your unique reference code: «Resp_Code» or scan the QR code on the bottom right of the survey.</p> <p>Every resident who returns their fully completed questionnaire will be entered into a prize draw with a chance of winning one of five prizes of £50 gift vouchers.</p> <p>Acuity, an independent research company, are running this survey for us, in accordance with the rules of the Market Research Society. What you tell us will be strictly confidential. We will report the findings to Oldham Council without identifying any individual residents, unless you give us permission to do so. We will not share your personal details with any other organisation. Please fill in as much as you can and return the completed questionnaire in the freepost envelope provided by 26th October 2024.</p> <p>If you need help to complete the survey, contact Housing 21:</p> <ul style="list-style-type: none"> • phone 0370 1524444 or; • email oldhamenquiries@housing21.org.uk <p>If you need reassurance that this survey is a legitimate request from Oldham Council please contact Housing 21:</p> <ul style="list-style-type: none"> • phone 0370 1524444 or; • email oldhamenquiries@housing21.org.uk <p>www.oldham.gov.uk</p>	<p>If you are dissatisfied with the service provided by Housing 21, they do have a complaints process you can access by calling 0303 123 1622, emailing strategicoperationsteam@housing21.org.uk or by completing a form on their website at https://www.housing21.org.uk/about-us/contact-us/complaints/</p> <p>If you have any other questions about the survey or would prefer it in a different format, such as large print please call 01723 267154.</p> <p>I look forward to hearing your views.</p> <p>Yours faithfully</p> <p>Farah Saleem</p> <p>Farah Saleem Housing Project Officer Place and Economic Growth Oldham Council Offices Spindles Shopping Centre George Street Oldham OL1 1HD</p> <p>Mobile: 07977 785801 farah.saleem@oldham.gov.uk</p> <p style="text-align: right;">«ShortLink QR Code»</p>
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OR CODE

Tenant Satisfaction Survey

Your chance to have your say!

Oldham Council is your landlord; however, all of your housing management services are delivered by Housing 21 on behalf of the Council.

Your views are important to Oldham Council and Housing 21 and this survey will help them to understand what you think about your home and the services they provide, as well as what you would like them to do in the future. Oldham Council has asked Acuity to carry out an independent survey on their behalf. The survey will be used to calculate the annual Tenant Satisfaction Measures (or TSM) which will be published by Oldham Council and reported back to tenants as required by the Regulator of Social Housing. Please take a few minutes to fill in the questionnaire.

What you tell us will be strictly confidential. We will report your responses to Oldham Council without identifying you unless you give your permission at the end of the survey. If you would prefer to complete the survey online, please go to: www.star-surveys.co.uk/OC and input your unique code which is [RHS CODE]. If you have any difficulties in completing the survey, please call us on 01273 287114 or email acuity@arap.co.uk

Your Home and Overall Services

1. Taking everything into account, how satisfied or dissatisfied are you with the service provided by Housing 21 on behalf of Oldham Council?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

2. How satisfied or dissatisfied are you that Housing 21 provides a home that is well maintained?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

3. Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Housing 21 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

4. Do you live in a building with communal areas, either inside or outside, that Housing 21 is responsible for maintaining?

- ☐ Yes (to be continued)
☐ No (to be continued)
☐ Don't know (to be continued)

5. How satisfied or dissatisfied are you that Housing 21 keeps these communal areas clean and well maintained?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

6. If you are not satisfied with your home or communal areas, please provide more information and what Housing 21 could improve.

Your Neighbourhood

7. How satisfied or dissatisfied are you that Housing 21 makes a positive contribution to your neighbourhood?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied
☐ Not applicable / don't know

8. How satisfied or dissatisfied are you with Housing 21's approach to handling anti-social behaviour?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied
☐ Not applicable / don't know

Repairs and Maintenance

9. Has Housing 21 carried out a repair to your home in the last 12 months?

- ☐ Yes (to be continued)
☐ No (to be continued)

10. How satisfied or dissatisfied are you with the overall repairs service from Housing 21 over the last 12 months?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

11. 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

12. Generally, how satisfied or dissatisfied are you with the way Housing 21 deals with repairs and maintenance?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

13. If you are not satisfied with the repairs and maintenance service, please provide more information and what Housing 21 could improve.

Customer Service, Communications and Information

14. How satisfied or dissatisfied are you that Housing 21 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

15. How satisfied or dissatisfied are you that Housing 21 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

16. To what extent do you agree or disagree with the following "Housing 21 treats me fairly and with respect"?

- ☐ Strongly agree
☐ Agree
☐ Neither agree nor disagree
☐ Disagree
☐ Strongly disagree
☐ Not applicable / don't know

17. How satisfied or dissatisfied are you that Housing 21 is easy to deal with?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

18. If you are not satisfied with customer service and communications please provide more information, and what Housing 21 could improve.

Making a Complaint

19. Have you made a complaint to Housing 21 in the last 12 months?

- ☐ Yes (to be continued)
☐ No (to be continued)

20. How satisfied or dissatisfied are you with Housing 21's approach to complaints handling?

- ☐ Very satisfied
☐ Fairly satisfied
☐ Neither satisfied nor dissatisfied
☐ Fairly dissatisfied
☐ Very dissatisfied

Oldham Council

21. What one thing could Housing 21 improve?

Your Well-being

22. Do you currently struggle with any of the following...?

	Yes	No	I am worried about the future	Prefer not to say
Paying your rent or service charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the cost of household bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the cost of utility/fuel bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Does your home currently suffer from any damp or mould issues? (If you tick 'yes' we will pass on your name and address to Oldham Council and Housing 21)

- ☐ Yes
☐ No

Permissions and Confidentiality

24. 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

25. Oldham Council and Housing 21 would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Oldham Council and Housing 21?

- ☐ Yes (to be continued)
☐ No (to be continued)

26. Are you happy for Oldham Council and Housing 21 to contact you regarding any information you have provided in this survey?

- ☐ Yes
☐ No

Acuity
Research & Practice

Thank you for taking the time to complete this survey.
Please return the questionnaire in the FREEPOST envelope provided (you do not need a stamp). Oldham Council will inform you about the results.

