Oxford City Council

Tenant Satisfaction Measures – Summary of Approach 2024

OXFORD CITY 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 Oxford City Council to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Oxford City Council's methodology and outlines the criteria specified in the Regulator of Social Housing's (RSH) publication, Tenant Satisfaction Measures Return.

The 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



Oxford City 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, Oxford City Council (OCC) 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. OCC must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3%.

During 2024/25, OCC completed 978 TSM surveys. OCC have 7,733 Low-Cost Rental Accommodation (LCRA) properties which means that a statistical accuracy level of +/- 2.9% was achieved, which is a slightly greater level of accuracy than required.

No tenant was removed from the sample frame.

Timing of Survey

OCC carried out a total of 978 surveys between 25/10/2024 and 15/11/2024.

Collection Method(s)



The TSM Surveys were completed via telephone, with an option of being transferred to online by an interviewer, if requested by the tenant. The rationale for using this methodology 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.
Reliability and Consistency: Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. A telephone-based approach helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses. 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



Acuity contacted a randomly stratified selection of current tenants to participate in a telephone survey using quotas set on tenure type (Low-Cost Home Ownership (LCHO) – excluded from this submission), area and age. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with OCC, 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



The final survey data did not require weighting as a quota structure was implemented. 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:

Tenure (not shown as only LCRA), Area, Age, Property Type, Gender, and Ethnicity

Age	Population	Sample
0-24	3%	3%
25-34	13%	12%
35-44	18%	18%
45-54	17%	17%
55-59	9%	9%
60-64	9%	9%
65-74	15%	15%
75-84	11%	11%
85+	6%	6%
Unknown	0%	0%

Gender	Population	Sample
Female	65%	68%
Male	36%	32%
Unknown	0%	0%

Property Type	Population	Sample
Bungalow	4%	5%
Flat	39%	39%
High Rise Flat	4%	3%
House	50%	49%
Maisonette	3%	4%

Ethnicity

	Population	Sample
Asian or Asian British Bangladeshi	1%	1%
Asian or Asian British Chinese	0%	0%
Asian or Asian British Indian	1%	1%
Asian or Asian British Other	1%	2%
Asian or Asian British Pakistani	3%	2%
Black or Black British African	5%	5%
Black or Black British Caribbean	3%	3%
Black or Black British Other	2%	2%
Mixed Other	1%	1%
Mixed White and Asian	0%	1%
Mixed White and Black Caribbean	1%	1%
No Answer	14%	12%
Other – Arab	0%	0%
Other - Other	2%	1%
White and Black African	0%	0%
White British	60%	61%
White Gypsy or Irish Traveller	0%	0%
White Irish	1%	1%
White Other	5%	6%

Area	Population	Sample
Abingdon	1%	1%
Barton and Sandhills	9%	9%
Blackbird Leys	12%	12%
Botley and Sunningwell	0%	0%
Carfax and Jericho	3%	3%
Churchill	10%	10%
Cowley	5%	4%
Cutteslowe and Sunnymead	4%	3%
Donnington	5%	5%
Headington	2%	2%
Headington Hill and Northway	4%	3%
Hinksey Park	5%	5%
Holywell	0%	1%
Kidlington	1%	1%
Littlemore	7%	7%
Lye Valley	3%	3%
Marston	3%	3%
Northfield Brook	4%	5%
Osney and St Thomas	2%	2%
Quarry and Risinghurst	3%	3%
Rosehill and Iffley	8%	8%
St Clements	3%	4%
St Mary's	1%	1%
Temple Cowley	1%	1%
Unknown	1%	1%
Walton Manor	0%	0%
Wolvercote	3%	3%

Questionnaire

Here is the telephone introduction and questionnaire used for OCC's TSM surveys:

Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organsation 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. [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

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TSM Survey – Oxford City Council – Telephone Survey

Your Home and Overall Services

1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Oxford City Council?
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

2 How satisfied or dissatisfied are you that Oxford City Council 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 Oxford City 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

4 Do you live in a building with communal areas, either inside or outside, that Oxford City Council is responsible for maintaining?
- Yes (Go to 5)
- No (Go to 8)
- Don't know (Go to 8)

5 How satisfied or dissatisfied are you that Oxford City Council 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 and/or communal areas, please provide more information and what Oxford City Council could improve?

7 How satisfied or dissatisfied are you with the safety and security of your high-rise block? *(Property type = High Rise)*
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Repairs and Maintenance

8 Has Oxford City Council carried out a repair to your home in the last 12 months?
- Yes (Go to 9)
- No (Go to 11)

9 How satisfied or dissatisfied are you with the overall repairs service from Oxford City Council over the last 12 months?
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

10 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

11 Generally, how satisfied or dissatisfied are you with the way Oxford City Council deals with repairs and maintenance?
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

12 If you are not satisfied with the repairs and maintenance service, please provide more information and what Oxford City Council could improve?

Customer Service, Communications and Information

13 How satisfied or dissatisfied are you that Oxford City 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

14 How satisfied or dissatisfied are you that Oxford City 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

15 To what extent do you agree or disagree with the following 'Oxford City Council treats me fairly and with respect'?
- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Not applicable / don't know

16 How satisfied or dissatisfied are you that Oxford City Council is easy to deal with?
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

17 If you are not satisfied with customer service and communications please provide more information, and what could Oxford City Council improve?

Your Neighbourhood

18 How satisfied or dissatisfied are you that Oxford City 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

19 How satisfied or dissatisfied are you with Oxford City 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

Making a Complaint

20 Have you made a complaint to Oxford City Council in the last 12 months?
- Yes (Go to 20)
- No (Go to 22)

21 How satisfied or dissatisfied are you with Oxford City Council's approach to complaints handling?
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

22 Oxford City Council has previously changed their complaints procedure. You can make a complaint by phoning The Council, writing to customer services or filling in the online customer feedback form. Were you aware of how to make a complaint before today?
- Yes
- No

Improvements

23 What one thing could Oxford City Council improve?

Engagement

24 As a resident, there are many areas of The Councils services that you can become involved in by working with The Council to make changes and improvements to the services they provide. Which of the following services, if any, would you like to become involved in? If you are interested, we will pass your details on to the Tenant Involvement Team at Oxford City Council.
- Repairs
- Safety
- Complaints
- ASB
- Estates Services
- None of the above

Permissions & Confidentiality

25 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

26 Oxford City Council would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Oxford City Council?
- Yes (Go to 29)
- No (End)

27 Are you happy for Oxford City Council to contact you regarding any information you have provided in this survey?
- Yes
- No

If you are dissatisfied with the service provided by Oxford City Council they have a complaints process you can access by either calling 01865 249811, in person or completing this online form Customer Feedback | Instructions – Oxford City Council