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

This document details the Council 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



The 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 2025/26, the Council 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. The Council must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2025/26, the Council received 1,065 completed responses with an additional 6 incomplete TSM surveys. The Council have 7,724 properties which means that a statistical accuracy level of +/- ±2.8% 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

The Council carried out a total of 1,065 completed surveys between 12/01/2026 and 29/01/2026. There was also an additional six incomplete surveys.

Collection Method(s)



The TSM Surveys were completed via telephone only. The rationale for using a telephone 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 The 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 Council's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas. All respondents were also given the opportunity to complete the survey online when called, if they were unable to complete this via telephone. The tenant could request 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 the 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:

Age Group	Population	Sample
0 - 24	1%	1%
25 - 34	9%	9%
35 - 44	19%	19%
45 - 54	19%	19%
55 - 59	11%	12%
60 - 64	11%	12%
65 - 74	16%	16%
75 - 84	10%	9%
85 +	3%	3%

Gender	Population	Sample
Female	66%	66%
Male	34%	34%

Ethnicity	Population	Sample
Asian Or Asian British Banglad	1%	1%
Asian Or Asian British Chinese	0.27%	0.28%
Asian Or Asian British Indian	1%	1%
Asian Or Asian British Pakista	3%	3%
Black Or Black British African	5%	5%
Black Or Black British Caribbe	3%	3%
Mixed White And Asian	0.51%	0.47%
Mixed White And Black Caribbea	1%	1%
White And Black African	0.49%	0.47%
White British	61%	62%
White Gypsy Or Irish Traveller	0.06%	0%
White Irish	1%	0.75%
Unknown	9%	8%
White Other	6%	6%

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 Oxford City 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 [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. We will report findings to [Organisation Name] without identifying you, unless you give us permission to do so. 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 Oxford City Council as your landlord?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	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
Safe Home	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	Do you live in a building with communal areas, either inside or outside, that Oxford City Council is responsible for maintaining?	Yes, No, Don`t know
Communal Area Satisfaction	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
Home or Communal Safe Well Maintained Comments	Share your views on the safety and maintenance of your home and communal areas.	Open
Repairs in Last 12 Months	Has Oxford City 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 Oxford City 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	Tell us more about your experience with the repairs service over the last 12 months.	Open
Listens and Acts	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
Keeps you Informed	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
Fairly and with Respect	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
Easy To Deal With	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
Customer Service and Communicatio n	How satisfied or dissatisfied are you with the customer service and communications you receive.	Very satisfied , Fairly satisfied , Neither satisfied nor dissatisfied, Fairly dissatisfied , Very dissatisfied
Customer Service and Communicatio n Comments	Describe your experience with the customer service and communications you receive.	Open
Contribution To Neighbourhoo d	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
ASB	How satisfied or dissatisfied are you with Oxford City Council' approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
ASB Comments	Give us your thoughts on your landlord's approach to handling anti-social behaviour.	Open

Complaints in Last 12 Months	Have you made a complaint to Oxford City Council in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Oxford City Council' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Comments	Please describe your experience of how complaints are handled.	Open
Tenancy Management 12 Months	Have you had any issues that the tenancy services team had to deal with in the last 12 months	Yes, No, Don`t know
	How satisfied or dissatisfied were you with:	
Tenancy Management Communication	Their communication provided by the team	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
Tenancy Management Service	The service the team provided	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
Tenancy Management Outcome	The outcome provided	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
Tenancy Management Speed	The speed of the response	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
Tenancy Management Presence	The presence of our tenancy services team in your area	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
Tenancy Management Comments	Tell us more about your experience with the tenancy services team in the last 12 months	Open
Cost of Living	How concerned are you about the cost of living crisis for you personally?	Not concerned at all, slightly concerned, very concerned, prefer not to say

Damp	Does your home currently suffer from any damp or mould issues?	Yes, No
Reported Damp	And if yes, have you reported it to Oxford City Council?	Yes, No
Range Of Opportunities	How satisfied or dissatisfied are you that Oxford City Council provides a wide range of meaningful opportunities for you to challenge and influence their strategies, policies and services	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don`t know
Range Of Opportunities Comments	Tell us the reason for your response?	Open
Range Of Opportunities Info	If the response is don't know - dissatisfied - fairly dissatisfied: Would you like more info about the opportunities to influence?	Yes, No..
Permission 1	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, No
Permission 2	Are you happy for Oxford City Council to contact you regarding any information you have provided in this survey?	Yes, No

At the end of the survey, Acuity's interviewers read out the following:

"If you are dissatisfied with the service provided by Oxford City Council they do have a complaints process you can access by calling xxx or emailing xxxxx."

"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 Oxford City Council. Thank you very much for your time in completing the survey."