



Coastline Housing

Tenant Satisfaction Measures – Summary of Approach 2024/25



Table of Contents

Introduction	3
Summary of Achieved Sample & Sample Method	3
Timing of Survey	4
Collection Method(s)	4
Sample Method	4
Representativeness	5
Questionnaire.....	7

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

This document details Coastline Housing'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 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



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

During 2024/25, Coastline Housing completed 1,054 TSM surveys. Coastline Housing has 4,417 properties which means that a statistical accuracy level of +/- 2.6% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

Incentives of 20 shopping vouchers with values of £10 to 250 were used.

Timing of Survey



Coastline Housing carried out a total of 1,054 surveys between 15/05/2024 and 10/06/2024.

Collection Method(s)



The TSM Surveys were completed via telephone interviews and online. 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:** Indirect interaction online, and direct interaction over the phone tends to enhance engagement, allowing participants to answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- ✓ **Response Rates:** Using a mixed method approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Coastline Housing 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 as Coastline Housing. Acuity contacted a random selection of current tenants from General Needs and the Older Persons properties to participate in a telephone survey based on quotas set on tenure, area and age. Tenants also had the opportunity to complete the survey online by either 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 Coastline Housing, 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:

Tenure Type, Age Group, Gender, Area, Length of Tenancy, Number of Bedrooms and Property Type

Tenure Type

Affordable rent
 Almshouse
 Extra Care
 HfOP Affordable Rent
 HfOP Social Rent
 Intermediate Rent
 Rent to Buy
 Social Rent
 Supported Homeless
 Supported Homeless Crisis

Population	Sample
27%	29%
0%	0%
1%	1%
3%	2%
14%	12%
3%	2%
2%	2%
48%	50%
2%	1%
0%	0%

Age Group

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

Population	Sample
2%	2%
15%	16%
18%	16%
15%	16%
10%	10%
10%	10%
15%	16%
10%	10%
4%	4%

Gender

Male
 Female
 Other
 Unknown

Population	Sample
33%	31%
65%	68%
0%	0%
2%	1%

Area

Bodmin
 Camborne
 Falmouth
 Hayle
 Helston
 Launceston
 Liskeard
 Looe
 Newquay
 Padstow
 Par
 Penryn
 Penzance
 Perranporth
 Redruth
 St. Austell
 St. Columb
 St. Ives
 Truro
 Wadebridge

Population	Sample
1%	2%
27%	27%
2%	4%
2%	2%
22%	23%
0%	0%
1%	1%
1%	0%
2%	2%
0%	0%
0%	0%
1%	2%
1%	1%
0%	0%
30%	30%
1%	1%
1%	1%
2%	1%
4%	3%
0%	0%

Length of Tenancy

A. < 1 year
 B. 1 - 3 years
 C. 4 - 5 years
 D. 6 - 10 years
 E. 11 - 20 years
 F. Over 20 years

Population	Sample
3%	3%
23%	23%
12%	12%
24%	24%
19%	19%
19%	19%

No. of bedrooms

1
 2
 3
 4
 5

Population	Sample
34%	30%
38%	41%
25%	26%
2%	2%
0%	0%

Property Type

Bedsit
 Bedspace
 Bungalow
 Flat
 HMO Flat
 House

Population	Sample
0%	0%
1%	0%
12%	11%
33%	32%
1%	1%
53%	56%



Questionnaire & Introductory Text

Here is the introductory text used for Coastline:



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. [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

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Coastline Housing?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Very Satisfied Comments	Please can you explain why you are very satisfied?	Open Ended
Overall Satisfaction Neutral Comments	What could by Coastline Housing do to improve your satisfaction with the service?	Open Ended
Overall Satisfaction Very Dissatisfied Comments	Please can you explain why you are very dissatisfied? And what Coastline Housing needs to improve?	Open Ended
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Coastline Housing provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Safe Home Comments	Please can you tell me why you feel your home is not safe?	Open Ended
Communal Areas	Do you live in a building with communal areas, either inside or outside, that Coastline Housing is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Coastline Housing keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Coastline Housing provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Damp	Does your home currently suffer from any damp or mould issues?	Yes, No
Repairs in Last 12 Months	Has Coastline Housing 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 Coastline Housing 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	If you are not satisfied with how Coastline Housing deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Coastline Housing 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 Coastline Housing's 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	Please can you tell me what why you are not satisfied with Coastline Housing's approach.	Open Ended
Listens and Acts	How satisfied or dissatisfied are you that Coastline Housing 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
Listens and Acts Comments	Why do you say that? / What does Coastline Housing need to change?	Open Ended
Fairly and with Respect	To what extent do you agree or disagree with the following 'Coastline Housing 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 Coastline Housing 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 Coastline Housing is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Easy to Deal with Negative Comments	What does Coastline Housing need to do differently to make them easy to deal with?	Open Ended
NPS	How likely would you be to recommend Coastline Housing 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
Complaints in Last 12 Months	Have you made a complaint to Coastline Housing in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Coastline Housing's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Comments	Please can you explain why you have given this score?	Open Ended
Complaint Type	What was your complaint related to?	Repairs service, Property condition, ASB, Communal areas or repairs, Damp and mould, Staff or contractor attitude, Communication, Tenancy matters, Rent or service charge matters, Other (please specify)
Complaint Route	How did you make your complaint? If you have gone through more than one route, please tick all that apply	Telephone call to the contact centre, Email to the contact centre, To a housing officer, Via the website, In writing, Complaints procedure, Through a legal representative, To a regulatory body, e.g. Housing

		Ombudsman, Other (please specify)
Complaint Resolution	Has your complaint now been resolved?	Yes - I am happy with the resolution, Yes - I am not happy with the resolution, No - complaint is still ongoing, No - my landlord has not acknowledged my complaint
Complaint Stage Resolution	What stage in the complaints process did your complaint reach?	Stage 1, Stage 2, Service failure (informal complaint), Not sure / don't know
Complaint Went Well	What went well about the way your complaint was handled?	Open Ended
Improve Complaint Handling	How could Coastline Housing improve the way it handles complaints? Tick all that apply	Improve communication / keep me updated, Improve internal communication (communication between teams), Listen more, Better attitude of staff to complaints, Be more proactive in resolving my complaint, Make it clearer how to make a complaint, Make it easier to make a complaint, Acknowledge complaints, N/A, Other (please specify)
Cost of Living	How concerned are you about the cost of living crisis for you or your household?	Not at all concerned, Slightly concerned, Very concerned, Prefer not to say
Employment Q	Which best describes your employment status?	Employee Full time, Employee Part Time, Self-Employed, Government Supported Training, Full time Education, Unemployed or Not Able to Work, Permanently sick or Disabled, Looking After Family AT Home, Retired, Other (please specify)
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Coastline Housing with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Coastline Housing to contact you to follow up on any of the comments or issues you have raised?	Yes, No

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk