



COASTLINE HOUSING - LCRA

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

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

During 2025/26, Coastline completed 1,055 TSM surveys. Coastline have 4,474 properties which means that a statistical accuracy level of +/- $\pm 2.6\%$ was achieved, which is a greater level of accuracy than required.

Exclusions are limited to 23 exceptional cases, including households where customers have substantial care and support requirements, severe mental health conditions that significantly impair their capacity to participate, or are receiving end-of-life care.

An incentive of 20 shopping voucher prizes, ranging from £10 to a top prize of £500 was used this year.

Timing of Survey

Coastline carried out a total of 1,055 surveys between 13/05/2025 and 27/06/2025

Collection Method(s)



The TSM Surveys were completed via online and telephone methodologies. 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 through online methods, and direct interaction over the phone tend 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows Coastline 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 Coastline's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or sms. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Coastline, 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	2%	2%
25 - 34	13%	11%
35 - 44	18%	17%
45 - 54	16%	13%
55 - 59	10%	12%
60 - 64	11%	11%
65 - 74	16%	19%
75 - 84	10%	11%
85 +	4%	2%

Gender	Population	Sample
Female	65%	65%
Male	33%	33%
Prefer not to say	0.11%	0.09%
Unknown	2%	2%

Area	Population	Sample
BODMIN	1%	2%
CAMBORNE	26%	24%
FALMOUTH	3%	4%
HAYLE	3%	4%
HELSTON	21%	23%
LAUNCESTON	0.47%	0.57%
LISKEARD	0.96%	2%
LOOE	0.78%	1%
LOSTWITHIEL	0.65%	2%
NEWQUAY	2%	3%
PADSTOW	0.40%	0.47%
PENRYN	1%	0.76%
PENZANCE	0.83%	0.66%
PERRANPORTH	0.16%	0.38%
REDRUTH	29%	27%
ST. AUSTELL	1%	1%
ST. COLUMB	0.80%	0.28%
ST. IVES	2%	1%
TRURO	4%	4%
WADEBRIDGE	0.31%	0.19%

Ethnic Origin	Population	Sample
Asian, Asian British or Asian Welsh: Bangladeshi	0.04%	0%
Asian, Asian British or Asian Welsh: Chinese	0.09%	0%
Asian, Asian British or Asian Welsh: Indian	0.04%	0%
Asian, Asian British or Asian Welsh: Other Asian	0.07%	0.09%
Black, Black British, Black Welsh, Caribbean or African: African	0.04%	0%
Black, Black British, Black Welsh, Caribbean or African: Caribbean	0.02%	0%
Black, Black British, Black Welsh, Caribbean or African: Other Black	0.02%	0%
Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic groups	0.07%	0.09%
Mixed or Multiple ethnic groups: White and Asian	0.09%	0.09%
Mixed or Multiple ethnic groups: White and Black African	0.13%	0.19%
Mixed or Multiple ethnic groups: White and Black Caribbean	0.27%	0.47%
Other ethnic group: Any other ethnic group	0.07%	0%
Other Ethnic Group: Cornish	0.13%	0.19%
Prefer not to say	0.38%	0.38%
White: Cornish	19%	22%
White: English, Welsh, Scottish, Northern Irish or British	69%	67%
White: Gypsy or Irish Traveller	0.04%	0.09%
White: Other	2%	2%
White: Roma	0.04%	0%
Unknown	9%	8%

Length of Tenancy	Population	Sample
A. < 1 year	4%	6%
B. 1 - 3 years	19%	23%
C. 4 - 5 years	12%	11%
D. 6 - 10 years	25%	23%
E. 11 - 20 years	21%	19%
F. Over 20 years	19%	19%

Property Type	Population	Sample
Bedsit	0.45%	0.57%
Bedspace	0.63%	0.57%
Bungalow	12%	12%
Flat	33%	38%
HMO Flat	1%	0.66%
House	53%	48%

Tenancy Type	Population	Sample
Affordable Rent	27%	28%
Almshouse	0.29%	0.28%
Extra Care	1%	0.66%
HfOP Affordable Rent	3%	3%
HfOP Social Rent	14%	14%

Intermediate Rent	2%	2%
Rent to Buy	2%	2%
Social Rent	48%	49%
Supported Homeless	2%	0.95%
Supported Homeless Crisis	0.36%	0.38%

Number Bedrooms	Population	Sample
0	0.72%	0.76%
1	34%	38%
2	38%	36%
3	25%	23%
4	2%	2%
5	0.04%	0%

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 dial 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 Coastline Housing?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Coastline Housing's service.	Open Ended
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
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
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
Home or communal areas safe or well maintained Comments	Share your views on the safety and maintenance of your home and communal areas.	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
Neighbourhood Contribution Comments	Share your views on your landlord's contribution to your neighbourhood.	Open Ended

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
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	Tell us more about your experience with the repairs service over the last 12 months.	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
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
Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	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
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 Support	Do you need any advice or support with employment, volunteering or training opportunities?	Yes, No, Don't know
Household Composition	Please confirm your household composition (people who live in your household):	Number of adults (aged 18 and over) / Number of children (aged 17 and under)

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 Coastline Housing 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 Coastline Housing to contact you to follow up any of the comments or issues you have raised?	Yes, No

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

"If you are dissatisfied with the service provided by Coastline Housing they do have a complaints process you can access by 01209 200200, emailing customer.service@coastlinehousing.co.uk or by completing a form on their website where you will find more information."

"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 Coastline Housing. Thank you very much for your time in completing the survey."

Report by Acuity Research & Practice



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