



Peaks & Plains Housing Trust

Tenant Satisfaction Measures – Summary of Approach 2024/25

PEAKS & PLAINS
Housing Trust



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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 Peaks & Plains Housing Trust to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Peaks & Plains Housing Trust'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



Peaks & Plains Housing Trust 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, Peaks & Plains Housing Trust completed TSM surveys with a sample of tenants. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Peaks & Plains Housing Trust must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Peaks & Plains Housing Trust completed 1,081 TSM surveys with LCRA tenants. Peaks & Plains Housing Trust have 5,149 LCRA 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.

No incentives were used.



Timing of Survey



Peaks & Plains Housing Trust carried out a total of 1,081 surveys quarterly between 29 April 2024 and 10 March 2025.

Collection Method(s)



The TSM surveys were completed via telephone, online (link sent by email) and postal surveys. Peaks & Plains Housing Trust had collected tenant contact preferences, and these were utilised to select the survey method for each tenant. Alongside this, 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 by paper and 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 ensures the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Peaks & Plains Housing Trust 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 survey. Peaks & Plains Housing Trust has collected tenant contact preferences, and these were utilised to select the survey method for each tenant. A survey of approximately 250 randomly selected LCRA tenants was carried out each quarter. 100 postal surveys and 200 email surveys were sent to tenants that had requested these methods. Initially, 175 tenants were called and invited to take part in a telephone interview, with additional telephone interviews carried out when required to take the quarterly response up to 250. Quotas were set by tenure type, age group and management area.

All the tenants contacted had the opportunity to complete the survey online if they preferred, either by requesting to do so when speaking to an interviewer or using the QR code/hyperlink



provided on the cover letter in the postal survey pack. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Peaks & Plain Housing Trust, 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:

Place Type

General

HfOP

Rent Buy

Population	Sample
77%	71%
22%	29%
0%	0%

Age Group

0 – 24

25 – 34

35 – 44

45 – 54

55 – 59

60 – 64

65 – 74

75 – 84

85 +

Unknown

Population	Sample
2%	2%
11%	9%
18%	14%
16%	14%
10%	10%
11%	11%
15%	17%
11%	16%
5%	7%
0%	0%

Gender

F

M

O

Population	Sample
63%	63%
36%	37%
0%	0%

Property Type

House

Flat

Bungalow

Maisonette

Studio

Population	Sample
47%	40%
29%	31%
21%	28%
2%	2%
0%	0%

Area

Alderley Edge & Chelford
Bollington
Buxton and High Peak
Central Macclesfield
Congleton and North Staffs
Disley & Lyme Park
Gawsworth & Macclesfield Forest
Handforth & Dean Row
Knutsford North
Lacey Green & Wilmslow Park
Macclesfield Bollinbrook
Macclesfield East & Hurdsfield
Macclesfield South & Lyme Green
Macclesfield Upton Priory & Greenside
Macclesfield Weston
Mobberley, Plumley & High Legh
Poynton
Prestbury & Adlington
Sandbach, Northwich, Holmes Chapel, Wrenbury and Nantwich
South Knutsford & Bexton
Wilmslow & Fulshaw Park

Population	Sample
4%	5%
5%	4%
3%	4%
3%	3%
1%	1%
2%	2%
4%	5%
2%	3%
6%	6%
5%	5%
2%	2%
15%	14%
13%	14%
5%	4%
13%	15%
4%	3%
5%	5%
1%	1%
2%	2%
3%	2%
2%	2%

Vulnerability

No
Yes

Population	Sample
65%	62%
35%	38%

Sexuality

Heterosexual
Prefer not to say
None recorded
Bisexual
Gay
Lesbian

Population	Sample
83%	84%
10%	10%
5%	4%
1%	1%
1%	1%
0%	0%



Ethnicity

Asian/Asian British: Bangladeshi
Asian/Asian British: Indian
Asian/Asian British: Other
Asian/Asian British: Pakistani
Black/Black British: African
Black/Black British: Caribbean
Black/Black British: Other
Chinese or Other Ethnic Group: Other
Chinese/Other Ethnic Group: Chinese
Mixed: Other
Mixed: White & Asian
Mixed: White & Black African
Mixed: White & Black Caribbean
None Recorded
Refused
Unknown
White: British
White: Gypsy
White: Irish
White: Other
White: Other European

Population	Sample
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	1%
0%	0%
0%	0%
0%	0%
5%	4%
1%	1%
1%	1%
88%	88%
0%	0%
1%	1%
1%	1%
1%	1%



Questionnaire and Introductory Text



Below is the introductory text and question set that was used for the Peaks & Plains Housing Trust's 2024/25 TSM survey.



Telephone Intro:

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.

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 Peaks & Plains?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Peaks & Plains 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 Peaks & Plains 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 Peaks & Plains is responsible for maintaining?	Yes, No, Don't know
Communal Areas Clean & Well Maintained	How satisfied or dissatisfied are you that Peaks & Plains keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home & Communal Areas Comments	As you are not satisfied that either your home or communal areas are not well maintained or safe, please explain why and what could be done to improve this.	n/a
Rent Value for Money	How satisfied or dissatisfied are you that your rent provides value for money?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Service Charges Value for Money	How satisfied or dissatisfied are you that your service charges provide value for money?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Contribution to Neighbourhood	How satisfied or dissatisfied are you that Peaks & Plains makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Approach to ASB	How satisfied or dissatisfied are you with Peaks & Plains' 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	As you are not satisfied with Peaks & Plains' approach to handling anti-social behaviour, please explain why and what could be done to improve this.	n/a
Had a Repair in Last 12 Months?	Has Peaks & Plains carried out a repair to your home in the last 12 months?	Yes, No
Overall Repairs Service Last 12 Months	How satisfied or dissatisfied are you with the overall repairs service from Peaks & Plains over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken Last Repair	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 & Maintenance	Generally, how satisfied or dissatisfied are you with the way Peaks & Plains deals with repairs and maintenance?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Comments	As you are not satisfied with Peaks & Plains' repairs service, please could you explain why?	n/a
Listens & Acts Upon Views	How satisfied or dissatisfied are you that Peaks & Plains 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
Kept Informed	How satisfied or dissatisfied are you that Peaks & Plains 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
Treated Fairly & with Respect	To what extent do you agree or disagree with the following "Peaks & Plains 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 Peaks & Plains is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Easy to Deal With Comments	As you do not find Peaks & Plains easy to deal with, please could you explain why?	n/a
Complaint in Last 12 Months?	Have you made a complaint to Peaks & Plains in the last 12 months?	Yes, No
Approach to Complaints Handling	How satisfied or dissatisfied are you with Peaks & Plains' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied



Complaints Stage	Do you know what stage in the complaints process your complaint has got to?	Quick fix, Investigation (STAGE 1), Investigation (STAGE 2), Housing Ombudsman, Don't know, Other (please specify)
Improvement Suggestions	What one thing could Peaks & Plains do to improve its services?	n/a
Preferred Contact Method	If Acuity were to contact you again in the future and ask you 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
Cost of Living Crisis	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
Permission 1	Peaks & Plains would welcome the opportunity to see your individual answers and comments; would you therefore be happy for your individual responses to be attributed to you when being passed back to Peaks & Plains and thereby waiving your right to anonymity?	Yes, No
Permission 2	Are you happy for Peaks & Plains to contact you regarding any information you have provided in this survey?	Yes, No

