



Swindon Borough 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 Swindon Borough Council (Swindon BC) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Swindon BC 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



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

During 2025/26, Swindon BC completed 1,135 TSM surveys. Swindon BC have 9,775 properties which means that a statistical accuracy level of +/- 2.7% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

No incentives were used for this survey.



Timing of Survey



Swindon BC carried out a total of 1,135 surveys between 26 February 2026 and 31 March 2026.

Collection Method(s)



The TSM Surveys were completed via a combination of Telephone (CATI) and Postal 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 interaction by paper, 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows Swindon BC 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 random stratified sampling approach was used for Swindon Borough Council's fieldwork. Quotas were applied during sample selection to ensure that completed responses were representative of the wider tenant population. A random sample of current tenants (excluding those in sheltered accommodation) was selected and invited to participate in the survey via telephone interview. Respondents were also offered the option to complete the survey online if preferred.

For Sheltered units, a separate random sample of 610 tenants was selected and sent a postal survey pack, which tenants could return to Acuity via a reply-paid envelope. The survey was carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Swindon BC, 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:

Gender	Population	Sample
Female	64%	63%
Male	35%	37%

Age Group	Population	Sample
0 - 24	1%	1%
25 - 34	10%	10%
35 - 44	19%	19%
45 - 54	17%	18%
55 - 59	9%	9%
60 - 64	11%	10%
65 - 74	16%	16%
75 - 84	11%	12%
85 +	5%	4%

Length of Tenancy	Population	Sample
1 - 3 years	17%	16%
11 - 20 years	26%	27%



4 - 5 years	10%	10%
6 - 10 years	21%	22%
< 1 year	0.86%	0.88%
Over 20 years	24%	24%

Estate Code	Population	Sample
BIS	0.15%	0.09%
BLU	0.64%	0.70%
CEN	2%	2%
CHI	1%	1%
COL	0.01%	0%
COV	0.11%	0.18%
CSE	0.09%	0%
ELD	2%	2%
FRE	3%	4%
GHL	2%	2%
HAN	0.09%	0.18%
HIG	4%	4%
HWI	0.94%	1%
ING	0.03%	0%
LDN	0.17%	0.09%



LID	0.99%	1%
MID	0.01%	0%
MOR	7%	7%
OLD	0.07%	0%
OTH	0.01%	0%
PEN	16%	15%
PIN	11%	11%
PRN	10%	10%
PRS	9%	10%
ROD	0.73%	0.53%
RRS	0.06%	0%
RVL	3%	3%
SFW	0.10%	0.09%
SHA	1%	0.53%
SMA	0.27%	0.26%
STR	7%	7%
TOT	4%	5%
WAL	10%	9%
WBO	0.32%	0.09%
WRO	3%	2%



Sub Area Code	Population	Sample
BADBR	0.06%	0%
BISH	0.15%	0.09%
BLUN	0.64%	0.70%
CEAT	0.09%	0%
CENT	5%	5%
CHIS	1%	1%
COLE	0.43%	0.44%
COV	0.13%	0.26%
ELD	2%	2%
FRES	3%	4%
GHIL	2%	2%
GPAR	0.01%	0%
HANN	0.09%	0.18%
HIGH	4%	4%
HWIK	0.94%	1%
INGL	0.03%	0%
LID	0.98%	1%
LPEN	2%	2%
LTON	0.17%	0.09%
MOR	7%	7%



OLDT	0.05%	0%
PARN	10%	10%
PARS	9%	10%
PENH	13%	13%
PINE	11%	11%
RODB	0.69%	0.35%
SFIT	0.10%	0.09%
SHAW	1%	0.53%
SMAR	0.27%	0.26%
STRA	7%	7%
TOOT	4%	5%
WAL	10%	9%
WBOR	0.32%	0.09%
WESTLE	0.01%	0%
WROU	3%	2%

Rent Group	Population	Sample
A	51%	52%
B	49%	48%



Questionnaire & Introductory Text



The introductory script (for telephone and online surveys) and question set are shown below.

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 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



Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Swindon Borough Council Housing Services?	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 Swindon Borough Council Housing Services' service.	Open ended
Well Maintained Home	How satisfied or dissatisfied are you that Swindon Borough Council Housing Services 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 Swindon Borough Council Housing Services 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 Swindon Borough Council Housing Services is responsible for maintaining?	Yes / No / Don't Know
Communal Area satisfaction	How satisfied or dissatisfied are you that Swindon Borough Council Housing Services keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Contribution to neighbourhood	How satisfied or dissatisfied are you that Swindon Borough Council Housing Services 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 Swindon Borough Council Housing Services's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
Repairs in last 12 months?	Has Swindon Borough Council Housing Services 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 Swindon Borough Council Housing Services 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
Listens to views & acts upon them	How satisfied or dissatisfied are you that Swindon Borough Council Housing Services 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 Swindon Borough Council Housing Services 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 'Swindon Borough Council Housing Services treats me fairly and with respect'?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't know / Not applicable
Complaints in last 12 months?	Have you made a complaint to Swindon Borough Council Housing Services in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with Swindon Borough Council Housing Services's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Permission 1 - Happy to be identified	Swindon Borough Council Housing Services would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Swindon Borough Council Housing Services?	Yes / No

If you are dissatisfied with the service provided by Swindon Borough Council, they do have a complaints process you can access by emailing customerservicecomplaints@swindon.gov.uk, calling 01793 445500 or by completing a form on their website, where you will also 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 Swindon Borough Council, thank you very much for your time in completing the survey.

Report by Acuity Research & Practice



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