



Tenant Satisfaction Measures (TSM) Survey Approach 2024 – 2025

The Survey Approach

Integrity Connect has been contracted again to deliver the Tenant Satisfaction Measures (TSM) surveys and collate all the responses received.

The TSM Standard requires all registered providers to generate and report TSMs as specified by the Regulator of Social Housing. Part of that requirement is to outline to customers how we have approached the TSM Perception survey and collection of data.

This document outlines the approach followed by Nuneaton and Bedworth Borough Council and sets out the criteria as contained in the Regulator of Social Housing's document [TSM - Tenant Survey Requirements](#).

In line with the Regulator of Social Housing's guidelines, we collect perception measures in a way that adheres to the Market Research Society (MRS) Code of Conduct.

The survey results for 2024-2025 must be published by 30 June 2026.

Survey Methodology

The Regulator of Social Housing continues to give registered providers the option to either survey all tenants or just a sample of tenants.

Nuneaton and Bedworth Borough Council has a medium size housing stock, meaning it is possible to ask all tenants to complete the TSM survey. The Council has opted to survey all tenants again to seek as many opinions as possible on how satisfied our tenants are with our housing service. No households are excluded from the survey.

- The total number of surveys to be sent by post is 5623. This equates to one survey per household
- The surveys will be sent out on 23 June 2025, and the survey will close on 26 September 2025. A chaser letter will be sent out on 14

July 2025 to any tenant that has not completed and returned their survey

The Council is again offering an incentive which is if tenants return their survey by the 07 July 2025, they will be entered into a draw to win a £25 voucher (20 vouchers in total are available, limited to one voucher per household).

All surveys are to be completed by paper, but our Tenant Engagement Officers will be on hand to support any tenant to complete their survey, either by phone or in person, upon request. They can be contacted at 024 7637 6406 or by emailing tenant.engagement@nuneatonandbedworth.gov.uk.

The survey results for 2024-2025 must be published by 30 June 2026 and will be publicised by the Council on our website in the summer of 2026, in our next annual report, and in a future tenant's newsletter.

Assessment of Representativeness

The TSM Perception Survey must be representative of our tenant demographic. To achieve this, we need to ensure that the number of surveys we receive from tenants with specific characteristics is that a similar percentage to those tenants who share those characteristics.

For example, if 10% of our tenants have a African ethnicity, we have to try and get approximately 10% of our survey responses from those tenants that share this ethnicity.

The characteristics we have chosen to consider have been suggested in the guidance document from the Regulator of Social Housing.

The Council has the option to either survey all tenants or just a sample of tenants. Given the importance of our service delivery, the Council is opting to survey all tenants again, to seek as many opinions as possible on how satisfied our tenants are with our housing service.

The way the data has been prepared will allow for Integrity Connect to group the responses received into the following representations:

- Age Band
- Ethnicity
- Type of accommodation - Independent Living or General Needs homes

When responses are received, they will be placed into above groupings to give an overall assessment of representativeness of those groupings across the entire tenant base.

During the survey process, we will work with Integrity Connect to review weekly the number of completed surveys to ensure that survey responses are representative of our tenants. If we identify that any groups are being underrepresented, we will engage with them more to encourage they complete the survey to ensure those groups are being sufficiently represented. This will be done via letter, phone and email.

The responses when grouped will help us better understand the feedback for that specific demographic and apply this learning to all in that group. This will help us tailor our housing services for those specific groupings.