



Grainger Trust

Tenant Satisfaction Measures – Summary of Approach 2024/25

grainger 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 Grainger Trust to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Grainger 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



Grainger 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, Grainger Trust completed TSM surveys as a census. Grainger Trust must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Grainger Trust completed 332 TSM surveys. Grainger Trust have 1,311 properties, which means that a statistical accuracy level of +/- 4.6% 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



Grainger Trust carried out a total of 350 surveys between 22/01/2025 and 02/03/2025.

Collection Method(s)



The TSM Surveys were completed via Telephone and Internet surveys. 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 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 ensuring the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Grainger Trust to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Reliability and Consistency:** Maintaining consistency with 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



Acuity contacted a random selection of current tenants to participate in a telephone survey based on quotas set on tenure, age and area. All tenants had the opportunity complete the survey online by 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 Grainger 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:

Age Group

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

Population	Sample
2%	2%
17%	12%
18%	18%
11%	12%
3%	5%
2%	4%
2%	3%
1%	1%
1%	0%
43%	44%

Tenure

Unknown
AR
DMR
GL
SO

Population	Sample
0%	5%
54%	54%
5%	0%
3%	0%
38%	42%

Length of Tenancy

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

Population	Sample
10%	3%
39%	43%
32%	31%
18%	22%
0%	0%



Scheme

Unknown
Archers Park Kent
Berewood 1
Berewood 13a
Berewood 2
Berewood 3a
Berewood 3b
Berewood 5a
Berewood 9 & 10
Millet Place
Stanhope Buller and Lines
Wellesley B1 & B2 (Corunna)
Wellesley B3 & B4 (Corunna)
Wellesley Maida
Wellesley McGrigor

Population	Sample
0%	1%
2%	2%
4%	3%
3%	3%
10%	10%
12%	11%
3%	3%
3%	4%
9%	9%
8%	5%
10%	13%
10%	9%
16%	16%
8%	9%
4%	4%

Questionnaire & Introductory Text



We need to either add the cover letter / introductory text and questionnaire as screenshots, as shown in this example:



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 Grainger Trust?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Grainger Trust 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 Grainger Trust 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 Grainger Trust is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Grainger Trust keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs in Last 12 Months	Has Grainger Trust 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 Grainger Trust 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 and Acts	How satisfied or dissatisfied are you that Grainger Trust 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 Grainger Trust 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 'Grainger Trust 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 Grainger Trust is easy to deal with?	Very satisfied , Fairly satisfied , Neither satisfied nor dissatisfied, Fairly dissatisfied , Very dissatisfied
Getting Involved	Are you interested in getting more involved with the Grainger Trust to help them review and improve services? If you are interested, we will tell ORG_NAME.	Yes, No
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Grainger Trust 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 Grainger Trust 's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to Grainger Trust in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Grainger Trust's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Know how to make a complaint	Do you know how to make a complaint to Grainger Trust?	Yes, No
NPS	How likely would you be to recommend Grainger Trust to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely?	0 TO 10
One Thing Improve	If Grainger Trust could do ONE thing to improve its services, what would you like it to be?	n/a
Permission 1	The results of this survey are confidential. However, would you be happy for us to give all of your details to Grainger Trust with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Grainger Trust to contact you to follow up any of the comments or issues you have raised?	Yes, No

Tenant Satisfaction Measures			
	Rented Homes	Shared Ownership	Combined
Satisfaction Measure	2024	2024	2024
Overall Satisfaction	80%	56%	70%
Well Maintained Home	77%	NA	77%
Safe Home	84%	70%	78%
Communal Areas	72%	51%	62%
Repairs Undertaken in Last 12 Months	70%	NA	70%
Time Taken to Repair	62%	NA	62%
Listens & Acts	71%	36%	56%
Treated Fairly & with Respect	82%	56%	71%
Kept Informed	84%	54%	71%
Contribution to Neighbourhood	75%	45%	62%
Approach to ASB	63%	28%	48%
Complaints Handling	33%	16%	25%

Technical Performance Management Questions		
BS01	Proportion of homes for which all required gas safety checks have been carried out.	100%
BS02	Proportion of homes for which all required fire risk assessments have been carried out.	100%
BS03	Proportion of homes for which all required asbestos management surveys or re-inspections have been carried out.	NA – all homes built after 2010
BS04	Proportion of homes for which all required legionella risk assessments have been carried out.	NA – not relevant
BS05	Proportion of homes for which all required communal passenger lift safety checks have been carried out.	100%
NM01(1)	Number of anti-social behaviour cases, opened per 1,000 homes.	13.3
NM02(2)	Number of anti-social behaviour cases that involve hate incidents opened per 1,000 homes	0.9
RP01	Proportion of homes that do not meet the Decent Homes Standard.	0
RP02(1)	Proportion of non-emergency responsive repairs completed within the landlord's target timescale.	91.5

RP02(2)	Proportion of emergency responsive repairs completed within the landlord's target timescale.	99.5
	Target Time for Non-Emergency Repairs	15 days
	Target Timescale for Emergency Repairs	4 days
CH01(1)	Number of stage one complaints received per 1,000 homes.	37.9
CH01(2)	Number of stage two complaints received per 1,000 homes.	3.8
CH02(1)	Proportion of stage one complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.	95
CH02(2)	Proportion of stage two complaints responded to within the Housing Ombudsman's Complaint Handling Code timescales.	100