



SELWOOD HOUSING

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

This document details Selwood Housing 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



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

During 2025/26, Selwood Housing completed 662 TSM surveys. Selwood Housing have 6,143 properties which means that a statistical accuracy level of +/- $\pm 3.6\%$ was achieved, which is a greater level of accuracy than required.

55 were excluded from the tenant perception survey, this was due to the customers having a lack of capacity, a survey opt-out, hearing or speech difficulties, facing bereavement, or no recorded telephone number.



We took a more inclusive approach to perception surveying in Q2 by including postal and email surveys that reduced the number of customers excluded. 1 customer with no recorded telephone number left at the end of Q1. There were no incentives used for this survey.

Timing of Survey

Selwood Housing carried out a total of 662 surveys between 13/06/2025 and 02/03/2026.



Collection Method(s)

The TSM Surveys were completed via Telephone, Online and Postal. 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:** Direct interaction over the phone tends to enhance engagement, allowing participants to ask clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response Rates:** Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. Using a telephone interaction allows Selwood Housing 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 Selwood Housing's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas. All respondents had the opportunity to 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 Selwood Housing, 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	67%	66%
Male	33%	32%
Trans-Gender	0.03%	0.15%
Unknown	0.54%	1%

Age Group	Population	Sample
0 - 24	2%	1%
25 - 34	15%	14%
35 - 44	20%	19%
45 - 54	18%	18%
55 - 59	11%	11%
60 - 64	9%	8%
65 - 74	13%	14%
75 - 84	9%	10%
85 +	3%	4%

Area	Population	Sample
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Amesbury	0.39%	0.45%
Ashmead	2%	4%
Bath Nes	0.33%	0.60%
Boreham Field	4%	4%
Bradford Central & East	2%	2%
Bradford Villages	3%	2%
Calne	1%	1%
Chippenham	0.65%	0.15%
College	3%	2%
Devizes & Villages	0.59%	0.60%
Dilton Marsh & Leighs	2%	3%
East Trowbridge	2%	2%
Forest North	3%	4%
Forest South	2%	2%
Hilperton & Staverton	3%	3%
Holt	1%	0.76%
Longfield	2%	3%
Longleat & Frome	4%	3%
Malmesbury	0.91%	0.45%
Melksham Central	0%	0.30%
Melksham Central To North	3%	3%



Melksham Queensway	7%	6%
Melksham Villages South	3%	3%
Melksham Villages West	1%	2%
Midsomer Norton	0.50%	0.60%
Oldfield Park	4%	3%
Portway	3%	2%
Salisbury	2%	2%
Seymour	4%	3%
Shepton & Evercreech	0.44%	0.30%
Studley Green	8%	9%
Temple Cloud	0.23%	0%
Trowbridge Central	4%	5%
Trowbridge Road	4%	4%
Trowbridge Villages	0.98%	0.60%
Wells	1%	1%
West Parade	6%	8%
Westbury Central	5%	5%
Westbury Surrounding Villages	1%	1%
Winsley Road	2%	2%
Writhlington	0.23%	0.30%
Wylfe Valley	2%	2%



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 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. [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

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Selwood 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 Selwood Housing's service.	Open Ended
Repairs in last 12 months?	Has Selwood 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 Selwood 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	If you are not satisfied with how Selwood Housing deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Well Maintained Home	How satisfied or dissatisfied are you that Selwood 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 Selwood 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 Selwood Housing is responsible for maintaining?	Yes / No / Don't know



Communal Area satisfaction	How satisfied or dissatisfied are you that Selwood 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 the cleanliness and maintenance of any communal areas.	Open Ended
Contribution to neighbourhood	How satisfied or dissatisfied are you that Selwood 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
Approach to ASB	How satisfied or dissatisfied are you with Selwood 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	Give us your thoughts on Selwood Housing's approach to handling anti-social behaviour.	Open Ended
Listens to views & acts upon them	How satisfied or dissatisfied are you that Selwood 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 'Selwood 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 Selwood 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 Selwood 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
Complaints in last 12 months?	Have you made a complaint to Selwood Housing in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with Selwood Housing's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
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), Unknown
Complaint Stage Resolution	What stage in the complaints process did your complaint reach?	Stage 1, Stage 2, Not sure / don't know, N/A did not make "official" complaint
Improve Complaint Handling	How could Selwood Housing improve the way it handles complaints? Tick all that apply	Improve communication / keep me updated, Improve internal communication (communication between teams), Listen more, Better attitude of staff to complaints, Be more proactive in resolving my complaint, Make it clearer how to make a complaint, Make it easier to make a complaint, Acknowledge complaints, N/A, Other (please specify)
Complaints Comments	If you are not satisfied with how Selwood Housing deals with complaints, please could you explain the reason why.	Open Ended
Damp	Does your home currently suffer from any damp or mould issues?	Yes / No



(If you tick 'Yes' we will pass on your name and address to Selwood Housing)

Reported Damp	And if yes, have you reported it to Selwood Housing?	Yes / No
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 Selwood 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 Selwood Housing to contact you to follow up any of the comments or issues you have raised?	Yes / No

If you are dissatisfied with the service provided by your Selwood Housing, they do have a complaints process you can access by calling 01225 715 715, emailing complaints@selwoodhousing.com or by completing a form on their website where you will find more information. (<https://www.selwoodhousing.com/contact-us/complaints-and-compliments>)

We have now come to the end of the survey. Just to confirm my name is ^GetCatilInterviewerName()^ and I've been calling from Acuity on behalf of Selwood Housing, thank you very much for your time in completing the survey.

Report by Acuity Research & Practice



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