



Birmingham City Council

Tenant Satisfaction Measures – Summary of
Approach 2024/25

Table of Contents

Introduction	3
--------------------	---

Summary of Achieved Sample & Sample Method	3
--	---

Timing of Survey	4
------------------------	---

Collection Method(s)	4
----------------------------	---

Sample Method	4
---------------------	---

Representativeness	5
--------------------------	---

Questionnaire.....	10
--------------------	----

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 Birmingham City Council to inform its tenants about its approach to conducting the TSM Perception survey and collecting data.

This document details Birmingham City Council'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 landlords 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



Birmingham City Council works with Acuity Research & Practice Ltd, an accredited organisation that provides 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, Birmingham City Council 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. Birmingham City Council must ensure they survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 2%.

During 2024/25, Birmingham City Council completed 2,400 TSM surveys with Low Cost Rental Accommodation (LCRA) tenants. Birmingham City Council have 56,472 LCRA properties, which means that a statistical accuracy level of +/- 2.0% was achieved, which meets the required level of accuracy.

No tenant was removed from the sample frame.

No incentives were used.

Timing of Survey



Birmingham City Council carried out a total of 2,400 completed surveys between 07 January 2025 and 16 January 2025.

Collection Method(s)



The TSM surveys were completed via telephone interviews. The rationale for using a telephone survey approach is:

- ✓ **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all tenants, especially those who may not have internet access or digital skills, 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. Telephone surveys also allow Birmingham City Council to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Representativeness of Responses:** A telephone survey provides the option to control the response via the use of quotas rather than a self-selecting method (online and postal), which means the results are representative.
- ✓ **Benchmarking Compatibility:** The majority of landlords use telephone surveys as their main collection method, which will allow Birmingham City Council to compare the TSM metrics.
- ✓ **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. Acuity contacted a random selection of current tenants from LCRA properties to participate in a telephone survey, based on quotas set on tenancy type, ethnicity, property type, quadrant, age

group, ward and needs. The survey is carefully scripted to ensure a professional and consistent process. A local telephone number was also used to aid pick-up rates and trust in the survey.

Survey responses are immediately shared with Birmingham City Council, 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:

General Needs/Sheltered

General Needs

Sheltered

Population	Sample
92%	92%
8%	8%

Tenancy Type

Standard

Dispersed Hostel Tenancy

Introductory Tenancy

Bloomsbury TMO Standard Tenancy

Bloomsbury TMO Introductory Tenancy

Lodger in Occupation

Population	Sample
92%	92%
4%	4%
3%	3%
1%	1%
0%	0%
0%	0%

Tenure Type

Secure

Licence

Non-Secure

Assured Tenancy

Lodger in Occupation

Assured Shorthold Tenancy

Population	Sample
93%	92%
4%	4%
3%	3%
0%	0%
0%	0%
0%	0%

Gender

Male

Female

Not known / Other

Not Recorded

Transgender

Population	Sample
38%	35%
62%	65%
0%	0%
0%	0%
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%
13%	13%
22%	24%
20%	21%
10%	10%
10%	10%
13%	12%
7%	7%
2%	2%
0%	0%

Property Type

Bungalow
Flat
House
Maisonette
Prefab

Population	Sample
7%	7%
44%	40%
45%	48%
4%	4%
0%	0%

Quadrant

East
North
Other
South
West

Population	Sample
28%	28%
15%	14%
0%	0%
37%	38%
20%	20%

Ethnicity

	Population	Sample
Afghani	0%	0%
Albanian / Kosovan	0%	0%
Any Other Asian Background	2%	2%
Any Other Black Background	2%	2%
Any Other Ethnic Background	2%	2%
Arab Or Other Ethnic Group - Arab	2%	2%
Asian Kashmiri	0%	0%
Asian Or Asian British Background	1%	1%
Asian Or Asian British Bangladeshi	2%	2%
Asian Or Asian British Chinese	0%	0%
Asian Or Asian British Indian	1%	1%
Asian Or Asian British Pakistani	7%	8%
Black African	10%	11%
Black Caribbean	8%	8%
Black Somalian	1%	1%
Bosnian	0%	0%
Gypsy / Roma	0%	0%
Information Not Yet Obtained	3%	3%
Iranian	0%	0%
Iraqi	0%	0%
Kurdish	0%	0%
Mixed Asian and Black	0%	0%
Mixed Ethnic Groups - Oth Mixed Background	1%	1%
Mixed Ethnic Groups - White & Black African	0%	1%
Mixed Ethnic Group - White & Black Caribbean	3%	2%
Not Known	1%	0%
Not Recorded	0%	0%
Other Eastern European	0%	0%
Other Western European	0%	0%
Prefer Not To Say	1%	1%
Refused	0%	0%
Traveller Of Irish Heritage	0%	0%
Vietnamese	0%	0%
White British - Eng, Welsh, Scot, Nth Irish	44%	44%
White Irish	2%	1%
White Other Background	5%	5%
White Traveller	0%	0%
Yemeni	0%	0%

Ward

Acocks Green
 Allens Cross
 Alum Rock
 Aston
 Balsall Heath West
 Bartley Green
 Billesley
 Birchfield
 Bordesley & Highgate
 Bordesley Green
 Bournbrook & Selly Park
 Bournville & Cotteridge
 Brandwood & King's Heath
 Bromford & Hodge Hill
 Castle Vale
 Druids Heath & Monyhull
 Edgbaston
 Erdington
 Frankley Great Park
 Garretts Green
 Glebe Farm & Tile Cross
 Gravelly Hill
 Hall Green North
 Hall Green South
 Handsworth
 Handsworth Wood
 Harborne
 Heartlands
 Highter's Heath
 Holyhead
 King's Norton North
 King's Norton South
 Kingstanding
 Ladywood
 Longbridge & West Heath
 Lozells
 Moseley

Population	Sample
2%	3%
2%	2%
1%	1%
1%	1%
1%	1%
5%	5%
3%	3%
0%	0%
2%	2%
1%	1%
0%	0%
1%	1%
1%	2%
2%	2%
0%	0%
2%	2%
1%	1%
2%	2%
3%	3%
2%	2%
4%	4%
1%	1%
1%	1%
0%	0%
0%	0%
0%	0%
3%	3%
1%	1%
1%	1%
0%	0%
1%	1%
3%	3%
3%	4%
3%	3%
3%	4%
1%	1%
1%	0%

Nechells	4%	4%
Newtown	4%	4%
North Edgbaston	1%	1%
Northfield	0%	0%
Oscott	1%	1%
Out Of City	0%	0%
Perry Barr	0%	0%
Perry Common	2%	2%
Pype Hayes	2%	2%
Quinton	2%	2%
Rubery & Rednal	1%	2%
Shard End	3%	3%
Sheldon	2%	2%
Small Heath	0%	0%
Soho & Jewellery Quarter	1%	1%
South Yardley	1%	1%
Sparkbrook & Balsall Heath East	1%	1%
Sparkhill	0%	0%
Stirchley	1%	0%
Stockland Green	2%	2%
Sutton Four Oaks	0%	0%
Sutton Mere Green	0%	0%
Sutton Reddicap	1%	1%
Sutton Roughley	0%	0%
Sutton Trinity	0%	0%
Sutton Vesey	0%	0%
Sutton Walmley & Minworth	0%	0%
Sutton Wylde Green	0%	0%
Tyseley & Hay Mills	2%	2%
Ward End	1%	1%
Weoley & Selly Oak	3%	3%
Yardley East	1%	1%
Yardley West & Stechford	1%	1%

Questionnaire and Introductory Text



Below is the introductory text and question set that was used for the Birmingham City Council'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

Question Set:

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Birmingham City Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Birmingham City Council 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 Birmingham City Council 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 Birmingham City Council is responsible for maintaining?	Yes, No, Don't know
Communal Areas Clean and Maintained	How satisfied or dissatisfied are you that Birmingham City Council keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home/Communal Areas not Safe or Well Maintained	If you do not feel that your home is either well maintained or safe (and/ or communal areas are clean and well maintained), please can you explain why and suggest what could be improved.	Open Ended
Repairs in Last 12 Months?	Has Birmingham City Council carried out a repair to your home in the last 12 months?	Yes, No
Overall Repairs Service	How satisfied or dissatisfied are you with the overall repairs service from Birmingham City Council over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken for 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
Listens and Acts	How satisfied or dissatisfied are you that Birmingham City Council 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 Birmingham City Council 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 and with Respect	To what extent do you agree or disagree with the following 'Birmingham City Council treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Customer Service and Communication Comments	If you are not satisfied with customer service and communications please provide more information, and what could Birmingham City Council improve.	Open Ended
Contribution to Neighbourhood	How satisfied or dissatisfied are you that Birmingham City Council 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 Birmingham City Council's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaint in Last 12 Months?	Have you made a complaint to Birmingham City Council in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Birmingham City Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Improvement Suggestions	If Birmingham City Council could do ONE thing to improve its services, what would you like it to be?	Open Ended

Cost of Living	How concerned are you about the cost of living crisis for you personally?	Not at all concerned, Slightly concerned, Very concerned, Prefer not to say
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Birmingham City Council with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Birmingham City Council to contact you to follow up on any of the comments or issues you have raised?	Yes, No

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk