BRIGHTER PLACES HOUSING ASSOCIATION

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

This document details Brighter places Housing Association 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

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

During 2025/26, Brighter places Housing Association completed 682 LCRA responses TSM surveys. Brighter places Housing Association have 3,116 LCRA properties which means that a statistical accuracy level of +/- ±3.3% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

There are no incentives used for this survey.

Timing of Survey

Brighter places Housing Association carried out a total of 682 surveys between 18/06/2025 and 19/03/2026

Collection Method(s)

The TSM Surveys were completed via Telephone methodology. The rationale for using this 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 Brighter places Housing Association 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 Brighter places Housing Association's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas. All respondents 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 Brighter places Housing Association, 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	Population	Sample
0 - 24	1%	2%
25 - 34	11%	12%
35 - 44	23%	23%
45 - 54	25%	26%
55 - 59	12%	12%
60 - 64	10%	10%
65 - 74	11%	10%
75 - 84	5%	5%
85 +	0.8%	0.9%
Unknown	0.2%	0.3%

Gender	Population	Sample
Female	72%	73%
Male	28%	27%

Postcode Area	Population	Sample
BA1	0.3%	0.1%
BA2	0.1%	0.6%
BA5	0.7%	0.1%
BS1	2%	1.6%
BS10	4.3%	3.2%
BS11	2.1%	2.1%
BS13	1.7%	3.2%
BS14	1.7%	2.1%
BS15	1.8%	1.8%
BS16	12.3%	11.4%
BS2	9.1%	10.1%
BS20	0.2%	0.1%
BS3	6.9%	6.9%
BS30	0.9%	0.7%
BS32	0.1%	0.1%
BS34	1.9%	2.3%
BS37	2.1%	0.9%
BS4	2.5%	2.5%
BS5	17.1%	20.2%
BS6	5%	4.3%

BS7	19.7%	20.7%
BS8	3.1%	2.9%
GL16	0.4%	0.6%
SN1	0.2%	0.1%
SN2	0.5%	0.7%
SN25	1%	0.7%
SN3	1.2%	1.6%
SN5	0.3%	0.6%

Property Class	Population	Sample
Flat	47%	44%
House	53%	56%

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 for LCRA and LCHO combined

Label	Question text	Rating scale	Housing Stock
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Brighter Places?	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 Brighter Places service.	Open Ended	
Well Maintained Home	How satisfied or dissatisfied are you that Brighter Places provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	LCRA only
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Brighter Places provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know	
Quality of Home	How satisfied or dissatisfied are you with the overall quality of your home?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that Brighter Places is responsible for maintaining?	Yes, No, Don't Know	
Communal Area satisfaction	How satisfied or dissatisfied are you that Brighter Places 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	
Repairs in last 12 months?	Has Brighter Places carried out a repair to your home in the last 12 months?	Yes/No	LCRA only
Repairs last 12 months satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Brighter Places over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	LCRA only
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	LCRA only
Repairs Comments	If you are not satisfied with how Brighter Places deals with repairs and maintenance, please could you explain the reason why?	Open Ended	LCRA only
Contribution to neighbourhood	How satisfied or dissatisfied are you that Brighter Places 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 Brighter Places'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 Brighter Places's approach to handling anti-social behaviour.	Open Ended	

Listens to views & acts upon them	How satisfied or dissatisfied are you that Brighter Places 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 `Brighter Places 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 Brighter Places 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
Friendly and Approachable Staff	To what extent you do agree or disagree with the statement? "Brighter Places has friendly and approachable staff"	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree
Honest about what they can do	To what extent you do agree or disagree with the statement? "I can trust Brighter Places to do the things they say they'll do and be honest about the things they can't do."	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree
Customer Service and Communicatio n Comments	Describe your experience with the customer service and communications you receive.	Open Ended
VFM Rent	How satisfied or dissatisfied are you that your rent provides value for money?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
VFM Service Charge	How satisfied or dissatisfied are you that your service charges provide value for money?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very

		dissatisfied, Not applicable / Don't know	
Last Contact Satisfaction	If you have been in contact with Brighter Places in the last 2 months (other than to pay your rent), overall, how satisfied were you with the service you received?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know	
Contact Ease and Access to Services	Please think about the last time you contacted Brighter Places and rate how strongly you agree or disagree with the following statements: I found it easy to contact Brighter Places and access the services I needed	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree	
Call Handler	Please think about the last time you contacted Brighter Places and rate how strongly you agree or disagree with the following statements: The call handler who answered my call gave their name and job title, and took responsibility for dealing with my query.	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree	
Complaints in last 12 months?	Have you made a complaint to Brighter Places in the last 12 months?	Yes/No	
Complaints Handling	How satisfied or dissatisfied are you with Brighter Places's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	Complaints in last 12 months? = Yes
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 Brighter Places 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 Brighter Places to contact you to follow up any of the comments or issues you have raised?	Yes / No	Permission 1 - Happy to be identified = Yes

If you are dissatisfied with the service provided by Brighter Places, they do have a complaints process you can access by calling 0300 111 3000, emailing info@brighterplaces.co.uk or by completing a form on their website where you will find more information (https://www.brighterplaces.co.uk/feedback-and-complaints/).

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 Brighter Places. Thank you very much for your time in completing the survey.