



GUILDFORD BOROUGH COUNCIL

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 Guildford Borough Council to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Guildford Borough Council 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



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

During 2025/26, Guildford Borough Council completed 654 TSM surveys. Guildford Borough Council have 5168 properties which means that a statistical accuracy level of +/- $\pm 3.3\%$ 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

Guildford Borough Council carried out a total of 654 surveys between 13/06/2025 and 17/01/2026

Collection Method(s)



The TSM Surveys were completed via Online then Telephone methodologies. 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 though online methods, and direct interaction over the phone tend 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows Guildford Borough Council 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 Guildford Borough Council's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or sms. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Guildford Borough 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:

Age Group	Population	Sample
0–24	1%	1%
25–34	8%	8%
35–44	17%	20%
45–54	19%	19%
55–59	11%	10%
60–64	11%	11%
65–74	17%	17%
75–84	11%	11%
85+	4%	4%

Gender	Population	Sample
Female	62%	62%
Male	38%	38%

Ward	Population	Sample
ASH SOUTH	2%	2%



ASH VALE	2%	2%
ASH WHARF	5%	5%
BELFIELD & SLYFIELD	16%	16%
BURPHAM	1%	1%
CASTLE	1%	1%
CLANDON & HORSLEY	4%	4%
EFFINGHAM	0.31%	0.31%
MERROW	6%	7%
NORMANDY & PIRBRIGHT	2%	2%
ONSLOW	5%	5%
PILGRIMS	4%	4%
SEND & LOVELACE	4%	4%
SHALFORD	5%	5%
ST NICOLAS	2%	2%
STOKE	5%	6%
STOUGHTON NORTH	2%	2%
STOUGHTON SOUTH	4%	4%
TILLINGBOURNE	3%	2%
WESTBOROUGH	21%	22%
WORPLESDON	4%	4%



Religion	Population	Sample
Buddhist	0.31%	0.31%
Christian	24%	25%
Hindu	0.17%	0.15%
Jewish	0.04%	0%
Muslim	0.75%	0.92%
No faith or belief	11%	13%
Rastafarian	0.02%	0%
Sikhism	0.02%	0.15%
Other	14%	14%
Unknown	49%	46%

Length of Tenancy	Population	Sample
A. < 1 year	6%	6%
B. 1 - 3 years	16%	20%
C. 4 - 5 years	11%	9%
D. 6 - 10 years	17%	20%
E. 11 - 20 years	21%	21%
F. Over 20 years	28%	24%



Tenancy Tenure Type	Population	Sample
Assured Shorthold Tenancy	0.36%	0.46%
Flexible Tenancy	19%	23%
Flexible Tenancy 2 years	0.23%	0.31%
Flexible Tenancy 5 years	6%	7%
Homeless Emergency Hsg	2%	2%
Homeless Licence	0.04%	0.15%
Introductory Tenancy	2%	4%
Key Worker	0%	0.15%
Other tenure (licence)	0.29%	0.15%
Secure LA Tenancy	68%	63%
Staff in Non HRA	0.21%	0%
Traveller Site Licence	0.84%	0.31%
Unauthorised occupier	0.10%	0%

Property Type	Population	Sample
1 Bed Extra Care First Floor	0.56%	0.31%
1 Bed Extra Care Ground Floor	0.50%	0.31%
1 Bed Extra Care Second Floor	0.17%	0%
1 Bed Flat First Floor	9%	9%
1 Bed Flat Fourth & Above	0.65%	0.15%



1 Bed Flat Ground Floor	11%	11%
1 Bed Flat Second Floor	1%	2%
1 Bed Flat Third Floor	0.38%	0.76%
2 Bed Extra Care First Floor	0.10%	0.15%
2 Bed Extra Care Ground Floor	0.08%	0.15%
2 Bed Extra Care Second Floor	0.02%	0.15%
2 Bed Flat First Floor	5%	6%
2 Bed Flat Ground Floor	4%	4%
2 Bed Flat Second Floor	0.46%	1%
2 Bed Flat Third Floor	0.04%	0.15%
2 Bed Maisonette First Floor	0.19%	0.46%
2 Bed Maisonette Ground Floor	0.10%	0%
3 Bed Flat First Floor	0.02%	0%
3 Bed Flat Ground Floor	0.13%	0.15%
3 Bed Flat Second Floor	0.02%	0.15%
3 Bed Maisonette First Floor	0.23%	0.61%
3 Bed Maisonette Ground Floor	0.21%	0.15%
3 Bed Maisonette Second Floor	0.19%	0.15%
Bedsit Flat First Floor	2%	2%
Bedsit Flat Fourth Floor	0.06%	0.15%
Bedsit Flat Ground Floor	1%	2%



Bedsit Flat Second Floor	0.69%	0.61%
Bedsit bungalow	0.31%	0.46%
Duplex first floor flat	0.52%	0.31%
Duplex ground floor flat	0.75%	0.46%
Five bedroomed house	0.04%	0%
Four bedroomed house	2%	1%
One Bed Maisonette First floor	0.02%	0%
One Bedroomed House	0.08%	0%
One bedroomed bungalow	3%	4%
Sheltered 2 Bed Flat First Flr	0.10%	0.31%
Sheltered 2 Bed Flat Ground FL	0.15%	0.15%
Sheltered 2 Bed Flat Second FI	0.06%	0%
Sheltered Bedsit First Floor	0.63%	0.92%
Sheltered Bedsit Ground Floor	0.48%	0.15%
Sheltered Bedsit second floor	0.13%	0%
Sheltered One Bed First Floor	1%	0.92%
Sheltered One Bed Ground Floor	1%	0.76%
Sheltered One Bed Second Floor	0.13%	0.46%
Six bedroomed house	0.04%	0%
Supported Housing Project	0.02%	0%
Three bedroomed house	31%	29%



Traveller Site Pitch	0.84%	0.31%
Two bedroomed bungalow	3%	3%
Two bedroomed house	17%	15%