



# **PEAKS & PLAINS HOUSING TRUST**

## **Tenant Satisfaction Measures – Summary of Approach 2025/26**



## 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	11



## 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 Peaks & Plains Housing Trust (PPHT) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details PPHT 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



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

During 2025/26, PPHT completed 1,086 TSM surveys. PPHT have 4998 households that make up the relevant tenant population. This means that a statistical accuracy level of +/- ±2.5% 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

PPHT carried out a total of 1,086 surveys between 28/04/2025 and 16/02/2026

## Collection Method(s)



The TSM Surveys were completed via Postal, Online and 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 interaction by paper 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows PPHT 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 PPHT's fieldwork. Using previously collected tenant contact preferences, these were utilised to select the survey method for each tenant. All the tenants contacted had the opportunity to complete the survey online if they preferred, either by requesting to do so when speaking to an interviewer, via the link in an email or using the QR code/hyperlink provided on the cover letter in the postal survey pack. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with PPHT, 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



The final survey data was weighted on Age Group 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	2%	2%
25 - 34	10%	8%
35 - 44	19%	15%
45 - 54	16%	14%
55 - 59	10%	11%
60 - 64	11%	11%
65 - 74	16%	19%
75 - 84	11%	15%
85+	5%	6%

Gender	Population	Sample
Female	64%	64%
Male	36%	36%



Length of Tenancy	Population	Sample
< 1 year	6%	8%
1 – 3 years	18%	17%
4 – 5 years	10%	10%
6 – 10 years	23%	23%
11 – 20 years	24%	22%
Over 20 years	19%	21%

Reporting Region Name	Population	Sample
Alderley Edge & Chelford	3%	3%
Audlem, Bunbury & Wrenbury	0.48%	0.37%
Bollington	4%	4%
Buxton & Dove Holes	1%	1%
Central Macclesfield	3%	3%
Chapel-en-le-Frith & Hope Valley	0.50%	0.28%
Congleton	1%	0.64%
Dinting, Simmondley & Charlesworth	0.68%	0.55%
Disley & Lyme Park	2%	3%
Fulshaw Park & Lindow	0.36%	0.46%
Gawsworth & Macclesfield Forest	4%	6%
Handforth & Dean Row	2%	2%



<b>Holmes Chapel</b>	0.38%	0.18%
<b>Knutsford North</b>	6%	7%
<b>Lacey Green &amp; Wilmslow Park</b>	5%	6%
<b>Macclesfield Bollinbrook</b>	2%	2%
<b>Macclesfield East &amp; Hurdsfield</b>	14%	16%
<b>Macclesfield South &amp; Lyme Green</b>	14%	13%
<b>Macclesfield Upton Priory &amp; Greenside</b>	5%	5%
<b>Macclesfield Weston</b>	13%	12%
<b>Mobberley, Plumley &amp; High Legh</b>	4%	3%
<b>Nantwich</b>	0.46%	0.46%
<b>Northwich</b>	0.42%	0.18%
<b>Poynton East</b>	0.95%	0.64%
<b>Poynton West</b>	4%	4%
<b>Prestbury &amp; Adlington</b>	1%	1%
<b>Sandbach North</b>	0.08%	0%
<b>South Knutsford &amp; Bexton</b>	3%	2%
<b>Whaley Bridge &amp; Chinley</b>	0.89%	0.64%
<b>Wilmslow Town</b>	2%	2%



<b>Ethnicity</b>	<b>Population</b>	<b>Sample</b>
<b>Asian/Asian British Bangladeshi</b>	0.02%	0.09%
<b>Asian/Asian British Indian</b>	0.22%	0.09%
<b>Asian/Asian British Other</b>	0.58%	1%
<b>Asian/Asian British Pakistani</b>	0.18%	0%
<b>Black/Black British African</b>	0.50%	0.28%
<b>Black/Black British Caribbean</b>	0.30%	0.46%
<b>Black/Black British Other</b>	0.12%	0.09%
<b>Chinese or Other Ethnic Group Other</b>	0.06%	0%
<b>Chinese/Other Ethnic Group Chinese</b>	0.12%	0.09%
<b>Mixed Other</b>	0.42%	0.18%
<b>Mixed White &amp; Asian</b>	0.06%	0.09%
<b>Mixed White &amp; Black African</b>	0.10%	0.09%
<b>Mixed White &amp; Black Caribbean</b>	0.30%	0.18%
<b>None Recorded</b>	5%	4%
<b>Refused</b>	0.70%	0.64%
<b>White British</b>	88%	90%
<b>White Gypsy</b>	0.04%	0.09%
<b>White Irish</b>	0.48%	0.37%
<b>White Other</b>	1%	1%
<b>White Other European</b>	1%	0.92%



Sexuality	Population	Sample
Bisexual	1%	1%
Gay	1%	1%
Heterosexual	84%	85%
Lesbian	0%	0%
None recorded	5%	5%
Prefer not to say	10%	8%

NROSH Place Type	Population	Sample
General	77%	76%
HfOP	22%	24%
Rentbuy	0.3%	0.3%
Unknown	0.7%	0.1%

Property Type	Population	Sample
Bungalow	20%	23%
Flat	30%	30%
House	48%	44%
Maisonette	3%	3%
Studio Apartment	0%	0%



Number of Bedrooms	Population	Sample
1	35%	35%
2	34%	34%
3	29%	29%
4	2%	2%
None recorded	1%	1%



## Questionnaire & Introductory Text



### Introduction

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 Peaks & Plains?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Peaks & Plains 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 Peaks & Plains 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 Peaks & Plains is responsible for maintaining?	Yes/No/Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Peaks & Plains 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	As you are not satisfied that either your home or communal areas are not well maintained or safe, please explain why and what could be done to improve this?	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
Contribution to neighbourhood	How satisfied or dissatisfied are you that Peaks & Plains 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 Peaks & Plains' 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	As you are not satisfied with Peaks & Plains' approach to handling anti-social behaviour, please explain why and what could be done to improve this?	Open ended
Repairs in last 12 months?	Has Peaks & Plains 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 Peaks & Plains 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
Overall Repairs	Generally, how satisfied or dissatisfied are you with the way Peaks & Plains deals with repairs and maintenance?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Comments	As you are not satisfied with Peaks & Plains repairs service, could you please explain why?	Open ended
Listens to views & acts upon them	How satisfied or dissatisfied are you that Peaks & Plains 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 Peaks & Plains 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 'Peaks & Plains 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 Peaks & Plains is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Easy to deal with Comments - not satisfied	As you were not satisfied with Peaks & Plains being easy to deal with, could you tell me why?	Open ended
Getting Involved	Would you be interested in being involved with tenant engagement opportunities?	Yes/No



Complaints in last 12 months?	Have you made a complaint to Peaks & Plains in the last 12 months?	Yes/No
Complaints Handling	How satisfied or dissatisfied are you with Peaks & Plains' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaint Stage Resolution	Do you know what stage in the complaints process your complaint has got to?	Quick fix, Investigation (STAGE 1), Investigation (STAGE 2), Housing Ombudsman, Don't know, Other (please specify)
Most important service	Which Peaks & Plains service is most important to you?	Open ended
Future Contact	If Acuity were to contact you again in the future and ask you to take part in another survey, what is your preferred method for taking part?	Telephone call, Postal questionnaire, Email with link to online survey, Text with link to online survey, Not sure
Permission 1 - Happy to be identified	Peaks & Plains would welcome the opportunity to see your individual answers and comments; would you therefore be happy for your individual responses to be attributed to you when being passed back to Peaks & Plains and thereby waiving your right to anonymity?	Yes/No
Permission 2 - Follow up	Are you happy for Peaks & Plains to contact you regarding any information you have provided in this survey?	Yes/No

If you are dissatisfied with the service provided by Peaks & Plains they have a complaints process you can access by either calling 0300 111 3000, emailing [complaints@peaksplains.org](mailto:complaints@peaksplains.org), completing this online form <https://peaksplains.org/your-voice/compliments-and-complaints/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 Peaks & Plains Housing Trust. Thank you very much for your time in completing the survey.

**Report by Acuity Research & Practice**



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