

South Cambridgeshire Tenant Satisfaction Measures (TSM)

Method Statement 2025-26

For the financial year April 2025 – March 2026 M.E.L Research, an independent social research agency based in Birmingham, undertook the annual TSM survey on behalf of South Cambridgeshire District Council. The survey was on a one-off basis in Q4 2025-26; running from 28 February to 28 March 2026. The official closing date was 28 March 2026; however, responses were accepted until 26 April 2026 to increase participation and accommodate any postal delays or late submissions.

Survey Methodology

A census approach was taken to ensure all tenants in Low-Cost Rental Accommodation (LCRA) were given the opportunity to share their views. No sampling was applied. In total 5467 tenants were surveyed.

Residents were initially invited to take part in the survey via a postal survey sent to home addresses accompanied by a freepost return envelope. The postal survey also included a cover letter explaining the purpose of the survey and what the results would be used for. It included a QR code and web address to enable online completion of the survey.

Postal and email reminders were also sent to non-respondents to encourage further participation.

Previous consultation with residents indicates a clear preference for flexible communication methods, with most opting for postal (64%) and email (63%). The multi-channel approach (offering completion via post, email, or online) reflects these preferences while also encouraging greater uptake of the online option in future.

Tenants were offered the opportunity to enter a prize draw to win one of three £50 Global Gift Cards as an incentive to complete the survey.

Postal surveys were data entered onto the online survey and the results collated.

It should be noted that as participation is optional, not all tenants chose to take part in the survey.

The survey was not issued to leaseholders, as previous feedback indicated that some respondents found the questions confusing as they were not always relevant, particularly where a number of the Tenant Satisfaction Measures (TSMs) did not

apply to their tenure. In addition, as the Council manages only 270 low-cost home ownership leasehold properties, it is not a requirement to undertake the prescribed TSM survey for this group.

Final Data delivery and weighting

A total of 1,641 responses were received, equating to a response rate of 30%. The response rate means the results are accurate to +/- 2% at the 95% confidence level. This means that if we received a response from every tenant, the results would be at most, 2% above or below the figure reported from this sample (e.g. a 50% satisfaction rate could actually lie between 48% and 52%). The resultant margin of error for tenants is well above the Regulator's minimum required margin of error (+4%) based on South Cambridgeshire District Council's stock size.

Representativeness

The representativeness of the achieved sample was assessed by comparing the profile of respondents with the profile of the relevant tenant population, using characteristics specified in the Tenant Satisfaction Measures requirements set out by the Regulator of Social Housing.

For South Cambridgeshire District Council, this assessment was undertaken using the following variables: tenancy type, age and number of bedrooms within the property. These characteristics were selected as they reflect key structural and demographic features of the tenant population and provide an appropriate basis for assessing how far the achieved sample reflects the wider population.

The comparison of the achieved sample against the tenant population across these variables provides the basis for determining the extent to which the survey results can be considered representative.

Weighting

To support the generation of the reported perception measures, weighting was applied to the dataset to align the achieved sample more closely with the profile of the tenant population.

Weighting was undertaken using tenancy type, age and number of bedrooms within the property.

The application of weighting ensures that the reported results are based on a dataset that better reflects the composition of the tenant population across these characteristics.

Following the collection of the data it was assessed for its representativeness against the final stock profile received from South Cambridgeshire District Council. In this case it was found that Secure tenants were over-represented, making up 58.9% of the final responses, but only 50.6% of the overall stock. Furthermore, the responses were found to skew towards older tenants (age 65+) so the final results were weighted by tenure type, the number of bedrooms in the home and lead tenant age.

	Overall tenant profile		Unweighted sample		Weighted sample	
Tenure	N=	%	N=	%	N=	%
Secure	2765	50.6%	967	58.9%	830	50.6%
Introductory	218	4.0%	65	4.0%	65.4	4.0%
Secure Post (04/13)	1897	34.7%	508	31.0%	569.4	34.7%
Flexible (10 year)	523	9.6%	89	5.1%	157	9.6%
Licence	40	0.7%	6	0.4%	12	0.7%
Non-Secure	24	0.4%	6	0.4%	7.2	0.4%
	5467	100%	1641	100%	1641	100%
No bedrooms	N=	%	N=	%	N=	%
0	19	0.3%	7	0.4%	5.7	0.3%
1	1125	20.6%	355	21.6%	337.7	20.6%
2	2443	44.7%	788	48.0%	733.3	44.7%
3	1791	32.8%	478	29.1%	537.6	32.8%
4+	89	1.6%	13	0.8%	26.7	1.6%
	5467	100%	1641	100%	1641	100%
Age	N=	%	N=	%	N=	%
18 – 24	83	1.5%	14	0.9%	24.9	1.5%
25 – 34	524	9.6%	58	3.6%	9.6	9.6%

35 – 44	812	14.9%	129	8.0%	14.9	14.9%
45 – 54	774	14.2%	134	8.3%	14.2	14.2%
55 – 64	1015	18.6%	284	17.7%	18.6	18.6%
65 – 74	1047	19.1%	410	25.5%	19.2	19.2%
75 - 84	860	15.7%	390	24.3%	15.7	15.7%
85+	346	6.3%	165	10.3%	6.3	6.3%
Prefer not to say	6	0.1%	22	10.4%	0.8	0.1%
	5467	100%	1606	100%	1606	100%

As a result of this weighting the overall satisfaction at TP01 changed from Unweighted 79.6% to Weighted 76.0%. It was determined weighting was necessary based on the lack of representativeness of the responses and given the overrepresented groups (65+) and Secure tenants tend to be more positive, the overrepresentation artificially boosted levels of satisfaction.