

South Cambridgeshire Tenant Satisfaction Measures (TSM)

Method Statement 2024-25

For the financial year April 2024 – March 2025 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 2024 -25: with responses received between 4 February and 28 February March. The closing date of the survey was 28 February, however responses were accepted until 7 March to allow for any postal delays.

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 5383 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 cover letter of the mailing explained the purpose of the survey and what the results would be used for. The letter also included a QR code and web address to enable online completion of the survey. An additional two email reminders was also sent to non-responders on 17 and 24 February to tenants with email addresses to encourage further participation.

Past consultation with residents has identified a preference for being surveyed in a way that suits them. The multi-channel (post or online completion) approach reflects this.

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.

Final Data delivery and weighting:

A total of 1,189 completed tenant surveys were returned, equating to a response rate of 22%. The response rate of 22% means results are accurate to +3% at the 95% confidence level. This means that if we received a completed survey from every tenant, the results would be at most 3% above or below the figures reported from the responses received (e.g. a 50% satisfaction rate could actually lie between 47% and

52%. The resultant margin of error for tenants is well above the minimum required margin of error (+4%) based on South Cambridgeshire District Council's stock size.

Once all the data was collected it was assessed for its representativeness against the final stock profile received from South Cambridgeshire District Council. In this case it was found that sheltered tenants were over-represented, making up 29% of the final responses, but only 20% of the overall stock. Furthermore, the responses were found to skew towards older tenants (table below) so the final results were weighted by tenure type (e.g. General Needs or Sheltered)) and lead tenant age.

	Proportion of responses	Stock proportion	Weighted Proportions
18-24	1%	1%	1%
25-34	3%	10%	9%
35-44	7%	14%	14%
45-54	10%	14%	14%
55-64	19%	20%	19%
65-74	25%	18%	18%
75+	33%	23%	23%
Prefer not to say	1.5%		1.7%
Sheltered Tenants	29%	20%	20%
General Needs	71%	80%	80%

As a result of this weighting the overall satisfaction at TP01 changed from Unweighted 80.1% Weighted 78.6%. It was determined weighting was necessary based on the lack of representativeness of the responses and given the overrepresented groups (75+) and sheltered tenants tend to be more positive, the overrepresentation artificially boosted levels of satisfaction.