

Information on Approach

Survey Methodology

Canterbury City Council (CCC) is a local authority registered provider in Canterbury, England. The Council, based in Whitefriars, Canterbury, has 5,096 low cost rental homes, and as a landlord with more than 1,000 homes, is required to collect and report on the Tenant Satisfaction Measures (TSMs) to the Regulator of Social Housing (RSH) annually.

To meet the RSH requirements and to ensure a robust sample of data, CCC require a confidence level of 95% with a confidence interval of no more than $\pm 4\%$. This equates to a minimum sample size of 537.

CCC conducted the survey between June and December 2025. A census approach was taken, whereby all tenants were invited to participate in the survey. The survey included the questions that represent all 12 TSM's from the tenant perception survey (TP01 to TP12) specified by the RSH. Additionally, the Council added supplementary questions to collect some qualitative insights, communication preferences and demographics.

The Council received 649 survey responses of which 622 provided a valid response to TP01 (Overall Satisfaction). The margin of error based on these responses is estimated to be $\pm 3.7\%$, well within the margin required by the RSH. All responses were collected by CCC via postal survey returns and online survey methods.

A range of survey methodologies were used, incorporating postal and online surveys. The primary method of data collection was postal with 451 (69%) of responses being received through this channel. 198 (31%) responses were received online.

On completion of the fieldwork, CCC provided the data to In-house Research Ltd (IHR) as an external consultant for analysis and reporting.

A full breakdown of responses was matched against tenant and stock background information to compare against the population sample to assess representation.

As a result of this analysis, IHR recommended not weighting results as the reported tenant perception measures were already representative of the population within acceptable tolerances.

Invitations were sent by post to all homes managed by CCC. The invitation letter also included a link to complete the survey online. A QR code was also printed on the invitation letter.

A copy of the communication sent to tenants can be found in Appendix 1 – Survey Outline.

To support the decision not to weight the results, please see Figure 1: Sample sizes versus tenant profile, for details on the variables tested.

Figure 1: Sample sizes versus tenant profile

Variable		Tenant Profile	Survey Representation
Patch	Canterbury	68%	65%
	Herne Bay	15%	16%
	Whitstable	17%	18%
Property Type	Flat	43%	52%
	House	44%	32%
	Bungalow	10%	13%
	Maisonette	3%	4%
Tenancy Type	General needs	81%	73%
	Semi Sheltered	7%	10%
	Sheltered	9%	14%
	Sheltered Plus	3%	4%
	Non HRA Property	1%	0%
Gender	Female	64%	61%
	Male	36%	35%
	Prefer to describe in another way	0%	0%
	Unknown / Refused	0%	4%

Most variances are within $\pm 3\%$, which is excellent for survey representation. This suggests the sample is broadly representative on these structural factors.

Property Type:

This is where the largest variances appear:

- **Under-represented:**
 - Houses (-12%)
- **Over-represented:**
 - Flats ($+9\%$)

This means the survey has skewed toward flats where some households may experience more dissatisfaction with communal or neighbourhood issues relevant to densely populated areas. This could slightly deflate overall satisfaction results.

By Tenure:

Similar pattern to property types:

- Sheltered (including Semi Sheltered and Sheltered Plus) ($+9\%$) is over-represented.
- General Needs (-9%) are under-represented.

Sheltered Housing receives more regular hands-on support services to general needs and typically supports a more satisfaction older tenant age group, so this may bias results upward.

Potential Implications

1. Age/tenure bias: Over-representation of older and long-term tenants could artificially boost satisfaction levels compared with the true tenant population.
2. Flats are over-represented and this group often scores lower in satisfaction and engagement.

This is a common challenge in postal-heavy surveys, as older tenants in sheltered housing are more likely to respond. We have tested these implications by weighting the overall satisfaction score on these variables to test whether weighting has a significant impact and whether it is appropriate to weight the reported data:

	Unweighted Count	Unweighted Sample %	Weight	Weighted Count	Weighted Population %
General Needs	471	73%	1.12	527.5	81%
Semi Sheltered	64	10%	0.68	43.5	7%
Sheltered	88	14%	0.66	58.1	9%
Sheltered Plus	25	4%	0.67	16.8	3%
Non HRA Property	1	0%	3.82	3.8	1%

Using these weights the reported overall satisfaction score is 69.0%. This is within the estimated margin of error of $\pm 4\%$.

	Unweighted Count	Unweighted Sample %	Weight	Weighted Count	Weighted Population %
Flat	336	52%	0.83	278.9	43%
House	205	32%	1.39	285.0	44%
Bungalow	85	13%	0.77	65.5	10%
Maisonette	23	4%	0.78	17.9	3%
Other	0	0%	-	-	0%

Using these weights the reported overall satisfaction score is 71.0%. This is within the estimated margin of error of $\pm 4\%$.

In summary, reviewing the survey sample, the main area of imbalance was tenure and property type, where older and longer-tenured residents were slightly overrepresented alongside flats.

Weighting tests were applied as detailed above to assess the potential impact on the overall satisfaction measure (TP01):

- **Unweighted:** 70.4%
- **Weighted on tenure:** 69.0%
- **Weighted on property type:** 71.0%

All results fall within the survey's $\pm 4\%$ margin of error. This means the observed variation between weighted and unweighted figures is statistically insignificant and does not materially alter the interpretation of overall satisfaction.

For this reason, IHR and recommended that CCC report unweighted results. This approach ensures consistency with sector practice, avoids over-adjustment of an already representative sample, and provides a clear, transparent dataset. The unweighted figures are robust, fall within the required confidence interval, and can be considered a reliable reflection of tenant sentiment.

Exclusions

There were no properties excluded from the sample. A full census approach was chosen.

Incentives

A prize draw to win one £50 Amazon voucher was provided. Winners were selected using computer generated randomisation. Each resident was assigned a case number. A computerised random number generator was used to select the winning number in the case number range.

Appendix 1 – Survey Outline

Invitation Letter

Date: June 2025

[Canterbury City Council logo, and a QR code linking to canterbury.gov.uk/tenant-survey]

Dear Resident

Tell us what you think about your housing service

We want to give you the best possible service when it comes to your home.

We know we don't always get everything right, that's why we need your help.

Please take a few minutes to tell us what's working well and what we need to do better.

It's quick and easy to take part:

- Online: go to canterbury.gov.uk/tenant-survey or scan the QR code above. Enter your personal code.
- On paper: fill out the paper questionnaire and return it using the freepost envelope – no stamp needed.

The survey should only take about 10 minutes to complete.

Complete the survey by Monday 8 September 2025 and you'll be entered into a draw to win a £50 Amazon voucher.

We've got three vouchers to give away. Make sure you tick the box at the end of the survey if you want to enter the draw.

Terms and conditions for the prize draw can be found at canterbury.gov.uk/termsandconditions

The survey is just about your housing service, so please don't include things like parking or rubbish collection.

We'll use your answers to:

- improve the service we provide
- report to the Regulator of Social Housing
- share updates with you in a future tenant newsletter.

If you have any questions, contact our resident engagement team at getinvolved@canterbury.gov.uk or call us on 07597 528 428

We really value your views, thank you for helping us improve.

Yours faithfully

Marie Royle

Director of People

Introduction & Survey Outline

Personal code: [tenant's unique code printed here]

Our revised Housing Promise

We've updated our Housing Promise, which is a short summary of what you can expect from us.

We've also updated our Housing Service Standards, which explain how we'll deliver on that promise.

These are based on feedback from tenants, and we want to check they still feel right to you.

Why?

These documents clearly set out:

- what tenants can expect from your services
- how services will be delivered
- the standards you're holding yourself to (which allows tenants to hold you to account)
- how you communicate commitments and information to tenants.

Questions that must be answered are marked with an asterisk (*)

1. Do our updated Housing Promise and Service Standards reflect what matters most to you as a tenant? *

Please tick one box only

- Yes
- Partly
- No
- Not sure

1a. Why?

[Open text response]

2. Is the language in the Housing Promise and Service Standards clear and easy to understand? *

Please tick one box only

- Very clear
- Mostly clear
- Not clear

3. Is there anything you think is missing from the Housing Promise or Service Standards?

[Open text response]

Tenant Survey 2025

Questions that must be answered are marked with an asterisk (*)

Section 1: Overall satisfaction

1. Taking everything into account, how satisfied or dissatisfied are you with the service provided by Canterbury City Council as your landlord? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Section 2: Keeping properties in good repair

2. Has Canterbury City Council carried out a repair to your home in the last 12 months? *

Please tick one box only

- Yes, Please go to Question 2a
- No, Please go to Question 3
- Don't know/can't remember, Please go to Question 3

2a. How satisfied or dissatisfied are you with the overall repairs service from Canterbury City Council over the last 12 months? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

2b. How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

3. How satisfied or dissatisfied are you that Canterbury City Council provides a home that is well-maintained? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied

- Very dissatisfied
- Don't know

Section 3: Building safety

4. Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Canterbury City Council provides a home that is safe? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

Section 4: Respectful and helpful engagement

5. How satisfied or dissatisfied are you that Canterbury City Council listens to your views and acts upon them? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

6. How satisfied or dissatisfied are you that Canterbury City Council keeps you informed about things that matter to you? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

6a. Would you like to be more involved in how your housing service is run? We'd love to hear from you! *

- Yes - please provide your contact details and a member of our tenant engagement team will get in touch with you. Please go to Question 6b
- No
- Not sure

6b. If yes, and you're happy for us to contact you about becoming more involved, please tick the box below to give your consent: *

- I consent to being contacted by the council

Please provide your email address (or your telephone number, if you don't have an email address):

[Open text response]

7. To what extent do you agree or disagree with the following? "Canterbury City Council treats me fairly and with respect." *

Please tick one box only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Section 5: Effective handling of complaints

8. Have you made a complaint to Canterbury City Council in the last 12 months? *

Please tick one box only

- Yes, Please go to Question 8a and Question 8b
- No, Please go to Question 9
- Don't know/can't remember, Please go to Question 9

8a. How satisfied or dissatisfied are you with Canterbury City Council's approach to complaints handling? (Only answer this if you've made a complaint in the past 12 months) *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

8b. If you would like to share more about your experience during the complaints process, you can do so below.

Please note: we won't treat this as a complaint, but your feedback helps us improve our processes

[Open text response]

Please note: If you would like to make a complaint, or raise an issue formally, please follow our complaints process. You can find full details at canterbury.gov.uk/complaints

Section 6: Responsible neighbourhood management

9. Do you live in a building with communal areas, either inside or outside, that Canterbury City Council is responsible for maintaining? *

Please tick one box only

- Yes, Please go to Question 9a

- No, Please go to Question 10

9a. How satisfied or dissatisfied are you that your landlord keeps these communal areas clean and well-maintained? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

10. How satisfied or dissatisfied are you that your landlord makes a positive contribution to your neighbourhood? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

11. How satisfied or dissatisfied are you with your landlord's approach to handling anti-social behaviour? *

Please tick one box only

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

12. Is there anything else you'd like to tell us about the housing service, whether good or bad?

[Open text response]

Section 7: About you

We are asking for this data to help us understand your views, and to produce statistics to show how views differ between different groups of tenants. You don't have to answer any of these questions if you don't want to, and we will not be able to identify any individuals from the answers given.

Canterbury City Council is the data controller and the only recipient of your personal data. We will store your personal data for two years.

Your personal information is processed under General Data Protection Regulations Article 6.1(e) and Article 9.2(g). You have the rights to:

- Access your personal data

- Rectify or correct your personal data
- Restrict the processing of your data
- Complain to the Information Commissioner's Office

You also have the right to object to our processing of your personal data.

Canterbury City Council's Data Protection Officer is the Head of Corporate Governance, who can be contacted by email at dataprotection@canterbury.gov.uk, by phone on 01227 862 175 or at the address below.

Canterbury City Council, Council Offices, 14 Rose Lane, Canterbury, Kent, CT1 2UR.

Phone: 01227 862 000. Web: canterbury.gov.uk

13. What age are you?

Please tick one box only

- 18 to 25
- 26 to 35
- 36 to 44
- 45 to 54
- 55 to 64
- 65+
- Prefer not to say

14. How would you describe your gender?

Please tick one box only

- Male
- Female
- Prefer to self-describe (for example, non-binary, gender fluid etc), please give further details if you wish [open text]
- Prefer not to say

15. How would you describe your ethnic group or background?

Please tick one box only

- White
- Mixed or multiple ethnic groups
- Asian or Asian British
- Black, Black British, Caribbean or African
- Other ethnic group
- Prefer not to say

16. Do you consider yourself to be disabled or to have a long-term health condition?

Please tick one box only

- Yes, Please go to Question 16a
- No, Please go to Question 17
- Prefer not to say, Please go to Question 17

16a. If yes, please tell us more about your condition(s) or type of disability.

Please tick all that apply

- Communication
- Hearing
- Learning
- Mental health
- Mobility
- Physical
- Visual
- Other, please give further details if you wish [open text]
- Prefer not to say

17. How would you describe your sexual orientation?

Please tick one box only

- Heterosexual/straight
- Bisexual
- Gay man
- Gay woman/lesbian
- Other, please give further details if you wish [open text]
- Prefer not to say

18. Including yourself, how many adults aged 18 or over are living here?

Please write in below (include number), or:

- Prefer not to say

19. Do you have any children aged 17 or under living with you?

Please tick one box only

- Yes
- No
- Prefer not to say

20. I am...

Please tick one box only

- Employed
- At school, college or university in full-time education
- Unemployed
- Retired
- Other, please state [open text]
- Prefer not to say

21. Is English your first language?

Please tick one box only

- Yes, Please go to Question 21a
- No, Please go to Question 22
- Prefer not to say, Please go to Question 22

21a. Please tell us your main language:

[Open text response]

22. Do you need support to understand the information we send you? (e.g. large print, Easy Read, translation, help reading letters, etc.)

- Yes, Please go to Question 22a
- No, Please go to Question 23
- Prefer not to say, Please go to Question 23

22a. Please tell us what support would help:

[Open text response]

23. Do you have any other needs or circumstances we should be aware of to help you access our services?

[Open text response]

24. What is your religion or belief?

Please tick one box only

- No religion
- Christian
- Muslim
- Hindu
- Jewish
- Sikh
- Buddhist
- Other, please state [open text]
- Prefer not to say

25. Would you like to be entered into our competition to win a £50 Amazon voucher?

- Yes
- No

25a. If you would, please tick the box to indicate your consent to us contacting you:

- I consent to being contacted by the council

Please provide your email address (or your telephone number, if you don't have an email address):

[Open text response]

We will only contact you for this competition and will not use your contact details for any other purposes.

Appendix 2 – Acknowledgement of Survey Errors

As part of our quality assurance process, In-house Research undertook a detailed review of the survey questionnaire and associated dataset used to generate the Tenant Satisfaction Measures (TSMs). During this review, several technical issues were identified relating to questionnaire structure, response options and data capture. These are outlined below for transparency.

1. Positioning of the Overall Satisfaction Question (TP01)

Paragraph 15 of the *Tenant Survey Requirements* states that the question used to generate Overall Satisfaction (TP01) must appear as the first question in any perception survey questionnaire used to generate TSMs.

In the survey issued to tenants, the questionnaire begins with questions relating to the revised Housing Promise before the TP01 question. In accordance with the guidance, the TP01 should have appeared as the first question in the perception survey, or the Housing Promise questions should have been placed later in the questionnaire or included as a separate appendix.

2. Question Wording and Response Options

Paragraph 10 of the *Tenant Survey Requirements* requires perception surveys to use the question wording and response options specific in Table 2.

One deviation was identified:

- **TP08 – Agreement that the landlord treats tenants fairly and with respect**

The survey response options included “Tend to agree” and “Tend to disagree”. The survey requirements specific the response options simply as “Agree” and “Disagree”.

For reporting purposes

- “Tend to agree” responses have been coded as “Agree”
- “Tend to disagree” responses have been coded as “Disagree”

3. Consistency of Question Wording

Minor wording variations were identified across the questionnaire:

- TP01 includes the wording “as your landlord”. This is considered acceptable as it distinguishes the Council in its role as a housing provider from wider council services.
- TP01-TP09 refer specifically to Canterbury City Council, whereas TP10-TP12 refer to “your landlord”. While this does not affect the intent of the questions, it represents an inconsistency in wording.

4. Response Scale Requirements

Paragraph 12 of the *Tenant Survey Requirements* specifies that providers must follow the response scale exactly as prescribed, including when “Not applicable / don’t know” options should or should not be offered.

a) Questions where “Don’t know” should not have been offered

The survey included a “Don’t know” or “Don’t know / can’t remember” option for the following questions, although this is not permitted in the survey requirements:

- TP01
- TP02a
- TP02
- TP03
- TP04
- TP09a
- TP09
- TP10

For reporting purposes:

- “Don’t know” responses have been coded as No response
- Blank responses have also been coded as No response

b) Questions where wording should have been “Not applicable / don’t know”

The following questions included “Don’t know” as a response option, where the required wording is “Not applicable / don’t know”:

- TP05
- TP06
- TP07
- TP08
- TP11
- TP12

For reporting purposes:

- “Don’t know” responses have been coded as “Not applicable / don’t know”
- Blank responses have been coded as No response

c) Question where “Don’t know” should have been available

- TP10a should include a “Don’t know” response option but this was not shown in the survey questionnaire
- However, the dataset contains responses recorded as “Don’t know/can’t remember”.

For reporting purposes

- “Don’t know/can’t remember” responses have been coded as “Don’t know”
- Blank responses have been coded as No response