



GOLDEN LANE HOUSING ASSOCIATION

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 Golden Lane Housing Association to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Golden Lane Housing Association 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



Golden Lane Housing Association 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, Golden Lane Housing Association completed TSM surveys as a census. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Golden Lane Housing Association must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2025/26, Golden Lane Housing Association completed 780 TSM surveys. Golden Lane Housing Association have 2698 properties which means that a statistical accuracy level of +/- ±3.0% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

One £100 Amazon Voucher. Acuity will select one winner at random and pass details to Golden Lane to administer.



Timing of Survey

Golden Lane Housing Association carried out a total of 780 surveys between 09/02/2026 and 20/04/2026

Collection Method(s)



The TSM Surveys were completed via postal methodology. The rationale for using this 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 with the option of completing online if preferred.
- **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 census approach was used for Golden Lane Housing Association's fieldwork. Acuity sent all tenants a postal questionnaire. All tenants had the opportunity complete the survey online by using the QR code or hyperlink provided on the cover letter in the postal survey pack. 212 tenants used this option to complete the survey online. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Golden Lane Housing Association, 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	11%	7%
25 - 34	25%	23%
35 - 44	19%	22%
45 - 54	16%	15%
55 - 59	9%	9%
60 - 64	8%	9%
65 - 74	10%	10%
75 - 84	2%	3%
85 +	0.2%	0.4%

Gender	Population	Sample
Female	30%	36%
Male	47%	46%
Other	1%	1%
Unknown	21%	18%



Patch	Population	Sample
Angela Kirkup - Patch 1	11%	8%
Christy Janssen - Patch 5	9%	8%
Claire Batten - Patch 10	0%	0%
Dean Cawkwell - Patch 2	12%	11%
Derek Brown - Patch 9	8%	9%
Emma Woodward - Patch 3	10%	12%
Jeanette Hibbard - Patch 4	7%	7%
Joanna Young - Patch 8	10%	10%
Josephine Kurangwa - Patch 6	8%	8%
Liz Davies - Patch 10	7%	5%
Louise Archer - Patch 11	10%	12%
Lucie Veale - Patch 7	7%	10%

Ethnicity	Population	Sample
Any other Asian background	04%	0%
Asian or Asian British - Indian	0%	0.1%
Asian or Asian British - Pakistani	0%	0.1%
Black/African/Caribbean/ Black British - Caribbean	0.1%	0.3%
Mixed - White and Black African	0.1%	0%
Mixed - White and Black Caribbean	0%	0%



White - English/Welsh/Scottish/Northern Irish/British	3%	4%
White - Other	0%	0%
Unknown	96%	96%

Length of Tenancy	Population	Sample
< 1 year	1%	1%
1 - 3 years	39%	39%
4 - 5 years	16%	16%
6 - 10 years	23%	23%
11 - 20 years	16%	16%
Over 20 years	5%	6%

Number of Bedrooms	Population	Sample
1	98%	98%
2	1%	1%
3	0.4%	1%
4	0.1%	0%
5	0.3%	1%
6	0%	0%
8	0%	0%
Unknown	0.1%	0%



Questionnaire & Introductory Text



If you need help, or to speak to us about completing the survey phone: 0300 003 7007 option 2



Tenant Survey 2026 Have your say!

Complete your form and send it back in the FREEPOST envelope provided, to be entered into a prize draw for a chance to win a £100 Amazon voucher!

Tenant Name:

Address:

Phone number:

You can fill in this booklet or complete it online by scanning the QR code.

scan the QR code

Code:



You may want some help to fill in the survey, this could be anyone who supports you, but it is important to tell us your views as a tenant.



At the end of each question please put a tick (✓) in the box to tell us how you feel.



Please return your completed form in the FREEPOST envelope by 31st March 2026



Your answers will be treated by Acuity in the strictest confidence and your data will be held securely and follow the rules of the General Data Protection Regulations (GDPR) 2020 and UK Data Protection Act 2018. For full details you can find our privacy notice on our website.



Acuity will only share your survey responses with Golden Lane Housing if you are happy for them to share it. See Page 13.



You can read Acuity's privacy policy in full by clicking the QR code.



Survey guide



This survey is to share your views about your home and Golden Lane Housing. If you live in a shared house, please fill out your own survey.



Acuity are a company who are carrying out the survey for Golden Lane Housing. They are experts at doing surveys and assessing feedback.



This survey is part of the rules set up by the Regulator of Social Housing, called Tenant Satisfaction Measures. The overall results will be published on our website.



The survey should take about 20 minutes to complete.

You can fill in this booklet or complete it online by scanning the QR code on the front page of this booklet.



You can do it over the phone by calling 0300 003 7007 option 2.

If you do your survey online, please do not send back your paper copy.



Useful words



Satisfied - means being pleased or happy.



Dissatisfied - means unhappy.



Well-maintained - means in a good condition or well kept.

Question 1

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Golden Lane Housing?

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

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Question 2

Has Golden Lane Housing carried out a repair to your home in the last 12 months?

Yes ☐

No ☐

If yes, how satisfied or dissatisfied are you with the overall repairs service from Golden Lane Housing over the last 12 months?

Very satisfied  ☐

Fairly satisfied  ☐

Neither satisfied nor dissatisfied  ☐

Fairly dissatisfied  ☐

Very dissatisfied  ☐

Question 3

If yes, 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  ☐

Question 4

How satisfied or dissatisfied are you that Golden Lane Housing provides a home that is well maintained?

Very satisfied  ☐

Fairly satisfied  ☐

Neither satisfied nor dissatisfied  ☐

Fairly dissatisfied  ☐

Very dissatisfied  ☐

Question 6

How satisfied or dissatisfied are you that Golden Lane Housing listens to your views and acts upon them?

Very satisfied  ☐

Fairly satisfied  ☐

Neither satisfied nor dissatisfied  ☐

Fairly dissatisfied  ☐

Very dissatisfied  ☐

Question 5

Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Golden Lane Housing provides a home that is safe?

Very satisfied  ☐

Fairly satisfied  ☐

Neither satisfied nor dissatisfied  ☐

Fairly dissatisfied  ☐

Very dissatisfied  ☐

Not applicable/don't know  ☐

Question 7

How satisfied or dissatisfied are you that Golden Lane Housing 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  ☐

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Question 8

To what extent do you agree or disagree with the following
"Golden Lane Housing treats me fairly and with respect"?

- Strongly agree  ☐
- Agree  ☐
- Neither agree nor disagree  ☐
- Disagree  ☐
- Strongly disagree  ☐
- Not applicable/don't know  ☐

Question 9

Have you made a complaint to Golden Lane Housing in the last 12 months?

- Yes ☐
- No ☐

If yes, 'How satisfied or dissatisfied are you with Golden Lane Housing's approach to complaints handling?'

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

Question 10

Do you live in a building with communal areas, either inside or outside, that Golden Lane Housing is responsible for maintaining?

- Yes ☐
- No ☐
- Don't know ☐

If yes, 'How satisfied or dissatisfied are you that Golden Lane Housing keeps these communal areas clean and well maintained?'

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

Question 11

How satisfied or dissatisfied are you that Golden Lane Housing makes a positive contribution to your neighbourhood?

- Very satisfied  ☐
- Fairly satisfied  ☐
- Neither satisfied nor dissatisfied  ☐
- Fairly dissatisfied  ☐
- Very dissatisfied  ☐
- Not applicable/don't know  ☐

Question 12

How satisfied or dissatisfied are you with Golden Lane Housing's approach to handling anti-social behaviour?

- Very satisfied  ☐
- Fairly satisfied  ☐
- Neither satisfied nor dissatisfied  ☐
- Fairly dissatisfied  ☐
- Very dissatisfied  ☐
- Not applicable/don't know  ☐

Question 13

Is there anything you would like to tell us about being a tenant of Golden Lane Housing?

To help improve services for all tenants, Golden Lane Housing would like to see your survey answers and comments.

Are you happy for your survey answers to be shared with them with your name attached?

- Yes ☐
- No ☐

Are you happy for Golden Lane Housing to contact you about any information you have provided in this survey?

- Yes ☐
- No ☐

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