**Tenant Satisfaction Measures Survey 2025**

**Approach & Rationale**

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| **Survey Approach** |
| Census Mixed Collection Survey 2025 |
| * Survey undertaken during February & March 2025 by an independent market research company called M.E.L Research.
* Email with link to on-line survey – to all general tenants who have an email address.
* Telephone survey – all general needs tenants without email addresses.
* Postal survey – all sheltered, high rise and supported housing tenants. With tenants supported by their scheme manager to participate.
* Postal survey - all general needs tenants who have not replied to the above email or telephone survey.
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| **Rationale for the survey collection methods chosen** |
| Census Mixed Collection Survey 2025 |
| * **Governance:** this was considered at the Housing & Homelessness Advisory Board on 28th November 2024 where all options were discussed informed by earlier discussion with the tenants consultative group. The census survey approach was approved by tenants at the board and subsequently at Cabinet on 23rd January 2025.
* **Improving tenant insight**: A census survey approach provides every tenant with an opportunity to receive a survey and respond. Census survey also provides the Council with a greater opportunity to obtain accurate levels of tenant insight information which can be used to improve and shape the delivery of housing services.
* **Good Value for Money**: Undertaking the census survey is aimed at achieving good value for money and being as cost effective as possible i.e. keeping postal surveys targeted to only where they are needed, as this is the costliest way of undertaking a survey. Making good use of the telephone and email is still effective and a much cheaper option when used correctly.
* **Contact Information**: The tenant satisfaction survey undertaken in 2024 along with the recent `Getting to Know you Better Tenants’ survey` has provided the Council with a greater level of accurate email and telephone contact information for our tenants. The telephone and on-line survey collection approach is found to be most appropriate, cots effective and accessible for general needs tenants, with postal as a last resort if they don’t respond to email/telephone contact. Sheltered, Supported and high-rise older tenants received a postal survey as this is their preferred method.
* **Response Rates:** The learning from 2024 tenants’ satisfaction survey has proven that a mixed collection survey approach is convenient for our tenants and achieves a good response rate. Therefore, we have increased the mixed method approach to included email, telephone and postal with the aim to maximising response rates.
* **Addressing barriers**: The census mixed collection approach continues to support inclusivity and flexibility for survey completion so that there are limited barriers for completion i.e. providing a wide range of ways tenants can participate and complete a survey.
* **Diversity, equality & inclusion:** if tenants require the survey in larger print, an alternative format and/or translation service this can be arrange by M.E.L, ensuring the equal opportunities for participation for all tenants is provided.
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