

Housing

Ask for: Lucy Jordan
Email: Lucy.jordan@ashford.gov.uk
Direct Line: 01233 330573

Our Ref: ABC/TSM2025-26

Date: 30 June 2026



International House
Dover Place
Ashford
Kent TN23 1PL
01233 331111

www.ashford.gov.uk

Summary of Approach Information for Ashford Borough Council - Rationale for TSM survey Collection

Following a review of the tenant profile data, Ashford Borough Council took the decision to give all tenants an opportunity to respond by telephone, post or online as a census approach. This approach mirrored the approach undertaken in year one and year two and would allow us to reach a wide tenant base according to their contact preferences without excluding any households, and set quotas against the telephone surveys so that the results would not need to be weighted.

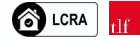
The telephone survey was proactively worked by trained external telephone interviewers, the statistics were monitored to track the number of incorrect numbers, refusals and barriers to completing, for example disability and language. The online, phone and postal surveys also allowed us to contact as many more tenants as possible and not exclude any tenants due to them not having a phone number or email address registered with us.

Postal surveys were also offered to customers who live in Ashford properties managed by another provider (Moat) where they did not have contact details recorded.

A handwritten signature in black ink that reads "Lucy Jordan".

Lucy Jordan
Tenant Engagement Officer

KEY SURVEY INFORMATION



SAMPLING

- Total tenant population supplied to TLF: 5540
- No Tenants were excluded due to exceptional circumstances
- A census approach was used
- Total sample size achieved: 1015
- 410 by telephone, 584 by web, 21 by post



QUESTIONNAIRE

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed MRS guidelines
- Additional questions were asked in line with regulatory guidance.



DATA COLLECTION

- Data collected annually
- Data collected between 25/08/2025 and 10/10/25
- TLF Research used as the external contractor
- Incentives were not used



WEIGHTING

- Weighting was not necessary, the sample is representative of the total population by key demographics, weighting by age or survey method had less than 1% difference on overall satisfaction scores.



RELIABILITY

- With a total population of 5914 the confidence level achieved must be within at least +/-4%
- Reliability was achieved. Using the average satisfaction score and sample size, we are 95% confident that the overall % satisfied is within +/-2.8%



ANALYSIS

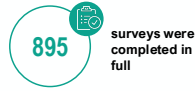
- All partial completes that have answered overall satisfaction have been included.
- % satisfied has been calculated excluding Don't know and Not answered.
- All bases have been reported throughout

CONFIDENTIAL

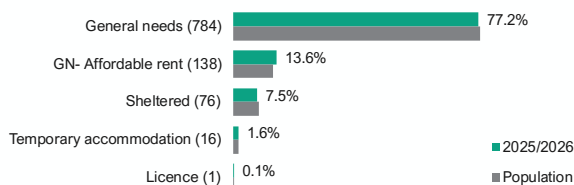
© TLF RESEARCH

60

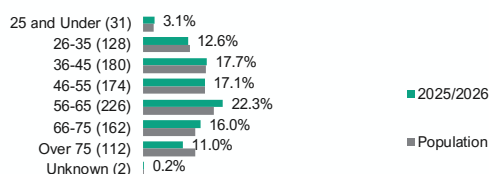
WHO WE INTERVIEWED VS. POPULATION



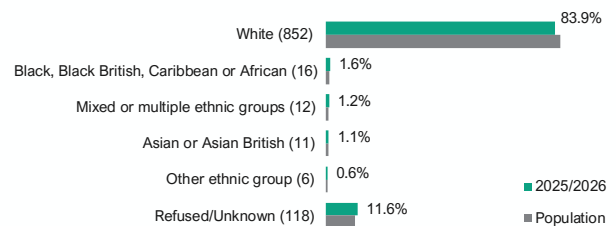
TENURE TYPE



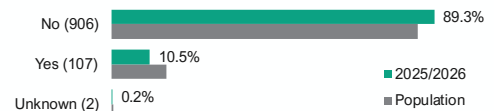
AGE GROUP



ETHNICITY



DISABILITY



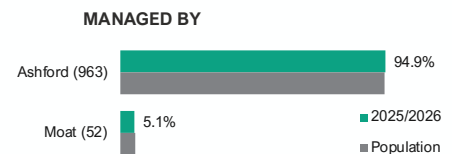
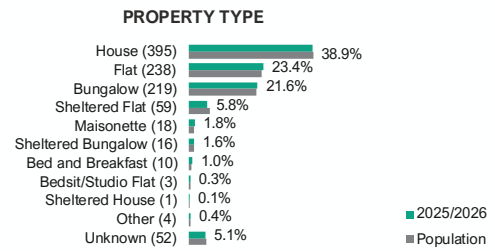
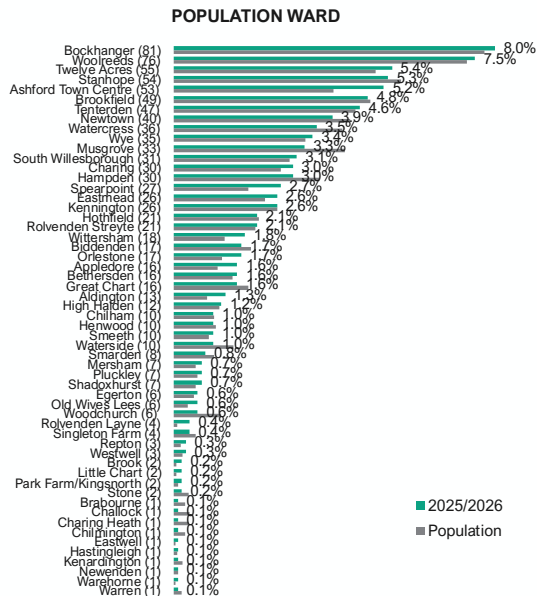
Sample size shown in (). Population data is based on information provided on the database.

CONFIDENTIAL

© TLF RESEARCH

5

WHO WE INTERVIEWED VS. POPULATION



Sample size shown in (). Population data is based on information provided on the database.

CONFIDENTIAL

© TLF RESEARCH

6

TSM Survey with Client Satisfaction Questions main survey questionnaire for phone

Hi, please can I speak to.....

My name is ___ and I am calling from TLF Research on behalf of Ashford Borough Council. We are conducting their tenant satisfaction research introduced by the Regulator of Social Housing which will be used to calculate the annual Tenant Satisfaction Measure and published on Ashford Borough Council's website. Your feedback would be really appreciated. Would you be able to spare 5 to 10 minutes to take part now please?

- If yes, continue.
- If no, booking if willing

Thank you. We follow the Market Research Society code of conduct and Data Legislation. In addition, the call may be recorded for quality and training purposes.

1. **[tp01_ovsat]** Taking everything into account, how satisfied or dissatisfied are you with the service provided by Ashford Borough Council?

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

1b. If very satisfied probe "Why would you say you are satisfied?"

If Fairly satisfied or Neither satisfied nor dissatisfied probe "What could Ashford Borough Council do to make you more satisfied?"

If fairly or very dissatisfied probe "Why would you say you are dissatisfied?"

2. **[had_repair]** Has Ashford Borough Council carried out a repair to your home in the last 12 months?

- Yes (Go to Q3)
- No (Go to Q5)

[tp02_repairsat] How satisfied or dissatisfied are you with the overall repairs service from Ashford Borough Council over the last 12 months?

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

3. **[tp03_repairtime]** 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

3b. **[outstanding]** Do any of the repairs you have reported in the last 12 months still need work doing to complete them?

- Yes (Go to Q4c)
- No (Go to Q5)
- Not applicable/don't know (Go to Q5)

3c. **[probe_outstanding]** Please can you briefly give more detail on this?

1. **[tp04_maint]** How satisfied or dissatisfied are you that Ashford Borough Council provides a home that is well maintained?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not answered

2. **[tp05_safe]** Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Ashford Borough Council provides a home that is safe?

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

3. **[tp06_listens]** How satisfied or dissatisfied are you that Ashford Borough Council listens to your views and acts upon them?

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

- Very dissatisfied
- Not applicable/don't know

6b. If fairly or very dissatisfied probe **“Why do you feel that Ashford Borough Council do not listen to your views and act upon them?”**

4. **[tp07_informed]** How satisfied or dissatisfied are you that Ashford Borough Council 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

5. **[tp08_fair]** To what extent do you agree or disagree with the following “Ashford Borough Council treats me fairly and with respect”?

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

6. **[Complaint]** Have you made a complaint to Ashford Borough Council in the last 12 months?

- Yes (Go to Q11)
- No (Go to Q12)

tp09_comphand] How satisfied or dissatisfied are you with Ashford Borough Council's approach to complaints handling?

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

9b. **[complaint_type]** **What was the reason for your most recent complaint?**

- Repairs & maintenance
- Damp and/or mould
- Safety or security of your property
- Tenancy management
- Not being kept informed / lack of communication
- Upkeep of communal areas
- Grounds maintenance service
- A member of staff
- Anti-social behaviour
- Complaint about neighbour
- Other – please capture

7. **[communal]** Do you live in a building with communal areas, either inside or outside, that Ashford Borough Council is responsible for maintaining?
- ☐ Yes (Go to Q13)
 - ☐ No (Go to Q14)
 - ☐ Don't know (Go to Q14)

8. **[tp10_communal]** How satisfied or dissatisfied are you that Ashford Borough Council keeps these communal areas clean, and well maintained?
- ☐ Very satisfied
 - ☐ Fairly satisfied
 - ☐ Neither satisfied nor dissatisfied
 - ☐ Fairly dissatisfied
 - ☐ Very dissatisfied

9. **[tp11_neighbour]** How satisfied or dissatisfied are you that Ashford Borough Council makes a positive contribution to your neighbourhood?
- ☐ Very satisfied
 - ☐ Fairly satisfied
 - ☐ Neither satisfied nor dissatisfied
 - ☐ Fairly dissatisfied
 - ☐ Very dissatisfied
 - ☐ Not applicable/don't know

12b. [c_probe_dissat_neighbour_TP11] If fairly or very dissatisfied probe **“Why do you feel that Ashford Borough Council does not contribute positively to your neighbourhood?”**

10. **[tp12_asbo]** How satisfied or dissatisfied are you with Ashford Borough Council's approach to handling anti-social behaviour?
- ☐ Very satisfied
 - ☐ Fairly satisfied
 - ☐ Neither satisfied nor dissatisfied
 - ☐ Fairly dissatisfied
 - ☐ Very dissatisfied
 - ☐ Not applicable/don't know

- 13b. **[asbo_reported]** Within the last 12 months have you reported an incident of Anti-Social Behaviour (ASB) to Ashford Borough Council?
- ☐ Yes
 - ☐ No
 - ☐ Don't know

14. [tenant_engagement] Finally, would you be interested in getting more involved to help improve the housing service? This could be by joining a formal group, or more informal methods such as giving us your feedback via surveys we send you.

- Yes – I'm happy to get involved with future improvement initiatives, and consent to Ashford Borough Council getting in touch with me about this in the future
- No – please don't put me forward for this

15.[anon] Your answers are currently confidential. It may be useful for your name to be attached to your responses when the results are shared with Ashford Borough Council. Would this be okay?

- Yes, I agree to my name being attached to my responses (go to 17)
- No, I would like to remain anonymous (go to close)

<for non anonymous customers only>

16.[contact] Are you happy for Ashford Borough Council to contact you in relation to the feedback that you have given during this survey, if Ashford Borough Council wish to do so?

- Yes
- No

Finally, would you like our telephone number or that of the Market Research Society to check our credibility or make comments regarding this interview or our website address to read more information about how we process your personal data? (TLF = 01484 599610 and MRS = 0800 975 9596, Website= www.tlfresearch.com).

We would like to make you aware that if you would like to make a complaint to Ashford Borough Council, you can do this in a number of ways. Would you like the details?

1. Call Ashford on 01233 331111.
2. E-mail complaints@ashford.gov.uk,
3. Visit the website at www.ashford.gov.uk/complaints