



Futures Housing Group

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 Futures Housing Group (Futures) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Futures 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



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

During 2025/26, Futures completed 1,115 TSM surveys. Futures have 9,514 LCRA properties which means that a statistical accuracy level of +/- $\pm 2.8\%$ was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

There were no incentives used for this survey.

Timing of Survey



Futures carried out a total of 1,115 surveys between 05 September 2025 and 23 October 2025.

Collection Method(s)



The TSM Surveys were completed via Online and Telephone methodologies. The rationale for using a mixed methodology 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 through online methods, and direct interaction over the phone tend to enhance engagement, allowing participants to answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response Rates:** Using a mixed methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows Futures to be reactive to flags and alerts, which improves customer recovery
- **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 sample approach was used for Futures' fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or SMS. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Futures, 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 2	Population	Sample
0 - 24	3%	3%
25 - 34	15%	11%
35 - 44	19%	14%
45 - 54	16%	15%
55 - 59	9%	11%
60 - 64	9%	11%
65 - 74	13%	15%
75 - 84	11%	15%
85 +	4%	4%
Unknown	1%	0%

Respondent Gender	Population	Sample
Female	67%	66%
Male	33%	34%

Length of Tenancy	Population	Sample
A. < 1 Year	8%	0%
B. 1 - 3 Years	20%	21%
C. 4 - 5 Years	12%	9%
D. 6 - 10 Years	21%	17%
E. 11 - 20 Years	22%	22%
F. Over 20 Years	16%	18%

Tenure Type	Population	Sample
Intermediate Rent	0.63%	0.85%
Limehouse	2%	1%
Market Rent	2%	0%
Shared Ownership	5%	5%
Social & Affordable	87%	92%
Sold Properties	3%	0%
Supported	0.73%	0.43%

Property Type	Population	Sample
Bedsit	0.35%	0.34%
Bedsit First Floor	0.04%	0%
Bungalow (Detached)	0.43%	0.77%
Bungalow (End)	1%	1%

Bungalow (Semi)	16%	20%
Bungalow(Mid)	0.96%	1%
First Floor Flat General	4%	3%
First Floor Flat Over 45	0.02%	0%
First Floor Sheltered Flat	5%	5%
Flat	2%	3%
Former Notts Comm Reema Prop	0.73%	0.51%
Forth Floor Flat	0.05%	0%
Grd Flr Flat 45+	0.01%	0%
Ground Floor Flat General	4%	3%
Ground Floor Sheltered	5%	6%
House	0.27%	0.26%
House (Detached)	1%	0.34%
House (End Terrace)	11%	11%
House (Mid Terrace)	7%	6%
House (Semi)	39%	36%
Leaseholds	0.61%	0%
Maisonette	0.80%	1%
Second Floor Flat General	0.51%	0.34%
Shared Bedspaces	0.18%	0%
Sheltered Bungalow	0.18%	0.34%
Third Floor Flat	0.14%	0%

Questionnaire & Introductory Text



The introduction script read out by Acuity interviewers and question set (as well as response options) are shown below.

Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare [Survey Length] minutes to go through the survey with me now?

IF NO ASK: can I call back at another time?

No appointments after [Project End Date]

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by [Organisation Name] and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact [Organisation Name] by email [Email Address] or by phone [Telephone Number].

NB: Data sharing if challenged –

“Your landlord will, from time to time, share your personal data with third parties for *legitimate interests*. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord's website.

You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from our system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that [Organisation Name] provides. We will report findings to [Organisation Name] without identifying you, unless you give us permission to do so. Are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Futures Housing Group?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Futures Housing Group's service.	Open ended
Well Maintained Home	How satisfied or dissatisfied are you that Futures Housing Group provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Futures Housing Group provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that Futures Housing Group is responsible for maintaining?	Yes / No / Don't Know
Communal Area satisfaction	How satisfied or dissatisfied are you that Futures Housing Group keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or communal areas safe or well maintained Comments	"Share your views on the safety and maintenance of your home and the cleanliness and maintenance of any communal areas." / "Share your views on the safety of your home and the cleanliness and maintenance of any communal areas."^	Open ended
Repairs in last 12 months?	Has Futures Housing Group carried out a repair to your home in the last 12 months?	Yes / No
Repairs last 12 months satisfaction	How satisfied or dissatisfied are you with the overall repairs service from	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

Futures Housing Group over the last 12 months?

Time taken repairs	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
Repairs Comments	Tell us more about your experience with the repairs service over the last 12 months.	Open ended
Listens to views & acts upon them	How satisfied or dissatisfied are you that Futures Housing Group 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
Keeps you informed	How satisfied or dissatisfied are you that Futures Housing Group 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
Fairly and with respect	To what extent do you agree or disagree with the following `Futures Housing Group treats me fairly and with respect`?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't know / Not applicable
Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	Open ended
Easy to Deal With	How satisfied or dissatisfied are you that Futures Housing Group are easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
Opportunity to participate in decision making process	Thinking about Futures Housing Group in general, how satisfied or dissatisfied are you with the opportunities given to you to participate in Futures Housing Group's decision-making processes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
Trust	How strongly would you agree or disagree with the following statement,	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't know / Not applicable

“I trust Futures Housing Group to do what they say they will do”?

Contribution to neighbourhood	How satisfied or dissatisfied are you that Futures Housing Group makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
Neighbourhood Contribution Comments	Share your views on your landlord's contribution to your neighbourhood.	Open ended
Approach to ASB	How satisfied or dissatisfied are you with Futures Housing Group's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
ASB Comments	Give us your thoughts on Futures Housing Group's approach to handling anti-social behaviour.	Open ended
ASB in Last 12 Months	Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?	Yes / No
Complaints in last 12 months?	Have you made a complaint to Futures Housing Group in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with Futures Housing Group's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Comments	Please describe your experience of how complaints are handled.	Open ended
Damp	Please can you tell me if your home has any issues with damp, mould, or condensation?	Yes / No / Don't Know
Damp Comments	Please can you explain what the issues are?	Open ended
Reported Damp	Have you reported the issue to Futures Housing Group?	Yes / No / Can't remember

<p>Permission 1 - Happy to be identified</p>	<p>The results of this survey are confidential. However, would you be happy for us to give your responses to Futures Housing Group with your name attached so that they have better information to help them improve services?</p>	<p>Yes / No</p>
<p>Permission 2 - Follow up</p>	<p>Would you be happy for Futures Housing Group to contact you to follow up any of the comments or issues you have raised?</p>	<p>Yes / No</p>
<p>Getting Involved</p>	<p>Would you be interested in receiving more information about the My Voice programme by email?</p>	<p>Yes / No</p>
<p>Note: Futures operates an online customer community called My Voice, for customers who want to share their views and opinions, give feedback, and discuss new projects to help shape their strategy. You can find out more about this by searching for “Get Involved” on the Futures website.</p>		

If you are dissatisfied with the service provided by Futures Housing Group, they do have a complaints process you can access by calling 0300 456 2531, emailing enquiries@futureshg.co.uk or by completing a form on their website where you will find more information: <https://futureshg.co.uk/contact-us/customer-enquiries-form/>

Report by Acuity Research & Practice

 01273 287114
  acuity@arap.co.uk