In-house RESEARCH

CASE STUDY · SOCIAL HOUSING

Medway Council

Tenant Satisfaction Measures, 2023 to 2025

How we ran the council's first TSM survey, then helped it turn the results into clear actions that have lifted its scores.

Medway Council — Serving You

3,000
council homes

2023
first TSM survey with us

Kent
unitary authority

3,068
tenants invited in 2025

573
responses in September and October 2025

18.7%
response rate

2
survey methods: telephone, and online by email and SMS

THE CHALLENGE

A first TSM survey that had to be right.

In 2023, Medway Council needed to run its first Tenant Satisfaction Measures (TSMs) survey under the Regulator of Social Housing's requirements. As a unitary authority managing around 3,000 homes, it wanted an independent partner, so the results would be objective, representative and ready for submission.

The council also wanted more than compliance: a clear view of tenants' priorities to shape housing policy, and evidence the housing team could act on to improve tenants' experience.

OUR APPROACH

Representative, independent and ready for the regulator.

We designed the sample, ran the survey by telephone and online, and reported the results to the council's leaders, its tenants' panel and the regulator.

1

Representative sample

Stratified sampling, with data checks before fieldwork began.

2

Telephone and online

Telephone interviews, plus online invitations by email and SMS.

3

Live dashboard

Results and responses in real time, with regular updates and feedback from our telephone team.

4

Welfare alerts

Anything needing urgent follow-up was passed to the council straight away.

5

Report for leaders

Analysis and a report for the leadership team, including tenants' own comments.

6

Independent scrutiny

We presented the results to the Tenant and Leasehold Panel, and prepared the submission to the regulator.

AS

“Far more powerful than just a set of statistics.”

Their background in housing and understanding of the complex sampling requirements made a significant difference. They were not just thinking about data collection, but how the data can be used to support our vision objectives to make improvements to the resident experience, which is far more powerful than just a set of statistics.

Aisling Sims
Policy & Improvement Manager, Medway Council

RESULTS

From results to action.

We showed the council which of the lowest scoring areas had the biggest effect on overall satisfaction, so it could focus where it mattered most.

1 **A compliant submission**
Results submitted to the Regulator of Social Housing, aligned with its requirements.

2 **Clear, targeted actions**
Defined actions for the lowest scoring areas with the highest impact on overall satisfaction.

3 **Scores that improved**
In 2026/27, every one of those areas has improved on its underlying TSM score.

4 **Deeper insight on complaints**
The council commissioned a follow-up study into how tenants experience complaint handling.

IN THEIR WORDS

“The real-time dashboards they created were exceptional, allowing us to monitor survey results continuously, supplemented by regular updates and anecdotal feedback from their telephone team. Their meticulous approach ensured our sample was representative and compliant for regulatory submission.”

Aisling Sims
Policy & Improvement Manager, Medway Council

“Their insights were invaluable, enabling us to design a follow-up survey and an improvement plan. Tom from In-house Research presented the survey results to our Tenant and Leasehold Panel, providing an independent perspective that our group found highly beneficial.”

Aisling Sims
Policy & Improvement Manager, Medway Council

ABOUT THE COUNCIL

Housing for Medway’s towns.

Medway Council is the unitary authority for Medway in Kent, with the powers of a county and district council combined. It was created on 1 April 1998, replacing Rochester-upon-Medway City Council and Gillingham Borough Council.

The council owns and manages around 3,000 homes.

Planning your next TSM survey?

We’ll review your last results, sample and methods, and show you what a better year could look like.

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