In-house RESEARCH

CUSTOMER CASE STUDY · SOCIAL HOUSING

Folkestone & Hythe District Council

Tenant Satisfaction Measures 2025

How we ran the council's TSM survey by post, online and telephone, and turned the results into evidence its tenants, teams and cabinet could act on.

Folkestone & Hythe District Council

3,300 council homes

140 square miles

100,000+ residents

3,352
tenants invited to take part

692
responses: 403 postal, 95 online, 194 by telephone

3
survey methods, so every tenant had a way to respond

10 min
average telephone interview

THE BRIEF

Run the council's statutory TSM survey to the Regulator of Social Housing's requirements, with results tenants and leaders could trust.

WHAT WE DID

A postal survey to every tenant with an online option, telephone interviews to complete the sample, weekly updates and a live dashboard.

THE OUTCOME

A published action plan for tenants and a new Neighbourhood Services and Communications group for tenant involvement.



“The variety of data available was mind blowing.”

The team at In-house were an absolute pleasure to work with. Their set up, products and approach are really well thought out. From the initial contact, you can tell that a lot of effort has been made and everything we had on our specification was considered.

Loren Paine
Tenant Engagement Specialist, Folkestone & Hythe District Council

ABOUT THE COUNCIL

A coastal district with big plans.

Folkestone & Hythe District Council is the local authority for the Folkestone and Hythe area in Kent. It is responsible for services across a 140-square-mile area with a population of over 100,000, and manages around 3,300 council homes.

Its strategic goals include the “Folkestone – A Brighter Future” regeneration scheme and meeting high housebuilding targets through its local plan, including the development of Otterpool Park garden town.

OUR APPROACH

Every tenant invited. Every method covered.

We posted a survey to every tenant with the option to respond online, then used telephone interviews to reach the number of responses needed for robust results.

1

Post, online and telephone

A printed survey for every tenant, an online option, and telephone interviews to complete the sample.

2

Weekly updates

Response volumes shared every week, so the council always knew where fieldwork stood.

3

Online dashboard

Instant access to real-time scores, insights and comparisons throughout fieldwork.

4

Summary presentation

The headline results, presented to the council’s team.

5

Detailed report

A full infographic report with a breakdown for every question.

6

Data tables

Raw data tables of every final response, ready for the council’s own analysis.

TIMELINE

From first contact to final report in seven months.

FEB 2025
Initial contact and request for a quotation

FEB 2025
Quotation and full proposal sent

MAR 2025
Proposal accepted

MAY 2025
Sample analysis of stock and tenant profile

JUN – AUG 2025
Fieldwork carried out and completed

SEP 2025
Final summary and reports delivered

ONLINE DASHBOARD

Results the council could explore for itself.

Daily updates
Data refreshed overnight to show the latest tenant feedback.

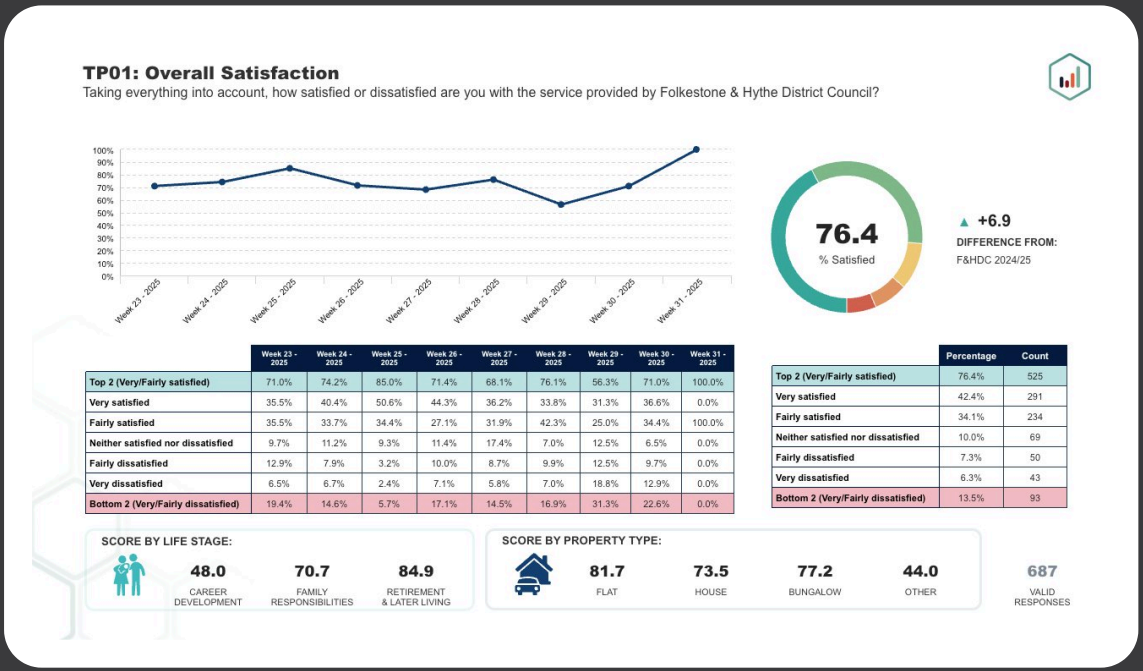
Filter and compare
Results by a range of tenant and stock characteristics.

Breakdowns
By tenure, patch, property type, survey method and tenant background.

Benchmarks
Previous years' results and Regulator of Social Housing data built in.

AI analytics
Sentiment scoring and themes drawn from tenants' comments.

Exports
Reports and data to PowerPoint, PDF or Excel in one click.



The council's live dashboard: TP01 overall satisfaction, 76.4% satisfied, 6.9 points up on 2024/25.

"The dashboard is incredible, there are so many options and ways to interpret the data. It has been the best experience with a contractor for the TSMs so far."

Folkestone & Hythe District Council

RESULTS

From results to action.

We analysed every result and comment and made clear recommendations, saving the council time on its communications and insight work.

1. **An action plan for tenants**
   The council analysed the results and published an action plan for its tenants.

2. **Shared across the council**
   The plan was cascaded to every internal team it involved.

3. **Presented to tenants and leaders**
   Results went to core tenant meetings and to leadership and cabinet meetings.

4. **A new way for tenants to get involved**
   Tenants wanted more say on day-to-day operational matters, so the council created its Neighbourhood Services and Communications group.

IN THEIR WORDS

The experience, start to finish.

> From the first back and forth questions around the requested quote, to the first and last meetings, it has been an absolute pleasure to work with the In-house team. They have been responsive, intuitive, professional and friendly and have made the whole experience far more enjoyable for us than previous years.

F&H

Housing team
Folkestone & Hythe District Council

> We are delighted to be working with In-house Research to deliver this year's tenant satisfaction survey for us. Their communication with us has been excellent, and they recognise the importance of seeking honest feedback from our tenants, which we can use to improve the housing services we deliver. The ability to access real-time data via In-house's dashboard will also be hugely beneficial to us.



Mike Bailey
Tenant Engagement & Independent Living Manager

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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