

Tenant Satisfaction Measures (TSM) Survey 2024/25

Summary of approach

1. Achieved sample size (number of responses)

Folkestone & Hythe District Council achieved 713 survey responses, equating to a response rate of 21.8%.

2. Timing of survey

The survey was conducted between 13 May and 22 July 2024.

3. Collection methods

A mixture of online and postal responses was used. The table below shows the number of responses submitted via each method:

	Number of responses
Paper and freepost envelope	432 (60.6%)
Email link	238 (33.4%)
Online link	43 (6.0%)
Total	713

4. Sample method

Folkestone & Hythe District Council applied a census method to conducting the survey, which was sent to all current tenants.

5. Assessment of representativeness

Folkestone & Hythe District Council has used geography and property designation to assess the representativeness of responses. The tables below show the representativeness achieved:

Area	Relevant tenant population	Relevant tenant population %	Survey responses	Survey responses %	Difference
Cheriton	516	15.8%	99	13.9%	-1.9%
Folkestone Central	591	18.0%	142	19.9%	+1.9%
Folkestone East	486	14.8%	97	13.6%	-1.2%
Folkestone North & Rural	460	14.0%	103	14.4%	+0.4%
Hythe	594	18.1%	132	18.5%	+0.4%
Romney Marsh	628	19.2%	140	19.6%	+0.4%
Total	3275	100%	713	100%	

Property designation	Relevant tenant population	Relevant tenant population %	Survey responses	Survey responses %	Difference
General Needs	2157	65.9%	390	54.7%	-11.2%
Independent Living	587	17.9%	172	24.1%	+6.2%
Age Designated	383	11.7%	115	16.1%	+4.4%
Affordable Rent	131	4.0%	32	4.5%	+0.5%
Shared Ownership	17	0.5%	4	0.6%	+0.1%
Total	3275	100%	713	100%	

6. Application of weighting

No weighting has been applied, as the sample achieved is broadly representative of the total tenant population.

7. Role of any named external contractors

Folkestone & Hythe District Council appointed Lake Market Research (Lake) to conduct the survey on its behalf. Lake sent a paper copy of the survey to all current tenants, with a freepost envelope and a link to complete the survey online. Lake also emailed tenants whose email addresses are held by the council, inviting them to complete the survey online.

Lake collated all survey responses and provided the council with a summary report and raw data tables, which the council used to calculate the TSMs.

8. The number of tenant households within the relevant population that have not been included in the sample frame

No tenant households have been excluded.

9. Reasons for any failure to meet the required sample size requirements

Folkestone & Hythe District Council achieved the required sample size, therefore there was no failure.

10. Type and amount of any incentives offered to tenants to encourage survey completion

Folkestone & Hythe District Council offered an incentive of a prize draw where three tenants would each win a £50 Love2Shop voucher. The prize draw winners were independently selected at random by Lake Market Research.

11. Any other methodological issues likely to have a material impact on the tenant perception measures reported

Folkestone & Hythe District Council has not identified any other methodological issues likely to have a material impact on the tenant perception measures reported.

12. Tenant perception surveys including TSM questions which are not included in the calculation of our TSMs

Folkestone & Hythe District Council has not undertaken any other perception surveys which included TSM questions but which were not included in the calculation of our TSMs. The only survey we have undertaken which included TSM questions was the 2024/25 TSM survey.

13. Visual features used alongside the required response options

Folkestone & Hythe District Council did not use any visual features alongside the required response options.