



CURO - LCHO

**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 Curo to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Curo 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



Curo 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, Curo completed TSM surveys as a census. This approach was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Curo must try to ensure that they survey enough residents to achieve a statistical accuracy (95% confidence interval) of +/- 5%, although this is challenging for landlords with fewer than 1,000 properties.

During 2025/26, Curo completed 127 TSM surveys. Curo have 863 properties, which means that a statistical accuracy level of +/- ±8.1% was achieved. It should be noted that Curo used a census approach to maximise completions, and multiple methodologies were utilised to achieve a higher response rate.

No tenant was removed from the sample frame.

There are no incentives used for this survey.



Timing of Survey

Curo carried out a total of 127 surveys between 28/08/2025 and 01/10/2025

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 though 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 Curo 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 census approach was used for Curo's fieldwork. Acuity contacted all tenants to participate in a telephone survey 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 Curo, 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:

Gender	Population	Sample
Female	59%	61%
Male	41%	39%

Age Group	Population	Sample
0 - 24	2%	2%
25 - 34	26%	22%
35 - 44	28%	20%
45 - 54	17%	25%
55 - 59	5%	7%
60 - 64	3%	6%
65 - 74	4%	5%
75 - 84	3%	6%
85+	1%	0%
Unknown	9%	8%



Ethnicity	Population	Sample
Asian	0.46%	0%
Black	0.58%	0.79%
Mixed	0.58%	2%
Prefer not to say	18%	13%
White	26%	25%
Unknown	54%	59%

Religion	Population	Sample
Buddhist	0.35%	0.79%
Christian	5%	5%
No religion	10%	13%
Prefer not to say	24%	18%
Unknown	60%	63%

Length of Tenancy	Population	Sample
< 1 year	4%	5%
1 - 3 years	34%	33%
4 - 5 years	22%	24%
6 - 10 years	22%	24%
11 - 20 years	16%	13%
Over 20 years	2%	2%



Disability	Population	Sample
Disabled	5%	8%
Customer not disabled	23%	14%
Prefer not to say	7%	9%
Unknown	66%	69%

Property Type	Population	Sample
Flat	40%	49%
House	60%	51%
Maisonette	0.35%	0%

Number of Bedrooms	Population	Sample
1	13%	13%
2	57%	62%
3	28%	20%
4	2%	4%



Questionnaire & Introductory Text



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. [Organisation Name] will be able to identify you from your survey responses, 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



Question set for LCHO

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Curo?	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 your landlord's service.	
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Curo provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Proud Quality of Home	To what extent do you agree or disagree with the following "I am proud of the quality of my home"	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Communal Areas	Do you live in a building with communal areas, either inside or outside, that Curo is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Curo keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Communal Area Comments	Share your views on Curo's approach to the maintenance of your communal areas	
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Curo makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
ASB	How satisfied or dissatisfied are you with Curo'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 your landlord's approach to handling anti-social behaviour	
Listens and Acts	How satisfied or dissatisfied are you that Curo 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 Curo 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 'Curo treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Trust	To what extent do you agree or disagree with the following 'I trust Curo'	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Easy To Deal With	How satisfied or dissatisfied are you that Curo is easy to deal with?	Very satisfied , Fairly satisfied , Neither satisfied nor dissatisfied, Fairly dissatisfied , Very dissatisfied
Complaints in Last 12 Months	Have you made a complaint to Curo in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Curo'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
Permission 1	The results of this survey are confidential. However, would you be happy for us to give all of your details to Curo with your name	Yes, No



attached so that they have better information to help them improve services?

Permission 2

Would you be happy for Curo to contact you to follow up any of the comments or issues you have raised?

Yes, No

If you are dissatisfied with the service provided by your Curo, they do have a complaints process you can access by calling 01225 366000 or by completing a form on their website where you will find more information (<https://www.curo-group.co.uk/contact-us/feedback/complaints/>)

We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] and I've been calling from Acuity on behalf of Curo. Thank you very much for your time in completing the survey.

Report by Acuity Research & Practice



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