

## Tenant Satisfaction Measures

### Our approach for 2024-25

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The Tenant Satisfaction Measures (TSMs) survey is one of the ways we make sure we're listening to what our residents have to say each year. These measures were introduced by the Regulator of Social Housing to assess how well landlords like us are doing in providing good quality homes and services.

There are 22 measures in total:

- 12 are collected through a tenant perception survey
- 10 are based on performance data held on our systems

In line with the TSM requirements, we only needed to survey those living in low-cost rental accommodation (who we call 'our tenants'). The 10 performance measures also include data for those living in low-cost home ownership homes (who we call 'shared owners'), as required.

#### How we ran the survey


To hear from as many residents as possible, we used a census approach and invited all tenants to take part. The survey went out on Tuesday 24 September 2024 and was initially open for six weeks until Tuesday 5 November 2024. To ensure we received the required number of responses, the survey was extended for another week until Tuesday 12 November.

Similar to the previous year, tenants had the opportunity to leave comments about their experiences after each TSM question.

This year, we added questions about satisfaction with our community services and our priorities as an organisation. We also introduced a 'Talk to us' section at the end, so residents could ask us to contact them about specific service areas.

#### How we collected tenant views

The tenant perception survey was managed in-house and was primarily run online. In line with the regulations, only one tenant per household could take part.

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To ensure this, we sent a unique survey link to all our social tenants by:

- Email
- Text message (where we didn't have an email address but had a mobile number)
- Post (where we didn't have an email address or mobile number, including digitally excluded tenants)

Tenants could also complete the survey by calling us or picking up a hard copy at one of our community centres. If they completed the survey in person, we asked them to include their name and address so we could confirm they're a HARCA resident and check if they're a tenant or leaseholder.

To boost responses, we sent reminder emails and texts two weeks after the survey first went out, and then again two weeks later.

## Why we used this approach

When planning how to run this year's survey, we considered:

- Previous engagement and response rates
- The cost of running the survey
- How easy it would be to collect responses
- How our residents prefer to be contacted – which is mostly online

We know that online is the preferred method of contact for the majority of our residents. Running the survey online in previous years helped us to reach lots of our tenants quickly and cost-effectively. It also meant we could review and analyse the data quickly and easily, providing timely insights into tenant satisfaction. Based on this, we chose the same approach for the 2024/25 survey.

Collection method	% of responses
Online	82.7%
Hard copy*	14.4%
Telephone	2.9%

\*This includes paper surveys submitted by post or in person at our community centres.

## Who took part

At the time of the survey, we had a total of 5,209 low-cost rental homes. To meet the requirements, we needed at least 539 responses to be 95% confident that the satisfaction level is reflective (within 4% above or below) of how our wider tenant populations feels. We received a total of 555 responses.

No tenants were excluded from taking part, and no responses were excluded from the calculations of the TSM results. Partial responses have been included, where tenants skipped or chose not to answer any questions but still submitted their survey.

## Representation and weighting

As a community-led housing association, we serve a diverse population with varied needs, experiences, and cultural backgrounds. Using a census approach to the survey gave us a broad view of our tenants' feedback. To check how well the survey results reflected our community, we looked at the age and ethnicity of respondents.

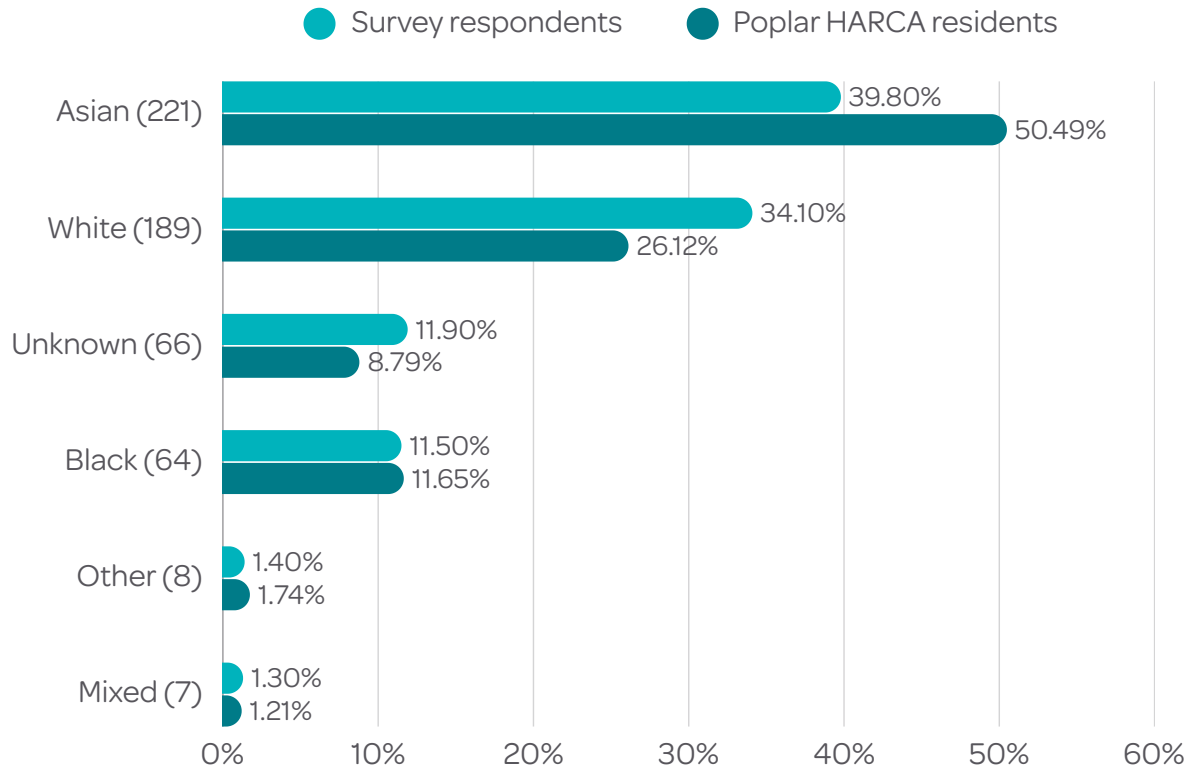
Monitoring these important demographics helped us ensure we captured a wide range of voices – particularly those who may be underrepresented or experience barriers to taking part. This is part of our commitment to equity, inclusion, and fairness.

Representative groups	% of all tenants	% of respondents
<b>Ethnicity</b>		
Asian	50.5%	39.8%
White	26.1%	34.1%
Unknown	8.8%	11.9%
Black	11.7%	11.5%
Other	1.7%	1.4%
Mixed	1.2%	1.3%
<b>Age</b>		
16-24	0.4%	0.2%
25-34	6.3%	7.0%
35-44	22.0%	19.8%
45-54	26.8%	20.2%
55-64	21.0%	22.7%
65+	22.9%	25.9%
Unknowns	0.6%	4.1%

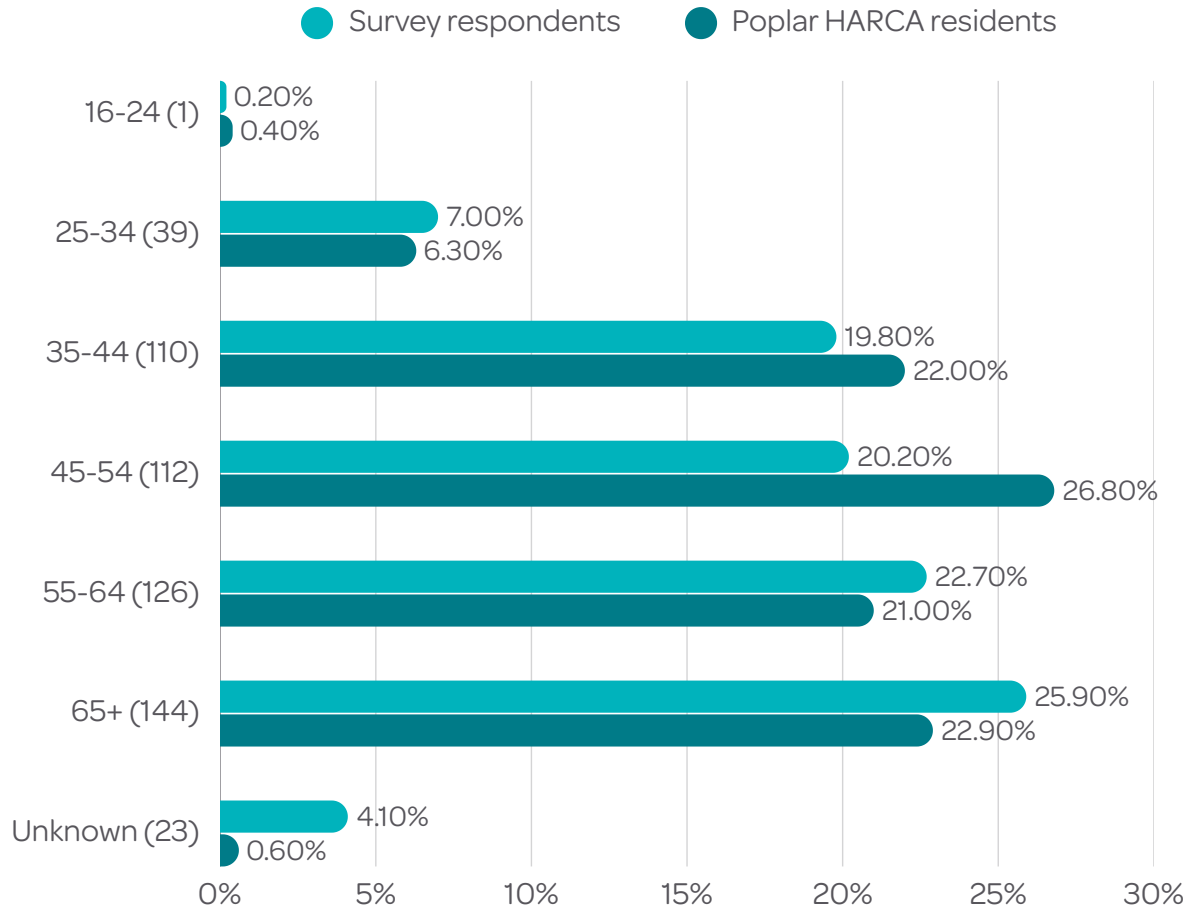
We did notice that Asian tenants were slightly more underrepresented than last year. We tested the results by adjusting for this (called 'weighting') and found that when weighted, the TP01 score was just 0.1 percentage points higher. As this made no real difference to the score, we used the original, unweighted data for our analysis.

The graphs below show how well the survey respondents represent our tenant population by age and ethnicity.

## Ethnicity group



## Age group



## Supporting tenants to take part

We made sure tenants who might need extra help to complete the survey were supported. Our Safeguarding team contacted tenants with known vulnerabilities or literacy difficulties and helped them complete the survey by phone or in person.

No tenants were removed from the sample for any reason.

## Incentives

To say thank you and encourage participation in the survey, we offered two incentives:

- For every completed survey, we pledged to donate £1 to local charities making a difference in our community. This year, the donations went to First Love Foundation, The Felix Project and Neighbours in Poplar.
- Tenants could also opt into a prize draw to win one of ten £100 Love2Shop vouchers. This followed the Market Research Society (MRS) Code of Conduct and their Regulations for Administering Incentives and Free Prize Draws. Winners were chosen at random.

## Use of contractors

We didn't use any contractors to collect survey responses. However, we worked with The Leadership Factor (TLF) to analyse our data, sample and results to ensure they were fair and representative.

## Data protection

We used unique survey links to:

- Make sure only one tenant per household completed the survey
- Help us achieve a representative sample
- Respond to tenants who expressed dissatisfaction

This also helped us stay in line with the TSM requirements and our data protection responsibilities.