Tenant Satisfaction Measures
Introductory wording 2025-26

In line with the TSM requirements, all registered providers must publish the survey used to generate the Tenant Satisfaction Measures (TSMs), including any additional questions and the introductory wording provided to tenants.

The following pages contain copies of the emails and text messages sent to tenants inviting them to complete the 2025/26 TSM survey, including the introductory wording explaining the purpose of the survey and how to take part.

Index

Email 1:
The first email sent containing the survey to all tenants who we had an email address for

Text message 1:
The first text message sent containing the survey to all tenants who we didn't have an email address but did have a mobile number for

Email 2:
The reminder email sent to those who hadn't yet completed the survey

Text message 2:
The reminder text message sent to those who hadn't yet completed the survey

Email 3:
The second reminder email sent to those who hadn't yet completed the survey

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Email 1: Launch email

Subject line: Help shape our services
Preview text: Share your views to win £100 + support local charities
Send date: 23 September 2025
Email body:

Dear <first name>,

Share your feedback

Each September, we ask tenants to take part in our annual satisfaction survey.

This year's survey is now live – and we'd love to hear from you. It's your chance to share your views on what we're doing well and where we could do better.

Your feedback directly shapes our services. It also helps us report back to the Regulator of Social Housing and develop an action plan for improvements based on what you tell us.
Here is your unique link:
👉 [Complete the survey here]

It's quick and easy

It only takes around 6 minutes – and you could win a £100 Love2Shop voucher!

For every survey completed, we'll also donate £1 to one of three local charities:

- First Love Foundation – supporting people in poverty in Tower Hamlets
- The Felix Project – rescuing surplus food for schools and charities
- Neighbours in Poplar – tackling loneliness in our community

The survey closes on Tuesday 4 November – but why wait? Share your thoughts today.

If you'd prefer to do it over the phone, just call us on 0800 035 1991.

Your views help us improve

Your feedback helps us make sure your home is safe, your community is thriving, and our services are working for you.

See last year's results, and how they made a difference, here. And give our 2024-25 annual report a read here.

Ready to share your views?
👉 Take the survey now <unique link to survey>

Thanks,
Poplar HARCA

Text message 1: Launch message

Send date: 23 September 2025

Message:

Have your say on Poplar HARCA's services

You could win a £100 voucher & we'll donate £1 to local charities for every response.
Here's your unique link:
<unique link to survey>

Or do it on MyHARCA at myharca.poplarharca.co.uk

Prefer to do it over the phone? Call us on 0800 035 1991.

Or reply POST to request a paper copy.

See what we achieved last year here: https://bit.ly/harca24-25

To opt out of future text surveys, reply STOP.

Email 2: Midway reminder

Subject line: Had your say yet? Our survey is still open
Preview text: It only takes 6 minutes – and every response makes a difference
Send date: 7 October 2025
Email body:

Dear <first name>,

Have you shared your feedback yet? Our annual satisfaction survey is still open – and we'd love to hear your views.

It only takes 6 minutes, and each response helps us improve our services.

You'll also be entered into our prize draw to win a £100 Love2Shop voucher.

👉 [Complete the survey here]

For every survey completed, we'll also donate £1 to one of three local charities in our community.

Thanks for your time – your views really do make a difference.

Poplar HARCA

Text message 3: Midway reminder

Send date: 7 October 2025
Message:

There's still time to share your views in Poplar HARCA's resident survey!

It only takes 6 minutes – and you could win a £100 voucher! We'll also donate £1 to local charities for every response.

Here's your link: <unique link>

Prefer the phone? Call 0800 035 1991.

Reply STOP to opt out.

Email 3: Final reminder

Subject line: Last chance to complete our survey
Preview text: Don't miss out on having your say – or winning £100!
Send date: 21 October 2025
Email body:

Dear <first name>,

There's not long left to take part in our annual satisfaction survey, as it closes on Tuesday 4 November. It only takes around 6 minutes to complete, and your views will help shape our services for the year ahead.

👉 [Complete the survey here]

Don't forget! You could win a £100 Love2Shop voucher, and for every survey completed, we'll donate £1 to a local charity.

We'd love to hear from you.

Poplar HARCA

Text message 3: Final reminder

Send date: 21 October 2024

Message:

Don’t miss out on your chance to win a £100 voucher!

Poplar HARCA’s resident survey closes Tuesday 4 November – and your views really do make a difference.

Have your say today: <unique link>

Prefer to chat? Call us on 0800 035 1991.

Reply STOP to opt out.