Tenant Satisfaction Measures
Our approach for 2025-26

Tenant Satisfaction Measures (TSMs) are set by the Regulator of Social Housing to evaluate how effectively landlords provide quality homes and services. This is the 3rd year we have been required to report against these measures.

There are 22 TSMs in total:

- 12 are based on results from a tenant perception survey
- 10 are drawn from performance data held within our systems

Under the TSM requirements, the tenant survey applies only to low-cost rental homes (referred to as "our tenants"). The 10 management indicators, however, cover both these homes and low-cost home ownership properties (referred to as "shared owners"), in line with regulatory guidance.

How we ran the survey

To hear from as many residents as possible, we used a census approach and issued the survey to tenants on Tuesday 23rd September 2025. The survey was mainly conducted online and remained open for six weeks, closing on 5th November 2025.

As in the previous years, tenants were given the opportunity to share any further comments about their experiences alongside each TSM question.

How we collected tenant views

The tenant perception survey was delivered in-house and primarily online. In line with regulatory requirements, only one response was allowed per household. To ensure this, each tenant received a unique survey link via:

- 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 request or complete a paper version from our community centres. Those completing the survey in person were asked to provide their name and address to confirm they are a Poplar HARCA resident.

Reminder emails and text messages were sent 2 weeks after the first survey went out, followed by a second email reminder 2 weeks later.

Why we used this approach

Each year, most of our residents choose to complete the survey online. We therefore continued to prioritise online in 2025/26, considering:

- previous response and engagement rates
- the cost of delivering the survey
- ease of data collection
- residents' preference for online contact
- remaining consistent with our approach

An online approach enabled us to reach all tenants efficiently while keeping costs low. It also allowed for faster data collection and analysis, ensuring timely insight into tenant satisfaction. Based on these factors, our survey method remained unchanged for 2025/26.

Collection method	% of responses
Online	93.5%
Hard copy*	3.8%
Telephone	2.7%

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

Who took part

At the time of the survey, there were 5,147 low-cost rental homes. To meet regulatory requirements, we needed at least 536 responses to achieve a 95% confidence level, with a margin of error of +/-4% across the tenant population. We received 920 responses, exceeding this requirement.

All tenants were included in the survey, and no responses were excluded from the TSM calculations. We also included partial responses where tenants submitted the survey but chose to skip or not answer some questions.

Representation and weighting

We analysed responses by age and ethnicity to assess how representative the results were. As a community-led housing association, we serve a diverse population with a wide range of needs, experiences and cultural backgrounds. These demographic factors help ensure we reflect a broader range of views, particularly from groups who may be underrepresented or face barriers to participation.

This approach supports our commitment to fairness, inclusion and equality when listening to tenants and helps ensure our services meet the needs of all residents.

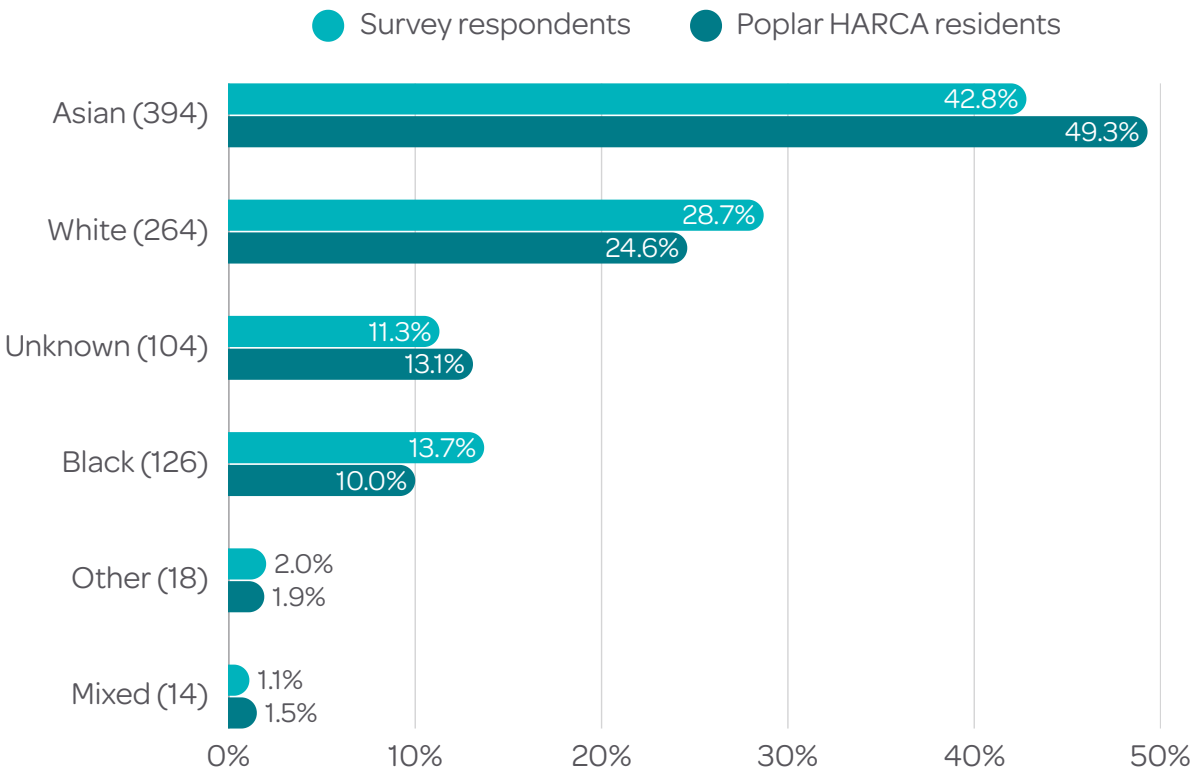
Representative groups	% of all tenants	% of respondents
Ethnicity		
Asian	49.3%	42.8%
White	24.6%	28.7%
Unknown	13.1%	11.3%
Black	10.0%	13.7%
Other	1.9%	2.0%
Mixed	1.1%	1.5%
Age		
16-24	0.6%	0.3%
25-34	5.3%	5.9%
35-44	20.3%	19.3%
45-54	25.9%	21.0%
55-64	21.3%	22.9%
65+	23.2%	29.3%
Unknowns	3.4%	1.3%

We found that the survey respondents were broadly representative of our tenant base.

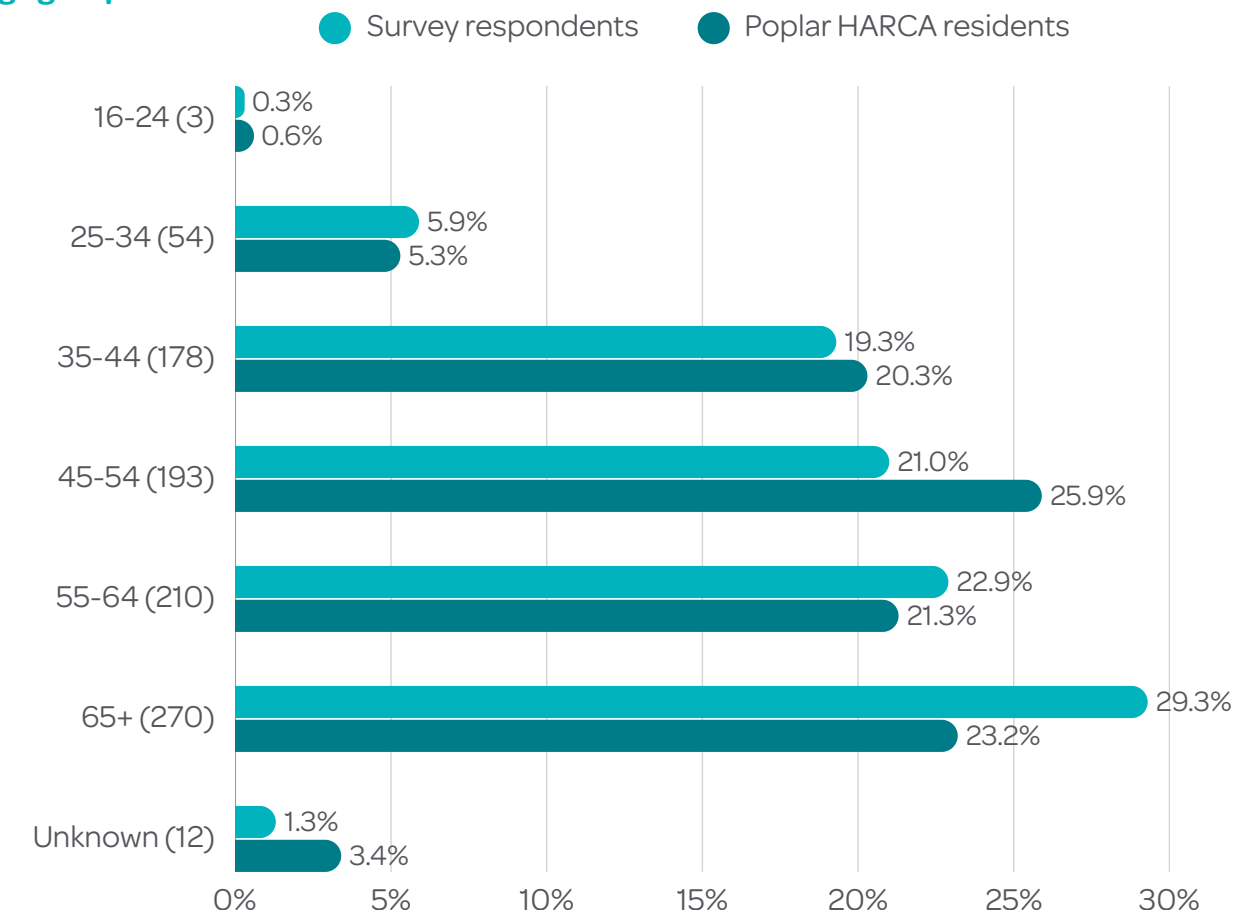
As this made no real difference to the score, we used the original, unweighted data for our analysis.

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 unbiased.

Data protection

We used unique survey links to:

- Help us achieve a representative sample
- Make sure only one tenant per household completed the survey

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