HOUSING 21

Tenant Satisfaction Measures – Summary of Approach 2025/26

Acuity
intelligence. insight. improvement.

Table of Contents

Introduction 3

Summary of Achieved Sample & Sample Method 3

Timing of Survey 4

Collection Method(s) 4

Sample Method 4

Representativeness 5

Questionnaire 7

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 Housing 21 to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Housing 21 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

Housing 21 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, Housing 21 completed TSM surveys with a census of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Housing 21 must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3%.

During 2025/26, Housing 21 completed 12564 TSM surveys. Housing 21 have 22500 properties which means that a statistical accuracy level of +/- ±0.6% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

10 X £50 vouchers were used as incentives for this survey.

Timing of Survey

Housing 21 carried out a total of 12564 surveys between 05/01/2025 and 15/12/2025.

Collection Method(s)

The TSM Surveys were completed via Online, Postal 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 interaction by paper and online, and direct interaction over the phone tends 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 Housing 21 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

Survey responses are immediately shared with Housing 21 , 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	66%	65%
Gender Neutral	0%	0.02%
Male	34%	34%
No data	0.20%	0.22%
Prefer Not To Say	0.18%	0.22%
Trans-Gender	0.02%	0.02%
Unknown	0.01%	0.02%

Age Group	Population	Sample
45 - 54	2%	2%
55 - 59	5%	5%
60 - 64	10%	10%
65 - 74	32%	32%
75 - 84	36%	36%
85 +	15%	15%
Unknown	0.01%	0.02%

Length of Tenancy	Population	Sample
A. < 1 year	1%	1%
B. 1 - 3 years	10%	10%
C. 4 - 5 years	10%	10%
D. 6 - 10 years	20%	20%
E. 11 - 20 years	30%	30%
F. Over 20 years	29%	29%
Unknown	0.01%	0.02%

Tenure Type	Population	Sample
Assured	93%	93%
Court Manager Licence (New)	0.20%	0%
Court Manager Licence (Old)	0.20%	0.22%
Freehold	0.20%	0%
Leaseholder	0.20%	0%
Mixed (Shared Ownership)	0.20%	0.22%
Rented	0.20%	0%
Secure	6%	6%

Questionnaire & Introductory Text

Intro for postal survey

Dear Resident,

Housing 21 is carrying out a survey of its residents to find out what you think about your home and the services you receive. Your views are really important to us as they help to influence how we shape our services in the future.

The survey includes Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social Housing, covering topics such as building maintenance, safety and complaint handling. We would be grateful if you could give your feedback to provide Housing 21 and the Regulator with valuable information to assess our performance.

We have commissioned Acuity, an independent research company, to undertake this survey. This will ensure that all your answers will be treated in the strictest confidence and will be used for research purposes only. Please be assured that it will not be possible for anyone at Housing 21 to identify any individual residents from the survey results.

Please seal your completed survey in the freepost envelope provided and either post it through your local Royal Mail post-box, or the dedicated Residents' Survey post-box at your scheme. Surveys must be returned by **29 October**.

Everyone who returns their completed questionnaire will be entered into a prize draw with a chance of winning one of 10 x £50 vouchers.

If you have any questions about the survey or require the questionnaire in an alternative format, please contact your Scheme Manager or email acuity@arap.co.uk.

Yours sincerely,
Housing 21

Intro for Online Survey

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. We will report findings to [Organisation Name] without identifying you, unless you give us permission to do so. 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 LCRA and LCHO combined

Label	Question text	Rating scale	Housing Stock
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Housing 21?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	
Well Maintained Home	How satisfied or dissatisfied are you that Housing 21 provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	LCRA Only
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Housing 21 provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/Don't know	
Service Provided By Housing Management Team	How satisfied or dissatisfied are you with the services provided by the local housing management team at your scheme?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/Don't know	
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that Housing 21 is responsible for maintaining?	Yes, No, Don't Know	
Communal Area satisfaction	How satisfied or dissatisfied are you that Housing 21 keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	Communal Areas? = Yes
Repairs in last 12 months?	Has Housing 21 carried out a repair to your home in the last 12 months?	Yes / No	LCRA Only

Repairs last 12 months satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Housing 21 over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied	Repairs in last 12 months? = Yes
Time taken repairs	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied	Repairs in last 12 months? = Yes
Contribution to neighbourhood	How satisfied or dissatisfied are you that Housing 21 makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know	
Approach to ASB	How satisfied or dissatisfied are you with Housing 21's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know	
Listens to views & acts upon them	How satisfied or dissatisfied are you that Housing 21 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 Housing 21 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 Housing 21 treats me fairly and with respect"?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't know / Not applicable	
Complaints in last 12 months?	Have you made a complaint to Housing 21 in the last 12 months?	Yes, No	
Complaints Handling	How satisfied or dissatisfied are you with Housing 21's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied,	Complaints in last 12 months? = Yes

		Fairly dissatisfied, Very dissatisfied
One Positive Comment	What one thing do you like about the services provided by Housing 21?	Open ended
One thing improve	What one thing could Housing 21 do better to improve its services?	Open ended

If you are dissatisfied with the service provided by Housing 21, they do have a complaints process you can access by calling 0303 123 1622, emailing feedback@housing21.org.uk. You can also find more information on their website (https://www.housing21.org.uk/about-us/contact-us/complaints/)

We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] on behalf of Housing 21, thank you very much for your time in completing the survey.