

# Housing@21

## (4110) Rowan Croft

### Tenant Satisfaction Measures (TSM)

### Scheme Report

### February 2026

Prepared by: Acuity Research & Practice



**Acuity**  
intelligence. insight. improvement.

93%



Overall satisfaction

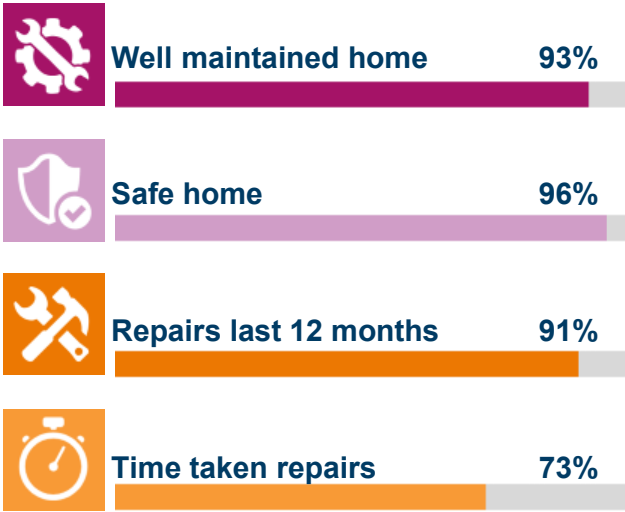
Acuity was commissioned to undertake independent satisfaction surveys of all Housing 21's residents, including Retirement Living and Extra Care, to collect data on their opinions of, and attitudes towards, their landlord and the services provided.

A survey questionnaire was sent to all residents. The survey was primarily conducted by post, but residents were also given the opportunity to complete the questionnaire online if they wished.

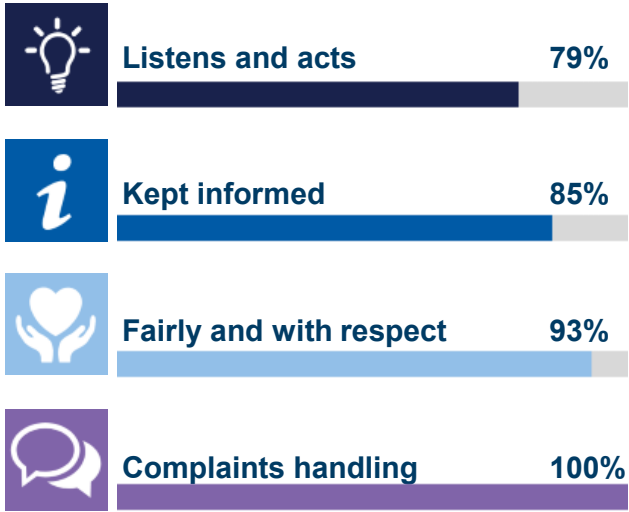
Responses 28

TSM key metrics

Keeping properties in good repair



Respectful and helpful engagement



Responsible neighbourhood management



# Year-on-year change - Rowan Croft

Housing 21 undertook a TSM-based survey of its residents in 2024/25. The table to the right compares these past results from this specific Scheme with those for 2025/26. Any increases are green-coloured, while decreases are red.

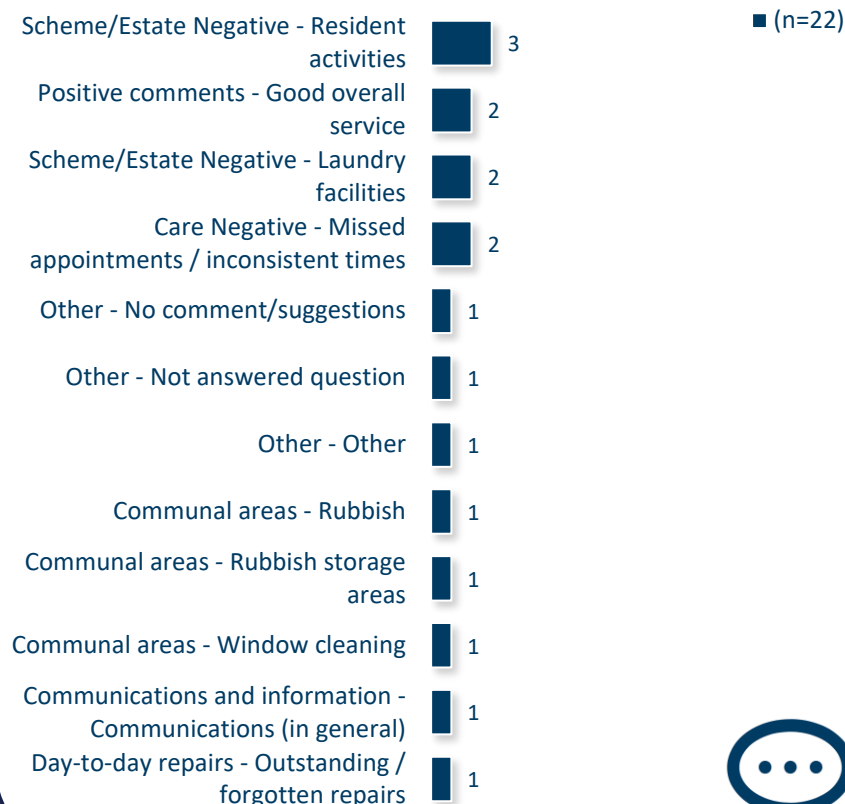
	2024/25	2025/26
Overall satisfaction	89%	93% (+3)
Well maintained home	95%	93% (-2)
Safe home	95%	96% (+2)
Repairs last 12 months	100%	91% (-9)
Time taken repairs	90%	73% (-17)
Communal areas	89%	100% (+11)
Neighbourhood contribution	100%	62% (-38)
Approach to anti-social behaviour	69%	68% (-1)
Listens and acts	88%	79% (-10)
Kept informed	89%	85% (-4)
Fairly and with respect	89%	93% (+3)
Management team service	94%	81% (-14)
Complaints handling	40% *	100% (+60) *

\*Less than 10 responses

## What one thing do you like about the services provided by Housing 21?



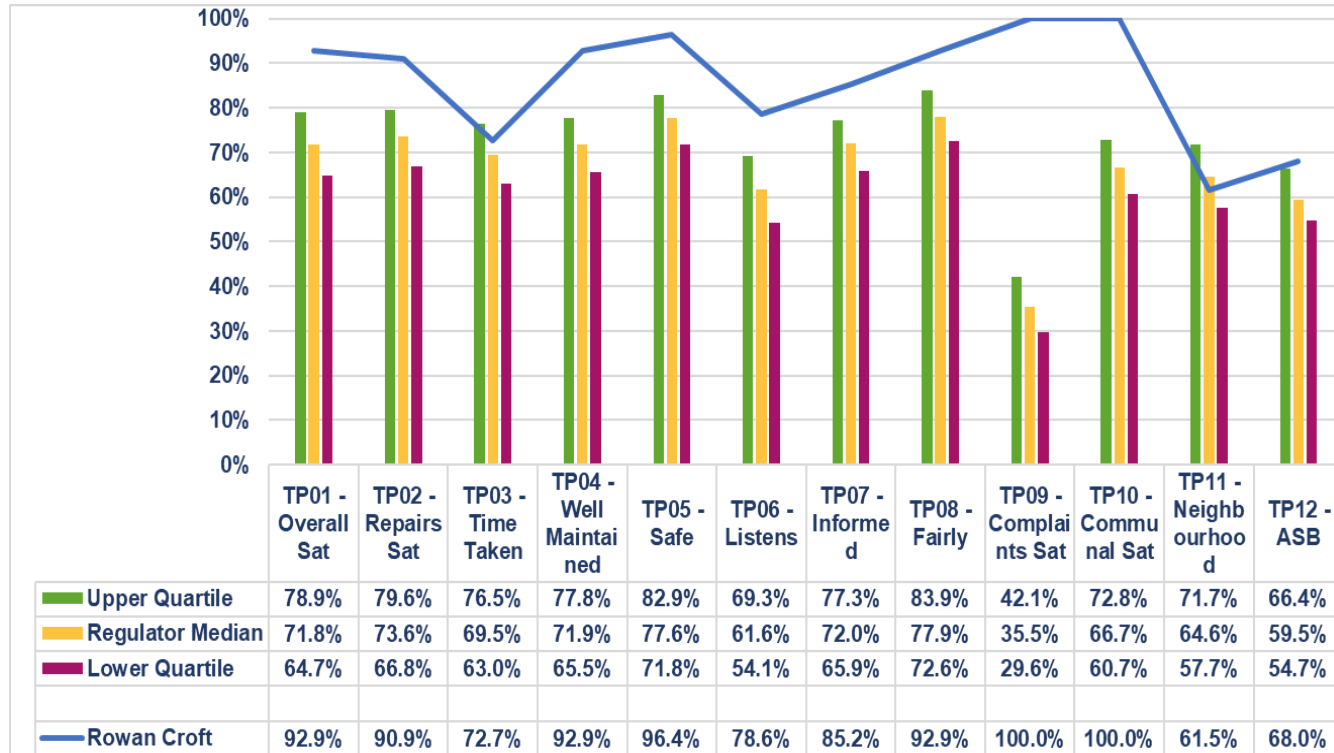
## What one thing could Housing 21 do better to improve its services?



# Benchmark - Regulator of Social Housing

This chart shows the satisfaction results of this Scheme (depicted by the blue line) in comparison with the Regulator of Social Housing (RSH) data for all other social housing providers.

The quartiles refer to the upper quartile (top 25%), median (average) and lower quartile (bottom 25%) of Low Cost Rental Accommodation (LCRA) properties in the sector.



## Benchmark - Housing 21

When considering Housing 21 as a whole, the table on the right shows satisfaction for all Housing 21 residents surveyed this year. Satisfaction is high, with 91% satisfied with the overall services provided.

All the remaining measures received 77% or more satisfaction, apart from the handling of complaints (64%).

The chart to the left shows your Scheme in comparison with the overall results for Housing 21, allowing you to benchmark against all other Schemes combined.



# TSM Summary of Approach

A. A summary of achieved sample size (number of responses)	<b>28</b>
B. Timing of survey	<b>September 2025 to December 2025</b>
C. Collection method(s)	<b>Online, Postal, Telephone</b>
D. Sample method	<b>Census</b>
E. Summary of the assessment of representativeness of the sample against the relevant tenant population	<b>N/A</b>
F. Details of any weighting applied to generate the reported perception measures	<b>No weighting applied</b>
G. Role of any named external contractor(s) in collecting, generating, or validating the reported perception measures	<b>Acuity Research &amp; Practice Ltd</b>
H. The number of tenant households within the relevant population that have not been included in the sample frame due to exceptional circumstances	<b>0</b>
I. Reasons for any failure to meet the required sample size requirements	<b>N/A</b>
J. Type and amount of any incentives offered to tenants to encourage survey completion	<b>10 x £50 shopping vouchers</b>
K. Any other methodological issues likely to have a material impact on the tenant perception measures reported	<b>None</b>



This research project was carried out to conform with ISO20252:2019 and the MRS Code of Conduct.

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