



# Hightown Housing Association

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## Tenant Satisfaction Measures – Summary of Approach 2024/25



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## 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 Hightown Housing Association (Hightown HA) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Hightown HA's 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



Hightown HA 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 2024/25, Hightown HA completed TSM surveys with a sample 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. Hightown HA must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4% for LCRA tenants and +/-5% for LCHO residents.

During 2024/25, Hightown completed 625 LCRA TSM surveys and 300 LCHO TSM surveys. Hightown HA have 6624 LCRA properties and 1341 LCHO properties, which means that a statistical accuracy level of +/- 3.7% was achieved for the LCRA survey and a statistical accuracy level of +/- 5% was achieved for the LCHO survey, which meets the level of accuracy than required.

No tenant was removed from the sample frame.

No incentives were used.

## Timing of Survey



Hightown HA carried out a total of 669 LCRA surveys and 311 LCHO surveys between 12/11/2024 and 25/02/2025.

## Collection Method(s)



The TSM Surveys were completed via postal, online and telephone. 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 method approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Hightown HA 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



A sample approach was used for the survey. Acuity contacted a random selection of current tenants from Low Cost Rental Accommodation and Low Cost Home Ownership properties to participate in a mixed methodology survey based on quotas set on tenure, age group, area, length of tenancy and gender. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Hightown HA, 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 for LCRA tenants were:

### Tenancy Type

General Needs

Supported

Population	Sample
93%	88%
7%	12%

### Ethnic Origin

Any Other  
Any other Asian background  
Any other black background  
Any other white background  
Asian or Asian Brit Bangladeshi  
Asian or Asian Brit Indian  
Asian or Asian Brit Pakistani  
Blk or Blk Brit African  
Blk or Blk Brit Caribbean  
Chinese  
Declined to answer  
Other Mixed  
Unknown  
White & Asian  
White & Black African  
White & Black Caribbean  
White British  
White Irish

Population	Sample
1%	0%
2%	2%
1%	1%
0%	2%
2%	1%
1%	1%
3%	3%
6%	7%
2%	2%
0%	0%
1%	2%
6%	6%
0%	4%
1%	0%
1%	1%
2%	2%
70%	64%
1%	1%

### Local Authority

Bedfordshire  
Broxbourne  
Buckinghamshire  
Central Bedfordshire  
Dacorum  
East Hertfordshire

Population	Sample
1%	0%
2%	1%
18%	20%
9%	9%
26%	27%
5%	4%

Hertsmere
Luton
Milton Keynes
North Hertfordshire
St Albans
Stevenage
Tree Rivers
Watford
Welwyn Hatfield Borough Council

4%	4%
4%	3%
2%	2%
2%	2%
18%	17%
1%	1%
2%	2%
5%	4%
1%	2%

## Household Comparison

1 Adult and 1+ Children
2 Adults
2 Adults and 1+ Children
2+ Adults
2+ Adults and 1+ Children
1 Adult and 1+ Children
2 Adults
2 Adults and 1+ Children
Single Adult
Unknown

Population	Sample
29%	26%
10%	11%
19%	18%
6%	4%
4%	4%
29%	26%
10%	11%
19%	18%
33%	36%
0%	1%

## Age Bracket

18 - 25
26 - 35
36 - 45
46 - 55
56 - 65
65 +
Unknown

Population	Sample
9%	6%
30%	18%
27%	21%
18%	16%
10%	10%
6%	6%
0%	23%

## Length of Tenancy

0 – 5 years
6 – 10 years
11 – 15 years

Population	Sample
55%	55%
26%	25%
8%	10%

16 – 20 years

5%

3%

21+

6%

6%

The characteristics by which representativeness was determined for LCHO residents were:

### Ethnic Origin

Any Other  
Any other Asian background  
Any other black background  
Any other white background  
Asian or Asian Brit Bangladeshi  
Asian or Asian Brit Indian  
Asian or Asian Brit Pakistani  
Blk or Blk Brit African  
Blk or Blk Brit Caribbean  
Chinese  
Declined to answer  
Other Mixed  
Unknown  
White & Asian  
White & Black African  
White & Black Caribbean  
White British  
White Irish

Population	Sample
1%	1%
3%	3%
1%	1%
19%	14%
1%	0%
2%	2%
1%	0%
3%	2%
1%	2%
1%	1%
1%	1%
2%	1%
0%	29%
1%	1%
1%	1%
2%	2%
61%	38%
1%	1%

### Local Authority

Bedfordshire  
Broxbourne  
Buckinghamshire  
Central Bedfordshire  
Dacorum  
East Hertfordshire  
Hertsmere  
Luton  
Milton Keynes  
North Hertfordshire  
St Albans

Population	Sample
1%	1%
1%	1%
22%	21%
20%	21%
19%	18%
7%	7%
3%	3%
2%	3%
3%	3%
2%	2%
9%	11%

Stevenage  
Tree Rivers  
Watford  
Welwyn Hatfield Borough Council

1%	1%
4%	4%
4%	5%
1%	1%

### Age Bracket

18 - 25  
26 - 35  
36 - 45  
46 - 55  
56 - 65  
65 +  
Unknown

Population	Sample
4%	3%
35%	23%
34%	26%
17%	15%
7%	7%
3%	1%
0%	26%

### Household Comparison

1 Adult and No Children  
2 Adults and 1 Child  
2 Adults and 2 Children  
2 Adults and No Children  
3 Adults and No Children  
Unknown

Population	Sample
50%	59%
2%	1%
1%	1%
41%	35%
1%	2%
5%	2%

### Length of Tenancy

Less than one year  
1 – 3 years  
4 – 5 years  
6 – 10 years  
11 – 20 years  
20 + years

Population	Sample
4%	13%
39%	43%
18%	19%
22%	16%
12%	7%
4%	1%



## Questionnaire & Introductory Text



Below is the introductory text used for the surveys:

### Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Hightown Housing Association from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare 10 minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

No appointments after 05/03/2025

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Hightown Housing Association 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 Hightown Housing Association by phone [01442 292300].

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 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 Hightown Housing Association provides.

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- ☐ Yes
- ☐ No

**Email Intro:**

Dear (tenant name),

Hightown Housing Association have asked us, Acuity, to carry out an independent survey to find out if you are happy with your home and the services they provide.

The survey should take no more than 10 minutes to complete and will help Hightown Housing Association to improve the services you receive. The survey will be used to calculate annual tenant satisfaction measures to be published by Hightown Housing Association and reported back to the Regulator of Social Housing.

To complete the survey please click [here](#).

If you have any questions or would like any help completing the survey, you can email us or call 01273 287114.

Finally, we wish to assure you that what you tell us will be confidential. We will not identify any individual customers, unless you give us permission to do so. We will not share your personal details with any other organisation.

Yours sincerely

Acuity Research & Practice Ltd  
01273 287114

Below is the question set used for LCRA tenants (the two final questions highlighted in green were asked in the survey of Supported tenants only):

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Hightown Housing Association?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Very Satisfied Comments	Please can you explain why you are very satisfied?	Open ended
Overall Satisfaction Neutral Comments	Overall, what could Hightown Housing Association have done differently or better to improve your satisfaction with the service?	Open ended
Overall Satisfaction Very Dissatisfied Comments	Please can you explain why you are very dissatisfied? And what Hightown Housing Association needs to improve?	Open ended
Well Maintained Home	How satisfied or dissatisfied are you that Hightown Housing Association provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Hightown Housing Association provides a home that is safe?	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 Hightown Housing Association is responsible for maintaining?	Yes, No, Don't know

Communal Area Satisfaction	How satisfied or dissatisfied are you that Hightown Housing Association keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Home or Communal Areas Safe and Well Maintained	If you are not satisfied with your home and/or communal areas, please provide more information and what Hightown Housing Association could improve.	Open ended
Repairs in Last 12 Months	Has Hightown Housing Association carried out a repair to your home in the last 12 months?	Yes, No
Repairs Last 12 Months Satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Hightown Housing Association over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
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, Very dissatisfied
Repairs Comments	If you are not satisfied with the repairs and maintenance service, please provide more information and what Hightown Housing Association could improve.	Open ended
Listens and Acts	How satisfied or dissatisfied are you that Hightown Housing Association 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 Hightown Housing Association 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 'Hightown Housing Association treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Easy To Deal With	How satisfied or dissatisfied are you that Hightown Housing Association is easy to deal with?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree
Keeps You Informed Comments	If you are not satisfied with Hightown Housing Association keeping you informed please provide more information, and what could Hightown Housing Association improve?	Open ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Hightown Housing Association 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 Hightown Housing Association's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to Hightown Housing Association in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Hightown Housing Associations's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
NPS	How likely would you be to recommend Hightown Housing Association to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	10 – Very likely, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 – Not very likely at all

One Thing Improve	What one thing could Hightown Housing Association improve?	Open ended
Cost of Living	Do you currently struggle with any of the following...?	Paying your rent or service charges, Meeting the costs of household bills, Meeting the cost of utility / fuel bills
Damp	Does your home currently suffer from any damp or mould issues?  (If you tick 'Yes' we will pass on your name and address to Hightown Housing Association)	Yes, No
Reported Damp	And if yes, have you reported it to Hightown Housing Association?	Yes, No
Energy Efficiency	How satisfied or dissatisfied are you with the energy efficiency of your home?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Future Contact	If you were contacted again in the future and asked to take part in another survey, what is your preferred method for taking part?	Telephone Call, Postal Questionnaire, Email with link to online survey, Text with link to online survey, Not Sure
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Hightown Housing Association with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Hightown Housing Association to contact you to follow up on any of the comments or issues you have raised?	Yes, No
Help With Survey	Did anyone help you fill in this survey?	Yes, No
Who Helped With Survey	If you answered <b>yes</b> , who helped you?	Support Worker, Friend, Relative

Below is the question set used for LCHO tenants:

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Hightown Housing Association?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Very Satisfied Comments	Please can you explain why you are very satisfied?	Open ended
Overall Satisfaction Neutral Comments	Overall, what could Hightown Housing Association have done differently or better to improve your satisfaction with the service?	Open ended
Overall Satisfaction Very Dissatisfied Comments	Please can you explain why you are very dissatisfied? And what Hightown Housing Association needs to improve?	Open ended

Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Hightown Housing Association provides a home that is safe?	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 Hightown Housing Association is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Hightown Housing Association keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Home or Communal Areas Safe and Well Maintained	If you are not satisfied with your home and/or communal areas, please provide more information and what Hightown Housing Association could improve.	Open ended
Listens and Acts	How satisfied or dissatisfied are you that Hightown Housing Association 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 Hightown Housing Association 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 'Hightown Housing Association treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Easy To Deal With	How satisfied or dissatisfied are you that Hightown Housing Association is easy to deal with?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree
Keeps You Informed Comments	If you are not satisfied with Hightown Housing Association keeping you informed please provide more information, and what could Hightown Housing Association improve?	Open ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Hightown Housing Association 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 Hightown Housing Association's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to Hightown Housing Association in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Hightown Housing Associations's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
NPS	How likely would you be to recommend Hightown Housing Association to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	10 – Very likely, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 – Not very likely at all
One Thing Improve	What one thing could Hightown Housing Association improve?	Open ended

Cost of Living	Do you currently struggle with any of the following...?	Paying your rent or service charges, Meeting the costs of household bills, Meeting the cost of utility / fuel bills
Damp	Does your home currently suffer from any damp or mould issues?  (If you tick 'Yes' we will pass on your name and address to Hightown Housing Association)	Yes, No
Reported Damp	And if yes, have you reported it to Hightown Housing Association?	Yes, No
Energy Efficiency	How satisfied or dissatisfied are you with the energy efficiency of your home?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Future Contact	If you were contacted again in the future and asked to take part in another survey, what is your preferred method for taking part?	Telephone Call, Postal Questionnaire, Email with link to online survey, Text with link to online survey, Not Sure
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Hightown Housing Association with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Hightown Housing Association to contact you to follow up on any of the comments or issues you have raised?	Yes, No