



# **HIGHTOWN HOUSING ASSOCIATION LIMITED**

## **Tenant Satisfaction Measures – Summary of Approach 2025/26**



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

This document details Hightown 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 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, Hightown completed TSM surveys with a sample of General Needs residents and a census with Care & Supported Housing 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 must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2025/26, Hightown completed 678 TSM surveys. Hightown have 6848 LCRA properties which means that a statistical accuracy level of +/-  $\pm 3.6\%$  was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

Ten £50 shopping vouchers were offered as an incentive for tenants to complete the survey, winners were randomly selected from all tenure types.



## Timing of Survey

Hightown carried out a total of 678 surveys between 05/09/2025 and 04/11/2025.

## Collection Method(s)



The TSM Surveys were completed via Online then Telephone and postal 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 though online and paper methods, and direct interaction over the phone tend 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 Hightown 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 Hightown's General Needs fieldwork and a census approach for the Care & Supported Housing residents. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer, by receiving a unique link via email or sms or using the QR code/hyperlink provided on the cover letter in the postal survey pack. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Hightown, 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:

Age Group	Population	Sample
0 - 24	6%	6%
25 - 34	28%	29%
35 - 44	28%	29%
45 - 54	19%	19%
55 - 59	7%	7%
60 - 64	5%	4%
65 - 74	4%	4%
75 - 84	2%	1%
85 +	0.29%	0.4%
Unknown	0.60%	0%

Tenure	Population	Sample
Care & Supported Housing	7%	14%
General Needs	92%	85%
Housing for Older People	1%	1%



Length of Tenancy	Population	Sample
A. < 1 year	9%	14%
B. 1 - 3 years	34%	35%
C. 4 - 5 years	15%	15%
D. 6 - 10 years	24%	19%
E. 11 - 20 years	13%	12%
F. Over 20 years	6%	5%

Ethnic Origin	Population	Sample
Any Other	0.37%	0%
Any other Asian background	2%	2%
Any other black background	0.96%	0.88%
Any other white background	2%	2%
Asian or Asian Brit Bangladshi	2%	2%
Asian or Asian Brit Indian	1%	1%
Asian or Asian Brit Pakistani	2%	3%
Blk or Blk Brit African	6%	6%
Blk or Blk Brit Caribbean	2%	3%
Chinese	0.09%	0.15%
Declined to answer	0.83%	0.88%
Gypsy/Traveller	0.16%	0.44%



<b>Other Mixed</b>	6%	6%
<b>White &amp; Asian</b>	0.67%	0.29%
<b>White &amp; Black African</b>	0.80%	0.74%
<b>White &amp; Black Caribbean</b>	2%	2%
<b>White British</b>	66%	66%
<b>White Irish</b>	0.93%	0.59%
<b>Unknown</b>	4%	4%

<b>Household Composition</b>	<b>Population</b>	<b>Sample</b>
<b>1 Adult and 1+ Children</b>	29%	27%
<b>2 Adults</b>	10%	10%
<b>2 Adults and 1+ Children</b>	18%	19%
<b>2+ Adults</b>	6%	4%
<b>2+ Adults and 1+ Children</b>	4%	3%
<b>Single adult</b>	32%	36%



## Questionnaire & Introductory Text



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. [Organisation Name] will be able to identify you from your survey responses, 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

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	What could Hightown Housing Association do 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



Home or communal areas safe or well maintained Comments	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 how Hightown Housing Association deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Listens to views & acts upon them	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?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied



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 with 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 Association's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
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?	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
One thing improve	What one thing could Hightown Housing Association improve?	Open Ended
Cost of Living Rent or Service Charge	Do you currently struggle with Paying your rent or service charges	Yes, No, I am worried about this in the future, Prefer not to say
Cost of Living Household Bills	Do you currently struggle with Meeting the costs of household bills	Yes, No, I am worried about this in the future, Prefer not to say
Cost of Living Utility / Fuel Bills	Do you currently struggle with Meeting the cost of utility / fuel bills	Yes, No, I am worried about this in the future, Prefer not to say



Damp	Does your home currently suffer from any damp or mould issues?	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 - Happy to be identified	Hightown Housing Association would welcome the opportunity to see your individual answers and comments. Would you be you happy for your individual responses to be passed back to Hightown Housing Association?	Yes / No
Permission 2 - Follow up	Would you be happy for Hightown Housing Association to contact you to follow up any of the comments or issues you have raised?	Yes / No

"If you are dissatisfied with the service provided by Hightown Housing Association they have a complaints process you can access by either calling 01442 262300, emailing [customer.resolution@hightownha.org.uk](mailto:customer.resolution@hightownha.org.uk), completing this online form <https://www.hightownha.org.uk/contact-us/compliments-complaints-and-feedback/>"

"We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] and I've been calling from Acuity on behalf of Hightown Housing Association. Thank you very much for your time in completing the survey."

**Report by Acuity Research & Practice**



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