

Hightown Housing Association  
TSM – Tenant Perception Survey 2023  
Approach & Methodology Publication

LCHO

Date: November 2023

# Contents

- Context..... 3
- Sample..... 3
- Achieved Sample Size..... 3
- Timing of Survey..... 3
- Collection Method ..... 4
- Representativeness ..... 4
- Weighting ..... 4
- Exclusions..... 5
- Incentives ..... 5
- Methodological Issues ..... 5
- Appendix 1 – Hightown TSM Survey ..... 6

## Context

Hightown is a charitable housing association operating in Hertfordshire, Bedfordshire, Buckinghamshire and Berkshire. Hightown builds hundreds of much needed new homes and provides care and supported housing services for a wide range of people.

We currently manage over 8,600 homes - mostly in the Dacorum, St Albans, Watford, Aylesbury Vale, North Herts and Hertsmere districts and employ over 1,000 staff (mainly in our care and supported housing schemes).

Hightown has over 1100 LCHO units and over 5000 LCRA units. In addition, we have over 800 leasehold units.

## Sample

Hightown has over 1100 LCHO units and has therefore undertaken a census survey due to the limited population.

## Achieved Sample Size

This was a census survey and we sent out 1154 invitations. We received 295 responses.

As we did not require a sample, we did not use the sample calculator to determine what the return rate should be. If we had, to achieve a confidence level of 95% and a margin of error of +/-4% we would have had to receive 136 response. Therefore, the return rate of 295 is sufficient.

## Timing of Survey

The survey was launched on Wednesday 23 August 2023. This date was agreed upon due to 3 main factors:

### 1) Sufficient time for survey build

It was critical that the survey was presented to the highest standard to ensure the highest response rates. Care was taken to ensure the survey questions were appropriate (alongside the prescribed TSM questions), the survey was robust and easy to use, and there was proportionate resource to build, maintain and analyse the survey and results.

### 2) Sufficient time for analysis

Submission of this report is due by the end of March 2024, and to ensure sufficient time to analyse results and propose any improvements, we wanted to close the report by the end of September 2023.

### 3) Survey fatigue

It is important that we space out our tenant surveys sufficiently to avoid survey fatigue. We launched a separate survey in June 2023 for new tenants, some of which would be LCHO tenants.

## Survey Schedule

The survey was launched on Wednesday 23 August 2023. The initial schedule was for the survey to run for 4 weeks, with a review of the response rate and representativeness to determine if an extension will be required.

There were 3 reminders sent to participants that had not yet completed the survey. These were sent at weekly intervals following the launch of the survey.

The survey closed on 22 September 2023.

## Collection Method

The survey email only and was available in 3 formats;

- Web/Desktop
- Tablet
- Mobile

The survey was built in-house using Snap Surveys software.

The collection method was online only. For General housing tenants this was sent via email, with a link to the survey within the email body. For Supported Housing, we asked Support Scheme Managers to offer support in person to those filling out the survey.

The rationale for providing an email only survey was for overall efficiency. The survey was time-cautious (see above 'Timing of Survey') to ensure we had sufficient time to gather and analyse results. An online survey allowed us to do this efficiently and have all responses in one place, in the same format and allowed us to utilise Snap Surveys analyses tools. It was also cost-effective regards build, distribution, collection and analysis.

## Representativeness

We evaluated the full tenant population against the following characteristics:

- Needs category
- Age of (main) resident
- Ethnicity
- Building type
- Household size
- Geographical area

There were 2 areas where the representativeness was over 5%. All other instances were below a 2.6% swing.

There was a difference in the representativeness of the 'Property type' category. Those respondents in flats are over-represented by 8.69%, and those in houses are under-represented by 9.41%. However, upon review we found that those in flats represent 40.8% of the LCHO population overall, and those in houses represent 56.19%, therefore the variances are proportionately not too large. It was agreed that in this case no weighting was needed.

## Weighting

It was agreed that no weighting was required due to the sufficiency of the representativeness of the respondents.

## Exclusions

There were 2 reasons for excluding a household from the survey:

1. Those who had 'opted out' of emails

If a resident had chosen to 'opt out' of emails, we are obliged to honour this decision and removed them from the mailing lists.

2. Those without valid email addresses

There was consideration given to writing to all residents without valid email addresses and asking they contact Hightown with this. However, we were unable to confirm how long that may take and this may have impeded our survey and reporting timetable. We instead took the approach to remove these households from the survey and seek to improve this as part of our 'Lessons Learnt' for next year's survey.

There are 1200 households in total, and 46 were excluded from the survey.

### Reasonable Steps

A proportion of our residents fall under the 'supported' needs categories (circa 0.6%). Consequently, we wanted to ensure that we had taken reasonable steps to assess, identify and remove barriers to certain groups of tenants participating in surveys used to generate the TSM's.

Care & Supporting Housing (C&SH) Scheme Managers offered support to C&SH tenants and homeowners in person, assisting them where necessary to access and complete the survey.

## Incentives

Recipients were offered the opportunity to win one of five £50 vouchers as an incentive for completing the survey.

## Methodological Issues

Potential issues identified are as follows:

### Accessibility: Email Only Survey

The survey was limited to email only, so accessibility relied on having access to the web, via a PC, a tablet or a mobile device. It also relied upon the recipient being sufficiently IT literate. Whilst steps were taken to support those identified as 'supporting housing' residents, further inclusion could be taken in future surveys to offer paper copies or further in-person support.

# Appendix 1 – Hightown TSM Survey

**Your Home**

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Hightown?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied


How satisfied or dissatisfied are you that Hightown provides a home that is well maintained?


Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied

Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Hightown provides a home that is safe?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied      Not applicable/ don't know

Thinking about your property, how satisfied or dissatisfied are you with the following?

With the quality of your home 

The heating and energy efficiency of your home 

[Back](#) [Reset](#) [Next](#)

**Your Estate/Neighbourhood**


Do you live in a building with communal areas, either inside or outside, that Hightown is responsible for maintaining?


Yes  
 No  
 Don't know

How satisfied or dissatisfied are you that Hightown keeps these communal areas clean and well maintained?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied

Thinking about the specific services, how satisfied or dissatisfied are you with the following?  
*(Please select N/A if the question does not apply to you)*

The caretaker service in your area 

The cleaning of internal communal areas 

[Back](#) [Reset](#) [Next](#)

### Your Repairs

Has Hightown carried out a repair to your communal areas in the last 12 months?

- Yes
- No

How satisfied or dissatisfied are you with the overall repairs service from Hightown over the last 12 months?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied

How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied

[Back](#) [Reset](#) [Next](#)

### Your Repairs continued...

Thinking about the last repair carried out, how satisfied or dissatisfied are you with the following?

The quality of the work completed

The repair being done 'right first time'

The ease of reporting a repair

[Back](#) [Reset](#) [Next](#)

### Your Estate/Neighbourhood continued...

Thinking about the building you live in, to what extent do you agree or disagree with the following?

Hightown has given me information on building safety and what my responsibilities are

That Hightown takes residents health and safety concerns seriously

Hightown has put appropriate fire exit signage in communal areas

How satisfied or dissatisfied are you that Hightown makes a positive contribution to your neighbourhood?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied      Not applicable/ don't know

Do you use an electric car?

- Yes
- No
- Plan to purchase within the next two years

[Back](#) [Reset](#) [Next](#)

**Your Complaints**

Have you made a complaint to Hightown in the last 12 months?

Yes  
 No

How satisfied or dissatisfied are you with Hightown's approach to complaints handling?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied

Are you aware of Hightown's published Customer Charter?

Yes  
 No

Click [here](#) to find about more about Hightown's published Customer Charter

Are you aware that Hightown has a formal complaints procedure

Yes  
 No

If you are dissatisfied, you can click [here](#) or call 01442 292 300 for more information about the complaints process

[Back](#) [Reset](#) [Next](#)

**Your Views**

How satisfied or dissatisfied are you that Hightown listens to your views and acts upon them?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied      Not applicable/ don't know

How satisfied or dissatisfied are you that Hightown keeps you informed about things that matter to you?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied      Not applicable/ don't know

To what extent do you agree or disagree with the following "Hightown treats me fairly and with respect"?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied      Not applicable/ don't know

How satisfied or dissatisfied are you with Hightown's approach to handling anti-social behaviour?

Very Satisfied      Satisfied      Neither Satisfied nor Dissatisfied      Dissatisfied      Very Dissatisfied      Not applicable/ don't know

With regards to contacting Hightown, how satisfied or dissatisfied are you with the following?

The quality of information/advice provided

The helpfulness of staff

[Back](#) [Reset](#) [Next](#)



**Final thoughts...**

What one thing do you like about Hightown?

Do you have any other comments you would like to make?

**Don't forget to hit the 'Submit' button once you've completed the survey.**

**If you would like further information on TSM's, [click here](#) to find out more.**