

## Tenant Satisfaction Measures

### Our approach

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The Tenant Satisfaction Measures (TSMs) have been introduced by the Regulator of Social Housing to assess how well landlords are doing in providing good quality homes and services.

There are 22 measures in total:

- 12 are collected through a tenant perception survey
- 10 measures are taken from performance information from our systems

Under the requirements of the TSMs, we were only required to survey low-cost rental accommodation (which we refer to as “our tenants”). The 10 management indicators measures were taken from both tenants’ homes and low-cost home ownership (which we refer to as our “shared owners”) homes in line with the requirements.

### Our approach and how long people had to respond

To get the broadest views, we adopted a census approach, sending the survey to all tenants on Thursday 26 September. The survey was primarily online and was open for six weeks until Friday 8 November 2023.

Other than giving tenants the option to leave comments about their experiences, no additional questions were added to the survey. Name, address and choice of charity was only asked to those who opted into the incentives, which we describe below.

### How we collected tenant views

The tenant perception survey was carried out by Poplar HARCA staff and conducted online. In line with regulation, only one tenant per household was allowed to respond to the survey. To make sure this was achieved, we sent a unique link to the survey to all our tenants via:

- email
- text message (where we didn’t hold an email address but had mobile numbers)
- post (where we didn’t hold an email address or mobile number, including digitally excluded tenants)

Tenants were also able to call our Business Support team to complete the survey. Reminders were sent out by email and text messages.

## Tenant population size and how many responded

At the time of the survey, we had a total 5,238 homes that were low-cost rental accommodation. Under the requirements, we needed to achieve a sample size of 540 in order to be 95% sure that the estimated level of satisfaction is right (within 4% above or below) for our entire tenant population. We received a total of 575 responses.

## Representation, support and weighting

Adopting a census approach meant we could get a wide view of our tenant's feedback. In addition to this, we used age and ethnicity to calculate whether our results represented our tenants.

Tenants with literacy difficulties were contacted by our Safeguarding team to complete the survey either in person or over the phone.

Weighting was not required to achieve a representative sample.

In addition, no tenants were removed from the sample due to exceptional circumstances.

## Incentives

We incentivised the completion of the tenant perception survey. Tenants were given the option to opt into a prize draw to win ten £100 Love2Shop vouchers. This followed the Market Research Society (MRS) Code of Conduct and their Regulations for Administering Incentives and Free Prize Draws. Winners were chosen at random.

We also committed to donating £1 for every completed survey to three local charities chosen by tenants through the tenant perception survey. We topped up the donation and a total of £1,500 was donated.

## Use of contractors

No contractors were used in collecting survey responses.

We used The Leadership Factor (TLF) to analyse our data, sample and results to ensure unbiased reporting.

## Data protection

Unique links were used to link tenant survey responses to:

- achieve a representative sample
- respond to dissatisfaction
- ensure compliance with requirements (for example, ensuring only one tenant per household completed the survey)