



Arhag Housing Association

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

Table of Contents

Introduction	3
Summary of Achieved Sample & Sample Method	3
Timing of Survey	4
Collection Method(s)	4
Sample Method	4
Representativeness	4
Questionnaire.....	6

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

This document details Arhag'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



Arhag 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, Arhag completed TSM surveys with a sample of tenants. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Arhag must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Arhag completed 282 TSM surveys. Arhag have 884 properties which means that a statistical accuracy level of +/- 4.8% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

No incentives were used.

Timing of Survey



Arhag carried out a total of 282 surveys on a quarterly basis between 24th June 2024 and 31st March 2025.

Collection Method(s)



The TSM Surveys were completed via telephone only. The rationale for using a telephone methodology is:

- ✓ **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all tenants, especially those who may not have internet access or digital skills, which aligns with our goal of reaching a broad and representative sample.
- ✓ **Engagement and Data Quality:** 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:** Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. Using a telephone interaction allows Arhag 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. A telephone-based approach helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- ✓ **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 Arhag. Acuity contacted a random selection of current tenants to participate in a telephone survey based on quotas set out by Arhag. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Arhag, 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:

Housing Need, Age Group, Gender, Length of Tenure, Ethnicity, Religion & Disability

Housing Need

General Needs
Intermediate Rent
Supported Housing

Population	Sample
91%	91%
5%	6%
4%	3%

Age Group

0 - 24
25 - 34
35 - 44
45 - 54
55 - 59
60 - 64
65 - 74
75 - 84
85 +
Unknown

Population	Sample
1%	2%
9%	11%
17%	22%
21%	19%
16%	16%
15%	10%
15%	13%
5%	5%
1%	1%
1%	1%

Gender

Male
Female

Population	Sample
39%	36%
61%	64%

Length of Tenancy

A. < 1 year
B. 1 - 3 years
C. 4 - 5 years
D. 6 - 10 years
E. 11 - 20 years
F. Over 20 years

Population	Sample
2%	3%
12%	17%
8%	9%
15%	21%
34%	30%
29%	21%



Ethnicity

African
 Asian - Bangladeshi
 Asian - Indian
 Asian - Other
 Asian - Pakistani
 Black - African
 Black - Caribbean
 Black - Eritrean
 Black - Ghanaian
 Black - Nigerian
 Black - Other
 Black - Somali
 Ethiopian
 Iranian
 Mixed - Other
 Mixed White and Black African
 Mixed White and Black Caribbean
 Mixed – White/Asian
 Other Ethnic Group
 SE Asian - Other
 SE Asian - Vietnamese
 Refused
 Unknown
 White – British
 White – Eastern Europe
 White – Greek/Cypriot
 White - Irish
 White – Other
 White – Other European
 White – Other Turkish
 White – Turkish/Cypriot

Population	Sample
5%	5%
7%	7%
1%	1%
3%	4%
1%	1%
31%	27%
8%	7%
4%	5%
1%	0%
1%	1%
1%	1%
3%	2%
1%	1%
0%	1%
1%	1%
0%	1%
2%	2%
0%	0%
4%	4%
0%	0%
0%	0%
0%	0%
4%	4%
13%	15%
1%	1%
0%	0%
1%	1%
4%	4%
1%	1%
2%	1%
1%	0%



Religion

Atheist
 Baha'i
 Buddhist
 Catholic
 Christian
 Hindu
 Jewish
 Muslim
 Not Given
 Not Listed
 Orthodox Jew/Charedi
 Other Faith
 Refused
 Secular Beliefs
 Seven Day Adventis
 Sikh
 Unknown

Population	Sample
5%	5%
0%	0%
0%	0%
2%	2%
47%	43%
1%	1%
0%	0%
33%	34%
3%	3%
1%	2%
0%	0%
1%	1%
0%	0%
0%	1%
0%	0%
0%	0%
6%	7%

Disability

Hearing Impairment
 Learning Disability
 Mental Health Issues
 No Disability
 Other
 Physical Disability
 Refused
 Unknown
 Visual Impairment

Population	Sample
1%	1%
1%	2%
4%	5%
48%	52%
4%	5%
7%	6%
0%	0%
34%	30%
0%	0%

Questionnaire & Introductory Text



Here is the introductory text and question set used for Arhag's TSM surveys:



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 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

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Arhag Housing Association?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Arhag 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 Arhag 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 Arhag is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Arhag 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 do not feel that your home (and / or communal areas) are safe and/or well maintained, please can you explain why and suggest what could be improved?	Open Ended
Repairs in last 12 months?	Has Arhag 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 Arhag 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
Overall Repairs	How satisfied or dissatisfied are you with the way Arhag deals with repairs and maintenance?	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 Arhag could improve?	Open Ended
Contribution to neighbourhood	How satisfied or dissatisfied are you that Arhag 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 Arhag's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Listens to views & acts upon them	How satisfied or dissatisfied are you that Arhag 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 Arhag 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 'Arhag treats me fairly and with respect' ?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Not Applicable/Don't Know
One thing improve	If Arhag could do ONE thing to improve its services, what would you like it to be?	Open Ended
Complaints in last 12 months?	Have you made a complaint to Arhag in the last 12 months?	Yes/No
Complaints Handling	How satisfied or dissatisfied are you with Arhag's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied



Damp	Does your home currently suffer from any damp or mould issues?	Yes/No
Reported Damp	And if yes, have you reported it to Arhag?	Yes/No
Cost of Living	Do you currently struggle with any of the following paying your rent or service charges?	Yes, No, I am worried about the future, prefer not to say
Cost of Living	Do you currently struggle with any of the following meeting the costs of household bills?	Yes, No, I am worried about the future, prefer not to say
Cost of Living	Do you currently struggle with any of the following meeting the cost of utility / fuel bills?	Yes, No, I am worried about the future, prefer not to say
Permission 1 - Happy to be identified	The results of this survey are confidential. However, would you be happy for us to give your responses to Arhag with your name attached so that they have better information to help them improve services?	Yes/No
Permission 2 - Follow up	Would you be happy for Arhag to contact you to follow up any of the comments or issues you have raised?	Yes/No

Report by Acuity Research & Practice



01273 287114



acuity@arap.co.uk