



# London Borough of Harrow

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



LONDON BOROUGH OF  
**HARROW**

**Acuity**   
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## Table of Contents

Introduction ..... 3

Summary of Achieved Sample & Sample Method ..... 3

Timing of Survey ..... 4

Collection Method(s) ..... 4

Sample Method ..... 4

Representativeness ..... 5

Questionnaire..... 8

## 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 London Borough of Harrow's Housing Service (London Borough of Harrow's Housing Service) to inform its customers about its approach to conducting the

TSM Perception survey and collecting data.

This document details London Borough of Harrow's Housing Service'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



London Borough of Harrow's Housing Service 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, London Borough of Harrow's Housing Service 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. London Borough of Harrow's Housing Service must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, London Borough of Harrow's Housing Service completed 536 TSM surveys. London Borough of Harrow's Housing Service have 4777 LCRA tenants which means that a statistical accuracy level of +/- 4.0% was achieved, which is the level of accuracy required for a landlord of this size.

No tenant was removed from the sample frame.

There was an initiative to complete the survey. The first prize was a £100 shopping voucher, and the two runners-up prizes were £50 shopping vouchers.

## Timing of Survey



London Borough of Harrow's Housing Service carried out a total of 536 surveys between 06/12/2024 and 23/12/2024.

## Collection Method(s)



The TSM Surveys were completed via telephone and online. 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 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 London Borough of Harrow's Housing Service 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



The survey used a sample approach. Acuity contacted a random selection of current tenants from General Needs, Housing for Older People and temporary accommodation to participate in a survey based on quotas set on tenure, age, and patch. The survey was carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with London Borough of Harrow's Housing Service, 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:

Tenure, Age, and Patch.

### Tenure

General Needs

Sheltered

Temporary

Population	Sample
86%	84%
10%	10%
4%	5%

### Asset Category

Council property - HRA

Sheltered

Population	Sample
90%	90%
10%	10%

### Patch

CENT

EAST

FAIR

HIGG

WEST

Unknown

Population	Sample
31%	31%
32%	34%
0%	0%
1%	1%
33%	33%
2%	2%

### Age Group

0-24 years

25-34 years

35-44 years

45-54 years

55-59 years

60-64 years

65-74 years

75-84 years

85+ years

Population	Sample
1%	1%
5%	6%
11%	13%
19%	21%
12%	12%
13%	12%
20%	20%
12%	12%
7%	3%

### Property Type

Bedsit bungalow

Bedsit flat

Bungalow

Disabled bungalow

Disabled flat

Flat

Gypsy site

Maisonette

Non-parlour bungalow

Non-parlour house

Parlour house

Sheltered bedsit flat

Sheltered disabled flat

Sheltered flat

Unknown

Population	Sample
0%	0%
2%	2%
3%	3%
0%	0%
0%	0%
41%	40%
0%	0%
2%	3%
0%	0%
27%	27%
13%	13%
0%	0%
0%	0%
10%	10%
2%	2%

### Length of Tenancy

<1 year

1-3 years

4-5 years

6-10 years

11-20 years

Over 20 years

Population	Sample
2%	8%
16%	19%
7%	7%
16%	16%
29%	25%
31%	25%

### Gender

Female

Male

Unknown

Population	Sample
60%	65%
40%	35%
0%	0%

### Ethnicity

Afghani

Albanian

Arab

Bangladeshi

Black African

Population	Sample
2%	2%
0%	0%
1%	0%
1%	1%
7%	7%

## Ethnicity

Black Caribbean  
Black Other  
Black UK  
Chinese  
English  
Ghanaian  
Gypsy / Roma traveller  
Indian  
Iranian  
Iraqi  
Irish  
Irish traveller  
Kurdish  
Mixed Any other mixed background  
Mixed White/Asian  
Mixed White/Black African  
Mixed White/Black Caribbean  
Nigerian  
Not disclosed  
Other  
Other Asian  
Pakistani  
Polish  
Romanian  
Scottish  
Somalian  
Sri Lankan  
Sri Lankan Tamil  
White other  
White UK

Population	Sample
7%	9%
2%	2%
0%	0%
1%	0%
1%	2%
0%	0%
0%	0%
7%	6%
0%	0%
0%	0%
3%	3%
0%	0%
0%	0%
1%	1%
0%	0%
1%	1%
1%	1%
0%	0%
18%	20%
2%	1%
5%	5%
2%	3%
0%	0%
0%	0%
0%	0%
3%	2%
1%	2%
0%	0%
4%	3%
28%	27%

## Questionnaire & Introductory Text



Here is the introductory text and question set used for London Borough of Harrow'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 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 London Borough of Harrow Housing Services?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Services is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that London Borough of Harrow Housing Services 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 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
Contribution To Neighbourhood	How satisfied or dissatisfied are you that London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Service's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Repairs in Last 12 Months	Has London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Services 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	Generally, how satisfied or dissatisfied are you with the way London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Services could improve?	Open ended
Damp Works	Has London Borough of Harrow Housing Services carried out work for damp and mould in your home in the last 12 months?	Yes, No
Damp Works Satisfaction	How satisfied or dissatisfied are you with the damp and mould repair?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

Label	Question text	Rating scale
Listens and Acts	How satisfied or dissatisfied are you that London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Services 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 'London Borough of Harrow Housing Services 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 London Borough of Harrow Housing Services is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Contacted HA	Have you contacted London Borough of Harrow Housing Services in the last 12 months?	Yes, No, Don't know
Internet Frequency	How often do you use the internet and online services including social media?	Daily or almost daily, Weekly, Less than once a week, Monthly, Used over a month ago, Never use
Accessed Online Account	Have you accessed your new online account?	Yes / No
Accessing Online Account	How satisfied or dissatisfied are you with accessing your online account?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Prevented from Accessing Online Account	What has prevented you from accessing your online account?	Open ended
Complaints in last 12 months?	Have you made a complaint to London Borough of Harrow Housing Services in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with London Borough of Harrow Housing Services's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaint Type	What was your complaint related to?	Repairs service, Property condition, Anti-social behaviour, Communal areas or repairs, Damp and mould, Staff or contractor attitude, Communication, Tenancy matters, Rent or service charge matters, Other (please specify), Unknown
Complaint Route	How did you make your complaint? If you have gone through more than one route, please tick all that apply	Telephone call to the contact centre, Email to the contact centre, To a housing officer, Via the website, In writing, Complaints procedure, Through a legal representative, To a regulatory body, e.g. Housing Ombudsman, To your MP or local counsellor, Directly to a contractor, Other (please specify)

Label	Question text	Rating scale
Good at, and continues to provide	What one thing is London Borough of Harrow Housing Services good at and should continue to provide?	Open Ended
One thing improve	What one thing could London Borough of Harrow Housing Services improve?	Open Ended
Getting Involved	Are you interested in finding out more about getting involved in how London Borough of Harrow Housing Services is run? (If you tick 'Yes' we will pass on your name and address to London Borough of Harrow Housing Services separately to any other survey responses)	Yes / No
Cost of Living Grid	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
	Meeting the costs of household bills	Yes, No, I am worried about the future, Prefer not to say
	Meeting the cost of utility / fuel bills	Yes, No, I am worried about the future, Prefer not to say
Cost of Living	Personally, how concerned are you about the cost-of-living?	Not at all concerned, Slightly concerned, Very concerned, Prefer not to say
Turned off service/installed prepayment meter	Has your gas or electricity supplier turned off its service or installed a prepayment meter in the last six months?	Yes / No
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to London Borough of Harrow Housing Services with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for London Borough of Harrow Housing Services to contact you to follow up on any of the comments or issues you have raised?	Yes, No