



Newlon Housing Trust - LCHO

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



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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 Newlon Housing Trust (Newlon HT) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Newlon HT'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:

- 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



Newlon HT 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, Newlon HT completed TSM surveys with a sample of LCHO residents and a census of 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. Newlon HA must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Newlon HA completed 403 TSM surveys. Newlon HA have 1591 LCHO properties which means that a statistical accuracy level of +/- 4.2% 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



Newlon HT carried out a total of 419 surveys between 26/06/2024 and 01/02/2025.

Collection Method(s)



The TSM Surveys were completed via telephone, online and postal. 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 paper and 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 Newlon HT 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 the LCHO survey. Acuity contacted a random selection of current tenants from Low Cost Home Ownership properties to participate in a mixed methodology survey based on quotas set on age group, property type and local authority. The survey is carefully scripted to ensure a professional and consistent process. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Newlon HT, 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



The final survey results were weighted on Local Authority to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Local Authority

Barking and Dagenham
Camden
Enfield
Hackney
Haringey
Islington
Redbridge
Tower Hamlets
Waltham Forest

Population	Sample
1%	1%
3%	3%
9%	11%
10%	9%
28%	32%
25%	17%
1%	3%
13%	13%
11%	11%

Tenure Type

Access – Leasehold
Newlon - Leasehold
Outward - Leasehold

Population	Sample
4%	3%
96%	96%
0%	1%

Ethnicity

Asian or Asian British: Bangladeshi
Asian or Asian British: Chinese
Asian or Asian British: Indian
Asian or Asian British: Other
Asian or Asian British: Pakistani
Black British
Black or Black British: African
Black or Black British: Caribbean
Black or Black British: Other
Chinese or Other Ethnic Group Chinese
Mixed: Other
Mixed: White & Asian
Mixed: White & Black African
Mixed: White & Black Caribbean

Population	Sample
0%	1%
1%	1%
1%	1%
6%	3%
1%	1%
3%	4%
2%	2%
2%	2%
2%	2%
1%	2%
2%	1%
1%	0%
1%	1%
1%	2%

Other – Kurdish
 Other – Turkish
 Other Ethnic Group: Other
 Refused
 Unknown
 Vietnamese
 White: Eng, Scot, Welsh & N Irish
 White: Irish
 White: Other

0%	1%
1%	1%
8%	6%
4%	3%
0%	16%
0%	0%
36%	29%
2%	2%
23%	18%

Gender

Female
 Male
 Unknown

Population	Sample
52%	48%
48%	51%
0%	1%

Religion

Buddhism
 Christian
 Hinduism
 Judaism
 Muslim
 Non-Religious
 Other
 Prefer Not to Say
 Sikhism
 Unknown

Population	Sample
1%	0%
29%	26%
1%	1%
1%	1%
3%	3%
38%	31%
2%	3%
25%	21%
0%	1%
0%	14%

Sexual Orientation

Bisexual
 Gay Man
 Heterosexual
 Lesbian
 Prefer not to say
 Unknown

Population	Sample
2%	2%
5%	3%
68%	62%
1%	0%
24%	18%
0%	15%

Disability

No
Yes
Unknown

Population	Sample
99%	99%
1%	0%
0%	1%

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
Unknown

Population	Sample
2%	8%
21%	26%
15%	15%
24%	22%
35%	25%
4%	2%
0%	1%

Age Group

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

Population	Sample
1%	1%
18%	21%
34%	33%
20%	20%
5%	5%
2%	2%
1%	1%
0%	0%
1%	0%
19%	15%

Questionnaire & Introductory Text



Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Newlon Housing Trust from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare 10 minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

No appointments after 01/02/2025

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Newlon Housing Trust 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 Newlon Housing Trust by phone [020 7613 8080].

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 Newlon Housing Trust provides.

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- ☐ Yes
- ☐ No

Email Intro:

Dear (tenant name),

Newlon Housing Trust have asked us, Acuity, to carry out an independent survey to find out if you are happy with your home and the services they provide.

The survey should take no more than 10 minutes to complete and will help Newlon Housing Trust to improve the services you receive. The survey will be used to calculate annual tenant satisfaction measures to be published by Newlon Housing Trust and reported back to the Regulator of Social Housing.

To complete the survey please click [here](#).

If you have any questions or would like any help completing the survey, you can email us or call 01273 287114.

Finally, we wish to assure you that what you tell us will be confidential. We will not identify any individual customers, unless you give us permission to do so. We will not share your personal details with any other organisation.

Yours sincerely

Acuity Research & Practice Ltd
01273 287114

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Newlon Housing Trust?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Newlon Housing Trust's service.	Open ended
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Newlon Housing Trust 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 Newlon Housing Trust is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Newlon Housing Trust 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 Safe Well Maintained Comments	If you are not satisfied with your home and/or communal areas, please provide more information and what Newlon Housing Trust could improve.	Open ended
Listens and Acts	How satisfied or dissatisfied are you that Newlon Housing Trust 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 Newlon Housing Trust 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 'Newlon Housing Trust 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 Newlon Housing Trust is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Customer Service and Communication Comments	If you are not satisfied with customer service and communications please provide more information, and what could Newlon Housing Trust improve?	Open ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Newlon Housing Trust 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 Newlon Housing Trust's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
ASB Last 12 Months	Have you reported anti-social behaviour to Newlon Housing Trust in the past 12 months?	Yes, No
ASB Comments	If you are not satisfied with Newlon Housing Trust's approach to handling anti-social behaviour, please provide more information, and what could Newlon Housing Trust improve?	Open ended
Complaints in Last 12 Months	Have you made a complaint to Newlon Housing Trust in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Newlon Housing Trust's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Financial Support Info	Some residents are currently experiencing financial difficulties in meeting the costs of household bills. Would you be interested in hearing more about the support Newlon Housing Trust can offer? (If yes, we will pass on your details to Newlon Housing Trust)	Yes, No
Internet Uses	Which of the following do you use the internet for?	Email, Shopping, Paying Bills, Social Media, TV/Video on demand (i.e Amazon, Netflix), Managing your money (online banking), universal credit), Job search, Youtube, Travel (e.g. Uber, Google Maps), Contacting Newlon Housing Trust, Work or training, Other (please specify), I do not use the internet
Internet Access Device	How do you access the internet?	Own computer, Work computer, Smartphone or tablet, At the library or community centre, Other (please specify)

Digital Services	If you did decide to contact Newlon Housing Trust digitally, which method(s) do you think you would use?	Email, My Newlon online portal, The Newlon website, Webchat, Social Media, Not applicable / don't know
Digital Skills	How would you rate your computer / digital skills?	Very good, Good, Poor, Very poor
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Newlon Housing Trust with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Newlon Housing Trust to contact you to follow up on any of the comments or issues you have raised?	Yes, No

