HEART OF MEDWAY

Tenant Satisfaction Measures – Summary of Approach 2025/26

Heart of Medway

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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 Heart of Medway to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Heart of Medway 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



MHS Homes and Heart of Medway 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.

mhs homes owns and manages 8866 homes in Kent, of which 1,135 are managed within its regulated entity, Heart of Medway.

MHS adopts the Tenant Satisfaction Measures (TSMs) as best practice across all entities, using a sample-based survey approach.

In 2025/26, Acuity completed TSM surveys with a sample of residents across MHS Homes (including Heart of Medway customers), achieving an overall statistical accuracy of ±2.2% at a 95% confidence level.

Within the Heart of Medway entity, 186 TSM surveys were completed in 2025/26, achieving a statistical accuracy of ±6.6% at a 95% confidence level. We considered representativeness across a number of characteristics however we acknowledge this is below the required accuracy level set out in the requirements. This error was identified

following receipt of year end results from our research partner. The sampling calculations had been collectively applied at the beginning of the year to the Group and not Heart of Medway independently.

We understand the Heart of Medway sample size needs to increase to achieve ±5% statistical accuracy independently within the regulated entity to achieve a 95% confidence for the Heart of Medway stock.

We are taking clear and corrective action:

- Our research provider has been fully briefed on the requirements and expectations.
- Sample sizes have already been increased for 26/27 at regulated entity level.
- Progress against this accuracy level will be monitored at regular intervals to ensure we reach this by year end.

We will also consider the use of a census approach if required, given the relatively small size of the HOM stock, to ensure compliance with statistical accuracy requirements in future years.

We take the TSM requirements seriously. Our intention has always been to ensure that tenant feedback is captured meaningfully, reflects our resident population as fairly as possible, and supports genuine insight into service performance.

While we recognise there is room to strengthen the statistical robustness of our results, we are confident that the findings still provide valuable and actionable insight into our customers' experience. We are committed to continuing to improve our approach to sampling and response rates over time, in line with best practice and regulatory expectations.

No tenant was removed from the sample frame.

There are no incentives used for this survey.

Timing of Survey

Heart of Medway carried out a total of 186 surveys between 10/04/2025 and 23/03/2026

Collection Method(s)



The TSM Surveys were completed via online and telephone methodologies. 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 though online methods, and direct interaction over the phone tend 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 methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows Heart of Medway 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 Heart of Medway' fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity to complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or sms. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Heart of Medway, 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:

Age Group	Population	Sample
0 - 24	5%	6%
25 - 34	19%	20%
35 - 44	27%	25%
45 - 54	19%	20%
55 - 59	8%	8%
60 - 64	7%	9%
65 - 74	10%	10%
75 - 84	4%	3%
85 +	0.53%	0%

Gender	Population	Sample
Female	66%	62%
Male	33%	38%

Length of Tenancy	Population	Sample
< 1 year	1%	3%
1 - 3 years	21%	22%
4 - 5 years	19%	18%
6 - 10 years	34%	39%
11 - 20 years	20%	18%
Over 20 years	4%	0%

Ethnicity	Population	Sample
Arab	0.09%	0%
Asian/British Asian - Bangladeshi	0.26%	0.54%
Asian/British Asian - Chinese	0.18%	0%
Asian/British Asian - Indian	0.44%	0%
Asian/British Asian - Other	0.79%	1%
Asian/British Asian - Pakistani	0.18%	0%
Black/Black British - African	1%	2%
Black/Black British - Caribbean	0.97%	1%
Black/Black British - Other	0.62%	0%
Chinese	0.09%	0%
Mixed Ethnicity - Other	0.44%	0.54%
Mixed Ethnicity – White and Asian	0.35%	1%
Mixed Ethnicity – White and Black African	0.26%	0%
Mixed Ethnicity – White and Black Caribbean	0.88%	2%
Other – any other ethnic group	0.26%	0%
Prefer not to state ethnicity	0.70%	0.54%
White - English/Welsh/Scottish/Norther Ireland	62%	60%
White – gypsy or Irish traveller	0.09%	0%
White - Irish	0.70%	0.54%

White - Other	4%	6%
unknown	26%	24%

Property Type	Population	Sample
Bungalow	1%	2%
Flat	60%	62%
House	36%	33%
Maisonette	1%	0.54%
Studio	2%	3%

Questionnaire & Introductory Text

Online introduction:

[ORGANISATION NAME] 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 [SURVEY LENGTH] minutes to complete and will help [ORGANISATION NAME] to improve the services you receive. The survey will be used to calculate annual satisfaction measures to be published by [ORGANISATION NAME] and reported back to the Regulator of Social Housing.

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, if you are happy, please click next to continue.

Telephone introduction:

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 that they are giving the best service possible. When signing your application form or agreement, you are likely to be automatically included in this legitimate interest clause which can also likely 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 our system and flag this back to your landlord. I would 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.

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. Are you happy to continue?

Question set for LCRA and LCHO combined

Label	Question text	Rating scale	Housing Stock
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Heart of Medway?	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 your landlord's service.	Open Ended	
Well Maintained Home	How satisfied or dissatisfied are you that Heart of Medway provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	LCRA ONLY
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Heart of Medway 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?	Share your views on the safety and maintenance of your home and communal areas.	Yes, No, Don't Know	
Communal Area satisfaction	How satisfied or dissatisfied are you that Heart of Medway 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	Share your views on the safety and maintenance of your home and communal areas.	Open Ended	
Repairs in last 12 months?	Has Heart of Medway carried out a repair to your home in the last 12 months?	Yes/No	LCRA ONLY
Repairs last 12 months satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Heart of Medway over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	LCRA ONLY
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	LCRA ONLY
Repairs Comments	Tell us more about your experience with the repairs service over the last 12 months.	Open Ended	LCRA ONLY
Listens to views & acts upon them	How satisfied or dissatisfied are you that Heart of Medway 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 Heart of Medway 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 `Heart of Medway treats me fairly and with respect`?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know	
Customer Service and Communicatio n Comments	Describe your experience with the customer service and communications you receive.	Open Ended	
Easy to Deal With	How easy do you think Heart of Medway is to deal with?	Very easy, Fairly easy, Neither easy nor difficult, Fairly difficult, Very difficult	

Trust	To what extent do you agree or disagree with the statement, "I trust Heart of Medway to do the right thing"?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know	
Contribution to neighbourhood	How satisfied or dissatisfied are you that Heart of Medway makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know	
Neighbourhood Contribution Comments	Share your views on your landlord's contribution to your neighbourhood.	Open Ended	
Approach to ASB	How satisfied or dissatisfied are you with Heart of Medway'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 Comments	Tell us your thoughts on your landlord's approach to handling anti-social behaviour?	Open Ended	
Complaints in last 12 months?	Have you made a complaint to Heart of Medway in the last 12 months?	Yes/No	
Complaints Handling	How satisfied or dissatisfied are you with Heart of Medway's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied	ComplaintsinLast12Months Complaints in last 12 months? = Yes
Complaints Comments	Please describe your experience of how complaints are handled.	Open Ended	ComplaintsinLast12Months Complaints in last 12 months? = Yes
DOB	What is your date of birth?	Open Ended	
Gender (Demography)	How do you identify your gender?	Female, Male, Other	
Ethnicity (Demography)	What is your ethnic group?	White, Asian or Asian British, Black, Black British, Caribbean or	

		African, Mixed or Multiple ethnic groups, Any other ethnic group, Prefer not to say	
Disability/Vulnerability	Which, if any, of the following apply to you?	Mobility issues i.e. Difficulty walking short distances, climbing stairs, lifting and carrying objects, Visual impairment, Hearing impairment, Learning difficulties, Mental ill health, Neurodiversity diagnosis ie. Autism, Drug or alcohol dependency, Other long term health condition (please specify), Prefer not to say	
Additional Needs Comments	What, if anything, could Heart of Medway do differently in future to assist with service delivery when taking into consideration any additional needs you may have?	Open Ended	
Permission 1 - Happy to be identified	Heart of Medway would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to Heart of Medway?	Yes/No	
Permission 2 - Follow up	Are you happy for Heart of Medway to contact you regarding any information you have provided in this survey?	Yes/No	Permission1 Permission 1 - Happy to be identified = Yes

If you are dissatisfied with the service provided, Heart of Medway do have a complaints process you can access by calling 01634 565333, emailing complaints@mhs.org.uk or by completing a form on their website where you will find more information https://mhs.org.uk/support-and-advice/compliments-and-complaints/

We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] and I've been calling from Acuity on behalf of Heart of Medway. Thank you very much for your time in completing the survey.