

# Housing Service Survey Engagement, Performance and Improvement Planning Framework

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## 1. Service Survey Overview

- Survey Title
- Purpose of Survey
- Lead Organisation
- Lead Officer
- Supporting Teams
- Survey Start Date
- Survey Closure Date
- Version Control and Review Date

## 2. Strategic Purpose of the Service Survey

- Measure customer satisfaction with housing services
- Identify areas for service improvement
- Capture resident experience and insight
- Monitor trust and confidence
- Support customer influence and co-design
- Improve communication and transparency
- Strengthen accountability
- Evidence regulatory compliance

## 3. Regulatory and Governance Alignment

- Tenant Satisfaction Measures (TSMs)
- Transparency, Influence and Accountability Standard
- Housing Ombudsman Complaint Handling Code
- Consumer Standards
- Building Safety Act
- Awaab's Law
- Equality, Diversity and Inclusion Standards
- Corporate Plan Objectives



#### 4. Service Areas Covered

- Repairs and maintenance
- Grounds maintenance
- Waste and recycling services
- Customer service
- Neighbourhood management
- Building safety
- Fire safety
- Complaints handling
- Digital services
- Tenancy services
- Leasehold services
- Community investment

#### 5. Survey Planning and Delivery Checklist

| Planning Area               | Requirement | Responsible Lead | Status / Notes |
|-----------------------------|-------------|------------------|----------------|
| Survey Objectives           |             |                  |                |
| Question Design             |             |                  |                |
| Resident Communication Plan |             |                  |                |
| Accessibility Review        |             |                  |                |
| Translation Requirements    |             |                  |                |
| Digital Platform Setup      |             |                  |                |
| Sampling and Representation |             |                  |                |
| Data Protection Review      |             |                  |                |
| Survey Testing              |             |                  |                |
| Reporting Arrangements      |             |                  |                |

## 6. Target Audience and Demographic Monitoring

- Residents
- Leaseholders
- Shared Owners
- Young People
- Older Residents
- Disabled Customers
- Digitally Excluded Customers
- Ethnically Diverse Communities
- Temporary Accommodation Customers

## 7. Equality, Diversity and Inclusion Considerations

- Easy Read formats
- Large print versions
- Translation support
- BSL support
- Offline participation routes
- Digital inclusion support
- Accessibility compatibility
- Underrepresented voice monitoring

## 8. Service Survey Question Development Worksheet

| Question Number | Question Type | Question | Response Options | Purpose / Service Area |
|-----------------|---------------|----------|------------------|------------------------|
| 1               |               |          |                  |                        |
| 2               |               |          |                  |                        |
| 3               |               |          |                  |                        |
| 4               |               |          |                  |                        |
| 5               |               |          |                  |                        |
| 6               |               |          |                  |                        |
| 7               |               |          |                  |                        |
| 8               |               |          |                  |                        |
| 9               |               |          |                  |                        |
| 10              |               |          |                  |                        |
| 11              |               |          |                  |                        |
| 12              |               |          |                  |                        |
| 13              |               |          |                  |                        |
| 14              |               |          |                  |                        |
| 15              |               |          |                  |                        |
| 16              |               |          |                  |                        |
| 17              |               |          |                  |                        |

## 9. Service Satisfaction and Performance Measures

- Repairs satisfaction
- Communication satisfaction
- Neighbourhood satisfaction
- Safety satisfaction
- Complaint handling satisfaction
- Timeliness of service
- Quality of service delivery
- Staff professionalism
- Ease of access to services
- Trust and confidence measures

## 10. Resident Influence and Accountability

- What residents said
- Actions agreed
- Service improvements implemented
- Feedback provided back to residents
- You Said, We Did reporting
- Evidence of customer influence

## 11. Promotion and Awareness Strategy

- Resident newsletters
- SMS reminders
- Social media promotion
- Community posters
- Website promotion
- Resident groups
- Community champions
- Staff awareness campaigns

## 12. Risks, Challenges and Mitigation

- Low response rates
- Survey fatigue
- Digital exclusion
- Accessibility barriers
- Language barriers
- Negative sentiment
- Poor demographic representation
- Misunderstanding of survey purpose

### **13. Data Protection and GDPR Requirements**

- Consent arrangements
- Privacy notices
- Secure data storage
- Retention periods
- Anonymisation
- Freedom of Information considerations
- Resident data rights

### **14. Service Insight and Analysis Framework**

- Quantitative analysis
- Qualitative analysis
- Sentiment analysis
- Trend analysis
- Theme identification
- Demographic analysis
- Representation analysis
- Performance benchmarking

### **15. Reporting and Governance Arrangements**

- Executive reporting
- Board reporting
- Customer scrutiny reporting
- Operational reporting
- Resident feedback reports
- Service action plans

### **16. Lessons Learned and Continuous Improvement**

- Service improvement learning
- Communication improvements
- Accessibility improvements
- Future survey recommendations
- Resident engagement improvements



