

Tenant Satisfaction Measures: Assurance of Approach

The Tenant Satisfaction Measures

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys to generate and report TSMs annually as specified by the Regulator of Social Housing. TSMs are intended to make landlords' performance more visible to tenants and help tenants hold their landlords accountable.

The TSM standards consist of 22 measures: 10 management information measures and 12 satisfaction measures. They cover five key themes: keeping properties in good repair, maintaining building safety, respectful and helpful engagement, responsible neighbourhood management, and effective handling of complaints, alongside an additional measure for overall satisfaction with landlord services. All information must be an accurate, reliable, valid to provide a transparent reflection of the performance.

Approach

IFF Research were commissioned to carry out this research in accordance with guidance provided by the Regulator of Social Housing on behalf of Flagship in 2023/24. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.

Survey design

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. Flagship also included the following additional questions within their survey:

- *"Why do you say that"* positioned after question TP01.

Please note that a 'Don't know/Refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for interviews conducted via telephone. This was not read out as an answer option and only used in instances when a customer was unable to select an option from the responses available. This prevented interviewers from making assumptions or inferences on the customer's behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any 'Don't know/Refused' should be removed from the reported base for each of these questions for percentage calculations.

As a result, the TSM survey results submitted may include customers who refused or were unable to answer TP01 but wanted to continue to provide their feedback. This is in line with the introductory text confirming that their data would be included in the data submission to the Regulator.

IFF have achieved:

- 2265 total number of responses to our survey for LCRA.
- 2255 valid responses to TP01 for LCRA, this exceeds the minimum requirement for LCRA
- 361 total number of responses to our survey for LCHO.
- 347 valid responses to TP01 for LCHO, this exceeds the minimum requirement for LCHO.

We consider that a respondent who has terminated an interview has effectively withdrawn their consent to participate in the research. We appreciate that this is open to interpretation, but we take the most cautious approach to uphold our ethical standards. We do include partial responses, where customers have skipped or refused to answer any questions but have submitted their interview.

Methodology

The TSM survey was conducted [on a monthly/quarterly basis from 1st April 2023 – 29 February 2024].

Surveys were conducted by telephone and online via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion.

- 80% (1817) of LCRA surveys were completed via telephone
- 20% (448) of LCRA surveys were completed online
- 80% (72) of LCHO surveys were completed via telephone
- 20% (289) of LCHO surveys were completed online

Sample Size

The required sample sizes are shown in the table below (according to Flagship’s projected Statistical Data Return 2023 and the latest population data provided by Flagship in April 2023):

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	29,229	+/- 2%	2,219	2,255

Low-Cost Home Ownership (LCHO)	1,690	+/- 5%	313	347
Total	31,100		2,532	2,602

Flagship is required to complete a minimum of 2,219 surveys per annum among LCRA customers to meet a +/-2% confidence interval and 313 surveys per annum among LCHO customers to meet a +/-5% confidence interval.

A quota sampling approach based on agreed characteristics to represent the profile of the full customer population. Quotas were set for:

- Age
- Stock type
- Area
- Gender
- Property type

Representative Sample

The Regulator requires providers to ensure, as far as possible, that the survey responses used to calculate the perception TSMs are representative of the relevant tenant population. The sample needs to be representative otherwise perception measures will be biased estimates of the satisfaction score for the relevant tenant population. Providers can meet this requirement through one of two routes:

1. A representative sample: This means there is no material under/over-representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores.
2. Weighting responses: If the achieved sample is not representative of the tenant population then providers must appropriately weight the responses to ensure the TSMs reported are representative. providers must reach a balanced judgement as to which characteristics to include in an assessment of representativeness based on their particular tenant profile, evidence or rationale for potential different satisfaction scores by characteristic, and available data.

The table below summarises the review carried out based on the demographic information available and the representativeness of the survey results.

Based on the review we are satisfied that the sample population and TSM results accurately reflect that of the full customer population.

Sample variable	Survey Response population profile (%)	Sample profile (Count)	Sample profile (%)
Age (LCRA)			
18-24	3%	846	3%
25-44	34%	9,662	35%
45-75	50%	13,648	49%
75+	13%	3,472	13%

Sample variable	Survey Response population profile (%)	Sample profile (Count)	Sample profile (%)
Age (LCHO)			
18-24	3%	61	3%
25-44	53%	995	53%
45-75	40%	733	39%
75+	3%	57	3%

Sample variable	Survey Response population profile (%)	Sample profile (Count)	Sample profile (%)
Stock Type (LCRA)			
Freehold Affordable Rent	10%	3,200	12%
Freehold General Core	86%	23,309	84%

Freehold Intermediate Rent	4%	1,148	4%
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Sample variable	Survey Response population profile (%)	Sample profile (Count)	Sample profile (%)
Area (LCRA)			
Newtide Homes	31%	8,394	30%
Samphire Homes	31%	8,942	32%
Victory Homes	38%	10,321	37%