

# 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 was commissioned to carry out this research in accordance with the guidance provided by the Regulator of Social Housing on behalf of L&G Affordable Homes Ltd 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. L&G Affordable Homes Ltd also included the following additional questions within their survey:

- *"Please could you provide a reason for your answer?"* positioned at the end of the theme *'Overall satisfaction with landlord services'*

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 but wanted to continue to provide their feedback. 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:

- 299 valid responses to TP01 for Low Cost Home Ownership (LCHO), which meets/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 using a phased approach from 23<sup>rd</sup> June 2023 – 27<sup>th</sup> February 2024.

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

- 82% (175) of 'Low Cost Rental Accommodation (LCRA) surveys were completed via telephone
- 18% (38) of LCRA surveys were completed online
- 86% (258) of LCHO surveys were completed via telephone
- 14% (43) of LCHO surveys were completed online

## Sample Size

The required sample sizes are shown in the table below according to L&G Affordable Homes Ltd's Statistical Data Return 2023:

2023	LCRA				
Registered Provider	LCRA (2023 SDR data)	LCRA Required minimum statistical accuracy (margin of error at 95% confidence level) (+/-)	Achieved (responses to TP01 - Overall satisfaction)	Satisfaction score (TP01)	Confidence interval achieved at TP01
L&GAH Ltd	514	N/A	212	84%	+/- 4.1%

LCHO					
Registered Provider	LCHO (2023 SDR data)	LCHO Required minimum statistical accuracy (margin of error at 95% confidence level) (+/-)	Achieved (responses to TP01 - Overall satisfaction)	Satisfaction score (TP01)	Confidence interval achieved at TP01
L&GAH Ltd	1177	+/- 5%	299	65%	+/- 4.8%

L&G Affordable Homes Ltd is required to complete a minimum of 299 surveys per annum among LCHO customers to meet a +/-5% confidence interval. The LCRA survey completions are not eligible for the TSM submission for 2023-24 as the total population is less than 1,000 properties.

A random sampling approach was used where customers had an equal and fair chance of being invited to participate.