

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 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 LLP in 2024/25. 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 LLP 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:

- 319 total survey responses from LCRA customers to the TSM Survey.
- 314 valid responses to TP01 for LCRA, which meets the minimum requirement for LCRA.

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 31st July 2024 to 6th March 2025.

Surveys were only conducted by telephone to support customer preferences and encourage survey response. To confirm no incentive was offered to tenants to encourage survey completion, no tenants were excluded due to exceptional circumstances and no weightings were applied to generate the reported perception measures.

Sample Size

The required sample sizes are shown in the table below according to L&G Affordable Homes LLP's Statistical Data Return 2024:

Registered Provider	LCRA (2024 SDR data)	LCRA Required minimum statistical accuracy (margin of error at 95% confidence level) (+/-)	LCRA minimum quota requirements	Achieved responses to TP01 - Overall satisfaction
AR LLP	1,287	+/- 5%	296	314

L&G Affordable Homes LLP is required to complete a minimum of 296 surveys per annum among LCRA customers to meet a +/-5% confidence interval. L&G Affordable Homes LLP exceeded this by completing 314 surveys with LCRA customers.

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

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.

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

LLP LCRA Population		
Age Group	Count	%
0-17	1	0%
18-29	223	17%
30-44	515	40%
45-59	167	13%
60+	57	4%
Unknown	328	25%
Grand Total	1291	100%

LLP LCRA Survey Responses		
Age Group	Count	%
0-17	0	0%
18-29	24	8%
30-44	59	18%
45-59	13	4%
60+	4	1%
Unknown	219	69%
Grand Total	319	100%

Stock Type		
Row Labels	Count	%
Flat	832	64%
House	447	35%
Bungalow	12	1%
Unknown	0	0%
Grand Total	1291	100%

Stock Type		
Row Labels	Count	%
Flat	200	63%
House	115	36%
Bungalow	4	1%
Unknown	0	0%
Grand Total	319	100%

Stock Group		
Row Labels	Count	%
Affordable Rent	962	75%
Shared Ownership	0	0%
Social Rent	198	15%
Intermediate Rent	122	9%
London Affordable Rent	9	1%
Unknown	0	0%
Grand Total	1291	100%

Stock Group		
Row Labels	Count	%
Affordable Rent	225	71%
Shared Ownership	0	0%
Social Rent	58	18%
Intermediate Rent	34	11%
London Affordable Rent	2	1%
Unknown	0	0%
Grand Total	319	100%

Following our review, we are satisfied that the sample population reflects our stock profile across tenure and property types. Age group representation is less aligned with our resident demographics due to a significant proportion of respondents choosing not to disclose personal details in the survey. These 'Unknown' responses are notably higher compared to our resident population for LCRA and LCHO. This will be assessed for our 2025/26 to determine how this can better reflect age group representation.