

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 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 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:

- 316 total survey responses from LCRA customers to the TSM Survey.
- 314 valid responses to TP01 for LCRA, which meets the minimum requirement for LCRA.
- 365 total survey responses from LCHO customers to the TSM Survey.
- 358 valid responses to TP01 for LCHO, which meets 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 31st July 2024 to 6th March 2025.

Surveys with LCRA customers ran from 31st July 2024 to 6th March 2025.

Surveys with LCHO customers ran from 31st July 2024 to 4th 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 Ltd'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
L&GAH Ltd	1,104	+/-5%	285	314

Registered Provider	LCHO (2024 SDR data)	LCHO Required minimum statistical accuracy (margin of error at 95% confidence level) (+/-)	LCHO minimum quota requirements	Achieved responses to TP01 - Overall satisfaction
L&GAH Ltd	2,089	+/- 5%	324	358

L&G Affordable Homes Ltd is required to complete a minimum of 285 surveys per annum among LCRA customers to meet a +/-5% confidence interval. L&G Affordable Homes Ltd has exceeded this requirement by completing 314 surveys with LCRA customers.

Similarly, L&G Affordable Homes Ltd is required to complete a minimum of 324 surveys per annum among LCHO customers to meet a +/-5% confidence interval. L&G Affordable Homes Ltd has exceeded this requirement by completing 358 surveys with LCHO 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.

L&G Affordable Homes sets its sample size and representation across its Registered Provider entities in April each year. This is done to avoid issues of double counting due to potential transfer of homes between businesses throughout the financial year. While the sample naturally falls in line with the resident population based on the information available, this was not monitored through fixed demographic quotas.

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

LGAH Ltd LCRA Population		
Age Group		
Row Labels	Count	%
0-17	3	0%
18-29	215	20%
30-44	450	42%
45-59	206	19%
60+	65	6%
Unknown	145	13%
Grand Total	1084	100%
Stock Type		
Row Labels	Count	%
Flat	512	47%
House	557	51%
Bungalow	15	1%
Unknown	0	0%

LGAH Ltd LCRA Survey Responses		
Age Group		
Row Labels	Count	%
0-17	0	0%
18-29	33	10%
30-44	49	16%
45-59	28	9%
60+	5	2%
Unknown	201	64%
Grand Total	316	100%
Stock Type		
Row Labels	Count	%
Flat	165	52%
House	146	46%
Bungalow	5	2%
Unknown	0	0%

Grand Total	1084	100%
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Stock Group		
Row Labels	Count	%
Affordable Rent	943	87%
Shared Ownership	0	0%
Social Rent	141	13%
Intermediate Rent	0	0%
London Affordable Rent	0	0%
Unknown	0	0%
Grand Total	1084	100%

LGAH Ltd LCHO Population

Age Group		
Row Labels	Count	%
0-17	4	0%
18-30	342	20%
30-44	866	51%
45-59	336	20%
60+	104	6%
Unknown	60	4%
Grand Total	1712	100%

Stock Type		
Row Labels	Count	%
Flat	726	42%
House	982	57%
Bungalow	4	0%
Unknown		
Grand Total	1712	100%

Grand Total	316	100%
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Stock Group		
Row Labels	Count	%
Affordable Rent	257	81%
Shared Ownership	0	0%
Social Rent	59	19%
Intermediate Rent	0	0%
London Affordable Rent	0	0%
Unknown	0	0%
Grand Total	316	100%

LGAH Ltd LCHO Survey Responses

Age Group		
Row Labels	Count	%
0-17	0	0%
18-29	20	5%
30-44	49	13%
45-59	24	7%
60+	4	1%
Unknown	267	73%
Grand Total	365	100%

Stock Type		
Row Labels	Count	%
Flat	141	39%
House	224	61%
Bungalow		0%
Unknown		0%
Grand Total	365	100%

Stock Group		
Row Labels	Count	%
Affordable Rent	0	0%
Shared Ownership	1712	100%
Social Rent	0	0%
Intermediate Rent	0	0%
London Affordable Rent	0	0%
Unknown	0	0%
Grand Total	1712	100%

Stock Group		
Row Labels	Count	%
Affordable Rent	0	0%
Shared Ownership	365	100%
Social Rent	0	0%
Intermediate Rent	0	0%
London Affordable Rent	0	0%
Unknown	0	0%
Grand Total	365	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.