



Tenant Satisfaction Measures: Our approach

Overview

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 have been commissioned to conduct this research in accordance with guidance provided by the Regulator of Social Housing on behalf of One Manchester. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.

Sampling

IFF use a stratified random sample approach based upon our internal data. All factors referenced by the Regulator of Social Housing (RSH), (stock type, age, ethnicity property or household size, area, or estate) were considered before agreeing upon the below quotas.

- Age
- Ethnic group
- Area
- Tenure
- Property type

During 23/24 a representative sample was achieved and no weighting was required.

The required sample sizes and actual surveys achieved is shown below. This is applicable to

Low-Cost Rental Accommodation (LCRA) which is a term used by the Regulator of Social Housing to mean general needs, supported, intermediate rent and temporary social housing.

Age	Population %	% Achieved
18-24	2%	3%
25-34	11%	11%
35-44	20%	19%
45-54	23%	22%
55-64	21%	21%
65-74	12%	14%
75+	10%	10%
(blank)/unknown	0%	0%
Grand Total	100%	100%
Ethnic group	Population %	% Achieved
White British	41%	41%
Asian / Asian British	9%	8%
Black / Black British	24%	26%
Mixed ethnicity	5%	4%
Another ethnic group	4%	4%
White Other (inc. Irish, Roma, Traveller)	5%	5%
Prefer not to say	1%	1%
Unknown	11%	10%
Grand Total	100%	100%
Area	Population %	% Achieved
ARDWCK	4%	4%
BESW_E	4%	4%
BESW_W	4%	4%
CLAY_E	4%	5%
CLAY_W	4%	4%
COMHUB	0%	0%
FALL_N	5%	4%
FALL_S	4%	5%
GORT_C	4%	4%
GORT_N	5%	5%
GORT_S	4%	4%
GORT_W	5%	4%
HUL_EL	4%	3%
HUL_EU	4%	5%
HUL_WL	4%	4%
HUL_WU	4%	4%
LONG_E	4%	4%
LONG_W	4%	4%
LONGST	0%	0%

LVNSHM	4%	4%
MOSS_C	4%	3%
MOSS_E	4%	4%
MOSS_W	4%	4%
MOSSDE	0%	0%
OPNSHW	5%	5%
RUSH_N	4%	4%
RUSH_S	4%	3%
Grand Total	100%	100%

Tenure	Population %	% Achieved
GENERAL NEEDS (AFFORDABLE)	2%	2%
GENERAL NEEDS (SOCIAL)	94%	95%
Housing for Older people	2%	2%
Intermediate	2%	1%
Unknown	0%	1%
Grand Total	100%	100%

Property type	Population %	% Achieved
Bungalow	1%	1%
Flat	40%	41%
House	59%	57%
Misc	0%	0%
Grand Total	100%	100%

Method

The survey is conducted monthly by telephone and online via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion.

During 23/24:

- 82.8% of surveys were completed via telephone.
- 17.2% surveys were completed online.

In addition to the required quantitative questions as set out by the Regulator, verbatim feedback is also captured in relation to the response given.

Rationale of approach:

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.

We have used a quota sampling approach which is reflective of the entire customer population to ensure that there is no material under/over-representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores.

We have chosen this approach as it allows us to gather ongoing key insights into the customer experience, identify drivers of dissatisfaction and take action to improve the services provided to customers. This approach allows us to understand satisfaction and dissatisfaction by segments within the entire population.

Other information

- We decided not to incentivise participation to allow customers to express the views freely.
- “Alerts” have been created to identify serious issues that have been disclosed during the survey or where the interviewer identifies a safeguarding issue. These alerts are passed to our Customer and Homes Teams to take the necessary course of action.