

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 following guidance provided by the Regulator of Social Housing on behalf of Ocean Housing 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. Ocean Housing 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
- *"Generally, how satisfied or dissatisfied are you with the way Ocean Housing deals with repairs and maintenance?"* positioned at the end of the theme, Keeping properties in good repair
- *"How satisfied or dissatisfied are you that Ocean Housing are easy to deal with?"* positioned at the end of the theme, Respectful and helpful engagement
- *"How strongly would you agree or disagree with the following statement "I trust Ocean Housing to do what they say they will do"?"* positioned at the end of the theme, Respectful and helpful engagement
- *"How satisfied are you that your rent provides value for money?"* positioned at the end of the theme, Respectful and helpful engagement

- *“The next series of questions ask about the lead tenant and any other people who live in your home. Ocean Housing use this information to help them deliver and offer the right services but you can tell me if you would prefer not to answer any question from this section. So, starting with the main tenant... What is the main tenant’s name?”* positioned at the end of the theme, Responsible neighbourhood management
- *“What’s the main tenant’s date of birth?”* positioned at the end of the theme, Responsible neighbourhood management
- *“What is your nationality?”* positioned at the end of the theme, Responsible neighbourhood management
- *“What is your ethnic group?”* positioned at the end of the theme, Responsible neighbourhood management
- *“What is your religion?”* positioned at the end of the theme, Responsible neighbourhood management
- *“What is your sexual orientation?”* positioned at the end of the theme, Responsible neighbourhood management
- *“What is your employment status?”* positioned at the end of the theme, Responsible neighbourhood management
- *“Do you consider yourself to have a disability?”* positioned at the end of the theme, Responsible neighbourhood management
- *“I’m now going to ask you about any other people who live in your household. Including yourself, how many people live in your household?”* positioned at the end of the theme, Responsible neighbourhood management
- *“Did the tenant mention an issue regarding damp, mould or condensation?”* positioned at the end of the theme, Responsible neighbourhood management
- *“If necessary, does Ocean Housing have your permission to contact you about the feedback you have provided today?”* positioned at the end of the theme, Responsible neighbourhood management

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 has achieved:

- 679 valid satisfaction responses to TP01 for LCRA, which exceeds the minimum requirement for LCRA

- 5 valid responses to TP01 for LCHO on a ‘best effort basis’ as Ocean Housing’s LCHO stock size is less than 1,000

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 monthly from 15th May 2023 – 20th March 2024.

All surveys were conducted via telephone interviews to facilitate continued and comparable trends with an existing customer satisfaction programme. Telephone numbers are the most accurate contact information (except address) held by Ocean Housing so it was agreed that this methodology would be most appropriate. This also aligns with what we know about the most common channel preference amongst customers.

Sample Size

The required sample sizes are shown in the table below. This was initially based on Ocean Housing’s Statistical Data Return 2023 and then it was updated based on the stock sizes at the end of March 2024:

Tenure type	Stock Size	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	4,241	+/- 4%	526	682
Low-Cost Home Ownership (LCHO)	73	N/A – best effort basis as less than 1,000	0	5
Total	4,314		526	687

Ocean Housing is required to complete a minimum of 526 surveys per annum among LCRA customers to meet a +/-4% confidence interval.

As Ocean Housing has less than 1,000 LCHO stock, it is not compulsory to conduct this survey and report the findings to the regulator for LCHO customers. However, the Regulator recommends that LCHO and other customers are still offered an opportunity to provide their feedback. Therefore, Ocean Housing has included LCHO customers in this research.

As a result, IFF recommended surveying LCHO customers, working on an estimated 30% response rate. Ocean Housing does not need to report these survey findings to the Regulator, but they should still make the results publicly available to their customers.

Quotas

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

- Age group

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 embedded Excel file shows the survey profile of each available customer demographic compared with the population profile.



Customer%20Populat
ion%20and%20Survey

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