



## **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 accurate, reliable and 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. IFF Research conduct the surveys and validates the sample of respondents.

The surveys are conducted on a monthly basis throughout the year.

### **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 25/26 a representative sample was achieved and no weighting was required. The required sample sizes and actual surveys achieved are shown below. This applies 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.

The size of our stock requires us to complete 976 surveys for LCRA (Low-Cost Rental Accommodation) customers. We have deliberately exceeded this number achieving 2,096 surveys during the year.

Method of Survey	Population (%)	Survey (%)
Telephone		82.5%
Online		17.5%
Age	Population (%)	Survey (%)
18-24	2.6%	1.9%
25-34	11.5%	11.4%
35-44	20.0%	21.3%
45-54	21.5%	22.4%
55-64	22.4%	22.0%
65-74	12.9%	11.6%
75+	9.2%	9.4%
Ethnicity	Population (%)	Survey (%)
Another ethnic group	4.9%	4.4%
Asian / Asian British	10.3%	9.7%
Black / Black British	26.4%	25.8%
Mixed ethnicity	5.0%	4.7%
Prefer not to say	2.7%	1.2%
Unknown	5.8%	8.9%
White British	39.8%	39.6%
White Other (inc. Irish, Roma, Traveller)	5.0%	5.5%
Tenure	Population (%)	Survey (%)
General Needs (Affordable)	2.9%	2.7%
General Needs (Social)	92.2%	90.4%
Housing for Older People	2.0%	2.6%

Rent to Buy	2.9%	4.3%
<b>Tenure</b>	<b>Population (%)</b>	<b>Survey (%)</b>
Bungalow	0.8%	1.1%
Flat	40.5%	40.8%
House	58.6%	57.8%
Misc	0.1%	0.3%
<b>Area</b>	<b>Population (%)</b>	<b>Survey (%)</b>
Alexandra Park Neighbourhood	3.5%	4.1%
Ardwick - Coverdale	3.4%	3.5%
Beswick East	3.6%	3.4%
Beswick West	3.6%	3.1%
Brackley Neighbourhood	3.5%	3.7%
Clayton	0.2%	0.4%
Clayton East - North Road	3.6%	4.0%
Clayton West - GML	3.7%	3.8%
Fallowfield South	3.5%	3.7%
FHC & WMC	0.5%	0.5%
Gorton Central	3.8%	2.9%
Gorton North	3.7%	3.8%
Gorton South	3.4%	3.7%
Gorton West Mill Court	3.7%	3.4%
Gorton, Cornwall/Abbey	2.4%	2.5%
Hulme Park	2.8%	1.7%
Levenshulme	2.2%	2.6%
Levenshulme - Bickerdike/Cundiff	3.5%	3.9%
Lloyd Street Neighbourhood	2.8%	4.1%
Longsight East	3.5%	3.5%
Longsight North	3.3%	3.6%
Longsight West	3.2%	4.2%
Moss Side	0.9%	1.4%
NR & RC	0.6%	0.8%
Openshaw	4.0%	4.2%
Platt Lane Neighbourhood	2.9%	3.8%
PRC & WC	0.5%	0.5%
Raby Street Neighbourhood	3.7%	3.6%
Rusholme East	3.4%	0.3%
Rusholme North	2.0%	1.7%
Rusholme South	3.2%	3.9%
Shawgreen Neighbourhood	2.5%	3.2%

St Bees & Aquarius Neighbourhood	3.4%	4.1%
TRC & WGC	0.5%	0.8%
Trinity Neighbourhood	2.4%	1.0%
Wilbraham Road Neighbourhood	2.5%	0.6%

## Method

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

### During 25/26:

- 82.5% of surveys were completed via telephone.
- 17.5% 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 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 chose 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 their 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