

# 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: 14 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 performance.

### Approach

IFF Research were commissioned to carry out this research in accordance with guidance provided by the Regulator of Social Housing on behalf of RHP 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 the Tenant Survey Requirements. We also included the following additional questions within their survey:

*"Please could you provide a reason for your answer?" positioned at the end of question TP01.*

*"In 2020, RHP set up a dedicated Homeowner Team. Have you had any interactions with RHP's Homeowner team?" positioned after question TP01. This was only asked for leasehold or shared ownership customers.*

*"How satisfied or dissatisfied are you with the services you receive from the Homeowner Team specifically at RHP/ Co-op Homes?" positioned after question TP01.*

*"Why do you say that" positioned after TP03, TP06, TP09, TP10.*

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.

The TSM figures reported for repairs (TP02 and TP03), complaints (TP09) and communal areas (TP10) were only answered by respondents that had used the service in the last 12 months or lived in a building with communal areas.

The additional questions about RHP's Homeowner Team were only asked to shared owners and leaseholders.

#### IFF have achieved:

- ▶ 782 valid responses to TP01 for Low-cost rental accommodation (LCRA), this exceeds the minimum requirement for LCRA.
- ▶ 45 valid responses to TP01 for Low-cost home ownership (LCHO), on a 'best effort basis' as our LCHO stock size is less than 1,000

IFF 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 they take the most cautious approach to uphold their ethical standards. They do include partial responses, where customers have skipped or refused to answer any questions but have submitted their interview.

The earliest survey completed was 24 April 2023, and the latest survey completed was 22 February 2024.



## Methodology

The TSM survey was conducted monthly from 1st April 2023 – 31st March 2024.

Most surveys were conducted via telephone interviews, this was to facilitate continued and comparable trend with an existing customer satisfaction programme. Telephone numbers are the most accurate contact information (except for address) so agreed that this methodology would be most appropriate. This also aligns with what we know about the most common channel preference amongst customers. It should be noted that a small proportion of completes (1.4%) were conducted online. This was for customers of Co-op Homes, to increase the number of completed surveys.

## Sample Size

The sample size achieved is shown in the table below according to RHP's Statistical Data Return 2024:

Tenure type	Population	Confidence interval achieved	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	7,459	+/- 4%	782
Low-Cost Home Ownership (LCHO)	208	N/A - best effort basis	45
Total	7,667	-	827

We have completed enough surveys to reach a +/- 4% confidence interval.

As we have 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, we have included LCHO customers within this research.

We also carried out the same survey with their leasehold population

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

- ▶ Age
- ▶ Tenure type
- ▶ Local Authority
- ▶ Provider

## Representative Sample

The Regulator requires us 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. This requirement could be met 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 we 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.

Based on the review it was agreed that weighting was required to correct for a skew in the provider profile within the sample data. The skew was present as we employed a sample approach for RHP, and a census approach for Co-op Homes, which owns 314 properties, to gather more insight for the subsidiary. The population and sampling profiles are shown below for unweighted and weighted data.

Sample variable (%)	Customer population profile (%)	Unweighted Sample profile	Weighted Sample profile (%)
Provider			
RHP	96%	87%	96%
CO-OP	4%	13%	4%

## How surveys were completed

RHP used both phone surveys and some internet surveys. 766 surveys were conducted by phone and 16 surveys were conducted via the internet.

The breakdown in satisfaction by survey type was:

Telephone	59.1%
Internet	43.8%

# RHP TSM questionnaire

## RHP Tenant Satisfaction Measures Date Telephone

*Good morning / afternoon / evening. My name is INTERVIEWER and I'm calling from IFF Research on behalf of your housing provider, RHP/Co-op Homes. Please can I speak to?*

*The reason for my call today is to gather some feedback about your general experience of being a RHP/Co-op Homes customer. This is as part of the tenant satisfaction measures to see how well landlords like RHP/Co-op Homes are doing and used to help improve services.*

*I need to read out a quick statement before we start:*

*This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.*

*All interviewing is carried out in strict accordance with the Market Research Society's code of conduct and within GDPR guidelines.*

*Calls may be recorded for training and quality purposes. You will be asked for consent to share your data with RHP/Co-op Homes and your answers can be shared anonymously if you wish with no link to your personal information.*

## Online introduction:

Help improve services provided by Co-op Homes

Dear NAME,

We're emailing you on behalf of your housing provider, Co-op Homes. They'd like to gather some feedback about your general experience of being a Co-op Homes customer. This is as part of the tenant satisfaction measures to see how well landlords like Co-op Homes are doing and used to help improve services.

- ▶ The survey should take no more than 10 minutes to complete.
- ▶ We would kindly ask you to complete it as soon as possible
- ▶ You will be asked for consent to share your data with Co-op Homes and your answers can be shared anonymously if you wish with no link to your personal information.

## Take part now

### Additional information:

- ▶ This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.'
- ▶ The research is being conducted by IFF Research, an independent research organisation, on behalf of Co-Op Homes
- ▶ Our work adheres to GDPR guidelines and the Market Research Society's code of conduct.
- ▶ For further information on how IFF Research keep your data safe please see our data protection policy on our website: [www.iffresearch.com/gdpr](http://www.iffresearch.com/gdpr)
- ▶ If you would like to find out more about this survey, or confirm the validity of the survey please visit: Telephone survey ([coophomes.coop](http://coophomes.coop))

Many thanks in advance for your help with this important research. The IFF Research Team

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# TSM Survey

## Ask all

(2878) Taking everything into account, how satisfied or dissatisfied are you with the service provided by [RHP/ Co-op Homes]?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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## Ask all

(1637) Please could you provide a reason for your answer?

WRITE IN
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## Ask if need category = leaseholder or shared ownership in sample

(5742) In 2020, RHP set up a dedicated Homeowner Team. Have you had any interactions with RHP's Homeowner team?

Yes	No
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## Ask if need category = leaseholder or shared ownership and said yes to 5742

(5741) How satisfied or dissatisfied are you with the services you receive from the Homeowner Team specifically at RHP/ Co-op Homes?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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## Ask if need category=leaseholder or shared ownership in sample and said yes to 5742

(309) Please could you provide a reason for your answer?

WRITE IN
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## Ask if LCRA in sample

(732) Has [RHP/ Co-op Homes] carried out a repair to your home in the last 12 months?

Yes	No
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## Ask all who said yes at 732 (732=1), and if LCRA in sample

(5626) How satisfied or dissatisfied are you with the overall repairs service from [RHP/ Co-op Homes] over the last 12 months?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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## Ask all who said yes at 732 (732=1), and if LCRA in sample

(5869) Why do you say that?

WRITE IN
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**Ask all who said yes at 732 (732=1), and if LCRA in sample**

(5666) How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**Ask if LCRA in sample**

(5647) How satisfied or dissatisfied are you that [RHP/ Co-op Homes] provides a home that is well maintained?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**Ask all**

(5627) Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that [RHP/ Co-op Homes] provides a home that is safe?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**Ask all**

(5493) How satisfied or dissatisfied are you that [RHP/ Co-op Homes] listens to your views and acts upon them?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**Ask all**

(5494) How satisfied or dissatisfied are you that [RHP/ Co-op Homes] keeps you informed about things that matter to you?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**Ask all**

(5485) To what extent do you agree or disagree with the following "[RHP/ Co-op Homes] treats me fairly and with respect"?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**Ask all**

(737) Have you made a complaint to [RHP/ Co-op Homes] in the last 12 months?

Yes	No
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**Ask all who said yes at 737 (737=1)**

(5645) How satisfied or dissatisfied are you with [RHP/ Co-op Homes]'s approach to complaints handling?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	DO NOT READ OUT: Not applicable / Don't know
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**ASK ALL WHO SAID YES AT 737 (737=1)**

(1045) Why do you say that?

WRITE IN

**Ask all**

(5667) Do you live in a building with communal areas, either inside or outside, that [RHP/ Co-op Homes] is responsible for maintaining?

Yes

No

Don't know

**Ask all who said yes at 5667 (5667=1)**

(5495) How satisfied or dissatisfied are you that [RHP/ Co-op Homes] keeps these communal areas clean and well maintained?

Very satisfied

Fairly satisfied

Neither satisfied  
nor dissatisfied

Fairly dissatisfied

Very dissatisfied

DO NOT READ OUT:  
Not applicable /  
Don't know

**ASK ALL WHO SAID YES AT 5667 (5667=1)**

(1045) Why do you say that?

WRITE IN

**Ask all**

(5669) How satisfied or dissatisfied are you that [RHP/ Co-op Homes] makes a positive contribution to your neighbourhood?

Very satisfied

Fairly satisfied

Neither satisfied  
nor dissatisfied

Fairly dissatisfied

Very dissatisfied

DO NOT READ OUT:  
Not applicable /  
Don't know

**Ask all**

(5644) How satisfied or dissatisfied are you with [RHP/ Co-op Homes]'s approach to handling anti-social behaviour?

Very satisfied

Fairly satisfied

Neither satisfied  
nor dissatisfied

Fairly dissatisfied

Very dissatisfied

DO NOT READ OUT:  
Not applicable /  
Don't know

**Ask all**

(735) Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?

Yes

No

**Ask all**

(918) Are you happy for us to share your details along with your responses with [RHP/ Co-op Homes]?

Yes

No

Thank you for taking the time to complete this survey, your input is really important to [RHP/ Co-op Homes ]. The results will be fed back to them. Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

