

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 were commissioned to carry out this research in accordance with guidance provided by the Regulator of Social Housing on behalf of Flagship 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. Flagship also included the following additional questions within their survey:

- *"Why do you say that"* positioned after question TP01.

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:

- 2339 valid responses to TP01 for LCRA, this exceeds the minimum requirement for LCRA.
- 336 valid responses to TP01 for LCHO, this exceeds the minimum requirement for LCHO.
 - In addition, Flagship homes achieved a further 62 valid responses to TP01 for LCRA and a further 2 valid responses to TP01 for LCHO (face to face)

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 on a monthly basis from 20 April 2024 – 26 March 2025.

Surveys were conducted by telephone and online via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion. Flagship also independently completed some face-to-face interviews

- 78.0% (1874) of LCRA surveys were completed via telephone
- 19.4% (465) of LCRA surveys were completed online
- 2.58% (62) of LCRA surveys with completed F2F by Flagship Housing
- 78.7% (266) of LCHO surveys were completed via telephone
- 20.7% (70) of LCHO surveys were completed online
- 0.59% (2) of LCHO surveys with completed F2F by Flagship Housing

Sample Size

The required sample sizes are shown in the table below (according to Flagship's Statistical Data Return 2024 and the latest population data provided by Flagship in April 2024):

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	30,207	+/- 2%	2,224	2,401
Low-Cost Home Ownership (LCHO)	2,128	+/- 5%	325	338

Total	32,335		2,549	2,739
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Flagship is required to complete a minimum of 2,224 surveys per annum among LCRA customers to meet a +/-2% confidence interval and 325 surveys per annum among LCHO customers to meet a +/-5% confidence interval.

A stratified sampling approach based on agreed characteristics was used to represent the profile of the full customer population. Strata was set for:

- Age

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

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

Age (LCRA)	Population breakdown	Survey Data
[18, 25)	3%	3%
[25, 45)	36%	34%
[45, 75)	49%	50%
[75, 105)	11%	13%
Unknown	0%	0%

Age (LCHO)	Population breakdown	Survey Data
[18, 25)	3%	4%
[25, 45)	52%	51%
[45, 75)	39%	40%
[75, 105)	3%	5%
Unknown	2%	0%

Accom Type (LCRA)	Population breakdown	Survey Data
Frail Elderly	0%	0%
General Needs	91%	89%
General Needs 55+	2%	3%
General Needs Disabled	1%	1%
General Needs Shelter	5%	7%
Keyworker	0%	0%
Shared Equity	0%	0%
Shared Ownership	0%	0%
Supported	0%	0%

Accom Type (LCHO)	Population breakdown	Survey Data
Frail Elderly	0%	0%
General Needs	0%	0%
General Needs 55+	0%	0%
General Needs Disabled	0%	0%
General Needs Shelter	0%	0%
Keyworker	0%	0%
Shared Equity	1%	1%
Shared Ownership	99%	99%
Supported	0%	0%

Stocktype (LCRA)	Population breakdown	Survey Data
Freehold Affordable Rent (SH)	12%	9%
Freehold General Core (SH)/Social Rent	83%	87%
Freehold Intermediate Rent (SH)	4%	2%
Leasehold General Core (SH)	0%	0%
Non SH Key Worker	0%	0%

Shared Equity	0%	0%
Shared Ownership	0%	0%
Supported	0%	0%
Temporary Social Housing	0%	0%

Stocktype (LCHO)	Population breakdown	Survey Data
Freehold Affordable Rent (SH)	0%	0%
Freehold General Core (SH)/Social Rent	0%	0%
Freehold Intermediate Rent (SH)	0%	0%
Leasehold General Core (SH)	0%	0%
Non SH Key Worker	0%	0%
Shared Equity	1%	1%
Shared Ownership	99%	99%
Supported	0%	0%
Temporary Social Housing	0%	0%