

# Tenant Satisfaction Measures:

## Assurance of Approach



### 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 designed to make landlords' performance more transparent and enable residents to hold them 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 the performance.

### Approach

IFF Research were commissioned to carry out this research in accordance with guidance provided by the Regulator of Social Housing (RSH) on behalf of RHP 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. We also included the following additional questions within our 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.
- "How satisfied or dissatisfied are you with the services you receive from the Homeowner Team specifically at @ (Managed by)?" positioned after question TP01.
- "Please could you provide a reason for your answer?" positioned after question TP01.
- "Why do you say that?" positioned after TP06.

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 Research have achieved:

- 640 valid responses to TP01 for Low Cost Rental Accommodation (LCRA), this exceeds the minimum requirement for LCRA
- 42 valid responses to TP01 for Low Cost Home Ownership (LCHO), on a 'best effort basis' as RHP LCHO stock size is less than 1,000.

IFF Research 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 **22 May 2024 – 30 January 2025**.

**All 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 (with the exception of address) held by RHP so 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:

Tenure type	Population	Confidence interval required	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	7,785	+/- 4%	640
Low-Cost Home Ownership (LCHO)	217	N/A - best effort basis	43
<b>Total</b>	<b>8002</b>	<b>-</b>	<b>683</b>

RHP is required to complete a minimum of 557 surveys per annum among LCRA customers to meet a +/-4% confidence interval.

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

As a result, IFF Research recommended surveying up to 43 LCHO customers per annum, working on an estimated 21% response rate. RHP does not need to report these survey findings to the Regulator, but they should still make the results publicly available to their customers.

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

- Age
- Local Authority.

## 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 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 311 properties, to gather more insight for the subsidiary. The data counts are shown below for unweighted and weighted data.

We have aimed to achieve a +/- 5% window of representativeness on variables that impact satisfaction, like age.

The only instances where this target of 5% was not met was for Richmond properties (Local Authority), where the difference was 6% after rounding which does not represent a significant deviation from the proportion in the full population. Customers from Richmond were additionally not statistically significantly less or more satisfied with RHP for the Overall satisfaction (TP01) metric. This significance was tested to a 95% confidence level using Z tests by IFF Research.

Provider (LCRA)	Unweighted Survey population	Weighted Survey population	Population
RHP	90.3%	95.98%	95.98%
CO-OP	9.7%	4.02%	4.02%

Age (LCRA)	Unweighted Survey population	Weighted Survey population	Population
0-30	6.4%	6.1%	6.2%
31-45	25.2%	25.3%	24.5%
46-60	29.8%	29.3%	31.9%
61-75	23.3%	23.5%	24.5%
75+	13.8%	14.1%	12.1%

Tenure (LCRA)	Unweighted Survey population	Weighted Survey Population	Population
Affordable Rent	11.3%	12.0%	11.5%
General Needs	80.5%	79.2%	81.5%
Housing for Older People	5.2%	5.5%	5.1%
Intermediate rent/keyworker	3.1%	3.3%	1.8%

Local Authority (LCRA)	Unweighted Survey population	Weighted Survey Population	Population
Hillingdon	0.3%	0.3%	0.6%
Hounslow	10.2%	10.8%	9.8%
Richmond	74.4%	79.0%	85.9%
Kingston	5.5%	5.8%	3.7%

**Reporting:** IFF Research have produced a final insight report based on the findings from the 2024/25 TSM survey results.



# 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 an 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.

## 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	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	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	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	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	<b>DO NOT READ OUT:</b> 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
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**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	<b>DO NOT READ OUT:</b> Don't know
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**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	<b>DO NOT READ OUT:</b> Don't know
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**ASK ALL WHO SAID YES AT 5667 (5667=1)**

(1045) Why do you say that?

WRITE IN
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**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	Don't know
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**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	Don't know
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**ASK ALL**

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

Yes	No
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**ASK ALL**

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

Yes	No
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**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 Research instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.**