

# 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 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 on behalf of MSV in 2024/25. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors. MSV Housing also conducted face-to-face interviews to gain insights from those who might not complete a telephone or on-line survey, and this gave closer representation across the customer population.

## Survey design

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. MSV also included the following additional questions within their survey:

- *Why do you say that?* positioned at the end of Overall satisfaction
- *Have you had cause to contact MSV Housing in the last 12 months with any problems relating to damp and mould?* positioned at the end of theme Maintaining building safety
- *What was the issue and has this issue now been rectified?* positioned at the end of theme Maintaining building safety
- *How satisfied or dissatisfied are you that MSV are easy to deal with?* positioned at the end of theme Respectful and helpful engagement
- *How strongly would you agree or disagree with the following statement, "I trust MSV to do what they say they will do"?* positioned at the end of theme Respectful and helpful engagement
- *Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?* positioned at the end of theme Responsible neighbourhood management
- *Finally, is there anything you would like to be added?* positioned at the end of the survey

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 and face-to-face. 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:

- 1157 valid responses to TP01 for LCRA, this exceeds the minimum requirement for LCRA
- 71 valid responses to TP01 for LCHO, on a 'best effort basis' as MSV 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 on a monthly 16 April 2024 – 27 March 2025.

Surveys were conducted through IFF Research by telephone and online via email invitations. MSV also conducted face-to-face surveys internally. This mixed methodology supports inclusivity and flexibility for survey completion.

- 9% (105) of LCRA surveys were completed face-to-face
- 77% (895) of LCRA surveys were completed via telephone
- 14% (157) of LCRA surveys were completed online
- 0% (0) of LCHO surveys were completed face-to-face
- 65% (46) of LCHO surveys were completed via telephone
- 35% (25) of LCHO surveys were completed online

## **Sample Size**

The required sample sizes are shown in the table below (according to MSV'S Statistical Data Return 2024 and the latest population data provided by MSV 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)	8201	+/- 4%	561	1157
Low-Cost Home Ownership (LCHO)	462	N/A – best effort basis]	n/a	71
<b>Total</b>	8663		561	1228

MSV is required to complete a minimum of 561 surveys per annum among LCRA customers to meet a +/-4% confidence interval.

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

IFF surveyed 15% of the LCHO population (71 customers). MSV does not need to report these survey findings to the Regulator, but they should still make the results publicly available to their customers.

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

Sample variable	Customer population profile (Count)	Customer population profile (%)	Sample profile (Count)	Sample profile (%)
Age				
16 – 20	126	2%	28	2%
21 – 30	480	6%	69	6%
31 – 40	1313	16%	174	15%
41 – 50	1455	18%	206	18%
51 – 60	1739	21%	253	22%
60+	2768	34%	417	36%
Unknown	320	4%	10	1%
TOTAL	8201	100%	1157	100%
Ethnicity				
Asian	666	8%	99	9%
Black	1431	17%	243	21%
White	4791	58%	709	61%
Other	246	3%	22	2%
Unknown	1067	13%	84	7%
TOTAL	8201	100%	1157	100%
Stock type				
Affordable General	1052	13%	169	15%
Affordable Older	41	1%	5	0%
Affordable Supported	18	0%	0	0%
General Needs	5712	70%	802	70%
Housing Older Person	658	8%	132	11%
Intermediate Rent	30	0%	1	0%
Rent To Buy	40	0%	7	1%
Social Rent	0	0%	2	0%
Supported Housing	650	8%	39	3%
TOTAL	8201	100%	1157	100%
Property type				
Bed Sit / Shared House/ Hostel	231	3%	24	2%
Bungalow	369	4%	70	6%
Flat	3540	43%	495	43%
House	4061	50%	568	49%
TOTAL	8201	100%	1157	100%
Local Authority				
Birmingham	2	0%	0	0%
Blackburn with Darwen	55	1%	11	1%

Bolton	716	9%	126	11%
Bury	142	2%	14	1%
Calderdale	146	2%	15	1%
Cheshire East	7	0%	0	0%
Hyndburn	87	1%	12	1%
Manchester	3851	47%	529	46%
Pendle	97	1%	11	1%
Ribble Valley	304	4%	49	4%
Rochdale	829	10%	119	10%
Rossendale	52	1%	12	1%
Salford	299	4%	44	4%
St. Helens	0	0%	6	1%
Stockport	1103	13%	132	11%
Tameside	237	3%	37	3%
Trafford	242	3%	32	3%
Warrington	32	0%	8	1%
TOTAL	8201	100%	1157	100%