



HOMES PLUS - LCRA

Tenant Satisfaction Measures – Summary of Approach 2025/26



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Introduction



The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers develop and report TSMs in accordance with the guidelines set by the regulator. As part of this requirement, it is necessary for Homes Plus to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Homes Plus methodology and outlines the criteria specified in the Regulator of Social Housing's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys and report performance annually as specified by the RSH. TSMs are intended to make landlords' performance more visible to tenants so that tenants can hold their landlord to account. TSMs consist of 22 measures: 10 providing management information from data held by the landlord and 12 satisfaction measures gathered from tenant surveys. In addition to overall satisfaction with landlord services, the measures cover five key themes:

- Keeping properties in good repair
- Maintaining building safety
- Respectful and helpful engagement
- Responsible neighbourhood management
- Effective handling of complaints

Providers must publish a summary of the survey approach used to generate published tenant perception measures. This must be made clearly available alongside each set of tenant perception measures published by the provider.

Summary of Achieved Sample & Sample Method



Homes Plus works with Acuity Research & Practice Ltd, an accredited organisation that is dedicated to providing research services in the social housing sector. We use survey information to understand how our tenants feel about their homes and services and how we can improve. Acuity was commissioned for collecting, generating and validating reported perception measures.

In 2025/26, Homes Plus completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Homes Plus must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 2%.

During 2025/26, Homes Plus completed 2,240 TSM surveys. Homes Plus have 30,724 properties which means that a statistical accuracy level of +/- $\pm 2.0\%$ was achieved, which is the level of accuracy required.

58 customers were removed from the sample frame. These are customers who live in our specialised accommodation for adults with learning disabilities.

There are no incentives used for this survey.



Timing of Survey

Homes Plus carried out a total of 2,240 surveys between 16/04/2025 and 27/03/2026.

Collection Method(s)



The TSM Surveys were completed via telephone and online methodology. The rationale for using a mixed methodology approach is:

- **Accessibility and Inclusivity:** Ensuring accessibility for all tenants, which aligns with our goal of reaching a broad and representative sample
- **Engagement and Data Quality:** Indirect through online methods and direct interaction over the phone tends to enhance engagement, allowing participants to ask clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response Rates:** Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. Using a telephone interaction allows Homes Plus to be reactive to flags and alerts, which improves customer recovery.
- **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered.
- **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

Sample Method



A sample approach was used for Homes Plus's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas. All respondents had the opportunity complete the survey online by requesting to do so when speaking to an interviewer. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Homes Plus, who then manage a follow up and review process which includes both responding to feedback as necessary, and analysing the feedback, to understand how we can improve.



Representativeness



The final survey data was weighted on Age Group to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Age Group	Population	Sample
16 - 24	2%	1%
25 - 34	12%	9%
35 - 44	18%	14%
45 - 54	16%	15%
55 - 64	18%	20%
65 - 74	16%	20%
75 - 84	12%	15%
85 +	6%	4%

Property Type	Population	Sample
BUNGALOW	18%	23%
FLAT	28%	31%
FLAT/BED	0.67%	0.40%
HOUSE	53%	45%
MAISON	0.64%	0.09%



Landlord	Population	Sample
SARH	21%	19%
Sevenside	19%	15%
SSHA	18%	15%
Wrekin	42%	52%



Questionnaire & Introductory Text



Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare [Survey Length] minutes to go through the survey with me now?

IF NO ASK: can I call back at another time?

No appointments after [Project End Date]

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by [Organisation Name] and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact [Organisation Name] by email [Email Address] or by phone [Telephone Number].

NB: Data sharing if challenged –

“Your landlord will, from time to time, share your personal data with third parties for *legitimate interests*. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord's website.

You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from our system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that [Organisation Name] provides. [Organisation Name] will be able to identify you from your survey responses, are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No



Question set for LCRA

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Homes Plus?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Homes Plus service.	Open Ended
Well Maintained Home	How satisfied or dissatisfied are you that Homes Plus provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Homes Plus provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Areas	Do you live in a building with communal areas, either inside or outside, that Homes Plus is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Homes Plus keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
The Home & Communal Comments	Share your views on the safety and maintenance of your home and communal areas.	Open Ended
Repairs in Last 12 Months	Has Homes Plus carried out a repair to your home in the last 12 months?	Yes, No
Repairs Last 12 Months Satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Homes Plus over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken Repairs	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



Repairs Comments	Tell us more about your experience with the repairs service over the last 12 months.	Open Ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Homes Plus makes a positive contribution to your neighbourhood?	Very satisfied , Fairly satisfied , Neither satisfied nor dissatisfied, Fairly dissatisfied , Very dissatisfied , Not applicable / Don` t know
Contribution to neighbourhood Comments	Share your views on your landlord's contribution to your neighbourhood.	Open Ended
ASB	How satisfied or dissatisfied are you with Homes Plus's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don` t know
ASB Comments	Give us your thoughts on Homes Plus approach to handling anti-social behaviour.	Open Ended
Listens and Acts	How satisfied or dissatisfied are you that Homes Plus listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don` t know
Keeps you Informed	How satisfied or dissatisfied are you that Homes Plus keeps you informed about things that matter to you?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don` t know
Fairly and with Respect	To what extent do you agree or disagree with the following `Homes Plus treats me fairly and with respect`?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don` t know
Customer Service & Communication Comments	Describe your experience with the customer service and communications you receive.	Open Ended
Easy To Deal With Scale	On a scale of 10-0, where 10 very satisfied and 0 is very dissatisfied, how satisfied or dissatisfied are you that Homes Plus is easy to deal with?	10 - Very satisfied, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 - Very dissatisfied
Make Views Known	How satisfied or dissatisfied are you that Homes Plus gives you the opportunity to make your views known?	Very satisfied , Fairly satisfied , Neither , Fairly dissatisfied , Very dissatisfied , Have not given any views



Complaints in Last 12 Months	Have you made a complaint to Homes Plus in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Homes Plus's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints Comments	Please describe your experience of how complaints are handled.	Open Ended
Complaint Stage Resolution	When making your complaint to Homes Plus, did you go through the official complaints process? E.g. stage1, stage 2	Yes, No, Unsure
Permission1	The results of this survey are confidential. However, would you be happy for us to give your responses to Homes Plus with your name attached so that they have better information to help them improve services?	Yes, No
Permission2	Would you be happy for Homes Plus to contact you to follow up any of the comments or issues you have raised?	Yes, No

If you are dissatisfied with the service provided by Homes Plus they do have a complaints process you can access by calling 0800 048 8955, emailing feedback@housingplusgroup.co.uk or by completing a form on their website where you will find more information.

We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] and I've been calling from Acuity on behalf of Homes Plus. Thank you very much for your time in completing the survey.

Report by Acuity Research & Practice



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