



# Housing Plus Group

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## Tenant Satisfaction Measures – Summary of Approach 2024/25

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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 the Housing Plus Group to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details the Housing Plus Group's 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



The Housing Plus Group 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 2024/25, the Housing Plus Group completed TSM surveys with a sample of LCRA residents and a census LCHO residents. The methodology and sampling methods were chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. The Housing Plus Group must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3% (LCRA) and +/- 5% (LCHO).

### LCRA

During 2024/25, the Housing Plus Group completed 2,748 TSM surveys. The Housing Plus Group have 31,210 which means that a statistical accuracy level of +/- 1.8% was achieved, which is a greater level of accuracy than required.

A small number of tenants (58) were removed from the sample frame due to exceptional circumstances as outlined in paragraph 63 of TSM tenant survey requirements.

## LCHO

During 2024/25, the Housing Plus Group completed 359 TSM surveys. The Housing Plus Group have 1,288 properties which means that a statistical accuracy level of +/- 4.4% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

## Timing of Survey



The Housing Plus Group carried out a total of 2,748 LCRA surveys between 14<sup>th</sup> April 2024 and 26<sup>th</sup> March 2025. The Housing Plus Group carried out a total of 359 LCHO surveys between 20<sup>th</sup> January 2025 and 29<sup>th</sup> March 2025.

## Collection Method(s)



The TSM Surveys were completed via telephone and online methodologies. 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 answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- ✓ **Response Rates:** Using a mixed method approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Continuing to include a telephone aspect also allows the Housing Plus Group 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



### LCRA

A sample approach was used for the Housing Plus Group LCRA residents. Acuity contacted a random selection of current tenants to participate in a telephone survey based on quotas set out by the Housing Plus Group. The survey is carefully scripted to ensure a professional and consistent process

### LCHO

A census approach was used for the Housing Plus Group LCHO residents. Acuity contacted all current shared owners to participate in a telephone or online survey. The survey is carefully scripted to ensure a professional and consistent process

Survey responses are immediately shared with the Housing Plus Group, 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



### LCRA

Representative checks were carried out to ensure that the survey was representative of the tenant population as a whole and the final survey data was weighted on geographical area. The characteristics by which representativeness was determined were:

#### Landlord

Wrekin

SARH

Sevenside

SSHA

Population	Sample
42%	61%
21%	14%
19%	13%
18%	12%

## Area

Area 1  
Area 2  
WELL-SHREW  
Area 4  
HAD-OAK  
Area 3  
MADE-STIR  
Area 5  
DON-NEW  
DAWLEY  
STAFFS  
Area 7  
Area 6  
Area 8

Population	Sample
17%	11%
16%	11%
9%	12%
9%	6%
8%	12%
8%	5%
7%	11%
7%	5%
6%	9%
6%	9%
5%	7%
1%	1%
1%	0%
0%	0%

## Housing Need

General Needs  
Sheltered  
Extra Care  
Unknown

Population	Sample
88%	86%
11%	13%
1%	0%
0%	0%

## Disability

No  
Yes  
Unknown

Population	Sample
83%	79%
17%	20%
0%	1%

## Age Group

35 - 44  
45 - 54  
65 - 74  
25 - 34  
75 - 84  
55 - 59  
60 - 64  
85 +  
0 - 24  
Unknown

Population	Sample
18%	18%
16%	18%
15%	16%
13%	11%
12%	13%
9%	10%
9%	9%
5%	3%
2%	2%
0%	0%

### Length of Tenancy

B. 1 - 3 years  
E. 11 - 20 years  
D. 6 - 10 years  
F. Over 20 years  
C. 4 - 5 years  
A. < 1 year  
Unknown

Population	Sample
22%	28%
19%	18%
19%	22%
18%	14%
14%	13%
7%	3%
0%	2%

### Property Type

HOUSE  
FLAT  
BUNGALOW  
MAISON  
BED SIT  
Studio Apartment  
ROOM  
Unknown

Population	Sample
53%	50%
28%	28%
18%	21%
1%	0%
1%	0%
0%	0%
0%	0%
0%	0%

### Gender

F  
M  
Unknown

Population	Sample
65%	61%
34%	38%
1%	2%

### Number of Bedrooms

2  
3  
1  
4  
0  
5  
6  
Unknown

Population	Sample
41%	42%
33%	31%
23%	23%
2%	2%
0%	0%
0%	0%
0%	0%
0%	2%

## LCHO

Representative checks were carried out to ensure that the survey was representative of the tenant population as a whole and the final survey data was weighted on landlord. The characteristics by which representativeness was determined were:

### Landlord

SARH

Sevenside

SSHA

Wrekin

Population	Sample
24%	26%
21%	21%
29%	39%
27%	14%

### Area

Area 5

Area 2

Area 3

WELL-SHREW

Area 4

Area 1

STAFFS

DON-NEW

DAWLEY

MADE-STIR

Area 7

HAD-OAK

Area 6

Area 8

Population	Sample
24%	32%
16%	17%
13%	14%
9%	4%
8%	8%
8%	9%
5%	3%
4%	2%
4%	1%
4%	3%
2%	1%
2%	1%
1%	1%
1%	2%

### Housing Need

Shared Ownership

Extra Care - Shared Ownership

Sheltered - Shared Ownership

Population	Sample
96%	94%
3%	3%
2%	3%

### Disability

No

Yes

Population	Sample
99%	99%
1%	1%



### Age Group

25 - 34  
35 - 44  
45 - 54  
Unknown  
65 - 74  
55 - 59  
60 - 64  
75 - 84  
85 +  
0 - 24

Population	Sample
19%	15%
19%	16%
14%	16%
12%	6%
9%	14%
8%	10%
8%	9%
6%	8%
4%	4%
2%	1%

### Length of Tenancy

B. 1 - 3 years  
D. 6 - 10 years  
C. 4 - 5 years  
E. 11 - 20 years  
A. < 1 year  
F. Over 20 years

Population	Sample
36%	38%
30%	36%
18%	15%
8%	9%
8%	2%
0%	0%

### Property Type

HOUSE  
FLAT  
BUNGALOW

Population	Sample
80%	73%
16%	21%
5%	6%

### Gender

F  
M  
Unknown

Population	Sample
52%	53%
37%	32%
11%	15%

### Number of Bedrooms

2  
3  
1  
0  
4

Population	Sample
60%	62%
35%	33%
3%	3%
2%	1%
1%	0%

## Questionnaire & Introductory Text

Telephone Intro:

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 10 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 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.

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

- ☐ Yes
- ☐ No

### 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	What is the main reason for your answer when it comes to overall satisfaction?	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
Repair 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	Is there anything you would like to say about how Homes Plus could improve its repairs and maintenance service?	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
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
Neighbourhood Place To Live	How satisfied or dissatisfied are you with your neighbourhood as a place to live?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
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
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

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
One Thing Improve	If Homes Plus could do ONE thing to improve its services, what would you like it to be?	Open Ended
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

## LCHO

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	What is the main reason for your answer when it comes to overall satisfaction?	Open Ended
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
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
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
Neighbourhood Place To Live	How satisfied or dissatisfied are you with your neighbourhood as a place to live?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
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

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
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
NPS	How likely would you be to recommend Homes Plus to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	10 - Very Likely, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 - Not Likely At All
One Thing Improve	If Homes Plus could do ONE thing to improve its services, what would you like it to be?	Open Ended
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