

## **Tenant Satisfaction Measures perception measures:** **Assurance statement – Sanctuary Group**

### Background

[Transparency, Influence and Accountability standard](#) requires all registered providers to conduct tenant perception surveys to report 12 Tenant Satisfaction Measures (TSMs) annually to the Regulator of Social Housing (RSH) by 30 June.

The submission from Sanctuary Group includes customers of Swan Housing Association and Johnnie Johnson Housing Trust.

IFF Research were commissioned to carry out the surveys separately on behalf of Sanctuary Group and Johnnie Johnson Housing Trust. This was prior to Johnnie Johnson Housing Trust joining Sanctuary Group.

Marketing Means was commissioned to carry out some of the surveys on behalf of Swan Housing Association. Again, this commission was in place prior to Swan Housing Association joining Sanctuary Group.

IFF Research and Marketing Means are both independent research agencies with extensive experience in gathering robust customer feedback for a many registered providers and across other sector. Both are Company Partners of the Market Research Society.

### Design and Methodology

The design and methodology meet [Annex 4: Tenant Satisfaction Measures - Technical requirements](#) and [Annex 5: Tenant Satisfaction Measures – Tenant survey requirements](#).

For the surveys conducted by IFF Research and Marketing Means for Sanctuary Group and Swan Housing Association, the following questions were added:

- “Why do you say that?” was asked after “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Sanctuary/Swan?”
- “How satisfied or dissatisfied are you that Sanctuary/Swan are easy to deal with?” was asked at the end of theme “Respectful and helpful engagement”.
- “Why do you say that?” was asked after “How satisfied or dissatisfied are you that Sanctuary/Swan listens to your views and acts upon them?”
- “How strongly would you agree or disagree with the following statement, “I trust Sanctuary/Swan to do what they say they will do”?” was asked after “To what extent do you agree or disagree with the following statement “Sanctuary/Swan treats me fairly and with respect”?”
- “Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?” was asked at the end of theme “Responsible neighbourhood management”.

- “Have you made a complaint to Sanctuary/Swan in the last 12 months?” was asked before “How satisfied or dissatisfied are you with Sanctuary’s/Swan’s approach to handling complaints?” The complaints satisfaction question was asked whether or not the respondent had said they had made a complaint in the last 12 months.

For the surveys conducted by IFF Research for Johnnie Johnson Housing Trust, the following questions were added:

- “Please could you provide a reason for your answer?” was asked at the end of theme “Overall satisfaction with landlord services”.
- “Generally, how satisfied or dissatisfied are you with the way Johnnie Johnson Housing deals with repairs and maintenance?” was asked at the end of theme “Keeping properties in good repair”.
- “How satisfied or dissatisfied are you that Johnnie Johnson Housing are easy to deal with?” was asked at the end of theme “Respectful and helpful engagement”.
- “How strongly would you agree or disagree with the following statement “I trust Johnnie Johnson Housing to do what they say they will do”?” was asked at the end of theme “Respectful and helpful engagement”.
- “Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?” was asked at the end of the theme “Responsible neighbourhood management”.

Surveying was conducted continuously between 1 April 2023 and 29 January 2024, using a mixed methodology for inclusivity.

Surveys were completed as follows:

- 3,691 (95.0 per cent) by telephone.
- 178 (4.6 per cent) by text or email.
- 15 (0.4 per cent) face-to-face.

The 193 surveys completed by alternative means to telephone reflect the most effective methods to engage with specific customer groups, including those in younger persons or homelessness services. The relatively small number of responses through those methods reflect the populations of those customer groups.

## Sampling

### Sample size

Sanctuary Group has more than 1,000 homes in each of Low-Cost Rental Accommodation (LCRA) and Low-Cost Home Ownership (LCHO). Hence, the sample size has to meet the margin of error set out below at a 95 per cent confidence interval, Most perception based TSMs have to be reported separately for LCRA and LCHO.

The calculated sample sizes are based upon the Sanctuary Group customer population at March 2024. No customers in LCRA and LCHO have been excluded

from the sampling. The actual margin of error achieved were significantly better than the requirement.

Table 1: Surveys completed and confidence intervals achieved

Tenure	Customer Population	Margin of error required/%	Minimum number of surveys required	Number of surveys completed	Margin of error achieved/%
LCRA	80,606	+/- 2.0	2,332	3,139	+/- 1.7
LCHO	5,345	+/- 4.0	540	774	+/- 3.2
<b>Total</b>	<b>85,926</b>	<b>N/A</b>	<b>2,872</b>	<b>3,913</b>	<b>N/A</b>

### Sample representativeness

The RSH requires providers to ensure, as far as possible, that survey responses are representative of the relevant customer population. Providers can meet this requirement through either:

- A representative sample: No material under/over-representation of customer groups (compared to the relevant customer population) that is likely to affect calculated satisfaction scores.
- Weighting responses: If the achieved sample is not representative of the customer population, 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.

Quota sampling was used based on customer characteristics to represent the profile of the customer population. Quotas were set for age, gender, geography, ethnicity, disability and tenure. During fieldwork, the sample profile was monitored by the research agencies to ensure it was representative of the customer population.

Following a review of the sample achieved and customer population, IFF Research has advised Sanctuary Group the sample used for the calculation of the TSM perception measures is representative and no weighting is necessary.