

Tenant Satisfaction Measures perception measures: Assurance statement 2025/2026 – Sanctuary Group

Background

The [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. IFF Research was commissioned to carry out the surveys on behalf of Sanctuary Group. In addition, Sanctuary Group launched its new Resident Engagement Strategy, 'Stronger Together', in October 2025. With its increasing commitment to local engagement, Sanctuary Group complimented IFF surveying with face-to-face, undertaken by Sanctuary Group colleagues. This will continue in future years.

IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a many registered providers and across other sector. It is a Company Partner 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](#).

The following questions added:

- “Please could you provide a reason for your answer?” was asked after “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Sanctuary?”
- “How satisfied or dissatisfied are you that Sanctuary are easy to deal with?” and “How strongly would you agree or disagree with the following statement, “I trust Sanctuary to do what they say they will do”?” was asked at the end of the 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 theme “Responsible neighbourhood management”.

Surveying was conducted continuously between 1 April 2025 and 31 March 2026, using a mixed methodology for inclusivity.

Surveys were completed as follows:

- 4,023 (70.4 per cent) by telephone.
- 1,521 (26.6 per cent) face-to-face
- 173 (3.0 per cent) by text or email.

The 1,694 surveys completed by alternative means to telephone to be inclusive, using effective methods to engage with specific customer groups, such as those in younger persons or homelessness services.

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 2026. 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	80,951	+/- 2.0	2,328	5,042	+/- 1.3
LCHO	4,418	+/- 4.0	538	675	+/- 3.6
Total	85,369	N/A	2,866	5,717	N/A

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. During fieldwork, the sample profile was monitored to ensure it was not unrepresentative of the customer population set for age, gender, geography, ethnicity, disability and tenure.

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.