## Connexus Summary of Approach to the Tenant Satisfaction Measures (TSMs)

Connexus is a rural housing association which provides over 10,000 affordable rented homes and associated services. Operating across the counties of Shropshire and Herefordshire, we strive to be a trusted landlord that values our customers and colleagues, makes a positive impact, and enhances the lives of those living in our communities. As well as being a great place to work, we aim to build a customer focussed culture delivered by one team embracing a shared approach.

To meet the requirements of the Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social Housing (RSH), we have produced this summary of our approach to be clear on how we are gathering views from tenants.

# What are TSMs?

# TSMs 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.

# A. Summary of sample

At Connexus we work with IFF Research, an accredited organisation with a wealth of experience in conducting tenant surveys 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.

We call the survey used for the TSMs our ‘TSM survey’ and gather responses from up to 1,250 tenants every year.

Between 5/4/2024 and 18/3/2025, IFF Research completed 1,209 surveys. 1,203 responses were statistically valid for the overall satisfaction question (TP01), which gauges how satisfied tenants are with our services overall. The total number of annual surveys which the Regulator required, (965) was exceeded; this is to achieve minimum levels of statistical accuracy for our stock size of 10,358 LCRA homes.

As Connexus has less than 1,000 low-cost home ownership (LCHO) stock, it is not compulsory to conduct this survey for our LCHO customers.

**B. Timing of survey**

Surveys are completed on a monthly basis throughout the year.

**C. Collection method**

IFF Research conducted both telephone surveys and online surveys, with online surveys completed via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion. A quota sampling approach is taken based on agreed characteristics to represent the profile of the full customer population.

* 92% (1116) of LCRA surveys were completed via telephone
* 8% (93) of LCRA surveys were completed online.

The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Connexus, and we 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.

**D. Sample method**

We send a secure monthly file of the LCRA tenant population data to IFF Research at the start of each new month. IFF Research then processes the data and reaches out to a random selection of the households to invite them to take part. Tenants who opted out or have completed a different survey in the last three months are excluded.

The survey design meets the criteria as defined by the RSH (ANNEX 4: Tenant Survey Requirements).

Connexus also included the following additional questions in the survey:

* Positioned at the end of theme ‘Overall satisfaction’ the interviewer asked, “How could we improve that for you?”
* Positioned at the end of theme ‘Keeping properties in good repair’ the interviewer asked, “Why do you say that?”
* Positioned at the end of theme ‘Maintaining building safety’ the interviewer asked, “Why do you say that?”
* Positioned at the end of theme ‘Respectful and helpful engagement’ the interviewer asked, “How do you think they could listen better, communicate better and engage with you better about things that matter to you?”
* Positioned at the end of theme Responsible neighbourhood management the interviewer asked, “How could we improve that for you?”
* Positioned at the end of theme Responsible neighbourhood management the interviewer asked, “Are you currently experiencing anti-social behaviour in your neighbourhood?”

During telephone interviews, a 'Don’t know/Refused' option was available for questions TP01, TP02, TP03, TP04, TP09, and TP10. This option was not read aloud but used when a tenant could not select a response but wished to continue. This approach prevented interviewers from making assumptions and allowed tenants to continue providing feedback. When submitting data, any 'Don’t know/Refused' responses are excluded from the percentage calculations for these questions.

Consequently, the TSM survey results might include tenants who did not answer TP01 but continued to provide feedback. This complies with the introductory text that confirms their data would be included in the submission to the Regulator and is the reason why statistical validity was achieved for 1,203 of the 1,209 surveys in the aforementioned point A – Summary of sample.

The full survey script used for 2024/25 fieldwork can be seen below:



# E. Representation

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 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 embedded Excel file shows the survey profile of each available customer demographic compared with the population profile.



Based on the review, we are satisfied that the sample population and TSM results accurately reflect that of the full customer population.

# F. Weighting

Weighting is a statistical technique which ensures that the data collected represents the true views of the target audience in the survey research, and that it is not biased to any one tenant group.

We applied no weighting to tenants’ scores/views in the current dataset due to the representation review noted previously which confirmed a fair and unbiased representation.

# G. Role of external contractor(s)

IFF Research are the only external contractor Connexus currently works with to produce scores for the TSMs. Their role is to receive and process sample data, contact tenants and report back survey responses.

IFF Research follow a Market Research Society Code of Conduct to ensure all data is treated securely and no tenants who have opted out are contacted.

# H. Exclusions

No tenants or households have been excluded due to any exceptional circumstances; we want to listen to the views of all our tenants.

# I. Reasons for any failure to meet the required sample size requirements

This is not applicable as we were able to meet the sample size requirements.

# J. Incentives

There is no benefit or reward for tenants taking part in the survey.

# K. Methodological issues

We are not aware of any methodological issues likely to have a material impact on our TSM scores. We are committed to checking regularly to make sure that our approach continues to be fair and representative of all our tenants.

**L. Monitoring and reporting**

We will will monitor performance against the TSMs at a variety of levels – including at individual Housing Officer Patch – and will report overall findings to our Executive and Senior Management Teams at regular interval, as well as to our Customer Experience Committee and the Board.

We are also working towards local reporting of TSMs to tenants in geographical areas and in getting them further involved in how we can improve.

For further information, get in touch on 0333 231 3233.