



## 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.

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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 at Appendix 1.

## **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 Excel file at Appendix 2 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.

## Appendix 1 - Quota Pools

Description	Date From	Criteria		Channel	Pools Priority	Deadline	Target Survey Count
Anniversary	1 Feb 2021			Telephone	Most Important	0 day(s) after month end	98
Online TSM	1 Aug 2024			Online	Least Important	0 day(s) after month end	42
							140

## Opening and Closing Text

Good [time of day] please may I speak to @NAME?

Hello, my name is [INTERVIEWER NAME] and I'm calling on behalf of your housing provider, Connexus from IFF Research.

The reason for my call today is to gather some feedback about your general experience of being a Connexus customer. This is as part of the tenant satisfaction measures to see how well landlords like Connexus are doing and used to help improve services.

If I can run through some quick questions with you today please, that would be really helpful, shouldn't take us more than 15 minutes?

I need to read out a quick statement before we start:

This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.

All interviewing is carried out in strict accordance with the Market Research Society's code of conduct and within GDPR guidelines. I also need to make you aware that calls may be recorded for training and quality control purposes at IFF Research and Connexus.

You will be asked for consent to share your data with your Connexus and your answers can be shared anonymously if you wish with no link to your personal information.

INTERVIEWER REASSURANCES TO USE IF NEEDED: For further information on how IFF Research keep your data safe please see our data protection policy on our website: [www.iffresearch.com/gdpr](http://www.iffresearch.com/gdpr)

## Questionnaire

QID	Order	Question	Supression SQL	Pick	Responses	Response Type	Scored As	Skip to
(2878)	1	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Connexus?		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	

		INTERVIEWER NOTE: Do not read out the Don't Know option			Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(303)	2	How could we improve that for you?		One	Customer comment	Verbatim	Passive	
(732)	3	Has Connexus carried out a repair to your home in the last 12 months?		One	Yes	Response	Passive	
					No	Response	Passive	Skip to 6
(5626)	4	How satisfied or dissatisfied are you with the overall repairs service from Connexus over the last 12 months?  INTERVIEWER NOTE: Do not read out Don't Know option		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(5666)	5	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?  INTERVIEWER NOTE: Do not read out Don't Know option		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(5647)	6	How satisfied or dissatisfied are you that Connexus provides a home that is well maintained?  INTERVIEWER NOTE: Do not read out Don't Know option		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
(787)	7	Why do you say that?		One	Customer comment	Verbatim	Passive	
(5627)	8			One	Very satisfied	Response	Positive	

		Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Connexus provides a home that is safe?			Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(788)	9	Why do you say that?		One	Customer comment	Verbatim	Passive	
(5493)	10	How satisfied or dissatisfied are you that Connexus listens to your views and acts upon them?		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(5494)	11	How satisfied or dissatisfied are you with the way Connexus keeps you informed about things that matter to you?		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(5485)	12	To what extent do you agree or disagree with the following "my landlord treats me fairly and with respect"?		One	Strongly agree	Response	Positive	
					Agree	Response	Positive	
					Neither agree nor disagree	Response	Passive	
					Disagree	Response	Negative	
					Strongly disagree	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(356)	13	How do you think they could listen better, communicate better and engage with you better about things that matter to you?		One	Customer comment	Verbatim	Passive	
(737)	14			One	Yes	Response	Passive	

		Have you made a complaint to Connexus in the last 12 months? INTERVIEWER NOTE: Do not read out the Don't Know option			No	Response	Passive	Skip to 16
(5645)	15	How satisfied or dissatisfied are you with Connexus' approach to complaints handling? INTERVIEWER NOTE: Do not read out the Don't Know option		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Don't know / not applicable	Response	Passive	
(5667)	16	Do you live in a building with communal areas, either inside or outside, that Connexus is responsible for maintaining?		One	Yes	Response	Positive	
					No	Response	Negative	Skip to 18
					Don't know	Response	Passive	Skip to 18
(5495)	17	How satisfied or dissatisfied are you that Connexus keeps these communal areas clean and well maintained? INTERVIEWER NOTE: Do not read out Don't Know option		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					(Don't know or not applicable)	Response	Passive	
(5669)	18	How satisfied or dissatisfied are you that Connexus makes a positive contribution to your neighbourhood?		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
(5644)	19	How satisfied or dissatisfied are you with Connexus' approach to handling anti-social behaviour?		One	Very satisfied	Response	Positive	
					Fairly satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	



					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
(81)	20	How could we improve that for you?		One	Customer comment	Verbatim	Passive	
(735)	21	Are you currently experiencing anti-social behaviour in your neighbourhood?		One	Yes	Response	Passive	
					No	Response	Passive	
(5648)	22	It's important to Connexus to be there to help their customers if they would like support. Thinking about the current cost of living crisis with the increasing cost of food and bills, please select the most relevant option to you.		One	I'm worried and getting into debt. I'd like Connexus to check I'm receiving all the right benefits	Response	Passive	
					I believe I won't be able to pay my rent and would like support from Connexus	Response	Passive	
					It has affected me but I am managing ok	Response	Passive	
					It isn't causing me concern at the moment	Response	Passive	
(5923)	23	Connexus is happy to consider reasonable adjustments to how we deliver your services so they are accessible to your individual requirements. For more details visit the 'Tenancy Support' section on our website or request a call back now. Would you like a call?		One	Yes	Response	Positive	
					No	Response	Negative	
(5800)	24	Connexus are trying to do as much as possible to identify and deal with damp and mould. Please can you tell me if any of these statements apply to you?		One	I would like a follow up call to report damp and/or mould in my home	Response	Passive	
					Connexus are aware of my issues with damp and mould but I am not satisfied with the action taken	Response	Passive	
					Connexus are aware of my issues with damp and mould and I am satisfied with their actions so far	Response	Passive	Skip to 27
					I do not have any issues with damp, mould or condensation to report	Response	Passive	Skip to 27
(5924)	25	Does it affect a single room or multiple rooms in the home?		One	It affects a single room.	Response	Passive	
					It affects multiple rooms.	Response	Passive	
					Don't know	Response	Passive	

(5925)	26	When did this issue/these issues start?		One	Less than 3 months ago	Response	Passive	
					3-6 months ago	Response	Passive	
					6-12 months ago	Response	Passive	
					More than 1 year ago	Response	Passive	
(5801)	27	<p>Connexus can also get in touch if you need any support with your home and tenancy. Please can you tell me if any of these statements apply to you?</p> <p>(Interviewer note- third option can include electrical tests and gas servicing) Interviewer note: DO NOT READ OUT: I WOULD LIKE A FOLLOW UP ABOUT SOMETHING ELSE OPTION.</p>		One	Interviewer: DO NOT READ OUT: not asked about booking new repair	Response	Passive	
					I would like a follow up call about an incomplete repair that isn't electrical or gas related	Response	Passive	
					I would like a follow up call about an incomplete repair for electrical or gas works	Response	Passive	
					I would like a follow up call about something else	Response	Passive	
					Interviewer note: DO NOT READ OUT THIS OPTION - I would like a follow up call about a tenancy query	Response	Passive	
					No call required	Response	Passive	
(5869)	28	If you could change one thing about our service, what would it be?		One	Customer comment	Verbatim	Passive	
(316)	29	If necessary, does Connexus have your permission to contact you about the feedback you have provided today? Please note that this includes any follow-up calls that you have requested regarding issues such as damp and mould or repairs.		One	Yes	Filter	Positive	
					No	Filter	Negative	

Thank you for your time today, your feedback is really important to Connexus and will be used to improve services.

If you do have any further queries, including if you are dissatisfied with a service experience, Connexus Customer Services can help. You can raise a complaint via phone, email or via their website.

Would you like me to provide these contact details? Interviewer note: provide details below if they say yes. If no thank for time and close.

(03332 31 32 33 / Complaints@Connexus-group.co.uk / <https://connexus-group.co.uk/complaints>).

Thank you for your time today.

## Appendix 2

### Connexus - TSM demographic profile of survey completions (LCRA) Year to Date Q1 -Q4 2024-25

This document compares the demographic profile (LCRA) of customers who completed the TSM survey for Q1 -Q4 2024/25, against Connexus demographic profile (as provided in May 2025). The demographic profile of customers completing the survey reflects the overall population profile of Connexus customer base.

#### Targets by LCRA / LCHO

	Connexus Population	Minimum survey sample size required for TSM submission - based on SDR 2025	Achieved counts so far for 24/25 (LCRA)	Valid base for Q1 ('don't know' responses removed)
LCRA	10,358	965 (3% confidence level)	1209	1203
	<b>10,358</b>		<b>1209</b>	<b>1203</b>

LCRA population			Achieved counts Q1 + Q4 24/25 (LCRA)	
Age	Count	%	Count	%
18-24	262	2%	23	2%
25-44	3846	30%	296	24%
45-75	6770	53%	698	58%
76+	1839	14%	191	16%
Unknown	29	0%	1	0%
<b>Grand Total</b>	<b>12746</b>	<b>100%</b>	<b>1209</b>	<b>100%</b>

LCRA population			Achieved counts Q1 + Q4 24/25 (LCRA)	
ILS	Count	%	Count	%
Independent living	1567	12%	122	10%
Not independent living	11179	88%	1087	90%
<b>Grand Total</b>	<b>12746</b>	<b>100%</b>	<b>1209</b>	<b>100%</b>

LCRA population			Achieved counts Q1 + Q4 24/25 (LCRA)	
Category type	Count	%	Count	%

General needs	10290	81%	1001	83%
HFOF	2376	19%	201	17%
Supported	80	1%	7	1%
<b>Grand Total</b>	<b>12746</b>	<b>100%</b>	<b>1209</b>	<b>100%</b>

LCRA population			Achieved counts Q1 + Q4 24/25 (LCRA)	
Gender	Count	%	Count	%
Female	7177	56%	718	59%
Male	4553	36%	425	35%
Prefer not to say	2	0%	0	0%
Unknown	1014	8%	66	5%
<b>Grand Total</b>	<b>12746</b>	<b>100%</b>	<b>1209</b>	<b>100%</b>

LCRA population			Achieved counts Q1 + Q4 24/25 (LCRA)	
House Type	Count	%	Count	%
Bungalow	2938	23%	284	23%
Flat	3218	25%	327	27%
House	6456	51%	582	48%
Maisonette	105	1%	14	1%
Room	29	0%	2	0%
<b>Grand Total</b>	<b>12746</b>	<b>100%</b>	<b>1209</b>	<b>100%</b>

LCRA population		
Channel	Count	%
Online	93	8%
Telephone	1116	92%
<b>Grand Total</b>	<b>1209</b>	<b>100%</b>