



## 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, it strives to be a trusted landlord that values its customers and colleagues, makes a positive impact, and enhances the lives of those living in its communities. As well as being a great place to work, Connexus aims 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?

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

### A. Summary of sample

Connexus works 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 'Anniversary survey' and gather survey responses from up to 1,200 tenants every year. Between 21/4/2023 and 28/3/2024, IFF Research completed 1,066 surveys of which 1,058 were statistically valid responses to the overall satisfaction (TP01) question which gauges how satisfied tenants are with Connexus services overall. This exceeded our target of 966 surveys per annum among low-cost rental accommodation (LCRA) tenants to meet a +/-3% confidence interval.

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

## **B. Timing of survey**

Surveys are completed throughout each month, near or on the 'anniversary' of the tenants' tenancy start date.

## **C. Collection method**

IFF Research contact a random selection of current tenants who have reached an anniversary of tenancy in the current month. The survey is carefully scripted to ensure a professional and consistent process. All surveys were conducted via telephone interviews, this was to facilitate continued and comparable trends with an existing customer satisfaction programme and enable richer qualitative response.

Survey responses are immediately shared with Connexus, who 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**

Connexus sends a secure monthly file of tenants with an anniversary of tenancy to IFF Research at the start of each new month. IFF Research then processes the data and reach 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). Any additional questions Connexus asked were sequenced after the leading TSM question.

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.

## **E. Representation**

In April 2023, we analysed our customer survey responses, e.g. studying age and stock type to make sure that our random collection method was giving a fair representation. We found that there were fair and consistent trends over the last ten years of surveying. Therefore, we believe no customer group was at a disadvantage through the random approach.

## **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.

Connexus applied no weighting to tenants' scores/views in the current dataset, however analysis of the first year of surveys has resulted in a change in methodology by IFF to implement weighting and improve representation. The characteristics reviewed will also be broadened to include property type.

## **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. Connexus wants to listen to the views of all our tenants.

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

Not applicable. Connexus was 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**

Connexus is 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**

Connexus will monitor performance against the TSMs at a variety of levels – including at individual Housing Officer Patch – and it will report overall findings to our Executive and Senior Management Teams at regular intervals 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 0333231 3233.