

Tenant Satisfaction Measures: our approach

What are Tenant Satisfaction Measures (TSMs)?

The Tenant Satisfaction Measures (TSM) Standard says all registered housing providers must do tenant surveys every year. The information gathered is combined with our own data to generate the TSMs, which help to make our performance clear to tenants. TSMs help tenants see how well their landlord is doing and hold them accountable.

There are 22 TSMs:

- 10 management information measures
- 12 satisfaction measures

These cover five main areas in addition to an overall satisfaction measure:

1. Keeping properties in good condition
2. Ensuring building safety
3. Engaging respectfully and helpfully
4. Managing neighborhoods responsibly
5. Handling complaints effectively.

We must give assurance that all the information is accurate, reliable, valid and reflects our true performance.

How We approach the survey

IFF Research was hired to do this research for Paradigm Housing in 2023/24. IFF Research is an independent group experienced in collecting customer feedback.

Introducing the survey

IFF Research introduces the survey to customers using the following wording:

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

The reason for my call today is to gather some feedback about your general experience of being a Paradigm customer. This is as part of the tenant satisfaction measures to see how well landlords like Paradigm 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. Calls may be recorded for training and quality purposes. You will be asked for consent to share your data with your Paradigm and your answers can be shared anonymously if you wish with no link to your personal information."

Questions set by the regulator

The survey was designed to meet specific criteria set by the Regulator of Social Housing. Accordingly, it contains the following mandatory questions:

1. Taking everything into account, how satisfied or dissatisfied are you with the service provided by Paradigm?
2. Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Paradigm provides a home that is safe?
3. Has Paradigm carried out a repair to your home in the last 12 months?
4. (If yes to Q3) How satisfied or dissatisfied are you with the overall repairs service from Paradigm over the last 12 months?
5. (If yes to Q3) How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?
6. How satisfied or dissatisfied are you that Paradigm provides a home that is well maintained?
7. How satisfied or dissatisfied are you that Paradigm listens to your views and acts upon them?
8. How satisfied or dissatisfied are you that Paradigm keeps you informed about things that matter to you?
9. To what extent do you agree or disagree with the following "Paradigm treats me fairly and with respect"?
10. Do you live in a building with communal areas, either inside or outside, that Paradigm is responsible for maintaining?
11. (If yes to Q10) How satisfied or dissatisfied are you that Paradigm keeps these communal areas clean and well maintained?
12. How satisfied or dissatisfied are you that Paradigm makes a positive contribution to your neighbourhood?
13. How satisfied or dissatisfied are you with Paradigm's approach to handling anti-social behaviour?
14. Have you made a complaint to Paradigm in the last 12 months?
15. (If yes to Q14) How satisfied or dissatisfied are you with Paradigm's approach to complaints handling?

Additional Questions we want to ask customers

We also included some extra questions to help us develop a deeper understanding of how we can improve services. The ordering of the questions complied fully with the regulator requirements. These were:

- *Why do you say that?* [positioned after Overall satisfaction]
- *On a scale of 0-10, how likely are you to recommend Paradigm to family or friends?*
- *How satisfied or dissatisfied are you that Paradigm is easy to deal with?*
- *How strongly would you agree or disagree with the following statement; 'I trust Paradigm to act in my best interest'*
- *Why do you say that?* [Positioned after How satisfied or dissatisfied are you that Paradigm keeps these communal areas clean and well maintained?]
- *Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?*
- *How satisfied or dissatisfied are you that your rent provides value for money?*
- *How satisfied or dissatisfied are you that your service charge provides value for money?*
- *How satisfied or dissatisfied were you with your most recent contact?*
- *Is there anything else you would like to feedback to Paradigm on what they need to do to improve?*

A "Don't know/Refused" option was available but not read out loud for some questions. This let customers continue the survey without picking an answer, ensuring no assumptions were made by interviewers.

Conducting the survey

The TSM survey was done quarterly from 3 April, 2023, to 22 March, 2024. Surveys were done by phone to keep things consistent with existing customer satisfaction programmes. Phone numbers are the most accurate contact information Paradigm has.

Sample sizes

We needed to complete:

- 981 surveys per year for customers who rent their home for a +/-3% confidence interval.
- 492 surveys per year for shared ownership customers for a +/-4% confidence interval.

The table below shows the sample sizes which exceeded the requirements:

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Rented	12,147	+/- 3%	981	1,115
Shared ownership	2,717	+/- 4%	492	541
Total	14,864		1,473	1,656

We used quota sampling to represent the full customer population, including quotas based on region and age.

Ensuring a representative sample

The survey responses must represent the relevant tenant population to ensure fair satisfaction scores. We need to make sure we:

- Have a representative sample with no significant under/over-representation of tenant groups.
- Weight responses if the sample isn't representative to make sure the reported TSMs are fair.

A review was done based on demographic information, and the survey results were found to accurately reflect the full customer population.