

Tenant Satisfaction Measures (TSMs): Assurance of approach

The Tenant Satisfaction Measures Standard (TSMs) requires all registered providers to carry out tenant perception surveys in order to generate and report TSMs annually, as directed by the Regulator of Social Housing.

These TSMs are intended to make the performance of landlords more visible to their tenants, as well as helping tenants to hold their landlords accountable.

TSMs are made up of 22 measures - ten management information measures and 12 satisfaction measures. These cover five key themes (alongside an additional measure for overall satisfaction with landlord services):

- Keeping properties in good repair
- Maintaining building safety
- Respectful and helpful engagement
- Responsible neighbourhood management
- Effective handling of complaints

All of the information must be accurate, reliable and valid in order to provide a transparent reflection of the performance of the landlord.

Our Approach

TLF Research were supplied a database of residents from Freebridge Community Housing before each wave of research, which contained all eligible contacts. All contacts supplied in the database had chance of being selected to take part in the TSM survey. TLF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.

Methodology

The TSM survey was conducted on a six-monthly basis in August 2024 and February 2025. It was agreed between Freebridge and TLF that an online and telephone-based approach would be a good starting point as this would allow TLF to reach out to a wide tenant base and correct any imbalance in response by setting quotas for the telephone interviews. This mixed methodology supports inclusivity and flexibility for survey completion.

As you can see from the table below, TLF achieved 58% of their total sample by telephoning tenants and the remaining 42% via email.

Method	% of total sample	No. completes	No. partial completes	Total sample	Response rate achieved
Telephone	58%	354	22	376	--
Email	42%	199	78	277	23.8%
Total	100%				

Sample size

A survey with high reliability is one that has consistent results each time it is conducted.

A reliability of $\pm 3\%$ would indicate (with 95% confidence) that the true population satisfaction figure is within 3% from the sample estimate.

All providers must determine the sample size required to achieve the required levels of statistical accuracy. The larger the population, the greater the reliability (margin of error) required.

The required sample size for Freebridge, as a provider with between 2,500 and 9,999 homes (6,330), is 536 surveys per annum to meet a ± 4 confidence interval.

In total, 653 Tenants were interviewed by TLF via phone and online. Of those, 553 surveys were completed in full, while 100 were partial completes.

Representative Sample

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:

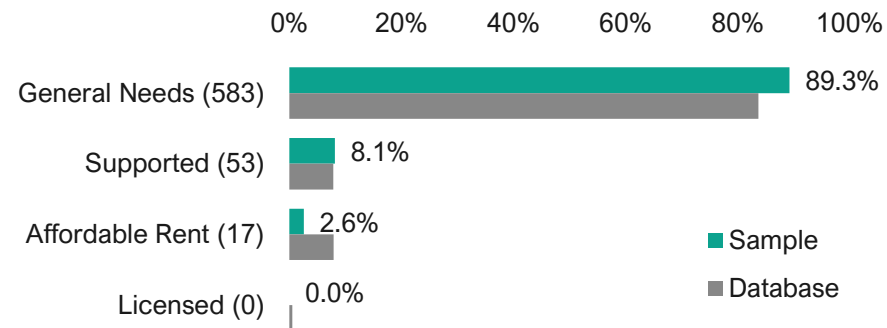
1. A representative sample: This means there is no material under/over-representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores.
2. Weighting responses: If the achieved sample is not representative of the tenant population then 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.

In Freebridge's case, TLF declared that weighting was not necessary, with the sample achieved representative of the total population by age.

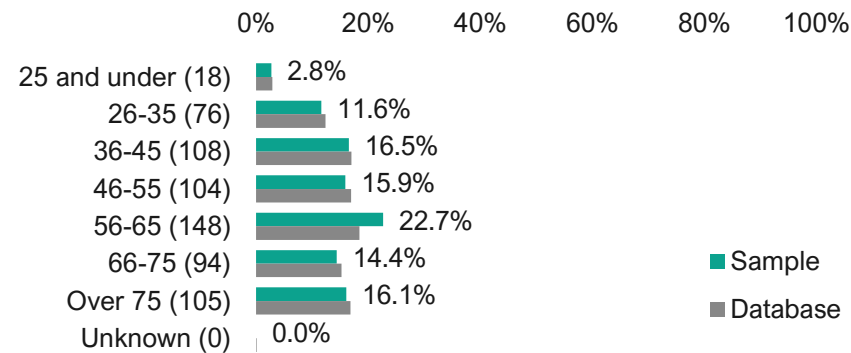
It should also be noted that neither Freebridge or TLF offered any incentives for those who decided to take part

The following groups were interviewed:

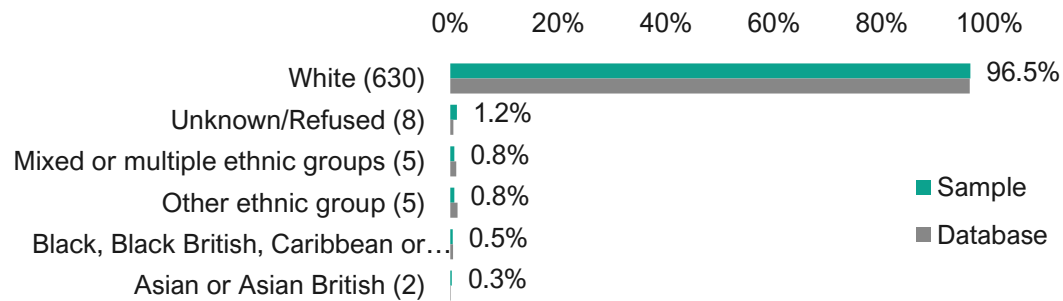
Tenure type



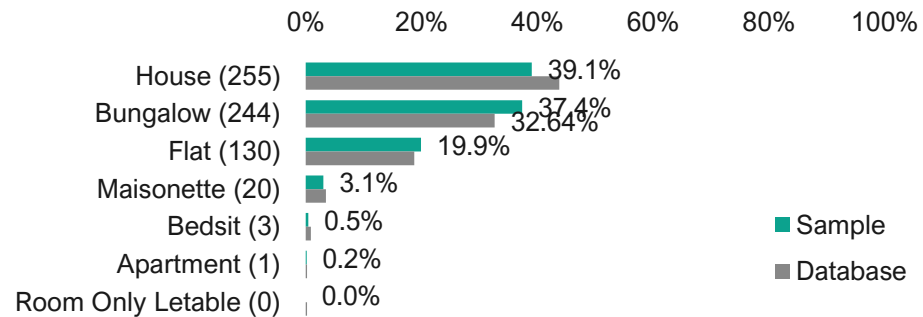
Age Group



Ethnicity



Property type



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

Reporting

TLF has produced a final report based on the findings from the 2024/25 TSM survey results.

You can find the TSM results on our website, in the Performance Section.

To keep things transparent, our approach to Tenant Satisfaction Measures (TSMs) has been checked by an independent audit, which gave it a 'substantial assurance' rating.