

Annual Tenant Satisfaction Measures

Summary of Approach – FY26

Low-Cost Home Ownership (LCHO)

1. Executive Summary

This report will provide a summary of the approach taken by Your Housing Group (YHG), with regards to the Tenant Perception (TP) Survey undertaken between 19th May 2025 and 30th March 2026, for customers living in Low Cost Home Ownership (LCHO) properties. This survey is a Regulatory activity and is the vehicle that enables us to gather data and publish performance on the Tenant Satisfaction Measures (TSMs).

Overall, we conducted 340 surveys against a requirement of 333 for an organisation of our size. We are pleased to report an overall customer satisfaction of 62.9%.

All customers who completed a survey were notified that they would be entered into a prize draw with 1 x £50 high street vouchers being awarded to the winning survey participants.

2. A Summary of achieved sample size.

YHG take our Statistical Data Return (SDR) as the pool of properties we use to measure our TSM performance. Due to our overall stock count of 2,344 LCHO properties, we are required to undertake 332 LCHO surveys in order to achieve a margin of error of 5% and a confidence level of 95%.

Overall, we collected 340 LCHO survey returns which ensured YHG achieved confidence level of 95% and 4.93% margin of error, which is compliant against a required 5% margin of error.

3. Timing of Survey

The survey covers the period of 1st April 2025 – 31st March 2026.

Surveys were actually conducted between 19th May 2025, and 30th March 2026 .

4. Collection Methods

In the main, surveys are conducted by YHG colleagues making outbound phone calls during monthly “Action Days.” Action days are led by YHG’s Customer Insight Team, who are responsible for the TP Survey, and they are also attended by senior housing managers who can help with any issues / escalations that may be brought to our attention during phone calls.

Colleagues are given all relevant training, briefings, information, and equipment required to conduct these surveys. Randomised lists containing customer information are issued to colleagues. In order to give the most accurate view we monitor representation throughout the year and ensure there is an even spread of representation across customer types, locations, and other demographics.

Based on our customer data and demographics, our assessment of representativeness is predominantly focussed on the following characteristics:

- Stock Type
- Age of respondent
- Ethnicity
- Location / geographical area

We prioritised these four demographic characteristics as they provide the most meaningful and actionable insight into our residents, enabling a more focussed and effective approach. This targeted selection ensures we capture high quality data that best supports understanding resident experience and informs improvement priorities.

We have used a number of our colleagues who speak languages other than English and have conducted surveys in languages such as Portuguese, Cantonese, Mandarin, Polish and Russian to ensure good representativeness among non-English speakers.

In FY26 we conducted 340 telephone surveys. Other methods of completing the survey were made available on request.

We conduct call recordings of outbound calls subject to customer consent, and check call quality across a number of these calls for assurance purposes.

We use an independent third party to collect a selection of our surveys, MEL Research, to assist with making contact out of normal office hours.

Finally, as an additional layer of assurance, this year, we were supported by an independent specialist market research company, Silver Research Services. They reviewed our approach and advised that in their opinion the survey was conducted in a way compliant with the Regulator of Social Housing's Tenant Survey Requirements as well as the Market Research Code of Conduct.

5. Sample Method

YHG do not exclude any customer groups within our overall stock profile. The only exemption to the Tenant Perception is empty properties, simply because there is no customer to survey in a property of this type.

We use a random computer-generated sampling system taken from our Statistical Data Return (SDR). A random set of forty properties are selected from this and two contact attempts to the tenants are made. After this, another forty properties are randomly selected.

Once a customer completes a survey, they are then excluded from the random sampling process for the full period.

YHG also assess the representativeness of the survey ensuring that the surveys collected are, demographically, a true representation of our customer profile.

6. Summary of the assessment of representativeness of the sample against the relevant tenant population

Your Housing Group invested this year in the creation of an electronic dashboard which enables us to closely monitor the representativeness of the survey responses. This divided our survey respondents into the following demographics:

- Stock Type
- Region
- Age
- Ethnicity

After working with a third party independent consultant, we agreed a 2% tolerance against all demographics. The table below shows an extract from our dashboard:

Stock Type	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
Non Social (LCHO)	2,037	86.90%	289	292	85.88%
OPS (LCHO)	307	13.10%	43	48	14.12%
Sub total	2,344		332	340	

Age Banding	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
18 to 24	39	1.66%	6	7	2.06%
25 To 44	796	33.96%	113	115	33.82%
45 To 64	664	28.33%	94	94	27.65%
65 To 100	771	32.89%	109	118	34.71%
Unknown	74	3.16%	10	6	1.76%
Sub total	2,344		332	340	

Region	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
Region 1 - Liverpool, Halton and Selson	176	7.51%	25	22	6.47%
Region 2 - Warrington, Knowsley and St Helens	529	22.57%	75	78	22.94%
Region 3 - Cheshire, Staffordshire Moorlands and Stc	512	21.84%	73	72	21.18%
Region 4 - Lancashire and Yorkshire	737	31.44%	104	112	32.94%
Region 5 - Greater Manchester	344	14.68%	49	51	15.00%
Region 6 - Other	46	1.96%	6	5	1.47%
Sub total	2,344		332	340	

Ethnic Group	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
Asian	11	0.47%	1.6	1	0.29%
Black	4	0.17%	0.6	1	0.29%
Chinese	5	0.21%	0.7	1	0.29%
Mixed Race	7	0.30%	1.0	2	0.59%
Other	8	0.34%	1.1	0	0.00%
Romany	-	0.00%	0.0	0	0.00%
Unknown	1,458	62.20%	206.5	207	60.88%
White	851	36.31%	120.5	128	37.65%
Sub total	2,344		332	340	

7. Any weighting applied to generate the reported perception measures

No weighting to scores has been applied to the LCHO Tenant Perception Survey at YHG.

8. The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures.

YHG used two external contractors to support the Tenant Perception Survey.

Whilst most surveys were conducted over the telephone, by YHG colleagues, MEL Research was used to collect a small sample of surveys. These were used to help assist us making calls outside of traditional office hours, to maximise tenant representativeness.

We also commissioned Silver Research Services who conducted a full compliance check against the Regulator of Social Housing's Tenant Perception Survey Requirements and Technical Guidance. Silver Research Services also checked for compliance with the Market Research Society's Code of Conduct. We are pleased to report that in their view this exercise confirmed that YHG were compliant with these requirements.

9. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances.

No tenant households were excluded from the relevant population.

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

All sample size requirements were met. YHG achieved a survey return of 340, against a target of 332. This gives us a 95% confidence level and a 4.93% margin of error which is compliant with requirements.

11. Type and amount of any incentives offered to tenants to encourage survey completion.

All customers who completed a survey were entered into a free prize draw. One customer was selected at random following completion of the survey and a £50 Love2Shop voucher was issued.

12. Any other methodological issues likely to have a material impact on the tenant perception measures reported.

None.