

## **Annual Tenant Satisfaction Measures**

### **Summary of Approach – FY26**

#### **Low-Cost Rental Accommodation (LCRA)**

##### **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 13<sup>th</sup> May 2025 and 30<sup>th</sup> March 2026, for customers living in Low Cost Rental Accommodation (LCRA) 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 1,395 surveys against a requirement of 1,022 for an organisation of our size.

We are pleased to report an overall customer satisfaction of 76.3%.

All customers who completed a survey were notified that they would be entered into a prize draw with 3 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 24,208 LCRA properties, we are required to undertake 1,022 LCRA surveys in order to achieve a margin of error of 3% and a confidence level of 95%.

Overall, we collected 1,395 LCRA survey returns which ensured YHG achieved a confidence level of 95% and 2.55% margin of error, which is compliant against a required 3% margin of error.

##### **3. Timing of Survey**

The survey covers the period of 1<sup>st</sup> April 2025 – 31<sup>st</sup> March 2026 with interviews conducted between 13<sup>th</sup> May 2025 and 30<sup>th</sup> March 2026. The majority of surveys were conducted by YHG colleagues, attending monthly action days and making outbound calls.

#### **4. Collection Methods**

##### **Collection Methods – LCRA**

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 overseeing 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 representation among non-English speakers.

We also collect a range of surveys using face to face and email for customers who request this through personal choice or as a reasonable adjustment. In FY26 we conducted 1331 telephone surveys and 64 face to face surveys.

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 Survey 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. This is a data set taken against our Statistical Data Return (SDR) and Tenant Population. 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. Please see below a summary of the assessment of representativeness of the sample against the relevant tenant population.

Stock Type	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
General Needs	19,432	82.80%	1,079	1149	82.37%
OPS (LCRA)	3,193	13.61%	178	192	13.76%
Supported	843	3.59%	47	54	3.87%
<b>Sub total</b>	<b>23,468</b>		<b>1,304</b>	<b>1,395</b>	

Age Banding	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
18 to 24	613	2.61%	34	43	3.08%
25 To 44	6,628	28.24%	368	372	26.67%
45 To 64	8,331	35.50%	463	496	35.56%
65 To 100	7,535	32.11%	419	462	33.12%
Unknown	361	1.54%	20	22	1.58%
<b>Sub total</b>	<b>23,468</b>		<b>1,304</b>	<b>1,395</b>	

Region	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
Region 1 - Liverpool, Halton and Sefton	3,749	15.97%	208	212	15.20%
Region 2 - Warrington, Knowsley and St Helens	5,113	21.79%	284	325	23.30%
Region 3 - Cheshire, Staffordshire Moorlands and Stc	5,043	21.49%	280	314	22.51%
Region 4 - Lancashire and Yorkshire	4,525	19.28%	252	262	18.78%
Region 5 - Greater Manchester	5,038	21.47%	280	282	20.22%
<b>Sub total</b>	<b>23,468</b>		<b>1,304</b>	<b>1,395</b>	

Ethnicity	%		Sample	Achieved	% Achieved
	Relevant Population	Relevant Population			
Asian	334	1.42%	18	23	1.65%
Black	440	1.87%	24	28	2.01%
Chinese	193	0.82%	11	13	0.93%
Mixed Race	215	0.92%	12	16	1.15%
Other	231	0.98%	13	16	1.15%
Romany	2	0.01%	0	0	0.00%
Unknown	8,075	34.41%	449	476	34.12%
White	13,978	59.56%	777	823	59.00%
<b>Sub total</b>	<b>23,468</b>		<b>1,304</b>	<b>1,395</b>	

The table shows an internal YHG target (sample column) of 1,304 surveys which is set higher than the Regulatory Requirement of 1022, for an organisation of our size.

**7. Any weighting applied to generate the reported perception measures**

No weighting to scores has been applied to the LCRA 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 ensure maximum 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.**

There were no tenant households 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 1,395, against a target of 1,022. This gives us a 95% confidence level and a 2.55% 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. Three customers were selected at random following completion of the survey and a £50 Love2Shop voucher was issued to each.

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

None.