

# Tenant Satisfaction Measures: Statement of Approach

## **The Tenant Satisfaction Measures**

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys to generate and report TSMs annually as specified by the Regulator of Social Housing. TSMs are intended to make landlords' performance more visible to tenants and help tenants hold their landlords accountable.

The TSM standards consist of 22 measures: 10 management information measures and 12 satisfaction measures. They cover five key themes: keeping properties in good repair, maintaining building safety, respectful and helpful engagement, responsible neighbourhood management, and effective handling of complaints, alongside an additional measure for overall satisfaction with landlord services. All information must be accurate, reliable and valid to provide a transparent reflection of performance.

The survey methodology and reporting approach were designed in accordance with the Regulator of Social Housing's Tenant Satisfaction Measures Standard, including Annex 4 (Tenant Perception Survey Requirements) and Annex 5 (Technical Requirements) applicable to the 2025/26 reporting year

## **Approach**

BF adopted a census methodology, whereby all eligible tenants had the opportunity to participate in the survey during the reporting year. In Bromford, Neighbourhood Coaches conducted face-to-face surveys as part of the annual customer review, as they had done for previous submissions. Flagship customers were surveyed by telephone by the Bromford insight team, with additional resources allocated to manage the increased workload.

## **Eligible Population**

The tenant population was derived from housing management records as at 31 March 2026. Eligibility criteria and exclusions were applied in line with Annex 4 requirements.

Customers within Low Cost Rental Accommodation (LCRA) and Low Cost Home Ownership (LCHO) tenures were included where applicable. Any exclusions applied were in accordance with the Regulator's requirements.

## Survey design

### Bromford

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. Bromford also included the following additional questions within their survey:

- *“What would good look like” and “Please tell us more about being a Bromford Customer”* positioned after question TP01.
- *“What's worked well before and what was different this time about our repairs service?”* positioned after question TP03.
- *“Is there anything else you would like us to know about our repairs service or how we maintain your home?”* Positioned after question TP04.
- *“Please tell us more about why you feel your home isn't a safe place to live?”* Positioned after TP05.
- *“Tell us more about this?”* Positioned after TP08.
- *“How could we have improved things for you?”* Positioned after TP09.
- *“Tell us more?” and “Please tell us more about cleaning and maintenance?”* Positioned after TP10.
- *“What could we do more of?” and “Please tell us more about your community?”* Positioned after TP11.
- *“Tell us more?” and “Please tell us more about your experience?”* Positioned after TP12.

### Flagship

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. Flagship also included the following additional questions within their survey:

- *“Why do you say that?”* Positioned after TP01.

Telephone surveys were conducted by trained colleagues using a structured script aligned to Annex 4 requirements. Face-to-face surveys were completed during customer review interactions.

Survey guidance, question wording and collection processes were standardised across delivery channels to minimise bias and support consistency in survey administration.

Participation was voluntary, and responses were recorded directly into approved survey platforms.

As a result, the TSM survey results submitted may include customers who refused or were unable to answer TP01 but wanted to continue to provide their feedback. This is in line with the introductory text confirming that their data would be included in the data submission to the Regulator.

BF have achieved:

- 35,979 valid responses to TP01 for LCRA
- 2290 valid responses to TP01 for LCHO

Not all customers answered TP01, but provided answers to other questions in the survey, for which their answers have been included in the results. As such the total number of surveys achieved is:

- 36,227 for LCRA
- 2338 for LCHO

## **Methodology**

The TSM survey was conducted throughout the year between 01 April 2025 and 31 March 2026. Controls were applied to identify and manage duplicate survey responses in line with the agreed methodology for the reporting year.

Surveys were conducted by telephone and face-to-face:

- 68.7% (24,874) of LCRA surveys were completed face-to-face
- 31.3% (11,353) of LCRA surveys were completed via telephone
  
- 75.9% (1774) of LCHO surveys were completed via telephone
- 24.1% (564) of LCHO surveys were completed online

Survey responses were captured and stored securely within approved survey platforms in line with organisational data governance requirements and UK GDPR obligations.

## **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.

BF assessed representativeness across a range of tenant characteristics including locality, age and accommodation type. Locality was identified as the only characteristic where under or over representation was considered likely to materially influence satisfaction outcomes. As a result, weighting was applied on this basis

The tables below summarise the weighted results:

Locality (LCRA)	Population	Survey Proportion	Weightings
Central	13.0%	17.1%	76%
Gloucestershire	14.9%	19.3%	77%
Staffordshire & The Marches	15.9%	19.2%	82%
West of England	12.9%	13.0%	100%
Newtide	13.3%	9.8%	136%
Samphire	13.8%	9.3%	148%
Victory	16.1%	12.2%	132%

Locality (LCHO)	Population	Survey Proportion	Weightings
Central	13.0%	25.0%	75%
Gloucestershire	14.9%	20.9%	91%
Staffordshire & The Marches	15.9%	17.1%	88%
West of England	12.9%	6.1%	140%
Flagship Homes	13.3%	30.9%	156%

All other areas were represented satisfactorily, details below:

Age (LCRA)	Population	Survey Data
18 to 24	3.1%	3.0%
25 to 44	34.4%	33.7%
45 to 74	50.0%	49.8%
75 to 105	12.3%	11.8%
Unknown	0.2%	1.7%

Age (LCHO)	Population	Survey Data
18 to 24	2.9%	2.3%
25 to 44	50.2%	49.5%
45 to 74	39.4%	40.2%
75 to 105	4.8%	6.1%
Unknown	1.1%	1.8%

## Bromford Only

Accom Type (LCRA)	Population	Survey Data
Affordable Rent	12.42%	12.79%
Agency Services	0.46%	0.00%
Extracare	2.34%	0.40%
General Needs	79.24%	79.24%
Supported Housing	7.50%	7.08%
Temporary Accommodation	0.03%	0.00%

Accom Type (LCHO)	Population	Survey Data
Shared Ownership	98.0%	97.5%

## Flagship Only

Accom Type (LCRA)	Population	Survey Data
General needs (Affordable rent)	13.2%	13.4%
General needs (intermediate rent)	4.2%	4.3%
General needs (social rent)	80.5%	81.9%
Housing For Older People (Social Rent)	1.3%	0.3%
Supported (social rent)	0.7%	0.0%

Accom Type (LCHO)	Population	Survey Data
Shared Equity	0.1%	0.2%
Shared Ownership	99.9%	99.8%

## Governance and Assurance

Oversight of the TSM methodology, delivery and reporting was provided through BF's governance and assurance arrangements, involving Insight, operational and quality colleagues throughout the reporting year.

Survey delivery, response profiles and representativeness were monitored during the year by relevant Insight and operational teams.

Weighting methodology was independently undertaken by The Leadership Factor (TLF) to support representativeness of the final reported results.

Final TSM calculations, weighting outputs and submission returns were subject to internal validation and reconciliation checks prior to submission.

Following weighting and validation activity, BF concluded that the achieved survey responses provided a sufficiently representative basis for TSM reporting for 2025/26.

BF considers the methodology and reported results to be compliant with the requirements of the Regulator of Social Housing's TSM Standard for 2025/26.

### Limitations

As with all perception-based surveys, the reported results reflect customers' views and experiences at the point in time the survey was completed.

Version	Date	Document Owner	Approved By
v1.0	June 2026	Insight Team	[Name]