

Tenant Perception Measures – Summary of Approach

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1. Introduction

- 1.1 The Transparency, Influence and Accountability Standard requires all registered providers to conduct tenant perception surveys to generate and report TSMs annually as specified by the Regulator of Social Housing. The TSMs are intended to make landlords' performance more visible to customers and help customers hold their landlords accountable.
- 1.2 This note outlines whg's approach to the Tenant Perception Measures element of the Tenant Satisfaction Measures (TSMs), as required in the Tenant Survey Requirements published by the Regulator of Social Housing.
- 1.3 The TSM standards consist of 22 measures: 10 management information measures and 12 satisfaction measures, covering 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 the performance.

2. Sample size

- 2.1 whg achieved a sample size of 1,048 valid survey responses from Low Cost Rental Accommodation (LCRA) customers. This was based on the number of LCRA homes detailed in the 2026 Statistical Data Return (21,326). The required sample size based on 95% confidence, +/- 3% was 1017, we therefore exceeded the minimum sample size.
- 2.2 As per the guidelines, surveys from Low Cost Home Ownership customers have been excluded from the submitted results as whg owns fewer than 1,000 of these properties. However, the Regulator recommends that LCHO and other customers are still offered an opportunity to provide their feedback. Therefore, Walsall Housing Group have included LCHO customers within this research and surveyed 20% of the LCHO customer base (186 customers).

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	21,326	+/- 3%	1017	1048
Low-Cost Home Ownership (LCHO)	916	N/A – best effort basis	N/A – less than 1,000	186
Total	22,242		1017	1234

3. Survey timing

- 3.1 The surveys were carried out throughout the year, between 22 April 2025 and 16 March 2026. A monthly quota was agreed to enable whg to track results over time and ensure the sample was representative of the customer base.

4. Collection methods

- 4.1 100% of whg's Tenant Perception Surveys were completed via phone call. This method was chosen to improve the quality of narrative feedback collated from customers, providing richer insight which can be used to inform service improvements. We periodically review our approach however, we have observed that the quality of feedback for online or written survey responses can be limited, and the phone methodology allows us to explore feedback in more detail, whilst managing costs. It also allows us to better manage sample size and sample representation. whg has therefore used the same approach for the last two years. We recognise that some customers will need additional support, and this approach allows us to tailor the interview to the customer's needs. The following adjustments are made available:
- A link to an online version of the survey can be made available, meaning the customer can have support in completing the survey, or make use of online accessibility and translation tools.
 - If a customer needs support to complete the survey over the phone, they can have a family member/friend or support worker with them and will be advised to put the phone on speaker phone - although the answers provided must be their own (and interviewer must hear it coming from the customer)
 - If a customer has limited English, the interviewer will ask for their primary language and if possible we will arrange for a member of the interviewing team who speaks that language to call them back to support them with the survey.
 - If a customer is living within a joint tenancy household and has support needs / limited English or other access issues, the interview can be referred to the joint tenant to complete the survey.

5. Sample method and representation

- 5.1 whg applied a **stratified** sample approach to collating the Tenant Perception Measures. As above, the sample size is compliant with the requirements set out by the regulator.

- 5.2 To ensure our survey responses were representative of the customer base, the sample was checked quarterly and adjusted as necessary with the aim of achieving a sample which matched the whg tenant population in April 2025 within 3% for each characteristic. The following characteristics were used to ensure good representation across customer type but also location and property type as these can be contributing factors to satisfaction and provide valuable insight:

- Gender
- Age
- Ethnicity

- 5.3 The embedded Excel file below shows the achieved sample and the whg tenant population for that characteristic.



whg TSM Survey
profile review 25-26 F

- 5.4 We are satisfied that the sample population and TSM results accurately reflect that of the customer population based on the data whg holds about its customers.

No weighting was used in the reporting of whg's TSMs.

6. External contractors

- 6.1 whg commissioned external contractor, IFF Research, to manage and deliver all TSM survey responses. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.
- 6.2 whg securely provided IFF with the contact details of the customer base, IFF then managed the sample on behalf of whg to ensure independence in approach. The results were made available via the IFF Resident Voice platform. They were then exported and analysed for reporting and learning. To ensure accuracy of reporting, whg's own analysis was cross referenced with results provided by IFF.

7 Exclusions

- 7.1 No tenant households were excluded from the sample due to the exceptional circumstances described in paragraph 63.

8 Survey design

- 8.1 The TSM survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. All TSMs perception measure questions were asked within a single survey. whg also included the following additional questions within their survey:
- "Can you tell me why you feel that way?" Positioned at the end of theme overall satisfaction.
 - "How satisfied or dissatisfied are you that your rent provides value for money?" Positioned at the end of theme maintaining building safety.
 - "Can you tell me why you feel that way?" Positioned after "How satisfied or dissatisfied are you that whg listens to your views and acts upon them?"
 - "Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?" Positioned at the end of theme responsible neighbourhood management.
 - "How likely would you be to recommend whg to family or friends, where 0 is not likely at all and 10 is extremely likely?" Positioned at the end of theme responsible neighbourhood management.
- 8.2 A 'Don't know / Refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10. This was not read out as an answer option and only used in instances when a customer was unable to select an option from the responses available but wanted to continue to provide their feedback. This prevented interviewers from making assumptions or inferences on the customer's behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any 'Don't know / Refused' responses were removed from the reported base for each of these questions for percentage calculations. 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.
- 8.3 IFF consider that a respondent who has terminated an interview has effectively withdrawn their consent to participate in the research. We appreciate that this is open to interpretation, but IFF take the most cautious approach to uphold ethical standards. We do include partial responses, where customers have skipped or refused to answer any questions but have submitted their interview.

9 Incentives

- 9.1 No incentives were used in relation to collation of the TSMs to encourage completion.

10 Conclusion

- 10.1 This summary outlines whg's approach to the Tenant Perception Measures and accompanies the 2025/26 TSM submission. whg is compliant with all TSM guidance and requirements published by the Regulator of Social Housing.