

TRG Summary of Approach – Tenant Satisfaction Measures (TSM) submission

To be published alongside each set of tenant perception measures published by TRG.

a. A summary of achieved sample size

Feedback has been collected from 5692 customers during 24/25, 1179 Low Cost Home Ownership (LCHO) responses and 4513 Low Cost Rental Accommodation (LCRA) responses. This provides us with an accurate picture of how our customers are feeling about the services they receive from us. IFF Research, who conduct this survey on behalf of TRG, select participants as part of a random stratified sample, ensuring they collect feedback from customers across all different tenures and geographic regions.

b. Timing of survey

The survey is conducted in monthly waves and ongoing throughout the year to enable us to listen to the very latest views and respond quickly. Results and comments are reviewed and reported every month internally. Where comments are raised which are deemed a cause for concern such as safeguarding or welfare, these are confidentially passed on to the relevant colleague to act on efficiently.

c. Collection method

IFF Research gather customer feedback on behalf of TRG through multiple collection methods. For the survey used to gather our TSM performance, IFF aim to collect 70% of the feedback through telephone surveys and 30% through online responses. Online invites are sent via email and SMS. This method split enables us to gather feedback from a broader range of customers. Actual split between telephone and online responses for 24/25 was 73%/27% for LCHO customers and 70%/30% for LCRA customers.

It should be noted that collection of TSM performance measures forms part of a wider customer perception survey which asks for feedback on a greater range of topics and includes geographies and tenures that not included as part of the TSM's, this includes Leasehold customers and customers located in Scotland.

d. Sample Method

Random stratified sampling is used with monthly quotas for telephone and online responses for each sub-group of customers. These cohorts ensure enough feedback is received from relevant tenure types and geographies across TRG to be able to report accurately on satisfaction for these customer cohorts. A census of all customers eligible to take part in the survey (where we have phone numbers or email addresses and the customer has not opted out of surveys) is used as the basis of a contact list each month, with actual contacts within each cohort being selected at random by IFF Research.

e. Summary of the assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)

Survey responses were analysed in December-24 to ensure feedback was representative of TRG's overall customer profile. This consisted of a comparison of total weighted survey response data to the overall counts of LCRA and LCHO customers. A number of geographic, property and demographic factors were analysed, including tenure, age group, presence of children, disability, gender, ethnicity, household occupants, religion, sexual identity, dwelling type, geographic region and local authority.

Whilst weighting of survey results is based on stock type and geography, this analysis ensured we had accurate feedback from customer demographics where we have seen variance in customer satisfaction levels in the past.

As a result of this analysis, where feedback was underrepresented/ overrepresented for certain characteristics, customers with these characteristics were oversampled / under sampled in the final four months of fieldwork to help improve representativeness. For example, this included reducing the proportion of responses from female customers in LCRA as well as reducing the proportion of responses from single occupancy tenancies and customers who live in flats in LCHO. Across LCHO an increased proportion of responses from customers who are either Atheist / have no religion was also targeted.

The tables below show the final proportions of total survey responses (weighted) compared to customer population counts for 2024/25 for LCRA and LCHO across the key characteristics of tenure, age, dwelling type, ethnicity and geographic regions. Riverside has prioritised maintaining any variance to within a 5% margin, with LCHO customers living in flats being the only area this was not achieved (minor overrepresentation).

Tenure Representativeness	LCRA		LCHO	
	% Relevant Tenant Population	% Total Survey Responses (W)	% Relevant Tenant Population	% Total Survey Responses (W)
OHG – Market Rent	0.4%	0.4%		
OHG – Retirement Living	0.7%	0.7%		
OHG – Shared Owners			47.2%	47.2%
OHG – Social Housing	13.6%	13.6%		
OHG – Supported Housing	1.4%	1.4%		
Riverside - Care & Support General Needs	0.1%	0.1%		
Riverside - Intermediate/ Market Rent	0.7%	0.7%		
Riverside - Liverpool City Region Social Housing	28.9%	28.9%		
Riverside - North Geographic Region Social Housing	26.9%	26.9%		
Riverside - Retirement Living	8.6%	8.6%		
Riverside - Shared Owners			52.8%	52.8%
Riverside - South & Central Geographic Region Social Housing	11.6%	11.6%		
Riverside - Supported	7.2%	7.2%		

Age Representativeness	LCRA		LCHO	
	% Relevant Tenant Population	% Total Survey Responses (W)	% Relevant Tenant Population	% Total Survey Responses (W)
16-24	3.4%	4.5%	1.3%	0.9%
25-34	12.7%	11.4%	16.4%	14.8%
35-44	18.7%	17.5%	24.1%	23.8%
45-54	18.3%	17.3%	16.4%	16.8%
55-64	20.3%	20.8%	12.6%	15.5%
65-74	14.3%	17.1%	8.5%	11.1%
75-84	8.1%	9.4%	4.2%	6.0%
85+	2.8%	1.9%	1.8%	1.4%
Unknown	1.5%	0.1%	14.6%	9.6%

Dwelling Type Representativeness	LCRA		LCHO	
	% Relevant Tenant Population	% Total Survey Responses (W)	% Relevant Tenant Population	% Total Survey Responses (W)
Bedsit	1.7%	2.1%	0.0%	0.0%
Bungalow	5.8%	7.4%	4.9%	6.1%
Flat	39.1%	39.6%	47.3%	53.9%
House	46.9%	45.0%	44.0%	38.7%
Maisonette	2.6%	3.1%	0.6%	0.7%
Room	3.9%	2.9%	0.0%	0.0%
Other	0.0%	0.0%	3.1%	0.5%

Ethnicity Representativeness	LCRA		LCHO	
	% Relevant Tenant Population	% Total Survey Responses (W)	% Relevant Tenant Population	% Total Survey Responses (W)
Arab	0.4%	0.6%	0.0%	0.0%
Asian/Asian British - Bangladesh	2.2%	2.0%	0.0%	0.0%
Asian/Asian British - Indian	0.5%	0.5%	0.5%	0.7%
Asian/Asian British - Pakistani	0.5%	0.6%	0.2%	0.2%
Asian/Asian British - Other	1.0%	1.0%	0.6%	0.8%
Black/Black British - African	3.7%	4.1%	0.6%	0.4%
Black/Black British - Other	0.6%	0.5%	0.2%	0.3%
Black/Black British - Caribbean	1.7%	1.9%	0.5%	0.4%
Chinese	0.2%	0.1%	0.2%	0.2%
Gypsy/Romany/Irish Traveller	0.0%	0.0%	0.0%	0.0%
Mix Other	0.5%	0.5%	0.2%	0.3%
Mix White Asian	0.2%	0.1%	0.2%	0.2%
Mix White Black African	0.6%	0.7%	0.1%	0.1%
Mix White Black Caribbean	0.5%	0.5%	0.1%	0.1%
Other Ethnic Group	1.4%	1.4%	0.2%	0.1%
White British	68.1%	68.0%	40.1%	40.1%
White European	0.9%	0.8%	0.1%	0.1%
White Other	2.5%	2.9%	2.0%	2.1%
White Irish	0.6%	0.8%	0.3%	0.3%
Refused	3.1%	3.0%	5.2%	5.2%
Unknown	10.6%	10.0%	48.8%	48.4%

Geographic Region	LCRA		LCHO	
	% Relevant Tenant Population	% Total Survey Responses (W)	% Relevant Tenant Population	% Total Survey Responses (W)
Liverpool City Region - Geographic	34.3%	33.3%	16.8%	16.7%
North - Geographic	32.8%	32.1%	20.6%	19.7%
South & Central - Geographic	17.2%	18.5%	17.5%	16.4%
London - Geographic	15.8%	16.1%	45.1%	47.2%

f. Any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)

Weighting is applied to TRG survey responses based on stock type and geography. As mentioned earlier fieldwork is conducted using a random stratified sample, these strata are based on 13 specific tenures and geographies across TRG. To be able to accurately report on smaller cohorts, certain customer groups are oversampled to allow for greater accuracy when viewing satisfaction scores.

To prevent smaller cohorts from having a disproportionate impact on TRG overall TSM figures, results are weighted according to the stock type and geography to ensure feedback is proportionally representative of the overall customer profile.

As an example, ‘Riverside – North Geographic Region Social Housing’ customers account for 26.9% of all eligible LCRA stock, however made up 16.5% of all unweighted survey feedback. All survey responses were given a weight value so that when aggregated these North– Social Housing’ responses accounted for 26.9% of the total weighted survey responses.

The stock types and geographies used to apply weighting consisted of (‘OHG – Social Housing’, ‘OHG – Shared Owners’, ‘OHG – Market Rent’, ‘OHG - Supported Housing’, ‘OHG – Retirement Living’, ‘Riverside – Retirement Living’, ‘Riverside – Care & Support General Needs’, ‘Riverside – Supported’, ‘Riverside – Intermediate/Market Rent’, ‘Riverside Shared Owners’, ‘Riverside – Liverpool City Region Social Housing’, ‘Riverside – North Geographic Region Social Housing’ and ‘South & Central Geographic Region Social Housing’).

The total weighting value has been amended in comparison to the 23/24 submission, previously this value was ‘1000’ for LCRA and LCHO combined. However, this has been amended to use the survey response counts specific to LCRA and LCHO separately as the total weighting values for 24/25. This change has no impact on satisfaction scores.

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

IFF Research conduct fieldwork on behalf of TRG for the survey used to collect TSM performance measures. IFF report the results on an online platform called Resident Voice which provides TRG with access to survey responses on a daily basis.

h. the number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with a broad rationale for their removal (providers must ensure this rationale does not breach requirements on confidentiality)

199 LCRA customers across 5 services were excluded from taking part in the survey due to exceptional circumstances. These consist of care services where customers have been identified as not having the capacity to complete the survey.

i. reasons for any failure to meet the required sample size requirements summarised in Table 5

Not applicable, +/-2% margin of error at 95% confidence level met.

j. type and amount of any incentives offered to tenants to encourage survey completion

None

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

Data quality of customer contact details and limited variety in surveying approaches to meet individual customer needs (e.g. disability) has resulted in TRG surveying some customers through methods we know would not best suit communication preferences.

For properties owned by TRG but managed by other providers, TRG does not regularly engage with these customers due to the management provision and care provision being outsourced to other providers. Collecting feedback from these specific customers was undertaken solely online and results may have been negatively impacted by this approach.