

Appendix 2 – TSM Summary Of Approach - Survey approach and methodology

1. Background

As a registered providers with more than 1,000 social housing units Look Ahead must report TSM data to the regulator in line with the Transparency, Influence and Accountability Standard.

This document sets out the organisation's approach to collecting, validating and reporting Tenant Satisfaction Measures (TSMs), in accordance with the Regulator of Social Housing (RSH) requirements and Tenant Survey Requirements.

TSMs form a key component of the Transparency, Influence and Accountability Standard, and are used to provide assurance on performance against the Consumer Standards.

This approach has been designed to support regulatory inspection and provide Board assurance on compliance with the Consumer Standards

2. Methodology

Sections a to m below set out our survey approach in line with paragraph 35 of the Tenant Survey Requirements - [Tenant Survey Requirements \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/101444/tenant-survey-requirements.pdf)

a) Summary of the achieved sample size

Look Ahead completed all our surveys internally and we chose the census approach. We surveyed 803 customers and achieved a response rate of 39.9%, which provided a confidence level of 95%.

b) Timing of survey

Look Ahead ran our perception survey from November 2025 to mid February 2026.

c) Collection method

To ensure inclusivity and maximise engagement across our diverse supported housing population, we employed a variety of survey methods—face-to-face, paper-based, telephone, and web-based. This mixed-method approach allowed us to reach residents with varying levels of digital access and literacy as well as accommodate different communication preferences, recognising that some individuals may feel more comfortable responding in person or over the phone. Our responses were spread across the channels:

Face to Face	3.4%
Paper based Response	34.9%
Telephone	3.7%
Web based Form	57.9%

d) Sample Method

Look Ahead adopted a census approach, issuing surveys to all eligible customers in the relevant population. No sampling was undertaken, as all tenants were given the opportunity to respond. This approach ensures full coverage of the population, with results based on those who chose to participate.

e) Ensuring representativeness

For 2026 round of TSMs we made a concerted effort to target services where we historically have had lower response rates. We also assess the responses with respect to specialisms, area/postcode, ethnicity, age and gender to ensure representativeness across these categories:

Category	Sub-category	Relevant tenant population %	Total Survey Response %
Specialism	Agent Managed	6.0%	3.7%
	Homelessness and Complex Needs	5.6%	8.4%
	Intermediate Rent	2.5%	1.2%
	Learning Disabilities	7.7%	13.4%
	Mental Health	25.0%	28.7%
	Social	34.4%	23.4%
	Young People	17.7%	19.0%
	Not Listed	1.0%	2.2%
Gender	Female	33.60%	37.0%
	Male	61.1%	60.2%
	Null	5.1%	-
	Prefer not to say	0.1%	2.8%
Age Band	17 to 18	5.4%	3.1%
	19 to 29	23.3%	28.2%
	30 to 39	15.1%	16.6%
	40 to 49	16.4%	15.7%
	50 to 59	15.6%	12.5%
	60 to 69	11.6%	16.6%
	70 to 79	3.9%	3.1%
	80 or Over	0.5%	
	Refused/NULL	8.3%	4.1%
Ethnicity	Asian/Asian British: Bangladeshi	4.2%	6.6%
	Asian/Asian British: Chinese	0.2%	0.3%
	Asian/Asian British: Indian	0.4%	1.9%
	Asian/Asian British: Other	3.0%	6.0%
	Asian/Asian British: Pakistani	1.5%	3.4%
	Black/African, Caribbean or Black British: African	7.2%	16.6%
	Black/African, Caribbean or Black British: Caribbean	3.1%	8.5%
	Black/African, Caribbean or Black British: Other	4.4%	5.0%
	Mixed: Other	1.5%	3.1%
	Mixed: White & Asian	0.4%	-
	Mixed: White & Black African	0.6%	1.9%
	Mixed: White & Black Caribbean	0.9%	2.5%
	Other Ethnic Group: Other	26.4%	1.3%
	Other Ethnic Group: Arab	1.4%	0.6%
	Refused	0.2%	5.0%
	White: British	17.1%	32.3%
	White: Other	2.2%	5.0%
	No Data	25.3%	
Local Authority	Barking & Dagenham	5.9%	7.8%
	Bracknell Forest	9.0%	4.7%

	Bromley	1.6%	1.6%
	Ealing	2.7%	2.8%
	Gravesham	0.6%	0.9%
	Hackney	1.7%	2.8%
	Hammersmith & Fulham	0.3%	1.9%
	Hertfordshire	0.1%	0.3%
	Hillingdon	1.00%	-
	Kensington & Chelsea	5.6%	4.4%
	Newham	18.6%	12.5%
	Richmond	1.4%	2.2%
	Slough	4.6%	5.3%
	Southwark	1.9%	0.6%
	Tower Hamlets	37.9%	39.8%
	Waltham Forest	0.4%	0.3%
	Welwyn and Hatfield	0.1%	-
	Westminster	1.7%	1.9%
	Windsor & Maidenhead	5.0%	6.6%
	None Given		3.4%

Overall, the achieved sample is considered to be broadly representative of the relevant tenant population, and therefore suitable for reporting TSM results.

f) Weighting

We used a third party partner *Acuity* (<https://www.arap.co.uk/>) to complete the weighting for the survey results against specialism.

g) External contractors used

Aside from weighting of the overall results, Look Ahead did not use any external contractors to carry out the satisfaction survey.

h) Households excluded from the sampling frame

No eligible households were excluded from the survey.

i) Reasons for failure to meet required sample size requirements

Not applicable as a sufficient number of responses were gathered to meet the requirements.

j) Incentives used in the survey to encourage response

All named surveys were entered into a prize draw to win a £50 voucher. Two winners from each of our operational specialisms were selected, and there were 10 winners in total.

k) Methodological issues that have a material impact on satisfaction

There were no significant changes to our methods that impacted on the final reported figures.

l) TSM questions relating to other surveys

We did not undertake any tenant perception surveys outside the TSMs.

m) Visual features used within the survey

As with our collection method (c) and to ensure inclusivity and maximise engagement across our diverse supported housing population we include emoji's and thumbs up/down icons in our survey.



Q2.

Has Look Ahead carried out a repair to your home in the last 12 months? (please pick one)

☐

Yes

☐

No

If yes, how satisfied or dissatisfied are you with the overall repairs service over the last 12 months? (please pick one)

☐

Very Satisfied

☐

Fairly Satisfied

☐

Neither Satisfied nor Dissatisfied

☐

Fairly Dissatisfied

☐

Very Dissatisfied