

bpha TSM Summary of Approach

Approach

bpha commissioned IFF Research to carry out this research on its behalf in accordance with guidance provided by the Regulator of Social Housing in 2025/26. IFF Research is an independent research agency with experience in gathering customer feedback for a wide range of sectors.

Survey design

The survey design meets the criteria as defined in the Regulator of Social Housing's Tenant Satisfaction Measures - Survey Requirements. We also included the following additional questions within the survey:

- *"Please provide a reason for your answer" positioned after question TP01.*
- *"Generally, how satisfied or dissatisfied are you with the way bpha deals with repairs and maintenance?" positioned after question TP03*
- *"On a scale of 1 to 10, where 1 is very little effort and 10 is a lot of effort, how much effort do you generally have to make when you deal with bpha?" positioned after TP08*
- *"How strongly would you agree or disagree with the following statement "I trust bpha to do what they say they will do"?" positioned after question TP08*
- *"With this in mind, was the complaint you made in the last 12 months made as a formal complaint and handled by the Complaints Resolution Team"?" positioned after question TP09*
- *"Please could you provide a reason for your answer" positioned after question TP11*
- *"Which option best described your ethnicity or ethnic background" positioned after question TP12.*

Please note that a 'don't know/refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for interviews conducted via telephone. 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' should be 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.

IFF gathered:

- 1128 valid responses to TP01 for rental customers, which exceeds the minimum requirement
- 558 valid responses to TP01 for home owners, which exceeds the minimum requirement f.

IFF considers 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 we take the most cautious approach to uphold our ethical standards. IFF does include partial responses, where customers have skipped or refused to answer any questions but have submitted their interview.

Methodology

The TSM survey was conducted monthly from 22 April 2025 to 11 March 2026.

Surveys were conducted by telephone and online via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion.

- 70% (787) of LCRA surveys were completed via telephone
- 30% (339) of LCRA surveys were completed online

- 76% (424) of LCHO surveys were completed via telephone
- 24% (134) of LCHO surveys were completed online.

Incentives

No incentives were offered for completing the survey.

Excluded customers

No customers were excluded from the sampling frame due to exceptional circumstances outlined in the TSM survey requirements.

Sample size

The required sample sizes are shown in the table below (according to bpha’s Statistical Data Return 2025 (taken as at 31 March 2025) and the latest population data provided by bpha in 2025):

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	13,829	+/- 3%	991	1126
Low-Cost Home Ownership (LCHO)	3,167	+/- 4%	505	558
Total	16,996		1,496	1,684

bpha is required to complete a minimum of 991 surveys per annum among rental customers to meet a +/-3% confidence interval: and 505 surveys per annum among home owners to meet a +/-4% confidence interval.

A stratified sampling approach based on agreed characteristics was used to represent the profile of the full customer population. Quotas were set for the age of the respondents.

Representative sample

The table below summarises the review carried out based on the demographic information available and the representativeness of the survey results.

Based on the review we are satisfied that the sample population and TSM results accurately reflect that of the full customer population and, as such, it has not been necessary to apply any weighting.

Age:

<i>Age (LCRA)</i>	<i>Population breakdown</i>	<i>Survey Data</i>
16-24	2%	2%
25-34	15%	13%
35-44	23%	23%
45-54	22%	20%
55-64	18%	20%
65-74	11%	12%
75 and over	8%	10%

<i>Age (LCHO)</i>	<i>Population breakdown</i>	<i>Survey Data</i>
16-24	6%	4%
25-34	25%	24%
35-44	28%	30%
45-54	18%	16%
55-64	10%	13%
65-74	5%	5%
75 and over	7%	6%
Unknown	2%	1%

Geographical area:

<i>Local authority</i>	<i>LCRA population</i>	<i>Survey data</i>
Bedford	58%	60%
Buckinghamshire	0%	0%
Cambridge	7%	7%
Central Bedfordshire	5%	5%
Cherwell	2%	2%
Corby	0%	0%
Crawley	0%	0%
Dudley	0%	0%
East Cambridgeshire	0%	0%
Fenland	0%	0%
Harborough	0%	0%
Huntingdonshire	5%	4%
Luton	2%	1%
Milton Keynes	5%	6%
North Northamptonshire	3%	2%
Oxford	0%	0%

Peterborough	2%	3%
Sheffield	0%	0%
South Cambridgeshire	6%	6%
South Oxfordshire	0%	0%
St Albans	0%	0%
Stevenage	0%	0%
Taunton Deane	0%	0%
Vale of White Horse	1%	1%
West Northamptonshire	4%	2%
West Suffolk	0%	0%
Wiltshire	0%	0%

<i>Local authority</i>	<i>LCHO population</i>	<i>Survey data</i>
Bedford	18%	17%
Buckinghamshire	1%	1%
Cambridge	10%	11%
Central Bedfordshire	9%	8%
Cherwell	3%	5%
Corby	0%	0%
Crawley	0%	0%
Dudley	0%	0%
East Cambridgeshire	0%	1%
Fenland	0%	0%
Harborough	0%	0%
Huntingdonshire	9%	8%
Luton	1%	1%
Milton Keynes	16%	18%
North Northamptonshire	3%	3%
Oxford	1%	0%
Peterborough	6%	4%
Sheffield	0%	0%
South Cambridgeshire	16%	17%
South Oxfordshire	0%	0%
St Albans	0%	0%
Stevenage	0%	0%
Taunton Deane	0%	0%
Vale of White Horse	0%	0%
West Northamptonshire	4%	4%

West Suffolk	2%	2%
Wiltshire	1%	1%

Tenure:

<i>Tenure</i>	<i>LCRA customers</i>	<i>Survey data</i>
Affordable rent	22%	21%
Independent Living (shared ownership)	0%	0%
General needs	66%	67%
Independent Living (rental)	7%	6%
Mortgage rescue	1%	0%
Near market rent	2%	2%
Rent to Homebuy	2%	2%
Rent to Homebuy 70%	0%	0%
Shared ownership	0%	0%
SO2 shared ownership 2 (RPI)	0%	0%
Supported housing	1%	1%

<i>Tenure</i>	<i>LCHO customers</i>	<i>Survey Data</i>
Affordable rent	0%	0%
Independent Living (shared ownership)	5%	5%
General needs	0%	0%
Independent Living (rental)	0%	0%
Mortgage rescue	0%	0%
Near market rent	0%	0%
Rent to Homebuy	0%	0%
Rent to Homebuy 70%	0%	0%
Shared ownership	92%	90%
SO2 Shared ownership 2 (RPI)	2%	2%
Supported housing	0%	0%
(blank)	1%	2%

Collation of the results

IFF Research gave bpha access to its online customer voice portal where survey results are collated and displayed graphically. We were able to download the raw data from the portal to enable all figures for the TSM Return to be identified and checked before submission.