



**Tenant Satisfaction Measures Standard  
Tenant Perception Survey Summary of Approach  
Low Cost Home Ownership  
Financial Year to 31 March 2024**

**Sample Size**

From a tenant population of 270 LCHO households, 85 valid responses were received. There were no invalid responses that could not be included.

**Timing of Survey**

The survey was carried out during October and November 2023.

The digital survey opened for responses on 27 October and closed on 24 November.

October to November was chosen as a time after the summer holiday season and return to school, prior to the winter. Previous all tenant surveys undertaken at this time of year have yielded a good response rate.

**Sample Method**

A census approach has been used and all Low Cost Home Ownership households were included in the survey. The relevant tenant contact list was generated on 17 October 2023.

During the period from the tenant contact list being generated and the completion of the phone calls, a daily check was performed to ensure that tenants with a tenancy ended after the tenant contact list was generated, were not contacted.

Tenancies that commenced between the date that the tenant contact list was generated and the date that the survey closed, did not receive the survey.

**Assessment of Representativeness**

Representativeness of the survey responses compared to all low cost home ownership households was assessed against the following characteristics:

- Tenant age (based on the age of the lead tenant on the tenancy agreement)
- Tenant ethnicity (based on the ethnicity of the lead tenant on the tenancy agreement)
- Tenure type (shared ownership, older persons shared ownership)
- Property type (bungalow, flat, house)

The rationale for assessing this set of characteristics is set out in table 1.

<b>Assessment of representativeness characteristic</b>	<b>Rationale</b>	<b>Assessment of responses</b>
Tenant age	Bias according to age was seen in previous tenant surveys and is well known in the sector where, typically, older tenants tend to be more satisfied.	<p>25-34 and 35-44 were under-represented (24% and 9% of responses, compared to 32% and 18% of population).</p> <p>55-64 and 65+ were over-represented (25% and 15% of responses, compared to 14% and 7% of population).</p> <p>The pattern of under and over-represented groups counteracted each other in terms of satisfaction, resulting in there being no significant difference in the combined weighted average satisfaction rate.</p>
Tenant ethnicity	To assess whether minority ethnic groups were equally represented by the responses received.	<p>White tenants were under-represented (75% of responses and 82% of population). Other ethnicities combined were over-represented (25% of responses and 18% of population).</p> <p>There was a difference in satisfaction rate for TP01 of 61% for ethnic minority groups and 56% for white tenants. The over-represented group had a higher satisfaction rate.</p>
Tenure type	To assess whether there was fair representation of the older persons shared ownership versus general shared ownership homes, where older persons housing generally has a higher satisfaction rate.	The responses were representative of the population on this basis.
Property type	To assess whether tenants were fairly represented by the	Tenants living in flats were over-represented (25% of responses and 20% of population) and tenants

	responses received according to property type, where bungalows tend to have a higher satisfaction rate.	living in houses were under-represented (71% of responses and 77% of population). The over-represented group had a higher satisfaction for TP01 at 62% versus 56%.
--	---	--

*Table 1: Assessment of representativeness*

### **Weightings**

The statistical threshold sample size of 152 responses, from a population of 270 households was not achieved and therefore weightings have not been calculated and applied.

### **Involvement of External Contractors**

There were no external contractors involved in conducting, collecting or analysing the responses from the survey. The email survey was created and managed by Broadland Housing staff using Survey Monkey. Face to face and telephone surveys were carried out by member of Broadland Housing staffs.

### **Broadland Housing staff guidance and training**

An all staff communication was issued on 24 October, explaining the purpose of the survey and the actions they should take in response to questions from tenants, which were explained in a Frequently Asked Questions (FAQ) document.

The FAQ document included the appropriate action to take if a tenant requested help with completing the survey. This was to prevent influence and to ensure that the response was recorded against the correct channel (i.e. it was treated as a face to face survey rather than the original digital one). This also ensured that the specific script was followed and conducted by a member of staff who had received the required training. If the member of staff had not had the training the request was referred to the Tenant Engagement Team for them to provide the support requested.

### **Accessibility and barriers to responding**

The potential barriers to responding identified and the actions taken to reduce or remove those barriers, are set out in table 2.

<b>Potential barrier to responding</b>	<b>Action taken</b>
Language barriers	InTran translation service on the Broadland Housing website was available and further assistance available from the Tenant Participation Manager.
Visual impairment	The digital version of the survey could be accessed on any device and re-sized

	<p>as required. Survey Monkey is compatible with screen readers.</p> <p>There was one tenant with a request for large print, who was offered the telephone survey.</p>
Literacy	Read aloud software embedded in the Broadland Housing website advised tenants to contact the Tenant Participation Manager for further assistance.
Lack of access to digital media	Older persons shared ownership tenants were offered a telephone or face to face survey.
Capacity	If a next of kin (NOK) or power of attorney (POA) was recorded on the tenant contact list, the NOK/POA contact details were used by default.

*Table 2: Accessibility factors*

No tenants were removed from the survey distribution on the basis of capacity issues.

No tenants were removed from the survey distribution on the basis of health and safety issues.

No tenants were removed from the survey distribution on the basis of not being present at their home whilst the tenancy continues (i.e. being in prison).

### **Required sample size**

A sample size of 152 households (based on 270 households at a +/-5% margin of error at 95% confidence level) was required to meet the sample size requirements set out in the standard<sup>1</sup>.

The number of responses received was 85 and therefore this requirement was not met.

However, a census approach was taken and all households in low cost home ownership properties were given an opportunity to complete the survey, thus meeting the requirements of the standard<sup>2</sup>.

### **Incentives**

<sup>1</sup> Page 28-9, Annex C of Annex 5: Tenant Survey Requirements.

<sup>2</sup> Page 18, paragraph 46 of Annex 5: Tenant Survey Requirements

An incentive was used to encourage survey completion because past experience of surveys suggested that the required number of responses to meet the statistical requirements of the standard had not previously been achieved when there was no incentive. This was in the form of high street store vouchers of £xx.

### **Methodological Factors**

Broadland staff were given a script to follow when conducting the survey face to face. Staff were also given guidance to ensure that the full question wording and all response options were read out for each question, to ensure consistency with the digital version of the survey.

Results received via each channel were distinguished using separate collector identification, so that satisfaction rates by channel could be calculated.

The proportion of responses from each collection method was:

- Email 92%
- Telephone 6%
- Face to face 2%

The proportion of responses by email is likely to have resulted in negative survey bias thus reducing satisfaction scores overall.

The proportion of 'neither satisfied nor dissatisfied' responses varied by question:

TP01 **23.5%**

TP05 14.5%

TP06 18.2%

TP07 **33.8%**

TP08 **29.0%**

TP09 **22.2%**

TP10 6.7%

TP11 **42.9%**

TP12 **51.3%**

There were six questions (shown above in bold) with a high (above 20%) proportion of neutral responses. Of these, there was a valid 'not applicable / don't know' answer option for questions TP07, TP08, TP11 and TP12. The most significant negative impact on satisfaction rates occurred for TP07, TP11 and TP12.

Three additional questions have been added to the regulator specified questions. These take the form of free text questions in order to gain deeper insight into tenant perceptions on key questions.

Following the question "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Broadland Housing", the additional question was "Can you tell us why you gave that response?".

Following the question "How satisfied or dissatisfied are you that Broadland Housing listens to your views and acts upon them?", the additional question was "What can we do to improve how we listen to you?".

Following the question “If yes, how satisfied or dissatisfied are you with Broadland Housing’s approach to complaints handling?”, the additional question was “Why did you give us that response?”.

### **Response options**

The response option “not applicable / don’t know” has been included for all questions as specified in Annex 5 to the standard, i.e. TP05, TP06, TP07, TP08, TP11 and TP12.

Provision was made, in questions TP01, TP09 and TP10, to record an unprompted “not applicable / don’t know” response. Where surveys were conducted via the telephone or face to face, it was recognised that there was a possibility of an unprompted “not applicable / don’t know” response in questions where this was not a valid answer response. An additional response option was included in the survey monkey form for these channels only. This was not read out as a response option, but facilitated a count of such responses for the purposes of showing them in the NROSH submission. Any such responses were excluded from the calculation of the measure. This response option was not included in the digital or postal versions of the survey because an unprompted “not applicable / don’t know” response would not be expected.

### **Data not included**

A pilot survey was conducted in June 2023 as a way of testing the in-house systems and approach to achieve valid tenant perception data that complies with Annex 5 to the Standard. The results of the pilot survey have not been included the submitted results.

### **Accompanying Documents**

The following documents have been uploaded with this narrative:

*Accompanying documents are currently being collated and are not part of this draft document.*