



## **Tenant Satisfaction Measures Standard Tenant Perception Survey Summary of Approach Low Cost Rented Accommodation Financial Year to 31 March 2024**

### **Sample Size**

From a tenant population of 4,946 LCRA households, 1,149 valid responses were received. This includes seven partial responses resulting from the tenant not returning the whole paper survey. Their responses to the part of the survey that they returned were included.

### **Timing of Survey**

The survey was carried out from October to December 2023, as follows:

<b>Survey method</b>	<b>First response date</b>	<b>Last response date</b>
Email (note 1)	27 October	24 November
Paper (note 2)	25 October	15 December
Telephone	31 October	15 December
Face to face	8 November	24 November

*Table 1: Survey timing by survey method*

### **Notes**

1. The digital (email) survey opened for responses on 27 October and closed on 24 November.
2. Paper surveys were posted on 25 October with a return deadline date of 24 November. Responses received up to and including 15 December were included in the survey results, to allow for any delay in the postal systems.

October to December was chosen as a time after the summer holiday season and return to school, prior to the winter. The previous comparable full tenant survey undertaken in autumn 2018 had a response rate of 21.6%. The Tenant Perception Survey achieved a response rate of 23.3%.

### **Sample Method**

A census approach has been used and all eligible Low Cost Rented Accommodation 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 eligible low cost rented accommodation 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)
- Tenant disability (based on whether a physical or mental disability is recorded or not for the lead tenant on the tenancy agreement)
- Tenure (general needs, low cost rental, older persons housing and supported)
- Property type (amenity block, bedsit, bungalow, flat, house)
- Property age
- Property size (as defined by number of bedrooms)

The rationale for assessing this set of characteristics is set out in table 2.

<b>Assessment of representativeness characteristic</b>	<b>Rationale</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.
Tenant ethnicity	To assess whether minority ethnic groups were equally represented by the responses received.
Tenure	To assess whether any bias was present arising from accommodation type. The potential overlap between older persons housing and tenant age in creating bias was acknowledged and each characteristic separately assessed.
Property type	To assess whether tenants were fairly represented by the responses received. Note: The inclusion of amenity blocks relates to our Gypsy and Traveller sites where the tenancy agreement relates to a fixed pitch and amenities. Whilst these tenants do not rent a bedroom, it was important to include this group of tenants in the survey to avoid discrimination. Each tenancy agreement was treated as a household for the purposes of the survey.
Property age	To assess whether stock profile of homes was equally represented.
Property size	To assess whether tenants were fairly represented by the responses received, in line with the size of their home.

*Table 2: Rationale for characteristics used in assessment of representativeness*

## **Weightings**

The weighting methodology used was as follows:

- Each characteristic was analysed individually using the responses to question TP01 Overall Satisfaction.
- The surveyed rate (note 1) and response rate (note 2) for each group (sub-characteristic) were calculated and reviewed alongside the respective satisfaction rate.
- Where the surveyed rate and response rate differed by 5% or more and the satisfaction rate for the under and over-represented groups was material, weightings calculations were carried out.

Notes:

1. The surveyed rate [(%) = number of households in the group divided by total number of households x 100] provided the baseline characteristics of the tenant population.
2. The response rate [(%) = number of responses received divided by number of surveys issued] provided the comparator to the baseline characteristics.

When the assessment of representativeness was carried out, the following characteristics were found to require weighting:

- Tenant age
- Asset type
- Property age
- Property type

Appendix 1 sets out how the weightings were calculated and applied.

## **Involvement of External Contractors**

There were no external contractors involved in conducting (face to face or in a telephone call), collecting or analysing the responses from the survey. This work was completed by Broadland Housing staff.

The paper survey was designed by Broadland Housing staff in conjunction with Hoverfly Design. Printing was done by Barnwell Printing and posting was undertaken by Prospect Handling.

Receipt of paper surveys in the post were scanned and transmitted to Broadland Housing staff (who processed the responses) by UK Postbox.

Telephone calls were conducted by a member of Broadland Housing staff.

Where additional support was required in order to facilitate participation of tenants, face to face meetings were conducted by Broadland Housing staff.

The digital (email) version of the survey was created and managed by Broadland Housing staff using Survey Monkey.

All data analysis was carried out by Broadland Housing staff.

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

In order to overcome barriers to participation it was decided to provide a paper version of the survey to all residents in housing with care properties. Scheme Managers were available to assist with completion of the survey if that support was required. Scheme Managers were given training on 30 October on how to offer support and assure compliance with the requirements of the standard. This included guarding against influencing responses and use of the script.

One member of staff conducted the telephone calls to tenants. This member of staff was provided with a script and appropriate training to ensure that all requirements of the standard were followed, including, for example, reading each question and answer response in full.

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 (different arrangements were made for housing with care as explained above). This was to prevent influence and to ensure that the response was recorded against the correct channel. For example, if a tenant with a digital link to the survey asked a member of staff for help to complete it, this would be treated as a face to face survey and subject to the script and staff training outlined above. 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 3.

<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	A large print version of the paper survey was provided to tenants where this is recorded in their communication preference.

	The digital version of the survey could be accessed on any device and re-sized as required. Survey Monkey is compatible with screen readers.
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	The choice of survey format (paper or digital) for each household was informed by communication preference as recorded on the Broadland Housing tenant information system.
Additional support	Where tenants in sheltered housing and housing with care homes request additional support to be able to complete a survey, this assistance was offered by a member of Broadland Housing Staff.
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.

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 522 households (based on 4,946 households at a +/-4% 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 1,149 and therefore these requirements were met.

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<sup>1</sup> Page 28 of Annex 5: Tenant Survey Requirements.

## Incentives

No incentives were 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 regularly been achieved. The response rate achieved in the pilot survey in June 2023, yielded a response rate of 14.2% (701 responses), 179 above the 522 responses required.

## Methodological Factors

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 54%
- Telephone 26%
- Paper 15%
- Face to face 5%

The proportion of responses by email is likely to have resulted in negative survey bias thus reducing satisfaction scores overall. However, the choice of collection method was based on assessing potential barriers to taking part (e.g. offering face to face surveys for tenants in housing with care properties) and determined by communication preference in so far as resources allowed (telephone calls were allocated to tenants with telephone communication preference in descending order by age).

The pilot survey yielded a very low response rate for text messages and so this channel was not used for the survey which has generated the reported results.

## Neither satisfied nor dissatisfied responses

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

TP01 12.0%	TP07 <b>17.7%</b>
TP02 9.8%	TP08 <b>16.1%</b>
TP03 9.5%	TP09 12.2%
TP04 10.2%	TP10 10.8%
TP05 9.3%	TP11 <b>25.7%</b>
TP06 <b>16.2%</b>	TP12 <b>22.7%</b>

The five questions in bold had the highest proportion of neutral responses, despite there being a valid 'not applicable / don't know' answer option. The most significant negative impact on satisfaction rates occurred for TP06, TP11 and TP12.

## Additional questions

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, TP02, TP03, TP04, 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:*

*A4-Tenant-Survey\_Form-(LCRA Digital)*

*[document name: copy of email containing link to Survey Monkey]*

*[document name: copy of explanation of the survey published on [www.broadlandgroup.org](http://www.broadlandgroup.org)*

*[document name: copy of paper survey for LCRA]*

*[document name: copy of script for telephone survey for LCRA]*

*[document name: copy of guidance for staff conducting LCRA surveys]*

*[document name: copy of FAQs provided to all staff]*

*[document name: reconciliation of population back to SDR]*

Note: These documents are being prepared ready for submission by 30<sup>th</sup> June and are not provided with this draft.



## Appendix 1 Weighting calculations

### Tenant age

Characteristic: Group	Relevant tenant population		Survey responses		TP01 overall satisfaction unweighted score (%)	Assessment of representativeness (requires weighting)	Weighting factor per response
	Number	Surveyed rate (%)	Number	Response rate (%)			
16-24	178	3.60	23	2.00	47.8		
25-34	774	15.67	114	9.92	35.1	Under-represented	
35-44	930	18.83	155	13.49	47.1	Under-represented	
45-54	957	19.38	194	16.88	60.3		
55-64	918	18.59	257	22.37	69.5		
65+	1,166	23.61	403	35.07	76.7	Over-represented	0.6731
Don't know age	16	0.32	3	0.27	66.7		
<b>Combined</b>	<b>4,939</b>	<b>100.00</b>	<b>1,149</b>	<b>100.00</b>	<b>63.6</b>		

The application of weighting for tenant age results in TP01 overall satisfaction score of 59.01%, compared to the unweighted score of 63.6%.

### Asset type

Characteristic: Group	Relevant tenant population		Survey responses		TP01 overall satisfaction unweighted score (%)	Assessment of representativeness (requires weighting)
	Number	Surveyed rate (%)	Number	Response rate (%)		
General needs	4,256	86.17	938	81.64	60.7	Under-represented
Low cost rental	94	1.90	24	2.09	79.2	
Older persons housing	552	11.18	185	16.10	76.2	
Supported	37	0.75	2	0.17	50.0	Over-represented
<b>Combined</b>	<b>4,939</b>	<b>100.00</b>	<b>1,149</b>	<b>100.00</b>	<b>63.6</b>	

The application of weighting for asset type results in TP01 overall satisfaction score of 62.73%, compared to the unweighted score of 63.6%.

## Property type

Characteristic: Group	Relevant tenant population		Survey responses		TP01 overall satisfaction unweighted score (%)	Assessment of representativeness (requires weighting)
	Number	Surveyed rate (%)	Number	Response rate (%)		
Amenity block	25	0.51	3	0.26	66.7	
Bedsit	72	1.46	13	1.13	61.5	
Bungalow	401	8.12	140	12.18	74.3	Over-represented
Flat	2057	41.65	502	43.69	67.3	
House	2384	48.27	491	42.73	56.7	Under-represented
<b>Combined</b>	<b>4,939</b>	<b>100.00</b>	<b>1,149</b>	<b>100.00</b>	<b>63.6</b>	

The application of weighting for property type results in TP01 overall satisfaction score of 62.7%, compared to the unweighted score of 63.6%.

## Property age

Characteristic: Group	Relevant tenant population		Survey responses		TP01 overall satisfaction unweighted score (%)	Assessment of representativeness (requires weighting)
	Number	Surveyed rate (%)	Number	Response rate (%)		
Pre 1919	260	5.26	59	5.13	71.2	
1919-1944	20	0.40	6	0.52	66.7	
1945-1964	198	4.01	43	3.74	67.4	
1965-1980	621	12.57	149	12.97	56.4	
1981-1990	480	9.72	165	14.36	78.8	Over-represented
1991-2000	1,442	29.2	344	29.94	61.0	
2001-2010	1,275	25.81	253	22.02	57.9	
2011-2020	464	9.39	100	8.70	69.0	
Post 2020	157	3.18	29	2.52	55.2	
Don't know age	22	0.45	1	0.09	0.00	
<b>Combined</b>	<b>4,939</b>	<b>100.00</b>	<b>1,149</b>	<b>100.00</b>	<b>63.60</b>	

Note: The properties where the age is not known is due to incomplete paper surveys being returned such that the tenant household and therefore property could not be identified.

The application of weighting for property age results in TP01 overall satisfaction score of 62.49%, compared to the unweighted score of 63.6%.

### **Combined**

The weightings for each characteristic are then averaged to arrive at a combined weighting for each response

**[Explanation of combined process]**