



**Tenant Satisfaction Measures Standard
Tenant Perception Survey Summary of Approach
Low Cost Rented Accommodation (LCRA)
Financial Year to 31 March 2026**

Sample Size

From a tenant population of 5,089 LCRA households at date of survey, 1,037 valid responses were received (20.38%). This includes 75 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 November 2025, as follows:

Survey method	First response date	Last response date
Email (note 1)	20 October 2025	21 November 2025
Paper (note 2)	20 October 2025	27 November 2025
Telephone	21 October 2025	6 December 2025
Face to face	N/A	N/A

Table 1: Survey timing by survey method

Notes

1. The digital (email) survey opened for responses on 20 October and closed on 21 November.
2. Paper surveys were posted on 15 October with a return deadline date of 21 November. Responses received up to and including 27 November were included in the survey results, to allow for any delay in the postal systems.

October to December was chosen as the most appropriate time because it was after the summer holiday season and return to school but prior to the winter. The previous Tenant Perception Survey carried out in 2024 achieved a response rate of 21.19%.

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 8 October 2025.

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 below:

Assessment of representativeness characteristic	Rationale
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 is because of 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

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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 Saxon Digital Services and posting was undertaken by Prospect Handling.

Receipt of paper surveys in the post were delivered by Royal Mail and input by Broadland Housing staff.

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

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

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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. In Housing with Care, Sheltered Housing and our Gypsy & Traveller scheme, specific support staff were available to assist with completion of the survey if that support was required. They were provided with an updated frequently asked questions document on 20 October and were asked to record any responses where they provided the tenant support with responding. There were none recorded.

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 Operations Directorate communication was issued on 20 October, explaining the purpose of the survey and the actions they should take in response to questions from tenants.

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 below:

Potential barrier to responding	Action taken
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 Resident Engagement Manager for further assistance.

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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.

One tenant requested a survey was translated into Ukrainian, however the survey was not returned.

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 (e.g. being in prison).

Required sample size

A sample size of 536 households (based on 5,000 households at a +/-4% margin of error at 95% confidence level) was required to meet the sample size requirements set out in the standard¹.

The number of responses received was 1,037 and therefore these requirements were met.

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.

¹ Page 28 of Annex 5: Tenant Survey Requirements.

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Methodological Factors

146 e-mails sent to tenants asking them to complete the survey were returned and we were notified that the e-mail address was invalid.

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 55.74%
- Telephone 26.81%
- Paper 17.45%

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	10.2%	TP07	18.9%
TP02	9.8%	TP08	16.6%
TP03	9.0%	TP09	12.8%
TP04	13.0%	TP10	9.6%
TP05	8.7%	TP11	24.1%
TP06	18.7%	TP12	22.3%

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 TP07, 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.

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?".

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Following the question “Has Broadland Housing carried out a repair to your home in the last 12 months?”, the additional question was “Can you tell us why you gave that response?”.

Following the question “Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Broadland Housing provides a home that is safe” the additional question was “What could we do to improve your satisfaction score?”

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

Not applicable

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Appendix 1 Weighting calculations

Tenant age

Characteristic: Group	Relevant tenant population		Survey responses		TP01 overall satisfaction unweighted score (%)	Assessment of representativeness (requires weighting)
	Number	Surveyed rate (%)	Number	Response rate (%)		
16-24	160	3.14	17	1.64	50.0	
25-34	730	14.34	78	7.52	42.1	Under-represented
35-44	1,013	19.91	136	13.11	51.9	Under-represented
45-54	964	18.94	198	19.09	53.3	
55-64	971	19.08	225	21.70	72.8	
65+	1,238	24.33	381	36.74	79.7	Over-represented
Don't know age	13	0.26	2	0.19	100.0	
Combined	5,089	100.00	1,037	100.00	66.3	

The application of weighting for tenant age results in TP01 overall satisfaction score of 61.6%, compared to the unweighted score of 66.3%.

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	4338	85.24	852	82.16	64.6	Under-represented
Low cost rental	92	1.81	21	2.03	57.1	
Older persons housing	555	10.91	154	14.85	75.8	Over-represented
Supported	104	2.04	10	0.96	80.0	
Combined	5,089	100.00	1,037	100.00	66.3	

The application of weighting for asset type results in TP01 overall satisfaction score of 66.0%, compared to the unweighted score of 66.3%.

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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 (%)		
Bedsit	76	1.49	11	1.06	36.4	
Bungalow	417	8.19	136	13.11	75.7	Over-represented
Flat	2130	41.85	462	44.55	70.6	
House	2466	48.46	428	41.27	59.4	Under-represented
Combined	5,089	100.00	1,037	100.00	66.3	

The application of weighting for property type results in TP01 overall satisfaction score of 66.0%, compared to the unweighted score of 66.3%.

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	237	4.66	56	5.40	74.5	
1919-1944	23	0.45	11	1.06	81.8	
1945-1964	196	3.85	40	3.86	72.5	
1965-1980	623	12.24	118	11.38	57.6	
1981-1990	482	9.47	133	12.83	75.2	Over-represented
1991-2000	1,457	28.63	304	29.32	62.5	
2001-2010	1,281	25.17	223	21.50	66.7	Under-represented
2011-2020	502	9.86	97	9.35	58.9	
Post 2020	284	5.58	55	5.30	79.6	
Don't know age	4	0.08	0	0.00	-	
Combined	5,089	100.00	1,037	100.00	66.3	

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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 65.8%, compared to the unweighted score of 66.3%.

Combined

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