



**Tenant Satisfaction Measures Standard  
Tenant Perception Survey Summary of Approach  
Low Cost Home Ownership  
Financial Year to 31 March 2026**

**Sample Size**

From a tenant population of 317 LCHO households, 43 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 2025.

The digital survey opened for responses on 20 October and closed on 21 November.

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

**Survey Method**

The surveys were sent digitally to the tenants who had an e-mail address under their contact details. The tenants who did not have an e mail address were sent a paper copy.

**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 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 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)

## Appendix 2

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.  |

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|               |  |   |
|---------------|--|---|
| Property type | To assess whether tenants were fairly represented by the responses received according to property type, where bungalows tend to have a higher satisfaction rate. | Tenants living in flats were over-represented (25% of responses and 20% of population) and tenants 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 250 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.

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

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

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 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. |

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|                                 |  |
|---------------------------------|--|
| Visual impairment               | 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 | Older persons shared ownership tenants were sent a paper survey.   |
| Additional support              | Where tenants in sheltered housing and 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.                           |

*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 250 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 43 and therefore this requirement was not met.

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

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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

No incentives were offered.

### 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.

12 e-mails sent to tenants asking them to complete the survey were returned and we were notified that the e mail address was invalid. The 12 tenants were telephoned to ensure they got the opportunity to answer 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 97.67%
- Telephone 2.33%

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 | 25.6%        |
| TP05 | 29.7%        |
| TP06 | <b>42.9%</b> |
| TP07 | <b>44.4%</b> |
| TP08 | <b>57.9%</b> |
| TP09 | <b>30.0%</b> |
| TP10 | 25.0%        |
| TP11 | <b>41.7%</b> |
| TP12 | 25.7%        |

There were five questions (shown above in bold) with a high (30% or above) proportion of neutral responses. Of these, there was a valid 'not applicable / don't know' answer option for questions TP06, TP07, TP08 and TP11 although this has increased significantly compared to last year's survey for all LCHO responses. The most significant negative impact on satisfaction rates occurred for TP06, TP07 and TP08.

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

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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 “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, 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.

### **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.*