

Tenant Satisfaction Measures (TSM) Survey Approach 2023/24

Using the headings provided in the guidance document, the following is the approach we have taken when conducting the TSM Tenant Perception Survey. It is based on our previous approach to the “STAR” (survey of tenants and residents) Tenant Perception Survey.

a. Summary of achieved sample size

The required minimum sample size for an organization with between 10,000-24,999 dwelling units is a sample that gives a margin of error of +/- 3% at the 95% confidence level

Achieved sample size – 1,800 responses from a population of 12,164 gives a margin of error of 2.1% at the 95% confidence level. N.B. the 12,164 fig is low-cost rental accommodation (LCRA) stock owned as at 31.03.24 minus the 136 customers excluded – see h below)

Rationale - We oversampled (i) because we wanted to give more customers the opportunity to have their say and (ii) because we want to be able to split the results by general needs and housing for older people and have robust samples in both groups.

b. Timing of survey

Monthly rolling - 100 customers per month (April – Sept), 200 customers per month (Oct – March).

Rationale – this removes seasonal influences; allows us to respond quickly to drops in satisfaction (perhaps prompted by a change in policy/service); spreads follow-up activity across the year making it manageable for teams.

c. Collection method

Telephone

Rationale – we have telephone numbers for ~95% of customers compared to email addresses for ~75%; we have been using this method successfully for 5 years; delivers a representative sample and reduces need for weighting; inclusive - works for people with visual impairments/literacy barriers/language barriers/digitally excluded; friendly – our contractor has in the past employed a Rochdale resident to conduct our surveys; provides a more balanced range of responses (surveys emailed or posted out to all tenants generally get responses from people who are either highly satisfied or highly dissatisfied). We will keep this methodology under review to ensure that we continue to make sure that we deliver a representative sample and that our process continues to be accessible.

d. Sample method

Stratified - this is where the tenant population is divided into separate groups called strata based on characteristics of interest and then a proportionate sample is drawn from each group using random or systemic sampling.

Rationale - telephone surveying lends itself to this

e. Summary of the assessment of representativeness of the sample against the relevant tenant population

We assessed representativeness in terms of the following criteria – age, ethnicity, geographical area, stock type (general needs or housing for older people), building type (flats, houses etc), property size (number of bedrooms as a proxy for household size).

Age group	Sample	Population	Diff
U35	14.33%	15.65%	-1.32%
35-59	44.89%	48.48%	-3.59%
60+	40.78%	35.87%	4.91%

Ethnic group	Sample	Population	Diff
ASIAN	7.33%	6.98%	0.35%
BLACK	5.50%	6.01%	-0.51%
WHITE	67.50%	64.61%	2.89%
MIXED	1.11%	1.48%	-0.37%
OTHER	1.28%	1.59%	-0.31%
NO DATA/REFUSED	17.28%	19.34%	-2.06%

Broad market area	Sample	Population	Diff
Heywood	10.89%	12.43%	-1.54%
Kirkholt and Turf Hill	17.72%	16.59%	1.13%
Middleton	17.28%	18.29%	-1.01%
Outer Rochdale and Pennines	20.44%	29.07%	-8.63%
Rochdale town centre – College Bank, Freehold, and Lower Falinge	9.39%	7.38%	2.01%
Independent Living Schemes	12.78%	6.90%	5.88%
Inner Rochdale – including Newbold, Belfield, and Wardleworth	11.50%	9.35%	2.15%

Housing Type	Sample	Population	Diff
General Needs	87.11%	92.82%	-5.71%
Independent Living / Housing for Older People	12.89%	7.18%	5.71%

Building type	Sample	Population	Diff
Bungalow	15.67%	14.65%	1.02%
House	43.44%	48.18%	-4.74%
Maisonette	0.89%	0.99%	-0.10%
Flat	30.50%	30.67%	-0.17%
Independent Living Flat	9.50%	5.48%	4.02%
Share	0.00%	0.02%	-0.02%

No. of beds	Sample	Population	Diff
0	1.44%	1.14%	0.30%
1	42.00%	37.01%	4.99%
2	29.06%	30.48%	-1.43%
3	25.56%	29.23%	-3.67%
4	1.72%	1.96%	-0.24%
5+	0.22%	0.17%	0.05%

f. Any weighting applied

We took advice from Housemark which was to apply weighting where the proportion of respondents varied by more than 3% from the population.

The overrepresentation seen all appeared to be linked to the planned oversampling of customers in housing for older people accommodation, so weighting by housing type was applied.

Prop Type	Sample	Population	Diff	Weighting
General Needs	87.11%	92.82%	-5.71%	1.07
Independent Living / Housing for Older People	12.89%	7.18%	5.71%	0.56

g. The role of any named external contractors

Viewpoint Research conducted the telephone surveys on our behalf. Quarterly contract meetings are held with Viewpoint. We listen in on, and quality assure, a sample of calls each month.

Rationale – contracted with since 2018; contract renewed 2022; contracted for fieldwork only; work to MRS Code of Conduct; Data Sharing Agreement in place.

h. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with broad rationale for their removal

Customers in 136 homes owned by RBH but managed by other organisations

Rationale – the majority of the customers within these homes are receiving intensive housing management services as well as having the agent undertake standard housing management functions such as sign ups, income collection etc. At the start of 23/24 we were renegotiating terms of contract with these agents and felt that at that point in time customers would not fully understand their relationship with RBH and hence would not be able to provide a meaningful response to the TSM questions.

We have had our approach to the TSM survey audited by Housemark and they have recommended that we review our position on the above which we will do for the 24/25 survey. Work on the managing agent contracts has progressed and we will look to work with agents to agree the best way of surveying these customers.

i. Reasons for any failure to meet the required sample requirements

We believe we have been able to meet the required sample requirements

j. Type and amount of any incentives offered to tenants to offer survey completion

We haven't offered any incentives to take part. We have never needed to as have never struggled to reach the required sample using telephone methodology

k. Any other methodological issues likely to have a material impact on the tenant perception measures reported

None