


# Tenant Perception Measures – Summary of Approach

<b>Date</b>	01 June 2024
<b>Author</b>	Jessica Quirke, Insight & Improvement Manager
<b>Report to</b>	Regulator of Social Housing

1.	Introduction																								
1.1	This note outlines whg’s approach to the Tenant Perception Measures element of the Tenant Satisfaction Measures (TSMs), as required in the Tenant Survey Requirements published by the Regulator of Social Housing.																								
1.2	The TSM standards consist of 22 measures: 10 management information measures and 12 satisfaction measures, covering five key themes: keeping properties in good repair, maintaining building safety, respectful and helpful engagement, responsible neighbourhood management, and effective handling of complaints, alongside an additional measure for overall satisfaction with landlord services. All information must be accurate, reliable and valid to provide a transparent reflection of the performance.																								
2.	Sample size																								
2.1	whg achieved a sample size of 1,023 surveys from Low Cost Rental Accommodation (LCRA) customers. This was based on the number of LCRA homes detailed in the 2023 Statistical Data Return (20,636). The required sample size based on 95% confidence, +/- 3% was 1015, we therefore exceeded the minimum sample size.																								
2.2	As per the guidelines, surveys from Low Cost Home Ownership customers have been excluded from the results as whg owns fewer than 1,000 of these properties. We did however conduct a sample of surveys to understand tenant perception for this property type.																								
2.3	<table><tr><th>Tenure type</th><th>Population</th><th>Confidence interval required</th><th>Number of interviews required per annum for submission</th><th>Number of interviews completed</th></tr><tr><td>Low-Cost Rental Accommodation (LCRA)</td><td>20,636</td><td>+/- 3%</td><td>1015</td><td>1023</td></tr><tr><td>Low-Cost Home Ownership (LCHO)</td><td>680</td><td>N/A – best effort basis</td><td>N/A</td><td>232</td></tr><tr><td>Total</td><td>21,316</td><td></td><td>1015</td><td>1255</td></tr></table>					Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed	Low-Cost Rental Accommodation (LCRA)	20,636	+/- 3%	1015	1023	Low-Cost Home Ownership (LCHO)	680	N/A – best effort basis	N/A	232	Total	21,316		1015	1255
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3.	Survey timing																								
3.1	The surveys were carried out throughout the year, between 1 April 2023 and 31 March 2024. A monthly quota was agreed to enable whg to track results over time and ensure the sample was representative of the customer base.																								

<b>4.</b>	<b>Collection methods</b>
4.1	15% of whg's Tenant Perception Surveys were completed online via an email invitation, and 85% were completed via phone call. Those who were contacted via phone were provided with the option to complete the survey online if that was their preference, or necessary for accessibility.
<b>5.</b>	<b>Sample method and representation</b>
5.1	whg applied a sample approach to collating the Tenant Perception Measures. As above, the sample size is compliant with the requirements set out by the regulator.
5.2	<p>To ensure our survey responses were representative of the customer base, the sample was checked quarterly and adjusted as necessary with the aim of achieving a sample which matched the whg tenant population within 3% for each characteristic.</p> <p>The following characteristics were used to ensure good representation across customer type but also location and property type as these can be contributing factors to satisfaction and provide valuable insight:</p> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Ethnicity</li> <li>• Area</li> <li>• Property type</li> </ul>
5.3	<p>The embedded Excel file below shows the achieved sample and the whg tenant population for that characteristic.</p> <div data-bbox="341 999 414 1077" data-label="Image">  </div> <p>WHG Survey profile review 23-24 Final v</p>
5.4	<p>We are satisfied that the sample population and TSM results accurately reflect that of the full customer population based on the data whg holds about its customers.</p> <p>No weighting was used in the reporting of whg's TSMs.</p>
<b>6.</b>	<b>External contractors</b>
6.1	whg commissioned external contractor, IFF Research, to manage and deliver all TSM survey responses. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.
6.2	whg securely provided IFF with the contact details of the customer base, IFF then managed the sample on behalf of whg to ensure independence in approach. The results were made available via the IFF Resident Voice platform. They were then exported and analysed for reporting and learning. To ensure accuracy of reporting, whg's own analysis was cross referenced with results provided by IFF.
<b>7</b>	<b>Exclusions</b>
7.1	No tenant households were excluded from the sample due to the exceptional circumstances described in paragraph 63.
<b>8</b>	<b>Survey design</b>

8.1	<p>The TSM survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. All TSMs perception measure questions were asked within a single survey. whg also included the following additional questions within their survey:</p> <ul style="list-style-type: none"> <li>• Can you tell me why you feel that way? Positioned at the end of theme <i>overall satisfaction</i>.</li> <li>• <i>How satisfied or dissatisfied are you that your rent provides value for money?</i> Positioned at the end of theme maintaining building safety.</li> <li>• Can you tell me why you feel that way? Positioned at the end of theme responsible <i>neighbourhood management</i>.</li> <li>• <i>Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?</i> Positioned at the end of theme responsible neighbourhood management.</li> <li>• <i>How likely would you be to recommend whg to family or friends, where 0 is not likely at all and 10 is extremely likely?</i> Positioned at the end of theme responsible neighbourhood management.</li> </ul>
8.2	<p>A 'Don't know / Refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for interviews conducted via telephone. This was not read out as an answer option and only used in instances when a customer was unable to select an option from the responses available but wanted to continue to provide their feedback. This prevented interviewers from making assumptions or inferences on the customer's behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any 'Don't know/Refused' responses were removed from the reported base for each of these questions for percentage calculations. As a result, the TSM survey results submitted may include customers who refused or were unable to answer TP01 but wanted to continue to provide their feedback. This is in line with the introductory text confirming that their data would be included in the data submission to the Regulator.</p>
<b>9</b>	<b>Incentives</b>
9.1	No incentives were used in relation to collation of the TSMs to encourage completion.
<b>10</b>	<b>Conclusion</b>
10.1	<p>This summary outlines whg's approach to the Tenant Perception Measures and accompanies the TSM submission. whg is compliant with all TSM guidance and requirements published by the Regulator of Social Housing.</p>