

Optimising TSM surveys

18 April 2024
Denise Raine, Director





Session outline:

2023/24 Compliant surveys

Satisfaction levels

- Putting the results in context
- Strong and poor performances & insights
- Complaints pilot

Survey influencers

- Survey mode and cost of living

What next?

- Making the most of your 23/24 survey
- Next steps
- A question of perception?

Questions – Happy to take some as we go through and will have time at the end?

Acuity - Expertise and experience

- Running resident satisfaction surveys for over 25 years! (STATUS, STAR, TSMs)

Worked with 54 North, Acis Group, Adur Council, Agamemnon, AIHA, Anchor, Arhag, Arun DC, Ashton Pioneer Homes, Babergh & Mid-Suffolk DC, Barnet Homes, Barnsbury HA, Bournemouth & Churches HA, Birmingham Civic OP, BeST, Brighter Places, Brighton & Hove City Council, Bristol Charities, Bristol City Council, Broadacres, Brockley Tenants Co-op, Broxtowe Council, Brunelcare, Cambridge City Council, Carmarthenshire County Council, Cartrefi Conwy, Cheltenham Borough Council, CCHA, CDS, Chichester Greyfriars, CHISEL, Circle VHA, Christchurch HA, Cirencester Housing, City of London Council, City of Lincoln Council, Cluid Housing, Clwyd Alyn, Coastline, Coop Solutions, Cornwall Housing, Coronation Homes, Crosby HA, Cottsway, Croydon Almshouses, Croydon Council, Duchy of Cornwall, Dudley MBC, Eden HA, Ekaya, Eldon HA, Elim Housing, emh homes, English Rural, EPIC Housing, Epping Forest DC, Estuary HA, Framework, Franklands Village, Futures Housing Group, Greenwich Borough Council, Gresham House, Gloucester City Homes, Gravesend Churches HA, Glebe HA, LN Greenwich, Grove Village, Grwp Cynefin, Guildford Borough Council, Hafod, Housing for Women, Haig Housing, HAIL, Harrison Housing, Harrogate HA, Harrow Churches HA, Harrow Council, Hexagon, High Peak, Homes in Sedgemoor, Homes Plus, Hornsey HT, Housing 21, Housing for Women, Housing Pathways, Housing Solutions, Hyelm, Innisfree, Inquilab, Ipswich Borough Council, JLiving, Karbon Homes, Keelman Homes, Keniston HA, Kingston Churches HA, Kingston Council, Lace Housing, Lancaster City Council, Leeds City Council, Lewes & Eastbourne Councils, Lewisham Council, LHP, Lincs Rural HA, Linden First, LSHA, , Lyng CA, Manningham, Masonic HA, Mitre, Mount Green, Nacro, , Nehemiah, Newlon HT, Newydd, New Outlook, New World, North Kesteven District Council, North London Muslim HA, North Northants Council, North Yorkshire Council, Nottingham City Council, Octavia, Odu Dua, Oldham Council, Oxford Council, Pine Ridge HA, PA Housing, Peaks & Plains HT, Penge Churches HA, Peter Bedford HA, Pickering & Ferens HA, Plymouth CH, Populo Living, Progress HG, Radcliffe HG, RHA (Wales), Rockdale HA, Runnymede Council, Sage, Salvation Army Homes, Sandwell MBC, Sapphire IH, Shepherds Bush HG, Selwood Housing, Settle, Shian HA, Shropshire Rural, Soha, Solihull Community Housing, Solihull Care HA, Somerset Council, Southampton City Council, South Kesteven District Council, Southwark Council, Sovereign, Squared, STAR Housing, Steve Biko HA, Stoll, Tamil, Tandridge Council, Teachers HA, The Finchley Charities, The Good Economy, Thorngate, TORC, Tuath, Two Rivers, United Welsh, Uttlesford DC, Wakefield & District Housing, Waltham Forest HA, Waverley BC, Weaver Vale HT, WECH, West Kent HA, West Lancashire Council, Westway, White Horse Housing, Willow Tree, Wolverhampton Homes, Wolverhampton Council, Women's Pioneer, Wydean and York HA.

2023-24

- ✓ 21 members of staff
- ✓ 95+ Interviewers
- ✓ 250+ TSM surveys (LCRA, LCHO) & STAR surveys (Ireland, Wales)
- ✓ 190+ Transactional surveys (including ASB, complaints, responsive repairs surveys, new lettings, planned maintenance, out-of-hours, electrical safety checks and gas servicing)
- ✓ Other surveys = Staff, profiling/ EDI

Surveys

- ✓ Telephone – over 161,000 completed interviews
- ✓ Digital – sent over 163,000 emails & texts
- ✓ Postal – 70,000+ first mailouts





2023/24 - Compliant survey

2023/24 Compliant survey?



- ✓ All RPs must follow definitions and survey methodology set out in Annex 4: TSM – Technical Requirements and Annex 5: TSM – Tenant survey requirements
- ✓ 12 TSM perception questions have to be asked to tenants in each dwelling – self-contained unit or bedspace in non-self-contained housing. Owning landlord responsible for TSMs (not managing agent)
- ✓ Very prescriptive on survey design
- ✓ Relevant homes – LCRA/LCHO from Housing and Regeneration Act 2008 (Section 69 and 70)
- ✓ All RPs must ensure information is accurate, reliable, valid and transparent reflection of performance
- ✓ All RPs must publish performance annually (including a summary of approach) / Report survey results in the first year of reporting

Smaller providers (Under 1,000 LCRA and/or LCHO)

- ✓ Do not have to submit TSM results to RSH
- ✓ Can report tenant perception measures for LCRA (only), LCHO (only), LCRA and LCHO separately, or LCRA and LCHO combined
- ✓ Do not have to collect and report on an April-March basis if have a different financial cycle/year-end
- ✓ Option to run it every year or every two years

LCRA = GN, HfOP, Supported, Intermediate and Temporary social housing

2023/24 Compliant survey – summary of approach



TSM Summary of Approach

Summary of the survey approach used to generate the published tenant perception measures.

A.	A summary of achieved sample size (number of responses)	1,148
B.	Timing of survey	August and September 2023 and March and April 2024
C.	Collection method(s)	Telephone and online surveys
D.	Sample method	Stratified sample using quotas
E.	Summary of the assessment of representativeness of the sample against the relevant tenant population	Quotas set by tenure type, area and age to ensure representativeness
F.	Details of any weighting applied to generate the reported perception measures	No weighting applied
G.	Role of any named external contractor(s) in collecting, generating, or validating the reported perception measures	Acuity Research & Practice Ltd, collecting, generating and validating perception measures
H.	The number of tenant households within the relevant population that have not been included in the sample frame due to exceptional circumstances	None
I.	Reasons for any failure to meet the required sample size requirements	Required sample size has been met
J.	Type and amount of any incentives offered to tenants to encourage survey completion	No incentives offered
K.	Any other methodological issues likely to have a material impact on the tenant perception measures reported	None

Providers must publish a summary of the survey approach used to generate published tenant perception measures. This must be made clearly available alongside each set of tenant perception measures published by the provider.

* Providers must take reasonable steps to assess, identify and remove barriers to certain groups of tenants participating in surveys used to generate the TSMs. In particular, this is in respect to tenants who share one or more protected characteristics under the Equality Act 2010, and in respect of duties of that Act. Barriers may include, but are not limited to, language barriers, visual impairment, literacy or lack of access to digital media. Where necessary to overcome barriers to participation, it is permissible for surveys to be completed by a carer, another household member on behalf of a tenant or through an interpreter.

** Under 2,500 units = +/- 5% margin of error at the 95% confidence interval

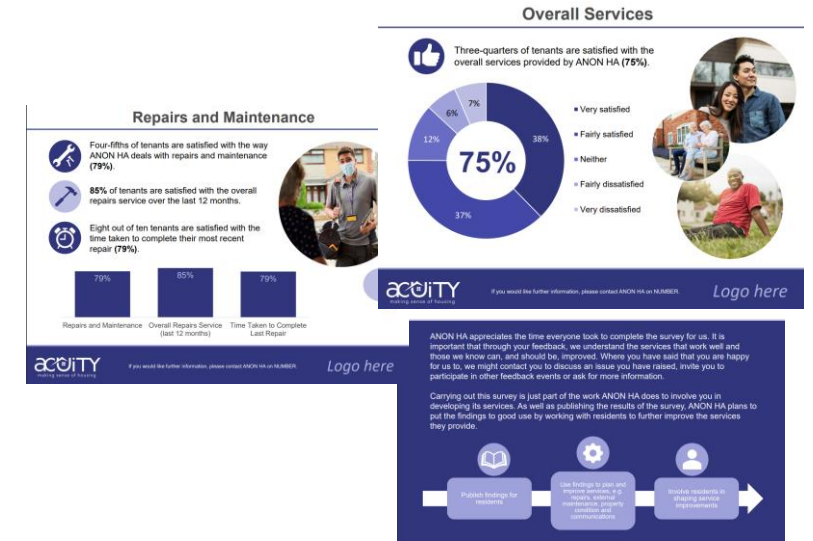
Population	Responses required (±5.0%)
100	80
200	132
300	169
400	196
500	217
600	234
700	248
800	260
900	269
1000	278

2023/24 Compliant survey – our experience, reporting, pilot



Acuity's experience / audits

- ❖ Did not survey in 2023/24
- ❖ Errors in question wording, question responses and layout
- ❖ Forgotten tenant groups
- ❖ Low quality surveys (poor questionnaires, interviews)
- ❖ Low response rates & not meeting required margin of error
- ❖ Representativeness checks and weighting
- ❖ External audits, board sign off



Reporting results

- ❖ Timing, publish all 22 together?
- ❖ Reporting channel – special report, annual report, website, newsletter...

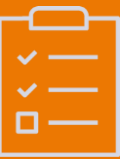


Anyone taking part in the smalls pilot? (Acuity to capture views ahead of meeting with Regulator)

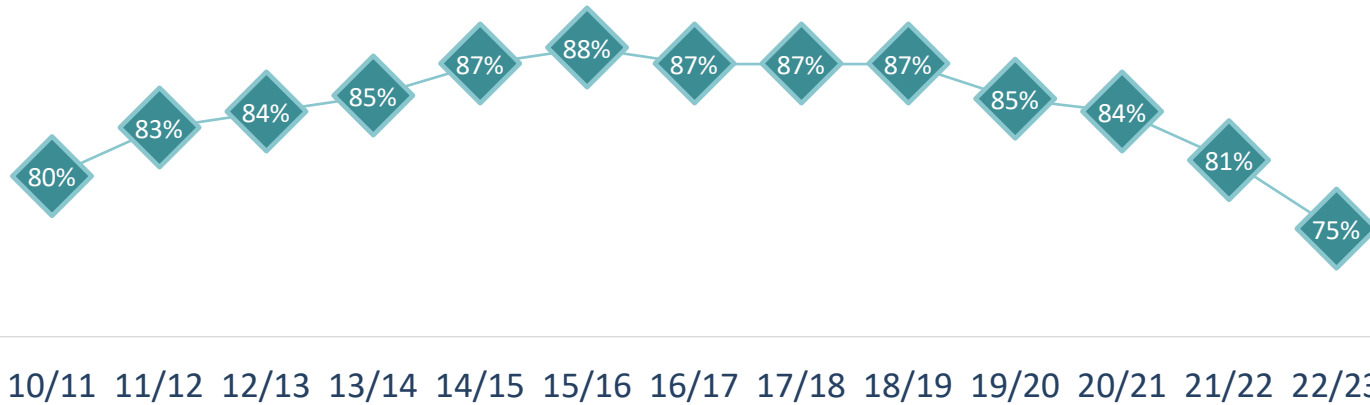


2023/24 Satisfaction levels

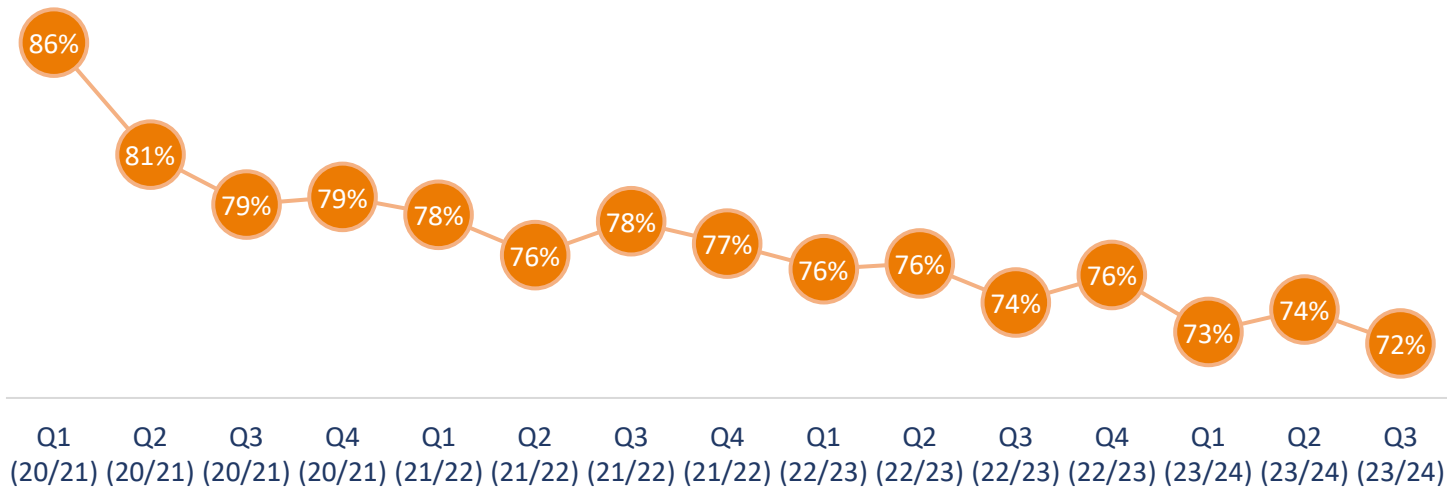
Overall service: Happy with your results? Sector scores?



Satisfaction with services provided (Housemark median - general needs)



Overall Services (Acuity Clients, Median Scores)



Headline rating - Satisfaction with services provided

What was the score last time? How do we compare? Has everyone else's scores gone up or down?

Dissatisfied tenants – Why? Who are they? Where do they live?

Neither satisfied nor dissatisfied – What would make them satisfied?

What insight can the result of the survey tell us?

Note: LCRA scores Q1 to Q3 for tracking surveys and 2023/24 annual surveys

Keeping properties in good repair & maintaining building safety



	Well-Maintained Home (TP04)	Safe Home (TP05)	Repairs Service (last 12 months)	Time Taken (after reported repair)
Max value	97%	99%	97%	98%
75 th percentile	79%	84%	81%	77%
Median	71%	78%	74%	70%
25 th percentile	65%	72%	66%	62%
Min value	44%	54%	36%	44%
Average	71%	77%	73%	70%
London median	64%	71%	68%	63%

Take away thoughts:

The home

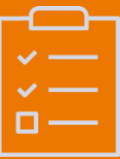
- ❖ Safe home typically higher
- ❖ Reasons why home not safe =

Repairs

- ❖ Relying on tenant to know when last repair was carried out
- ❖ Repairs – scores often 10% to 15% lower than transactional survey

Customer recovery – those that said home is not safe, any comments about outstanding repairs

Respectful and helpful engagement



	Listens & Acts	Kept Informed	Treat Fairly & Respectfully
Max value	93%	93%	93%
75 th percentile	72%	83%	82%
Median	60%	77%	75%
25 th percentile	53%	71%	68%
Min value	40%	45%	44%
Average	62%	76%	75%
London median	53%	70%	69%

Take away thoughts:

- ❖ Listens & Acts – likely to be one of your lowest scores in the survey with number of dissatisfied tenants, can be linked to last contact? High expectations? Often tied to not getting resolution – repairs, complaints. What does it mean to tenants
- ❖ Kept informed – also about accessibility to information – easy to find/understand, how do your tenants want to be kept informed? And about what?
- ❖ Treated fairly – often one of the highest scores in the survey
- ❖ Often high percentage of ‘neithers’ despite questions have a don’t know / not applicable option (that is removed from the base)

Responsible neighbourhood management



	Positive Contribution to Neighbourhood	ASB Handling
Max value	90%	91%
75 th percentile	73%	67%
Median	66%	61%
25 th percentile	60%	55%
Min value	38%	34%
Average	67%	62%
London median	64%	58%

Take away thoughts:

- ❖ What does positive contribution to the neighbourhood mean? Can have high percentage of 'neithers'. Not necessarily about how positive the contribution is but being able to 'see' one is being made.
- ❖ ASB likely to have a lower score and high number of dissatisfied tenants

(These questions have a don't know / not applicable option that is removed from the base)

Effective handling of complaints



	Complaints Handling
Max value	65%
75 th percentile	39%
Median	34%
25 th percentile	27%
Min value	12%
Average	34%
London median	34%

Take away thoughts:

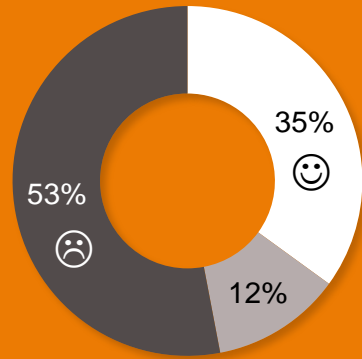
- ❖ Can have anywhere between 15% and 35% of tenants saying they have made a complaint in the last 12 months
- ❖ Lowest score in the survey, many have a higher percentage dissatisfied

Types of Complaints

- ❖ Formal complaint (Stage One, Stage Two), Informal complaint / Service failure, Service request

Complaints Pilot: Case study

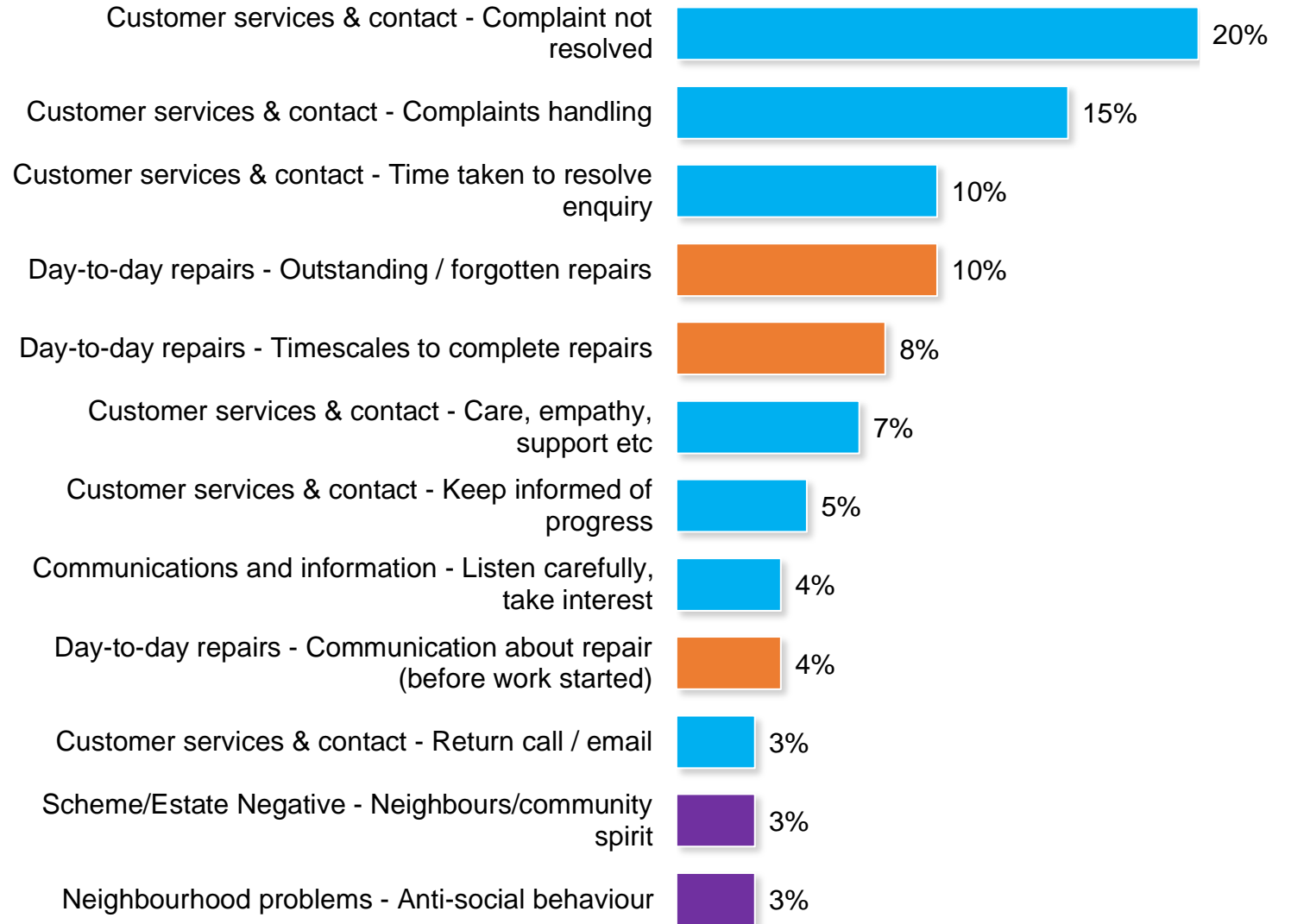
- 19% of tenants said that they had made a complaint in last 12 months
- 35% satisfied with handling of complaint
- 53% dissatisfied



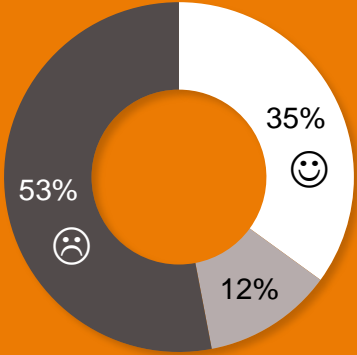
■ Satisfied ■ Neither ■ Dissatisfied

Based on 1,000+ telephone calls in January 2024

Can you explain why you gave the score? (181 tenants)



Satisfaction with Complaints



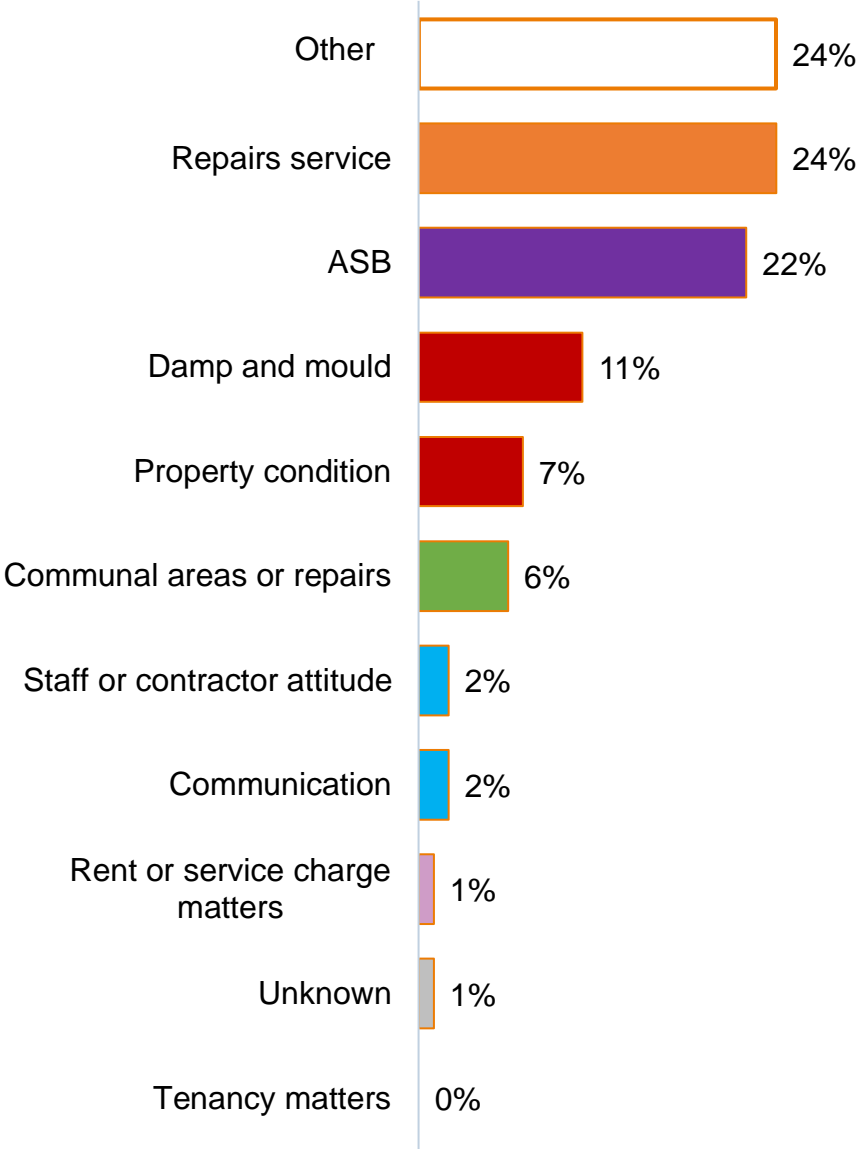
■ Satisfied ■ Neither ■ Dissatisfied

Method of complaint

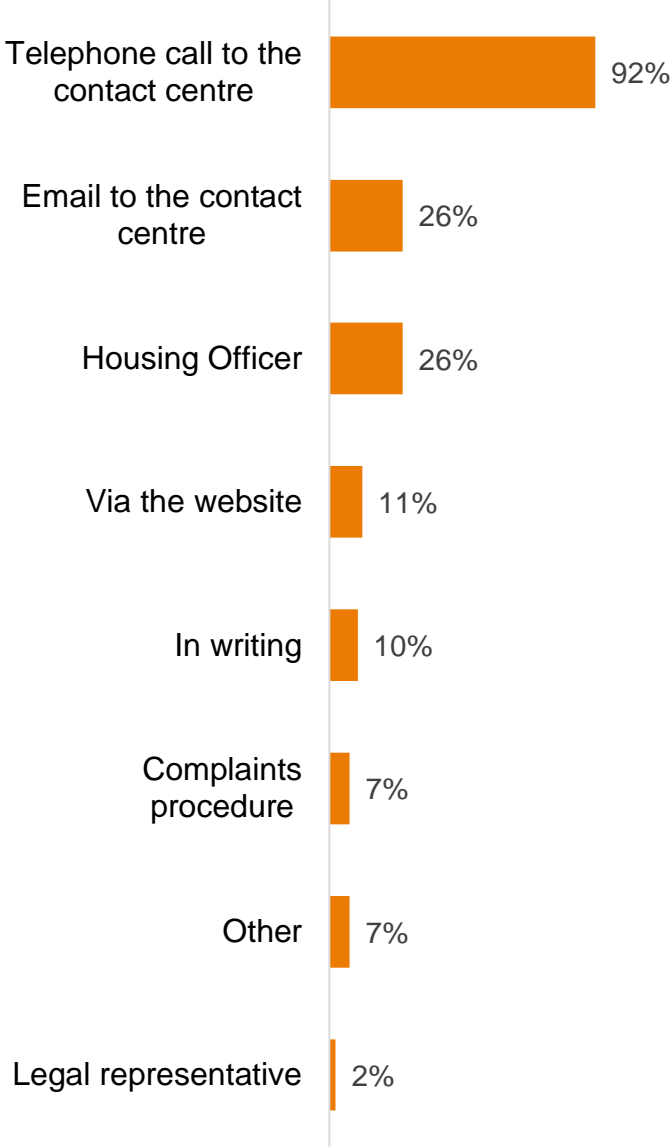
Of the 184 tenants who provided information on how the complaint was made, 69 used more than one channel (38%)

Base = 184 tenants

Reason for Complaint?



How was the complaint made?



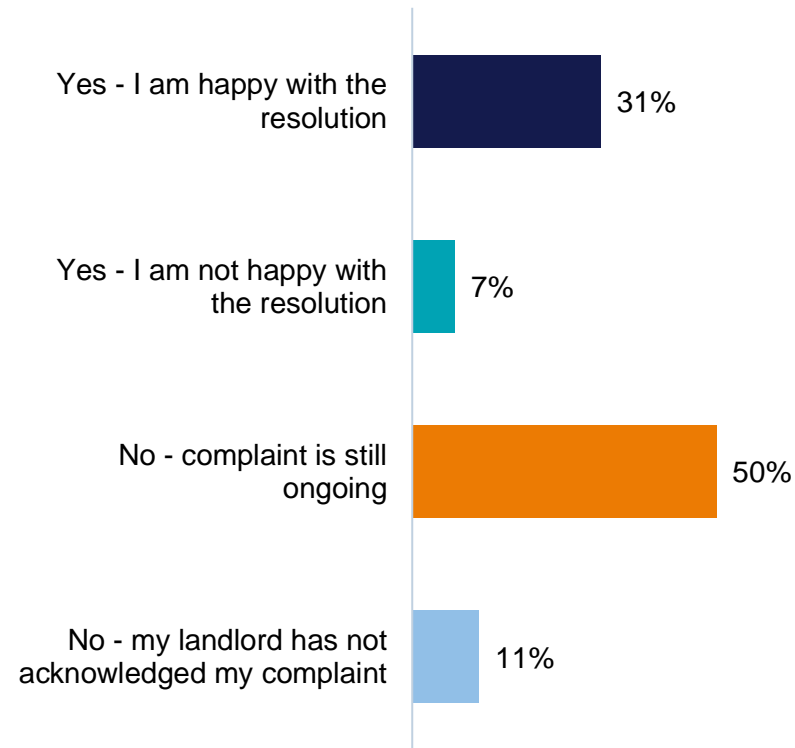


76% of those that were happy with the resolution were satisfied with the way their complaint was handled, compared to 36% not happy with solution, compared to 10% - 15% for ongoing / not acknowledged)

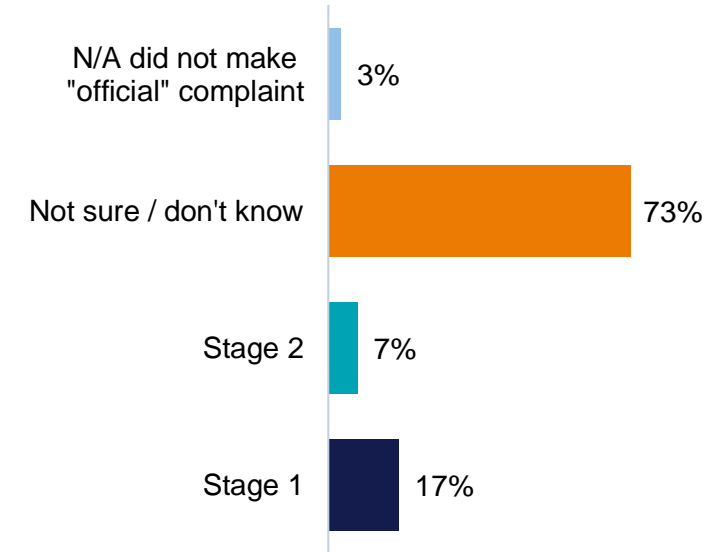
Tenants who made an official complaint were more satisfied (41% Stage One and 33% Stage Two) than those who were not sure (20%)

Base = 184 tenants

Is complaint resolved?

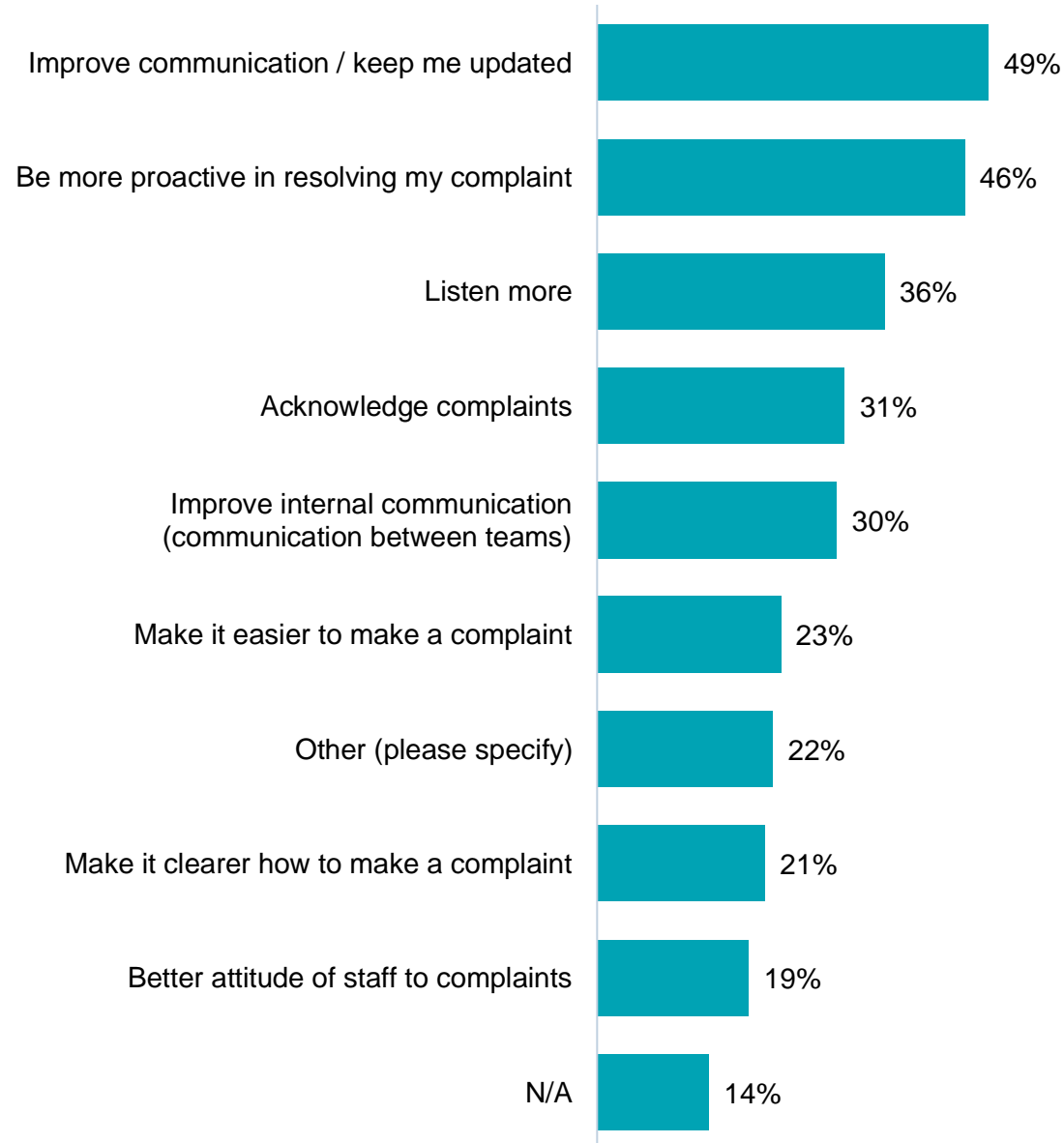


What stage in the complaints process did your complaint reach?

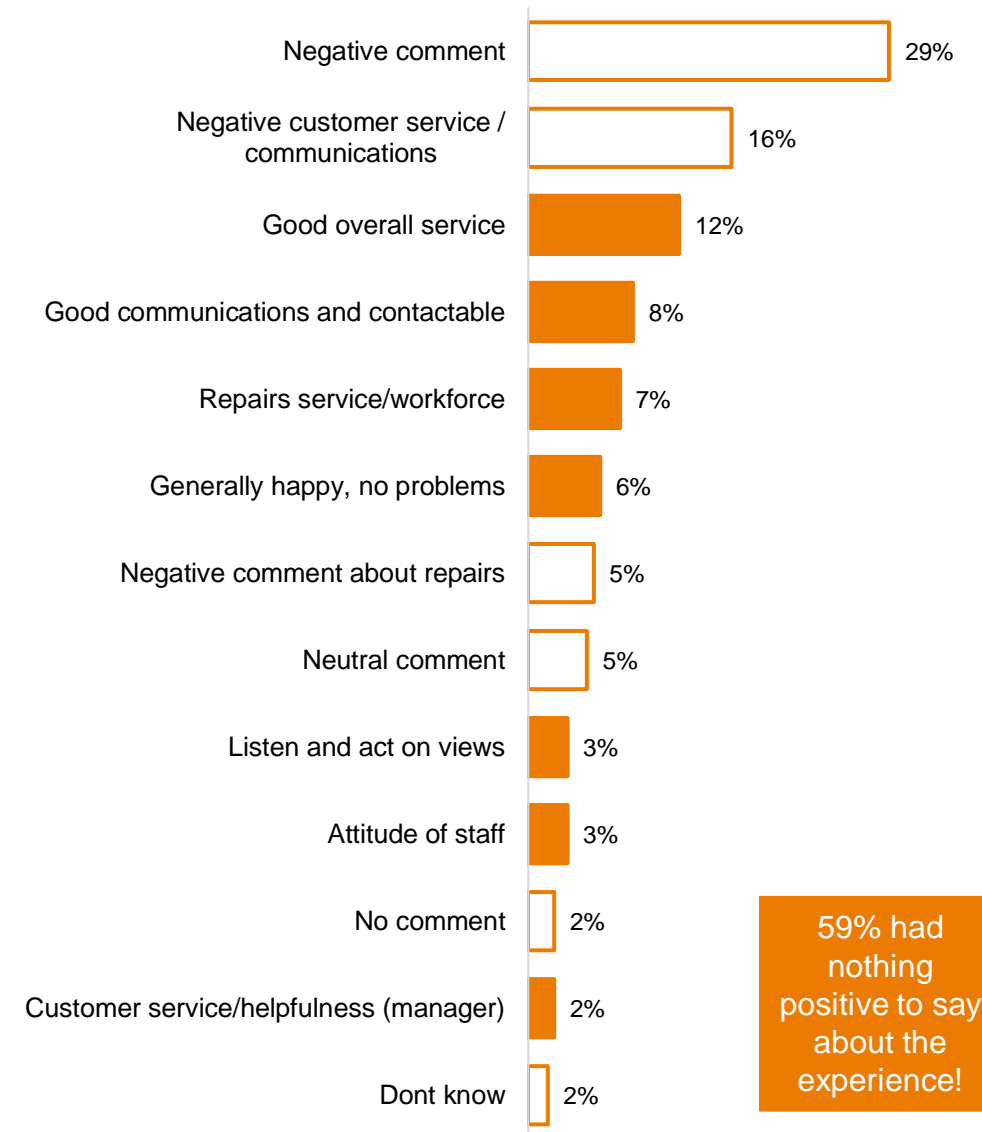




How could your landlord improve the way it handles complaints?



What went well about the way your complaint was handled?



59% had nothing positive to say about the experience!

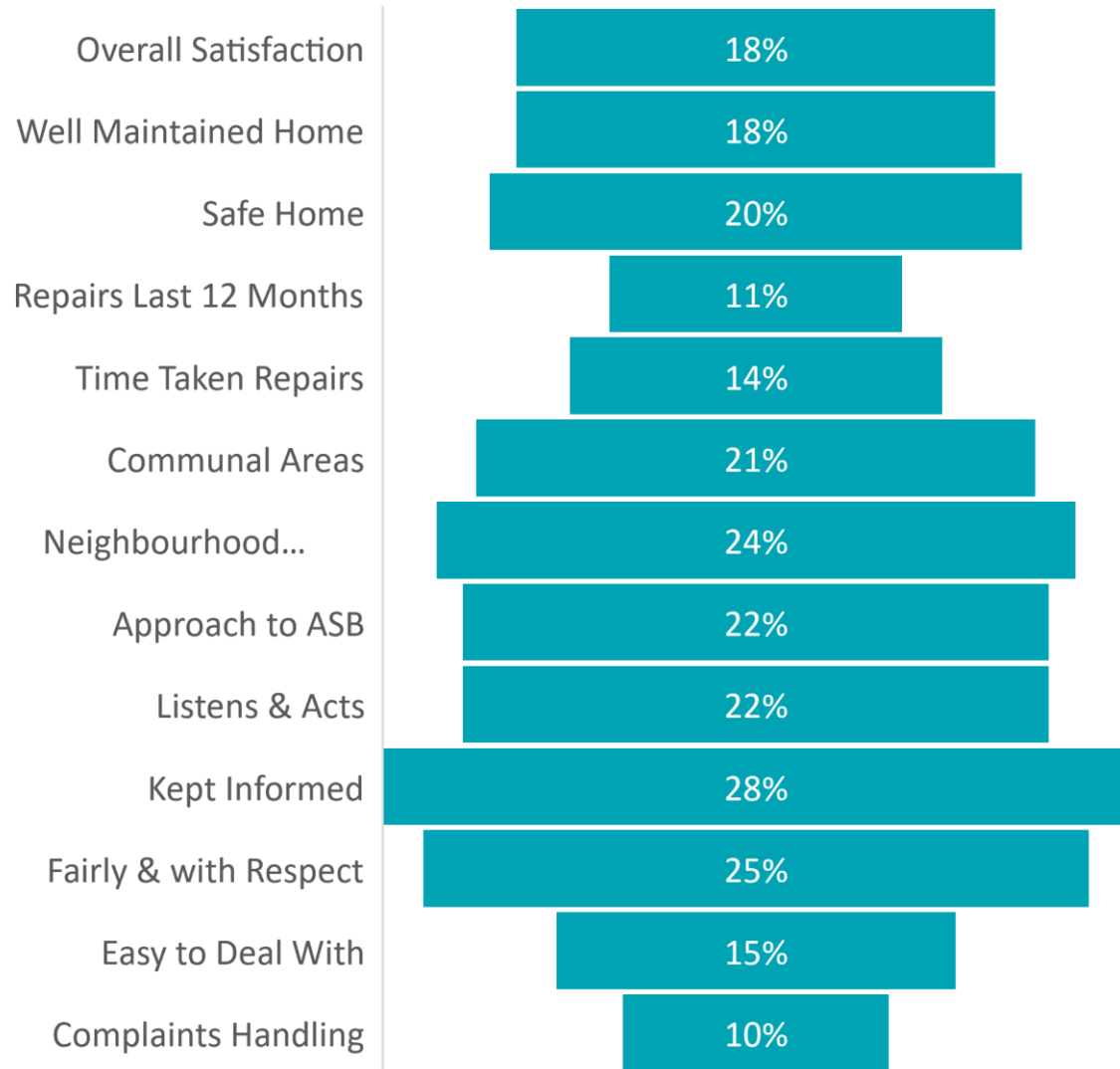


TSM surveys influencers

Survey method bias – two or three survey methods

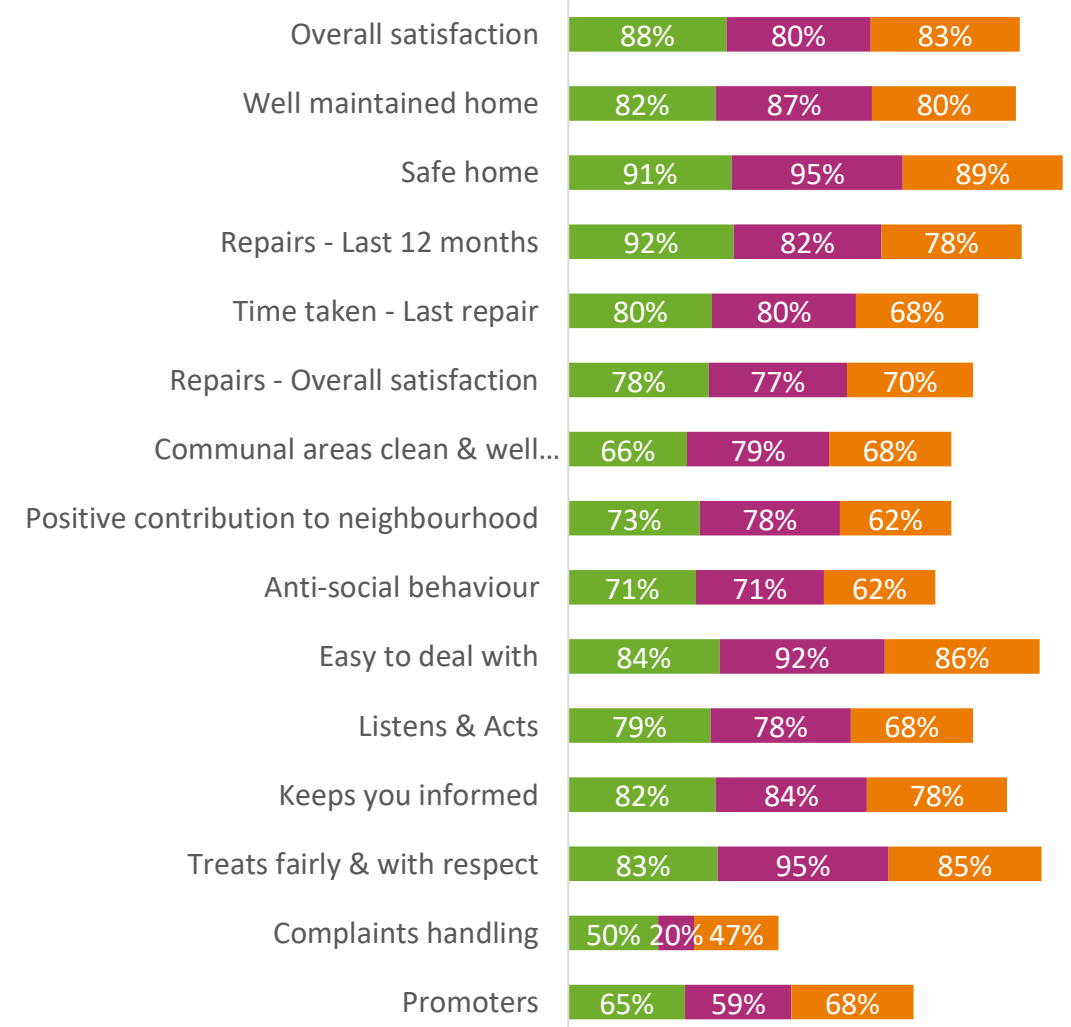


Difference between online & telephone surveys (telephone - online)



1,674 responses = 1271 telephone and 403 online

■ Postal ■ Telephone ■ Online



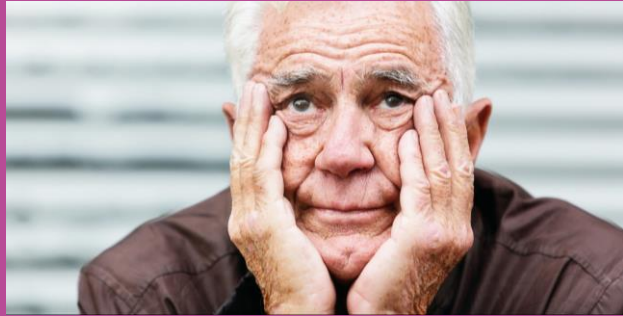
Base: Postal = 83, Telephone = 65, Online = 121



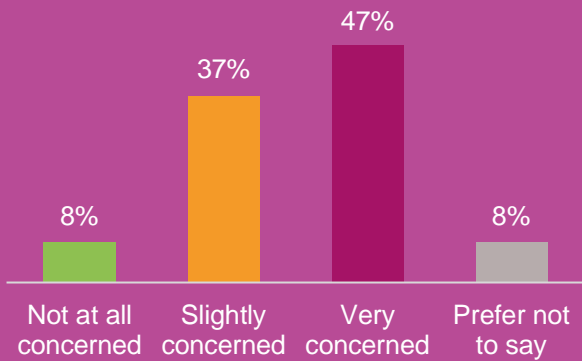
Why is satisfaction falling? Cost of Living?

Perception survey

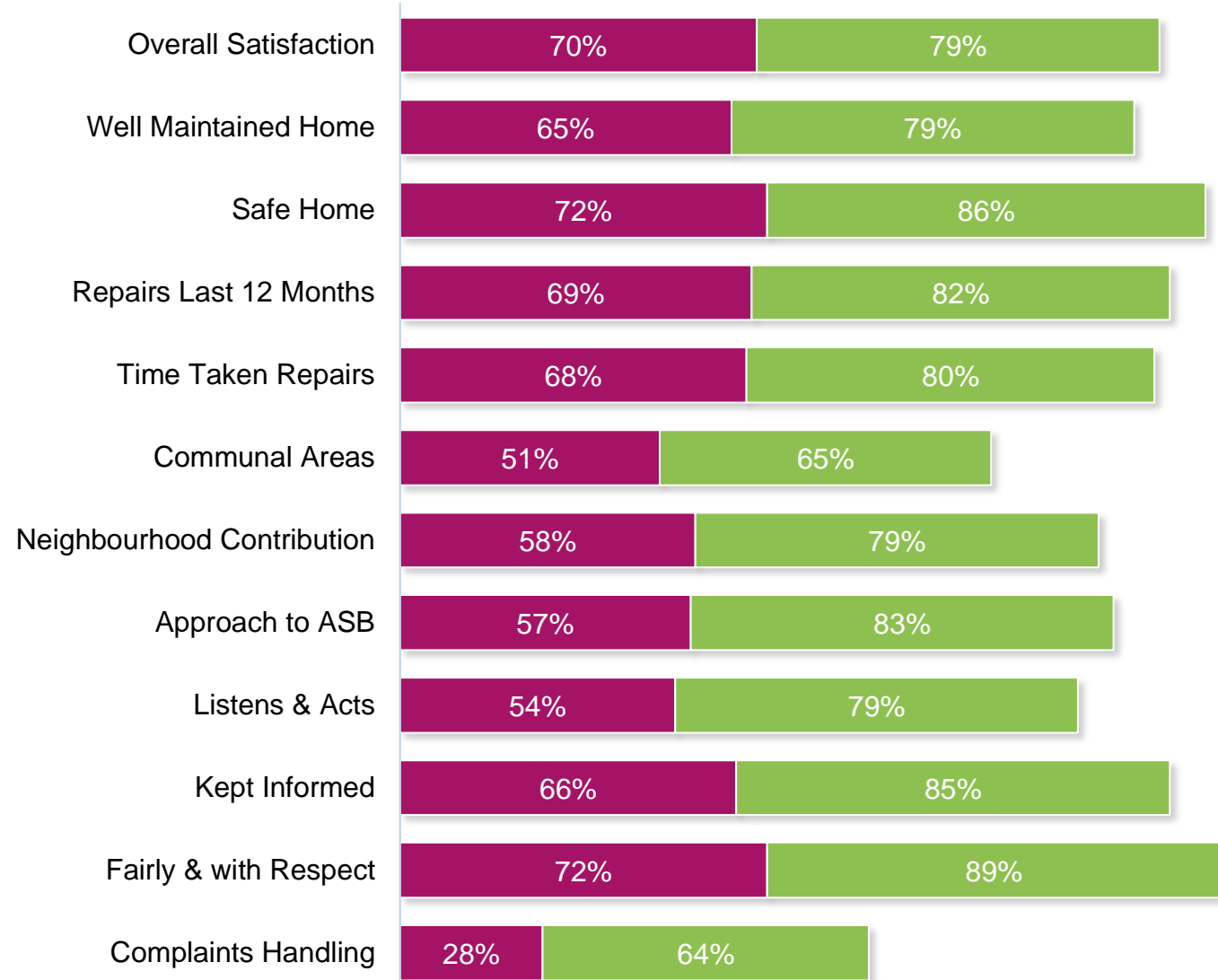
Answers will reflect “mood” of respondent and there is a lot to be miserable about!



“How concerned are you about the cost-of-living crisis for you personally?”



Very concerned Not at all concerned





Next Steps?

Next steps?



Understand and use
the findings

- ❖ Customer recovery
- ❖ Analyse your results and understand contextual, methodological and performance variables (Acuity's 20-point insight check list)
- ❖ Review results with everyone (staff, tenants, engaged tenants, board) and draw up action plans for improvement
- ❖ Report TSM results to tenants (and the Regulator if taking part in pilot)

Get the survey
methodology right

- ❖ Tackling low response rates = Non-respondents – do you know your tenants?
- ❖ Next survey - Lite Touch, Tracking, Annual, Every two years?
- ❖ Optimise your next survey – probes/open-ended & additional questions

Get to know your
tenants

- ❖ Rise in EDI/Profiling surveys
- ❖ Change perceptions

A question of perception?



Safe Home, Listens to views, acts upon them, Complaints handling, Positive contribution to neighbourhood, Handling anti-social behaviour



- Lens of providers (Quality of service – TSM results, satisfaction, performance)
- Lens of the tenant (perception, accessibility of services, how landlords communicate with tenants is key)

Maintaining building safety

Fire door inspections

Respectful & helpful engagement

Our pledge to you

Overall satisfaction
To build & maintain trust we will:

- Achieve high levels of customer satisfaction
- Provide an inclusive and accessible involvement offer via the Coastline Conversation
- Respond to your digital contact within two working days and all other contact within four working days
- Make it easy for you to contact us, however you prefer

Respectful & helpful engagement
To respect & listen to you we will:

- Answer to and support the Customer Voice group to act as a critical friend to Coastline
- Share and celebrate how your feedback influences services and identify areas for improvement
- Treat you as an individual, respecting your communication preferences, recognising and responding to your needs

Responsible neighbourhood management
To take care of your neighbourhood we will:

- Take seriously and acknowledge reports of antisocial behaviour within one working day
- Keep our 'We're Always Listening' website page updated
- Visit your neighbourhoods regularly and act on improvements identified as part of our Community Standard Inspections

Keeping properties in good repair
To keep your home in good repair we will:

- Complete repairs right first time
- Complete repairs within our target timeframes

Effective handling of complaints
When things go wrong we will:

- Make it easy for you to raise concerns and complaints and try to put things right straight away
- Learn from the issues you raise to ensure we continually improve our services

Maintaining building safety
To keep your home safe we will:

- Ensure all our homes will meet or exceed the Decent Homes Standard
- Ensure all of our properties are compliant with all required building safety checks

Thank you for your call today, I have listened to what you have said, and you can rely on us to act.

Coastline Housing



Any Questions?

For further information please
contact Denise Raine:



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