

HARINGEY COUNCIL'S TENANT SATISFACTION MEASURE PERCEPTION SURVEY APPROACH 2023/24

The following is a summary of the Tenant Satisfaction Measure (TSM) perception survey approach used by Haringey Council's independent survey provider, Kwest Research Limited, in 2023/24 to generate the tenant perception measures that have been submitted to the Regulator of Social Housing and published on the Haringey Council website. This approach is laid out using the headings specified in the Regulator's 'Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements' document.

A) SUMMARY OF ACHIEVED SAMPLE SIZE

Haringey Council has 14,468 LCRA households and to meet the new requirements, has to collect a minimum of 983 responses each year, to provide data with an overall accuracy of $\pm 3\%$ at 95% confidence interval. At the end of the data collection period, 2,062 interviews had been achieved.

B) TIMING OF THE SURVEY

The survey was carried out between January and March 2024.

C) DATA COLLECTION METHODS

The survey was undertaken by telephone as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily and effectively monitored. Kwest's interviewers work in shifts to provide maximum coverage. Calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available. Interviewers made up to 5 attempts to secure a survey response with each LCRA household.

D) SAMPLING METHODS

A stratified sampling method was used, taking into account tenant type, age group, ethnic group and rent patch.

E) ASSESSMENT OF REPRESENTATIVENESS OF RESPONSE

The good response rate achieved by the survey ensures excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved.

For example:

- In telephone projects, Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored to deliver required accuracy levels.
- Kwest's TSM Representativeness Assessment ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. This works in conjunction with the Telephone Management System and provides an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches requirements. Output on Kwest's online reports allows Haringey Council to view progress versus targets at any time. To demonstrate representativeness of response, Kwest assessed and monitored a number of population sub-groups. These include property type, number of bedrooms, ward, rent patch, tenant type ethnic group and age. These categories were chosen to provide good coverage by demographic characteristics, geographical area and type of housing.

Age & Ethnicity

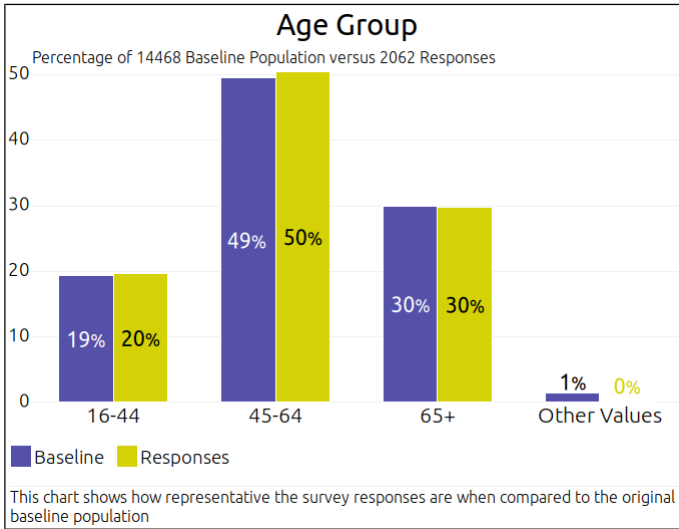


Figure 1.1

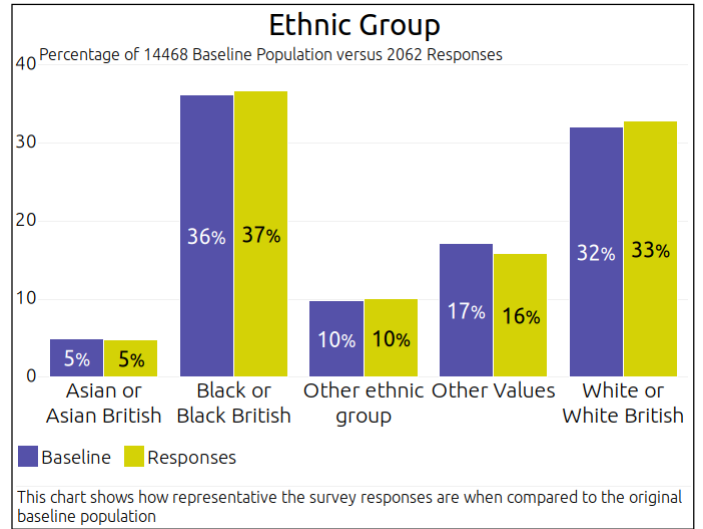


Figure 1.2

Tenant Type

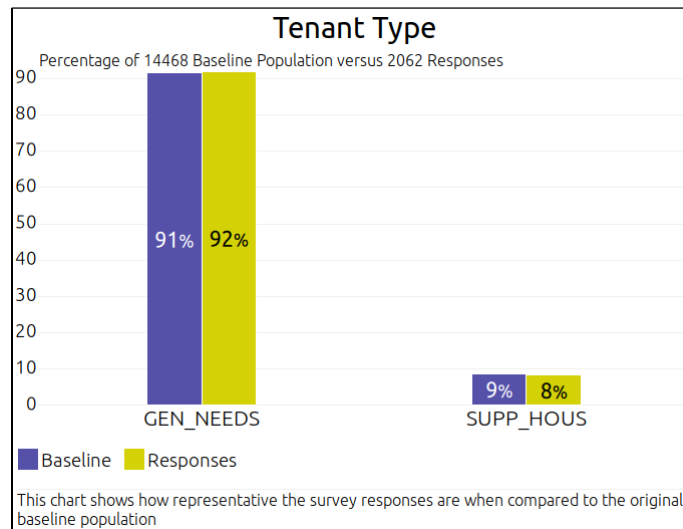


Figure 1.3

Rent Patch

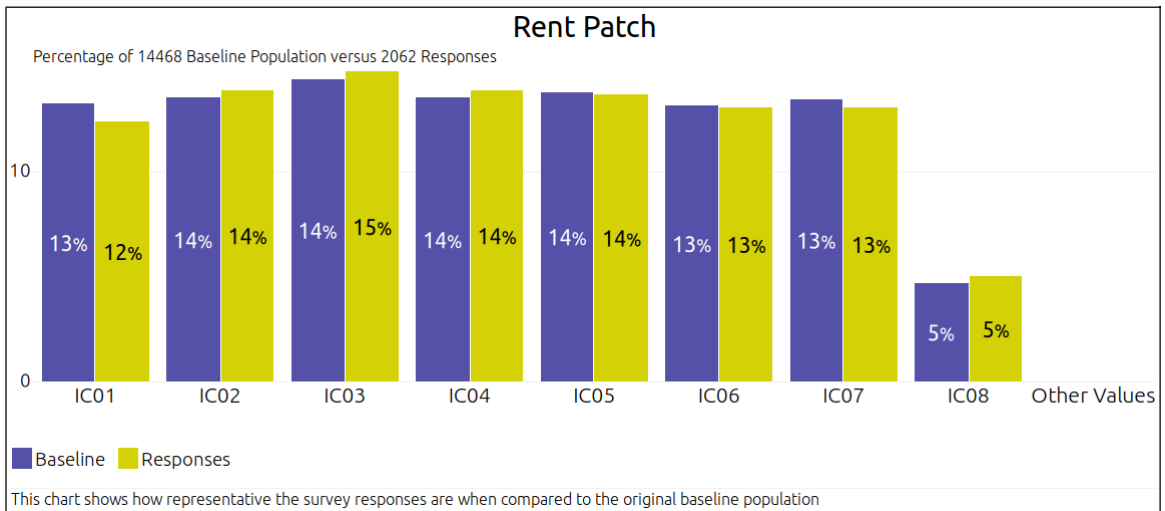


Figure 1.4

Ward

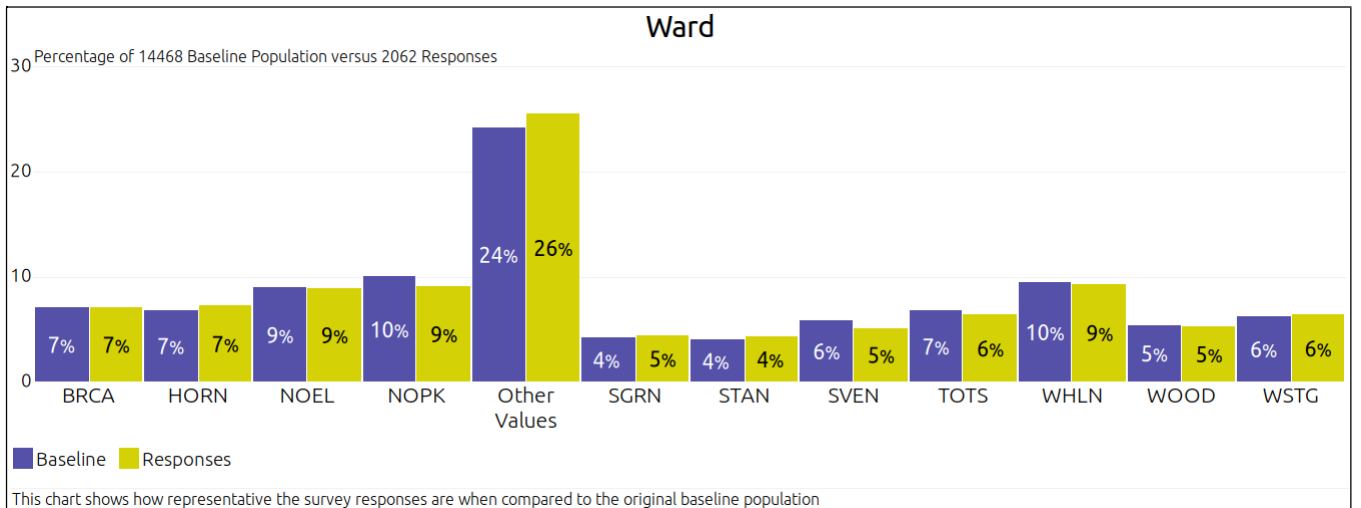


Figure 1.5

Type Of Housing

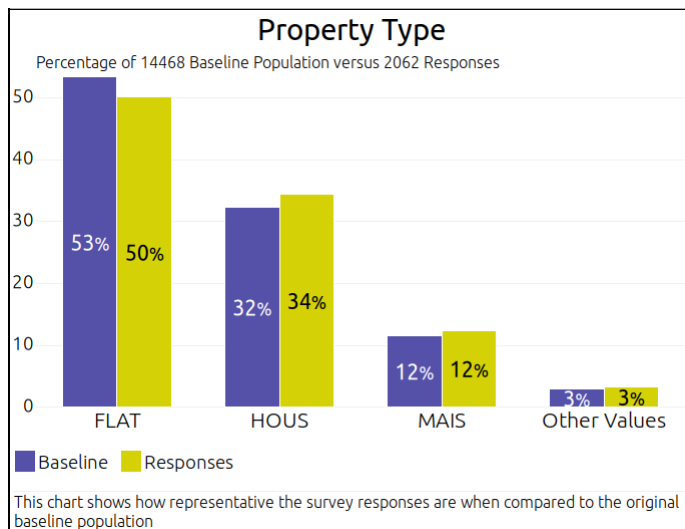


Figure 1.6

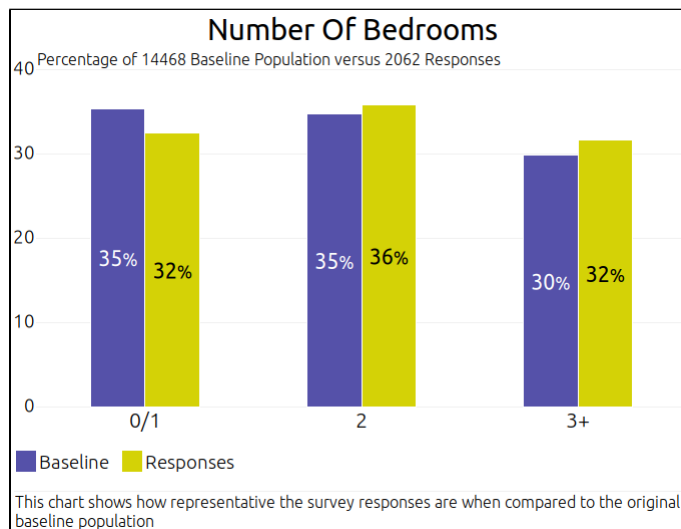


Figure 1.7

F) DETAILS OF APPLIED WEIGHTING

Not applicable. Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved and therefore no weighting of data was required.

G) EXTERNAL CONTRACTORS USED

Kwest Research Limited is one of the longest standing research organisations and works exclusively for social housing providers. Kwest was responsible for all elements of the research.

H) HOUSEHOLDS EXCLUDED FROM THE SAMPLING FRAME UNDER EXCEPTIONAL CIRCUMSTANCES

132 households were excluded from the sample due to the presence of a warning flag in Haringey's data. A further 154 properties were also excluded because they had an unauthorised occupant at the time of the survey. It is not believed that this will have any material impact on the results, which are still considered to be representative of all LCRA households.

I) REASONS FOR FAILURE TO MEET REQUIRED SAMPLE SIZE REQUIREMENTS

Not applicable. A total of 2,062 responses has been achieved in the survey, which exceeds the minimum requirement of 983 responses.

J) INCENTIVES USED IN THE SURVEY TO ENCOURAGE RESPONSE

None.

K) OTHER METHODOLOGICAL ISSUES THAT HAVE A MATERIAL IMPACT ON SATISFACTION

There are not believed to be any other methodological issues that have a material impact on satisfaction. The questionnaire was designed to include all the Regulator's TSM questions, as required, with an extra question to record whether customers have reported anti-social behaviour to Haringey Council in the last 12 months as well as a short section of questions about the presence of mould in the home. In addition, two open ended questions allowed customers to elaborate on the reasons for their views. The feedback from open questions was classified to provide a graphical representation of the key themes in the comments.

L) QUESTIONNAIRE DESIGN

The questionnaire was designed to include all the Regulator's TSM questions, as required, with an extra question to record whether customers have reported anti-social behaviour to Haringey Council in the last 12 months as well as a short section of questions about the presence of mould in the home. In addition, two open ended questions allowed customers to elaborate on the reasons for their views. The feedback from open questions was classified to provide a graphical representation of the key themes in the comments.

M) ANALYSIS OF FINDINGS

To provide a detailed understanding of results, the findings have been analysed in a number of ways. Please note that where the number of respondents in a sub-group is small, data accuracy will be limited:

- Analysis Overall
- Analysis By Sub-Group
- Analysis By Ethnicity (Comparing The Views Of White Or White British Tenants With Those Who Are Black Or Black British)
- Analysis By Whether The Customer Has Had A Repair Completed In The Last 12 Months
- Analysis By Whether The Customer Has Reported ASB To The Council In The Last 12 Months
- Analysis By The Presence Of Mould In The Property & Whether This Has Been Reported To Repairs Team
- TSM Tenant Representativeness Assessment.