

# **TENANT SATISFACTION MEASURES 24/25**

## **SUMMARY OF APPROACH**

### **INTRODUCTION**

This document provides an overview of the approaches and methodologies used in gathering data in relation to customers' perceptions of the quality of key services delivered by Places for People Group. This data was then used to calculate our Tenant Satisfaction Measures, for the financial year 2024/25.

We did not exclude any tenant households from the sample framework for surveying, except customers who had actively opted out of receiving surveys.

### **WHO WE INVITED TO COMPLETE THE PERCEPTION SURVEY**

Places for People owns more than 1,000 units of Low Cost Rental Accommodation (LCRA), and more than 1,000 units of Low Cost Home Ownership (LCHO). In line with the specific expectations of the Regulator of Social Housing, we were obliged to collect and report perception data for both categories of tenure. Our methodology ensures we delivered to this requirement.

We received responses from 3,063 customers which met the sample size requirements set by the regulator. Therefore, we were satisfied that we had a statistically valid sample size, to ensure that results were robust. The breakdown between LCRA and LCHO responses was as follows:

- **LCRA: 2,459 Responses**
- **LCHO: 604 Responses**

### **TIMING OF THE PERCEPTION SURVEY**

Our customer surveys were carried out between 26 September 2024 and 3 November 2024. This was a single annual data collection. Collection was conducted in batches and phases, so that survey responses could be managed more effectively.

### **DELIVERY**

InHouse Research were contracted to deliver the telephone and email surveys. Our decision to appoint an external agency ensured a division between landlord delivery and

Customer feedback and adherence to best practice industry standards, such as the Market Research Society’s Code of Conduct.

We adopted a sampling approach to ensure representation across different technical requirements relating to asset and tenure, and in consideration of responses to cover our regional operational area.

**SUPPLEMENTING CORE DATA CAPTURE**

Frontline colleagues working within our supported housing schemes also delivered some face-to-face surveys with customers on tablet devices.

**METHODOLOGY CHANNEL**

Our methodology was mixed to ensure we could reach different customer groups. We adopted an approach which mainly used the telephone, with some digital email responses and a smaller face-to-face completion.

Our approach evolved from 2023/24 when we delivered a census sample and received 10,035 responses. The census approach was delivered to enable every Customer to participate in the first year as the new approach was launched. We delivered a sample in accordance with TSM minimum sample requirements in 2024/25, as the larger sample achieved in 2023 does not increase statistical validity of results and therefore wouldn’t provide us with greater confidence and validity, but does incur significant cost which, on this occasion, could not be justified.

Our channel methodology did not materially differ over the two TSM periods, with us still delivering predominantly by telephone with a smaller digital sample and small face to face element. The proportion of responses within the approach do not impact overall score differences.

**2024/25 channel delivery**

Channel	Number of responses	% Percentage sample
CATI – Telephone	2,656	87%
CAWI – Digital/email	307	10%
CAPI – Face to face	100	3%
(Total)	3,063	100%

## 2023/24 channel delivery

Channel	Number of responses	% Percentage sample
CATI - Telephone	10,035	94%
CAWI – Digital/email	534	5%
CAPI - Face to face	107	1%
(Total)	10,035	100%

InHouse collated and analysed all feedback collected across the various contact methods, to report back the findings to us following the conclusion of fieldwork.

No incentives were offered to customers to complete their surveys.

## THE TEMPLATE FOR THE SURVEY

Our survey contained the prescribed twelve questions in the format and order required.

We included some additional questions to enhance our analysis capability and ensure representation. These included questions relating to trust, service ease, meeting needs and specific difficulties. All questions were voluntary and included an option for “not applicable”.

We also included questions to record ethnicity and sexual orientation. These questions were voluntary to complete.

We gave customers the opportunity to provide verbatim comments to understand the reasons for their scores, in relation to TP01 (overall satisfaction).

We have not conducted any additional TSM surveys or included TSM questions in any other survey during the reporting period.

Question	Scale
Overall, how easy or difficult is it to deal with Places for People?	5 point scale 1 very difficult 2 difficult 3 neither easy or difficult 4 easy 5 very easy NA
To what extent do you agree or disagree with the following statements	5 point scale
I trust Places for People to do the right thing	1 strongly disagree 2 disagree
Places for People meets my needs	3 neither agree or disagree
My home meets my needs	4 agree

Everyday is a struggle for me	5 strongly agree NA
I cope well when things get difficult in my life	
I feel positive about the future	
I tend to ignore letters or emails that look official	
I am very good at managing the money that I have	
I feel anxious most of the time	
To what extent you encounter difficulties for the following areas:	5 point scale
Walking or climbing stairs	1
Following a conversation when people talk to me	2
	3
	4
	5
	NA
Do you use a mobility aid?	Yes
	No
	Not sure

## SAMPLE REPRESENTATION

The tenant satisfaction survey conducted achieved a sample size of 3,063 responses, which delivers the required statistical validity in survey requirements.

The representativeness of the sample was assessed against principal characteristics such as age, gender, tenure, and geography in how the sample was created, batched and monitored. This was to ensure that the sample accurately reflected the known demographics of our customer population. Our methodological approach ensured we could reach diverse Customers across principal demographic characteristics and tenure. We therefore have ensured representation in consideration of differences which may affect different views. The breakdown of the sample is detailed in the tables below.

Our methodology complies with Market Research Society Code of Conduct, which means that all responses are completely anonymous and confidential so we are not able to attribute responses back to customers.

Our sample is therefore representative against known demographic attributes through our approach and no weighting has been applied.

### Tenant population sample breakdown and proportion – tenure type

#### LCRA

	Tenant Population	% of Population	Survey responses	% of Survey responses
PIP	54,749	99.4%	2,443	99.3%
SDR	322	0.6%	16	0.7%

  

	Tenant Population	% of Population	Survey responses	% of Survey responses
General Needs	44,842	81.4%	2,009	81.7%
Affordable Rent	4,398	8.0%	195	7.9%
Older Persons Rented	3,510	6.4%	175	7.1%
Supported Housing	1,865	3.4%	66	2.7%
Supported Affordable Rent	212	0.4%	5	0.2%
Intermediate Rent	209	0.4%	9	0.4%
Care Home	34	0.1%		0.0%

#### LCHO

	Tenant Population	% of Population	Survey responses	% of Survey responses
Shared Ownership	6,019	99.0%	594	98.3%
Leasehold For The Elderly	62	1.0%	10	1.7%

## Tenant population and sample breakdown and proportion – property information

### LCRA

	Tenant Population	% of Population	Survey responses	% of Survey responses
House	25,423	46.2%	1,107	45.0%
Flat	23,220	42.2%	1,055	42.9%
Bungalow	5,066	9.2%	231	9.4%
Room only	772	1.4%	41	1.7%
Maisonette	540	1.0%	24	1.0%
Traveller Site	50	0.1%	1	0.0%

	Tenant Population	% of Population	Survey responses	% of Survey responses
Studio or 1 bedroom	4,174	7.6%	211	8.6%
2 bedrooms	11,744	21.3%	527	21.4%
3 bedrooms	10,959	19.9%	532	21.6%
4 bedrooms	10,924	19.8%	493	20.0%
5+ bedrooms	10,965	19.9%	459	18.7%
Unknown	6,305	11.4%	237	9.6%

### LCHO

	Tenant Population	% of Population	Survey responses	% of Survey responses
Flat	596	51.9%	62	50.8%
House	507	44.2%	58	47.5%
Bungalow	39	3.4%	2	1.6%
Maisonette	6	0.5%		0.0%

	Tenant Population	% of Population	Survey responses	% of Survey responses
Studio or 1 bedroom	62	6.5%	9	9.3%
2 bedrooms	157	16.5%	9	9.3%
3 bedrooms	261	27.4%	29	29.9%
4 bedrooms	248	26.0%	26	26.8%
5+ bedrooms	226	23.7%	24	24.7%

## Tenant population and sample breakdown and proportion - geographical region

	Tenant Population	% of Population	Survey responses	% of Survey responses
Ops Region North	24,750	44.9%	1,100	44.7%
Ops Region South	20,940	38.0%	952	38.7%
Ops Region Central	9,381	17.0%	407	16.6%

	Tenant Population	% of Population	Survey responses	% of Survey responses
East Midlands	9,229	16.8%	405	16.5%
East of England	10,637	19.3%	483	19.6%
Inner London	629	1.1%	28	1.1%
North East	4,735	8.6%	197	8.0%
North West	11,063	20.1%	485	19.7%
Outer London	1,498	2.7%	67	2.7%
South East	5,200	9.4%	237	9.6%
South West	2,914	5.3%	133	5.4%
West Midlands	214	0.4%	6	0.2%
Yorkshire and The Humber	8,952	16.3%	418	17.0%

## LCRA

	Tenant Population	% of Population	Survey responses	% of Survey responses
Ops Region North	2,454	40.4%	247	40.9%
Ops Region South	2,133	35.1%	206	34.1%
Ops Region Central	1,494	24.6%	151	25.0%

	Tenant Population	% of Population	Survey responses	% of Survey responses
East Midlands	916	15.1%	86	14.2%
East of England	525	8.6%	58	9.6%
Inner London	129	2.1%	13	2.2%
North East	186	3.1%	19	3.1%
North West	1,027	16.9%	103	17.1%
Outer London	474	7.8%	36	6.0%
South East	1,168	19.2%	120	19.9%
South West	426	7.0%	44	7.3%
West Midlands	48	0.8%	5	0.8%
Yorkshire and The Humber	1,182	19.4%	120	19.9%

## LCHO

	Tenant Population	% of Population	Survey responses	% of Survey responses
Ops Region North	2,454	40.4%	247	40.9%
Ops Region South	2,133	35.1%	206	34.1%
Ops Region Central	1,494	24.6%	151	25.0%

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West Midlands	48	0.8%	5	0.8%
Yorkshire and The Humber	1,182	19.4%	120	19.9%

## Tenant population and sample breakdown and proportion - age

### LCRA

	Tenant Population	% of Population	Survey responses	% of Survey responses
18-24	1,694	3.1%	76	3.1%
25-34	7,305	13.3%	297	12.1%
35-44	9,854	17.9%	421	17.1%
45-54	9,258	16.8%	415	16.9%
55-64	10,703	19.4%	508	20.7%
65-74	7,175	13.0%	340	13.8%
75 and over	8,429	15.3%	396	16.1%
Unknown	636	1.2%	5	0.2%

## LCHO

	Tenant Population	% of Population	Survey responses	% of Survey responses
18-24	14	0.2%	4	0.7%
25-34	163	2.7%	48	8.3%
35-44	243	4.0%	61	10.5%
45-54	187	3.1%	57	9.8%
55-64	174	2.9%	59	10.2%
65-74	187	3.1%	114	19.7%
75 and over	517	8.6%	210	36.3%
Unknown	4,553	75.4%	26	4.5%

## CONCLUSION

Our sample was reflective as a proportion of known tenure attributes and demographics. We included some additional questions to capture other attributes – ethnicity, sexuality etc. Our recorded data for special category data is not sufficient to assess against representation. We are committed to ensuring we are inclusive in all activities, including surveying and wider Customer insight delivery, so we will continue to include questions that assist us in understanding diversity and needs. We will continue to review, evaluate, and refine our approach to data capture, based on analysis of results and our wider customer insight.