

Tenancy Satisfaction Measures

Summary of survey approach and copy of questionnaire

Section 1a Question Q4 Supporting Document

a. Summary of achieved sample size

Honeycomb Group has 2916 LCRA dwellings and to meet the requirements has to provide data with an overall accuracy of $\pm 4\%$ at the 95% confidence interval for the Tenancy Perception Survey. This means a minimum sample size of 498. At the end of data collection, a total of 517 responses had been collected. This meets the requirements set by the Regulator to achieve the required levels of statistical accuracy.

b. Timing of survey

Honeycomb Group opted to carry out the survey interviews on a rolling basis between July 2023 and March 2024. The survey was sent out to a random 25% of the tenant population each quarter. The first survey was received on the 6th July 2023 and the last survey was received on the 19th March 2024.

c. Data collection methods

For quarters 1-3, Honeycomb Group used an online survey data collection method, using SurveyMonkey. The questionnaire URL was sent to tenants either by SMS or email, depending on the contact details held for the customer, with a brief explanation of why the survey was being sent.

In quarter 4 Honeycomb Group used the telephone interview as the data collection method. This was used to increase response rates, which had been low when using online surveys. It was also an efficient means of contacting households and allowed the representativeness of the achieved sample to be easily monitored and controlled. For the telephone interviews Honeycomb Group used the external agency, Kwest Research.

Kwest's interviewers worked in shifts to provide maximum coverage. Telephone 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 sampled LCRA household.

d. Sampling methods

Each quarter, 25% of the tenant population was selected using computer-generated random sampling. For the 25% of the tenant population sent to Kwest in Q4 they used a stratified sampling method for the telephone interviews, taking into account a number of criteria, including age, property type, and area.

e. Assessment of representativeness of respondents

In order to achieve a broad representation of views and experiences the survey was distributed to the tenants of all Low Cost Rental Accommodation properties, with the exception of tenants in properties owned by us but managed by others, due to an oversight. The number of properties owned by us but managed by others is 186 (6.4% of LCRA stock).

The distribution of responses was compared to the distribution of property types and demographic areas to check for representativeness. Specifically, Honeycomb Group compared the percentage of survey responses from each occupation type, age band, bedroom count, location type, and geographical area with the percentage of properties or demographic segments for that type in their portfolio (see below).

	Relevant tenant population (Dwellings units, % Total)	Total Survey Responses (% Total)	Calculated Satisfaction Score	Weight (% of tenant population / % of Survey Responses)
LCRA	2,916 (100%)	517 (100%)	67.30%	1
Occupation Type				
General Needs	1977 (67.8%)	378 (73.1%)	65.10%	0.9
Intermediate Rent	39 (1.3%)	8 (1.5%)	62.50%	0.9
Care Home	39 (1.3%)	0 (0%)	0.00%	-
Affordable Supported Housing / Housing for Older People	18 (0.6%)	2 (0.4%)	50.00%	1.5
Affordable Rent General Needs	252 (8.6%)	42 (8.1%)	78.60%	1.1
Housing For Older People	438 (15.0%)	86 (16.6%)	71.80%	0.9
Supported Housing	153 (5.2%)	1 (0.2%)	100.00%	26.0
Age Bands				
16-44	803 (27.5%)	154 (29.8%)	69.5%	0.9
45-64	922 (31.6%)	170 (32.9%)	65.3%	1.0
65+	985 (33.8%)	184 (35.6%)	67.6%	0.9
Unknown	206 (7.1%)	9 (1.7%)	60.0%	4.2
Bedrooms				
1 Bedroom	1347 (46.2%)	231 (44.7%)	64.8%	1.0
2 Bedroom	1099 (37.7%)	198 (38.3%)	71.7%	1.0
3 Bedroom	311 (10.7%)	74 (14.3%)	65.8%	0.7
4 Bedroom	26 (0.9%)	5 (1.0%)	20.0%	0.9
Bedsits	53 (1.8%)	8 (1.5%)	87.5%	1.2
Non-self-contained	80 (2.7%)	1 (0.2%)	100.0%	13.5
Location Type				
Flat	1249 (42.8%)	209 (40.4%)	64.9%	1.1
Adapted Unit	567 (19.4%)	107 (20.7%)	69.5%	0.9
Shared House	80 (2.7%)	9 (1.7%)	88.9%	1.6
House/Bungalow	981 (33.6%)	192 (37.1%)	67.7%	0.9
Supported Needs Unit	39 (1.3%)	0 (0.0%)	-	-
Geographical Area				
Cheshire East	54 (1.9%)	9 (1.7%)	88.9%	1.1
Newcastle-under-Lyme	514 (17.6%)	93 (18.0%)	59.8%	1.0
Stafford	141 (4.8%)	29 (5.6%)	69.0%	0.9
Staffordshire Moorlands	383 (13.1%)	65 (12.6%)	66.2%	1.0
Stoke-on-Trent	1824 (62.6%)	321 (62.1%)	69.0%	1.0

To determine the need for weighting, Honeycomb Group used a threshold of 5% deviation. This threshold is commonly used in survey research to identify significant imbalances that could affect the accuracy of the results. If the percentage of survey responses for any occupation type, age band, bedroom count, location type, or geographical area deviated by more than 5% from the corresponding percentage of properties or demographic segments, weighting would be applied to correct this imbalance.

Apart from the single response for supported housing and non-self contained (which is the same property) the sample is broadly representative.

f. Details Of applied weighting

Given that Supported Housing and Non-self-contained categories only had a single response, Honeycomb Group decided not to apply weights to these categories. Weighting these categories would not make the results more representative due to the insufficient sample size, which can introduce significant bias and unreliability.

g. The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures

Kwest Research Ltd were responsible for all aspects of the quarter 4 Telephone survey.

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 a broad rationale for their removal

No households were excluded from sampling due to exceptional circumstances, however as discussed above, due to an oversight, Honeycomb Group didn't include dwellings owned by them but managed by others, which totals 186 dwellings (6.4% of LCRA stock).

i. Reasons for failure to meet required sample size requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

j. Incentives used in the survey to encourage response

In quarter 3 an incentive was added to the online survey to try and increase response rates. The incentive was worded as follows:

“Provide us with feedback on how our services work for you and you'll be entered into a prize draw to win one of four £25 Asda vouchers”

k. Methodological issues that have a material impact on satisfaction

Analysis reveals that customers responding by digital methods (to email invitations and SMS link) are more critical of services than those responding by telephone, even where the age profiles of both groups are similar. This trend has also been observed in Kwest's work for other social housing providers and in Housemark's TSM research. Examples of the difference in response between methods is presented below:

Contact Method	Overall Satisfaction With Service	Satisfaction That Staffs Housing Provides A Home Thats Safe To Live In	Agreement That Treated Fairly & With Respect	Satisfaction With Way Staffs Housing Keeps Tenants Informed
online	64.6%	71.3%	71.3%	65.7%
phone	72.5%	82.5%	82.9%	80.1%

I. Copy of online survey



Tenant satisfaction survey

Welcome, thank you for taking the time to share your views.

The Regulator of Social Housing has asked all landlords to send out surveys to collect information on tenants' satisfaction levels. This is to measure how good the services are that we provide to you.

From next year the results will be published online so that you, and people applying for housing, can see how well Staffs Housing performs and how this compares with other landlords.

In the meantime, we are using your feedback to improve. We are already in the process of changing our repairs provider because of what you told us in the last survey – more news on this in the next couple of weeks.

If you have completed a survey before we would still love to hear from you. The survey will take around 3-5 minutes to complete and your feedback is vital in helping us improve the services you want.

Thank you,

A handwritten signature in black ink that reads "Julie".

Julie Guildford Smith, Chief Executive

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Tenant satisfaction survey

1. Taking everything into account, how satisfied or dissatisfied are you with the service provided by Staffs Housing? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

2. Has your landlord carried out a repair to your home in the last 12 months? [More info](#)

- Yes
- No

3. If yes, how satisfied or dissatisfied are you with the overall repairs service from your landlord over the last 12 months? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied
- N/A

4. If yes, how satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied
- N/A

5. How satisfied or dissatisfied are you that your landlord provides a home that is well-maintained?

[More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

6. Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that your landlord provides a home that is safe? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

7. Is there anything you would like to tell us about the Staffs Housing repairs service or the quality of your home? [More info](#)

8. How satisfied or dissatisfied are you that your landlord listens to your views and acts upon them?

[More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

9. How satisfied or dissatisfied are you that your landlord keeps you informed about things that matter to you? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

10. To what extent do you agree or disagree with the following statement: My landlord treats me fairly and with respect. [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

11. Have you made a complaint to your landlord in the last 12 months? [More info](#)

- Yes
- No

12. If yes, how satisfied or dissatisfied are you with your landlord's approach to complaints handling? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied
- N/A

13. Do you have anything else to tell us about your experience of Staffs Housing services? [More info](#)

14. Do you live in a building with communal areas, either inside or outside, that your landlord is responsible for maintaining? [More info](#)

- Yes
- No

15. If yes, how satisfied or dissatisfied are you that your landlord keeps these communal areas clean and well-maintained? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied
- N/A

16. How satisfied or dissatisfied are you that your landlord makes a positive contribution to your neighbourhood? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

17. How satisfied or dissatisfied are you with your landlord's approach to handling anti-social behaviour? [More info](#)

- Very satisfied
- Satisfied
- Neither dissatisfied or satisfied
- Dissatisfied
- Very dissatisfied

18. Is there anything else you would like to tell us? [More info](#)

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