

## Summary of Approach

### Tenant Satisfaction Measures Perception Measures

Greatwell Homes annual Tenant Satisfaction Measures survey (TSM's) was undertaken from the 11 September to 3 November 2023.

The Leadership Factor Research company (TLF) conducted the survey on behalf of Greatwell Homes using a blend of email and telephone calls to collect and obtain a representative sample of Greatwell Homes customer populations views using a stratified random sampling approach.

The approach to ensure a representative sample was obtained, was to send the survey via email first to all customers with an email address. Once responses to this had been gathered and assessed for representativeness across all characteristics a telephone survey using the remaining customers on the database.

The sample for the telephone survey was targeted towards cohorts under-represented in the email survey, and quotas were put in place by TLF to control the responses gathered. This was a random stratified sample with quotas set by age to ensure the total sample achieved was representative of the customer population, whilst the other characteristics were also monitored.

We can confirm that every home within the customer population of both LCRA and LCHO had at least one telephone number and/or email address as such the entire we did not need to make any provision for those where no contact details were recorded. As such we can confirm that we did not exclude any customers from the sample due to exceptional circumstances and that no incentives were used to obtain customer responses.

TLF collated and validated the results and have confirmed that the overall confidence level in reported results is within the permitted +/-4%.

#### **Low-Cost Rental Accommodation Response Rates:**

From a customer population, residing in a stock holding of **4,844** low-cost rental homes, Greatwell Homes had **906** responses to the TSM perception survey. Of which, **542** customers responded by telephone and **364** by email.

We obtained a representative sample of our customer base by housing tenure type, age, ethnicity, property build type and area with a view to obtaining greater insight into our communities and customers living within them to inform and assist us in designing and tailoring our services to meet the differing needs of our customers, particularly in relation to both age and ethnicity.

We can confirm that weighting was not necessary when calculating our results as shown in the summary of representativeness (table 1) and that a confidence rating of +/-4% was achieved.

### Summary of representativeness: LCRA

*Table 1*

Tenant perception measures	Relevant tenant population	Total survey responses (% total)
<b>Housing type</b>		
General Needs	93.1%	92.8%
Independent Living	4.6%	4.9%
Rent Plus	1.4%	1.4%
Rent to Buy	0.9%	0.9%
<b>Age of respondent</b>		
25 and under	4.0%	4.0%
26 to 35	18.0%	18.1%
36 to 46	22.0%	22.3%
46 to 55	18.0%	17.8%
56 to 65	16.5%	16.3%
66 to 75	11.6%	11.7%
75 and over	9.9%	9.8%
<b>Ethnicity</b>		
White	82.1%	83.3%
Black, Black British, Caribbean, or African	7.4%	7.1%
Asian or Asian British	1.5%	1.3%
Mixed/Multiple ethnicity	2.6%	2.4%
Other ethnic group	0.7%	0.6%
Refused/unknown	5.7%	5.3%
<b>Property type</b>		
House	72.2%	72.1%
Flat	27.8%	27.9%
<b>Area</b>		
Queensway	21.8%	21.6%
Kingsway	18.7%	16.4%
Hemmingwell	13.8%	13.7%
Town Centre	11.8%	12.4%
Finedon	6.9%	6.7%
Earls Barton	4.9%	4.3%
Independent Living schemes	4.6%	4.9%
Irchester	2.9%	3.5%
Wollaston	2.9%	3.3%

Northampton	2.3%	2.5%
Bozeat	1.2%	1.9%
Raunds	1.0%	1.3%
Little Harrowden	1.3%	1.2%
Kingsthorpe	1.0%	0.8%
Great Doddington	0.7%	0.7%
Kettering	0.9%	0.8%
Little Irchester	0.7%	0.6%
Ecton, Grendon, Mears Ashby, Isham & Wilby	1.9%	1.5%
Thrapston	0.4%	0.3%
	<b>99.7%</b>	<b>98.4%</b>
<b>Areas no responses from</b> (this falls within permissible tolerances due to small sample size)		
Hardwick	0.05%	
Orlingbury	0.11%	
Sywell	0.06%	
Stanton Cross	0.08%	

#### Low-Cost Shared Ownership Response Rates:

From a customer population residing in a stock holding of **245** shared-ownership homes, **52** customers responded to the TSM perception survey by email and **5** by telephone.

Due to the number of shared-ownership dwellings a census approach was used to undertake the survey and weighting was not applied. A summary of representative has not been undertaken due to the small sample size.

We would note that due to Greatwell Homes having less than 1,000 shared-ownership properties we are not formally required to submit data to the Regulator of Social Housing (RSH) for this tenure but have voluntarily chosen to submit our results.

For a copy of the questionnaire used to undertake the survey please refer to:

[Appendix 1 – TSM questionnaire \(email version\)](#)

[Appendix 2 – TSM questionnaire \(telephone version\)](#)

[Appendix 3 - TSM survey invite and reminder](#)