TSM Methodology

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Tower Hamlets Housing

TSM Survey

Kwest
Research

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The government's 'The Charter for Social Housing Residents: Social Housing White Paper', published in November 2020, set an expectation that the Regulator of Social Housing (the Regulator) would bring in a set of Tenant Satisfaction Measures (TSMs) on issues that matter to tenants. In September 2022, following a consultation, the Regulator published its decision on the final Tenant Satisfaction Measures.

From 1 April 2023, all registered providers that own relevant social housing stock must calculate and publish TSM results on an annual basis following the requirements set out by the Regulator and in accordance with the TSM Standard.

In April 2023, Kwest Research was commissioned, as part of an existing contract, to undertake a monthly telephone survey on behalf of Tower Hamlets Housing, designed to complete interviews with a representative sample of the organisation's 11,547 LCRA households.

The aim of the survey is to provide information to meet the new requirements, and to gather data on customer satisfaction with services that will help to identify resident priorities and inform services for the future.

This document provides a summary of the survey approach used to generate the tenant perception measures to be published by Tower Hamlets Housing. This 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

Tower Hamlets Housing has 11,547 LCRA households and to meet the new requirements, has to collect a minimum of 966 responses each year, to provide data with an overall accuracy of ±3% at 95% confidence interval.

The Council carried out telephone interviews on a monthly basis from July 2023 to March 2024. At the end of the data collection period, 1,010 LCRA interviews had been completed. This provides a level of data accuracy of ±3.0% for the tenant results overall.

In total, 995 customers answered TP01, overall satisfaction, ensuring the requisite data accuracy was reached for this question.

B) Timing Of The Survey

Interviews were carried out on a monthly basis between July 2023 and March 2024.

The number of responses collected was evenly divided across months.

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 monitored.

Kwest's interviewers worked in shifts to provide maximum coverage. Calls were made at different times of the day, including morning, afternoon and evening and weekend attempts were available. Interviewers made up to 5 attempts to secure a survey response with each LCRA household.

Tower Hamlets Housing has a number of customers who do not speak English and can only participate in surveys if a translation service is available. Kwest has a number of multi-lingual interviewers who are able to complete surveys in other languages, including Bengali. Carrying out the survey by telephone ensures these customers are able to participate.

D) Sampling Methods

A stratified sampling method was used, taking into account neighbourhood office, age group and ethnicity.

E) Assessment Of 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 via online reports allows Tower Hamlets Housing to view progress versus targets at any time

To demonstrate representativeness of response in Tower Hamlets Housing's TSM survey, Kwest's systems took into account and assessed multiple population sub-groups. These include neighbourhood office, ward, ethnicity, age, floor level, number of bedrooms and property type.

These categories were chosen to provide good coverage by geographical location, age and ethnicity characteristics and type of housing.

The following charts illustrate the proportion of respondents achieved for each group relative to the baseline data held by Tower Hamlets Housing.
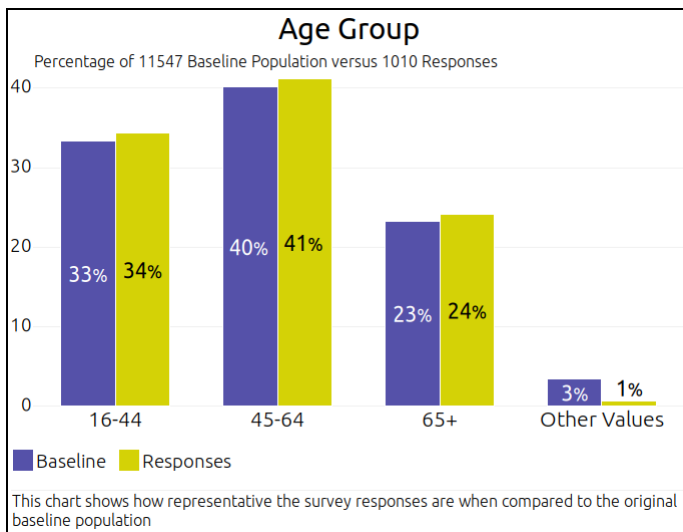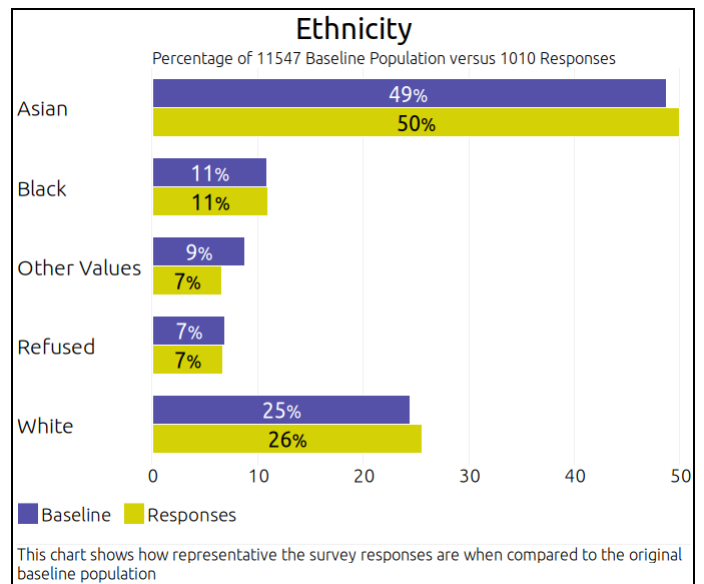
Age & Ethnicity

Age Group
Percentage of 11547 Baseline Population versus 1010 Responses

- 16-44: Baseline 33%, Responses 34%
- 45-64: Baseline 40%, Responses 41%
- 65+: Baseline 23%, Responses 24%
- Other Values: Baseline 3%, Responses 1%

Baseline / Responses

This chart shows how representative the survey responses are when compared to the original baseline population

Figure 0.1

Ethnicity
Percentage of 11547 Baseline Population versus 1010 Responses

- Asian: Baseline 49%, Responses 50%
- Black: Baseline 11%, Responses 11%
- Other Values: Baseline 9%, Responses 7%
- Refused: Baseline 7%, Responses 7%
- White: Baseline 25%, Responses 26%

Baseline / Responses

This chart shows how representative the survey responses are when compared to the original baseline population

Figure 0.2

Type Of Housing

Number Of Bedrooms
Percentage of 11547 Baseline Population versus 1010 Responses

- 0: Baseline 6%, Responses 6%
- 1: Baseline 28%, Responses 24%
- 2: Baseline 39%, Responses 41%
- 3: Baseline 22%, Responses 25%
- 4: Baseline 5%, Responses 3%
- Other Values: Baseline 1%, Responses 1%

Baseline / Responses

This chart shows how representative the survey responses are when compared to the original baseline population

Figure 0.3

Property Type
Percentage of 11547 Baseline Population versus 1010 Responses

- FLAT: Baseline 65%, Responses 61%
- HOUSE: Baseline 6%, Responses 6%
- MAISONETTE: Baseline 24%, Responses 27%
- Other Values: Baseline 6%, Responses 6%

Baseline / Responses

This chart shows how representative the survey responses are when compared to the original baseline population
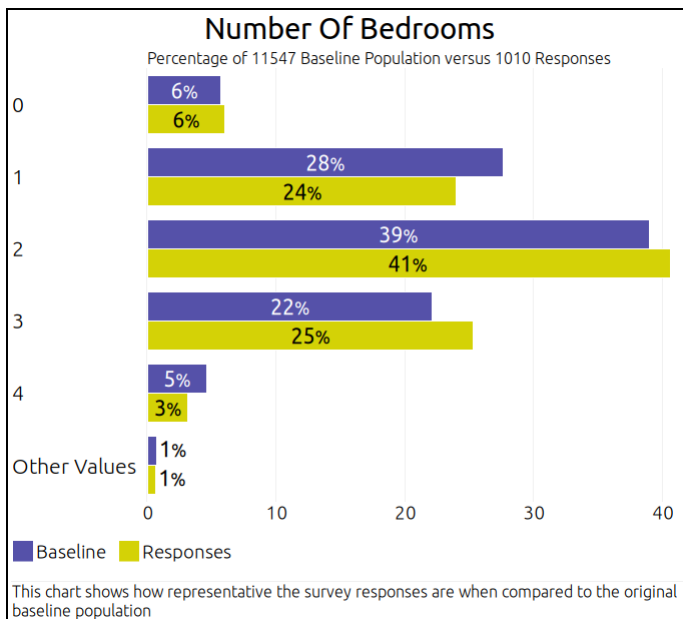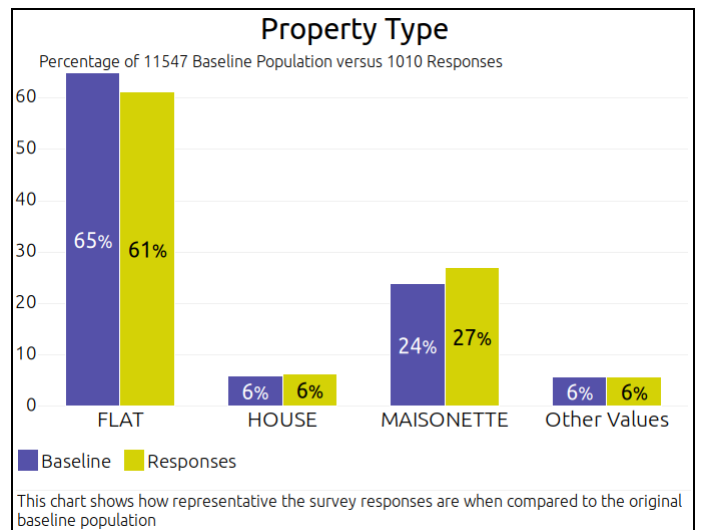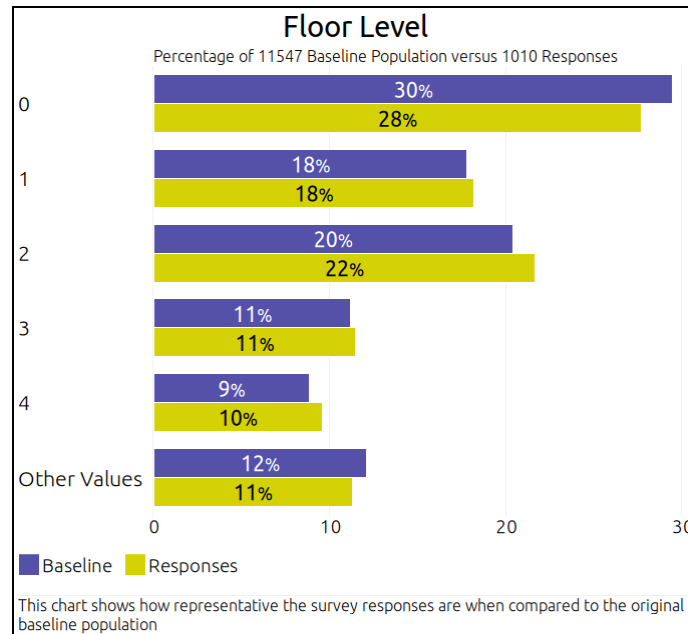
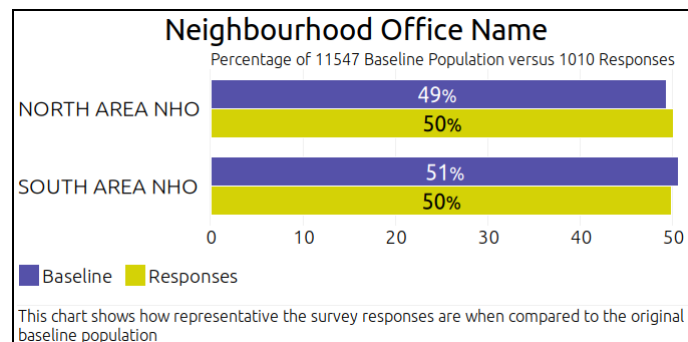Figure 0.4

Figure 0.5

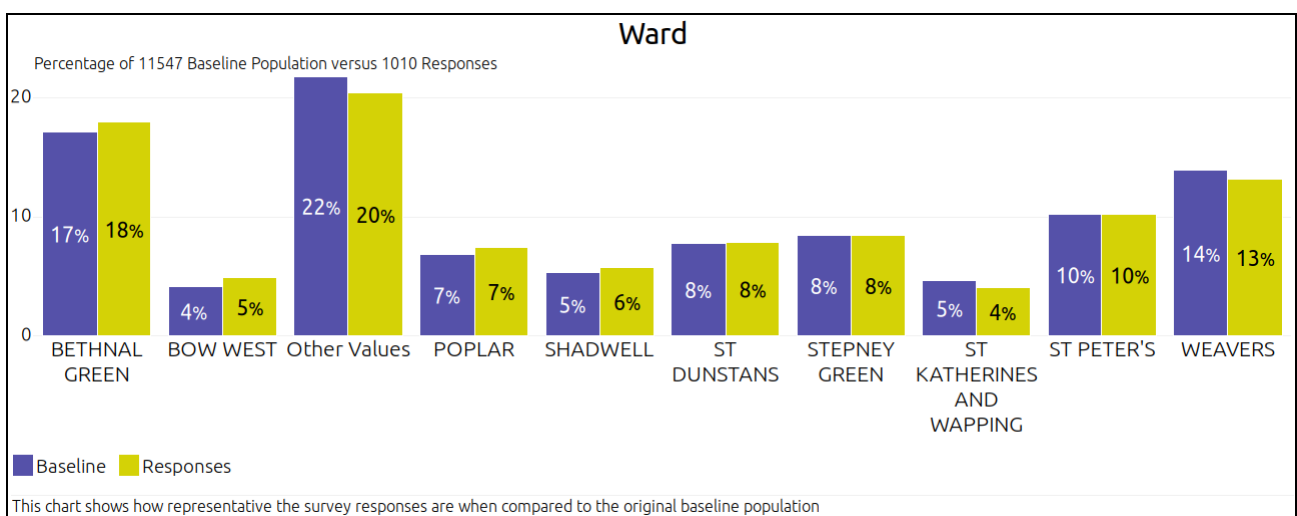## *Geographical Area*

Figure 0.6

Figure 0.7

F) Details Of Applied Weighting

Not applicable; no weighting was applied. 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 in the country and works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Tower Hamlets Housing and was responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

332 of Tower Hamlets Housing's 11,547 LCRA properties were void at the time of the survey and so were automatically excluded from the sampling frame. A further 1,006 households could not be included as the Council do not hold contact numbers for these customers.

Due to the methods employed by Kwest that used carefully constructed quotas and which adjusted throughout the survey to ensure excellent representation, 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 1,010 responses has been achieved in the 2023 survey which exceeds the minimum requirements set by the Regulator.

J) Incentives Used In The Survey To Encourage Response

No incentives were used to encourage participation in the Tower Hamlets Housing TSM survey.

K) Other Methodological Issues That Have A Material Impact On Satisfaction

There do not appear to be any other methodological issues that have a material impact on the tenant perception measures reported.

Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required. In addition, an open ended question allowed customers to expand on reasons driving dissatisfaction with the overall service and the repairs service. The feedback from the latter qualitative question was classified by Kwest's interviewing team at the end of the call to provide a graphical representation of key themes featuring in the comments. There was also an "any other comments" question at the end of the survey to ensure all customers had the opportunity to elaborate further on their views.

In addition, Tower Hamlets Housing included an extra question, at the end of the call, asking tenants to rate the overall service from the organisation on a scale of excellent, good, fair, poor and terrible. This allows comparison with previous surveys carried out over the last ten years.

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