TSM Approach & Sampling Framework

<u>Summary of Approach</u>

We will be carrying out our TSM Survey every month with a sample size of 100 customers for each perception measure, recording each sample size and score for the following:
- Yes / No to service received – where applicable
- Very satisfied
- Satisfied
- Neither satisfied or dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know / Not Applicable

We will aim for a sample of 1,200 customers by the end of the full year.

We have chosen to report perception measures for LCRA only to the Regulator due to having under 1,000 units in LCHO. Although we will be collecting LCHO feedback using the TSM's and publishing annually.

We have the main 12 TSM questions in the survey covering TP01 – TP12 but have added some additional questions to support our Strategic Aims. Asking an open question following the TSM question gives us richer insight to understanding the customer experience. The additional questions help us learn from the customer and shape improvements.

<u>Survey collection method</u>

The method of collection will be predominantly based on telephone surveys, due to the richer information generated from the additional questions asked which enables us to carry out sentiment analysis on the verbatim comments made.
Digital survey's will be given on request as an option or sent by post to the customers we know are non-digital or they have requested.

We have a clear survey script to follow for each call and have included additional questions we want to measure to support our Strategic Objectives.

There is a separate document outlining the 'Data Collection Procedure' for all TSM's.

<u>Accessibility and barriers to responding</u>

We will use reasonable steps to assess, identify and remove barriers to certain groups of tenants participating in surveys used to generate the TSMs. In particular, this is in respect to tenants who share one or more protected characteristics under the Equality Act 2010, and in respect of duties of that Act. Barriers may include, but are not limited to, language barriers, visual impairment, literacy or lack of access to digital media. Where necessary to overcome barriers to participation, we will allow surveys to be completed by a carer, another household member on behalf of a tenant or through an interpreter.

In exceptional cases we will provide an alternative approach to seeking the views of these tenants by providing 'easy read' versions, symbols or carry out the survey's face to face.

Raven Housing Trust – Tenant Population

Summary of representativeness – As of 1st April 24

Tenant perception measures	Relevant tenant population (% total)	Actual Total survey responses (% total)
Housing type		
General Needs	5341 (92.2%)	
Sheltered housing	360 (6.2%)	
Temporary accommodation	87 (1.5%)	
Age of respondent		
Under 18	1.9%	
18-24	11.6%	18-29 – 6.9%
25-34	17.3%	30-39 – 11%
35-44	17.5%	40-49 – 15.8%
45-54	15.3%	50-59 – 18.4%
55-64	15.8%	60-69 – 18.5
65+	20.6%	70+ - 29.3%
Ethnicity		
White British	67.5%	
White Other	3.6%	
Black British/African	2.1%	
Asian British/Other	1%	
Asian British/Bangladesh	0.9%	
Black British/Caribbean	0.7%	
Mixed Other	0.7%	
Mixed White & Black Caribbean	0.6%	
Black British/Other	0.6%	
Chinese/Other Ethnicity	0.8%	
White Irish	0.5%	

Mixed: White & Black African	0.4%	
Mixed White & Asian	0.3%	
Asian British/Indian	0.3%	
Gypsy/Romany/Iris Traveller	0.1%	
Unknown	18.4%	
Prefer not to say	0.7%	
Sexuality		
Female	52.1%	
Male	46.5%	
Non Binary	0.04%	
Unknown	1.34%	
Building Type		
House	57.3%	39.6%
Flat	36.2%	49.6%
Maisonette	3.4%	2.4%
Bungalow	2.5%	7.2%
Studio Flat	0.5%	1.2%
Property or Household Size	Number of properties & % population	
Studio	96 - 1.7%	
1 Bed	1552 - 27.3%	
2 Bed	2265 - 39.8%	
3 Bed	1677 - 29.4%	
4 Bed	87 - 1.5%	
5 Bed	14 - 0.2%	
6 Bed	2 - 0.03%	
Geographical area	Number of Properties & % population	
Balcombe	4 - 0.07%	
Banstead	354 - 6.22%	6.3%
Billingshurst	35 - 0.61%	
Burgess Hill	138 - 2.42%	1.8%
Carshalton	8 - 0.14%	
Caterham	7 - 0.12%	
Chipstead	11 - 0.19%	
Coulsdon	56 - 0.98%	
Crawley	218 - 3.82%	2.7%
Dorking	22 - 0.38%	
East Grinstead	111 - 1.94%	1.3%
Epsom	309 - 5.42%	6.6%
Godstone	7 - 0.12%	
Haywards Heath	126 - 2.21%	2%
Hooley	1 - 0.01%	
Horley	650 - 11.41%	10.2%
Horsham	36 - 0.63%	
Lindfield	18 - 0.31%	

Lingfield	31 - 0.54%	
Merstham	26 - 0.45%	
Oxted	48 - 0.84%	1%
Redhill	1864 - 32.73%	29.7%
Reigate	865 - 15.18%	17.4%
Salfords	2 - 0.03%	
Scaynes Hill	1 - 0.01%	
Tadworth	718 - 12.60%	16.7%
Tattenham Corner	19 - 0.33%	
Woodmansterne	1 - 0.01%	
Worcester Park	6 - 0.10%	

Sample size

For LCRA a Sample Approach will be used, where a sample of relevant tenant households are invited to participate in the survey. For LCHO a census Approach will be used (due to having less than 1,000 properties) where all households in the relevant tenant population are invited to participate in the survey.
2023-2024 – LCRA Units 5,788 – LCHO Units 502.

Representativeness of responses

To ensure the survey responses used to calculate perception TSMs are representative of the relevant tenant population, we will use one of the two routes:
- A representative sample: This means there is no material under – or over – representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores. Ensuring that the achieved sample is representative of the relevant tenant population. The number of people asked the more the better
- Weighting responses: If the achieved sample is not representative of the tenant population, we will appropriately weight the responses to ensure the TSMs reported are representative as far as possible. Only done if out of line of the characteristics

To achieve a sample which is representative, our tenant population will be checked against the relevant characteristics. These characteristics used for our sample will be based on our tenant profile, evidence or rationale for potential different satisfaction scores by characteristic, and available data.

These will be:

- stock type (e.g. general needs, housing for older people/sheltered housing, other supported housing, temporary social housing)
- age of respondent
- ethnicity
- building type (e.g. high rise/flats)
- property or household size
- geographical area or estate.

For LCHO our dwelling units fall under 1,000 so we will take a higher level assessment against a smaller number of these characteristics.

Weighting will only be used if the sample is not representative of the tenant population. The sampling will be used against these characteristics and calculated on the basis of total responses for the LCRA. The calculation of sample size will be based on a particular point in time, which will be the annual dwelling data from 1st April – 31st March.

We will also ensure tenants who have been spoken with the last 12 months will be removed from the sample.