

Methodology

Summary Of Approach

This section of the report provides a summary of the survey approach used to generate the tenant perception measures to be published by Wythenshawe Community Housing Group. 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

Wythenshawe Community Housing Group has 13,318 LCRA households and to meet the new requirements, has to collect a minimum of 977 responses each year, to provide data with an overall accuracy of ±3% at 95% confidence interval.

In the first year of the TSMs, Wythenshawe Community Housing opted to undertake a large scale survey, which secured 2,166 responses. The reason for this was to establish a highly accurate and robust baseline from which performance and progress can be monitored going forward.

At the end of the first TSM survey, 2,166 LCRA interviews had been completed, along with 145 LCHO (out of a total population of 264 households) and 275 leaseholder interviews (out of a total population of 596). This already exceeds the minimum requirements set by the Regulator and provides data with accuracy of ±1.9% for the LCRA results overall.

A summary of achieved samples for the different tenure groups, together with achieved accuracy is shown in Table 1 below:

Tenure	Achieved Sample	Achieved Accuracy 2023
LCRA	2,166	±1.9%
Leaseholders	275	±4.4%
Shared owners	145	±5.5%

TABLE 1 ACHIEVED SAMPLES & ACCURACY BY TENURE

B) Timing Of The Survey

Wythenshawe Community Housing opted to undertake the survey in a single data collection window, with surveys carried out between July and September 2023.

C) Data Collection Methods

A 70% telephone, 30% digital split was the aim for data collection methodologies. The survey was primarily 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 and controlled. The project began with telephone interviews. As data collection progressed, survey reach was further increased by including digital options (email and sms link). Digital surveys were sent out in three waves

The final split of responses was 65.2% by telephone and 34.8% by digital methods.

In the 2022-23 financial year, Wythenshawe Community Housing carried out a pilot TSM survey by telephone and digital methods using the same survey completion options.

Kwest's interviewers work 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 LCRA household, with additional calls being made to homeowners.

D) Sampling Methods

A stratified sampling method was used, taking into account age group, property type, and ward.

E) Assessment Of Representativeness Of Respondents

The good response rate achieved in the survey ensures excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness was checked and monitored against a range of criteria. For example;

- Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised.
- Kwest's *TSM Representativeness Assessment* ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allows Wythenshawe Community Housing Group to view progress versus targets at any time.

To demonstrate representativeness of response, Kwest used a number of population sub-groups. These include age, ward, property type, ethnicity, number of bedrooms, whether the property has high-rise status and tenure. These categories were chosen to provide good coverage by geographical location, demographic profile, characteristics and type of housing. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below;

Representativeness By Age & Tenure Category

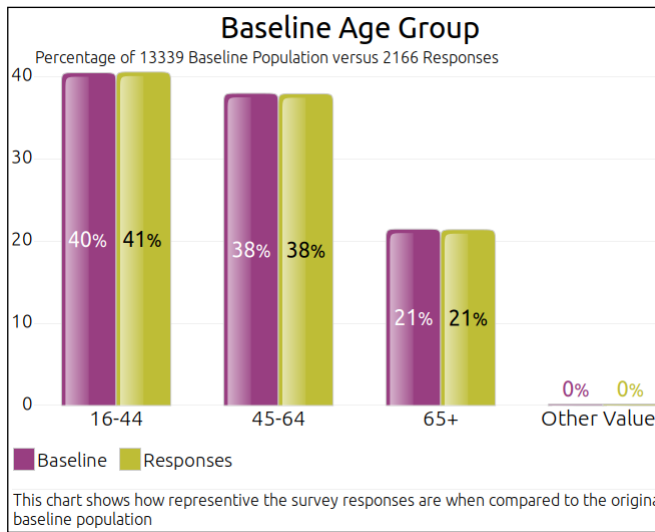


FIGURE 0.1

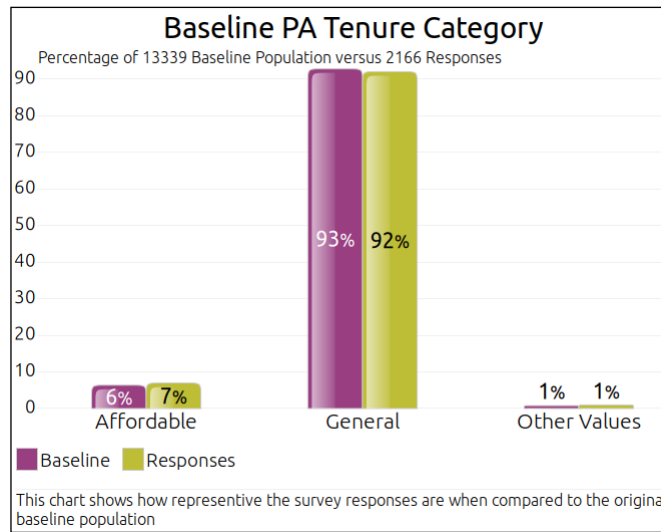


FIGURE 0.2

Representativeness By ONS BAME Group & Ethnicity

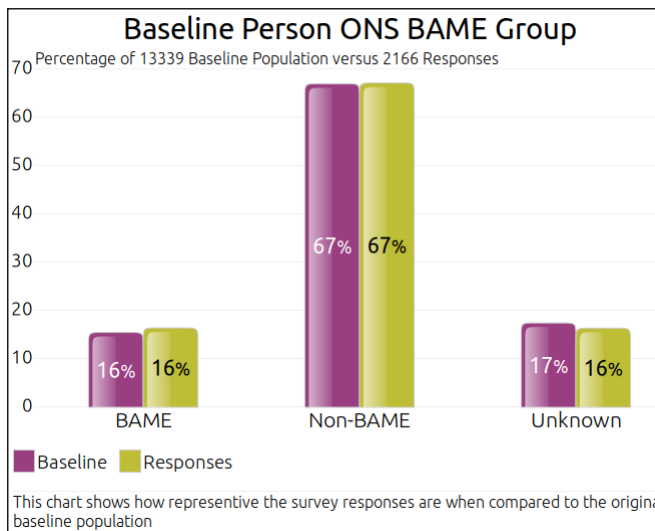


FIGURE 0.3

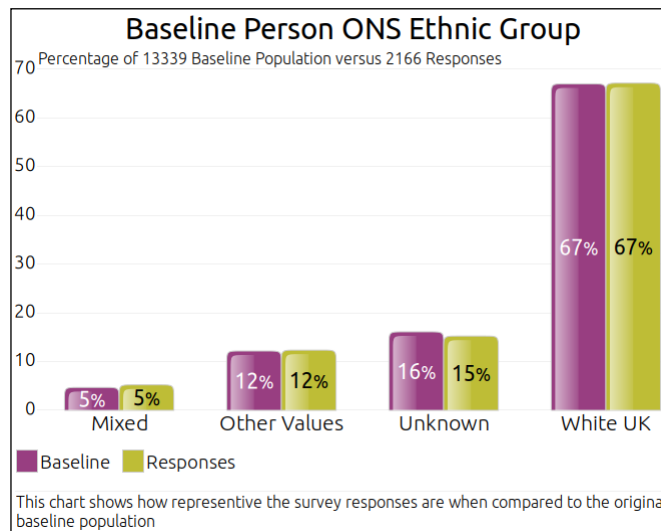


FIGURE 0.4

Representativeness By High Rise Property & Property Type

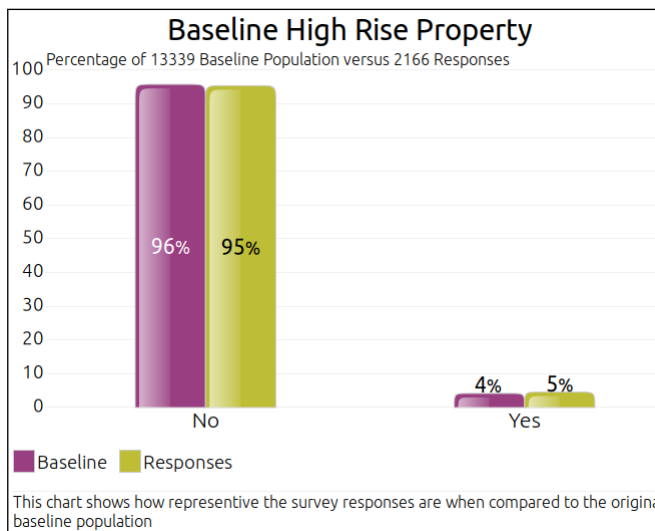


FIGURE 0.5

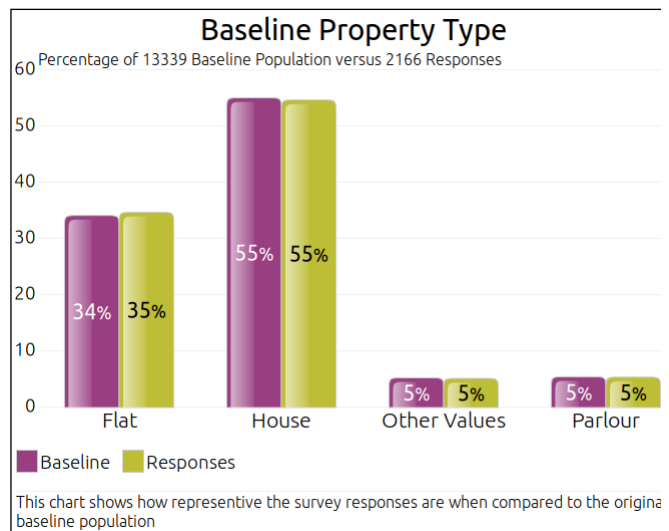


FIGURE 0.6

Representativeness By Ward & Number Of Bedrooms

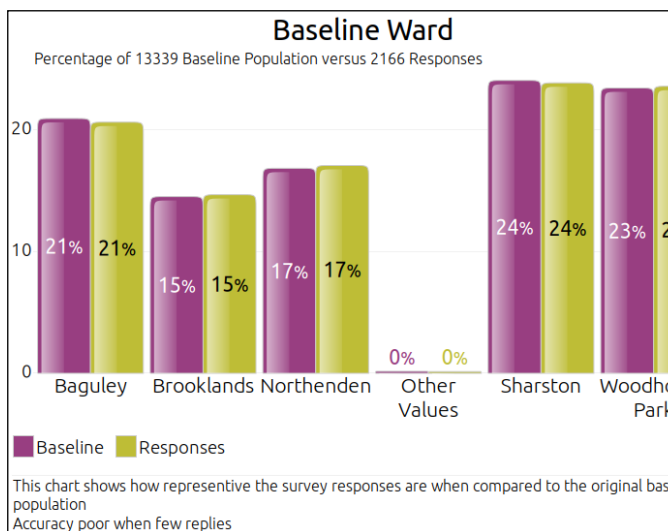


FIGURE 0.7

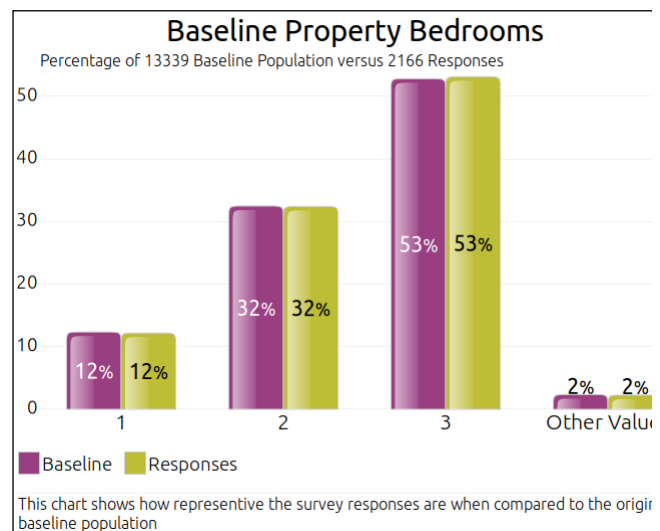


FIGURE 0.8

F) Details Of Applied Weighting

Not applicable. Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across multiple groups and therefore no weighting of data was required.

G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations that works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Wythenshawe Community Housing Group as part of a contract to provide TSM research services. Kwest was responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances
 166 LCRA households were excluded from the sampling frame at Wythenshawe Community Housing’s request. The reasons for this are shown below:

Reason for exclusion	Number of households
WCHG do not hold any contact details for the household	145
Customer is in a Use & Occupation agreement with WCHG and is not currently a recognised tenant	21

TABLE 2

Due to the small number of households excluded, 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 2,166 responses has already been achieved for LCRA households in the 2023 survey, which exceeds the minimum requirement of 977 responses.

J) Incentives Used In The Survey To Encourage Response

No incentives were used in the survey.

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 though 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 and is also apparent in WCHG’s TSM pilot survey undertaken in October 2022. For reference, a full analysis of results by survey completion method has been supplied to WCHG. Examples of the difference in response between methods is presented below.

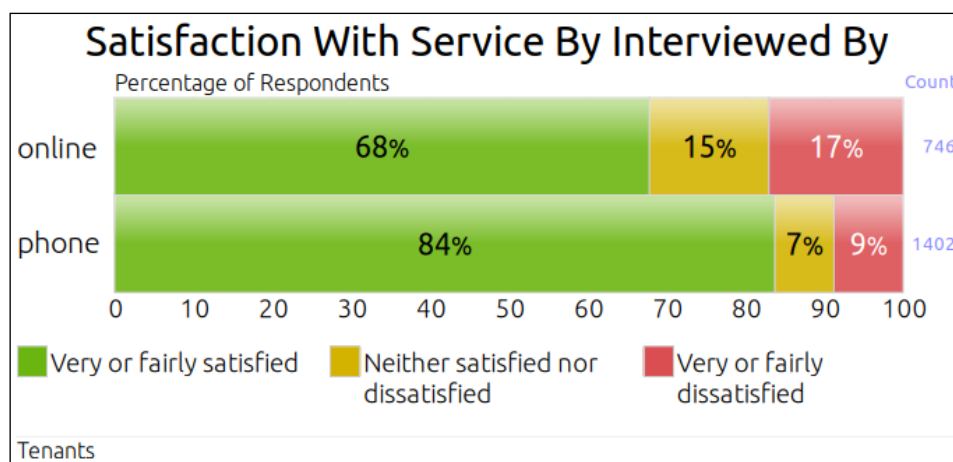


FIGURE 0.9

Further analysis shows that there is little difference in satisfaction between those responding to email invitations and those responding to sms link surveys.

It is apparent, however, that those responding to the initial digital survey invitation are much more critical of services than those responding to reminders. This is shown below.

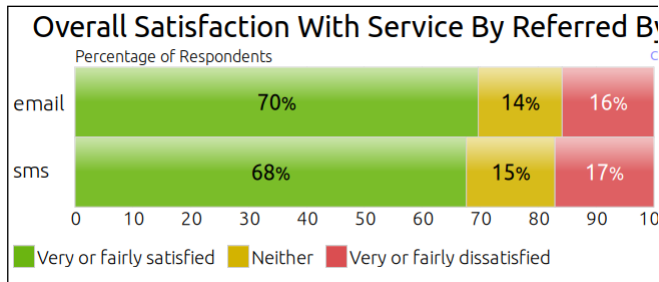


FIGURE 0.10

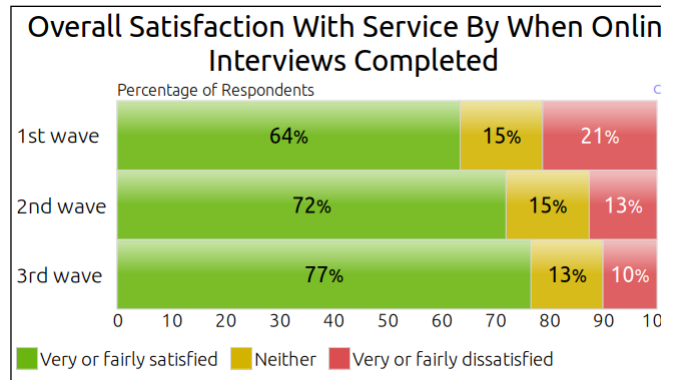


FIGURE 0.11

Going forward, it will be important to ensure that an appropriate match between data collection methods is achieved to ensure like for like comparisons.

Questionnaire Design

The questionnaire was designed to include all the Regulator’s TSM questions, as required. In addition, two additional open-ended questions allowed customers to elaborate on their views. The feedback from these qualitative questions was classified by Kwest’s interviewing team at the end of the call to provide a graphical representation of the key themes in the comments. The Net Promoter Score question was also included.