North Warwickshire Borough Council

Tenant Satisfaction Survey 2024 Methodology

1. INTRODUCTION

In the autumn of 2024, North Warwickshire Borough Council undertook a survey of its housing tenants. This was a continuation of its ongoing commitment to consulting its tenants on a regular basis. The overall objective of the survey was to gain levels of customer satisfaction with the Council in key service areas.

The main objectives were to:

• To assess levels of satisfaction with the housing services offered to its customers;

• To identify areas of the service which require improvement;

• To find out the socio-economic and demographic profiles of general needs tenants.

From last year, the Regulator of Social Housing is created a new system for assessing how well social housing landlords in England provide good quality homes and services. In addition to introducing revised consumer standards, this involved a set of tenant satisfaction measures (TSMs) that social housing landlords must report on. People will be able to use these measures to understand how well landlords are doing.

The annual Tenant Satisfaction Measures guidelines prescribe core questions to be asked and the order in which they appear in the questionnaire. There are twelve prescribed questions.

2. METHODOLOGY

North Warwickshire Borough Council commissioned Stratford-on-Avon District Council to undertake a Tenant Satisfaction Survey. A satisfaction survey of tenants was conducted from late September to late November 2024. It was a postal survey.

All tenant households (2,530 in total) were mailed a questionnaire to complete between 27th September and 21st October 2024. A reminder mailing was sent out on 5th November, with a deadline of 28th November to those who had not completed a questionnaire. The reminder mailing went to 50% of those who had not returned a questionnaire. This totalled 1,059 households. One questionnaire was sent back as the addressee had “gone away.”

532 paper questionnaires were returned in the period allowed, and a further 11 online responses were received, making a total of 543 completed surveys. (See table below)

|  |  |  |
| --- | --- | --- |
| Housing Type | Relevant tenant population | Total survey responses |
| Sheltered Housing | 6.85% | 14.18% |
| General Needs Housing | 93.15% | 85.82% |
|  | | |
| Age of respondent |  |  |
| 70 Plus | Not available | 49% |
| 50 to 69 | Not available | 38% |
| 30 to 49 | Not available | 10% |
| 18 to 29 | Not available | 3% |

*Out of the 543 households that responded 77 of those that gave their feedback live in one our sheltered schemes. This equates to 14.18% of respondents.*

There was a tenant population of 2,530 households at the time the sample was drawn up. The response of 543 completed surveys is subject to a standard error of + or – 3.73% at the 95% confidence level. To make the Regulators target, a margin of error less than + or – 4% was required. This was achieved. The results in this report are not weighted.

The report contains a summary of the findings of the survey. The term “base” in the tables and charts refer to the number of responses to a particular question. As per normal practice in local government, where a respondent did not answer a particular question or “don’t know” or “not applicable” was an option, these have been taken out of the result. There is one exception when “don’t know” was a relevant response.

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases, anomalies appear due to “rounding.”

Statistical analysis was completed to understand if particular groups of people were experiencing any particular issues. These comparisons looked at the following characteristics:

• age – split into 4 bands: 18-29y, 30-49y, 50-69y and 70y+;

• gender;

• in receipt of housing benefit;

• those experiencing health issues a lot, a little or not at all;

• families

Ethnicity was not used as comparison group, as there was not enough variation in the data to enable statistical analysis.

The statistical analysis used was a “chi squared test” which looks at the frequencies observed in the different responses to each question and determines whether there is a statistically significant difference between those observed and those expected. For this report, only results showing a significant difference have been included, either at the 1% or 5% significance level – i.e. that there is a 1% or 5% chance that the difference is there by pure chance and that 99 or 95 times out of 100 respectively you would get the same difference showing in the data. In some cases there was insufficient data to analyse statistically, for example when looking at some responses by people aged 18-29 years old.

3 INCENTIVE OFFERED TO TENANTS FOR COMPLETION

To encourage everyone to complete and return their questionnaire, all completed forms will be entered into a prize draw. There will be a first prize of a shopping voucher worth £75 and three more voucher prizes worth £25 each.