



Summary of Approach

2023/24 Tenant Perception Survey

If you were living in a North Devon Homes (NDH) property between May and December 2023 you are likely to have received a call from us, inviting you to provide feedback on the services we provide. This summary of approach, published alongside our tenant satisfaction survey results, enables an open and transparent assessment of their validity.

Questionnaire

NDH used the survey question ordering, wording and response options as specified by the Regulator. To better understand responses to questions, tenants were given the opportunity to provide additional comment at the close of the survey.

The purpose of the perception survey and approximate length of completion was clearly communicated at the start of each survey.

A copy of the questionnaire used to generate our survey responses, has been published alongside this summary of approach.

Relevant tenant population

As of 31st March 2024, NDH owned 3,258 Low Cost Rental Accommodation (LCRA) dwelling units and 84 Low Cost Home Ownership (LCHO) dwelling units i.e., shared ownership dwelling units. As we own more than 1000 LCRA dwelling units but fewer than 1,000 LCHO dwelling units, we were only required to report tenant perception measures for LCRA.

A summary of achieved sample size (number of responses)

How do we know that our results are accurate? Based on our stock size (3,258 LCRA dwelling units) and guidance provided by the Regulator, we recognised that we needed between 501 – 522 responses to ensure that our results could be considered statistically valid.

During 2023-24, NDH received 688 responses to our tenant perception survey, exceeding the minimum number of responses required by 32 per cent and achieving the required statistical accuracy.

Timing of Survey

NDH took a phased approach to our tenant perception survey, reaching out to customers between May – December 2023. Our phased approach involved splitting the sample into randomly selected groups and sending the survey to a different group each month in the period until all had been invited to participate. Our satisfaction results have been calculated using responses from surveys carried out within the reporting year only; in this instance, all responses were received between May and December 2023.

Collection Method(s)

Prior to launching our tenant survey, staff and members of our Customer Board Partnership (further details on this group are available on our website), carefully considered how to approach data collection. Working together, we agreed that the right collection method for us would offer good value for money; be easily accessible (reaching out to as many people as possible); be applied consistently; and most importantly, would be free from bias, and collect honest and open feedback from our customers.

Following these early discussions, we engaged the support of Voicescape to carry out our tenant perception surveys. Using a mixed method approach, most customers received an automated outbound voice survey and were given the choice to respond there and then, using their telephone keypad, or request a link to an online version of the survey, to be received via an SMS (text message). If no response was received to this initial telephone call, it was followed up by SMS containing a link to an internet version of the survey.

To test the impact of collection method on response rate, for 840 customers we trialled an SMS first approach (rather than automated outbound voice survey), followed up by another SMS; both text messages contained a link to an online version of the survey.

Therefore, customers had the choice to respond via the telephone or the internet, or a combination of both i.e., starting with one approach and then switching to the other mid-survey. As shown in the table below, most customers responded via internet survey.

Survey Method	Number of responses	% of responses
Telephone	270	39.2
Internet	415	60.3
Combination of both	3	0.4

Sample method

Due to organisational size and chosen collection method, NDH were able to take a census approach to our tenant perception survey, inviting all households living in our LCRA to participate; this was an important principle for us. We wanted to invite feedback from as many customers as possible, to help us design and deliver services that work for our customers.

Assessment of Representativeness and Weighting

The accuracy of tenant perception measures depends on how many households respond to the survey ('the sample size') and how well these respondents represent the relevant tenant population ('representativeness').

A survey that has met the sample size requirements can still be biased if groups of tenants who on average have higher satisfaction are over-represented in the sample (or vice versa).

Our Business Analyst completed a number of initial, in-house checks for representativeness. These suggested that our survey results contained some response bias. We then took further advice from a specialist organisation, Housemark, who confirmed this. Next, Housemark helped us to engage and appoint a suitably qualified and experienced external contractor, Service Insights Ltd., to carry out a full assessment of representativeness. Service Insights Ltd. checked for differences between total survey responses and the relevant tenant population in terms of various characteristics associated with different average satisfaction scores. These characteristics included: stock type (general needs, housing for older people); age of respondent; building type; property size; and geographical area.

Service Insights Ltd. assessment confirmed that the sample was not statistically representative, and therefore, a statistical weighting technique should be applied to address this. The categories selected for weighting were those where particular groups were both over-represented and significantly more satisfied than others; these were: age of respondent; stock type (general needs, housing for older people), and property size. Service Insights Ltd. weighted the data based on these characteristics to ensure that results were representative of the tenant population, and this is the data that we have published.

The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures

As noted above, we contracted Voicescope to conduct our tenant perception surveys and, through Housemark, we engaged the expertise of Service Insights Ltd. to validate results, carry out an assessment of representativeness and apply weighting.

The number of tenant households within the relevant population that have not been included in the sample frame due to exceptional circumstances

NDH did not exclude any tenant households from the sample frame due to exceptional circumstances. All households were included.

Reasons for any failure to meet the required sample size requirements

NDH exceeded the required sample size requirements, as set out by the Regulator.

Type and amount of any incentives offered to tenants to encourage survey completion

NDH did not offer any incentives to encourage survey completion.

Any other methodological issues likely to have a material impact on the tenant perception measures reported

There are no other methodological issues considered likely to have a material impact on the tenant perception measures as reported by NDH; specialist advice being taken from a suitably qualified and experienced consultancy to provide assurance on this.