TSM Methodology

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Thurrock Council

TSM Survey

Kwest Research

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1. TSM Methodology

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 Thurrock Council, designed to complete interviews with a representative sample of the organisation's 9,740 LCRA households.

The aim of the survey was 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 Thurrock Council. This is laid out using the headings specified in the Regulator's '*Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements'* document.

1.1 A) Summary Of Achieved Sample Size

Using the Council's figures as of 31 March 2024, Thurrock Council has 9,740 LCRA households and to meet the new requirements, needs to collect a minimum of 564 responses each year, to provide data with an overall accuracy of ±4% at 95% confidence interval.

The Council carried out telephone interviews on a monthly basis from April 2023 to March 2024.

At the end of the data collection period, 2,011 LCRA interviews had been completed. This provides a level of data accuracy of ±2.0% for the tenant results overall.

1.2 B) Timing Of The Survey

Interviews were carried out on a monthly basis between April 2023 and March 2024. The number of responses collected was evenly divided across months.

1.3 C) Data Collection Methods

The TSM 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 attempts and weekend calls were available.

Interviewers made up to 5 attempts to secure a survey response with each LCRA household.

1.4 D) Sampling Methods

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

1.5 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 Thurrock Council to view progress versus targets at any time

Comparison With Relevant Tenant Population As Of 31 March 2024

The Council has requested a comparison between the response data and the relevant tenant population as of 31 March 2024 (at the end of the data collection period). The table below shows the proportion of each key demographic group in the baseline population and the proportion of that group in the responses.

Group	Relevant tenant population (% of total)	Number Of Responses (% of total)
Age Group		
16-44	33%	32%
45-64	35%	35%
65+	29%	30%
Other values (i.e. unknown age)	3%	3%
Tenant Type		
General Needs	87%	87%
Sheltered	12%	13%
Other	0.3%	0.3%
Property Sub-Type		
End Terrace	14%	14%
High Rise	9%	9%
Low Rise	33%	33%
Mid Terrace	21%	21%
Semi Detached	18%	18%
Other	5%	5%
Ward		
Aveley and Uplands	7%	7%
Belhus	13%	13%
Chadwell St Mary	14%	14%
Grays Riverside	7%	7%
Grays Thurrock	6%	6%
Ockendon	10%	10%
Standford East and Corringham Town	7%	7%
Stifford Clays	5%	5%
Tilbury Riverside and Thurrock Park	10%	9%
Tilbury St Chads	7%	7%
West Thurrock and South Stifford	6%	5%
Other	8%	8%

Table 1 Summary Of Representativeness (comparing responses to population as of 31 March 2024)

1.6 F) Details Of Applied Weighting

Not applicable; no weighting was applied to the data. 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.

1.7 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 Thurrock Council and was responsible for all elements of the research.

1.8 H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

Two households were excluded from the sampling frame because they have previously advised the Council that they do not want to be included in perception surveys.

1.9 I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable. A total of 2,011 responses has been achieved in the 2023 survey which exceeds the minimum requirements set by the Regulator.

1.10 J) Incentives Used In The Survey To Encourage Response

No incentives were used to encourage participation in the Thurrock TSM survey.

1.11 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.

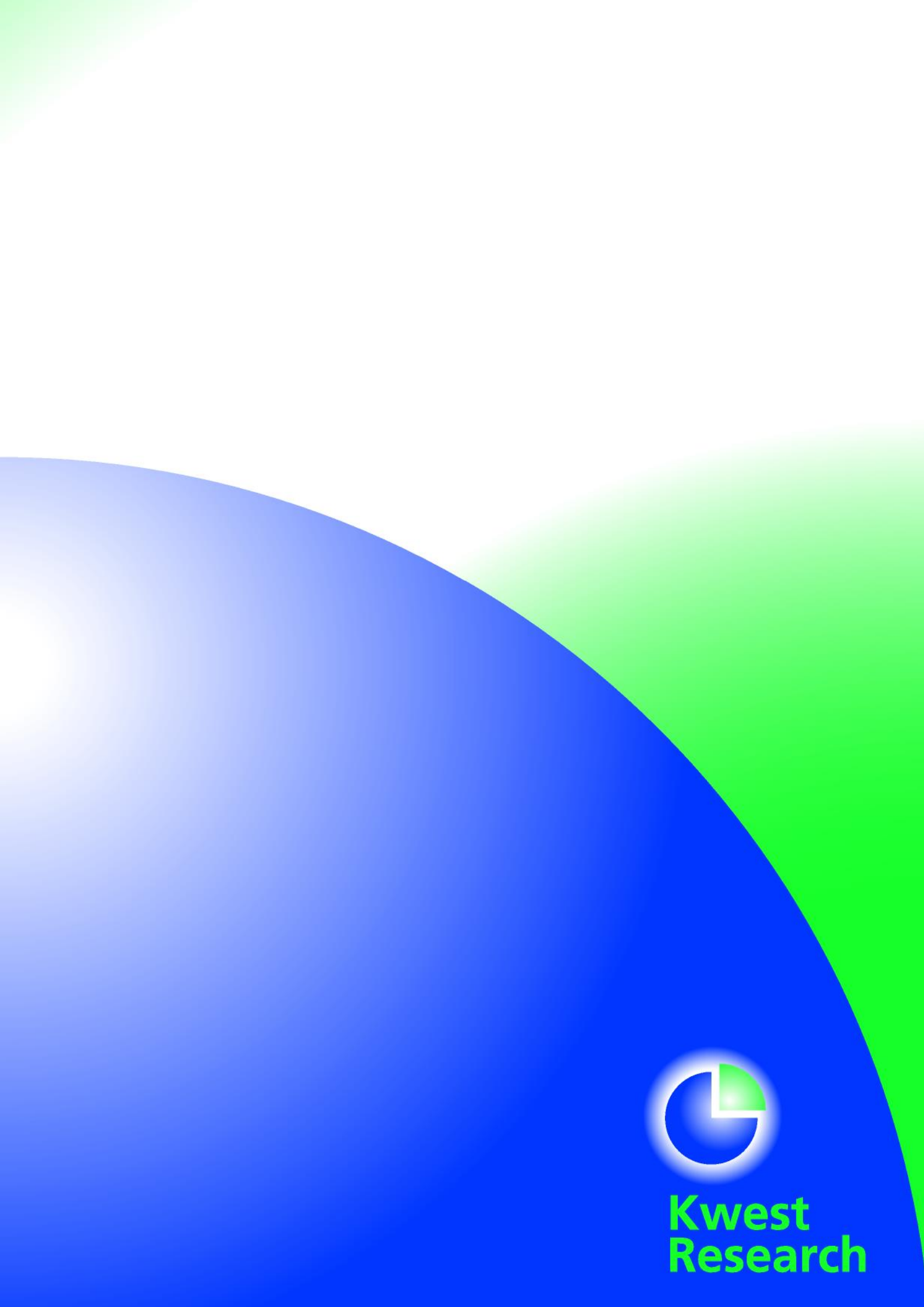
1.12 Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required, and these were the first questions asked on each topic in the survey. A number of additional questions were also included to allow ongoing comparison with previous perceptions surveys carried out by the Council.

In addition, Thurrock Council included some questions to ascertain whether there are any problems with mould in the property that need to be escalated to their repairs contractor. Where the respondents gave consent, such issues were emailed directly to the contractor to address.

The additional questions added were on the following topics:

- Reasons for dissatisfaction with the overall service
- Satisfaction with the overall quality of the home and reasons for dissatisfaction
- Presence of mould in the home
- Satisfaction with grounds maintenance
- Satisfaction with caretaking
- Satisfaction with the value for money of rent and service charges
- Qualitative feedback about one thing Thurrock Housing can do to improve
- Any other feedback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