

Hightown Housing Association
TSM – Tenant Perception Survey 2023
Approach & Methodology Publication

LCRA

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Context

Hightown is a charitable housing association operating in Hertfordshire, Bedfordshire, Buckinghamshire and Berkshire. Hightown builds hundreds of much needed new homes and provides care and supported housing services for a wide range of people.

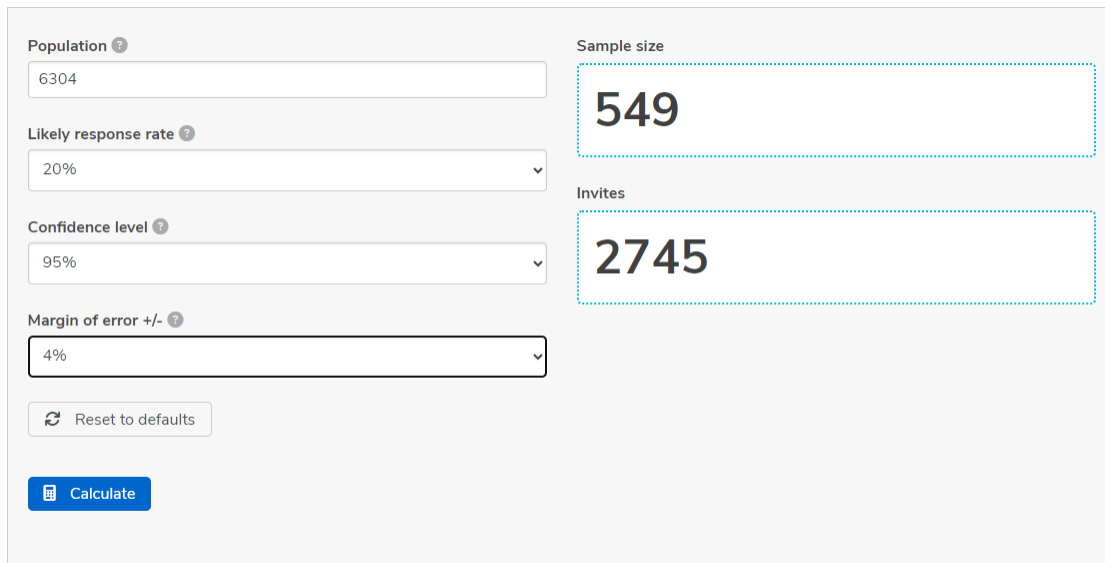
We currently manage over 8,600 homes - mostly in the Dacorum, St Albans, Watford, Aylesbury Vale, North Herts and Hertsmere districts and employ over 1,000 staff (mainly in our care and supported housing schemes).

Hightown has over 1100 LCHO units and over 5000 LCRA units. In addition, we have over 800 leasehold units.

Sample

Hightown has over 5000 LCRA units and has therefore undertaken a sample approach for this population. This will require a +/-4% margin of error at 95% confidence level.

Using the SNAP sampling calculator, expecting a 20% response rate, a minimum sample of 2745 invite recipients is required to ensure that 549 replies represent our sample of the population.



Population ? <input type="text" value="6304"/>	Sample size <div style="border: 1px dashed blue; padding: 5px; font-size: 24px; font-weight: bold;">549</div>
Likely response rate ? <input type="text" value="20%"/>	Invites <div style="border: 1px dashed blue; padding: 5px; font-size: 24px; font-weight: bold;">2745</div>
Confidence level ? <input type="text" value="95%"/>	
Margin of error +/- ? <input type="text" value="4%"/>	
<input type="button" value="Reset to defaults"/>	
<input type="button" value="Calculate"/>	

We evaluated the full tenant population in terms of the following characteristics:

- Needs Category
- Age Bracket of (main) Resident
- Ethnicity
- Building Type
- Number of bedrooms
- Geographical Area (county)

Following exclusions (detailed in the 'Exclusions' section of this report), a stratified random sampling method was used to ensure that a balanced representation of tenants from houses with different

bedroom sizes was included in the sample after initial random samples consistently produced an under-representation of tenants with 1 bedroom properties.

We then evaluated the representativeness of the random sample against the full tenant population. We found that the sample was representative of all characteristics – in each category the difference was less than 5%.

Achieved Sample Size

To achieve a confidence level of 95% and a margin of error of +/-4%, we needed to get 549 responses from our LCRA sample. We sent out 2744 invitations (initially 2745, however one excluded from snap system due to invalid email address) and received 680 responses, so achieved the return rate required.

Timing of Survey

The survey was launched on 25 January 2024. The survey was initially run in August 23 alongside the LCHO survey, however after sharing the survey results we learnt that the filter question for TP02 and TP03 was not worded as stated in the guidelines, once this was amended the survey was immediately rerun so that results could be collected before the end of the reporting period.

Survey Schedule

The survey was launched on 25 January 2024 and ran for 3 weeks closing on 15th February 2024.

There were 3 reminders sent to participants that had not yet completed the survey. These were sent at weekly intervals following the launch of the survey.

Collection Method

The survey was sent via email only and was available in 3 formats;

- Web/Desktop
- Tablet
- Mobile

The survey was built in-house using Snap Surveys software.

The collection method was online only. This was sent via email, with a link to the survey within the email body.

The rationale for providing an email only survey was for overall efficiency. The survey was time-cautious (see above 'Timing of Survey') to ensure we had sufficient time to gather and analyse results. An online survey allowed us to do this efficiently and have all responses in one place, in the same format and allowed us to utilise Snap Surveys analyses tools. It was also cost-effective regards build, distribution, collection and analysis.

Representativeness

We evaluated the full tenant population against the following characteristics:

- Needs category
- Age of (main) resident

- Ethnicity
- Building type
- Household size
- Geographical area

We achieved representative responses +/-5% in all categories.

Weighting

It was agreed that no weighting was required due to the sufficiency of the representativeness of the respondents.

Exclusions

There were 3 reasons for excluding a household from the survey:

1. Those who had 'opted out' of emails. If a resident had chosen to 'opt out' of emails, we are obliged to honour this decision and removed them from the mailing lists.
2. Those without valid email addresses
3. Those who had completed the survey in August 23 before the questions were amended to meet requirements to avoid survey fatigue, which would skew findings.

There was consideration given to writing to all residents without valid email addresses and asking they contact Hightown with this. However, we were unable to confirm how long that may take and this may have impeded our survey and reporting timetable. We instead took the approach to remove these households from the survey and seek to improve this as part of our 'Lessons Learnt' for next year's survey.

There are 6304 households in total, and 1996 were excluded from the opportunity to be chosen as part of the sample due to inability to contact via email.

582 excluded due to completing the survey in August 23.

Incentives

Recipients were offered the opportunity to win one of five £50 vouchers as an incentive for completing the survey.

Methodological Issues

Potential issues identified are as follows:

Accessibility: Email Only Survey

The survey was limited to email only, so accessibility relied on having access to the web, via a PC, a tablet or a mobile device. It also relied upon the recipient being sufficiently IT literate. Whilst steps were taken to support those identified as 'supporting housing' residents, further inclusion could be taken in future surveys to offer paper copies or further in-person support and create a sample frame that is not reliant on including an email address.

Representativeness: Grouping of needs categories

Although representativeness of individual needs categories did not vary significantly from the population, when grouped together to compare Care & Supported Housing service users and general

housing tenants there was a significant underrepresentation of Care and Supported Housing service users, likely due to these customers being less likely to provide email addresses for our records.

Survey amendments

Amending and rerunning the survey meant that some tenants would have received two tranches of survey invitations and reminders, which may have affected response rates.

Respondents who completed the August 23 survey were excluded from the January survey; however, this should not significantly impact the validity of the findings as the representativeness of the sample was checked.