**Tenant Satisfaction Measures: Annual Perception Survey**

**Summary of approach**

**Introduction**

This document summarises our approach to carrying out the annual Customer Satisfaction Survey (tenant perception survey) for 2024-25. We used the results of this survey to calculate our Tenant Satisfaction Measures which will be reported to the Regulator of Social Housing in June 2025.

**Who did we invite to complete the survey?**

The Regulator of Social Housing says that landlords must collect and report customer perception data (that’s data about what tenants think) if they have more than 1000 homes.

Advance owns:

* **more than 1000** units of Low Cost Rented Accommodation (LCRA) and
* **less than 1000** units of Low Cost Home Ownership (LCHO).

This means we are obliged to collect and report perception data from tenants of LCRA. For shared owners, we must collect and publish perception data, but we do not have to report it to the regulator.

We will use the feedback from all tenants to help us understand how we need to improve services.

**Carrying out the survey**

**Timeframe**

We carried out the LCRA Survey over a two and a half month period between August and September 2024. All the surveys were sent at the same time, with an initial closing date of end July. This felt like a suitable timeframe for customers to seek support with the survey if needed, but not too long to risk them forgetting about it. However, we needed to extend the deadline into August as we did not receive enough responses initially.

We intended to carry out the LCHO Survey within the same time period, but extended the deadline by a further two months to help boost the response rate.

**The survey questions**

Our survey contained the twelve questions prescribed by the Regulator of Social Housing, plus three additional questions:

* + How likely would you be to recommend our services to someone who needed them,
	+ How satisfied are you with the quality of your home, and
	+ If you have contacted customer services in the last year, how satisfied are you with the help you got?

We gave customers the opportunity to provide free text comments at the end of the survey.

**Method**

The survey was carried out in house, predominantly by post. We took a census approach, and the relevant population size was 1538tenants and 745 shared owners. No weighting was applied.

We recognise that some of our customers may have significant barriers to completing the survey. Support colleagues, housing officers and housing outreach workers were asked to support customers to complete and return the survey if required. Other colleagues, including the Customer Engagement Manager, supported customers to complete surveys during customer events and meetings. We made it clear in the letter accompanying the survey that customers could also call on friends, family and support workers from other organisations to help them complete the survey.

We included easy-read guidance on how to complete the survey.

The results were uploaded to Survey Monkey and analysed in-house.

**Confidence in the results**

The sample size achieved was 302 for LCRA and 173 for LCHO.

This means, 20% of tenants and 23% of shared owners responded to the survey.

The margin of error is 5% with a confidence level of 95% for LCRA, which meets the regulatory requirement of +/-5%.

The margin of error for LCHO is 6% which makes the data less reliable, but still valuable for drawing general conclusions.

Overall, we are confident that the survey is representative of our overall tenant population and offers valuable insights into customers’ experiences of our services.

70% of respondents were White British, which compares to 85% of the overall tenant population. 52% were between 45 and 64, which is comparable to the overall tenant population where 64% of tenants are aged between 30 and 60. Distribution across the remaining categories are similar to the overall tenant population data.

49% of respondents said their primary disability was a Learning Disability while 31% said they had a mental health condition.

Compared to our overall tenant population, where 72% of customers are recorded as having a learning disability and 28% a mental health condition as their primary disability, it would suggest that people with learning disabilities are slightly underrepresented in the survey results. This potentially speaks to the limitations of the survey method and is something we will look at in more detail for 2025-26. In particular, we will consider how we might seek other types of feedback from people whose disability prevents them from accessing the survey at all.

**Conclusions**

We are pleased that the Tenant Satisfaction Measures have provided us with rich feedback that will inform what improvements we need to make in 2025-26.

We are analysing the data, along with other feedback data, to develop a service improvement plan for the year ahead for which customers (via the Housing Customer Partnership) will hold us accountable.

We recognise that we need to continuously check our understanding of customers’ experiences and will supplement the annual survey with ongoing additional opportunities for customers to provide feedback, especially developing mechanisms to capture more informal feedback.

Having analysed the data, we also know there are certain geographies where we received a smaller number of responses. We will proactively target these areas during 2025-26 to learn more about those customers’ perceptions.

We will also use what we have learned from carrying out the survey over the past two years to evaluate our approach to gathering customer perception data in the future. In particular, we aim to provide more choice around how customers can answer the survey.