

Wythenshawe Community Housing Group TSM 2024/25 Methodology

Methodology and survey completed by Kwest Research.

Summary Of Approach

This section of the report provides a summary of the survey approach used to generate the tenant perception measures to be published by Wythenshawe Community Housing Group. This is laid out using the headings specified in the Regulator's 'Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements' document.

A) Summary Of Achieved Sample Size

Wythenshawe Community Housing Group has 13,481 LCRA households and excluding voids makes 13,371 households in the sample. To meet the TSM requirements, has to collect a minimum of 989 responses each year, providing data with an overall accuracy of $\pm 3\%$ at 95% confidence interval. In the first year of the TSMs (2023/24), Wythenshawe Community Housing opted to undertake a large-scale survey, which secured 2,166 tenant responses. The reason for this was to establish a highly accurate and robust baseline from which performance and progress can be monitored going forward. This also enabled accurate analysis to be undertaken at sub-group level. The organisation took a decision to replicate the large-scale survey approach for the 2024/25 TSMs. At the end of the second TSM survey, 2,901 LCRA interviews have been completed. This exceeds the minimum requirements set by the Regulator and provides data with accuracy of $\pm 1.6\%$ for the LCRA results overall.

A summary of achieved samples, together with achieved accuracy is shown in Table 1 below:

Tenure	Achieved Sample	Achieved Accuracy 2024
WCHG LCRA Households (13,371)	2,901	-1.6%

B) Timing Of The Survey

Wythenshawe Community Housing opted to undertake the survey in a single data collection window, with surveys carried out between May and August 2024.

C) Data Collection Methods

A 70% telephone, 30% digital split was the aim for the survey. The survey was primarily 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 and controlled. The project began with telephone interviews. As data collection progressed, survey reach was further increased by including digital options (email and sms link). Digital surveys were sent out in two waves.

A similar methodology split was achieved in the 2023 TSM survey.

Kwest's interviewers work in shifts to provide maximum coverage. Telephone 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, with additional calls being made to homeowners.

D) Sampling Methods

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

E) Assessment Of Representativeness Of Respondents

The good response rate achieved in the survey ensures excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness was checked and monitored against a range of criteria. For example;

Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised. Kwest's TSM Representativeness Assessment ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allows Wythenshawe Community Housing Group to view progress versus targets at any time.

To demonstrate representativeness of response, Kwest used a number of population sub-groups. These include age, ward, property type, ethnicity, number of bedrooms, whether the property has high-rise status and tenure. These categories were chosen to provide good coverage by geographical location, demographic profile, characteristics and type of housing. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below;

*The below figures contains 16 market rent properties which were not included in the final submission. The relative proportions were not affected.

Representativeness By Age & Gender

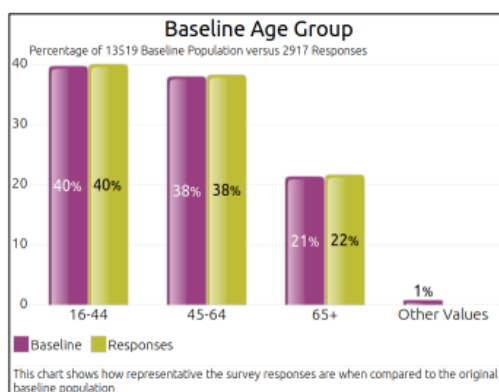


FIGURE 0.1

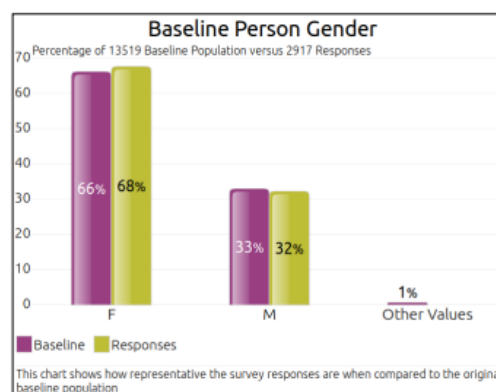


FIGURE 0.2

Representativeness By Ethnicity & High Rise Property

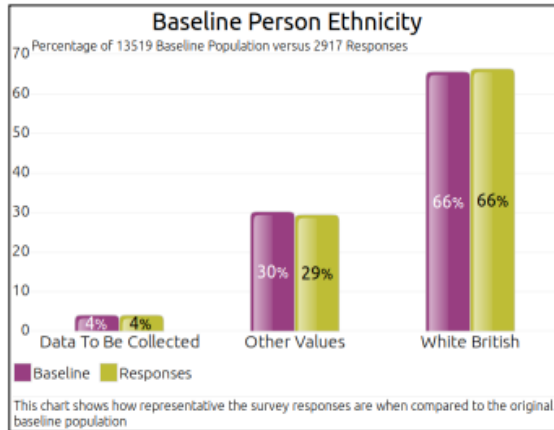


FIGURE 0.3

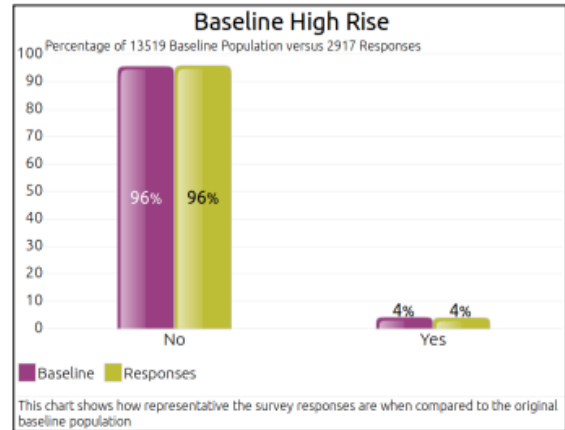


FIGURE 0.4

Representativeness By Ward & Number Of Bedrooms

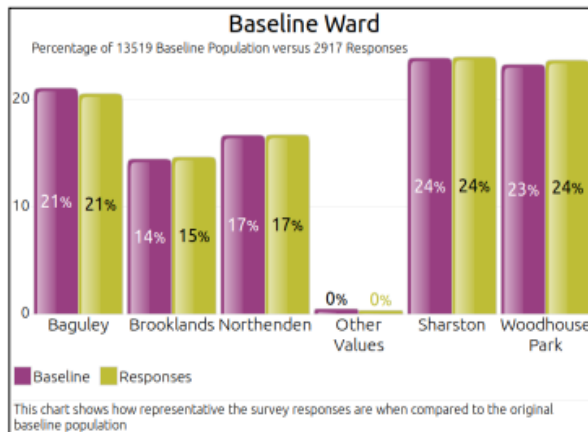


FIGURE 0.5

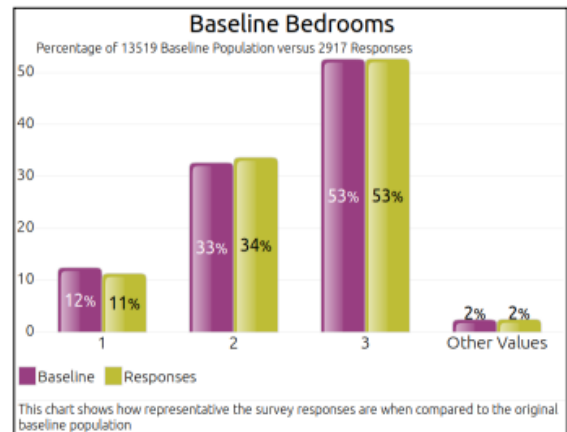


FIGURE 0.6

Representativeness By Property Type

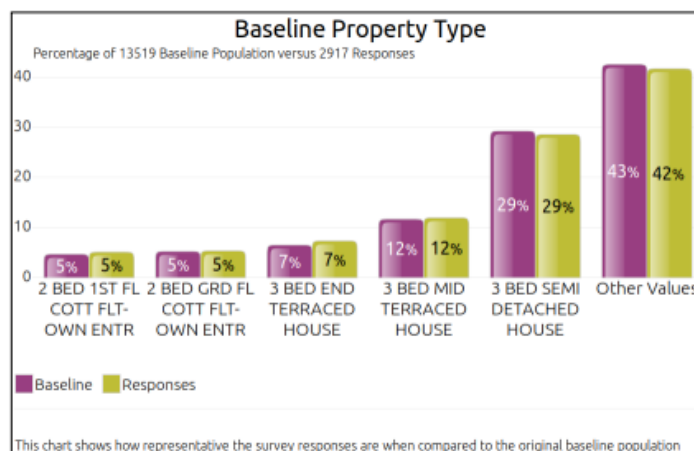


FIGURE 0.7

F) Details Of Applied Weighting

Not applicable. Due to the tools used to monitor response throughout data collection, careful control of quotas and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across multiple groups and therefore no weighting of data was required.

G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations that works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Wythenshawe Community Housing Group as part of a contract to provide TSM research services. Kwest was responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

Not applicable, no households were excluded from sampling, and a mixed methodology approach was used to provide an alternative way of responding for households who would not be able to respond by telephone. Where necessary, particularly for Supported tenants, responses from carers or interpreters answering on a tenant's behalf were accepted.

I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

J) Incentives Used In The Survey To Encourage Response

No incentives were used in the survey.

K) Methodological Issues That Have A Material Impact On Satisfaction

There are no methodological issues that have a material impact on the tenant perception measures reported.

Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required. In addition, one additional open-ended question allowed customers to elaborate on their views. The feedback from these qualitative questions was classified by Kwest's interviewing team at the end of the call to provide a graphical representation of the key themes in the comments. Three additional closed questions were also included; a question asking tenants to say how satisfied they are with value for money, the Net Promoter Score question and a question relating to smart phone usage.

Analysis

To provide a detailed understanding of results, the findings for tenants have been analysed in a number of ways. Please note that where the number of respondents in a sub-group is small, data accuracy will be limited. Such results are provided for interest and reference only at the request of WCHG.

The number of leaseholder and shared owner responses is small, and therefore overall analysis only has been supplied.

The following analysis has been provided:

- Analysis overall
- Analysis by age
- Analysis by customer segment
- Analysis by ward
- Analysis by length of tenancy
- Analysis by ethnic group
- Analysis by number of bedrooms
- Analysis by gender of tenants
- Analysis by whether home is high rise
- Analysis by survey completion method
- Analysis of representativeness of response

Please note all figures in the graphs are rounded which means that in some cases the figures in the graphs may not always sum to 100%. Furthermore, the combined satisfaction figures quoted in the text and shown on the graphs may not equal the sum of the rounded figures for very and fairly satisfied. All analysis and reports have been provided as a series of graphical reports and via Kwest's interactive online survey tool, the Online Analyst.