

Tenant Satisfaction Measures Summary of approach 2024/25



A. Sample size achieved

Over the year, we surveyed 323 out of a possible 1393 households. That is a sample size of 323 with a response rate of 23%. We achieved the required sample size of 228 (based on a margin of error of $\pm 5\%$ at 95% confidence level).

B. Timing of survey

We surveyed on a quarterly rolling basis, with a quarter of residents surveyed each quarter. In quarter four we included any new residents who were not residents at the beginning of the year. The first survey response date was 26/06/2024 and the last survey response date was 31/03/2025.

C. Collection method

We surveyed residents using a wide range of methods to suit their preferences, including telephone, internet (sent via email and SMS) and post. The table below shows the number of responses by survey method.

Survey method	Responses received
Internet	269 (83%)
Phone	32 (10%)
Postal form	22 (7%)

D. Sample Method

We used a census approach where surveys were sent to all residents in our rented accommodation.

E. Assessment of the representativeness of the sample against the relevant tenant population

Representativeness check on housing type – one housing type so representative.

Tenant perception measures	Relevant tenant population (% total)	Total survey responses (% total)	Calculated satisfaction score
Housing type			
General needs housing	1393 (100%)	323 (23.2%)	86.7%

Representativeness check on age - under-representation of some younger age groups and over-representation of some older age groups.

Tenant perception measures	Relevant tenant population (% total)	Total survey responses (% total)	Calculated satisfaction score
Age group			
16-24	31 (2.2%)	3 (0.9%)	100%
25-34	198 (14.2%)	18 (5.6%)	66.7%
35-44	284 (20.4%)	42 (13.0%)	81.0%
45-54	256 (18.4%)	50 (15.5%)	86.0%
55-64	282 (20.2%)	94 (29.1%)	83.0%
65-74	170 (12.2%)	60 (18.6%)	95.0%
75-84	129 (9.3%)	41 (12.7%)	95.1%
85 and older	43 (3.1%)	15 (4.6%)	93.3%

Representativeness check on ethnicity

Tenant perception measures	Relevant tenant population (% total)	Total survey responses (% total)	Calculated satisfaction score
Ethnicity			
White, British	688 (49%)	165 (51%)	85%
Unknown	634 (46%)	146 (45%)	88%
White, Other	36 (3%)	6 (2%)	100%
Other Ethnic Group	27 (2%)	4 (1%)	100%
Prefer Not To Say	8 (1%)	2 (1%)	100%

F. Weighing applied to generate the reported perception measures

We reviewed the under-representation of some younger age groups and the over-representation of some older groups and applied a weighting to assess the overall impact on the calculated score for overall satisfaction. Weighting the result adjusted overall satisfaction from 86.7% to 84.1%, however, this 2.6% difference is well within the +/-5% margin of error (at 95% confidence level). We have therefore not weighted the reported perception measures.

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

We asked a company called Target Applications Ltd, to send and collate survey responses using CX Feedback which is the UK's leading tenant engagement platform.

When surveying customers we considered what their preferred method of contact was and in each quarter tenants were sent either a link to complete an online survey by SMS or Email, a paper copy of the form, or they received phone call.

SMS and email messages were sent out by Target Applications with the response going directly back into the CX Feedback platform. Telephone surveys were completed by

Pexel on behalf of Target Applications Ltd. Paper surveys were sent out and input into the CX Feedback platform by Cornerstone Housing.

Target Applications collated all of our data from all collection methods to work out the final year-end results.

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

No residents were excluded from the sample on these ground.

I. Reasons for any failure to meet the required sample size requirements

Not applicable, required sample size met.

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

Residents were informed that if they completed a survey they would be entered into a prize draw with the chance of winning a £100 shopping voucher.

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

No.