

Main Report

Prepared March 2024

Rotherham Metropolitan Borough Council

TSM Survey



**Kwest  
Research**



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# 1. Executive Summary

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 September 2023, Kwest Research was commissioned to undertake a quarterly telephone survey on behalf of Rotherham Council, designed to complete interviews with a representative sample of the organisation's 19,790 LCRA households.

The aim of the survey is 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 report contains a summary of the key findings from 2023-24. Comparisons between the views of different sub-groups of the population are only included where there is a statistically significant difference in opinion. The difference required for results to be significantly different depends on the number of responses: the larger the number of responses, the smaller the difference needs to be before it becomes significant.

Further analysis of the results, and all data and reports, are available via Kwest's Online Analyst.

## 1.1 Overview Of TSM Findings

The table below presents an overview of results for Rotherham Council's Tenant Satisfaction Measures.

Analysis shows that positive ratings are highest for treating tenants fairly and with respect followed by satisfaction that the home is safe.

Satisfaction ratings are lowest for the way that complaints are handled. This is also the area attracting the highest levels of dissatisfaction.

Measure	Satisfied	Neither	Dissatisfied
TP01 Overall satisfaction	77%	10%	13%
TP02 Satisfaction with repairs	74%	8%	18%
TP03 Satisfaction with time taken to complete most recent repair	72%	4%	24%
TP04 Satisfaction that home is well maintained	78%	7%	15%
TP05 Satisfaction that home is safe	81%	6%	13%
TP06 Satisfaction that landlord listens to views & acts upon them	71%	10%	19%
TP07 Satisfaction that landlord keeps tenants informed about things that matter	74%	11%	15%
TP08 Agreement that landlord treats tenants fairly & with respect *	84%	8%	8%
TP09 Satisfaction with landlord's approach to handling complaints	36%	8%	56%
TP10 Satisfaction landlord keeps communal areas clean & well maintained	72%	7%	21%
TP11 Satisfaction landlord makes a positive contribution to neighbourhood	72%	10%	18%
TP12 Satisfaction with landlord's approach to handling ASB	65%	12%	23%

Table 1 Levels of tenant satisfaction & dissatisfaction

\* TP08 is asked on an agree scale so the percentages are for agreement / disagreement on this measure

## 1.2 Comparison With Other Housing Providers

In October 2023, Housemark invited English registered providers to take part in a project to compare their TSM results to date. 189 landlords took part, enabling Housemark to compile bespoke reports for participating organisations, based on results up to the mid-point in the year (April-Sept 2023), including the sector-wide results and those for a peer group of similar organisations based on stock size, landlord type and location.

From Kwest's experience, it appears that many housing providers are conducting their TSM data collection as a rolling survey and others did not begin data collection until the second half of the financial year. Therefore, although the Housemark report represents the most up to date and accurate comparison available, the quartile boundaries are likely to change by the time the end of year results are compiled. This is particularly true for the peer group comparisons, which are, by nature, smaller groups and so more susceptible to change as additional organisations are included.

Rotherham Council has provided Kwest with a spreadsheet showing the Housemark TSM quartile boundaries for large urban local authorities and ALMOs, outside of London, with 15,000+ LCRA properties. This information has been used to produce the table below, which shows Rotherham Council's indicative quartile positions on each measure. <sup>1</sup>

Measure	Results	Indicative Quartile	Median
TP01 Overall satisfaction	76.9%	Q1	67.0%
TP02 Satisfaction with repairs	74.1%	Q2	69.6%
TP03 Satisfaction with time taken to complete most recent repair	72.2%	Q1	66.4%
TP04 Satisfaction that home is well maintained	77.6%	Q1	71.0%
TP05 Satisfaction that home is safe	81.1%	Q1	74.0%
TP06 Satisfaction that landlord listens to views & acts upon them	70.5%	Q1	57.0%
TP07 Satisfaction that landlord keeps tenants informed about things that matter	74.0%	Q1	64.6%
TP08 Agreement that landlord treats tenants fairly & with respect	83.6%	Q1	76.9%
TP09 Satisfaction with landlord's approach to handling complaints	36.2%	Q1	28.0%
TP10 Satisfaction landlord keeps communal areas clean & well maintained	71.6%	Q1	63.6%
TP11 Satisfaction landlord makes a positive contribution to neighbourhood	72.4%	Q1	61.5%
TP12 Satisfaction with landlord's approach to handling ASB	65.0%	Q1	51.4%

Table 2 Indicative comparison with other housing providers (peer group figures)

<sup>1</sup> TSM Peer Quartiles – Large urban LA & ALMO ex London with 15,000+ stock. Data from Housemark's mid-year benchmarking exercise provided by Rotherham Council.

The Council are also interested in how their results compare to the national picture. The spreadsheet of data from Housemark also includes the national quartiles, which have been used to produce the table below showing Rotherham Council's indicative quartile positions on each measure.<sup>2</sup>

Measure	Results	Indicative Quartile	National Median
TP01 Overall satisfaction	76.9%	Q2	72.3%
TP02 Satisfaction with repairs	74.1%	Q3	74.5%
TP03 Satisfaction with time taken to complete most recent repair	72.2%	Q2	70.0%
TP04 Satisfaction that home is well maintained	77.6%	Q2	72.2%
TP05 Satisfaction that home is safe	81.1%	Q2	78.7%
TP06 Satisfaction that landlord listens to views & acts upon them	70.5%	Q1	61.0%
TP07 Satisfaction that landlord keeps tenants informed about things that matter	74.0%	Q2	71.4%
TP08 Agreement that landlord treats tenants fairly & with respect	83.6%	Q2	78.2%
TP09 Satisfaction with landlord's approach to handling complaints	36.2%	Q2	34.0%
TP10 Satisfaction landlord keeps communal areas clean & well maintained	71.6%	Q2	66.0%
TP11 Satisfaction landlord makes a positive contribution to neighbourhood	72.4%	Q2	64.0%
TP12 Satisfaction with landlord's approach to handling ASB	65.0%	Q1	57.6%

Table 3 Indicative comparison with other housing providers (national figures)

For many of the measures, Rotherham Council are one quartile lower in the national results than in the peer group comparison with large local authorities and ALMOs. However, in both cases, the organisation is in the top quartile for satisfaction with listening to views and acting upon them and satisfaction with the approach to handling anti-social behaviour.

It is hoped that the Regulator will publish the first set of TSM benchmarks in 2024 and then annually from that point onwards. These comparisons using complete data from all housing organisations will allow results to be placed into a more detailed and accurate context.

<sup>2</sup> TSM National Quartiles. Data from Housemark's mid-year benchmarking exercise provided by Rotherham Council.

## 1.3 Key Trends In The Data

It is very common for older tenants to express more positive views than their younger counterparts; this is a trend that has been observed across the housing sector for decades. The findings reveal this is also true of Rotherham Council's tenants, with customers aged 60+ returning significantly more positive views than younger customers across the majority of service areas.

Tenants living in homes with communal areas that Rotherham Council is responsible for maintaining are significantly more satisfied that their home is well maintained and that Rotherham Council listens to their views and acts upon them than tenants who live in buildings with no communal areas. Although there is no significant difference between the views of these groups on the neighbourhood or the Council's handling of anti-social behaviour, tenants living in buildings with communal areas are significantly more likely to have *reported* anti-social behaviour to the Council in the last 12 months.

Tenants who have reported anti-social behaviour to Rotherham Council in the last 12 months are significantly less satisfied than those who have not reported anti-social behaviour. This is a general trend across the majority of service areas, not just satisfaction with the Council's handling of anti-social behaviour. These customers are also significantly more likely to say they have made a complaint in the last 12 months than those who have not reported anti-social behaviour. The proportion of customers in the Central area who live in buildings with communal areas is significantly higher than the population as a whole. However, when customer views are analysed by locality, the results for the individual areas are not significantly different, from those of the tenant population as a whole, on any of the Tenant Satisfaction Measures. Customers in Central are significantly more likely than those in the South to have reported anti-social behaviour to Rotherham (although there is not a significant difference when the results for Central are compared to those of the tenant population as a whole). This may be down to the higher proportion of customers in Central who live in properties with communal areas.

To broaden the survey's reach and offer an alternative means of giving feedback, Rotherham Council undertook 15% of its TSM surveys using digital means. It is very common for online participants to return less positive views than those responding by other means, even when their age profile is representative of the population as a whole. This trend has been observed by Kwest, Housemark and other survey providers in the social housing sector. Analysis of the results reveals that this pattern is also apparent in the Rotherham Council survey, with those responding online returning significantly lower levels of satisfaction, than those who responded by telephone, for the majority of measures.



## 2. Housing & Services

### 2.1 TP01 Overall Satisfaction

The first question in the survey is TP01 Overall Satisfaction: *taking everything into account, how satisfied or dissatisfied are you with the service provided by your landlord?*

77% of LCRA customers are satisfied with the overall service they receive, whilst 13% are dissatisfied. The results for Rotherham Council place the organisation in the second quartile, nationally, using the figures provided by Housemark, which show the national average (median) to be 72% for this measure.<sup>3</sup>

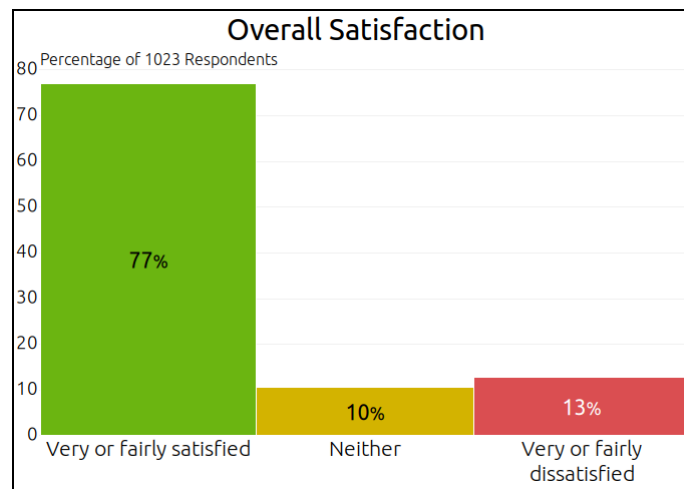


Figure 2.1

Customers responding by phone return significantly higher levels of satisfaction than online respondents.

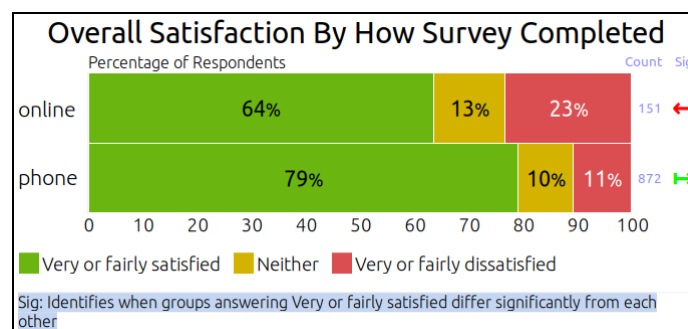


Figure 2.2

<sup>3</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.

In line with findings throughout the survey, older customers return significantly more positive views than their younger counterparts.

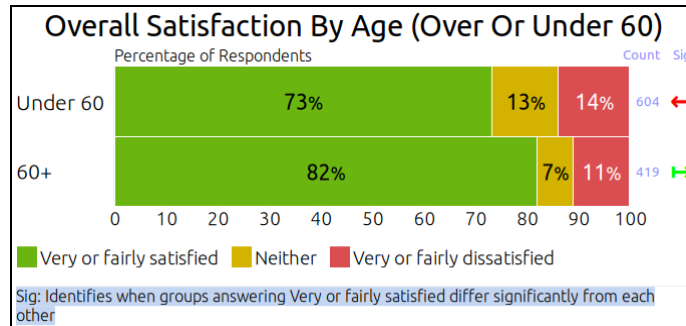


Figure 2.3

Tenants who have reported anti-social behaviour to the Council in the last 12 months express significantly lower levels of satisfaction than those who have not reported anti-social behaviour.

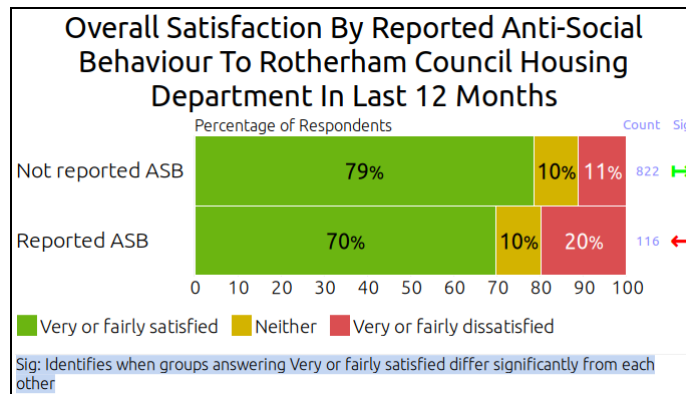


Figure 2.4

## 2.2 Reasons For Dissatisfaction With The Overall Service

At the end of the survey, tenants had the opportunity to give qualitative feedback about the service they receive from Rotherham Council. The feedback was classified to identify key themes.

Perhaps unsurprisingly, given its well established importance to tenants, comments about repairs feature heavily in the qualitative feedback from tenants who are dissatisfied with the overall service they receive: 24% of dissatisfied tenants made reference to issues getting repairs completed, whilst 9% are concerned about the quality of repairs and 5% made another repairs related comment.

12% of tenants who are dissatisfied with the overall service made comments about anti-social behaviour or neighbour nuisance.

A summary of key themes identified in the qualitative feedback from tenants who are dissatisfied with the overall service they receive is presented in the graph below.

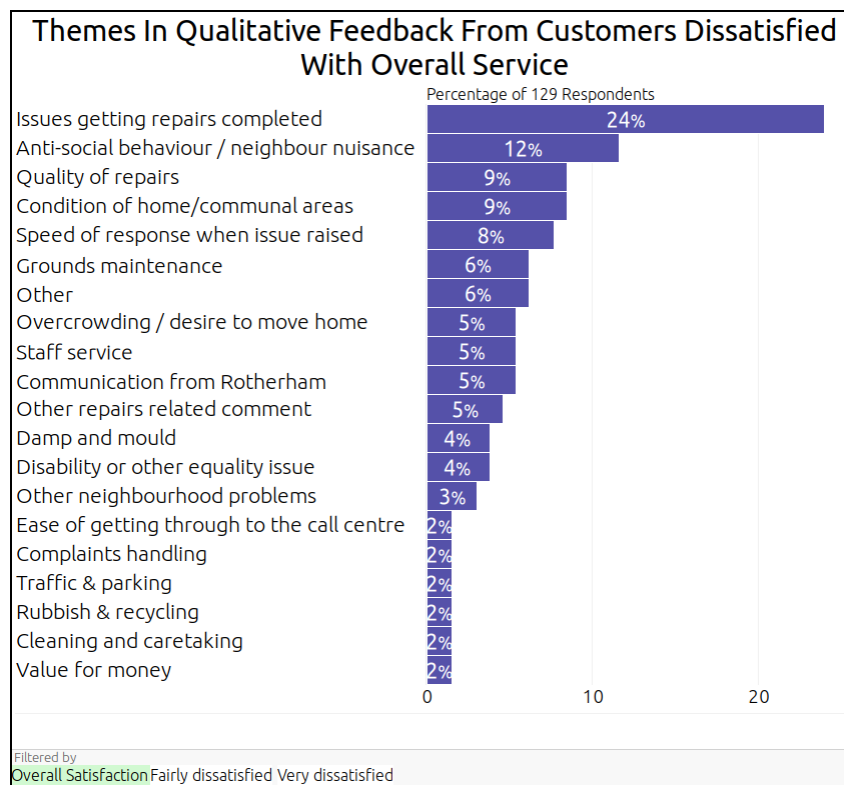


Figure 2.5

### 3. The Repairs Service

Repair related issues generally form the most common reason for contacting a landlord and therefore, achieving good satisfaction levels in this area is important. The significance of the service has also been highlighted in work carried out by Housemark as part of its STAR analysis, confirming that the service is a key driver of overall satisfaction with the housing provider.

65% of tenants have had a repair carried out to their home in the last 12 months, with customers living in flats, maisonettes or bedsits being significantly less likely, than the population as a whole, to have had a repair completed.

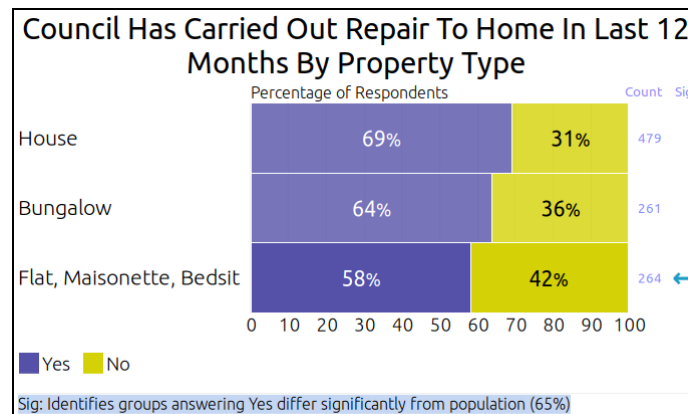


Figure 3.1

#### 3.1 TP02 Satisfaction With Overall Repairs Service In Last 12 Months

LCRA customers who have had a repair carried out to their home in the last 12 months were asked: *how satisfied or dissatisfied are you with the overall repairs service from your landlord over the last 12 months?* 74% of LCRA customers express satisfaction with the overall repairs service. These results put Rotherham Council in the third quartile, when compared to the national results provided to the Council by Housemark, with the national median being 74.5% for this measure.<sup>4</sup>

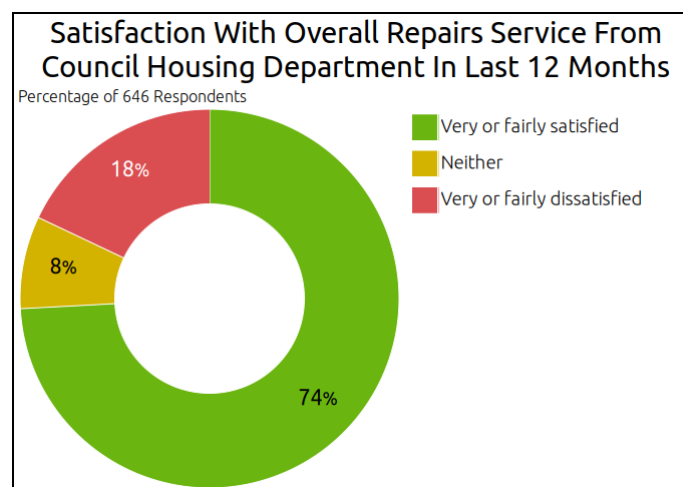


Figure 3.2

<sup>4</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council. NB. Rotherham Council’s satisfaction is 74.1% to 1dp

Older tenants return significantly more positive views than their younger counterparts.

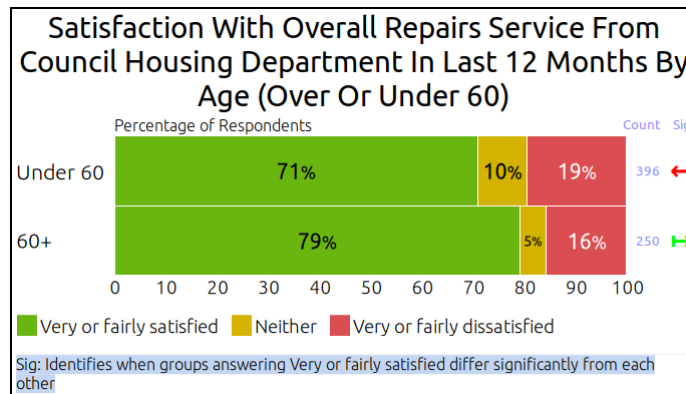


Figure 3.3

### 3.2 TP03 Satisfaction With Time Taken To Complete Most Recent Repair

LCRA customers who have had a repair carried out in the last 12 months were asked: *how satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?* 72% express satisfaction with the speed with which their last repair was completed, while 24% are dissatisfied. According to the data provided to the Council by Housemark, these results fall into the second quartile, compared to other organisations nationally, and the national average (median) is 70%.<sup>5</sup>

There are no significant differences in views by sub-group on this measure.

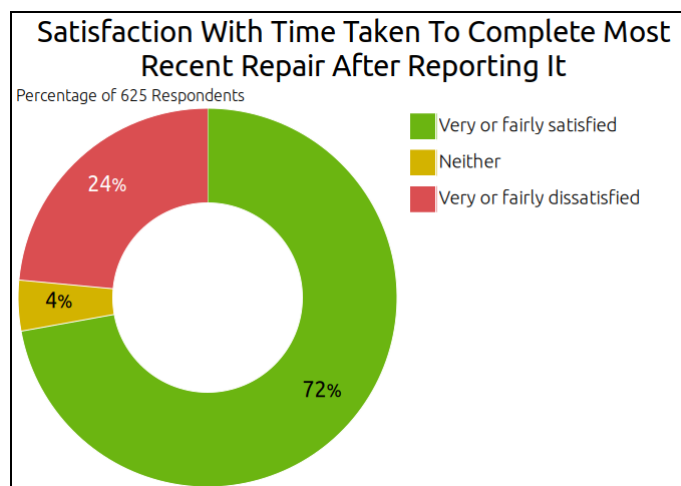


Figure 3.4

<sup>5</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.

## 4. Homes

Homes are the most tangible aspect of service provided by a landlord and, so, tenants’ opinions of their homes make a significant contribution to their opinion of the overall service. The Tenant Satisfaction Measures focus on two key factors: home maintenance and home safety.

### 4.1 TP04 Satisfaction With The Home Being Well Maintained

LCRA customers were asked about satisfaction that homes are well maintained: *how satisfied or dissatisfied are you that your landlord provides a home that is well maintained?*

78% of LCRA customers express satisfaction, whilst 15% are dissatisfied, which places the Council in the second quartile of the national results compiled by Housemark, with the national average (median) being 72% for this measure. <sup>6</sup>

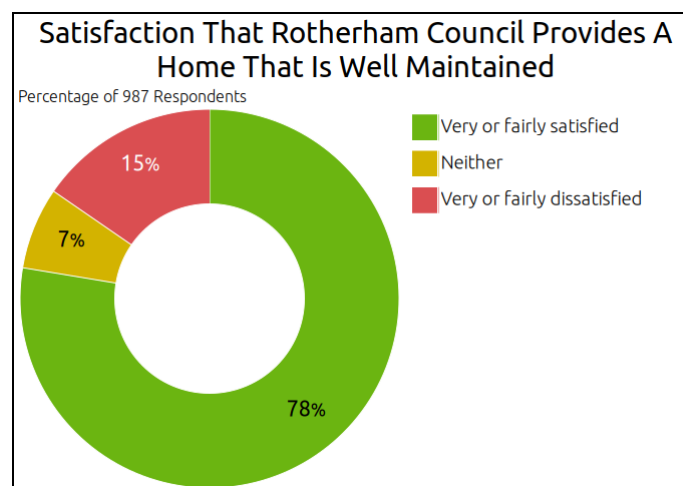


Figure 4.1

Tenants who completed the survey online are significantly less satisfied than those who took part in a phone interview.

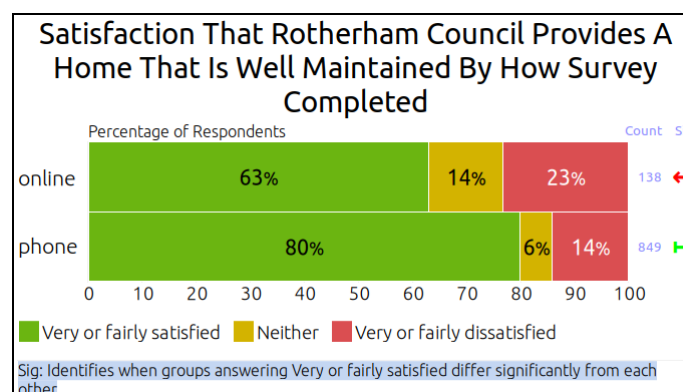


Figure 4.2

<sup>6</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.

Older tenants are significantly more satisfied that their home is well maintained than younger customers.

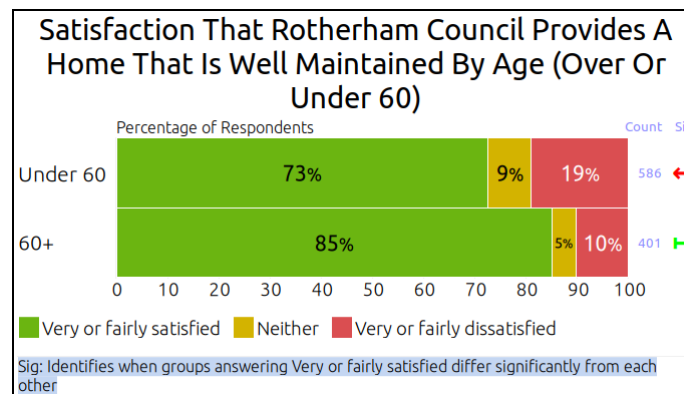


Figure 4.3

Tenants who have reported anti-social behaviour to Rotherham Council in the last 12 months return less positive views on this measure than those who have not reported anti-social behaviour.

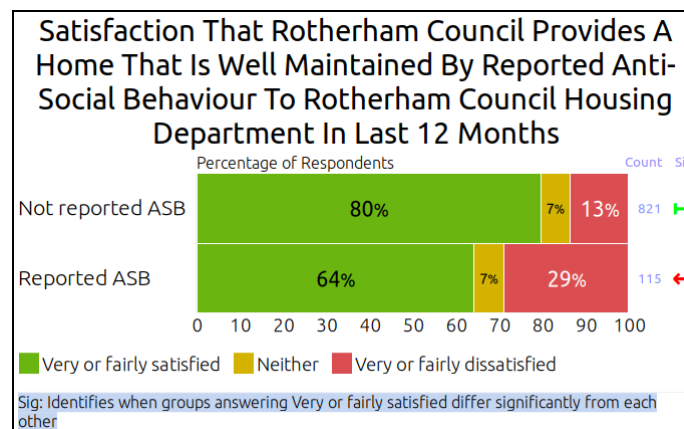


Figure 4.4

Tenants who live in buildings with communal areas are more likely, than those in other properties, to have reported anti-social behaviour to Rotherham Council in the last 12 months.

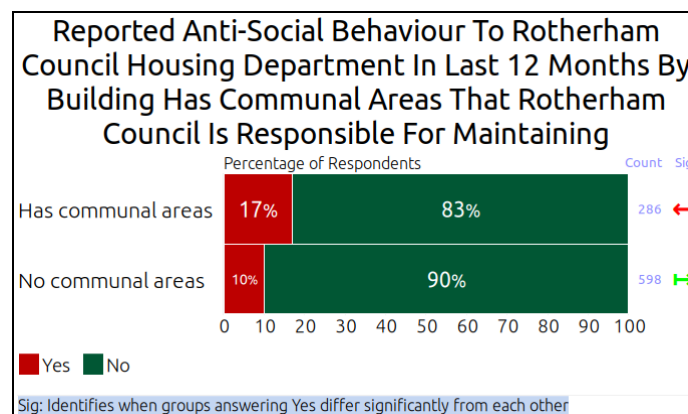


Figure 4.5

However, these customers return significantly *higher* levels of satisfaction with their home being well maintained than those who not live in buildings with communal areas.

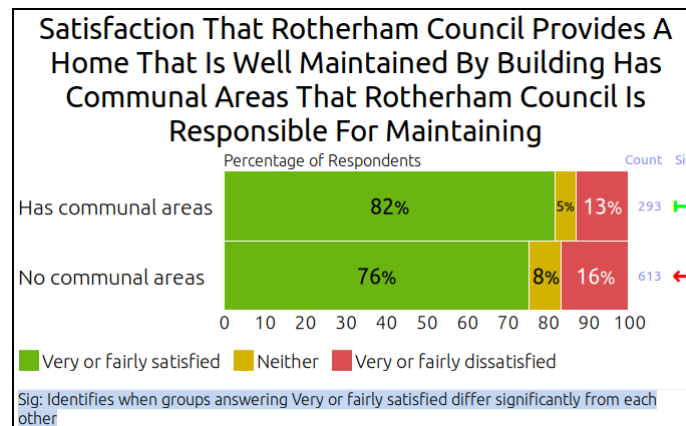


Figure 4.6

## 4.2 TP05 Home Safety

The TSM question about the safety of the home asks: *thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that your landlord provides a home that is safe?*

81% of tenants are satisfied with the safety of their home, whilst 13% are dissatisfied. The national comparison data provided by Housemark places the Council in the second quartile, with the national average (median) being 79% for this measure.<sup>7</sup>

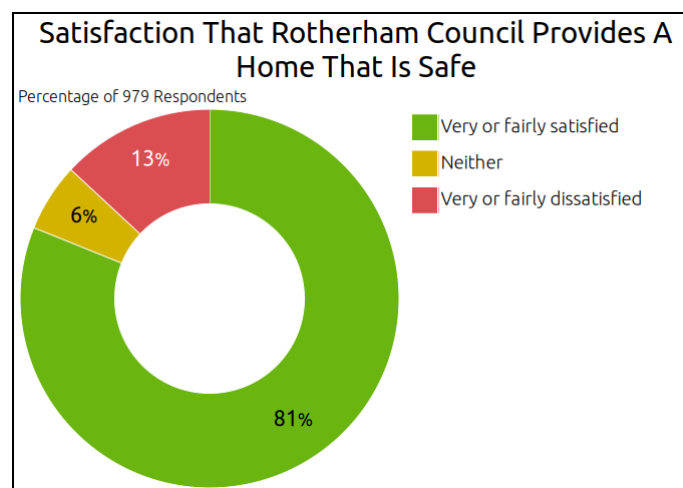


Figure 4.7

<sup>7</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.



Customers who responded by phone return significantly higher levels of satisfaction than those who replied online.

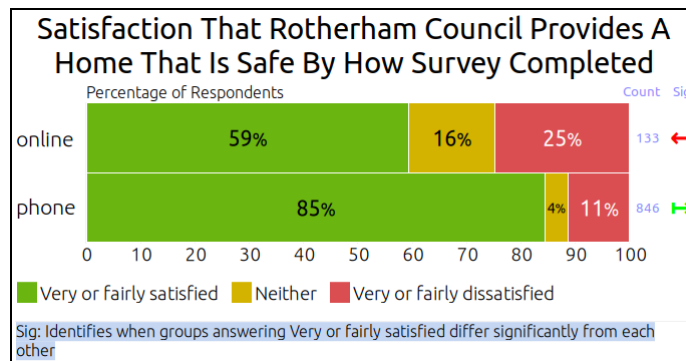


Figure 4.8

Older people return significantly higher levels of satisfaction on this measure than younger tenants.

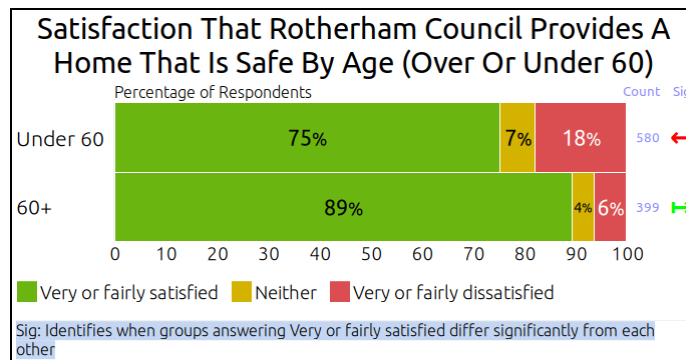


Figure 4.9

This has an impact on results by property type, with those living in bungalows significantly more satisfied than the tenant population as a whole.

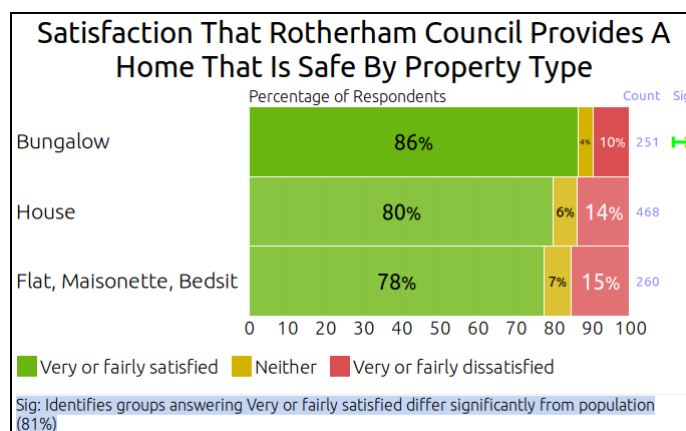


Figure 4.10

Perhaps unsurprisingly, tenants who have reported anti-social behaviour to the Council in the last 12 months are significantly less satisfied that their homes are safe than those who have not reported anti-social behaviour.

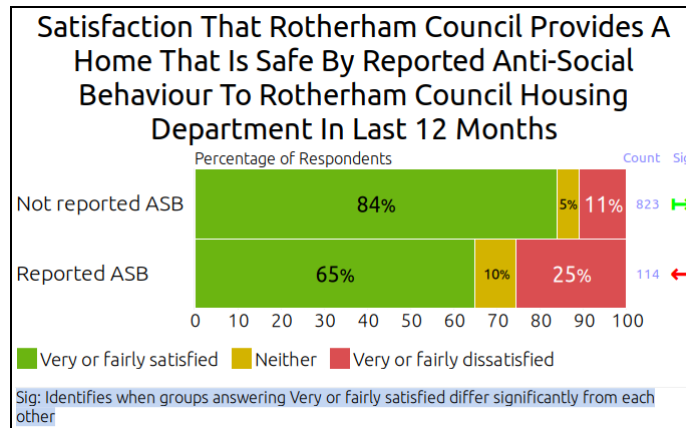


Figure 4.11

## 5. Communication & Consultation

The TSMs include three questions around consultation and communication: satisfaction that views are listened to and acted upon; satisfaction that customers are kept informed; and agreement that customers are treated fairly and with respect.

### 5.1 TP06 Satisfaction That Views Are Listened To & Acted Upon

TP06 asks: *how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them?* 71% of LCRA customers are satisfied, whilst 19% are dissatisfied. The Housemark data suggests this is an area of strength for the Council, with the organisation placing in the first quartile nationally, while the national average (median) is 61%.<sup>8</sup>

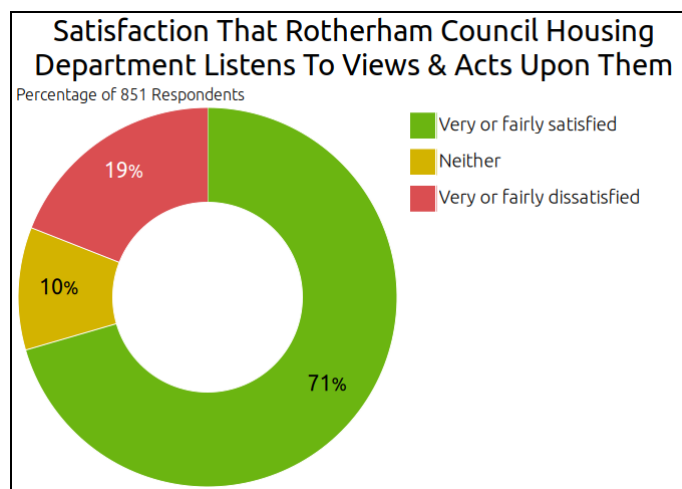


Figure 5.1

Older tenants express significantly higher levels of satisfaction than their younger counterparts.

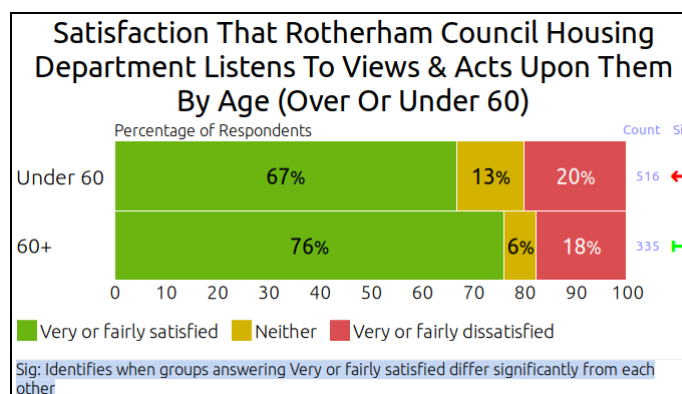


Figure 5.2

<sup>8</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.

Similar proportions of those aged under 60 and over 60 live in a building with communal areas.

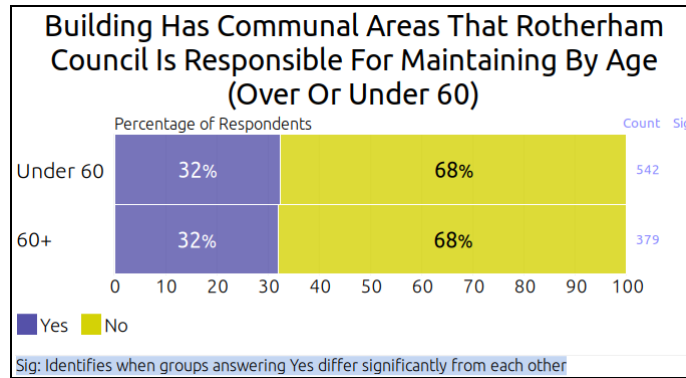


Figure 5.3

However, customers living in such buildings return higher levels of satisfaction that their views are listened to and acted upon than those who do not live in buildings with communal areas.

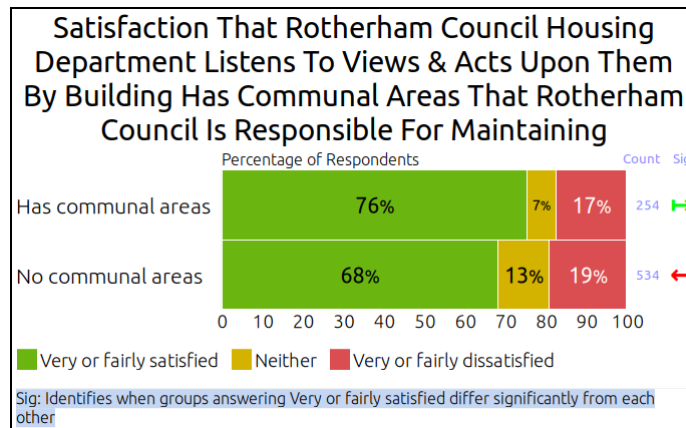


Figure 5.4

Customers who have reported anti-social behaviour to the Council in the last 12 months are significantly less likely to express satisfaction on this measure than those who have not reported anti-social behaviour.

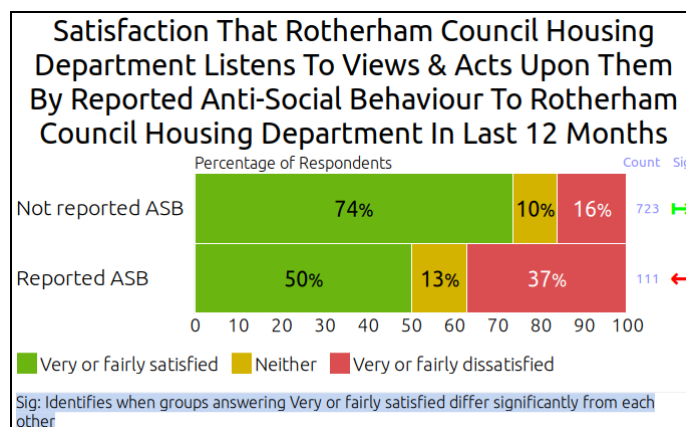


Figure 5.5

In line with other findings throughout the research, tenants who replied online return less positive views than those who completed an interview over the telephone.

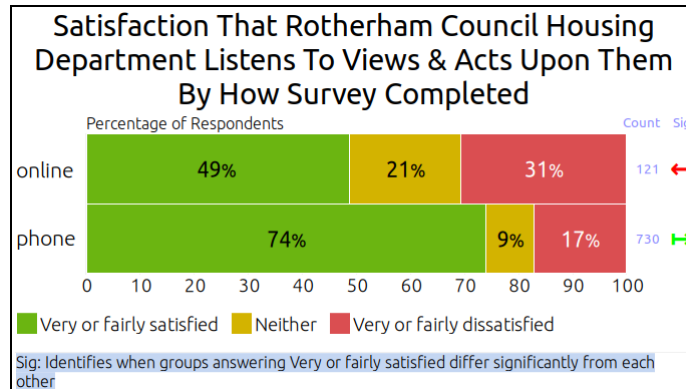


Figure 5.6

## 5.2 TP07 Satisfaction With Being Kept Informed

The TSM question around communication asks customers: *how satisfied or dissatisfied are you that your landlord keeps you informed about things that matter to you?* 74% of LCRA customers express satisfaction at being kept informed, whilst 15% are dissatisfied. These results fall into the second quartile of the national data provided to the Council by Housemark, with the national average (median) being 71%.<sup>9</sup>

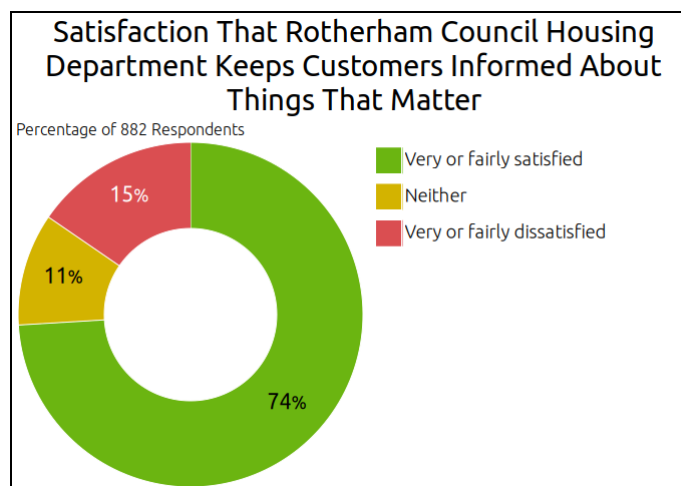


Figure 5.7

<sup>9</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.

The findings by methodology follow the pattern seen for other measures, with telephone responses being more positive than those returned online.

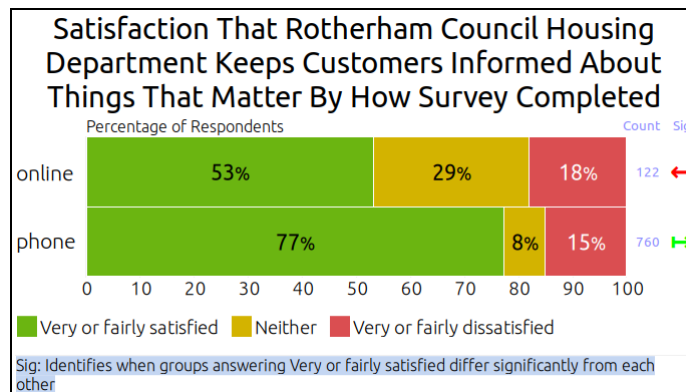


Figure 5.8

Results follow the patterns observed throughout the TSM survey in that older tenants are significantly more satisfied that the Council keeps them informed than customers aged under 60.

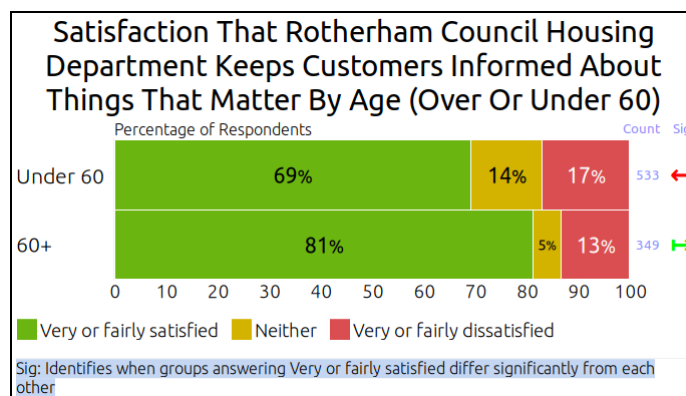


Figure 5.9

Those who have reported anti-social behaviour in the last 12 months are significantly less satisfied than other tenants on this measure.

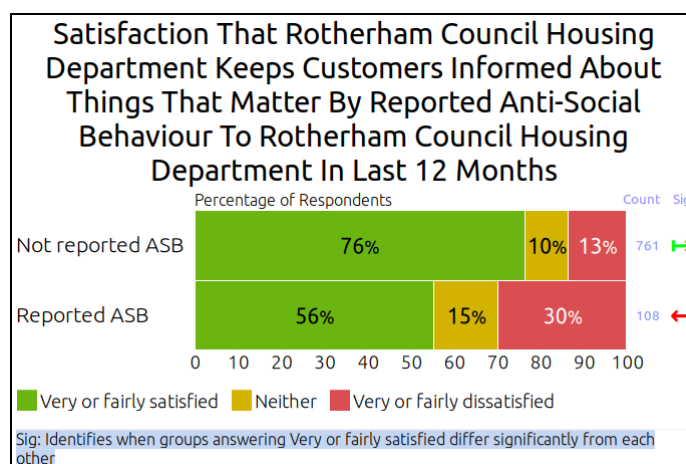


Figure 5.10

### 5.3 TP08 Being Treated Fairly & With Respect

The question about being treated fairly and with respect is the only TSM which does not use a satisfaction scale. Instead, it asks: *to what extent do you agree or disagree with the following "My landlord treats me fairly and with respect"*? The proportion of LCRA customers agreeing with this statement is 84%. The Council's results fall in the second quartile when compared to the national data provided by Housemark, with the national average (median) being 78%.<sup>10</sup>

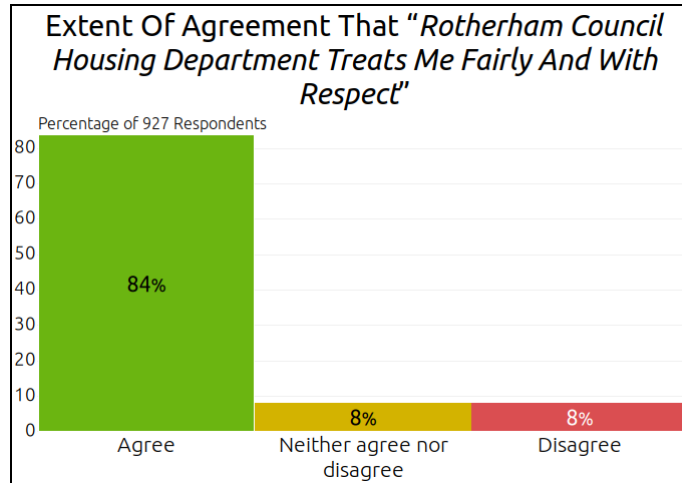


Figure 5.11

Online respondents are significantly less positive than those who completed an interview by telephone.

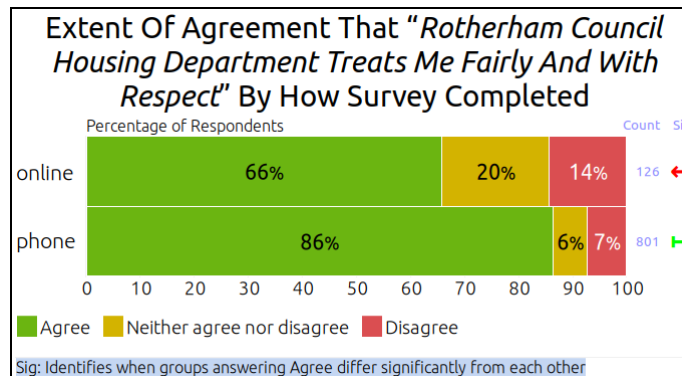


Figure 5.12

<sup>10</sup> TSM National Quartiles. Data from Housemark's mid-year benchmarking exercise provided by Rotherham Council.

Younger customers are significantly less satisfied on this measure than older customers.

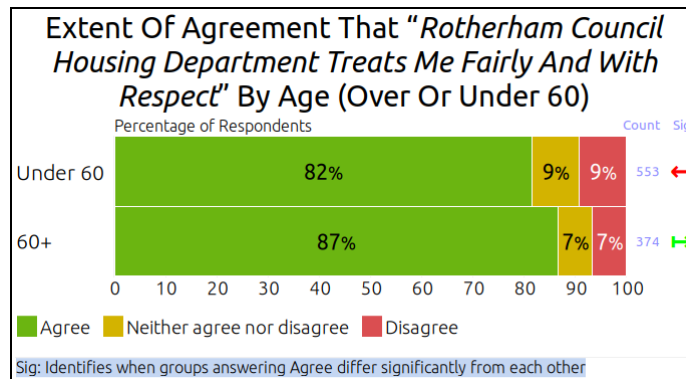


Figure 5.13

Those who have reported anti-social behaviour to Rotherham in the last 12 months are significantly less satisfied on this measure than those who have not reported anti-social behaviour.

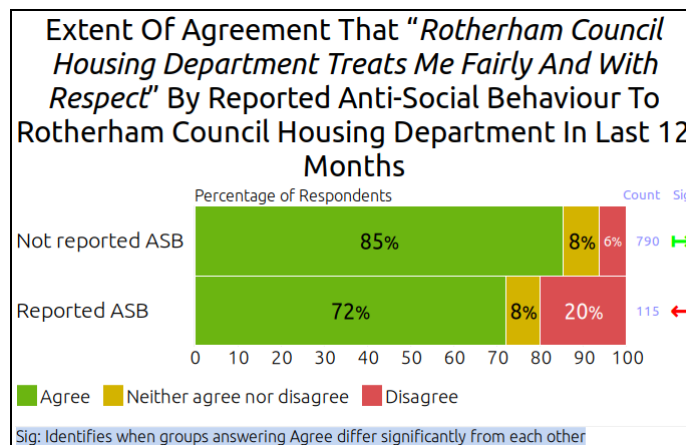


Figure 5.14



## 6. Complaints

Customers who have made a complaint to their landlord are always likely to be less positive about the service they have received, although how the complaint is handled can make a difference to how the organisation is perceived.

20% of LCRA customers say they have made a complaint to their landlord during the last 12 months with customers responding to the survey online more likely to have done so than those who took part by telephone.

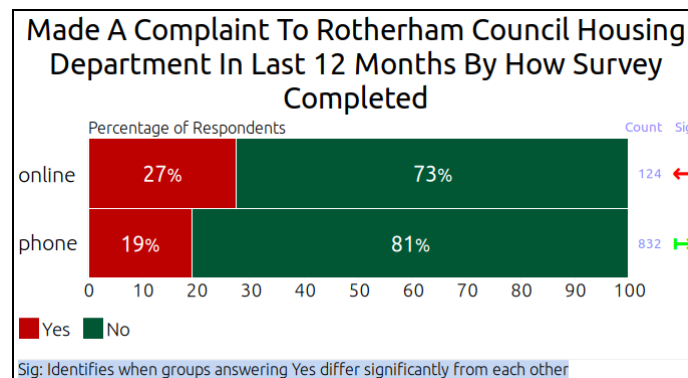


Figure 6.1

Tenants who have reported anti-social behaviour to the Council in the last 12 months are also significantly more likely to have made a complaint.

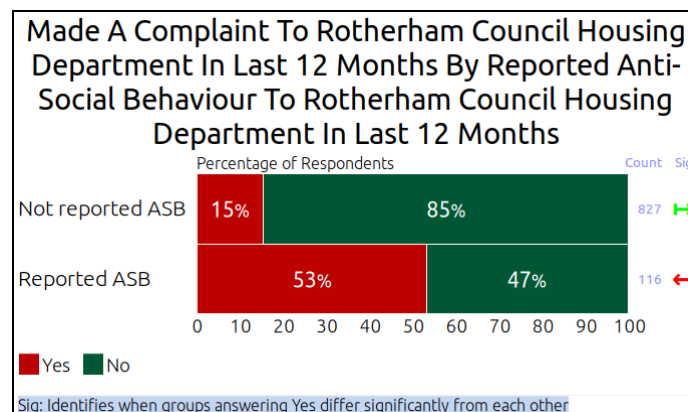


Figure 6.2

## 6.1 TP09 Satisfaction With Complaint Handling

Customers who have made a complaint were asked: *how satisfied or dissatisfied are you with your landlord's approach to complaints handling?* 36% of LCRA customers express satisfaction, whilst 56% are dissatisfied on this measure. These results place the Council in the second quartile nationally, using the findings supplied by Housemark, with the national average (median) being 34%.<sup>11</sup>

Due to the small number of customers who have made a complaint in the last 12 months, the accuracy of the data is not robust enough to allow for sub-group analysis.

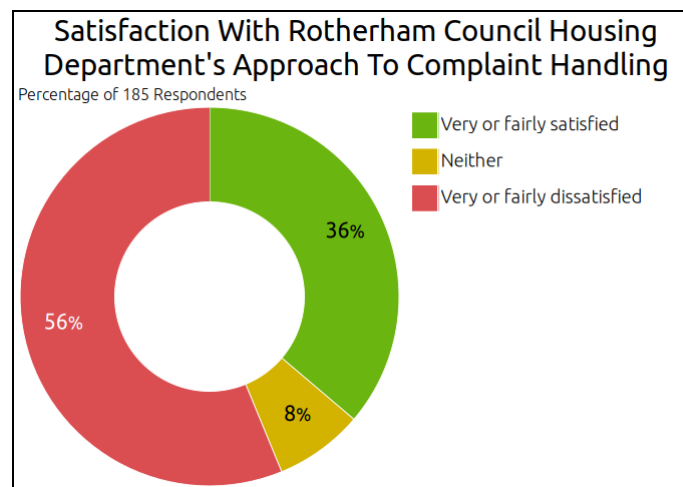


Figure 6.3

<sup>11</sup> TSM National Quartiles. Data from Housemark's mid-year benchmarking exercise provided by Rotherham Council.

## 7. Communal Areas

For customers living in buildings with communal areas, the cleaning and maintenance of these areas can make a big difference to quality of life. The cleaner or caretaker for blocks may also be the member of staff customers see most frequently.

32% of LCRA customers live in buildings with communal areas that Rotherham Council is responsible for maintaining. Tenants living in houses are, unsurprisingly, less likely to live in buildings with communal areas than those in other property types.

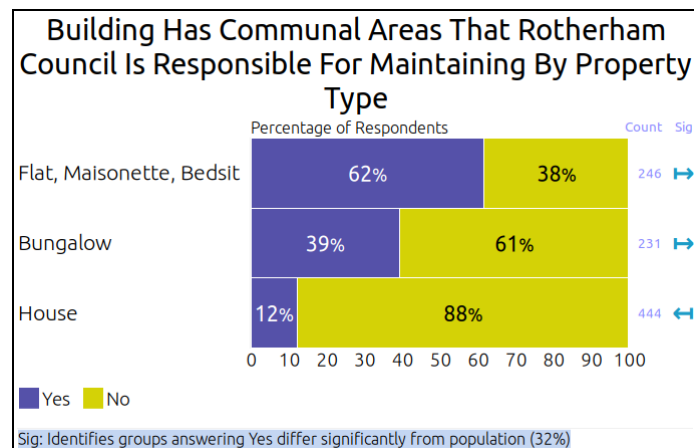


Figure 7.1

Customers in the Central area are more likely, than the population as a whole, to live in such buildings.

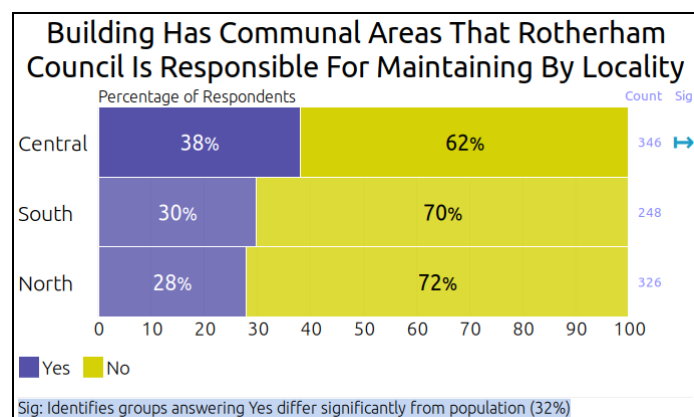


Figure 7.2

## 7.1 TP10 Satisfaction That Communal Areas Are Kept Clean & Well Maintained

Those customers who live in a building with communal areas, inside or out, that their landlord is responsible for maintaining were asked: *how satisfied or dissatisfied are you that your landlord keeps these communal areas clean and well maintained?* 72% of tenants are satisfied on this measure, whilst 21% are dissatisfied, placing the organisation in the second quartile using the national results from Housemark, with the national average (median) being 66%.<sup>12</sup>

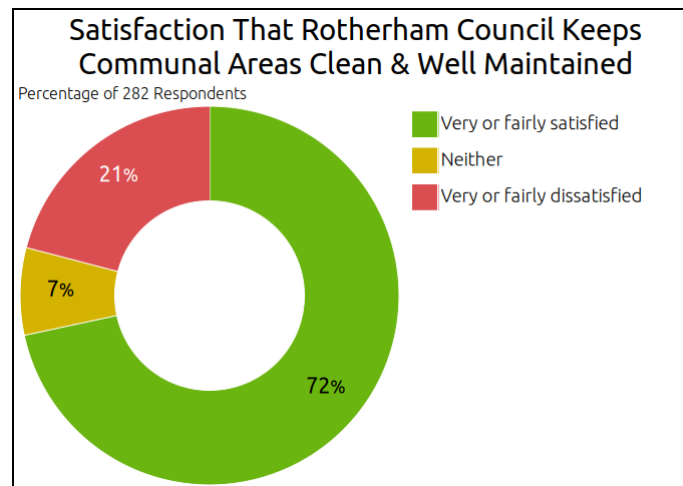


Figure 7.3

Older customers return significantly higher levels of satisfaction than their younger counterparts on this measure.

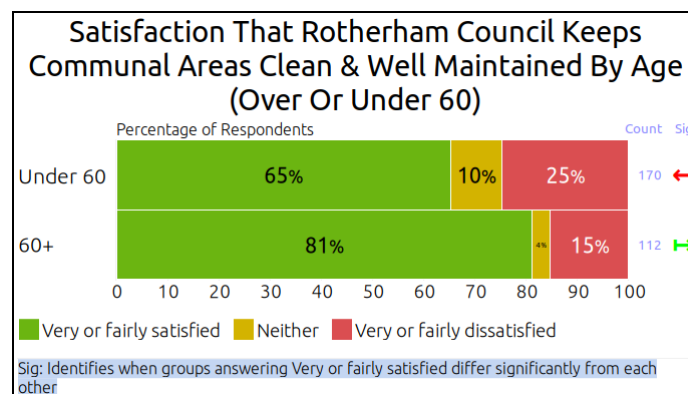


Figure 7.4

<sup>12</sup> TSM National Quartiles. Data from Housemark's mid-year benchmarking exercise provided by Rotherham Council.

## 8. Neighbourhoods

Customers are increasingly looking to their housing providers to contribute to safe and attractive neighbourhoods.

### 8.1 TP11 Satisfaction Landlord Makes A Positive Contribution To Neighbourhoods

LCRA customers were asked: *how satisfied or dissatisfied are you that your landlord makes a positive contribution to your neighbourhood?* 72% express satisfaction on this measure, whilst 18% are dissatisfied. Rotherham Council’s results on this measure place the organisation in the second quartile of the national results supplied by Housemark, with the national average (median) being 64%.<sup>13</sup>

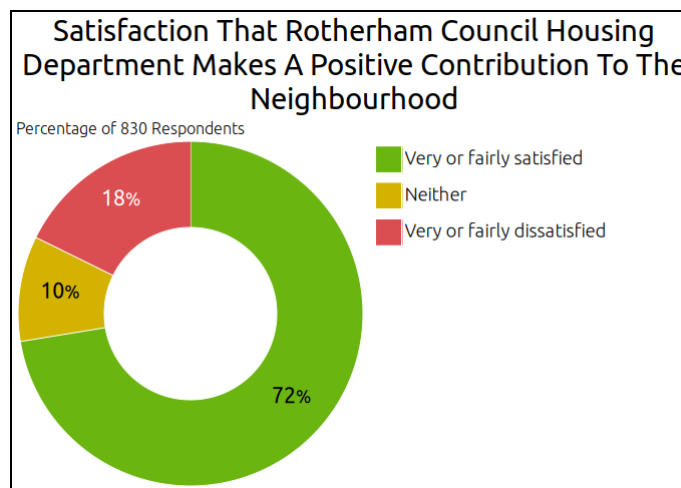


Figure 8.1

Customers responding online return lower levels of satisfaction than those who completed a telephone interview.

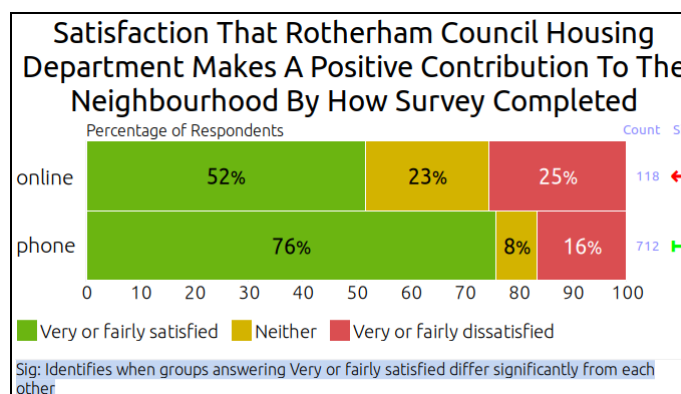


Figure 8.2

<sup>13</sup> TSM National Quartiles. Data from Housemark’s mid-year benchmarking exercise provided by Rotherham Council.

In line with other findings throughout these results, older customers than tenants aged under 60.

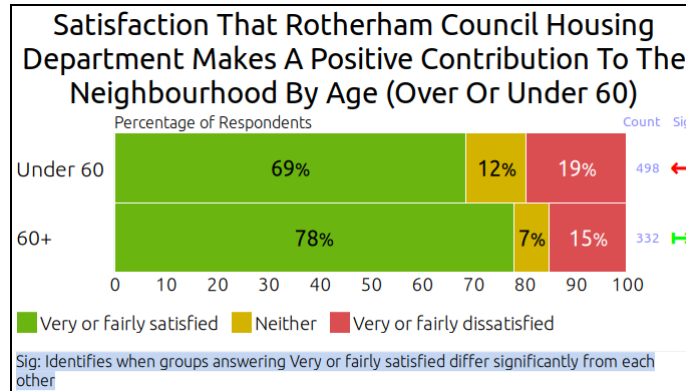


Figure 8.3

Tenants who have not reported anti-social behaviour return significantly higher levels of satisfaction than those who have reported anti-social behaviour.

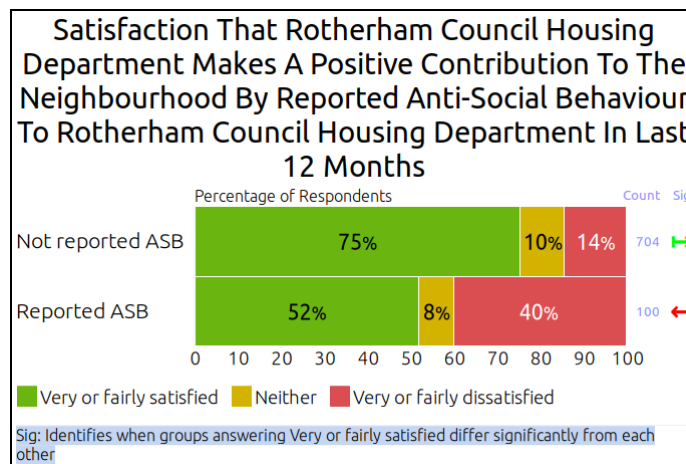


Figure 8.4

## 8.2 TP12 Satisfaction With Handling Of ASB

The final Tenant Satisfaction Measure concerns the handling of ASB cases. Unlike complaints handling, there is no control question asking whether customers have experienced anti-social behaviour or reported a case to their housing provider in the last 12 months. Therefore, all LCRA customers were asked: *how satisfied or dissatisfied are you with your landlord's approach to handling anti-social behaviour?*

65% of LCRA customers are satisfied on this measure, whilst 23% express dissatisfaction. These results place the organisation in the first quartile of the national results supplied by Housemark, with the national average (median) being 58%.<sup>14</sup>

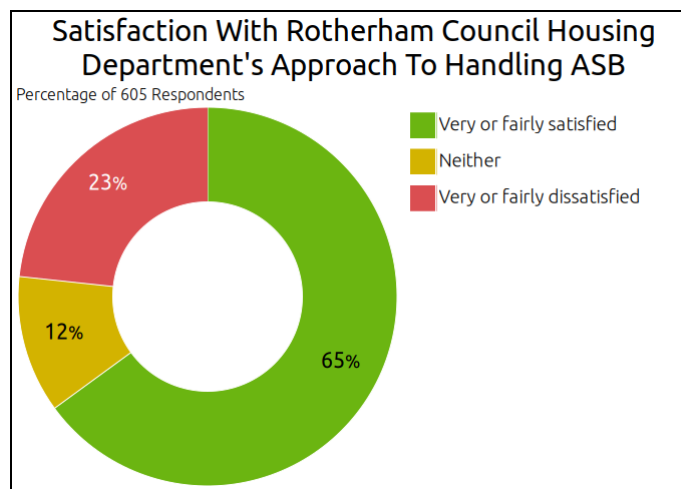


Figure 8.5

Telephone responses are more positive than those completed online.

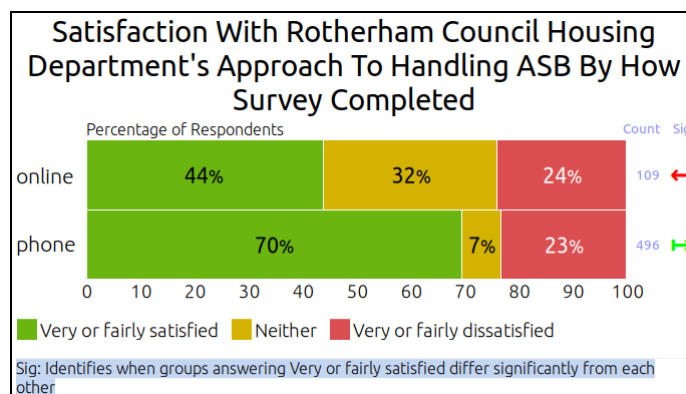


Figure 8.6

<sup>14</sup> TSM National Quartiles. Data from Housemark provided by Rotherham Council.

Rotherham Council want to understand more about issues with anti-social behaviour so an additional question was included in the survey to record whether customers have reported such issues in the last 12 months. Those customers who have reported anti-social behaviour are significantly less satisfied with how the Council deals with these issues than those who have not reported any such problems in the last 12 months.

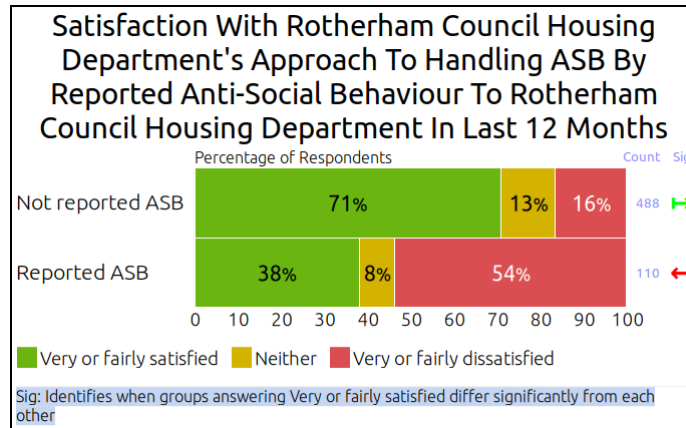


Figure 8.7

### 8.3 Tenants Who Have Reported ASB

Findings throughout the results reveal that customers who have reported anti-social behaviour in the last 12 months return significantly lower levels of satisfaction on the vast majority of measures compared to those who have not reported such issues. Further analysis reveals that customers who replied to the survey online are significantly more likely to have reported anti-social behaviour than those who took part in a telephone interview.

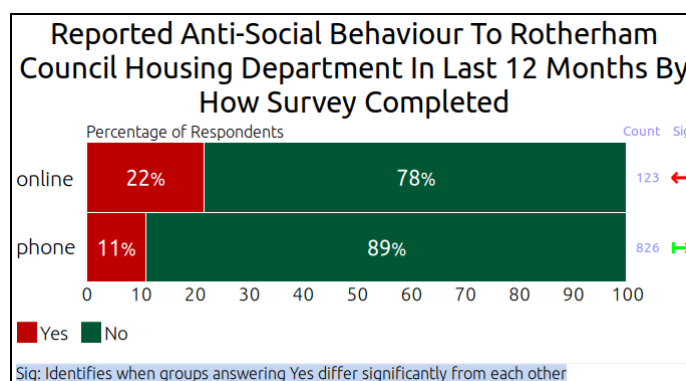


Figure 8.8



Tenants who live in a building with communal areas are also significantly more likely, than those who live in other properties, to have reported anti-social behaviour in the last 12 months.

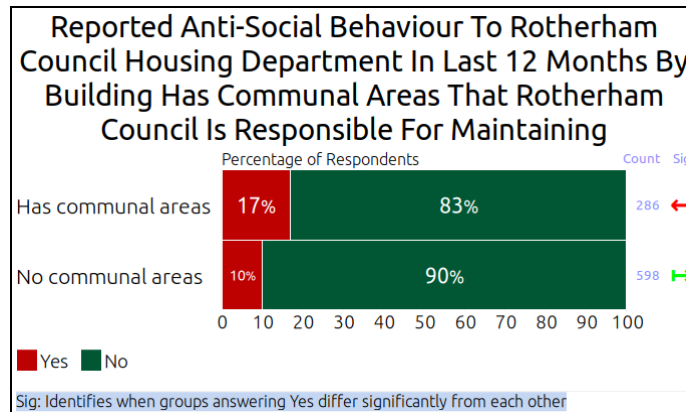


Figure 8.9

Tenants who live in flats, maisonettes or bedsits are significantly more likely, than the population as a whole, to have reported anti-social behaviour in the last 12 months.

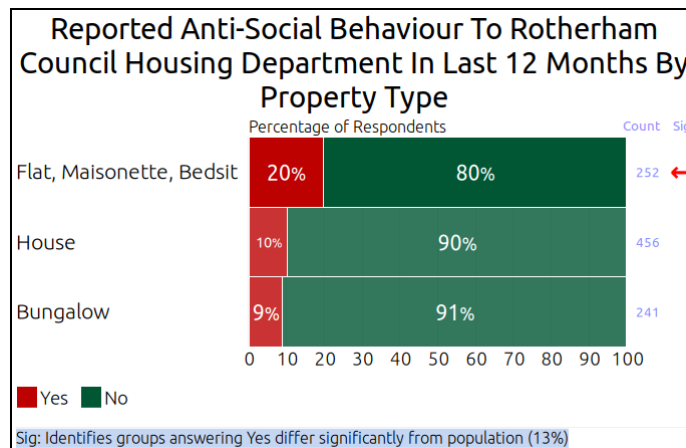


Figure 8.10

These properties are significantly more likely to have communal areas than other types of housing.

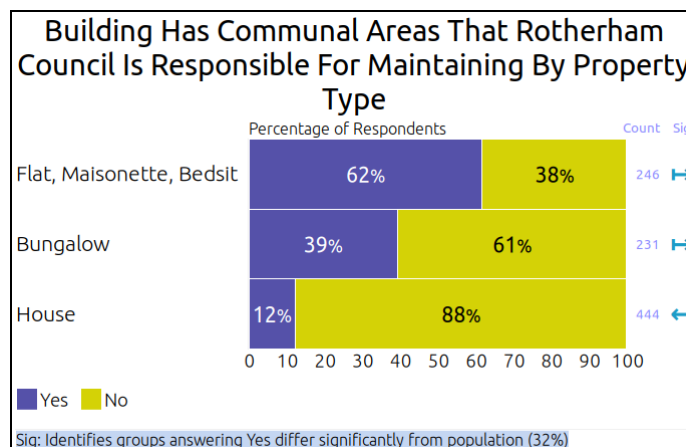


Figure 8.11

Customers in Central are significantly more likely than those in the South to have reported anti-social behaviour to Rotherham (although there is not a significant difference when the results for Central are compared to those of the tenant population as a whole). This may be down to the higher proportion of customers in Central who live in properties with communal areas.

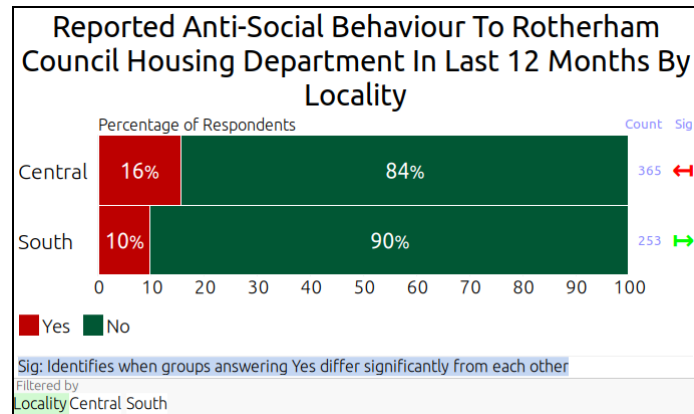


Figure 8.12

## 9. Methodology

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

### 9.1.1 A) SUMMARY OF ACHIEVED SAMPLE SIZE

Rotherham Council has 19,790 LCRA households and to meet the new requirements, has to collect a minimum of 1,014 responses each year, to provide data with an overall accuracy of  $\pm 3\%$  at 95% confidence interval. At the end of the data collection period, 1,041 interviews had been achieved.

### 9.1.2 B) TIMING OF THE SURVEY

The survey was carried out monthly between October 2023 and February 2024.

### 9.1.3 C) DATA COLLECTION METHODS

The survey was undertaken using a multi-mode approach (telephone and online) as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily and effectively monitored.

Kwest's interviewers work 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.

85% of surveys were completed by telephone and 15% were completed online (either by email or sms link).

### 9.1.4 D) SAMPLING METHODS

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

### 9.1.5 E) ASSESSMENT OF REPRESENTATIVENESS OF RESPONSE

The good response rate achieved by 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. 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 on Kwest's online reports allows Rotherham Council to view progress versus targets at any time

To demonstrate representativeness of response, Kwest assessed and monitored a number of population sub-groups. These include housing type, geographical area and age. These categories were chosen to provide good coverage by age characteristics and type of housing.

#### **Age Group & Locality**

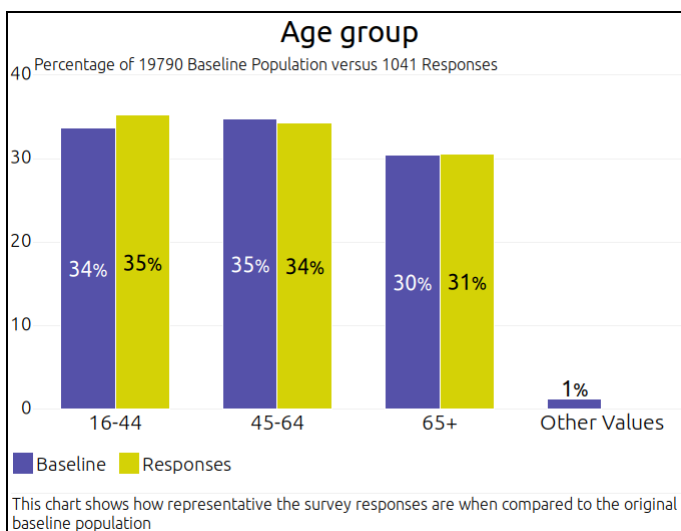


Figure 9.1

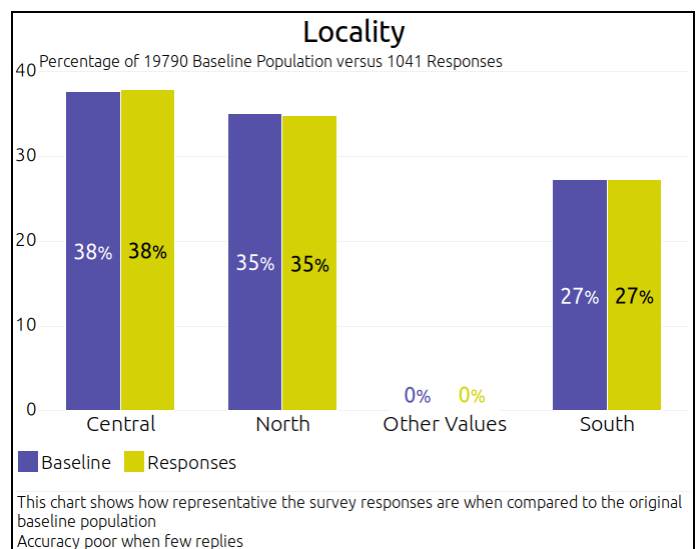


Figure 9.2

## Property Type

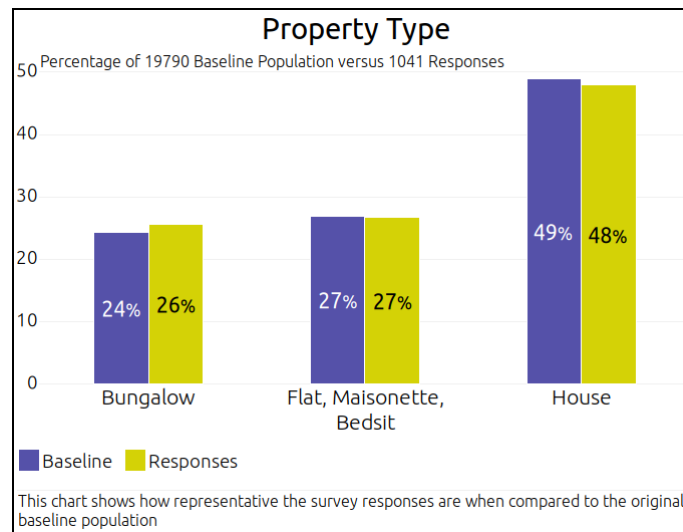


Figure 9.3

### 9.1.6 F) DETAILS OF APPLIED WEIGHTING

Not applicable. 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.

### 9.1.7 G) EXTERNAL CONTRACTORS USED

Kwest Research Limited is one of the longest standing research organisations and works exclusively for social housing providers. Kwest was responsible for all elements of the research.

### 9.1.8 H) HOUSEHOLDS EXCLUDED FROM THE SAMPLING FRAME UNDER EXCEPTIONAL CIRCUMSTANCES

445 LCRA households were excluded from the sampling frame because Rotherham Council does not hold any contact details for the household. In Kwest's experience, it is very common for housing providers not to hold contact details for 100% of households and it is not believed that this will have any material impact on the results, which are still considered to be representative of all LCRA households.

### 9.1.9 I) REASONS FOR FAILURE TO MEET REQUIRED SAMPLE SIZE REQUIREMENTS

Not applicable. A total of 1,041 responses has been achieved in the 2023 survey, which exceeds the minimum requirement of 1,014 responses.

## 9.1.10 J) INCENTIVES USED IN THE SURVEY TO ENCOURAGE RESPONSE

None

## 9.1.11 K) OTHER METHODOLOGICAL ISSUES THAT HAVE A MATERIAL IMPACT ON SATISFACTION

Analysis reveals that customers responding by digital methods (to email invitations and sms link) are more critical of services than those responding by telephone, even though the age profiles of both groups are similar. This trend has also been observed in Kwest's work for other social housing providers and in Housemark's TSM research. The negative bias observed in online techniques will need to be borne in mind when delivering TSM surveys going forward.

For reference, a full analysis of results by survey completion method has been supplied to Rotherham Council and comparisons by survey completion method have been included throughout this report.

## 9.2 Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required, with an extra question to record whether customers have reported anti-social behaviour to Rotherham Council in the last 12 months. In addition, an open ended question allowed customers to elaborate on the reasons for their views. The feedback from this question was classified to provide a graphical representation of the key themes in the comments.

## 9.3 Analysis Of The Findings

To provide a detailed understanding of results, the findings 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:

- Overall
- Analysis By Age Group
- Analysis By Locality
- Analysis By Property Type
- Analysis By How Survey Completed
- Analysis By Whether Customer Has Reported ASB To Rotherham Council In Last 12 Months
- Analysis By Whether Customer Lives In Building With Communal Areas
- TSM Tenant Representativeness Assessment

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. As an example, the results for overall satisfaction for LCRA customers were 6% fairly dissatisfied and 6% very dissatisfied, which sum to 12%. However, the combined dissatisfaction figure is 13%. This is because the results to 1 decimal place are 6.2% and 6.5%, which sum to 12.7% and so round to 13%.

All analysis and reports have been provided as a series of graphical reports and via Kwest's interactive online survey tool, the Online Analyst.



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