



## **Tenant Satisfaction Measures**

### **2023-24 Supporting Document**

#### **Introduction**

The Regulator of Social Housing now requires all registered providers to generate and report Tenant Satisfaction Measures (TSM's) as part of the new Customer Standards framework on a yearly basis. These measures combine data generated from internal management information, together with data derived from perception surveys. This combined data will enable customers to effectively scrutinise the performance of their landlord. The first surveys were required to be undertaken between 01 April 2023 and 31 March 2024, with the formal submission of results required by 30 June 2024.

Darlington Borough Council has now completed the Tenant Satisfaction surveys for the year 2023/24 and below is a summary of the approach we used:

#### **a. Sample Size**

The size of our housing stock means it is not practical to complete TSM surveys with all our tenants. Therefore, we used a sample of tenants, with the size chosen to ensure that we meet the level of statistical accuracy set out by the Regulator of Social Housing.

Darlington Borough Council achieved a sample size of 802 survey responses. The relevant population size was 5,147, so the sample size is +/- 3.2% which is within the Regulator's tolerance levels of +/- 4% for a landlord of our size.

#### **b. Timing of the Survey**

The Social Housing Regulator offers flexibility as to how and when the survey is conducted. We examined the different ways to undertake these, and our approach was to conduct the survey at one single point during the year. This was between 15/9/23 and 5/10/23.

#### **c. Collection Method**

Darlington Borough Council has a diverse client base, so it is important to undertake the surveys using inclusive methods and without bias. A mixed approach was used in 2023/24 using a combined Computer Aided Telephone Interview (CATI) and Computer Aided Web Interview (CAWI) data collection approach. These differing methods enabled us to gather feedback from a broad range of customers and ensure our results represent everyone.

To comply with the guidelines issued by the Regulator of Social Housing the results will exclude tenants of certain property types such as leaseholders.

The overall % breakdown of our different collection methods for the 2023/2024 results was:

Telephone – 56%

Online – 44%

#### **d. Sample Method**

Tenants were selected at random by BMG. In total 3,600 tenants were sampled using a random stratified sampling frame, to ensure the sampled tenants generally represented the total stock by tenancy type, dwelling type and area. This represents 70% of all tenants.

Darlington Borough Council has ensured that all our tenants and properties are well-represented in the survey results so that the results show an accurate representation of the services we provide to all our customers in all areas. We also endeavour to ensure that returns from all our stock types are achieved. This will enable the ability to break down the results by:

Tenancy Management Patch

Tenancy Type

Property Type

We will also look at the composition of households and enable analysis by looking at the protected and other relevant characteristics of our client profile where we hold the data. These will include:

Age

Ethnicity

Gender

Disability

Household composition (Single, Families, etc)

Tenancy length

#### **e. Summary of Representativeness**

During fieldwork, the interviews achieved were monitored by tenancy type, dwelling type and area to ensure the achieved interviews were broadly representative of the total stock.

#### **f. Weighting Used**

Any variations in interviews achieved compared to the overall stock were addressed by weighting the data based on Tenancy Management Patch, tenancy type and dwelling type.

#### **g. External Contractors**

During 2023 Darlington Borough Council chose BMG Research to assist us in the completion of the tenant perception surveys relating to TP01 – TP12.

BMG are a leading independent provider of market research services to the UK public and social sectors. With over 35 years of experience BMG have over 100 experts and are based in Birmingham, Glasgow and London. For more information about BMG visit: [BMG Research](#)[external link].

Our team worked with BMG and were in regular contact to ensure the smooth running of the

research and that all our tenants' details were fully up to date.

BMG performed all surveying in 2023/24 on our behalf. Tenants were contacted directly by them and were chosen at random. The survey is strictly confidential, and results are fed back to Darlington Borough Council anonymously.

**h. Exclusions**

All relevant stock types and tenant groups have been included and there have been no exclusions undertaken.

**i. Reasons for any failure to meet the required sample size**

Darlington Borough Council achieved the required sample size as set out in the TSM guidelines.

**j. Incentives**

Customers are not offered incentives to take part but Darlington Borough Council strongly encourages our tenants to take part in the surveys as the results help improve overall services.

**k. Other methodological issues impacting on the reported results**

There are no other issues which have impacted on the collection of our Perception TSM's.

**Questionnaires Used**

Darlington Borough Council used the below questions:

12 x regulatory TSM questions.

2 x rent questions

Are you currently, or have in the past 12 months, had problems paying your rent?

You said you had problems paying your rent in the past 12 months, have you contacted the Darlington Borough Council Housing Service for advice and support?

5 x contact questions

How easy or difficult did you find it to make contact using the following means?

Email

Phone

Letter

Social media

Digital tenancy

4 x questions on communication

Overall, how satisfied or dissatisfied are you with the Housing Connect magazine?

Are there any items you would like us to cover in future editions of the magazine?

Overall, how satisfied or dissatisfied are you with the Darlington Borough Council Housing Service website?

Are there any improvements you would like to see on the website?