

Summary of approach to collection of the Tenant Satisfaction Measures Perception Survey

1. Overview

- 1.1 The Regulator of Social Housing (RSH) requires all social housing providers to conduct a tenant perception survey and report on the results to customers and the regulator, to enable customers to scrutinise Plus Dane performance. This report details the approach Plus Dane has adopted to capturing and measuring customer satisfaction as part of the perception survey between April 2024 and May 2025.
- 1.2 Plus Dane aimed to contact approximately **200** Low-Cost Rental Accommodation (LCRA) customers per month to achieve a sample size of **2,400** for 2024/25 against LCRA stock size of 12,689¹. This gives a margin of error of +/- 1.8% at 95% confidence level, which is below the +/- 3% target set by the RSH, which is positive as means there is a smaller margin of error in the achieved sample meaning the results are most likely representative of how all Plus Dane customers perceive us.
- 1.3 The sample achieved for the period 2024/25 was **2,401** out of 12,689 which means 18.92% of customers living in LCRA properties gave their opinion on their perception of Plus Dane Housing.
- 1.4 Plus Dane has not collected feedback from Low-Cost Home Ownership (LCHO) customers as part of this process in 2024/25, as there are less than 1000 homes and therefore are not required to submit performance to the RSH.
- 1.5 Their views are important to us so LCHO customers will be contacted in 2025/26 to take part in a census perception survey containing TSM questions alongside other relevant questions.

2. Survey Questions

- 2.1 A copy of the interview script used for telephone surveys is available in Appendix A. A copy of the email sent to customers inviting them to complete the survey is available in Appendix B.
- 2.2 An additional question was added to the tenant satisfaction measures survey to ask customers 'How easy or difficult do you find dealing with Plus Dane?'
- 2.3 Customers were also asked whether they are happy for their personal details to be shared with Plus Dane following the survey to reduce bias and to comply with Data Protection Legislation. If customers indicated they did not wish for their personal details to be shared, the survey results were shared anonymously with Plus Dane

3. Methodology

A. Summary of achieved sample size (number of responses)

- 3.1 The RSH requires that social housing providers must, as far as possible, generate a sample size for overall satisfaction (TP01) that meets the minimum level of statistical accuracy. Which means at a stock size of 12,689, Plus Dane should aim to achieve an annual TSM survey sample of 985 at a minimum (+/- 3% margin of error at 95% confidence level).

¹ Total number of LCRA properties as of 31 March 2025

- 3.2 The sample size achieved for 2024/25 was 2,401 which gives a statistical accuracy of +/-1.8%, well below the RSH requirements, reducing the potential margin of error in the sample.

B. Timing of Survey

- 3.3 The survey was collected monthly via a rolling survey taking place over the 12 months from 19 April 2024 to 28 March 2025.

C. Collection Method

- 3.4 Plus Dane initially assessed the different available mechanisms for collecting survey feedback. It was deemed inappropriate to gather feedback by face-to face contact, due to the potential for bias which could reduce the honesty of the feedback given. A blended solution of emails and telephone interviews was employed (with the aim of receiving approximately 50% email responses and 50% telephone responses) as it was anticipated that a wider range of customers could be reached utilising this methodology and to prevent digital exclusion of certain groups of customers if surveys were completed by email only.
- 3.5 Following the first-year submission of the 2023/24 data further consideration was given to the methodology, which was retained to allow tracking and comparison of trends in the first two years to allow us to assess the effectiveness of the methodology.
- 3.6 Plus Dane commissioned an independent company, specialising in market research to increase the reliability of the feedback and to provide assurance to customers that their privacy and opinion is taken seriously as customers could chose to answer the survey anonymously if they wished or they could share their details so they could be contacted regarding their feedback. The same research company was utilised in 2024/25, but this will change in 2025/26 after the contract was awarded to a different organisation following a competitive tender process.
- 3.7 An email invite containing the online survey link was sent out to sampled customers who have an email address in the first instance, followed by an email reminder three days later. After another three days, all non-respondents from the online survey phase are added to the telephone survey sample pool to be contacted by M.E.L's in-house call centre.
- 3.8 Contact was attempted up to five times to achieve the monthly sample target of 200. Customers were removed from the sample if they indicated they do not wish to be contacted.
- 3.9 Plus Dane regularly reviews the collection methodology to ensure that the most representative sample of customers is reached and to reduce bias in the survey results.

Table 1. Sample achieved by method

| Method | Count | % |
|-----------|-------|------|
| Telephone | 1322 | 55% |
| Internet | 1079 | 45% |
| Total | 2,401 | 100% |

Table 2: Overall Satisfaction by Collection Method

| | |
|-----------------------|-------|
| Satisfaction by phone | 78.3% |
| Satisfaction by email | 65.5% |

D. Sample Method

- 3.10 Plus Dane provided M.E.L Research with a database of current LCRA stock containing the contact details of all those who have agreed to be contacted to take part in surveys. All those who did not wish to take part in surveys, have been removed from the contact list by both Plus Dane and M.E.L and M.E.L maintained a central repository that was cross-referenced against the sample.
- 3.11 M.E.L sampled customers based on their tenancy start date i.e. those whose tenancy commenced in April could potentially be contacted by M.E.L in April, generating a randomised computer sample. A **census approach** was adopted to ensure that the monthly sample target of 200 was achieved.
- 3.12 Any customers who did not have any contact details – telephone or email are excluded from the sample as M.E.L are unable to contact those customers.
- 3.13 Properties that were not tenanted (usually void) were excluded from the sample.
- 3.14 The overall relevant LCRA tenant population utilised for the purpose of the survey in 2024/25 was 11,929 and the quotas were agreed utilising this sample.
- 3.15 Plus Dane is committed to ensuring that the sample achieved is representative of the LCRA customer base, therefore monthly quotas by area were set by geographical area (Cheshire vs Merseyside), age, housing type, property type and household size. These are represented in the table below:

Table 3. Monthly survey targets/quotas based on the sample

| Tenant perception measures | Relevant tenant population (N=11,929) | | Monthly target (n=200) | |
|----------------------------------|---------------------------------------|-----|------------------------|-----|
| | Count | % | Count | % |
| Housing type | | | | |
| General Needs | 11,324 | 95% | 190 | 95% |
| Sheltered/ Supported/ Extra Care | 605 | 5% | 10 | 5% |
| Area | | | | |
| Cheshire | 4,490 | 38% | 75 | 38% |
| Merseyside | 7,439 | 62% | 125 | 62% |
| Age | | | | |
| 18 to 34 | 1,611 | 14% | 29 | 14% |
| 35 to 64 | 7,040 | 59% | 118 | 59% |
| 65+ | 3,250 | 27% | 53 | 27% |
| Don't know | 28 | 0% | 1 | 0% |
| Property type | | | | |

| | | | | |
|-----------------------|-------|-----|-----|-----|
| Bedsit/Studio/Room | 122 | 1% | 2 | 1% |
| Flat/Maisonette | 2,827 | 24% | 48 | 24% |
| Bungalow | 1,671 | 14% | 28 | 14% |
| House | 7,309 | 61% | 122 | 61% |
| Household size | | | | |
| 0 | 52 | 0% | 1 | 0% |
| 1 | 1,954 | 16% | 33 | 16% |
| 2 | 5,478 | 46% | 92 | 46% |
| 3 | 4,051 | 34% | 68 | 34% |
| 4+ | 394 | 3% | 7 | 3% |

*Percentages may not add up to 100% under each measure due to rounding issues.

E. Summary of the assessment of representativeness of the sample against the relevant tenant population

- 3.16 Although there were measures in place to try and ensure that the survey respondents were representative of the LCRA customer base it is acknowledged that this was sometimes difficult to achieve, and the quotas were occasionally lifted towards the end of the monthly fieldwork to achieve the right sample size. Therefore, Plus Dane and M.E.L have carried out significant analysis to determine whether the sample is or is not representative, as this may have a material impact on the satisfaction scores if it is unrepresentative. If the sample was found to be unrepresentative then the results would potentially require weighting to give a more accurate result.
- 3.17 Table 4 below illustrates the representativeness of the survey sample achieved for 2024/25 against Plus Dane's stock profile.

Table 4. Sample profile vs. stock profile

| Tenant perception measures | Relevant tenant population (N=11,929) | | Annual sample achieved (n=2,402) | |
|-------------------------------------|--|-----|-------------------------------------|-----|
| | Count | % | Count | % |
| Housing type | | | | |
| General Needs | 11,324 | 95% | 2,297 | 96% |
| Sheltered/ Supported/ Extra Care | 605 | 5% | 105 | 4% |
| Area | | | | |
| Cheshire | 4,490 | 38% | 921 | 38% |
| Merseyside | 7,439 | 62% | 1,481 | 62% |
| Age | | | | |
| 18 to 34 | 1,611 | 14% | 245 | 10% |
| 35 to 64 | 7,040 | 59% | 1,380 | 58% |

| | | | | |
|-----------------------|-------|-----|-------|-----|
| 65+ | 3,250 | 27% | 777 | 32% |
| Don't know | 28 | 0% | 0 | 0% |
| Property type* | | | | |
| Bedsit/Studio/Room | 122 | 1% | 14 | <1% |
| Flat/Maisonette | 2,827 | 24% | 644 | 27% |
| Bungalow | 1,671 | 14% | 416 | 17% |
| House | 7,309 | 61% | 1,328 | 55% |
| Household size | | | | |
| 0 | 52 | 0% | 10 | <1% |
| 1 | 1,954 | 16% | 421 | 18% |
| 2 | 5,478 | 46% | 1,149 | 48% |
| 3 | 4,051 | 34% | 747 | 31% |
| 4+ | 394 | 3% | 75 | 3% |

*Percentages may not add up to 100% under each measure due to rounding issues.

- 3.18 Further checks were completed to review TP01: Overall Satisfaction by the stock profile used in the quotas and are demonstrated in Table 4 below. The differences between the relevant tenant population and total survey responses are minimal and were unavoidable after the potential sample had been exhausted.
- 3.19 Based on the checks carried out by both M.E.L and Plus Dane, it is agreed that we are satisfied that the slight differences between the stock profile and the sample profile do not have a material impact on the survey results and therefore weighting has not been applied to the sample.

Table 5 Assessment of representativeness

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| Characteristics | Relevant Tenant Population (Dwelling Units) | Relevant Tenant Population (% Total) | Total Survey Responses | Total Survey Responses (% Total) | Difference | Calculated Satisfaction Score | Number Satisfied |
|--------------------------------|---|--------------------------------------|------------------------|----------------------------------|------------|-------------------------------|------------------|
| LCRA | 11,929 | 100% | 2,401 | 100% | 0% | 72.55% | 1,742 |
| Check: Housing Type | Relevant Tenant Population (Dwelling Units) | Relevant Tenant Population (% Total) | Total Survey Responses | Total Survey Responses (% Total) | Difference | Calculated Satisfaction Score | Number Satisfied |
| General Needs | 11,324 | 95% | 2,296 | 96% | 0.6% | 72.17% | 1,657 |
| Sheltered/Supported/Extra Care | 605 | 5% | 105 | 4% | -0.6% | 80.95% | 85 |
| Total | 11,929 | 100% | 2,401 | 100% | | 72.55% | 1,742 |
| Check: Age Banding | Relevant Tenant Population (Dwelling Units) | Relevant Tenant Population (% Total) | Total Survey Responses | Total Survey Responses (% Total) | Difference | Calculated Satisfaction Score | Number Satisfied |
| 18 to 34 | 1,611 | 14% | 245 | 10% | -4% | 64.90% | 159 |
| 35 to 64 | 7,040 | 59% | 1,380 | 57% | -2% | 68.48% | 945 |
| 65+ | 3,250 | 27% | 776 | 32% | 5% | 82.22% | 638 |
| Total | 11,901 | 100% | 2,401 | 100% | | 72.55% | 1,742 |
| Check: Property Type | Relevant Tenant Population (Dwelling Units) | Relevant Tenant Population (% Total) | Total Survey Responses | Total Survey Responses (% Total) | Difference | Calculated Satisfaction Score | Number Satisfied |
| Bedsit/Studio/Room | 122 | 1% | 14 | 1% | 0% | 100.00% | 14 |
| Bungalow | 1,671 | 14% | 416 | 17% | 3% | 81.25% | 338 |
| Flat/Maisonette | 2,827 | 24% | 644 | 27% | 3% | 70.19% | 452 |
| House | 7,309 | 61% | 1,327 | 55% | -6% | 70.69% | 938 |
| Total | 11,929 | 100% | 2,401 | 100% | | 72.55% | 1,742 |
| Check: Area | Relevant Tenant Population (Dwelling Units) | Relevant Tenant Population (% Total) | Total Survey Responses | Total Survey Responses (% Total) | Difference | Calculated Satisfaction Score | Number Satisfied |
| Cheshire | 4,490 | 38% | 912 | 38% | 0% | 75.00% | 684 |
| Merseyside | 7,439 | 62% | 1,463 | 61% | -1% | 71.02% | 1,039 |
| Unknown | 0 | 0% | 26 | 1% | 1% | 73.08% | 19 |
| Total | 11,929 | 100% | 2,401 | 100% | | 72.55% | 1,742 |
| Check: Property Household Size | Relevant Tenant Population (Dwelling Units) | Relevant Tenant Population (% Total) | Total Survey Responses | Total Survey Responses (% Total) | Difference | Calculated Satisfaction Score | Number Satisfied |
| 0 | 52 | 0% | 10 | 0% | 0% | 100.00% | 10 |
| 1 | 1,954 | 16% | 421 | 18% | 2% | 78.15% | 329 |
| 2 | 5,478 | 46% | 1,149 | 48% | 2% | 71.37% | 820 |
| 3 | 4,051 | 34% | 746 | 31% | -3% | 71.18% | 531 |
| 4+ | 394 | 3% | 75 | 3% | 0% | 69.33% | 52 |
| Total | 11,929 | 99% | 2,401 | 100% | | 72.55% | 1,742 |

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F. Any weighting applied to generate the reported perception measures

- 3.18 No weighting has been applied to the reported perception measures in accordance with the checks carried out above.

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

- 3.19 M.E.L Research were commissioned by Plus Dane to carry out the following functions:
- Generate sample consistent with the LCRA stock profile and characteristics, fulfilling the sample requirements set by the Regulator of Social Housing.
 - Contact Plus Dane LCRA customers via telephone and email to complete interviews.
 - Real time reporting of any urgent expressions of dissatisfaction/feedback that require immediate attention.
 - Provide monthly call outcome reports
 - Reporting monthly performance via an online dashboard to monitor TSM results and representativeness of surveys.
 - Provide an assurance report on methodology to ensure it is consistent with regulatory requirements.
- 3.20 M.E.L Research is an independent market research company that are ISO 9001:2015 (Quality Management Systems) accredited and ISO 20252:2019 (Market, opinion and social research, including insights and data analytics). All interviewers operate within IQCS (Interviewer Quality Control Scheme) guidelines and that MRS (Market Research Society) customer care standards are met.
- 3.21 The contract to deliver the above functions was recently awarded to Acuity Research & Practice after a competitive tender process and they will begin delivery of the TSM survey programme in 2025/26.

H. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with a broad rationale for their removal

- 3.21 No tenant households have been removed due to exceptional circumstances described in paragraph 63.

I. Reasons for any failure to meet the required sample size requirements summarised in Table 5

- 3.22 Required sample size achieved.

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

- 3.23 No incentives were offered to customers to encourage survey completion.

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

- 3.24 There are no methodological issues that are expected to have a material impact on the tenant perception measures reported.
- 3.25 As detailed above there were sometimes difficulties in encouraging customers to respond to the survey when sent via email, which is why the sample has slightly higher telephone surveys completed in comparison to 2023/24, although the same methodology was utilised. The methodology will be subject to another review in 2025/26 as we have engaged a new subject matter expert contractor to facilitate the delivery of the survey. We want to ensure that customers are given the opportunity to voice their perception of Plus Dane, whilst minimising the risk of survey fatigue.

L. If the provider has undertaken any tenant perception surveys which include TSM questions but has not included these responses in the calculation of the TSMs. A rationale for why this information has been excluded must be provided

- 3.25 Plus Dane has not undertaken any other tenant perception surveys this year.

M. Information on any visual features used alongside the required response options.

- 3.26 No visual features have been used alongside the required response options.

4. Conclusion

- 4.1 As far as reasonably possible Plus Dane has endeavoured to reduce potential bias and ensure the survey sample is representative of the relevant customer base, this is evidenced by the continual review and refining of the methodology.
- 4.2 The 2025/26 survey has commenced via Acuity, after consultation with Acuity the open-ended questions have been amended to capture additional insight through sentiment analysis.