

Summary of 2025/26 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.
- 1.2 As noted in the Summary of Approach report 2024/25 Plus Dane commissioned Acuity Research & Practice Ltd at the start of the financial year 2025/26 following a competitive tender process in 2025 to act upon our behalf to deliver the Tenant Satisfaction Measure's (TSMs) perception survey.
- 1.3 Plus Dane has delivered the survey on a rolling monthly basis since we started collecting feedback in accordance with the TSM methodology. Due to the contract implementation process there was no surveys collected in April and May 2025 and the survey collection began in June 2025. We aim to achieve a sample size of approximately **2,400** Low-Cost Rental Accommodation (LCRA) customers, in line with previous years, meaning we aimed to contact approximately **240** LCRA customers a month.
- 1.4 The achieved sample size was **2,383** LCRA customers, against LCRA stock size of 12,684¹. 18.8% of LCRA customers gave their opinion this year on their perception of Plus Dane. Under the technical guidance we are required to survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 3%. This sample gives a margin of error of ±1.8% was achieved, which is a greater level of accuracy than required by the Regulator of Social Housing (RSH).
- 1.5 Plus Dane has also collected feedback from Low-Cost Home Ownership (LCHO) Customers, as part of a one-off census survey in November 2025 based on the TSM perception methodology. As there are less than 1000 LCHO customers (874) it is not required to be included in the TSM return to the RSH. However, we have chosen to publish these on our website, and the results have been directly discussed with customers through our Customer Voice Framework (Our Customer Assurance Panel and Leaseholder Forum).

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.

¹ Total number of LCRA properties as of 31 March 2026

- 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?'. Acuity also ask for open ended feedback on Overall satisfaction, Home is Safe and Positive Contribution to Neighbourhood, to give more detailed insight into perception to identify areas for improvement and to track customer sentiment.
- 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 indicate they do not wish for their personal details to be shared, the survey results are shared anonymously.

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).
- 3.2 The sample size achieved for 2025/26 was 2,383 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 which took place over a 10 month period from 9 June 2025 to 23 March 2026.

C. Collection Method

- 3.4 Initially, Plus Dane agreed with Acuity to retain a blended survey methodology of 50% telephone interviews and 50% online responses. This approach was considered the most effective way to support honest feedback, reduce the risk of bias, broaden accessibility and mitigate digital exclusion. Although the previous contractor had highlighted in February 2025 that email response rates were becoming increasingly difficult to achieve, it was considered appropriate to retain the same methodology at the outset of 2025/26 to maintain year-on-year comparability, in line with Board expectations.
- 3.5 Following the first two months of fieldwork, Acuity advised that achieving a 50% response rate through email was not proving sustainable. They reported that this was requiring repeated reminders and risked exhausting the available sample, with the potential to generate customer frustration or disengagement. Based on response patterns across their wider client base, Acuity recommended revising the methodology to 75% telephone interviews and 25% online responses. This proposal was considered by the Customer Assurance Panel and Board, who agreed that the change was reasonable and proportionate in light of the issues identified. The revised approach was implemented in November 2025.

Table 1: Sample achieved by approach

Method	Sample achieved by method	%	Satisfaction by Collection Method
Telephone	1,404	59%	80.6%
Internet	979	41%	68.9%
Total	2,383	100%	75.8%

- 3.6 Plus Dane commissioned an independent company (Acuity Research & Practice Ltd), 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.
- 3.7 An email invite containing the online survey link is 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 Acuity's in-house call centre.
- 3.8 Contact will be attempted up to five times to attempt to achieve the monthly sample target of 240. Customers will be removed from the sample if they indicate 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.

D. Sample Method

- 3.10 Plus Dane provide Acuity 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 do not wish to take part in surveys, were removed from the contact list.
- 3.11 A sample approach was used for fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or SMS. The survey is carefully scripted to ensure a professional and consistent process.
- 3.12 Households who had opted out of surveys, or for whom no valid contact details (telephone or email) available, were excluded from the sample frame.
- 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 2025/26 was 12,176 and this is reflected in the quotas put into place to support the survey to be representative of the LCRA customer base.
- 3.15 Plus Dane is committed to ensuring that the sample achieved is representative of the LCRA customer base, therefore quotas by area were set by geographical area (Cheshire vs Merseyside), age, housing type, property type and household size.

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. Therefore, Plus Dane and Acuity 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 Checks were completed to assess the sample achieved against the relevant tenant population. The differences between the relevant tenant population and total survey responses are minimal and were unavoidable after the potential sample had been exhausted. Based on the checks carried out by Acuity and Plus Dane, it is agreed that we are satisfied that the slight differences between stock profile and 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

Tenant perception measures	Relevant tenant population		Annual sample achieved		Number Satisfied	Calculated satisfaction score
	(N=12,176)		(N=2,383)			
	Count	%	Count	%		
Housing type						
General Needs	11,505	94.5%	2299	96.0%	1722	75.4%
Sheltered/ Supported/ Extra Care	671	5.5%	84	4.0%	73	88.0%
Area						
Cheshire	5,978	49.1%	965	40.0%	750	78.0%
Merseyside	6,198	50.9%	1,418	60.0%	1045	74.3%
Gender						
Woman	8,006	65.8%	1,548	65.0%	1155	75.0%
Man	4,143	34.0%	832	34.9%	637	77.4%
Non-Binary	1	0.01%	0	0.0%	N/A	N/A
Transgender	6	0.05%	3	0.1%	3	100.0%
Unknown	20	0.2%	0	0.0%	N/A	N/A
Age						
0 - 24	155	1.3%	36	2%	30	85.7%
25 - 34	1188	9.8%	233	10%	167	71.7%
35 - 44	2277	18.7%	450	19%	285	63.6%
45 - 54	2295	18.8%	422	18%	293	69.6%
55 - 59	1334	11.0%	265	11%	198	75.6%
60 - 64	1300	10.7%	261	11%	203	78.1%
65 - 74	1961	16.1%	367	15%	308	84.6%
75 - 84	1245	10.2%	284	12%	251	90.0%
85 +	421	3.5%	65	3%	60	92.3%
Ethnicity						
Asian	261	2.1%	62	2.6%	42	77.6%
Black	449	3.7%	107	4.5%	83	67.7%
Mixed Ethnicity	222	1.8%	40	1.7%	25	64.1%
Other	275	2.3%	57	2.4%	43	79.6%
Unknown / Refused	2,284	18.8%	360	15.1%	277	77.4%
White	8,685	71.3%	1757	73.7%	1325	75.8%
Property type						
Bedsit/Studio/Room	115	0.9%	10	0.4%	8	80.0%
Flat/Maisonette	3,030	24.9%	592	24.9%	441	74.8%
Bungalow	1,683	13.8%	489	20.5%	395	81.8%
House	7,348	60.3%	1,292	54.2%	951	74.1%
Household size						
0	47	0.4%	6	0.3%	4	66.7%
1	2,092	17.2%	432	18.1%	325	75.8%

2	5,615	46.1%	1,154	48.4%	893	77.7%
3	4,030	33.1%	722	30.3%	522	73.1%
4+	392	3.2%	69	2.9%	43	70.5%
Disability						
No	7377	60.6%	1106	46.4%	833	75.9%
Yes	4799	39.4%	1277	53.6%	962	75.8%
Length of tenancy						
<1 year	759	6.2%	136	5.7%	114	84.4%
1-3 years	1608	13.2%	434	18.2%	329	76.9%
4-5 years	1252	10.3%	249	10.4%	90	72.6%
6-10 years	2612	21.5%	504	21.1%	352	70.3%
11-20 years	3472	28.5%	596	25.0%	442	74.5%
Over 20 years	2473	20.3%	464	19.5%	189	81.8%
Sexual Orientation						
LGBTQ+	122	1.0%	41	1.7%	28	68.3%
Heterosexual	6604	54.2%	1354	56.8%	1003	74.7%
Other	7	0.1%	2	0.10%	1	50.0%
Prefer not to say	890	7.3%	154	6.5%	119	78.3%
Prefer to self describe	6	0.0%	1	0%	1	100.0%
Unknown	4547	37.3%	831	34.9%	643	77.7%

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 Acuity 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 online (email and SMS) 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.

3.18 Acuity Research & Practice Ltd is an accredited independent market research company, that conduct interviews in accordance with the Market Research Society Code of Conduct.

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

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.

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 LCRA tenant perception surveys this year. All LCRA surveys have been included in the calculations.

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 throughout the survey year.

Questionnaire & Introductory Text



Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare [Survey Length] minutes to go through the survey with me now?

IF NO ASK: can I call back at another time?

No appointments after [Project End Date]

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by [Organisation Name] and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact [Organisation Name] by email [Email Address] or by phone [Telephone Number].

NB: Data sharing if challenged –

“Your landlord will, from time to time, share your personal data with third parties for *legitimate interests*. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord’s website.

You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from our system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that [Organisation Name] provides. [Organisation Name] will be able to identify you from your survey responses, are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No