

TSM LCHO Summary of Tenant Perception Measure Survey Approach - Karbon Group

A. Summary of achieved sample size

Based on the total number of responses to TP01 (taking everything into account, how satisfied or dissatisfied are you with the service provided) the sample size achieved did not meet the requirements for our population (see table below).

Population as at 31 st March 2025	Required minimum statistical accuracy	Number of responses required	Number of unweighted responses achieved*	Achieved statistical accuracy based on TP01 satisfaction level* in 2025-26
1,156	+/-5%	289	223	<u>+/- 5.90</u>

*See section F for details

B. Timing of the survey

The LCHO tenant perception survey was carried out between September and November 2025. This approach was chosen due to the relatively small number of responses required and to avoid survey fatigue.

C. Collection method(s)

Collection method	Total unweighted responses to TP01	% of sample
Telephone	111	49.8%
Internet/Online	112	50.2%
Postal	0	0.0%
Total	223	100.0%

A mixed method approach was carried out by external research provider [Acuity Research & Practice Ltd](#), PO Box 395, Umberleigh, EX32 2HL. 46 postal surveys were initially sent to customers who we had no contact details for. Then 766 emails were sent to customers to complete an online survey, where we had known email addresses and 135 SMS surveys were sent where we had a mobile number but no email address. Telephone surveys were then undertaken with the remaining customers to maximise participation.

The rationale for using a mixed method for survey collection is due to a number of factors:

- encourages maximum participation.
- removes potential barriers for customers to respond.
- enables participation from customers without digital access.

- allows opportunity for our customers to provide qualitative feedback.
- any issues including incorrect telephone numbers or language barriers preventing customers from participating could be quickly identified.

The LCHO TPM survey was carried out by post, telephone and online between September to November 2025. To maximise survey completions, a number of techniques were applied:

- All customers who had not opted out of survey participation and whose telephone numbers we hold were contacted in two stages, each with a maximum of five call attempts at different times of the day.
- Calls were made using local area codes that appear when Acuity called.
- Customers were offered convenient appointments times for a call back or online methods to complete survey.
- Translation services were offered for customers who first language is not English.
- Targeted emails before and during the survey fieldwork were sent on two occasions directly from Karbon to all LCHO customers with a valid email address promoting the survey and encouraging participation.
- Acuity sent out postal surveys during the w/c 8 September. Acuity then sent texts during the w/c 8 September and direct emails during the w/c 15 September. With telephone surveys starting on the 13 October to boost responses.

Information is available online about our approach to [surveying our customers](#).

D. Sample Method

For providers with fewer than 2,500 LCHO properties a confidence interval (margin of error) of +/-5% is required (based on a confidence level of 95%). Based on Karbon Groups' LCHO stock size of just over 1,156 homes, this meant securing a sample of 289 responses.

Census sampling was used to survey customers due to the small sample available. This sample was reduced further by 133 customers who opted out of survey participation. Customers were contacted by Acuity Research & Practice Ltd through post, telephone, text and email to ensure maximum participation.

A total of 223 Karbon Group customers responded to the survey between September and November. The following table illustrates that whilst the required sample was reached for Leazes, it was not for Karbon Homes customers (41 fewer than required) or 54North customers (25 fewer than required). As the required sample size was not achieved, the results were weighted based on organisation size to ensure the results are accurate for the stock.

2025/26	Stock Count	% of stock	Customer Opt Outs	Available population	Surveys required	Unweighted surveys completed
Karbon Association	985	85.2%	126 (12.8%)	859	246	205
54North	162	14.0%	7 (4.3%)	155	40	15
Leazes	9	0.8%	0	9	3	3
Total (Karbon Group)	1,156	100.0%	133 (11.5%)	1,023	289	223

E. Summary of the assessment of representatives of the sample against relevant population

Analysis was undertaken to ensure the completed surveys were representative of the customer population, based on age band, local authority, and property type. The sample of completed surveys was underrepresented in all categories due to the required sample size not being achieved. However, the results have been weighted for Group to ensure they are as close to the customer base as possible.

The tables below provide a comparison of our survey sample vs our customer population, across all the characteristics included in the analysis.

Age band	LCHO Population	LCHO TSM sample 2025-26
17-24	4.4%	7.2%
25-34	18.2%	8.5%
35-44	17.0%	10.8%
45-54	13.8%	12.6%
55-59	7.1%	8.1%
60-64	8.6%	9.9%
65-74	13.7%	21.5%
75-84	9.9%	13.5%
85+	6.2%	7.2%
Data not available	1.1%	0.9%

Local Authority	LCHO Population	LCHO TSM Sample 2025-26
Barnsley Metropolitan Borough Council	1.1%	0.0%
City of York Council	1.7%	0.0%
Darlington Borough Council	0.3%	0.0%
Durham County Council	3.7%	3.6%
East Riding of Yorkshire Council	9.8%	6.3%
Gateshead Council	11.7%	15.2%
Hambleton District Council	2.1%	0.4%
Harrogate Borough Council	3.7%	0.4%
Leeds City Council	8.2%	3.1%

Middlesbrough Council	1.6%	0.9%
Newcastle City Council	12.0%	15.2%
North Tyneside Council	8.0%	9.9%
North Yorkshire Council	0.3%	0.0%
Northumberland County Council	15.3%	22.9%
Ryedale District Council	3.2%	1.3%
Scarborough Borough Council	2.4%	2.2%
Selby District Council	1.6%	0.9%
South Tyneside Council	3.8%	4.0%
Stockton on Tees Borough Council	3.0%	3.1%
Sunderland City Council	1.7%	1.8%
Wakefield Metropolitan District Council	4.6%	3.1%
Data not available	0.0%	5.4%

Property type	LCHO Population	LCHO TSM Sample 2025-26
Bungalow	12.3%	21.5%
Flat	17.7%	22.9%
House	70.0%	55.6%

F. Weighting applied to generate the reported perception measures

Weightings	Stock size	Weighting (%)
Karbon Association	985	85.2%
54North	162	14.0%
Leazes	9	0.8%
Total (Karbon Group)	1,156	100.0%

Using the above stock figures submitted in the 2024-25 Statistical Data Return (SDR), we weighted the perception measures based on entity to ensure they were representative of the stock.

Due to the way the data needs to be entered into the Regulator's template, these weightings have been applied to the raw response data rather than the final percentage figure.

G. The role of named contractor in collecting, generating or validating the reported perception measures

Acuity Research & Practice Ltd carried out the telephone and online surveys on behalf of Karbon Group, ensuring that required sample sizes were met. Responses were validated and shared with Karbon Group. Weightings were also checked by Acuity prior to submission.

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

No customers were excluded from the survey.

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

The required sample of 246 surveys for Karbon Association was not met, with 205 achieved. Karbon Association stock is 985 with 13% opt outs reducing the pool of customers to survey. The required sample of 40 surveys for 54North was not met, with 15 achieved, with 4% of customers opting out of surveys. Further details explaining this is set out in sections C and D.

At Karbon Group level we were 66 surveys short of the required 289. A confidence interval (margin of error) of +/-5.9% was achieved rather than the required +/-5%.

J. Type and amount of incentives offered

Incentives were offered for survey completion. Customers were able to opt in to a prize draw for two £50 shopping vouchers. To ensure there was no bias, Acuity randomly selected two LCHO customers. Digital shopping vouchers were then sent to customers. Incentives were offered to maximise survey participation.

K. Any other methodological issues

Due to the way the data needs to be entered into the Regulator's template, the raw response rates were weighted based on entity to ensure the sample was representative of the stock.

We had an increase in online responses this year compared to telephone responses which may have impacted our satisfaction scores.

Although we used a census approach to sampling, we did not achieve the required sample size, of +/- 5%. The lower response rate may have impacted our satisfaction scores.

L. Any tenant perception surveys which include TSM questions which are not included responses in the calculation of the TSMs

No other surveys carried out by the Karbon Group include TSM questions.

M. Information on visual features

Visual features were not used in the LCHO survey.

N. Lessons Learnt

From our learnings from the previous year, for the 2025-26 survey we used a census approach using a multi-method approach including email, text, telephone and postal options. Promotion of the survey was communicated to LCHO customers in advance of the fieldwork and during the survey period. Incentives to complete the survey were also utilised to encourage customers to complete the survey.

We have liaised with other housing providers to understand best practice on ensuring surveys are representative when there is a low pool of customers to survey.

We have created an action plan based on the feedback to improve service delivery and help improve customer satisfaction. We will also be feeding back to our LCHO

customers about their responses and the actions we have put in place following the survey. We are also carrying out focus groups to get a better understanding of customers experience and areas for improvement.

As with previous years, we have faced the same difficulty in 2025-26 of reaching the required sample for the LCHO survey. We continue to have concerns around achieving this for 2026-27 due to needing to contact the same customers for feedback, risking survey fatigue and possible complaints.

TSM Survey Questions Asked 2025-26

Question Number	Question Wording	Customer Base	Response Options
Introductory Wording	<p>Hello, may I speak to [Resident Name]</p> <p>My name is [INTERVIEWER NAME]</p> <p>I'm calling on behalf of Karbon Homes, we are carrying out telephone surveys with RESP_DESCRIPTION to find out how satisfied you are with your home and with the housing services that you receive from them.</p> <p>The survey will take around 12 minutes. Would it be ok to go through the survey with you now? IF NO: could I call back at another time?</p> <p>Before we start, I need to make you aware that I work for an independent research agency called Acuity, working on behalf of Karbon Homes. All calls will be recorded for training and quality purposes, and we are bound by the Market Research Society Code of Conduct. Any information that you give us will be treated in confidence, only shared with Karbon Homes and will be used to find ways of improving the service that Karbon Homes provides.</p> <p>The survey will be used to calculate annual tenant satisfaction measures to be published by Karbon Homes and reported back to the Regulator of Social Housing.</p> <p>Karbon Homes will be able to identify you from your survey response, are you happy to continue?</p> <p>If resident would like to check the validity of the survey - contact Karbon Tel: 0808 164 0111 or Email: info@karbonhomes.co.uk</p>	LCRA and LCHO	
TP01	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Karbon Homes?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP01A	Please describe your specific experiences that have shaped your view of Karbon Homes' service.		Open Ended

TP02A	Has Karbon Homes carried out a repair to your home in the last 12 months?	LCRA only	Yes, No
TP02	(If yes to TP02A) How satisfied or dissatisfied are you with the overall repairs service from Karbon Homes over the last 12 months?		Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP03	(If yes to TP02A) How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	LCRA only	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP02/TP03B	Tell us more about your experience with the repairs service over the last 12 months.	LCRA only	Open Ended
TP04	How satisfied or dissatisfied are you that Karbon Homes provides a home that is well maintained?	LCRA only	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP05	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Karbon Homes provides a home that is safe?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP10	Do you live in a building with communal areas, either inside or outside, that Karbon Homes is responsible for maintaining?	LCRA and LCHO	Yes, No, Don't Know
TP10A	(If yes to TP10) How satisfied or dissatisfied are you that Karbon Homes keeps these communal areas clean and well-maintained?		Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP04/TP05/TP10B	Share your views on the safety and maintenance of your home and communal areas.	LCRA and LCHO	Open Ended
TP11	How satisfied or dissatisfied are you that Karbon Homes makes a positive contribution to your neighbourhood?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very

			dissatisfied, Not applicable / Don't know
TP11A	Share your views on your landlord's contribution to your neighbourhood.		Open Ended
TP12	How satisfied or dissatisfied are you with Karbon Homes's approach to handling anti-social behaviour?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP12A	Give us your thoughts on Karbon Homes' approach to handling anti-social behaviour.		Open Ended
TP12B	Have you ever reported a case of anti-social behaviour to Karbon Homes?		Yes - In the last 12 months, Yes - More than 12 months ago, No
TP06	How satisfied or dissatisfied are you that Karbon Homes listens to your views and acts upon them?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP07	How satisfied or dissatisfied are you that Karbon Homes keeps you informed about things that matter to you?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP08	To what extent do you agree or disagree with the following 'Karbon Homes treats me fairly and with respect'?	LCRA and LCHO	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
TP06/TP07/TP08A	Describe your experience with the customer service and communications you receive.	LCRA and LCHO	Open Ended
	How satisfied or dissatisfied are you that your rent provides value for money?	LCRA and LCHO	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

TP09A	Have you made a complaint to Karbon Homes in the last 12 months?	LCRA and LCHO	Yes, No
TP09	(If yes to TP09A) How satisfied or dissatisfied are you with Karbon Homes's approach to complaints handling?		Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP09B	Please describe your experience of how complaints are handled.		Open Ended
Permission	If necessary, does Karbon Homes have your permission to contact you about your feedback today?	LCRA and LCHO	Yes, No
Call Back	You have indicated in the survey you are dissatisfied in one or more areas. Would you like a call back from Karbon Homes staff to discuss this?	LCRA and LCHO	Yes, No
Damp	Has the resident mentioned anything about damp and mould at any point in this survey? If the resident mentioned anything with regards to damp and mould in the previous question. Please just write down what they have told you.	LCRA and LCHO	Yes, No
Survey ending	We have now come to the end of the survey. Just to confirm my name is _____ and I've been calling from Acuity on behalf of Karbon Homes, thank you very much for your time in completing the survey. IVR Note: If resident asks for contact details to check this is a genuine piece of market research: Acuity – Tel: 01273 287114, alternatively The Market Research Society (of which Acuity is a member) Tel: 0800 975 9596	LCRA and LCHO	

The questions highlighted in orange in the table above are extra follow up questions we chose to add to gain further feedback from our customers to improve our service delivery.