

TSM LCHO Summary of 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 by Karbon Homes) the sample size achieved did not meet the requirements for our population (see table below).

Population as at 31 st March 2024	Required minimum statistical accuracy	Number of responses required	Number of responses	Achieved statistical accuracy based on TP01 satisfaction level* in 2024-25
1,046	+/-5%	282	222	<u>+/-5.84</u>

*See section F for details

B. Timing of the survey

The LCHO survey was carried out between September and November 2024. 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 responses to TP01	% of sample
Telephone	165	74%
Internet/Online	57	26%
Total	222	100%

Most surveys were carried out via telephone by [Acuity Research & Practice Ltd](#), PO Box 395, Umlerleigh, EX32 2HL. Acuity used local area codes to encourage customers to answer the telephone. Acuity also offered customers to complete surveys online by sending a link to an online survey through email and text. Information is available online about our approach to [surveying our customers](#).

The rationale for the main chosen survey collection method (telephone) is due to a number of factors:

- high response rates are achieved via this method.
- we hold the greatest number of contact details for this communication method.
- enables participation from customers without digital access.
- allows for greater context and explanation to the survey.
- allows opportunity for our customers to provide qualitative feedback.
- enables a more personal approach.

The LCHO TPM survey was carried out by telephone and online between September to November 2024. To maximise survey completions, a number of techniques were applied:

- a. The fieldwork period was extended from an initial three week to a total seven week period.
- b. 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.
- c. Calls were made using local area codes that appear when Acuity called.
- d. Customers were offered convenient appointments times and online methods to complete survey.
- e. Acuity also sent out direct emails and texts in two stages (w/c 21 October and 4 November) with an online survey link to boost responses.
- f. Targeted emails were sent on two occasions directly from Karbon to all LCHO customers with a valid email address promoting the survey and encouraging participation. The emails opened data in the table below illustrates the difficulties reaching this customer group with just over half opening the email.

2024/25		Emails sent	Emails opened
Karbon & Leazes	Initial email (12 October)	297	189 (64%)
	Reminder email (1 November)	296	174 (59%)
54NH	Initial email (12 October)	323	166 (51%)
	Reminder email (1 November)	317	194 (61%)

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 1,046 homes, this meant securing a sample of 282 responses.

Census sampling was used to survey customers due to the small sample available. This sample was reduced further by 72 customers who have opted out of survey participation. Customers were contacted by Acuity Research & Practice Ltd through telephone and email to ensure maximum participation.

A total of 222 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 (46 fewer than required) or 54North customers (14 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.

2024/25	Stock Count	% of stock	Customer Opt Outs	Available population	Surveys required	Surveys completed
Karbon Association	900	86.0%	68	832	242	196
54North	137	13.1%	4	133	37	23
Leazes	9	0.9%	0	9	3	3
Total (Karbon Group)	1,046	100.0%	72	974	282	222

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 were 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 2024-25
17-24	6.4%	1.8%
25-34	14.6%	13.5%
35-44	14.6%	15.3%
45-54	12.8%	8.6%
55-59	7.8%	9.9%
60-64	7.8%	7.7%
65-74	13.9%	17.1%
75-84	10.0%	9.9%
85+	7.5%	6.8%
Data not available	4.6%	9.5%

Local Authority	LCHO Population	LCHO TSM sample 2024-25
Barnsley Metropolitan Borough Council	1.4%	2.7%
City of York Council	1.8%	1.4%
Darlington Borough Council	0.4%	0.0%
Durham County Council	4.3%	2.3%
East Riding of Yorkshire Council	9.3%	8.1%
Gateshead Council	13.2%	14.4%
Hambleton District Council	1.1%	0.9%
Harrogate Borough Council	4.3%	3.6%
Hartlepool Borough Council	0.0%	0.0%

Leeds City Council	6.8%	5.4%
Middlesbrough Council	1.8%	0.0%
Newcastle City Council	12.5%	12.2%
North Tyneside Council	7.8%	6.8%
Northumberland County Council	17.1%	20.7%
Ryedale District Council	3.6%	1.8%
Scarborough Borough Council	1.1%	0.9%
Selby District Council	1.8%	1.8%
South Tyneside Council	4.3%	3.6%
Stockton on Tees Borough Council	3.2%	3.2%
Sunderland City Council	1.8%	2.7%
Wakefield Metropolitan District Council	2.8%	2.3%
Data not available	0.0%	5.4%

Property type	LCHO Population	LCHO TSM sample 2024-25
Bungalow	13.6%	16.2%
Flat	20.0%	25.7%
House	66.4%	58.1%

F. Weighting applied to generate the reported perception measures

Weightings	Stock size	Weighting (%)	Surveys required	Surveys achieved
Karbon Association	900	86.0%	242	196
54North	137	13.1%	37	23
Leazes	9	0.9%	3	3
Total (Karbon Group)	1,046	100.0%	282	222

Weighting was applied to the responses to ensure they were representative of the stock, as the required sample size was not achieved. The weighting was based on entity, where the surveys were weighted based on the below stock size for each organisation.

The NROSH helpline was contacted for support when submitting the results – we were advised to input the raw weighted data onto the NROSH site, however this was not possible as the raw data is the same for the weighted and unweighted figures as a calculation was used to work out the weighted results, as advised by our survey provider, Acuity.

The calculation method used for TP01 as an example is set out here:

This method considers the population size of each subsidiary as the weight.

1. Weight for each subsidiary:

- 54North: $137/1046 = 0.13$
- Karbon: $900/1046 = 0.86$
- Leazes: $9/1046 = 0.01$

2. Multiply each score by its weight:

- 54North weighted score: $52.2\% \times 0.13 = 6.8\%$
- Karbon weighted score: $67.7\% \times 0.86 = 58.2\%$
- Leazes weighted score: $66.67\% \times 0.01 = 0.7\%$

3. Add the weighted scores:

Weighted Score = $6.8\% + 58.2\% + 0.7\% = 65.7\%$

Both weighted and unweighted figures have been published on our website. The below shows the difference between the weighted and unweighted figures for each tenant perception measure.

TPM Question	Karbon Group unweighted figures % satisfied/agree	Karbon Group weighted figures % satisfied/agree
TP01 – Taking everything into account, how satisfied or dissatisfied are you with the service provided by Karbon Homes?	66.1%	65.7%
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?	86.5%	86.4%
TP06 - How satisfied or dissatisfied are you that Karbon Homes listens to your views and acts upon them?	47.3%	47.3%
TP07 - How satisfied or dissatisfied are you that Karbon Homes keeps you informed about things that matter to you?	74.1%	74.0%
TP08 - To what extent do you agree or disagree with the following 'Karbon Homes treats me fairly and with respect'?	74.7%	74.7%
TP09 - Have you made a complaint to Karbon Homes in the last 12 months?	41.9%	42.3%
TP10 - How satisfied or dissatisfied are you that Karbon Homes keeps these communal areas clean and well-maintained?	65.1%	64.4%
TP11 - How satisfied or dissatisfied are you that Karbon Homes makes a positive contribution to your neighbourhood?	44.8%	43.3%
TP12 - How satisfied or dissatisfied are you with Karbon Homes's approach to handling anti-social behaviour?	45.7%	45.1%

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 242 surveys for Karbon Association was not met, with 196 achieved. Karbon Association stock is 900 with 8% opt outs reducing the pool of customers to survey. The required sample of 37 surveys for 54North was not met, with 23 achieved, with 3% of customers opting out of surveys. Further details explaining this is set out in sections C and D.

At Karbon Group level we were 60 surveys short of the required 282. A confidence interval (margin of error) of +/-5.84% was achieved rather than the required +/-5%.

J. Type and amount of incentives offered

No incentives were offered for survey completion.

K. Any other methodological issues

The NROSH site only allowed for unweighted results to be uploaded as a formula was used to calculate the weighted results based on entity. See section F above for an explanation and the calculation used.

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

With the difficulty of reaching the required sample experienced for the 2024-25 LCHO survey, we have concerns around achieving this for 2025-26 due to needing to contact the same customers for feedback, risking survey fatigue and possible complaints.

From our learnings, for the 2025-26 survey alongside Acuity's guidance we will take a census approach using a multi-method approach including email, text, telephone and postal options. Promotion of the survey will be communicated to LCHO customers in advance of the fieldwork and consideration will also be given to offering

incentives to complete the survey (such as a random prize draw of two x £50 gift vouchers), which will hopefully boost completion numbers.

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.

TSM Survey Questions Asked 2024-25

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
TP01A	What is the main reason for your answer when it comes to overall satisfaction?	
TP02A	Has Karbon Homes carried out a repair to your home in the last 12 months?	LCRA only
TP02	(If yes to TP02A) How satisfied or dissatisfied are you with the overall repairs service from Karbon Homes over the last 12 months?	
TP02B	If you are not satisfied with how Karbon Homes deals with repairs and maintenance, please could you explain the reason why?	
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
TP04	How satisfied or dissatisfied are you that Karbon Homes provides a home that is well maintained?	LCRA only
TP04A	Please explain your answer regarding Karbon Homes providing a well-maintained home.	
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
TP05A	Please explain your answer regarding Karbon Homes providing a home that is safe.	
TP10	Do you live in a building with communal areas, either inside or outside, that Karbon Homes is responsible for maintaining?	LCRA and LCHO
TP10A	(If yes to TP10) How satisfied or dissatisfied are you that Karbon Homes keeps these communal areas clean and well-maintained?	

TP11	How satisfied or dissatisfied are you that Karbon Homes makes a positive contribution to your neighbourhood?	LCRA and LCHO
TP11A	Please could you explain your reasons for this? (Neighbourhood contribution)	
TP12	How satisfied or dissatisfied are you with Karbon Homes's approach to handling anti-social behaviour?	LCRA and LCHO
TP12A	Please could you explain your reasons for this? (Handling ASB)	
TP12B	Have you ever reported a case of anti-social behaviour to Karbon Homes?	
TP06	How satisfied or dissatisfied are you that Karbon Homes listens to your views and acts upon them?	LCRA and LCHO
TP06A	Please explain your answer. (Listens & Acts)	
TP07	How satisfied or dissatisfied are you that Karbon Homes keeps you informed about things that matter to you?	LCRA and LCHO
TP07A	Please explain your answer. (Kept Informed)	
TP08	To what extent do you agree or disagree with the following 'Karbon Homes treats me fairly and with respect'?	LCRA and LCHO
TP08A	Please explain your answer. (Fairly & Respect)	
	How satisfied or dissatisfied are you that your rent provides value for money?	LCRA and LCHO
TP09A	Have you made a complaint to Karbon Homes in the last 12 months?	LCRA and LCHO
TP09	(If yes to TP09A) How satisfied or dissatisfied are you with Karbon Homes's approach to complaints handling?	
TP09B	Please could you explain your reasons for this? (Handling complaints)	
Permission	If necessary, does Karbon Homes have your permission to contact you about your feedback today?	LCRA and LCHO
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
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
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.