

TSM LCRA 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 meets the requirements for our population (see table below).

Population as at 31 st March 2024	Required minimum statistical accuracy	Number of responses (unweighted)	Number of responses (weighted)*	Achieved statistical accuracy based on TP01 satisfaction level in 2024-25
31,138	+/-2%	2,986	2,229	<u>+/- 1.71</u>

*See section F for details

B. Timing of the survey

The LCRA survey was carried out on a rolling monthly basis from April 2024 to March 2025. This approach was chosen to minimise seasonal impact on results.

C. Collection method(s)

Collection method	Total unweighted responses to TP01	% of sample
Telephone	2,925	98.0%
Internet/Online	4	0.1%
Face to face	57	1.9%
Total	2,986	100.0%

The majority of surveys were carried out via telephone by [Acuity Research & Practice Ltd](#), PO Box 395, Umberleigh, EX32 2HL. Acuity used local area codes to encourage customers to answer the telephone. Acuity also offered customers to complete surveys online through email. 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.

To enable participation amongst our supported (social and affordable) customers, a small number of in person surveys were carried out by staff using laptops to collect

results via [Snap Survey](#) software. This method was used to address barriers of participation as per paragraph 63 and 64 of the TMS Tenant Survey Requirements guidance document. Surveys were carried out between July – November 2024. A copy of the questionnaire has been provided as part of the submission.

D. Sample Method

A random, computer-generated sample of rented customers whose tenancy anniversary falls within the survey month is created on a rolling monthly basis. The process ensured that customers would not be included in the sample more than once in a 12-month period.

Stratified sampling was based on tenure type (NROSH codes) age bands and local authority.

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

The four categories used, age band, tenure type, local authority and property type, are the most appropriate for showing representation.

Age band	LCRA population	LCRA TSM sample 2024-25
17-24	3.9%	3.6%
25-34	14.4%	12.9%
35-44	17.2%	16.7%
45-54	15.7%	15.4%
55-59	9.0%	9.1%
60-64	8.8%	9.0%
65-74	15.0%	15.1%
75-84	10.7%	9.8%
85+	4.1%	2.9%
Data not available	1.3%	5.5%

Tenure type	LCRA population	LCRA TSM sample 2024-25
Affordable - General Needs	12.6%	17.3%
Affordable - Older Persons	1.5%	1.1%
Affordable - Supported	0.4%	0.3%
Care Home	0.0%	0.0%
Intermediate Rent	3.8%	0.9%
Social - General Needs	76.3%	74.6%
Social - Older Persons	3.2%	4.2%
Social - Supported	2.2%	1.5%

Local Authority	LCRA population	LCRA TSM sample 2024-25
Barnsley Metropolitan Borough Council	0.7%	1.4%
City of York Council	2.2%	4.0%
Darlington Borough Council	0.6%	0.2%
Durham County Council	37.3%	33.0%

East Riding of Yorkshire Council	1.3%	2.7%
Gateshead Council	2.2%	1.6%
Hambleton District Council	0.3%	0.4%
Harrogate Borough Council	0.3%	0.5%
Hartlepool Borough Council	1.3%	1.3%
Kirklees Council	0.0%	0.1%
Leeds City Council	4.3%	9.3%
Middlesbrough Council	0.6%	0.5%
Newcastle City Council	13.7%	10.6%
North Tyneside Council	5.0%	4.0%
Northumberland County Council	20.3%	16.1%
Redcar and Cleveland Borough Council	0.6%	0.4%
Ryedale District Council	0.3%	0.4%
Scarborough Borough Council	0.7%	1.3%
Selby District Council	0.4%	0.5%
South Tyneside Council	5.1%	4.6%
Stockton on Tees Borough Council	0.9%	1.0%
Sunderland City Council	1.7%	1.0%
Wakefield Metropolitan District Council	0.1%	0.1%
Data not available	0.0%	5.1%

Property type	LCRA population	LCRA TSM sample 2024-25
Bedsit	0.4%	0.4%
Bungalow	21.2%	22.1%
Flat	24.9%	27.5%
House	50.3%	47.2%
Maisonette	1.9%	1.8%
Room	1.3%	0.8%
Data not available	0.0%	0.2%

F. Weighting applied to generate the reported perception measures

Weightings	Stock size	Weighting (%)	Surveys required
Karbon Association	27,954	89.8%	2,001
54North	2,422	7.8%	173
Leazes	762	2.4%	55

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 the 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

174 households in total were excluded as per paragraph 64 of the TMS Tenant Survey Requirements guidance document. These were tenant households with significant capacity issues such as people with learning disabilities who are not able to communicate and have 24-hour care and support as well as a number of vulnerable people living in temporary accommodation.

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

In 2024-25 we did not fail to meet the sample size requirements for our population. The required +/-2% margin of error was achieved.

J. Type and amount of incentives offered

No incentives were offered for survey completion.

K. Any other methodological issues

There were no other methodological issues likely to have a material impact on the tenant perception measures reported.

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

We used visual features on the supported housing survey which was completed face to face with internal colleagues to ensure the survey is inclusive and to enable participation for as many customers as possible. A copy of the questionnaire has been provided as part of the submission.

N. Lessons Learnt

We will liaise with Acuity Research and Practice Ltd at various points throughout the year to ensure the sample of customers that are surveyed are representative of the stock.

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 will be using an incentive during 2025-26 to encourage participation from customers who are more difficult to engage with.

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?	
TP09	(If yes to TP09A) How satisfied or dissatisfied are you with Karbon Homes's approach to complaints handling?	LCRA and LCHO
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.