

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

Population as at 31 <sup>st</sup> 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
31,600	+/-2%	2,232	2,994	+/- 1.7

\*See section F for details

### B. Timing of the survey

The LCRA tenant perception survey was carried out on a rolling monthly basis from April 2025 to March 2026. This approach was chosen to minimise seasonal impact on results. It also allows us to listen and respond to customer feedback throughout the year.

### C. Collection method(s)

Collection method	Total unweighted responses to TP01	% of sample
Telephone	2,931	97.90%
Internet/Online	1	0.03%
Face to face	62	2.07%
Total	2,994	100.00%

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](#). Telephone calls were made at different times of the day and interviewers made up to five attempts to survey 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.
- allows representativeness to be easily monitored and controlled.
- we hold the greatest number of contact details for this communication method.
- enables participation from customers without digital access.
- any issues including incorrect telephone numbers or language barriers preventing customers from participating could be quickly identified.

- 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 TSM Tenant Survey Requirements guidance document. Face to face surveys were carried out between July – September 2025. A copy of the questionnaire has been provided as part of the submission.

#### **D. Sample Method**

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A random, computer-generated sample of the whole rented customer stock was carried out, to ensure we reached the required sample for the 2025/26 reporting period. 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, property type and local authority.

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

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Sample representativeness was continuously monitored by Acuity and Karbon Group to allow relevant updates to be made.

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

<b>Age band</b>	<b>LCRA Population</b>	<b>LCRA TSM Sample 2025-26</b>
17-24	3.5%	3.9%
25-34	13.8%	13.2%
35-44	17.4%	19.4%
45-54	15.2%	16.6%
55-59	8.8%	9.6%
60-64	8.8%	9.4%
65-74	14.8%	14.9%
75-84	10.6%	9.8%
85+	4.0%	3.2%
Data not available	3.0%	0.1%

<b>Tenure type</b>	<b>LCRA Population</b>	<b>LCRA TSM Sample 2025-26</b>
Affordable - General Needs	12.9%	16.4%
Affordable - Older Persons	1.5%	1.5%
Affordable - Supported	0.4%	0.4%
Care Home	0.0%	0.0%
Intermediate Rent	4.4%	0.8%
Social - General Needs	75.4%	75.8%
Social - Older Persons	3.2%	3.4%

Social - Supported	2.1%	1.6%
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Local Authority	LCRA Population	LCRA TSM Sample 2025-26
Barnsley Metropolitan Borough Council	0.7%	1.0%
City of York Council	2.3%	3.8%
Darlington Borough Council	0.6%	0.2%
Durham County Council	36.7%	34.1%
East Riding of Yorkshire Council	1.5%	2.2%
Gateshead Council	2.2%	1.7%
Harrogate Borough Council	0.3%	0.5%
Hartlepool Borough Council	1.3%	0.8%
Kirklees Council	0.0%	0.1%
Leeds City Council	4.6%	8.7%
Middlesbrough Council	0.6%	0.3%
Newcastle City Council	13.6%	11.6%
North Tyneside Council	5.1%	4.5%
North Yorkshire Council	1.6%	2.5%
Northumberland County Council	19.9%	16.0%
Redcar and Cleveland Borough Council	0.6%	0.6%
Scarborough Borough Council	0.1%	0.1%
Selby District Council	0.3%	0.4%
South Tyneside Council	5.0%	4.9%
Stockton on Tees Borough Council	0.9%	0.6%
Sunderland City Council	1.7%	1.1%
Wakefield Metropolitan District Council	0.3%	0.3%
Data not available	0.0%	3.9%

Property type	LCRA Population	LCRA TSM Sample 2025-26
Bedsit	0.4%	0.6%
Bungalow	20.9%	22.2%
Flat	24.7%	27.2%
House	50.7%	47.6%
Maisonette	1.9%	2.0%
Room	1.3%	0.4%

#### F. Weighting applied to generate the reported perception measures

Weightings	Stock size	Weighting (%)
Karbon Association	28,279	89.5%
54North	2,574	8.1%
Leazes	747	2.4%
Total (Karbon Group)	31,600	100.0%

Using the stock figures submitted in the 2024-25 Statistical Data Return (SDR), the perception measures have been weighted based on entity to ensure they are representative of the Group 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**

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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**

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211 households in total were excluded as per paragraph 64 of the TSM 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**

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In 2025-26 we achieved the sample size requirements for our population. The required +/-2% margin of error was achieved.

#### **J. Type and amount of incentives offered**

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

#### **K. Any other methodological issues**

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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**

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

#### **M. Information on visual features**

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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**

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We liaised with Acuity Research and Practice Ltd at various points throughout the year to ensure the sample of customers that were surveyed were 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 used an incentive to encourage participation from customers and to try and target under-represented respondents.

Deep dive analysis was undertaken from the feedback to get a wider understanding of areas of dissatisfaction and ways to improve customer satisfaction and service delivery. From the report and internal investigations, improvement actions have been identified across the business to improve service delivery.

**TSM Survey Questions Asked 2025-26**

Question Number	Question Wording	Customer Base	Response Options
<p><b>Introductory Wording</b></p>	<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</p>	<p>LCRA and LCHO</p>	

	<p>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: <a href="mailto:info@karbonhomes.co.uk">info@karbonhomes.co.uk</a></p>		
<b>TP01</b>	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
<b>TP01A</b>	Please describe your specific experiences that have shaped your view of Karbon Homes' service.		Open Ended
<b>TP02A</b>	Has Karbon Homes carried out a repair to your home in the last 12 months?	LCRA only	Yes, No
<b>TP02</b>	(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
<b>TP03</b>	(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

<b>TP02/TP03B</b>	Tell us more about your experience with the repairs service over the last 12 months.	LCRA only	Open Ended
<b>TP04</b>	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
<b>TP05</b>	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
<b>TP10</b>  <b>TP10A</b>	Do you live in a building with communal areas, either inside or outside, that Karbon Homes is responsible for maintaining?  (If yes to TP10) How satisfied or dissatisfied are you that Karbon Homes keeps these communal areas clean and well-maintained?	LCRA and LCHO	Yes, No, Don't Know  Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
<b>TP04/TP05/TP10B</b>	Share your views on the safety and maintenance of your home and communal areas.	LCRA and LCHO	Open Ended

<b>TP11</b>	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
<b>TP11A</b>	Share your views on your landlord's contribution to your neighbourhood.		Open Ended
<b>TP12</b>	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
<b>TP12A</b>	Give us your thoughts on Karbon Homes' approach to handling anti-social behaviour.		Open Ended
<b>TP12B</b>	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
<b>TP06</b>	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
<b>TP07</b>	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

<b>TP08</b>	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
<b>TP06/TP07/TP08A</b>	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
<b>TP09A</b>	Have you made a complaint to Karbon Homes in the last 12 months?	LCRA and LCHO	Yes, No
<b>TP09</b>	(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
<b>TP09B</b>	Please describe your experience of how complaints are handled.		Open Ended
<b>Permission</b>	If necessary, does Karbon Homes have your permission to contact you about your feedback today?	LCRA and LCHO	Yes, No
<b>Call Back</b>	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
<b>Damp</b>	Has the resident mentioned anything about damp and mould at any point in this survey?	LCRA and LCHO	Yes, No

	If the resident mentioned anything with regards to damp and mould in the previous question. Please just write down what they have told you.		
<b>Survey ending</b>	<p><b>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.</b></p> <p>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</p>	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.