

Methodology

Summary Of Approach

This section of the report provides a summary of the survey approach used to generate the tenant perception measures to be published by Bernicia. This is laid out using the headings specified in the Regulator's 'Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements' document.

A) Summary Of Achieved Sample Size

Bernica had 12964 relevant tenant population households for LCRA in June 2024, when the survey commenced. To meet the requirements, the organisation has to collect a minimum of 1009 responses each year, providing data with an overall accuracy of $\pm 3\%$ at 95% confidence interval for the Tenants survey. 1667 LCRA interviews have been completed, achieving an overall accuracy of $\pm 2.3\%$ at the 95% confidence level and allowing for accurate analysis of the results.

B) Timing Of The Survey

Data collection was carried out between June 2024 and early November 2024.

C) Data Collection Methods

This survey was primarily undertaken by telephone as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily monitored and controlled.

Kwest's interviewers worked in shifts to provide maximum coverage. Telephone calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available. Interviewers made up to 5 attempts to secure a survey response with each sampled LCRA household.

In addition to this, digital techniques (email invitations and SMS links) were available to broaden survey reach and accessibility. 4% of responses were collected using digital methods, of which approximately three quarters of responses were returned via the SMS link option.

This mirrors the approach taken by Bernicia in 2023-24.

D) Sampling Methods

A stratified sampling method was used, taking into account age group, property group, number of bedrooms, and region.

E) Assessment Of Representativeness Of Respondents

The statistical accuracy achieved in the survey will ensure excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness is checked and monitored against a range of criteria. For example; Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised.

Kwest's TSM Representativeness Assessment ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allows Bernicia to view progress versus targets at any time.

To demonstrate representativeness of response, Kwest used a number of population sub-groups. These include age, property type, family type, and area. These categories were chosen to provide good coverage by geographical location, demographic profile, characteristics and type of housing. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below.

Representativeness By Age Group

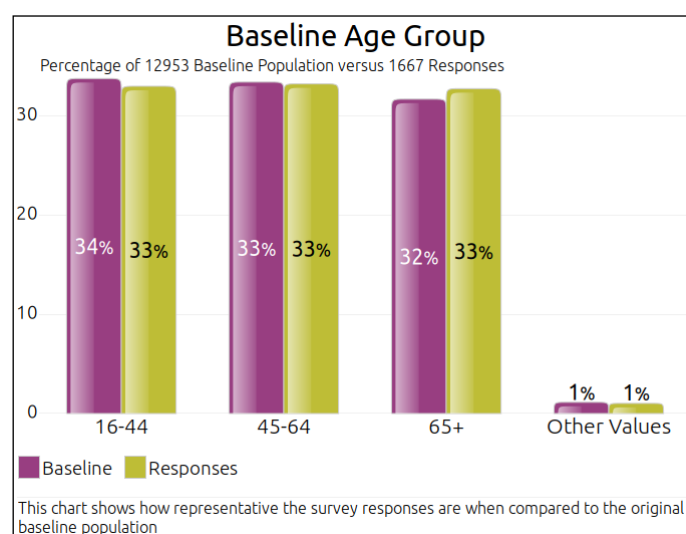


FIGURE 0.1

Representativeness By Property Type

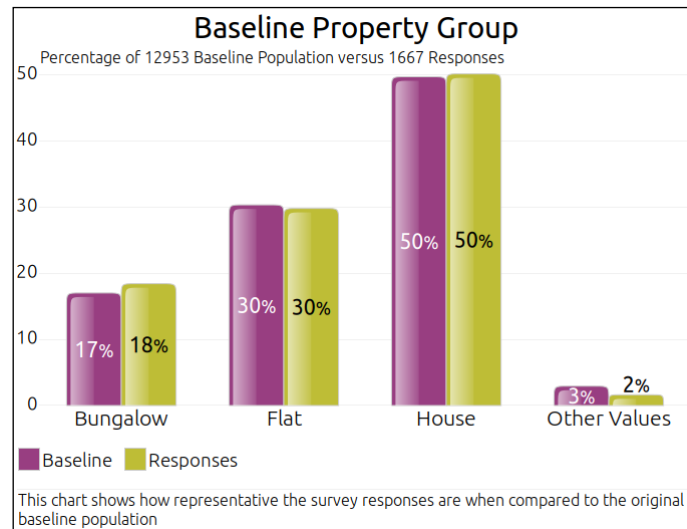


FIGURE 0.2

Representativeness By Family Type

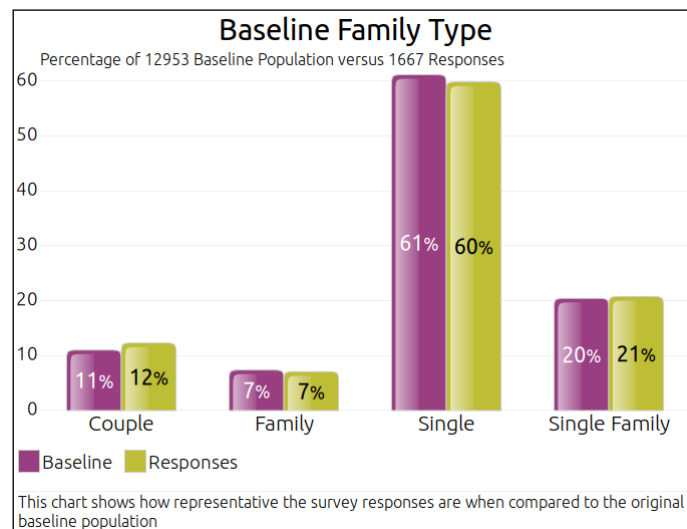


FIGURE 0.3

Representativeness By Local Authority

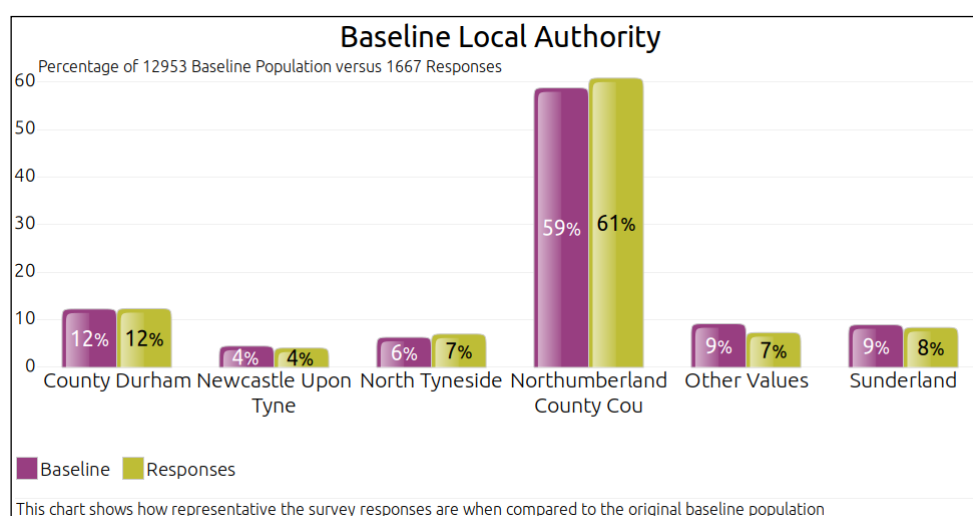


FIGURE 0.4

F) Details Of Applied Weighting

Not applicable. Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across multiple groups and therefore no weighting of data was required.

G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations that works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Bernicia as part of a contract to provide TSM research services. Kwest is responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

Not applicable, no households were excluded from sampling, and a mixed methodology approach was used to provide an alternative way of responding for households who would not be able to respond by telephone. Where necessary, particularly for Supported tenants, responses from carers or interpreters answering on a tenant's behalf were accepted.

I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

J) Incentives Used In The Survey To Encourage Response

No incentives were used in the survey.

K) Methodological Issues That Have A Material Impact On Satisfaction

There are no methodological issues that have a material impact on the tenant perception measures reported.

Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required. In addition, an additional open-ended questions allowed customers to elaborate on their views. The feedback from this qualitative questions was classified by Kwest's interviewing team at the end of the call to provide a graphical representation of the key themes in the comments.

Analysis

To provide a detailed understanding of results, the findings for tenants have been analysed in a number of ways. Please note that where the number of respondents in a sub-group is small, data accuracy will be limited. Such results are provided for interest and reference only.

Please note all figures in the graphs are rounded which means that in some cases the figures in the graphs may not always sum to 100%. Furthermore, the combined satisfaction figures quoted in the text and shown on the graphs may not equal the sum of the rounded figures for very and fairly satisfied. All analysis and reports have been provided as a series of graphical reports and via Kwest's interactive online survey tool, the Online Analyst.

Overview of findings

Analysis by age group

Analysis by family type

Analysis by gender

Analysis by local authority

Analysis by methodology

Analysis by property group

Year on year comparisons

Analysis of representativeness of response