**Watford Community Housing**

* 1. **Tenant Satisfaction Measures - Summary of approach – 2024/25**
	2. This document outlines the survey approach utilised by Watford Community Housing in the collation of the Group’s 2024/25 Tenant Perception Survey.
	3. **The group collected 619 surveys using the outlined methodology.**
	4. **b. timing of survey**
	5. Our survey was collected in a single sample survey:
	6. **Survey period** – 24th July 2024 – 7th August 2024
	7. **c. collection method(s)**
	8. The survey was independently conducted by a third party Pexel. A pure telephony approach was used. ([Pexel Research Services | Telephone Research Specialists](https://www.pexel.co.uk/)). Pexel are ISO 20252 certified and cover over 45 languages. Pexel work with colleagues that manage our CX Feedback system and were able to manage the sampling and phone calls through this system.
	9. A sample approach was used – The Group informed all customers, communicated the purpose of the upcoming survey and that they may be potentially contacted by Pexel. This promoted and protected anonymity. Examples of the communication messages sent via our CX feedback are shown below.
	10. Examples of these messages were also provided to Rosie Robinson Boardman of the Regulator of Social Housing in February 2025. This was following a query in December 2024 regarding the wording of the TSM survey for 2023/24 surveys. The surveys gathered in July 2024, did not explicitly state in the introduction of the survey script, that it was for the purpose of collating the tenant satisfaction measures. By this point of 2024/25, the Group had already undertaken our surveys for 2024/25 in July and August 2024. This wording will now be explicitly communicated in future surveys and embedded in the process for 2025.
	11. **d. sample method**
	12. Pexel were provided with our data sets for tenure type, sex, age and ethnicity so that the independent target sample selected would represent broadly the number of tenants in each group. Pexel used stratified sampling to achieve the numbers for each group.
	13. **e. summary of the assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)**

|  |  |  |
| --- | --- | --- |
| **Tenant perception measures**  | **Relevant tenant population** **(% total)**  | **Total survey responses** **(% total)\***  |
| **Housing type**  |
| General Needs Housing  | 92.0%  | 91.6%  |
| Housing for Older People | 8.0%  | 8.4%  |
| **Age of respondent**  |
| 10-19 | 0.05% | 0.2% |
| 20-29  | 6.2% | 6.0% |
| 30-39 | 16.2% | 15.0% |
| 40-49 | 21.4% | 21.5% |
| 50-59 | 21.0% | 17.9% |
| 60-69 | 17.3% | 22.3% |
| 70-79 | 10.9% | 11.8 |
| 80-89 | 5% | 4.8 |
| 90+ | 1.3 | 0.5 |
| **Gender**  |  |  |
| Female  | 64% | 64.3% |
| Male | 36% | 35.7% |
| **Ethnicity**  |
| White British | 60.1% | 55.6% |
| Asian / Asian British Pakistani | 7.2% | 10.3% |
| Black / Black British African  | 4.6% | 6.5% |
| White Other  | 4.5% | 3.7% |

* 1. **f. any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)**
	2. We have not applied any weighting to the sample due to the stratified sampling.
	3. **g. the role of any named external contractor(s) in collecting, generating, or validating the reported perception measures**
	4. We utilised the organisation Pexel ([Pexel Research Services | Telephone Research Specialists](https://www.pexel.co.uk/)). They are ISO 20252 certified and cover over 45 languages. Pexel work with colleagues that manage our CX Feedback system and were able to manage the sampling and phone calls through this system. Pexel meet the requirements of the MRS Code of Conduct.
	5. **h. the number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with a broad rationale for their removal**
	6. We did not remove any tenants or households from our sample.
	7. **i. reasons for any failure to meet the required sample size requirements summarised in Table 5**
	8. N/A – sample size requirements were met.
	9. **j. type and amount of any incentives offered to tenants to encourage survey completion**
	10. There were no incentives employed in the collation of this data.
	11. **k. any other methodological issues likely to have a material impact on the tenant perception measures reported.**
	12. As stated staff met with Rosie Robinson Boardman from the regulator in February 2025 to discuss the methodology used for the 2023/24 survey and the communications that got sent to customers. Due to the timing of our surveys in July and August 2024, we were unable to change the survey format. This has now been corrected for future surveys.

Example Communications sent to residents:



 

