

## Waltham Forest Council: Tenant Perception Measures Methodology

**1 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 Waltham Forest Council Housing Service. This is laid out using the headings specified in the Regulator’s ‘Annex 5: Tenant Satisfaction Measures (TSMs), Tenant Survey Requirements’ document.

**1.1 A) SUMMARY OF ACHIEVED SAMPLE SIZE.** Waltham Forest Council Housing Service has 9,768 Low Cost Rented Accommodation (LCRA) households and to meet the new requirements, has to collect a minimum of 565 responses each year, to provide data with an overall accuracy of  $\pm 4\%$  at 95% confidence interval. In the first year of the TSMs, Waltham Forest Council Housing Service opted to undertake a larger survey and at the end of data collection, 969 LCRA interviews had been completed. This exceeds the minimum requirements set by the Regulator and provides data with accuracy of  $\pm 3\%$  for the LCRA results overall.

**1.2 B) TIMING OF THE SURVEY.** The survey was carried out on a quarterly basis with interviews completed in May, July, October, November 2023, and January 2024.

**1.3 C) DATA COLLECTION METHODS.** The survey was 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 and effectively monitored. Kwest’s interviewers work in shifts to provide maximum coverage. 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 LCRA household.

**1.4 D) SAMPLING METHODS.** A stratified sampling method was used, taking into account management type, age group and property sub-type. So, for example, 4% of Waltham Forest managed stock comprises 16–44-year-olds living in high rise properties. Therefore, this group made up 4% of the sample to be contacted (and 4% of the interviews completed).

**1.5 E) ASSESSMENT OF REPRESENTATIVENESS OF RESPONSE.** Kwest’s in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved.

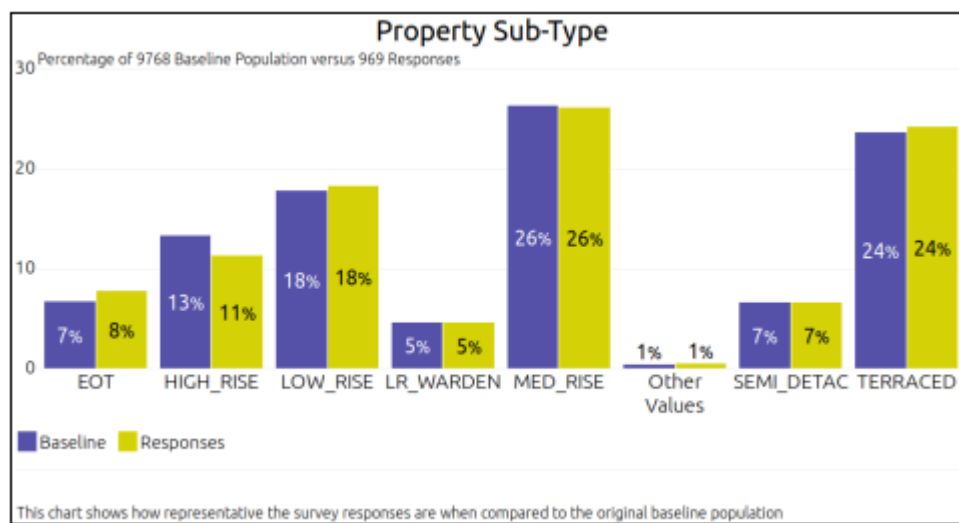
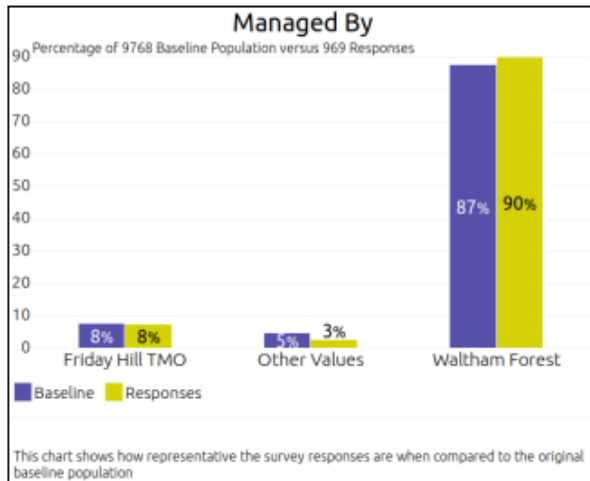
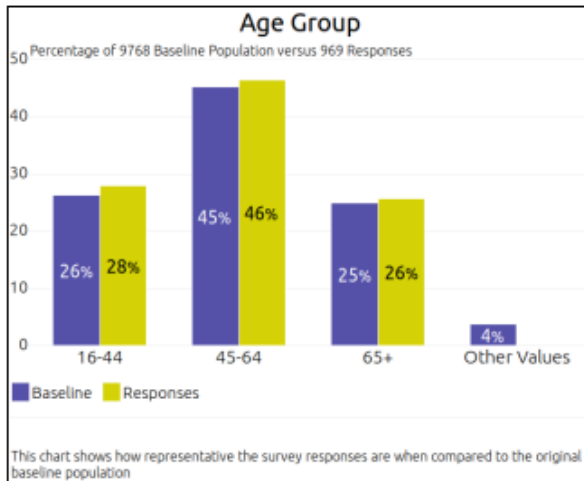
For example:

In telephone projects, Kwest’s Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored to deliver required accuracy levels.

Kwest’s TSM Representativeness Assessment ensures that the requirements of the Regulator are adhered to in TSM surveys. This works in conjunction with the Telephone Management System and provides an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches requirements.

Output on Kwest’s online reports allows Waltham Forest Council Housing Service to view progress versus targets at any time. To demonstrate representativeness of response, Kwest assessed a number of population subgroups. These include management type, housing type, area office location and age.

These categories were chosen to provide good coverage by age characteristics and type of housing.



**1.6 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 and therefore no weighting of data was required.

**1.7 G) EXTERNAL CONTRACTORS USED.** Kwest Research Limited is one of the longest standing research organisations and works exclusively for social housing providers. Kwest was responsible for all elements of the research.

**1.8 H) HOUSEHOLDS EXCLUDED FROM THE SAMPLING FRAME UNDER EXCEPTIONAL CIRCUMSTANCES.** No households were excluded from the sample frame in the exceptional circumstances described in paragraph 63 of annex 5 of the TSM Guidance.

**1.9 I) REASONS FOR FAILURE TO MEET REQUIRED SAMPLE SIZE REQUIREMENTS.** Not applicable. A total of 969 responses has been achieved in the 2023 survey, which exceeds the minimum requirement of 565 responses.

**1.10 J) INCENTIVES USED IN THE SURVEY TO ENCOURAGE RESPONSE.** None

**1.11 K) OTHER METHODOLOGICAL ISSUES THAT HAVE A MATERIAL IMPACT ON SATISFACTION.** There do not appear to be any other methodological issues that have a material impact on the tenant perception measures reported.