



Arawak Walton Housing Association

Tenant Satisfaction Measures – Summary of Approach 2024/25



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Introduction



The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers develop and report TSMs in accordance with the guidelines set by the regulator. As part of this requirement, it is necessary for Arawak Walton to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Arawak Walton's methodology and outlines the criteria specified in the Regulator of Social Housing's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys and report performance annually as specified by the RSH. TSMs are intended to make landlords' performance more visible to residents so that residents can hold their landlord to account. TSMs consist of 22 measures: 10 providing management information from data held by the landlord and 12 satisfaction measures gathered from resident surveys. In addition to overall satisfaction with landlord services, the measures cover five key themes:

- ▶ Keeping properties in good repair
- ▶ Maintaining building safety
- ▶ Respectful and helpful engagement
- ▶ Responsible neighbourhood management
- ▶ Effective handling of complaints

Providers must publish a summary of the survey approach used to generate published tenant perception measures. This must be made clearly available alongside each set of tenant perception measures published by the provider.

Summary of Achieved Sample & Sample Method



Arawak Walton works with Acuity Research & Practice Ltd, an accredited organisation that is dedicated to providing research services in the social housing sector. We use survey information to understand how our tenants feel about their homes and services and how we can improve. Acuity was commissioned for collecting, generating and validating reported perception measures.

In 2024/25, Arawak Walton completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Arawak Walton must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Arawak Walton completed 301 TSM surveys. Arawak Walton have 1,105 properties which means that a statistical accuracy level of +/- 4.82% was achieved, which is within the level of accuracy required.

No tenant was removed from the sample frame.



Timing of Survey

Arawak Walton carried out a total of 301 surveys between 17 October 2024 and 5 November 2024.

Collection Method(s)



The TSM Surveys were completed via a telephone survey. The rationale for using a telephone methodology approach is:

- ✓ **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all tenants, especially those who may not have internet access or digital skills, which aligns with our goal of reaching a broad and representative sample.
- ✓ **Engagement and Data Quality:** Direct interaction over the phone tends to enhance engagement, allowing participants to ask clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- ✓ **Response Rates:** Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. This also allows Arawak Walton to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered. A telephone-based approach further helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

Sample Method



A sample approach was used for the survey. Acuity contacted a random selection of current tenants from Low Cost Rental Accommodation properties to participate in a telephone survey based on quotas set on housing stream, management area, scheme, age, and ethnicity. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Arawak Walton, who then manages a follow-up and review process, which includes both responding to feedback as necessary and analysing the feedback to understand how we can improve.

Representativeness



Representative checks were carried out to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Housing Stream

General Needs
Sheltered

Population	Sample
87%	88%
13%	12%

Management Area

Manchester
Stockport
Trafford

Population	Sample
92%	92%
2%	2%
6%	4%

Ethnicity

Arab
Asian British - Bangladesh
Asian British - Indian
Asian British - Other
Asian British - Pakistani
Black British - African
Black British - Caribbean
Black British - Other
Chinese
Gypsy / Traveler
Mixed - Other
Mixed – White & Asian
Mixed – White & Black African
Mixed – White & Black Caribbean
No Information
Other
White - British
White - European
White - Irish

Population	Sample
4%	6%
1%	1%
1%	1%
2%	2%
8%	6%
22%	26%
14%	13%
6%	3%
1%	0%
0%	0%
1%	1%
1%	0%
2%	2%
4%	7%
5%	5%
3%	5%
19%	16%
3%	2%
2%	2%

Scheme

Abbey Hey
 Alexandra Park
 Altrincham
 Antilles Close
 Ardwick
 Beswick
 Birch Court
 Blackley
 Bougainvillea Gardens
 Cheetham Hill
 Chorlton Owned
 Clayton
 Daisy Bank Court
 Edgeley Stockpot
 Fallowfield
 Gorton
 Harpurhey
 Heaton Moor Stockport
 Heaton Norris Stockport
 Higher Openshaw
 Hulme
 Levenshulme
 Longsight
 Miles Platting
 Moss Side
 Moston
 Newton Heath
 Old Trafford
 Reddish
 Rusholme
 Sale
 Sycamore Court
 Whalley Range
 Withington

Population	Sample
1%	1%
8%	8%
1%	0%
2%	2%
14%	14%
0%	0%
2%	3%
0%	1%
3%	3%
6%	5%
0%	0%
0%	0%
3%	1%
0%	0%
1%	2%
1%	1%
1%	0%
0%	1%
0%	0%
5%	5%
4%	3%
4%	5%
0%	0%
5%	6%
2%	2%
1%	2%
6%	4%
1%	1%
10%	10%
0%	0%
4%	3%
15%	15%
0%	0%

Age Group

0 - 24

25 - 34

35 - 44

45 - 54

55 - 59

60 - 64

65 - 74

75 - 84

85+

Population	Sample
1%	2%
9%	13%
19%	23%
25%	22%
13%	11%
12%	12%
14%	12%
5%	2%
2%	2%



Questionnaire & Introductory Text

Introduction

Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of Arawak Walton from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare 8-10 minutes to go through the survey with me now?

IF NO ASK; can I call back at another time?

No appointments after [Project End Date]

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by Arawak Walton and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact Arawak Walton by email info@arawakwalton.com or by phone 0161 272 6094.

NB: Data sharing if challenged – “Your landlord will, from time to time, share your personal data with third parties for “legitimate interests”. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord’s website. You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you

again, we can remove your details from system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that Arawak Walton provides. Arawak Walton will be able to identify you from your survey responses, are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No

Questionnaire

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Arawak Walton?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction	Please can you explain why you are very satisfied?	Open Ended
Overall Satisfaction	What could by Arawak Walton do to improve your satisfaction with the service?	Open Ended
Overall Satisfaction	Please can you explain why you are very dissatisfied? And what Arawak Walton needs to improve?	Open Ended
Well Maintained Home	How satisfied or dissatisfied are you that Arawak Walton provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Arawak Walton provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Areas	Do you live in a building with communal areas, either inside or outside, that Arawak Walton is responsible for maintaining?	Yes, No, Don't know
Communal Areas	How satisfied or dissatisfied are you that Arawak Walton keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Areas	If you are not satisfied with your home and/or communal areas, please provide more information and what Arawak Walton could improve.	Open Ended
Repairs Last 12 Months	Has Acis carried out a repair to your home in the last 12 months?	Yes, No

Repairs Last 12 Months	How satisfied or dissatisfied are you with the overall repairs service from Arawak Walton over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken Repairs	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs	If you are not satisfied with how Arawak Walton deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Listens and Acts	How satisfied or dissatisfied are you that Arawak Walton listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Keeps you Informed	How satisfied or dissatisfied are you that Arawak Walton keeps you informed about things that matter to you?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Fairly and with Respect	To what extent do you agree or disagree with the following 'Arawak Walton treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Easy to Deal With	How satisfied or dissatisfied are you that Arawak Walton is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Customer Service and Communications	If you are not satisfied with customer service and communications please provide more information, and what could Arawak Walton improve?	Open Ended
Contribution To Neighbourhood	How satisfied or dissatisfied are you that Arawak Walton makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Approach to ASB	How satisfied or dissatisfied are you with Arawak Walton's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to Arawak Walton in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with Arawak Walton's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Cost of Living	How concerned are you about the cost of living crisis for you or your household?	Not concerned at all, Slightly concerned, Very concerned, Prefer not to say
Damp & Mould	Does your home currently suffer from any damp or mould issues? (If you tick 'Yes' we will pass on your name and address to Arawak Walton)	Yes, No
Damp & Mould	And if yes, have you reported it to Arawak Walton?	Yes, No

Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to Arawak Walton with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for Arawak Walton to contact you to follow up on any of the comments or issues you have raised?	Yes, No

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Report by Acuity Research & Practice



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