



20/06/2024 MTVH Summary of approach.

MTVH Approach

IFF Research was commissioned to carry out this research following guidance provided by the Regulator of Social Housing on behalf of Metropolitan Thames Valley Housing (MTVH) in 2023/24. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.

Survey design

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. MTVH also included the following additional questions within their survey:

- *“Please could you provide a reason for your answer?”* positioned at the end of the theme, Overall satisfaction with landlord services
- *“How satisfied are you with your neighbourhood as a place to live?”* positioned at the end of the theme, Responsible neighbourhood management
- *“Please could you provide a reason for your answer?”* positioned after TP06
- *“Please could you provide a reason for your answer?”* positioned after TP08

Please note that a 'Don't know/Refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for interviews conducted via telephone. This was not read out as an answer option and was only used in instances when a customer was unable to select an option from the responses available. This prevented interviewers from making assumptions or inferences on the customer's behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any 'Don't know/Refused' were removed from the reported base for each of these questions for percentage calculations.

IFF have achieved:

- 2,434 valid responses to TP01 for LCRA, which exceeds the minimum requirement for LCRA
- 712 valid responses to TP01 for LCHO, which exceeds the minimum requirement for LCHO.



Methodology

The TSM survey was conducted monthly from 4th April 2023 – 4th March 2024. These dates are for the surveys that IFF Research completed.

Surveys were conducted by telephone each month. MTVH also conducted some face-to-face surveys with customers in the Woking area (see note below in 'Incentives').

- 99% (2,425) of LCRA surveys were completed via telephone
- 1% (25) of LCRA surveys were completed face-to-face
- 100% (731) of LCHO surveys were completed via telephone

Almost all surveys were conducted via telephone interviews to facilitate continued and comparable trends with an existing customer satisfaction programme. Telephone numbers are the most accurate contact information (except address) held by MTVH so agreed that this methodology would be most appropriate.

Sample Size

The required sample sizes are shown in the table below (and were based on MTVH's Statistical Data Return 2022/23):

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	38,828	+/- 2%	2,261	2,450
Low-Cost Home Ownership (LCHO)	8,259	+/- 4%	560	731
Total	47,087		2,821	3,181



MTVH is required to complete a minimum of 2,261 surveys per annum among LCRA customers to meet a +/-2% confidence interval and 560 surveys per annum among LCHO customers to meet a +/-4% confidence interval.

A quota sampling approach based on agreed characteristics to represent the profile of the full customer population. Quotas were set for:

- Region
- Tenancy type

Customers who have opted out of marketing were not included in our data extracts to comply with our privacy notice.

Representative Sample

The tables below summaries the review carried out based on the demographic information available and the representativeness of the survey results.

LCRA

Based on the review, it was agreed that weighting was required to correct for a skew in the LCRA tenancy profile within the sample data. The data counts are shown below for unweighted and weighted data.

LCRA sample variable	Customer population profile (%)	Unweighted Sample profile (Count)	Unweighted Sample profile (%)	Weighted Sample profile (Count)	Weighted Sample profile (%)
IFF Activity (Tenancy Type)					
General Needs	83.3%	1,491	60.9%	2041	83%
Care & Support	12.5%	718	29.3%	306	13%
Key Worker	4.0%	237	9.7%	98	4%
Market Rent	0.2%	4	0.2%	5	0%



To correct the skews in the LCRA survey responses and ensure that the results were as representative as possible of the customer population, the survey responses were weighted on tenancy profile (stock type), region, property type, gender and age group. MTVH completed additional face-to-face and telephone LCRA surveys where no demographic information was provided in the survey results. To adjust for this, these surveys were only weighted on tenure profile (IFF Activity) as information was available for this variable.

LCHO

The LCHO survey responses were also weighted to correct for a skew in the regional distribution within the survey data. The data counts are shown below for unweighted and weighted data.

LCHO sample variable	Customer population profile (%)	Unweighted Sample profile (Count)	Unweighted Sample profile (%)	Weighted Sample profile (Count)	Weighted Sample profile (%)
Region					
North London	53.4%	324	44.3%	390.4	53.4%
South London	34.7%	237	32.4%	253.7	34.7%
Midlands	11.9%	170	23.3%	87.0	11.9%

To correct for the skews in the LCHO survey responses and ensure that the results were as representative as possible of the customer population, the survey responses were weighted on tenancy profile (stock type), region, property type, gender, and age group.

Incentives

MTVH has implemented an incentive program to support our Woking PFI contract covering 130 households - this was done to ensure we meet perception survey volume expectations set as part of the PFI contract terms. The incentive involves a £50 reward for two randomly selected households that complete the perception survey. No other incentives have been utilised for the remaining survey population.