



Calico Homes

Tenant Satisfaction Measures – Summary of Approach 2024/25

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Introduction



The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers collect and report TSMs in accordance with the guidelines set by the Regulator of Social Housing (RSH). As part of this requirement, it is necessary for Calico Homes to inform its tenants about its approach to conducting the TSM Perception survey and collecting data.

This document details Calico Homes's methodology and outlines the criteria specified in the RSH's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires that all registered providers conduct tenant perception surveys and report performance annually, as specified by the RSH. TSMs are intended to make landlords' performance more visible to tenants so that tenants 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 tenant 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



Calico Homes 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 for tenants in General Needs and Housing for Older People accommodation. Tenants in Supported accommodation were surveyed internally by Calico Homes' staff and combined at the end of the survey exercise.

In 2024/25, Calico Homes used a random stratified sampling approach to complete TSM surveys, whereby tenants were selected at random to participate in the survey exercise. Tenants in General Needs and Housing for Older People accommodation were proportionately sampled by neighbourhood and age whereby survey quotas were applied to ensure that the response was representative of the wider population as a whole. General Needs and Housing for Older People surveys were undertaken by Acuity and conducted over three quarterly waves (Aug/Sept, Nov/Dec, Feb/March), with the aim of achieving 267 completed responses across each survey period and 800 completed surveys annually.

The sample size was chosen to ensure that the level of statistical accuracy set out by the RSH was met. For Calico Homes, we need to ensure that we survey enough tenants to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, Calico Homes completed (or partially completed) 860 TSM surveys with tenants in Low-Cost Rented Accommodation (LCRA). Calico Homes have 5,406 LCRA properties which means that a statistical accuracy level of +/- 3.06% was achieved, which is a greater level of accuracy than required and gives us confidence that the results reliably represent the views of our tenant community. No tenant was removed from the sample frame.

Timing of Survey



Calico Homes carried out a total of 860 surveys between 05 September 2024 and 27 February 2025.

Collection Method(s)



The TSM surveys were completed via a combination of telephone (General Needs and Housing for Older People) and face-to-face (Supported) methodologies. For tenants in General Needs and Housing for Older People accommodation, telephone surveys were carried out by Acuity interviewers, who contacted a random sample of tenants and invited them to participate in structured interviews over the phone. For tenants in Supported accommodation, face-to-face surveys were conducted by Calico Homes staff during in-person visits. These surveys were completed digitally using tablets.

The rationale for using a mixed methodology approach is:

- ✓ **Accessibility and Inclusivity:** Telephone and face-to-face 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.
- ✓ **Tailored Support for Vulnerable Tenants:** A face-to-face approach was adopted for tenants in Supported accommodation to ensure that those with higher support needs could fully participate in the survey. By having Calico Homes staff assist with the process in person, we were able to provide the necessary support and reassurance, helping tenants to understand and complete the survey comfortably and confidently. This approach removes barriers to survey participation and promotes inclusivity, ensuring the voices of more vulnerable residents are captured accurately.
- ✓ **Engagement and Data Quality:** Direct interaction over the phone tends to enhance engagement, allowing participants to answer clarifying questions and leading to more accurate and detailed responses.
- ✓ **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. Using a telephone interaction allows Calico Homes to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Timeliness and Responsiveness:** Conducting surveys across the year allows for real-time insight, helping us to identify emerging issues, track trends and respond proactively to tenant concerns. This approach supports more agile service improvements and enhances our ability to address challenges as they arise.

Sample Method



A random stratified sampling approach was used, whereby tenants were selected at random to participate in the survey across three survey periods at different times of the year. For tenants in General Needs and Housing for Older People Accommodation, survey quotas were applied each period on age and neighbourhood to ensure the response was representative of the total population.

The survey was carefully scripted to ensure a professional and consistent process. All surveys were confidential. However, General Needs and Housing for Older People tenants were asked at the end of the survey whether they would like to provide consent to be identifiable in their survey responses. These tenants were also asked whether they were happy to be contacted by Calico Homes to discuss any issues raised within the survey.

Following the conclusion of the fieldwork, the survey responses were shared with Calico Homes, who then managed a follow up and review process. This included both responding to feedback as necessary and analysing the feedback to understand how we can improve.

Representativeness



Representativeness checks were carried out at the end of the survey to ensure that the survey was representative of the tenant population as a whole.

The characteristics by which representativeness was determined were:

Tenure

General Needs
Housing for Older People
Supported

Relevant Tenant Population (%)	Total Survey Responses (%)
73%	76%
21%	22%
6%	3%

Tenure Split

General Needs - Affordable
General Needs - Social
Housing for Older People - Affordable
Housing for Older People - Social
Supported

Relevant Tenant Population (%)	Total Survey Responses (%)
	19%
	57%
	2%
	20%
	3%

Neighbourhood

Abingdon and Whitegate
Belvedere
Brunshaw
Casterton/Lanehead/Kibble Bank
Clifton Farm

Relevant Tenant Population (%)	Total Survey Responses (%)
	6%
	4%
	9%
	7%
	2%

Eastern Estate and Barden
 Griffin and Barclay Hills
 Hargher Clough
 New palace house/Palace house/Woodbine
 Pendle
 Ribble Valley
 Rosehill
 Rossendale
 Slade Lane and Garden Street
 Springfield Bank/Oxford Rd/Burnley Wood
 Stonemoor Bottom/St Johns
 Stoops and Plane Tree
 Turf Moor
 Unknown

	8%
	4%
	10%
	7%
	2%
	1%
	3%
	2%
	6%
	5%
	4%
	10%
	8%
	3%

Age

Unknown
 0 - 24
 25 - 34
 35 - 44
 45 - 54
 55 - 59
 60 - 64
 65 - 74
 75 - 84
 85 +

Relevant Tenant Population (%)	Total Survey Responses (%)
	12%
	1%
	10%
	18%
	14%
	9%
	9%
	14%
	9%
	2%

Length of Tenancy

A. < 1 year
 B. 1 - 3 years
 C. 4 - 5 years
 D. 6 - 10 years
 E. 11 - 20 years
 F. Over 20 years
 Unknown

Relevant Tenant Population (%)	Total Survey Responses (%)
	7%
	21%
	14%
	23%
	23%
	10%
	3%

Gender

Unknown / not specified

Female

Male

Relevant Tenant Population (%)	Total Survey Responses (%)
	9%
	60%
	31%

Ethnicity

Unknown

Asian or Asian British - Indian

Asian or Asian British - Other

Asian or Asian British - Pakistani

Black or Black British - African

Black or Black British - Caribbean

Mixed - Other

Mixed - White and Asian

Mixed - White and Black Caribbean

Other

Prefer not to say

White - British

White - Irish

White - Other

Relevant Tenant Population (%)	Total Survey Responses (%)
	28%
	0%
	0%
	1%
	1%
	0%
	0%
	0%
	0%
	0%
	66%
	1%
	3%

Disability

Yes

No

Unknown

Relevant Tenant Population (%)	Total Survey Responses (%)
	26%
	67%
	7%

The rationale for choosing these characteristics is as follows:

Tenure – Whether a tenant lives in supported or general needs accommodation affects their satisfaction levels. Representativeness ensures the survey captures perspectives across different tenure groups.

Neighbourhood – Location plays a role in tenant satisfaction, with differing views on safety, maintenance and renewal concerns and neighbourhood issues. Including geographic representativeness ensures variations between our different areas.

Age Group – Different age demographics have varying priorities, expectations and experiences. Capturing a range of age demographics enables us to better align services with tenant life stages.

Length of Tenancy – A tenant's duration in their home impacts their experiences, expectations and relationship with us as their landlord.

Gender – Gender can shape experiences and expectations of housing services, including perceptions of safety, communication preferences, and support needs. Ensuring gender representation allows for a more inclusive understanding of tenant satisfaction.

Ethnicity – To ensure our services are inclusive and equitable, it is essential to reflect the ethnic diversity of our tenant population.

Disability – Tenants with disabilities may experience housing services differently, particularly in areas such as accessibility, repairs, communication and support provision.

By considering these characteristics, the survey ensures a balanced and fair representation of tenants, leading to more accurate insights.

Following this exercise, tenants in Supported accommodation were determined to be under-represented in the survey response. As such, weighting has been applied on stock type to generate the reported perception measures.

Questionnaire & Introductory Text



The introduction script read out by Acuity interviewers and question set (as well as response options) are shown below.



Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] 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 [Survey Length] 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 [Organisation Name] 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 [Organisation Name] by email [Email Address] or by phone [Telephone Number].

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 [Organisation Name] provides. [Organisation Name] 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

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Calico Homes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Well Maintained Home	How satisfied or dissatisfied are you that Calico Homes 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 Calico Homes 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 Calico Homes is responsible for maintaining?	Yes / No / Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that Calico Homes keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home / Communal Areas Comments	If you do not feel that your home is either well maintained or safe (and / or communal areas are clean and well maintained), please can you explain why and suggest what could be improved?	Open Ended
Repairs in last 12 months?	Has Calico Homes carried out a repair to your home in the last 12 months?	Yes/No
Repairs last 12 months satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Calico Homes 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
Listens to views & acts upon them	How satisfied or dissatisfied are you that Calico Homes 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 Calico Homes 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 'Calico Homes 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 Calico Homes is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Customer service and Communication Comments	If you are not satisfied with customer service and communications please provide more information, and what could Calico Homes improve?	Open Ended
Complaints in last 12 months?	Have you made a complaint to Calico Homes in the last 12 months?	Yes/No
Contribution to neighbourhood	How satisfied or dissatisfied are you that Calico Homes 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 Calico Homes' 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 Calico Homes in the last 12 months?	Yes/No
Complaints Handling	How satisfied or dissatisfied are you with Calico Homes' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Net Promoter Score	How likely would you be to recommend Calico Homes to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely?	0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10
Getting Right	What are Calico getting right?	Open Ended
Improving Services	If Calico Homes could improve their services, what would you like to see?	Open Ended
Cost-of-Living	How concerned are you about the cost of living crisis for you personally?	Not concerned at all, Slightly concerned, Very concerned, Prefer not to say
Permission 1 - Happy to be identified	The results of this survey are confidential. However, would you be happy for us to give your responses to Calico Homes with your name attached so that they have better information to help them improve services?	Yes/No
Permission 2 - Follow up	Would you be happy for Calico Homes to contact you to follow up any of the comments or issues you have raised?	Yes/No