

Appendix 1 – Survey approach and methodology

Sect 1a – background (LCRA) and Sect 1b – background (LCHO)

1. Background

As the TSMs are required to be reported at a Group entity level, our submission contains combined information for the following registered provider entities under 4878 Peabody Trust:

- Peabody Trust (4878)
- Peabody Developments Limited (L3885)
- Charlton Triangle Homes Limited (L4212)
- Town and Country Housing (L4251)

Surveys for Peabody Developments Limited and Charlton Triangle Homes are carried out as part of the Peabody research programme.

Town and Country Housing (TCH) currently carry out their own survey programme which is aligned with the approach of Peabody as the parent company.

Both entities used rolling monthly telephone interviews as the main data collection method using an external research provider. Peabody used TLF (Leadership Factor) and TCH used KWEST.

2. Methodology used

Sections a to k below set out our survey approach in line with paragraph 35 of the Tenant Survey Requirements - [TSM - Tenant Survey Requirements \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/tenant-survey-requirements.pdf)

a) Summary of the achieved sample size

Summary of statistical reliability:

	Peabody	TCH	Peabody Group (unweighted)
LCRA stock at start of surveying year (based on 2023 SDR)	70,426	10,837	81,263
LCRA required statistical accuracy			+/- 2%
No. of LCRA responses	5,246	1,823	7,069
LCRA responses to TP01	5,126	1,809	6,935
LCRA statistical reliability:			±1.1%
LCHO stock at start of surveying year (based on 2023 SDR)	10,208	1,172	11,380
LCHO required statistical accuracy			+/- 3%
No. of LCHO responses	1,073	304	1,377
LCHO responses to TP01	1,053	300	1,353
LCHO statistical reliability:			±2.5%

b) Timing of survey

For both Peabody and TCH, the tenant perception survey was carried out throughout the whole year on a rolling monthly basis. Surveys began in April 2023 and ended in March 2024.

Year-to-date scores were monitored on a monthly basis, with more detailed analysis being conducted on a quarterly basis to identify trends, wider learnings and opportunities for driving improvement.

c) Collection method

Telephone was chosen as the data collection method based on historic continuity for both Peabody and TCH, as well as research agency experience and advice for the following reasons:

- Telephone would quickly highlight any issues that could be present e.g. incorrect telephone numbers, disabilities or language barriers preventing residents from participating.
- Phone surveys allow residents who are less likely to be heard to share their experiences as they are proactively contacted and asked to participate, rather than relying on them to choose to participate following an invite distributed via email, SMS or post.
- It helps to ensure the number of partially completed surveys remains low, so we gather complete feedback from tenants
- It allows the representativeness of the achieved sample to be simply monitored and controlled, and adapted quickly if needed.

For both Peabody and TCH, telephone calls were made at different times of the day and Interviewers made up to 5 attempts to secure a survey response with each sampled LCRA household.

d) Sample method

A stratified sampling method was used for both LCRA and LCHO, taking into account tenure type, property type, age group, region (for Peabody) and borough (for TCH).

Quotas were set for age and region, with the other criteria monitored throughout to ensure the representativeness of the sample.

e) Ensuring representativeness

For Peabody, to ensure the sample achieved was representative of the total tenant base, TLF created a sample frame from the total population at the start of the year. This included tenants who had opted out of surveying, as it was important their profile was included for representativeness. For any missing information, these were categorised as 'unknown' and still included within the sample frame.

Every 3 to 6 months Peabody sent TLF an updated view of the resident base, allowing TLF to make relevant updates in data quality. This was done to make sure we reflected the true tenant base, keeping track of significant developments.

Sample representativeness was monitored monthly through the data collected within TLF and KWEST's in-house telephone units. Both contractors have specialist software that can provide extensive stats for monitoring each wave of research.

Much of Peabody's housing stock is in ethnically diverse areas and therefore any language barrier to participating was recorded and monitored. This allowed us to make an informed decision on whether or not a translation was required. We did not require any translation this year and will keep monitoring.

TLF also monitored refusal rates, drop-out rates and any barriers to participation, allowing us to review the methodology being used and ensure it is the most appropriate approach.

In addition to the quarterly total population data file, each month TLF received a customer database from Peabody to sample from. This file included updates on tenant contact details and removed people who had moved out. A purpose-built macro sampled down the database randomly to a 1 in 7 strike rate for the key criteria and removed any opt-outs and households that had already completed the survey from the database.

This approach has the advantage of being representative of our resident base, as well as being usable by our regions within our regional operating model.

f) Weighting

The only weighting we have used is at an entity level to reflect the comparative size of Town and Country Housing within the Peabody Group structure.

Surveys for Peabody Developments Limited and Charlton Triangle Homes are carried out as part of the Peabody research programme.

Town and Country Housing (TCH) currently carry out their own survey programme which is aligned with the approach of Peabody as the parent company.

Using the stock figures submitted in the 2024 SDR, we have weighted the perception measures as follows:

	LCRA	LCHO
Peabody Trust	70,524	10,289
Town and Country Housing	11,176	1,384

Total owned stock	93,373
Peabody proportion	0.87
Town and Country Housing proportion	0.13

Due to the way the data needs to be entered into the Regulator's template, these weightings have been applied to the raw response data rather than the final % figure.

g) External contractors used

Peabody used TLF (The Leadership Factor) and TCH used KWEST to carry out the tenant perception interviews throughout the year.

Both contractor organisations are experts in tenant perception surveys and are responsible for all elements of the research carried out for each entity.

All calls conducted by TLF are recorded for training and monitoring purposes, and TLF share call recordings with Peabody monthly (where residents have given consent) to gain a greater understanding of residents.

h) Households excluded from the sampling frame

No households were intentionally excluded from the sampling frame. When creating the sample frame, all eligible residents were included to ensure the target number of responses would give a true reflection of the population. Residents without a valid telephone number were excluded from participating in the survey, due to not being able to contact these residents. However, TLF did pass these details back to Peabody for internal teams to investigate further and update contact details where possible and make these details available again for surveying.

We were conscious that due to the collection method chosen (telephone), this would mean residents we didn't hold phone numbers for would not be invited to take part. In particular this could apply more to some of our care and support residents (within the LCRA category), some of whom are non-verbal or have learning disabilities and would need in-person support to complete the survey.

Within the group of residents that Peabody does not hold phone numbers for, there are approximately 1000 Supported Housing Agency Managed homes where we do not know the identity of the tenants and all interaction is through a managing agent. We will be addressing this next year as there are some practicalities to work through. For example, we can host an anonymous survey which managing agents can share with the tenants, but we won't then be able to check that a tenant is only completing the survey once within a year. Another consideration is that as this is supported housing, the full survey may not be suitable for all residents, so we need to consider their requirements and whether it would be better to include these residents within our Care and Support survey activity instead.

For our Care and Support customers, the full TSM survey was not appropriate. When we carried out our annual care and support survey in February 2024, we used TP01 as the lead question. We created a version of the question in Easy Read, as well as having options to do the survey digitally or by paper print out. The survey went to all our care and support residents and customers, and we received responses from 918 people. These have been used by the Care and Support team to develop their plans for FY2024/25.

i) Reasons for failure to meet required sample size requirements

Not applicable – A sufficient number of responses were gathered to meet the requirements.

j) Incentives used in the survey to encourage response

No incentives were used in the survey.

k) Methodological issues that have a material impact on satisfaction

There do not appear to be any methodological issues that have a material impact on the tenant perception measures reported.

Independent half-year benchmarking was conducted by TLF which included both TLF clients and non-clients. This indicated that telephone surveys were the main methodology conducted by registered providers and so results were comparable to Peabody. This benchmarking also allowed comparisons and learnings to be made from others within the sector.