

Housing

Ask for: Rebecca Smith
Email: rebecca.smith@ashford.gov.uk
Direct line: 01233 330808

Our Ref: ABC/TSM2024-25

Date: 20 June 2024

Summary of Approach Information for Ashford Borough Council - Rationale for TSM survey Collection

Based on a review of the tenant profile data Ashford Borough Council took the decision that a telephone, online, and postal-based approach would be a good methodology choice. This approach mirrored the approach undertaken in year 1 and would also allow us to reach out to a wide tenant base, not exclude people, and correct any imbalance in response by setting quotas for the telephone interviews. When the survey first commenced we had opted for a census approach, however as we met the required sample size for telephone interviews sooner than expected, the approach was changed from census to sample.

The telephone sample was proactively worked by trained telephone interviewers, the statistics were monitored to track the number of incorrect numbers, refusals and barriers to completing, for example disability and language. The online, phone and postal surveys also allowed us to contact as many more tenants as possible and not exclude any tenants due to them not having a phone number or email address registered with us.

Postal surveys were also offered to customers who live in Ashford properties managed by another provider (Moat) where they did not have contact details recorded.

Yours sincerely



Rebecca Smith
Service Lead, Income and Neighbourhoods

Key survey information



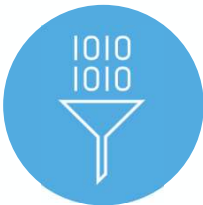
SAMPLING

- Total tenant population supplied to TLF: 5251
- No Tenants were excluded due to exceptional circumstances
- A stratified random sampling was used
- Total sample size achieved: 1191
- 432 by telephone 744 by web 15 by post



QUESTIONNAIRE

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed MRS guidelines



DATA COLLECTION

- Data collected annually
- Data collected between 21st August and 4th October 2024
- TLF Research used as the external contractor
- Incentives were not used



WEIGHTING

- Weighting was not necessary; the sample is representative of the total population by age and tenure.
- The difference between population and sample by age and tenure is less than 5% and weighting made less than 1% difference to overall satisfaction so weighting was not necessary.



RELIABILITY

- With a total population of 5,376 LCRA tenants, the confidence level Ashford is required to achieve must be within +/-4% of the average
- We captured more responses that required to hit this threshold. Therefore, we are 95% confident that the overall % satisfied with Ashford is within +/-2.6%



ANALYSIS

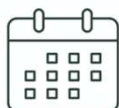
- All partial completes that have answered overall satisfaction have been included.
- % satisfied has been calculated excluding Don't know and Not answered.
- All bases have been reported throughout

This results pack is for LCRA responses only – we collected 5 LCHO responses, which are present in the Raw data

Representativeness - who we interviewed v database



Based on information provided on the database.



The survey was open from
21st August to 4th October 2024.

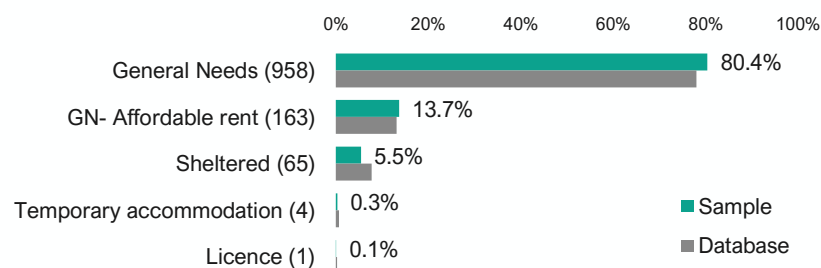


1191 Tenants were interviewed by phone, web
and post.
1059 surveys were completed in full, 132 were
partial completes

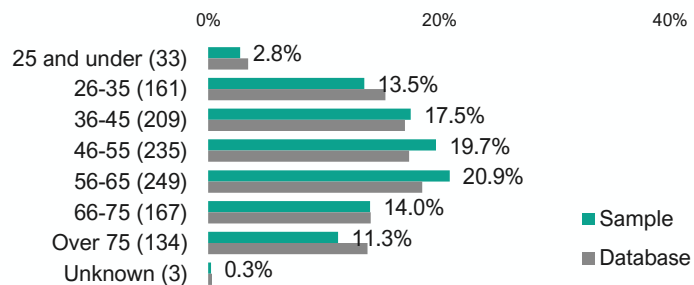


43% of respondents chose to
remain anonymous

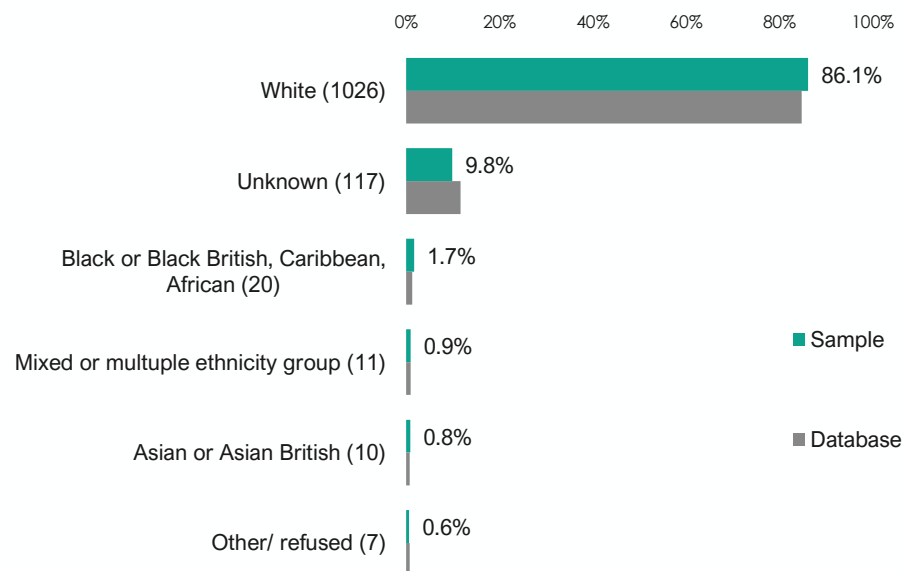
Tenure Type



Age Group



Ethnicity Group



Sample size shown in ().

Representativeness - who we interviewed v database



Based on information provided on the database.



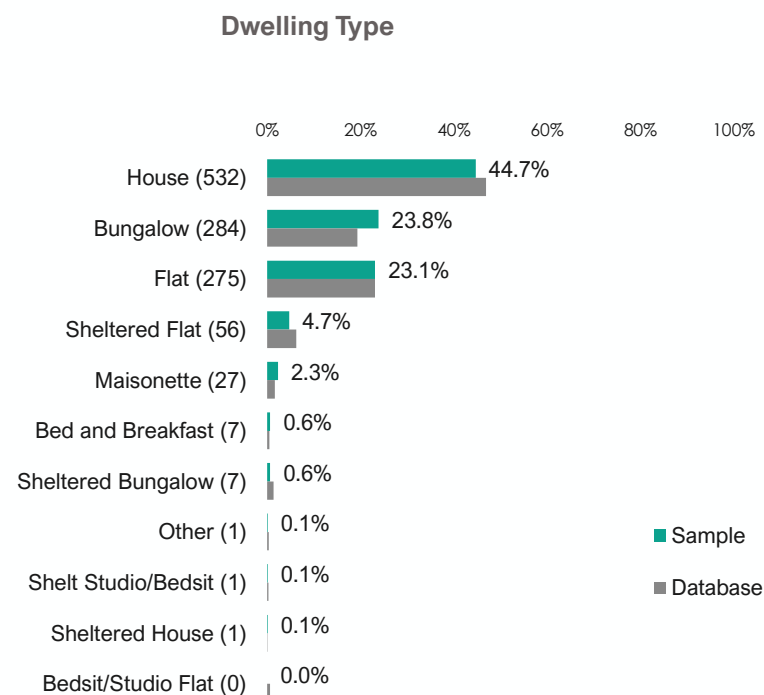
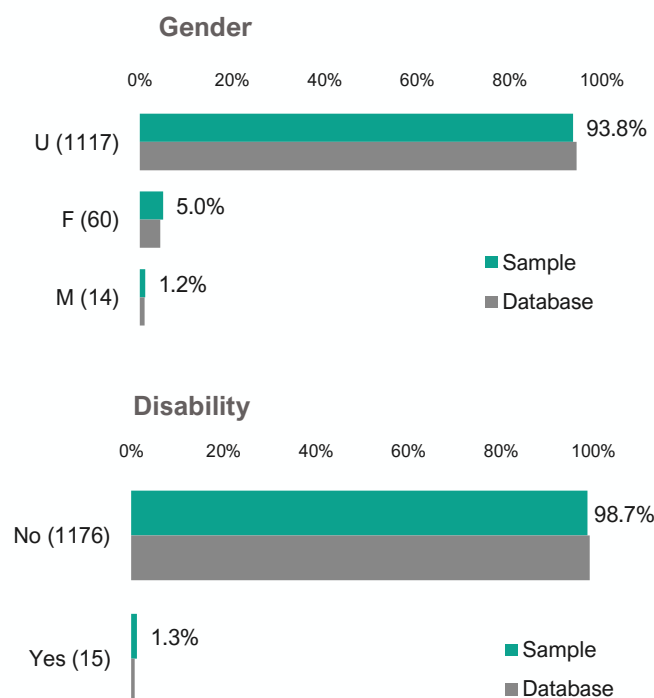
The survey was open from 21st August to 4th October 2024.



1191 Tenants were interviewed by phone, web and post.
1059 surveys were completed in full, 132 were partial completes



43% of respondents chose to remain anonymous



Sample size shown in ().

Representativeness - who we interviewed v database



Based on information provided on the database.



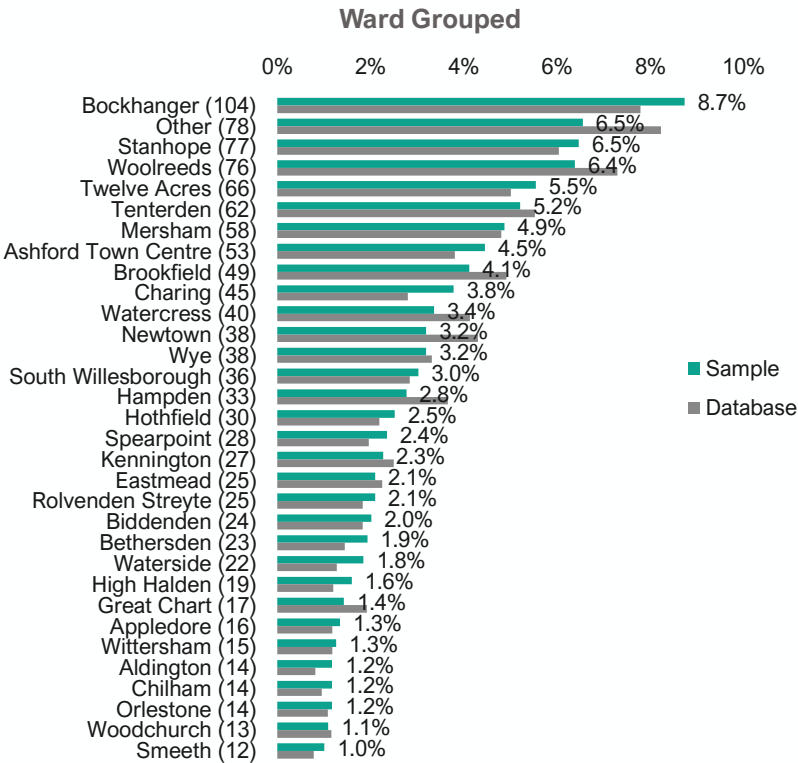
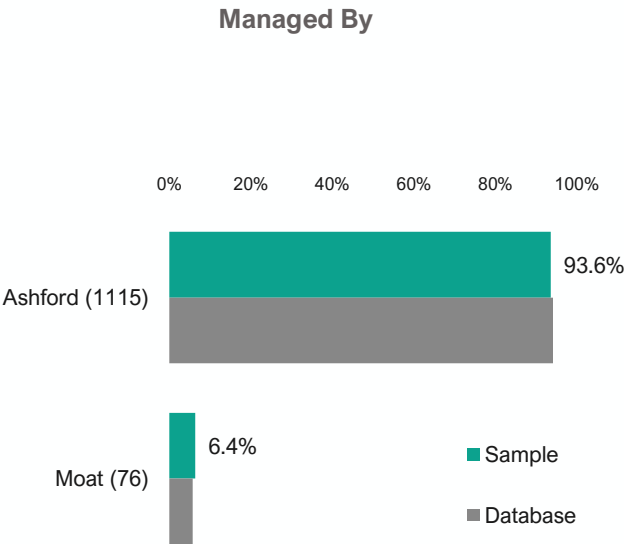
The survey was open from 21st August to 4th October 2024.



1191 Tenants were interviewed by phone, web and post.
1059 surveys were completed in full, 132 were partial completes



43% of respondents chose to remain anonymous



Sample size shown in ().

Ashford Borough Council TSM Survey Questions Year 2

1. **[tp01_ovsat]** Taking everything into account, how satisfied or dissatisfied are you with the service provided by Ashford Borough Council?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

1a. If very satisfied probe “Why would you say you are satisfied?”

1b. If Fairly satisfied or Neither satisfied nor dissatisfied probe “What could Ashford Borough Council do to make you more satisfied?”

1c. If fairly or very dissatisfied probe “Why would you say you are dissatisfied?”

2. **[had_repair]** Has Ashford Borough Council carried out a repair to your home in the last 12 months?

- ☐ Yes (Go to Q3)
- ☐ No (Go to Q5)

3. **[tp02_repairsat]** How satisfied or dissatisfied are you with the overall repairs service from Ashford Borough Council over the last 12 months?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

4. **[tp03_repairtime]** 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

4b. Do any of the repairs you have reported in the last 12 months still need work doing to complete them?

- Yes (Go to Q4c)
- No (Go to Q5)
- Not applicable/don't know (Go to Q5)

4c. Please can you briefly give more detail on this?

5. **[tp04_maint]** How satisfied or dissatisfied are you that Ashford Borough Council provides a home that is well maintained?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

6. **[tp05_safe]** Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Ashford Borough Council provides a home that is safe?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable/don't know.

7. **[tp06_listens]** How satisfied or dissatisfied are you that Ashford Borough Council 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

7a. If very satisfied probe **“what do Ashford Borough Council do that makes you feel you have been listened to and your views acted upon?”**

7b. If fairly satisfied or Neither satisfied nor dissatisfied probe **“What could Ashford Borough Council do to make you more satisfied with the way they listen to your views and act upon them?”**

7c. If fairly or very dissatisfied probe **“Why do you feel that Ashford Borough Council do not listen to your views and act upon them?”**

8. **[tp07_informed]** How satisfied or dissatisfied are you that Ashford Borough Council 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

9. **[tp08_fair]** To what extent do you agree or disagree with the following “Ashford Borough Council treats me fairly and with respect”?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Not applicable/don't know

10. **[Complaint]** Have you made a complaint to Ashford Borough Council in the last 12 months?

- Yes (Go to Q11)

- No (Go to Q12)

11. **[tp09_comphand]** How satisfied or dissatisfied are you with Ashford Borough Council's approach to complaints handling?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

11a. complaint type – probe - **What was the reason for your most recent complaint?**

- Repairs & maintenance
- Damp and/or mould
- Safety or security of your property
- Tenancy management
- Not being kept informed / lack of communication
- Upkeep of communal areas
- Grounds maintenance service
- A member of staff
- Anti-social behaviour
- Complaint about neighbour
- Other – please capture

12. **[communal]** Do you live in a building with communal areas, either inside or outside, that Ashford Borough Council is responsible for maintaining?

- Yes (Go to Q13)
- No (Go to Q14)
- Don't know (Go to Q14)

13. **[tp10_communal]** How satisfied or dissatisfied are you that Ashford Borough Council keeps these communal areas clean, and well maintained?

- Very satisfied
- Fairly satisfied

- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

14. **[tp11_neighbour]** How satisfied or dissatisfied are you that Ashford Borough Council makes a positive contribution to your neighbourhood?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable/don't know

14a. If very probe **“What does Ashford Borough Council do to make you satisfied with the way they contribute to your neighbourhood?”**

14b. If Fairly satisfied or Neither satisfied nor dissatisfied probe **“What could Ashford Borough Council do to make you more satisfied with the way that they contribute to your neighbourhood?”**

14c. If fairly or very dissatisfied probe **“Why do you feel that Ashford Borough Council does not contribute positively to your neighbourhood?”**

15. **[tp12_asbo]** How satisfied or dissatisfied are you with Ashford Borough Council 's approach to handling anti-social behaviour?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable/don't know

15a. **[asbo_reported]** Within the last 12 months have you reported an incident of Anti-Social Behaviour (ASB) to Ashford Borough Council?

- Yes

- ☐ No
- ☐ Don't know

[anon] Your answers are currently confidential. It may be useful for your name to be attached to your responses when the results are shared with Ashford Borough Council. Would this be okay?

Yes, I agree with my name being attached to my responses

- ☐ No, I would like to remain anonymous (Go to close)

<for non anonymous customers only>

[contact] Are you happy for Ashford Borough Council to contact you in relation to the feedback that you have given during this survey, if Ashford Borough Council wish to do so?

- ☐ Yes
- ☐ No

Finally, would you like our telephone number or that of the Market Research Society to check our credibility or make comments regarding this interview or our website address to read more information about how we process your personal data? (TLF = 01484 599610 and MRS = 0800 975 9596, Website= www.tlfresearch.com).

If you would like to raise a complaint to Ashford Borough Council, you can do so via the following channels: Via their website at www.ashford.gov.uk/complaints, by emailing them at complaints@ashford.gov.uk, or by calling them on 01233 331111.