



# Vico Homes

**Tenant Satisfaction Measures –  
LCRA Summary of Approach  
2025/26**

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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 Vico Homes to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Vico Homes 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 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



Vico 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.

In 2025/26, Vico Homes completed TSM surveys with a sample of tenants in Low-Cost Rented Accommodation (LCRA). The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Vico Homes must ensure that they survey enough residents to meet a statistical accuracy of +/- 2% (margin of error at 95% confidence interval).

By the end of 2025/26, Vico Homes received 2,342 completed (or partially completed) TSM surveys with LCRA tenants. Vico Homes have 30,682 LCRA properties which means that a statistical accuracy level of  $\pm 1.95\%$  was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame, and no incentives were used in this survey to increase participation.

## Timing of Survey



Vico Homes carried out a total of 2,342 surveys between 31 July 2025 and 29 September 2025.

## Collection Method(s)



The TSM surveys were completed via a telephone (CATI) methodology. The rationale for using this approach is:

- ✓ **Reliability and Consistency:** The survey methodology replicates the methodology we used in last year's survey, ensuring consistency in data collection. This is important for performance monitoring, as it allows Vico Homes to make reliable and robust year-on-year comparisons and to distinguish genuine changes in tenant satisfaction
- ✓ **Accessibility and Inclusivity:** Ensuring accessibility for all tenants, 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. Using a telephone interaction allows Vico Homes to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

## Sample Method



A random stratified sampling approach was used, whereby tenants were selected at random to participate in the survey. Survey quotas were applied to sampling on key demographic strands (Neighbourhood and Age) to ensure the survey response was representative of the total relevant tenant population. These tenants were contacted by Acuity and invited to take part in a telephone interview with one of Acuity's interviewers. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Vico Homes, who then manage 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:

Area	Population	Sample
1	9%	9%
2	6%	6%
3	9%	9%
4	8%	8%
5	8%	8%
6	6%	6%
7	7%	7%
8	10%	10%
9	9%	9%
10	8%	8%
11	8%	7%
12	6%	6%
13	6%	6%

Management Area	Population	Sample
Central	29%	29%
East	31%	31%
West	40%	40%

Neighbourhood	Population	Sample
Castleford / Airedale	13%	13%
Normanton / Featherstone	13%	13%
Pontefract / Knottingley	17%	18%
South East	16%	16%
Wakefield City	21%	21%
Wakefield North West	12%	12%
Wakefield Rural	8%	8%

Age Group	Population	Sample
0–24	3%	3%
25–34	14%	14%
35–44	20%	20%
45–54	17%	17%
55–59	9%	9%
60–64	9%	9%
65–74	15%	15%



75–84	10%	10%
85+	4%	4%

Ethnicity	Population	Sample
Asian / Asian British Bangladeshi	0.01%	0.04%
Asian / Asian British Indian	0.11%	0.04%
Asian / Asian British Other	0.50%	0.56%
Asian / Asian British Pakistani	0.60%	0.64%
Black / Black British African	1%	2%
Black / Black British Caribbean	0.11%	0.21%
Black / Black British Other	0.12%	0.13%
Chinese / Other Ethnic Group	0.08%	0%
Gypsy	0.02%	0%
Irish Traveller	0.01%	0%
Mixed Other	0.32%	0.34%
Mixed White & Asian	0.23%	0.09%
Mixed White & Black African	0.24%	0.34%
Mixed White & Black Caribbean	0.27%	0.43%
Refused	0.16%	0.30%
Romany	0.01%	0%
White British	80%	83%
White Irish	0.25%	0.21%



<b>White Other Background</b>	5%	4%
<b>Other</b>	1%	0.94%
<b>Unknown</b>	9%	7%

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

Following this exercise, the survey response was determined to be representative of the relevant tenant population as a whole. As such, no weighting has been applied to generate the reported perception measures.

## Questionnaire & Introductory Text



The introductory script and question set used for Vico Homes' TSM surveys are shown below:

Hello is that [Respondent Name],

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

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

IVR READ OUT: The survey will be used to calculate Tenant Satisfaction Measures to be published by Vico Homes 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 Vico Homes 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 our 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 Vico Homes provides. Vico Homes 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 Vico Homes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Comments	Please describe your specific experiences that have shaped your view of Vico Homes's service.	Open ended
Well Maintained Home (LCRA)	How satisfied or dissatisfied are you that Vico 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 Vico 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 Vico Homes is responsible for maintaining?	Yes / No / Don't Know
Communal Area satisfaction	How satisfied or dissatisfied are you that Vico Homes keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or communal areas safe or well maintained Comments	Share your views on the safety and maintenance of your home and the cleanliness and maintenance of any communal areas.	Open ended
Repairs in last 12 months? (LCRA)	Has Vico Homes carried out a repair to your home in the last 12 months?	Yes / No
Repairs last 12 months satisfaction (LCRA)	How satisfied or dissatisfied are you with the overall repairs service from Vico Homes over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time taken repairs (LCRA)	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 Comments (LCRA)	Tell us more about your experience with the repairs service over the last 12 months.	Open ended
Contribution to neighbourhood	How satisfied or dissatisfied are you that Vico 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
Neighbourhood Contribution Comments	Share your views on your landlord's contribution to your neighbourhood.	Open ended
Approach to ASB	How satisfied or dissatisfied are you with Vico Homes's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable/ Don't know
ASB Comments	Give us your thoughts on Vico Homes's approach to handling anti-social behaviour.	Open ended
Listens to views & acts upon them	How satisfied or dissatisfied are you that Vico 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 Vico 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 `Vico Homes treats me fairly and with respect`?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't know / Not applicable
Customer Service and Communication Comments	Describe your experience with the customer service and communications you receive.	Open ended
Complaints in last 12 months?	Have you made a complaint to Vico Homes in the last 12 months?	Yes / No
Complaints Handling	How satisfied or dissatisfied are you with Vico Homes's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

Complaint Route	How did you make your complaint? If you have gone through more than one route, please tick all that apply	Telephone call/Email to general email/To a member of staff/Via the website/In writing/Through a legal representative/To a regulatory body, e.g. Housing Ombudsman/Other (please specify)
Complaints Comments	Please describe your experience of how complaints are handled.	Open ended
Staff Show Organisations Values	Do you feel that Vico Homes staff show the organisation's values (like being caring, confident, united and ambitious) in the way they deliver services?	Always, Often, Sometimes, Rarely, Never, Not sure
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 Vico 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 Vico Homes to contact you to follow up any of the comments or issues you have raised?	Yes / No

At the end of the survey, Acuity's interviewers read out the following:

IVR READ OUT: If you are dissatisfied with the service provided by `^f('org_name')^` they do have a complaints process you can access by calling 0345 8 507 507 or you can report your complaint through the online form and find more information on their website <https://www.vicohomes.co.uk/contact-us/your-feedback/making-a-complaint/a-guide-to-complaints/>

IVR READ OUT: We have now come to the end of the survey. Just to confirm my name is `^GetCatilInterviewerName()^` and I've been calling from Acuity on behalf of `^f('org_name')^`, thank you very much for your time in completing the survey.

**Report by Acuity Research & Practice**

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