



Vico Homes LCHO

Tenant Satisfaction Measures – Summary of Approach 2024/25



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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 2024/25, Vico Homes completed TSM surveys with a sample of tenants. 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 (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Vico Homes completed 250 LCHO TSM surveys, and a further 17 partially completed interviews, equating to 267 completed and partially completed interviews. As of 31st March 2025 Vico Homes has 1,122 LCHO properties, which means that a statistical accuracy level of +/- 5.5% was achieved. Whilst this falls short of the required target, a census approach was used as well as a multi-modal methodological approach to ensure all residents had the opportunity to participate in the survey through one or multiple means.

No tenant was removed from the sample frame. There were no methodological issues or limitations identified that would impact the reliability of the data collected.

No incentives were used when conducting the survey.

Timing of Survey



Vico Homes carried out a total of 267 completed (250) and partially completed (17) surveys between 24/06/2024 and 16/11/2024.

Collection Method(s)



The TSM Surveys were completed via telephone and online interviews using Acuity's in-house telephone team. The rationale for using this methodology approach is:

- ✓ **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 answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- ✓ **Response Rates:** Using this mixed approach maximises the robustness of our data and ensures the results truly reflect the tenant base. Continuing to include a telephone aspect also allows Vico Homes to be reactive to flags and alerts, which improves customer recovery.
- ✓ **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

Sample Method



Acuity contacted a random selection of current tenants in shared ownership properties to participate in a census survey. The survey is carefully scripted to ensure a professional and consistent process.

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

Neighbourhood

Castleford/Airedale

Normanton/Featherstone

Pontefract/Knottingley

South East

Wakefield City

Wakefield North West

Wakefield Rural

Out of District

Population	Sample
9%	8%
5%	6%
10%	12%
6%	5%
13%	13%
8%	8%
11%	13%
39%	36%

Ethnicity

Asian / Asian British Bangladeshi

Asian / Asian British Indian

Asian / Asian British Other

Asian / Asian British Pakistani

Black / Black British Caribbean

Black / Black British African

Chinese / Other ethnic group

Mixed Other

Mixed White & Asian

Mixed White & Black African

Other

Refused

White British

White Irish

White Other Background

Unknown

Population	Sample
0%	0%
0%	0%
0%	0%
1%	1%
0%	0%
1%	1%
0%	0%
1%	0%
0%	0%
0%	0%
1%	0%
1%	1%
63%	62%
0%	0%
4%	5%
28%	28%

MGT Area

Central
East
West

Population	Sample
12%	12%
46%	43%
43%	45%

Age Group

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

Population	Sample
4%	5%
34%	35%
27%	26%
16%	16%
5%	5%
5%	5%
5%	5%
2%	1%
0%	0%
2%	2%

Property Type

Bungalow
House

Population	Sample
2%	2%
98%	98%

Local Authority

Bradford City Council
Bassetlaw District Council
Barnsley Metropolitan Borough Council
Craven District Council
East Riding of Yorkshire Council
Harrogate Borough Council
Hambleton District Council
Kirklees Metropolitan Council
Leeds City Council
Rotherham Metropolitan Borough Council
Selby District Council
Wakefield Metropolitan District Council

Population	Sample
4%	5%
0%	0%
2%	2%
1%	1%
15%	13%
3%	3%
3%	2%
1%	1%
2%	1%
1%	1%
6%	6%
61%	64%

Following this exercise, the survey response was determined to be broadly representative and, as such, no weighting has been applied to generate the reported perception measures

Questionnaire & Introductory Text



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 Vico Homes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Why Satisfied Overall	Please can you explain why you are satisfied?	Open ended
Improve Overall Satisfaction	What could Vico Homes do to improve your satisfaction with the service?	Open ended
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
Safety and maintenance comments	If you are not satisfied that your home is well maintained and/or safe, please explain why and what could be done to improve this.	Open ended
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
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
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
Listens and Acts	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, Not applicable / Don` t know
Rent VFM	How satisfied or dissatisfied are you that your rent provides value for money?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Complaints in Last 12 Months	Have you made a complaint to Vico Homes in the last 12 months?	Yes, No

Label	Question text	Rating scale
Complaints Handling	How satisfied or dissatisfied are you with Vico Homes' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Supported to Maintain Tenancy	Do you feel supported by Vico Homes to successfully maintain your tenancy?	Yes, No, No opinion, No opinion
One Thing Improve Comments	If Vico Homes could make one improvement, what should it be?	Open ended
Permission 1	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	Would you be happy for Vico Homes to contact you to follow up any of the comments or issues you have raised?	Yes, No