

**Alliance Homes summary  
of approach:**

**LCRA (low cost rental  
accommodation)**

## Summary of approach

### Alliance Homes Tenant Perception Measures

#### LCRA (low cost rental accommodation)

##### a) Achieved sample size (number of responses)

The total number of surveyed tenant households that provided a response to at least one of the tenant perception survey questions is **1322**.

##### b) Timing of survey

The data used to generate the tenant perception measures was collected over two fieldwork waves:

- 1st -19th July 2024
- 6th -24th January 2025

We have not undertaken any other perception surveys that include TSM questions.

##### c) Collection method(s)

Online interviews and CATI (Computer-Aided Telephone Interviewing).

- Online interviews: 929
- Telephone interviews: 393

##### Rationale for collection method(s)

Our attitudinal customer segmentation research has helped inform our approach to data collection. The segmentation evidenced that some of our customers prefer online interaction as they can respond at a time that suits them (for example, many of our working customers). It also evidenced that we have a proportion of customers who feel anxious speaking on the phone and prefer to respond online. From a research perspective, online surveys can sometimes elicit more honest responses and, when reaching out to large sample sizes for quantitative research, are a more cost-effective approach. The segmentation also evidenced that some of our customers are not digitally active: these customers are invited to complete the survey via CATI (computer-assisted-telephone-interviewing).

### Summary of responses by survey collection method/s

	Total LCRA sample	CATI (telephone)	Online
TP01 Overall satisfaction	73.8%	81.1%	71.4%
TP02 Satisfaction with repairs	78.3%	88.0%	75.1%
TP03 Satisfaction with time taken to complete most recent repair	70.0%	80.6%	66.4%
TP04 Satisfaction that the home is well maintained	72.0%	83.1%	68.0%
TP05 Satisfaction that the home is safe	75.5%	85.9%	71.8%
TP06 Satisfaction that the landlord listens to tenant views and acts upon them	63.8%	77.1%	59.1%
TP07 Satisfaction that the landlord keeps tenants informed about things that matter to them	68.9%	78.8%	65.3%
TP08 Agreement that the landlord treats tenants fairly and with respect	77.4%	86.0%	74.3%
TP09 Satisfaction with the landlord's approach to handling complaints	40.7%	47.4%	38.5%
TP10 Satisfaction that the landlord keeps communal areas clean and well maintained	66.6%	74.8%	63.5%
TP11 Satisfaction that the landlord makes a positive contribution to neighbourhoods	61.4%	73.0%	57.2%
TP12 Satisfaction with the landlord's approach to handling anti-social behaviour	55.8%	69.3%	51.1%

#### d) Sample method

Census approach.

**e) Summary of the assessment of representativeness of the sample against the relevant population (including reference to the characteristics against which representativeness has been assessed)**

We have assessed the representativeness of the sample against the following criteria:

- Housing type e.g. general needs/age restricted/supported housing
- Age of respondent
- Building type e.g. house, bungalow, maisonette etc
- Stock category type e.g. social rent; affordable rent; temporary accommodation etc
- Geographical area/neighbourhood

	Tenant population	Weighted survey responses	Difference
General needs	83.5%	81.7%	-1.8%
Age restricted	15.5%	17.2%	1.7%
Supported housing	1.0%	1.1%	0.1%
18-34	15.9%	15.9%	=
35-44	17.1%	17.1%	=
45-54	15.3%	15.3%	=
55-64	20.4%	20.4%	=
65-74	16.1%	16.1%	=
75+	15.2%	15.2%	=
Flat	38.4%	43.7%	5.3%
House	37.5%	33.4%	-4.1%
Bungalow	14.9%	15.1%	0.2%
Maisonette	5.2%	3.7%	-1.5%
Bedsit flat	1.7%	1.4%	-0.3%
House and garage	1.7%	1.8%	0.1%

Room	0.4%	0.5%	0.1%
Bedsit bungalow	0.2%	0.1%	-0.1%
Flat and garage	0.1%	0.1%	=
Bungalow and garage	0.0%	0.1%	0.1%
Social rent	87.8%	86.1%	-1.7%
Affordable rent	10.8%	12.3%	1.5%
TA rent	0.6%	0.8%	0.2%
LD rent	0.5%	0.5%	=
Rent to buy	0.3%	0.4%	0.1%
60% market rent	0.1%	0.0%	-0.1%
Bournville	19.9%	16.0%	-3.9%
Worle	8.9%	7.7%	-1.2%
Portishead	8.3%	9.1%	0.8%
Nailsea and Wraxall	7.6%	9.2%	1.6%
Clevedon	6.7%	7.7%	1.0%
Coronation	5.5%	5.7%	0.2%
Pill	4.3%	4.3%	=
Milton	4.3%	4.4%	0.1%
Oldmixon	4.0%	4.4%	0.4%
Summerlands	3.4%	3.7%	0.3%
Yatton and Kingston Seymour	2.6%	2.5%	-0.1%
Locking	2.6%	3.4%	0.8%
Weston-Super-Mare Town Centre and Potteries	2.2%	2.6%	0.4%
Congresbury	2.2%	1.9%	-0.3%
Long Ashton	2.1%	1.3%	-0.8%
Banwell, Loxton and Christon	2.0%	2.2%	0.2%

Backwell, Flax Bourton, Brockley and Chelvey	1.7%	1.8%	0.1%
Winscombe	1.6%	1.4%	-0.2%
S. Gloucestershire (all)	1.6%	2.1%	0.5%
Blagdon, Langford, Churchill and Burrington	1.5%	1.2%	-0.3%
Claverham and Cleeve	1.2%	1.0%	-0.2%
Cheddar	1.0%	2.4%	1.4%
Wrington, Redhill and Butcombe	0.9%	1.0%	0.1%
Hutton, Bleadon and Uphill	0.7%	0.6%	-0.1%
Kewstoke, Wick St Lawrence and Puxton	0.7%	0.6%	-0.1%
Portbury, Tickenham and Clapton-in-Gordano	0.7%	0.7%	=
Bristol (all)	0.7%	0.2%	-0.5%
Felton, Winford and Dundry	0.6%	0.4%	-0.2%
BANES (all)	0.5%	0.3%	-0.2%
Hallatrow	0.1%	0.0%	-0.1%

**f) Any weighting applied to generate the reported perception measures**

The data has been weighted by age, so that it is representative of our tenant population.

**g) The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures**

MARU conducted online surveys and subcontracted CATI interviews to PFA Research. The data from the online and CATI surveys were captured in Maru's survey portal. Maru provided a report of the online survey and CATI results to Alliance Homes. Altair validated the reported perception measures.

**h) The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances**

No tenant households were removed from the sample frame due to exceptional circumstances.

**i) Failure to meeting sample size**

The required sample size of 551 was met.

**j) Type and amount of any incentives offered to tenants**

Option to take part in a prize draw (first prize £250 Love2Shop gift card; 2x runners up prizes - £100 and £50 Love2Shop gift cards)

**k) Methodological issues**

There were no methodological issues likely to have a material impact on the tenant perception measures reported.