

Tenant Satisfaction Measures Perception Survey

Summary of approach 2024/25

Between 1st October 2024 and 28th February 2025 we collected the tenant perception survey results for the Tenant Satisfaction Measures (TSMs). As Community Gateway Association (CGA) has fewer than 1,000 Low-Cost Home Ownership properties, we are required to report on Low-Cost Rental Accommodation only and the information below relates to this.

Last year, we conducted a one-off census survey sent to all our households via email, text, post and telephone. This year, we agreed with our tenants the introduction of a monthly rolling survey with a randomly selected sample of tenants, conducted by post and telephone.

This new approach brought several key benefits:

- It allowed us to gather continuous feedback, enabling quicker responses to emerging trends.
- It helped us reach all tenants, including those without access to digital platforms.
- It offered greater flexibility, allowing us to adjust targets throughout the year to ensure our sample remained representative.

The survey was carried by TPTracker – an independent, external contractor who collated and reported on the survey on our behalf.

Consideration was given to tenant's accessibility needs, for example translation services, text relay, large print, coloured paper and other adjustments where necessary. Visual features were not used alongside the response options as they were not required.

The survey was sent by post at the start of each month and this was then converted to a telephone survey after five days. Calls from an experienced telephone surveyor commenced who contacted those tenants who had not yet responded by post. If a tenant responded via telephone and a subsequent postal response was returned, the telephone response was overwritten by the postal response.

The total population for our Low-Cost Rental Accommodation was 6,688 requiring a confidence level of +/-4%. A random sample of 2,855 households were surveyed and we achieved 95% confidence that the overall % satisfied was within +/-3.5%.

The survey was sent by post to 2,855 households and follow up telephone calls were made to 2,405 with 700 responses received.

The breakdown of responses for each survey method is detailed below:

Method	Number of responses	Percentage
Postal	327	11.45%
Telephone	373	15.51%
Total	700	24.52%

There were no incentives used for tenants to complete the survey, however, to encourage feedback, the survey was publicised on CGA's website and on social media. In recognition that all tenants would not be selected, informal feedback was also promoted.

The profile of tenants who responded represented the characteristics listed below and weighting was not required.

- Gender
- Ethnicity
- Age
- Asset classification
- Asset type
- Property size (CGA assessed against property rather than household size)
- Length of tenancy
- Geographical area

We ensured that our tenants and properties were well-represented in the survey results so that the results accurately represented the services we provide to our customers in their local community areas.

The tables below demonstrate how the major characteristics were represented:

PROFILING COMPARISONS

Gender

Gender	Our Tenants		Respondents	
Man	2,393	35.78%	276	39.43%
Woman	4,288	64.11%	424	60.57%
Non-binary	1	0.01%	0	0.00%
Transgender	1	0.01%	0	0.00%
Not known	5	0.07%	0	0.00%
Total	6,688	100.00%	700	100.00%

Ethnicity

Ethnicity	Our Tenants		Respondents	
White British	5,271	78.81%	551	78.71%
Ethnic Minorities (inc. White minorities)	1,266	18.93%	127	18.14%
Not known	151	2.26%	22	3.14%
Total	6,688	100.00%	700	100.00%

Age

Age	Our Tenants		Respondents	
16 to 24	232	3.47%	12	1.71%
25 to 34	1,056	15.79%	82	11.71%
35 to 44	1,383	20.68%	107	15.29%
45 to 54	1,302	19.47%	100	14.29%
55 to 64	1,191	17.81%	137	19.57%
65 to 74	819	12.25%	123	17.57%
75 to 84	537	8.03%	106	15.14%
85+	168	2.51%	33	4.71%
Total	6,688	100.00%	700	100.00%

Asset Classification

Asset Classification	Our Tenants		Respondents	
General Needs	6,050	90.46%	502	71.71%
Housing for Older People	52	0.78%	29	4.14%
Sheltered Housing	383	5.73%	117	16.71%
Specialised Supported Housing	6	0.09%	0	0.00%
Supported Housing	197	2.95%	52	7.43%
Total	6,688	100.00%	700	100.00%

Asset Type

Asset Type	Our Tenants		Respondents	
Apartment	61	0.91%	19	2.71%
Bedsit	27	0.40%	0	0.00%
Bungalow	508	7.60%	88	12.57%
Dormer Bungalow	1	0.01%	0	0.00%
Flat	2,235	33.42%	264	37.71%
House	3,813	57.01%	326	46.57%
Maisonette	43	0.64%	3	0.43%
Total	6,688	100.00%	700	100.00%

Property Size

Property Size (no of bedrooms)	Our Tenants		Respondents	
0 Bedroom	27	0.40%	0	0.00%
1 Bedroom	2,274	34.00%	281	40.14%
2 Bedroom	1,810	27.06%	191	27.29%
3 Bedroom	2,505	37.46%	222	31.71%
4 Bedroom	69	1.03%	6	0.86%
5 Bedroom	2	0.03%	0	0.00%
7 Bedroom	1	0.01%	0	0.00%
Total	6,688	100.00%	700	100.00%

Length of Tenancy

Length of Tenancy	Our Tenants		Respondents	
Less Than 1 Year	684	10.23%	112	16.00%
1-3 Years	923	13.80%	107	15.29%
3.1-5 Years	730	10.92%	69	9.86%
5.1-10 Years	1,516	22.67%	161	23.00%
Greater Than 10 Years	2,835	42.39%	251	35.86%
Total	6,688	100.00%	700	100.00%

Geographical Areas

Geographical Areas	Our Tenants		Respondents	
Ashton	1,115	16.67%	113	16.14%
Blackpool	96	1.44%	18	2.57%
Brookfield	631	9.43%	73	10.43%
City Centre	798	11.93%	72	10.29%
Deepdale	625	9.35%	58	8.29%
Fishwick	533	7.97%	36	5.14%
Ingol	918	13.73%	160	22.86%
Inner Ribbleton	299	4.47%	22	3.14%
Moor Nook	581	8.69%	64	9.14%
North Ribbleton	698	10.36%	52	7.43%
South Ribble	61	0.91%	8	1.14%
St Matthews	338	5.05%	24	3.43%
Total	6,688	100.00%	700	100.00%