

Cheshire West & Chester Council

Council Housing

Approach to Tenant Satisfaction Measures



Overview

This document describes the approach that Kwest the Council commissioned independent organisation that surveys and collects the Tenant Satisfaction Measures on behalf of Cheshire West and Chester Council in relation to its council housing.

A) Summary Of Achieved Sample Size

Cheshire West & Chester has 5242 LCRA households and to meet the new requirements, has to provide data with an overall accuracy of $\pm 4\%$ at the 95% confidence interval for the Tenant survey. This would require 537 responses to be collected.

At the end of data collection, a total of 547 responses had been collected. This meets the requirements set by the Regulator and supplies data with overall accuracy of $\pm 4.0\%$.

B) Timing Of the Survey

Cheshire West and Chester Council opted to carry out the survey interviews on a rolling basis between April 2025 and March 2026.

C) Data Collection Methods

The survey was undertaken by telephone as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily monitored and controlled.

Kwest's interviewers worked in shifts to provide maximum coverage. Telephone calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available. Interviewers made up to 5 attempts to secure a survey response with each sampled LCRA household.

D) Sampling Methods

A stratified sampling method was used, taking into account a number of criteria including, age group, property type, and number of bedrooms.

E) Assessment Of Representativeness of Respondents

The statistical accuracy achieved in the survey ensures excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness is checked and monitored against a range of criteria. For example; Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent

representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised.

Kwest's TSM Representativeness Assessment ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allowed ForHousing to view progress versus targets at any time throughout the project.

To demonstrate representativeness of response, Kwest use a number of population sub-groups taken from data held by ForHousing. These include age, property type, number of bedrooms, economic status, neighbourhood, religion, household size, and tenure. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below.

F) Details of Applied Weighting

Not applicable. Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across multiple groups and therefore no weighting of data was required.

I) Reasons For Failure to Meet Required Sample Size Requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

J) Incentives Used in The Survey to Encourage Response

Not applicable, no incentives were used.

K) Methodological Issues That Have a Material Impact on Satisfaction

There do not appear to be any methodological issues that have a material impact on the tenant perception measures reported.