



# Karibu Community Homes

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## 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 Karibu Community Homes (Karibu) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details Karibu's 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



Karibu 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, Karibu completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. Karibu must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 5%.

During 2024/25, Karibu completed 430 TSM surveys. Karibu have 1,721 properties which means that a statistical accuracy level of +/- 4.1% was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame.

No incentives were offered.

## Timing of Survey



Karibu carried out a total of 430 surveys on a quarterly basis between 27/06/2024 and 27/03/2025.

## Collection Method(s)



The TSM Surveys were completed via telephone only. The rationale for using a mixed methodology approach is:

- ✓ **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all tenants, especially those who may not have internet access or digital skills, 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:** 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 Karibu 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. A telephone-based approach helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

## Sample Method



A sample approach was used for Karibu. Acuity contacted a random selection of current tenants to participate in a telephone survey based on quotas set out by Karibu. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with Karibu, 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:

Tenancy Type, Management Area, Legacy, Length of Tenancy and Age Group

### Tenancy Type

Assured - Affordable  
Assured - General  
Assured - Shorthold  
Demoted Tenancy  
Intermediate Rent  
Secure Tenancy  
Starter Tenancy

| Population | Sample |
|------------|--------|
| 10%        | 11%    |
| 84%        | 82%    |
| 1%         | 1%     |
| 0%         | 0%     |
| 1%         | 2%     |
| 1%         | 1%     |
| 3%         | 3%     |

### Management Area

Barnet  
Brent  
Ealing  
Elmbridge  
Enfield  
Hammersmith & Fulham  
Harrow  
Hillingdon  
Hounslow  
Kensington & Chelsea  
Kingston-Upon-Thames  
Richmond  
Slough  
Westminster

| Population | Sample |
|------------|--------|
| 1%         | 1%     |
| 11%        | 12%    |
| 26%        | 26%    |
| 0%         | 0%     |
| 3%         | 3%     |
| 4%         | 4%     |
| 9%         | 9%     |
| 19%        | 19%    |
| 11%        | 11%    |
| 7%         | 7%     |
| 1%         | 0%     |
| 2%         | 1%     |
| 4%         | 4%     |
| 2%         | 2%     |

### Legacy

Inquilab  
Westway  
Unknown

| Population | Sample |
|------------|--------|
| 63%        | 69%    |
| 29%        | 31%    |
| 8%         | 0%     |

## Length of Tenancy

- A. < 1 year
- B. 1 - 3 years
- C. 4 - 5 years
- D. 6 - 10 years
- E. 11 - 20 years
- F. Over 20 years
- Unknown

| Population | Sample |
|------------|--------|
| 1%         | 4%     |
| 7%         | 10%    |
| 4%         | 3%     |
| 11%        | 11%    |
| 37%        | 33%    |
| 31%        | 24%    |
| 9%         | 15%    |

## Age Group

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

| Population | Sample |
|------------|--------|
| 0%         | 1%     |
| 2%         | 4%     |
| 4%         | 4%     |
| 6%         | 9%     |
| 4%         | 3%     |
| 4%         | 4%     |
| 5%         | 3%     |
| 1%         | 2%     |
| 73%        | 70%    |

## Questionnaire & Introductory Text



Here is the introductory text and question set used for Karibu's TSM survey:



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 Karibu?  | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied                              |
| Well Maintained Home                | How satisfied or dissatisfied are you that Karibu 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 Karibu provides a home that is safe? (Please read all response options). | 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 Karibu is responsible for maintaining?  | Yes, No, Don't know   |
| Communal Area Satisfaction          | How satisfied or dissatisfied are you that Karibu keeps these communal areas clean and well maintained?   | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied                              |
| Repairs in Last 12 Months           | Has Karibu carried out a repair to your home in the last 12 months?   | Yes, No   |
| Repairs Last 12 Months Satisfaction | How satisfied or dissatisfied are you with the overall repairs service from Karibu over the last 12 months?   | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied                              |
| Time Taken Repairs                  | 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                              |
| Contribution To Neighbourhood       | How satisfied or dissatisfied are you that Karibu makes a positive contribution to your neighbourhood? (Please read all response options).  | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know |
| ASB                                 | How satisfied or dissatisfied are you with Karibu's approach to handling anti-social behaviour? (Please read all response options).   | 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 Karibu listens to your views and acts upon them? (Please read all response options).   | 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 'Karibu treats me fairly and with respect'? (Please read all response options).  | Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know                               |
| Keeps you Informed                  | How satisfied or dissatisfied are you that Karibu keeps you informed about things that matter to you? (Please read all response options).   | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know |
| Easy To Deal With                   | How satisfied or dissatisfied are you that Karibu is easy to deal with?   | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied                              |
| Easy to Deal with Comments          | As you were not satisfied with Karibu being easy to deal with could you tell me why?  | n/a   |
| Complaints in Last 12 Months        | Have you made a complaint to Karibu in the last 12 months?  | Yes, No   |
| Complaints Handling                 | How satisfied or dissatisfied are you with Karibu's approach to complaints handling?  | Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied                              |
| Complaints Comments                 | Please can you explain why you have given this score?   | n/a   |





|                            |  |   |
|----------------------------|--|---|
| Complaint Type             | What was your complaint related to?  | Repairs service, Property condition, ASB, Communal areas or repairs, Damp and mould, Staff or contractor attitude, Communication, Tenancy matters, Rent or service charge matters, Other (please specify)   |
| Complaint Route            | How did you make your complaint? If you have gone through more than one route, please tick all that apply  | Telephone call to the contact centre, Email to the contact centre, To a housing officer, Via the website, In writing, Complaints procedure, Through a legal representative, To a regulatory body e.g. Housing Ombudsman, Other (please specify)   |
| Complaint Resolution       | Has your complaint now been resolved?  | Yes - I am happy with the resolution, Yes - I am not happy with the resolution, No - complaint is still ongoing, No - my landlord has not acknowledged my complaint)  |
| Complaint Stage Resolution | What stage in the complaints process did your complaint reach?   | Stage 1, Stage 2, Service failure (informal complaint), Not sure / don't know   |
| Complaint Went Well        | What went well about the way your complaint was handled?   | n/a   |
| Improve Complaint Handling | How could Karibu improve the way it handles complaints? Tick all that apply  | Improve communication / keep me updated, Improve internal communication (communication between teams), Listen more, Better attitude of staff to complaints, Be more proactive in resolving my complaint, Make it clearer how to make a complaint, Make it easier to make a complaint, Acknowledge complaints, N/A, Other (please specify) |
| Anything Improve           | In your own words, what could Karibu do better?  | n/a   |
| Permission1                | The results of this survey are confidential. However, would you be happy for us to give your responses to Karibu with your name attached so that they have better information to help them improve services?                     | Yes, No   |
| Permission2                | Would you be happy for Karibu to contact you to follow up any of the comments or issues you have raised?   | Yes, No   |
| Getting Involved           | We have many ways to engage with our residents from formal meetings and one off focus groups to virtual panels and feedback. would you be interested in finding out more about how you can work with us to improve our services? | Yes, No   |
| Getting Involved Email     | If yes please provide preferred email address and mobile number  | n/a   |

**Report by Acuity Research & Practice**



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