

Summary of Approach – Cambridge City Council, Tenant Perception Measures 2023/24

This is Cambridge City Council’s summary of the survey approach used to generate the tenant perception measures for 2023/24.

<p>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. It must include at a minimum:</p>	
<p>a. a summary of achieved sample size (number of responses)</p>	<p>1861 – LCRA</p> <p>As the council owns more than 1,000 Low-Cost Rental Accommodation (LCRA) dwelling units and fewer than 1,000 Low-Cost Home Ownership (LCHO) dwelling units, we are only required to report tenant perception measures for LCRA households. The relevant population comprises all Cambridge City Council households residing in LCRA households, this includes our general needs tenants and tenants in sheltered housing.</p> <p>The Regulator recommends that landlords with between 2,500 and 9,999 units gather enough responses to achieve a sampling error of $\pm 4\%$ at the 95% confidence interval. For Cambridge City Council to meet this requirement, a minimum of 556 completed (or partially completed) LCRA surveys are needed. As of 1 Jan 2024 the council had a relevant LCRA population of 7,350.</p>
<p>b. timing of survey</p>	<p>16/02/2024 to 29/03/2024</p> <p>All responses were generated from the same survey questionnaire during February and March 2024.</p>
<p>c. collection method(s)</p>	<p>Online, postal and telephone</p> <ul style="list-style-type: none"> - Online survey (email/SMS) – sent to all residents with an email address and/or mobile phone number. Email campaign included 1-2 reminders throughout survey period. - Postal survey – sent to all residents we did not have an email address and/or mobile phone number for, 2 mailouts (second reminder mailout sent to 1,000 non-respondents to target underrepresented groups), 4-page colour questionnaire, covering letter and freepost envelope.

	- Telephone booster – to 200 residents, used to balance the representativeness of the survey response. Quotas were applied on tenure type, area and ward to monitor and select the sample for interview.
d. sample method	Census

e. summary of the assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)

	Population (N)	Population (%)	Sample (N)	Sample (%)
General	6883	94%	1697	91%
Sheltered	467	6%	164	9%
Grand Total	7350		1861	

	Population (N)	Population (%)	Sample (N)	Sample (%)
King's Hedges	1305	18%	336	18%
Abbey	1123	15%	273	15%
Arbury	1061	14%	256	14%
CherryHinton	806	11%	238	13%
Coleridge	686	9%	186	10%
Romsey	490	7%	122	7%
East Chesterton	453	6%	107	6%
Queen Edith's	375	5%	91	5%
Petersfield	372	5%	96	5%
Trumpington	327	4%	70	4%
Market	175	2%	49	3%
West Chesterton	74	1%	21	1%
Castle	73	1%	13	1%
Newnham	30	0%	3	0%
Grand Total	7350		1861	

	Population (N)	Population (%)	Sample (N)	Sample (%)
0 - 24	168	2%	30	2%
25 - 34	861	12%	170	9%
35 - 44	1521	21%	324	17%
45 - 54	1403	19%	324	17%
55 - 59	726	10%	174	9%
60 - 64	654	9%	189	10%
65 - 74	1010	14%	323	17%
75 - 84	566	8%	203	11%
85+	267	4%	79	4%
NO DATA	174	2%	45	2%
Grand Total	7350		1861	

Across the majority of population and dwelling characteristics, the representation of respondents is very close to that of the baseline sample, with marginal differences (see tables above). The characteristic with the biggest differences between population and sample size was age, we therefore weighted results to ensure there was no material under – or over – representation of tenant groups.

f. any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)	weighted based on age
g. the role of any named external contractor(s) in collecting, generating, or validating the reported perception measures	Acuity Research & Practice Ltd Collecting, generating, validating 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 described in paragraph below* with a broad rationale for their removal	N/A
i. reasons for any failure to meet the required sample size requirements summarised in Table below**	N/A
j. type and amount of any incentives offered to tenants to encourage survey completion	3 x £100 shopping vouchers
k. any other methodological issues likely to have a material impact on the tenant perception measures reported.	N/A