

Westminster City Council's Summary of Approach

A) Summary Of Achieved Sample Size

At the beginning of the data collection, Westminster provided an extract of the live database which comprised 11,223 LCRA Households. Regular updates were then shared throughout the year.

Westminster were advised by our partner, Kwest Research Limited that to meet the accuracy requirements for the TSM survey, we had to collect a minimum of 995 responses in the first year in order to provide data with an overall accuracy of 3% at the 95% confidence interval.

1,441 LCRA interviews have been completed, achieving an accuracy of $\pm 2.4\%$ for LCRA Tenants.

B) Timing Of The Survey

The survey was undertaken on a monthly rolling basis, with surveys carried out between June 2023 and March 2024, using the same script, questions and question order throughout. Tenants are flagged once they have responded and are not re-surveyed in a 12 month period.

C) Data Collection Methods

The survey was undertaken by telephone. Kwest's interviewers recorded the responses onto their system. They 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. This method was chosen as it was thought to offer the best way to get a representative sample and reach those that may not normally take part in surveys. Our survey partner, also have a range of interviewers who can speak different languages, giving us the ability to reach those who may not speak English. A telephone survey also negates a lot of barriers, including literacy, visual impairment and lack of access to digital media. Westminster have commissioned a partner to carry out the surveys to ensure impartiality and market research professionalism.

D) Sampling Methods

A stratified sampling method was used, taking into account age group, ethnicity, number of bedrooms, tenancy type, and area. Within each strata random sampling is used.

E) Assessment Of Representativeness Of Respondents

The sample achieved an excellent representation of the tenant population. Please see Appendix 1 for the results. [TSM Tenants Representativeness Assessment](#)

The characteristics used to measure representativeness included age group, number of bedspaces, ward, tenure, number of bedrooms, area, ethnicity, and main spoken language. These categories were chosen to provide good coverage by geographical location, demographic profile, and type of housing. Our tenure types pick up general needs and “community supportive housing” (CSH). In Westminster CSH is the name given, by our residents, to Sheltered housing. Output on Kwest’s portal allowed Westminster to always view progress versus population.

Only 6.58% of Westminster’s housing stock are houses or bungalows, the rest are flats or maisonettes, therefore it was decided that breaking down the stock in this manner would not be beneficial.

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.

G) External Contractors Used

Westminster procured the services of Kwest Research Limited to carry out the TSM perception survey. Kwest works exclusively for social housing providers and are a Market Research Society company partner and fully compliant with the MRS Code of Conduct and GDPR requirements. Kwest is responsible for all elements of the research.

H) Households Excluded from The Sampling Frame Under Exceptional Circumstances

Not applicable, no households were excluded from sampling.

I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable – A sufficient number of responses were gathered to meet the requirements.

J) Incentives Used In The Survey To Encourage Response

No incentives were used in the survey.

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.

L) Data Protection and confidentiality

Westminster have chosen to link the TSM responses to individuals in order to follow up on any issues identified within the responses. The respondent is advised of this at the beginning and asked for their consent, if they do not consent then the respondent remains anonymous and are not shared internally or externally beyond those who require the information to produce the TSMs. We do not collect tenant characteristics through this survey.

M) Survey Questions

All the Regulator's stipulated questions are asked, as specified, plus four additional questions at the end.

We have not asked the TSM questions in any other perception survey. There have been no changes to the survey methodology during the year.