

## How we do our surveys

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Acuity, an independent market research specialist, carry out telephone surveys annually on our behalf to measure satisfaction amongst our customers, ensuring that we bring the voice of the customer into our organisation and use customer feedback to underpin our decision making. The feedback helps us to understand where we are doing well, as well as where we need to make improvements.

Our surveys include questions based on all Tenant Satisfaction Measures (TSM) as well as additional questions including open ended questions where customers can share feedback about their customer experience in their own words.

### Collection method

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The TSM surveys were completed via telephone interviews. The rationale for using a telephone survey approach was:

- **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all residents, 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 ask 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 resident demographic, maximising the robustness of our data and ensuring the results truly reflect the resident base. Telephone surveys also allow Sparrow to be reactive to flags and alerts, which improves customer recovery.
- **Reliability and Consistency:** Maintaining consistency with the previous years' methodology (when properties were owned by Sage Homes) allows for more reliable trend analysis. It also enables richer information to be gathered. A telephone-based approach further helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- **Representativeness of Responses:** A telephone survey provides the option to control the response via the use of quotas rather than a self-selecting method (online and postal), which means the results are representative.
- **Benchmarking Compatibility:** The majority of landlords use telephone surveys as their main collection method, which will allow Sparrow to compare the TSM metrics.
- **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

### Sample method and achieved sample size:

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The collection date of the earliest survey response used in the reported TSMs was 24 October 2024, with the latest survey response collected 03 November 2024. At the close of the survey, a total of 517 responses were received. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator was met.

A sample approach was used for the survey. Acuity contacted a random selection of current residents from Sparrow properties to participate in a telephone survey, based on quotas set on region, age group and length of tenancy. The survey is carefully scripted to ensure a professional and consistent process.

Checks were carried out to ensure that the survey was representative of the resident population as a whole. The characteristics by which representativeness was determined were:

Region	Population	Survey
	%	%
East Midlands	14%	13%
East of England	9%	9%
London	2%	4%
North	1%	2%
North West	4%	4%
South East	48%	49%
South West	5%	6%
West Midlands	14%	11%
Yorkshire & Humberside	2%	1%
Unknown	0%	0%

Length of Tenancy	Population	Survey
	%	%
1 – 2 years	6%	6%
2+ years	32%	35%
3+ years	59%	55%
6 months – 1 year	2%	3%
Under 6 months	1%	1%
Unknown	0%	0%

Age Group	Population	Survey
	%	%
0 – 24	3%	3%
25 – 34	47%	42%
35 – 44	26%	28%
45 – 54	12%	14%
55 – 59	5%	5%
60 – 64	3%	3%
65 – 74	3%	3%
75 – 84	1%	1%
85+	0%	0%
Unknown	1%	1%

Gender	Population	Survey
	%	%
Female	50%	48%
Male	37%	39%
Refused	12%	12%
Unknown	1%	1%

Bedrooms	Population	Survey
	%	%
1	9%	11%
2	48%	50%
3	41%	37%
4	2%	2%
Unknown	0%	0%

County	Population	Survey
	%	%
Bedfordshire	7%	8%
Berkshire	2%	3%
Buckinghamshire	4%	3%
Cambridgeshire	4%	4%
Cheshire	7%	7%
Derbyshire	5%	4%
Dorset	2%	2%
East Riding of Yorkshire	0%	0%
East Sussex	2%	2%
Essex	10%	12%
Gloucestershire	2%	2%
Greater London	2%	4%
Greater Manchester	0%	0%
Hampshire	5%	4%
Hertfordshire	2%	3%
Kent	7%	7%
Lancashire	4%	5%
Leicestershire	3%	4%
Lincolnshire	2%	2%
Norfolk	3%	2%
North Yorkshire	1%	0%
Northamptonshire	2%	3%
Nottinghamshire	2%	1%
Oxfordshire	5%	4%
Somerset	0%	0%
Staffordshire	4%	3%
Suffolk	3%	3%

Surrey	2%	3%
Warwickshire	3%	2%
West Midlands	0%	0%
West Sussex	3%	2%
West Yorkshire	1%	1%
Wiltshire	1%	2%
Unknown	0%	0%

No households were excluded from the survey due to exceptional circumstances. The correct measures were put in place to ensure representativeness was achieved accurately, so that results did not require weighting, and therefore the TSMs were calculated using unweighted responses.

#### Survey questionnaire:

Throughout the survey, Sage Homes was referenced, as all Sparrow customers were previously Sage Homes customers. Whilst Sparrow had acquired these customers from Sage Homes, they were still being managed by Sage Homes at the time of interviewing.

#### Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Sparrow and Sage Homes from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare around 10 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 Sparrow/ Sage Homes 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 Sage Homes by email [Sharon.Fergus@sagehomes.co.uk] or by phone [+447904818199].

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 Sparrow provides. By answering the survey, you will automatically be entered into a prize draw where 10 customers will each win £100 worth of shopping vouchers.

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No

TSM	Questions	Response Options
TP01	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Sparrow?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
	What are the most important reasons why you have given this answer? Please provide as much detail as you can.	Open-ended question
TP05	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Sparrow provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	Thinking about where you were living previously, how would you rate your Sparrow home?	Much better, Slightly better, The same, Slightly worse, Much worse
TP08	To what extent do you agree or disagree with the following 'Sparrow treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
TP07	How satisfied or dissatisfied are you that Sparrow keeps you informed about things that matter to you?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP06	How satisfied or dissatisfied are you that Sparrow listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP11	How satisfied or dissatisfied are you that Sparrow makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TSM10 Qualifier	Do you live in a building with communal areas, either inside or outside, that Sparrow is responsible for maintaining?	Yes, No, Don't know
TP10	How satisfied or dissatisfied are you that Sparrow keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

	How satisfied or dissatisfied are you with the ability to get in touch with Sparrow?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	When dealing with Sparrow how satisfied or dissatisfied are you with the level of communication you receive?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	How satisfied or dissatisfied are you with the digital or online services provided by Sparrow?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, I do not use online services
	You mentioned you are not satisfied with Sparrow's online services, please could you explain why you gave this answer?	Open-ended question
TP12	How satisfied or dissatisfied are you with Sparrow's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	Have you reported anti-social behaviour to Sparrow or their managing agents in the past 12 months?	Yes, No
	Please explain what anti-social behaviour you have experienced and how it has been addressed?	Open-ended question
TSM09 Qualifier	Have you made a complaint to Sparrow in the last 12 months?	Yes, No
TP09	How satisfied or dissatisfied are you with Sparrow's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	Can you please explain what the complaint was about and how it has been addressed?	Open-ended question
	If Sparrow could do one thing to improve its services, what would you like it to be?	Open-ended question
	The results of this survey are confidential. However, would you be happy for us to give your responses to Sparrow/ Sage Homes with your name attached so that they have better information to help them improve services?	Yes, No
	Would you be happy for Sparrow/ Sage Homes to contact you to follow up any of the comments or issues you have raised?	Yes, No