

Expertise and support for the collection and analysis of perception surveys for the Tenant Satisfaction Measures

Brief and request for Expressions of Interest

March 2023

Southwark Council requests Expressions of Interest to support the housing service with the collation and analysis of perception surveys for the Tenant Satisfaction Measures.

1) Introduction

- 1.1 The Government outlined its developing approach to regulating social housing in the [Housing White Paper 2020](#).
- 1.2 Following the White Paper, the Regulator of Social Housing (RSH) has set out its approach to an enhanced consumer standard in: [Reshaping consumer regulation: our principles and approach](#).
- 1.3 The Social Housing Regulation Bill is currently approaching its final stage in Parliament, and the RSH is gearing up to implement new consumer regulation within the next 12 months.
- 1.4 The [implementation plan](#) for new consumer regulation has been published by the RSH. The framework to implement the regulatory changes outlined in the [social housing white paper](#) will be put in place once the bill gets Royal Assent.
- 1.5 The RSH published a consultation on the Introduction of [tenant satisfaction measures](#) (TSMs) on 9 December 2021. The consultation closed on 3 March 2022. The RSH then published their [Decision Statement](#), which provides a summary of the key areas of feedback and sets out their decision on the final Tenant Satisfaction Measures Standard and accompanying documents.

1.6 The related requirements which all registered providers of social housing would be expected to comply with under the TSM Standard are set out in the following documents and we would expect the provider to comply with them:

- a. [Tenant Satisfaction Measures: Technical Requirements](#)
- b. [Tenant Satisfaction Measures: Tenant Survey Requirements](#)

1.7 From 1st April 2023 social landlords will need to collect TSMs to help improve standards for tenants. The TSMs let residents see how well their landlord is doing and enables tenants to hold their landlords to account. It also gives the RSH insight into which landlords might need to improve. There will be a total of 22 TSMs, 12 TSMs will be collected from tenant perception surveys and 10 generated from management information.

1.8 This Expression of Interest is only for the 12 TSMs that will be collected from tenant perception surveys, which are specified in the table below.

TSMs collected from tenant perception surveys	
Code	Title
TP01	Overall satisfaction
TP02	Satisfaction with repairs
TP03	Satisfaction with time taken to complete most recent repair
TP04	Satisfaction that the home is well- maintained
TP05	Satisfaction that the home is safe
TP06	Satisfaction that the landlord listens to tenant views and acts upon them
TP07	Satisfaction that the landlord keeps tenants informed about things that matter to them
TP08	Agreement that the landlord treats tenants fairly and with respect
TP09	Satisfaction with the landlord's approach to handling complaints
TP10	Satisfaction that the landlord keeps communal areas clean and well-maintained
TP11	Satisfaction that the landlord makes a positive contribution to neighbourhoods
TP12	Satisfaction with the landlord's approach to handling anti-social behaviour

1.9 The [guidance from the RSH](#) is prescriptive in terms of what questions to ask, how surveys should be conducted in terms of sample size and weighting.

1.10 As of February 2023, our stock numbers are as follows:

Stock type	Number
General needs	31,833
TMO	2,822
Temporary Accommodation	1,345
Sheltered accommodation	726
Shared ownership	107
Total	36,833

[Annex 5](#) has some guidance on geographical area, tenure type, sampling approaches and representativeness of responses.

- 1.11 Our preference is to conduct the surveys annually, but we are currently reviewing other options such as monthly, quarterly, or biannual surveys. It would be helpful if the provider can price each option and we would like to work with the provider to come up with the best solution.
- 1.12 We will give the provider the relevant contact details for our residents so that they can contact them directly to conduct the surveys. The provider will need to comply with the relevant data protection legislation and handle Personal Identifiable Information appropriately.
- 1.13 The provider would be expected to deal with customer questions regarding the survey.

2) Objectives

- 2.1 Given the significant change in the approach to regulation, we are seeking support and expertise in the collation and analysis of perception surveys for the 12 TSMs.

3) Required Outputs

- 3.1 To conduct telephone surveys for social housing tenants on the 12 TSMs and with an additional free text question to capture any other comments from the respondent.
- 3.2 To analyse the collected survey data and produce a report with analysis of each TSM, sentiment analysis of the free text question and benchmarking analysis with comparable peers.
- 3.3 To prepare the data for submission to the RSH in the required format.
- 3.4 To manage and administer the incentive scheme.
- 3.5 To cost in an optional extra for an efficient electronic system for collecting face-to-face surveys completed by LBS staff.
- 3.6 To cost an extra option for conducting surveys with leaseholders.

4) Timeframe

Phase	Deadline
Expression of Interest phase opens	9 March 2023
Expression of Interest phase closes	12 April 2023
Appointment of successful supplier	24 May 2023
Contract start	30 May 2023
Initial Contract completion date	30 May 2024
Contract completion date – if any extension(s) exercised	30 May 2026

- 4.1 Following evaluation of expressions of interest suppliers may be asked to present proposals to the Council at an interview.
- 4.2 The contract will be for an initial period of 1 year with the option to extend annually for a total of 2 years. Therefore, this is a 1 + 1 + 1 contract with a maximum term of 3 years.

5) Documents required for Expression of Interest

- 5.1 The Council will accept **concise** and **relevant** submissions. The following information is required:
 - 1) The size and nature of your organisation and your experience with the Survey of Tenants and Residents (STAR) or other housing related surveys.
 - 2) Your understanding of the aims and objectives of the project.
 - 3) An outline of your proposed methodology and approach to tasks outlined in this document, addressing the following:
 - a) We expect the majority of the surveys to be completed through the phone by the provider. We may also want to supplement this further for instance if we want to capture tenant satisfaction at events, conferences etc. Please set out your survey methodology, including how you will efficiently support the capturing of face-to-face surveys to minimise any requirement for manual entry. A suitable mechanism will also need to be provided to upload the data onto the provider's survey data collection system.
 - b) We would also like the provider to provide a method to capture data for the survey when officers are out in the field so that they can support those who need to fill in the surveys i.e., for those residing in hostels and supported accommodation.
 - c) We would also like the provider to provide an additional quote for conducting surveys face-to-face, but this will only be done where necessary due to cost implications.
 - d) The [survey methodology guidance](#) makes allowances for different survey methodologies based on what is likely to achieve a good sample response. We will not use online surveys unless a resident has

specifically requested it therefore the provider will need to make this option available.

- e) We are currently looking into incentives to encourage tenants to respond to the perception surveys. This could be anything from discounts on products or services, freebies, or other rewards that would be attractive for our tenants. So far, the most favourable ideas are entry into a prize draw to win shopping vouchers. Once we have decided on the incentive the provider will be informed and expected to administer it on behalf of the Council.
 - f) Although TSMs relate only to tenants, we are considering how best we continue to capture the satisfaction measures for leaseholders. In your pricing can you provide a separate estimate of how much it would cost to provide a similar survey for leaseholders? We have around 17,000 leaseholders and would need a statistically significant sample size.
- 4) Experience of the individual(s), including their role on the project and tasks if relevant (CVs should be included separately in an annex, max 2 pages each).
 - 5) Declaration of any potential conflicts of interest.

6) Evaluation of responses

We will evaluate your response against the evaluation criteria given below:

Scoring: 60% quality and 40% cost

Evaluation criteria [Quality = 60%]	Weighting
1. Understanding of the key issues for the London Borough of Southwark.	10%
2. The provider's experience of undertaking similar work and of working closely with local government officers.	40%
3. A clear methodology and approach to analysis that meets the project aims and objectives.	50%

7) Contact

Please address your Expressions of Interest and any other enquiries about this brief to David Suen, Service Development Manager, david.suen@southwark.gov.uk.

Note that any clarification or additional information will be shared with all potential bidders.