

Moat: Summary of approach

After a thorough procurement process in 2023, Moat continued in 2024/25 to work with TLF Research to carry out the TSM surveys, who are experienced in conducting TSM surveys for many organisations. This ensures Moat are working alongside a supplier who could ensure the research was conducted in accordance with the requirements set out by the Regulator of Social Housing. The following outlines Moat's approach to conducting the TSM surveys.

In 2024/25 Moat achieved:

- 2012 responses to TP01 for LCRA, this exceeds the minimum requirement for LCRA.
- 639 responses to TP01 for LCHO, this exceeds the minimum requirement for LCHO.

Methodology

Moat conducted their TSM surveys monthly to reduce external impacts, internal/ seasonal changes and support ongoing service planning. This also enabled us to provide regular reporting to the leadership team including the executive team, the Board and our Customer and Communities Committee. The surveys were conducted from 16th April 2024 to 27th March 2025. There were no incentives offered to customers to take part in the survey.

TLF Research were sent a full database of all LCRA and LCHO customer contacts each month to ensure customer details are up-to-date and accurate. This also ensured new customers were included and customers removed that were no longer with Moat. TLF Research generated the monthly sample using the stratified sampling method and controlled the sampling process to ensure that households that had already taken part in the survey were excluded.

The surveys were conducted by telephone and online via email invitation. This mixed methodology supports inclusivity and flexibility for survey completion so that there were limited barriers for completion in terms of visual impairment, literacy, or lack of digital access (as cited in paragraph 63 of the TSM tenant survey requirements). Although, no customers were excluded from our sampling approach due to the reasons cited in the technical requirements 266 tenants and 263 shared owners had neither a telephone number nor an email address. Considering the small number of customers that this impacted and as we gained feedback from a larger pool of representative customers than required, we did not use other methodologies to reach these customers. A further 163 tenants and 47 shared owners had themselves opted out of being contacted to provide feedback for the surveys.

We do however complete analysis to understand who is completing the surveys to see whether their experiences are different e.g. those that have made a complaint or raised a repair to see if their experience is impacted by these interactions. We also seek to understand whether those that have reported raising a complaint or repair in the TSM survey match our internal records to help with understanding the effectiveness of our processes, but this analysis is completed retrospectively to help inform service improvement and this is not identified prior to sampling or the survey completion. It is also only applicable to those customers that provided consent that their responses could be attributable to them as individuals.

Survey content

The survey content meets the criteria as defined in ANNEX 4: Tenant Survey Requirements.

Moat have included the following additional questions within their survey:

- The following open-ended questions after TP01 about overall satisfaction.
 - If very satisfied: Why would you say you are satisfied with service provided?
 - If fairly satisfied or neither satisfied nor dissatisfied: What could Moat do to make you very satisfied?
 - If fairly or very dissatisfied: Why would you say you are dissatisfied with service provided?
- The following open-ended questions after TP05 about safety satisfaction
 - If very or fairly satisfied: Why would you say you are satisfied with the safety of your home?
 - If neither satisfied nor dissatisfied: What could Moat do to make you satisfied with the safety of your home?
 - If fairly or very dissatisfied: Why would you say you are dissatisfied with the safety of your home?
- How satisfied or dissatisfied are you with the cleaning of your block? [ask only if receive this service] positioned at the end of theme about communal areas.
- How satisfied or dissatisfied are you with the ground's maintenance completed on your estate such as grass cutting, shrub trimming & litter picking? [ask only if receive this service] positioned at the end of theme about communal areas.
- How satisfied or dissatisfied are you that Moat is easy to deal with? positioned at the end of the survey.

The reasoning for adding these additional questions is as follows;

- The additional open-ended questions provide context to understand what is driving our customers to be satisfied or dissatisfied, comments are grouped into themes and are used to inform service improvements.
- The additional layer of satisfaction for our communal services allows us to track performance for these services and hold our contractors to account.
- Tracking customers perception of how easy we are to deal with is important for Moat as we know our customers want to interact with us at a time and in a way that suits their needs.

Number of Responses

- 75% (1523) of LCRA surveys were completed via telephone
- 25% (504) of LCRA surveys were completed online
- 73% (475) of LCHO surveys were completed via telephone
- 27% (179) of LCHO surveys were completed online

This year we completed a higher proportion of surveys via telephone, bringing Moat more in line with the wider sector approach and allowing us to benchmark our performance more accurately with other housing associations (as the predominate method in the sector is telephone). When we complete trend analysis of our performance, we consider the impact that methodology has on performance and look at performance by methodology to ensure we understand where actual improvements have occurred and areas that we need to continue to focus on.

Sample Size

The required sample sizes and number of completed interviews are shown in the table below:

Tenure type	Population	Confidence interval required	Number of interviews required per annum for submission	Number of completed interviews
Low-Cost Rental Accommodation (LCRA)	13,725	+/- 3%	991	2,027
Low-Cost Home Ownership (LCHO)	5,858	+/- 4%	545	654

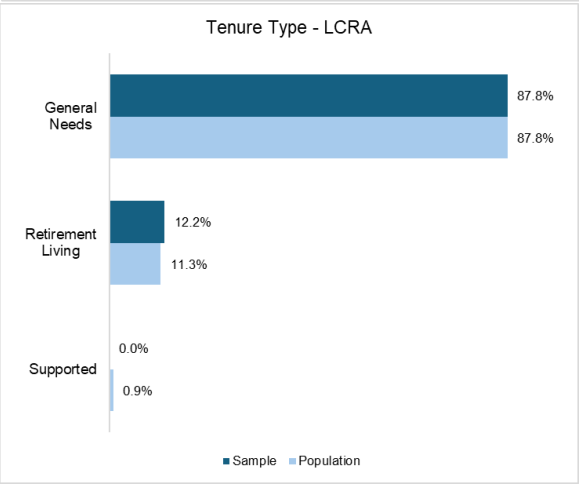
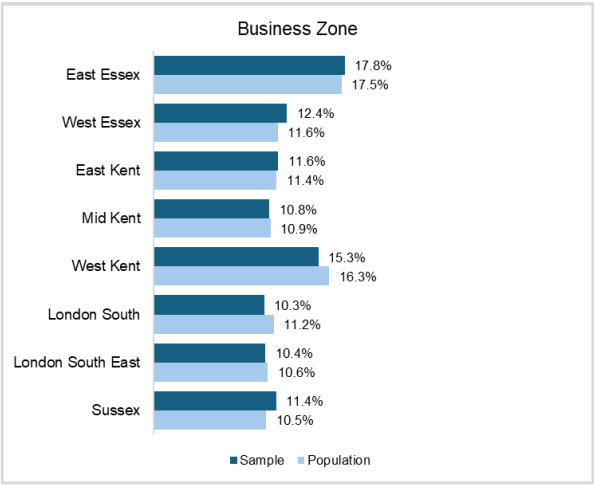
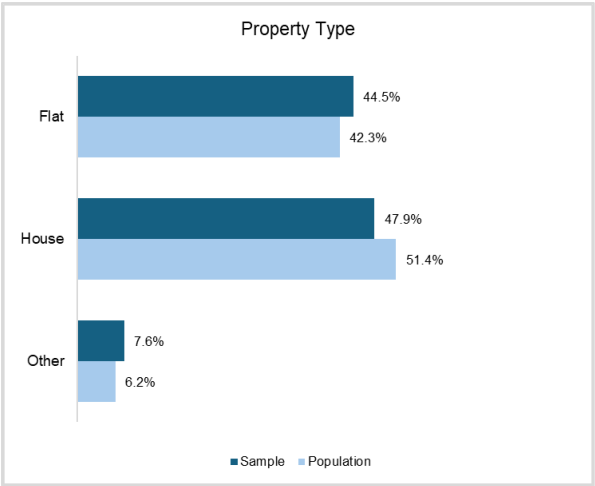
Representative Sample

The Regulator requires providers to ensure, as far as possible, that the survey responses used to calculate the perception TSMs are representative of the relevant tenant population, otherwise are required to weight the responses. Moat have taken the approach to ensure a representative sample based on age, tenure and region which was monitored monthly using an online portal provided by TLF Research. We also monitored responses regularly by property type, household size and ethnicity to determine the final responses were also reflective of the customer profile.

The graphs below show the demographic information available on the portal and the final representativeness of the survey results. Based on the review including the other characteristics included above, we are satisfied that the sample population and TSM results accurately reflect that of the full customer population.

LCRA:





LCHO

