

COMMUNITY SCRUTINY COMMITTEE

DATE: 16TH JANUARY, 2020

SUBJECT:

COUNCIL TENANT SURVEY (STAR) RESULTS (2019)

Purpose:

To inform members of the outcome of the Council Tenant Satisfaction Survey and confirm the way forward.

To consider and comment on the following issues:

- To consider the STAR tenant satisfaction survey results and provide comments on the information contained in the report.

Reasons:

- To use the results to shape future service delivery and continue to deliver what really matters to our tenants;
- To give members an opportunity to consider the results of the surveys; and
- To benchmark how we compare with other social housing providers in Wales.

To be referred to the Executive Board/Council for decision:

NO

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:-

Cllr. Linda Evans (Housing Portfolio Holder)

Directorate - Communities

Name of Head of Service:

Jonathan Morgan

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Designations:

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**EXECUTIVE SUMMARY
COMMUNITY SCRUTINY COMMITTEE
16TH JANUARY, 2020**

COUNCIL TENANT SURVEY (STAR) RESULTS (2019)

What is the purpose of this report?

To inform members of the outcome of the Council Tenant Satisfaction Survey and confirm the way forward.

What is the context?

This report gives details on the results of our 2019 STAR council tenant satisfaction survey, delivered by ARP Research. The report includes results for general needs and sheltered housing tenants. Throughout the report the survey data has been broken down and analysed by various categories, including geographical area and various equality groups, with tests to check if any of the differences are statistically significant. The results have also been benchmarked against ARP Research's own database of local authority STAR surveys.

In total, 2,087 tenants took part in the survey, which represented a 29% response rate overall. A quarter of the total number of responses were collected online (513), and 82 surveys were completed in Welsh (4%).

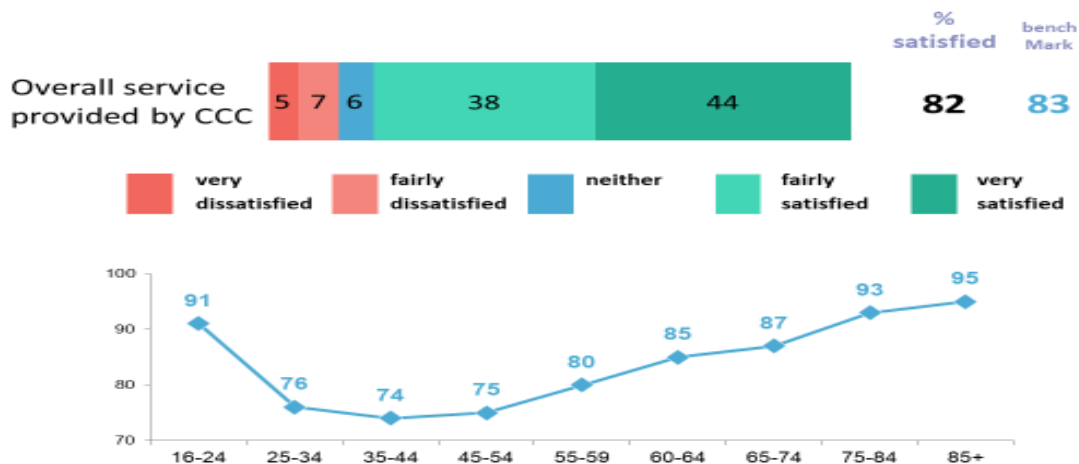
Tenants were asked a range of questions on how satisfied or dissatisfied they were with aspects of the service provided by us. These questions are standard STAR 'core questions'. By asking these core questions, we are asking exactly the same questions as other social landlords and therefore can compare our results with other landlords.

There are five possible responses to these questions: very satisfied, fairly satisfied, neither, fairly dissatisfied and very dissatisfied. For benchmarking purposes, the "very satisfied" and "fairly satisfied" responses are added together to produce an overall satisfaction figure for the service.

What are the headline results?

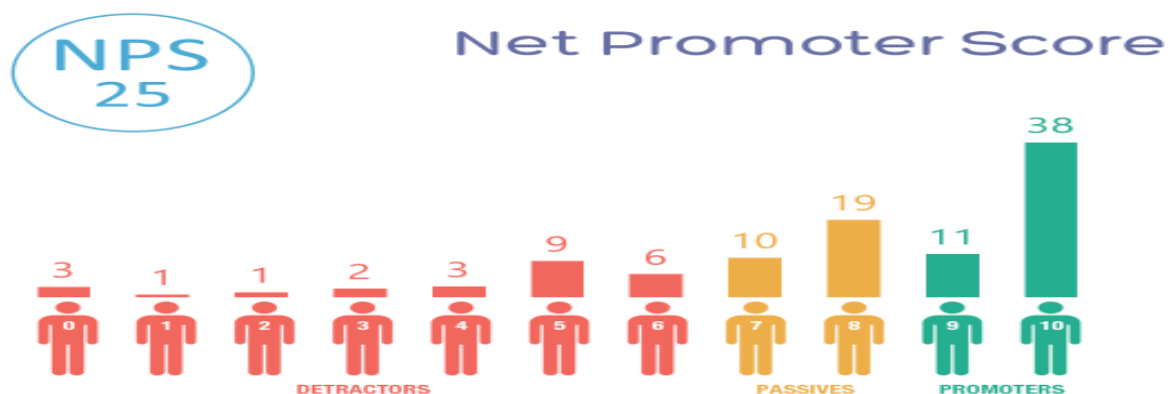
82% were satisfied with the overall service we provide;
79% were satisfied with the overall quality of their home;
77% were satisfied with the rent we charge provides value for money;
76% were satisfied with the value for money of service charge;
64% were satisfied we listen and act on tenant views;
75% were satisfied with repairs and maintenance overall;
79% were satisfied with last completed repair;
85% were satisfied with their neighbourhood as a place to live;
66% were satisfied with the grounds maintenance service; and
58% were satisfied with the way we deal with anti-social behaviour.

Overall satisfaction



- Sheltered housing tenants satisfaction was 87%;
- There was 88% satisfaction amongst new tenants;
- Tenants who had been with us 3-10 years had the lowest satisfaction;
- Tenants living in houses were less satisfied than the average (79%).

The survey also included a “Net Promoter Score” (NPS) question as an additional measure of customer loyalty and satisfaction. The NPS for the council tenants was 25, which is typical of similar landlords.



A ‘key driver’ analysis is a statistical test to check which other results in the survey are best at predicting overall satisfaction. In descending order of strength, the top three factors most closely associated with overall tenant satisfaction were:

- Listening to views and acting upon them;
- Quality of home; and
- Value for money of rent.

How do we compare with others?

The table below compares our current satisfaction rates with other social housing providers in Wales for some of the key questions:

Tenant Satisfaction across the housing sector in Wales ¹				
Question	Housing Assoc.	Voluntary Transfer	Retained Councils	CCC
Satisfaction with service	90%	83%	78%	82%
Satisfaction with repairs and maintenance	81%	78%	71%	75%
Satisfaction with listening and acting on tenants views	76%	73%	61%	64%

What are the next steps?

- Carrying out further in-depth analysis at ward level;
- Understanding more of what went well – rather than focusing on what goes wrong;
- Better understanding of 58% satisfaction score for ASB, examining the links with the Police, our partnership working and how we can manage and improve expectations;
- Engaging with tenants on how to better listen to their views and act on them;
- Carrying out further analysis for the 34-54 age group who were less satisfied than others;
- Understanding how we improve satisfaction on the last repair completed and value for money of rent;
- Linking our complaints, compliments and members' representations with the survey results;
- Feeding the results back to tenants through our communication planning; and
- Carrying out a further survey in 18 months' time.

DETAILED REPORT ATTACHED?

YES
Full Survey results

¹ Welsh Government 2019

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Jonathan Morgan Head of Homes and Safer Communities

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
NONE	NONE	YES	NONE	NONE	NONE	NONE

2. Finance

We have seen, over the last few years from Welsh Government, an increasing move to tie in tenant engagement with the award of the Major Repairs Allowance (MRA) Grant. The MRA grant is worth £6m to the Authority.

We are confident that the work we are carrying out fully protects this funding stream in relation to tenant engagement.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Jonathan Morgan Head of Homes and Safer Communities

1. **Local Member(s)** n/a
2. **Community / Town Council** n/a
3. **Relevant Partners**- our tenant consultation groups have been fully involved in the development of the survey.
4. **Staff Side Representatives and other Organisations** - relevant staff have been fully involved in the development of this survey.

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THERE ARE NONE