

STAR SURVEY RESULTS



What is it?

- Postal survey of all tenants
- Standardised questions
- Used by 500 social housing providers
- Perceptions not necessarily direct experience of receiving a service
- Responses on 5 point scale (Very satisfied- Very dissatisfied)

Response rate



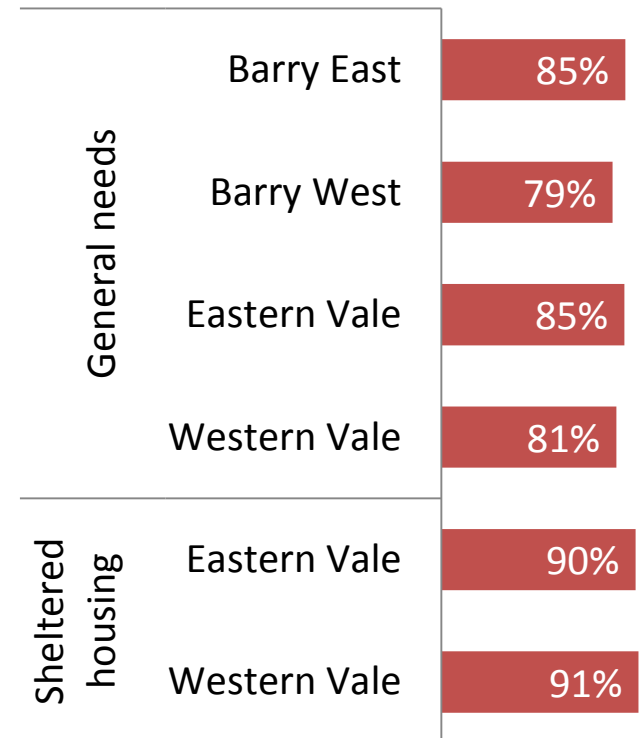
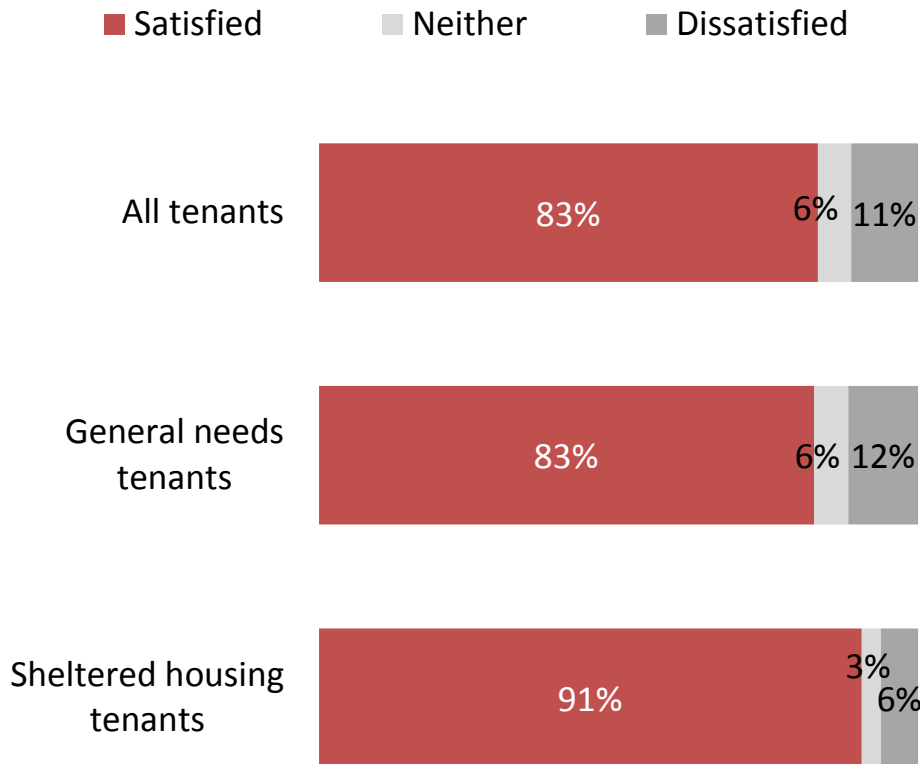
- 1,395 completed surveys
- Confidence level +/- 2.1%
- Weightings applied for sheltered/ general needs and by Neighbourhood patches (1,2,3 and 4)

Core questions

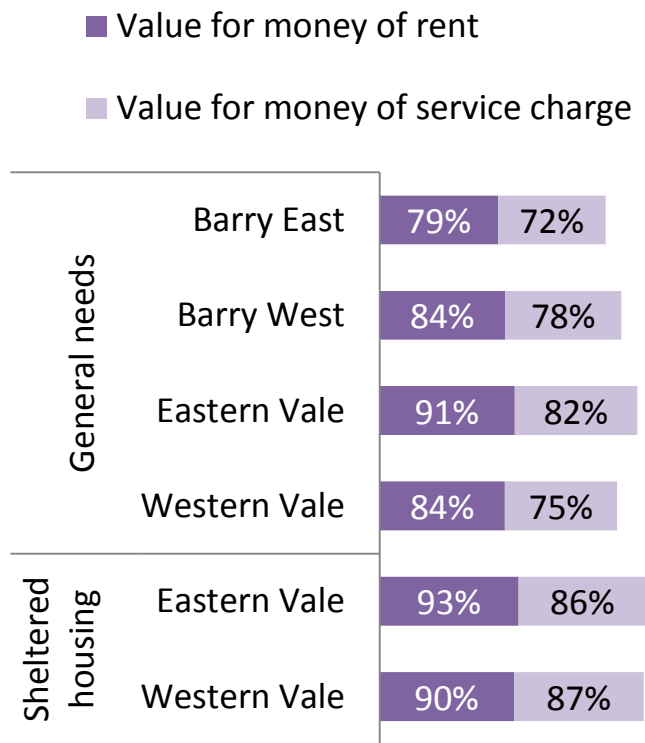
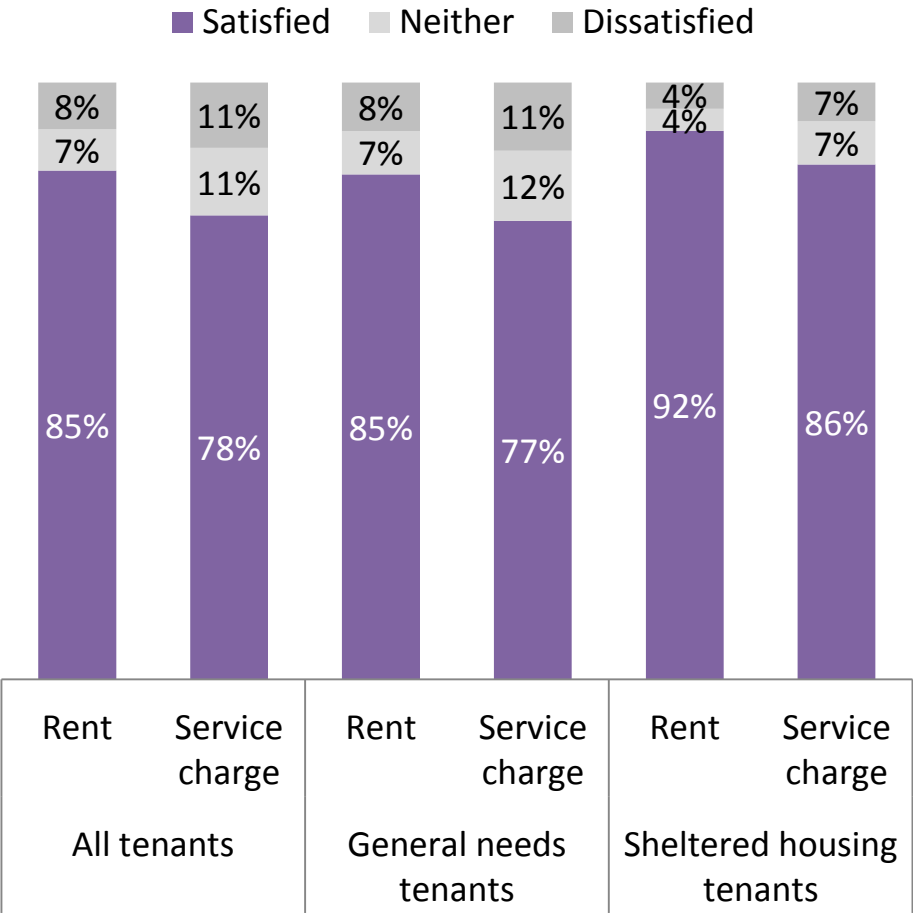
	Vale of Glamorgan	Upper quartile %	Median %	Lower quartile %
Service provided by landlord	81.3%	87%	84%	81%
Quality of home	83%	86%	81%	79%
Neighbourhood as a place to live	88.3%	88%	85%	80%
Value for money of rent	85.2%	85%	82%	77%
Value for money of service charge	77%	76%	71%	63%
Repairs and maintenance service	75%	83%	79%	72%
Listens to views and acts on them	68.9%	69%	67%	56%

Key	Upper quartile	Above median	Below median	Lower quartile
-----	----------------	--------------	--------------	----------------

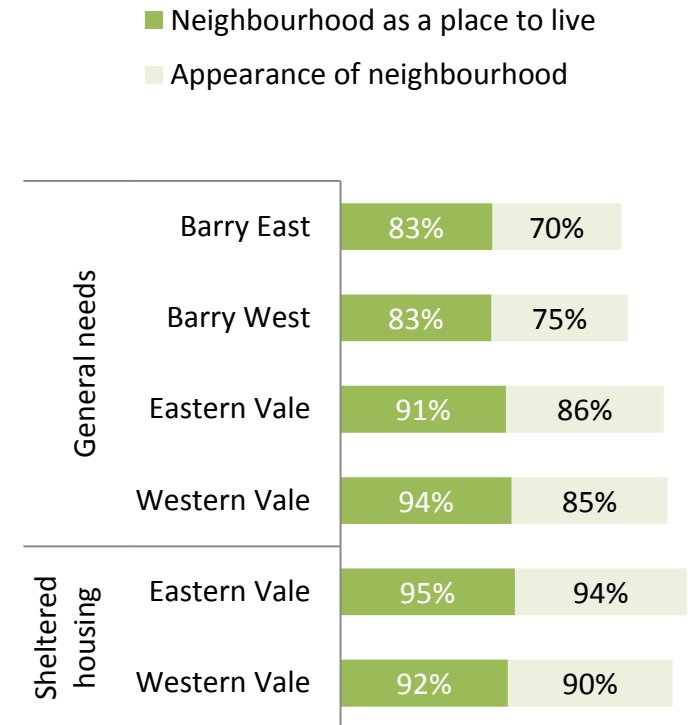
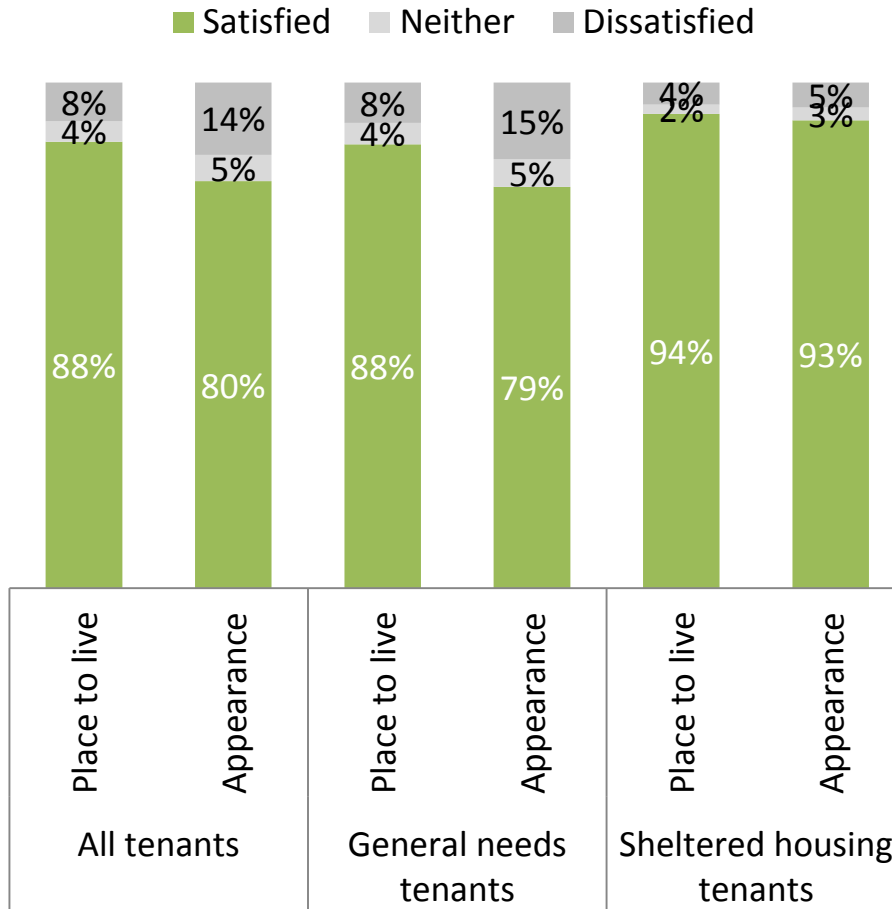
Satisfaction with overall quality of home



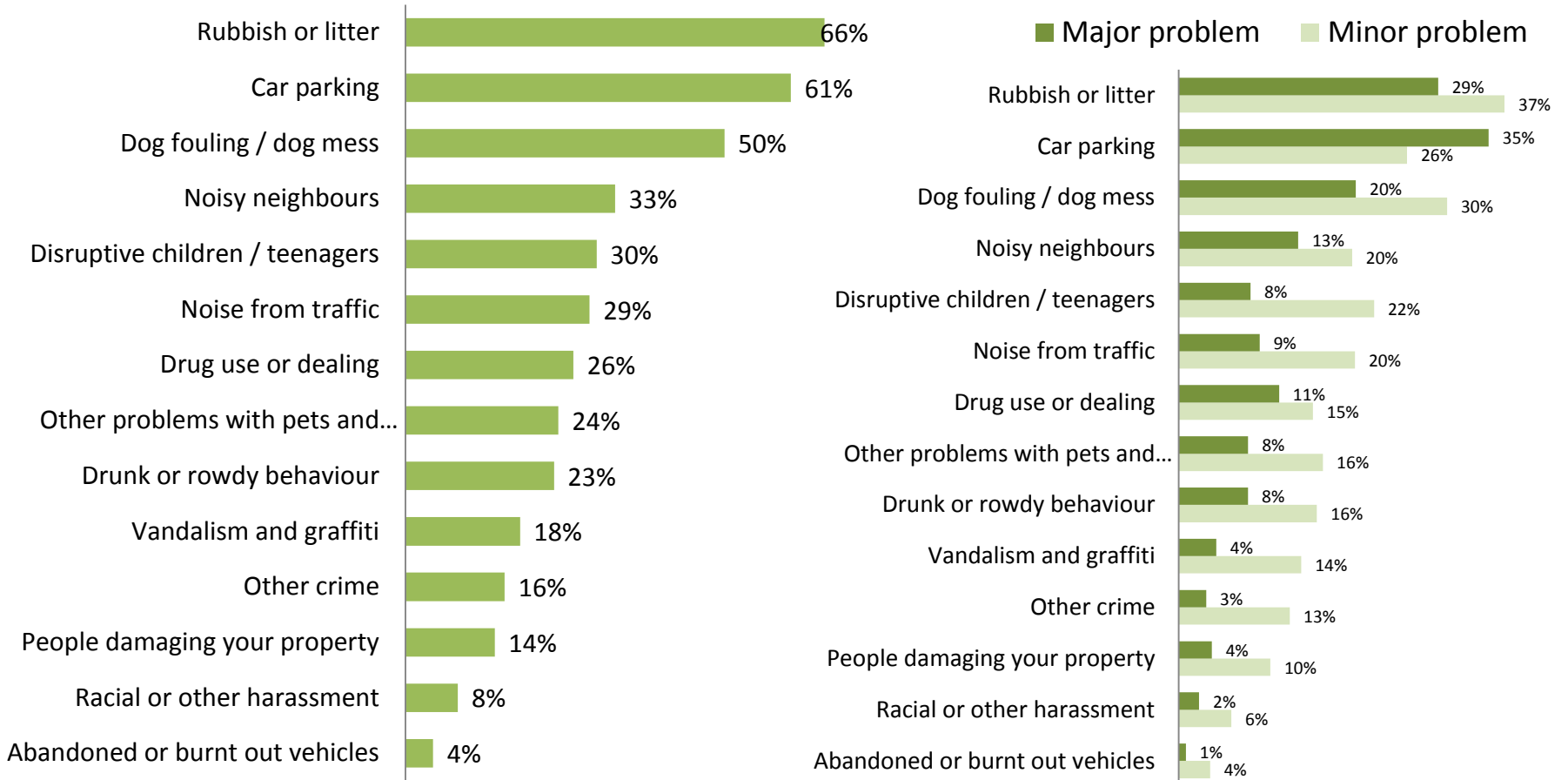
Satisfaction with rent as value for money



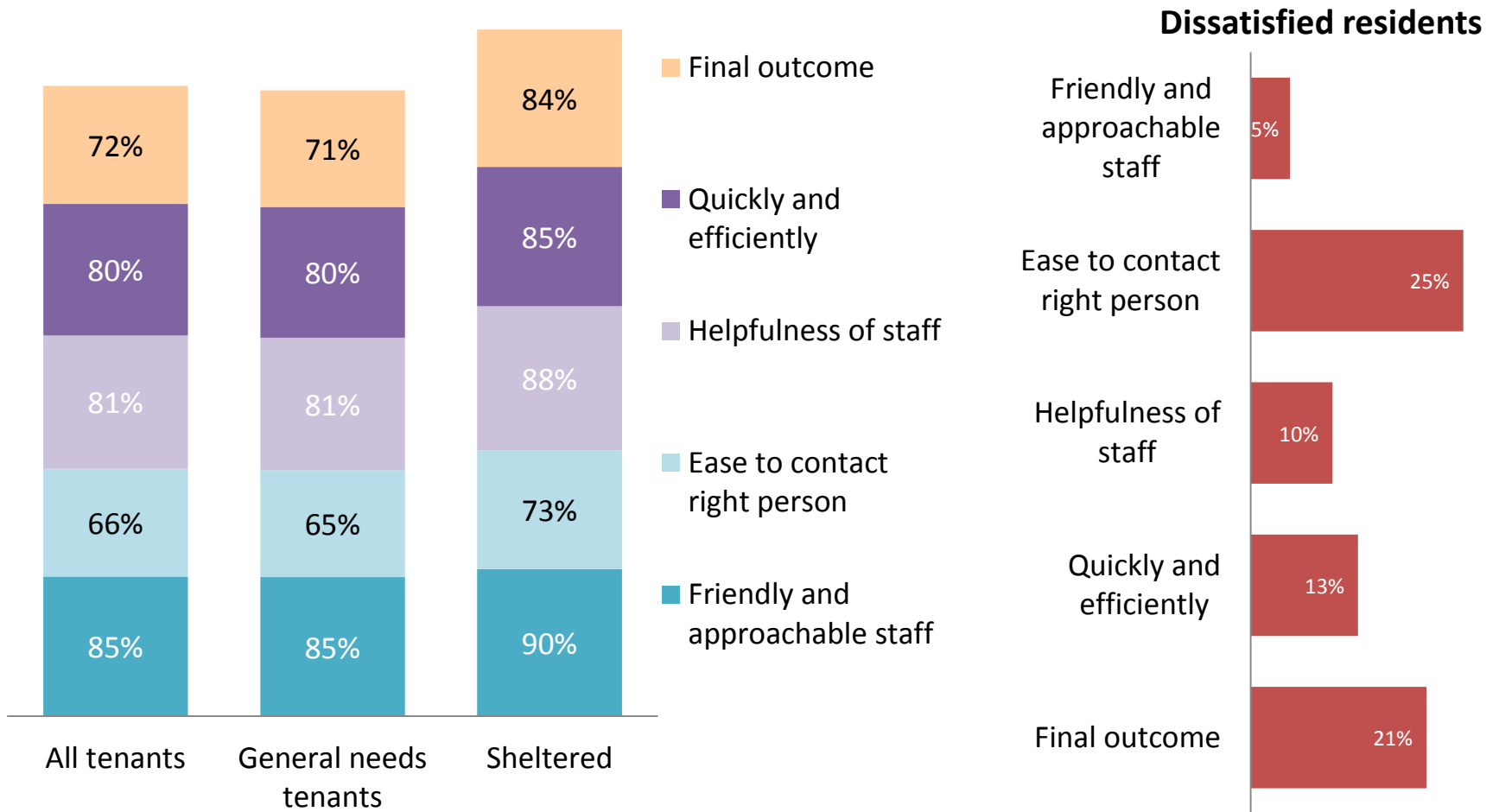
Satisfaction with neighbourhood



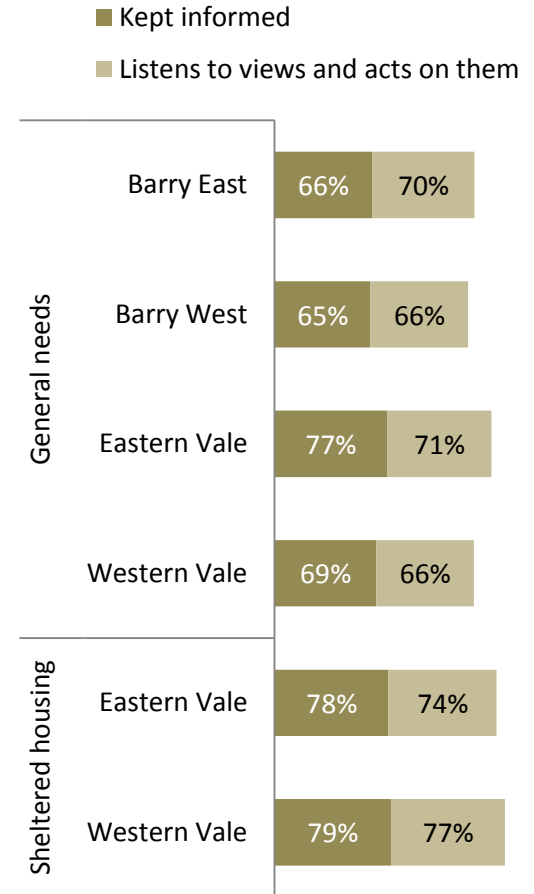
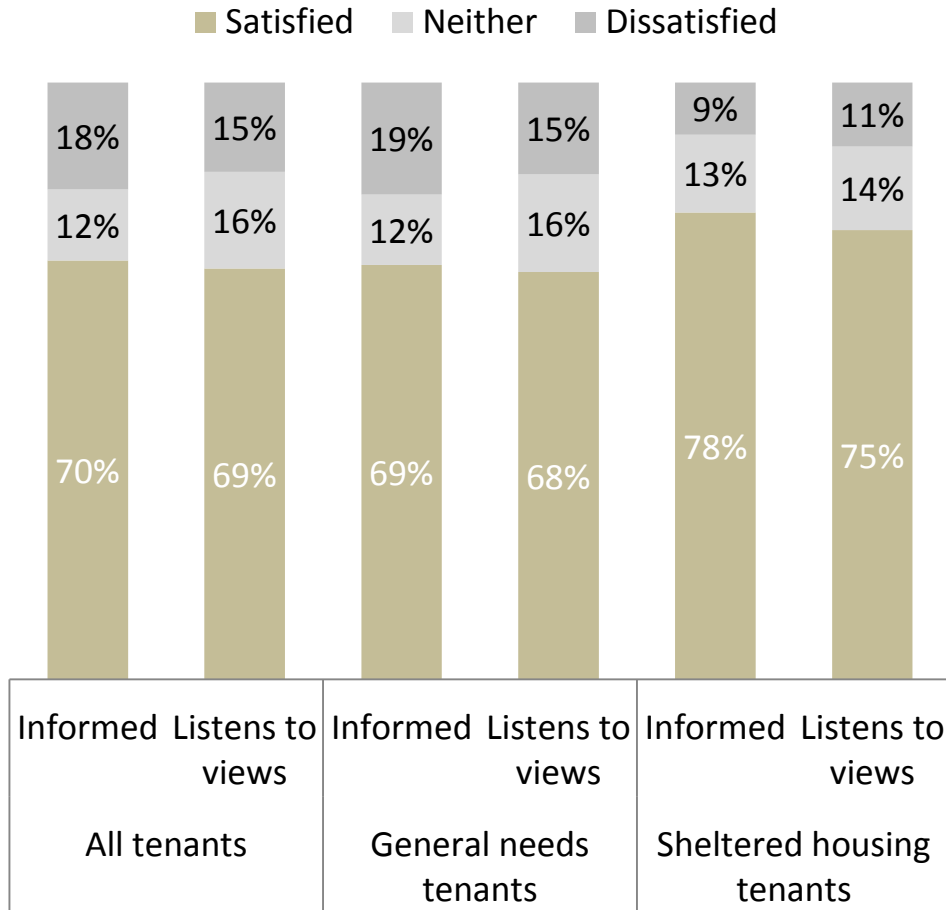
Local problems



Customer service

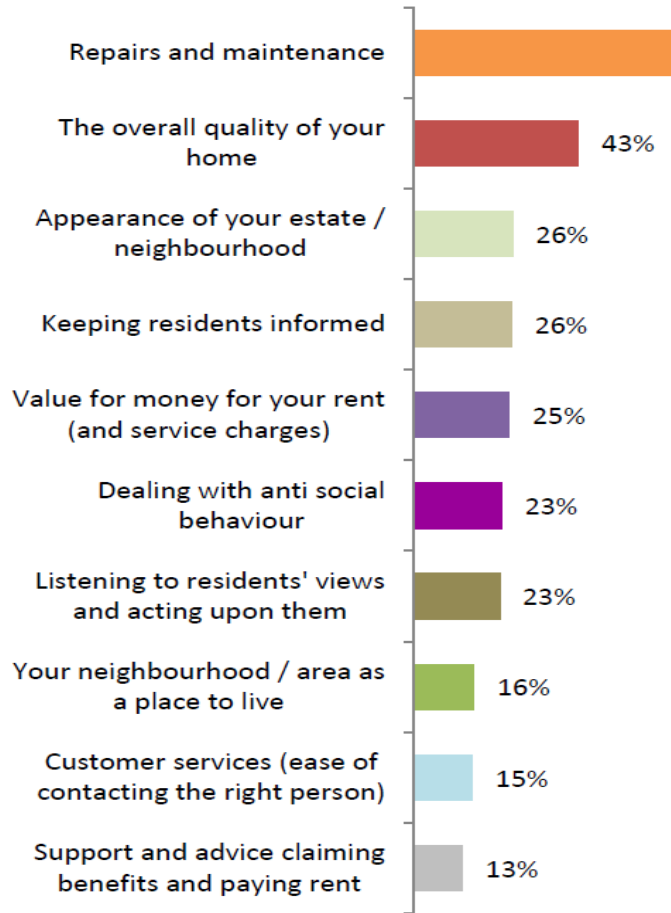


Communication and information

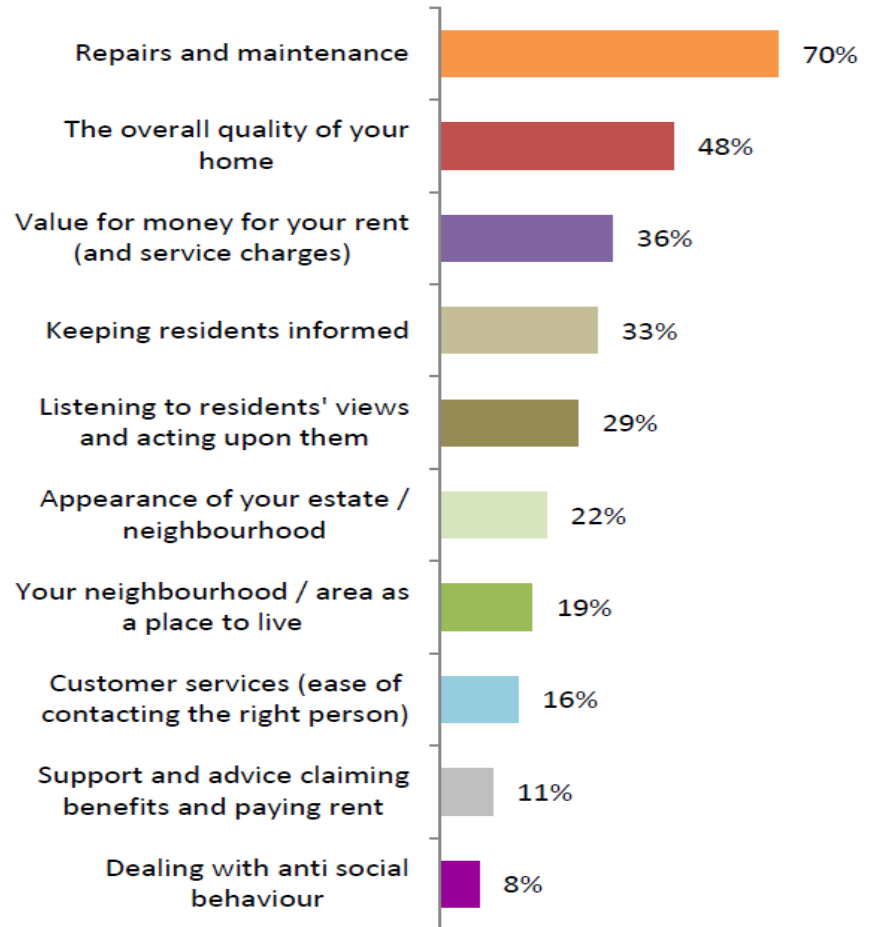


Service priorities

General needs tenants

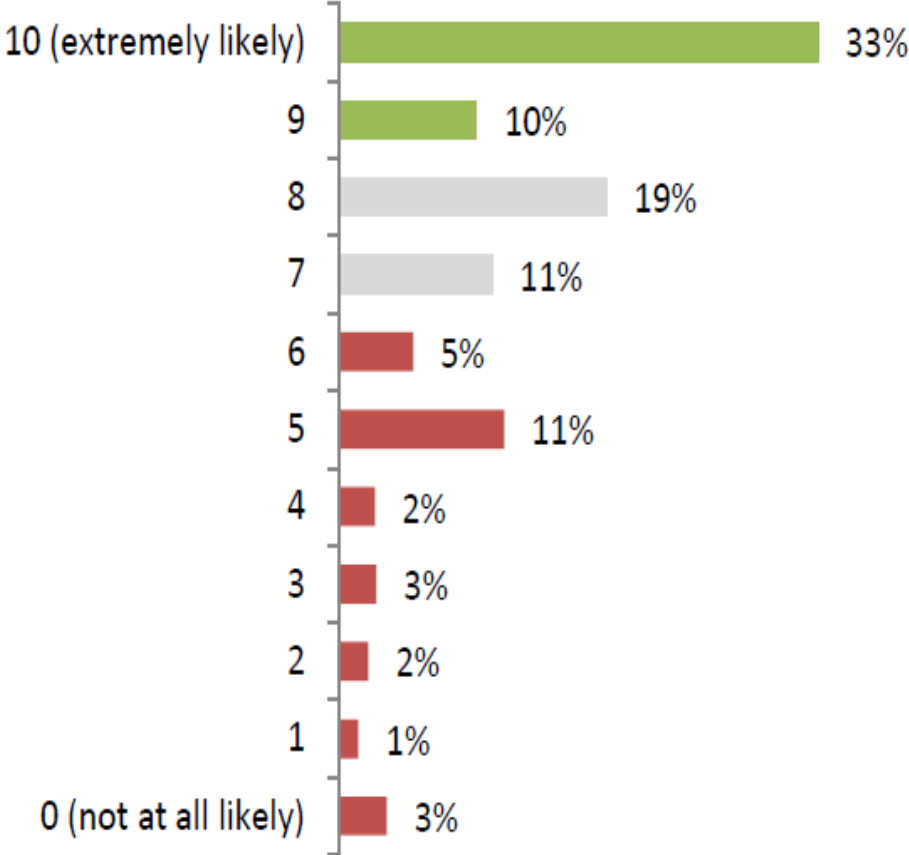


Sheltered housing tenants



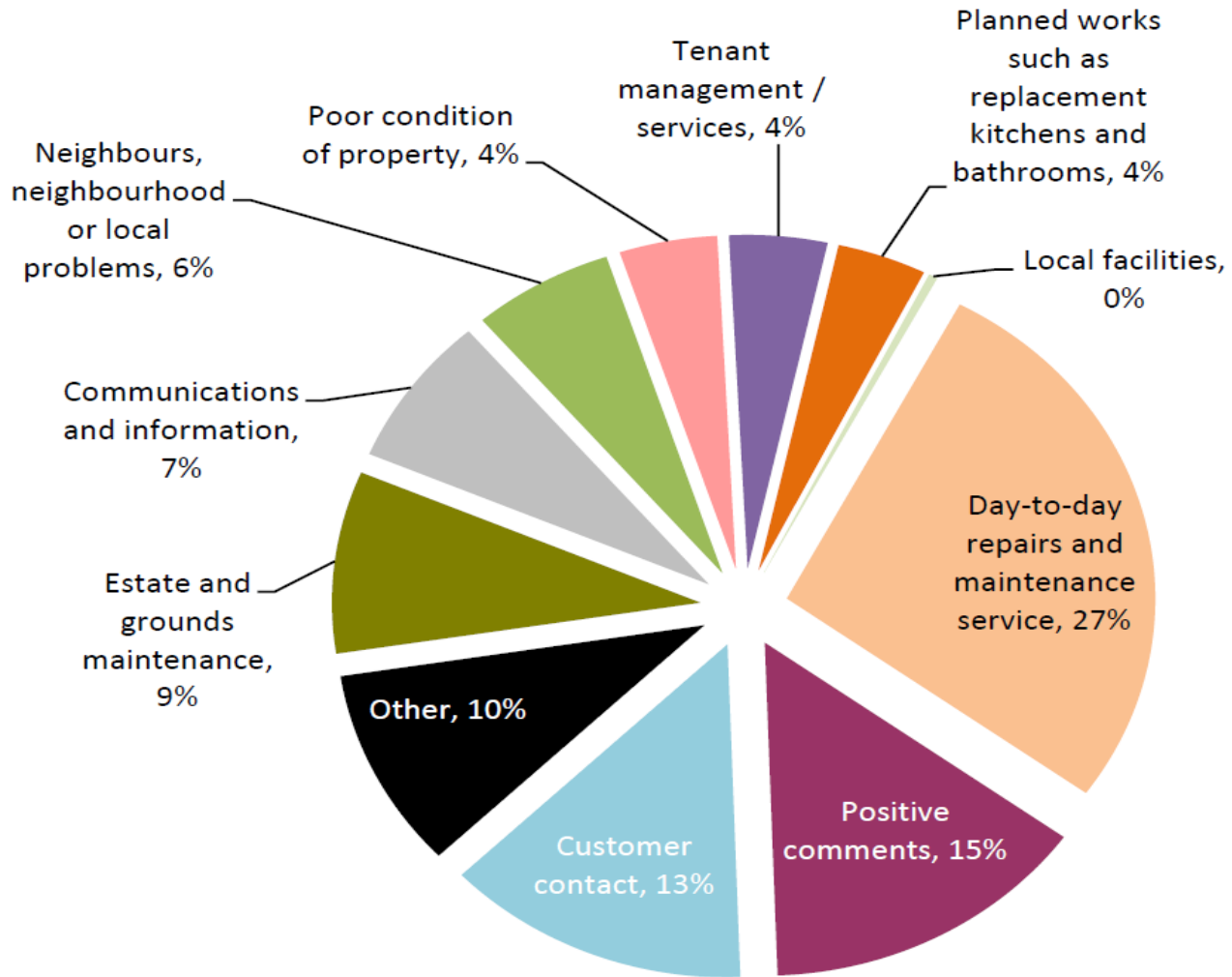
Net Promoter score- customer loyalty

How likely are you to recommend us to a family member or a friend?



	All tenants
Vale of Glamorgan	15
Upper quartile	43
Median	31
Lower Quartile	15
Highest	74
Lowest	-27

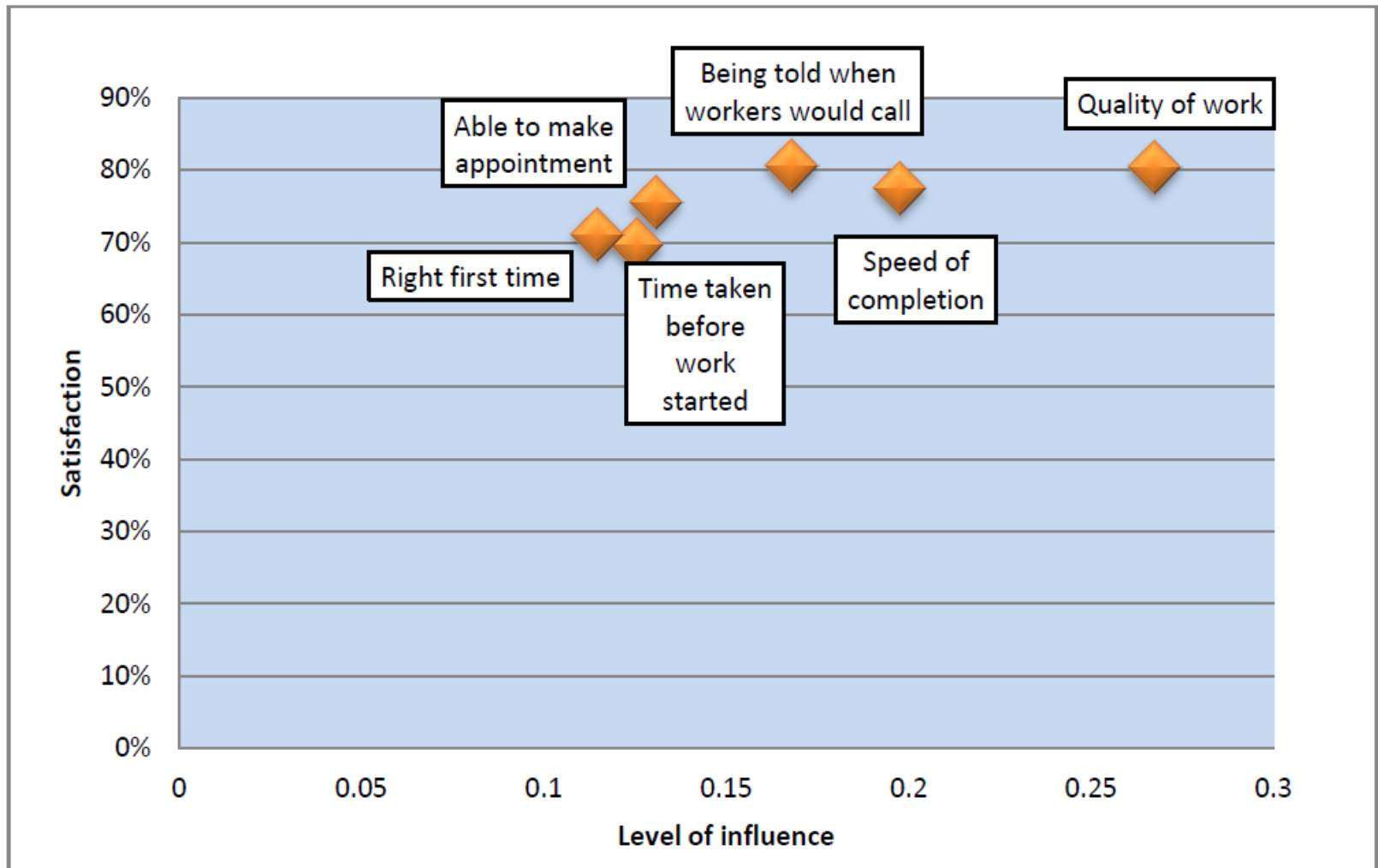
Comments



Drivers of satisfaction (overall service)

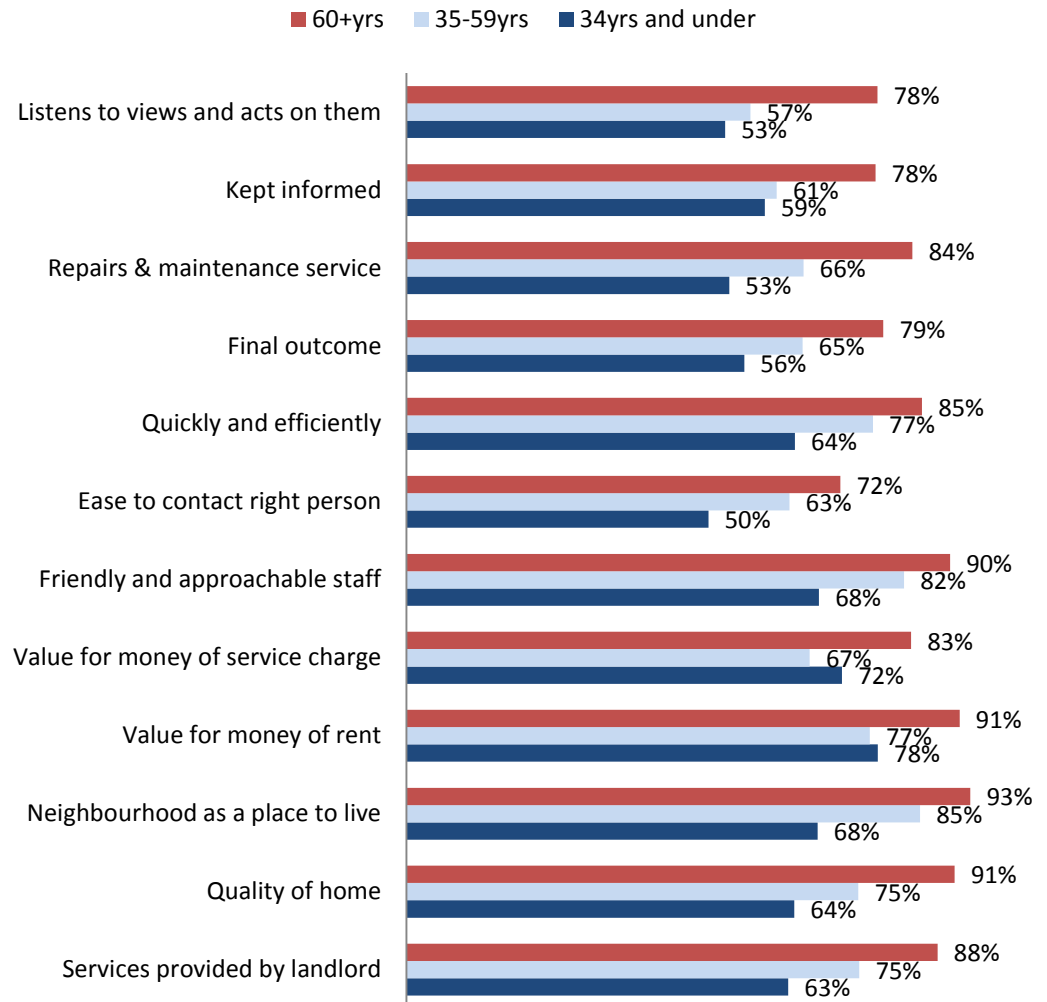
Service area	Correlation
Quality of home	0.68
Repairs and maintenance service	0.63
Listens to views and acts	0.63
Final outcome out contact	0.62
Recommend Council	0.60
Dealing with queries quickly and efficiently	0.59
Your enquires generally	0.56
Being kept informed	0.55
Being able to make an appointment	0.53
Overall quality of repair work	0.52
Friendly and approachable staff	0.52

Drivers (repairs)



Key strands diversity

- **Property type** – Higher satisfaction rating from tenants living in bungalows compared with flats and houses.
- **Number of bedrooms** – Tenants living in one-bedroom properties awarded higher ratings than those with more bedrooms.
- **Age** - Younger tenants far are less satisfied.
- **National identity** - Tenants who identified themselves as English on some occasions awarded slightly higher ratings.
- **Health and gender** – Little impact on satisfaction.



Areas of dissatisfaction



Some conclusions (1)

- + High satisfaction with neighbourhood
- + Staff are friendly and approachable
- + Rent is good value for money
- Slightly lower satisfaction with repairs and maintenance
- Not all tenants find it easy to contact staff
- Some tenants don't feel listened to

Communicating the results

- Tenant Working Group
- Scrutiny to review findings
- To staff (staff net, team meetings)
- To tenants (newsletter)
- Liaise with Comms team regarding the message

Next steps

- Review and discuss results
- Identify key issues and priorities
- Build action plan
- Service improvement or comms?
- Review approach to gathering satisfaction data (one off exercise versus more regular canvassing of opinions; perception versus transactional survey)