



# STAR tenant survey 2016

13 January 2021

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# Background & methodology



# Methodology

- Two stage postal self completion survey
- Census of all tenants
- Tracked against previous surveys
- Benchmarked against peer group (updated for presentation)
- Conducted in Oct-Nov 2019
- 1,392 took part
- 37% response
- Error margin +/- 2.0%
- Final sample weighted by area and stock type

**Housing services**

**1** Taking everything into account, how satisfied or dissatisfied are you with the service we provide as your landlord?

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2** How satisfied or dissatisfied are you with the overall quality of your home?

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3** How satisfied or dissatisfied are you:

a. That your rent provides value for money

b. That your service charge provides value for money

**4** Which of the following would tick no more than 3 boxes (5/5)

<input type="checkbox"/> Keeping residents informed
<input type="checkbox"/> The overall quality of your home
<input type="checkbox"/> Listening to residents' views
<input type="checkbox"/> Repairs and maintenance
<input type="checkbox"/> Dealing with anti-social behaviour
<input type="checkbox"/> Your neighbourhood / area
<input type="checkbox"/> Appearance of your estate
<input type="checkbox"/> Value for money for your money
<input type="checkbox"/> Support and advice on housing issues
<input type="checkbox"/> Being able to contact the landlord

**5** How satisfied or dissatisfied are you with the following services deals with the following:

a. Anti-social behaviour

b. Complaints

p2

**Arolwg Bodlonrwydd Tenantiaid 2019**

Ms A B Sample  
1 Sample Street  
Sample District  
Sample Town  
AB1 2CD 999999

Annwyl [name]

Mae eich barn yn wirioneddol bwysig inni a dyma'ch cyfle i ddweud wrthym beth ydych chi'n ei feddwl o'r gwasanaethau'r ydym yn eu darparu fel eich landlord. Rydym yn cynnal arolwg i'n helpu ni i ddeall eich barn, a beth hoffech chi inni ei wneud yn y dyfodol.

Felly, gofynnwn ichi gymryd ychydig funudau i gwblhau'r arolwg. Dylai gael ei ddychwelyd yn yr arllan rhabodust amgaeedig, nad oes angen stamp arno. Bydd eich cod unrhyw isod yn cael ei roi mewn raffl i ennill hyd at £100 mewn tocynnau siopa!

Mae'r arolwg yn cael ei wneud ar ein rhan gan ARP Research. Bydd unrhyw beth y byddwch chi'n ei ddweud yn gyfrinachol; ni fydd yn cael ei ddefnyddio ond i edrych ar y tueddiadau cyffredinol mewn bodhad cwsmeriaid.

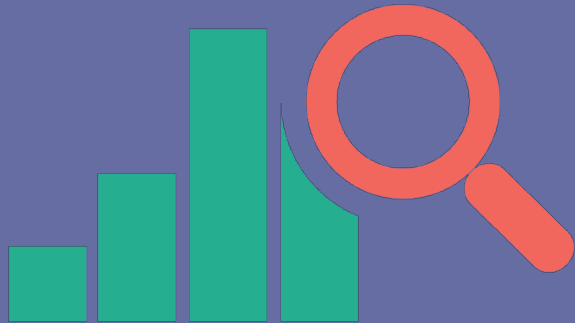
Os oes gennych unrhyw gwestiynau neu bryderon am yr arolwg hwn, neu angen copi mewn fformat gwahanol, ffoniwch Nick Jones ar 02920 673 252.

Diolch ichi am gymryd rhan a phob lwc yn y raffl!

dychwelyd erbyn: **15 Hydref 2019**

**RAFFL FAWR**

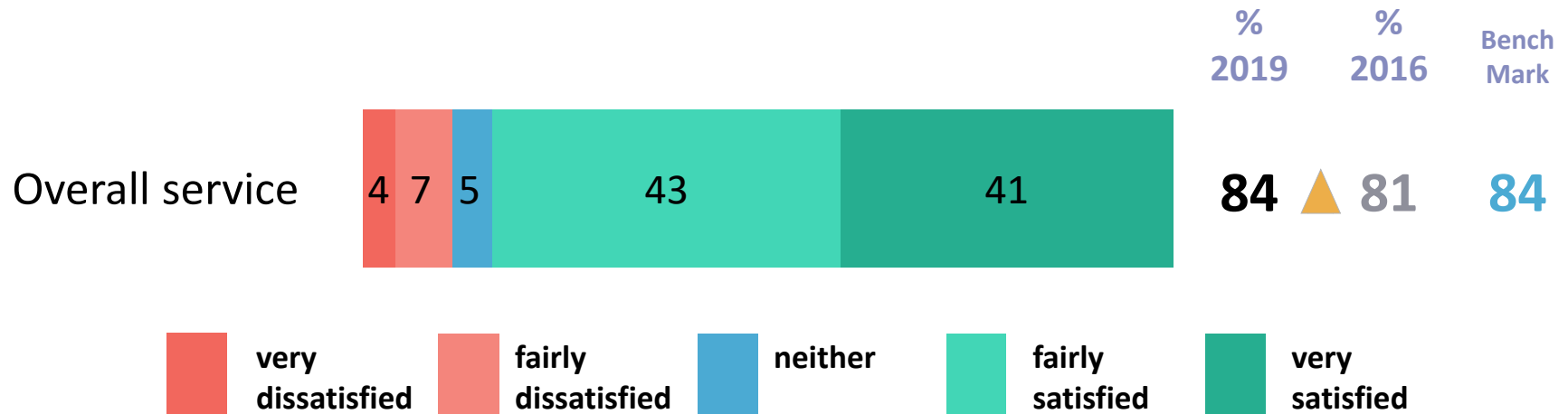
GALLECHENNILL: 1x **£100** 1x **£75** 1x **£50**



# Overall satisfaction & key drivers



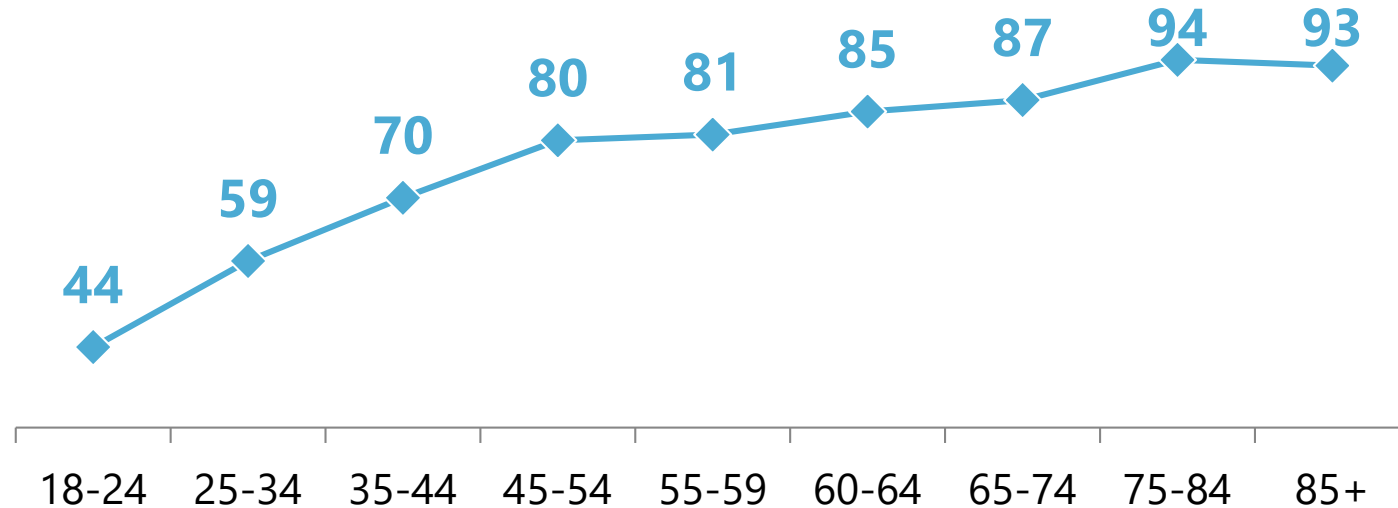
# Overall satisfaction



- Influenced by improvements in day to day repairs, neighbourhoods and ASB
- Includes a 5% improvement in 'very satisfied'
- One in ten actively dissatisfied: 11%

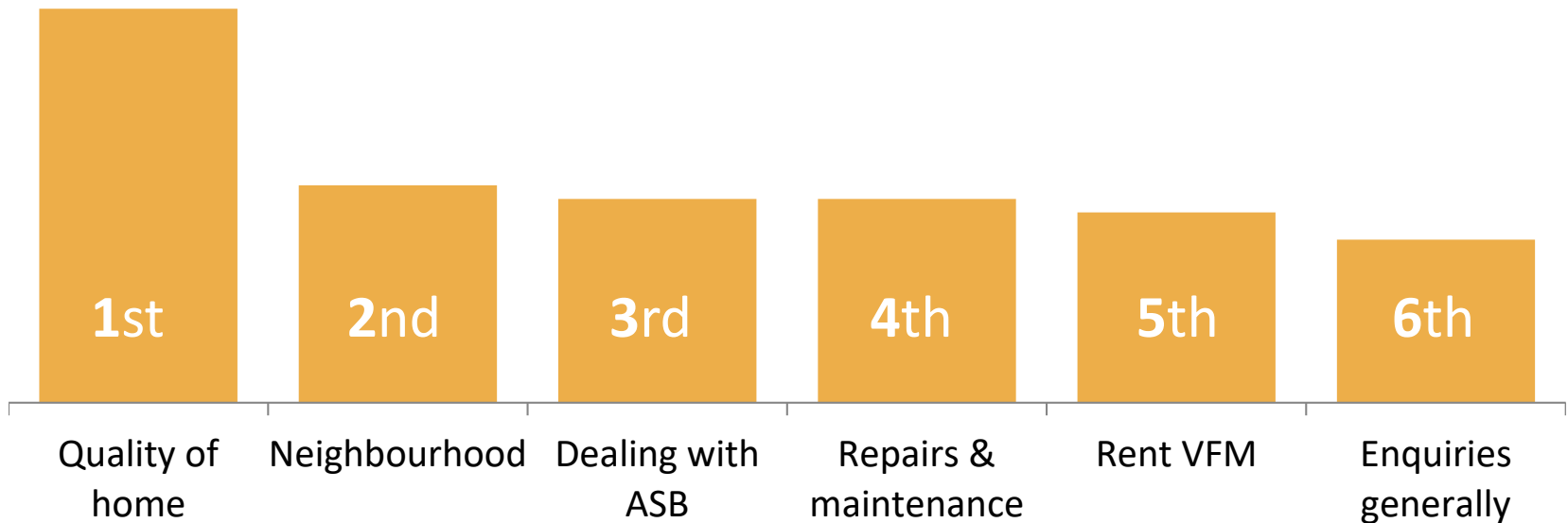
Note:  
statistical tests  
compare the  
pattern of all 5  
scale points

# Satisfaction in detail



- Increased satisfaction amongst older people is common across virtually all STAR surveys
- Which means that 94% of sheltered were satisfied
- Tenants who recently made contact were significantly less satisfied 82% v 89%

# Key driver analysis



- **Key drivers** are questions which are the best predictors of overall satisfaction
- Quality of home was also number 1 in 2016
- Neighbourhood, ASB and repairs scores had all improved since 2016
- Value for money is becoming more influential across the sector
- Enquiry handling is the main area where results have fallen





# Repairs and maintenance

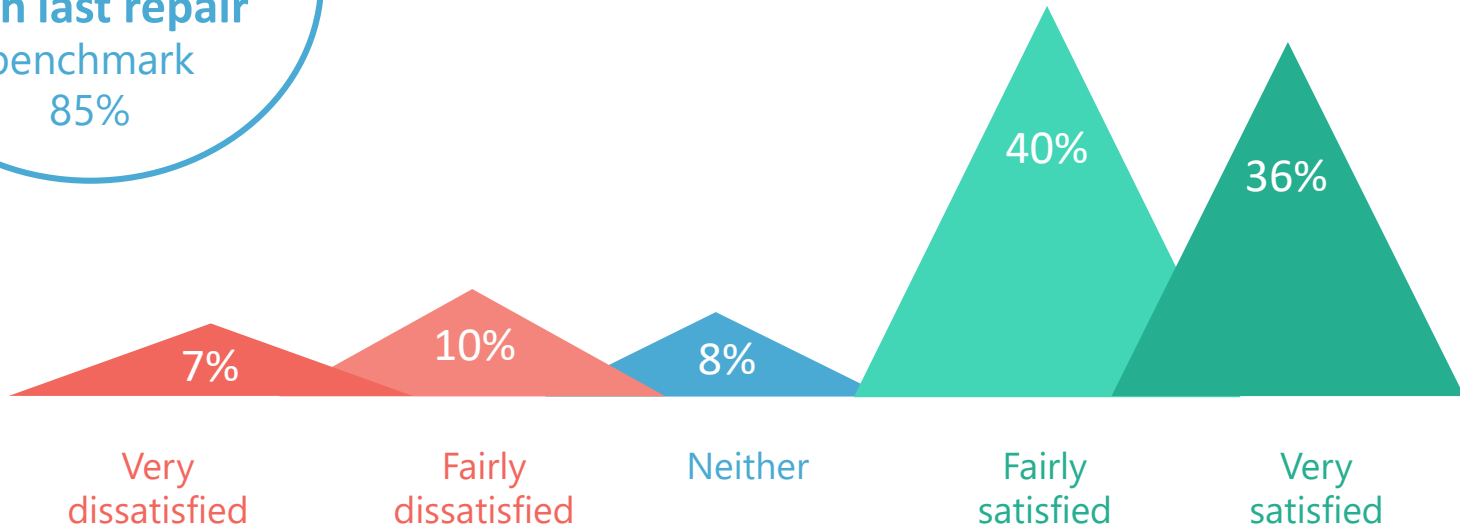


# 76% satisfied with repairs & maintenance

No change since 2016

HouseMark  
**STAR** 78%

**84%**  
with last repair  
benchmark  
85%

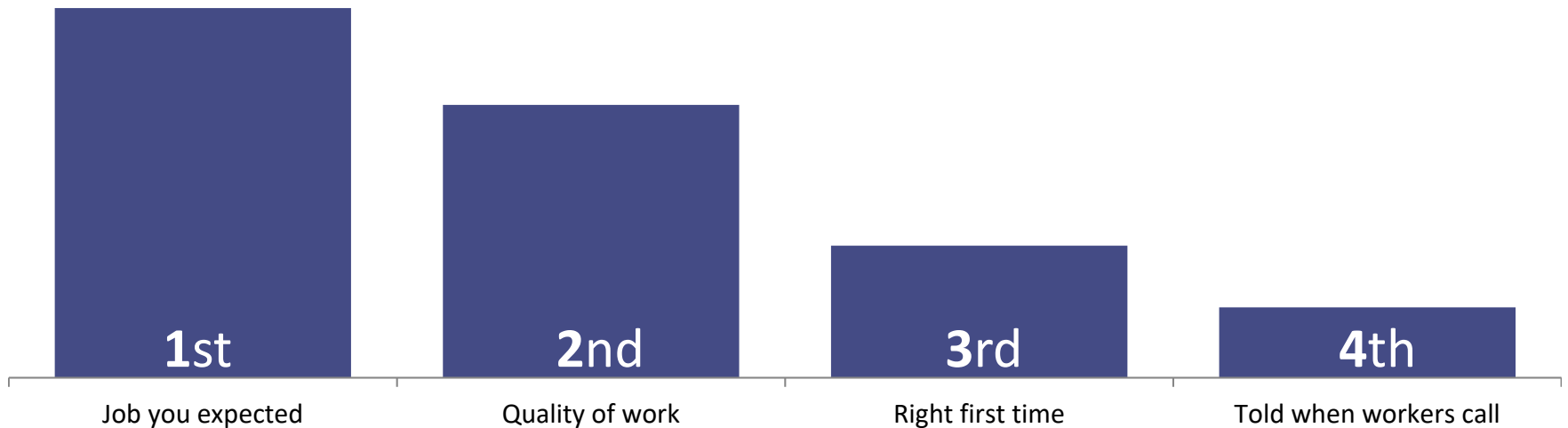




## In detail

- Much lower overall satisfaction amongst under 35s 49% and 35-49 year olds 71%
- Most tenants of retirement age were satisfied 85%
- Satisfaction was a little higher than average in the Eastern Vale area 82%, lower in Barry East 71%

# Last repair key drivers

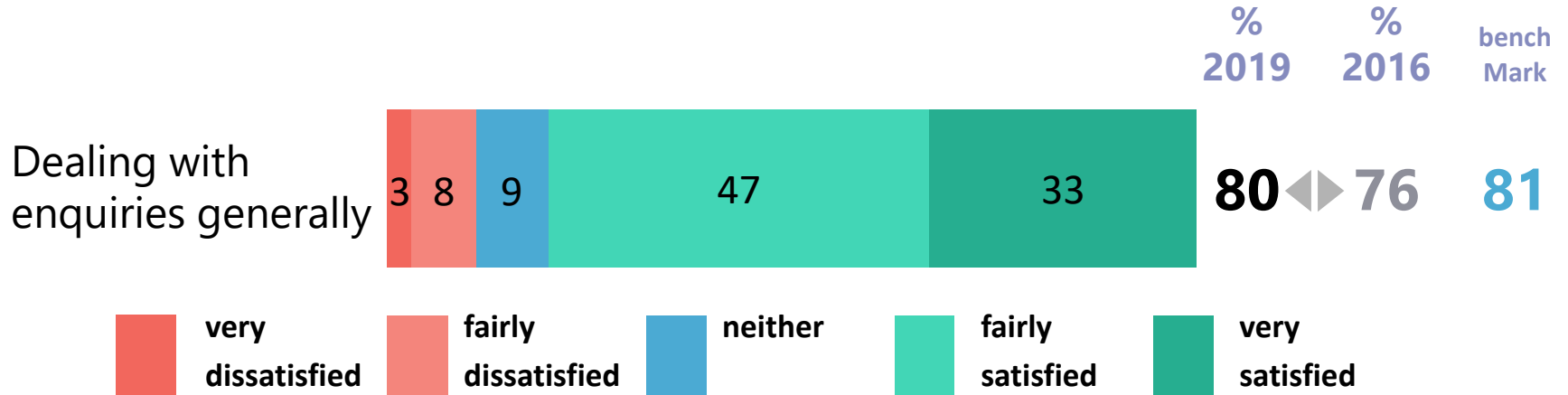


- Satisfaction with all detailed questions had **significantly increased** since 2016, by an average of 5%.
- Questions on timeliness has improved the most – being told when workers would call was in the **1<sup>st</sup> quartile**
- Doing the job expected is often the strongest driver
- As is 'right first time', both being about on par with ARP benchmark median

# Contact and communication



# Customer service



60%

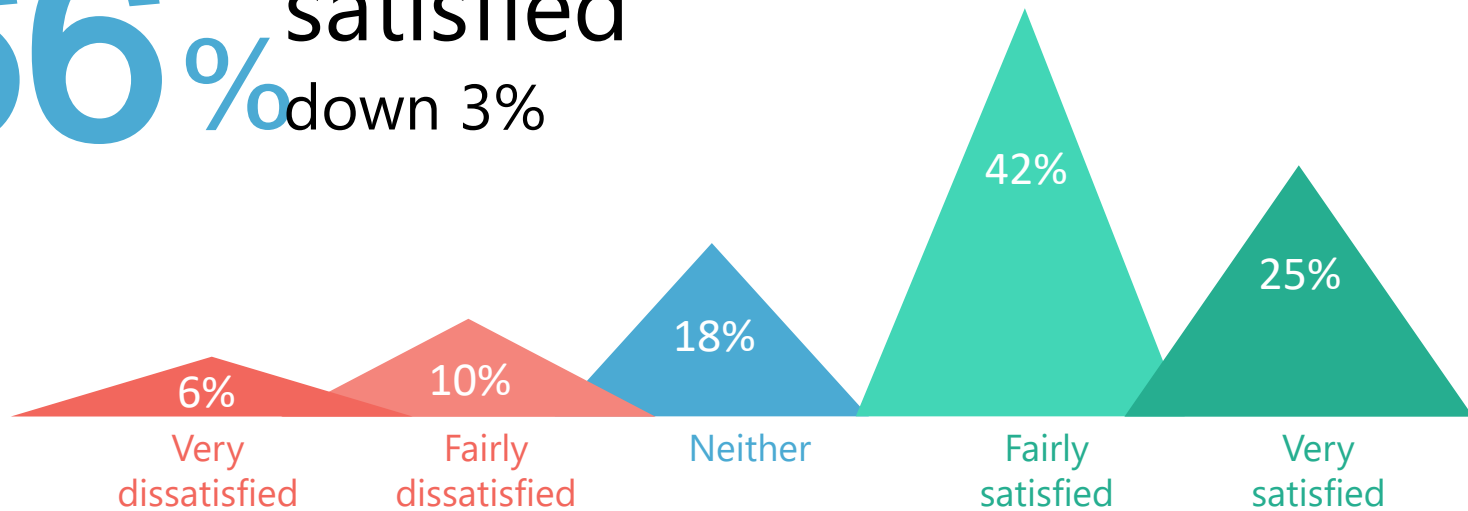
said it was easy to get hold of the right person. Down 6% and 9% below ARP benchmark


75%

said staff were helpful, down from 81%

# Listening and acting on your views

66% satisfied  
down 3%



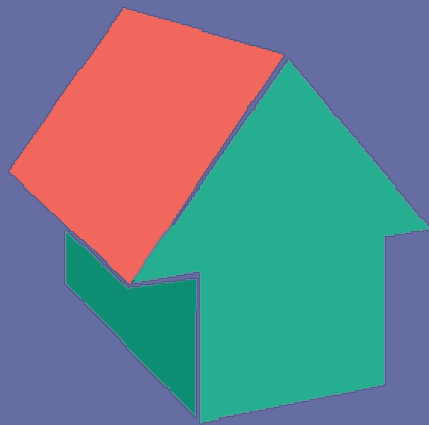
- The score was only 62% for those in recent contact
-  benchmark median is 65%
- A very similar proportion felt they were kept informed (70%)

# Online services



- Around **two thirds** used the internet (60%)
- Access via smartphone is the dominant method
- Only **a third** of **internet users** used the Council's online services
- This represents only **17%** of all tenants






# The home





**83** % satisfied with quality of the home

- Unchanged since 2016 and continues to be the strongest key driver of satisfaction
-  HouseMark STAR benchmark median of 83%
- Four point increase in sheltered satisfaction to 95%
- Very big differences by age e.g. 90% for 65+ but only 57% for under 35s and 69% for 35-49
- Satisfaction lower than average in Western Vale area 81%



# Value for money





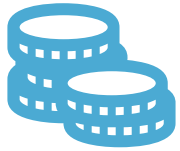
## Value for money

**83%** satisfied with rent vfm  
HouseMark **STAR** **3<sup>rd</sup>** quartile, median 84%

**75%** satisfied with service charge vfm  
HouseMark **STAR** **1<sup>st</sup>** quartile, median 71%

- Value for money was a key driver of overall satisfaction
- This has become increasingly common in STAR surveys over recent years

# Finances



A **third** of tenants had difficulties in making at least one of their payments, including around **60%** of the under 50s



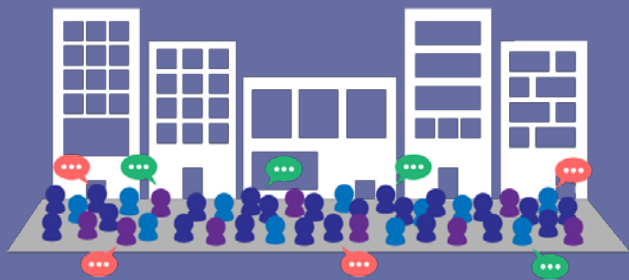
Almost **half** of this group struggled with their rent, a **fifth** of all respondents



Around **one in ten** couldn't pay to properly heat their home in colder months



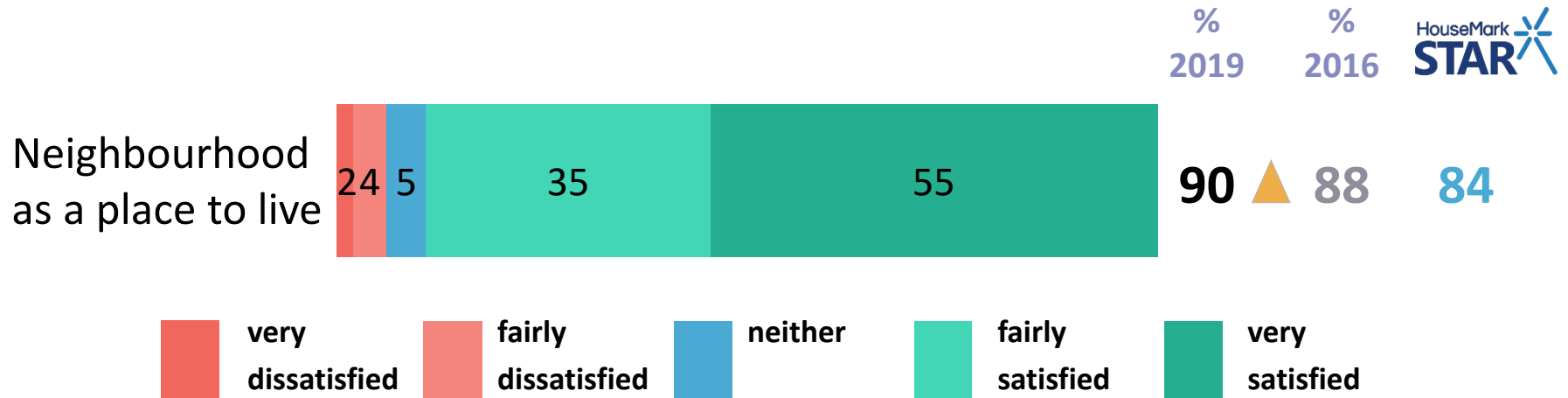
Just over **half** of UC claimants were happy with Council's support, around a **quarter** were dissatisfied



# Neighbourhoods



# Neighbourhood



- Satisfaction with neighbourhoods is very high, in the 1<sup>st</sup> quartile
- However, only 65% of under 35s satisfied compared to 96% 65+
- Dinas Powys, Cowbridge, Cornerswell and Illtyd were the most satisfied areas
- Gibbonsdown and Court were the least satisfied (but still mid 80s)
- Rubbish, litter and dog mess seem to have improved, although there were some complaints about bin collection services

# Anti-social behaviour



**63%** satisfied with the way ASB is dealt with, up from 58%

- This was also above the 61% ARP benchmark
- Only 14% were actively dissatisfied
- This score was a key driver of overall satisfaction, and a fifth placed ASB amongst the 3 highest priority services
- Score highest in Eastern Vale 71%, lowest in Barry East 56%





# The impact of 2020





- Surveys with other clients in 2020 have found unprecedented increases in satisfaction with listening and communicating - linked to COVID wellbeing calls
- However, day to day repairs scores are now suffering, as are overall scores amongst sheltered tenants and leaseholders
- The 2019 survey was already an outlier as no online component, and that is before the major impact of COVID on channel shift
- New major STAR update in 2020 changed the methodology, mandating fully representative survey results
- Therefore future survey must be **weighted by age** to enable meaningful comparisons – in 2019 it would have cut overall satisfaction by 4%
- Also note that the landlord being 'easy to contact' is now one of the revised four core STAR measures

# Summary



# Summary

- A welcome improvement in satisfaction since 2016, most especially for responsive repairs
- Satisfaction with neighbourhoods and how ASB is handled is also strong compared to other landlords
- However, there were clear issues with initial customer services via the contact centre
- There are also substantial differences in satisfaction across the board between younger and older tenants
- Value for money is an important factor in tenants views and is likely to be even more so in future with so many struggling
- Be prepared for possible big shifts in future surveys due to the effects of COVID and changes in the STAR methodology