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**Cabinet Member Decision Session:  
Health, Housing & Adult Social Services**

24 April 2012

Report of the Assistant Director - Housing & Public Protection

**2011 Tenant Satisfaction Survey Results**

**Summary**

1. This report provides the results of the Tenant Satisfaction Survey, a postal survey of City of York Council tenants undertaken during January and February 2012.
2. Headline satisfaction has improved in three key areas, remained static in two and decreased in one are.
  - **Overall Landlord Service**, up 3 points to **89%**
  - **Repairs & Maintenance Service**, up 2 points to **85%**
  - **Neighbourhood as a place to live**, up 3 points to **87%**
  - **Overall quality of home**, remained static at **84%**
  - **Value for Money**, remained static at **84%**
  - **Opportunities to be involved with management & decision making**, down 5 points to **53%**.
3. Annex 1 shows the full results of the 2011 survey along with comparison data including, where available, 2009 and 2010 survey results; internal targets; trend direction and HouseMark<sup>1</sup> benchmarking status.
4. The postal survey was mailed to 1,994 City of York council tenants selected at random. 982 surveys were returned providing a good response rate of 49.2%; an increase of 2% from 2010. The 2011 results are statistically accurate to within a +/- 2.6% confidence level based on 8000 tenants.

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<sup>111</sup> Housemark is a leading benchmarking provider to the social housing sector enabling performance comparisons between 360 national landlords (Housing Associations / Local Authorities).

## Background

5. A Tenant Satisfaction Survey has been conducted with CYC council tenants annually, since 1990. It remains the biggest single gauge of customer satisfaction with housing services, providing an essential service planning driver. Prior to 2011, the survey was a government requirement intended to support national benchmarking of results. When the government requirement was withdrawn, Housing Quality Network<sup>2</sup> consulted social landlords to agree a replacement survey that would continue to support national comparison.
6. The resulting STAR<sup>3</sup> survey was used for the first time this year. Benefiting from a more relaxed 'pick and mix' approach to content, STAR retains the consistency required to benchmark, particularly through Housemark.
7. Of necessity, some questions have been reworded in STAR thereby affecting trend data. Significant differences in wording have been highlighted, where relevant, in Annex 1 however every effort has been made to maintain consistency. Some sections and questions are completely new, specifically the detailed sets of questions for customers who have used either the repairs service or the complaints service in the last twelve months. STAR's emphasis on benchmarking has reduced the number of free comment boxes in the survey.
8. No anti-social behaviour (ASB) questions have been asked this year. In 2010, significant disparity was found between results of the bespoke ASB survey<sup>4</sup> and those from the 2010 Tenant Satisfaction Survey. The bespoke ASB survey results were considered to be more accurate, based on customer feedback following recent experience of the ASB service. Results of the bespoke ASB survey are reported to the ASB customer panel.
9. Equalities profiling questions were asked for the first time on a separate, single sheet. This allowed responses to remain confidential, in line with good practice and enabled us to profile results by all nine equalities strands/ communities of interest.
10. In 2011, for the first time, survey questions and results have been grouped according to housing's four outcomes, the broad outlines of which are shown below:

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<sup>2</sup> Housing Quality Network are a leading national housing consultant, disseminating good practice in the social housing sector.

<sup>3</sup>STAR = **S**urvey of **T**enants and **R**esidents.

<sup>4</sup> The bespoke ASB feedback survey is sent to every customer when their ASB report is closed.

- **Your Place** satisfaction with neighbourhood; estate services.
- **Your Property** satisfaction with repairs; gas servicing; property overall.
- **Your Service** satisfaction with customer service; complaints; rent service.
- **Your Say** satisfaction with resident involvement and tenant influence.

11. Results for each theme, are shown in the table below:

**Table 1 – Satisfaction by outcome theme.**

Housing outcome	Total Measures	Improved from 2010	Declined from 2010	Stable	New measure, no comparator
Your Place	4	4	0	0	0
Your Property	4	1	1	2	0
Your Service	8	2	3	1	2
Your Say	6	0	3	0	3
All themes	22	7	7	3	5

12. Details of the seven indicators showing an improvement on the previous year are:

**Table 2 – Indicators with improving satisfaction.**

Tenant Satisfaction	2009	2010	2011	Housemark top quartile	Housemark status	Target
<b>Your Place</b>						
Neighbourhood as a place to live	N/a	84%	87%	86%	Top	85%
Grounds maintenance	N/a	76%	81%	N/a	N/a	78%
Estate services	N/a	79%	85%	N/a	N/a	70%
Estate workers' internal cleaning	N/a	60%	73%	N/a	N/a	70%
<b>Your Property</b>						
Repairs & maintenance	87%	83%	85%	85%	Top	85%
<b>Your Service</b>						
Overall landlord service	89%	86%	89%	88%	Top	87%
Reporting a repair	88%	82%	85%	N/a	N/a	None

13. Details of the seven indicators showing a decline on the previous year are:

**Table 3 - Areas of decreased customer satisfaction**

Tenant Satisfaction	2009	2010	2011	Housemark top quartile	Housemark status	Target
<b>Your Property</b>						
Gas servicing arrangements	N/a	94%	93%	N/a	N/a	95%
<b>Your Service</b>						
Talking to an estate manager	65%	68%	63%	N/a	N/a	No target
Getting advice on moving home	58%	44%	40%	N/a	N/a	No target
Facilities to pay rent	N/a	89%	85%	N/a	N/a	81%
<b>Your Say</b>						
Being kept informed	79%	82%	75%	N/a	N/a	83%
Opportunity to make views known	N/a	N/a	67%	N/a	N/a	No target
Listening to tenants' views & acting on them	72%	67%	65%	70%	N/a	72%
Opportunities to be involved in management and decision making	63%	58%	53%	N/a	N/a	60%

## Consultation

14. There has been no direct customer involvement in deciding the survey content this year. It is anticipated that the developing Tenant Scrutiny Panel will fulfil this role in 2012. Future service improvements will be developed in consultation with customers, based upon the survey results, tenant inspector feed back and discussions with residents associations.

## Analysis

15. **Your Place** - demonstrates the strongest customer satisfaction, showing significant improvement on 2010 results. All four satisfaction measures have exceeded target and show an improving trend, as shown in the table below.

Tenant satisfaction with.....	2010	2011	↑ ↓	Housemark Top %	Housemark Status	Target
Neighbourhood as a place to live	84%	87%	↑	86%	Top	85%
Grounds maintenance service ( grass cutting, communal gardening )	76%	81%	↑	N/a	N/a	78%
Estate services (litter picking; communal repairs)	79%	85%	↑	N/a	N/a	70%
<b>73% of respondents live in a block of flats. Those 242 tenants rated their satisfaction with :</b>						
Estate workers' internal cleaning service	60%	73%	↑	N/a	N/a	70%

16. **Your Property** - demonstrates stable satisfaction with one improving measure, two static measures and one measure below target with a declining trend as shown in the table below.

Tenant satisfaction with.....	2010	2011	↑ ↓	Housemark Top %	Housemark status	Target
Overall quality of home	84%	84%	=	87%	Mid	86%
Overall condition of home	83%	83%	=	N/a	N/a	85%
Repairs & maintenance service <sup>5</sup>	83%	85%	↑	85%	Top	85%
Attitude of workers	New	92%	-	N/a	N/a	Not set
Gas servicing arrangements <sup>6</sup>	94%	93%	↓	N/a	N/a	95%

<sup>5</sup> 2010 STATUS question was *How satisfied were you with the way your repair was carried out?*  
2011 STAR question was *Generally, how satisfied are you with the way your landlord deals with repairs and maintenance?*

<sup>6</sup> 2010 STATUS question was *Overall satisfaction with gas servicing?*  
2011 STAR question was *How satisfied are you with your landlord's gas servicing arrangements?*

17. **Your Service** shows strong satisfaction with the overall landlord service but weak satisfaction with some elements of customer service as shown in the table below.

Tenant satisfaction with.....	2010	2011	↑ ↓	Housemark Top %	Housemark status	Target
Overall landlord service	86%	89%	↑	88%	Top	87%
Reporting a repair	82%	85%	↑	N/a	N/a	N/a
Talking to an estate manager	68%	63%	↓	N/a	N/a	N/a
Getting advice on moving home <sup>7</sup>	44%	40%	↓	N/a	N/a	N/a
Facilities to pay rent	89%	85%	↓	N/a	N/a	81%
Value for money from rent	84%	84%	=	85%	Mid	86%
Advice & support to claim HB/benefits	N/a	71%		N/a	N/a	N/a
Managing money & paying rent support	N/a	63%		N/a	N/a	N/a
Helpfulness of staff	85%	81%	↓	N/a	N/a	86%

### Complaints handling

18. For the first time, customers were asked about their satisfaction with complaints handling to facilitate future benchmarking of this service. Previously customer satisfaction with complaints was based on the corporate complaints team survey which drew on a very small sample (under 20 responses in 2010).
19. 53% of respondents said they were aware of the complaints procedure. To ensure customers are aware of the council's complaints procedure a future addition of Street Ahead will feature an article on this.
20. Of those, 6% had made a complaint about Housing Services in the last 12 months. Those 54 tenants were asked to give a detailed breakdown of their satisfaction with seven aspects of making their complaint. Full details are shown on page 3 of Annex 1.

<sup>7</sup> 2010 STATUS question was *Satisfaction with getting advice on council housing waiting list?*  
2011 STAR question *How satisfied were you when you last went to .....get advice on moving home?*

21. **Your Say** - shows the weakest level of customer satisfaction. No measures have met their targets or improved their performance from 2010 levels. We have over the last 12 months introduced a number of new ways to enable customers to become involved in developing and monitoring the housing service. Service Standards have been developed with customers, Tenant Inspectors have been introduced and in the coming months a new Tenants Panel will be developed. Customers are also encouraged to join their local Tenants & Residents Association.

Tenant satisfaction with.....	2010	2011	↑ ↓	Housemark Top %	Housemark status	Target
Feeling landlord treats them fairly	N/a	80%		N/a	N/a	N/a
Being kept informed about things that might affect them	82%	75%	↓	N/a	N/a	83%
Opportunity to make views known	N/a	67%		N/a	N/a	N/a
Listening to tenants' views and acting on them	67%	65%	↓	70%	N/a	72%
Opportunities to be involved in management and decision making	58%	53%	↓	N/a	N/a	60%
Aware of housing's service standards	N/a	45%		N/a	N/a	N/a

### Service Improvement

22. The Tenant Satisfaction Survey 2011 is a key driver for Housing's 2012/15 Service Plan which will incorporate specific improvement actions for all areas where low customer satisfaction is a concern.
23. Improvement actions included in the 2012/15 service plan have been indicated above and are re-iterated in the recommendations section below. Further improvement actions to be developed will be included in the service plan which is due completion April 2012.

## Equalities monitoring

24. The equalities profile of respondents to the 2011 Tenant Satisfaction Survey is shown in Annex 2 compared, where available, to the profile of current tenants.
25. The profile of survey respondents broadly mirrors the current tenant profile, where the information is available. Older, white British tenants are slightly over-represented in the survey.
26. Older tenants (65+) demonstrate significantly higher satisfaction at 96% than younger tenants (16-24) at 73%. There are no significant differences in satisfaction levels for the other profiled categories

## Corporate Priorities

27. This survey supports the Council Plan: 'Our Core Capabilities – completely in touch with our communities' by engaging customers in shaping and measuring their housing services.

## Implications

28. The implications arising from this report are:
  - **Financial** - There are no direct financial implications associated with this report, any implications as they relate to service improvements will be considered as part of the service planning process.
  - **Human Resources (HR)** - There are no direct HR implications associated with this report.
  - **Equalities** - Responses have been analysed by equalities strands to check for variances in satisfaction. Results are reported in Annex 2.
  - **Legal** - There are no direct legal implications associated with this report.
  - **Crime and Disorder** - There are no direct crime & disorder implications associated with this report.
  - **Information Technology (IT)** - There are no direct IT implications associated with this report.
  - **Property** - There are no direct property implications associated with this report.
  - **Other** - There are no other implications associated with this report.



## **Risk Management**

29. This survey provides the key measure of tenants' satisfaction with housing services. Without this service plan driver, there is a risk that resources would not be targeted at the improvements that matter most to housing's customers.

## **Recommendations**

30. Cabinet member is asked to:

- a. Note the contents of this report on tenant satisfaction with Housing Services
- b. Agree to continue with the annual housing satisfaction survey.

Reason: To ensure that the council has up to date information regarding customer satisfaction to enable the housing service to target improvements to the areas identified by its customers.

## **Contact Details**

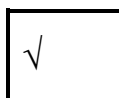
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**Report  
Approved**



**Date** 4<sup>th</sup> April 2012

## **Annex**

**Annex 1** – Results of 2011 Tenant Satisfaction Survey.

**Annex 2** – Equalities profile of 2011 Tenant Satisfaction Survey