

16 June 2020		ITEM: 6
Housing Overview and Scrutiny Committee		
Tenant and Leaseholder Satisfaction Monitoring		
Wards and communities affected: All	Key Decision: N/A	
Report of: Chris Seman – Intelligence and Performance Manager		
Accountable Assistant Director: Carol Hinvest – Assistant Director of Housing		
Accountable Director: Roger Harris – Corporate Director Adults, Housing and Health		
This report is Public		

Executive Summary

This report sets out details on the Housing team's current approach to measuring tenant and leaseholder satisfaction and includes detail on the current methodology and frameworks used to collect satisfaction data and calculate satisfaction rates. In addition to the current approach and methodology, this report also sets out the current programme of satisfaction monitoring for 2020/21, the first tranche of satisfaction outcomes for 2020/21 as well as the Housing team's plans to carry out a full postal survey with a much larger question bank to complement the existing, ongoing programme of telephone satisfaction surveys. This will enable the Housing team to gain a much broader understanding of tenants and leaseholders views on services and to better understand their needs.

1. Recommendation(s)

1.1 That the Committee notes and comments on the report.

2. Introduction and Background

- 2.1 Every month the Housing team measures and report on satisfaction with a wide range of Housing services asking our residents to rate and provide us with their feedback on the services we deliver, our staff and our organisational characteristics such as keeping residents informed and treating residents fairly.
- 2.2 As part of the current programme of satisfaction monitoring, there are two main types of satisfaction survey conducted – transactional satisfaction surveys and perception satisfaction surveys. Transactional satisfaction surveys are undertaken quickly after an event or transaction between the resident and the Housing team, such as a repair, to monitor satisfaction with

that particular transaction. Perception satisfaction surveys are undertaken with a randomly selected, representative and statistically relevant cohort of residents to measure a resident's perception of a range of services delivered by the Housing team, staff, organisational characteristics and other key metrics.

- 2.3 The data used to measure satisfaction is collected on the Council's behalf over the telephone with residents by an independent research contractor, KWEST Research Ltd, who specialise in conducting telephone satisfaction surveys for the Housing sector. KWEST Research Ltd work through a pre-agreed questionnaire with each resident and record their responses to each question, both quantitative data in the form of ratings and qualitative data in the form of free text feedback. All resident responses recorded for each period are then collated into a single dataset which is regularly provided to the Housing team for analysis. In 2019/20, a total of 5766 telephone satisfaction surveys were undertaken across all survey types.
- 2.4 Satisfaction data is regularly and routinely analysed by the Intelligence and Performance team and converted into business intelligence in the form of presentations, reports and dashboards. This assists the Housing team as well as its individual services and partners understand residents' views on services, identify trends which highlight deficiencies in service delivery, measure contractors' performance from a resident's point of view, improve the customer experience when dealing with the Housing team and drive tangible improvements to overall service delivery for the benefit of residents.

3. Current Methodology

- 3.1 Satisfaction surveys undertaken on behalf of the Housing team are conducted in accordance with Housemark STAR methodology which is the leading satisfaction framework for the UK Housing sector.
- 3.2 A review of Housemark STAR methodology was undertaken in 2019 as a result of challenges highlighted by the social housing green paper as well as the changes in data collection and reporting in the sector due to technological advances since the last revision of the methodology in 2011. The review included consultation with and involvement from 300 landlords, including Thurrock, as well as 13,000 tenants and leaseholders. The new methodology was published to the Housing sector in mid-January 2020.
- 3.3 The new STAR methodology includes five core questions covering overall satisfaction with the Housing service, satisfaction with quality of home, satisfaction that the resident's home is safe and secure, satisfaction that the Housing service is easy to deal with and satisfaction with responsive repair transactions. There is also a library of recommended and optional questions we have chosen from to align with the Housing services strategic objectives. The core questions are as follows:

How satisfied or dissatisfied are you with the service provided by Thurrock Housing?

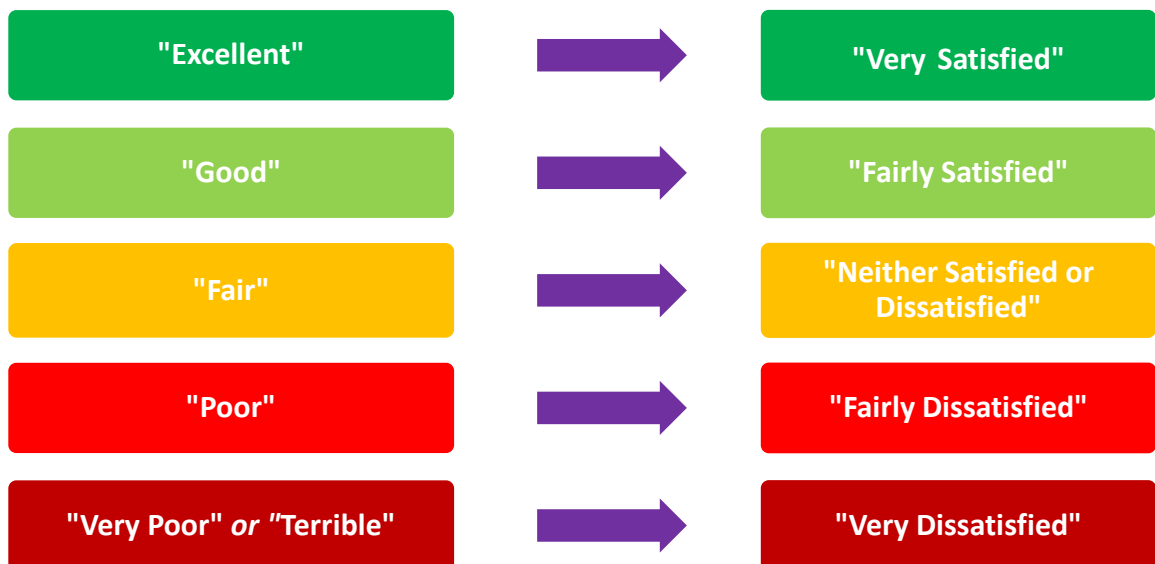
How satisfied or dissatisfied are you with the overall quality of your home?

How satisfied or dissatisfied are you that Thurrock Housing provides a home that is safe and secure?

How satisfied or dissatisfied are you that Thurrock Housing is easy to deal with?

Thinking about your recent repair, how satisfied or dissatisfied were you with the overall repairs service provided by Thurrock Housing on this occasion?

- 3.4 In addition to the new question libraries, the new STAR methodology also included a range of new five or ten point response scales. Our legacy response scales of “excellent”, “good”, “fair”, “poor” and “terrible” or “very poor” have now been replaced as follows:



- 3.5 Satisfaction rates are calculated using the combined numbers of “very satisfied” and “fairly satisfied ratings” only, divided by the total number of responses overall and multiplied by 100. Satisfaction rates are expressed as a percentage to one decimal point.

- 3.6 The Housing team adopted the new STAR methodology with effect from April 2020 and our satisfaction surveys are now STAR compliant. As a result, our satisfaction data can now be compared and benchmarked with other social housing providers.

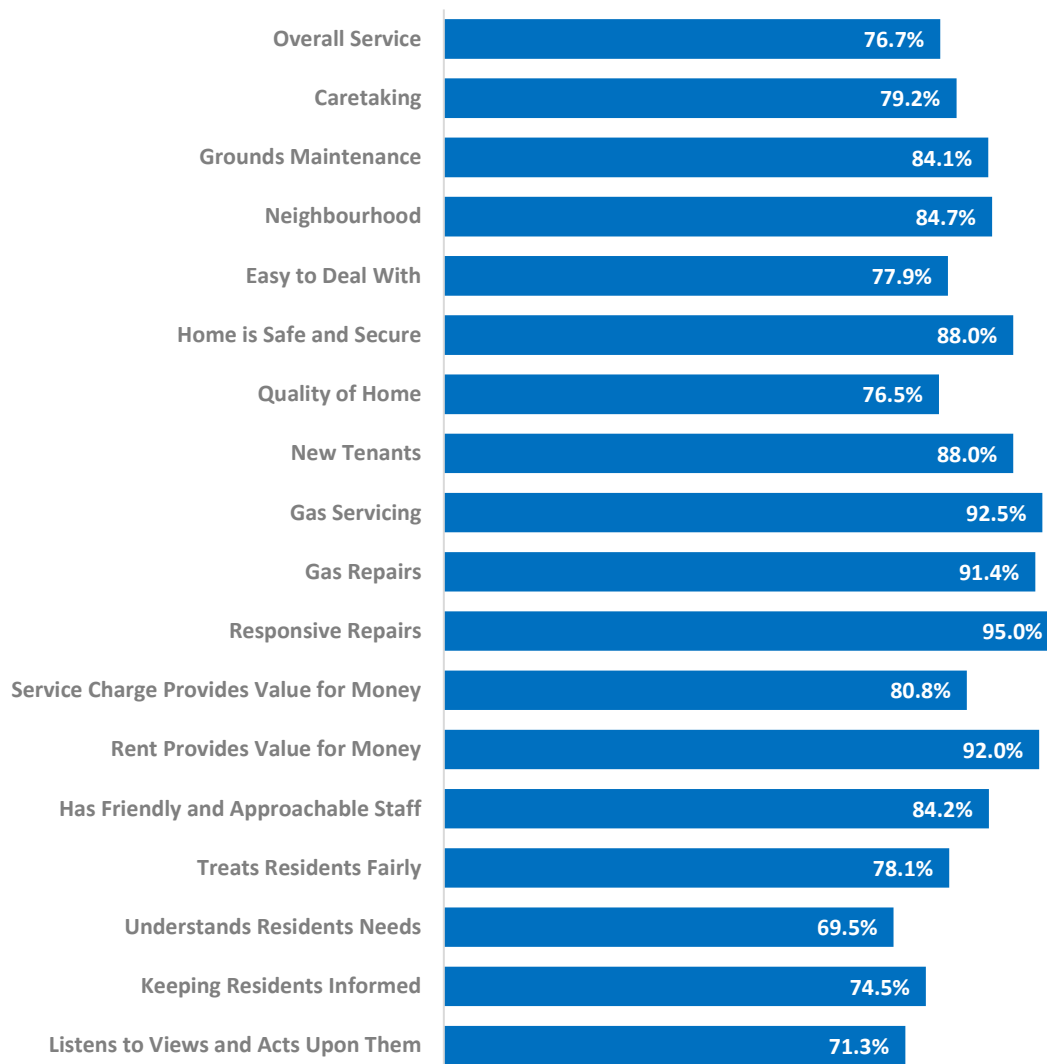
4. 2020/21 Programme of Satisfaction Monitoring and Reporting

- 4.1 Using the new Housemark STAR methodology, the current programme of satisfaction monitoring for 2020/21 includes seven transactional satisfaction

surveys and two perception surveys at varying frequencies. This has been expanded from last year's programme to include a new survey to enable the Housing team to measure satisfaction with the way the Housing team responds to complaints. The current programme of satisfaction monitoring is as follows:

Survey	Survey Type	Reporting Frequency
General Satisfaction Survey	Perception	Monthly
Leaseholder Satisfaction Survey	Perception	Annually
Responsive Repairs Survey	Transactional	Monthly
Transforming Homes Survey	Transactional	Monthly
Gas Repairs Survey	Transactional	Monthly
Gas Servicing Survey	Transactional	Monthly
New Tenants Survey	Transactional	Monthly
Anti-social Behaviour Survey	Transactional	Quarterly
Complaints Survey	Transactional	Quarterly

- 4.2 So far in 2020/21 as of the end of April, a combined total of 535 tenants have completed a satisfaction survey across all monthly surveys. The satisfaction rates for key measures from each survey will be reported monthly, quarterly or annually depending on the reporting frequency for each respective survey as performance indicators within the Housing Performance Scorecard. The first tranche of satisfaction rates for April 2020 using the new STAR methodology are as follows:



4.3 Following on from a strong satisfaction performance in 2019/20, satisfaction with the overall Housing service in April 2020 was on target at 76.7% with high levels of satisfaction with services such as Caretaking, Grounds Maintenance, Repairs, Gas Repairs and Gas Servicing. A high proportion of residents are also satisfied that their rent and service charges represent value for money and that the Housing team has friendly and approachable staff and treats residents fairly. However, fewer residents feel that the service listens to residents' views and understands residents' needs.

5. Full Postal Survey

5.1 In July 2020, the Housing Team will commission a full postal tenant and leaseholder satisfaction survey to be completed by our service provider, KWEST Research Ltd, which will be sent to every tenant and leaseholder. A postal survey is a highly inclusive and flexible method of collecting satisfaction data as this will allow the Housing team to gain insight from a greater proportion of residents than the current programme of telephone satisfaction surveys, including potentially hard to reach resident groups. It also allows residents to respond in their own time with no time pressure and offers a level

of anonymity for residents who may prefer to give anonymous feedback.

- 5.2 In addition to accessing a greater number of residents for a more representative reflection of residents views, a postal survey will allow the Housing team to collect data on a much larger number of questions than the telephone satisfaction survey currently allows. This will result in broader insight through analysis, will demonstrate the Housing teams willingness to listen to residents views and will allow the Housing team to build a better understanding of residents needs.
- 5.3 The postal survey will be a four page questionnaire comprising of questions from the Housemark STAR question library and will include all of the core questions, most of the recommended questions and a number of the optional questions. The questionnaires will be designed and printed on high quality paper bearing the Thurrock logo and will be posted with a return envelope included. Upon request, the survey can be provided in large print or the survey can be conducted over the telephone.
- 5.4 Housemark STAR guidance requires 2 mailings of the questionnaire to maximise the response rates. In addition, KWEST Research Ltd will provide an online version of the survey, the login details to which will be included in the covering letter, as this may encourage an even broader sample of residents of different age groups to participate and thus a greater likelihood gaining a more representative dataset for analysis.
- 5.5 The resulting data from the postal survey will be provided to the Council in a pre-agreed format and will be analysed by the Intelligence and Performance team and converted into business intelligence which will be used to inform decisions and drive service improvements.

6. Reasons for Recommendation

- 6.1 The Committee's comments are sought on the methodology and current programme of tenant and leaseholder satisfaction monitoring as well as the planned full postal survey.

7. Consultation (including Overview and Scrutiny, if applicable)

- 7.1 None.

8. Implications

8.1 Financial

Implications verified by: **Hannah Katakwe**
Housing Accountant, Finance and IT

No financial implications arising from this report.

8.2 Legal

Implications verified by: **Natalie Coplen**
Paralegal

No legal implications arising from this report.

8.3 **Diversity and Equality**

Implications verified by: **Roxanne Scanlon**
Community Engagement and Project
Monitoring Officer

No diversity and equality implications arising from this report.

8.4 **Other implications** (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder.

None

9. **Background papers used in preparing the report** (including their location on the Council's website or identification whether any are exempt or protected by copyright):

None

10. **Appendices to the report**

None

Report Author:

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Housing