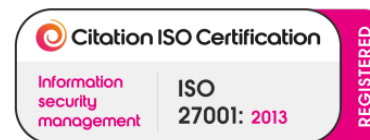


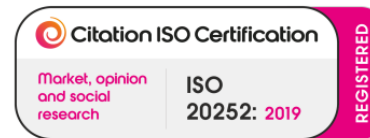


Cannock Chase Council

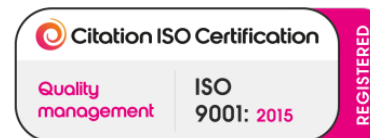
Tenant Satisfaction (TSM) & Leaseholder surveys 2024-2025



Certificate No:374882021



Certificate No:340202020



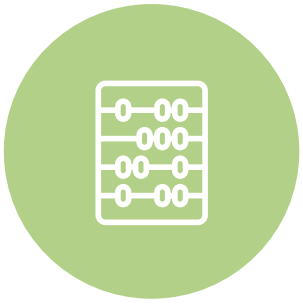
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Background

In 2024, M·E·L Research was commissioned by Cannock Chase Council to undertake a Tenant and Leaseholder Satisfaction (TSM) survey among their social housing residents, as part of an ongoing contract. This sought to provide a reliable measure of residents' satisfaction and identify areas for improvement. This project fulfils the regulatory requirement in the UK that social landlords must invite tenants to feedback on the service they receive on an annual basis. As part of the TSM survey there are 12 key measures which are monitored. These are:

- | | |
|-------------|--|
| TP01 | Overall satisfaction |
| TP02 | Satisfaction with repairs |
| TP03 | Satisfaction with time taken to complete most recent repair |
| TP04 | Satisfaction that the home is well maintained |
| TP05 | Satisfaction that the home is safe |
| TP06 | Satisfaction that the landlord listens to tenant views and acts upon them |
| TP07 | Satisfaction that the landlord keeps tenants informed about things that matter to them |
| TP08 | Agreement that the landlord treats tenants fairly and with respect |
| TP09 | Satisfaction with the landlord's approach to handling complaints |
| TP10 | Satisfaction that the landlord keeps communal areas clean and well maintained |
| TP11 | Satisfaction that the landlord makes a positive contribution to neighbourhoods |
| TP12 | Satisfaction with the landlord's approach to handling anti-social behaviour |



Methodology

While Leaseholders are not in scope for reporting TSM scores to the housing regulator, they were included in this survey, with their results reported separately.

In total 4,985 tenants and 297 leaseholders were given the opportunity to share their views.

Residents were initially invited to take part in the survey via a postal survey sent to home addresses accompanied by a freepost return envelope. An additional reminder was sent to non-responders at a midpoint of the fieldwork to encourage further responses. Tenants with email addresses were also sent an online invite to complete the survey, to further boost responses. Past consultation with residents has identified a preference for being surveyed in a way that suits them. The multi-channel (post or online completion) approach described reflects this. Fieldwork took place between 12th August and 15th September 2024, over a five-week period to allow for any disruption to responses by the school summer holidays.



Response rate and statistical reliability

The survey was sent to 4,985 tenants and 296 leaseholders.

A total of 1,078 completed tenant surveys were returned, equating to a response rate of 22%. The response rate of 22% means results are accurate to $\pm 3\%$ at the 95% confidence level. This means that if we surveyed every single tenant, the results would be at most, 3% above or below the figures reported from this sample (e.g. a 50% satisfaction rate could actually lie between 47% and 53%). However, where base sizes are smaller the margin of error would be wider and so those results should be treated with greater caution.

The resultant margin of error for tenants is well within the minimum required margin of error dictated by the regulator ($\pm 4\%$) based on Cannock Chase Council's stock size.

A total of 38 leaseholder responses were received, a response rate of 13%. There is no regulatory requirement relating to a required response rate or margin of error for leaseholders. The leaseholder responses should be seen as indicative given the possible margin of error.

| Population | Stock size | Response | Response rate | Margin of error |
|--------------|------------|----------|---------------|-----------------|
| All | 5,282 | 1,111 | 21% | $\pm 3\%$ |
| Tenants | 4,985 | 1,078 | 22% | $\pm 3\%$ |
| Leaseholders | 297 | 38 | 13% | $\pm 15\%$ |



Things to note

- Results are based on 'valid' responses and therefore where a respondent has selected 'not applicable' or left a question blank, these have been excluded from analysis for that question. The base size therefore shows the unweighted total number of respondents included in the analysis for each question. This approach has been applied where specified by the regulator.
- Leaseholder figures have not been included in the overall scores in the graphs and charts. These have been reported at the bottom of slide where the question was asked of them.
- The returned responses were not fully reflective of the overall Cannock Chase Council stock and as a result the data from the survey has been weighted to ensure it is representative, in line with regulatory requirements. The data has been weighted by tenure type (e.g. General Needs / Independent Living).
- Where available data will be compared to historic results, when comparing results, it is worth bearing the margin of error for the year and the previous years. Where there is a statistically significant change these will be highlighted in the commentary and / or with coloured arrows.
- Please note, throughout the report where we mention Cannock Chase Council or Cannock Chase District Council (CCDC), we are referring to the Council's Housing Services.
- Percentages may not always add up to a 100% or the net scores as a result of rounding.

Unweighted response profile – Main Tenant

| Age | Count | Percentage |
|-------------------|-------|------------|
| 18 – 24 | 21 | 2% |
| 25 – 34 | 67 | 6% |
| 35 – 44 | 109 | 10% |
| 45 – 54 | 133 | 12% |
| 55 – 64 | 209 | 19% |
| 65 – 74 | 262 | 24% |
| 75 - 84 | 188 | 17% |
| 85+ | 73 | 7% |
| Prefer not to say | 16 | 1% |

| Political Ward | Count | Percentage |
|-------------------------------|-------|------------|
| Brereton & Ravenhiill | 71 | 7% |
| Cannock East | 157 | 14% |
| Cannock North | 178 | 16% |
| Cannock South | 145 | 13% |
| Cannock West | 35 | 3% |
| Chadsmoor | 5 | *% |
| Etching Hill & The Heath | 45 | 4% |
| Greenheath Hednesford | 12 | 1% |
| Hagley Ward | 14 | 1% |
| Hawks Green | 1 | *% |
| Heath Hayes East & Wimblebury | 79 | 7% |
| Hednesford North | 146 | 13% |
| Hednesford South | 24 | 2% |
| Norton Canes | 84 | 8% |
| Rawnsley | 54 | 5% |
| Western Springs | 37 | 3% |

| Tenure | Count | Percentage |
|--------------------|-------|------------|
| General Needs | 1061 | 98% |
| Independent Living | 17 | 2% |

| Gender | Count | Percentage |
|-------------------|-------|------------|
| Female | 629 | 58% |
| Male | 429 | 40% |
| Prefer not to say | 17 | 2% |
| Other | 3 | <1% |

| Property Type | Count | Percentage |
|---------------|-------|------------|
| Bedsit | 6 | 1% |
| Bungalow | 554 | 51% |
| Flat | 182 | 17% |
| House | 342 | 31% |
| Maisonette | 3 | <1% |

Tenant Satisfaction Measures



A Note on Benchmarking

- On the next slide, Cannock Chase Council's results for the core TSM questions are compared to the Housemark benchmark, these benchmarks are also referred to throughout the report. The median score refers to the midpoint of all the results that were submitted to Housemark, with the lower and upper quartiles marking the limits of 25% and 75% respectively of all results around the median.
- These benchmarks have been calculated by Housemark using results submitted by approximately 221 housing associations in the UK for the financial year 2023-24. Though these were released in June 2024, they are the most recent data we have available.
- Benchmarks should be treated with an element of caution but are still useful as an indicator of the broader market trends.

TSM Housemark Benchmarking – 2023 - 24

* Don't know excluded from analysis

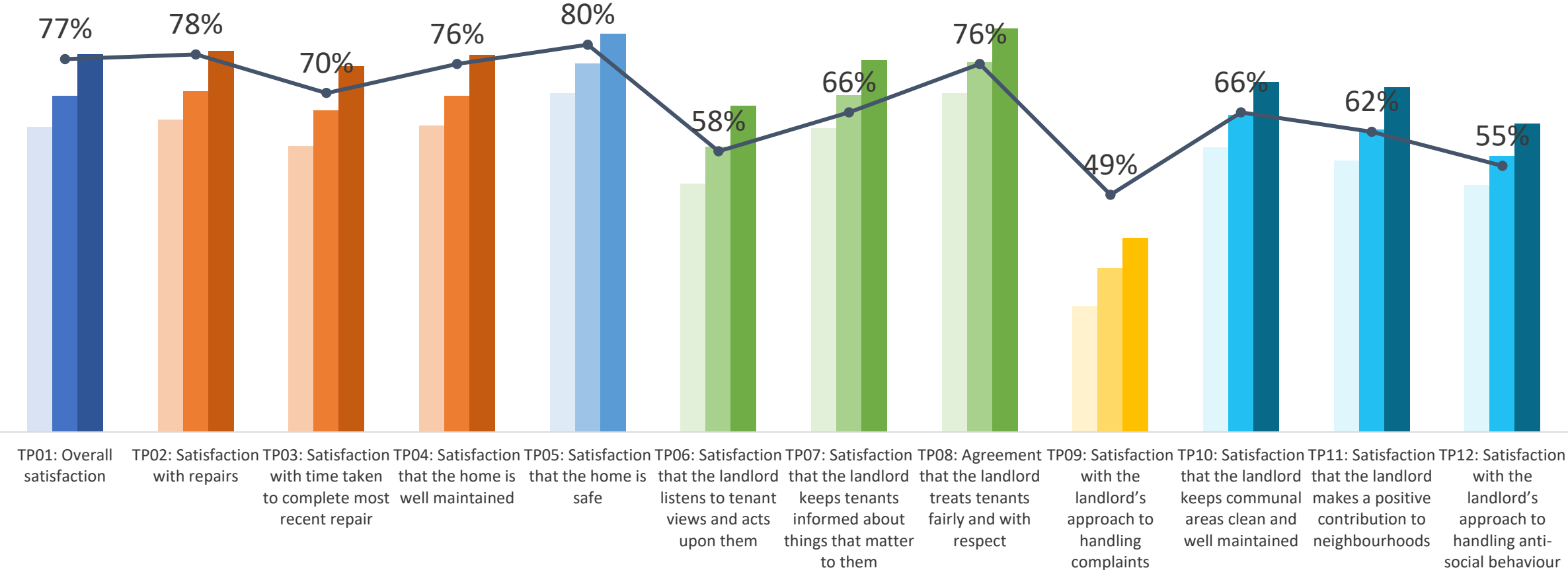
| | Cannock Chase 2024 | Lower quartile | Median | Upper quartile |
|---|-----------------------|-------------------|--------|-------------------|
| Overall Satisfaction | | | | |
| TP01: Overall satisfaction | 77% | 63.0% | 69.4% | 78.0% |
| Keeping properties in good repair | | | | |
| TP02: Satisfaction with repairs | 78% | 64.5% | 70.4% | 78.7% |
| TP03: Satisfaction with the time taken to complete repair | 70% | 59.0% | 66.4% | 75.5% |
| TP04: Satisfaction that the home is well maintained | 76% | 63.3% | 69.4% | 77.8% |
| Maintaining Building safety | | | | |
| TP05: Satisfaction that the home is safe* | 80% | 70.0% | 76.1% | 82.2% |

| | Cannock Chase 2024 | Lower quartile | Median | Upper quartile |
|---|-----------------------|-------------------|--------|-------------------|
| Respectful and engagement | | | | |
| TP06: Satisfaction that the landlord listens to tenant views and acts upon them* | 58% | 51.3% | 58.9% | 67.3% |
| TP07: Satisfaction that the landlord keeps tenants informed* | 66% | 62.7% | 69.5% | 76.7% |
| TP08: Agreement that the landlord treats tenants fairly and with respect* | 76% | 70.0% | 76.3% | 83.3% |
| Effective handling of complaints | | | | |
| TP09:Satisfaction with the landlord's approach to handling complaints | 49% | 26.0% | 33.8% | 40.0% |
| Responsible neighbourhood management | | | | |
| TP10: Satisfaction that the landlord keeps communal areas clean and well maintained | 66% | 58.7% | 65.5% | 72.3% |
| TP11: Landlord makes a positive contribution to neighborhood's* | 62% | 56.0% | 62.5% | 71.2% |
| TIP2: Satisfaction with the landlord's approach to handling ASB* | 55% | 51.0% | 57.0% | 63.6% |

Position vs Housemark benchmarks FY 23 - 24

Chart bars running light to dark shading show, lower quartile, median and upper quartile positions

Line is your own performance vs these scores



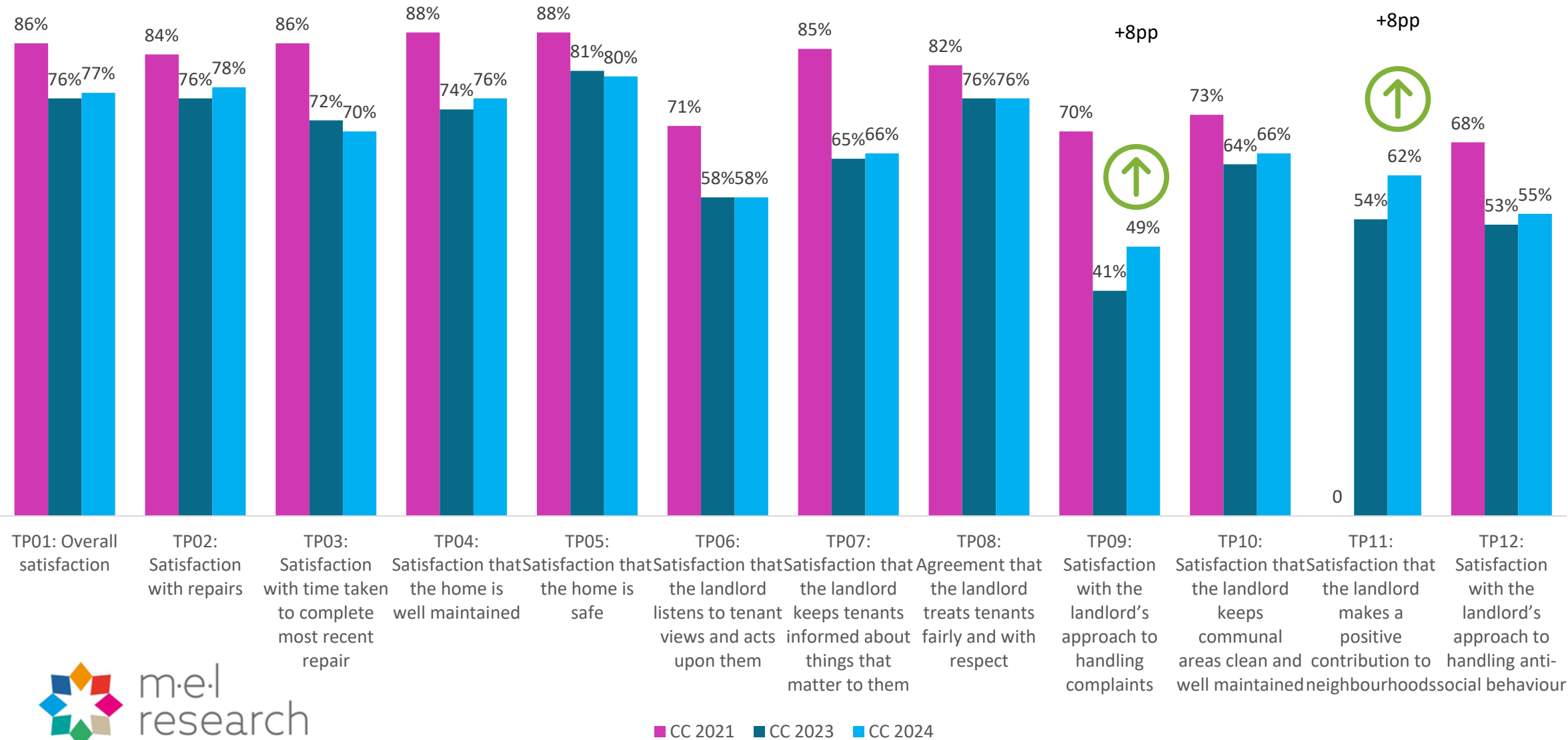
Keeping properties in good repair

Respectful and helpful engagement

Responsible neighbourhood management

Only statistically significant differences between 2023 and 2024 are highlighted. TP11 was not asked in 2021, so there is no comparison available.

Trend analysis



Conclusions and Recommendations

- When margin of error is considered, the tenant perception measures have remained largely stable since 2023. The majority of movement is in an upward trajectory. Statistically significant increases have been seen in relation to complaints handling (up by 8 percentage points) and satisfaction that Cannock Chase Council makes a positive contribution to residents' neighbourhoods (up 8 percentage points).
- Complaints handling is an area of low satisfaction across the housing market, with the median satisfaction being 34%. Whilst this is the measure with the lowest level of satisfaction amongst CCDC tenants, the performance is above that of 75% of the housing sector and has seen improvement since 2023.
- The relatively low levels of satisfaction with ASB handling and the perception of being listened to, whilst initially concerning, can in part be explained by almost a third (30% and 27% respectively) of respondents selecting neither satisfied nor dissatisfied, as a result the lower levels of satisfaction are not necessarily indicative of an immediate problem. These are potentially areas for further research to understand whether this ambivalence is driven by a lack of direct experience, apathy or average experiences.
- Considering the findings of the key driver analysis (on slide 42), sustained attention should be paid to providing high-quality and well-maintained homes to drive overall levels of satisfaction.

Core TSM Results



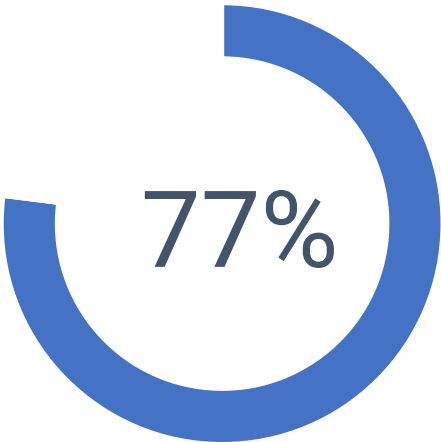
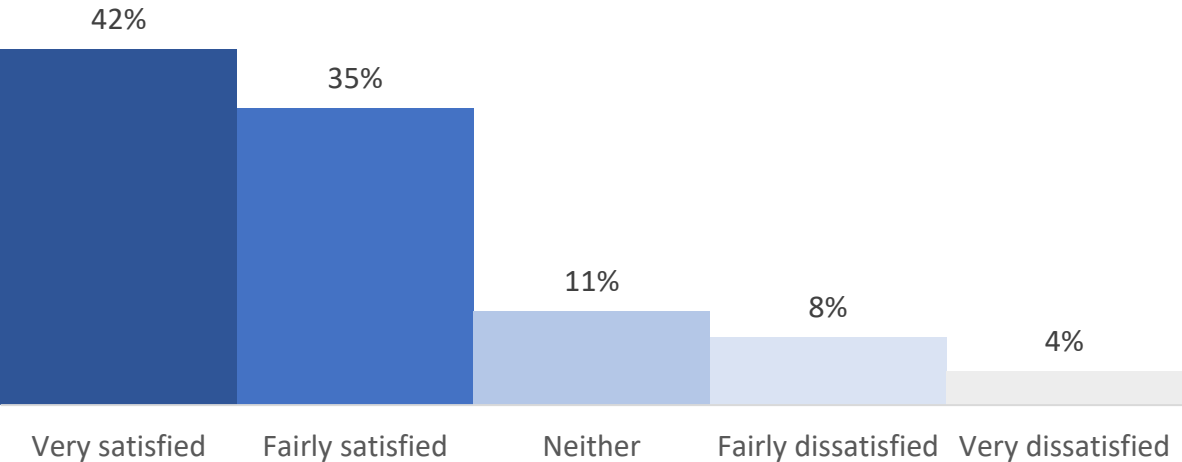
Overall satisfaction



TP01: Overall Satisfaction

More than three-quarters of tenants are satisfied overall with the services provided by Cannock Chase Council, sitting just below the upper quartile in the latest benchmark data. Approximately one in ten (12%) tenants expressed dissatisfaction, with less than 5% very dissatisfied. These levels are stable compared to 2023 (76%). The drop in satisfaction from 2021 (down from 86%) is reflective of the broader sector trend, with satisfaction reported by Housemark steadily declining over the past three years with the median for 23-24 below 70% for the first time.

Taking everything into account, how satisfied or dissatisfied are you with the overall services provided



Housemark

Benchmarks Jun 2024

Lower quartile: 63.0%

Median: 69.4%

Upper quartile: 78.0%

Unweighted sample base: 1073



Of the leaseholders who responded to the survey, only 47% expressed satisfaction with the service provided by Cannock Chase Council overall. This is a common trend in leaseholder responses, with leaseholders tending to be more dissatisfied with the service they receive than tenants.

Base: 38



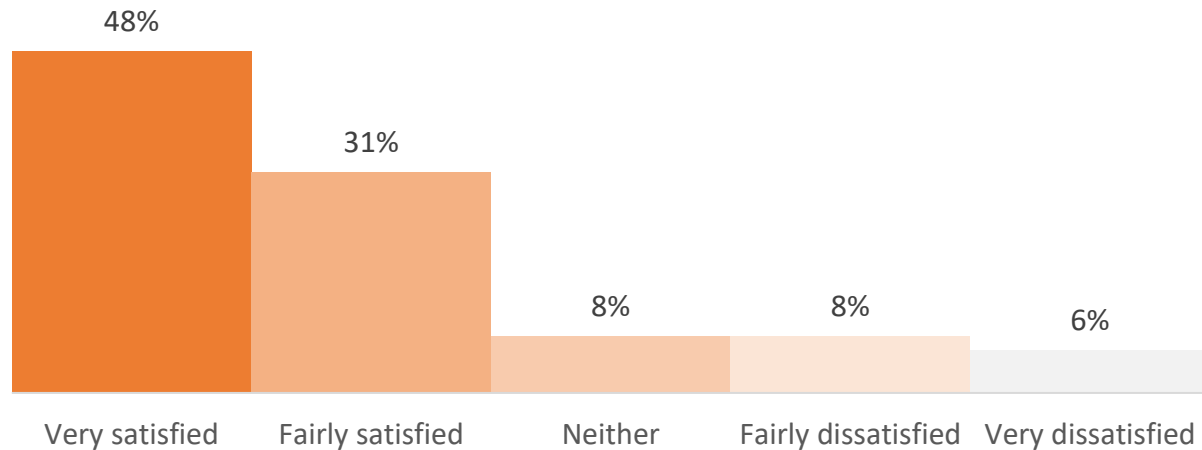
Keeping properties in good repair



TP02: Satisfaction with repairs

Of those who have had repairs in the last 12 months (67% of respondents), more than three-quarters were satisfied with the service they received. This is nearly equal to the upper quartile set out in the latest benchmark data (which currently sits at 78.7%), which shows this is a particular area of strength. Only 14% are dissatisfied with the repairs service provided by Cannock Chase Council, with less than half of these very dissatisfied (6%).

Overall repairs satisfaction



Housemark

Benchmarks June 2024

Low quartile: 64.5%

Median: 70.4%

Upper quartile: 78.7%

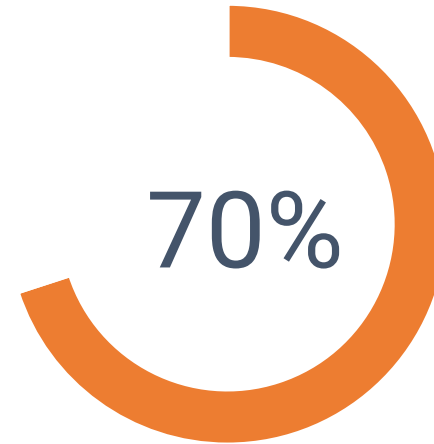
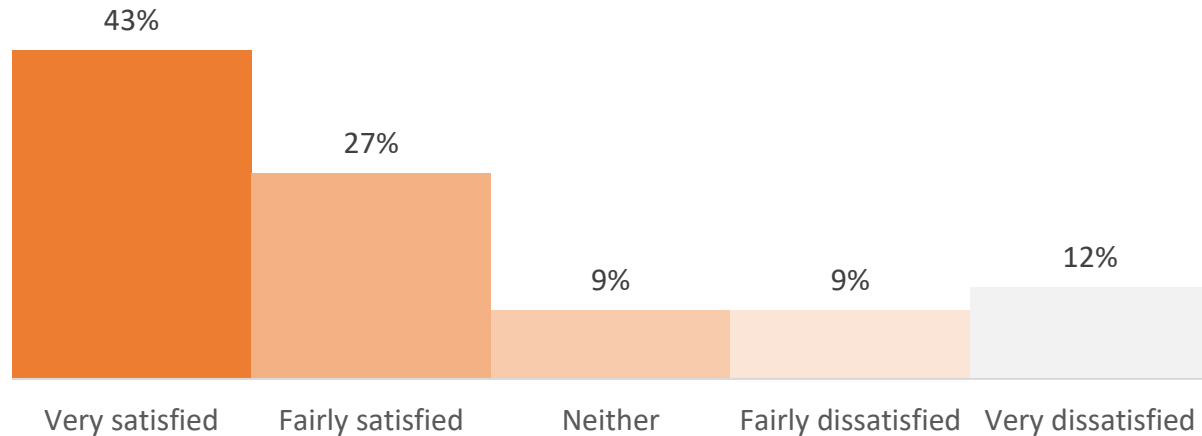
Sample base: 716



TP03: Satisfaction with the time taken to complete the repair

Of the 713 tenants who have had a repair in the last 12 months, seven-tenths are satisfied with the time taken to complete the most recent repair (70%). This is largely consistent with the level of satisfaction recorded last year (72%), though the proportion who are very satisfied has increased from 2023 levels (43% cf. 40%). This measure, again, is above the median for satisfaction within the benchmark, indicating the strength of Cannock Chase Council's repairs performance.

Satisfaction with time taken to complete the most recent repair
after reporting it



Housemark

Benchmarks Jun 2024

Low quartile: 59.0%

Median: 66.4%

Upper quartile: 75.5%

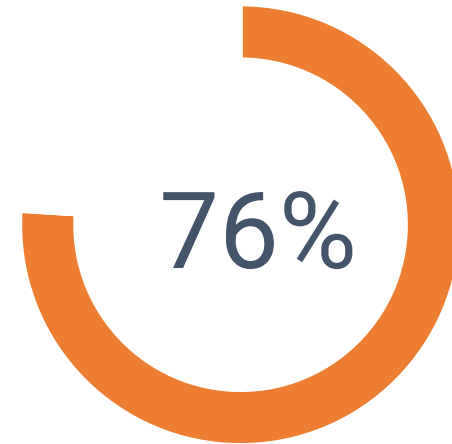
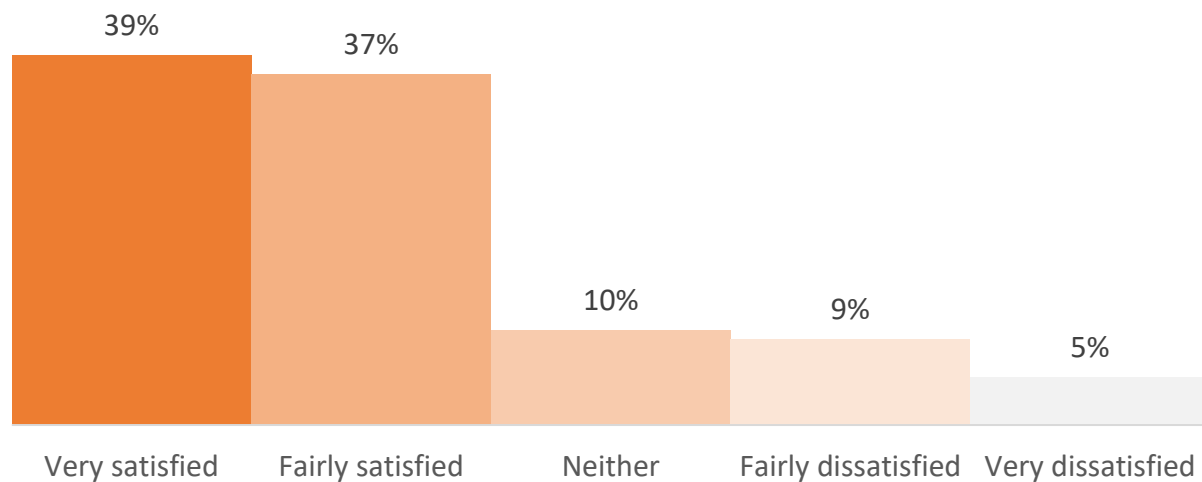
Sample base: 713



TP04: Satisfaction that the home is well maintained

76% of tenants are satisfied that Cannock Chase Council provides them with a home that is well maintained, with more than a third very satisfied. Net satisfaction sits just below the upper quartile for satisfaction with this measure, showing strong performance in this metric. Providing well-maintained homes is a driver of overall satisfaction so strong performance here likely impacts upon the high level of overall satisfaction (see slide 42 for the key driver analysis).

Satisfaction with the home being well maintained



Housemark

Benchmarks June 2024

Low quartile: 63.3%

Median: 69.4%

Upper quartile: 77.8%

Sample base: 1078



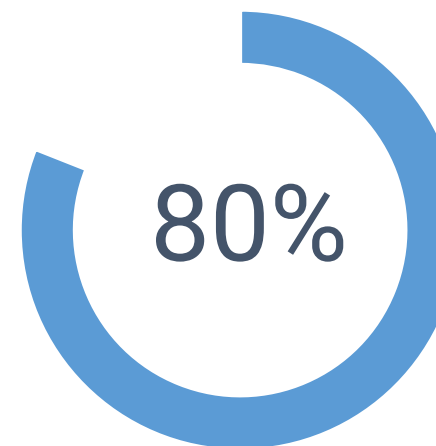
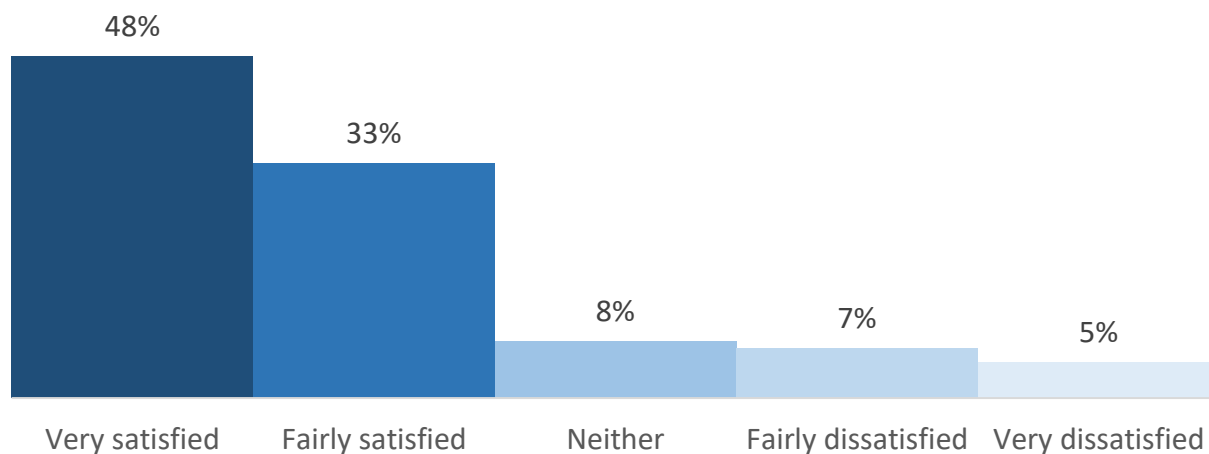
Maintaining building safety



TP05: Satisfaction that the home is safe

Four-fifths (80%) of tenants are satisfied that Cannock Chase Council provides them with a home that is safe, a level which is stable compared to 2023 (81%). This year, 48% are very satisfied, this is an uplift of 5 percentage points since 2023 (43%). One in ten respondents express dissatisfaction (11%), with just 5% very dissatisfied. Satisfaction sits above the median of the benchmark again suggesting that Cannock Chase Council is a strong performer in the sector on this measure.

Satisfaction with Cannock Chase Council providing a home that is safe



Housemark

Benchmarks June 2024

Low quartile: 70%

Median: 76.1%

Upper quartile: 82.2%

Sample base: 1078



Just under half of leaseholders express satisfaction that their home is safe (45%), with 37% being neither satisfied nor dissatisfied. This suggests the lower level of satisfaction is driven by leaseholders feeling that Cannock Chase Council is not necessarily directly responsible for the safety of the home.

* Don't know excluded from analysis

Base: 38*

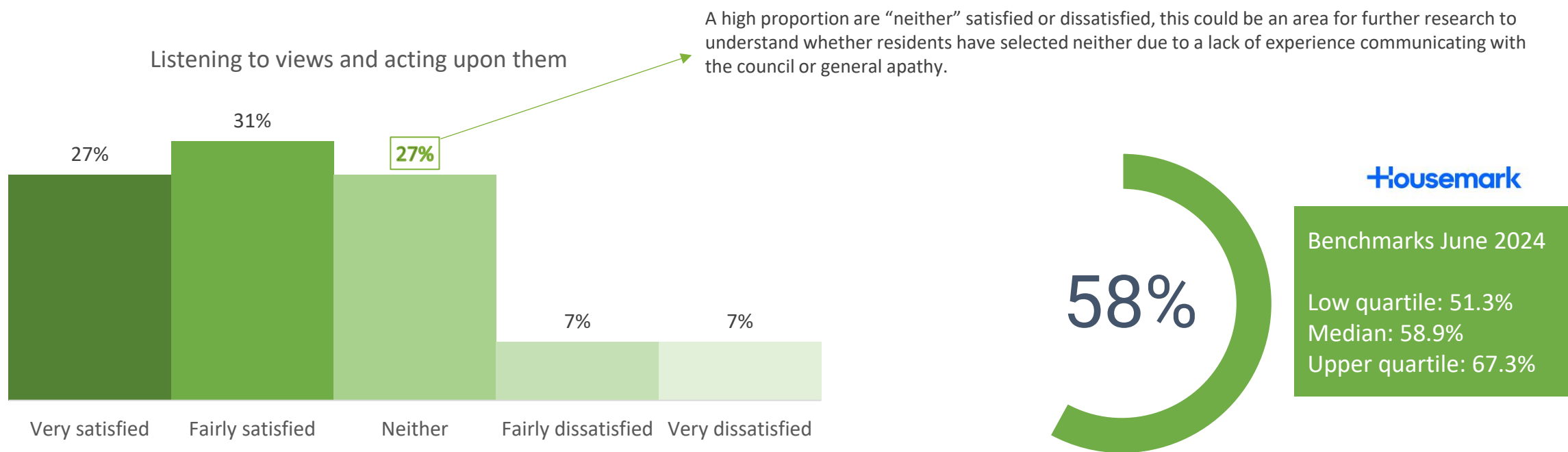


Respectful and helpful engagement



TP06: Satisfaction that the Council listen to views and act upon them

More than half (58%) of respondents express satisfaction that their views are listened to and acted upon, with 27% very satisfied. Whilst the proportion who are satisfied with this measure has remained stable, the proportion of “very” satisfied has increased this year (27% cf. 21%), even when margin of error is considered this difference is considered to be statistically significant. Only 15% are dissatisfied with this measure, with 7% very dissatisfied. This metric is in line with the median of the Housemark benchmark.



Sample base: 1024*



Again, leaseholders are less likely than tenants to be satisfied (29%) that they are listened to and their views acted upon, whilst 37% selected neither in this case, 34% directly expressed dissatisfaction.

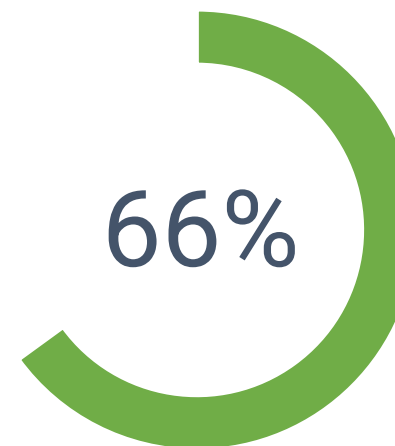
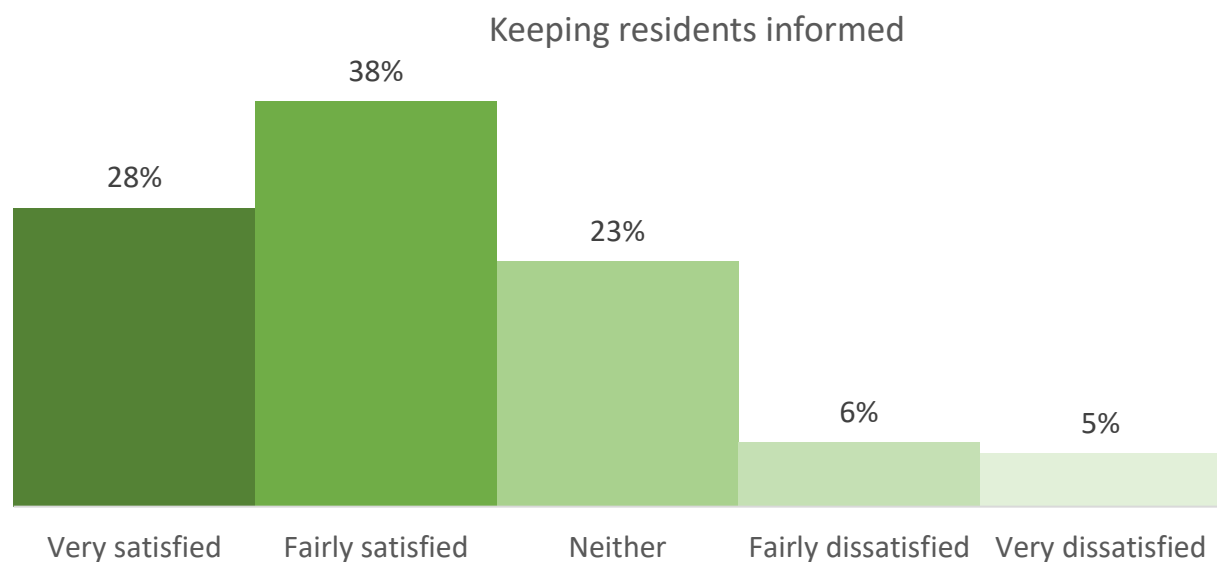
* Don't know excluded from analysis

Base: 35*



TP07: Satisfaction with keeping residents informed

Two-thirds (66%) of respondents express satisfaction that they are kept informed about things that may impact them as a tenant, with 28% very satisfied. 10% suggest dissatisfaction with levels of information provided. Satisfaction that tenants are kept informed by Cannock Chase Council falls below the median of the benchmark, however, the lower level of satisfaction could in part be the result of 23% of respondents selecting “Neither”.



Housemark

Benchmarks June 2024

Low quartile: 62.7%

Median: 69.5%

Upper quartile: 76.7%

Sample base: 1038*



Leaseholders are slightly more positive that they are kept informed by Cannock Chase Council, with 41% expressing satisfaction with this measure. Almost a third are ambivalent (27% selected neither satisfied nor dissatisfied).

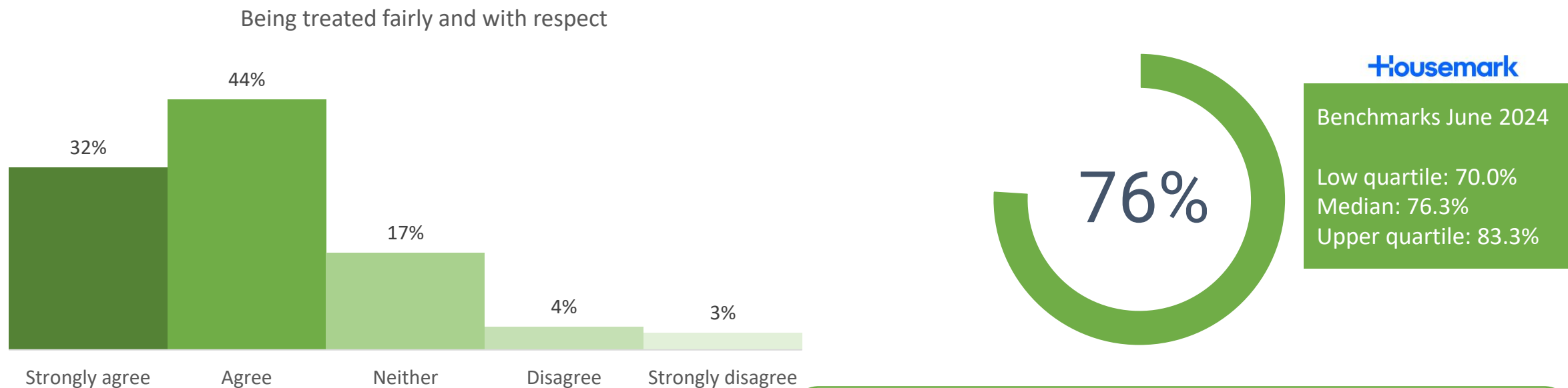
* Don't know excluded from analysis

Base: 37*



TP08: Agreement with being treated fairly and with respect

Three quarters (76%) of residents agree that they are treated fairly and with respect, with approximately a third (32%) strongly agreeing. This is a statistically significant uplift from 26% in 2023 (6 percentage point uplift), the overall agreement however has remained stable compared with 2023 (76%). Only 8% express disagreement with this measure, with 17% neither agreeing nor disagreeing. Agreement) with this metric is in line with the median recorded by Housemark. This is the highest level of satisfaction for the respectful and helpful engagement measures.



Sample base: 1064*



* Don't know excluded from analysis

Approximately half (49%) of the leaseholders who responded are satisfied that they are treated fairly and with respect by Cannock Chase Council. Whilst this appears low, 41% indicated they neither agreed nor disagreed, perhaps due to less direct contact with Cannock Chase Council.

Base: 39*

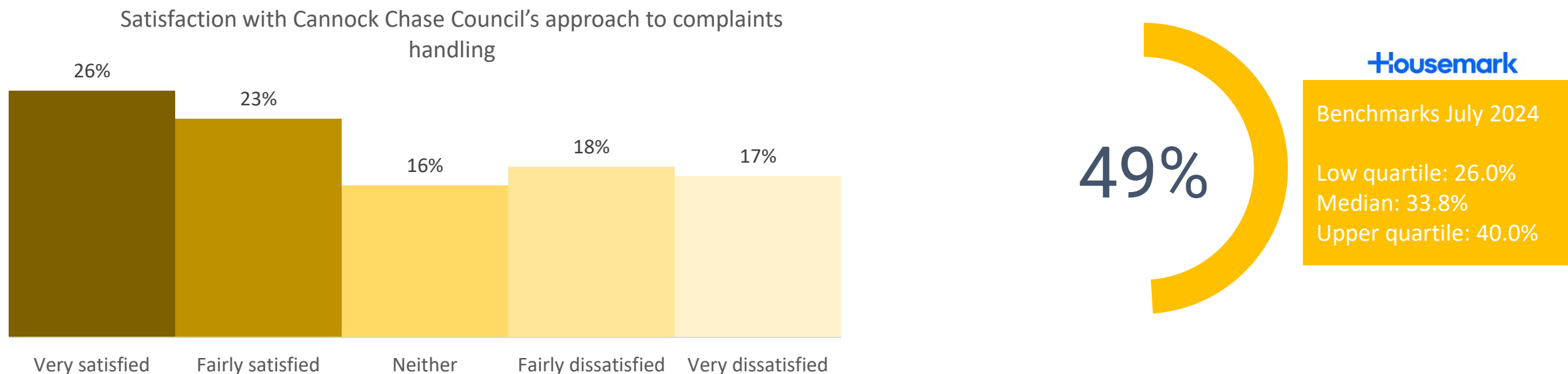


Effective handling of complaints



TP09: Satisfaction with the Council dealing with complaints handling

Less than a quarter (24%) of respondents said that they have made a formal complaint in the last 12 months. Of these, nearly half (49%) express satisfaction with Cannock Chase Council's approach to handling their complaints, with 26% very satisfied. This level of satisfaction sits above the upper quartile in Housemark's benchmarking data, which suggests Cannock Chase Council's performance is above that of the majority of the sector.



Sample base: 255



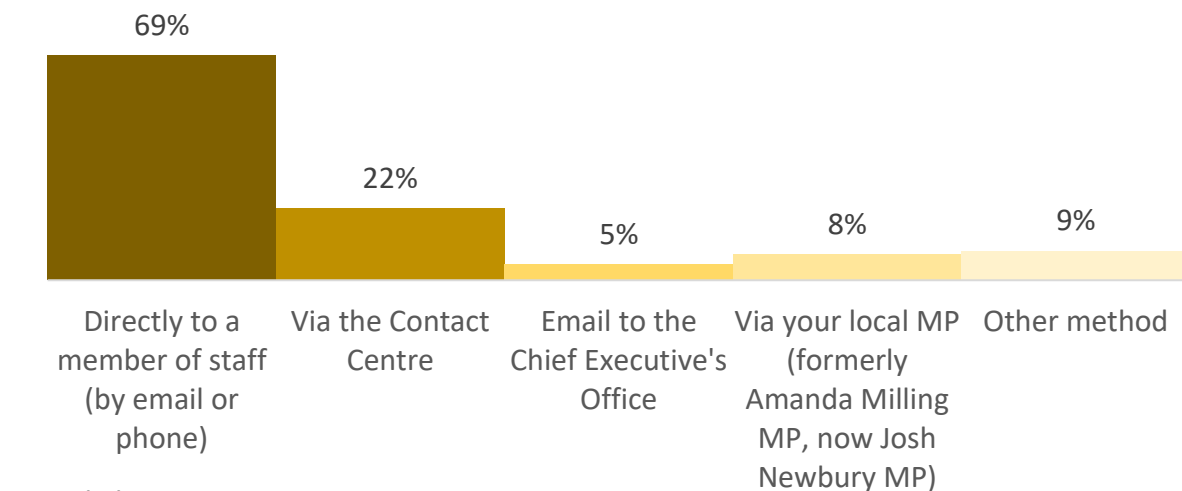
Just over a quarter of leaseholders say that they have made a complaint in the last 12 months, amongst these leaseholders satisfaction is at 27%, though the base size for this is very small, so difficult to draw conclusions from.

Base: 41 / 11*



Methods of raising the complaint

How did you submit your complaint?



Sample base: 254

Of the 24% of residents who made a complaint, the most common method of doing so was by directly contacting a member of staff either via email or telephone (69%).

The second most common way residents raised complaints was via the contact centre (22%).

32%

Of the 24% of residents who made a complaint, only 32% said that they had read the council's complaints procedure, this equates to approximately 81 of the 250+ residents who had made a complaint.

Leaseholders similarly submitted complaints primarily to a member of staff (90%) and a majority did not view the complaints procedure before doing so (55%).

Sample base: 252/11

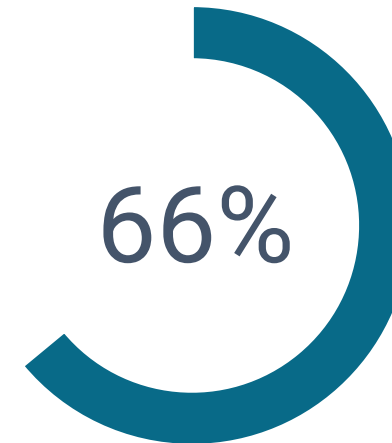
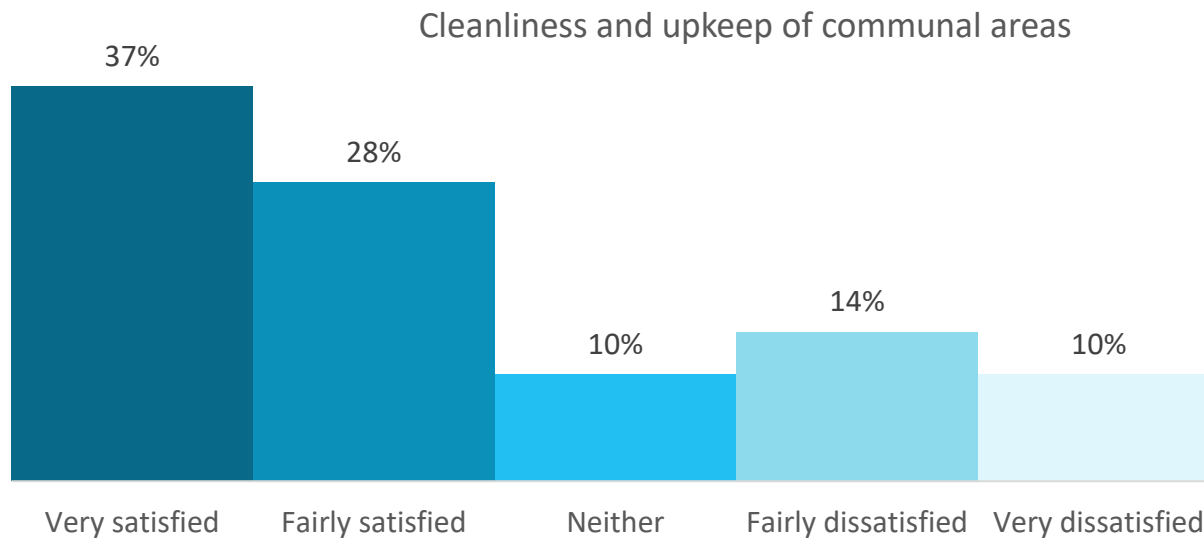


Responsible neighbourhood management



TP10: Satisfaction with Cannock Chase Council's maintenance and upkeep of communal areas.

22% of respondents said that they live in a property with communal areas that Cannock Chase Council is responsible for maintaining. Of those who did, two thirds (66%) expressed satisfaction that the communal areas are clean and well maintained, with 37% very satisfied. Compared to 2023, a greater proportion of residents are very satisfied (37% cf. 29%) this year, though this difference is only considered statistically significant at the 80% confidence interval and the overall satisfaction has remained stable since 2023.



Housemark

Benchmarks July 2024

Low quartile: 58.7%

Median: 65.5%

Upper quartile: 72.3%

Sample base: 224



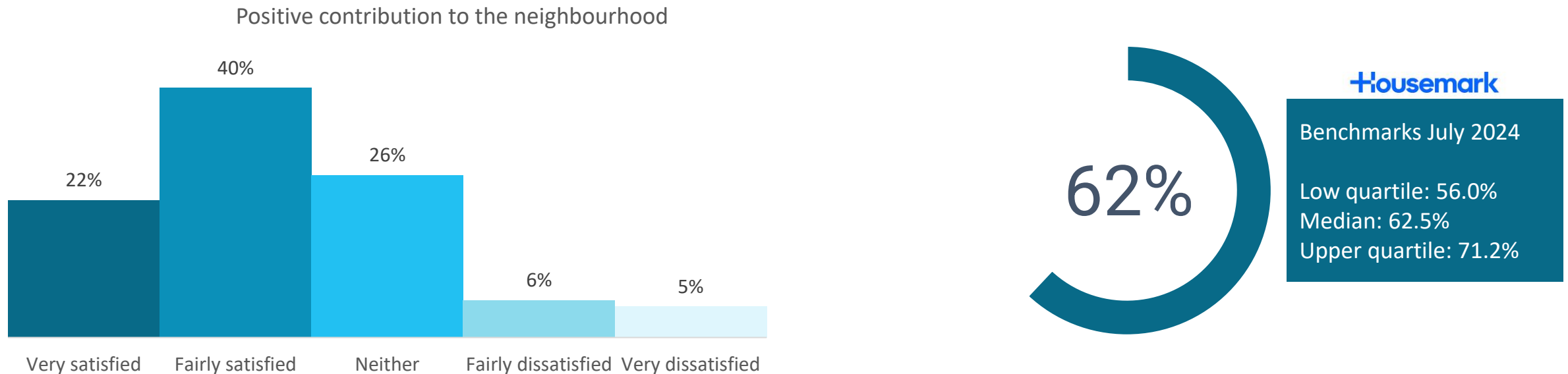
Approximately half of the respondents to the leaseholder survey indicated they lived in an area where CCDC was responsible for communal maintenance. The leaseholders are again less satisfied than tenants, as less than one-quarter (23%) stated that they were satisfied with the upkeep of communal area whilst the remaining three quarters were neither satisfied nor dissatisfied (14%) or dissatisfied (64%).

Base: 22*



TP11: Satisfaction with Cannock Chase Council making a positive contribution to the neighbourhood

Almost two-thirds (62%) say that they are satisfied that Cannock Chase Council makes a positive contribution to their neighbourhood, falling just below the median set out in the benchmark. The proportion who are satisfied has increased this wave, from 54% to 62%, this is an 8-percentage point uplift and is considered to be statistically significant.



Sample base: 1024*



Four in ten leaseholders (40%) stated that they were neither satisfied nor dissatisfied with the Council's contribution to their neighbourhood. Equal proportions stated they were satisfied as said they were dissatisfied (30% in both cases).

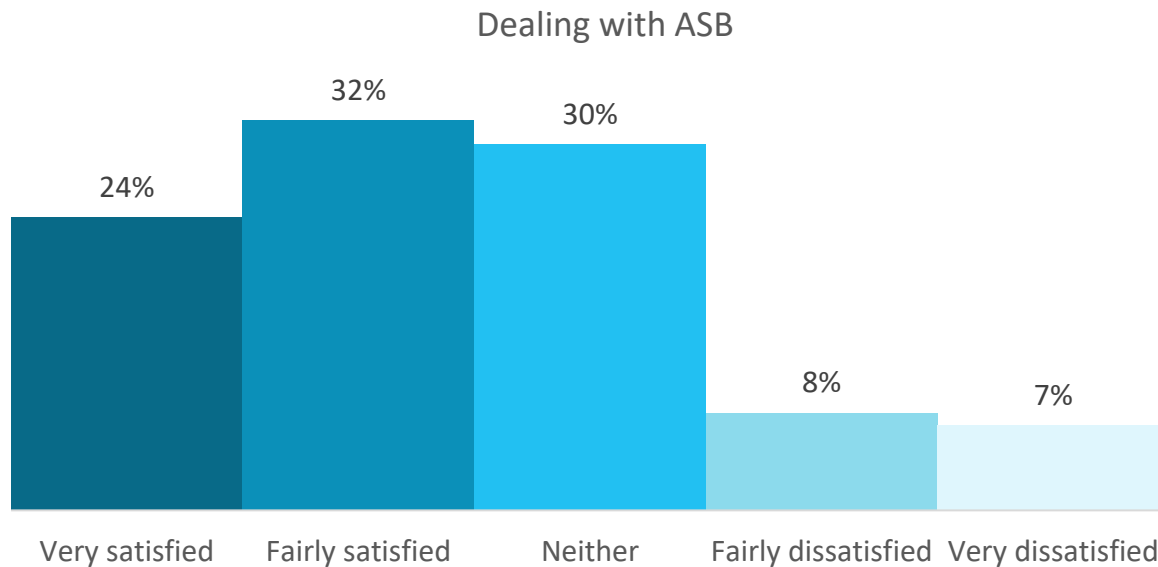
* Don't know excluded from analysis

Base: 40*



TP12: Satisfaction with the Council dealing with anti-social behaviour

More than half (55%) of respondents said that they were satisfied with Cannock Chase Council's approach to dealing with antisocial behaviour, sitting above the lower quartile when compared to the benchmark. The lower level of satisfaction is not necessarily reflective of a large proportion of respondents being dissatisfied (only 15% actively express dissatisfaction), rather nearly a third (30%) of respondents selecting "neither".



55%

Housemark

Benchmarks July 2024

Low quartile: 51.0%
Median: 57.0%
Upper quartile: 63.6%

The leaseholders were split on their satisfaction with how the Council deals with anti-social behaviour. Three in ten leaseholders stated that they were satisfied (30%), with just over a third (33%) stating neither. The remainder (36%) were dissatisfied.

Sample base: 905*



* Don't know excluded from analysis

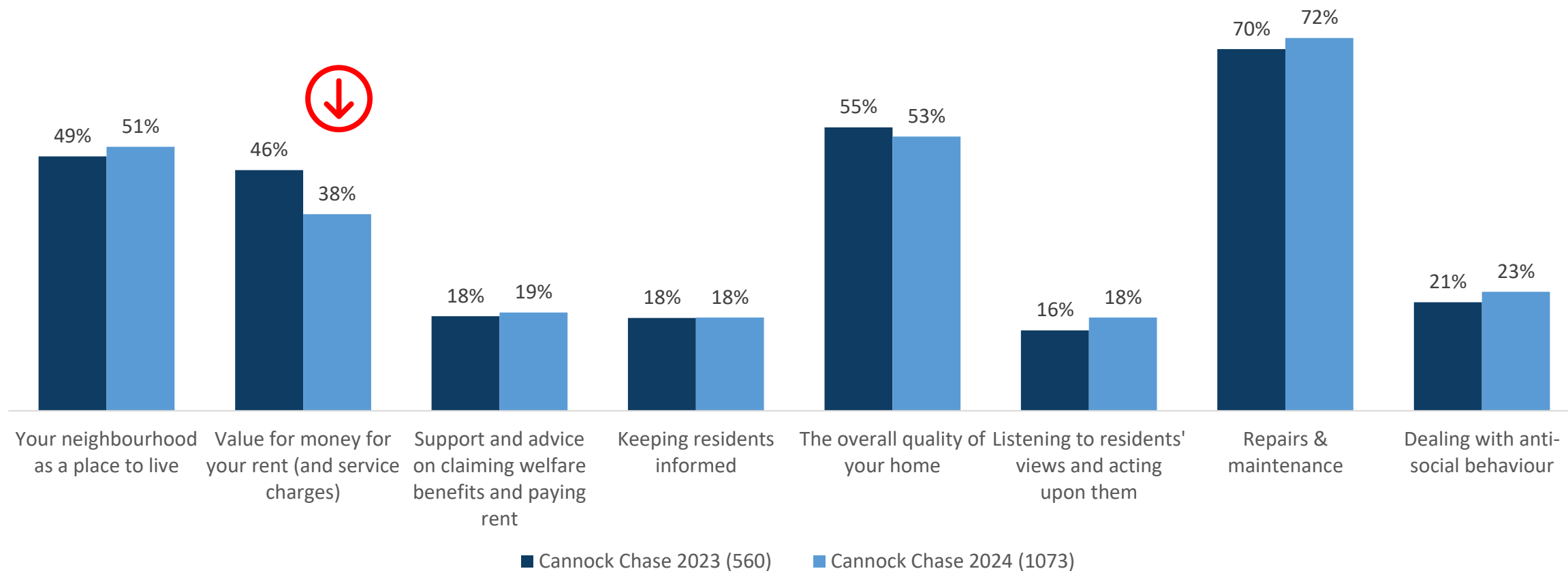
Base: 33*



Tenant Perceptions

Service Priorities

Repairs and maintenance continue to be the services that respondents are most likely to feel should be prioritised (72%), the overall quality of the home remains the second highest priority; with the proportion of both remaining relatively stable since 2023. There has been a statistically significant drop in the proportion of respondents who feel value for money of rent / service charges, so this should be a priority. Given approximately 82% are satisfied with the value for money their rent offers, this drop could reflect tenants trusting that CCDC is calculating rent and service charges fairly.

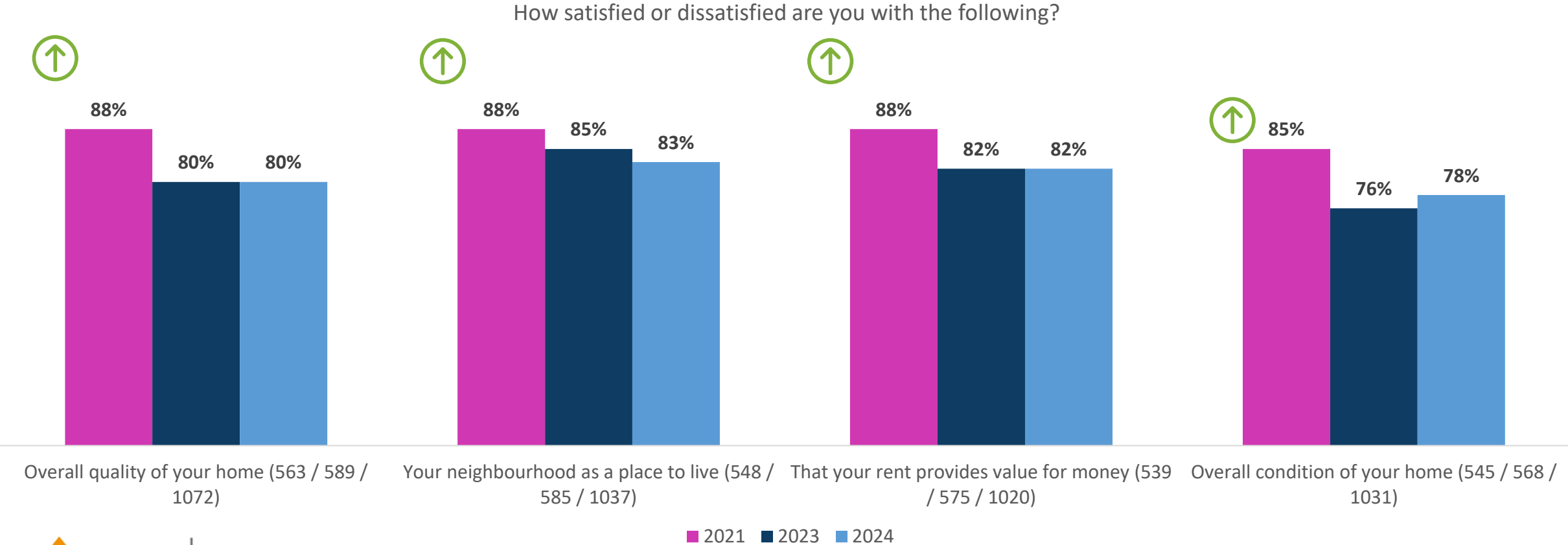


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Q6. Which of the following services would you consider to be priorities?

Tenants' Homes and Neighbourhoods

When asked for their satisfaction with different aspects of their tenancy, including the quality of their home (80%), their neighbourhood (83%), rent value for money (82%) and the overall condition of their home (76%), the majority of tenants were satisfied with Cannock Chase Council's provisions. Satisfaction with all measures has remained stable since 2023, when compared with 2021 however, the results from 2024 represent a statically significant drop since the high in 2021, but this is reflective of the sector.

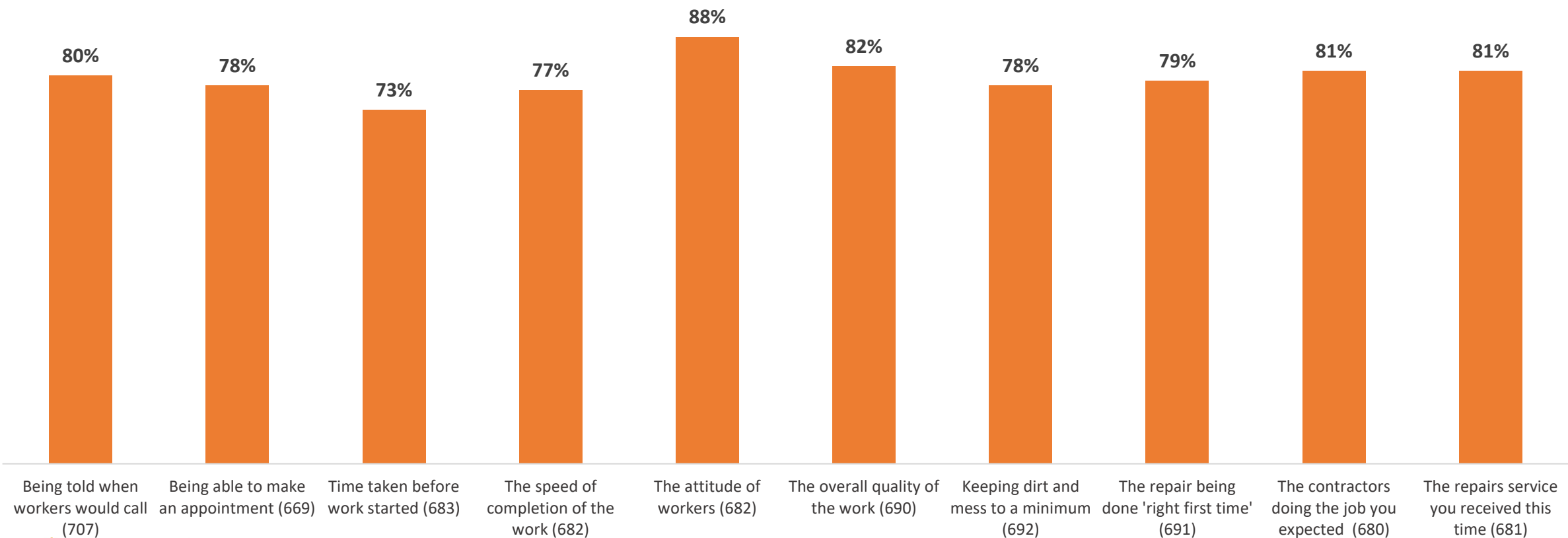


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Sample base is shown in chart
(2023 / 2021)

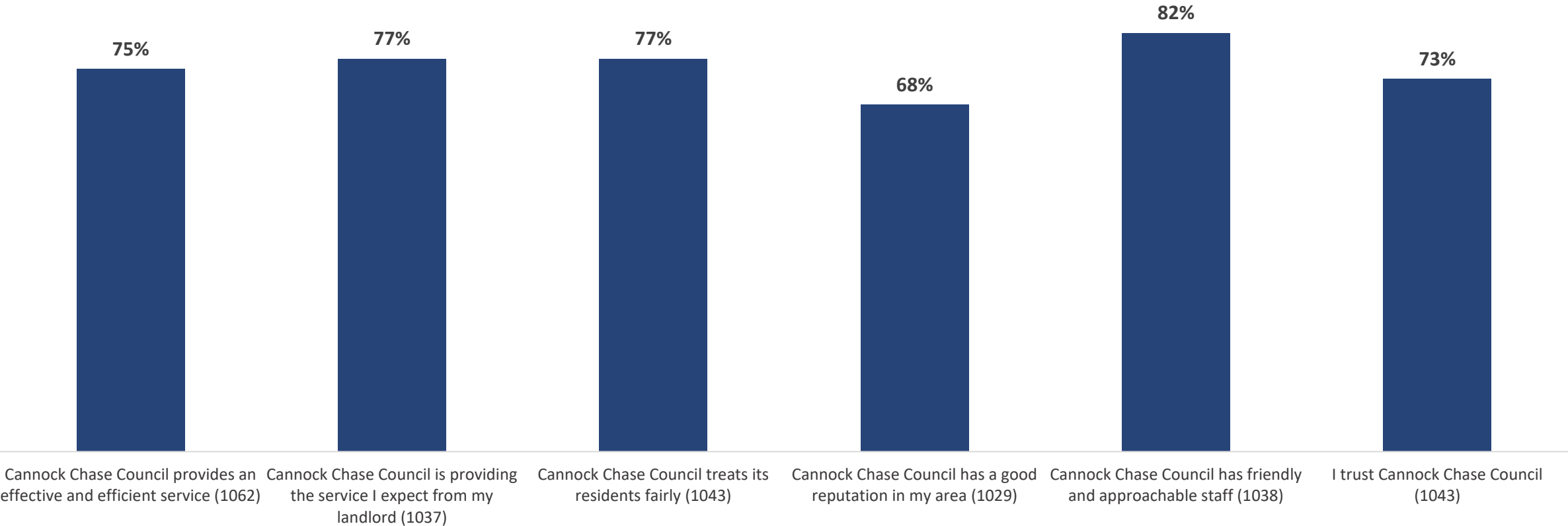
Spotlight on repairs

Over three-quarters (78%) of tenants are satisfied with Cannock Chase Council's overall repairs service. When looking at specific aspects, tenants expressed the highest satisfaction with the attitude of workers (88%) and the quality of the completed work (82%). While there is some room for improvement in the time taken to start repairs (73%), satisfaction with this aspect remains fairly high.



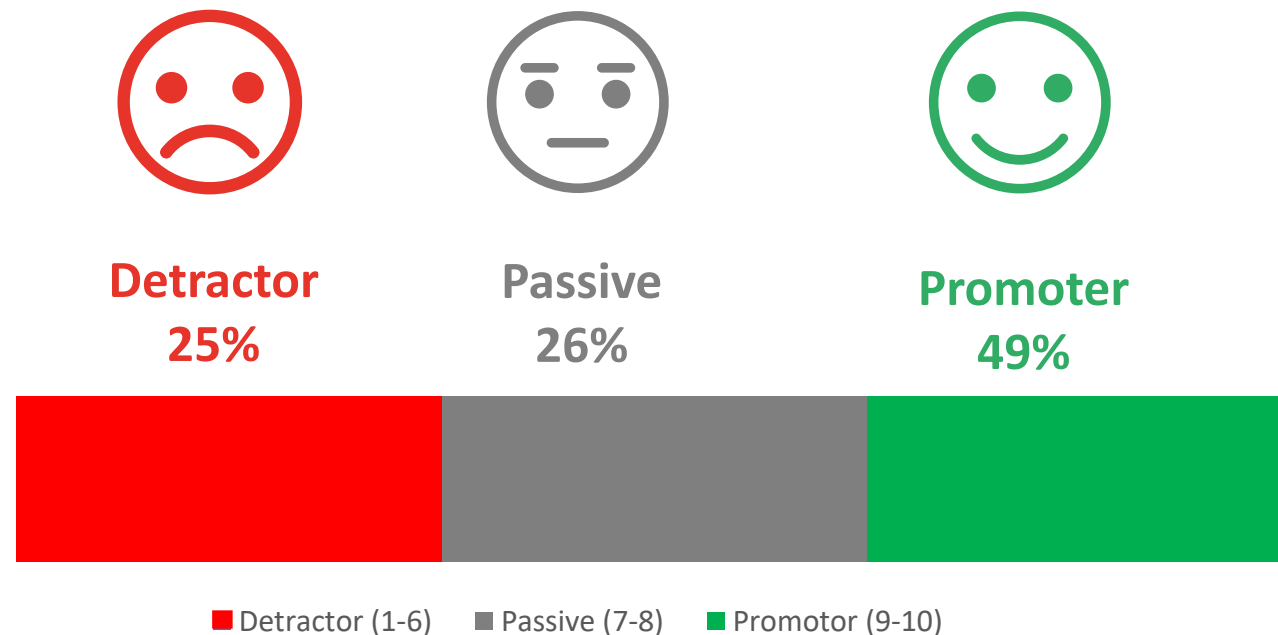
Perceptions of the Council

Overall, tenants hold Cannock Chase Council in high regard, with 82% agreeing that the staff are friendly and approachable. However, despite this positive sentiment, fewer tenants (68%) feel that the Council has a good reputation within their community, this could relate to the perceptions of the contribution to the neighbourhood by Cannock Chase Council or the handling of ASB.



Satisfaction with Cannock Chase Council as a landlord

How likely would you be to recommend Cannock Chase Council to family or friends? (1081)



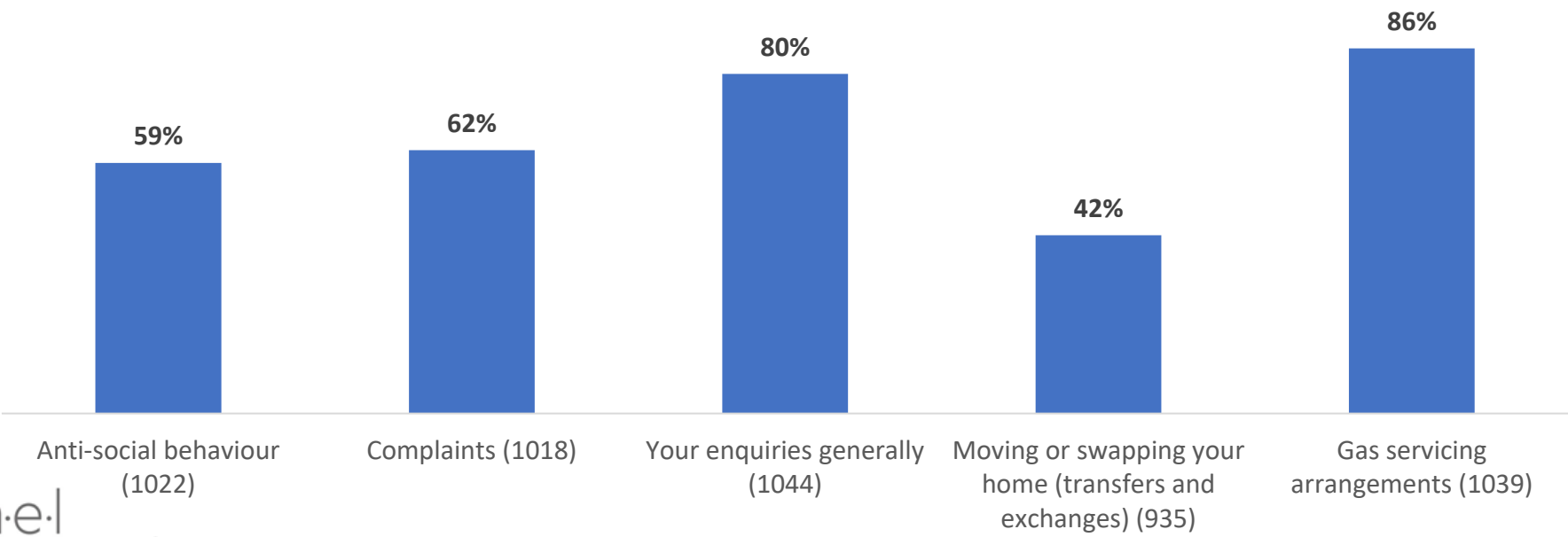
- Approximately half of tenants would recommend Cannock Chase Council to family and friends, giving the Council a net promotor score of +24.
- Residents of over the age of 75 are significantly more likely than the other tenants to recommend Cannock Chase Council to their friends (62%).
- Tenants living in bungalows are also significantly more likely than those living in houses to recommend Cannock Chase Council to their family or friends (56% cf. 42%)
- This has remained stable compared to last year (+25). In 2023, the scores were: 51% promoter, 23% passive, 26% detractor.

NPS: +24

Satisfaction with Cannock Chase Council as a landlord

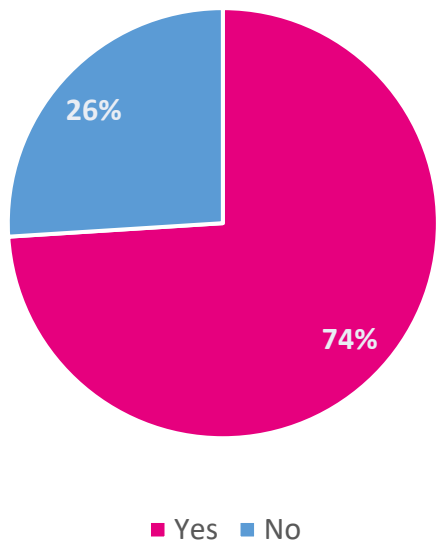
Tenants were asked about their satisfaction with different elements of service provided by Cannock Chase Council: gas servicing (86%) and responding to enquires (80%) are areas of relatively high satisfaction. However, the Council’s approach to moving or swapping homes is an area of lower satisfaction amongst tenants (42%). This, however, is not necessarily cause for large concern as half of residents responded “Neither” to this question (suggesting they had no experience of the service as they had not moved), with less than one in ten actively dissatisfied (8%).

How satisfied or dissatisfied are you with the way Cannock Chase Council deals with the following?

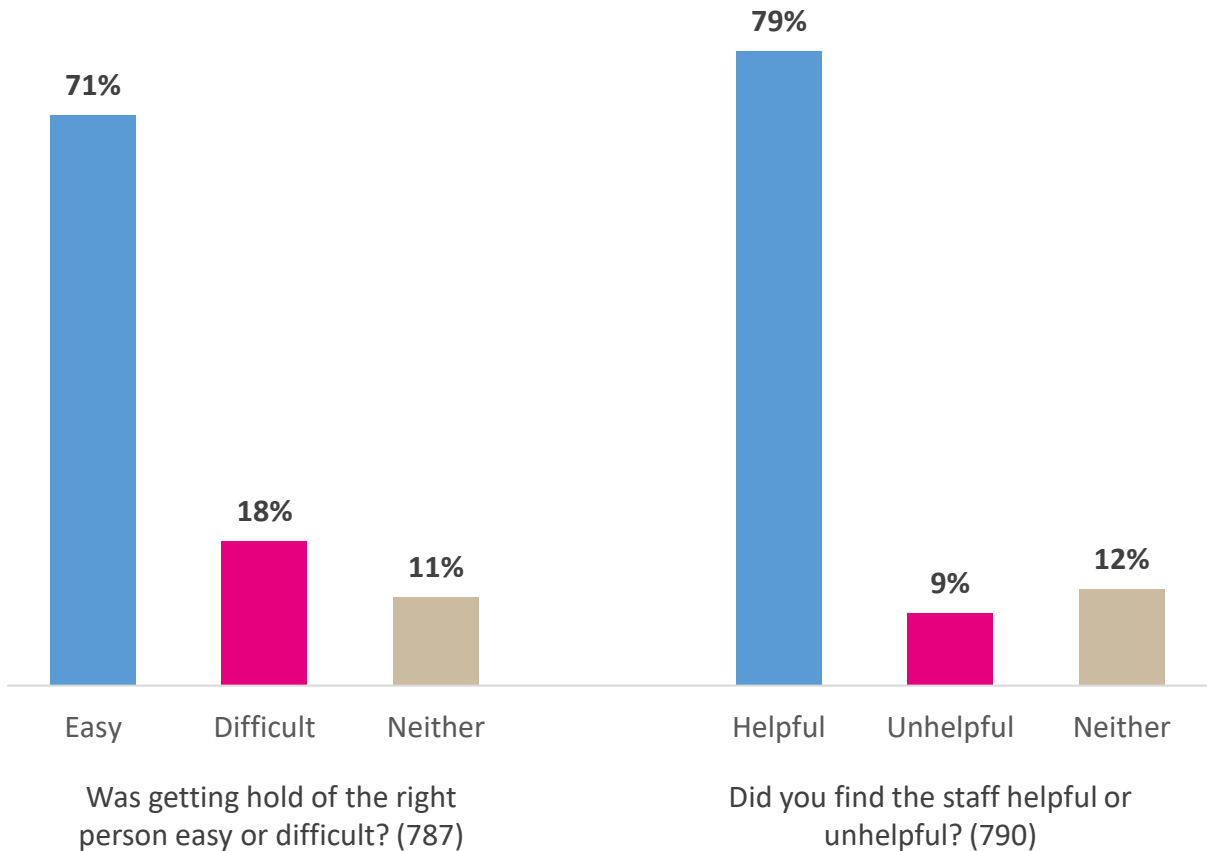


Communicating with the Council

The majority of the tenants who had contacted the Council and responded to the survey would agree that Cannock Chase Council is easy to deal with (79%) or that it was easy to get hold of the right person (71%) – this could be addressed by increased tenant engagement as shown on the next slide. Further to this, 78% agreed their query was answered in a reasonable amount of time.



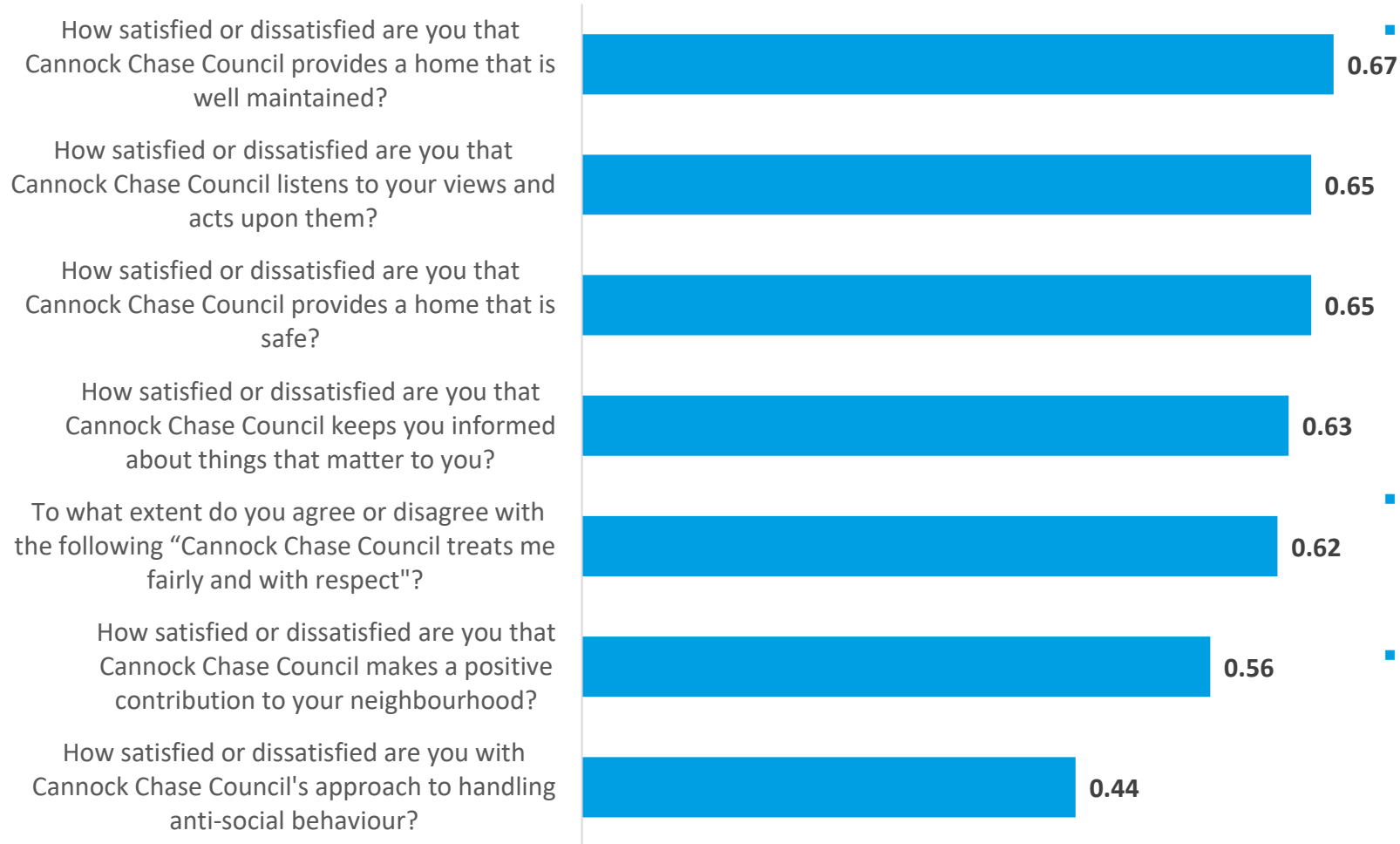
Have you contacted Cannock Chase Council in the last 12 months with a query other than to pay your rent or service charges? (1082)





Further Analysis

Key Driver Analysis – Drivers of Overall Satisfaction (TP01)

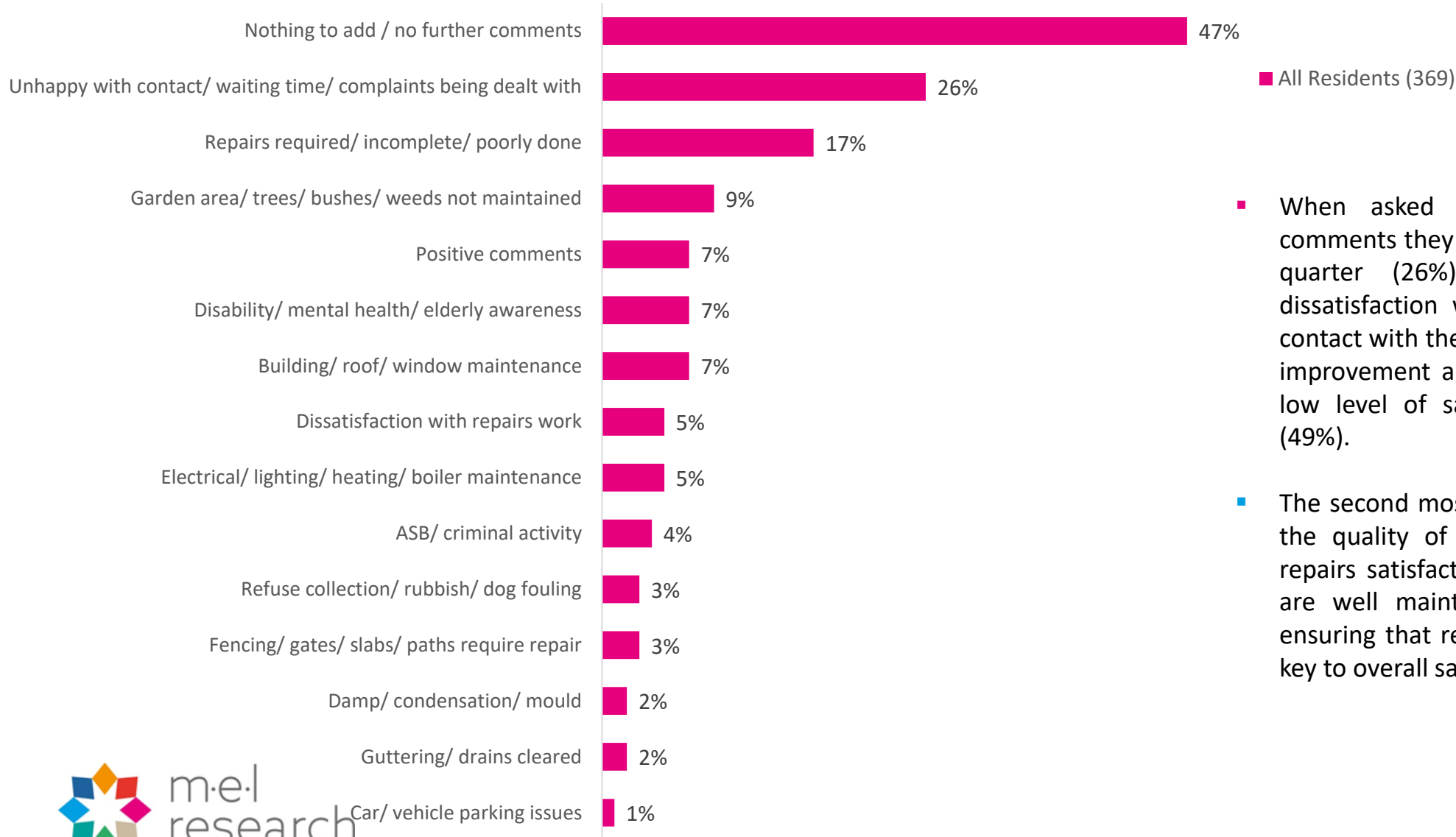


■ Key Driver Analysis was undertaken to understand what aspects of service delivery are most strongly associated with overall landlord satisfaction. This analysis has been run using the data collected from both general needs and Independent Living tenants. As KDA is run based on respondents who have answered all questions, contingent questions on repairs and complaints satisfaction have not been included in this analysis due to lower base sizes at these questions*.

■ The output of this analysis is a score between 0 and 1 for each service aspect, where 1 would indicate a perfect correlation.

■ Satisfaction with the provision of a well-maintained home and homes that are safe and secure are most strongly correlated with overall satisfaction, along with listening and acting on resident views. On this basis, maintaining and improving the quality of homes, along with being responsive to residents' concerns should be key focuses of Cannock Chase Council as a landlord.

Further Comments



- When asked if there were any further comments they would like to make, just over a quarter (26%) of tenants expressed a dissatisfaction with complaints handling and contact with the Council suggesting an area for improvement and aligning with the relatively low level of satisfaction with this measure (49%).
- The second most frequent feedback is around the quality of repairs, given the impact of repairs satisfaction and providing homes that are well maintained on overall satisfaction ensuring that repairs are done satisfactorily is key to overall satisfaction



Summary

Performance against benchmarks



- In general, Cannock Chase Council's performance against the Housemark benchmarks is positive (77%), scoring above or in line with the median across nine of the twelve TSMs. Overall tenant satisfaction is above the broader UK median level, which has experienced declines in the past year, whereas Cannock Chase Council tenants' satisfaction has remained stable.



- Areas of strength compared to the benchmark are the provision of homes that are well maintained and safe (76% and 80% respectively), where the Council sits towards the upper boundary of the benchmark and well above the benchmark in relation to satisfaction with complaints handling.



- However, engagement with tenants, measured by tenant perceptions that they are listened to (58%) kept informed (66%) and treated fairly and with respect (76%) are areas of weakness in comparison with other TSMs.



- Satisfaction with the Council's approach to ASB handling (55%) and that CCDC listens and acts on tenants' views (58%) are areas of relatively low satisfaction suggesting a need for some further attention, however, they are not necessarily areas of immediate concern as the lower levels of satisfaction are in part driven by a third of respondents selecting neither in response to these questions.
- Complaints handling (49%), despite increases and a higher level in comparison to benchmarks, remains the area of lowest satisfaction suggesting a continued priority area for future strategy.

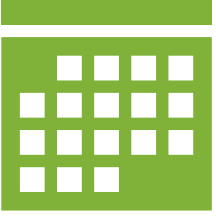
Performing on Tenants' Priorities



- Considering how the Council performs on the services that matter most to tenants, the picture is also positive. When asked what service the Council should be prioritising, seven in ten selected repairs as a priority (72%); when asked if they were satisfied with the overall repairs service provided by Cannock Chase Council in the past 12 months 78% expressed satisfaction. This suggests that the Council is performing well on the measures that matter to tenants, however with repairs staying stable, putting some more focus on this area could help further increase satisfaction.



- In relation to repairs, areas of particular strength are the overall attitude of the workers completing the repairs (88%), the overall quality of the work (82%) and the contractors doing the expected job (81%). The time taken to commence repairs is a possible area for improvement.
- The second highest priority for tenants is the provision of a home that is of a high quality (55%), with four fifths of tenants satisfied with this metric, showing that Cannock Chase Council is again delivering on what matters to tenants.



Year on Year on Changes

- Though TSM regulations were introduced in 2023 -2024, giving a full financial year of comparative benchmarks, prior to this Cannock Chase Council and M·E·L worked together to measure tenant perceptions in 2021 as part of a STAR survey, with comparable metrics from this survey, giving us longer trend data to compare to.
- When compared to data from 2021, there has been a downward trend in satisfaction with the all TSMs. Since 2021, there have been decreases in satisfaction across all comparable measures, with overall satisfaction sitting at 77% in 2024 compared to 86% in 2021.
- However, when compared to 2023, the scores from 2024 have remained stable over the ensuing period, demonstrating consistency in performance. Positively, the satisfaction with complaints handling and the contribution to neighbourhood by Cannock Chase Council have both seen statistically significant increases since 2023 of 8 percentage points.

Key Variations



- **Property type:** Tenants living in bungalows were generally more positive about Cannock Chase Council than those living in flats and houses (Overall satisfaction: 84%, 69% and 71% respectively). As a result, tenants in bungalows are statistically significantly more likely to recommend the Council to friends and family (NPS: +36) than those living in houses provided by the Council (NPS: +12). Tenants in houses are likely to be less satisfied with the condition of their home, suggesting an area for improvement to boost tenant perceptions (73% cf. 80%*) and advocacy.



- **Age:** Overall satisfaction is highest amongst residents who are aged 75 and over (89%), with significantly lower levels of satisfaction amongst tenants aged 55 and under (63%). This is perhaps driven by significantly lower levels of satisfaction amongst those aged 55 and under that their homes are well maintained (59% cf. 91%) and safe (65% cf. 92%) compared to those aged 75+, with a greater number of residents aged 35 to 44 dissatisfied with the overall repairs service from the Council (27% cf. 6% of 75+). This is a common trend amongst housing providers, with older residents tending to be significantly more satisfied than younger tenants, nonetheless, an improvement in the response to repairs and home maintenance could help to improve the experience of younger tenants.



- **Tenure:** Independent Living Housing tenants tend to be more positive across all measures than general needs tenants. Leaseholders on the other hand, tend to be more dissatisfied with the service provided by Cannock Chase Council, being more likely to not recommend the Council to friends and family (NPS: -34 cf. +24). However, for Independent Living tenants and Leaseholders, the response count in this wave were relatively small and so should be treated with an element of caution.



Appendix

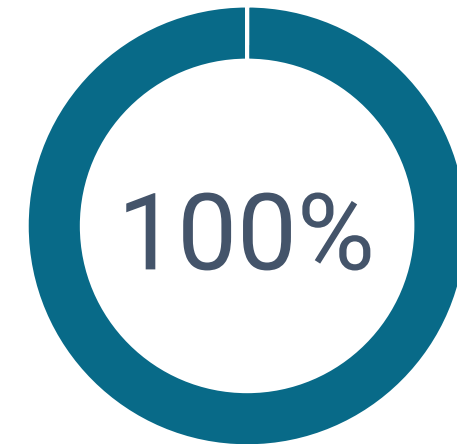
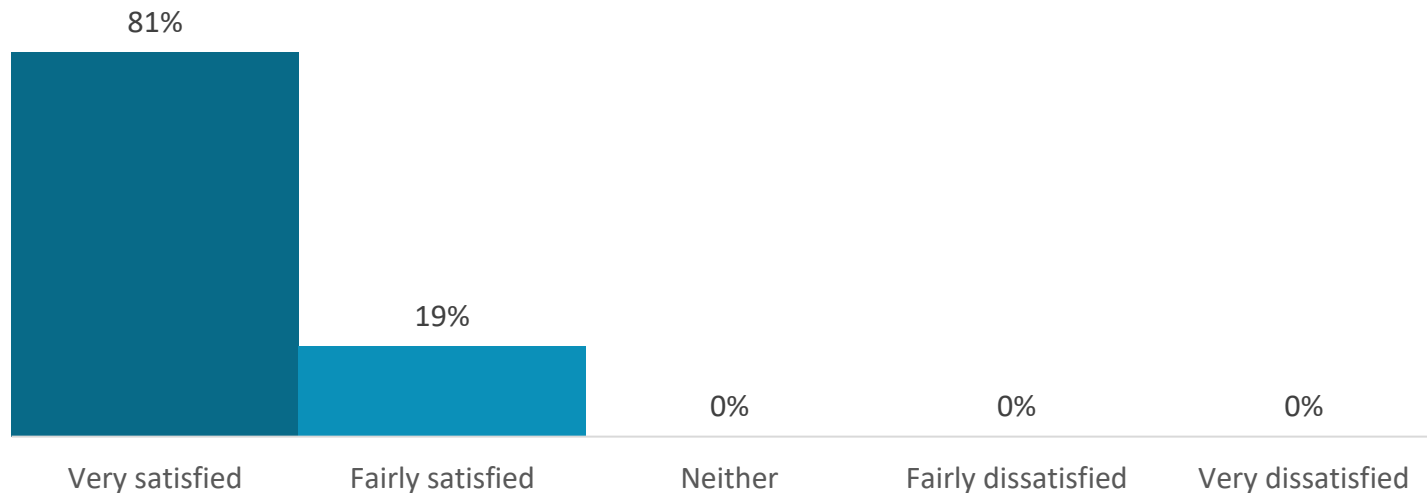


Focus on Independent Living Tenants

Thinking about where you live, how satisfied or dissatisfied are you with the following? - The frequency of contact with your Independent Living Officer

Independent Living tenants who responded to the survey are overwhelmingly positive about the services and support they receive with all measures in this area receiving 100% satisfaction. It is worth noting, however, that these results are from a low base so should be taken with an element of caution.

The frequency of contact with your Independent Living Officer

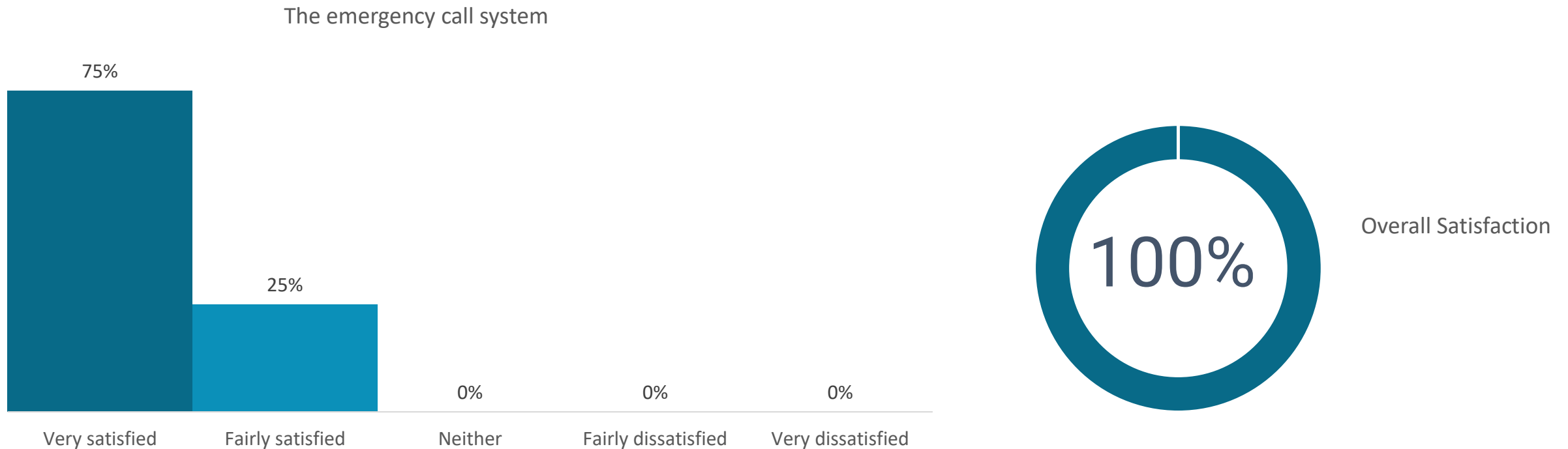


Overall Satisfaction

Sample base: 16*

Thinking about where you live, how satisfied or dissatisfied are you with the following? - The emergency call system

All responding Independent Living tenants were satisfied with the emergency call system (100%), with three-quarters very satisfied (75%).



Sample base: 16*



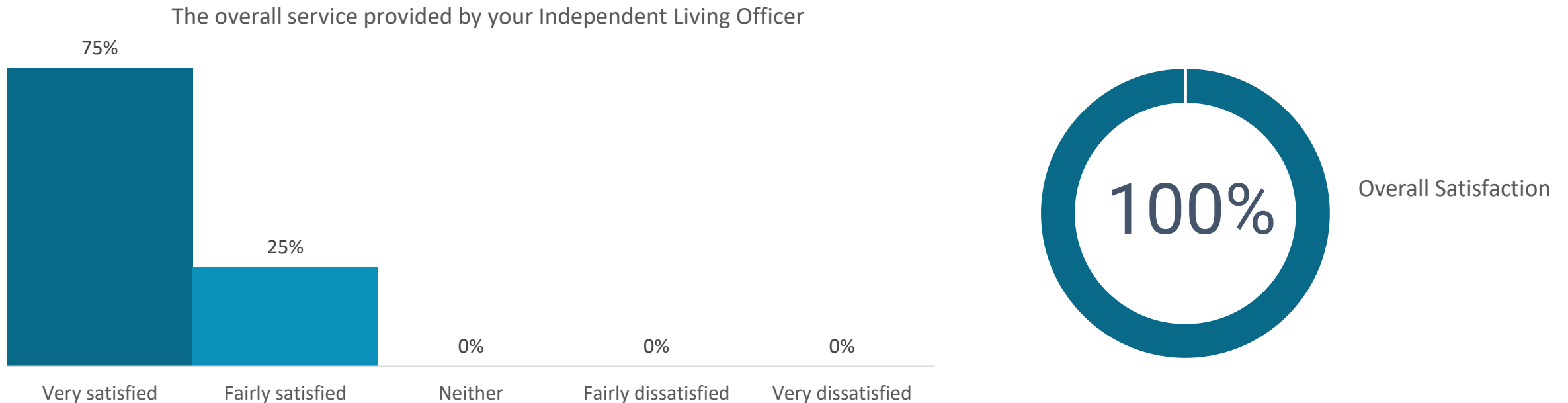
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* Warning: Low Base

Thinking about where you live, how satisfied or dissatisfied are you with the following?

- The overall service provided by your Independent Living Officer

Respondents are satisfied with the services provided by their Independent Living Officer, with three-quarters saying they are very satisfied.



Sample base: 16*

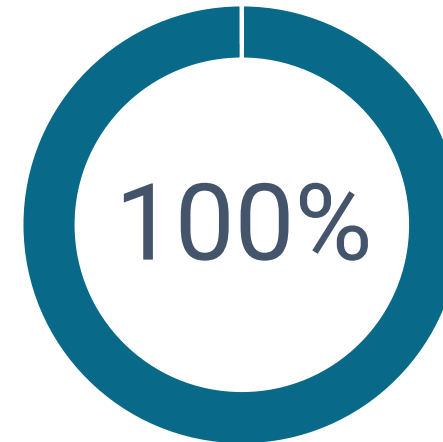
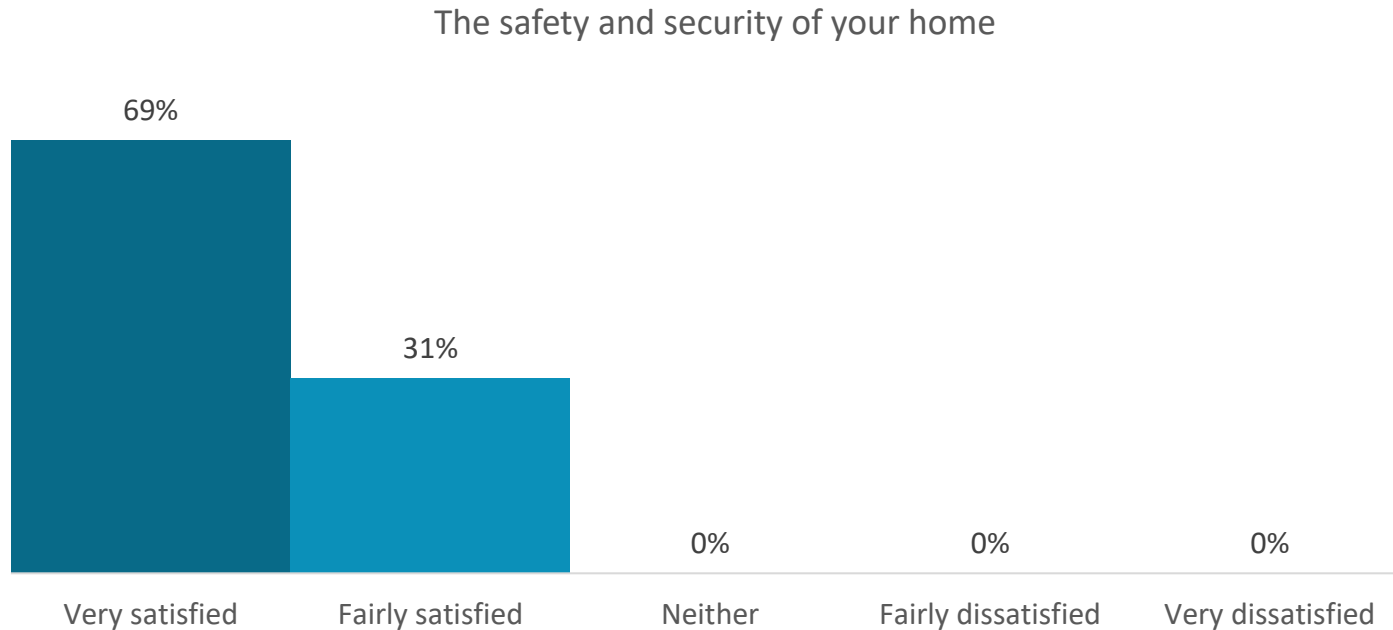


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* Warning: Low Base

Thinking about where you live, how satisfied or dissatisfied are you with the following? - The safety and security of your home

All Independent Living tenants who responded to the survey are satisfied with the safety and security of their home (100%), showing that Independent Living tenants tend to be very happy with the service they receive from the Council.



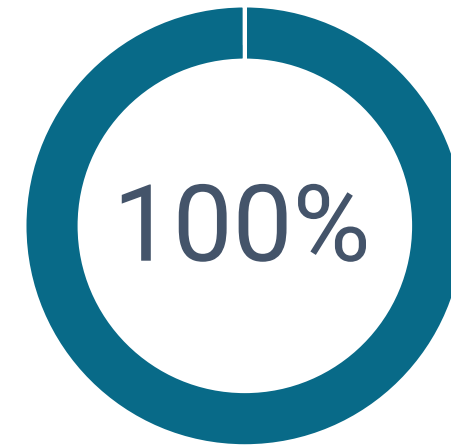
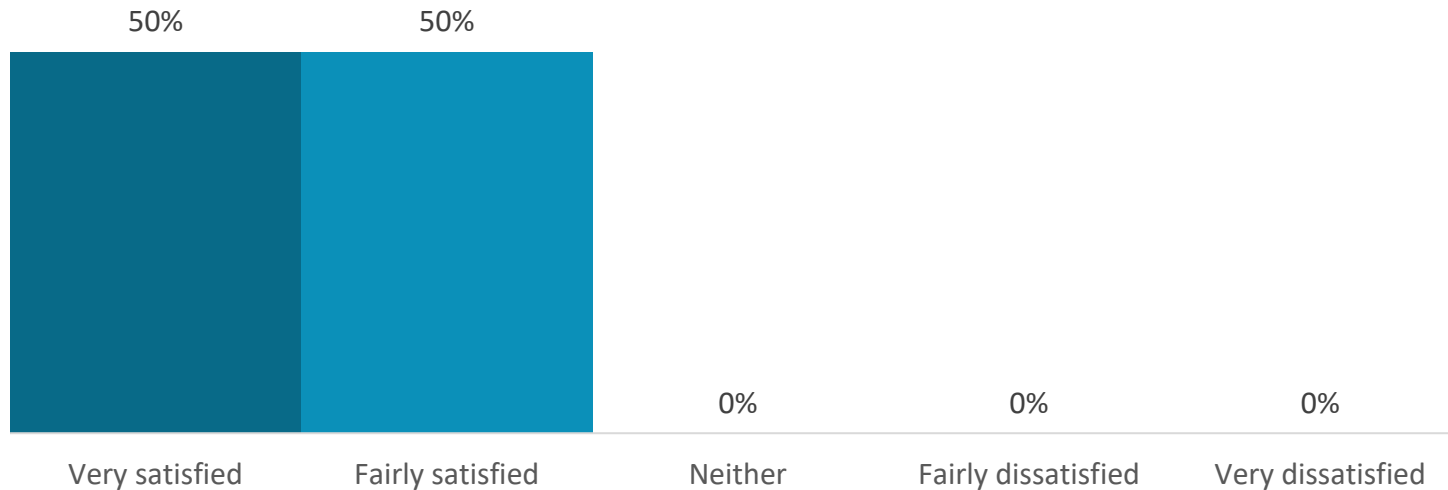
Overall Satisfaction

Sample base: 16*

Thinking about where you live, how satisfied or dissatisfied are you with the following? - The facilities at your scheme

All the Independent Living tenants who responded were satisfied with the facilities provided as part of their scheme. With 50% very satisfied and a further 50% satisfied. Though these scores are the result of a small base size, we do tend to see higher levels of satisfaction amongst Independent Living tenants when compared to general needs tenants, so a high level of satisfaction on this measure is expected.

The Facilities at your Scheme

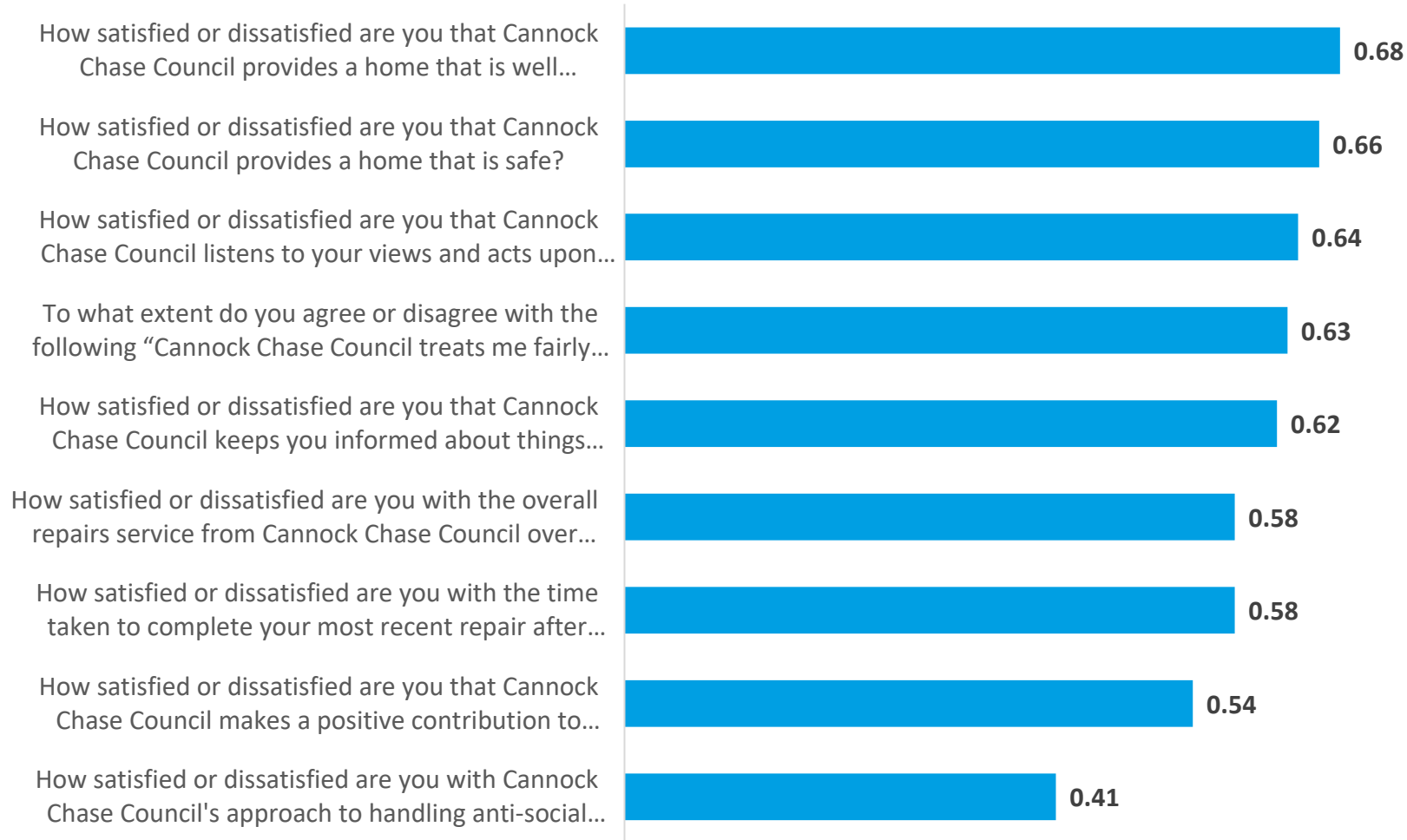


Sample base: 16*



Additional Key Driver Analysis

Key Driver Analysis – Drivers of Overall Satisfaction (TP01)



- When complaints handling satisfaction and repairs service satisfaction are included in the Key Driver Analysis, the overall quality and safety of the home remain the most strongly correlated with overall satisfaction.
- This indicates that to some extent with improvements in satisfaction that the home is well-maintained and safe there will also be improvements in overall satisfaction.



M.E.L Research maintains the following certifications and accreditations

