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**Cannock Chase District (CCD)
STAR 2019**

**Final report
June 2019**



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Project details

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Client	Cannock Chase District Council
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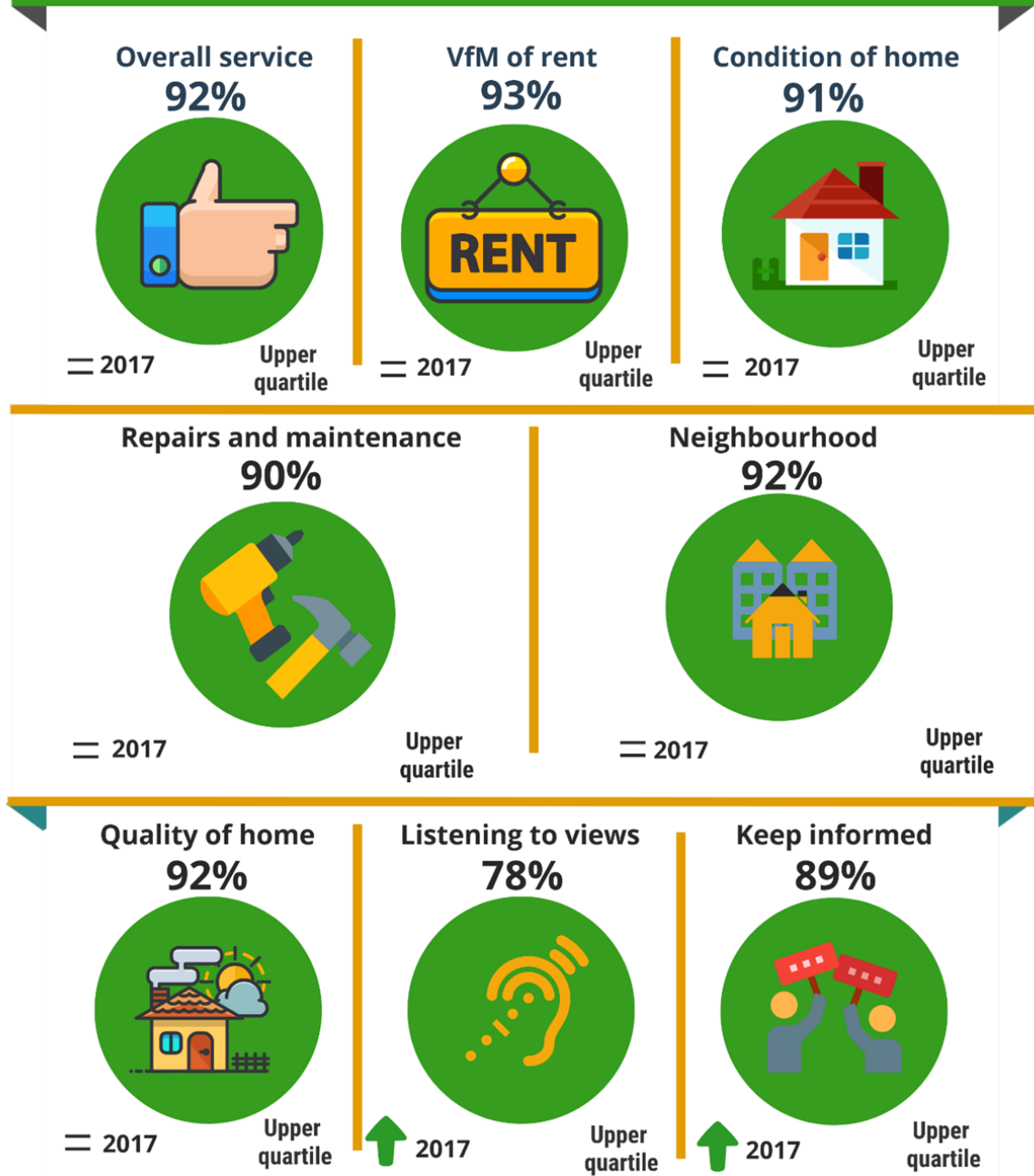
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Summary

Cannock Chase District Council STAR Survey 2019

Overall satisfaction rates for main questions



Introduction

Cannock Chase District Council commissioned M·E·L Research to carry out a residents' satisfaction survey to gather feedback, to better understand how satisfied residents are with their homes and associated services.

Method

For General Needs tenants, a random sampling approach was adopted. After excluding the residents that participated in the 2017 survey, a random sample consisting of one third of Cannock Chase DC residents was generated. For Sheltered tenants and for Leaseholders a census style approach was used, contacting all such residents.

The fieldwork consisted of a postal version of the survey followed by a reminder mailing two weeks later to all non-respondents. The questionnaire contained a web link and QR code giving residents the option to complete the survey online if they wished. Almost all responded by post.

Response rate and statistical reliability

Response rates can be seen in Table 1, below, for each tenure and also for the combined general needs and sheltered sample.

Table 1: Response rates

Tenure	Number of responses	Population	Margin of error
General Needs	528	4,995	± 4.03%
Sheltered	44	93	±10.78%
Overall	572	5,039	±3.86%
Leaseholders	74	281	±9.80%

The overall results for general needs and sheltered combined are accurate to ±3.86% at the 95% confidence level. This means that we can be 95% certain that the results are between ±3.86% of the calculated response, so if we heard from every resident the 'true' response could be 3.86% above or below the figures reported (e.g. a 50% satisfaction could in reality lie within the range of 46.14% to 53.86%).

Notes on analysis

Owing to the rounding of numbers, percentages displayed on graphs in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the

text should always be used as the authoritative results. For some questions, respondents could give more than one response (multiple choice). For these questions, the percentage for each response is calculated as a percentage of the total number of respondents and therefore percentages will not add up to 100%.

Where appropriate, analysis by resident type and other demographics was carried out to provide extra insight in the results. Z-tests were computed to test if differences in proportions were statistically significant (at 95% confidence level). Where there is a statistically significant difference between groups, this has been noted in the report as a “significant difference”. However, a significant difference may not necessarily mean that the difference is ‘important’. It will also need to be considered in practical terms i.e. does the difference matter?

Sub-groups analysis was carried out by the following:

- Age
- Gender
- Type of resident (GN, Sheltered, Leaseholder)

Sub-group differences have only been highlighted in the report where there are statistically significant differences. Comparison with 2017 results has been included for the core questions.

Results

1. Overall service

Residents were asked how satisfied or dissatisfied they are with the overall service provided by Cannock Chase District Council. Over nine in ten (92%) said that they were either 'very satisfied' (58%) or 'fairly satisfied' (33%). Only 5% reported some degree of dissatisfaction.

Figure 1.1: Overall service provided - GN and Sheltered only

Percentage of respondents – base size 556



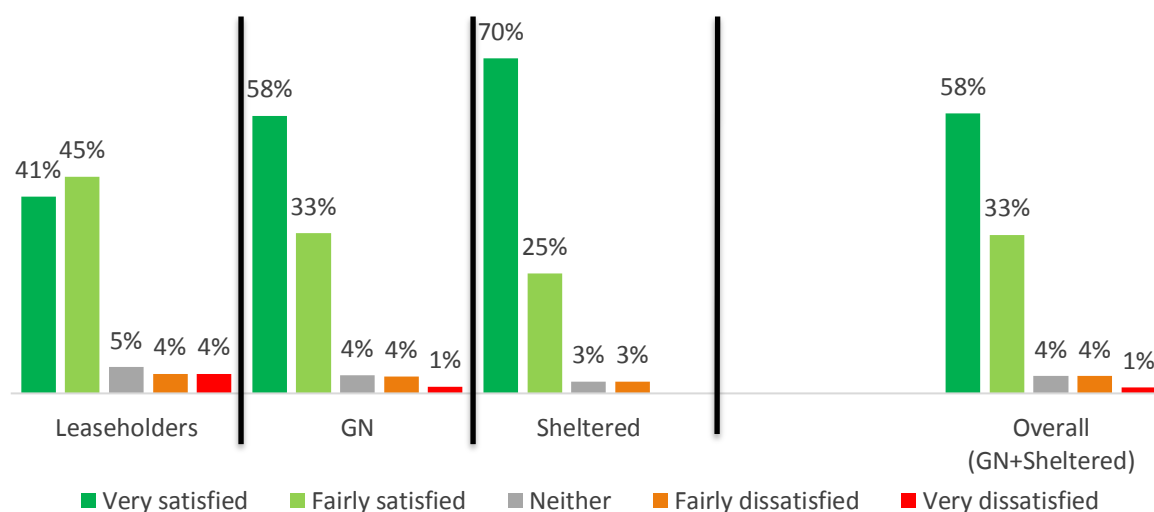
2017	2019
92%	92%

Satisfaction in this area is consistent with 2017 results.

Looking at the results by tenure (Figure 1.2 below) we can see that Sheltered residents were most satisfied (95%), followed by 91% of General Needs tenants and 86% of Leaseholders. These differences, however, were not significant. We have also compared the Leaseholders satisfaction (86%) with the overall rate (92%) and this also was not significant.

Figure 1.2: Overall service provided – by tenure

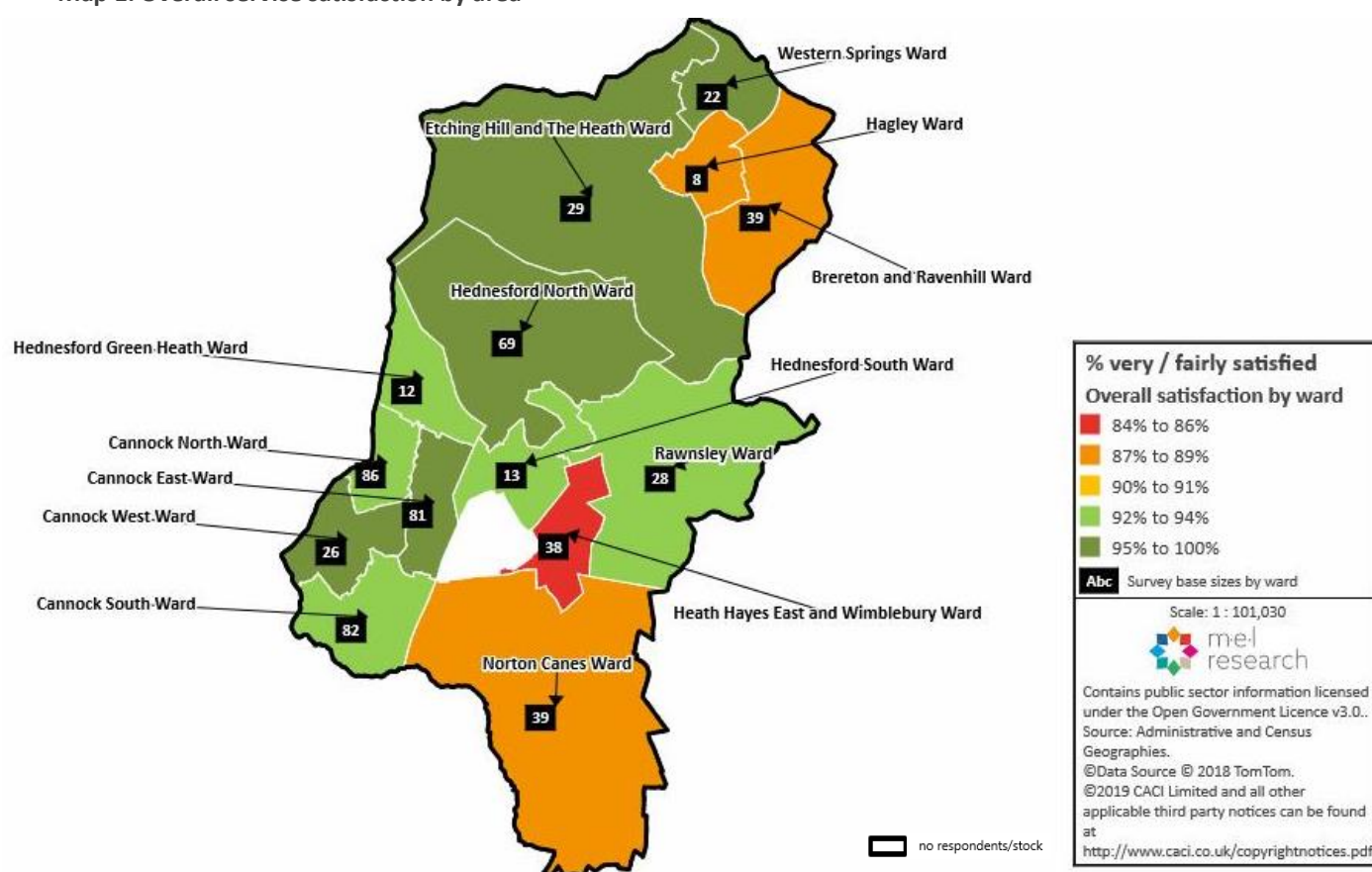
Percentage of respondents – base sizes 40 – 556



Satisfaction with the overall service (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (81%) being satisfied, compared to older age groups (93%-96%).

There are differences in levels of satisfaction across the area. Map 1 shows that residents in the Etching Hill and The Heath, Hednesford North, Cannock East and Cannock West wards express the highest levels of satisfaction. Residents living in Hagley, Brereton and Ravenhill, Norton Canes, Heath Hayes East and Wimblebury wards have the lowest satisfaction ratings.

Map 1. Overall service satisfaction by area



2. Value for money (VfM) of rent

Residents were asked how satisfied they were that their rent provides value for money. Results show that 93% were satisfied with 70% 'very satisfied' and 23% 'fairly satisfied'. Just 2% report dissatisfaction. A further 5% had no strong feelings either way ('neither').

Figure 2.1: Rent provides value for money – GN and Sheltered only

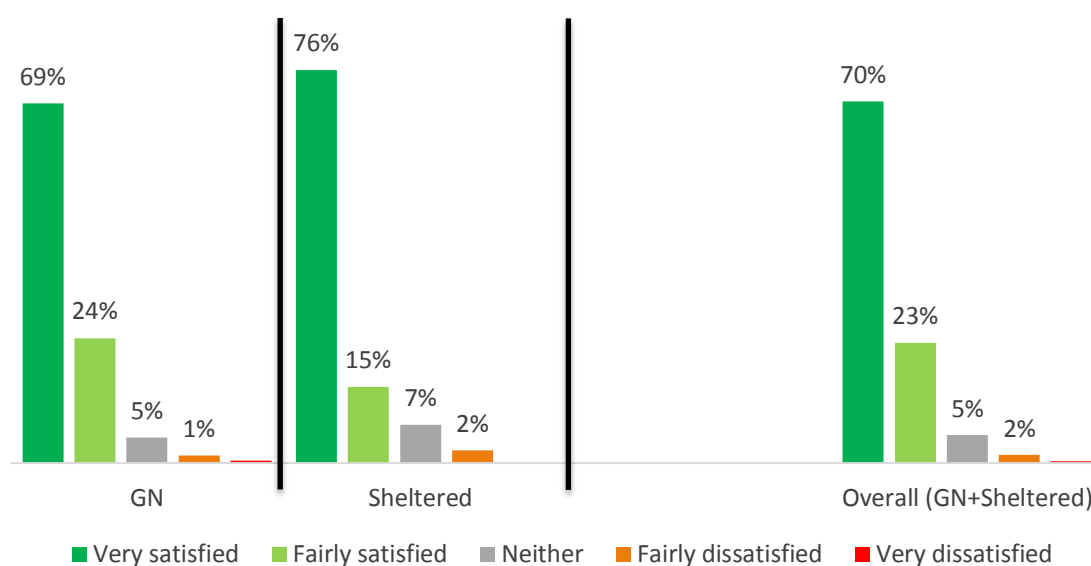
Percentage of respondents – base size 522



Looking at the results by tenure (Figure 2.2 below) we can see that Sheltered residents were slightly less satisfied (90%), compared to General Needs tenants (93%). These differences, however, were not significant

Figure 2.2: Rent provides value for money – by tenure

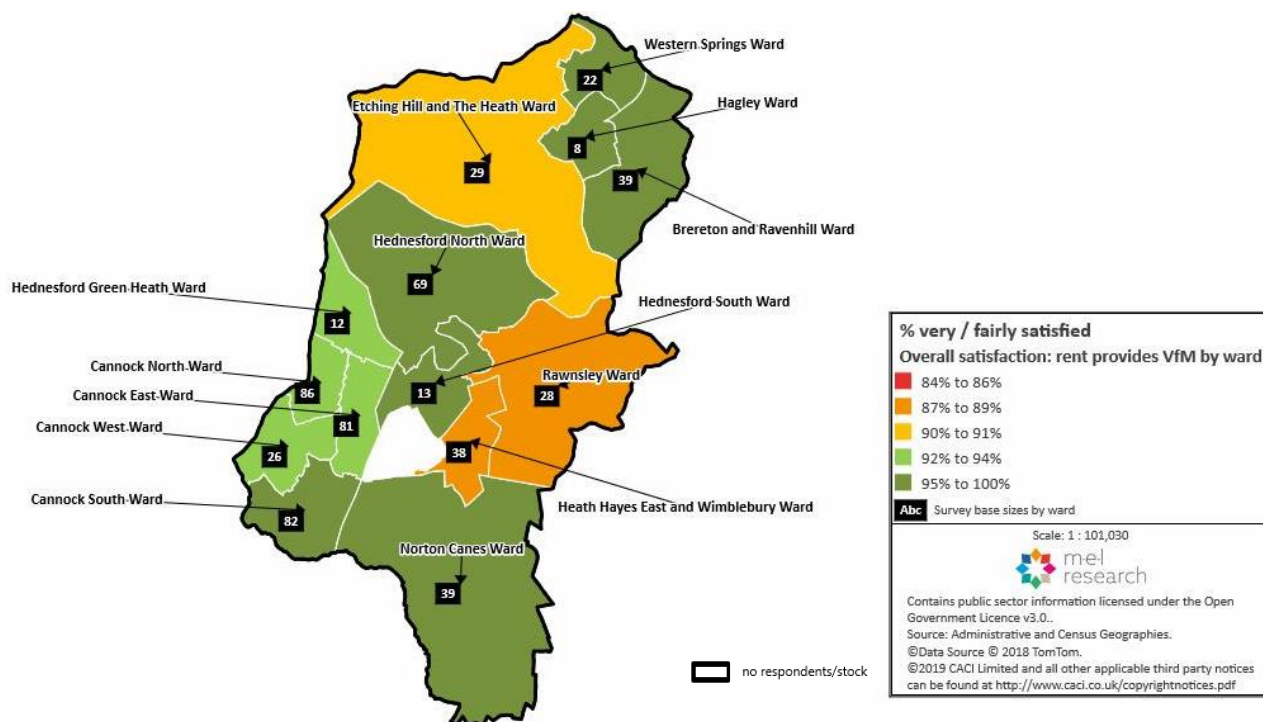
Percentage of respondents – base sizes 41 – 522



Satisfaction with the VfM of rent (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (88%) being satisfied, compared to tenants over 65 (95%).

There are differences in levels of satisfaction across the area. Map 2, overleaf, shows that residents in the Hednesford North, Hednesford South, Hagley, Brereton and Ravenhill, Western Springs, Norton Canes and Cannock South wards express the highest levels of satisfaction. Residents living in Etching Hill and The Heath ward have the lowest satisfaction ratings.

Map 2. Satisfaction with VfM of rent by area



3. Repairs and maintenance

All tenants were asked how satisfied or dissatisfied they were with the way Cannock Chase District Council deals with repairs and maintenance. Results show that nine in ten (90%) were satisfied with this aspect with 56% being 'very satisfied' and 34% 'fairly satisfied'. Only 3% had no strong feelings either way ('neither'), leaving 7% who reported dissatisfaction.

Figure 3.1: Overall repairs and maintenance - GN and Sheltered only

Percentage of respondents—base size 569



90%

Satisfied

7%

Dissatisfied

2017	2019
88%	90%

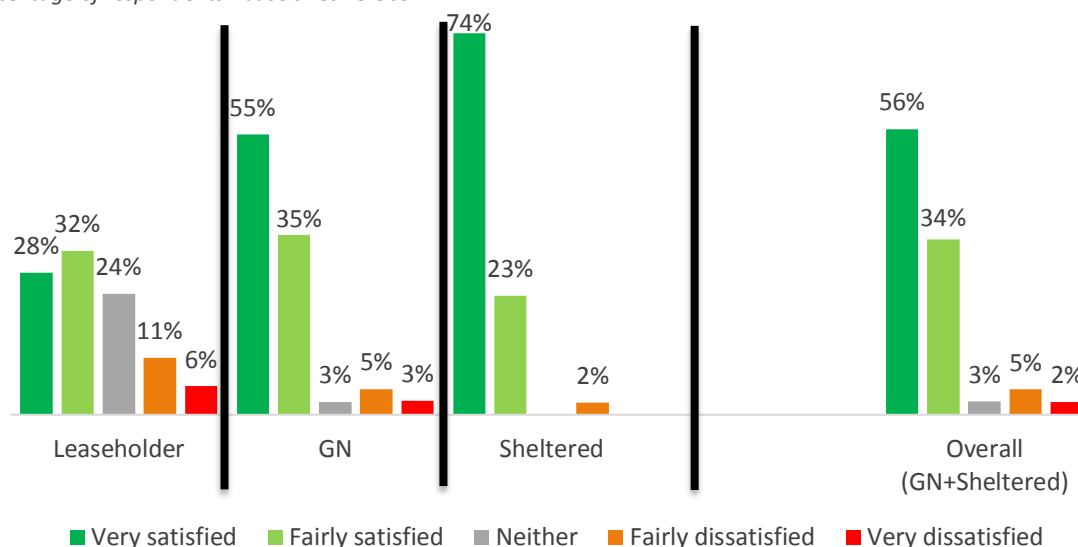
Although slightly higher, satisfaction in this area is consistent with 2017 results.

Looking at the results by tenure (Figure 3.2 overleaf) we can see that Leaseholders were significantly less satisfied (60%), compared to General Needs tenants (90%) and Sheltered tenants (98%). We

have also compared the Leaseholders satisfaction (60%) with the overall (90%). The difference between these two (30 percentage points) was also statistically significant.

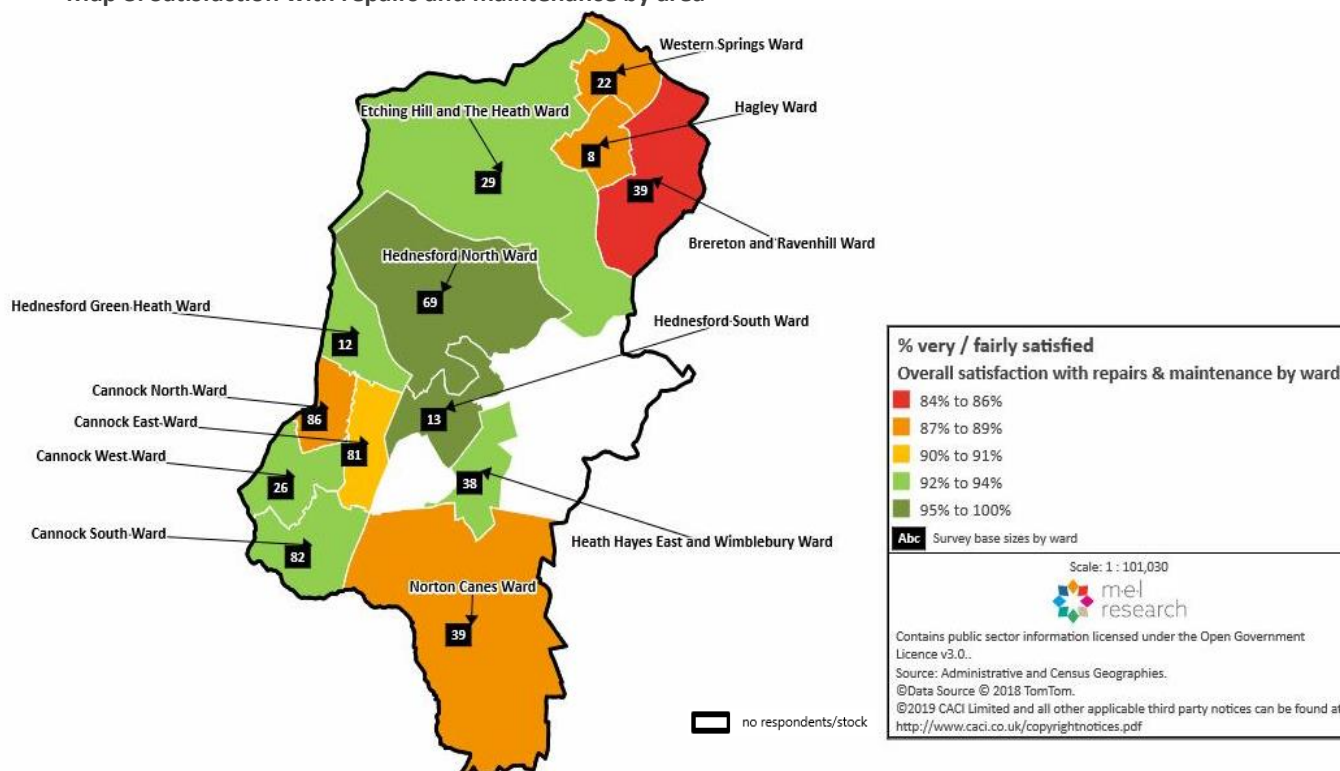
Figure 3.2: Overall repairs and maintenance – by tenure

Percentage of respondents – base sizes 43-569



There are differences in levels of satisfaction across the area. Map 3 shows that residents in the Hednesford North and Hednesford South wards express the highest levels of satisfaction. Residents living in Brereton and Ravenhill ward have the lowest satisfaction ratings.

Map 3. Satisfaction with repairs and maintenance by area



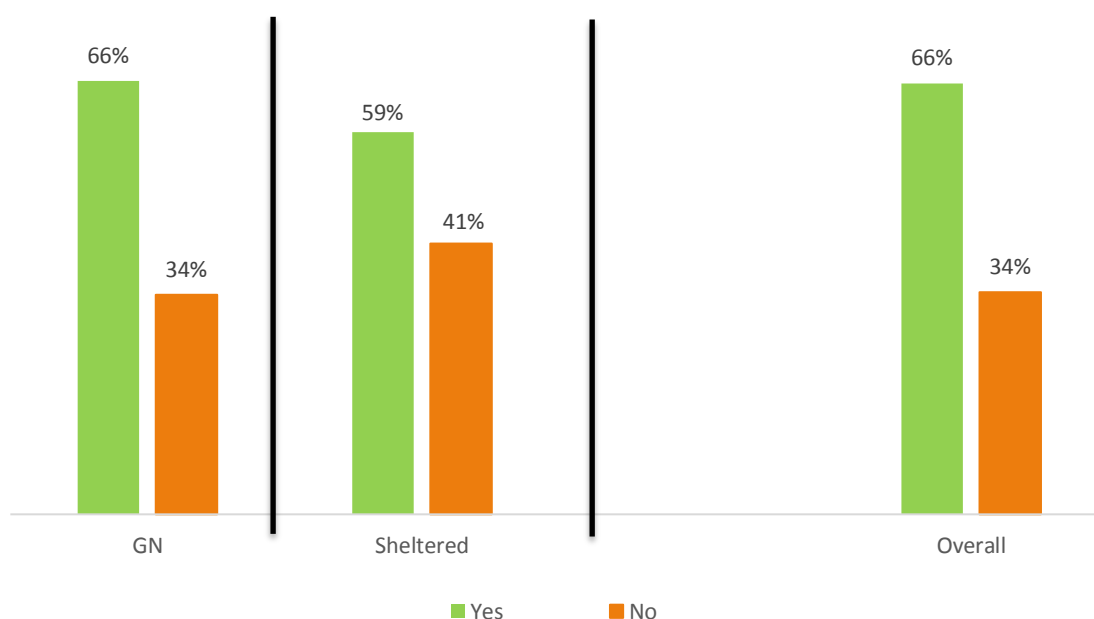
Repairs in the last 12 months

All General Needs and Sheltered tenants were asked whether they have had repairs in the last 12 months. Overall, 66% of respondents said they had (Figure 3.3 below).

Although there was a small difference between the number of General Needs and that of Sheltered tenants who had a repair, the difference was not significant. The number of tenants who had a repair differed significantly between age groups with significantly more tenants under 55 (74%) having had a repair done in the last 12 months, compared to tenants aged 75+ (60%).

Figure 3.3: Repairs in the last 12 months – by tenure

Percentage of respondents – base sizes 41-562



Satisfaction with the repairs and maintenance service aspects

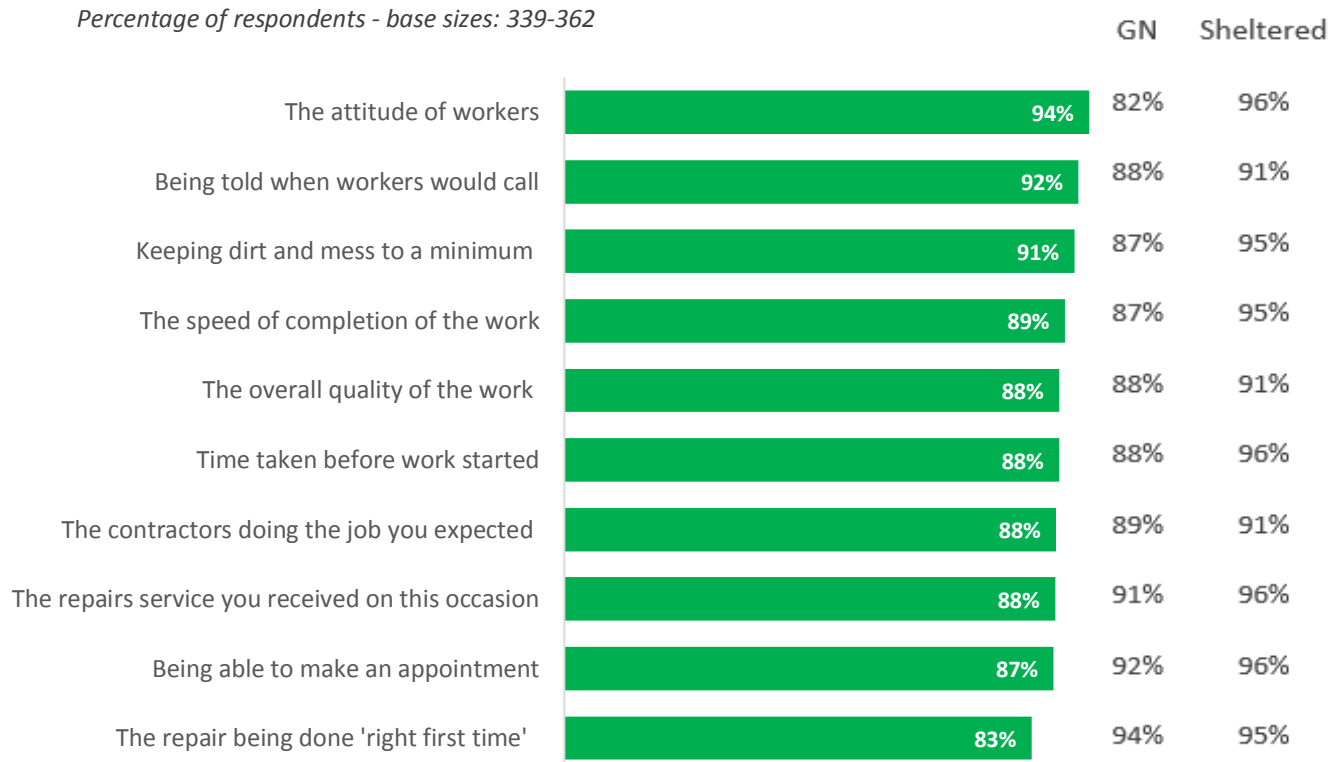
Tenants who had received a repair or maintenance work on their home in the last 12 months were asked how satisfied they were with various aspects of the service.

The highest level of satisfaction was with the attitude of workers (94%), with a slightly smaller proportion satisfied being told when workers would call (92%). At 83%, the lowest level of satisfaction was with the repair being done 'right first time', with 10% disappointed with this aspect of the service.

Comparison by tenure showed no significant differences on any of the repairs and maintenance service aspects.

Figure 3.4: Satisfaction with the repairs and maintenance service

Percentage of respondents - base sizes: 339-362



Sub-group analysis shows that there are some statistically significant differences by age group, with tenants under 55 being less satisfied compared to older age groups, on most aspects, with the exception of 'the contractors doing the job you expected'.

Gas servicing arrangements

Finally, tenants were asked if they were satisfied with gas servicing arrangements. Little over nine in ten (93%) tenants were satisfied, with 77% being 'very satisfied'. Only 2% were dissatisfied, while 5% were neither satisfied nor dissatisfied.

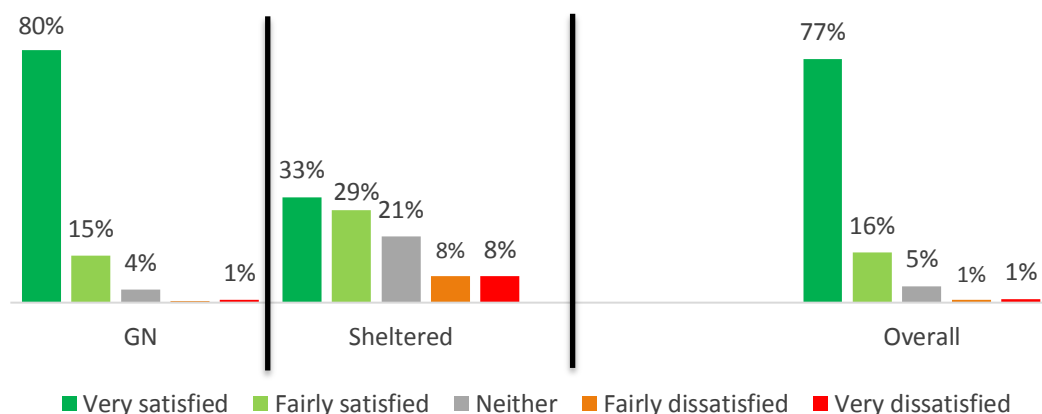
Figure 3.5: Satisfaction with gas servicing arrangements - GN and Sheltered only

Percentage of respondents - base size: 520



Looking at the results by tenure (Figure 3.6 below) we can see that General Needs tenants (95%) were significantly more satisfied, compared to Sheltered residents (63%).

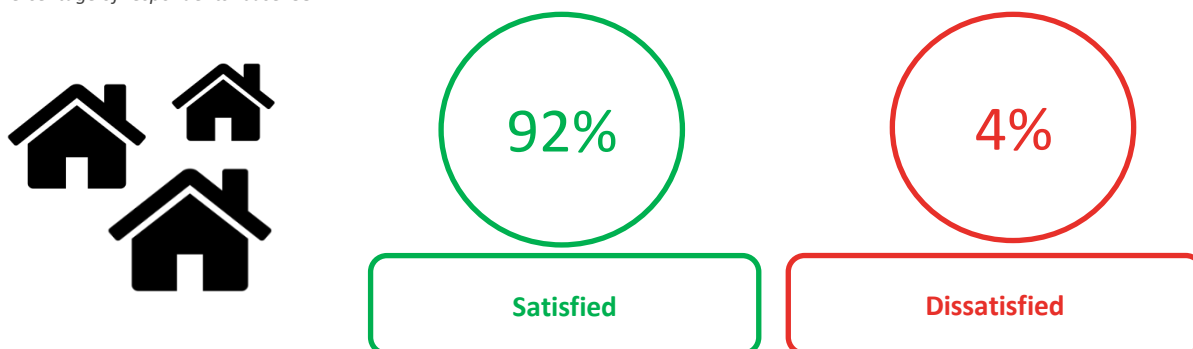
Figure 3.6: Satisfaction with gas servicing arrangements – by tenure
Percentage of respondents – base sizes 24-520



4. Neighbourhood

Tenants were asked how satisfied they are with their neighbourhood as a place to live. Results show that 92% were satisfied, with 62% stating that they are 'very satisfied' and 30% 'fairly satisfied'. Only 4% had no strong feelings either way ('neither'), leaving another 4% who reported dissatisfaction.

Figure 4.1 Neighbourhood - GN and Sheltered only
Percentage of respondents – base: 534



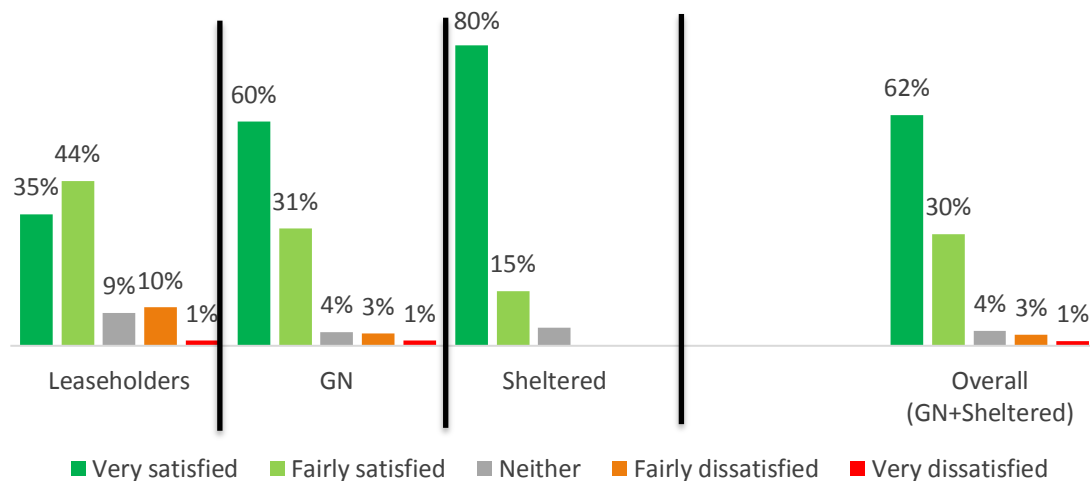
2017	2019
90%	92%

Although slightly higher, satisfaction in this area is consistent with 2017 results.

Looking at the results by tenure (Figure 4.2 overleaf) we can see that Sheltered residents were most satisfied (95%), followed by 92% of General Needs tenants and 79% of Leaseholders. The difference between General Needs and Leaseholders (13 percentage points) was statistically significant.

We have also compared the Leaseholders satisfaction (79%) with the overall (92%). The difference between these two (13 percentage points) was also statistically significant.

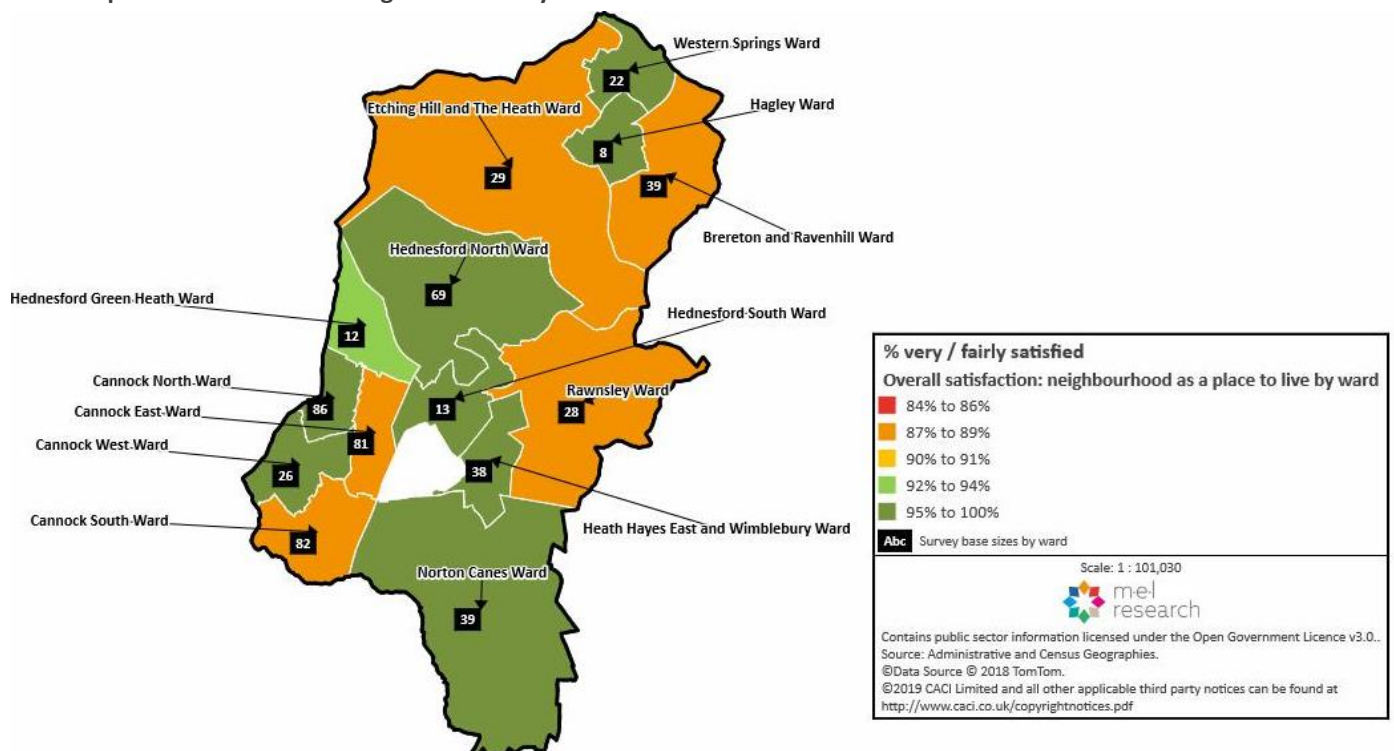
Figure 4.2: Neighbourhood – by tenure
 Percentage of respondents – base sizes 41-534



Satisfaction with the neighbourhood as a place to live (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (82%) being satisfied, compared to older tenants (93%-96%).

There are also differences in levels of satisfaction across the area. Map 4 shows that residents in most wards express high satisfaction rates (95%-100%), with only 5 wards (Etching Hill and The Heath, Brereton and Ravenhill, Rawnsley, Cannock East and Cannock South wards) expressing satisfaction between 87%-89%.

Map 4. Satisfaction with neighbourhood by area

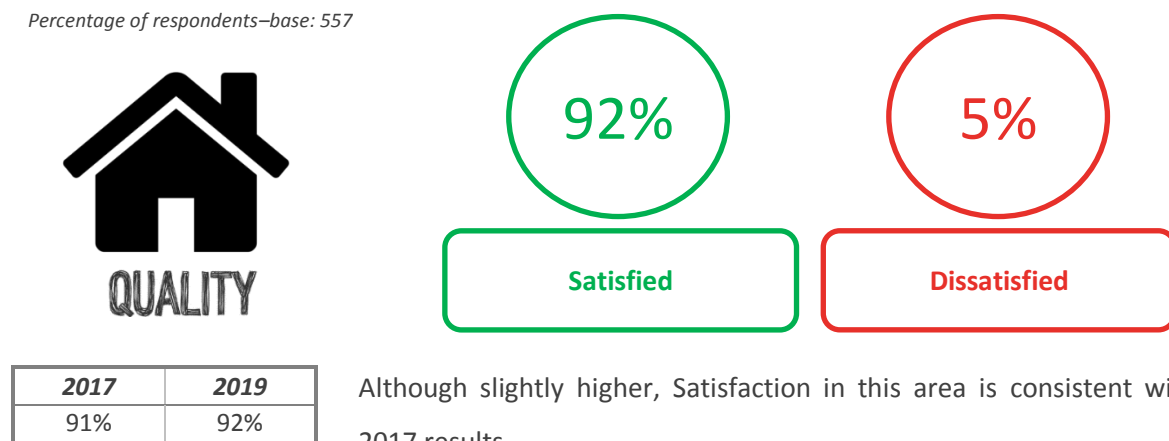


5. Quality and condition of home

Tenants were asked how satisfied they are with the overall quality of their home. Results show that 92% were satisfied, with 60% stating they were 'very satisfied' and 31% 'fairly satisfied'. Only 5% report some degree of dissatisfaction and 3% have no strong feelings either way.

Figure 5.1 Overall quality of home - GN and Sheltered only

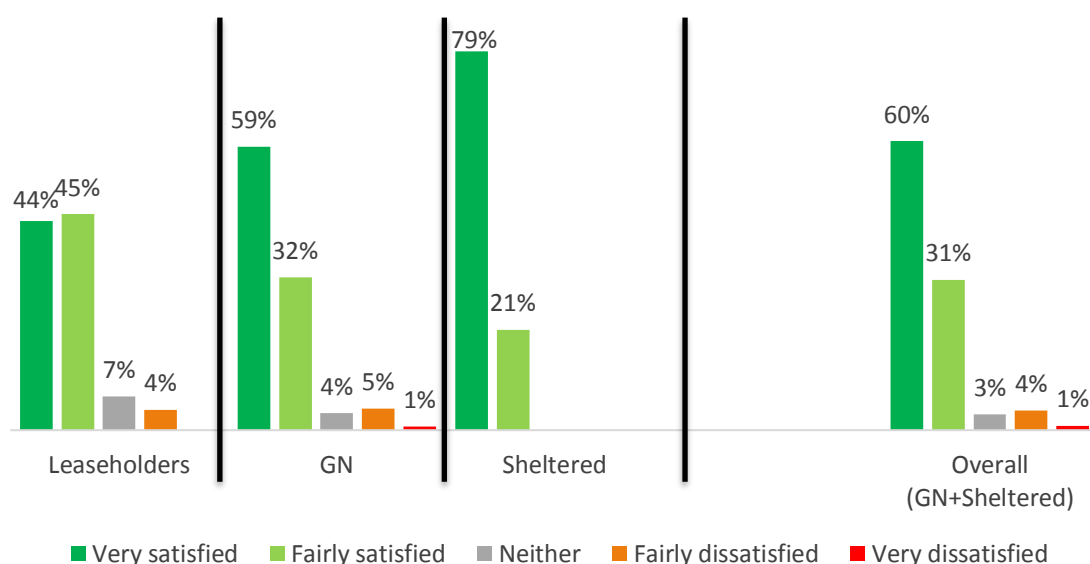
Percentage of respondents—base: 557



Looking at the results by tenure (Figure 5.2) we can see that Sheltered residents were significantly more satisfied (100%), compared to General Needs tenants (91%) and Leaseholders (89%). We have also compared the Leaseholders satisfaction (89%) with the overall (92%) and this difference was not significant.

Figure 5.2: Overall quality of home – by tenure

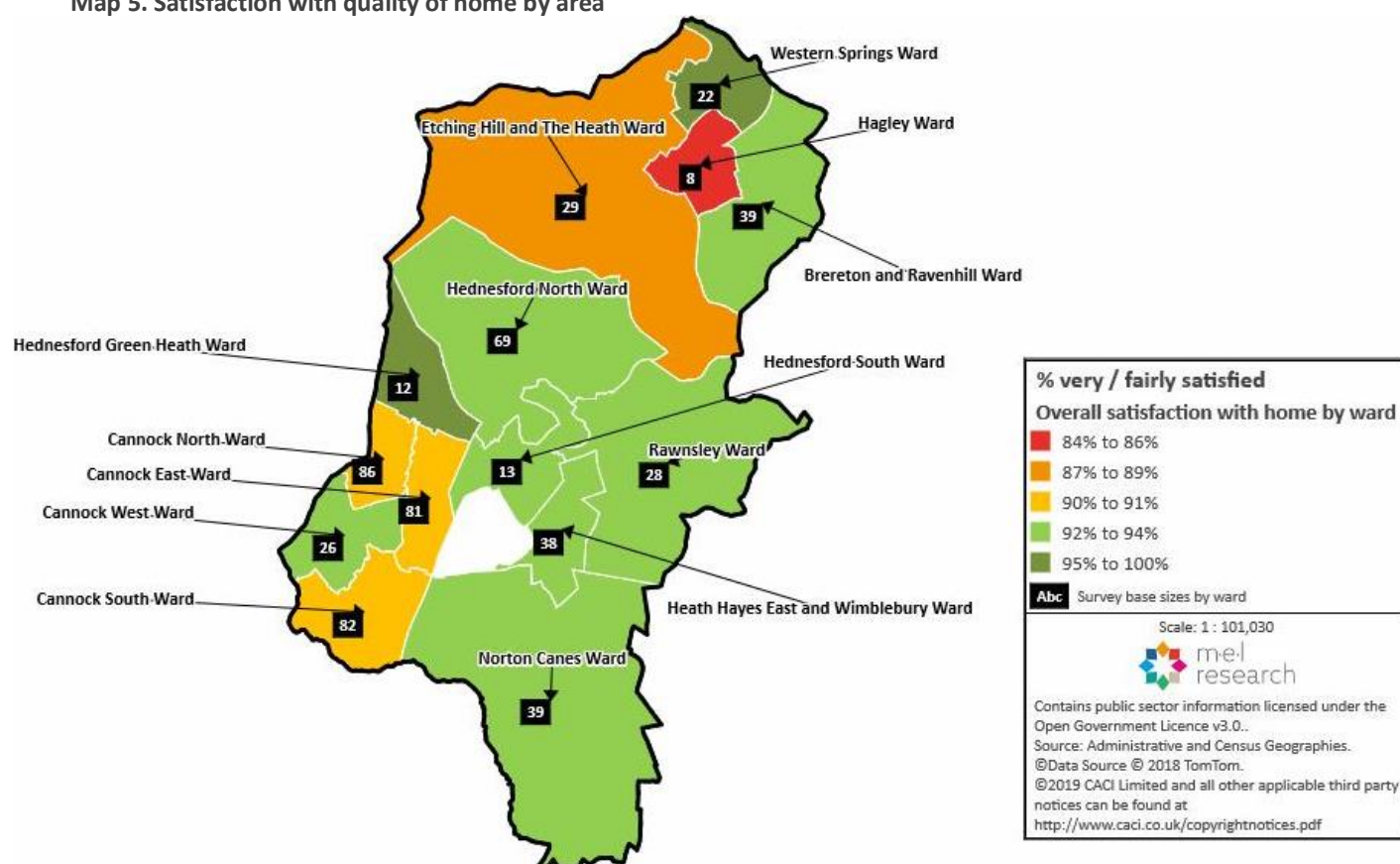
Percentage of respondents— base sizes 43-557



Satisfaction with the overall quality of home (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (78%) being satisfied, compared to older tenants (94%-98%).

There are also differences in levels of satisfaction across the area. Map 5 shows that residents in the Hednesford Green Heath and Western Springs wards express the highest levels of satisfaction (95%-100%). Residents living in Hagley ward have the lowest satisfaction ratings.

Map 5. Satisfaction with quality of home by area



Another satisfaction question asked tenants and leaseholders how satisfied or dissatisfied they were with the overall condition of their home. Results show that 91% were satisfied, with 56% stating they were 'very satisfied' and 35% 'fairly satisfied'. Only 6% report some degree of dissatisfaction and 3% have no strong feelings either way.

Figure 5.3 Overall condition of home - GN and Sheltered only

Percentage of respondents—base: 527



CONDITION

91%

Satisfied

6%

Dissatisfied

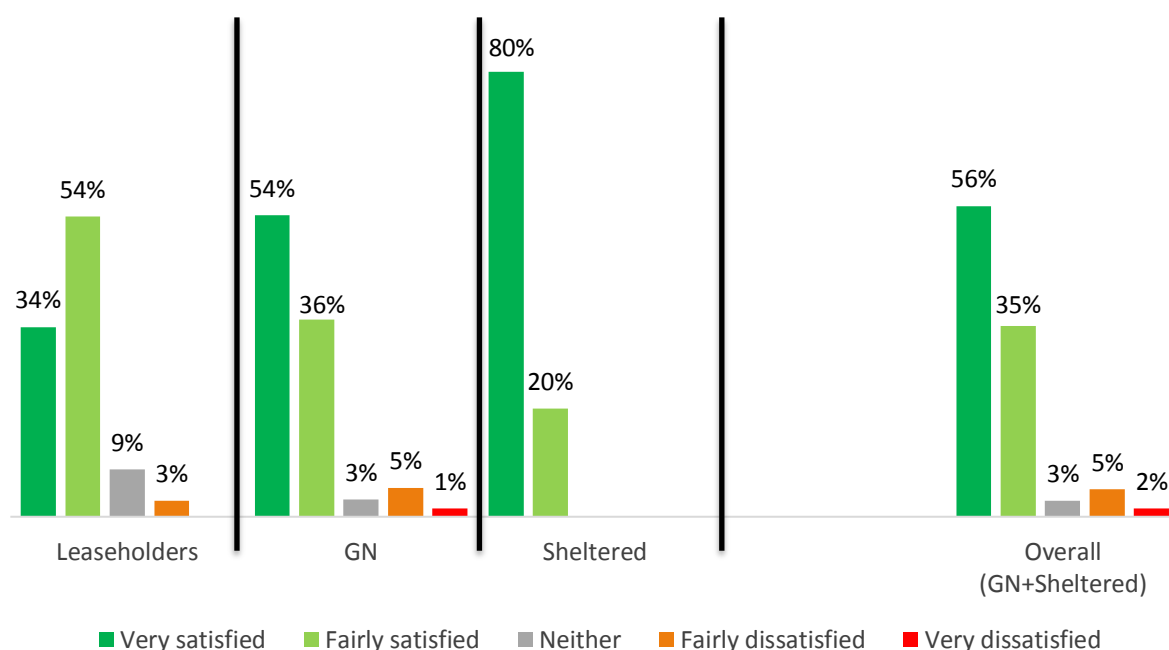
2017	2019
92%	91%

Although slightly lower, satisfaction in this area is consistent with 2017 results.

Looking at the results by tenure (Figure 5.4) we discovered that Sheltered residents were significantly more satisfied (100%), compared to General Needs tenants (90%) and Leaseholders (89%). We have also compared the Leaseholders satisfaction (89%) with the overall (91%) but this difference was not significant.

Figure 5.4: Overall condition of home – by tenure

Percentage of respondents – base sizes 41-527



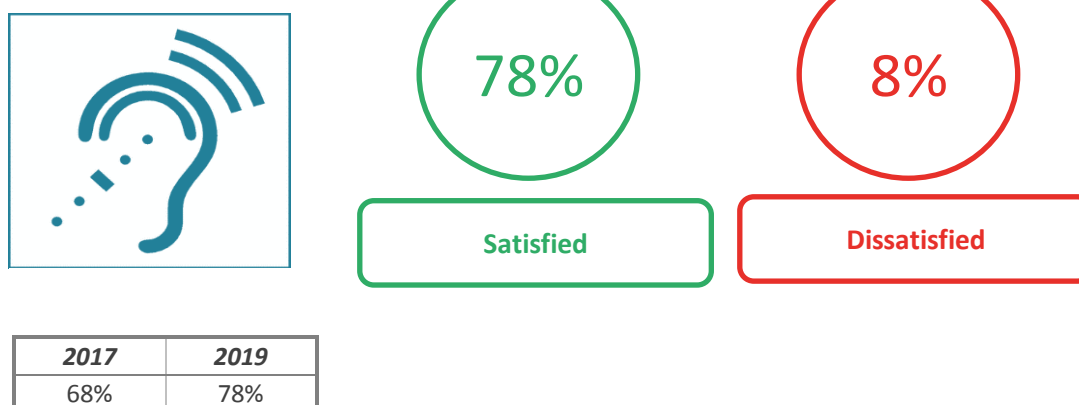
Satisfaction with the overall quality of home (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (76%) being satisfied, compared to older tenants (93%-97%).

6. Listening to views

Residents were asked a series of questions regarding their interaction with Cannock Chase District Council. Almost eight in ten tenants (78%) were satisfied with the way Cannock Chase District Council listens to their views, with 40% stating that they are 'very satisfied' and 38% 'fairly satisfied'. Only 8% were dissatisfied, leaving 14% who appear to be ambivalent ('neither').

Figure 6.1: Listening to views - GN and Sheltered only

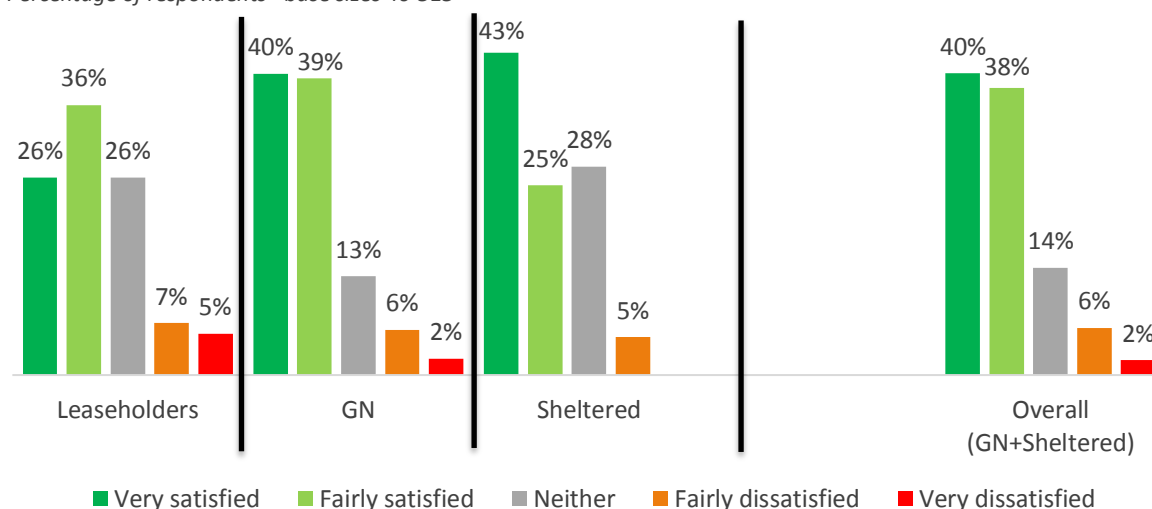
Percentage of respondents – base size 515



Looking at the results by tenure (Figure 6.2) we can see that Leaseholders were significantly less satisfied (62%), compared to General Needs tenants (79%) and Sheltered tenants (68%). We have also compared the Leaseholders satisfaction (62%) with the overall (78%). The difference between these two (16 percentage points) was also statistically significant.

Figure 6.2: Listening to views – by tenure

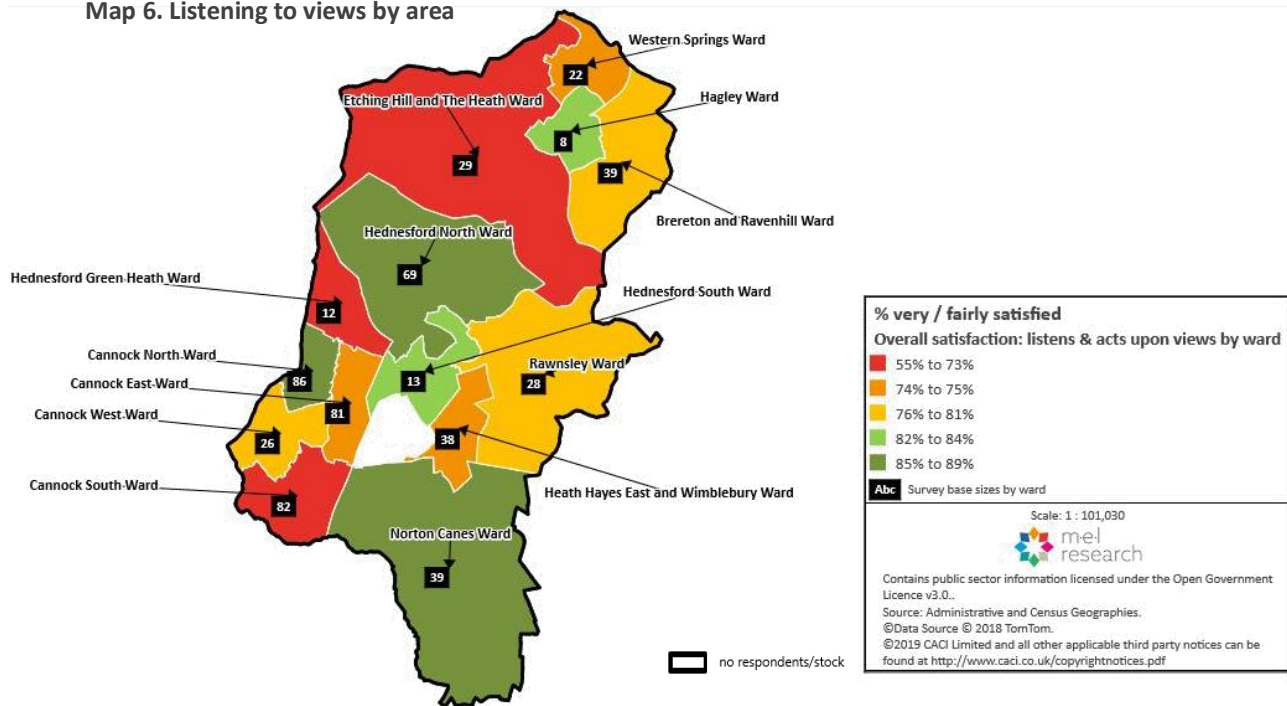
Percentage of respondents – base sizes 40-515



Satisfaction with having their views listened and acted upon (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (82%) being satisfied, compared to older tenants (93%-96%).

There are also differences in levels of satisfaction across the area. Map 6, overleaf, shows that residents in the Hednesford North, Norton Canes and Cannock North wards express the highest levels of satisfaction (85%-89%). Residents living in Etching Hill and The Heath, Hednesford Green Heath and Cannock South wards have the lowest satisfaction ratings (55%-73%).

Map 6. Listening to views by area



In addition to this question, a further one was put to tenants and leaseholders on how satisfied or dissatisfied they were that the Council gave opportunity to make views known. Results show that 81% were satisfied, with 46% stating they were 'very satisfied' and 35% 'fairly satisfied'. Only 5% report some degree of dissatisfaction and 13% have no strong feelings either way.

Figure 6.3 Opportunity to make views known - GN and Sheltered only

Percentage of respondents—base: 545

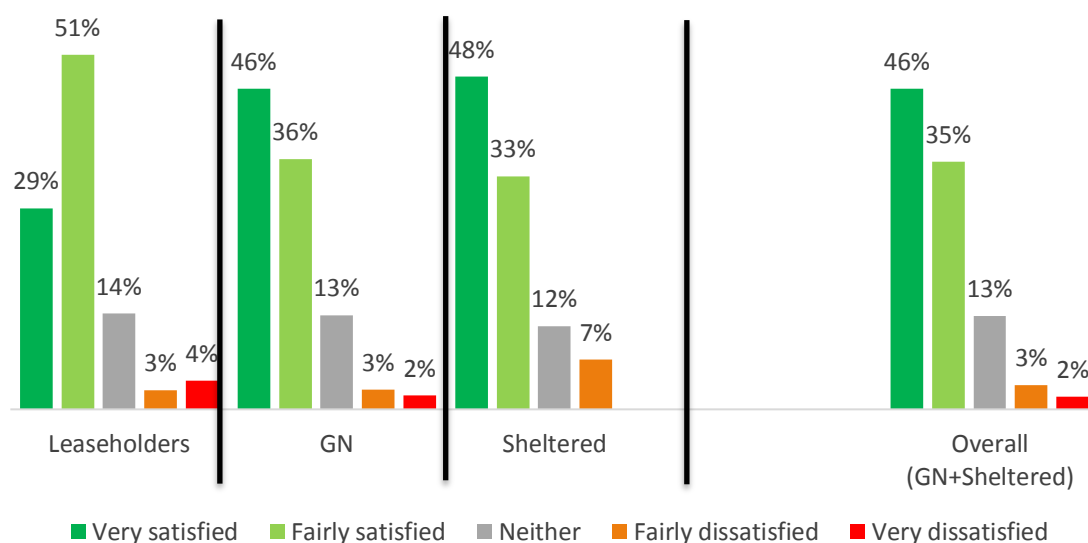


2017	2019
78%	81%

Although slightly higher, satisfaction in this area is consistent with 2017 results.

Looking at the results by tenure (Figure 6.4 overleaf) we discovered no statistical differences between tenure types. We have also compared the Leaseholders satisfaction (79%) with the overall (81%) and this difference was not significant.

Figure 6.4: Opportunity to make views known – by tenure
Percentage of respondents – base sizes 42-545



Satisfaction with the opportunities that Cannock Chase District Council gives them in order to make their views known (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (70%) being satisfied, compared to older tenants (84%-85%).

7. Being kept informed

Residents were asked how satisfied they are with how Cannock Chase District Council is keeping them informed about things that might affect them. Almost nine in ten (89%) said they were satisfied at being kept informed, with 59% saying they were ‘very satisfied’ and 30% ‘fairly satisfied’. Only 3% were dissatisfied and the remaining 8% ambivalent (‘neither’).

Figure 7.1: Being kept informed - GN and Sheltered only

Percentage of respondents – base size 562



89%

Satisfied

3%

Dissatisfied

2017	2019
78%	89%

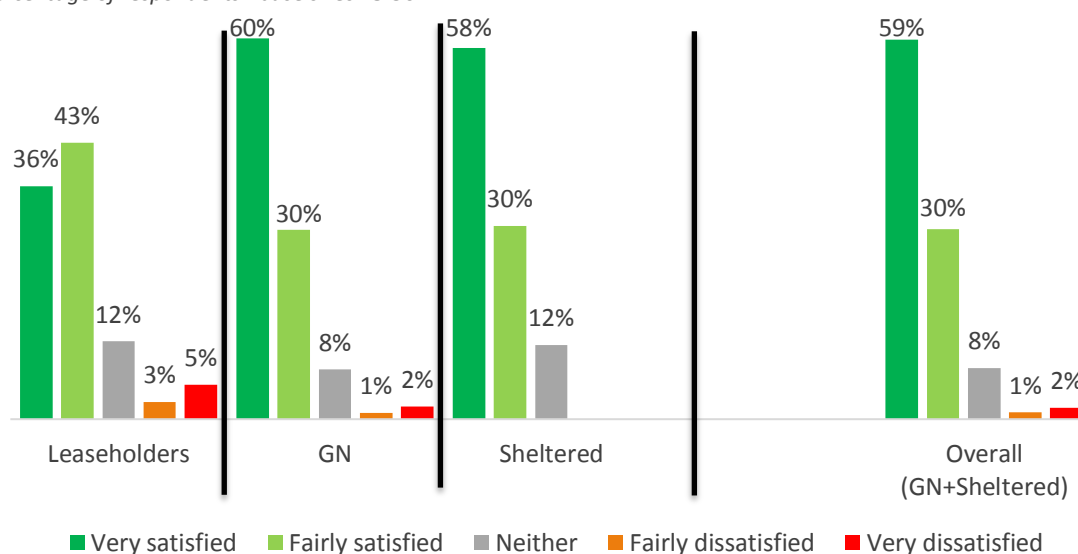
Satisfaction in this area has sharply increased compared to 2017 results (+11 percentage points). This is a significant increase.

Looking at the results by tenure (Figure 7.2 overleaf) shows that Leaseholders were significantly less satisfied (80%), compared to General Needs tenants (89%). We have also compared the Leaseholders satisfaction (80%) with the overall (89%). The difference between these two (19

percentage points) was also statistically significant. Sheltered tenants' satisfaction did not differ from that of other tenures.

Figure 7.2: Being kept informed – by tenure

Percentage of respondents – base sizes 43-562



Satisfaction with how Cannock Chase District Council is keeping tenants informed (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (77%) being satisfied, compared to older tenants (91%-95%).

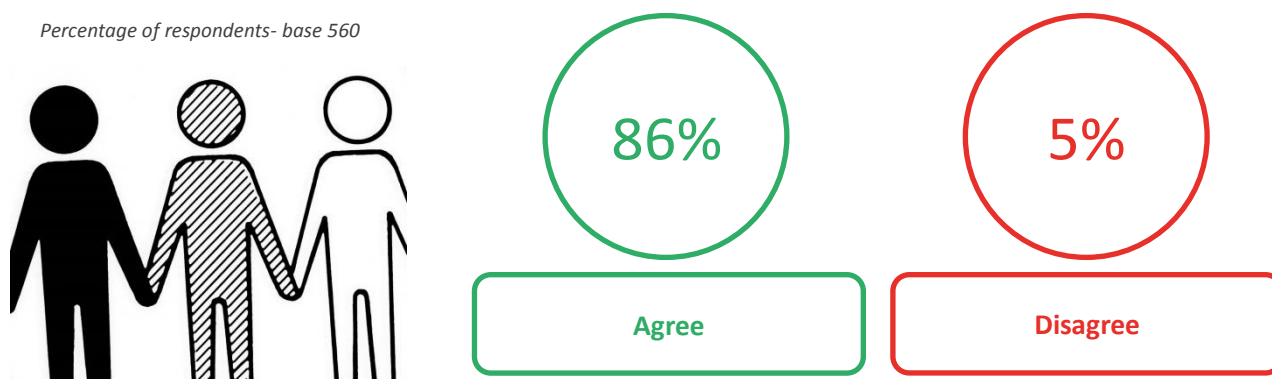
8. Perceptions of Cannock Chase District Council

Being treated fairly

Little over eight in ten (86%) agreed that Cannock Chase District Council treats them fairly. Equal proportions said they 'strongly agree' (43%) and 'agree' (43%).

Figure 8.1 Agreement that Cannock Chase treats residents fairly - GN and Sheltered only

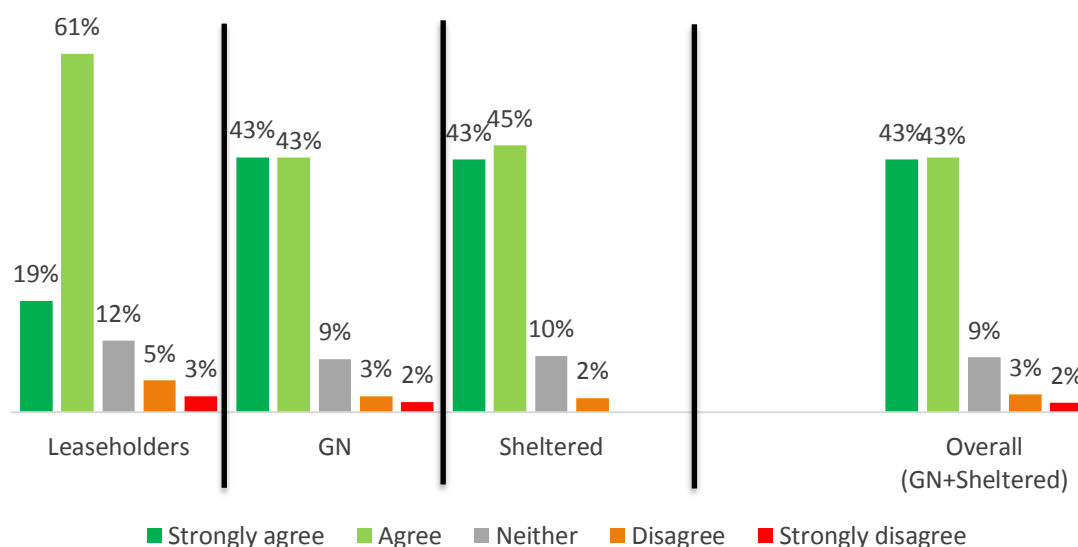
Percentage of respondents - base 560



Looking at the results by tenure (Figure 8.2 below) shows that there are some differences between tenure. Despite this, these differences were not statistically significant.

Figure 8.2: Cannock Chase treats residents fairly – by tenure

Percentage of respondents – base sizes 42-560

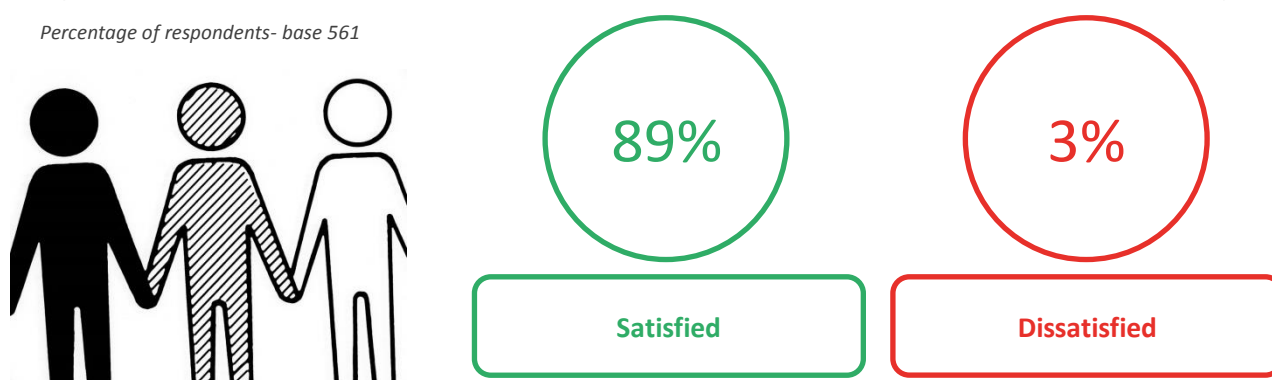


Agreement rates (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (74%) agreeing that Cannock Chase District Council treats them fairly, compared to older tenants (88%-92%).

Residents were also asked how satisfied they are that Cannock Chase District Council treats them fairly. Almost nine in ten (89%) were satisfied that Cannock Chase District Council treats them fairly. A greater proportion report that they were 'very satisfied' (58%), as opposed to 'fairly satisfied' (32%)

Figure 8.3 Satisfaction with the fairness of treatment received from Cannock Chase - GN and Sheltered only

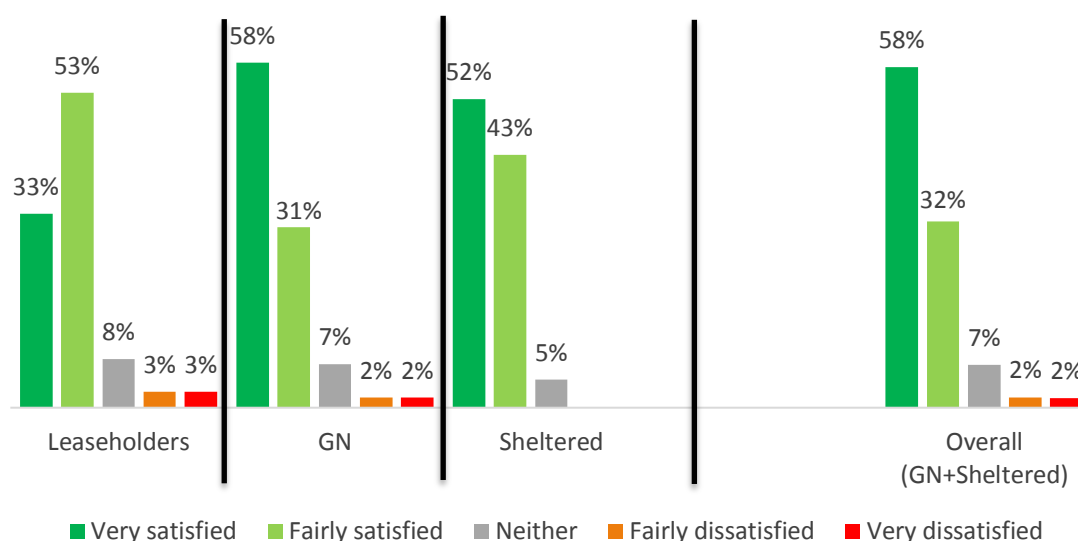
Percentage of respondents - base 561



Looking at the results by tenure (Figure 8.4 overleaf) shows that there are some differences between tenure. Despite this, these differences were not statistically significant.

Figure 8.4: Cannock Chase treats residents fairly – by tenure

Percentage of respondents – base sizes 42-561



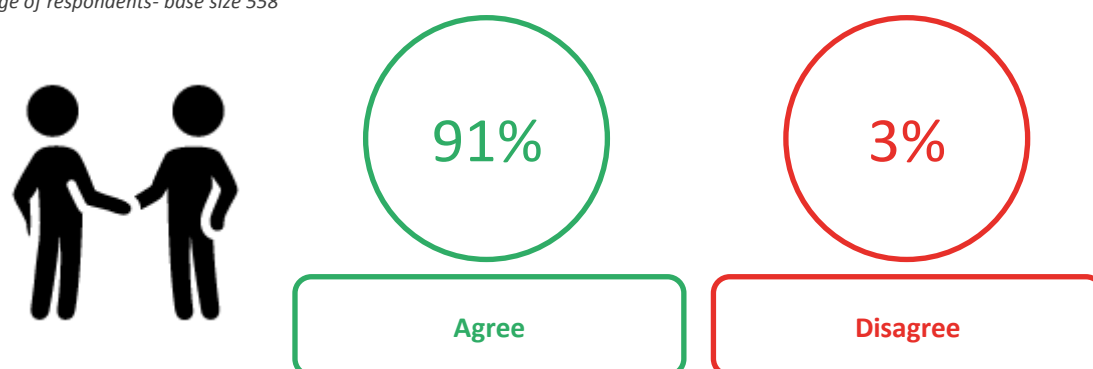
Satisfaction that Cannock Chase District Council treats them fairly (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (79%) being satisfied, compared to older tenants (91%-94%).

Friendly and approachable staff

91% of tenants agreed that Cannock Chase District Council staff were friendly and approachable. A greater proportion 'strongly agree' (47%), as opposed to just 'agree' (43%).

Figure 8.5 Friendly and approachable staff - GN and Sheltered only

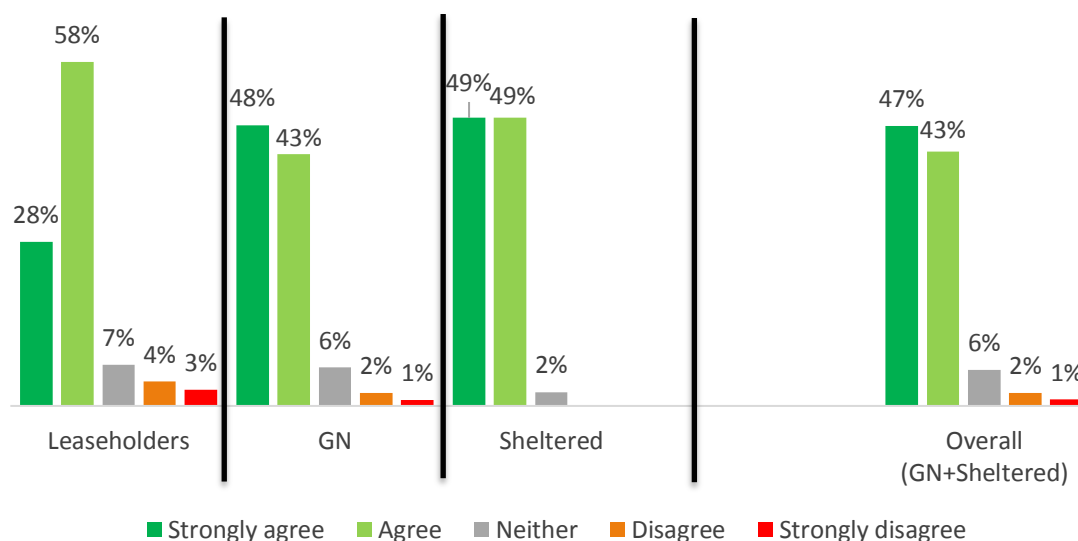
Percentage of respondents - base size 558



Looking at the results by tenure (Figure 8.6 overleaf) shows that there are some differences between tenure. Despite this, these differences were not statistically significant.

Figure 8.6: Friendly and approachable staff – by tenure

Percentage of respondents – base sizes 42-558



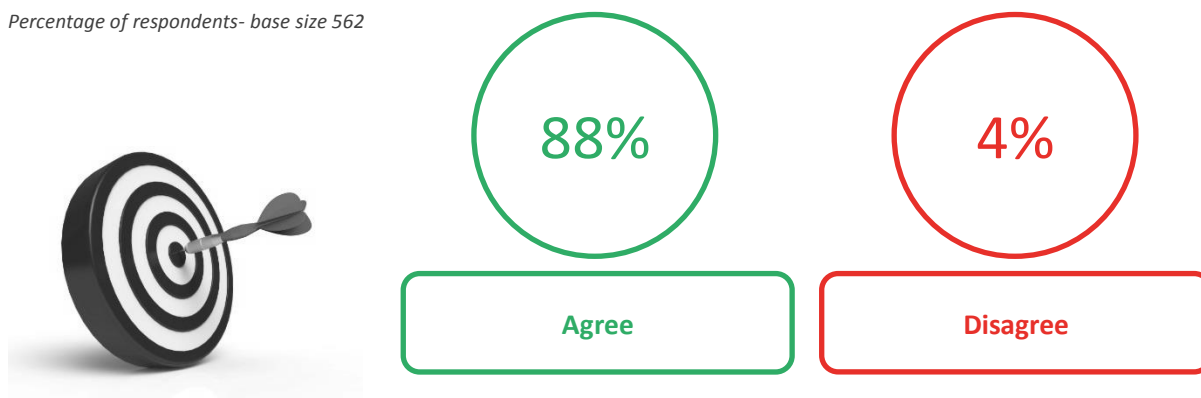
Agreement that Cannock Chase DC staff were friendly and approachable (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (82%) agreeing with this statement, compared to older tenants (92%-94%).

Service provided

All residents were asked whether they agreed or not that Cannock Chase District Council provides an effective and efficient service. 88% of tenants agreed that Cannock Chase District Council service is effective and efficient, with a smaller proportion saying that they 'strongly agree' (39%), as opposed to just 'agree' (49%).

Figure 8.7 Effective and efficient service- GN and Sheltered only

Percentage of respondents- base size 562

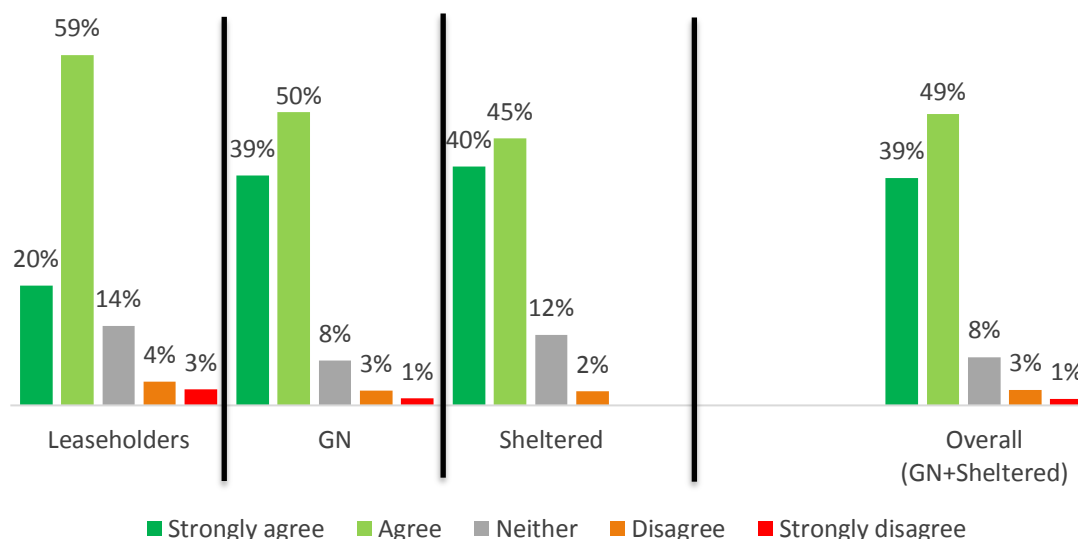


Looking at the results by tenure (Figure 8.8 overleaf) shows that General Needs residents agreed the most (89%), followed by Sheltered tenants, with 86%, and 80% of Leaseholders. The difference between General Needs and Leaseholders (9 percentage points) was statistically significant.

We have also compared the Leaseholders agreement rates (80%) with the overall (91%). The difference between these two (11 percentage points) was also statistically significant.

Figure 8.8: Effective and efficient service – by tenure

Percentage of respondents – base sizes 42-562



Agreement rates (GN and Sheltered differed significantly between age groups, with significantly less tenants under 55 (78%) agreeing with this statement, compared to older tenants (89%-95%).

Residents were also asked whether they agree or not that Cannock Chase District Council provides the service they expect from their landlord. 89% of tenants agreed with this statement, with a slightly larger proportion saying they 'strongly agree' (45%), as opposed to just 'agree' (44%).

Figure 8.9 Service expected- GN and Sheltered only

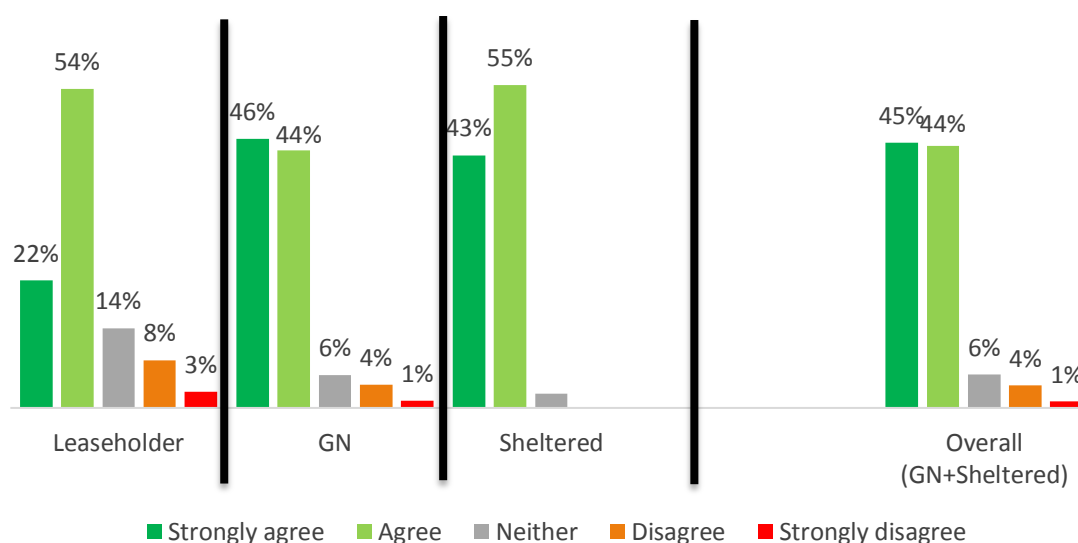
Percentage of respondents- base size 551



Looking at the results by tenure (Figure 8.10 overleaf) shows that Sheltered residents were most satisfied (98%), followed by General Needs, with 89%, and 76% of Leaseholders. Leaseholders agreed significantly less, compared to General Needs and Sheltered tenants.

We have also compared the Leaseholders agreement rates (76%) with the overall (89%). The difference between these two (13 percentage points) was also statistically significant.

Figure 8.10 Service expected – by tenure
Percentage of respondents – base sizes 42-551



Agreement rates (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (78%) saying they agree, compared to older tenants (92%-95%).

Reputation

All residents were asked whether they agree or not that Cannock Chase District Council has a good reputation in their area. 81% of tenants agreed that Cannock Chase District Council has a good reputation, with a slightly smaller proportion saying that they 'strongly agree' (40%), as opposed to just 'agree' (41%).

Figure 8.11 Good reputation- GN and Sheltered only

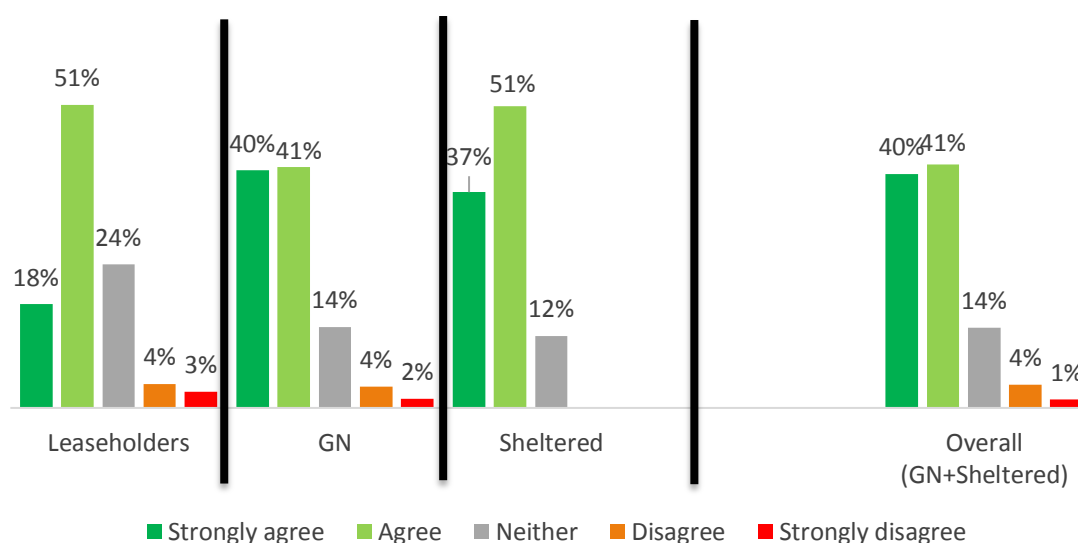
Percentage of respondents- base size 552



Looking at the results by tenure (Figure 8.12 overleaf) shows that Sheltered residents agreed the most (88%), followed by General Needs tenants, with 81%, and 69% of Leaseholders. The difference between General Needs and Leaseholders (12 percentage points) was statistically significant.

We have also compared the Leaseholders agreement rates (69%) with the overall (81%). The difference between these two (12 percentage points) was also statistically significant.

Figure 8.12: Good reputation – by tenure
 Percentage of respondents – base sizes 41-552



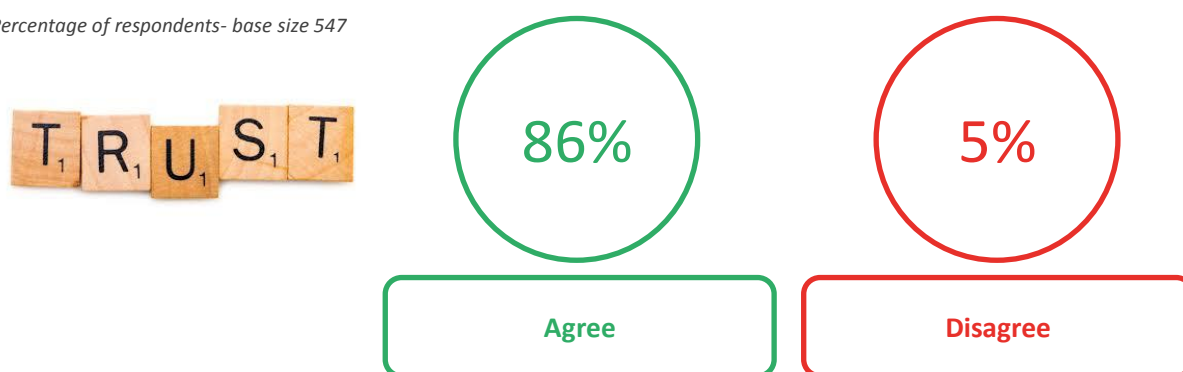
Agreement rates (GN and Sheltered differed significantly between age groups, with significantly less tenants under 55 (69%) agreeing with this statement, compared to older tenants (81%-89%).

Trust

Residents were also asked whether they agree or not with the statement that they trust Cannock Chase District Council. 86% of tenants agreed with this statement, with equal proportions saying they ‘strongly agree’ and just ‘agree’ (43%).

Figure 8.13 Trust - GN and Sheltered only

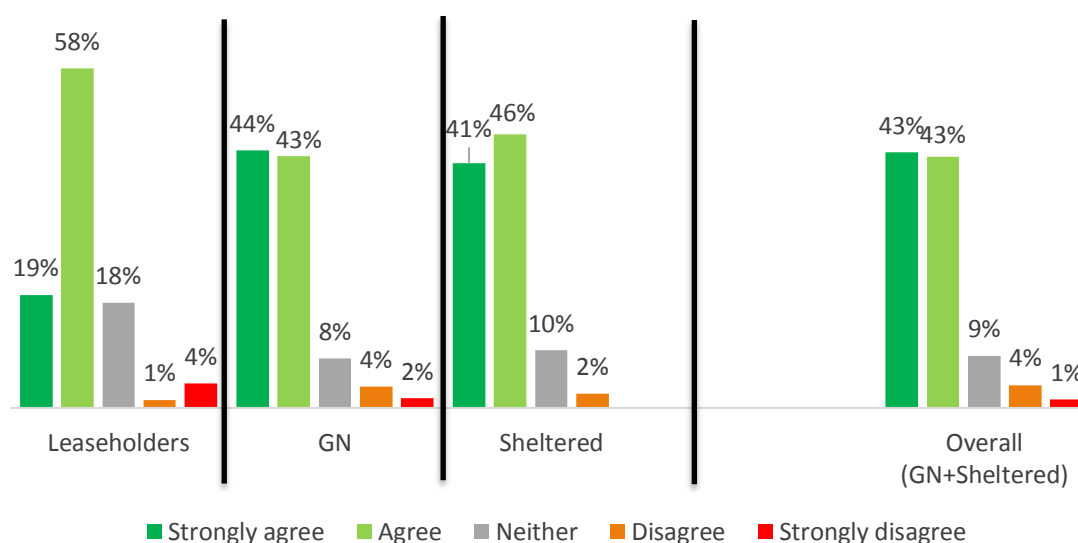
Percentage of respondents- base size 547



Looking at the results by tenure (Figure 8.14 overleaf) shows that Sheltered residents agreed the most (88%), followed by General Needs, with 86%, and 77% of Leaseholders. Leaseholders agreed significantly less, compared to General Needs tenants.

We have also compared the Leaseholders agreement rates (77%) with the overall (86%). The difference between these two (9 percentage points) was also statistically significant.

Figure 8.14 Trust – by tenure
 Percentage of respondents – base sizes 41-547



Agreement rates (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (77%) saying they agree, compared to older tenants (88%-91%).

9. Net Promoter Score

All respondents were asked how likely or unlikely they would be to recommend Cannock Chase District Council to friends and family on a scale of 0 to 10, where 0 is 'not at all likely' and 10 is 'extremely likely'. The scores are categorised as:

Promoters (score 9-10) – loyal enthusiasts who will promote Cannock Chase District Council

Passives (score 7-8) – satisfied but unenthusiastic tenants who can easily become detractors depending on circumstance.

Detractors (score 0-6) – unhappy tenants who can damage

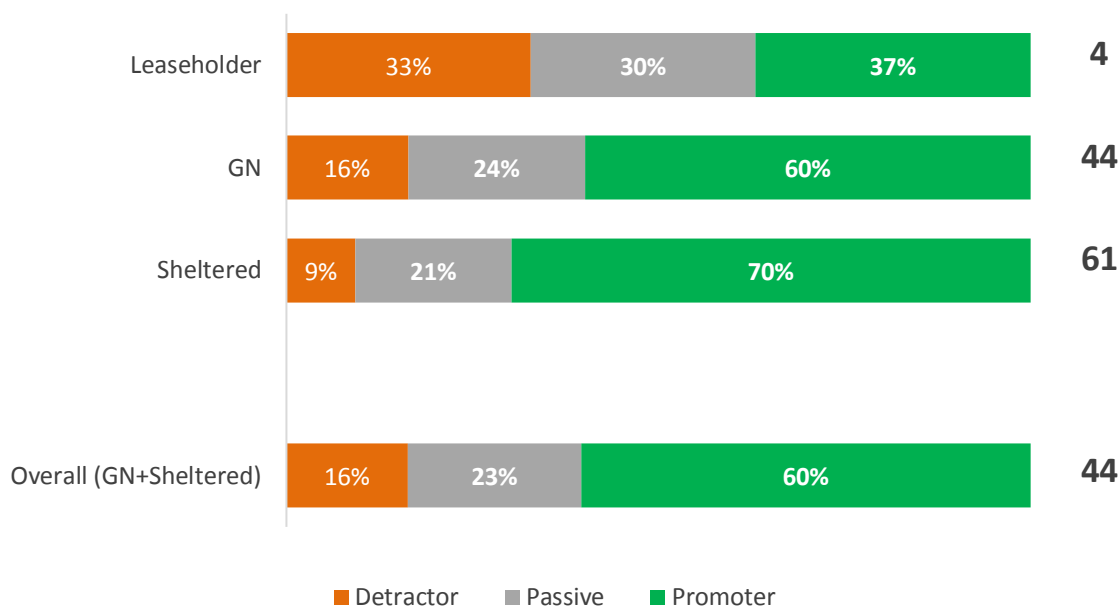
The net promoter score (NPS) is calculated by taking the detractor percentage away from the promoter percentage and presented as a number which can range from -100 to 100.

Cannock Chase District Council Net Promoter Score is presented below, for each tenure. In order to position itself, Cannock Chase District Council needs to benchmark these scores against national or regional averages.

Figure 9.1 Net Promoter Score

NPS score

Percentage of respondents – base size 43-513



The results are typical of STAR surveys, where Sheltered residents are more likely to be promoters and Leaseholders are less likely to do so.

10. Estate services

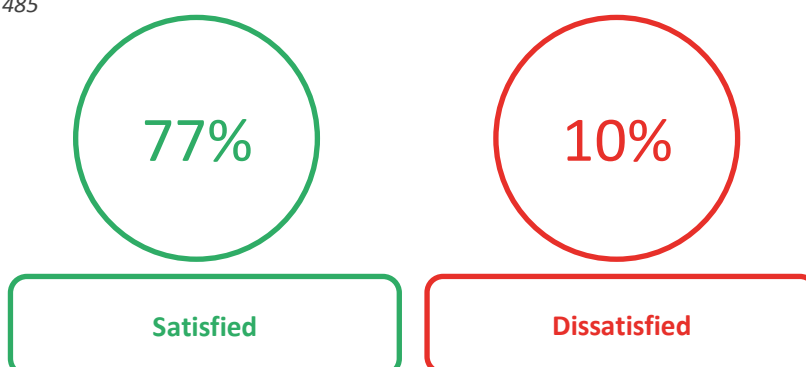
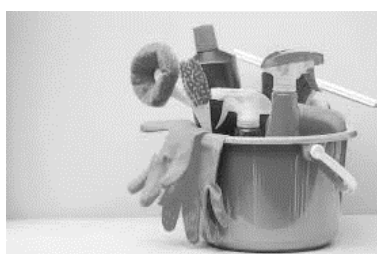
Tenants were asked their level of satisfaction with various aspects of their estate services.

Cleaning and upkeep

Little over three quarters (77%) said that they were either 'very satisfied' (42%) or 'fairly satisfied' (35%). One in ten (10%) reported some degree of dissatisfaction, with the remaining 13% having no feelings either way.

Figure 10.1: Communal areas cleaning - GN and Sheltered only

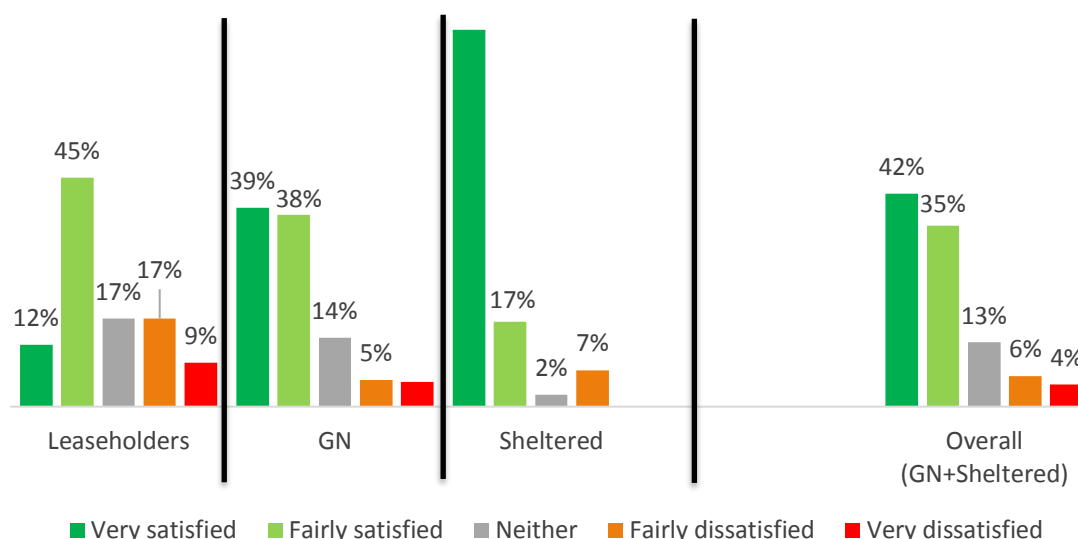
Percentage of respondents – base size 485



Looking at the results by tenure (Figure 10.2 overleaf) shows that Leaseholders were significantly less satisfied (57%), compared to General Needs (76%) and Sheltered tenants (90%). We have also compared the Leaseholders satisfaction (57%) with the overall (77%). The difference between these two (20 percentage points) was also statistically significant.

Figure 10.2: Communal areas cleaning – by tenure

Percentage of respondents – base sizes 42-485



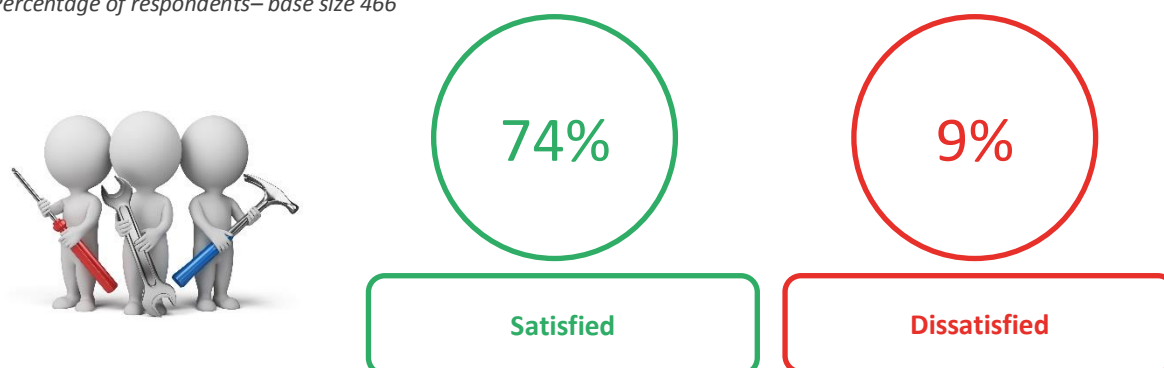
Satisfaction with the cleaning and upkeep of the communal areas (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 75 (66% - 78%) being satisfied, compared to those aged 75+ (90%).

Communal repairs

Little under three quarters (74%) said that they were either 'very satisfied' (41%) or 'fairly satisfied' (32%). Almost one in ten (9%) reported some degree of dissatisfaction, with the remaining 18% having no feelings either way.

Figure 10.3: Communal repairs - GN and Sheltered only

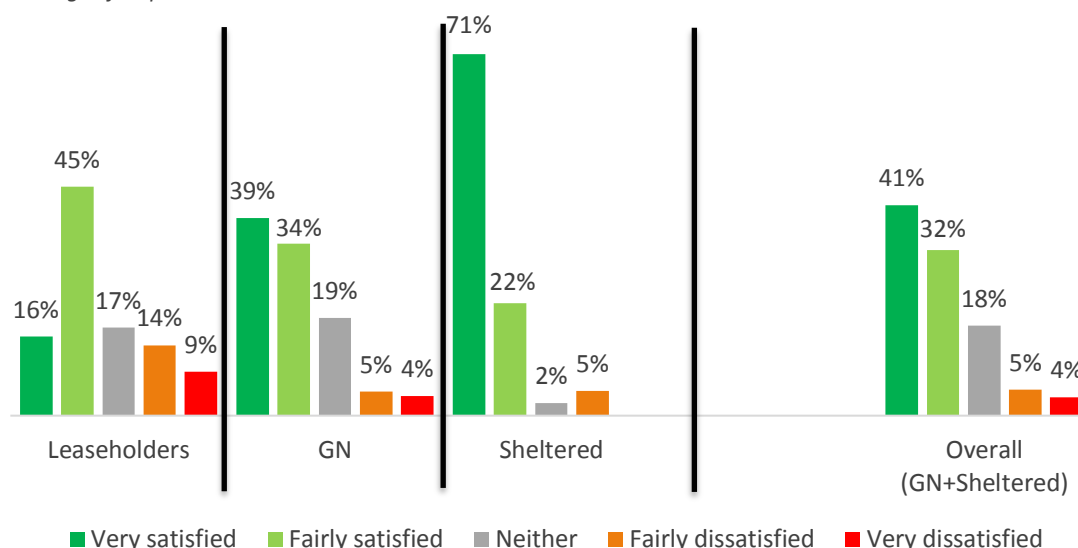
Percentage of respondents – base size 466



Looking at the results by tenure (Figure 10.4 overleaf) shows that Leaseholders (60%) and General Needs tenants (72%) were significantly less satisfied, compared to Sheltered tenants (93%). We have also compared the Leaseholders satisfaction (60%) with the overall (74%). The difference between these two (17 percentage points) was also statistically significant.

Figure 10.4: Communal repairs – by tenure

Percentage of respondents – base sizes 41-466



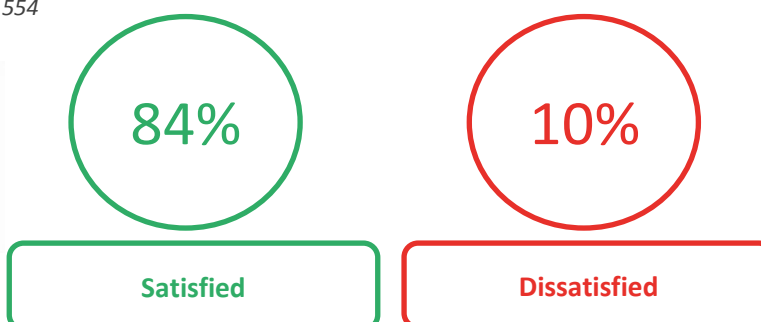
Satisfaction with the repairs to the communal area (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 75 (63% - 73%) being satisfied, compared to those aged 75+ (88%).

External building repairs and maintenance

Little over eight in ten (84%) said that they were either 'very satisfied' (48%) or 'fairly satisfied' (36%). One in ten (10%) reported some degree of dissatisfaction, with the remaining 6% having no feelings either way.

Figure 10.5: External repairs - GN and Sheltered only

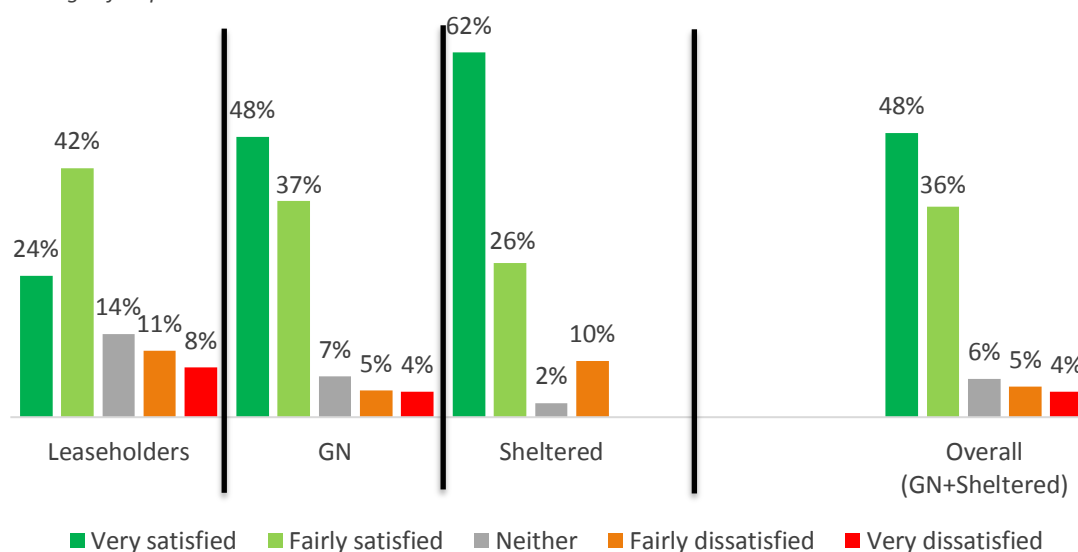
Percentage of respondents – base size 554



Looking at the results by tenure (Figure 10.6 overleaf) shows that Leaseholders were significantly less satisfied (66%), compared to General Needs (84%) and Sheltered tenants (88%). We have also

compared the Leaseholders satisfaction (66%) with the overall (84%). The difference between these two (18 percentage points) was also statistically significant.

Figure 10.6: External repairs – by tenure
Percentage of respondents – base sizes 42-554



Satisfaction with the external building repairs and maintenance (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (70%) being satisfied, compared to those aged 55+ (85% - 93%).

11. Other services

Respondents were asked how satisfied they were with the way Cannock Chase District Council deals with various general services.

Anti-social behaviour

Three quarters (75%) said that they were either 'very satisfied' (41%) or 'fairly satisfied' (33%). Only 7% reported some degree of dissatisfaction, with the remaining 18% having no feelings either way.

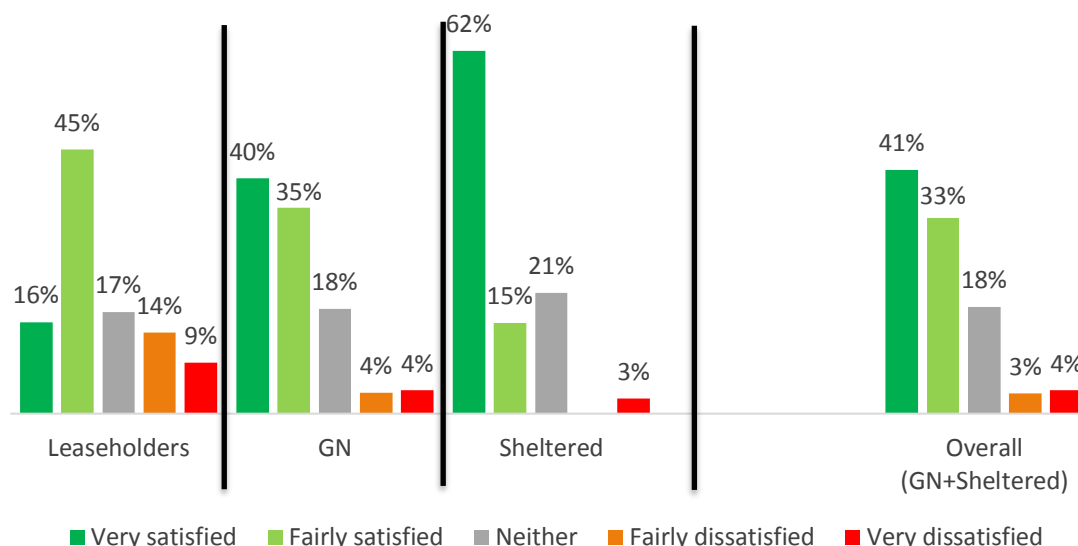
Figure 11.1: ASB - GN and Sheltered only
Percentage of respondents – base size 530



Looking at the results by tenure (Figure 11.2 overleaf) shows that Leaseholders were significantly less satisfied (60%), compared to General Needs (75%). We have also compared the Leaseholders satisfaction (60%) with the overall (75%). The difference between these two (15 percentage points) was also statistically significant.

Figure 11.2: ASB – by tenure

Percentage of respondents – base sizes 39-530



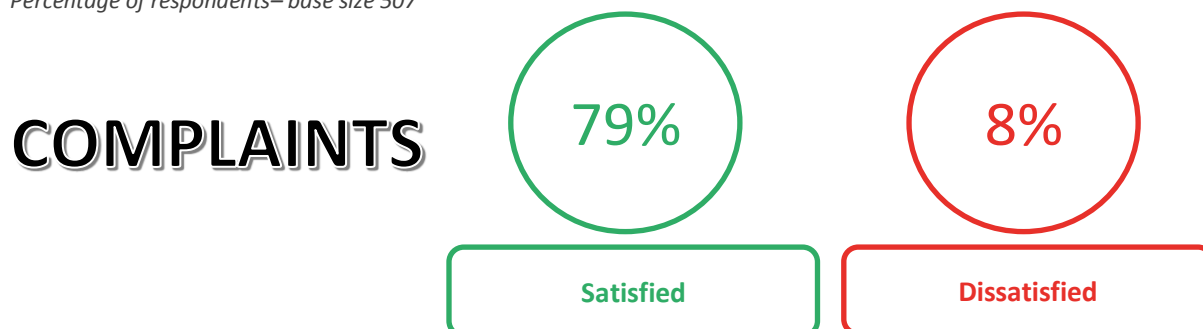
Satisfaction with how Cannock Chase District Council deals with ASB (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (61%) being satisfied, compared to those aged 65+ (79% - 82%).

Complaints

Little under eight in ten (79%) said that they were either 'very satisfied' (44%) or 'fairly satisfied' (35%). Only 8% reported some degree of dissatisfaction, with the remaining 13% having no feelings either way.

Figure 11.3: Complaints - GN and Sheltered only

Percentage of respondents – base size 507

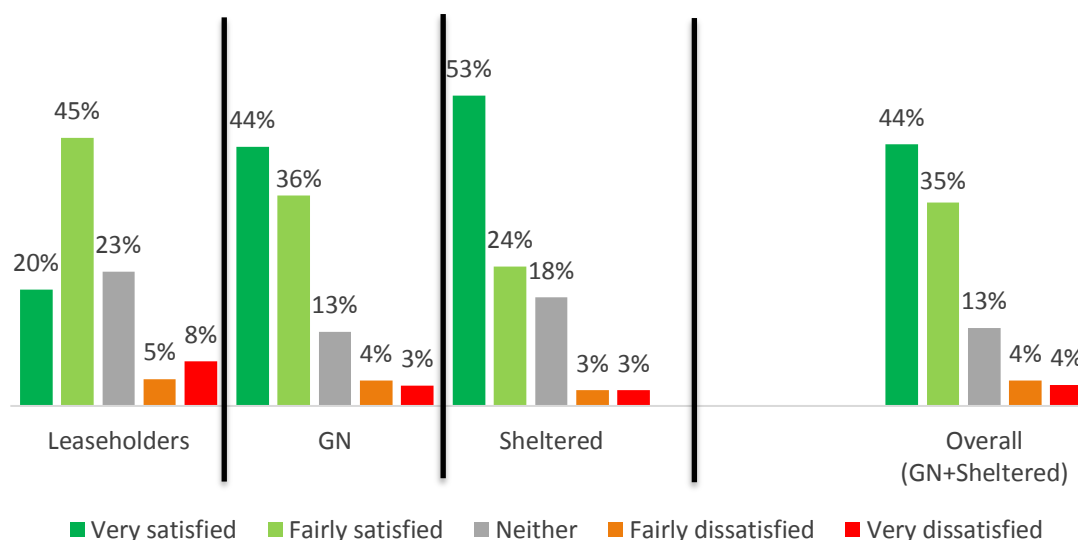


Looking at the results by tenure (Figure 11.4 overleaf) shows that Leaseholders were significantly less satisfied (65%), compared to General Needs (80%). We have also compared the Leaseholders

satisfaction (65%) with the overall (79%). The difference between these two (14 percentage points) was also statistically significant.

Figure 11.4: Complaints – by tenure

Percentage of respondents – base sizes 38-507



Satisfaction with how Cannock Chase District Council deals with complaints (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (70%) being satisfied, compared to those aged 65+ (82% - 83%).

Enquiries

Nine in ten (90%) said that they were either 'very satisfied' (57%) or 'fairly satisfied' (33%). Only 4% reported some degree of dissatisfaction, with the remaining 5% having no feelings either way.

Figure 11.5: Enquiries- GN and Sheltered only

Percentage of respondents – base size 514

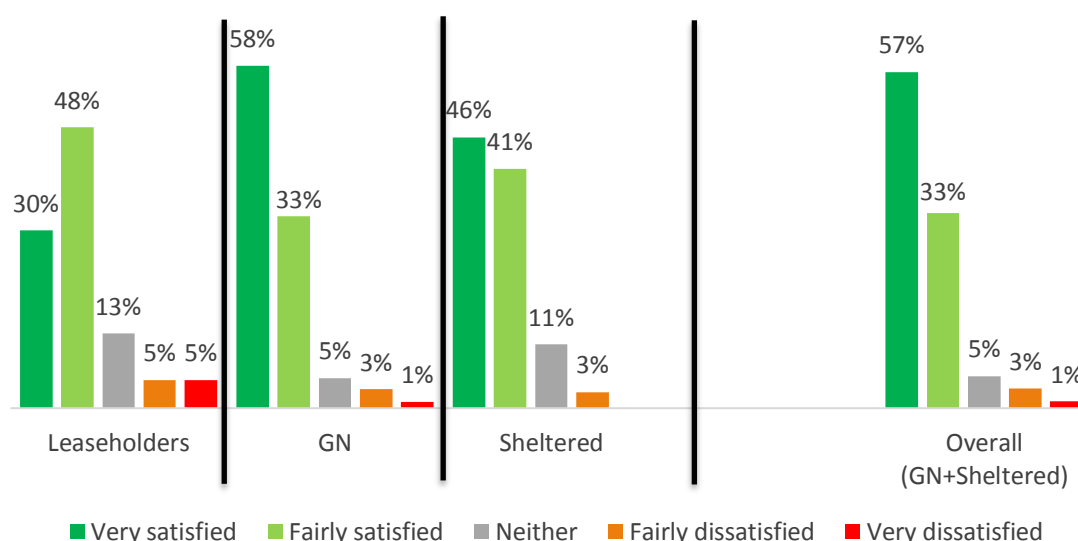


Looking at the results by tenure (Figure 11.6 overleaf) shows that Leaseholders were significantly less satisfied (78%), compared to General Needs (91%). We have also compared the Leaseholders

satisfaction (78%) with the overall (90%). The difference between these two (12 percentage points) was also statistically significant.

Figure 11.6: Enquiries – by tenure

Percentage of respondents – base sizes 37-514



Satisfaction with how Cannock Chase District Council deals with enquiries (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (83%) being satisfied, compared to those aged 65 to 74 (94%).

Swapping or moving home

Six in ten (59%) said that they were either 'very satisfied' (39%) or 'fairly satisfied' (20%). Only 5% reported some degree of dissatisfaction, with the remaining 36% having no feelings either way.

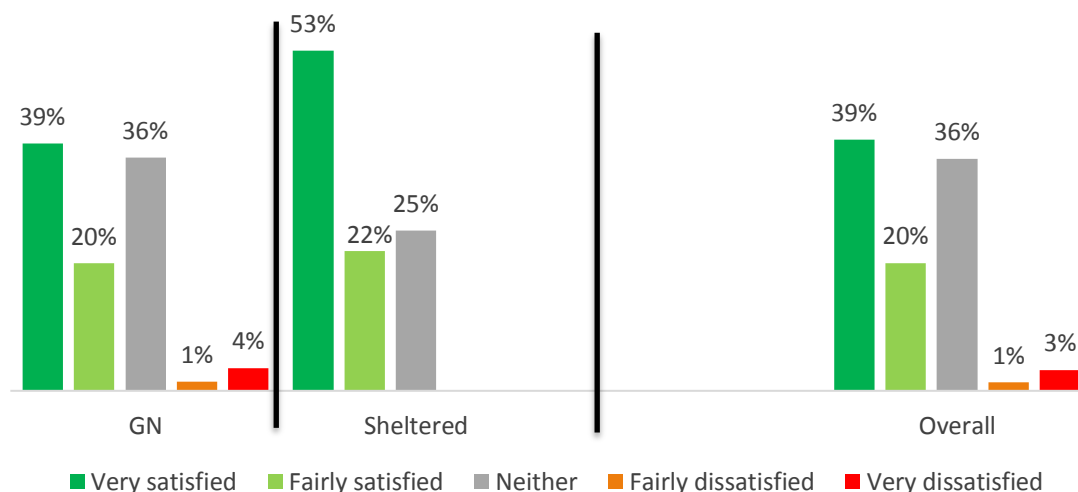
Figure 11.7: Swapping or moving home- GN and Sheltered only

Percentage of respondents – base size 461



Looking at the results by tenure (Figure 11.8 overleaf) shows that Sheltered tenants were more satisfied (75%) than General Needs (59%). However, the difference between these two was not statistically significant.

Figure 11.8: Swapping or moving home – by tenure
Percentage of respondents – base sizes 32-461



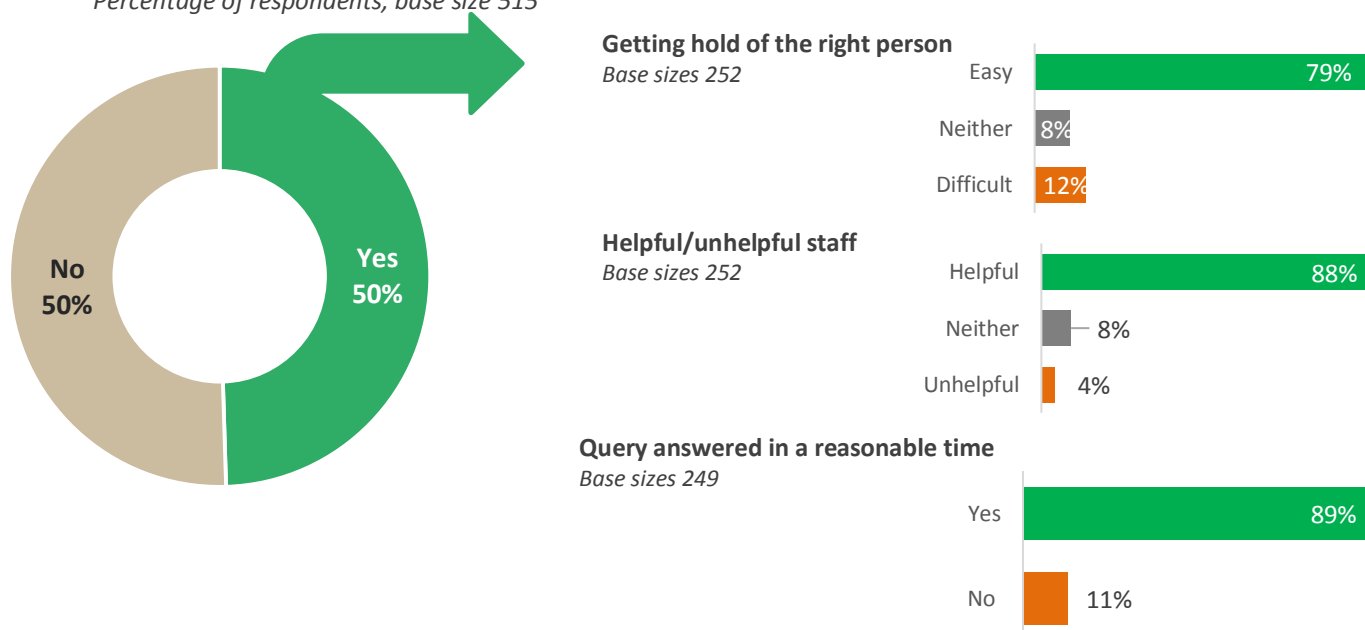
Satisfaction with how Cannock Chase District Council deals with swapping or moving home (GN and Sheltered) differed significantly between age groups, with significantly less tenants under 55 (51%) being satisfied, compared to those aged 55-64 (67%).

12. Contact with the Council – General Needs only

Half of General Needs tenants (50%) had contacted Cannock Chase District Council in the last 12 months with a query. Of these:

- 79% found getting hold of the right person easy, with 12% finding it difficult.
- 88% thought that the member of staff who dealt with their query was helpful, though 8% found them unhelpful.
- Almost nine in ten (89%) tenants thought their query was answered in a reasonable time.

Figure 12.1 : Contact in the last 12 months
Percentage of respondents, base size 515



At a subgroup level, significantly less tenants under 65 (37% - 48%) contacted Cannock Chase District Council in the last 12 months with a query, compared to 75+ tenants (63%). There were no other significant differences between sub-groups.

13. Service priority

All residents were asked to think about what services they feel are priorities. Residents were given a list of eight different services and asked to provide their top three priorities. Overall (general needs and sheltered combined) the top three priorities were

- Repairs & maintenance (65%)
- The neighbourhood as a place to live (60%)
- The overall quality of home (51%)

Looking at the result by tenure type, we can see that these vary between different tenures, the only priority being a common presence in the top three for all tenures being “Repairs and maintenance”. Table 13.1 below highlights the top three priorities for each tenure type.

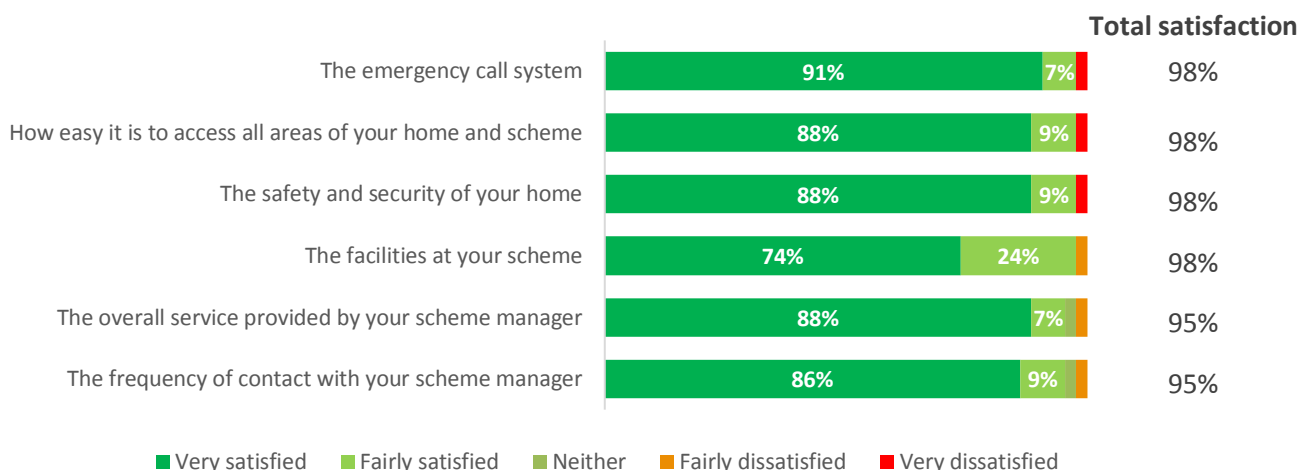
Table 13.1: Service priority – by tenure
Percentage of respondents – base sizes 43-511

Service	General Needs	Sheltered	Leaseholders
Your neighbourhood as a place to live	61%	53%	53%
Value for money for your rent (and service charges)	40%	56%	61%
Support and advice on claiming welfare benefits and paying rent	23%	35%	
Keeping residents informed	17%	30%	19%
The overall quality of your home	52%	35%	38%
Listening to residents' views and acting upon them	10%	37%	15%
Repairs & maintenance	67%	40%	54%
Dealing with anti-social behaviour	25%	14%	56%

14. Specific services for Sheltered tenants

All Sheltered tenants were asked how satisfied or dissatisfied they were with the specific services provided to them. Well over nine in ten (95% - 98%) were satisfied with every single aspect of the service they receive (Figure 14.1. overleaf).

Figure 14.1: Sheltered scheme services
 Percentage of respondents—base sizes 42-43



15. Leaseholders

This section presents the results for those questions that were specific to Leaseholders.

Service charges

When asked about the value for money provided by their service charges, a little over eight in ten (83%) Leaseholders expressed satisfaction while one in ten (10%) reported some level of dissatisfaction.

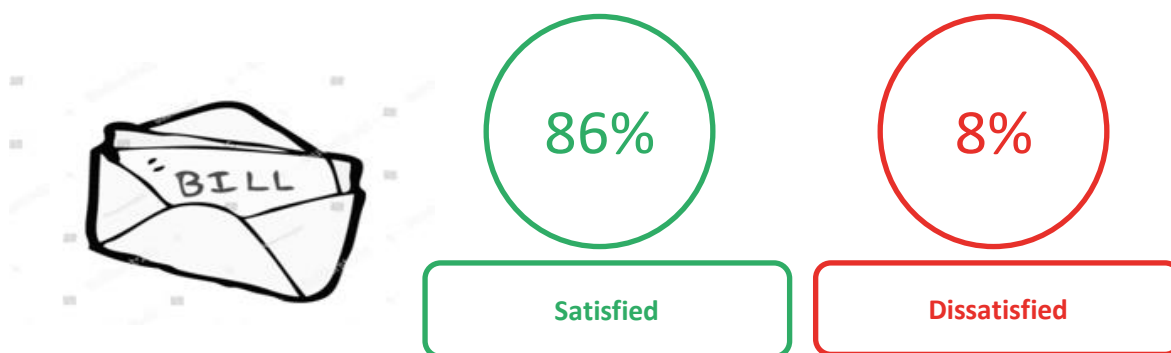
Figure 15:1 Satisfaction with service charges providing value for money
 Percentage of respondents, base size: 71



All leaseholders were also asked how satisfied they are with the ease of understanding their service charge statement. Results show that 86% were satisfied, with 41% stating they were 'very satisfied' and 45% 'fairly satisfied'. Only 8% report some degree of dissatisfaction and 5% have no strong feelings either way.

Figure 15:2 Ease of understanding service charge statement

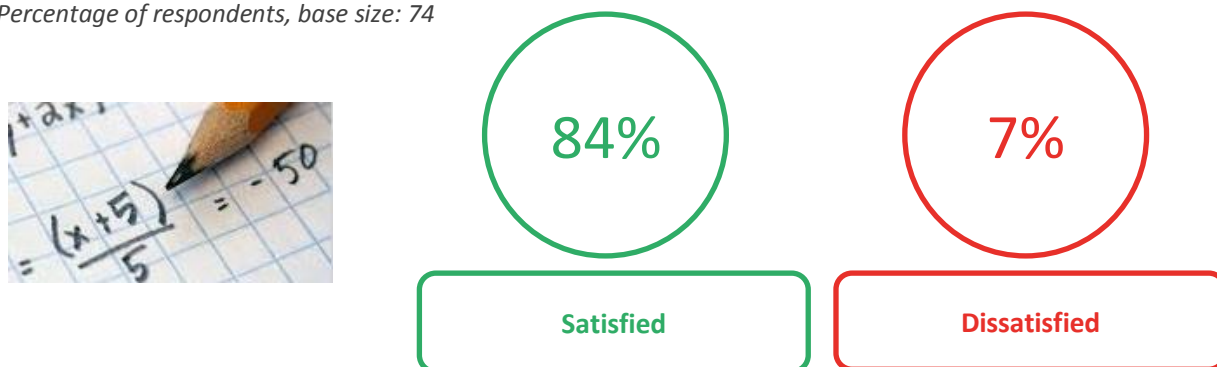
Percentage of respondents, base size: 71



Another question regarding the service charges asked Leaseholders how satisfied they are with the information regarding how their service charges are calculated. Over eight in ten (84%) were satisfied, with 36% stating they were 'very satisfied' and 47% 'fairly satisfied'. Only 7% report some degree of dissatisfaction and 9% have no strong feelings either way.

Figure 15:3 Satisfaction with service charge calculations

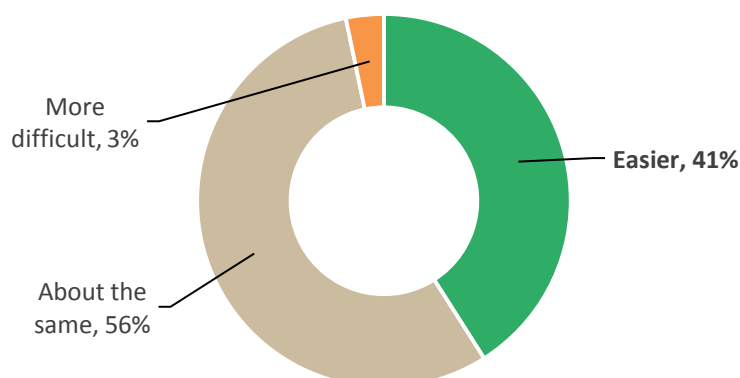
Percentage of respondents, base size: 74



A final question relating to the service charge asked Leaseholders whether they found it easier or more difficult to afford their mortgage payments and/or service charges since purchasing their property. Four in ten (41%) found it easier, while 56% found it about the same. For just 3% was it now more difficult to afford their mortgage payments and/or service charges.

Figure 15:4 Satisfaction with service charge calculations

Percentage of respondents, base size: 61

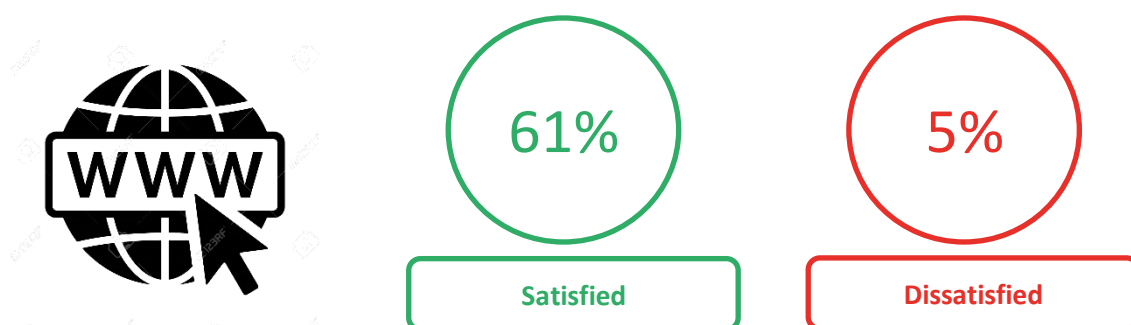


Information and advice

All Leaseholders were asked how satisfied they are with Cannock Chase Council's website as a source of information. Results show that 61% were satisfied, with 24% stating they were 'very satisfied' and 37% 'fairly satisfied'. Only 5% report some degree of dissatisfaction and 34% have no strong feelings either way. This suggests that a large proportion of leaseholders do not use Cannock Chase Council's website as a source of information.

Figure 15:5 Ease of understanding service charge statement

Percentage of respondents, base size: 62



Another question asked to Leaseholders was about their satisfaction with the information and advice they received regarding their obligations under the terms and conditions of their lease. Over eight in ten (86%) were satisfied, with 35% stating they were 'very satisfied' and 51% 'fairly satisfied'. Only 5% reported some degree of dissatisfaction and 8% had no strong feelings either way.

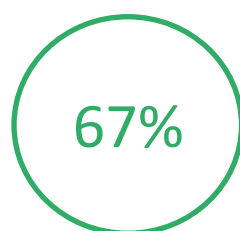
Figure 15:6 Terms and conditions of lease

Percentage of respondents, base size: 74

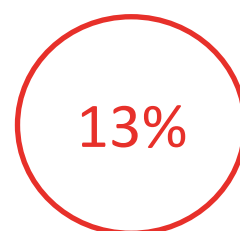


Previous surveys have indicated Leaseholders would like to be kept informed about minor works which have been carried out on their block. Cannock Chase District Council wanted to confirm this information and asked Leaseholders how satisfied they are with the current notification process for minor repairs. Results show that 67% were satisfied, while 13% were dissatisfied with the current process.

Figure 15:7 Terms and conditions of lease
Percentage of respondents, base size: 73



Satisfied

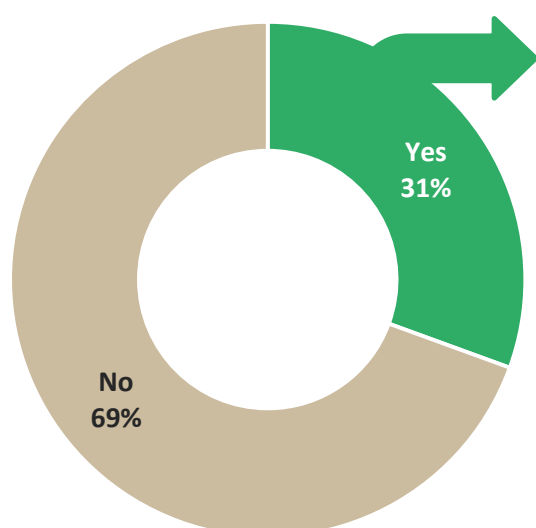


Dissatisfied

Leaseholder forums

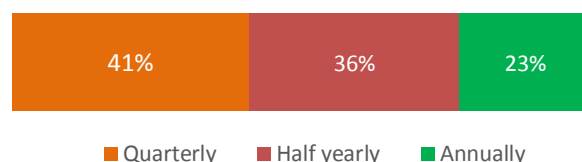
Leaseholders were asked whether they would be interested in attending a Leaseholder forum and what specifics these should have.

Figure 15:8 Leaseholder forums
Percentage of respondents, base size: 72



Frequency of meeting

Base sizes 22



Quarterly Half yearly Annually

Time of meeting

Base sizes 22



Daytime Evening Mixture

16. Reasons for dissatisfaction

In the survey General Needs and Sheltered tenants were asked to provide any comments they wish to make if they were dissatisfied. A total of 126 of tenants provided a valid response. These have been analysed and coded into themes and the results can be seen in Table 16.1, below.

The main reason for dissatisfaction for most tenants was related to a specific repair or update that needed to be done to their home (48%). Other reasons related to the quality and timing of the repair service (24%) and ASB and safety issues (12%).

Table 16.1: Reasons for dissatisfaction

Theme	Number of mentions	%
Specific repair / update needed to home	60	48%
Repairs & maintenance services e.g. quality / timing	30	24%
ASB	15	12%
Parking	10	8%
Keep area clean and tidy	10	8%
Staff / customer service	5	4%
Road maintenance / potholes / traffic	4	3%
Support for vulnerable / elderly tenants	4	3%
Other	13	10%

17. General comments

At the end of the survey tenants and leaseholders were asked if they had any other comments they wished to make. A total of 22 leaseholders and 83 tenants (General Needs and Sheltered combined) provided a valid response. These have been analysed and coded into themes and the results can be seen in Table 17.1 for tenants and Table 17.2 for leaseholders.

On a positive note, 29% of tenants took this opportunity to express the fact that they are generally happy with the service offered by Cannock Chase District Council. There were more of these comments than any other particular issue. The biggest complaint was about repairs and maintenance issues (27%). Other issues were in regard to the cleanliness of the area (10%) and ASB (10%). Other issues are identified in Table 17.1 below.

Table 17.1: Other comments - Tenants

Theme	Number of mentions	%
Generally happy / happy with services / staff	24	29%
Issues with repairs and maintenance	22	27%
Keep the area clean & tidy	8	10%
ASB	8	10%
Issues with staff / customer service	7	8%
Parking issues	4	5%
Support for vulnerable / elderly tenants	4	5%
Issues with appointment system	2	2%
More / improved local shops and amenities	2	2%
Other	17	20%

Most leaseholders took this opportunity to complain about repairs and maintenance issues (13 people). Other issues were in regard to the VfM of the service charge (4 people) parking and road maintenance issues (2 people) and ASB and safety issues (2 people).

Table 17.2: Other comments - Leaseholders

Theme	Number of mentions	%
Issues with repairs and maintenance	13	62%
No VFM / service charges too high	4	19%
Parking / road maintenance issues	2	10%
ASB	2	10%
Issues with appointment system	1	5%
Keep the area clean & tidy	1	5%
Other	1	5%

18. Benchmarking

Table 18.1 overleaf compares the results for six of the seven STAR core questions (key performance indicators) at a peer group level consisting of 32 LAs & ALMOs with a stock size between 2.5k – 15k units, with DLO.

Cannock Chase District Council was performing well in comparison to the peer group with all six of the compared KPI's in the upper quartile.

Table 18.1: Benchmarking for STAR core questions

	Cannock Chase District Council STAR 2019 (%)	HouseMark Benchmark 2017/18 – peer group (%)		
		Upper quartile	Median	Lower quartile
Overall service provided	92	88.80	86.30	82.00
Overall quality of home	92	87.51	84.46	81.00
Neighbourhood as a place to live	92	87.35	84.85	81.90
Repairs and maintenance	90	85.10	80.99	77.30
Value for money of rent	93	88.20	86.35	80.50
Listens to views and acts upon them	78	71.15	67.50	61.20

= Upper quartile
 = Above median
 = Median
 = Below median
 = Lower quartile

19. Key Driver Analysis – General Needs and Sheltered only

Understanding what influences the key questions

All of the key questions have been further analysed using a statistical technique called correlation testing.

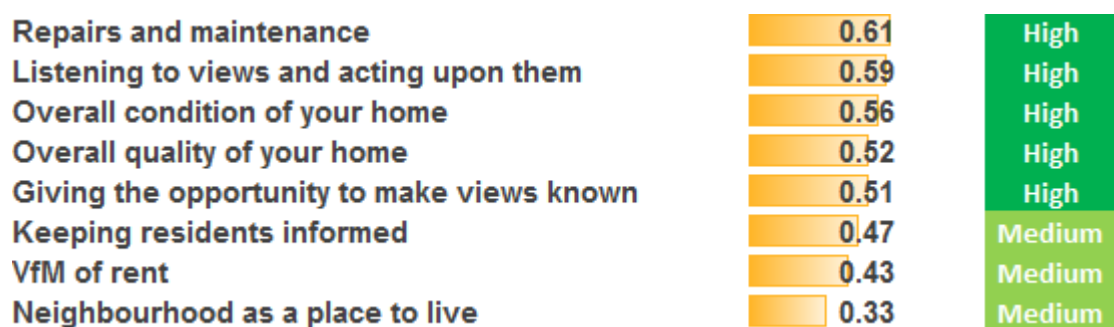
Correlations are a statistical test used to better understand the associations between key performance indicators and identify the relative impact that they have on each other. A correlation test will result in a score (correlation coefficient) between 0 and 1. Those close to '1' indicate a strong linear relationship exists between the two measures. This means that if a housing provider can improve performance on one measure, then it is likely that feedback will improve on the other measure too.

In the real world, it is highly unlikely that the types of survey questions used will correlate at a factor more than 0.85. Even if this were the case, it would suggest that 0.15 (or 15% in other words) would still be unexplained. Another issue with this technique is that of causality – the technique alone cannot easily tell us which question influences which question (the 'chicken and egg' conundrum). In this sense, correlation testing is a guide to indicate where attention should be focused.

We have looked at all core questions and identified those where correlation tests are useful in helping explain service satisfaction.

The bars in the figure below indicate the strength of the Spearman's rank correlation coefficients, with the strongest ranking at the top. Anything over 0.5 suggests a strong relationship exists between the two questions, and any number between 0.3 and 0.5 suggests a medium relationship.

Figure 19.1: KDA for overall satisfaction



Satisfaction with the overall services provided

Two of the three areas which appear to have the strongest influence on the overall service provided currently have the lowest satisfaction rates. This is satisfaction that views are listened to and acted upon (8% dissatisfaction) and repairs and maintenance (7% dissatisfaction).

Therefore, in order to increase satisfaction with the overall service provided, priority should be given in improving the top two drivers:

- repairs and maintenance service (highest influence on the overall satisfaction, but the second highest dissatisfaction rate amongst the core questions)
- listening to residents' views and acting upon them (second highest influence on the overall satisfaction, but the highest dissatisfaction rate amongst the core questions)

The overall quality of home and overall condition of home also have a strong influence on overall satisfaction. Satisfaction in these areas are relatively high, thus maintaining the current service levels is essential.

Conclusions

Cannock Chase DC has an overall satisfaction with service at 92%, which is in line with 2017 results. Some KPIs have increased significantly: satisfaction with listening to views (a 10 percentage points increase) and being kept informed (a 11 percentage points increase), while the rest are similar to 2017 results. Overall, this shows a consistent service.

The three areas which appear to have the strongest influence on the overall service provided are: repairs and maintenance, listening to residents' views and acting upon them and the overall condition of home. In order to increase satisfaction with the overall service provided, further emphasis should be put on 'views being listened to and acted upon' which has the lowest satisfaction rate and also on the repairs and maintenance service.

Tenure

Sheltered tenants report higher levels of satisfaction compared to General Needs tenants on most aspects measured, which is a typical pattern in STAR surveys. The only exception is satisfaction with the gas servicing arrangements, where Sheltered tenants were significantly less satisfied compared to General Needs tenants. This might be because a large proportion of sheltered tenants have no feeling either way (21%), correlating with the fact that gas servicing only applies to 1 out of the 4 sheltered schemes run by Cannock Chase District Council.

Leaseholders consistently report lower levels of satisfaction compared to overall Sheltered and General Needs tenants. This is also a typical pattern of STAR surveys. Nonetheless, it is an area to dig deeper with Leaseholders, potentially with follow-up focus groups.

Leaseholders are significantly less satisfied with their neighbourhood as a place to live, with the repairs and maintenance service and with the way they are being kept informed. This might be because they are also less satisfied with how Cannock Chase DC deals with ASB, complaints and enquiries, but also with all aspects of estate services in the survey (cleaning and upkeep, communal and external building repairs). This has an effect on Cannock Chases DC, with significantly less Leaseholders agreeing that the Council's reputation is good.

Age

Older tenants consistently report higher levels of satisfaction compared to younger tenants. This is a typical pattern in STAR surveys. However, it applies to almost all areas for Cannock Chase District Council tenants, which *is* somewhat surprising. Yet much of this simply echoes the differences by tenure, further reinforcing the higher levels of satisfaction among Sheltered tenants.

Appendix A: Respondent profile

Appendix A: Respondent profile

General Needs and Sheltered combined

Tenure type	Number	Percentage
General Needs	522	92%
Sheltered	43	8%

Gender	Number	Percentage
Male	244	43%
Female	322	57%

Age	Number	Percentage
Under 35	32	6%
35-44	32	6%
45-54	48	9%
55-64	111	20%
65-74	151	28%
75+	175	32%

Due to the small number of respondents under 35 and in the age brackets 35-44 and 45-54, we have combined these into one single bracket Under 55 in order to accurately perform statistical testing.

Disability	Number	Percentage
Yes, limited a lot	222	40%
Yes, limited a little	105	19%
No	180	33%
Prefer not to say	44	8%

Leaseholders

Type	Number	Percentage
Resident (living at property)	42	61%
Non-resident (letting it out)	27	39%

Gender	Number	Percentage
Male	41	58%
Female	30	42%

Age	Number	Percentage
Under 55	14	20%
55-64	22	31%
65-74	25	36%
75+	9	13%

Disability	Number	Percentage
Yes, limited a lot	8	12%
Yes, limited a little	9	13%
No	40	59%
Prefer not to say	11	16%



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