

STAR Survey 2017 – Report

**General Needs, Sheltered and Leasehold
Accommodation**

Cannock Chase District Council



Executive Summary

Cannock Chase Council carried out its first STAR (Survey of Tenant and Residents) survey during May and June 2017, to gauge the satisfaction of the services provided to tenants and leaseholders. A postal survey was sent to a random sample of one third of all general needs tenants, all sheltered tenants and all leaseholder tenants. An overall response rate of 39% was achieved, with 92% of all tenants satisfied with the overall services provided by the Council, and 77% of leaseholders were satisfied with services provided.

The results from the STAR survey demonstrate that the vast majority of residents are highly satisfied with the Council. Overall satisfaction of tenants with the services provided by Cannock Chase Council is at an impressive 92% and reflects the high ratings awarded for: the quality of the home (91%), rent (93%), condition of the property (92%) and neighbourhood (90%).

Key findings

- The majority of tenants and leaseholders are satisfied (either very or fairly) with the overall service provided by the Council, almost 92% of all tenants and 77% of leaseholders.
- 90% of all tenants felt satisfied (very or fairly) and 84% of leaseholders satisfied with the quality of their home.
- Over 90% of all tenants were satisfied (either very or fairly) with their neighbourhood, as were over 75% of leaseholders.
- Almost 93% of all tenants were satisfied with the value for money of their rent, whilst 70% of leaseholders expressed satisfaction with the value for money of the service charges they paid.
- Satisfaction with the way the Council carries out repairs and maintenance was at a lower level compared to the other areas of satisfaction questioned, 88% of tenants overall were satisfied as opposed to levels above 90% for the other areas.
- Less than 80% of tenants are satisfied that the Council listens to views and acts upon them in comparison to 88% and above for all the other areas. The worst satisfaction levels across all the core areas.
- 92% of all tenants and 76.5% of leaseholders were satisfied with the condition of their home.
- Almost 86% of all tenants are satisfied that the Council keeps them informed about things that might affect them, but around 4% are dissatisfied.
- The majority of tenants feel that the Council treats them fairly, with 90% of all tenants very or fairly satisfied.
- 78% of all tenants were satisfied and 6% were dissatisfied that they had an opportunity to make their views known.
- 81% of all tenants are satisfied with the Hometalk tenants newsletter and only 3% express any dissatisfaction with it.
- Three quarters of all tenants ranked the likelihood of recommending the Council to friends and family as 8 out of 10, over 42% rated it 10. Less than 11% rated the likelihood of recommending as 5 or less.
- Satisfaction with the way the Council deals with anti-social behaviour was relatively high, with almost 81% of all tenants very or fairly satisfied.

- 77.6% of all tenants are very or fairly satisfied with how the Council deals with complaints, not a bad score considering the contentious nature of the question.
- The majority of tenants are satisfied with the way the Council is dealing with their housing enquiries, 87% of all tenants were fairly or very satisfied with just over 4% being dissatisfied.
- 63% and 81% of general needs and sheltered tenants respectively felt fairly or very satisfied with moving between Council properties.
- Satisfaction of the Council's gas servicing arrangements was high, almost 90% of general needs tenants were fairly or very satisfied, with almost 69% being very satisfied.
- Overall tenants and leaseholders felt their neighbourhood as a place to live, repairs and maintenance and value for money of rent/service charge were the most important priorities for the Council. Leaseholders thought neighbourhood, dealing with anti-social behaviour and repairs and maintenance should be the Council's most important priorities.
- 63% felt the Council provided an effective and efficient service, with just under 4% disagreeing.
- The Council have a good reputation, 81% agreed to this statement and 3% disagreed.
- 84% of tenants agreed that they trusted the Council and 3% disagreed.
- Most tenants felt the Council treated its residents fairly, 85% to 4% who disagreed.
- Nearly 89% felt the Council was providing the service expected of their landlord, compared to 3.5% who did not.
- Almost 90% of tenants responded in agreement to the Council having friendly and approachable staff, with just over 2% in disagreement.

Recommendations

The area where the least satisfaction was experienced was around listening to tenants and leaseholder views and acting upon them. This is an area where the Council can improve and has already made some steps towards rectifying the situation with a new Resident Involvement Strategy.

Leaseholder satisfaction was at a lower level than that of tenants, so some relationship building with leaseholders is required to identify areas where the Council can improve and try to create a more positive feeling with leaseholders.

1. Introduction

- 1.1 This report provides the detailed findings of the STAR resident satisfaction survey carried out by Cannock Chase Council during May and June 2017.
- 1.2 It is important for the Council to understand how Council residents feel about the services it is providing so that they can be sure they are delivering them in the way and to the standard that residents want.
- 1.3 The Council are a member of HouseMark, who are an organisation that provides a range of products and services to help housing providers within the social housing sector identify business strengths and investigate areas for improvement. The STAR (Survey of Tenants And Residents) survey is a framework for periodic surveys of customer perception. The questions and methods have been rigorously tested by Housemark allowing the Council to measure customer satisfaction and to compare the results with other organisations.

2. Methodology

- 2.1 Following HouseMark's 'A guide to running STAR', the Council carried out a postal satisfaction survey to a randomised sample of general needs tenants, all sheltered tenants and all leaseholders.
- 2.2 A randomised sample of general needs tenants was used rather than a full census due to the large number of general needs tenants and performing the survey in-house. The survey will be repeated every two years, so in order to limit 'survey fatigue' of tenants it was limited to a sample of tenants, which also ensured resources weren't wasted. A sample of one third of general needs tenants was randomly selected in order to meet the sampling requirements of HouseMark. Sheltered tenants and leaseholders were required to be census samples due to the smaller numbers.
- 2.3 The minimum number of replies required for a population (or stock size) of 5000 to 7500 properties is between 525 and 545 to achieve a 95% confidence level with a $\pm 4\%$ sampling error, a total of 678 replies were received from general needs tenants which is well above the level required. So the Council can be confident the responses received are reflective of all tenants.
- 2.4 The questionnaire was designed using the HouseMark STAR survey methodology, with the most appropriate questions for Cannock Chase Council being selected from the STAR questionnaire templates. All of the "core" questions were included as well as the majority of the optional questions. The questionnaire was designed to be as clear and legible as possible to make it easy to complete (see Annex 1 for Template Surveys).
- 2.5 The survey was carried out between May and June 2017. Paper self completion questionnaires were distributed to 1670 general needs tenant households and 94 sheltered tenants, as well as 273 leaseholders. A free prize draw for £100 in vouchers was used to encourage the response rate. An initial letter and survey were sent out on 8th May 2017 and a follow up letter and survey was sent 5th June, with the closing date on 30th June.
- 2.6 The figures and percentages contained in this report may not always add up to total responses due to non-responses and in the case of percentages due to rounding.

3. Response and Profile

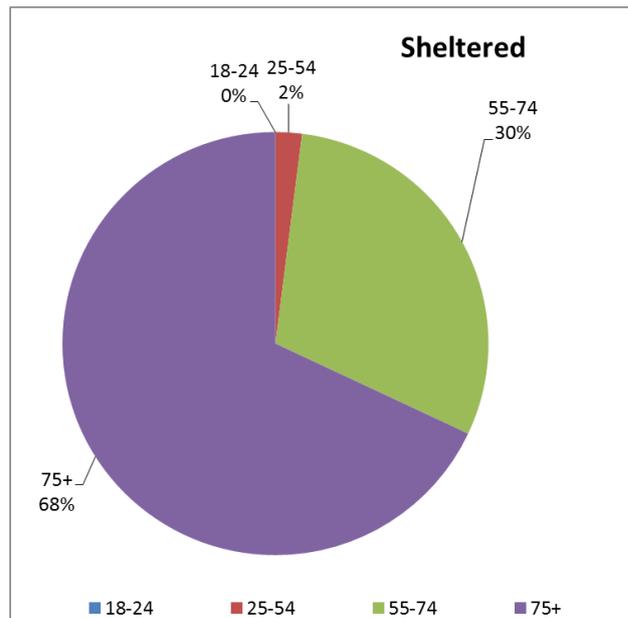
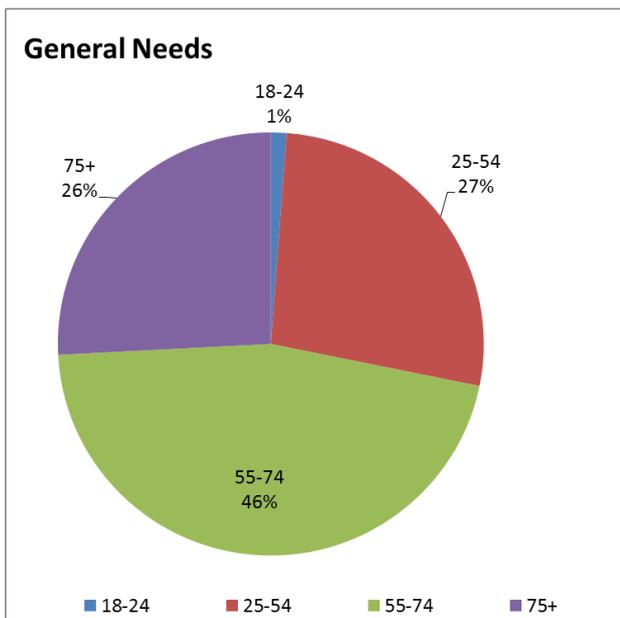
3.1 A total of 1670 surveys were sent to general needs tenants, 94 to sheltered tenants and 273 to leasehold properties. The response received for general needs was much better than expected at 41%; a higher rate of response was expected from sheltered tenants and was achieved at 53%; whilst a lower rate was expected and achieved for leaseholders at 24%.

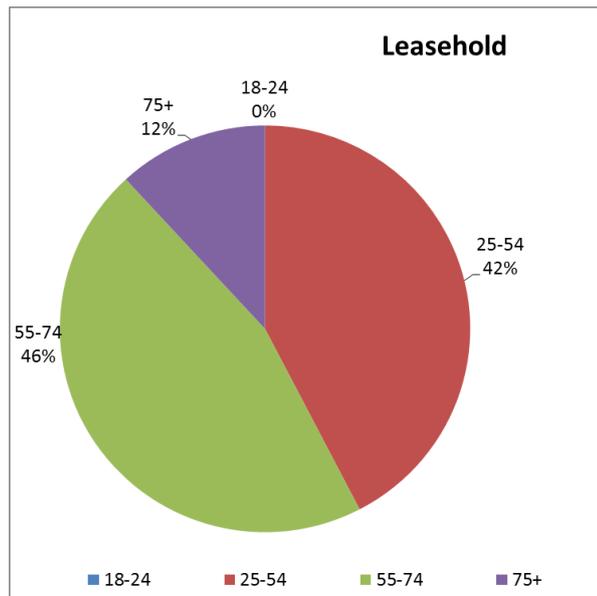
	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders</i>	<i>Total</i>
Sent	1670	94	1794	273	2037
Received	678	50	728	65	793
Return Rate	40.6%	53.2%	40.6%	23.8%	38.9%

3.2 The age profile of general needs tenants revealed a slightly more older profile than expected. Over 70% of respondents were over the age of 55, just over a quarter were aged 25-54 and only 1% of general needs tenants were under 25.

Age	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders</i>	<i>Total</i>
18-24 No.	8 (1.2%)	0 (0.0%)	8 (1.1%)	0 (0%)	8 (1.0%)
25-54 No.	182 (26.8%)	1 (2.0%)	183 (25.1%)	25 (42.4%)	208 (26.6%)
55-74 No.	310 (45.7%)	15 (30.0%)	325 (44.6%)	27 (45.8%)	352 (44.9%)
75+ No.	174 (25.7%)	34 (68.0%)	208 (28.6%)	7 (11.8%)	215 (27.5%)
Age not provided No.	4	0	4	6	10

Note: Age taken from main tenant/leaseholder

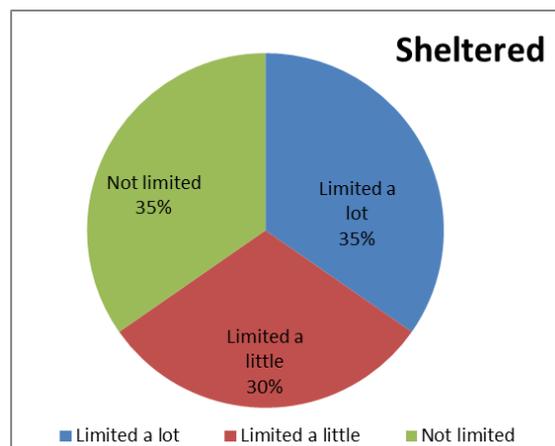
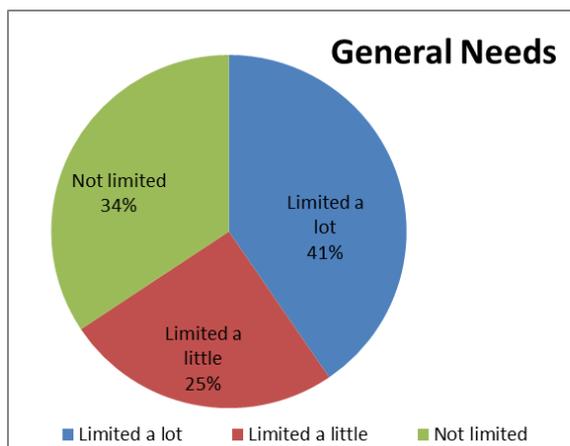




3.3 The gender profile of tenants is fairly split as expected across the survey, however general needs respondents were more likely to be female.

- 57% of respondents were female and 43% male for general needs tenants, 6 non respondents;
- 49% female / 51% male in sheltered accommodation, 1 non respondent; and
- 48% female / 52% male in leasehold properties, 6 non respondents.

3.4 As well as an ageing population in the housing stock, Council tenants are also reportedly in poor health. Tenants were asked whether any household member's day to day activities were limited because of a health problem which has lasted or is expected to last at least 12 months.

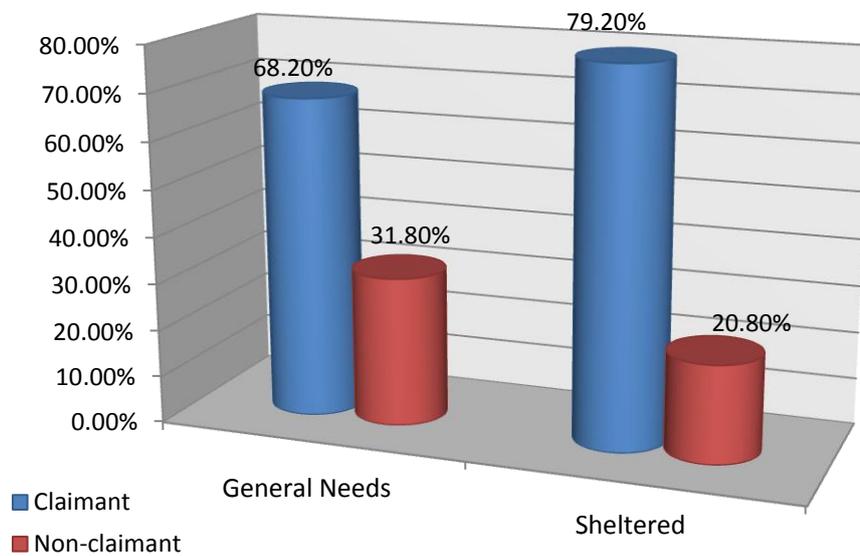


- Over 65% of tenants (both general needs and sheltered) are either limited a little or a lot, therefore less than 35% of tenants are not limited by their health.
- It would have been a sensible assumption prior to the survey that tenants in sheltered accommodation would have been more limited due to their health, however general needs tenants are actually experiencing similar levels of health problems that limits their day to day activities, in fact more general needs tenants are limited a lot but due to the sample sizes it is difficult to compare exactly.

	General Needs	Sheltered	Total
Limited a lot	271 (40.4%)	17 (34.7%)	288 (40.1%)
Limited a little	169 (25.2%)	15 (30.6%)	184 (25.6%)
Not limited	230 (34.3%)	17 (34.7%)	247 (34.3%)
No response	8	1	9

3.5 Tenants were asked whether they currently received Housing Benefit, the majority of tenants responded that they did. The likely correlation between age profile and the health of tenants would suggest that the majority of tenants would claim housing benefit.

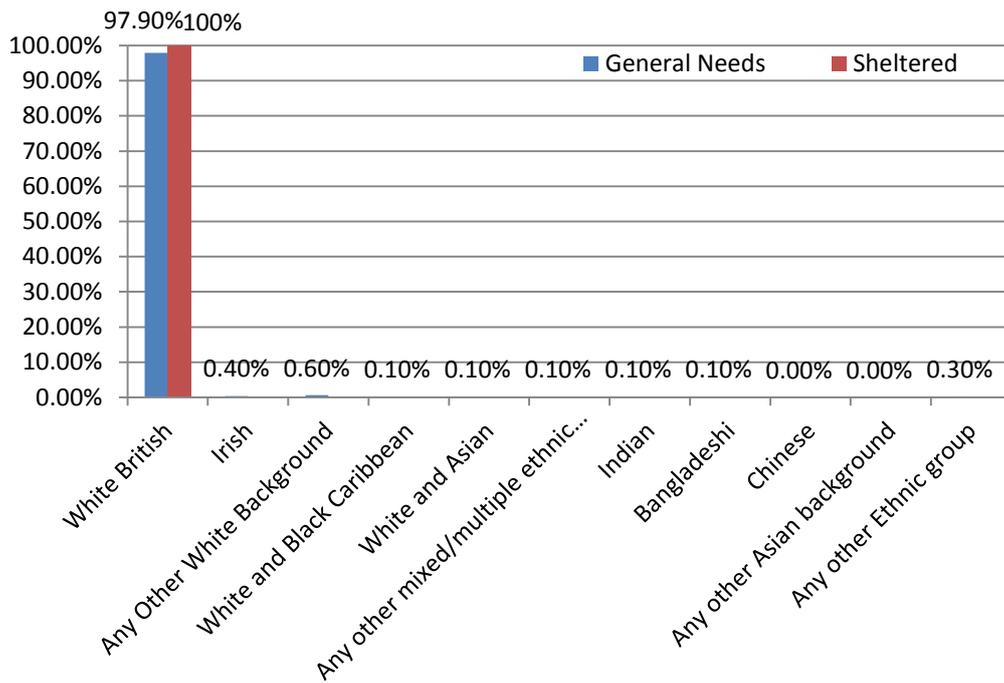
- 68% of general needs tenants and 79% of sheltered tenants claim some form of housing benefit.



	General Needs	Sheltered	Total
Claimant	454 (68.2%)	38 (79.2%)	492 (68.9%)
Non-claimant	212 (31.8%)	10 (20.8%)	222 (31.1%)
No response	12	2	14

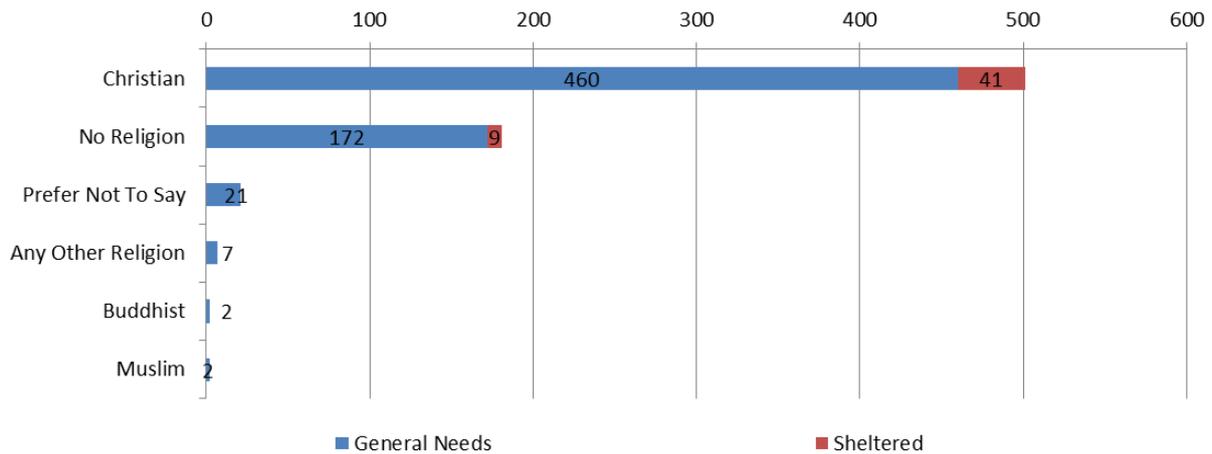
3.6 The ethnicity of tenants was asked and as expected the majority of tenants are White British.

- 98% of general needs tenants are White British, with a further 1% being Irish or any other White background.
- All sheltered tenants responding were White British.



	General Needs		Sheltered	
	Main Tenant	Partner	Main Tenant	Partner
White British	655 (97.9%)	213	50 (100%)	1
Irish	3 (0.4%)	2	0	0
Any Other White Background	4 (0.6%)	3	0	0
White and Black Caribbean	1 (0.1%)	0	0	0
White and Asian	1 (0.1%)	0	0	0
Any other mixed/multiple ethnic background	1 (0.1%)	0	0	0
Indian	1 (0.1%)	0	0	0
Bangladeshi	1 (0.1%)	0	0	0
Chinese	0 (0.0%)	1	0	0
Any other Asian background	0 (0.0%)	1	0	0
Any other Ethnic group	2 (0.3%)	0	0	0
Total	669	220	50	1
No response	9	-	0	-

3.7 Tenants were also asked about their religion, as expected this follows in correlation with ethnicity. The majority are Christian or state 'No Religion'.



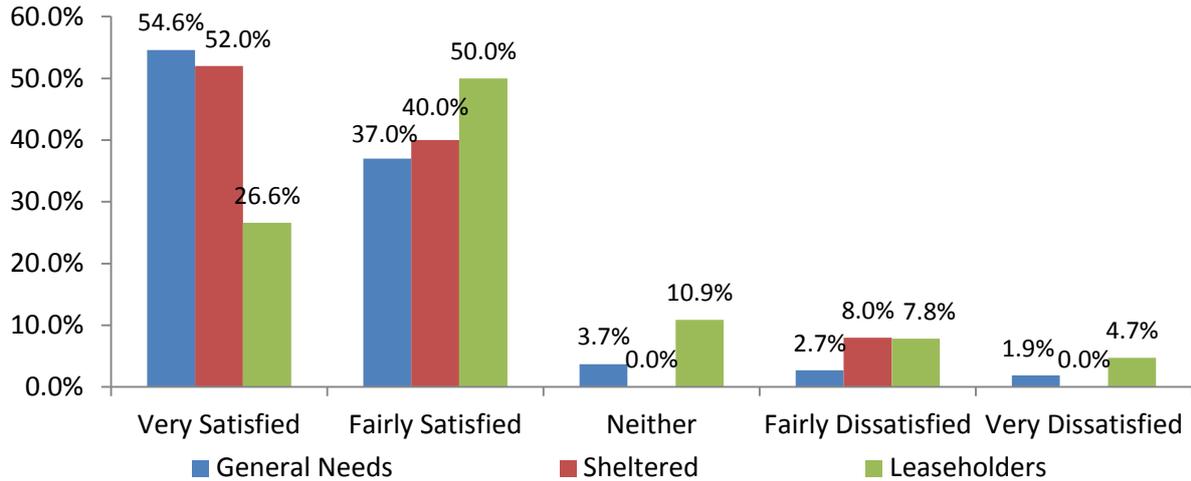
- 69% of general needs tenants state they are Christian and 26% have no religion.
- A larger proportion of sheltered tenants are Christian, 82%, whilst 18% state they have no religion.

Religion	General Needs		Sheltered	
	Main Tenant	Partner	Main Tenant	Partner
No Religion	172 (25.9%)	72	9 (18%)	0
Christian	460 (69.3%)	152	41 (82%)	1
Buddhist	2 (0.3%)	1	0	0
Muslim	2 (0.3%)	0	0	0
Any Other Religion	7 (1.1%)	3	0	0
Prefer Not To Say	21 (3.2%)	4	0	0
Total	664	232	50	1
No Response	14	-	0	-

4. STAR Satisfaction Core Questions

4.1 The first HouseMark core question on satisfaction asked tenants and leaseholders ***'how satisfied or dissatisfied are you with the service provided by Cannock Chase Council?'***:

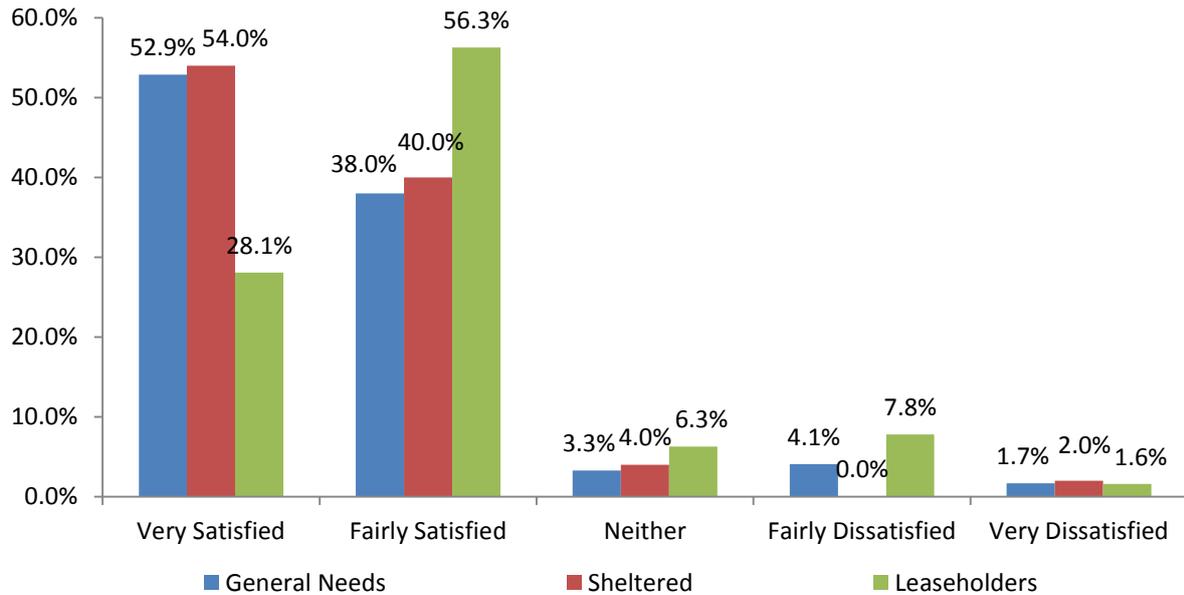
- The majority of tenants and leaseholders are satisfied (either very or fairly), almost 92% of all tenants and 77% of leaseholders;
- General needs tenants have the highest satisfaction levels with nearly 55% claiming to be very satisfied with the services provided to them, however they are also the most dissatisfied with nearly 2% (albeit 13 households) being very dissatisfied.
- Overall leaseholders are less satisfied with the service provided to them compared with all tenants.



	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders</i>
Very Satisfied	366 (54.6%)	26 (52.0%)	392 (54.4%)	17 (26.6%)
Fairly Satisfied	248 (37.0%)	20 (40.0%)	268 (37.2%)	32 (50.0%)
Neither	25 (3.7%)	0	25 (3.5%)	7 (10.9%)
Fairly Dissatisfied	18 (2.7%)	4 (8.0%)	22 (3.1%)	5 (7.8%)
Very Dissatisfied	13 (1.9%)	0	13 (1.8%)	3 (4.7%)
No response	8	0	8	1

4.2 Tenants and leaseholders were then asked about their satisfaction with the **overall quality of their home**, to which over 90% of all tenants felt satisfied (very or fairly) and 84% of leaseholders.

- Sheltered housing tenants were the most satisfied overall 94% were very or fairly satisfied.
- Almost 91% of general needs tenants were satisfied with just under 6% being dissatisfied.
- Leaseholders were less satisfied by the quality of their home, only 28% were very satisfied in comparison to over 50% of tenants, and over 9% were dissatisfied.

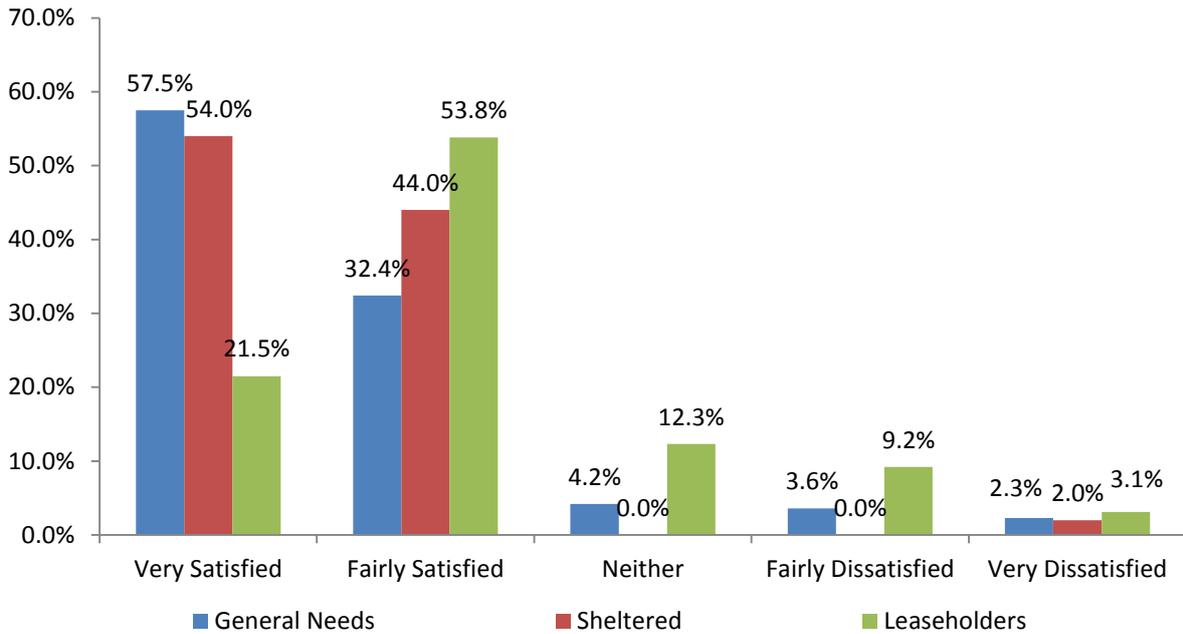


	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	351 (52.9%)	27 (54.0%)	378 (53.0%)	18 (28.1%)
Fairly Satisfied	252 (38.0%)	20 (40.0%)	272 (38.1%)	36 (56.3%)
Neither	22 (3.3%)	2 (4.0%)	24 (3.4%)	4 (6.3%)
Fairly Dissatisfied	27 (4.1%)	0	27 (3.8%)	5 (7.8%)
Very Dissatisfied	11 (1.7%)	1 (2.0%)	12 (1.7%)	1 (1.6%)
No response	15	0	15	1

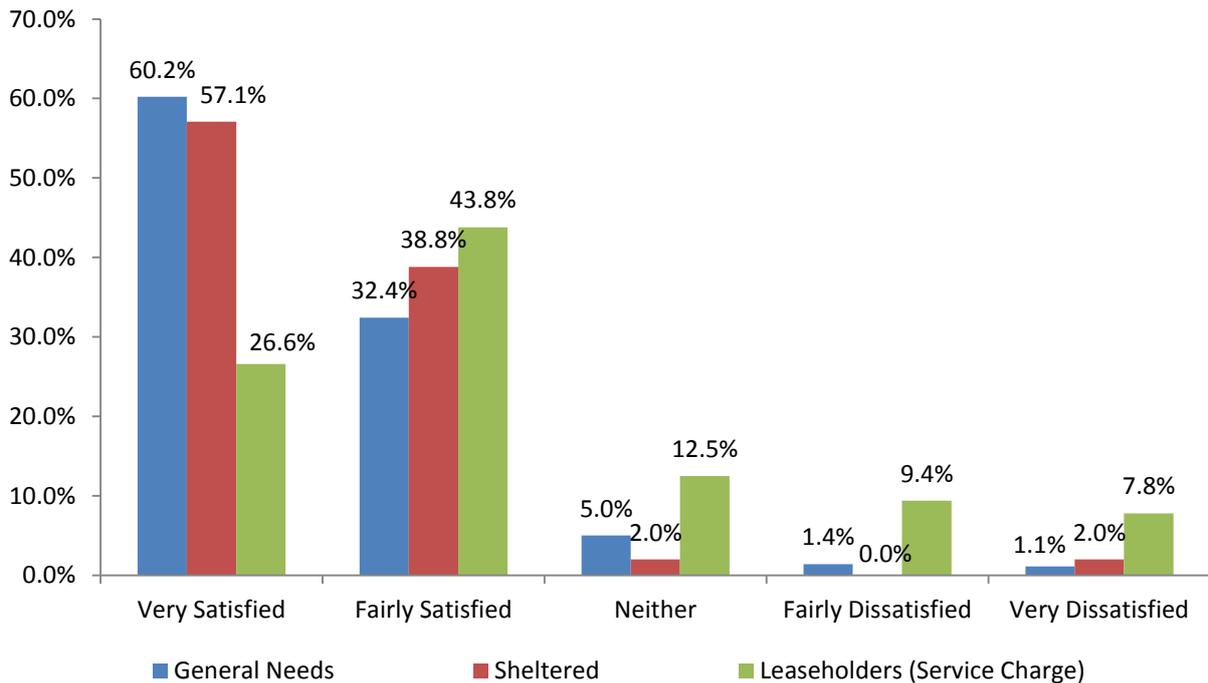
4.3 **'How satisfied or dissatisfied are you with your neighbourhood as a place to live'** was the next question put to tenants:

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	381 (57.5%)	27 (54.0%)	408 (57.2%)	14 (21.5%)
Fairly Satisfied	215 (32.4%)	22 (44.0%)	237 (33.2%)	35 (53.8%)
Neither	28 (4.2%)	0	28 (3.9%)	8 (12.3%)
Fairly Dissatisfied	24 (3.6%)	0	24 (3.4%)	6 (9.2%)
Very Dissatisfied	15 (2.3%)	1 (2.0%)	16 (2.2%)	2 (3.1%)
No response	15	0	15	0

- Over 90% of all tenants were satisfied (either very or fairly) with their neighbourhood, as were over 75% of leaseholders.
- Almost 58% of general needs tenants were very satisfied and 32% fairly satisfied, however 6% are dissatisfied with their neighbourhood.
- Satisfaction is highest amongst sheltered tenants
- Dissatisfaction is at a higher level for leaseholders, 12% dissatisfied, but this is a continuing trend across all satisfaction measures.



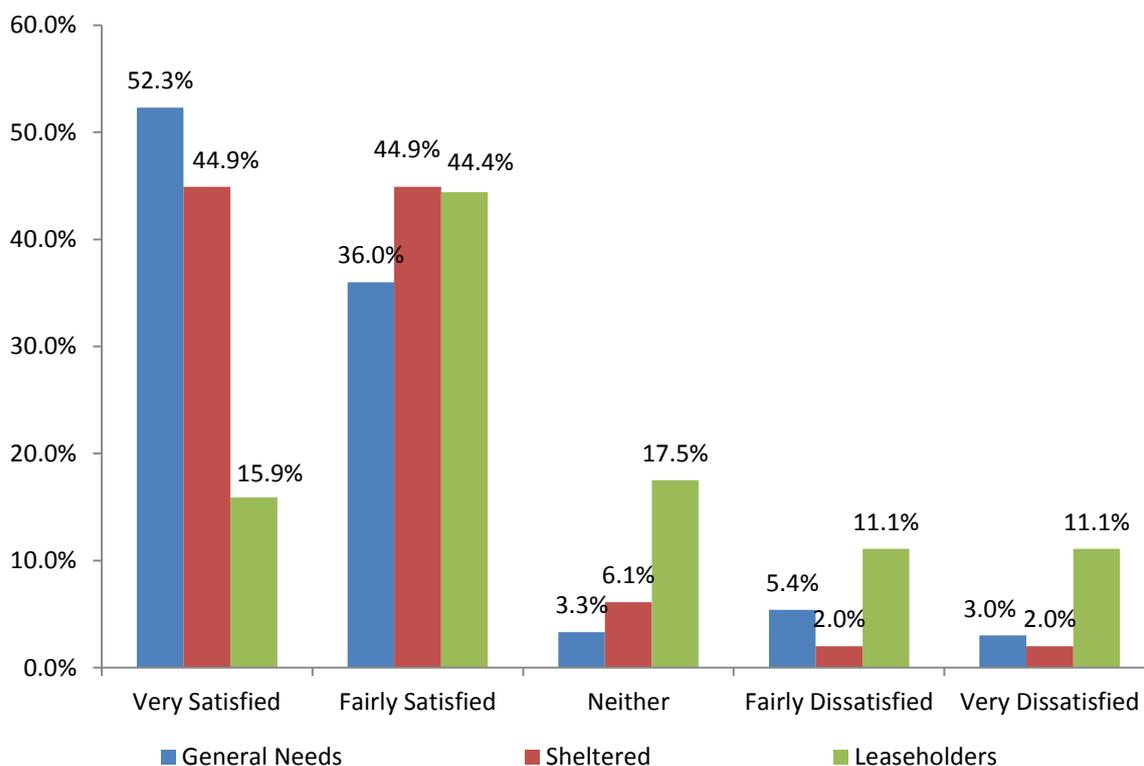
4.4 Almost 93% of all tenants were satisfied with the **value for money of their rent**, whilst 70% of leaseholders expressed satisfaction with the value for money of the service charges they paid.



- 94% of general needs tenants were satisfied, with the highest overall proportion for very satisfied (60%) and lowest for very dissatisfied (1%) with their rent.
- Almost 96% of sheltered tenants were satisfied (very or fairly) and 2% (just one respondent) was very dissatisfied with the value for money of their rent.
- As previously mentioned, leaseholders have much lower satisfaction levels with the value for money of service charges they pay, 70% were satisfied and 17.2% were dissatisfied.

	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders (Service Charge)</i>
Very Satisfied	394 (60.2%)	28 (57.1%)	422 (59.9%)	17 (26.6%)
Fairly Satisfied	212 (32.4%)	19 (38.8%)	231 (32.8%)	28 (43.8%)
Neither	33 (5.0%)	1 (2.0%)	34 (4.8%)	8 (12.5%)
Fairly Dissatisfied	9 (1.4%)	0	9 (1.3%)	6 (9.4%)
Very Dissatisfied	7 (1.1%)	1 (2.0%)	8 (1.1%)	5 (7.8%)
No response	23	1	24	1

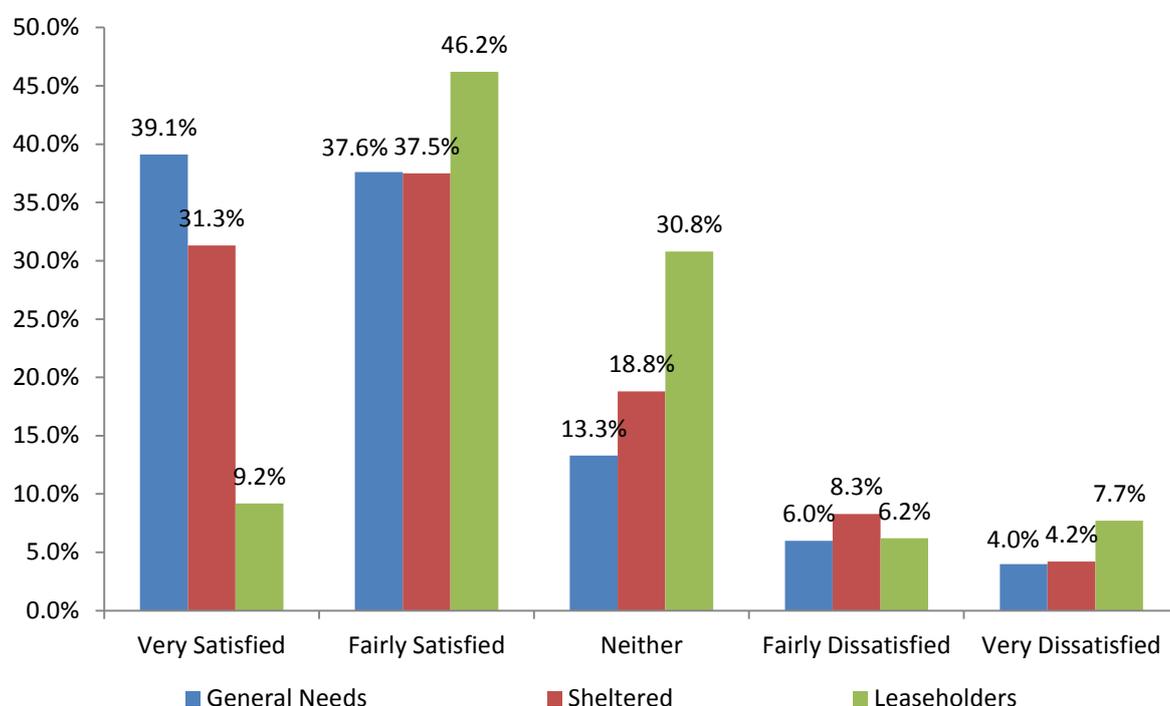
4.5 Satisfaction with the way the Council carries out repairs and maintenance was at a lower level compared to the other areas of satisfaction questioned, 88% of tenants overall were satisfied as opposed to levels above 90% for the other areas. Leaseholders are expressing a lower satisfaction with services generally but their satisfaction with repairs and maintenance is much lower, over one fifth are dissatisfied.



- 88% of general needs tenants are satisfied with the way the Council deals with repairs and maintenance, with just over 8% being dissatisfied.
- Sheltered tenants are slightly more satisfied with almost 90% very or fairly satisfied and only 4% dissatisfied.
- As with the other areas of satisfaction, leaseholders are less satisfied (60%) and more are dissatisfied (22%) with how the Council deals with repairs and maintenance.

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	348 (52.3%)	22 (44.9%)	370 (51.7%)	10 (15.9%)
Fairly Satisfied	240 (36.0%)	22 (44.9%)	262 (36.6%)	28 (44.4%)
Neither	22 (3.3%)	3 (6.1%)	25 (3.5%)	11 (17.5%)
Fairly Dissatisfied	36 (5.4%)	1 (2.0%)	37 (5.2%)	7 (11.1%)
Very Dissatisfied	20 (3.0%)	1 (2.0%)	21 (2.9%)	7 (11.1%)
No response	12	1	13	2

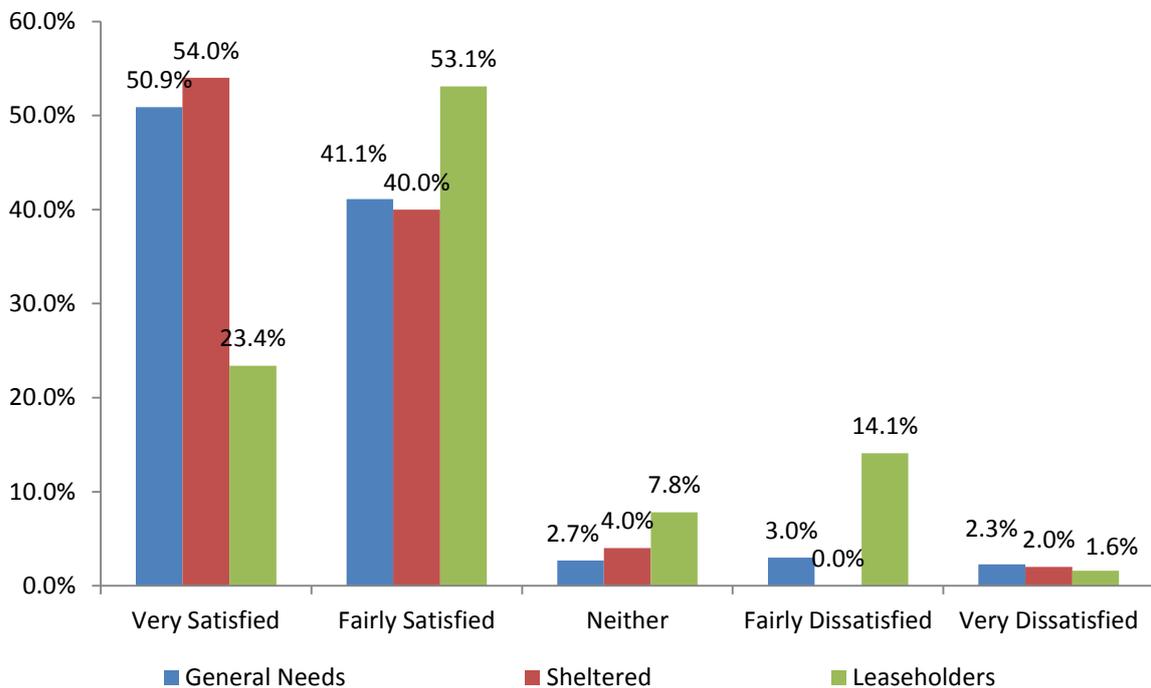
4.6 The worst satisfaction levels across all the core areas were experienced by tenants and leaseholders when asked ‘how satisfied or dissatisfied are you that the Council listens to your views and acts upon them?’. Less than 80% of tenants are satisfied overall in comparison to 88% and above for all the other areas.



- Almost 77% of general needs tenants are satisfied but 10% are dissatisfied.
- Only 69% of sheltered tenants are satisfied and 12.5% are dissatisfied.
- Leaseholders are the least happy with 55% satisfied overall, only 9% very satisfied and 14% dissatisfied, with 31% neither satisfied or dissatisfied.

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	254 (39.1%)	15 (31.3%)	269 (38.6%)	6 (9.2%)
Fairly Satisfied	244 (37.6%)	18 (37.5%)	262 (37.6%)	30 (46.2%)
Neither	86 (13.3%)	9 (18.8%)	95 (13.6%)	20 (30.8%)
Fairly Dissatisfied	39 (6.0%)	4 (8.3%)	43 (6.2%)	4 (6.2%)
Very Dissatisfied	26 (4.0%)	2 (4.2%)	28 (4.0%)	5 (7.7%)
No response	29	2	31	0

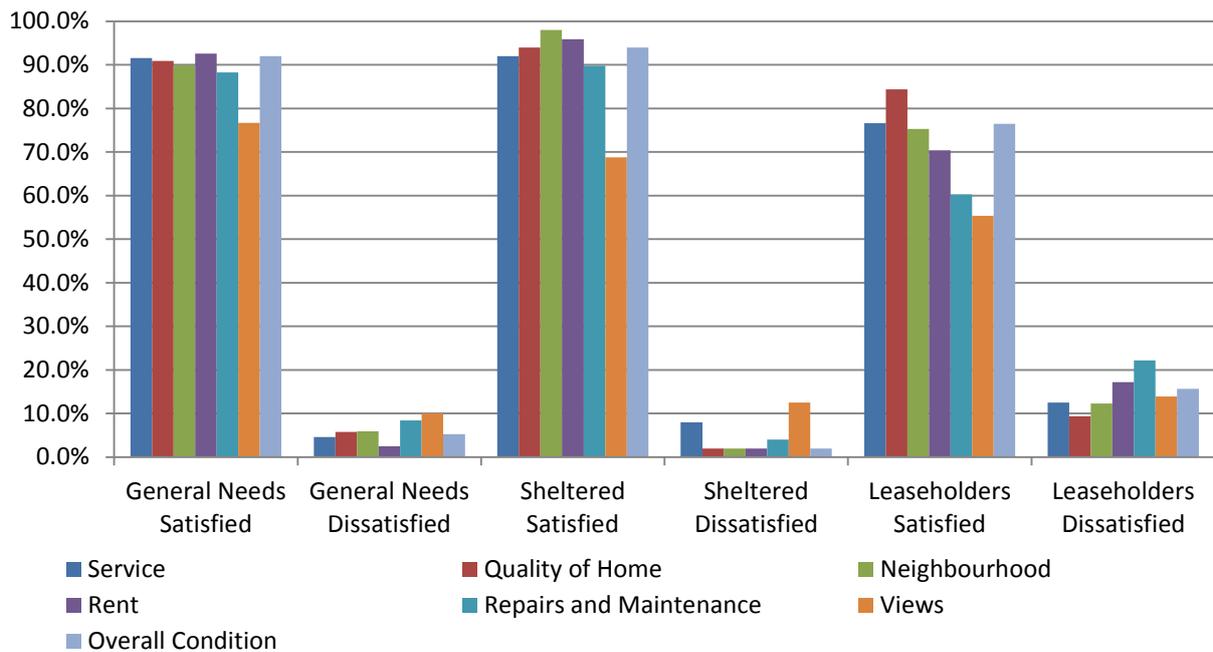
4.7 The last core satisfaction question asked tenants and leaseholders how satisfied or dissatisfied they were with the overall condition of their home?, to which 92% of all tenants and 76.5% of leaseholders were satisfied with the condition of their home.



- 92% of general needs tenants were satisfied, whilst 5% are dissatisfied with the condition of their home.
- 94% of sheltered tenants are satisfied, with the highest proportion very satisfied (54%) and only 2% (one tenant) dissatisfied.
- 76.5% of leaseholders were satisfied but almost 16% are dissatisfied, continuing the trend of lower satisfaction levels amongst leaseholders.

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	336 (50.9%)	27 (54.0%)	363 (51.1%)	15 (23.4%)
Fairly Satisfied	271 (41.1%)	20 (40.0%)	291 (41.0%)	34 (53.1%)
Neither	18 (2.7%)	2 (4.0%)	20 (2.8%)	5 (7.8%)
Fairly Dissatisfied	20 (3.0%)	0	20 (2.8%)	9 (14.1%)
Very Dissatisfied	15 (2.3%)	1 (2.0%)	16 (2.3%)	1 (1.6%)
No response	18	0	18	1

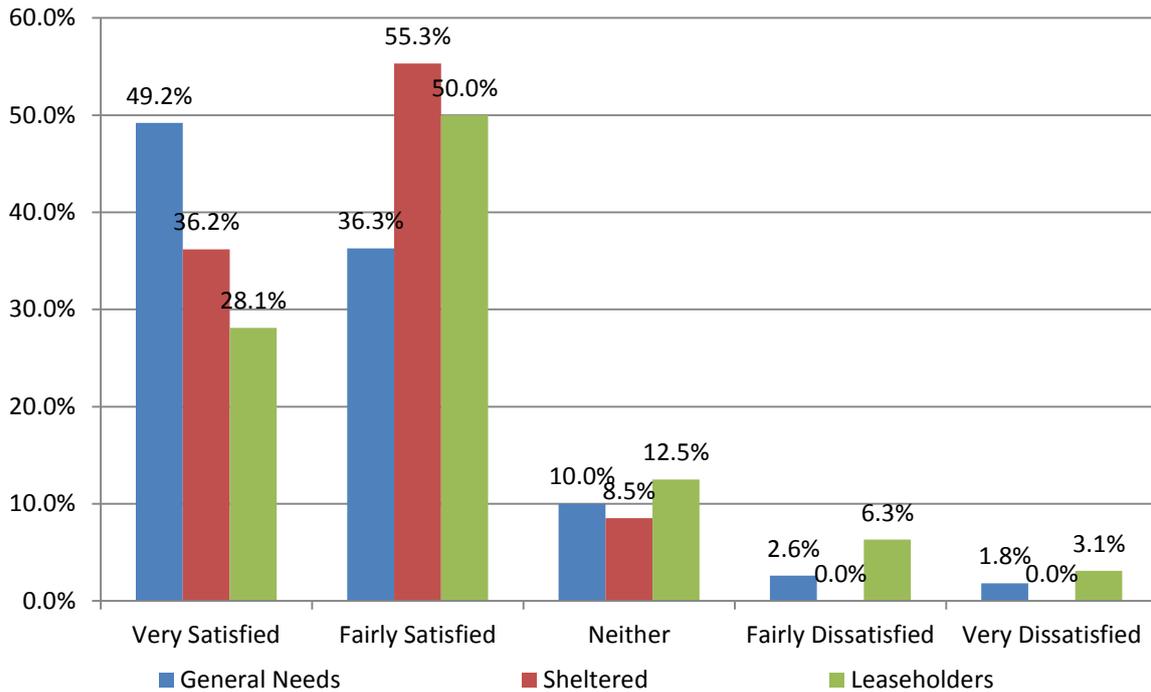
4.8 Comparing the satisfaction and dissatisfaction in each of the core areas across general needs tenants, sheltered tenants and leaseholders identifies higher levels of satisfaction and lower levels of dissatisfaction for sheltered tenants and the lowest satisfaction and highest dissatisfaction is amongst leaseholders.



- The highest levels of satisfaction are found to be in quality of home and overall condition of Home, whilst the Council is also thought to be performing well in value for money of rent (not including service charges for leaseholders) and the service provided to tenants and leaseholders.
- The satisfaction area for views being listened to and taken into account has the lowest level of satisfaction for all tenants and leaseholders. This is an area we have already identified as an area for further improvement, hence the formulation of a new Resident Involvement Strategy. Further questions were put to tenants which will be analysed in the next section.
- The satisfaction amongst leaseholders is considered to be lower due to the perception that tenants get a more favourable service from the Council than leaseholders, as indicated by a number of the comments made by leasehold respondents.

5. **Tenant and Leaseholder Involvement**

- 5.1 HouseMark provides a number of survey questions on Involvement which were included in the survey to get a better picture of where the Council needs to improve on involving tenants and leaseholders.
- 5.2 Firstly, tenants and leaseholders were asked how satisfied or dissatisfied were they that the Council keeps them informed about things that might affect them.



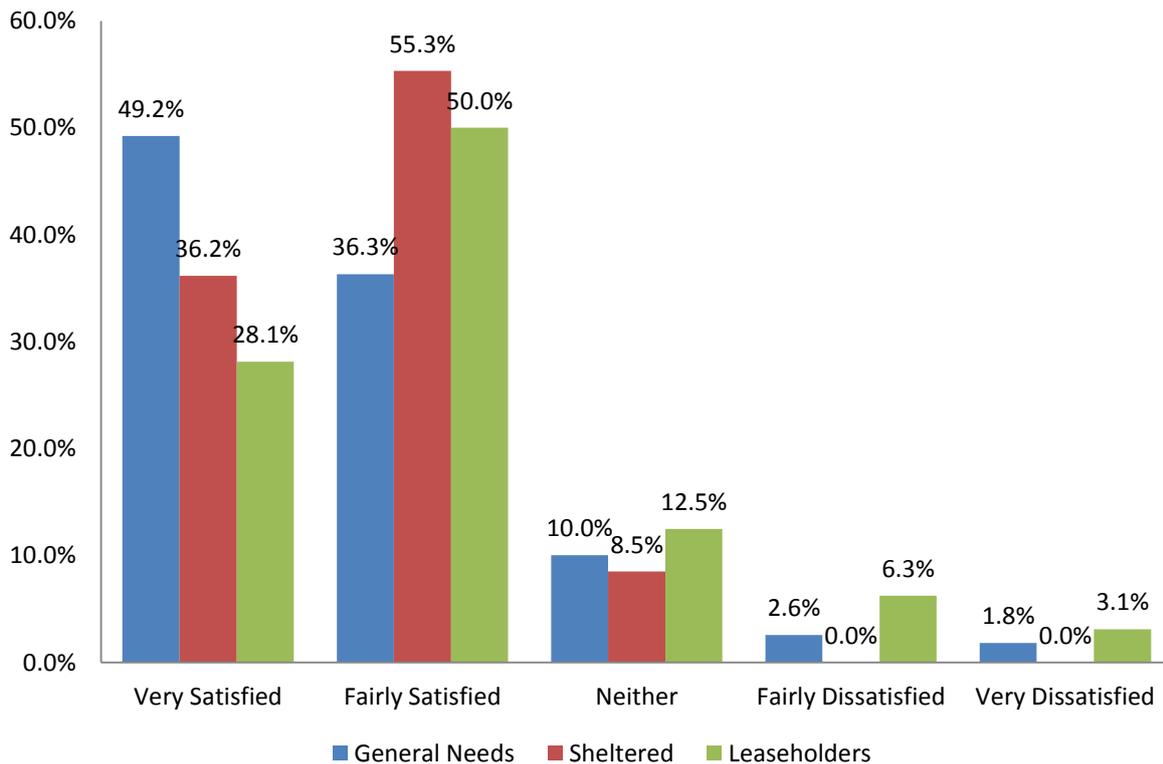
- Almost 86% of general needs tenants are satisfied that the Council keeps them informed about things that might affect them, but around 4% are dissatisfied.
- 91% of sheltered tenants are satisfied and no tenants are dissatisfied that they are kept informed.
- 78% of leaseholders are satisfied but 9% are dissatisfied.

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	324 (49.2%)	17 (36.2%)	341 (48.4%)	18 (28.1%)
Fairly Satisfied	239 (36.3%)	26 (55.3%)	265 (37.6%)	32 (50.0%)
Neither	66 (10.0%)	4 (8.5%)	70 (9.9%)	8 (12.5%)
Fairly Dissatisfied	17 (2.6%)	0	17 (2.4%)	4 (6.3%)
Very Dissatisfied	12 (1.8%)	0	12 (1.7%)	2 (3.1%)
No response	20	3	23	1

5.3 The majority of tenants feel that the Council treats them fairly, with 90% of all tenants very or fairly satisfied.

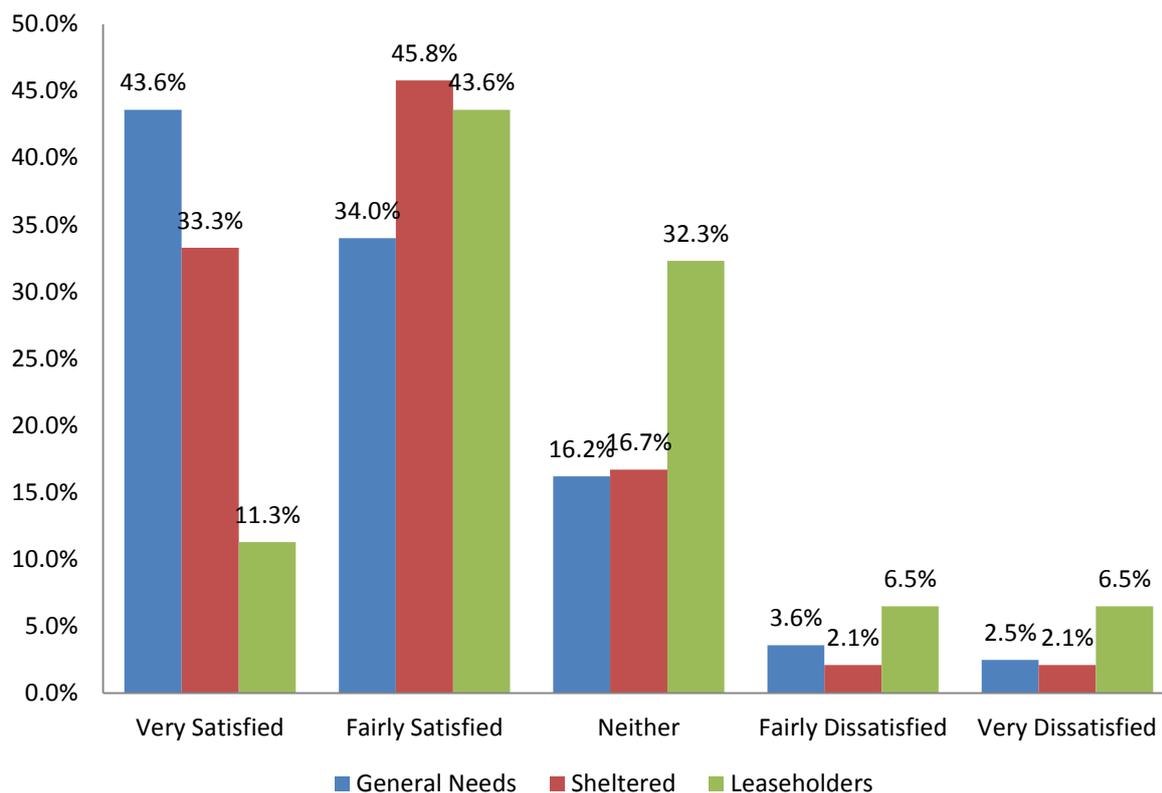
- General needs and sheltered tenants are almost equal in their satisfaction levels, 90.1% and 89.6% respectively. Similar levels of dissatisfaction are also experienced, 3.6% of general needs and 4.3% of sheltered tenants feel they are not satisfied that they are treated fairly.
- Leaseholders feel less satisfied that the Council treats them fairly, 71.9%. And therefore have higher levels of dissatisfaction of over 14%.

	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders</i>
Very Satisfied	348 (53.1%)	24 (50.0%)	372 (52.8%)	13 (20.3%)
Fairly Satisfied	243 (37.0%)	19 (39.6%)	262 (37.2%)	33 (51.6%)
Neither	41 (6.3%)	3 (6.3%)	44 (6.3%)	9 (14.1%)
Fairly Dissatisfied	14 (2.1%)	1 (2.1%)	15 (2.1%)	5 (7.8%)
Very Dissatisfied	10 (1.5%)	1 (2.1%)	11 (1.6%)	4 (6.3%)
No response	22	2	24	1



5.4 In addition to the question on the Council listening to tenant and leaseholder views, a further question was put to tenants and leaseholders on how satisfied or dissatisfied they were that the Council gave opportunity to make views known. As with the previous question lower levels of satisfaction was achieved.

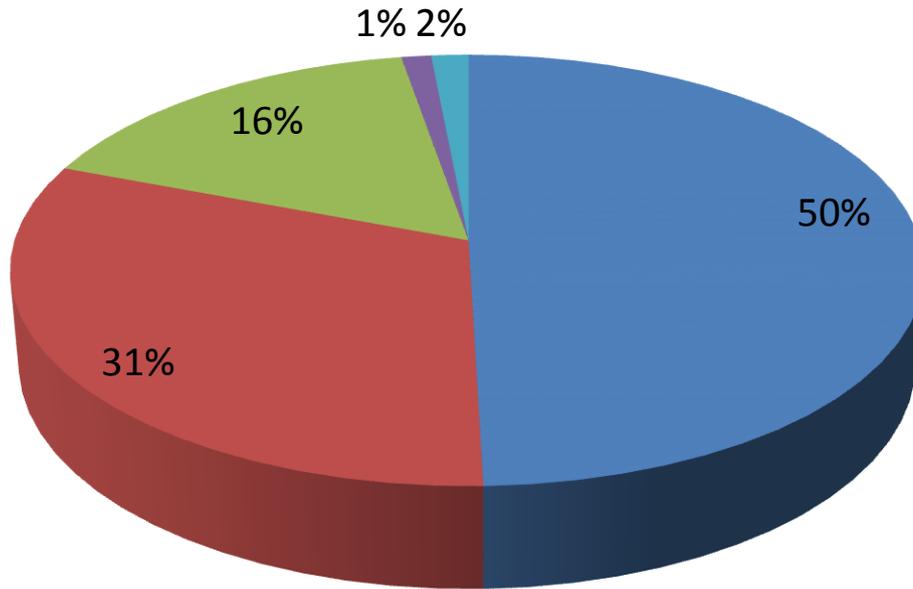
- 78% of all tenants were satisfied and 6% were dissatisfied that they had an opportunity to make their views known.
- 78% of general needs tenants and 79% of sheltered tenants were satisfied but 6% and 4% respectively were dissatisfied.
- Leaseholders had lower levels of satisfaction and higher levels of dissatisfaction, 55% satisfied and 13% dissatisfied.



	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	277 (43.6%)	16 (33.3%)	293 (42.9%)	7 (11.3%)
Fairly Satisfied	216 (34.0%)	22 (45.8%)	238 (34.9%)	27 (43.6%)
Neither	103 (16.2%)	8 (16.7%)	111 (16.3%)	20 (32.3%)
Fairly Dissatisfied	23 (3.6%)	1 (2.1%)	24 (3.5%)	4 (6.5%)
Very Dissatisfied	16 (2.5%)	1 (2.1%)	17 (2.5%)	4 (6.5%)
No response	43	2	45	3

5.5 The overall view of the Council’s Hometalk newsletter was positive. 81% of all tenants are satisfied with the Hometalk tenants newsletter and only 3% express any dissatisfaction with it.

■ Very Satisfied ■ Fairly Satisfied ■ Neither ■ Fairly Dissatisfied ■ Very Dissatisfied



General Needs and Sheltered Total

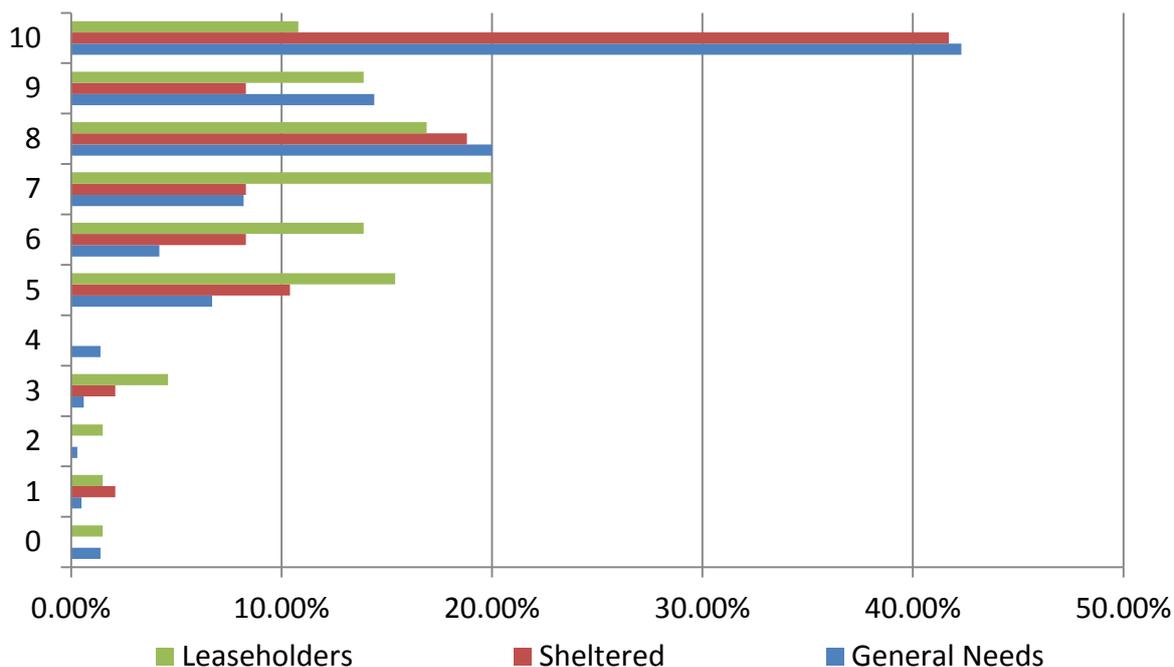
- General needs tenants are slightly more satisfied with the newsletter compared to sheltered, 81% compared to 71%, with more sheltered tenants neither satisfied or dissatisfied but only one sheltered respondent was actually dissatisfied.

	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>
Very Satisfied	319 (50.2%)	18 (40.0%)	337 (49.6%)
Fairly Satisfied	199 (31.3%)	14 (31.1%)	213 (31.3%)
Neither	100 (15.7%)	12 (26.7%)	112 (16.5%)
Fairly Dissatisfied	8 (1.3%)	0	8 (1.2%)
Very Dissatisfied	9 (1.4%)	1 (2.2%)	10 (1.5%)
No response	43	5	48

5.6 Tenants and Leaseholders were asked to rate how likely they would be to recommend the Council to family or friends on a scale of 0-10, where 0 is not likely and 10 is extremely likely.

The Council appears to be performing well as the majority of tenants (less so leaseholders) would recommend the Council to friends and family.

Three quarters of all tenants ranked the likelihood of recommending the Council to friends and family as 8 out of 10, over 42% rated it 10. Less than 11% rated the likelihood of recommending as 5 or less.



	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders</i>
0	9 (1.4%)	0	9 (1.3%)	1 (1.5%)
1	3 (0.5%)	1 (2.1%)	4 (0.6%)	1 (1.5%)
2	2 (0.3%)	0	2 (0.3%)	1 (1.5%)
3	4 (0.6%)	1 (2.1%)	5 (0.7%)	3 (4.6%)
4	9 (1.4%)	0	9 (1.3%)	0
5	43 (6.7%)	5 (10.4%)	48 (6.9%)	10 (15.4%)
6	27 (4.2%)	4 (8.3%)	31 (4.5%)	9 (13.9%)
7	53 (8.2%)	4 (8.3%)	57 (8.3%)	13 (20.0%)
8	129 (20.0%)	9 (18.8%)	138 (19.9%)	11 (16.9%)
9	93 (14.4%)	4 (8.3%)	97 (14.0%)	9 (13.9%)
10	273 (42.3%)	20 (41.7%)	293 (42.3%)	7 (10.8%)
No response	33	2	35	0

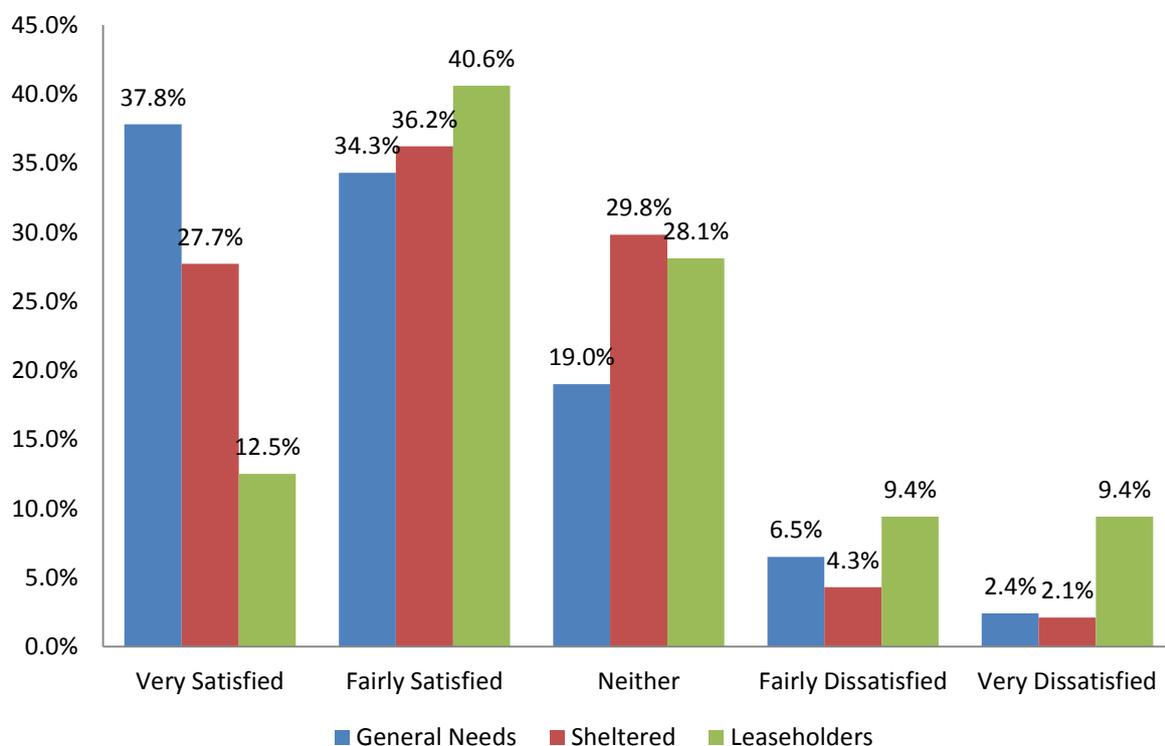
HouseMark run a benchmarking measure called Net Promoter Score (NPS®). NPS® is calculated by taking the percentage of customers who are Promoters and subtracting the percentage who are Detractors. The result is known as the Net Promoter Score – it is not a percentage. Promoters are defined as rating 9 and 10, whilst those rating 0-6 are classed as detractors.

- The Net Promoter Score for Cannock Chase is 40 for all tenants (42 for general needs tenants and 27 for sheltered).
- For Leaseholders of Cannock Chase Council the NPS® is -14, so unfortunately there are more detractors of the Council than promoters of leasehold properties.

In order to be of use to Registered Providers, the Net Promoter Score needs to be put into context. In the commercial sector it is reported that companies with the most efficient growth operate with an NPS® of 50 to 80. The average company stutters along at an NPS® of only 5 to 10 – in other words their Promoters barely outnumber their Detractors. Many companies have negative NPS® scores – which means that they are creating more Detractors than Promoters and this may be a reason for low profitability and growth, no matter how much is spent to acquire new business. Although not directly related to a local authority, this does illustrate how the Council is performing.

6. Services

6.1 Satisfaction with the way the Council deals with anti-social behaviour was relatively high, with almost 81% of all tenants very or fairly satisfied.

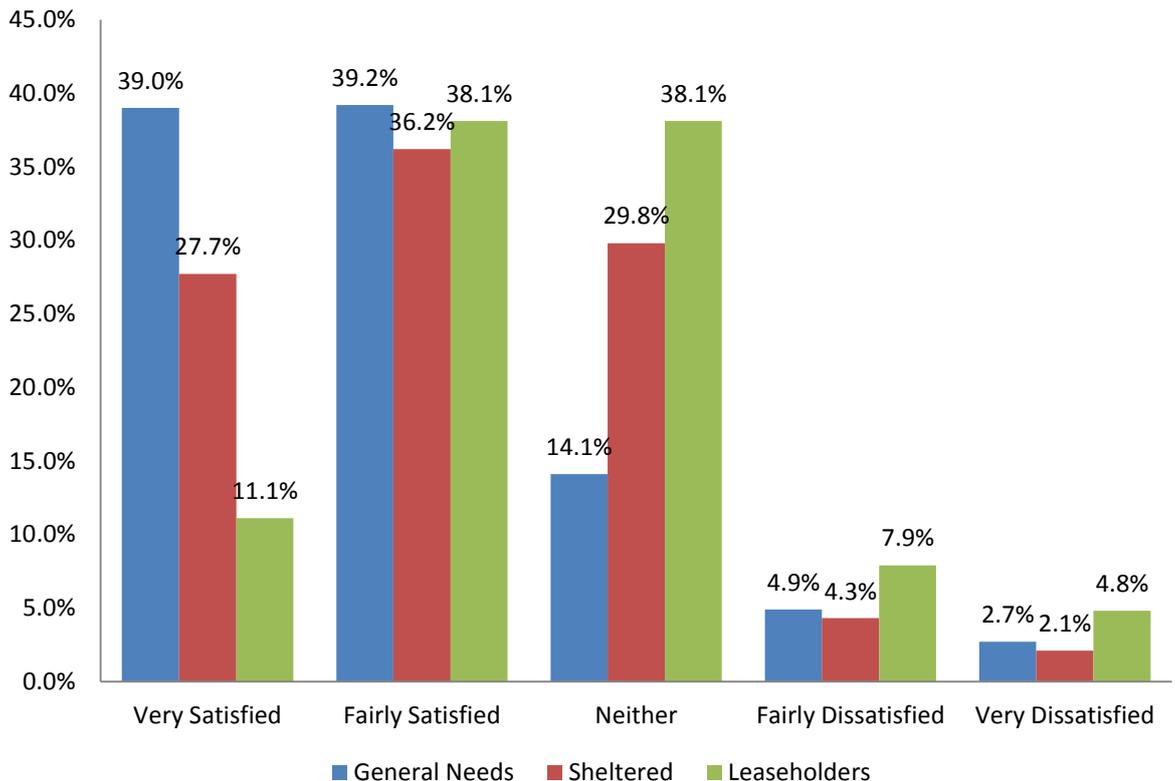


- 72% of general needs tenants are satisfied with how the Council deals with anti-social behaviour, whilst 9% are dissatisfied with their view of how the Council dealt with anti-social behaviour. There were a large number of neither or no responses due to some tenants having no knowledge or experience of how the Council dealt with ASB.
- 64% of sheltered tenants were satisfied but over 30% responded neither or not at all, only 6% were dissatisfied.
- Leaseholders expressed lower satisfaction levels as with all the question, 53% satisfied and 19% dissatisfied.

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	240 (37.8%)	13 (27.7%)	253 (37.2%)	8 (12.5%)
Fairly Satisfied	217 (34.3%)	17 (36.2%)	234 (34.4%)	26 (40.6%)
Neither	120 (19.0%)	14 (29.8%)	134 (19.7%)	18 (28.1%)
Fairly Dissatisfied	41 (6.5%)	2 (4.3%)	43 (6.3%)	6 (9.4%)
Very Dissatisfied	15 (2.4%)	1 (2.1%)	16 (2.4%)	6 (9.4%)
No response	45	3	48	1

6.2 How the Council deals with complaints was the next question put to tenants and leaseholders, and in an area that could be contentious – satisfaction levels are relatively good. 77.6% of all tenants are very or fairly satisfied with how the Council deals with complaints. Large numbers also returned no response or a neither response, suggesting they had no experience of how the Council dealt with complaints.

- General needs tenants were more satisfied than sheltered tenants, 78% compared to 64%, but were slightly more dissatisfied – 8% opposed to 6% respectively.
- Leaseholders were less satisfied, 49% were very or fairly satisfied and 13% were fairly or very dissatisfied. A large proportion, 38%, expressed neither suggesting they had no experience of how complaints were dealt with by the Council.

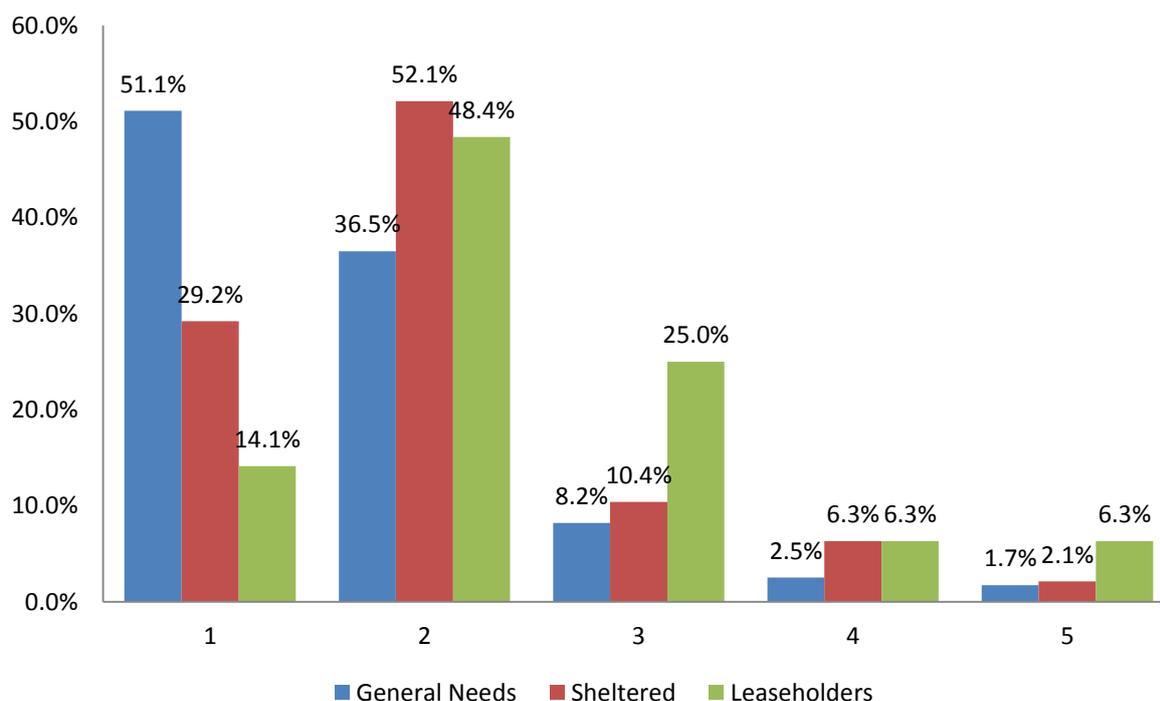


	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	246 (39.0%)	12 (27.7%)	258 (38.1%)	7 (11.1%)
Fairly Satisfied	247 (39.2%)	20 (36.2%)	267 (39.5%)	24 (38.1%)
Neither	89 (14.1%)	12 (29.8%)	101 (14.9%)	24 (38.1%)
Fairly Dissatisfied	31 (4.9%)	1 (4.3%)	32 (4.7%)	5 (7.9%)
Very Dissatisfied	17 (2.7%)	1 (2.1%)	18 (2.7%)	3 (4.8%)
No response	48	4	52	2

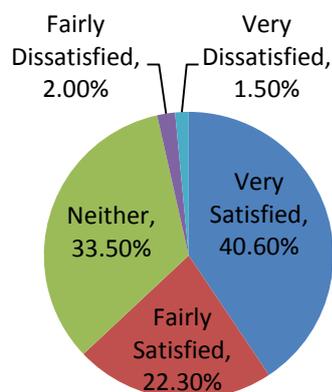
6.3 The majority of tenants are satisfied with the way the Council is dealing with their housing enquiries, 87% of all tenants were fairly or very satisfied with just over 4% being dissatisfied.

	General Needs	Sheltered	GN and Sheltered Total	Leaseholders
Very Satisfied	330 (51.1%)	14 (29.2%)	344 (49.6%)	9 (14.1%)
Fairly Satisfied	236 (36.5%)	25 (52.1%)	261 (37.6%)	31 (48.4%)
Neither	53 (8.2%)	5 (10.4%)	58 (8.4%)	16 (25.0%)
Fairly Dissatisfied	16 (2.5%)	3 (6.3%)	19 (2.7%)	4 (6.3%)
Very Dissatisfied	11 (1.7%)	1 (2.1%)	12 (1.7%)	4 (6.3%)
No response	32	2	34	1

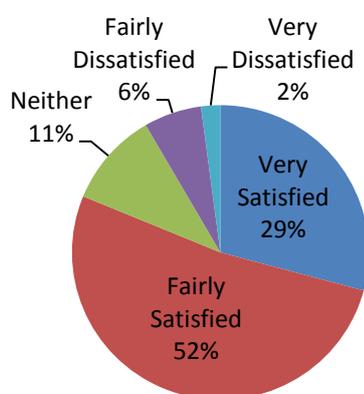
- 88% of general needs tenants are satisfied and 81% of sheltered tenants, whilst nearly 63% of leaseholders claimed to be satisfied.
- 8% of sheltered tenants and 4% of general needs felt dissatisfied, and almost 13% of leaseholders expressed dissatisfaction.



6.4 Most tenants expressed a positive opinion of moving or swapping homes with the Council.



General Needs



Sheltered

- 63% and 81% of general needs and sheltered tenants respectively felt fairly or very satisfied with moving between Council properties.
- A large proportion of general needs tenants responded neither or did not respond most likely indicating they had not moved properties.
- Just over 3% of general needs tenants and 8% of sheltered tenants (albeit 3 respondents) were dissatisfied with moving properties.

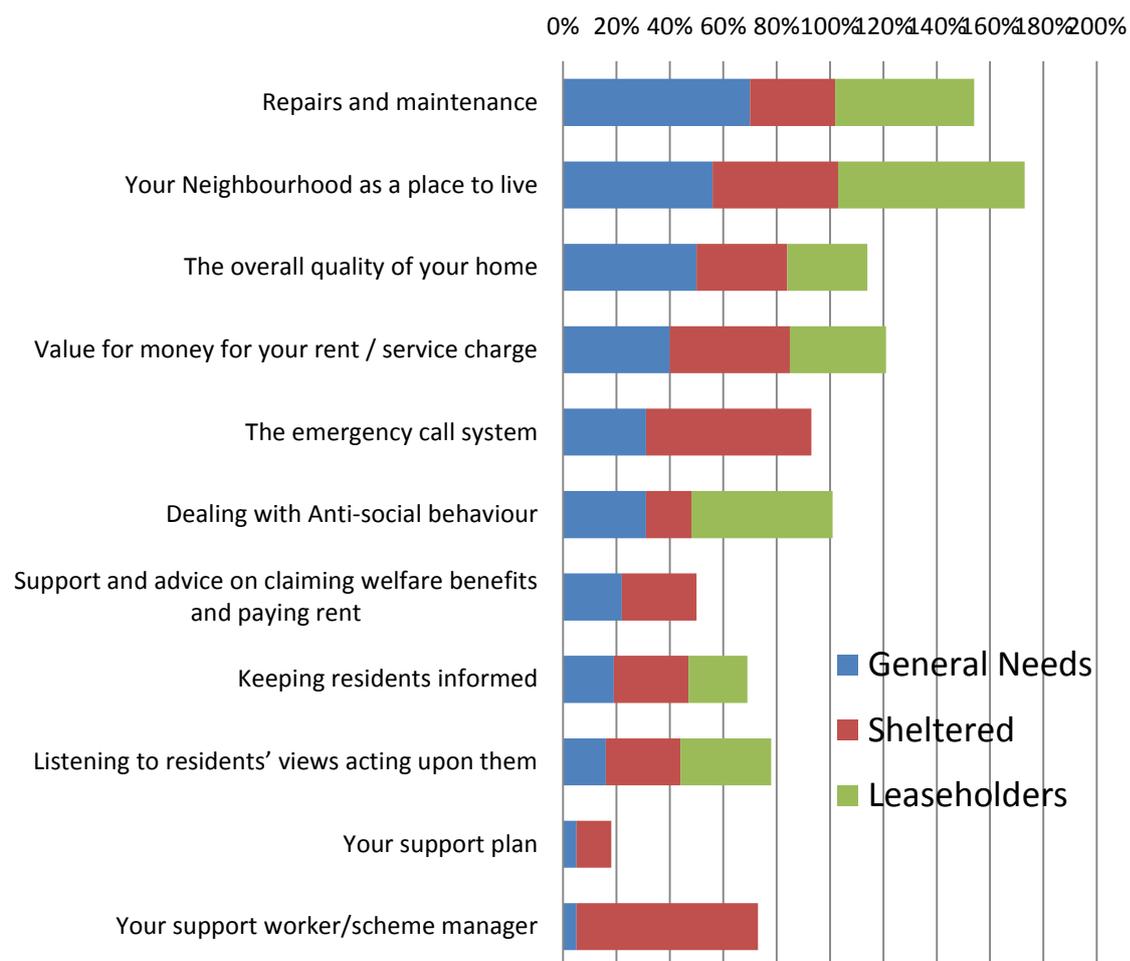
	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>
Very Satisfied	239 (40.6%)	14 (29.2%)	253 (40.1%)
Fairly Satisfied	131 (22.3%)	14 (52.1%)	145 (23.0%)
Neither	197 (33.5%)	12 (10.4%)	209 (33.1%)
Fairly Dissatisfied	12 (2.0%)	2 (6.3%)	14 (2.2%)
Very Dissatisfied	9 (1.5%)	1 (2.1%)	10 (1.6%)
No response	90	7	97

6.5 Satisfaction of the Council's gas servicing arrangements was high, almost 90% of general needs tenants were fairly or very satisfied, with almost 69% being very satisfied.

	General Needs	Sheltered	GN and Sheltered Total
Very Satisfied	444 (68.8%)	7 (23.3%)	451 (40.1%)
Fairly Satisfied	134 (20.8%)	2 (6.7%)	136 (23.0%)
Neither	37 (5.7%)	19 (63.3%)	56 (33.1%)
Fairly Dissatisfied	15 (2.3%)	0	15 (2.2%)
Very Dissatisfied	15 (2.3%)	2 (6.7%)	17 (1.6%)
No response	33	20	53

- PH Jones have the contract for the gas servicing of Council properties, and monthly satisfaction returns indicate the majority of tenants are very happy with the service.
- The response from sheltered tenants shouldn't be read into too much as the majority of properties have storage heaters rather than central heating.
- Less than 5% of general needs tenants are dissatisfied with the gas servicing arrangements.

6.6 Tenants and Leaseholders were asked what they thought were the three most important priorities for the Council. Some respondents didn't read the question properly and returned more than three answers and 17 respondents ticked all of the options.



- Overall tenants and leaseholders felt their neighbourhood as a place to live, repairs and maintenance and value for money of rent/service charge were the most important priorities for the Council.
- General needs tenants felt that repairs and maintenance, neighbourhood and overall quality of home were most important. Repairs and maintenance was overwhelmingly a priority, with 70% of general needs tenants selecting it.
- Sheltered tenants unsurprisingly felt their support worker/scheme manager, the emergency call system and their neighbourhood were the most important priorities for the Council.
- Leaseholders thought neighbourhood, dealing with anti-social behaviour and repairs and maintenance should be the Council's most important priorities.

	<i>General Needs</i>	<i>Sheltered</i>	<i>GN and Sheltered Total</i>	<i>Leaseholders</i>
Your Neighbourhood as a place to live	371 (56%)	22 (47%)	393 (56%)	45 (70%)
Value for money for your rent / service charge	262 (40%)	21 (45%)	283 (40%)	23 (36%)
Support and advice on claiming welfare benefits and paying rent	143 (22%)	13 (28%)	156 (22%)	-
The emergency call system	204 (31%)	29 (62%)	233 (33%)	-
Your support worker/scheme manager	31 (5%)	32 (68%)	63 (9%)	-
Your support plan	31 (5%)	6 (13%)	37 (5%)	-
Keeping residents informed	128 (19%)	13 (28%)	141 (20%)	14 (22%)
The overall quality of your home	329 (50%)	16 (34%)	345 (49%)	19 (30%)
Listening to residents' views acting upon them	106 (16%)	13 (28%)	119 (17%)	22 (34%)
Repairs and maintenance	457 (70%)	15 (32%)	472 (67%)	33 (52%)
Dealing with Anti-social behaviour	203 (31%)	8 (17%)	211 (30%)	34 (53%)
No responses	21	3	24	1

7. **Council Rating**

- 7.1 The final section asked tenants and leaseholders what they thought about the Council. They were asked whether they agreed or disagreed with a series of statements. The following tables allows for a more concise analysis.
- 7.2 The below table combines general needs and sheltered tenants. On the whole most tenants responded positively to the statements surrounding the service the Council provides and how it treats residents.
- 63% felt the Council provided a effective and efficient service, with just under 4% disagreeing.
 - The next most positive response was to the Council having a good reputation, 81% agreed to this statement and 3% disagreed.
 - 84% of tenants agreed that they trusted the Council and 3% disagreed.
 - Slightly more tenants felt the Council treated its residents fairly, 85% to 4% who disagreed.

- Nearly 89% felt the Council was providing the service expected of their landlord, compared to 3.5% who did not.
- Almost 90% of tenants responded in agreement to the Council having friendly and approachable staff, with just over 2% in disagreement.

Tenants	Positive	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Negative
Cannock Chase Council provides an effective and efficient service?	63.1%	40.1%	23.0%	33.1%	2.2%	1.6%	3.8%
Cannock Chase Council is providing the service I expect from my landlord?	88.7%	35.2%	53.5%	7.8%	2.4%	1.1%	3.5%
Cannock Chase Council treats its residents fairly	85.4%	35.8%	49.6%	10.3%	3.0%	1.3%	4.3%
Cannock Chase Council has a good reputation	81.3%	34.0%	47.3%	15.6%	2.0%	1.1%	3.1%
Cannock Chase Council has friendly and approachable staff	89.6%	41.9%	47.7%	8.0%	1.4%	1.0%	2.4%
I trust Cannock Chase Council	84.0%	37.2%	46.8%	13.0%	2.3%	0.7%	3.0%

7.3 The following table presents the opinions of leaseholders on the same statements. Leaseholders have responded less positively throughout the survey and this trend continues.

- A lot less leaseholders trust the Council compared to tenants, only 56% agreed. However only 6% disagreed but 38% neither agreed nor disagreed.
- 62% of leaseholders felt the Council had a good reputation, 8% disagreed.
- 65% thought the Council treated its residents fairly, but almost 10% disagreed.
- Just under 70% of leaseholders believed the Council has friendly and approachable staff, with 6% in disagreement.
- 70% thought the Council provided an effective and efficient service, but almost 11% did not think so.
- Leaseholders responded most positively to the Council providing the service they expect from their landlord, with 76% in agreement.

Leaseholders	Positive	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Negative
Cannock Chase Council provides an effective and efficient service?	70.3%	9.4%	60.9%	18.8%	7.8%	3.1%	10.9%
Cannock Chase Council is providing the service I expect from my landlord?	76.3%	8.5%	67.8%	15.3%	5.1%	3.4%	8.5%
Cannock Chase Council treats its residents fairly	65.0%	7.9%	57.1%	25.4%	6.3%	3.2%	9.5%
Cannock Chase Council has a good reputation	61.9%	9.5%	52.4%	30.2%	4.8%	3.2%	8.0%
Cannock Chase Council has friendly and approachable staff	69.4%	12.9%	56.5%	24.2%	4.8%	1.6%	6.4%
I trust Cannock Chase Council	55.5%	9.5%	46.0%	38.1%	1.6%	4.8%	6.4%

8. Recommendations

It is recommended that the Council reviews the few areas highlighted in the survey where satisfaction falls below the very high ratings found in the majority of service areas, or where fewer residents are satisfied. The open comments provide even more insight into customer satisfaction and will be used alongside the results to inform and improve the level of services delivered by the Housing service at Cannock Chase Council.

The area where the least satisfaction was experienced was around listening to tenants and leaseholder views and acting upon them. This is an area where the Council can improve and has already made some steps towards rectifying the situation with a new Resident Involvement Strategy.

Leaseholder satisfaction was at a lower level than that of tenants, so some relationship building with leaseholders is required to identify areas where the Council can improve and try to create a more positive feeling with leaseholders. Leaseholders forums used to be held but poor attendance meant that these ceased. Therefore another form of communication with leaseholders will need to be established.