



Shropshire Towns and Rural Housing

2022 Resident Satisfaction Survey
Survey Report

December 2022





Resident Survey 2022

Prepared for: Shropshire Towns and Rural Housing

by: Acuity

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Executive Summary

Shropshire Towns and Rural Housing (STAR) commissioned Acuity to carry out a resident satisfaction survey for 2022. Around 2,000 residents were included in a postal survey, which took place between October and November 2022. The results from the survey are generally positive and compare well with other social landlords. However, satisfaction has decreased since the previous survey in 2019, but this has to be considered in the context of generally lower satisfaction among social landlords across the country. The survey recorded many good ratings including the neighbourhood as a place to live (86%), the repairs service in the last 12 months and providing a safe home (both 80%) – all of which is reflected in the finding that 81% of residents are satisfied with the overall services provided. In addition, 61% of residents would recommend STAR Housing to other people with a Net Promoter Score of 41, which compares well with others.

Key findings

Overall satisfaction

A good percentage of residents are satisfied with the overall services provided by STAR Housing (81%), just 10% are dissatisfied and a further 9% are neither satisfied nor dissatisfied.

The home & communal areas

The majority of STAR's residents are satisfied with the maintenance of their home (76%) and that it is safe (80%), as well as the communal areas being kept clean and well maintained (76%).

The neighbourhood

86% of residents are satisfied with their neighbourhood as a place to live, but fewer are satisfied with the positive contribution made by STAR to their neighbourhood (70%), whilst 70% are satisfied with the way STAR handles anti-social behaviour.

Day-to-day repairs and maintenance service

75% are satisfied with the repairs and maintenance service, with more satisfied with the repairs service in the last 12 months (80%) and

the time taken to complete their most recent repair (77%).

Communication and information

72% of residents are satisfied that STAR keeps them informed about things that matter to them. However, fewer are satisfied that they listen to residents' views and act upon them (68%), with 12% dissatisfied and a further 20% neither satisfied nor dissatisfied. 78% think STAR treats them fairly and with respect but just 51% are satisfied with the way complaints are handled.

Satisfaction over time

This survey is based on the new TSM questions and, as such, these are a little different from those used previously. Where questions do match satisfaction is generally down since the previous survey in 2019. It is down 7% for the overall service, 9% for the repairs and maintenance service and 4% fewer feel they are treated fairly. This is, however, in the context of generally falling satisfaction across the social housing sector.

Suggestions for improvement

A total of 240 comments were received suggesting possible improvements to the service, although 10% are positive suggesting no improvements are needed. Perhaps not surprisingly, the repairs service received the most comments (25%), with residents wanting better timescales to complete work, improvements to the contractors, and better quality of work. However, some would like to see better communication and customer service.

Further analysis

Throughout the survey, good levels of satisfaction are found, and the findings are an endorsement of the commitment of STAR Housing and its staff.

However, slightly lower levels of satisfaction are also found, particularly related to communication issues, including listening to views and acting upon them, as well as the way complaints are handled.

Comparison with other landlords

The residents' results have been compared against the recent results from Acuity of surveys conducted this year as well as the ratings from



Housemark for 2021/22. Against the Acuity results STAR performs well, above the median on nine of the eleven measures available, being top quartile for the upkeep of the communal areas and the way ASB is handled. Just the way residents are kept informed and that they are treated fairly fall into the lower and third quartile respectively.

The Housemark figures for 2021/22 (latest available) included fewer measures that match the current question set and, of these, STAR is generally a little below the median. This includes for the overall service and repairs and maintenance which are both in the third quartile. However, how STAR listens to views and the Net Promoter Score are both in the second quartile against this group.

Subgroups

Throughout the report, the responses to the questions have been considered from the viewpoint of a number of different subgroups, including areas of operation and the demographics of the residents.

STAR operates over six management areas, three in Bridgnorth and three in Oswestry. Satisfaction is generally the highest in Oswestry patch B and lowest in Bridgnorth patch 3.

In line with many other similar surveys, satisfaction does appear to increase with age, female residents are a little more satisfied than their male counterparts and those living in bungalows tend to be more satisfied than those in houses and especially flats. The newest residents to STAR tend to be the most satisfied but those of 1 to 3 years the least.

Key Driver Analysis

Key driver analysis reveals the strong influence of STAR in providing a well-maintained home, and handling anti-social behaviour and the repairs and maintenance service are also important but have less of an influence.

TSM questions

The Regulator of Social Housing has issued its new metrics for measuring performance and satisfaction from next year. STAR Housing has included these within the survey.

The results are generally good, with the highest rating for the overall service (81%). However, only 51% are satisfied with how complaints are handled. Many other social landlords are starting to use these metrics prior to them becoming mandatory from April 2023 and this will help to build up a bank of comparative data.

Conclusion & recommendations

The results from the survey are encouraging and generally compare well with other landlords. Satisfaction is down from the previous survey, but this is in the context of falling satisfaction across the sector.

There are no service areas that could be described as performing badly but STAR Housing may want to consider the following further:

Repairs & maintenance – Whilst the ratings for the repairs service are reasonably good, having a well-maintained home is the key driver for overall satisfaction. When asked about possible improvements to service, repairs constantly features, in particular, the timescale for completing work and the quality of that work. Some also complain about outstanding or forgotten repairs. If any improvements can be made in the speed of completing work it is likely to lead to better overall satisfaction.

Complaints – Relatively few have made a complaint to STAR Housing but of those that have, only 51% are satisfied with the way it was handled and 39% are dissatisfied. Complaints are notoriously difficult to resolve to everyone's satisfaction, but residents need to feel confident that any complaint will be taken seriously and dealt with in a good time. It may be worth looking at how complaints are handled at STAR to see if any improvements in the process could be made.



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1. Introduction

Shropshire Towns and Rural Housing (STAR) commissioned Acuity to carry out a satisfaction survey based on the new Tenant Satisfaction Measures, introduced by the Regulator of Social Housing which are due to become mandatory from April 2023.

Aim of the survey

The aim of this survey is to provide data on resident satisfaction, which will allow STAR Housing to:

- Provide an up-to-date picture of residents' satisfaction with their homes and with the services provided by STAR
- Introduce the new TSM questions to familiarise the organisation with the collection and publication of the required data
- Analyse satisfaction by tenure, area of operation, age range, length of tenancy, and gender, where appropriate
- Compare the results with those of the previous surveys
- Compare the performance of STAR as a landlord with that of other social landlords who have undertaken STAR surveys during this year
- Inform decisions regarding future service development.

TSM questions

The Regulator of Social Housing introduced a series of draft measures in early 2022 and these were confirmed, with some changes, in September of this year.

All social landlords are required to collect the results of these measures from April 2023 for both Low Cost Rented Accommodation and Low-Cost Home Ownership properties and these will then be published after the completion of the year in mid-2024. Landlords of over 1,000 units are also required to submit their results to the Regulator in 2024 who will

publish the results to the sector.

STAR Housing has chosen to include the new satisfaction questions in this surveys, in order to get used to using them. In addition, as more landlords use the TSM questions the opportunities to benchmark the results will increase.

Sampling frame and fieldwork

Sampling

The survey was undertaken by post and sent out to around 2,000 residents with the aim to complete in excess of 350 responses but ideally up to 520 to give the required margin of error. An incentive was given with all those responding included in a prize draw with the chance of winning prizes of £100, £50 or £20 in shopping vouchers.

Fieldwork

The fieldwork took place between the 17th and 31st of October and the survey closed on the 14th of November 2022.

Questionnaire design

The questionnaire consists of 26 questions, including two questions asking permission to share the responses. The question set is included in Appendix 1 below.

Response rates & permissions

The sample file for those to be surveyed included 1,833 general needs residents, 151 independent living residents and 18 shared owners. The overall response from all residents was 20.8% - which was around what was anticipated. At the end of the survey, 417 questionnaires were completed from the 2,002 residents surveyed.

The results have been weighted by the age of the residents to ensure they correctly represented the findings of all residents.

The data is returned to STAR without names and addresses attached unless residents give their permission to share their responses. However, 93% of the residents said they are happy for STAR to contact them regarding any



information they provided in the survey and 92% of these residents are happy to have their responses shown with their names and addresses.

Accuracy

For the overall results, Acuity and Housemark recommend that surveys of over 1,000 and under 10,000 population achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. This means that, for example, if 75% of residents answered 'Yes' to a particular question, there are 95 chances out of 100 that the correct figure for all residents – including those who did not respond – would be between 71% and 79%.

For STAR Housing residents, when the data is analysed for all residents, 417 responses were achieved. This response is high enough to conclude that any figures quoted at this level are accurate to within $\pm 4.5\%$, whilst this is a little outside the guideline figure it will still give a good level of accuracy for the results.

Presenting the findings

This report focuses on the high-level findings of the survey and the results are analysed by:

- Tenure
- Patch
- Resident diversity, including age, gender and length of tenancy
- Comparison with the previous surveys, where possible
- Comparison with the results from other landlords.

Notes to figures

Throughout this report, the figures show the results as percentages and base numbers are also shown where appropriate.

Rounding

The vast majority of figures throughout the report show the results as percentages. The percentages are rounded up or down from two decimal places in the data files to the nearest

whole number, and for this reason, may not in all cases add up to 100%. Rounding can also cause the percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. In some parts of the report, percentages may be expressed to one decimal place.

Excluding 'don't know' and 'no opinion'

In general, in line with the convention for satisfaction surveys, only valid responses to questions have been included and all non-valid responses (for example, where a response to a question has not been stated) have been excluded. Responses such as 'no opinion', 'can't remember' or 'don't know' (where these are possible responses to questions) are also excluded from the base in this report. Where these results are excluded, this is noted in the written comments and charts.

Quality standard

This research project was carried out to conform with ISO20252:2019 and the MRS Code of Conduct.

Acknowledgements

Our thanks go firstly to the residents of STAR who took part in the survey. We would also like to thank the staff of STAR for their assistance with the project, and our particular thanks go to Emma Jones for their help throughout the project.

Figure 1.1 Survey sampling, response, and reliability

| Client group | Population | Sample | Total number of interviews | % interviewed | Margin of error |
|-------------------------|--------------|--------------|----------------------------|---------------|---------------------|
| General needs residents | 3,700 | 1,833 | 377 | 10.2% | <u>+4.8%</u> |
| Independent Living | 300 | 151 | 39 | 13.00% | <u>+14.6%</u> |
| Total Rented | 4,000 | 1984 | 416 | 10.4% | <u>+4.5%</u> |
| Shared owners | 200 | 18 | 1 | 5.6% | <u>+97.8%</u> |
| Total Residents | 4,200 | 2,002 | 417 | 20.8% | <u>+4.6%</u> |



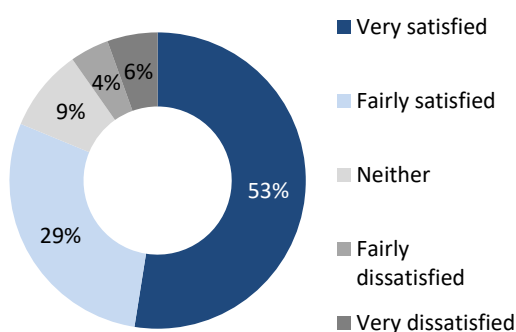
2. Overall services

This chapter examines the overall rating for STAR Housing's (STAR) services and is often seen as the headline figure in the survey. Section 10 looks at the results in more detail by different strands of diversity and section 11 provides further information to determine what is driving satisfaction at STAR.

2.1 Overall services

Eight out of ten residents (81%) are satisfied with the overall services provided by STAR; more are very satisfied (53%) than fairly satisfied (29%). There are just 10% of residents dissatisfied with the overall service whilst 9% said they are neither satisfied nor dissatisfied.

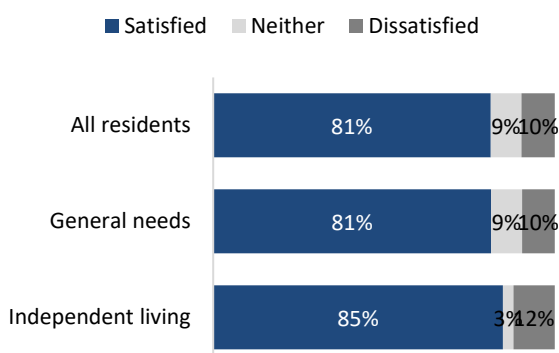
Figure 2.1: Satisfaction with the overall services



Tenure

Independent living residents (85%) are a little more satisfied with the overall services provided by STAR than their general needs counterparts (81%). However, independent living residents are marginally more dissatisfied, 12% compared with 10%.

Figure 2.2: Satisfaction with the overall services by tenure



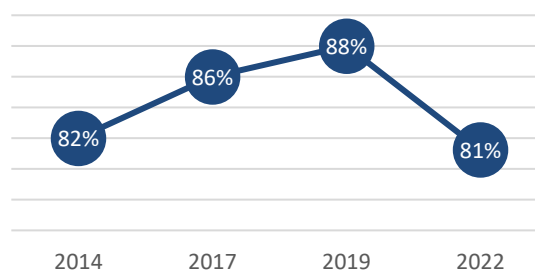
Included in the 'all residents' figure is the responses from the one shared owner who responded to the survey, but this is not shown separately as with such a small number of responses the accuracy is very poor.

Over time

STAR have carried out a number of surveys over the past few years, so it is possible to compare the results over time. However, as this survey is based largely on the new TSM questions there will be limited opportunities to compare like with like.

The chart below shows that satisfaction steadily rose between 2014 and 2019 but it has taken a bit of a dip in 2022, down 7%. Section 12 will explore the context of the results against others conducting similar surveys.

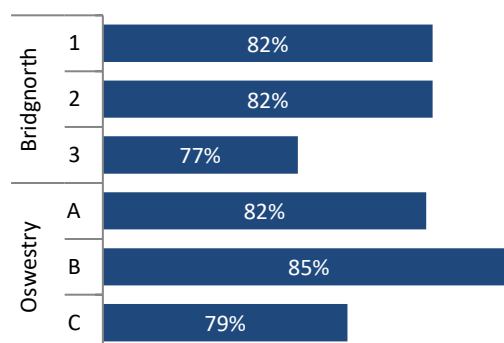
Figure 2.3: Satisfaction with the overall services over time



Patch

STAR operates over six patches, three in Bridgnorth and three in Oswestry. The chart below shows that satisfaction is highest in Oswestry patch B (85%), just a little ahead of Bridgnorth patches 1 & 2 and Oswestry patch A (all 82%). Least satisfied are those in Bridgnorth patch C (77%).

Figure 2.4: Satisfaction with the overall services by patch





Further analysis

The data tables include a number of breaks, including property type, age of resident, gender, ethnicity, length of tenancy and areas. Whilst each section of the report will include a breakdown by tenure, over time (where possible) and patch, Section 12 will include a summary of these breaks by diversity.

3. Satisfaction with the home and communal areas

This section covers the new TSM questions which focus on the safety and maintenance of the home and the upkeep of any communal areas.

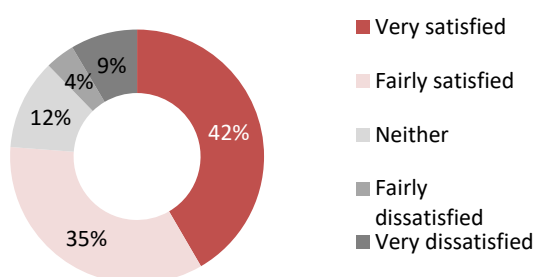
3.1 Maintenance of the home

The first draft TSM question about the home was a little different in that it asked residents if their home was both safe and well maintained.

Following the review of the questions in September, this was split into two, meaning the new TSM questions ask separately if residents feel that their home is safe and well maintained.

Three-quarters of residents (76%) are satisfied that STAR provides a home that is well maintained, with more very satisfied (42%) than fairly satisfied (35%). There are 12% of residents dissatisfied, whilst 12% said they are neither satisfied nor dissatisfied.

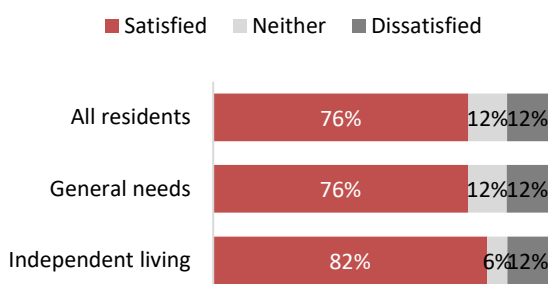
Figure 3.1: Satisfaction that home is well maintained



Tenure

Again independent living residents (82%) are a little more satisfied than general needs residents (76%). There are 12% from each group dissatisfied.

Figure 3.2: Satisfaction that home is well maintained by tenure



Over time

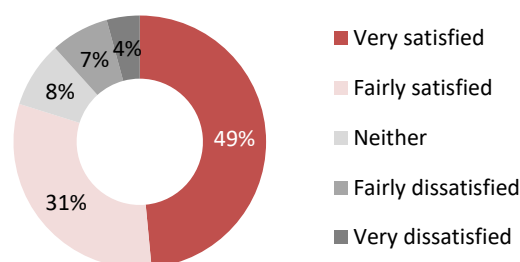
The previous survey in 2019, included a question asking residents about the quality of their homes, and 85% said they were satisfied. However, this is significantly different from the two new questions now included in this survey, meaning it is not possible to compare the results over time. Nevertheless, a trend will build up as more of these surveys are completed.

3.2 Home is safe

Residents were asked, 'Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that STAR Housing provides a home that is safe?'

More residents feel their home is safe (80%), 12% don't think it is and 8% are unsure. This question includes a not applicable/don't know option, but no resident chose this.

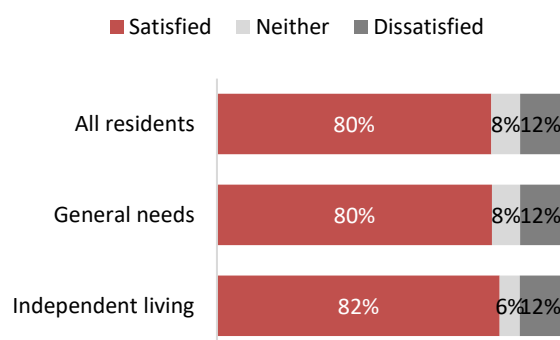
Figure 3.3: Satisfaction that home is safe



Tenure

80% of general needs residents are satisfied that their home is safe as are 82% of independent living residents. Again, dissatisfaction is very similar, 12% for each.

Figure 3.4: Satisfaction that home is safe by tenure



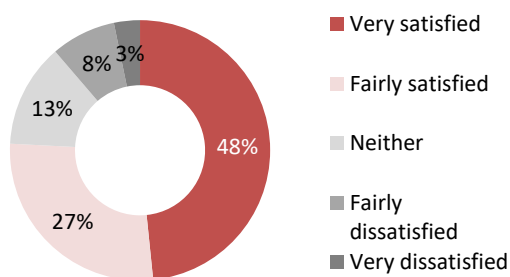


3.2 Communal areas

Residents were then asked, ‘Do you live in a building with communal areas, either inside or outside, that STAR Housing is responsible for maintaining?’ 32% of residents said they do live in a building with communal areas that STAR is responsible for maintaining, 64% said they do not and 4% are unsure. More independent living residents have communal areas (80%) than general needs residents (28%)

Fewer residents are satisfied that STAR keeps the communal areas clean and well maintained (76%), with 48% very satisfied and 27% fairly satisfied. However, 11% are dissatisfied with the upkeep of their communal areas and a further 13% are neither satisfied nor dissatisfied.

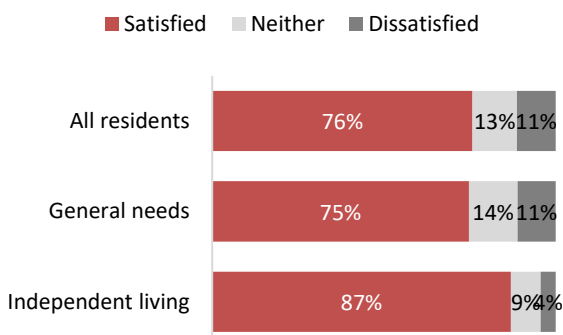
Figure 3.5: Satisfaction with upkeep of communal areas



Tenure

There is a bit of a difference between the groups of residents, with 75% of general needs residents satisfied with how their communal areas are maintained compared with 87% of independent living residents. Correspondingly, more general needs residents are dissatisfied (11%) than the independent living residents (4%).

Figure 3.6: Satisfaction with upkeep of communal areas by tenure



Over time

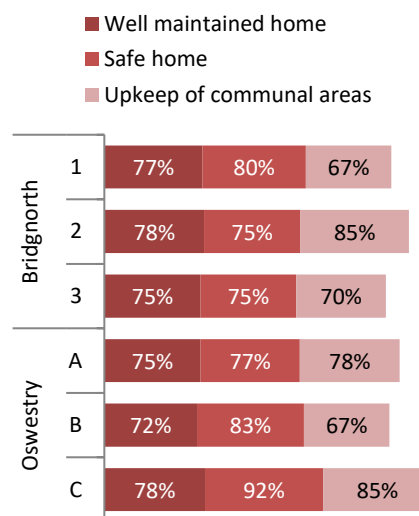
There have been no similar questions about the upkeep of the communal areas in the previous surveys, but this will act as a baseline to compare future results against.

Patch

Satisfaction with the maintenance of the home is highest in Bridgnorth patch 2 and Oswestry patch C (both 78%) with the fewest satisfied in Oswestry patch B (72%). However, with the safety of the home those in Oswestry patch C are the most satisfied (92%), with Bridgnorth patches 2 & 3 the least (75%).

There is some variation across the patches with the satisfaction with the upkeep of the communal areas from just 67% in Bridgnorth patch 1 and Oswestry patch B to 85% in Bridgnorth patch 2 and Oswestry patch C.

Figure 3.7: Satisfaction with the home and communal areas by patch



3.3 Do not feel safe

Residents who do not feel that their home (and/or the communal areas) are well maintained or safe were asked to explain why; 131 comments were received.

The most common comments relate to the day-to-day repairs service with the timescales for work and dealing with outstanding repairs in particular. However, almost as many refer to issues with the grounds maintenance and 11% mention the maintenance and cleaning of the communal areas. Some are experiencing issues



with damp and mould whilst a few residents would like to see some improvements to their home.

The table below shows the subject areas of the comments made and the full text is available within the accompanying data files.

Figure 3.8: Comments about home and/or communal areas

| | |
|--|------------|
| Day-to-day repairs | 29% |
| Outstanding / forgotten repairs | 11 |
| Timescales to complete repairs | 10 |
| Quality of work | 4 |
| Communication about repair (before work started) | 4 |
| Repairs service generally | 3 |
| Job details given to contractor | 1 |
| Contractor | 1 |
| Had to report repair multiple times | 1 |
| Quality checking | 1 |
| Appointments | 1 |
| Ease of reporting repair | 1 |
| Grounds maintenance | 25% |
| Grounds maintenance generally | 5 |
| Paths and driveways | 5 |
| Grass cutting | 5 |
| Fences and gates | 4 |
| Tree maintenance | 4 |
| Frequency of service | 3 |
| Drainage/flooding issues | 2 |
| Bushes & hedges - maintenance / weeding | 2 |
| Flower beds - maintenance / weeding | 1 |
| Overgrown/neglected gardens | 1 |
| Garden furniture | 1 |
| Communal areas | 11% |
| Maintenance of communal areas | 4 |
| Quality of cleaning service | 4 |
| Frequency of cleaning service | 3 |
| Rubbish storage areas | 2 |
| Rubbish | 1 |
| Window cleaning | 1 |
| Property condition | 11% |
| Damp / mould / condensation | 6 |
| Roof repairs | 2 |
| Insulation | 2 |
| Regular inspections | 2 |
| Electrical checks needed | 1 |
| External property maintenance | 1 |
| Home improvements | 7% |

| | |
|---|------------|
| New doors or windows | 4 |
| New kitchen, bathroom | 2 |
| Heating system | 2 |
| General home improvements | 1 |
| Neighbourhood problems | 4% |
| Car parking, signage and garage areas | 2 |
| Dogs - noise or fouling | 1 |
| Neighbours - noise, alcohol | 1 |
| Noise from children, ball games | 1 |
| Council, other agencies | 2% |
| Fly-tipping | 2 |
| Lighting, street lighting | 1 |
| Customer services & contact | 2% |
| Answering phones | 1 |
| Resolving problems | 1 |
| Safety and security | 2% |
| Trip hazard - uneven paths and roads | 1 |
| Lighting (car park, communal) | 1 |
| Organisational policies | 2% |
| Staff availability, weekend, emergency cover | 1 |
| Spending on services | 1 |
| Local area services | 1% |
| Local offices, staff | 1 |
| Scheme/Estate Negative | 1% |
| Lack of/issues with communal area | 1 |
| Tenant services and management | 1% |
| Paying for services do not receive (service charge) | 1 |
| Other | 1% |
| Neutral comment | 1 |
| Scheme/Estate Positive | 2% |
| Quality of cleaning service | 1 |
| Good communal areas | 1 |
| Positive comments | 2% |
| Generally happy, no problems | 2 |
| Total | 131 |



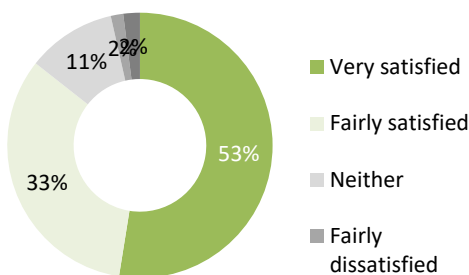
4. Neighbourhood, communal areas & anti-social behaviour

This chapter examines residents' views on their neighbourhood and how STAR deals with anti-social behaviour.

4.1 Neighbourhood as a place to live

Satisfaction with the neighbourhood as a place to live is high (86%), with 53% very satisfied and just 4% dissatisfied. This question includes a not applicable/don't know option and one resident chose this.

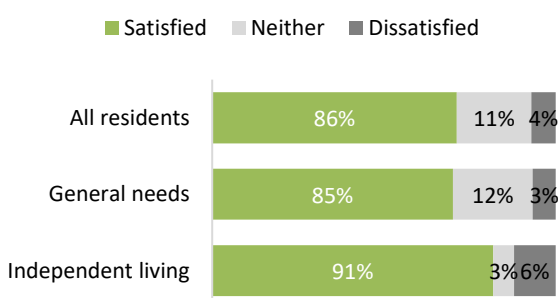
Figure 4.1: Satisfaction with the neighbourhood as a place to live



Tenure

Independent living residents (91%) are again more satisfied than the general needs residents (85%), although satisfaction is high for both groups. However, slightly more independent living residents are dissatisfied with their neighbourhood, 6% compared with 3% for general needs residents.

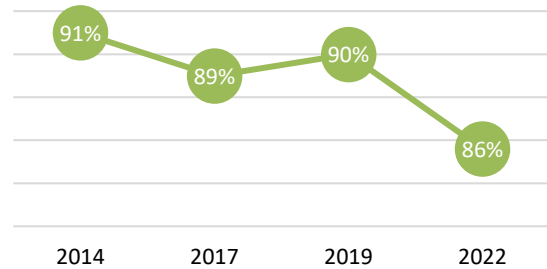
Figure 4.2: Satisfaction with the neighbourhood as a place to live by tenure



Over time

This question was included in the previous surveys and the chart below shows that satisfaction has fallen by 4% since the previous survey in 2019.

Figure 4.3: Satisfaction with the neighbourhood as a place to live over time

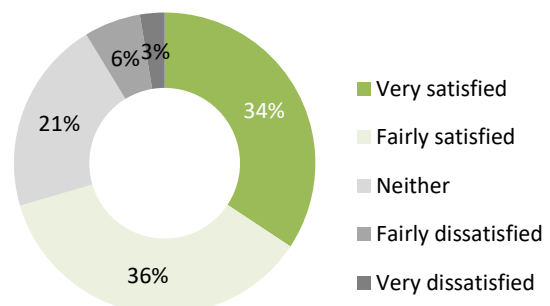


4.2 Contribution to the neighbourhood

Residents were asked, 'How satisfied or dissatisfied are you that STAR makes a positive contribution to your neighbourhood?'

70% of residents are satisfied with the positive contribution made by STAR to their neighbourhood, with similar numbers very satisfied (34%) and fairly satisfied (36%). Just 9% of residents are dissatisfied with the contribution made to their neighbourhood but 21% are neither satisfied nor dissatisfied. This question includes a not applicable/don't know option and 21 residents chose this.

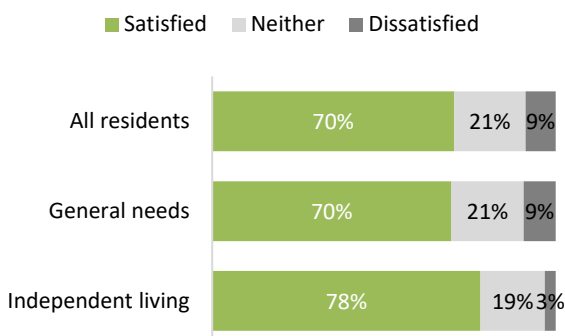
Figure 4.4: Satisfaction with the contribution to the neighbourhood



Tenure

8% more independent living residents are satisfied with the positive contribution made by STAR to their neighbourhood than the general needs residents, 78% and 70% respectively.

Figure 4.5: Satisfaction with the contribution to the neighbourhood by tenure



Over time

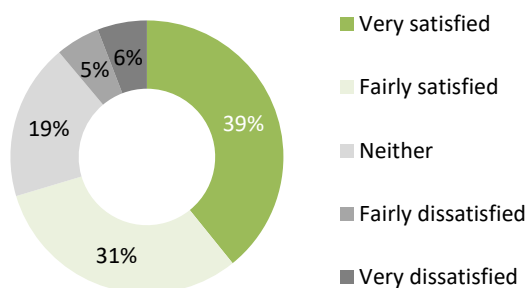
This question is being used for the first time, so no trend information is currently available.

4.2 Dealing with anti-social behaviour

As a follow-up to the questions about the neighbourhood, residents were asked, ‘How satisfied or dissatisfied are you with STAR Housing’s approach to handling anti-social behaviour?’ This is another TSM question.

70% of residents said they are satisfied with STAR’s approach to handling anti-social behaviour, more are very satisfied (39%) than fairly satisfied (31%). Just 11% of residents are dissatisfied with the approach but a further 19% are neither satisfied nor dissatisfied. 82 residents gave a not applicable/don’t know answer, perhaps suggesting they had not experienced ASB so could not comment.

Figure 4.6: Satisfaction with how ASB is handled

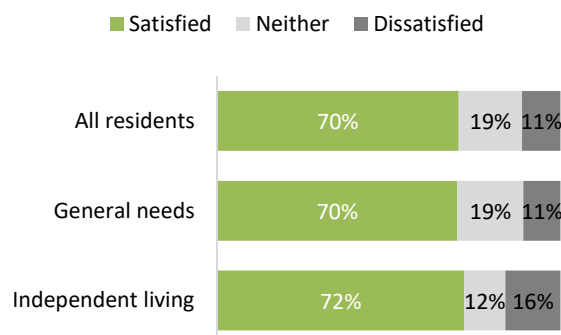


Tenure

There is little between the tenures in terms of their satisfaction with the way anti-social behaviour is handled, 70% of general needs and 72% of independent living residents are satisfied.

However, a few more independent living residents (16%) are dissatisfied.

Figure 4.7: Satisfaction with how ASB is handled by tenure



Over time

This is also a new question added to the survey this year.

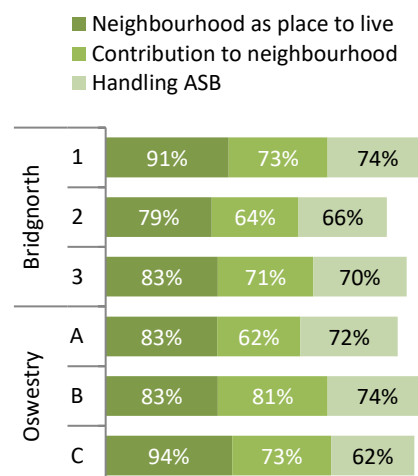
Patch

Satisfaction with the neighbourhood as a place to live is highest in Oswestry patch C (94%) and Bridgnorth patch 1 (91%). Least satisfied are those in Bridgnorth patch 2 (79%).

Residents in Oswestry patch B (81%) are the most satisfied with the positive contribution made to their neighbourhood by STAR Housing with Oswestry patch A the least (62%).

Satisfaction with the handling of ASB ranges from 74% in Bridgnorth patch 1 and Oswestry patch B to 62% in Oswestry patch C.

Figure 4.8: Satisfaction with neighbourhood by patch



Not satisfied with handling ASB

Those residents not satisfied with STAR



Housing's approach to handling anti-social behaviour were asked to say why and what could be improved; 55 comments were received.

Half the comments refer to neighbourhood problems, as you might expect, with 14 referring to their experience of ASB and some suggesting that problems still exist and have not been dealt with. However, others have issues with drugs in the area and other crimes. Five residents want better enforcement of the tenancy conditions.

Figure 4.9: Not satisfied with how ASB is handled

| | |
|---|-----------|
| Neighbourhood problems (28 comments) | |
| Anti-social behaviour | 14 |
| Drug related issues | 4 |
| Neighbours - noise, alcohol | 2 |
| Level of crime | 2 |
| Community spirit | 2 |
| Noise from children, ball games | 1 |
| Dogs - noise or fouling | 1 |
| Neighbours gardens | 1 |
| Car parking, signage and garage areas | 1 |
| Tenant services and management (5 comments) | |
| Enforcement of tenancy agreement | 5 |
| Customer services & contact (5 comments) | |
| Resolving problems | 2 |
| Time taken to resolve enquiry | 1 |
| Care, empathy, support etc | 1 |
| Complaints handling | 1 |
| Safety and security (3 comments) | |
| Damage to property or communal areas | 1 |
| Physically attacked | 1 |
| People on site not residents | 1 |
| Organisational policies (3 comments) | |
| Mix of residents or tenures | 3 |
| Council, other agencies (1 comment) | |
| Lighting, street lighting | 1 |
| Communications and information (1 comment) | |
| More visits | 1 |
| Manager Negative (1 comment) | |
| Trust/ confidentiality (manager) | 1 |
| Other (6 comments) | |
| No comment/suggestions | 4 |
| General negative comment | 1 |
| Neutral comment | 1 |
| Positive comments (2 comments) | |
| Generally happy, no problems | 1 |
| Good overall service | 1 |
| Total | 55 |

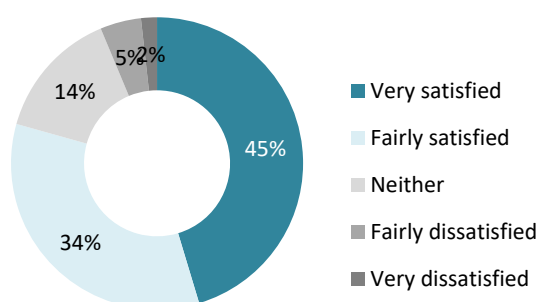
5. Customer contact & complaints

This section looks at the ease of dealing with STAR and its approach to handling complaints.

5.1 Ease of dealing with STAR

Eight out of ten residents (79%) are satisfied that STAR is easy to deal with; 45% of residents are very satisfied and 34% are fairly satisfied. Just 6% who do not find STAR easy to deal with and 14% are neither satisfied nor dissatisfied.

Figure 5.1: Satisfaction with ease of dealing with STAR

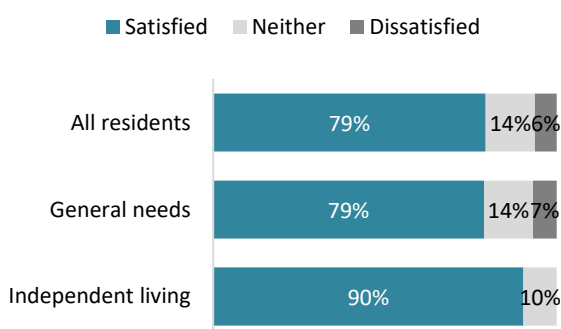


Tenure

Once again, the independent living residents are far more satisfied than their general needs counterparts, 90% find STAR easy to deal with, compared with 79% of general needs residents.

No independent living find dealing with STAR Housing difficult.

Figure 5.2: Satisfaction with the ease of dealing with STAR by tenure



Over time

In the previous survey, residents were asked about the ease of getting hold of the right person

and 75% were satisfied and 85% found the staff helpful. 84% felt their enquiry was dealt with quickly and efficiently. However, these do not match the current question directly, so no comparison is available.

Don't find STAR Housing easy to deal with

Those residents not satisfied that STAR Housing is easy to deal with were asked to say why; 57 comments were received. 22 comments are about the repairs service, dealing with outstanding repairs and the communications about the work the most common. Residents also mentioned call handling and returning calls with the remaining comments covering property condition, home improvements and communications.

Figure 5.3: Not easy to deal with

| Day-to-day repairs (22 comments) | |
|--|---|
| Outstanding / forgotten repairs | 6 |
| Communication about repair (before work started) | 5 |
| Ease of reporting repair | 2 |
| Appointments | 2 |
| Internal communications (repairs) | 2 |
| Contractor communications | 1 |
| Quality of work | 1 |
| Job details given to contractor | 1 |
| Contractor | 1 |
| Timescales to complete repairs | 1 |
| Customer services & contact (15 comments) | |
| Call/contact handling - passed around | 4 |
| Return call / email | 4 |
| Resolving problems | 2 |
| Care, empathy, support etc | 2 |
| Internal communications | 1 |
| Complaint not resolved | 1 |
| Automated system | 1 |
| Property condition (3 comments) | |
| External property maintenance | 2 |
| Damp / mould / condensation | 1 |
| Home improvements (3 comments) | |
| General home improvements | 1 |
| New kitchen, bathroom | 1 |
| New doors or windows | 1 |
| Communications and information (3 comments) | |
| Listen carefully, take interest | 3 |
| Neighbourhood problems (2 comments) | |
| Car parking, signage and garage areas | 1 |



| | |
|--|-----------|
| Anti-social behaviour | 1 |
| Grounds maintenance (1 comment) | |
| Garden furniture | 1 |
| Local area services (1 comment) | |
| Local offices, staff | 1 |
| Organisational policies (1 comment) | |
| Staff availability, weekend, emergency cover | 1 |
| Other (2 comments) | |
| Already commented in earlier question | 1 |
| Neutral comment | 1 |
| Positive comments (4 comments) | |
| Attitude of staff | 2 |
| Repairs service/workforce | 1 |
| Generally happy, no problems | 1 |
| Total | 57 |

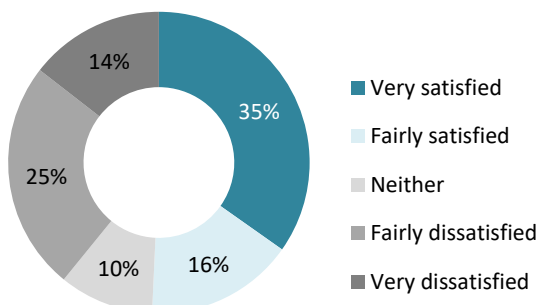
5.2 Handling complaints

19% of residents said they had made a complaint to STAR within the last 12 months. Similar numbers of general needs residents (19%) and independent living residents (21%) had made a complaint.

Those residents who had made a complaint were then asked, 'How satisfied or dissatisfied are you with STAR Housing's approach to complaints handling?'

Half the residents (51%) are satisfied with STAR's approach to handling complaints whilst 39% are dissatisfied. 10% of residents are neither satisfied nor dissatisfied.

Figure 5.4: Satisfaction with handling of complaints

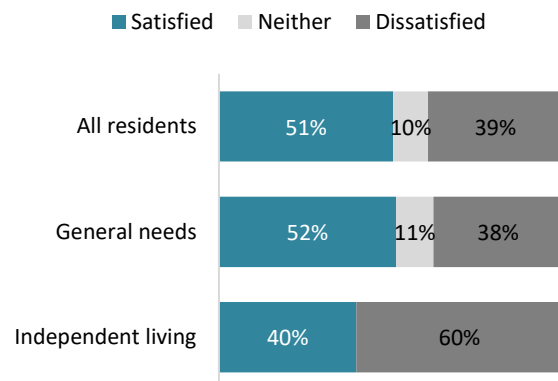


Tenure

More independent living residents are dissatisfied (60%) with the way their complaint was handled than are satisfied (40%). This is in contrast to the general needs residents where 52% are satisfied

and 38% are dissatisfied.

Figure 5.5: Satisfaction with handling of complaints by tenure



Over time

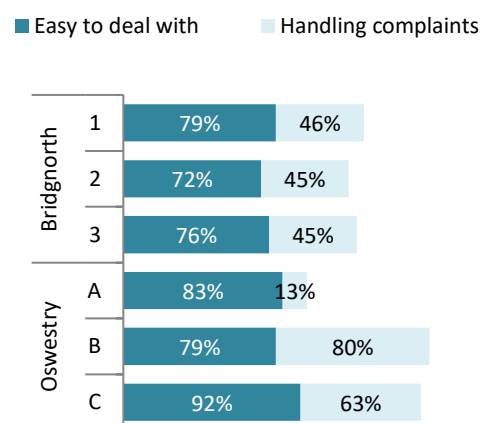
This question was not included in the previous surveys.

Patch

Satisfaction with the ease of dealing with STAR Housing is relatively high across the patches ranging from 72% in Bridgnorth patch 2 to 92% in Oswestry patch C.

However, satisfaction with the handling of complaints is considerably lower; whilst 80% are satisfied in Oswestry patch B only 13% are satisfied in Oswestry patch A.

Figure 5.6: Satisfaction with being easy to deal with and handling complaints by patch



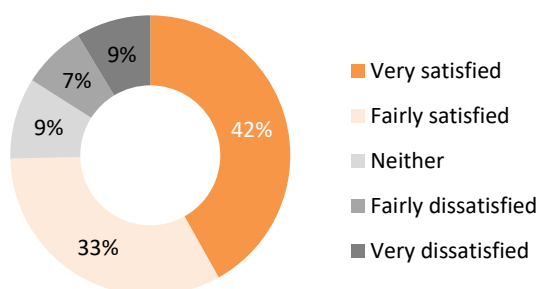
6. Repairs and maintenance

Resident surveys almost universally find that satisfaction with the repairs and maintenance service is the most important factor in determining overall satisfaction with the landlord. This chapter looks at satisfaction with this key service at STAR Housing and includes the new TSM questions, which focus on the recent service as well as a general satisfaction question.

6.1 Repairs and maintenance service

Three-quarters of residents (75%) are satisfied with how STAR Housing deals with repairs and maintenance service, with more very satisfied (42%) than fairly satisfied (33%). There are 16% of residents dissatisfied with the repairs service and 9% are neither satisfied nor dissatisfied.

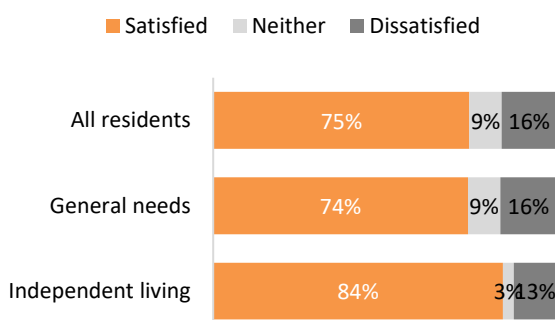
Figure 6.1: Satisfaction with the repairs & maintenance service



Tenure

Again, more independent living residents (84%) are satisfied than general needs residents (74%), although similar numbers are dissatisfied, 13% and 16% respectively.

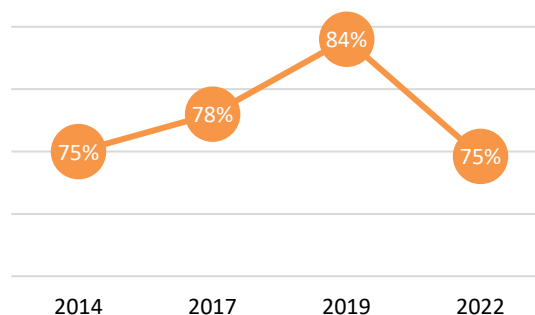
Figure 6.2: Satisfaction with the repairs & maintenance service by tenure



Over time

The general question about the repairs and maintenance service has been included in the last few surveys. The chart below shows that satisfaction rose steadily from 2014 to 2019 but it has now dipped back to the same level as in 2014, down 9% from 2019.

Figure 6.3 Satisfaction with the repairs & maintenance service over time

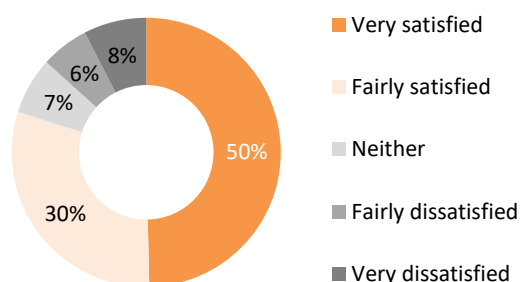


6.2 Repairs in last 12 months

71% of residents had a repair carried out to their home by STAR within the last 12 months, 71% of general needs residents had a repair as did 82% of independent living residents.

Of these, eight out of ten residents (80%) are satisfied with the repairs service during this period, with many more very satisfied (50%) than fairly satisfied (30%). There are 13% of residents dissatisfied with the repairs service and 7% are neither satisfied nor dissatisfied.

Figure 6.4: Satisfaction with the repairs service in the last 12 months

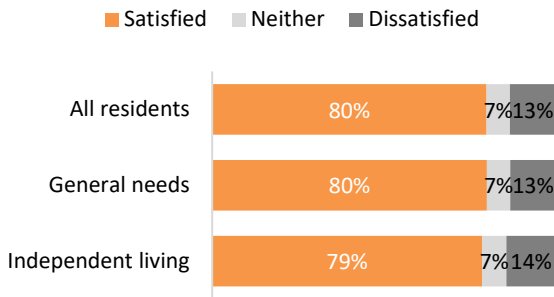


Tenure

Similar numbers of general needs and independent living residents are satisfied with the repairs service in the last 12 months, 80% and 79% respectively. Also similar numbers are dissatisfied, 13% and 14%.



Figure 6.5: Satisfaction with the repairs service in the last 12 months by tenure



Over time

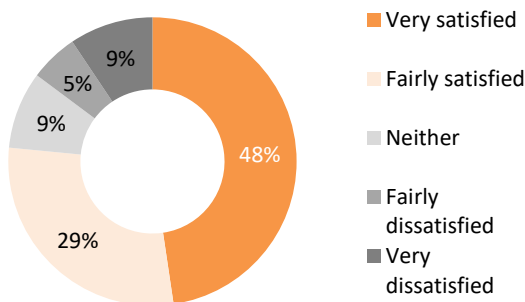
The previous survey included questions about the last repair in terms of the attitude of the workers, quality of work etc but not in the same format as the current question.

6.2 Time to complete most recent repair

Those residents who had a repair completed were then asked, 'How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?'

Slightly fewer residents are satisfied with the time taken over the most recent repair (77%). 48% are very satisfied and 29% fairly satisfied. Slightly more are dissatisfied with the time taken (15%) and 9% are neither satisfied nor dissatisfied.

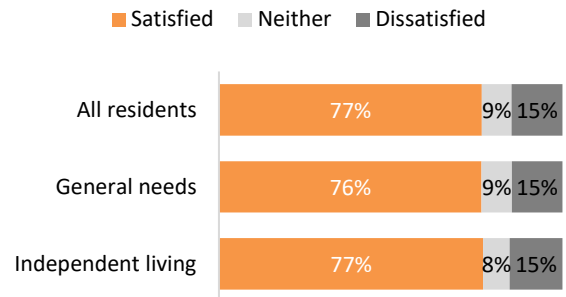
Figure 6.6: Satisfaction with time taken to complete most recent repair



Tenure

Again, there is very little between the tenures in terms of their satisfaction with the time taken to complete their most recent repair, 76% of general needs residents are satisfied and 77% of independent living residents. Dissatisfaction is the same for both groups (15%).

Figure 6.7: Satisfaction with time taken to complete most recent repair by tenure



Over time

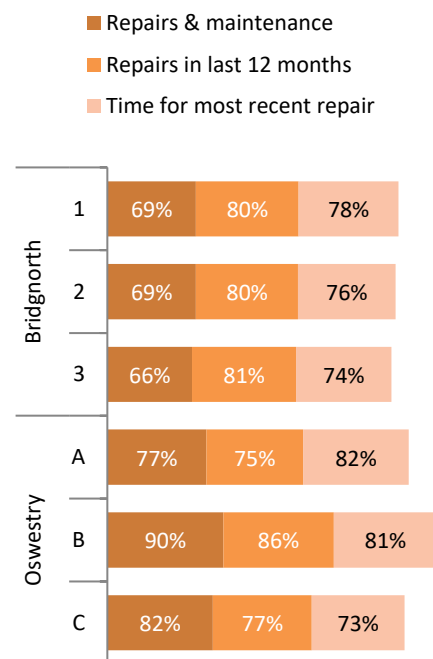
This question is one of the new TSM questions and was not included in the previous survey.

Patch

Satisfaction with the overall repairs and maintenance service is highest in Oswestry patch B (90%) and lowest in Bridgnorth patch 3 (66%). Those in Oswestry patch B are also the most satisfied with the service in the last 12 months (86%), with those in Oswestry patch A the least (77%).

However, it is those in Oswestry patch A (82%) who are the most satisfied with the time taken to complete their most recent repair and patch C the least (73%).

Figure 6.8: Satisfaction with repairs by patch



6.3 Not satisfied with repairs service

Those residents who are not satisfied with the repairs service were asked to explain why.

139 comments were received with three-quarters (76%) about the day-to-day repairs service. The most frequent comments relate to the timescales for work, with most residents wanting their repairs completed quicker, whilst some refer to the quality of work and that they are waiting for outstanding repairs to be completed.

The remaining comments do cover some related issues like home improvements, property condition and safety issues, with others also referring to contact and communication. The subjects of the comments are shown in the table below and the full text is available within the accompanying data files and on the Acuity dashboard.

| | |
|--------------------------------------|------------|
| Heating system | 1 |
| Grounds maintenance | 3% |
| Fences and gates | 3 |
| Drainage/flooding issues | 1 |
| Safety and security | 2% |
| Door or window security | 2 |
| Trip hazard - uneven paths and roads | 1 |
| Communications and information | 1% |
| Communications (in general) | 2 |
| Communal areas | 1% |
| Maintenance of communal areas | 1 |
| Customer services & contact | 1% |
| Return call / email | 1 |
| Positive comments | 1% |
| Repairs service/workforce | 1 |
| Settled, lived here a long time | 1 |
| Total | 139 |

Figure 6.9: Not satisfied with the repairs service

| | |
|--|------------|
| Day-to-day repairs | 76% |
| Timescales to complete repairs | 41 |
| Outstanding / forgotten repairs | 29 |
| Appointments | 10 |
| Quality of work | 10 |
| Communication about repair (before work started) | 4 |
| Ease of reporting repair | 3 |
| Repairs service generally | 2 |
| Repairs covered in service level | 2 |
| Had to report repair multiple times | 2 |
| Quality checking | 1 |
| Contractor | 1 |
| Internal communications (repairs) | 1 |
| Property condition | 9% |
| Damp / mould / condensation | 6 |
| External property maintenance | 2 |
| Condition of the property | 1 |
| Internal decoration | 1 |
| Roof repairs | 1 |
| Flooring | 1 |
| Home improvements | 6% |
| New kitchen, bathroom | 3 |
| New doors or windows | 2 |
| Property adaptations | 1 |
| Quality of refurbishment | 1 |



7. Communications

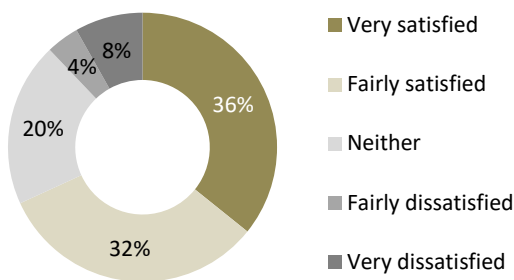
This section included three further TSM questions about how STAR listens to residents' views and acts upon them, keeps them informed and treats them fairly and with respect.

7.1 Listens to views and acts upon them

Residents were asked if they are satisfied or dissatisfied that STAR listens to their views and acts upon them.

Seven out of ten residents are satisfied with how their views are listened to (68%), 36% are very satisfied, and a further 32% are fairly satisfied. However, 12% of residents are dissatisfied, with 20% neither satisfied nor dissatisfied. 42 residents gave a not applicable/don't know answer

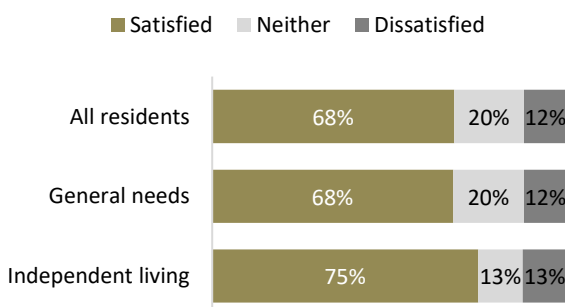
Figure 7.1: Satisfaction with listening to views and acting upon them



Tenure

75% of independent living residents are satisfied with the way STAR Housing listens to their views and acts upon them, a little more than the general needs residents (68%). However, similar numbers are dissatisfied, 13% and 12% respectively.

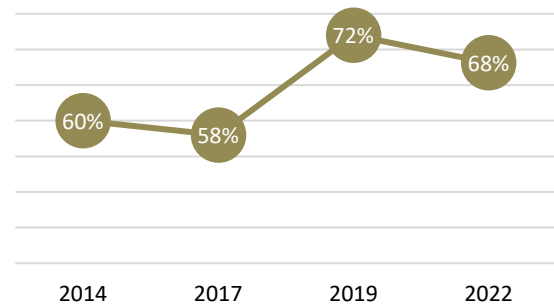
Figure 7.2: Satisfaction with listening to views and acting upon them by tenure



Over time

Satisfaction that STAR Housing listens to residents' views has fluctuated over time from a low of 58% in 2017 to a high of 72% in 2019. The current rating of 68% is 4% below the level in the previous survey but still higher than in either 2014 or 2017.

Figure 7.3: Satisfaction with listening to views and acting upon them over time

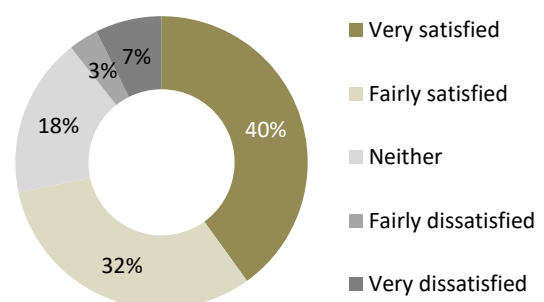


7.2 Keeping residents informed

More residents are satisfied that STAR keeps them informed about things that matter to them (72%), with 40% very satisfied and 32% fairly satisfied.

However, 11% are dissatisfied with how they are kept informed and 18% are neither satisfied nor dissatisfied. 22 residents answered this question with a not applicable/don't know.

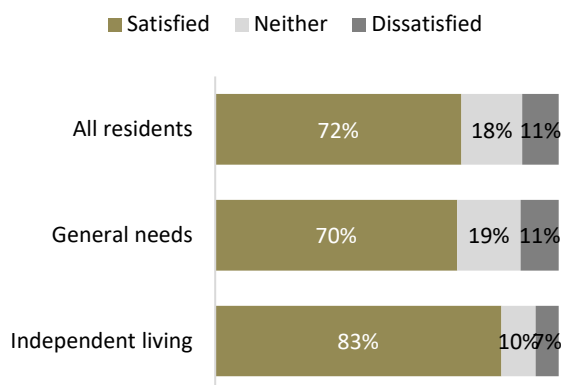
Figure 7.4: Satisfaction with keeping residents informed



Tenure

83% of independent living residents are satisfied that STAR Housing keeps them informed about things that matter to them, this compares with 70% of general needs residents. 7% and 11% respectively are dissatisfied with how they are kept informed.

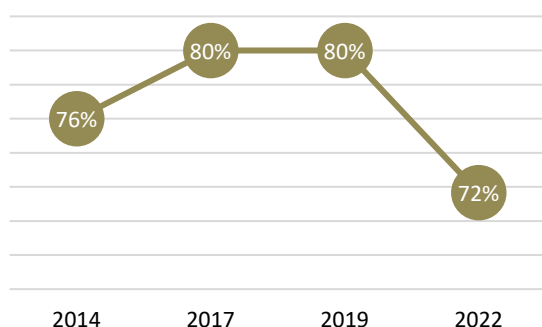
Figure 7.5: Satisfaction with keeping residents informed by tenure



Over time

Satisfaction with the way STAR Housing keeps its residents informed has fallen by 8% in 2022 from the previous survey in 2019. It is now at its lowest point since 2014.

Figure 7.6: Satisfaction with keeping residents informed over time



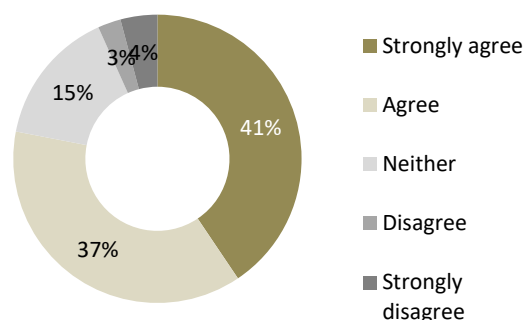
7.3 Treated fairly and with respect

The last of the TSM questions within this report asked residents, 'To what extent do you agree or disagree with the following "STAR Housing treats me fairly and with respect"?'

Over three-quarters of residents (78%) do agree that they are treated fairly and with respect by STAR; 41% strongly agree and a further 37% agree. Just 7% disagree with this and a further 15% neither agree nor disagree.

This question also included a not applicable/don't know option and 8 residents chose this.

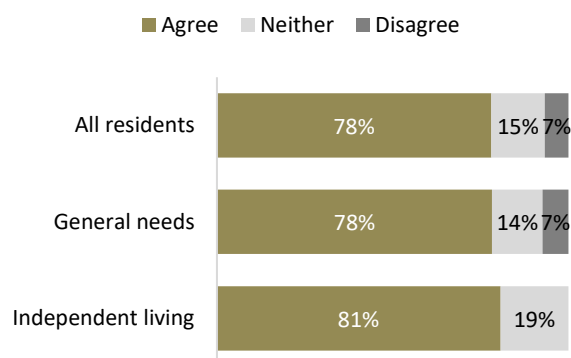
Figure 7.7: Treated fairly and with respect



Tenure

The difference between the tenures on how they are treated fairly and with respect is small, 78% of general needs and 81% of independent living residents agree that they are treated fairly. No independent living residents think they are not treated fairly.

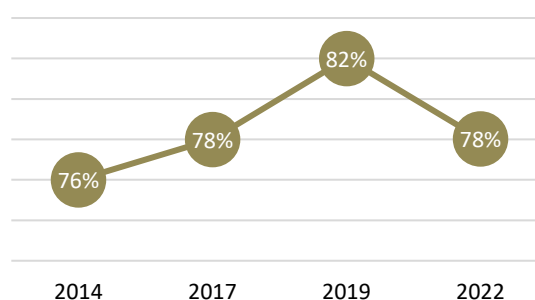
Figure 7.8: Treated fairly and with respect by tenure



Over time

The previous surveys asked residents if they are treated fairly, whilst this is not exactly the same as the current question it is sufficiently similar to include the trend data. This shows that satisfaction with the way STAR treats its residents fairly increased steadily from 2014 to 2019 but has fallen back a little in 2022 (down 4%).

Figure 7.9: Treated fairly and with respect over time





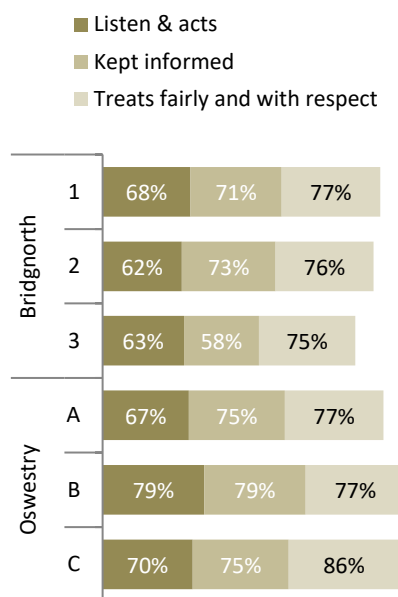
Patch

Between 62% and 79% across the patches are satisfied with the way STAR Housing listens to their views and acts upon them, the most in Oswestry patch B and least in Bridgnorth patch 2.

Residents in Oswestry patch B are also the most satisfied with how they are kept informed (79%), with those in Bridgnorth patch 3 the least.

Satisfaction is higher across the patches for being treated fairly and with respect from 75% in Bridgnorth patch 3 to 86% in Oswestry patch C.

Figure 7.10: Satisfaction with communications by patch



8. Recommending STAR Housing

STAR Housing included in the current survey the ‘net promoter’ question which looks at the likelihood of a resident recommending STAR to other people. This type of question is drawn from private sector surveys as providing a useful insight into the general attitude of residents towards their landlord and particularly the extent to which they feel engaged as a ‘customer’.

8.1 Net Promoter Score

The Net Promoter Score, or NPS®, is based on the fundamental perspective that every company’s customers can be divided into three categories: Promoters, Passives and Detractors.

By asking one simple question, ‘How likely would you be to recommend STAR Housing to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely?’ it is possible to then track these groups and get a clear measure of your organisation’s performance through your residents’ eyes. Residents respond on a 0-to-10-point rating scale and are categorised as follows:

Promoters (score 9-10) are loyal enthusiasts who will promote and support the landlord, increasing their reputation.

Passives (score 7-8) are satisfied but unenthusiastic residents who can easily become detractors depending on circumstances.

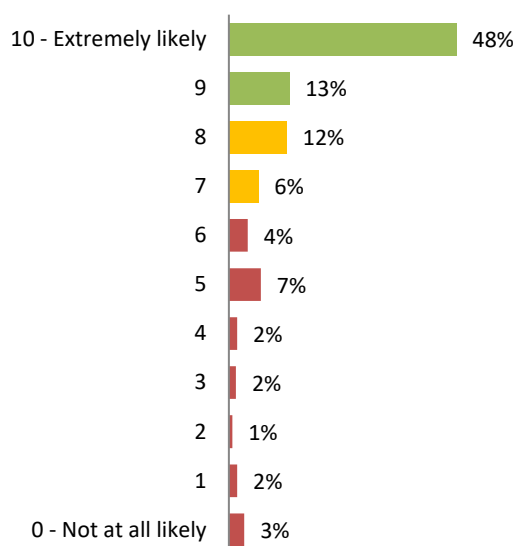
Detractors (score 0-6) are unhappy customers who can damage your organisation and hold back development and growth through negative word-of-mouth.

The survey found that nearly half of all residents (48%) awarded STAR the very highest rating of 10 out of 10, with a further 13% awarding a score of 9 out of 10.

12% of residents awarded a score of 8 out of 10 and 6% a 7 out of 10. It would be interesting to explore what STAR would need to do in order to convert these residents into promoters.

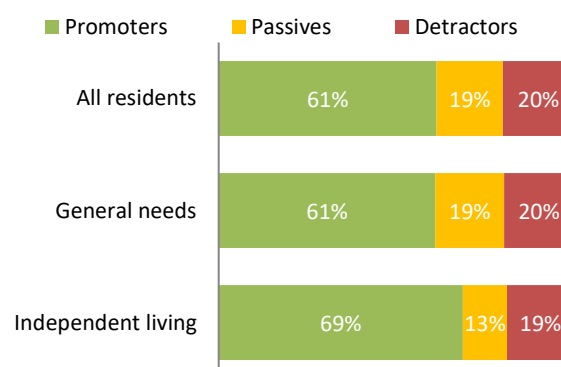
At the other end of the scale, 3% of residents awarded the lowest rating of 0 out of 10.

Figure 8.1: Net Promoter Score breakdown



Therefore, three-fifths of residents are very loyal and happy to promote STAR Housing to other people and are promoters (61%), 19% of residents are passive and could be persuaded one way or the other, while 20% are detractors and are likely to be negative about STAR.

Figure 8.2: Net Promoter Score breakdown



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. The Net Promoter Score for STAR residents is 41, for general needs residents it is also 41 and for independent living residents it is 50.

In order to be of use to the organisation, 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.

Over time

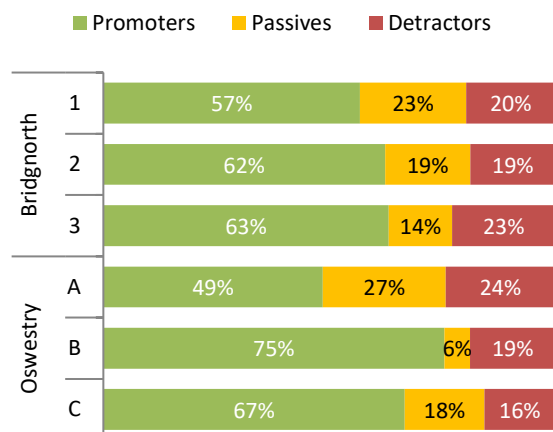
This question was not used in the previous surveys so currently no trend information is available.

Patch

Oswestry patch B has the most promoters (75%) and consequently has the highest Net Promoter Score (57), although there are fewer detractors in Oswestry patch C (16%).

The least number of promoters are in Oswestry patch A, and this also has the lowest NPS (24).

Figure 8.4: NPS by area

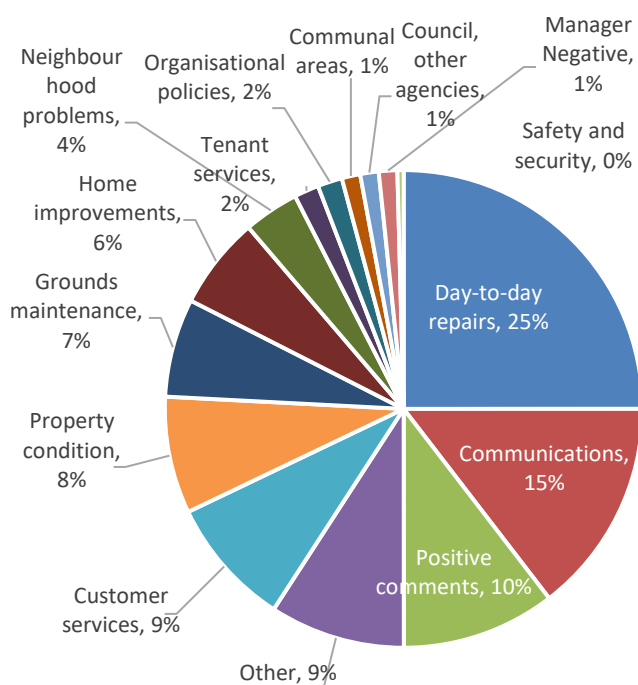


9. Improving services

The residents were asked what could STAR Housing do to improve its services.

A total of 240 comments were received and, of these, 10% are positive. A further 16 residents gave 'no comment' or 'don't know' and it could be construed that they also do not feel improvement is necessary. Of the suggestions to improve the service, perhaps not surprisingly it is the repairs service that attracts the most comments, with communications next and then customer services. The chart below shows the main subject areas of the comments.

Figure 9.1: How can STAR improve its services?



Looking at the comments in a little more detail shows that residents want their repairs to be done quicker the repairs service improved generally, better work from the contractors and higher quality of work. Some would like better communications from STAR and would also like them to listen to them more carefully and show some more empathy. A few residents has issues with their property's condition and grounds maintenance, and some would like improvements to their home, new kitchens and bathrooms in particular.

The table below shows the main subject areas of the comments, and the full text is available within

the data tables and helps to give insight into the main drivers for satisfaction and dissatisfaction.

Figure 9.2: Suggestions for improvement

| | |
|--|------------|
| Day-to-day repairs | 25% |
| Timescales to complete repairs | 17 |
| Repairs service generally | 10 |
| Contractor | 8 |
| Quality of work | 7 |
| Appointments | 5 |
| Communication about repair (before work started) | 3 |
| Out of hours service | 2 |
| Contractor communications | 2 |
| Quality checking | 2 |
| Treatment of resident / home | 1 |
| Outstanding / forgotten repairs | 1 |
| Replace not repair | 1 |
| Keep informed of repair progress | 1 |
| Communications and information | 15% |
| Listen carefully, take interest | 14 |
| Communications (in general) | 10 |
| Keep residents up to date | 3 |
| Information on service standards | 2 |
| More visits | 2 |
| Act on views and give feedback | 2 |
| More events, meetings | 1 |
| Acknowledgement of Complaint | 1 |
| Customer services & contact | 9% |
| Care, empathy, support etc | 6 |
| Call/contact handling - passed around | 4 |
| Keep promises | 3 |
| Answering phones | 3 |
| Complaints handling | 2 |
| Automated system | 1 |
| Staff knowledge / turnover | 1 |
| Understanding Residents Circumstances | 1 |
| Property condition | 8% |
| Regular inspections | 3 |
| Damp / mould / condensation | 3 |
| Condition of the property | 3 |
| External property maintenance | 3 |
| Insulation | 2 |
| Condition of property at letting | 2 |
| Safety checks | 1 |
| Roof repairs | 1 |
| Pest/vermin control | 1 |
| Grounds maintenance | 7% |
| Fences and gates | 4 |



| | |
|--|------------|
| Grass cutting | 3 |
| Grounds maintenance generally | 2 |
| Paths and driveways | 2 |
| Bushes & hedges - maintenance / weeding | 2 |
| Frequency of service | 1 |
| Tree maintenance | 1 |
| Garden furniture | 1 |
| Home improvements | 6% |
| New kitchen, bathroom | 8 |
| Heating system | 2 |
| New doors or windows | 2 |
| General home improvements | 2 |
| Property adaptations | 1 |
| Neighbourhood problems | 4% |
| Anti-social behaviour | 4 |
| Car parking, signage and garage areas | 3 |
| Litter, graffiti and vandalism | 1 |
| Neighbours gardens | 1 |
| Tenant services and management | 2% |
| Help for older residents/health issues | 2 |
| Move, transfer | 1 |
| Help with digital shift / get online | 1 |
| Organisational policies | 2% |
| Energy efficient, environmentally friendly | 2 |
| Staff availability, weekend, emergency cover | 1 |
| Too financially focused | 1 |
| Communal areas | 1% |
| Maintenance of communal areas | 2 |
| Decoration of communal areas | 1 |
| Council, other agencies | 1% |
| Council refuse collection | 2 |
| Traffic - speed or noise | 1 |
| Manager Negative | 1% |
| Communications/listening (manager) | 2 |
| Customer service/helpfulness (manager) | 1 |
| Safety and security | 0% |
| Lighting (car park, communal) | 1 |
| Other | 9% |
| No comment/suggestions | 14 |
| Neutral comment | 3 |
| Already commented in earlier question | 2 |
| Don't know | 2 |
| Other | 1 |
| Positive comments | 10% |
| Generally happy, no problems | 22 |

| | |
|-------------------------------------|------------|
| Attitude of staff | 2 |
| Good communications and contactable | 1 |
| Total | 240 |



10. Diversity differences

The results from the STAR survey have also been split by the age range of the residents, their gender, the length of their tenancy and the type of property they occupy. This section looks at significant differences across these different groups.

10.1 Overall services

In similar surveys to this, it is common that satisfaction increases with age, and to some extent, this is true here. The most satisfied with the overall services from STAR are those aged 75 to 84 (89%), with the least satisfied being those aged 35 to 44. However, those aged 25 to 34 are also highly satisfied (83%).

There are almost twice as many female residents as males, and they are a little more satisfied (82%), although the difference is small (male 80%). In the main property types, it is those in the bungalows (87%) who are the most satisfied with the overall services from STAR Housing.

In terms of the length of tenancy, those who have been with STAR the shortest (under a year) are the most satisfied (94%), and those of 1 to 3 years are the least (72%). The next most satisfied are those with STAR for 11 to 20 years (89%).

10.2 Safe and well maintained home and communal areas

Residents aged 75 to 84 and 85 and over are the most satisfied with the maintenance of their homes (both 90%), with those aged 45 to 54 the least satisfied (60%). Male residents (78%) are a little more satisfied than female residents (75%) whilst those in the bungalows are again the most satisfied (86%, compared with just 64% in the flats. Again, the shortest-serving residents are the most satisfied (97%).

In terms of the safety of the home, it is those aged 85 and over who are the most satisfied (90%), some way above those aged 45 to 54 (67%). There is little between the genders, male residents are just 3% more satisfied but those in

the bungalows (86%) are 13% more satisfied than those in the flats (73%). Those with tenancies of under a year are again the most satisfied (91%), and those of 1 to 3 years are the least satisfied (65%).

There is no particular pattern by age for satisfaction with the upkeep of the communal areas, with those 25 to 34 being the most satisfied (86%) and those aged 35 to 44 the least (58%). Female residents (81%) are more satisfied than their male counterparts (71%) and those in bungalows (84%) are more satisfied than those in houses (71%) or flats (70%). Whilst residents with tenancies of under a year are again the most satisfied (93%), the least satisfied are those of 11 to 20 years (58%).

10.3 Repairs service

In terms of the overall repairs and maintenance service the residents 85 and over are the most satisfied, least being those aged 45 to 54 (63%). Female residents (76%) are 4% more satisfied than male residents, whilst it is those in the bungalows who are the most satisfied (82%). 97% of tenancies with STAR for less than a year are satisfied with the repairs service, compared with 61% of those of 1 to 3 years.

95% of residents under 35 are satisfied with the repairs service in the last 12 months, although there are relatively few of these. 92% of those aged 55 to 64 are also satisfied. The lowest level of satisfaction is with those aged 45 to 54 (72%). Male residents (85%) are a little more satisfied than female residents (78%) whilst it is those in the houses who are the most satisfied (84%) with those in flats the least (75%). All of tenancies with STAR for less than a year are satisfied with the repairs service, compared with 75% of those of 1 to 3 years.

92% of those 75 to 84 are satisfied with the time taken to complete their most recent repair, whilst just 59% of those aged 60 to 64 are satisfied. Male residents are a little more satisfied, 83% compared with 74% and those in flats (77%) are more satisfied than those in the houses (75%). Satisfaction by the length of



tenancy ranges from 71% for those of 1 to 3 years to 100% for those under a year.

10.4 Neighbourhood services

Those aged 85 and over (97%) are most satisfied with their neighbourhood as a place to live, compared with 71% of those 35 to 44. Male residents are just a little more satisfied (87%) than female residents (85%) and those in the bungalows are more satisfied with their neighbourhood (91%). In terms of the length of tenancy all those of under a year are the most satisfied and those of 1 to 3 years are the least (74%).

The oldest residents are the most satisfied with the contribution made by STAR Housing to their neighbourhood (88%), compared with just 57% of those 45 to 54. Female residents are slightly more satisfied (71%) than male residents (69%) and those in bungalows (77%) are the most satisfied, those in flats the least (65%). In terms of the length of tenancy, the results seem to follow a familiar pattern with those under a year the most satisfied (97%) and those of 4 to 5 years the least (62%).

Satisfaction with the way anti-social behaviour is handled is highest among those aged 25 to 34 (89%) and lowest for those aged 55 to 64 (55%). Female residents (74%) and those in the bungalows (77%) are the most satisfied with the way ASB is handled as are those who have been with STAR for the shortest time (97%).

10.5 Contact and complaints

Residents over 75 find dealing with STAR the easiest (93%), compared with just 68% of those aged 35 to 44. Again, female residents (80%) are more satisfied than male residents (77%) and those in bungalows (91%) are more satisfied than those in flats (68%). Length of the tenancy once more shows those under a year as the most satisfied (97%) and those of 1 to 3 years the least (65%).

Far fewer are satisfied with the way complaints are handled but there is also a large range of satisfaction, from 77% of those 65 to 74 to 0% of those aged 55 to 64, although there are few

of these. Both genders are similarly satisfied with the way complaints are handled and it is those in the houses who are the most satisfied (54%). 65 of those with STAR for 6 to 10 years are satisfied with the way their complaint was handled, but just 20% of those of 11 to 20 years are satisfied.

10.6 Communication and respect

81% of those aged 75 to 84 are satisfied with the way STAR listens to their views and acts upon them, compared with just 57% of those 55 to 64. Male residents (69%) are marginally more satisfied than female residents (68%) but those in bungalows are again the most satisfied (77%). With the length of tenancy 93% of those under a year are satisfied compared with 59% of those of 1 to 3 years.

86% of those aged 25 to 34 are satisfied with how STAR keeps them informed about things that matter to them, compared with 60% of those 45 to 54. There are 2% more female residents satisfied than males and the residents of bungalows are again the most satisfied (80%). Whilst the shortest-serving residents (97%) are the most satisfied, it is those of 1 to 3 years who are the least satisfied (66%).

89% of the residents aged 85 and over agree that they are treated fairly and with respect but this falls to 62% for those aged 55 to 64. Again, more female residents are positive about this (5% more) and 85% of those in bungalows feel they are treated fairly than those in flats (65%). 91% of those who have been with STAR for less than a year agree they are treated fairly, compared with 70% of those of 1 to 3 years.

10.7 Recommending STAR Housing

79% of residents aged 85 and over would recommend STAR Housing to other people, this compares with 40% of those aged 25 to 35. The oldest age group also has the highest Net Promoter Score (68). More female residents (64%) would recommend STAR to others compared with 56% of male residents, the NPS being 43 and 36 respectively. Of the different property types the scores range from 13 for



those in the flats to 51 for bungalows and those new to STAR are the most positive; NPS of 79 compared with 1 to 3 years (16).



11. Understanding overall satisfaction

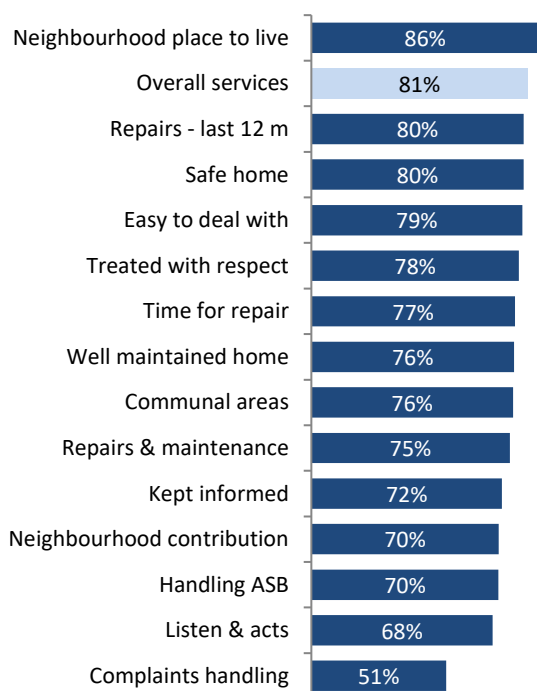
The overall rating for STAR’s services was examined in Section 2 of this report: this rating is often seen as the headline figure in the survey. This section now explores the differences in the relationship between the overall rating and individual ratings in an attempt to understand what is driving overall satisfaction at STAR Housing.

11.1 Key services

This survey is the first survey to use the new TSM questions and it generally shows good level of satisfaction with the services provided by STAR Housing.

Overall satisfaction for all residents is a very good 81%, with higher ratings for the neighbourhood as a place to live (86%) but also 80% are satisfied with the repairs service in the last 12 months and the safety of their home. 79% find STAR Housing easy to deal with and 78% feel they are treated with respect.

Figure 11.1: Satisfaction with key services for all residents



Of the remaining measures 70% or over are satisfied apart from how STAR Housing listens to residents’ views and acts upon them (68%) and how they handle complaints (51%). In addition, 61% would recommend STAR Housing to other people, although 20% wouldn’t; the Net Promoter Score is 41.

Tenure

As is common with these sorts of surveys, that older residents and those in the independent living properties are more satisfied than their general needs counterparts and that is the case here. In fact the independent living residents are more satisfied on all the key measures by between 2% and 12% apart from the repairs service in the last 12 months where 1% more general needs residents are satisfied and 12% more are satisfied with the way complaints are handled.

11.2 Dissatisfaction levels

Sometimes, where satisfaction is lower than in other areas, the remaining residents can be split between those who fall into the ‘neither satisfied nor dissatisfied’ middle ground and those who are actually dissatisfied. The difference between these two groups of residents is important – as it can signal areas where residents do not have strong opinions or, more worryingly, areas where a high percentage of residents are actually dissatisfied.

The levels of dissatisfaction don’t exactly correspond with the lower levels of satisfaction, although the most is for the complaints handling whilst there is also some dissatisfaction with the repairs service:

- Complaints handling (39% dissatisfied)
- Repairs & maintenance (16% dissatisfied)
- Time for most recent repair (15% dissatisfied)
- Repairs in last 12 months (13% dissatisfied)

There are 10% of residents dissatisfied with the overall service from STAR Housing.



11.3 Over time

STAR Housing have undertaken a number of surveys over the years, so it has been possible to compare the results over time going back as far as 2014. However, since this survey has started to use the new TSM questions, only a few questions matched those previously used. For those new questions a trend will start to develop as the organisation uses these questions again in future.

Where the questions do match, it shows that satisfaction has generally gone down since the previous survey in 2019. Satisfaction with the overall services from STAR Housing is down 7%, the neighbourhood as a place to live is down 4%, the repairs and maintenance service is down 9%, 4% fewer think STAR listens to their views and 8% fewer feel they are kept informed. Also 4% fewer feel STAR treats them with respect. However, as shown in section 12 below, satisfaction is generally falling across the sector with the effects of the COVID-19 pandemic and the cost of living crisis so STAR should not be too worried by this trend.

11.4 Subgroups

STAR operates over six areas, three in Bridgnorth and three in Oswestry. There is some variation in satisfaction across these areas with those in Oswestry patch B generally the most satisfied and those in Bridgnorth patch 3 the least. On the overall satisfaction this pattern is followed with 85% satisfied in Oswestry patch B and 77% in Bridgnorth patch 3.

The results were also looked at by diversity and show that generally, satisfaction does appear to increase with age, although residents under 35 are also highly satisfied. Female residents are more satisfied than their male counterparts and those in bungalows are more satisfied than those in houses and particularly those in the flats. Residents with tenancies of under a year, are generally the most satisfied, although there are relatively few of these, whilst those of 1 to 3 years are the least satisfied.

11.4 Correlation analysis

Correlation analysis was carried out to see which services have the greatest influence on satisfaction with the overall service. This does not mean there is a causal link but helps to understand what is driving satisfaction.

The biggest influences on overall satisfaction are the home being well maintained, the repairs and maintenance service and the repairs service in the last 12 months. As the table below shows, many services also have a strong influence. The contribution made by STAR to the neighbourhood and the handling of ASB cases has a moderate correlation whilst the upkeep of the communal areas and the neighbourhood as a place to live has a low correlation only.

Figure 11.2: Correlation analysis – overall satisfaction and key services

| Measure | Correlation |
|-------------------------------|-------------|
| Well maintained home | 0.81 |
| Repairs & maintenance | 0.74 |
| Repairs - last 12m | 0.73 |
| Listen & acts | 0.71 |
| Safe home | 0.70 |
| Kept informed | 0.70 |
| Easy to deal with | 0.69 |
| Time for repair | 0.68 |
| Handling complaints | 0.68 |
| Treats fairly | 0.67 |
| NPS | 0.67 |
| Contribution to neighbourhood | 0.59 |
| Handling ASB | 0.54 |
| Communal areas | 0.49 |
| Place to live | 0.37 |

Strong correlation = orange, moderate correlation = yellow & weak correlation = white.

11.5 Key Driver analysis

Key driver analysis is used to examine the relationship between the different variables (the questions asked in the survey) and to determine which elements of the service are the key drivers for customers' overall satisfaction. Multiple regression is used to analyse the relationship between several key satisfaction questions and determine which ones have the most influence.



Key driver analysis is useful to identify service areas in which increases in satisfaction could potentially lead to an increase in the overall satisfaction rating.

Overall satisfaction

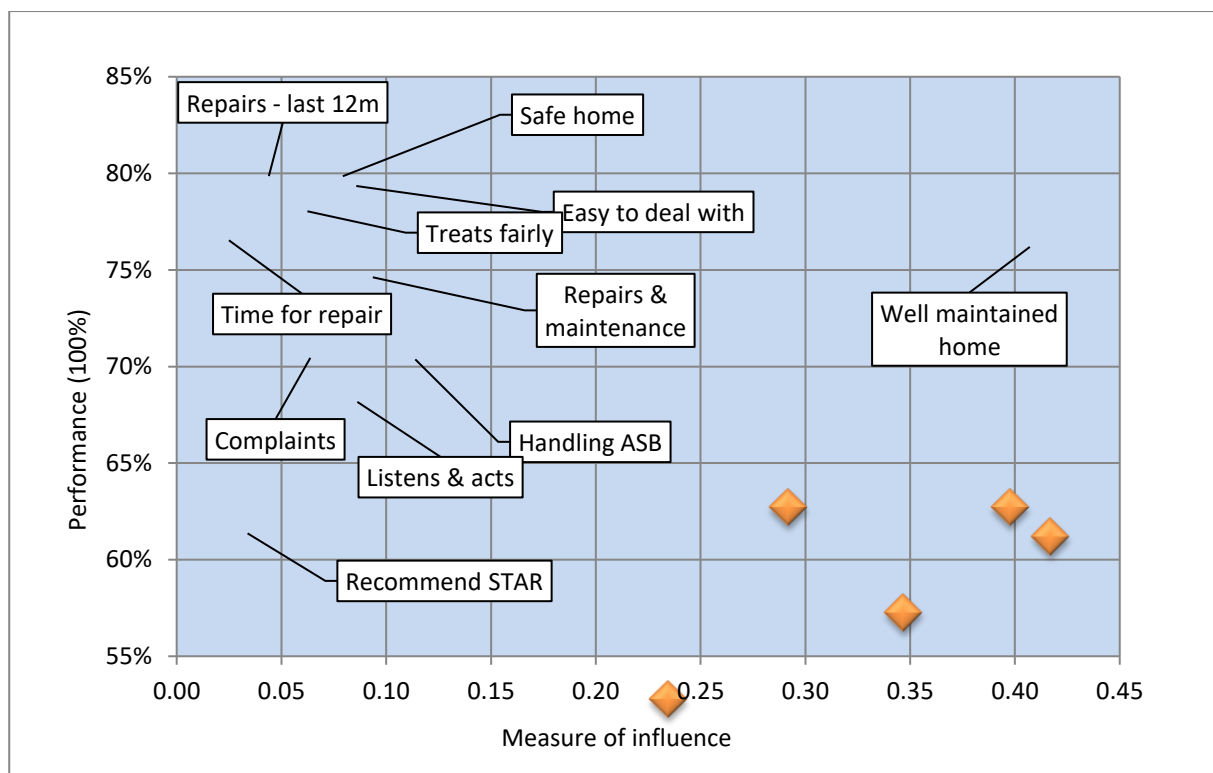
As Figure 11.3 shows, the most important drivers for residents are that STAR Housing provides a well maintained home, this is significantly more influential than the other factors. However, next most influential is the

way ASB is handled then the repairs and maintenance service and how STAR listen to residents views and acts upon them.

Being easy to deal with is also of importance but the time for the last repair and the Net Promoter Score are less so.

The implication of this analysis is that if the main drivers can be improved, it is more likely to lead to greater overall satisfaction.

Figure 11.3: Key driver analysis – overall satisfaction and key services





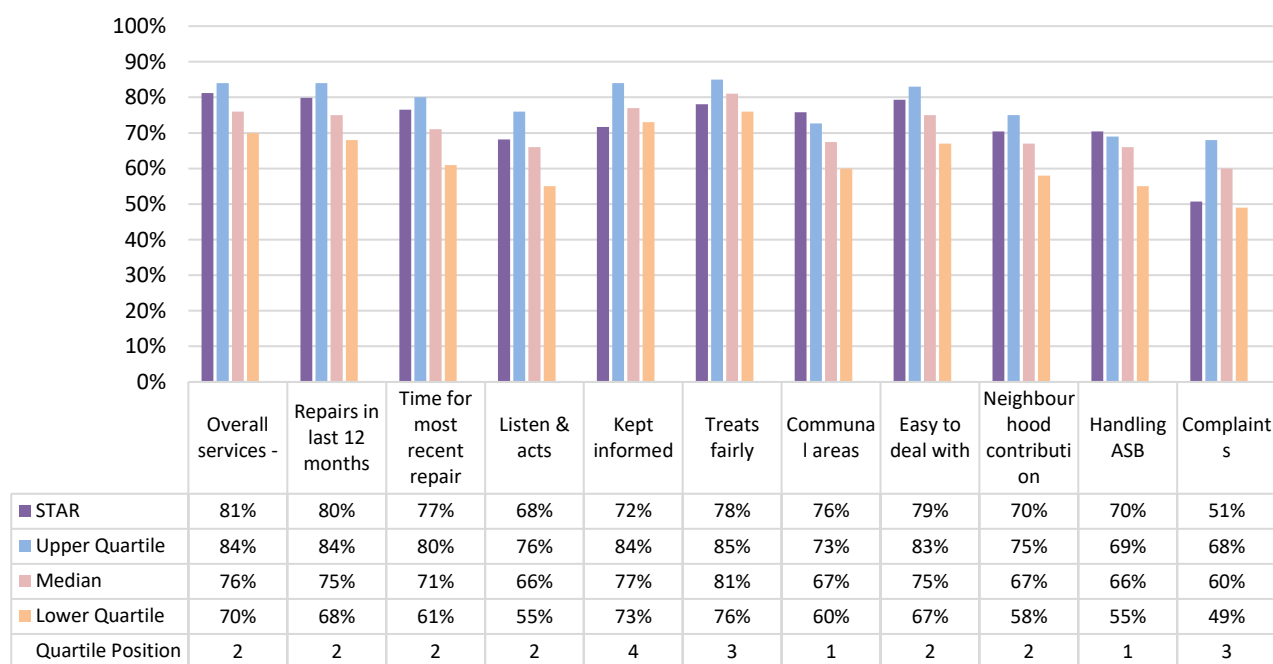
12. Comparison with other landlords

Undertaking a STAR survey, based on a widely used standard question set, helps landlords benchmark the satisfaction of their residents against other landlords with similar characteristics, such as size, type and location. It provides a broader dimension than internal targets may offer, assisting both the landlord and any tenant scrutiny panel in assessing performance levels and areas of improvement.

Acuity has been monitoring the results of all surveys conducted during the year so far to give an average of those from Q1 and Q2. This allows us to compare the STAR Housing results with this average. The results come from a range of landlords of different sizes and locations.

The comparison reveals that satisfaction at STAR is above the median on most of the measures with the upkeep of the communal areas and how they handle ASB in the top quartile and overall services, repairs in the last 12 months, the time to complete the repair, listening to views, being easy to deal with and the contribution made by STAR to the neighbourhood all in the second quartile. Just three measures fall below the median, how STAR treats its residents fairly and handles complaints are both in the third quartile with the way they keep residents informed about things that matter to them in the lower quartile. In addition, the NPS of 41 would place STAR Housing in the second quartile.

Figure 12.1: Comparison with other landlords – Acuity Q1 & Q2 combined (2022/23) – residents only

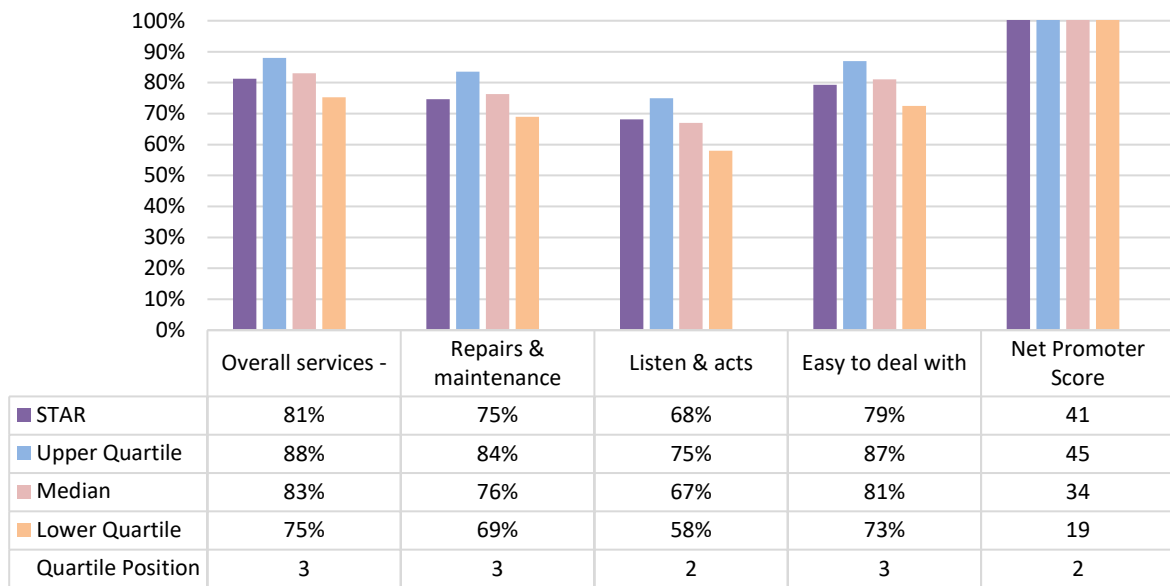


Subscribers to Housemark can upload their satisfaction results and then compare these with the different landlords also submitting data. Housemark deals with landlords of over 1,000 units and the comparative group is for landlords across the country and of different sizes. The Housemark data set is for the year 2021/22 but doesn't year include all the TSM questions so the comparisons with the STAR results are more limited.

Satisfaction with the overall services provided by STAR Housing is 81% but this is just below the group median of 83% so falls into the third quartile. The results for the repairs and maintenance service and being easy to deal with are also third quartile, 1% and 2% respectively below the median. However, satisfaction with the way STAR listens to residents views is above the median and in the second quartile, as is the Net Promoter Score.



Figure 12.2: Comparison with other landlords – Housemark (2021/22) – all residents

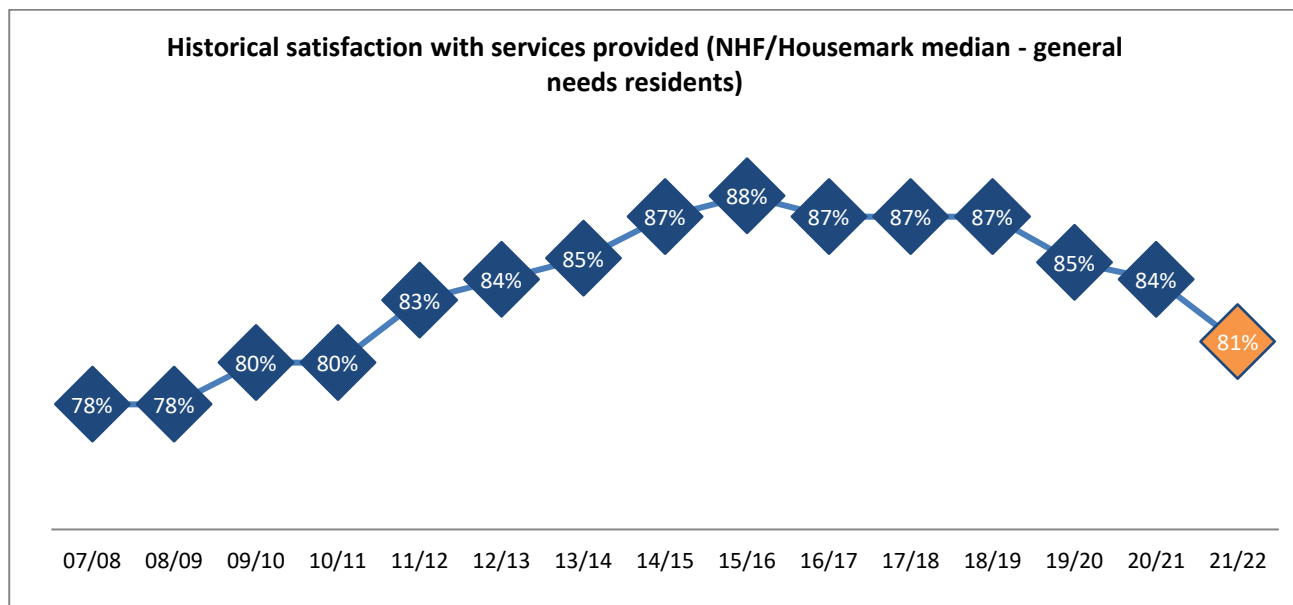


National Context

The report has shown that satisfaction has generally fallen a little since the previous survey in 2019 but is this to do with STAR’s service delivery or are other landlords experiencing the same? It is important to understand the national context with satisfaction in the social housing sector.

The chart below shows the Housemark overall satisfaction figures over a period of years. It shows a steady rise from 2007/08 to a peak in 2015/16 but since then satisfaction has steadied before starting to fall in the last two years. The chart includes results from around 250 landlords across the country, while over the last few years, we at Acuity have been monitoring satisfaction levels from around 30 of our clients that undertake quarterly tracker surveys. This analysis does, to some extent, back up these findings. When looking at the average of the scores from these landlords, the median result in Q1 19/20 for overall service was 82%, this stayed more or less the same during 2019/20, before peaking at 86% in Q1 20/21. However, since then, satisfaction has steadily decreased to 76% in Q2 21/22, it rose to 78% in Q3 but fell back a little again in Q4 21/22 to 77% and in Q1 22/23 it is down further to 76% where it has remained in Q2 22/23.

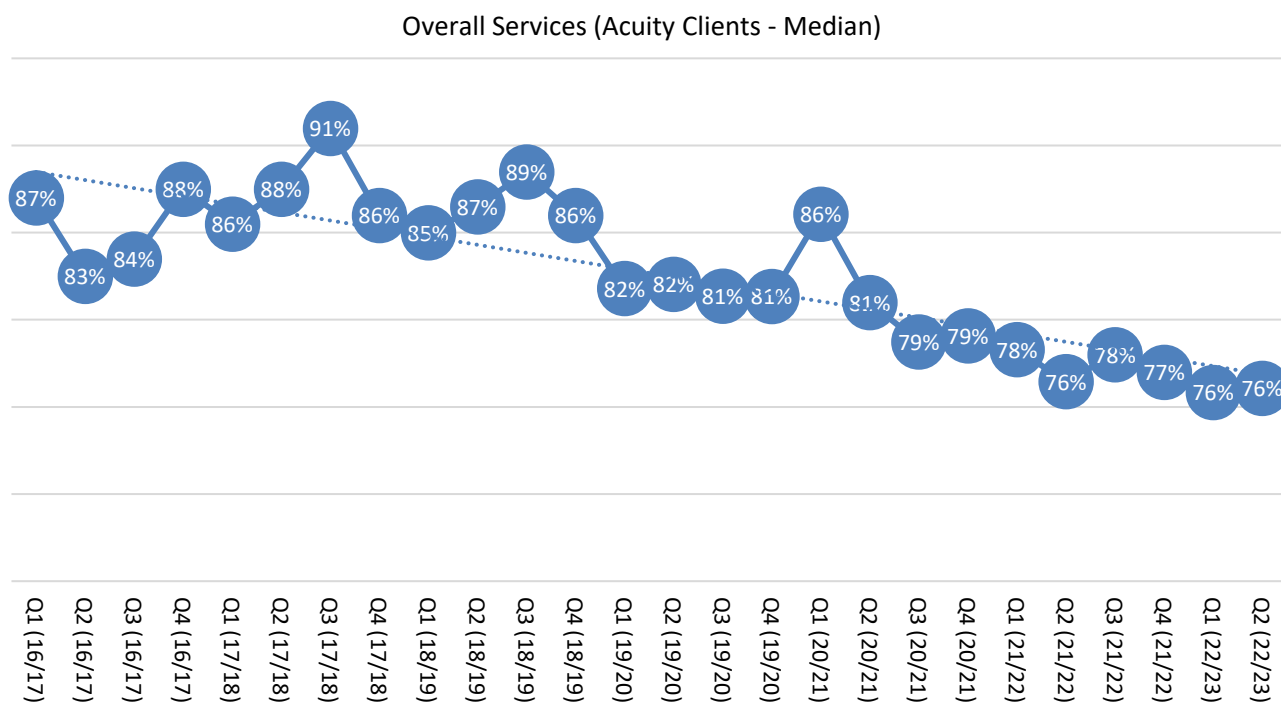
Figure 12.3: National comparisons





As satisfaction is based on perception rather than specific values, it can be affected by external factors and how positive people feel about their lives, clearly, many have been under considerable pressure over the past couple of years; the ongoing pandemic, rising cost of living and feeling of uncertainty in the future may result in lower satisfaction. In addition, most landlords have had to cut back on services, particularly repairs, staff have been working from home and, arguably, not so visible and contactable so, again this can have an impact. The current survey will act as a baseline based on the TSM questions and it will be interesting if STAR Housing can increase its satisfaction levels in the coming years, despite the context residents find themselves in.

Figure 12.4: Acuity monitoring of overall services (note: the chart below shows only Acuity clients, a subset of housing providers in the UK and is therefore not completely representative of all providers)





13. Conclusion

The results from 2022 satisfaction survey are generally positive. There is good satisfaction with a number of aspects of service, including the neighbourhood as a place to live (86%), repairs over the last 12 months (80%), providing a safe home (80%), STAR Housing being easy to deal with (79%) and treating their residents with respect (78%) – all of which is reflected in the finding that 81% of residents are satisfied with the overall services provided by STAR (81% of general needs residents and 85% of independent living residents).

Levels of satisfaction

81% of residents are satisfied with the overall services provided by STAR, just 10% are dissatisfied and a further 9% are neither satisfied nor dissatisfied. As stated above, there is higher satisfaction with the neighbourhood as a place to live (86%). In addition, 75% are satisfied with the repairs and maintenance and 80% with the service in the last 12 months. However, lower satisfaction is recorded for how STAR deals with anti-social behaviour (70%), listens to residents' views and acts upon them (68%), and handles complaints (51%). 61% would recommend STAR Housing to other people, although 20% wouldn't; the Net Promoter Score being 41 which compares well with other social landlords.

Correspondingly, some residents are dissatisfied, 39% with how complaints are handled, 16% with the repairs and maintenance service and 15% with the time to complete the most recent repair.

Independent living residents are far more satisfied than their general needs counterparts, in fact they are more satisfied with each of the key measures apart from the repairs service in the last 12 months (1% less) and the complaints handling (12% less). The biggest differences are for how they are kept informed (13% more) and the upkeep of the communal areas (12% more).

Over time

STAR Housing have undertaken a number of satisfaction surveys over the years, so it is possible to show the trends where questions match. However, as this survey is based on the

new TSM questions, relatively few are similar to previous surveys. Satisfaction is generally down since the previous survey in 2019, for overall services it is down 7%, the neighbourhood as a place to live is down 4%, repairs and maintenance is down 9%, listening to residents' views is down 4%, how residents are kept informed is down 8% and 4% fewer agree they are treated fairly.

This is, however, part of a national trend that has seen satisfaction across the social housing sector fall in the last few years with the effects of the COVID-19 pandemic and cost of living crisis.

Subgroups

STAR operates in six areas, three in Bridgnorth and three in Oswestry. Of these, the residents in Oswestry patch B tend to be the most satisfied and Bridgnorth patch 3 the least satisfied.

In line with many other similar surveys, satisfaction does appear to increase with age, female residents are a little more satisfied than their male counterparts and those living in bungalows tend to be more satisfied than those in houses and especially flats. The newest residents to STAR tend to be the most satisfied but those of 1 to 3 years the least.

Residents' comments

When asked about the services they receive, a recurring theme is the repairs service, in particular the timescales for work to be completed and dealing with outstanding repairs. Of the other improvements, residents would like to see better communications and being listened to more carefully, better call handling and improved property maintenance and improvement.

Key Driver analysis

Key driver analysis reveals the strong influence of STAR providing a well maintained home, handling anti-social behaviour and the repairs and maintenance service are also important but have less of an influence.

TSM questions

The Regulator of Social Housing has issued its new metrics for measuring performance and satisfaction from next year. STAR has included these within the survey and the charts below



show the results against these new measures.

Figure 13.1 below shows the results are generally good, with the highest rating for the overall service (81%). However, only 51% are satisfied with how complaints are handled. Many other social landlords are starting to use these metrics prior to them becoming mandatory from April 2023 and this will help to build up a bank of comparative data.

Conclusion & recommendations

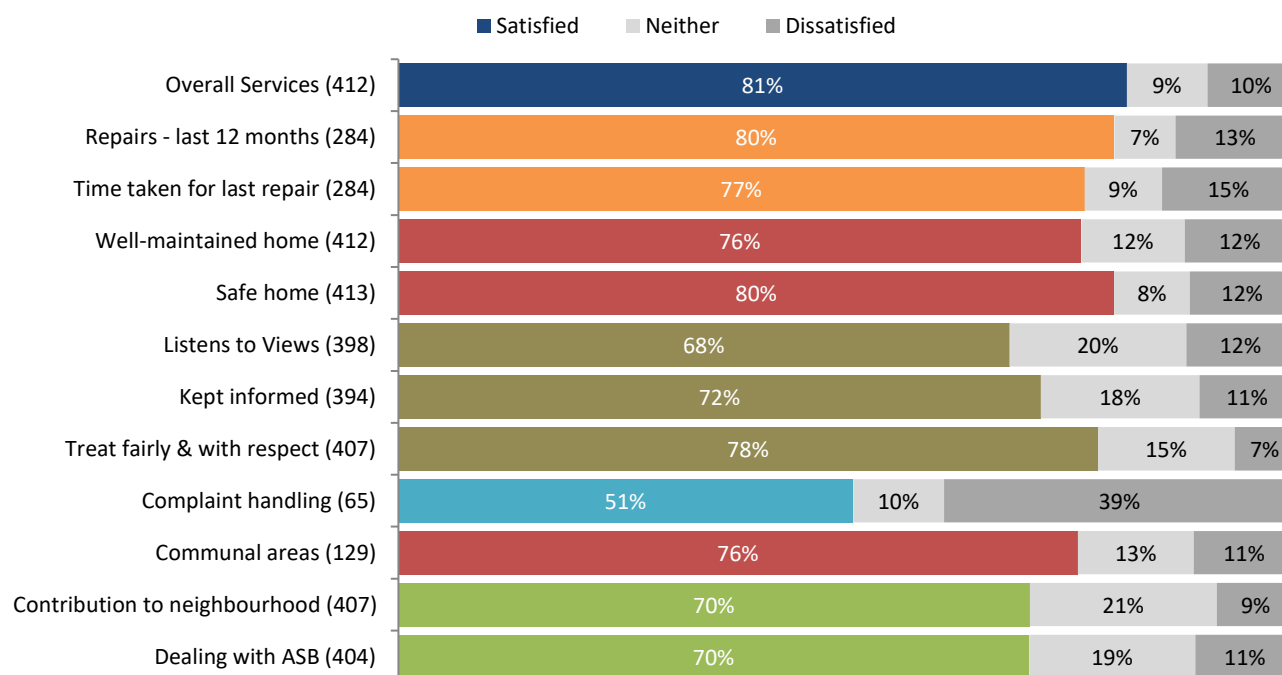
The results from the survey are encouraging and generally compare well with other landlords. Satisfaction is down from the previous survey, but this is in the context of falling satisfaction across the sector. There is some variation across the areas of operation so it may be worth exploring this further to see if this is linked to service delivery or other factors.

There are no service areas that could be described as performing badly but STAR Housing may want to consider the following further:

Repairs & maintenance – Having a well maintained home is the key driver for overall satisfaction and whilst the ratings for the repairs service are reasonably good when asked about possible improvements to service, repairs constantly features, in particular the timescale for completing work and the quality of that work. Some also complain about outstanding or forgotten repairs. If any improvements can be made in the speed of completing work it is likely to lead to better overall satisfaction.

Complaints – Only 51% are satisfied with the way complaints are handled and 39% are dissatisfied, although relatively few have made a complaint to STAR Housing. Complaints are notoriously difficult to resolve to everyone’s satisfaction, but residents need to feel confident that any complaint will be taken seriously and dealt with in a good time. It may be worth looking at how complaints are handled at STAR to see if any improvements in the process could be made.

Figure 13.1: TSM questions





Appendix I – Question Set

| Question number | Question text |
|-----------------|--|
| 1 | Taking everything into account, how satisfied or dissatisfied are you with the service provided by STAR Housing? |
| 2 | How satisfied or dissatisfied are you that STAR Housing provides a home that is well maintained? |
| 3 | Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that STAR Housing provides a home that is safe? |
| 4 | Do you live in a building with communal areas, either inside or outside, that STAR Housing is responsible for maintaining? |
| 5 | How satisfied or dissatisfied are you that STAR Housing keeps these communal areas clean and well maintained? |
| 6 | If you do not feel that your home (and/or the communal areas) are well maintained or safe, please can you explain why and suggest what could be improved? |
| 7 | How satisfied or dissatisfied are you that STAR Housing makes a positive contribution to your neighbourhood? |
| 8 | How satisfied or dissatisfied are you with your neighbourhood as a place to live? |
| 9 | How satisfied or dissatisfied are you with STAR Housing's approach to handling anti-social behaviour? |
| 10 | If you are not satisfied with STAR Housing's approach to handling anti-social behaviour, please explain why and what could be done to improve this? |
| 11 | Has STAR Housing carried out a repair to your home in the last 12 months? |
| 12 | How satisfied or dissatisfied are you with the overall repairs service from STAR Housing over the last 12 months? |
| 13 | How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it? |
| 14 | Generally, how satisfied or dissatisfied are you with the way STAR Housing deals with repairs and maintenance? |
| 15 | If you are not satisfied with STAR Housing repairs service, please could you explain why? |
| 16_1 | How satisfied or dissatisfied are you that STAR Housing listens to your views and acts upon them? |
| 16_2 | How satisfied or dissatisfied are you with the way STAR Housing keeps you informed about things that matter to you? |
| 17 | To what extent do you agree or disagree with the following 'STAR Housing treats me fairly and with respect'? |
| 18 | How satisfied or dissatisfied are you that STAR Housing is easy to deal with? |
| 19 | As you do not find STAR Housing easy to deal with, please could you explain why? |
| 20 | Have you made a complaint to STAR Housing in the last 12 months? |
| 21 | How satisfied or dissatisfied are you with STAR Housing's approach to complaints handling? |
| 22 | How likely would you be to recommend STAR Housing to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely? |
| 23 | What could STAR Housing do to improve its services? |
| 24 | If you were contacted again in the future and asked you to take part in another survey what is your preferred method for taking part? |
| 25 | STAR Housing would welcome the opportunity to see your individual answers and comments. Would you therefore be happy for your individual responses to be attributed to you when being passed back to STAR Housing? |
| 26 | Are you happy for STAR Housing to contact you regarding any information you have provided in this survey? |



About Acuity

Acuity Research & Practice provide resident satisfaction (STAR) survey and benchmarking services, helping housing providers to improve services and engage with their residents through an understanding of satisfaction, performance, and profiling data.

We focus on providing information that will inform performance improvement: positive outcomes for providers and residents, not just box-ticking. Our services are highly flexible, always carefully tailored to the requirements and budgets of our customers.

We have been providing consultancy services to the social housing sector for over 24 years. We work in partnership with Housemark to support the benchmarking activities of smaller and specialist housing providers.

