

ST LEGER HOMES OF DONCASTER LTD

Company limited by guarantee registered in England
Company Number 05564649

Joint Area Board Meeting

REPORT

Date : 14 July 2008

Item : 06

Subject : Annual Customer Satisfaction Survey

Presented by : Trevor Lincoln
Director of Business Planning

Prepared by : Gaile Peacock
Business Development Officer

Purpose : That the Board consider the contents of the 2007 "Mini-Status" survey report.

Recommendation :

That the Board acknowledge the content of the 2007 "Mini-STATUS" Survey Report, agree the recommendations and agree to officers developing solutions to address the issues raised.

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**To the Chair and Members of the
ST LEGER HOMES OF DONCASTER BOARD**

**Agenda Item No. 06
Date: 14 July 2008**

1. Report Title

1.1 St Leger Homes Annual Customer Satisfaction Survey.

2. Purpose

2.1 To inform the Board of the outcomes of the 2007 "Mini-STATUS" Survey.

3. Recommendation

3.1 That the Board acknowledge the content of the 2007 "Mini-STATUS" Survey Report, agree the recommendations and agree to officers developing solutions to address the issues raised.

4. Background

4.1 The STATUS Survey forms the basis of two former key Best Value Performance Indicators (BVPIs), and is a mandatory requirement of the Department for Communities and Local Government (DCLG) to be conducted every three years. This requirement was fulfilled in 2006. From April 2008, the two BVPIs were replaced with a new National Indicator 160 and the requirement to carry out the STATUS survey changed to every two years. However, following the 2006 STATUS Survey it was agreed that to better inform service delivery from tenant's opinions, an annual survey based on STATUS would be conducted. This report summarises the findings from the first of these annual customer satisfaction surveys, called within SLHD a "Mini-STATUS" Survey.

4.2 Methodology

- A questionnaire was designed in-house based on the previous 2006 STATUS Survey but including additional questions about anti-social behaviour.
- In November 2007, this was distributed to 4000 homes including all known BME tenants. The non-BME survey recipients were selected at random.
- By the survey close date in December 2007, 1201 tenants had completed and returned the questionnaire giving a response rate of 30% from a single mailing.
- A prize draw was offered to encourage response to the survey and the winner was visited by the Chief Executive and awarded the prize on 14 February 2008.
- Prior to analysis and reporting, the data was re-weighted to be representative of all tenants and to allow accurate comparison with 2006

survey findings. The 2006 survey saw a response rate of 51% achieved through sending two reminder mailings after the initial questionnaire.

4.3 Results

Full results and findings can be found in the accompanying report “Mini-STATUS Report February 2008”. The table below shows headline findings and the change in positive feedback since 2006. All these increases in satisfaction year on year are statistically significant (at the 95% level of confidence). The findings from a previous survey conducted in 2004 are also shown.

Table 1 (Headline findings):

	Percentage			Change 2006-07
	2004	2006	2007	+ / -
Overall satisfied with landlord (BVPI 74)	64	73	78	+5
Rent offers good value for money	56	71	77	+6
Satisfied with accommodation	73	76	81	+5
Satisfied with neighbourhood	70	74	82	+8
Satisfied with repairs and maintenance	55	71	77	+6
Good at keeping tenants informed	63	76	82	+6
Satisfied with opportunities to participate (BVPI 75)	45	61	68	+7

4.3.1 Benchmarking

For the two BVPIs (74 & 75), a comparison with 2006/07 BVPI survey data for these questions shows that SLHD performance falls into the upper quartile across England for both. For BVPI 74 the mean satisfaction level for England is 73%. For BVPI 75 the mean satisfaction level for England is 61%.

4.3.2 Age Differences

Compared with 2006, overall satisfaction has not increased for the 16-34 year old group (remains at 55%) whereas the 35-59 year olds (72%) and those over 60 (85%) have seen significant increases in satisfaction. In fact for the two most important areas of service (as identified by tenants in the survey), satisfaction for the 16-34 year olds has fallen. The proportion rating the condition of their home as good is now 41% (previously 46%) and satisfaction with the repairs service is now 49% (previously 50%) for this age group. The concern is that older tenants' satisfaction ratings improved for these measures in the past year.

After the 2006 STATUS survey, one initiative was to improve satisfaction amongst younger tenants by conducting focus groups and implementing service changes based on the findings. The evidence from the current

survey is that these changes have not to date brought about changes in the views of younger tenants.

Recommendation: Further investigation into the reasons for younger tenants relative low satisfaction focusing on the drivers of satisfaction for this group e.g. repairs service; condition of the home.

4.3.3 BME Tenants

Overall satisfaction amongst BME tenants has increased to 72% (from 62% in 2006). This compares with a satisfaction rate amongst white British tenants of 78% (previously 73%). However, only in the South East quadrant is satisfaction lower for BME tenants than other tenants. For the other three quadrants a larger proportion of BME tenants are satisfied than white British respondents (although the numbers of BME respondents are very small particularly in the North West and North East quadrants).

Recommendation: Feedback survey findings regarding quadrant differences to diversity team and investigate which communities within the SE quadrant are least satisfied and propose remedial actions.

4.3.4 Area Findings

Overall satisfaction increased significantly in the South West quadrant (by 9 percentage points) and South East quadrant (by 7 percentage points), and also improved in the North East quadrant (by 4 percentage points). However, there has been no improvement in North West quadrant although this area recorded the highest satisfaction in 2006. The action plan developed in response to 2006 survey findings including an investigation into lower satisfaction rates in the South than the North. These differences have clearly been rectified and may explain the larger improvements in 2007 in these two quadrants.

Recommendation: Ascertain the specific impact of service improvements in the south quadrants through the survey data (where possible) and determine whether the delivery of any services in the north (especially NW quadrant) are falling back.

4.3.5 Complaint Handling

Of the 13% of respondents who made a complaint in the previous year, just under half (49%) were satisfied with the way their complaint was handled. This shows a sizable increase from 2006 (37%) however there is still clearly room for improvement.

Recommendation: Achieving very high levels of satisfaction (e.g. 80%+) for complaint handling will always be difficult as some complaints are not rectifiable due to their nature or due to the tenant's expected outcome being unachievable. However, further work on how to best handle complaints and reflect outcomes in service improvement activity will be undertaken.

4.4 STATUS Survey Action Plan

An action plan was devised in response to the 2006 survey and has been monitored and updated quarterly. A future action plan is being composed on the basis of the 2007 survey findings.

5. Procurement

5.1 There are no procurement issues arising from this report.

6. Consultation

6.1 Further consultation will be undertaken after Joint Area Board consider this paper to include qualitative work with SJC, TARA's and other tenant feedback representative groups in order to help develop the action plan.

7. Legal Implications

7.1 There are no legal implications arising from this report.

8. Financial Implications / Risk / Diversity

8.1 Financial

A cost has been incurred of £5,000 in conducting the STATUS survey, the majority of costs being for printing, mailing and data entry.

There are no other financial implications at this stage concerning implementation of service improvements. It is envisaged that any costs associated with this should be absorbed in existing budgets within service areas.

8.2 Value for Money

The survey findings further inform strategy and feed into action plans so that service improvement can be best implemented.

8.3 Risk

There is a potential risk in not addressing the issues highlighted in the STATUS survey report as services may be developed without taking into account the views of tenants.

8.4 Diversity

The survey report highlights all key differences in responses by ethnicity, disability, and age which can subsequently be used to inform strategy where dissatisfaction is higher amongst any diverse groups.

9. Report Author

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10. Background Papers

10.1 "Mini-STATUS Report February 2008" – Appendix A