
Runnymede Borough Council TSM Survey (LCRA)

Presentation of results – 10/01/24

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Session outline

- 2023 Survey & National Context
- Key Metrics
- Improvement Suggestions
- Benchmarking
- Understanding satisfaction / Further insight
- Recommendations & next steps



Our History

- Acuity have run resident satisfaction surveys for over 25 years!
- Involved in the development of STATUS, Housemark's STAR framework
- Consulted by the RSH on the TSMs ahead of sector consultation
- Carried out over 3,500 resident surveys for housing providers
- We carry out postal, telephone, SMS/text, online and face-to-face interviews

Each year we carry out...

Perception Surveys (TSM/STAR)

- ✓ 90 one-off STAR/TSM surveys
- ✓ 90 tracking STAR/TSM surveys (serving landlords with from 40 to over 60,000 properties)

Transactional Surveys

- ✓ 200 live surveys (including ASB, complaints, responsive repairs surveys, new lettings, planned maintenance, out-of-hours, and gas servicing)
- ✓ Telephone, online and text

Ad-hoc Surveys

- ✓ Over 30 ad-hoc, deep-dive and specialist small surveys



Introduction

One-off survey - aims:

- Capture 12 Tenant Satisfaction Measures in 2023-24 to report to the Regulator of Social Housing by 30th June 2024 alongside 10 other TSMs and background information
- Provide up-to-date information on their tenants' perceptions of current services
- Compare results against previous 2022 survey results where questions are comparable
- Compare results with other landlords
- Use feedback as a baseline to develop an action plan which will aid service developments and improvements

What we did:

- One-off census survey of 2,770 LCRA & LCHO residents
- Mixed-mode methodology: online, postal and telephone booster survey
- 782 responses – response rate of 28%
 - Online – 434 (55%)
 - Postal (1 mailout) – 221 (28%)
 - Telephone booster – 124 (16%)
- Fieldwork in October and November 2023
- 12 TSMs (& 3 pre-qualifiers) prescribed by RSH, 1 additional open-text question (improving services) & 1 profiling question (ethnicity)
- Weighting applied on age (older residents over-represented, younger residents under-represented)

Rounding has been used throughout – figures may not in all cases add up to 100%

- LCRA (772) & LCHO (10)
- 87% (637) happy to give names against responses and 81% (487) of these happy to be contacted
- Margin of error $\pm 2.9\%$ @ 95% confidence interval (RSH = $\pm 4\%$ with between 2,500 and 9,999 properties)
- Presentation will focus mainly on LCRA results

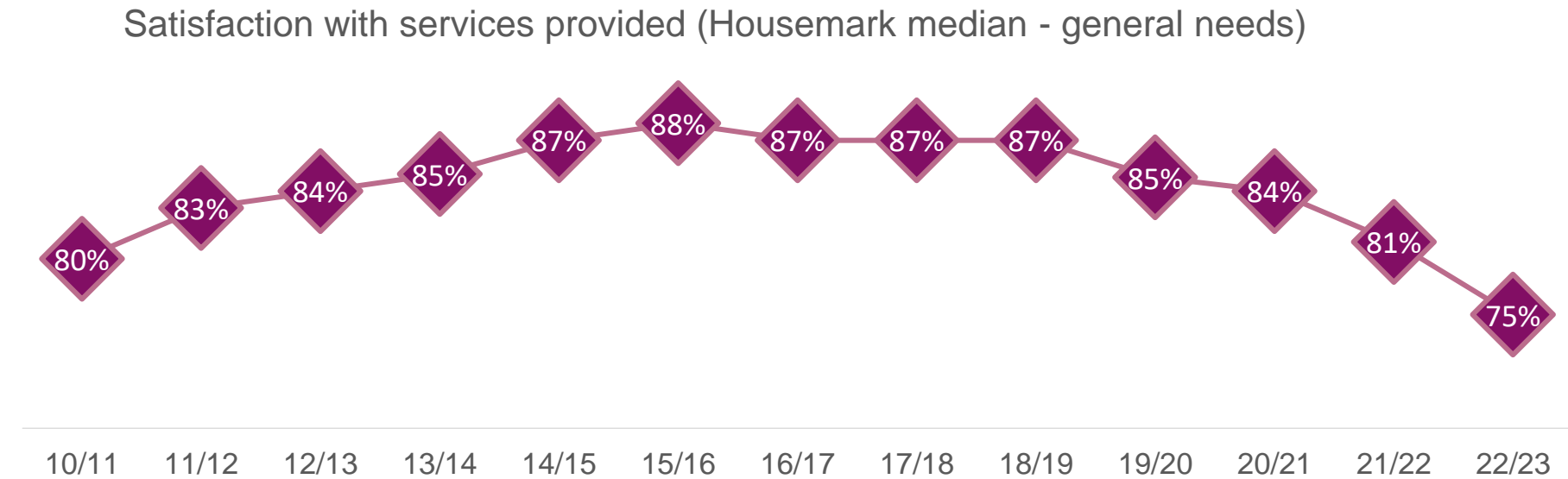
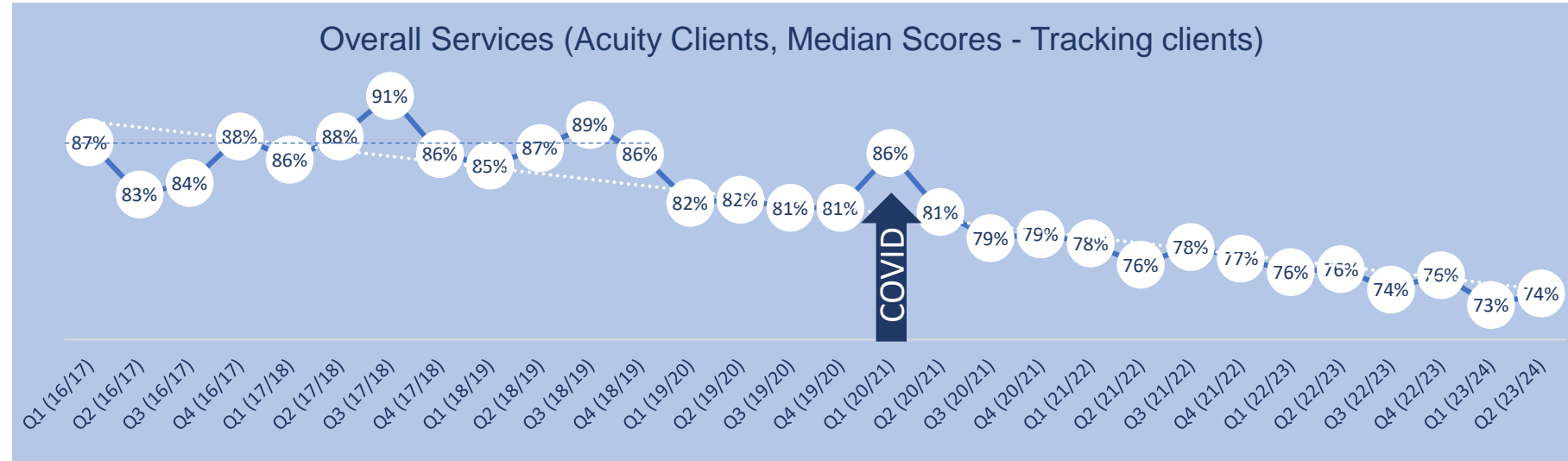
National Context

When considering the results, it is important that the national context and external factors are taken into account.

For example:

- Cost of Living Crisis
- High-profile press articles & Ombudsman
- Covid, Government & Political Changes, Strikes
- Austerity
- Uncertainty about the Future
- Climate changes
- Brexit and the economy

Satisfaction is based on perception rather than specific values so can be affected by these factors and how positive people feel about their lives.

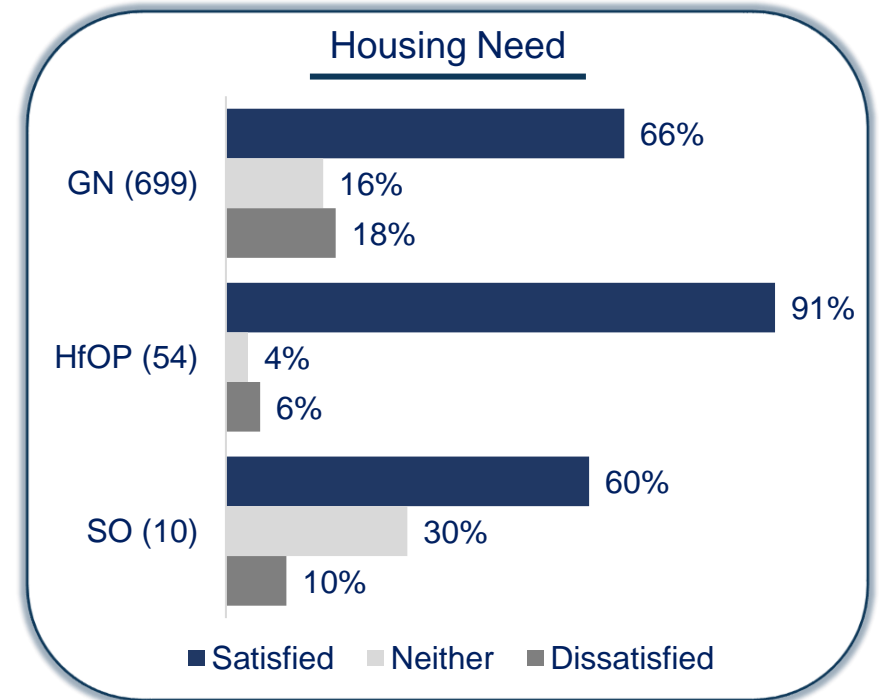
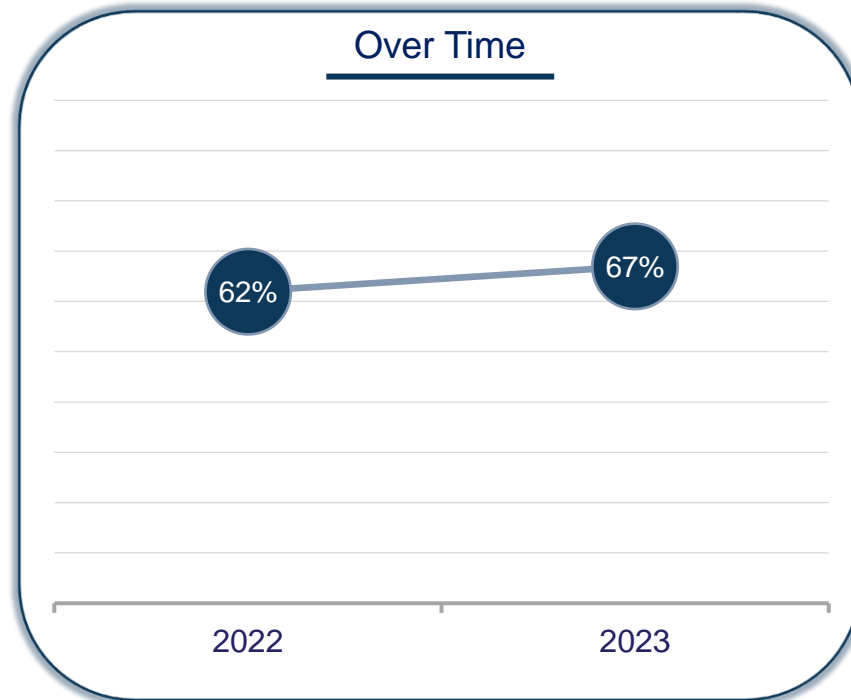
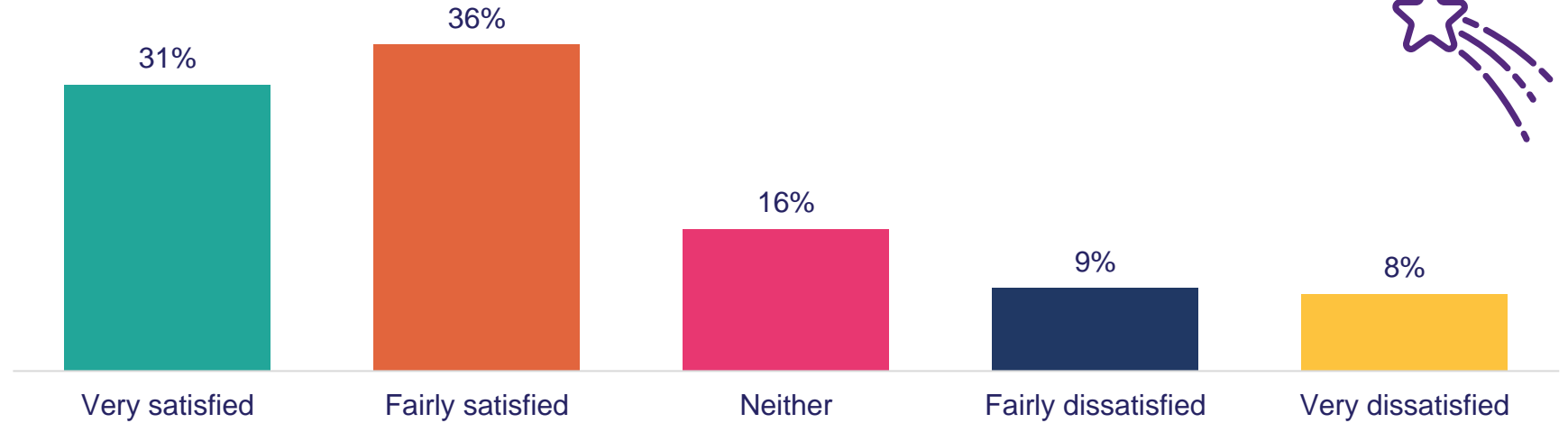




Overall Satisfaction

Residents were first asked, "Taking everything into account, how satisfied or dissatisfied are you with the service provided by Runnymede Borough Council Housing Services?"

- LCRA & LCHO
- 67% satisfied (LCRA – 67% satisfied)
- 17% dissatisfied – Why? Who are they? Where do they live?
- 16% neither satisfied nor dissatisfied – opportunity?
- Satisfaction up 5 percentage points from 2022
- Shared owners (LCHO) less satisfied than general needs and HfOP



Keeping Properties in Good Repair

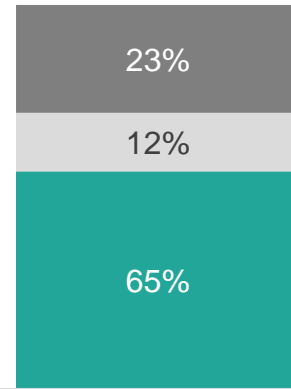
- LCRA only

The home

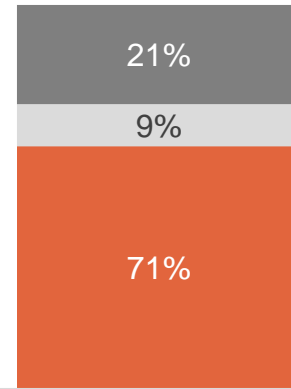
- 65% well maintained
- 71% safe – up 3 p.p. since 2022

Repairs

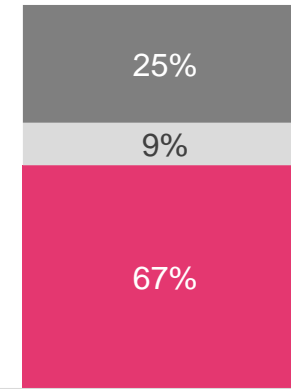
- 68% of tenants said they had a repair carried out in last 12 months
- 67% satisfied with the repairs service in the last 12 months
- 65% time to complete last repair
- HfOP more satisfied than general needs on all measures



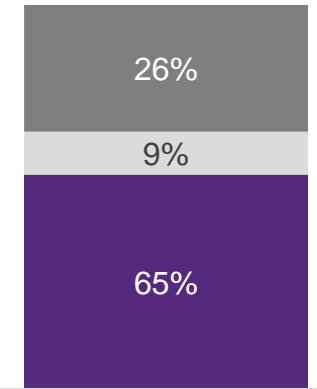
Well maintained home (753)



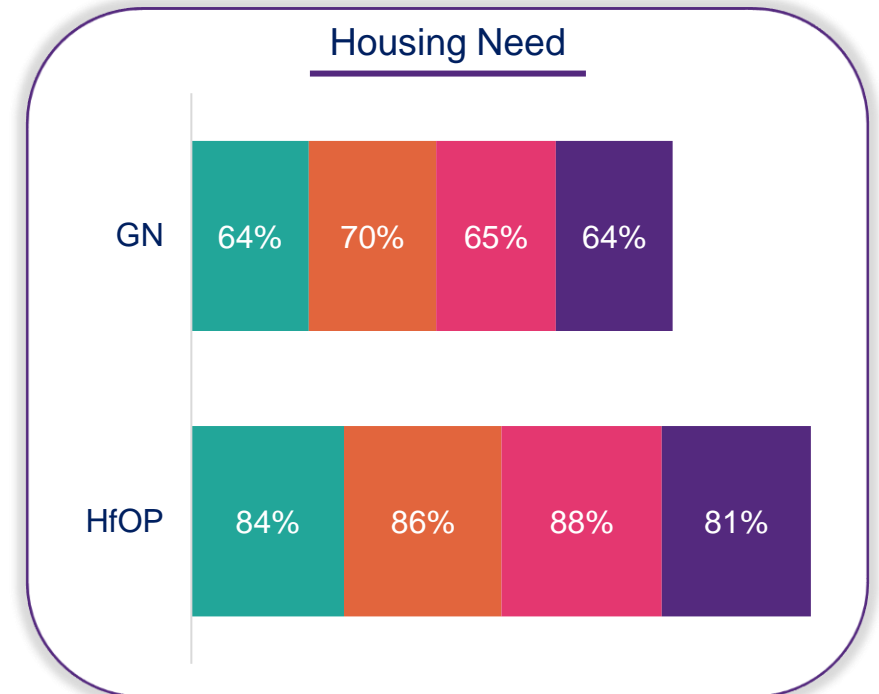
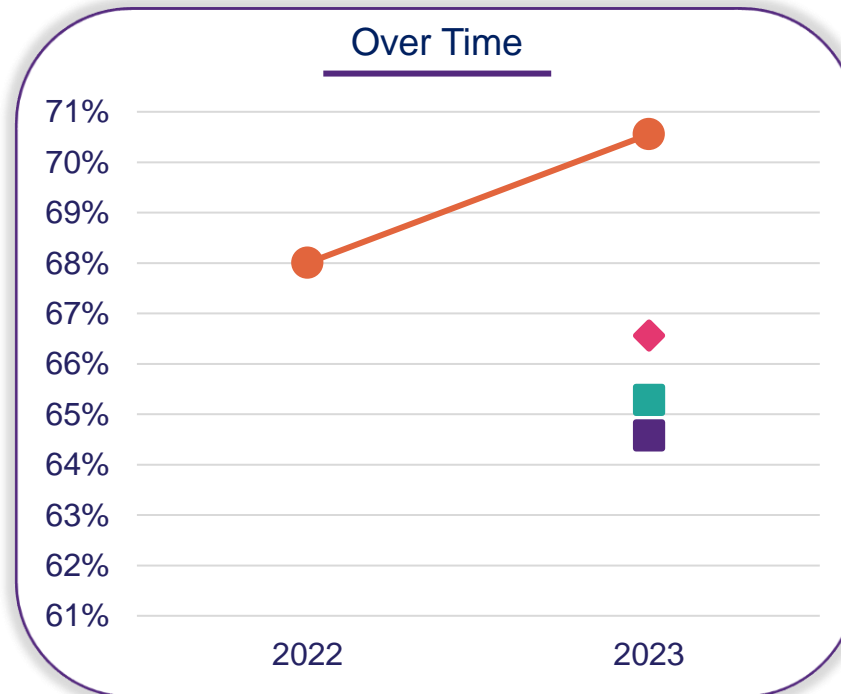
Safe home (755)



Repairs - Last 12 months (481)



Time taken - Last repair (480)



Responsible Neighbourhood Management

- LCRA only

Communal areas

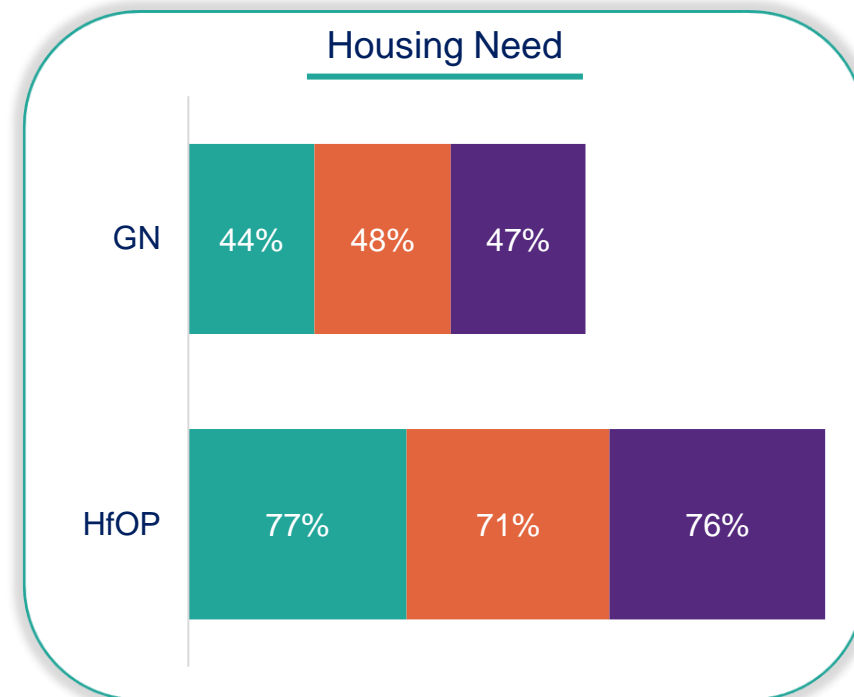
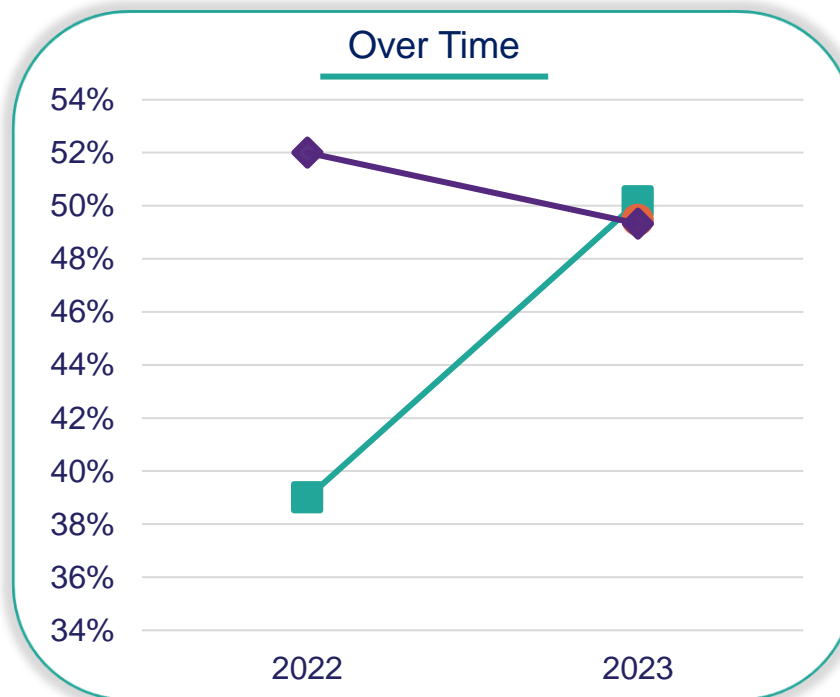
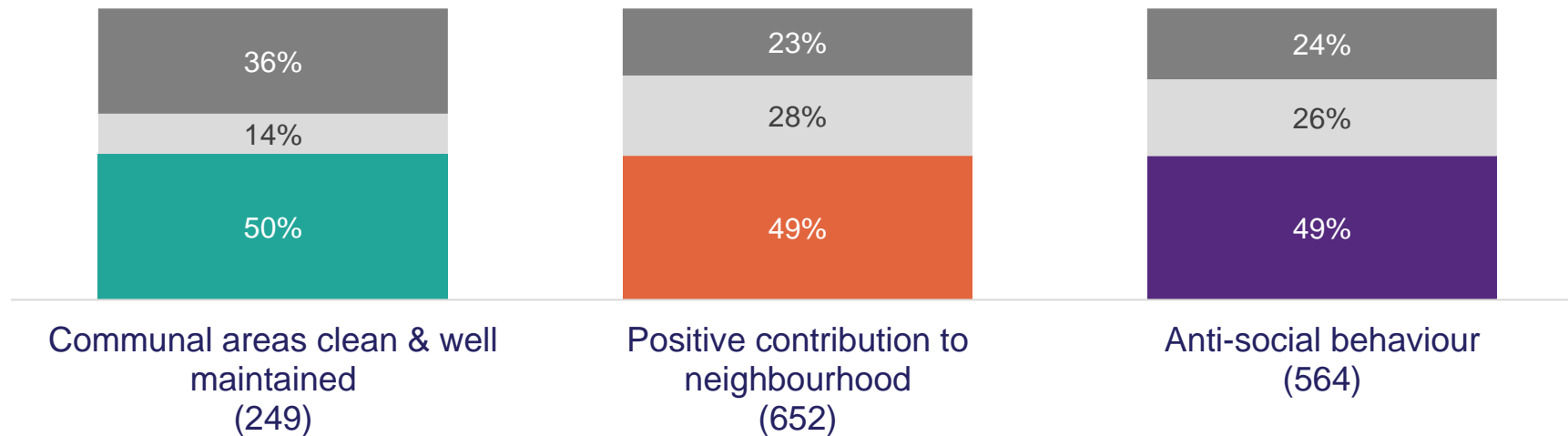
- 37% (263) live in a building with communal areas, either inside or outside
- 50% satisfied they are clean and well-maintained – high dissatisfaction
- Up from 39% in 2022 (11 p.p.)

Positive contribution

- 49% satisfied with positive contribution made by RBC
- 28% neutral

ASB handling

- 49% satisfied with ASB handling – down from 52% in 2022
- 26% neutral



Respectful & Helpful Engagement

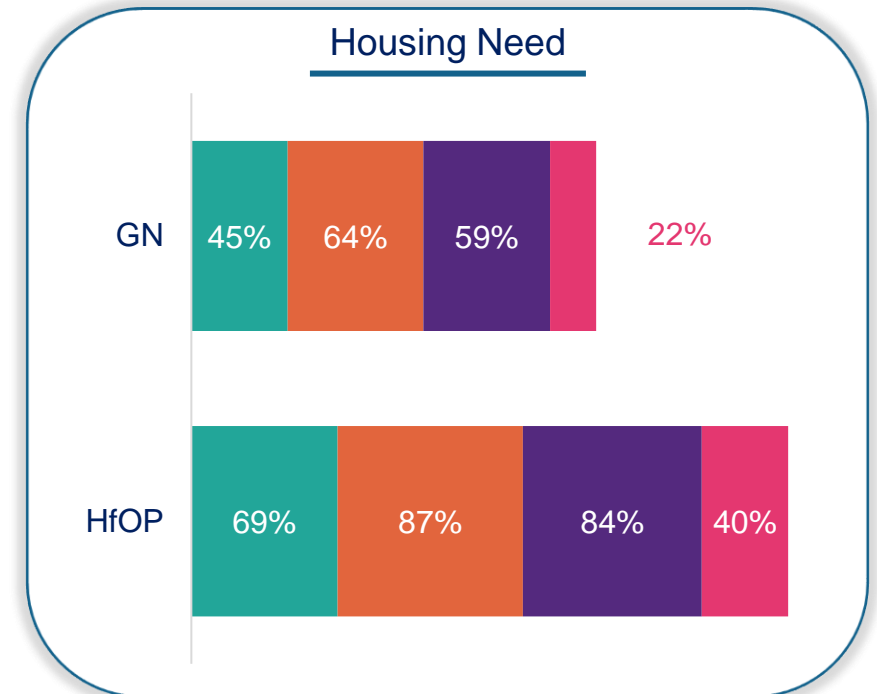
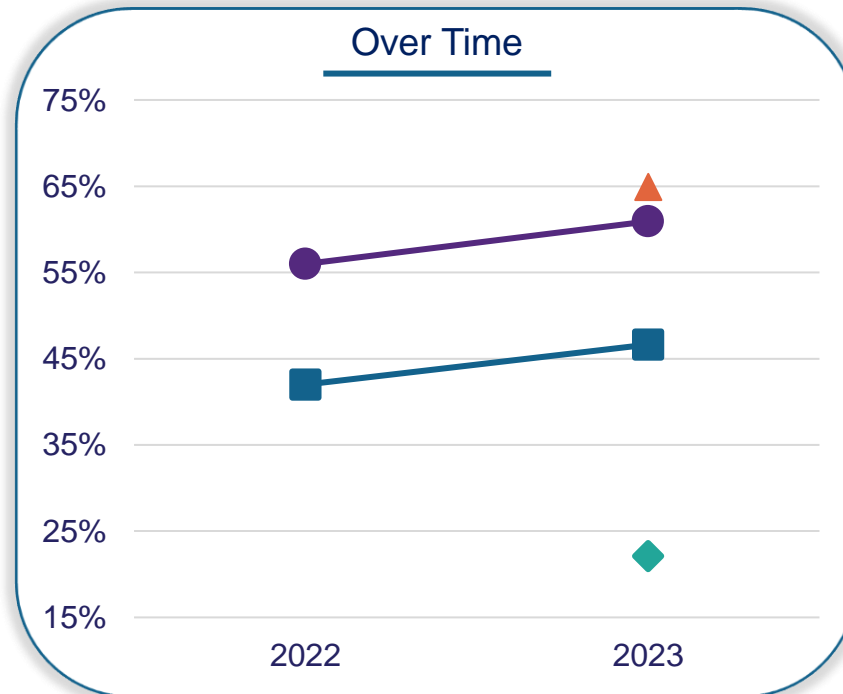
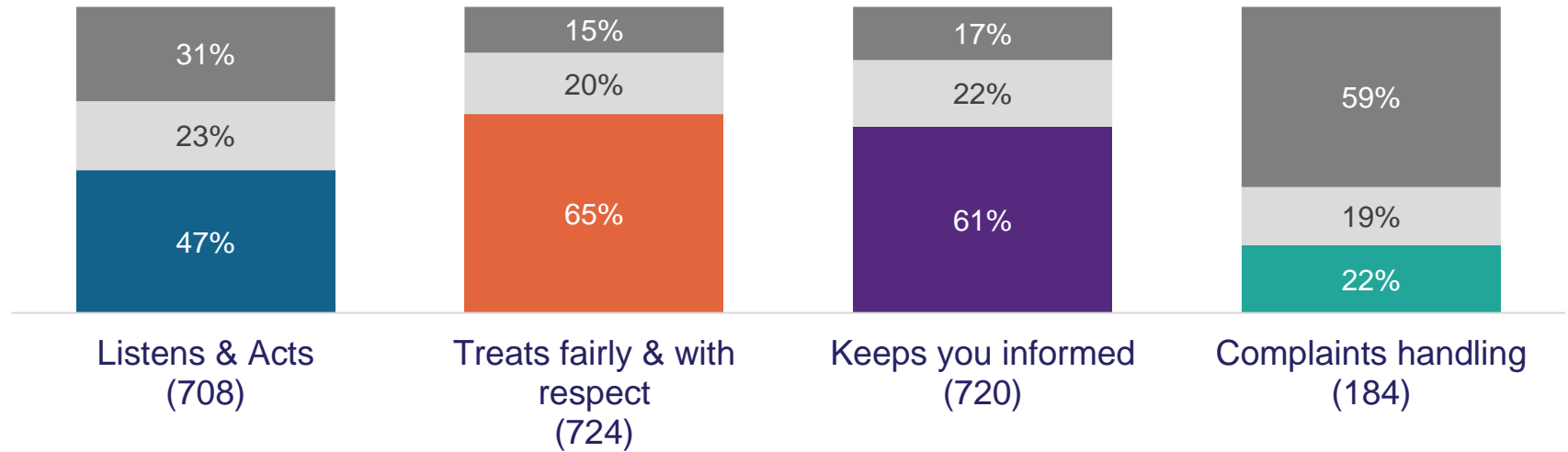
- LCRA only

Communications and engagement

- 65% satisfied they are treated fairly and with respect
- 61% satisfied they are kept informed
- 47% satisfied RBC listens to their views and acts upon them – commonly a lower performing metric
- Listens and acts and keeps informed both up 5 p.p.

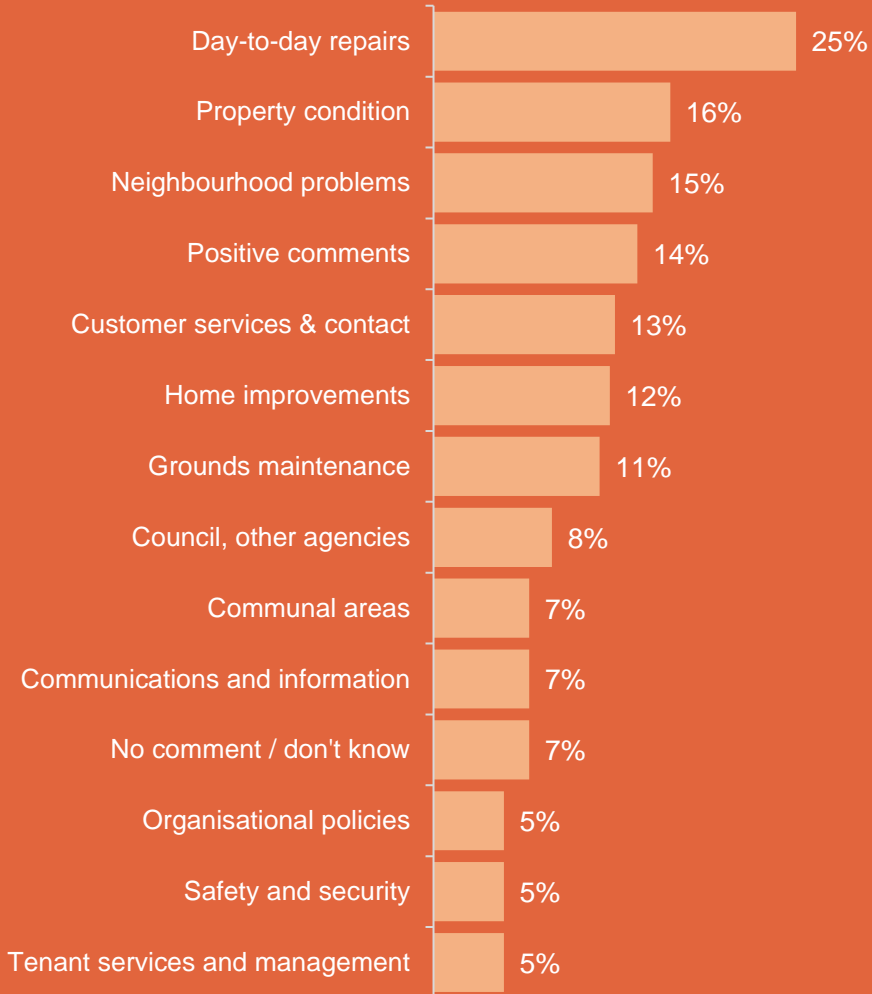
Complaints handling

- 26% (190) said they had made a complaint in the last 12 months (perception – complaints vs. service request; cross-match records)
- 22% satisfaction and 59% dissatisfaction
- What does a complaint mean to tenants? Expectations?



574 respondents (1,113 comments/codes):

- 14% positive
- 7% no suggestion



What is most important for RBC to improve?

Day to day repairs = timescales (49), outstanding work (46), quality of work (23), communication about repair – before work started (19), contractor (19), appointments (14)

Property condition / Home improvements = damp and mould (28), external property maintenance (21), property condition (15), insulation (13)

Neighbourhood problems = car parking, signage and garage areas (37), ASB (32), Drug-related issues (11), Neighbours – noise, alcohol (9)

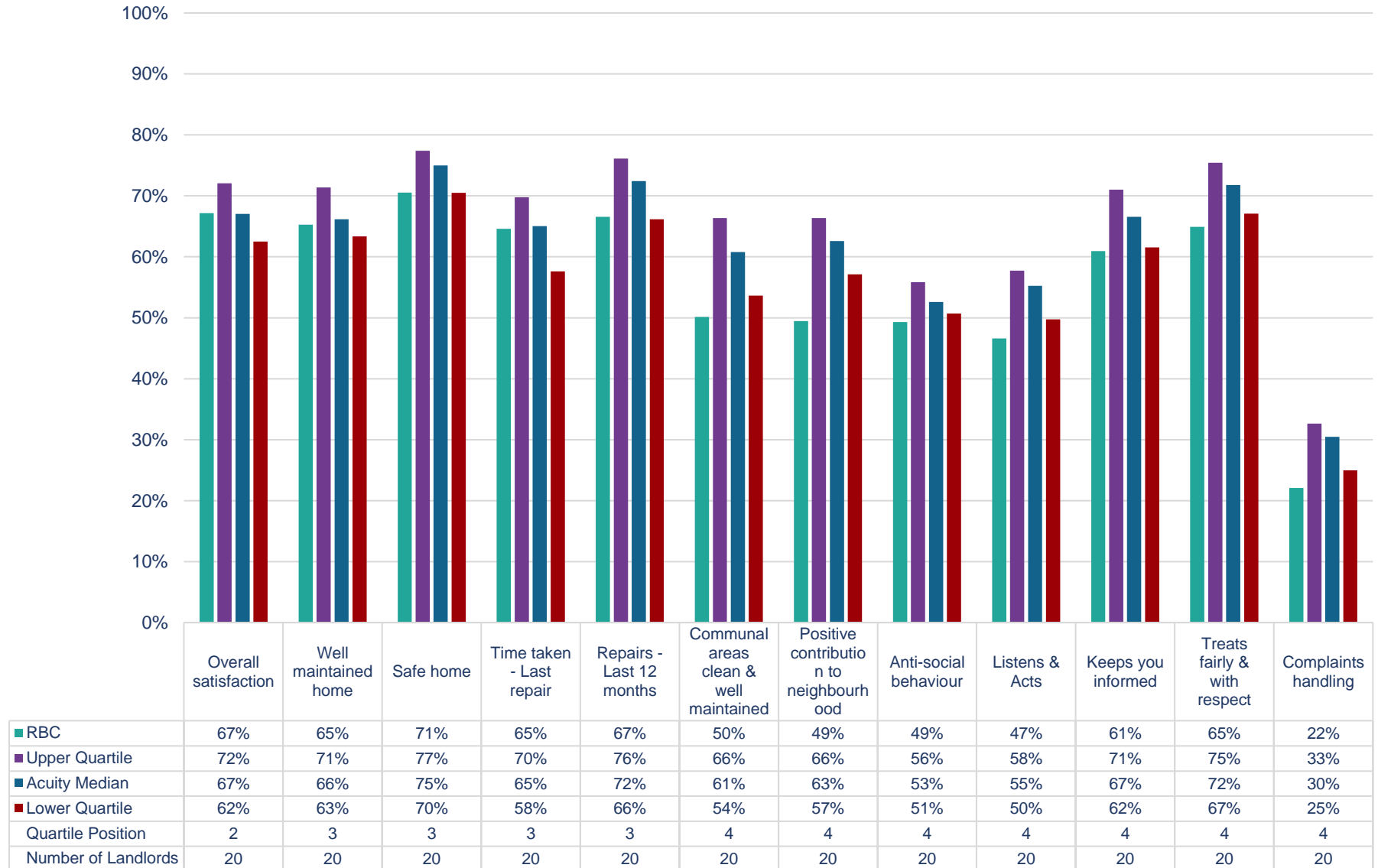
Customer service = care, empathy & support (32), accessibility (10)

Home improvements = new doors or windows (33), new kitchen, bathroom (20)

Benchmarking – Acuity Clients (LCRA - Councils)

Satisfaction Levels Acuity Clients Median Q1 – Q2 23/24

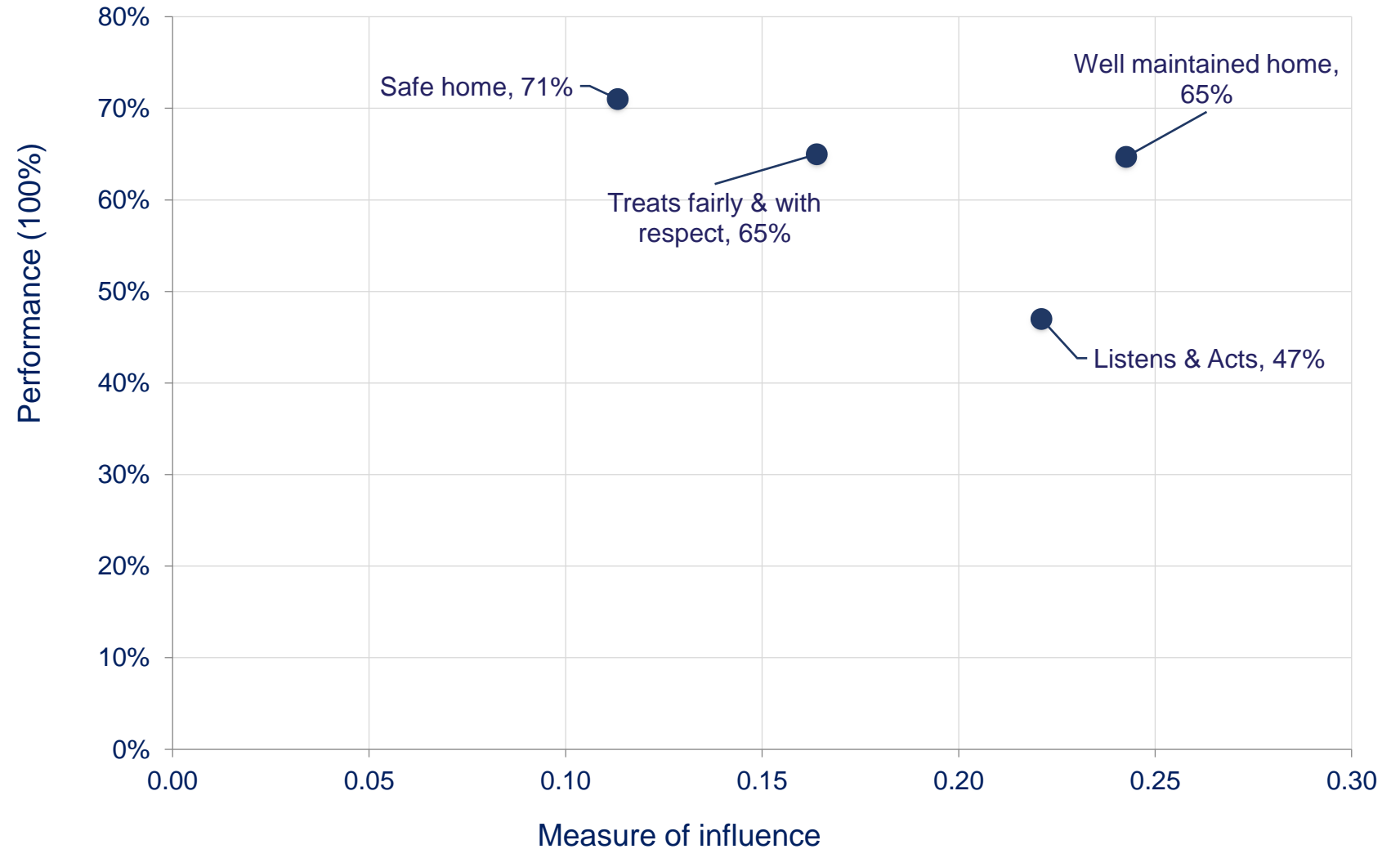
- Overall satisfaction sits at the Acuity median for councils and in the second quartile of performers (sample = 20)
- Time taken to complete last repair also sits at Acuity median (65%)
- Communal areas, the neighbourhood and customer services and communications sit in the lowest quartile



Key Driver Analysis (LCRA)

Key Driver Analysis – Overall Satisfaction

- What drives overall satisfaction is specific to each individual landlord
- Improvements in these areas will help increase satisfaction with overall services
- Well-maintained home & that RBC listens to tenant views and acts upon them are most important drivers of overall satisfaction for RBC



Age Group

- Older residents tend to be more satisfied than younger residents – common trend
- Greatest variance is for repairs service over last 12 months – ranges between 16% and 44% difference

	25 - 34	35 - 44	45 - 54	55 - 59	60 - 64	65 - 74	75 - 84	85+
Overall satisfaction	53%	63%	64%	56%	73%	72%	87%	83%
Well maintained home	49%	54%	57%	61%	73%	74%	89%	82%
Safe home	59%	52%	65%	66%	88%	80%	90%	86%
Repairs - Last 12 months	45%	58%	63%	64%	78%	78%	89%	78%
Time taken - Last repair	57%	54%	58%	60%	78%	74%	82%	78%
Communal areas clean & well maintained	33%	38%	36%	46%	56%	67%	74%	60%
Positive contribution to neighbourhood	35%	39%	47%	43%	60%	55%	68%	54%
Anti-social behaviour	49%	41%	38%	43%	52%	57%	65%	63%
Listens & Acts	37%	32%	42%	42%	52%	52%	70%	64%
Keeps you informed	48%	49%	56%	49%	69%	70%	85%	72%
Treats fairly & with respect	57%	57%	58%	57%	71%	73%	83%	77%
Complaints handling	17%	17%	23%	32%	13%	24%	33%	33%

Base: 0 - 24 = 5, 25 - 34 = 64, 35 - 44 = 114, 45 - 54 = 130, 55 - 59 = 84, 60 - 64 = 85, 65 - 74 = 127, 75 - 84 = 113, 85+ = 50



Response Method

- Most residents completed online (55%), which generally tends to yield lower satisfaction scores (survey method bias)
- Residents who responded by phone were generally the most satisfied

	Online	Postal	Telephone
Overall satisfaction	61%	77%	75%
Well maintained home	59%	74%	74%
Safe home	63%	80%	82%
Repairs - Last 12 months	63%	74%	68%
Time taken - Last repair	62%	70%	67%
Communal areas clean & well maintained	44%	60%	61%
Positive contribution to neighbourhood	45%	55%	60%
Anti-social behaviour	45%	54%	61%
Listens & Acts	40%	55%	58%
Keeps you informed	54%	68%	75%
Treats fairly & with respect	59%	73%	75%
Complaints handling	20%	24%	30%

Base: Online = 429, Postal = 217, Telephone = 123



Summary

Overall satisfaction & improvements - 67% of tenants satisfied with the overall services provided, which sits at the Acuity median for councils. Satisfaction is generally moving in the right direction, though improvements can still be made, especially when results are compared against other Acuity clients

Time taken to complete repairs – Satisfaction with the time taken to complete the last repair performed well against other councils, sitting at the Acuity median. Where RBC performed less well was on customer service & communications and the neighbourhood

Key drivers for RBC – Well-maintained homes and RBC listening to tenant views and acting upon them were the two key drivers of overall satisfaction for RBC tenants and residents. Targeting improvements in these areas may help increase overall satisfaction

How RBC can improve – Residents frequently commented on the timescales to complete repairs and outstanding / forgotten repairs. Comments about parking, improvements to homes (new windows, doors) and general customer service also feature highly

Dissatisfaction – Dissatisfaction was high in a number of areas (*see right*). However, there were also some measures, including overall satisfaction, where there were a significant number of neutral responses.

Complaints handling – Lowest performing metric, which is common. More needs to be done to understand the nature of these complaints and how RBC handles them

Subgroups analysis – Older tenants generally have higher satisfaction than younger tenants, which is a common trend. Different expectations of service?

Response method / survey method bias – much lower ratings from online surveys (overall 61% vs 76% postal and 75% telephone), average drop = 13%, range = 4% to 20%



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

For further information on this report please contact:

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