

TENANT AND LEASEHOLDER PANEL
2 July 2019

Lead Officer: Kirsteen Roe, Director of council homes, districts and regeneration

Wards: All

Agenda Item:

Subject: - Tenant Satisfaction Survey

1. Recommendations

- 1.1 The Panel is asked to note how the council is now conducting and reporting tenant satisfaction surveys. It also seeks volunteers from the panel to join a task & finish group to provide feedback to the national review of the STAR (tenant satisfaction survey).

2. Summary

- 2.1 This report outlines how the council will be seeking feedback from tenants which will be used to improve housing services and benchmark against similar landlords. It also advises of an upcoming review of the STAR survey which is conducted by the majority of social housing landlords and invites Croydon's tenants to take part in this review.

3. Background

- 3.1 For many years the council has sought the views of its' tenants via a bi-annual survey. The questions in this survey included those which formed part of the STAR survey. The STAR survey was developed by Housemark, a national performance benchmarking club for social housing landlords.
- 3.2 The STAR survey is conducted by a majority of social landlords and the results are collated by Housemark which enables landlords to compare the views of their tenants with those of their peers.
- 3.3 To enable statistically accurate data for Croydon the survey needed to capture the views of over 1,800 tenants. The council has always appointed Acuity to conduct this survey. Acuity are a leading market research company who specialise in the field of social housing. Acuity would randomly select around 4,000 tenants to post the survey to. When sufficient numbers had been returned they would produce a report for the council. This report would be presented to managers and to tenants and used by managers when prioritising and reviewing services.

4. Future arrangements

- 4.1 One of the weaknesses of conducting surveys of this nature every two years was the inability to monitor the immediate impact of changes to service delivery, new services or the withdrawal of a service.
- 4.2 Like many social landlords, Croydon has now decided to conduct ongoing 'tracker' surveys. This will involve surveying 350 tenants per quarter and producing quarterly reports to managers and the Performance Monitoring Group.
- 4.3 The majority of the surveys will be conducted by officers from the resident involvement team with occasional support from Acuity. The surveys will be conducted by phone and data directly input into an Acuity web portal which will create a dashboard and the quarterly reports.
- 4.4 In addition to the ability to obtain regular and up to date tenant feedback this new survey method has a number of other benefits. These include:
- The option to add, remove or amend questions when required
 - Phone surveys traditionally achieve a higher and more diverse response rate (some calls will be made out of office hours)
 - The fact that council officers are making the calls will ensure that any issues raised by tenants during the survey can be immediately raised with the relevant service area and/or advice/signposting provided to the tenant.
 - The survey will also allow us to update contact details (email & phone numbers) which will improve future communications.
- 4.5 Those tenants to be interviewed each quarter will be randomly generated by Acuity whoes software will ensure that there is minimal tenant fatigue (i.e. tenants being surveyed no more than once a year).
- 4.6 In addition to the STAR survey the council will continue to conduct separate surveys of tenants who have received repairs, major improvements to their homes or have made a complaint of anti social behaviour.
- 4.7 The survey questions for the first quarter are attached in appendix A. In most cases where tenants express dissatisfaction with a service we will probe deeper and record the reasons for this.
- 4.8 The survey has now started and the first report should be available in September.

5. STAR review

- 5.1 In light of the Housing Green Paper which emphasises the need for landlords to listen more to the views of their tenants Housemark together with Acuity will carry out a review of the STAR survey. Croydon has accepted an invitation to work with Housemark and other landlords to support this review during the next few months. Of course Housemark are keen to involve tenants and have asked if Croydon's tenants views could be feedback to them.
- 5.2 It is proposed that a task and finish group be established and volunteers for this group are sought.

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