



'STAR' – Survey of Tenants & Residents 2012



Background

- Housemark release guidance on running STAR satisfaction surveys July 2011
- STAR conducted in January/February 2012
- First comprehensive survey since 2008
- Every tenant and leaseholder received a survey
- Dacorum Borough Council is one of the first housing organisations to use/develop the survey and submit results for benchmarking



Methodology

- Project Lead researched Housemark guidance on running new STAR survey
- Kick start meetings with tenants and staff
- Decision taken to survey all 12,000 tenants & leaseholders
- Project Team set up – key members of staff from Housing Landlord, Property & Place, IT and Communications
- Meetings with tenants to agree design, layout and content of survey
- Project Lead attended staff team meetings to keep staff informed of progress
- Draft surveys tested on staff who are tenants or leaseholders



Promoting STAR

- Front page article in Winter 2011 News and Views
- Press release (article published in Gazette)
- Short recorded message for all Housing incoming phone calls
- Message at foot of standard Housing letters
- Housing and Maintenance Officers asked to promote STAR on routine visits

Promoting STAR

- Posters displayed in notice boards, shops and all sheltered schemes



HouseMark
STAR

DON'T
FORGET
SURVEY
BY
FEB 24

If you live in a Dacorum Borough Council home look out for the Survey of Tenants and Residents (STAR) coming through your door this January.

Be a star, tell us what you think

so that we can improve the housing service you receive

Complete your survey by 24 February 2012 and you'll have a chance to win one of three 24" flat screen TVs



Send us back your survey in the prepaid envelope, or fill it in at www.dacorum.gov.uk/star



Tenants' Survey 2012 General Needs Housing



Your unique reference number:



Leaseholders' Survey 2012



Tenants' Survey 2012 Supported Housing



Your unique reference number:

Be in with a chance to win one of three 24" flat screen televisions in our free prize draw.
(Closing date for Prize Draw 24 February 2012)

By completing this survey you have an opportunity to tell us about the housing service you receive. We intend to send you a survey every two years. Help us make a difference by taking the time to complete this survey (it should take around 10 minutes). If you have internet access you can complete the survey online at www.dacorum.gov.uk/star

Be a star and tell us what you think

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Be a star and tell us what you think

If you would like it in another format, such as large print, Braille or audio, please call Sue Prowse on 01442 228966.

Terms and Conditions are also available from Sue)

Three separate surveys – colour coded for ease of sorting upon return. Supported Housing Survey on yellow paper in accordance with RNIB guidelines on maximum legibility for visually impaired tenants.



Encouraging survey completion

- Free Prize Draw – three flat screen televisions – 57% of respondents opted to enter
- ‘REMINDER’ postcard sent out to all non-respondents approximately two weeks after surveys delivered
- Supported Housing Officers offered help with survey completion to residents of supported housing and sheltered schemes and encouraged tenants to assist each other
- Approximately 30 General Needs tenants responded to offer of help with survey completion and received a home visit from Housing Officer

The Response...

General Needs:

3261 completed forms = **37.9%**

Leaseholders:

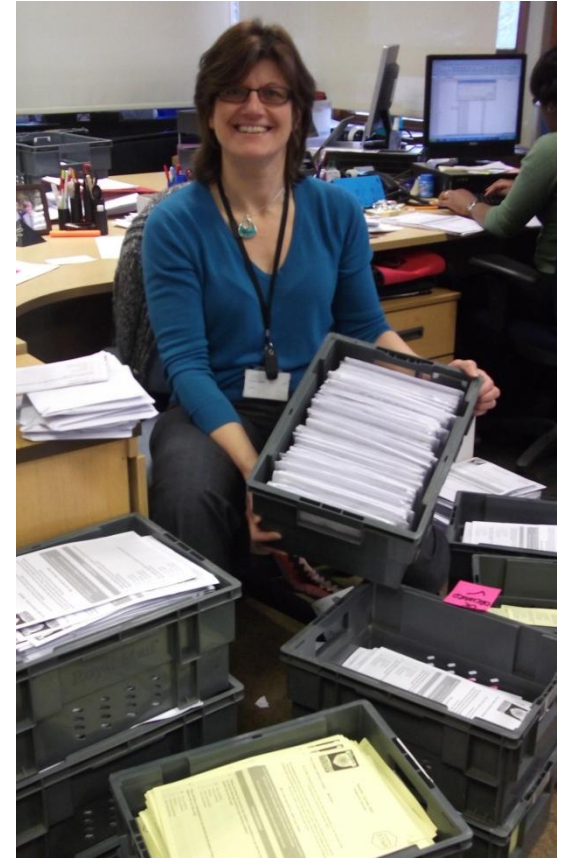
401 completed forms = **24.7%**

Supported Housing:

1077 completed forms = **57.3%**

TOTAL:

4739 completed forms = **39.1%**





1. Taking everything into account, how satisfied or dissatisfied are you with the service provided by Dacorum Borough Council as your Housing Landlord?

	STAR 2012 (% satisfied)	STATUS 2008 (% satisfied)
General Needs	86.4%	79%
Leaseholders	71.2%	54%
Supported Housing	92.5%	89%



2. How satisfied or dissatisfied are you with the overall quality of your home?

	STAR 2012 (% satisfied)	STATUS 2008 (% satisfied)
General Needs	76.4%	75%
Leaseholders	82.3%	72%
Sheltered Housing	89.3%	90%



3. How satisfied or dissatisfied are you with your neighbourhood as a place to live?

	STAR 2012 (% satisfied)	STATUS 2008 (% satisfied)
General Needs	86.1%	80%
Leaseholders	78.5%	58%
Sheltered Housing	92%	89%



4. How satisfied or dissatisfied are you that your rent/service charge provides value for money?

	STAR 2012 (% satisfied)	STATUS 2008 (% satisfied)
General Needs	75.6%	70%
Leaseholders	54.9%	44%
Sheltered Housing	91.7%	89%



5. how satisfied or dissatisfied are you with the way Dacorum Borough Council as your Housing Landlord/owner of your freehold deals with repairs and maintenance?

	STAR 2012 (% satisfied)	STATUS 2008 (% satisfied)
General Needs	75.6%	69%
Leaseholders	54%	40%
Sheltered Housing	88.2%	84%



6. How satisfied or dissatisfied are you that Dacorum Borough Council as your Housing Landlord/owner of your freehold listens to your views and acts upon them?

	STAR 2012 (% satisfied)	STATUS 2008 (% satisfied)
General Needs	59.5%	*
Leaseholders	41.2%	*
Sheltered Housing	74.5%	*



Some Great Results...

- High response rate = confidence in results!
- Improved satisfaction across all core criteria
- Very high levels of satisfaction from Supported Housing tenants
- High levels of trust in us as a landlord
- Most residents agree that our staff are friendly, approachable and helpful



Could Do Better...

- **Car parking** and **litter** a concern throughout the Borough
- Satisfaction with **Repairs and Maintenance** not as high as we would hope, especially time taken before job started and getting the repair 'right first time'
- Satisfaction with **Grounds Maintenance** is lower than with other aspects of our service, especially maintenance of planted areas
- Difficulties getting hold of the right person to answer queries
- We would like more of our tenants to feel satisfied that we listen to their views and act upon them



Interesting...

- **Internet Access** at home far lower than anticipated – fewer than half our tenants overall and fewer than a quarter of Supported Housing tenants
- 277 people gave details in response to the question suggested by tenants:

Do you feel that Dacorum Borough Council has ever discriminated against you by treating you differently from other tenants or by failing to take any special circumstances into account?

Most responses related to issues surrounding allocations policy or planned maintenance and disabled adaptations.



Work Continues...

- Further analysis of results by Ethnicity, Age, Area, Disability and Gender. Other demographic criteria (Sexuality/Religion) did not produce sufficient sample size for valid comparison
- Headline figures submitted to Housemark for benchmarking against other Social Landlords
- Issues around areas of the service with high dissatisfaction to be addressed (**car parking, litter** and **improved repairs** already form part of our '**Local Offers**' to tenants following previous consultations)
- Tenant Inspectors to carry out inspection of Repairs & Maintenance using results of survey



Keeping you informed...

- Headline results, key findings and further actions reported in front-page article in News and Views. Tenants invited to ask for copy of the full results
- Presentations to Tenant and Leaseholder Committee, Housing and Communities – Overview and Scrutiny Committee and Senior Management
- Information in Members' news bulletin
- Further updates will be provided on progress with items requiring action



Any questions?