



# Waverley Borough Council TSM Survey Presentation

14<sup>th</sup> March 2024

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# Session outline

- 2023/4 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 5,000 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



# 2023/24 TSM Survey

## LCRA Tenants:

- 82% happy to give names against responses and 94% of these happy to be contacted

## Six-monthly survey - aims:

- Capture 12 of the 22 Tenant Satisfaction Measures in 2023-24 to report to the Regulator of Social Housing by 30<sup>th</sup> June 2024 for LCRA (and LCHO)
- Provide up-to-date information on their tenants' perceptions of current services and compare the results with other landlords

## What we did:

- Surveyed 546 LCRA general needs tenants over two six-monthly surveys
- Fieldwork = June and November 2023
- 12 TSMs (& 3 pre-qualifiers), 4 additional questions and 1 probe
- Survey methodology
  - 31% online survey (167 responses)
  - 69% Telephone survey (379 telephone interviews)
- Quotas used in telephone survey to balance any survey response bias. Representativeness checked by area (ward), property type and age. Survey response closely matched tenant population so no need to weight the data
- Reliability – RSH requires  $\pm 4\%$  at the 95% confidence level, with 546 responses results =  $\pm 4.0\%$  (and  $\pm 5.8\%$  each wave)

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

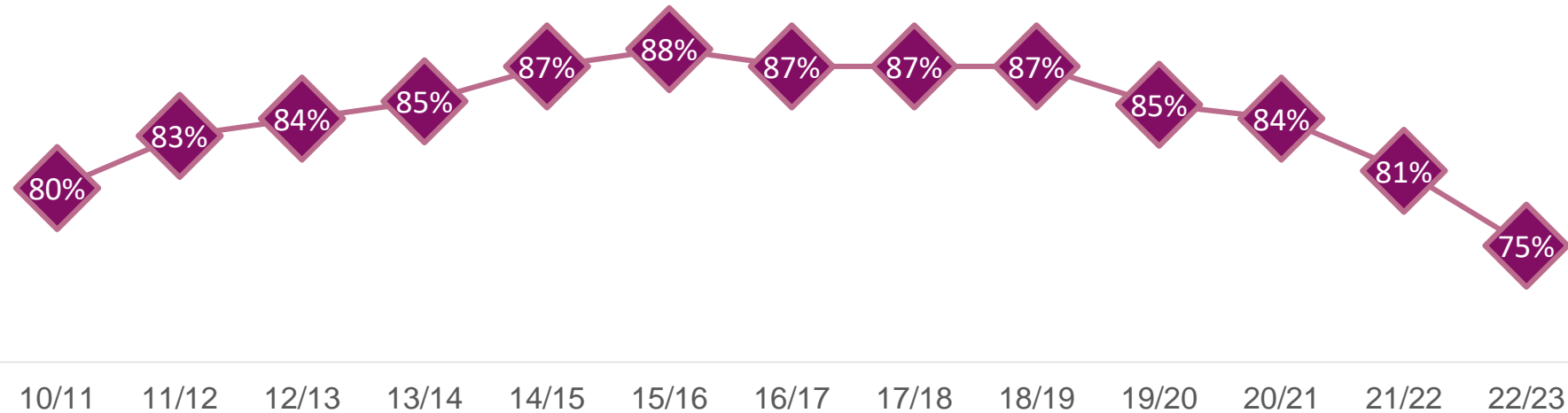
For example:

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

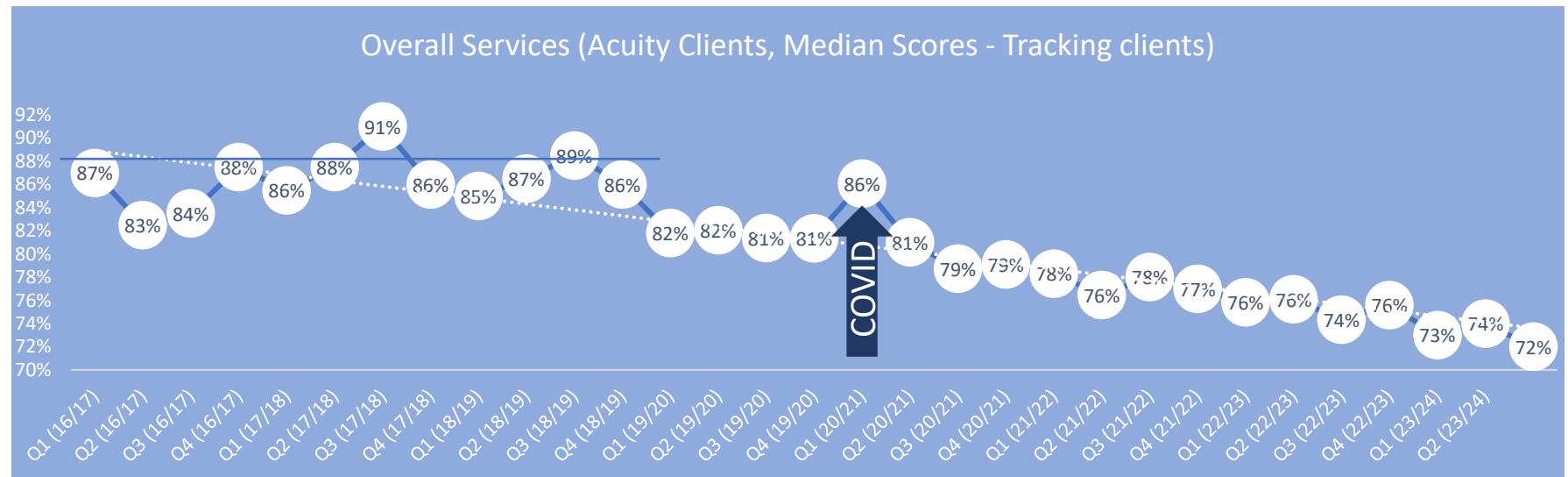
Satisfaction is based on perception rather than specific values so can be affected by these factors and how positive people feel about their lives.

# National Context

Satisfaction with services provided (Housemark median - general needs)



Overall Services (Acuity Clients, Median Scores - Tracking clients)





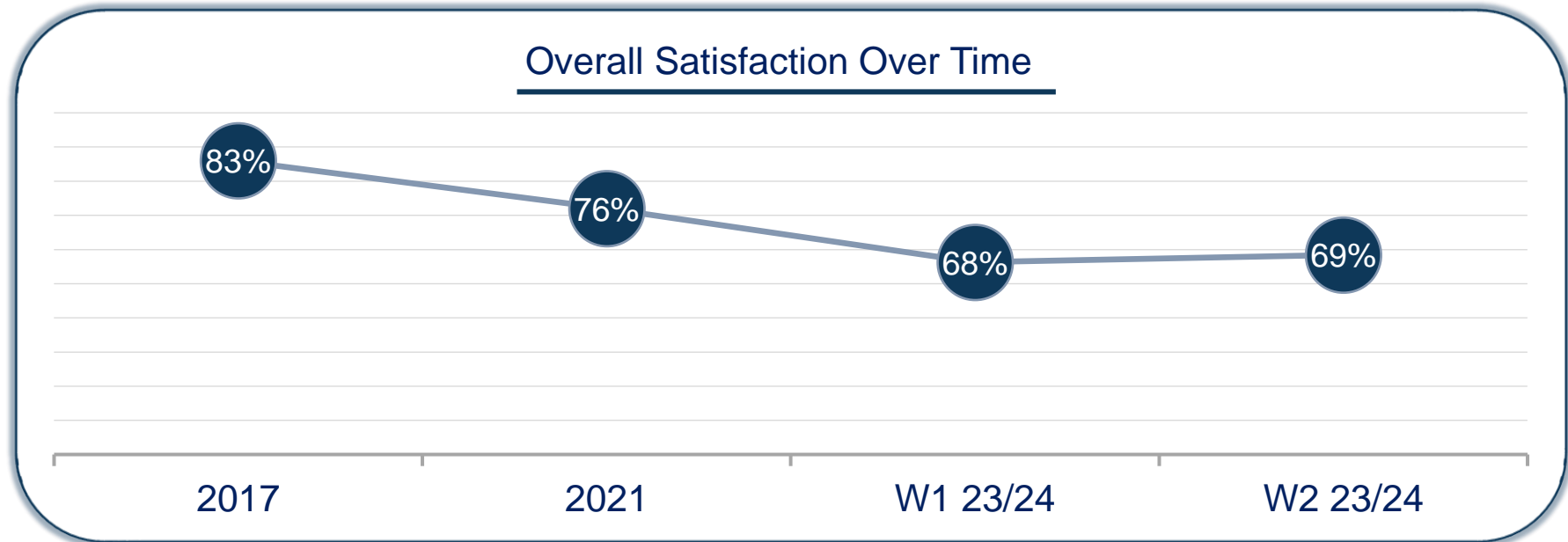
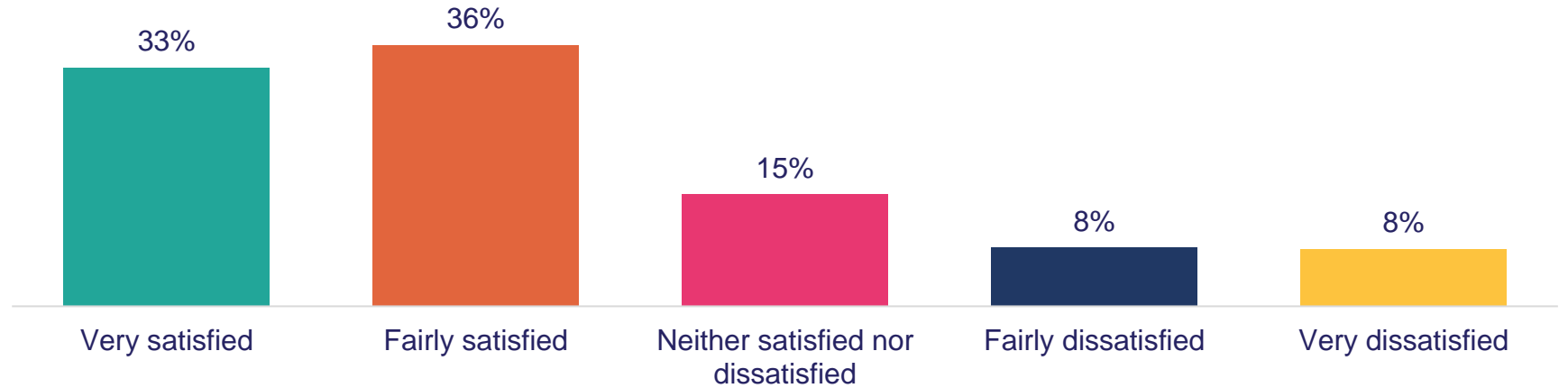
# Overall Satisfaction



# Overall Satisfaction

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Waverley Borough Council?

- 69% satisfied
- 15% neither satisfied nor dissatisfied – what would make them satisfied?
- 16% dissatisfied – Why? Who are they? Where do they live?



Number of respondents: 546

# Comments – Why Very Satisfied?

Those very satisfied were asked why they were very satisfied

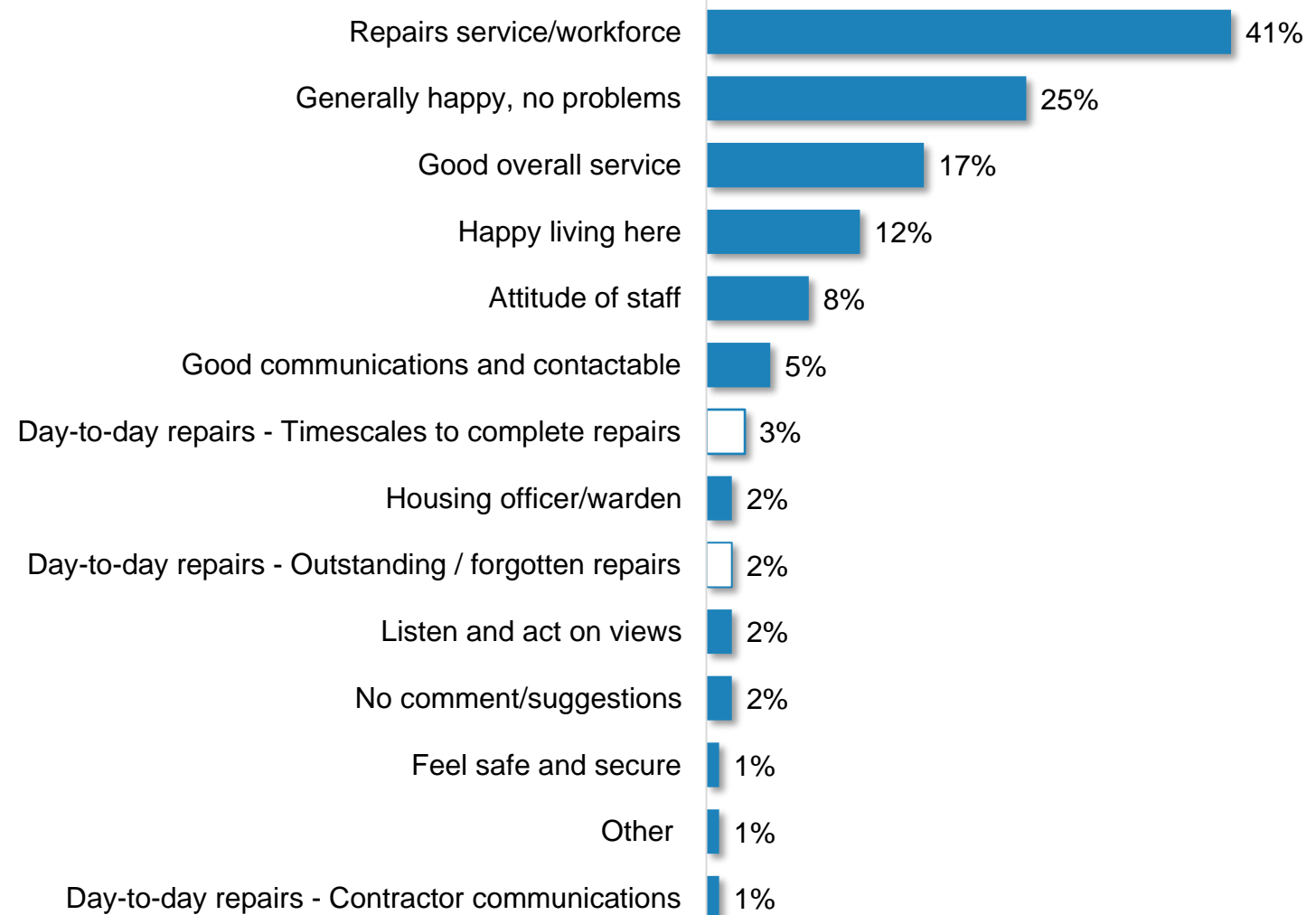
175 people provided 208 comments.

*“I have been a tenant for over 29 years, they do repairs when it is necessary, and it is a nice home.”*

*“There is never any problems, they look after us well, are very helpful and deal with repairs as quickly as they can.”*

*“Prompt response to any repairs, all staff are courteous.”*

*Note: The percentages do not add up to 100%*



Those neither very satisfied nor very dissatisfied were asked to say what could be done differently to improve their satisfaction.

310 people provided comments.

*“Hire grade workmen that are doing the repairs. Today we had some windows blown and the gentlemen came to replace them - he said that they hadn't been fitted properly in the first place. Quite often the jobs are shoddy.”*

*“I think they could do things a bit quicker than they normally do, they are a bit slow off the mark sometimes with repairs.”*

*“We've had outstanding repairs for over a year, and they have not been dealt with.”*

# Comments – What could improve your satisfaction?





# Comments – Why Very Dissatisfied?

Those very dissatisfied were asked to say what could be done differently to improve their satisfaction.

43 people provided 92 comments.

*“Leaking bathroom after a refit, eaves falling apart, broken central heating and leaking kitchen tap. These are all issues reported over a year ago and in the case of the eaves, 3 years. Yet nothing done to rectify.”*

*“The service they provide is not very helpful, with their office staff being rude, as they don’t care about personal situations. All they are is someone behind a desk, doing a job, so no help whatsoever.”*

*“It took nearly a year to repair a water pipe leaking. Holes cut in wall unnecessarily with a botched repair and hole cut in cupboard ceiling - job never completed. Rain coming in front porch took 3 contractors to inspect, front door replaced 9 months later. So, for 9 months every time it rained the front got soaking wet”*





## Keeping Properties in Good Repair



# Keeping Properties in Good Repair

## The home

- 72% well maintained
- 78% safe

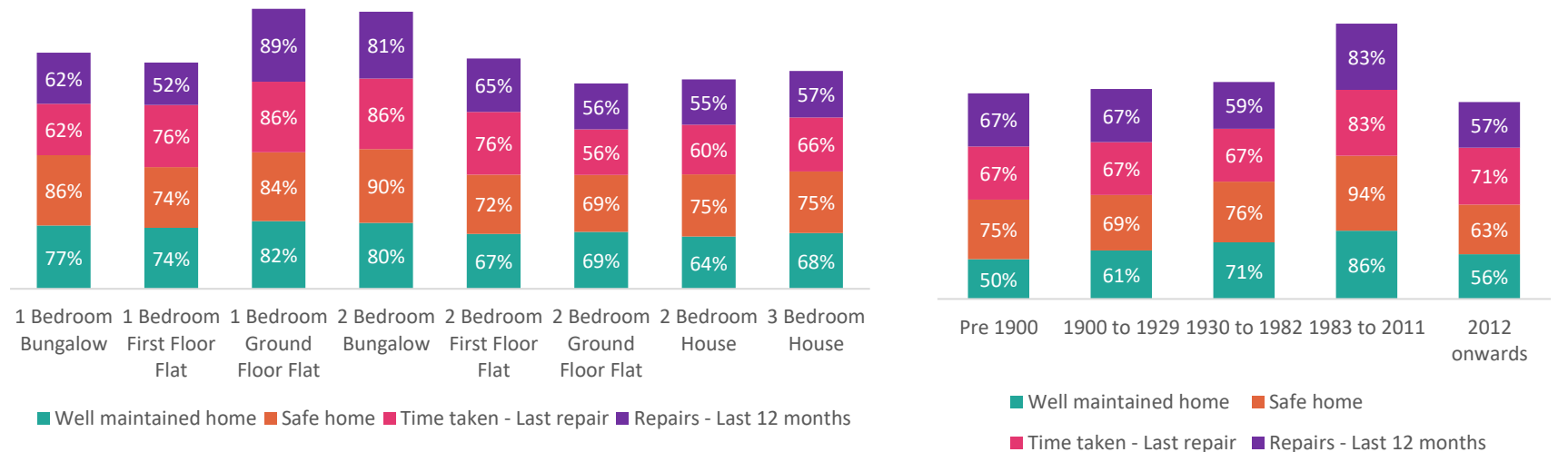
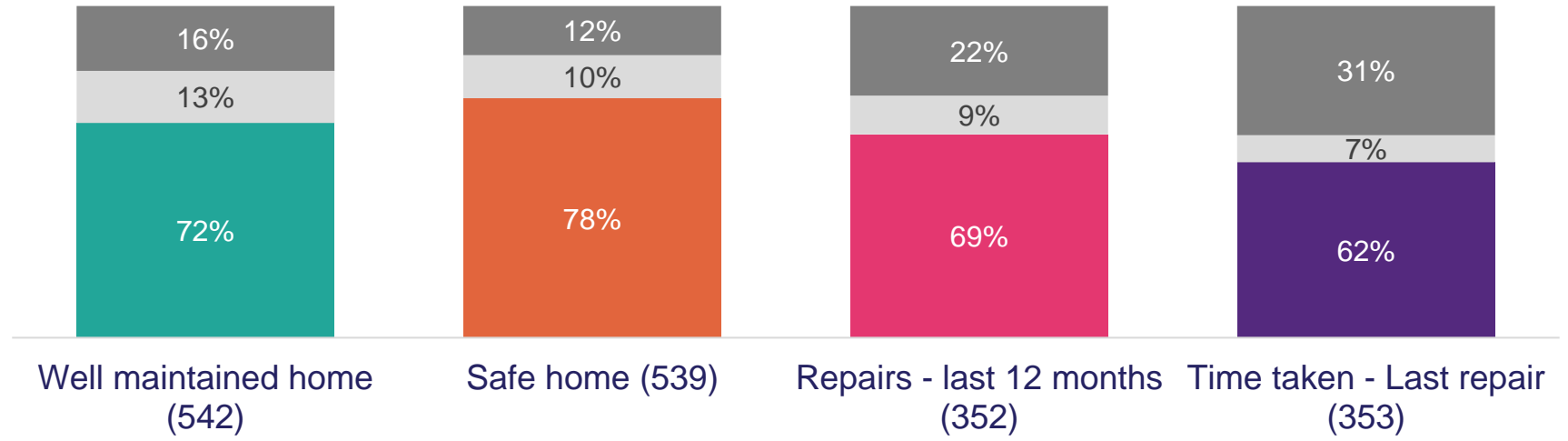
## Repairs

66% of tenants said they had a repair carried out in last 12 months:

- 69% satisfied with the repairs service in the last 12 months
- 62% time to complete last repair

Some high levels of dissatisfaction with repairs - Why?

**Change** - Safe home 5p.p. lower than 2021/22 and repairs last 12 months 4p.p lower

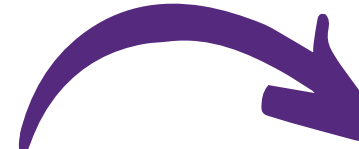
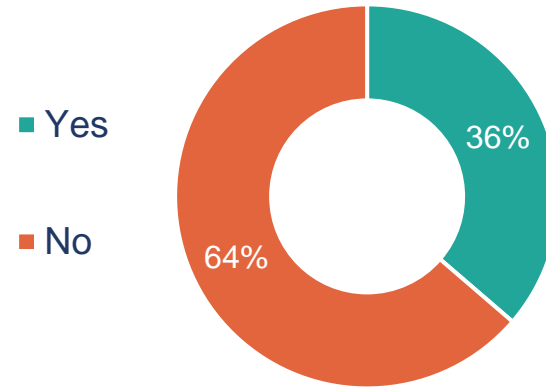


# Damp & Mould

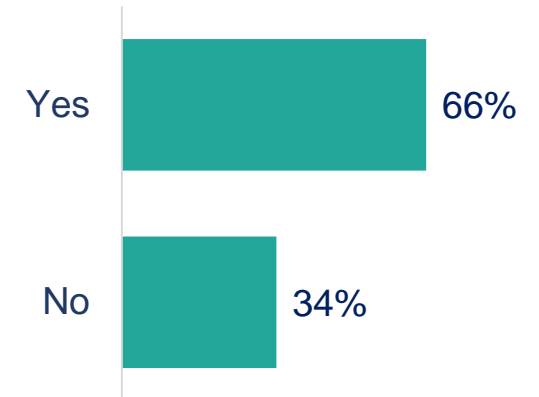
36% stated that they have damp or mould in their homes

66% have reported the problem to the Council

## Damp/Mould in Home



## Reported it?



Higher percentage of tenants:

- Tenancies of between 6 and 10 years (49%)
- Younger tenants (under 54 years old – 42% to 59%)
- Haslemere tenants (48%)
- 1900 to 1929 built (47%)



# Responsible Neighbourhood Management



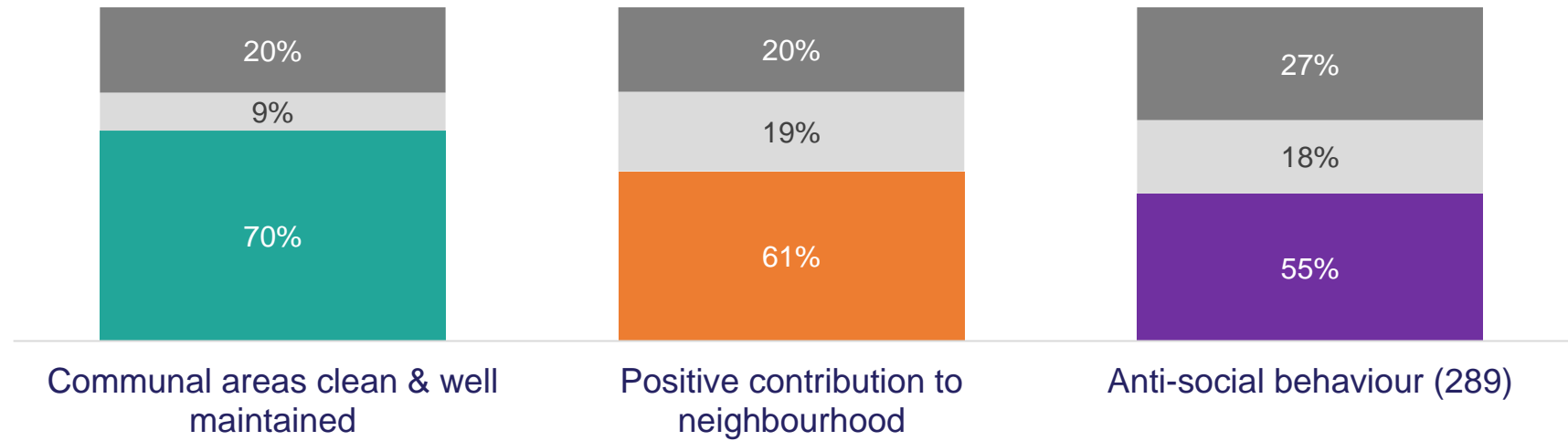
# Responsible Neighbourhood Management

## Communal areas

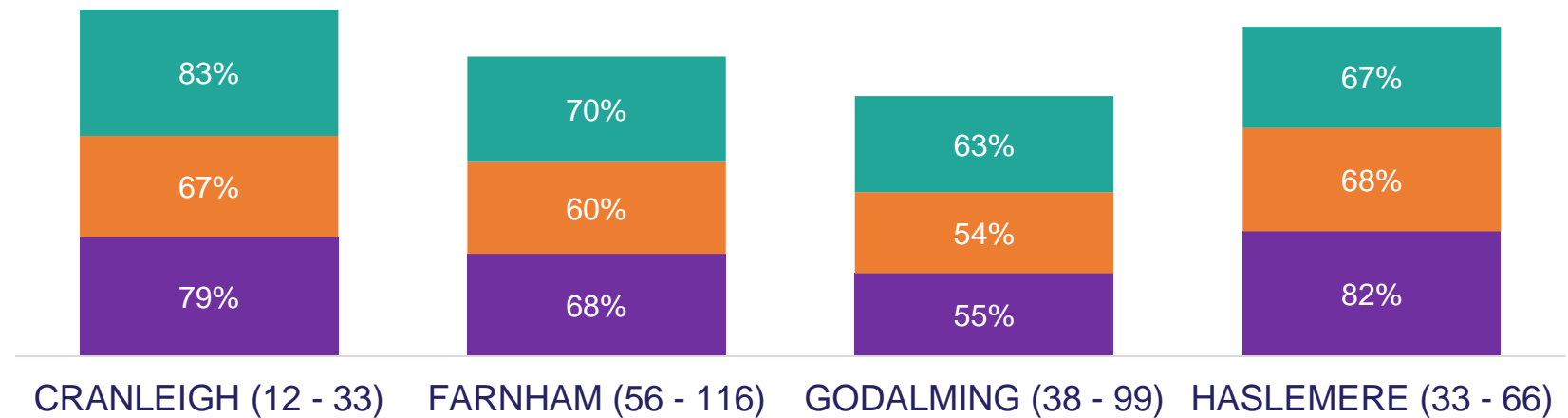
- 33% of residents live in a building with communal areas that the Council is responsible for maintaining
- 70% satisfied with communal upkeep

## Neighbourhood

- 61% satisfied with contribution to neighbourhood
- 55% with ASB handling



## Satisfaction in the four towns

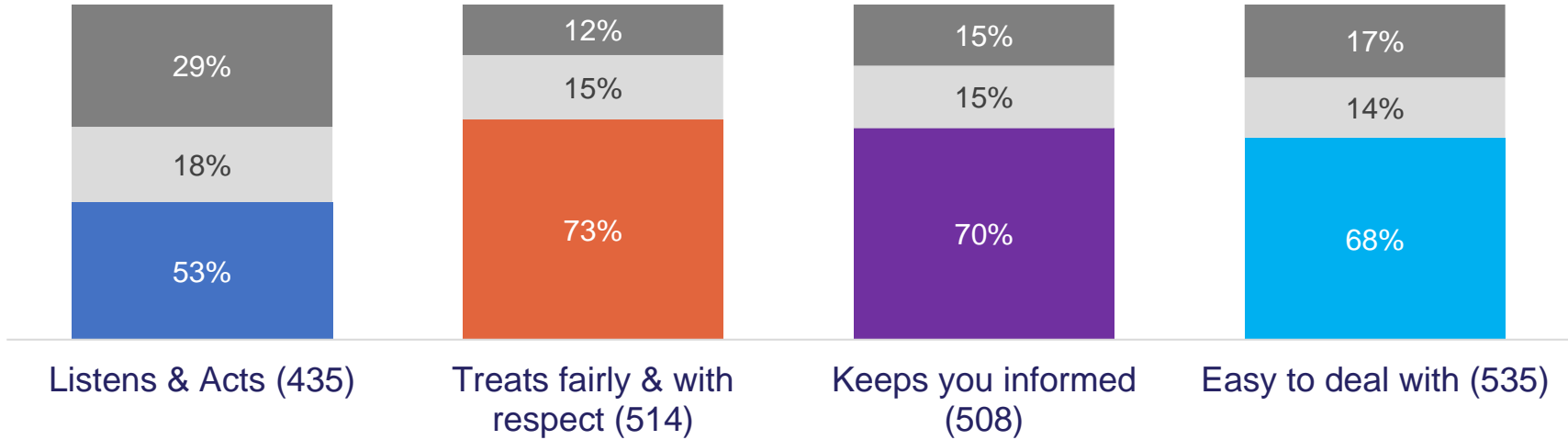




**Respectful & Helpful Engagement**



# Respectful & Helpful Engagement



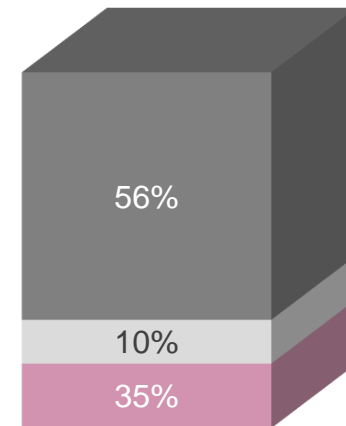
## Engagement

- 73% feel they are treated fairly and with respect
- 70% feel informed
- 53% feel their views are listened to
- 68% find the Council easy to deal with

Fewer tenants found the Council easy to deal with compared to 2021/22 (10p.p lower) or that the Council listens to views and acts (10p.p lower)

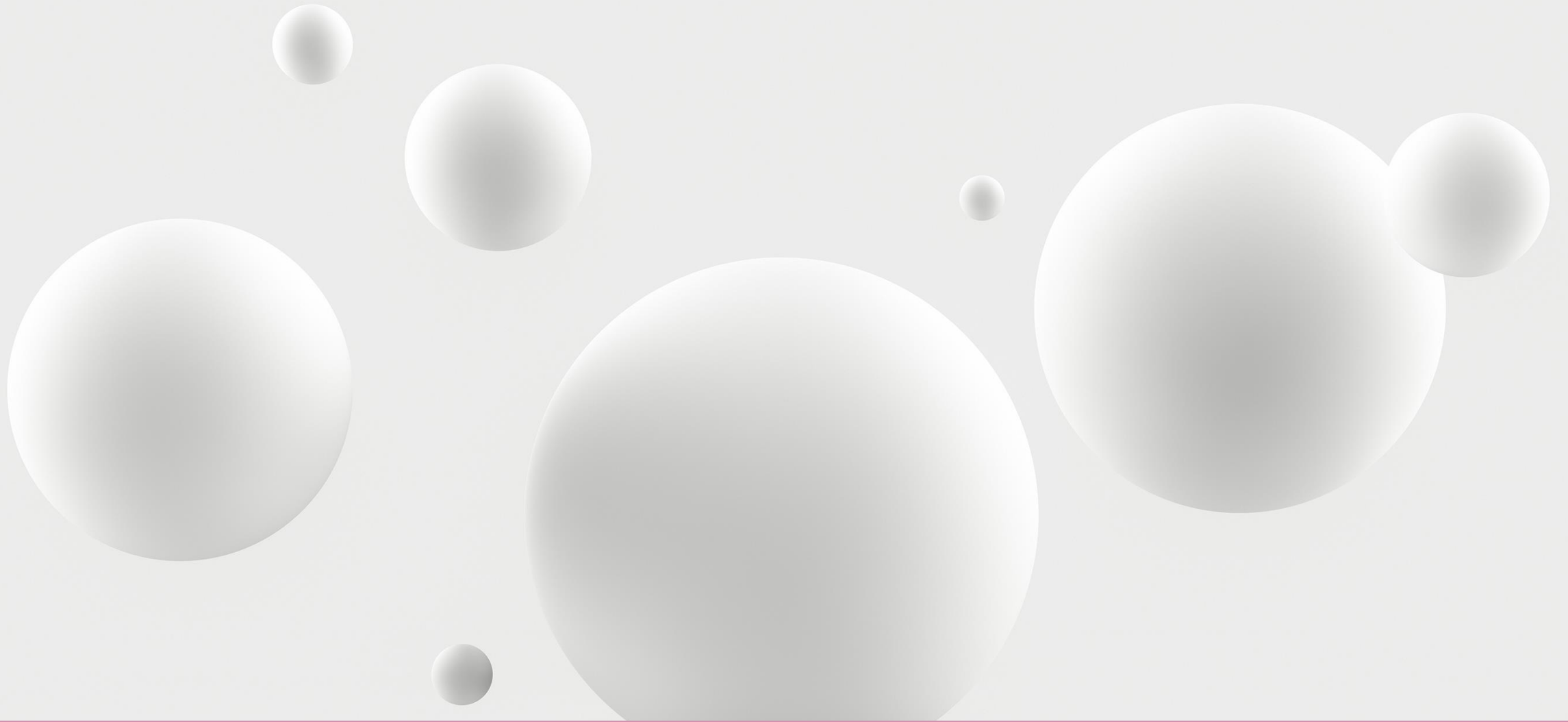
## Complaints handling

27% said they made a complaint in the last 12 months!



Complaints handling (142)



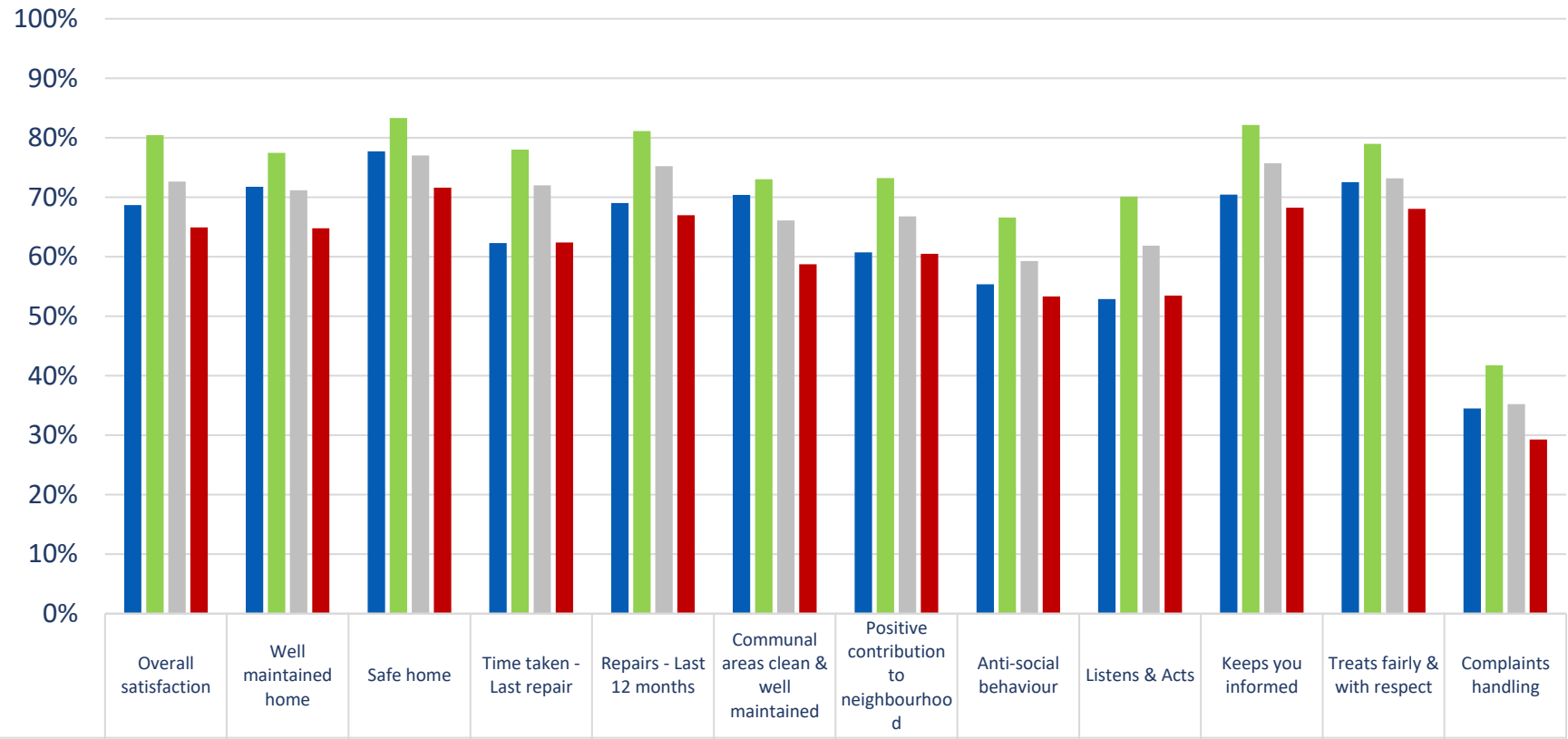
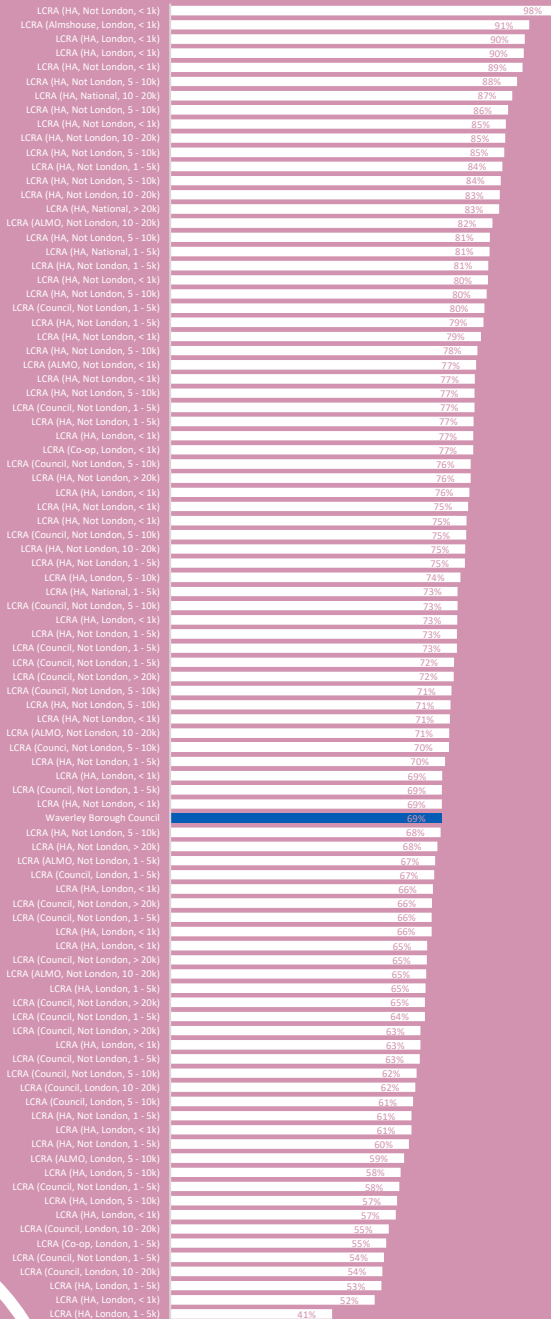


# Benchmarking



# Acuity Clients (LCRA)

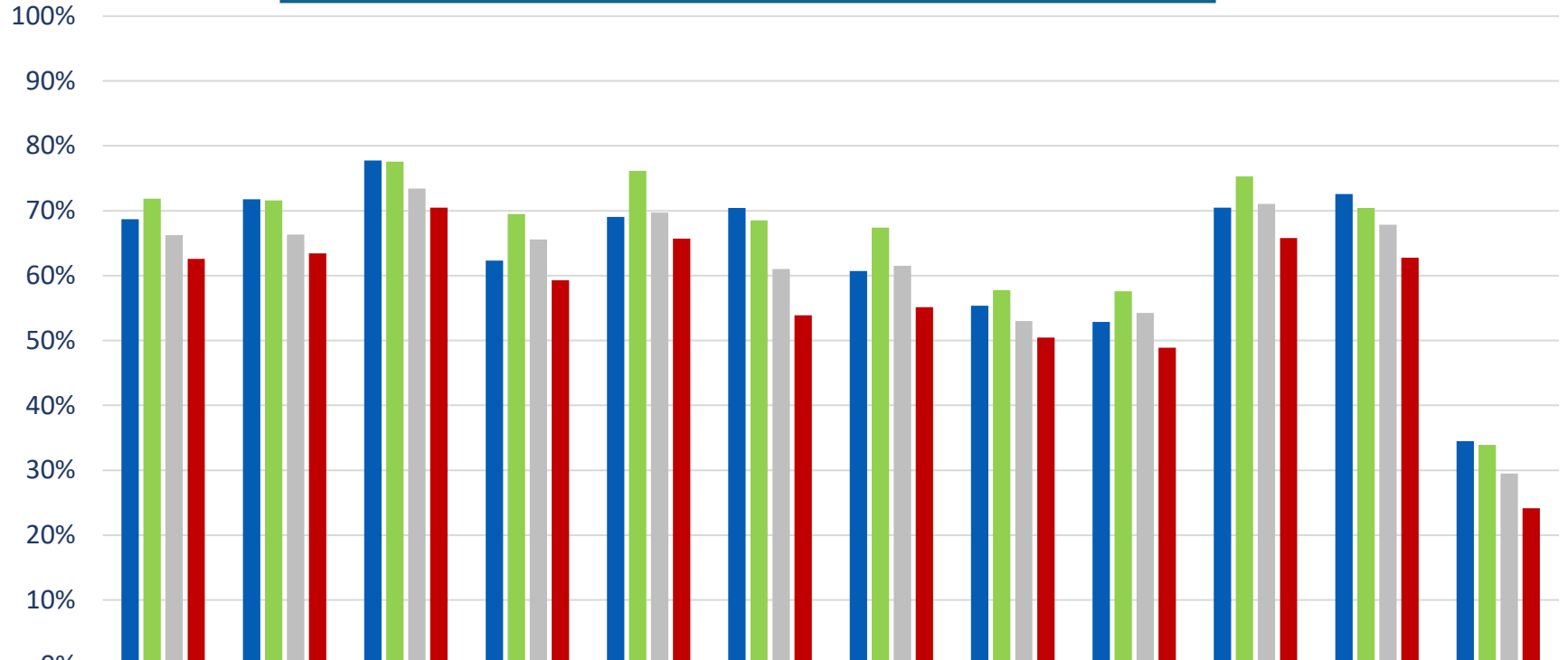
## Satisfaction Levels Acuity Median Q1 – Q3 23/24



■ Waverley BC	69%	72%	78%	62%	69%	70%	61%	55%	53%	70%	73%	35%
■ Upper Quartile	80%	77%	83%	78%	81%	73%	73%	67%	70%	82%	79%	42%
■ Acuity Median	73%	71%	77%	72%	75%	66%	67%	59%	62%	76%	73%	35%
■ Lower Quartile	65%	65%	72%	62%	67%	59%	60%	53%	53%	68%	68%	29%
Quartile Position	3	2	2	4	3	2	3	3	4	4	3	3
Number of Landlords	101	92	93	93	93	92	92	99	100	92	94	93

# Acuity Clients (LCRA - Councils)

## Satisfaction Levels Acuity Median Q1 – Q3 23/24



	Overall satisfaction	Well maintained home	Safe home	Time taken - Last repair	Repairs - Last 12 months	Communal areas clean & well maintained	Positive contribution to neighbourhood	Anti-social behaviour	Listens & Acts	Keeps you informed	Treats fairly & with respect	Complaints handling
■ Waverley BC	69%	72%	78%	62%	69%	70%	61%	55%	53%	70%	73%	35%
■ Upper Quartile	72%	72%	78%	69%	76%	69%	67%	58%	58%	75%	70%	34%
■ Acuity Median	66%	66%	73%	66%	70%	61%	62%	53%	54%	71%	68%	29%
■ Lower Quartile	63%	63%	70%	59%	66%	54%	55%	50%	49%	66%	63%	24%
Quartile Position	2	1	1	3	3	1	3	2	3	3	1	1
Number of Landlords	26	26	26	26	26	26	26	26	26	26	26	26

LCRA (HA, Not London, < 1k)	98%
LCRA (Almshouse, London, < 1k)	91%
LCRA (HA, London, < 1k)	90%
LCRA (HA, London, < 1k)	90%
LCRA (HA, Not London, < 1k)	89%
LCRA (HA, Not London, 5 - 10k)	88%
LCRA (HA, National, 10 - 20k)	87%
LCRA (HA, Not London, 5 - 10k)	86%
LCRA (HA, Not London, < 1k)	85%
LCRA (HA, Not London, 10 - 20k)	85%
LCRA (HA, Not London, 5 - 10k)	85%
LCRA (HA, Not London, 1 - 5k)	84%
LCRA (HA, Not London, 5 - 10k)	84%
LCRA (HA, Not London, 10 - 20k)	83%
LCRA (HA, National, > 20k)	83%
LCRA (ALMO, Not London, 10 - 20k)	82%
LCRA (HA, Not London, 5 - 10k)	81%
LCRA (HA, National, 1 - 5k)	81%
LCRA (HA, Not London, 1 - 5k)	81%
LCRA (HA, Not London, < 1k)	80%
LCRA (HA, Not London, 5 - 10k)	80%
LCRA (Council, Not London, 1 - 5k)	80%
LCRA (HA, Not London, 1 - 5k)	79%
LCRA (HA, Not London, < 1k)	79%
LCRA (HA, Not London, 5 - 10k)	78%
LCRA (ALMO, Not London, < 1k)	77%
LCRA (HA, Not London, < 1k)	77%
LCRA (HA, Not London, 5 - 10k)	77%
LCRA (Council, Not London, 1 - 5k)	77%
LCRA (HA, Not London, 1 - 5k)	77%
LCRA (HA, London, < 1k)	77%
LCRA (Co-op, London, < 1k)	77%
LCRA (Council, Not London, 5 - 10k)	76%
LCRA (HA, Not London, > 20k)	76%
LCRA (HA, London, < 1k)	76%
LCRA (HA, Not London, < 1k)	75%
LCRA (Council, Not London, 5 - 10k)	75%
LCRA (HA, Not London, 10 - 20k)	75%
LCRA (HA, Not London, 1 - 5k)	75%
LCRA (HA, London, 5 - 10k)	74%
LCRA (HA, National, 1 - 5k)	73%
LCRA (Council, Not London, 5 - 10k)	73%
LCRA (HA, London, < 1k)	73%
LCRA (HA, Not London, 1 - 5k)	73%
LCRA (Council, Not London, 1 - 5k)	73%
LCRA (Council, Not London, 1 - 5k)	72%
LCRA (Council, Not London, > 20k)	72%
LCRA (Council, Not London, 5 - 10k)	71%
LCRA (HA, Not London, 5 - 10k)	71%
LCRA (HA, Not London, < 1k)	71%
LCRA (ALMO, Not London, 10 - 20k)	71%
LCRA (Council, Not London, 5 - 10k)	70%
LCRA (HA, Not London, 1 - 5k)	70%
LCRA (HA, London, < 1k)	69%
LCRA (Council, Not London, 1 - 5k)	69%
LCRA (HA, Not London, < 1k)	69%
Waverley Borough Council	69%
LCRA (HA, Not London, 5 - 10k)	68%
LCRA (HA, Not London, > 20k)	68%
LCRA (ALMO, Not London, 1 - 5k)	67%
LCRA (Council, London, 1 - 5k)	67%
LCRA (HA, London, < 1k)	66%
LCRA (Council, Not London, > 20k)	66%
LCRA (Council, Not London, 1 - 5k)	66%
LCRA (HA, London, < 1k)	66%
LCRA (HA, London, < 1k)	65%
LCRA (Council, Not London, > 20k)	65%
LCRA (ALMO, Not London, 10 - 20k)	65%
LCRA (HA, London, 1 - 5k)	65%
LCRA (Council, Not London, > 20k)	65%
LCRA (Council, Not London, 1 - 5k)	64%
LCRA (Council, Not London, > 20k)	63%
LCRA (HA, London, < 1k)	63%
LCRA (Council, Not London, 1 - 5k)	63%
LCRA (Council, Not London, 5 - 10k)	62%
LCRA (Council, London, 10 - 20k)	62%
LCRA (Council, London, 5 - 10k)	61%
LCRA (HA, Not London, 1 - 5k)	61%
LCRA (HA, London, < 1k)	61%
LCRA (HA, Not London, 1 - 5k)	60%
LCRA (ALMO, London, 5 - 10k)	59%
LCRA (HA, London, 5 - 10k)	58%
LCRA (Council, Not London, 1 - 5k)	58%
LCRA (HA, London, 5 - 10k)	57%
LCRA (HA, London, < 1k)	57%
LCRA (Council, London, 10 - 20k)	55%
LCRA (Co-op, London, 1 - 5k)	55%
LCRA (Council, Not London, 1 - 5k)	54%
LCRA (Council, London, 10 - 20k)	54%
LCRA (HA, London, 1 - 5k)	53%
LCRA (HA, London, < 1k)	52%
LCRA (HA, London, 1 - 5k)	41%



# Trends



# Trend Over Time

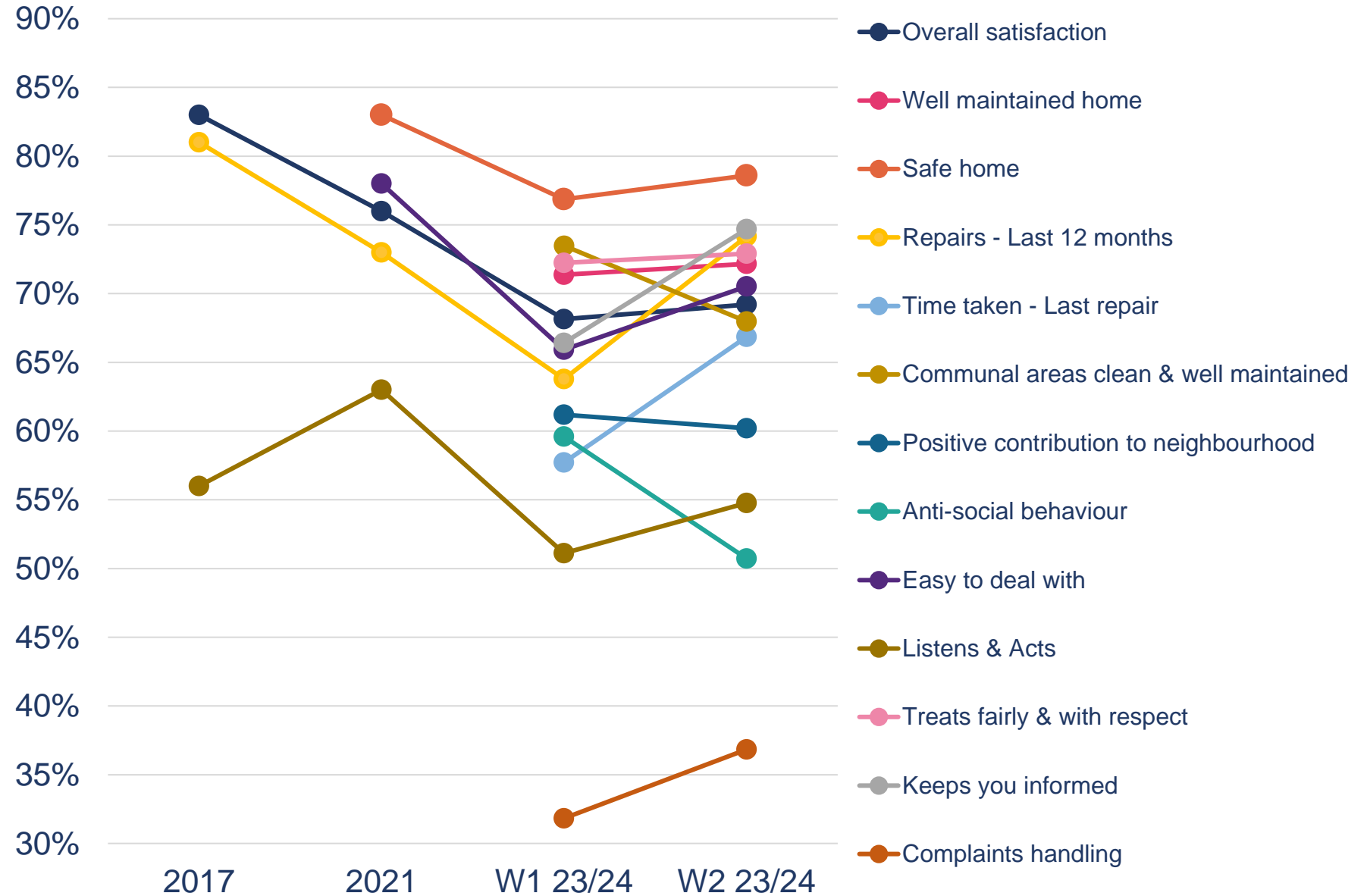
Downwards trend since survey in 2021

Second survey in 2023/24 (November) found some ratings higher and lower than in the summer (June)

**Higher** – repairs (10.4p.p), time (9.1p.p), kept informed (8.3p.p), easy to deal with (4.6p.p), complaints (5.0p.p)

**Lower** – communal (5.5p.p) lower, ASB (8.9p.p)

*Note: A change of 11.6% is required to be statistically significant between the two waves in 2023/24.*



\*Safe home changed from "safe and secure" to just "safe" in W1 23/24.



# Year-on-Year Change

Falls in key areas

2021 Methodology – 60% online and 40% telephone (1,015 responses)

*Note: A change of 6.7% is required to be statistically significant.*

	2021	2023	Change
Overall satisfaction	76%	69%	-7%
Well maintained home	--	72%	
Safe home	83%	78%	-5%
Repairs - Last 12 months	73%	69%	-4%
Time taken - Last repair	--	62%	
Communal areas clean & well maintained	--	70%	
Positive contribution to neighbourhood	--	61%	
Anti-social behaviour	--	55%	
Easy to deal with	78%	68%	-10%
Listens & Acts	63%	53%	-10%
Keeps you informed	--	70%	
Treats fairly & with respect	--	73%	
Complaints handling	--	35%	

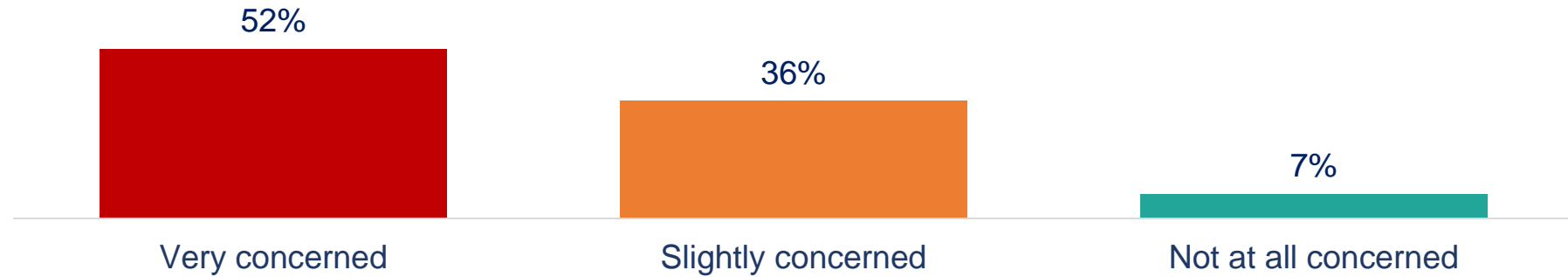
# Cost of Living Concern

➤ 88% of tenants concerned about cost of living (4% preferred not to say)

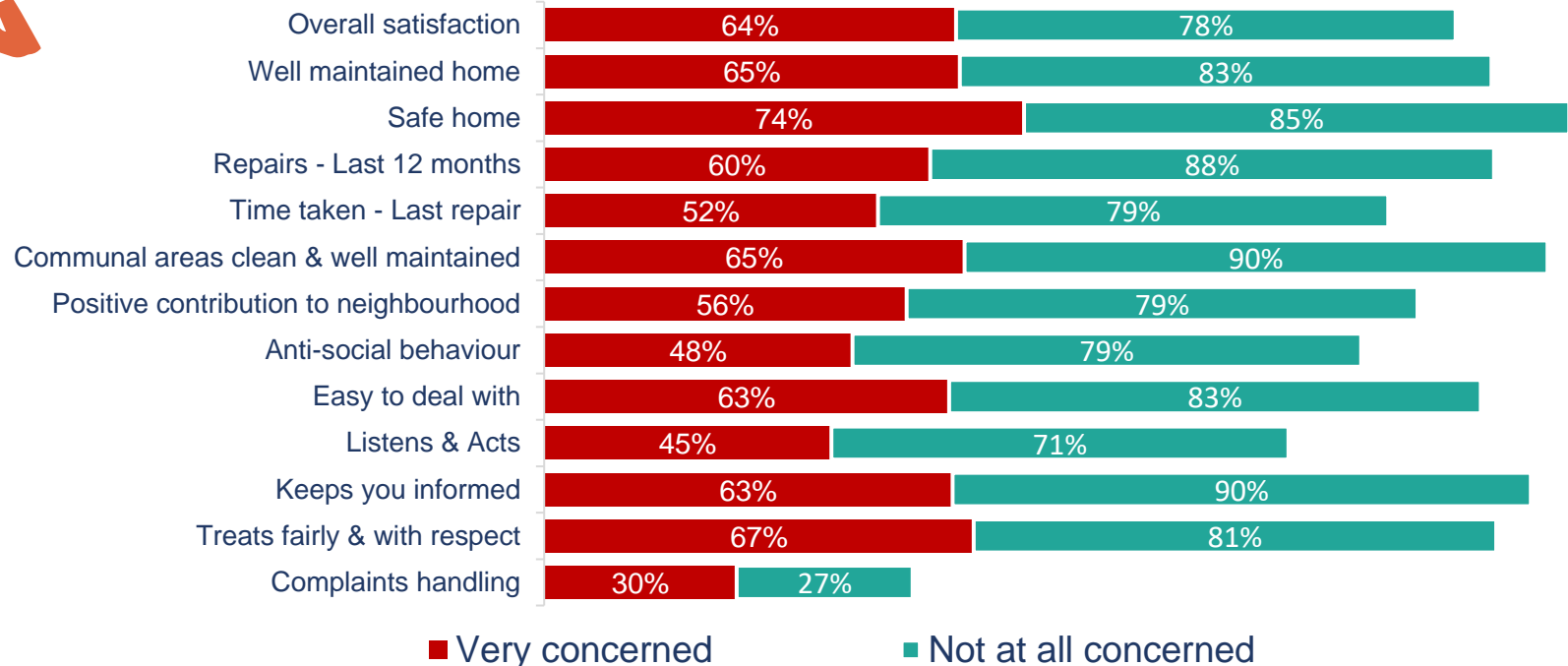
Evidence from similar surveys shows that those struggling financially are often less satisfied with their homes and the services provided by their landlord.

➤ 64% of tenants who are very concerned are satisfied with overall services compared with 78% of those who are not concerned

➤ Pattern holds true for most of the measures in the survey, with an average fall or around 20p.p between the two groups



## Cost of living concern & satisfaction





# Understanding Satisfaction





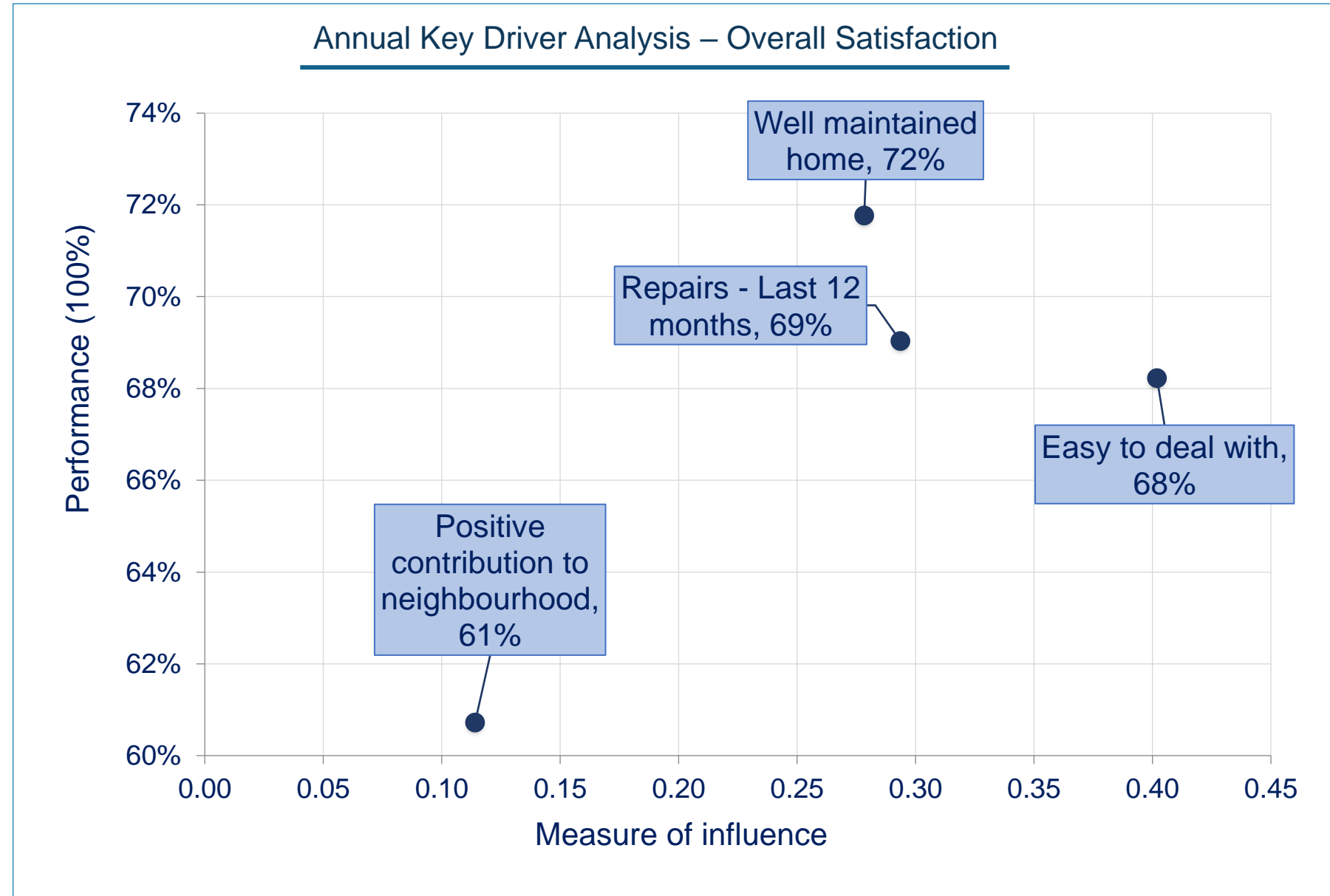
# Key Driver Analysis

Key driver analysis looks at the relationship between all of the different variables (the questions asked in the survey) and determine which elements of the service are the key drivers for tenants' overall satisfaction.

Each landlord has a unique pattern.

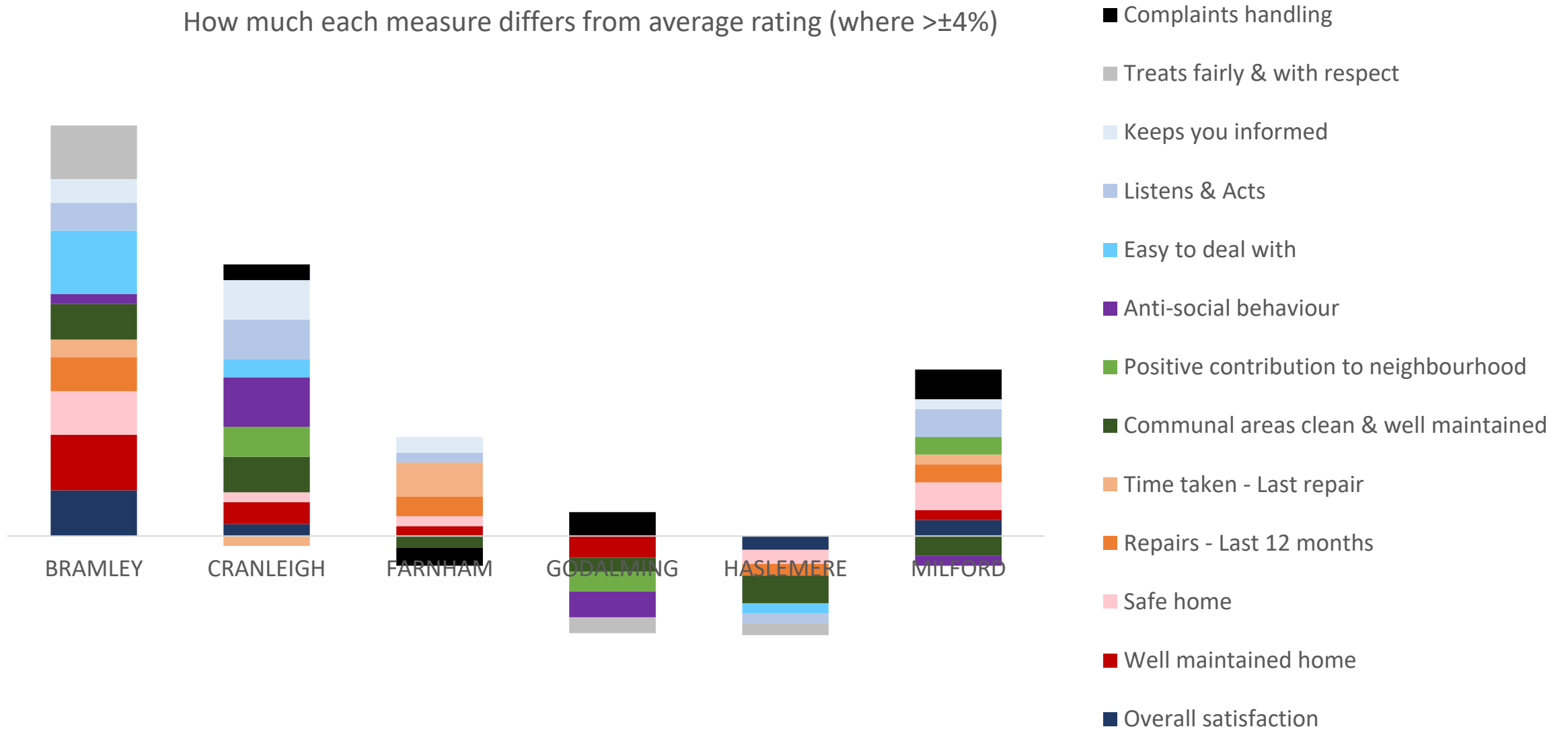
This is what matters most to Waverley tenants.

- 1) Being easy to deal with
- 2) A well-maintained home backed by a good repairs and maintenance service
- 3) Making a positive contribution to the neighbourhood.



# Area differences

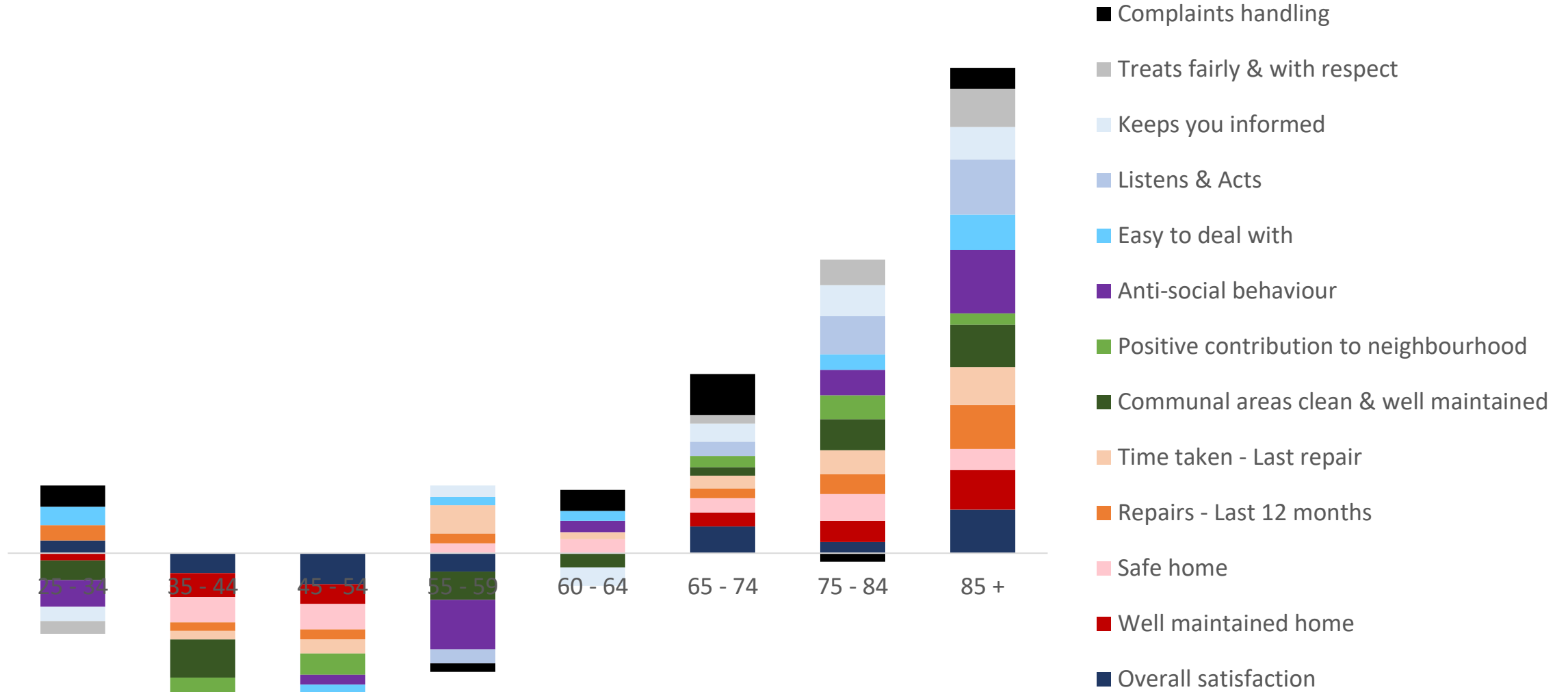
How much each measure differs from average rating (where  $>\pm 4\%$ )



Base: Bramley = 20 Cranleigh = 44, Farnham = 154, Godalming = 127, Haslemere = 84, Milford = 27

# Age differences

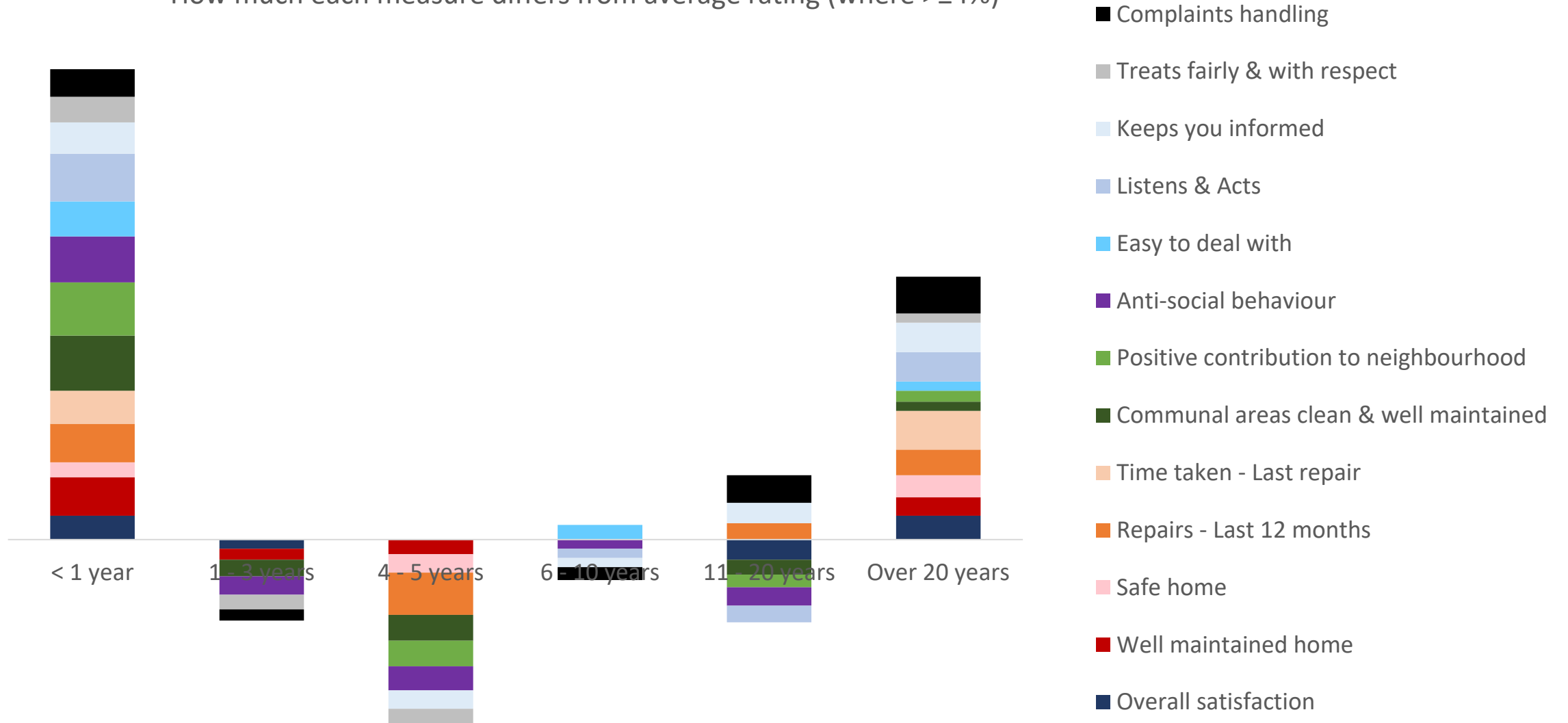
How much each measure differs from average rating (where  $>\pm 4\%$ )



Base: 25-34 = 46, 35-44 = 86, 45-54 = 91, 55-59 = 59, 60-64 = 57, 65-74 = 103, 75-84 = 72, 85+ = 31

# Length of tenancy

How much each measure differs from average rating (where  $>\pm 4\%$ )



Base: <1 year = 23 1 - 3 years = 102, 4 - 5 years = 63, 6 - 10 years = 102, 11 - 20 years = 115, Over 20 years = 141

## Responses

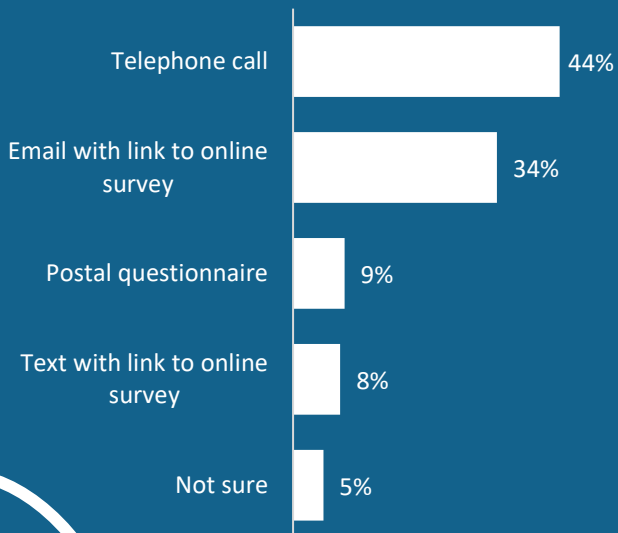
- 31% online
- 69% by telephone

Satisfaction levels for online respondents is, on average, 23p.p lower than those who responded either by telephone

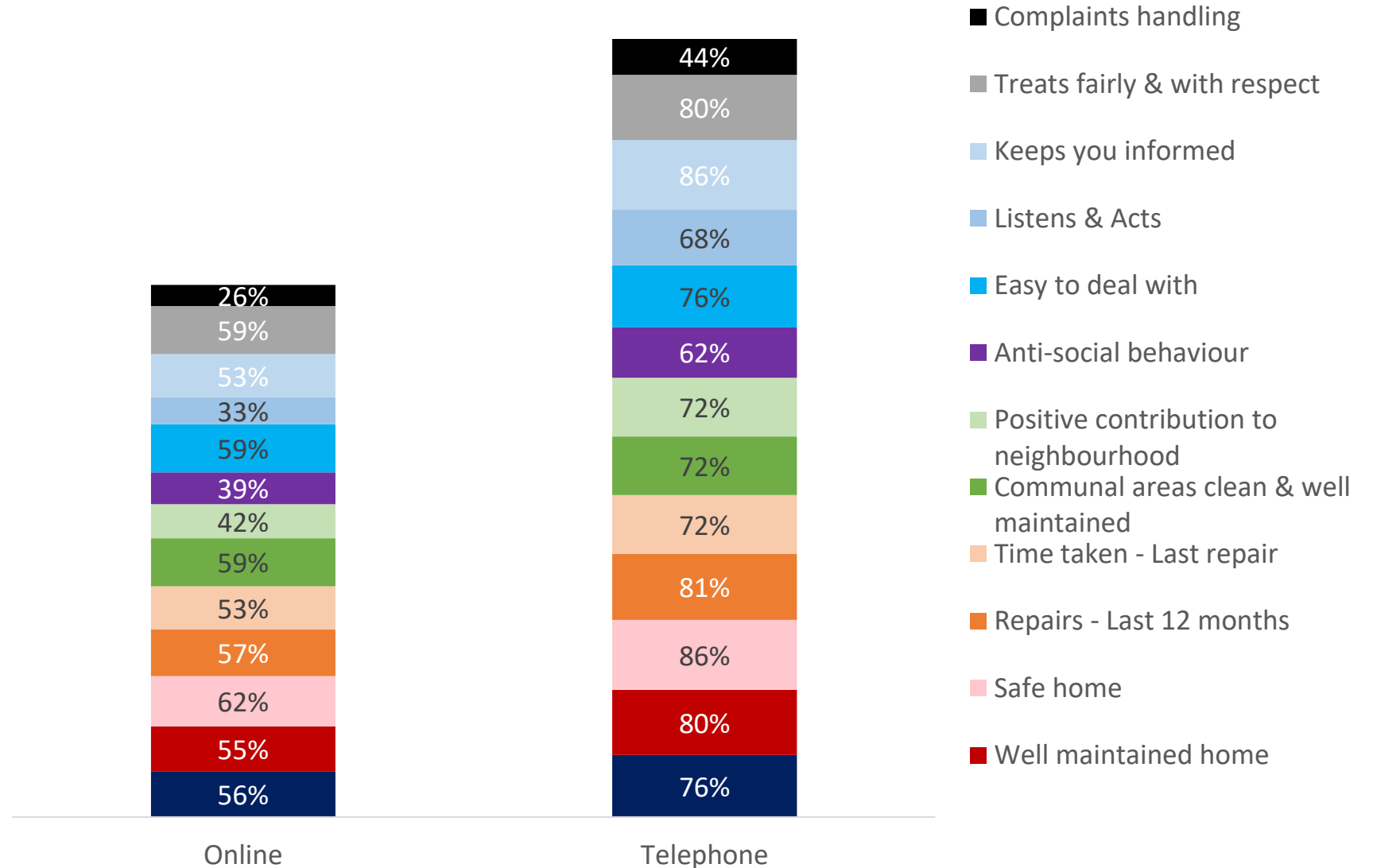
Greatest difference - listens & acts (35p.p), informed (25p.p) and neighbourhood (30p.p)

**Driven by age differences** - 52% of those who respond online are below the age of 55, compared with 36% for telephone respondents.

How would you prefer to take part in the survey if you were invited again in the future?



# Survey Method Bias



Base: Telephone = 379, Online = 167



# Summary & Recommendations



# Summary



- Some good levels of satisfaction with the services provided the Council, but satisfaction has fallen (similar pattern across the sector)
- **Key drivers / What matters** – Easy to deal with and well-maintained home & repairs service
- **Highest ratings** - safe home, being treated fairly and with respect and well-maintained home (72% to 78%)
- **High levels of dissatisfaction** →
- **Benchmarking** – Mixed performance when compared with whole sector, much better against Councils – with no real outliers
- **Diversity** – normal pattern (age and length of tenancy). There are area differences
- **Tenants voice - reason for services provided** – very clear message about repairs service
- **Survey methodology bias** – need to think carefully about this.



# Recommendations



- **Communications** - Being easy to deal with is one of the key drivers of overall satisfaction. Fall in satisfaction in terms of being easy to deal with and listening and acting since 2021 – both 10p.p lower, although encouraging results in November
- **Well maintained home and good repairs service** – Key drivers (as expected), rating for time taken for last repair one of the lowest in the survey. Encouragingly ratings are much higher in November – has something changed?
- **Customer recovery** - One crucial starting point may be to reach out to those tenants who gave permission to be contacted to discuss issues raised in the survey (82%). This can be an opportunity for Waverley BC to demonstrate that it listens to its tenants' views and acts upon them.
- **Neighbourhood management & demonstrating a positive contribution** – Any reasons for falls in November (ASB and positive contribution). Need to demonstrate positive contribution to the neighbourhood – was found to be a key driver of overall satisfaction
- **Complaints handling process** - Capture complaints – informal and formal, more information out to tenants.
- **Subgroup and area differences**

***And don't forget this is a perception survey!***

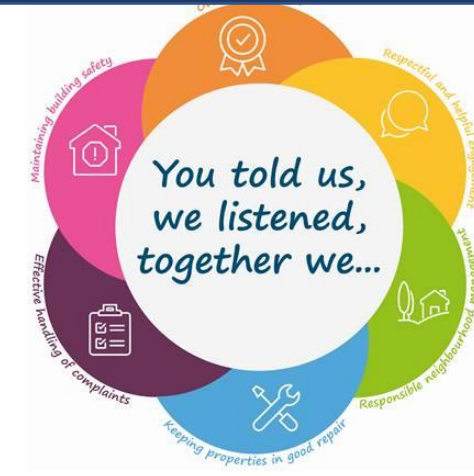


# Improving TSMs / Influencing perceptions



*Service reviews / investment or changing perceptions?*

*Overall satisfaction, Safe Home,  
Listens to views and acts upon  
them, Complaints handling,  
Positive contribution to  
neighbourhood, Handling anti-  
social behaviour*



Strawberry Fields, Lanner



69%

### Overall Satisfaction

Seven out of ten tenants are satisfied with the overall services provided by Waverley Borough Council.

Higher satisfaction is recorded for the provision of a safe home (78%), tenants being treated fairly and with respect (73%) and home being well maintained (72%). Whilst, the upkeep of communal areas and tenants being kept informed are both 70%.

However, some measures received satisfaction levels below 60%, these the Council's approach to dealing with ASB (55%), tenants' views being listened to and acted upon (53%) and the lowest scoring metric is the handling of complaints. These are usually the three lowest scoring measures seen in surveys of this kind across social housing providers.

## Key Metrics Summary 2023-24



72% Well maintained home



55% Anti-social behaviour



78% Safe home



53% Listens & Acts



69% Repairs - Last 12 months



70% Keeps you informed



62% Time taken - Last repair



73% Treats fairly & with respect



70% Communal areas clean & well maintained



35% Complaints handling



61% Positive contribution to neighbourhood

For further information please  
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