

Appendix 2

Customer Satisfaction Survey 2021 results

Background

1. The Housing Company previously gathered overall tenant and leaseholder satisfaction through a biennial survey which was supplemented by a range of themed surveys throughout the year that aimed at gathering more detailed feedback to inform service improvements.
2. The survey was last carried out in 2019. It was posted out to all tenants and leaseholders who were asked to complete the survey and return it in a prepaid envelope. This survey method incurred the cost of design, printing, mail out and return postage. The cost of mailing out the survey is approximately £8,000 with the return costs variable depending on the response rate.
3. This survey was issued in October 2021 and sent to all tenants and leaseholders who we hold an e-mail address for. The survey was completed via the digital survey platform, Survey Monkey. To ensure that we received a sufficient response from older tenants who are less likely to be digitally connected, the Older Persons Team distributed and collected paper surveys from a sample of tenants. Using multiple survey channels including digital is becoming increasingly common within the Housing sector.
4. The survey asked four questions:
 - How satisfied are you that your landlord, Gateshead Council is easy to deal with?
 - How satisfied are you that your landlord Gateshead Council gives you the opportunity to influence the way housing services are delivered?
 - How satisfied are you with the overall appearance of your neighbourhood?
 - Overall, how satisfied are you with the service provided by your landlord, Gateshead Council?
5. The questions are part of a new framework of Housing Performance Indicators agreed by Overview and Scrutiny Committee (HEHC) and the Strategic Housing Board. The results will be reported to the next meeting of OSC (HEHC) in January 2022 and following that the Strategic Housing Board. They will provide a base line figure on which future targets will be based.
6. In responding to the question customers are asked to express their level of satisfaction using a five-point scale; very satisfied, satisfied, neither satisfied or dissatisfied, dissatisfied or very dissatisfied.

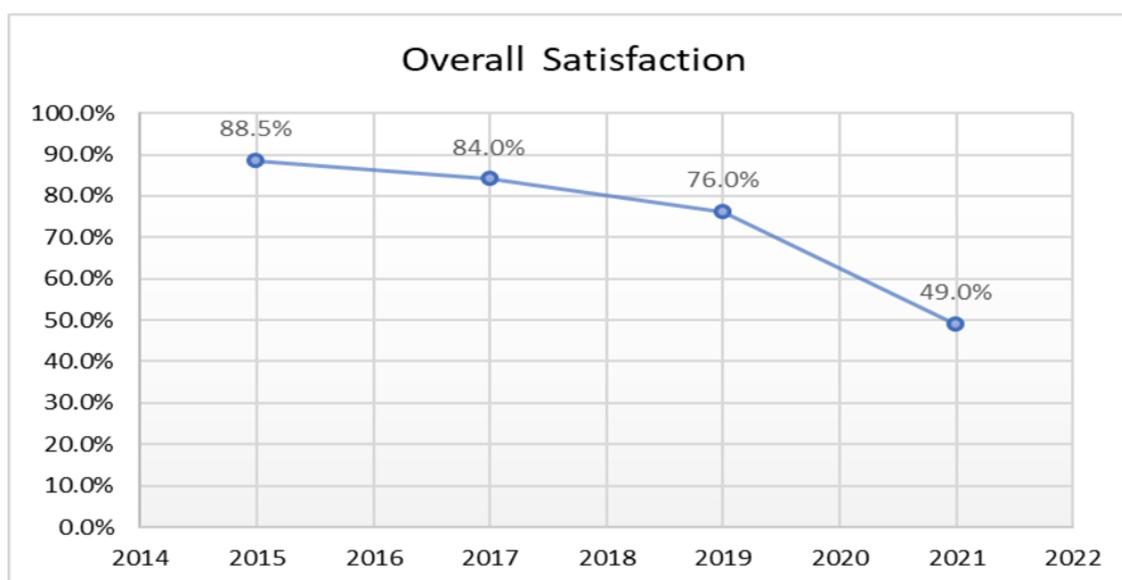
Summary of Results

7. A total of 1908 tenants completed the survey which is 10.66% of the total number of Council tenancies held at the time the survey was issued. A total of 92 Leaseholders completed the survey, a response rate of 9.63%.

8. A summary of results is set out below – the appendix to this report shows the results in full.

	% Council Tenants satisfied	% Leaseholders satisfied
How satisfied are you that your landlord, Gateshead Council, is easy to deal with?	52%	34%
How satisfied are you that Gateshead Council gives you the opportunity to influence the way housing services are delivered?	40%	32%
How satisfied are you with the overall appearance of your neighbourhood?	42%	23%
How satisfied are you with the service provided by your landlord, Gateshead Council?	49%	31%

9. Overall satisfaction with Housing services has been declining since 2015. The graph below demonstrates the trend.



Context - Impact of Covid pandemic

10. Housemark have reported, 20% of the organisations that submit monthly satisfaction data have experienced a drop in customer satisfaction with 1 in 5 experiencing a month on month decline since April 2021. These landlords have experienced an average percentage drop of six percentage points.
11. Perception scores in general are falling across the sector, linked to resident expectations as Covid restrictions have been lifted. Landlords however are still dealing with the impact of Covid which is impacting on service delivery.

Drivers of Satisfaction

12. From previous surveys and the TLF project in 2018 we know that Repairs and Maintenance is by far the highest priority for customers and has a significant impact on overall satisfaction. This is followed by Anti-Social Behaviour and the appearance of Neighbourhoods. If satisfaction with Repairs and Maintenance increases, it will have a disproportionate positive impact on overall customer satisfaction and vice versa.

Customer Comments

13. A total of 860 customers left 1559 individual comments. The highest proportion of comments left by tenants related to repairs and maintenance. The most common themes were the time taken to carry out a repair, followed by poor communication. Damp and mould issues, kitchen and bathroom replacements, void work and adaptations also feature.
14. The results and individual comments have been shared with the Repairs and Maintenance Service Improvement team. The project team is led by Mark Smith, Director of Public Sector Reform. The team are using the dissatisfaction comments to identify repair orders where the service has failed. A case mapping exercise is then undertaken to identify where and why the service has failed and to propose solutions. The aim is to design out service failure and transform the service.
15. Dissatisfied comments from leaseholders show that they do not believe that they are getting value for money from service charges they pay and that they wait too long for external repairs to be completed.
16. In relation to the question about satisfaction with the appearance of your neighbourhood comments related to many different issues but the top three included:
 - Condition of streets: particularly in relation to litter and rubbish build up, uneven paths, potholes, and dog fouling.
 - Ground's maintenance: grass not cut often enough, and clippings not cleared up, overgrown bushes, weeds, and unkempt trees.
 - Anti-Social Behaviour featured in relation to this question particularly a perception of drug use on the streets in their community.

Comments from Leaseholders mirror those made by tenants and reflect the same top themes.

Next Steps

- The full results and customer comments have been shared with the relevant Directors and Service Manager's.
- Employees across HEHC have been briefed via the weekly newsletter "In The Loop"

- Residents will be updated via a customer newsletter that will be sent out to all tenants and leaseholders in February 2022. The results will also be published on our website.
- The results will be shared and discussed with the Resident Influence Panel including how we should use this feedback and insight to improve services.
- We will review the option of carrying out customer satisfaction surveys on a more frequent basis. This will allow us to track the impact on customer satisfaction of changes and improvements to service delivery alongside themed surveys.

Appendix 1

Tenant				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
How satisfied are you that your landlord, Gateshead Council, is easy to deal with?	VS	562	30%	52%
	FS	434	23%	
	NN	464	24%	
	FD	188	10%	
	VD	253	13%	
	Total Responses:	1901	100%	

Leaseholder				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
	VS	10	11%	34%
	FS	21	23%	
	NN	32	35%	
	FD	10	11%	
	VD	19	21%	
	Total Responses:	92	100%	

Tenant				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
How satisfied are you that Gateshead Council gives you the opportunity to influence the way housing services are delivered?	VS	338	19%	40%
	FS	383	21%	
	NN	773	43%	
	FD	130	7%	
	VD	192	11%	
	Total Responses:	1816	100%	

Leaseholder				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
	VS	8	9%	32%
	FS	21	23%	
	NN	32	36%	
	FD	10	11%	
	VD	19	21%	
	Total Responses:	90	100%	

Tenant				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
How satisfied are you with the overall appearance of your neighbourhood?	VS	329	18%	42%
	FS	421	23%	
	NN	505	28%	
	FD	255	14%	
	VD	297	16%	
	Total Responses:	1807	100%	

Leaseholder				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
	VS	9	10%	23%
	FS	11	13%	
	NN	26	30%	
	FD	16	19%	
	VD	24	28%	
	Total Responses:	86	100%	

Tenant				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
How satisfied are you with the service provided by your landlord, Gateshead Council?	VS	437	24%	49%
	FS	439	24%	
	NN	500	28%	
	FD	191	11%	
	VD	229	13%	
	Total Responses:	1796	100%	

Leaseholder				
	Satisfaction Level	No. of Responses	% Total	Total satisfied
	VS	7	8%	31%
	FS	19	23%	
	NN	30	36%	
	FD	10	12%	
	VD	18	21%	
	Total Responses:	84	100%	