



# Vale of Glamorgan STAR 2022



# Context

- Cost of living crisis starting to have a big impact on the UK population
- Working through backlogs caused by Covid-19, and the uncertainty caused in general
- The sector experienced a decline in satisfaction, with around a 5% decline seen in 2020, with time taken to complete repairs increasing by 40% to around 40 days
- More demands on the call centre for the council, with it harder for some to get through

# Methodology

In February 2022 M·E·L Research was commissioned to carry out a STAR (Survey of Tenants and Residents) for Vale of Glamorgan. The aim of the research was to understand how tenants feel about the services it provides, to be sure they are delivering them in the way and to the standard that tenants want.

The questionnaire used included the core questions from the latest HouseMark STAR framework, ensuring the collection of robust data on tenant experiences and perceptions. This followed the previous survey framework to allow for effective comparison against the 2019 tenant satisfaction results.

All tenants were contacted to complete the survey. All general needs tenants and sheltered tenants were offered the chance to complete the survey through a postal survey. The cover letter also included details on how to complete the survey online if the respondent preferred. The fieldwork began in May 2022 and finished in June 2022. In total, we heard from 925 tenants.

This was comprised of 817 General Needs tenants and 108 Sheltered tenants. As shown below, the 925 tenants sample equates to an overall margin of error of  $\pm 2.8\%$ . For perception surveys, this meets the Housemark guidance:  $\pm 4\%$  based on your stock size, highlighting that the results are robust. A response rate of 24% falls within the expected return rate for postal Housing surveys, where we normally see a 20-30% return rate.



	Surveys sent	Received	Response rate	Confidence level
General needs	3484	817	23%	+/-3%
Sheltered	315	108	34%	+/-7.66%
Total	3799	925	24%	+/-2.8%

# Position vs Housemark benchmarks January '21-'22

Satisfaction with the overall quality of the home, last repair, and neighbourhood being a safe place to live are all close to the median, compared to the Housemark benchmarks. Being listened to, being easy to deal with and service charges providing value for money are the metrics furthest behind the benchmark – highlighting the need to improve communications with tenants, including evidencing how service charges are being spent

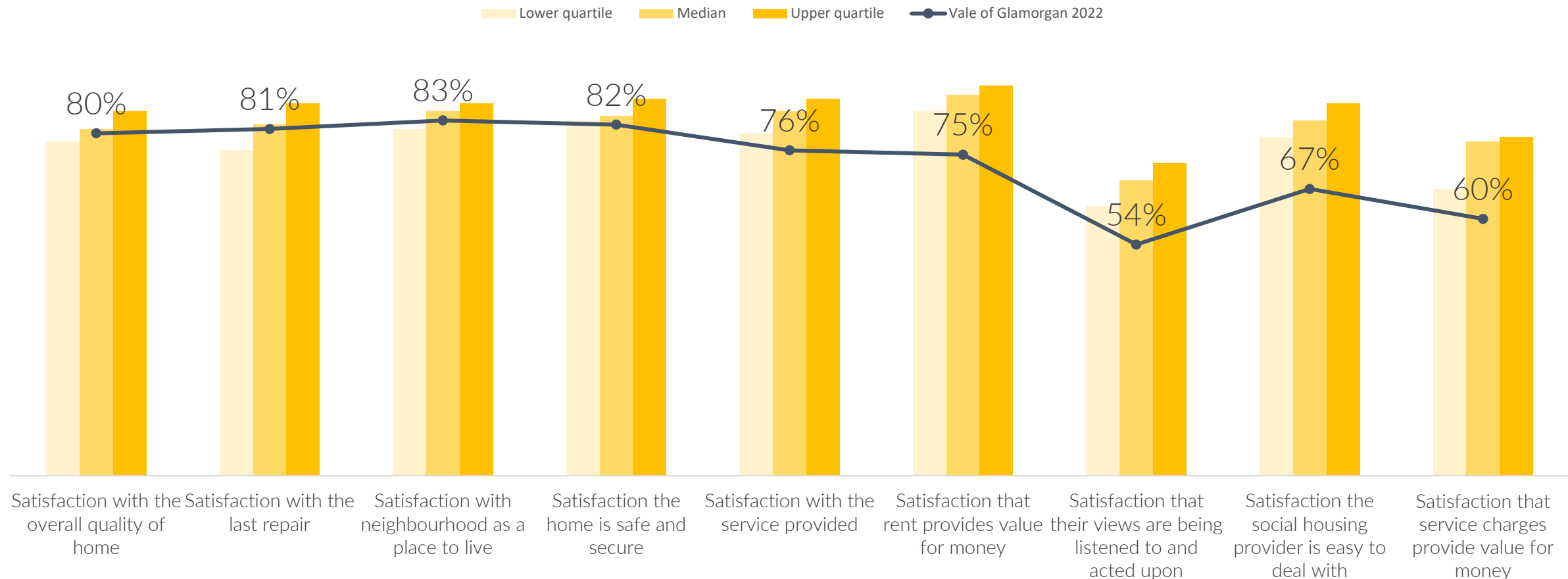
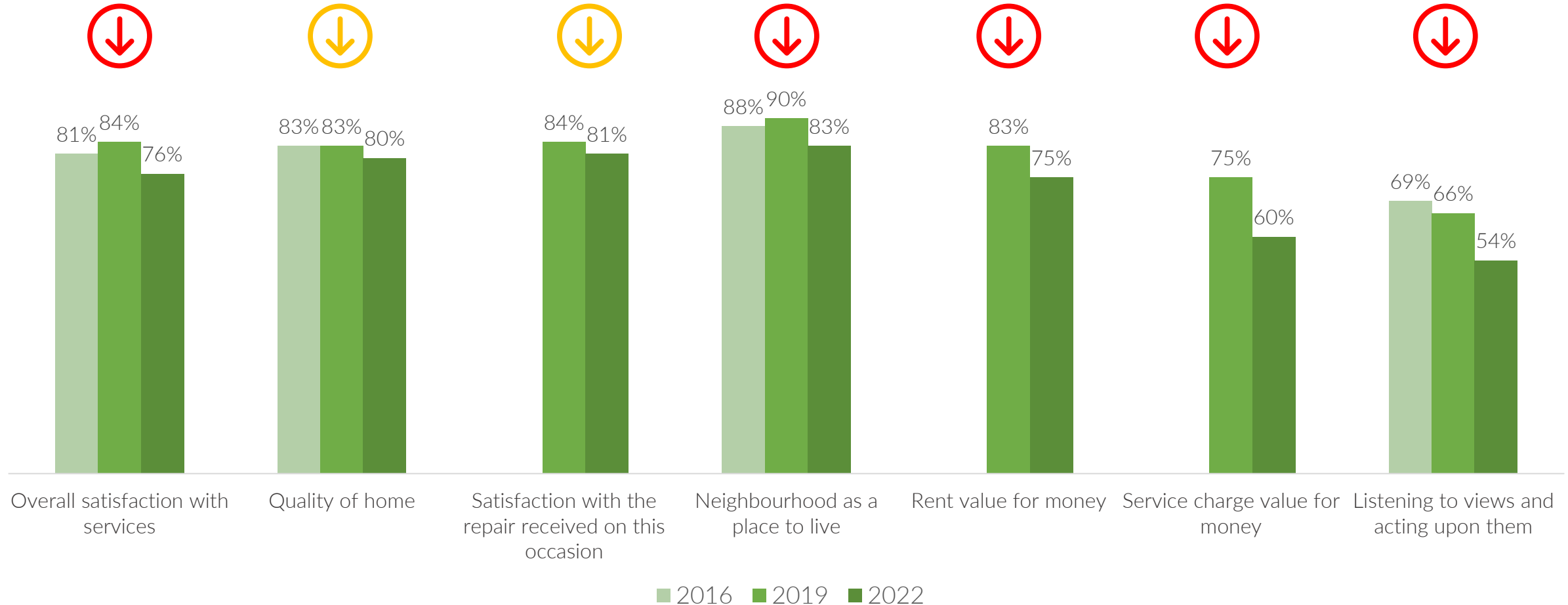


Chart bars running light to dark shading show, lower quartile, median and upper quartile positions

Line is your own performance vs these scores, ranked from closest to median to furthest from the median

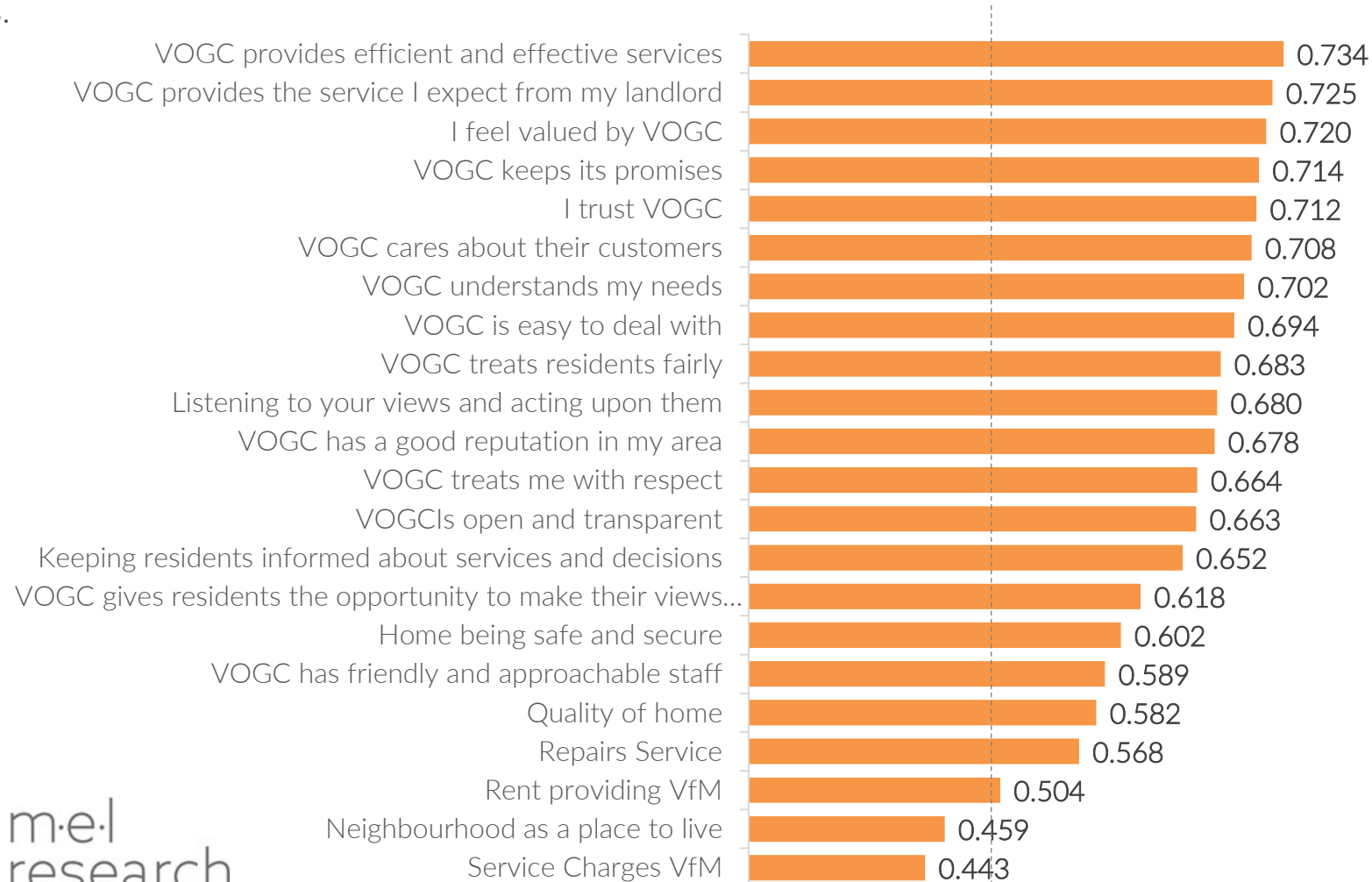
# Trend analysis

Overall satisfaction has declined compared to 2019, with listening to views and acting on them seeing the biggest decline. The quality of the home, and satisfaction with repair are the areas seeing the least declines



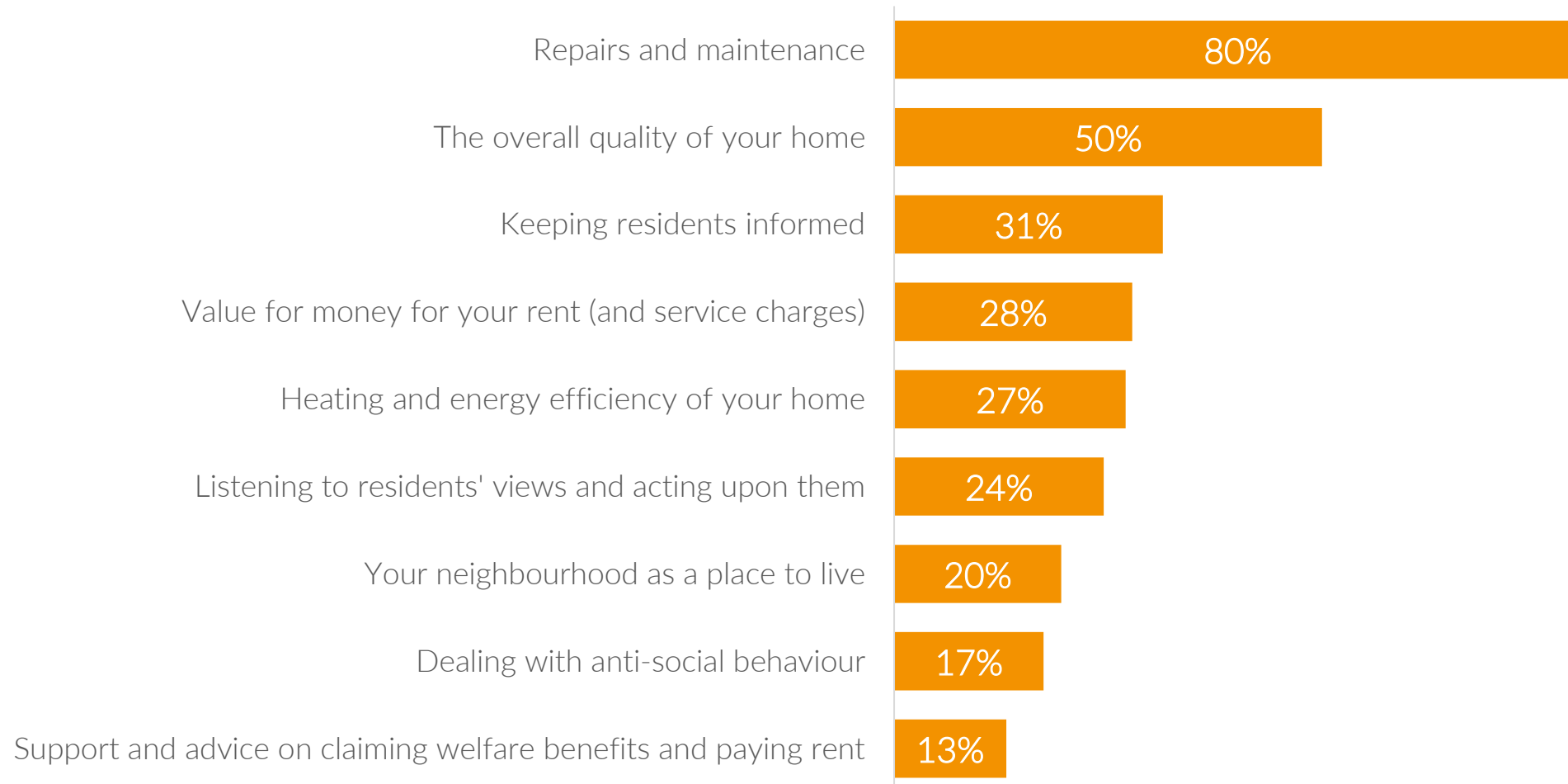
# Key Driver Analysis - *What is driving overall satisfaction?*

The service element that has the strongest correlation with overall satisfaction is tenants' general perceptions of the council, including perceptions of providing an effective and efficient service, providing the service expected, feeling valued, keeping promises and trust in the council - These perceptions are likely to be enhanced through a mixture of strong service delivery and improving tenant engagement approaches.



# Service priorities

When asked what tenants' priorities were regarding the services provided by Vale of Glamorgan, repairs and maintenance was the most common, with four fifths (80%) stating this. The overall quality of home was also a common choice, with half (50%) choosing this as a priority, followed by keeping residents informed (31%). Repairs and maintenance was also the biggest service priority in the 2019 survey findings.



# Differences by subgroup – trends across metrics



- Those in sheltered housing tend to be more satisfied than General Needs tenants



- Those living in bungalows tend to be more satisfied than those living in houses or flats



- Males tend to be more satisfied than females



- Satisfaction tends to improve the older the residents are



- Those on housing benefits tend to be more satisfied than those not on benefits



- Those living in Eastern or Western Vale tend to be the most satisfied



# Key messages



- Four fifths (80%) stated that the repairs and maintenance was a priority to them. The repairs and maintenance service perceptions trended within the median average when compared to other providers, with 81% of Vale of Glamorgan tenants who have had a repair in the last year satisfied with the service. The repairs service was the hardest service to operate for many organisations through the pandemic, so it was positive that Vale of Glamorgan scored well within this area and highlights continued improvements to user satisfaction with this service will help to improve overall views of the wider delivery.



- Being listened to, being easy to deal with and service charges providing value for money were the metrics furthest behind the Housemark benchmark – highlighting the need to improve communications with tenants, including evidencing how service charges are being spent.



- The proportion of tenants satisfied that Vale of Glamorgan provide a home that is safe and secure (82%) which just falls short of the median score in the benchmark. Perceptions of safety and security is becoming an increasingly important factor for tenants, especially since the Grenfell tragedy in 2017 has heightened issue pertaining to building regulation.



- Satisfaction with their neighbourhood as a place to live (83%) is within the median threshold of the benchmark, highlighting that tenants are generally happy with the area they live in.