
Sandwell MBC TSM Survey

Presentation of results – 12th December 2023
Denise Raine, Director - Acuity





Session outline

- 2023 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 3,500 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 TSM Survey

- Tenants (and Leaseholders)
- 79% happy to give names against responses and 94% of these happy to be contacted
- Margin of error $\pm 1.93\%$ @ 95% confidence interval (RSH = $\pm 2\%$ > 25k properties)

Annual survey - aims:

- Capture 12 Tenant Satisfaction Measures in 2023-24 to report to the Regulator of Social Housing by 30th June 2024 alongside 10 other TSMs and background information
- Provide up-to-date information on their tenants' perceptions of current services
- Compare the results with other landlords
- Commissioned two / four years

What we did:

- Telephoned a sample of 2,352 LCRA tenants
- Approximately - 20% online and 80% telephone
- Fieldwork in August and September 2023
- 12 TSMs (& 3 pre-qualifiers), 4 additional questions, 2 probes (home and communications) & 1 open-text question (improving services)
- Quotas set on town and age to ensure representativeness

Presentation focuses on tenants excluding PFI and leaseholders which are touched upon at end

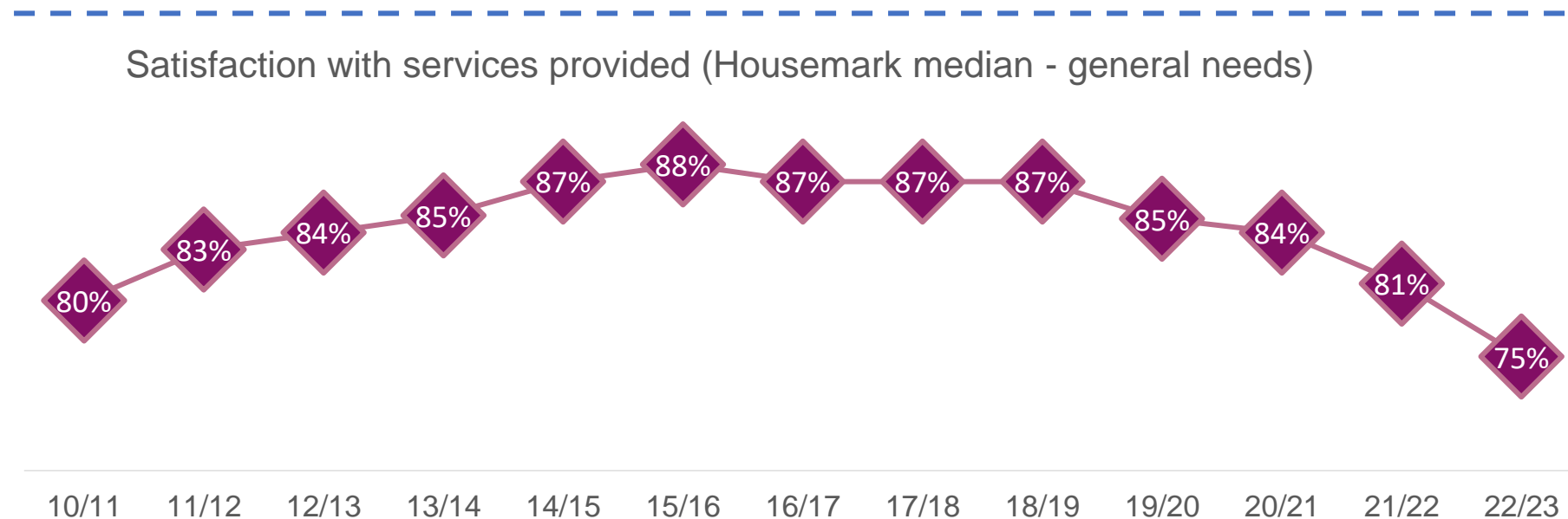
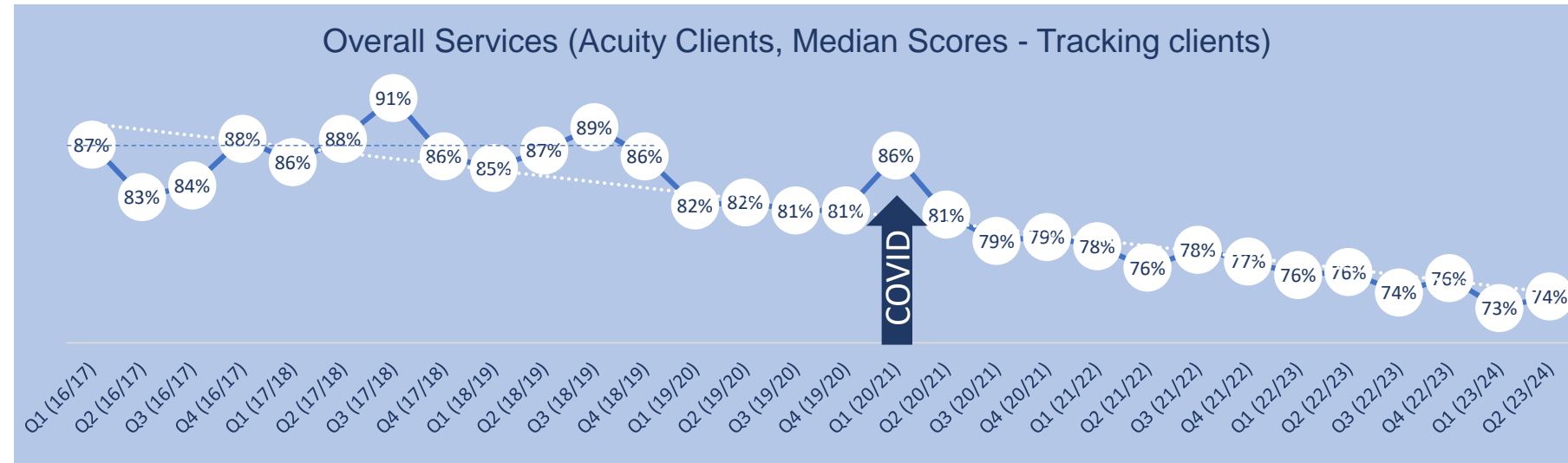
When considering the results, it is important that the national context and external factors are taken into account.

For example:

- Cost of Living Crisis
- 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





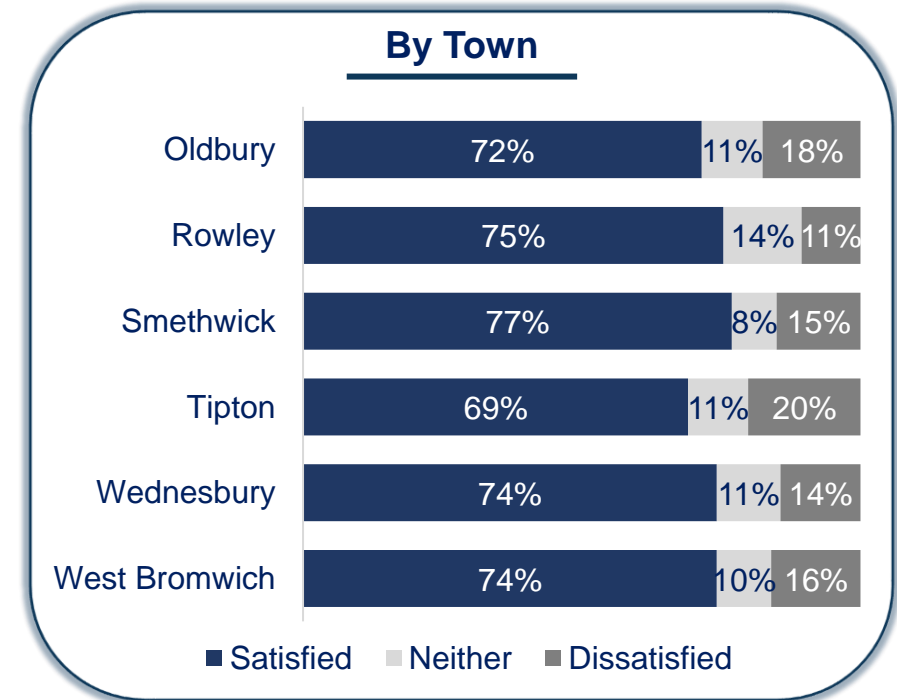
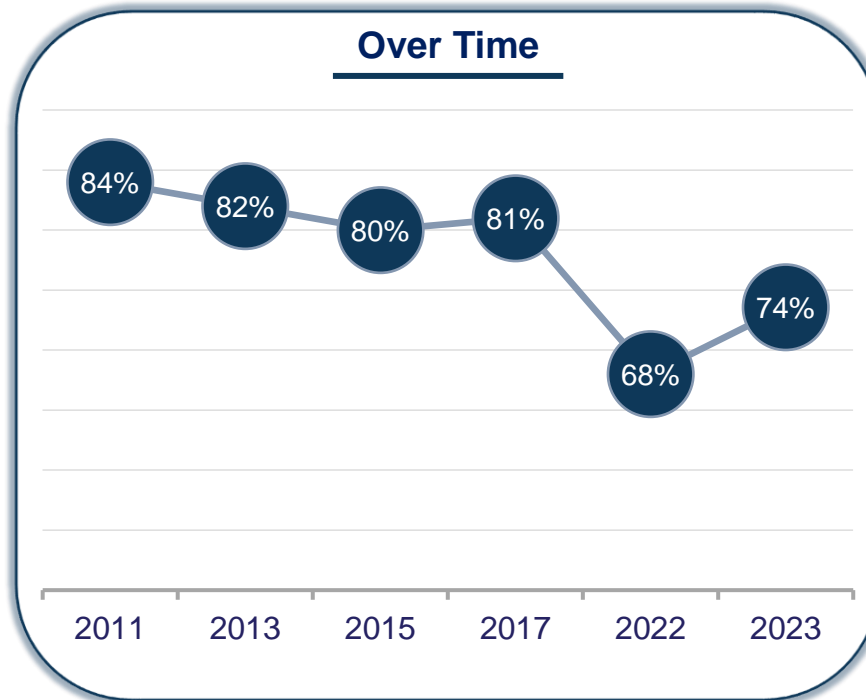
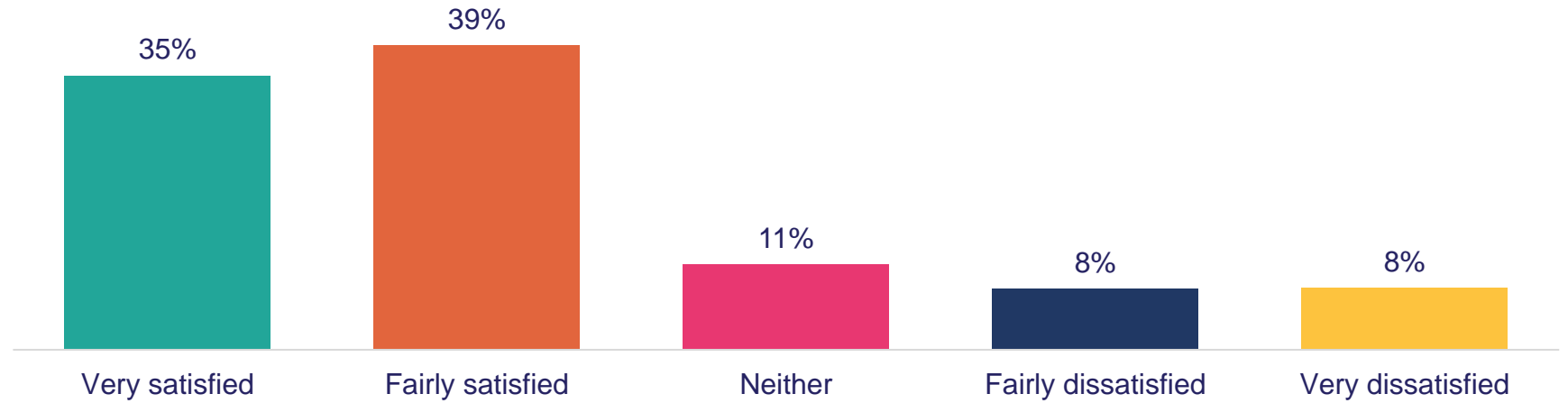
Overall Satisfaction



Overall Satisfaction

Tenants were asked, “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Sandwell Council’s Housing Services?” This is the key metric in any perception survey.

- **74% satisfied**
- **16% dissatisfied – Why? Who are they? Where do they live?**
- **11% neither satisfied nor dissatisfied – what would make them satisfied?**
- **Satisfaction up from 68% in 2022**





Keeping Properties in Good Repair



Keeping Properties in Good Repair

The home

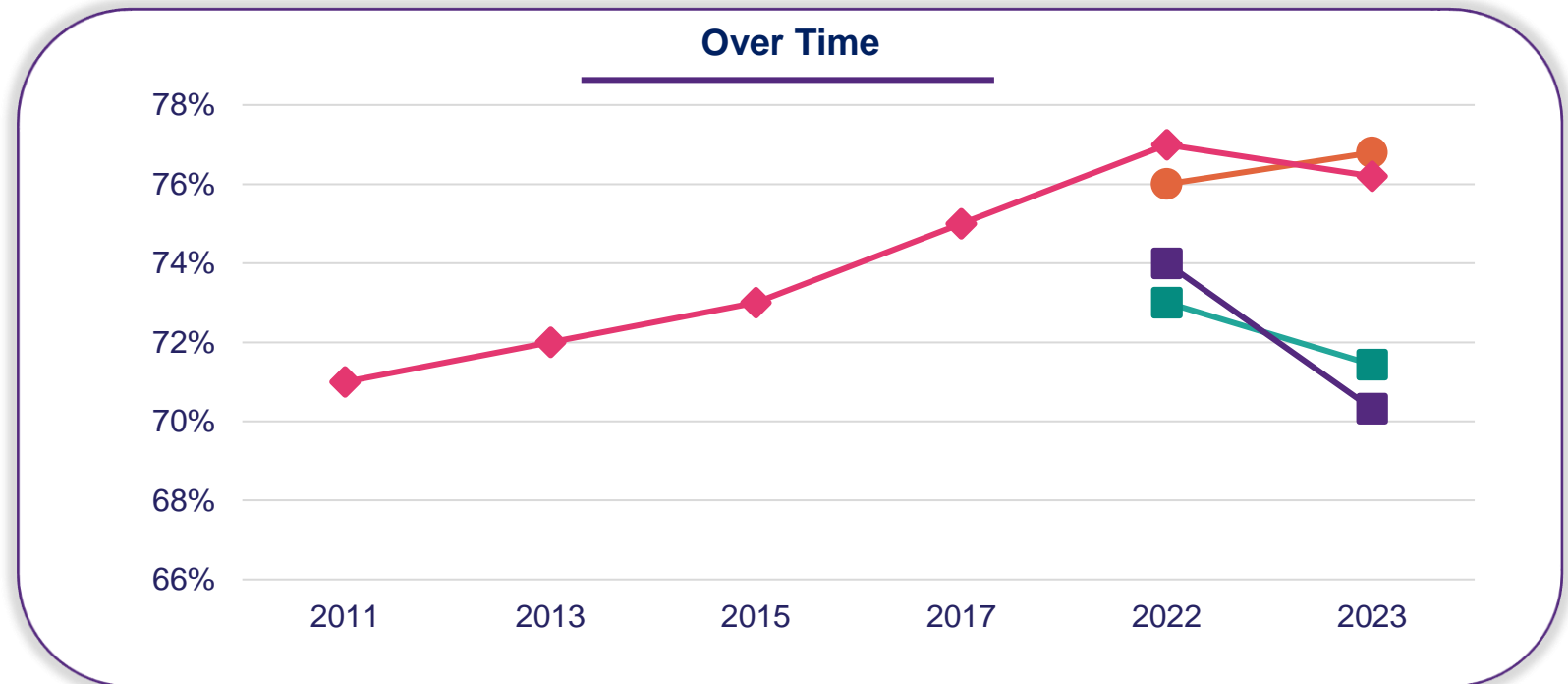
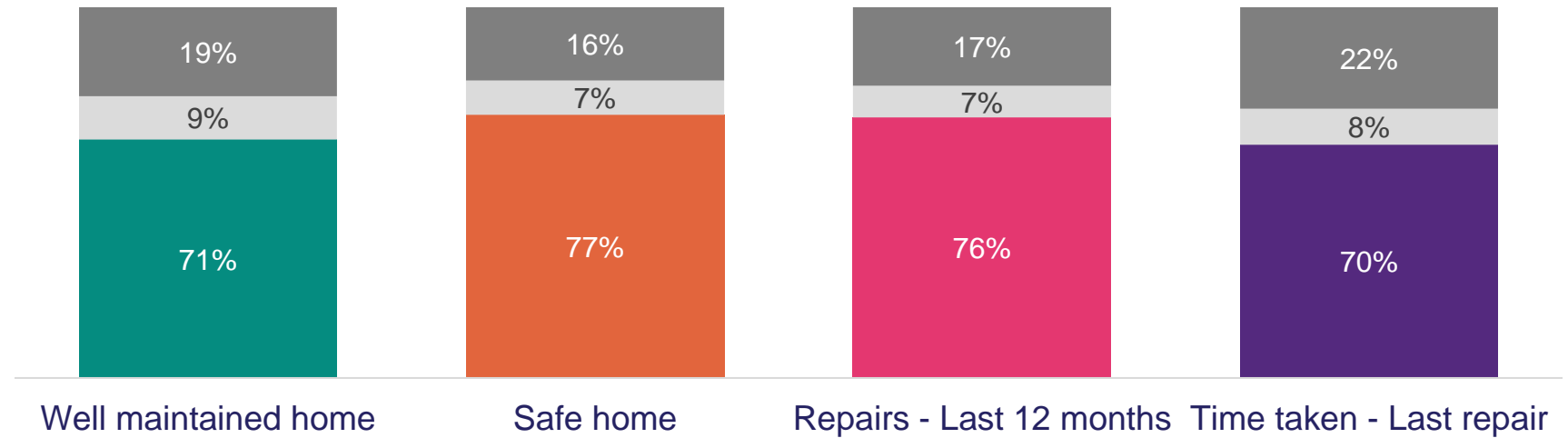
- 71% well maintained
- 77% safe

Repairs

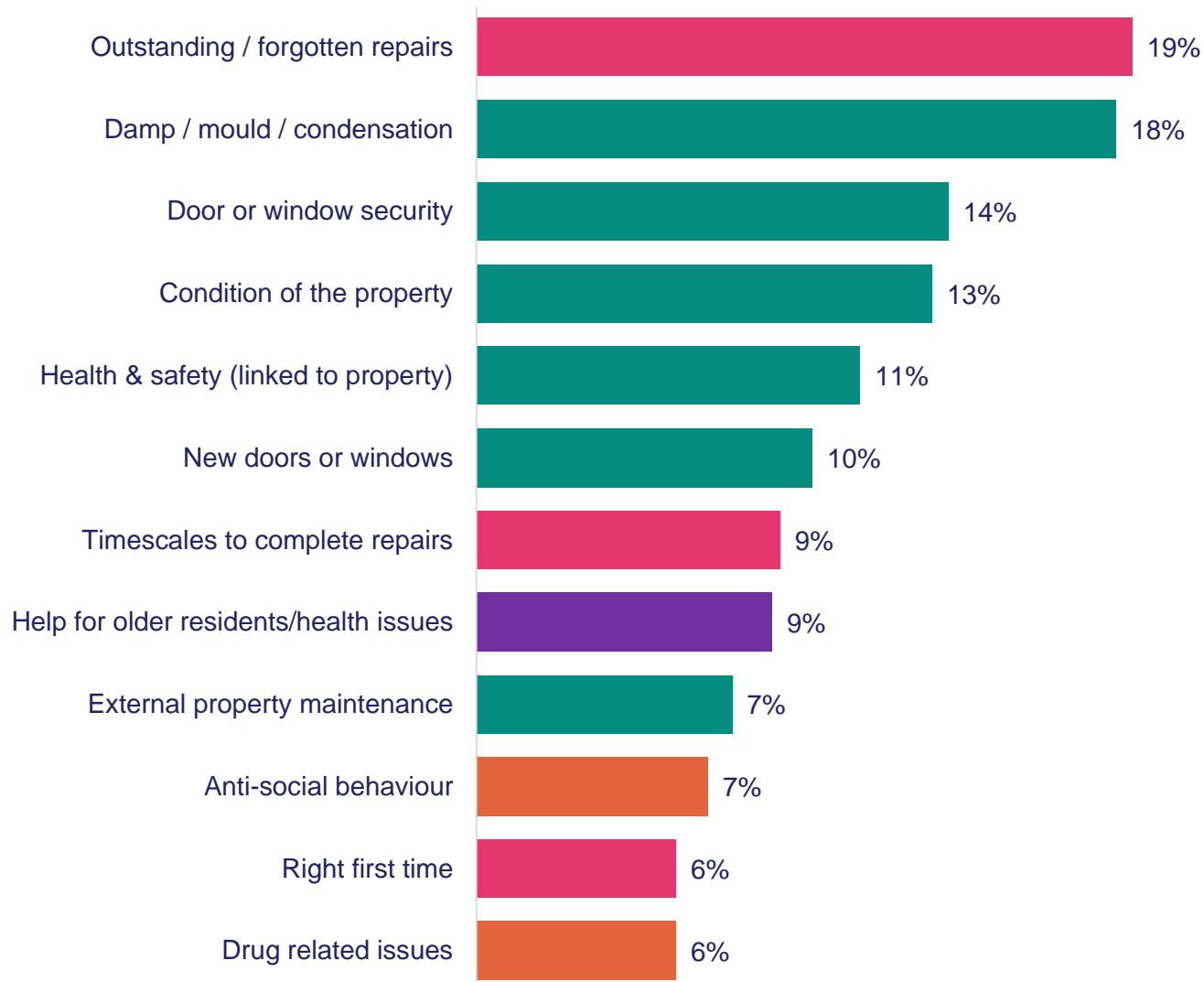
72% of tenants said they had a repair carried out in last 12 months:

- 76% satisfied with the repairs service in the last 12 months
- 70% time to complete last repair

Small changes since 2022



Why tenants do not feel their home is safe



“I have numerous urgent repairs that have been outstanding for too long and are causing the property to be unsafe.”

“Home is very damp and mould recurring, and wife and child is asthmatic as a result of this.”

“The external doors are not safe. One bang on the back door and someone could get in.”



Respectful & Helpful Engagement



Respectful & Helpful Engagement

Customer effort

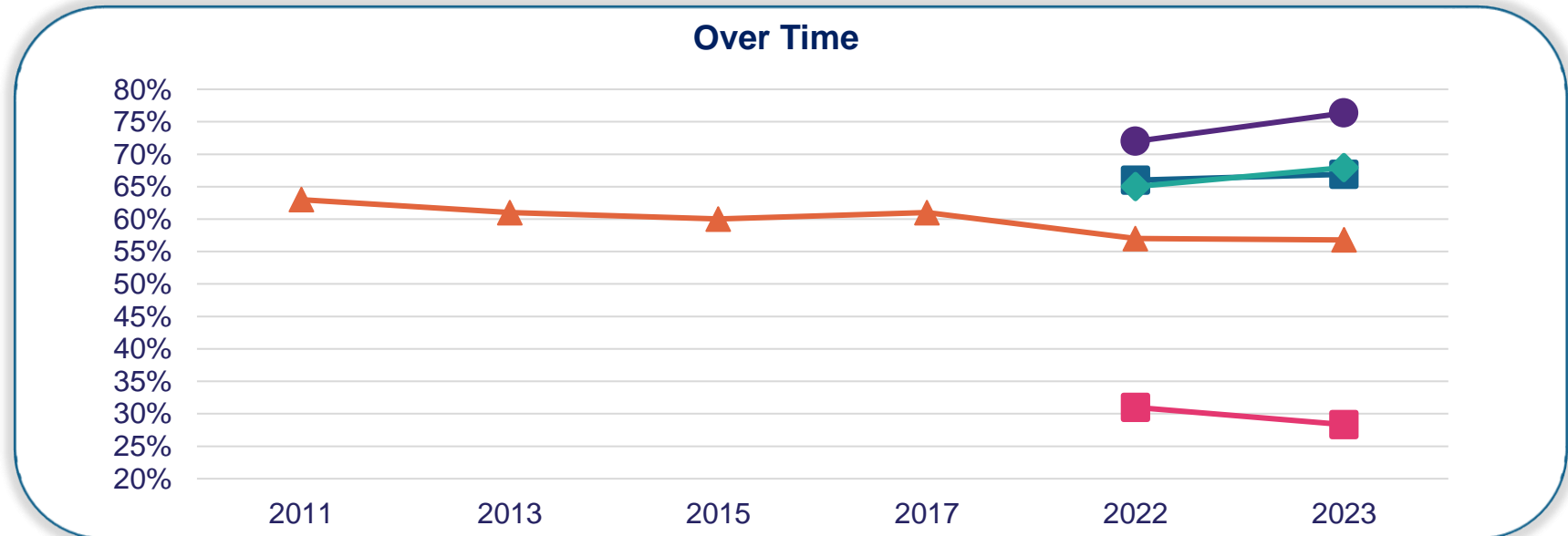
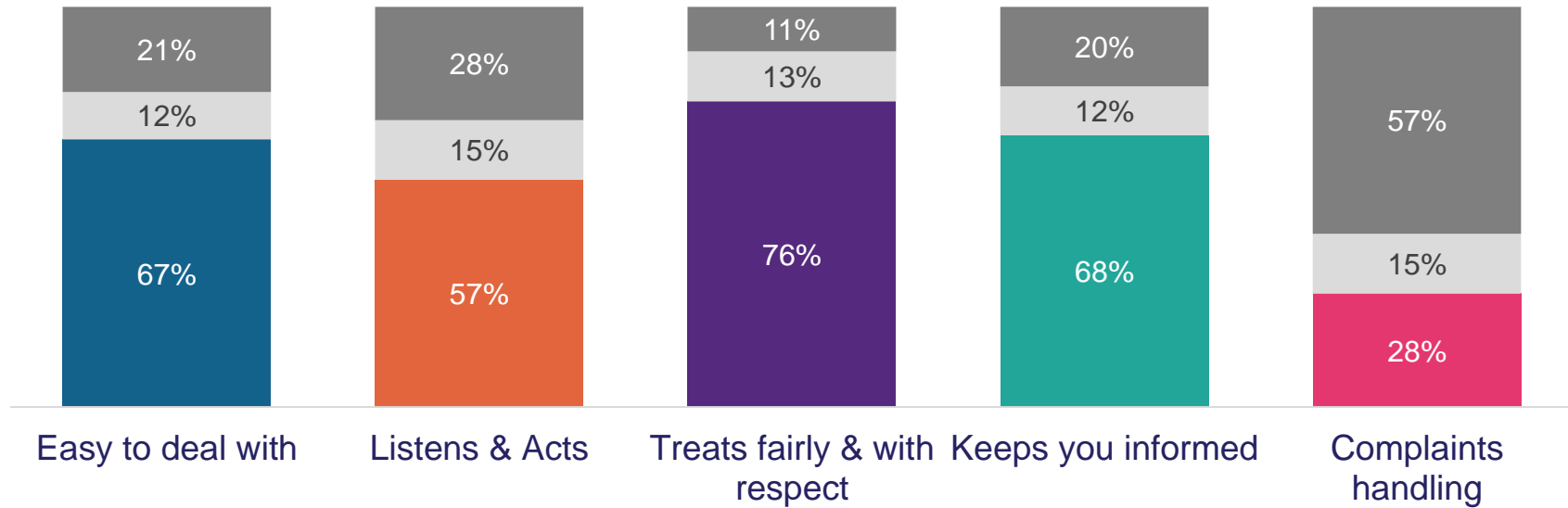
67% find Sandwell easy to deal with (up 1%)

TSMs

- 76% feel they are treated fairly and with respect (up 4%)
- 68% feel informed (up 3%)
- 57% feel their views are listened to (=)

Complaints handling

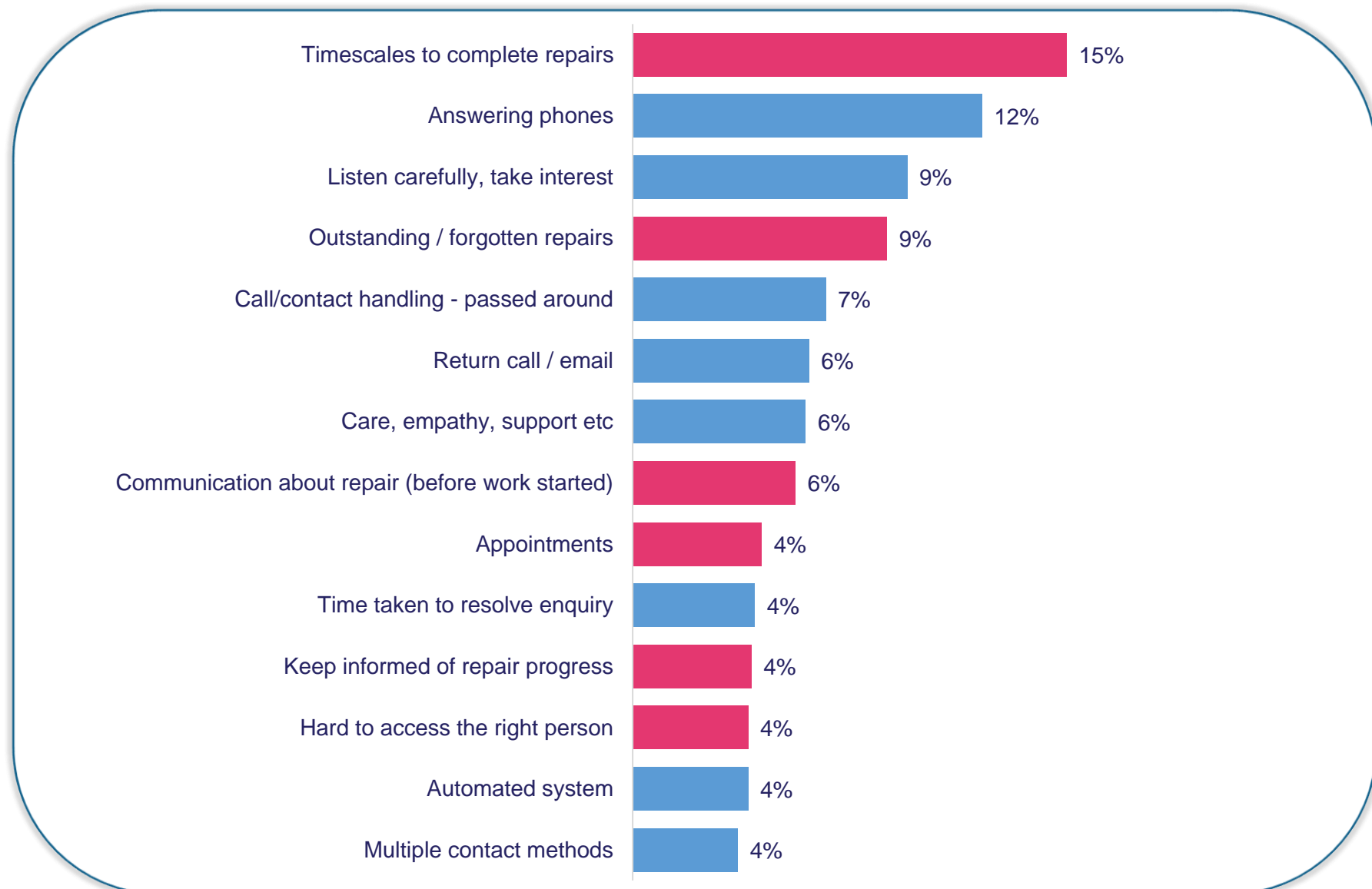
- 25% said they made a complaint (really?)
- 28% satisfied with its handling (down 3%) and twice as many are dissatisfied (57%).



Customer Service & Communications

Tenants who stated that they are not satisfied with customers service or communications were asked why and what could be improved; 859 residents commented.

- 44% linked to customer service
- 28% mentioned the repairs service



859 tenants provided 1,660 comments/codes



Responsible Neighbourhood Management



Communal areas

- 43% of residents live in a building with communal areas that Sandwell is responsible for maintaining.
- 66% satisfied with communal upkeep (up 1%)

Neighbourhood

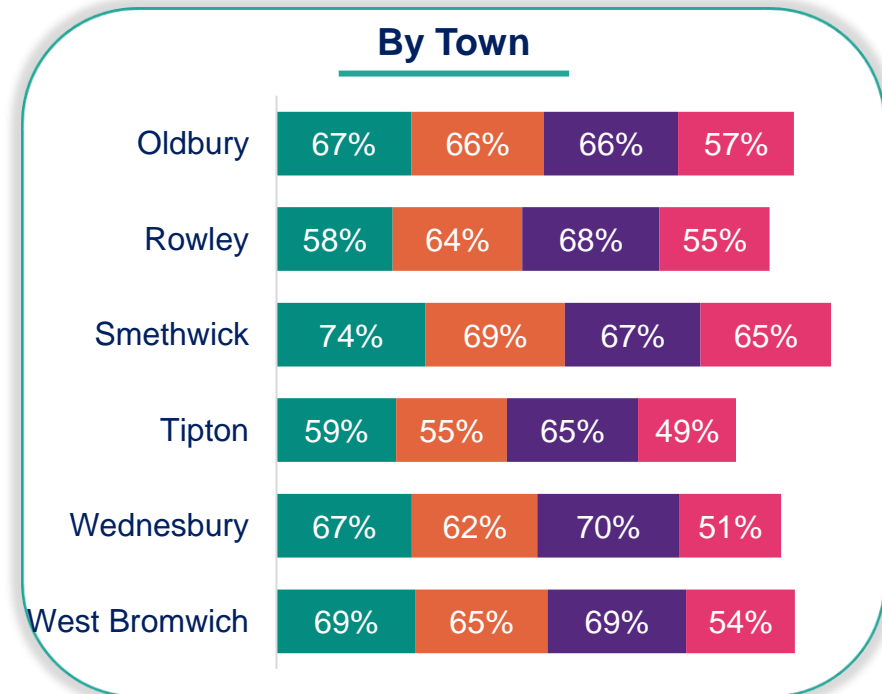
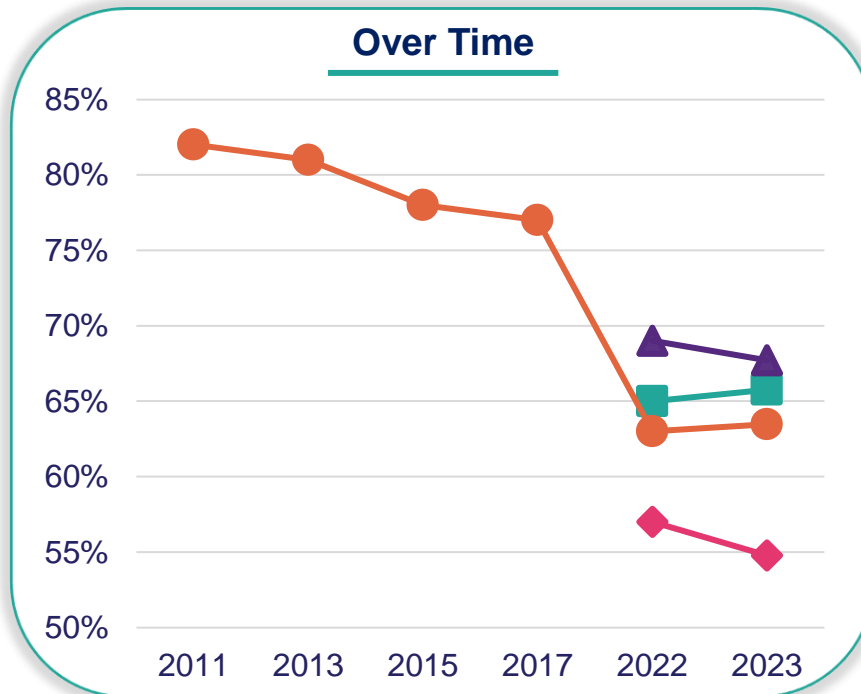
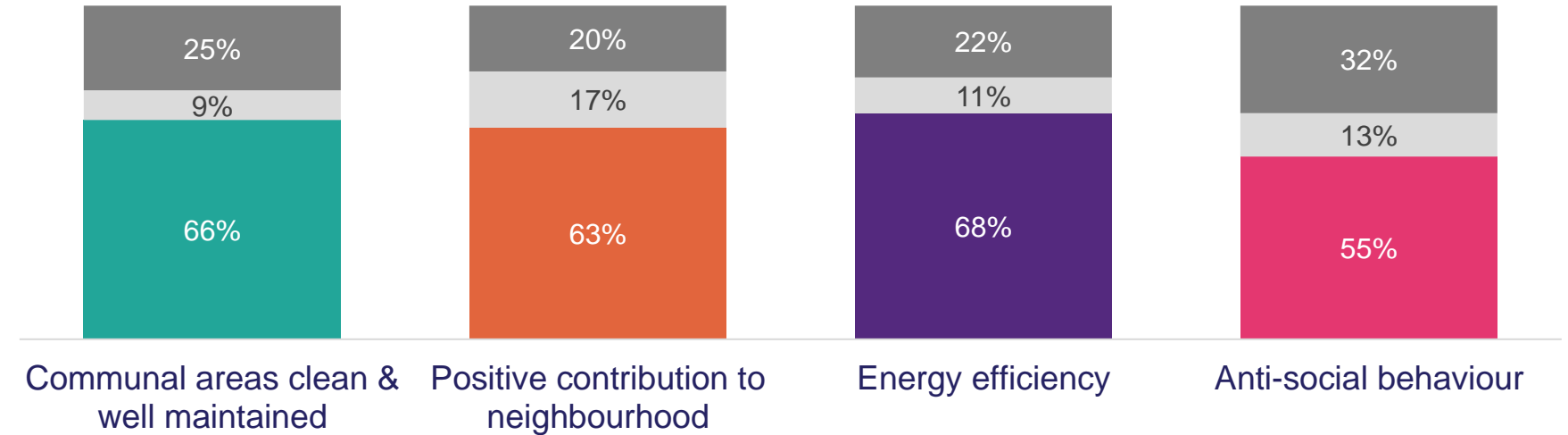
- 63% satisfied with contribution to neighbourhood (=)
- 55% with ASB handling (down 2%)

Energy efficiency

- 68% satisfied with energy efficiency of their home (down 1%)



Responsible Neighbourhood Management





Recommending Sandwell and improvements



Recommending Sandwell MBC

Customer loyalty

- 39% would recommend Sandwell MBC to other people (scoring 9 or 10)
- 28% passive (7 or 8)
- 33% detractors (6 or lower)
- NPS = 5 (rounding)

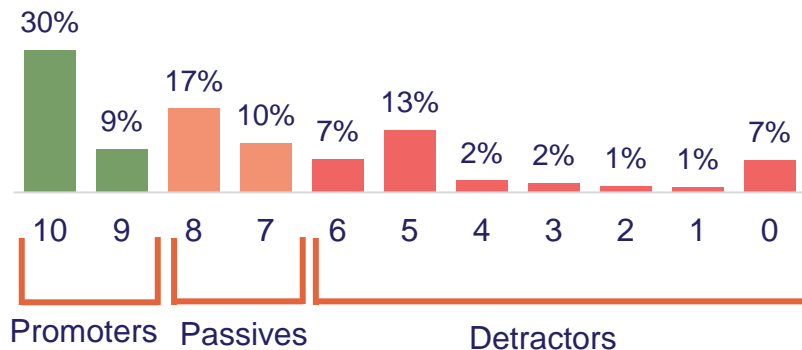
5
NPS

39%
Promoters

28%
Passives

33%
Detractors

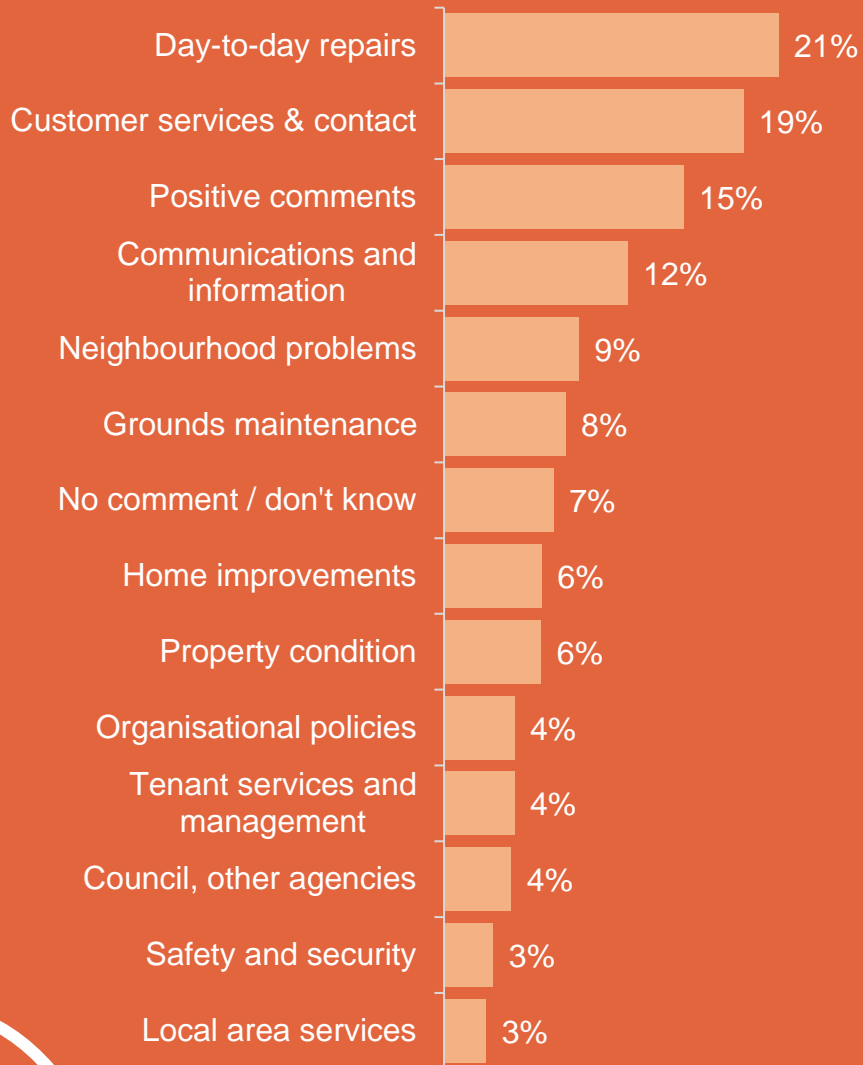
How likely would you be to recommend Sandwell MBC to other people?



- Who are the 10s? (95% satisfied with services provided)
- Who are the 8s? (87% satisfied)
- Who are the 0s? (14% satisfied)
 - More likely to be living in Tipton/Great Bridge, under 25 or 45-54, tenancy of 4 to 10 years.
 - 152 in total, can recontact 107 of them & 105 provided at least one comment

1,998 comments:

- 15% positive
- 7% no suggestion



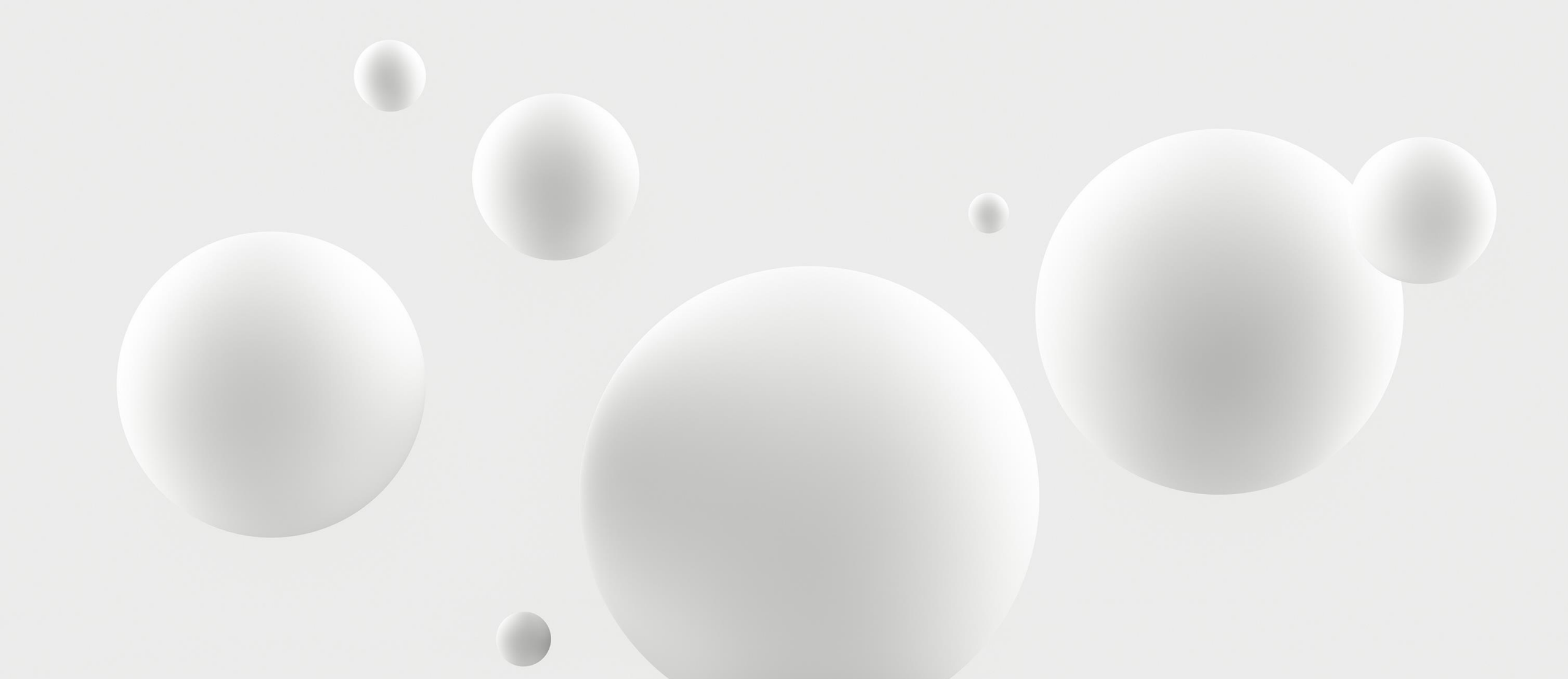
If Sandwell could improve its services, what would you like it to be?

Customer service / communications = hard to contact / answer phones (153), listen carefully (111), care / empathy (96), time to resolve enquiry (31)

Day to day repairs = timescales (219), outstanding work (132), ease of reporting repair + communication before start (61), appointments (39), quality of work (36)

Property condition / Home improvements = poor condition of property (45), damp & mould (27), new doors & windows (41), new bathroom or kitchen (26)

Neighbourhood / Communal areas = ASB (83), car parking (41), grass cutting (38), grounds maintenance (32), tree maintenance (30)

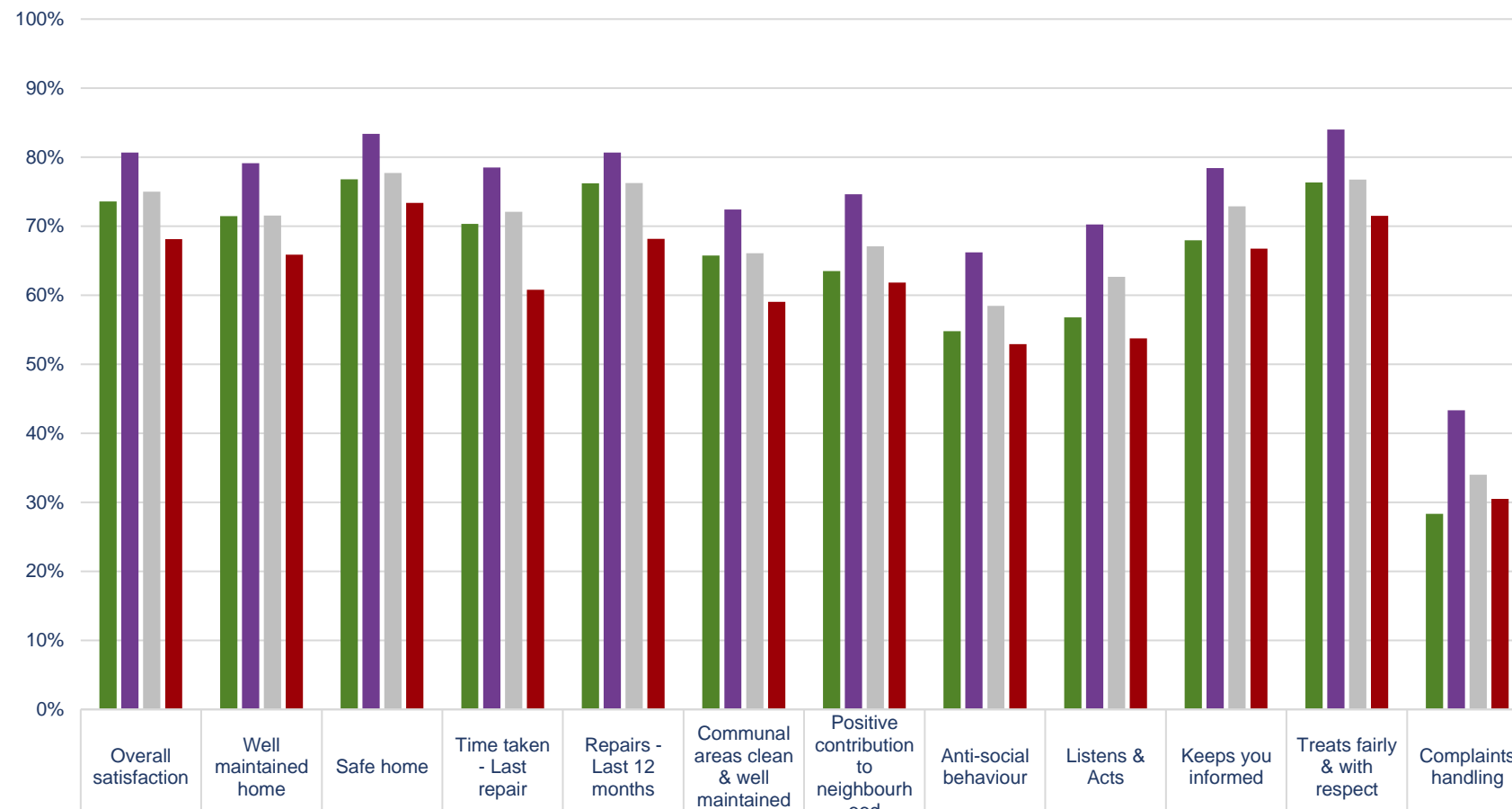
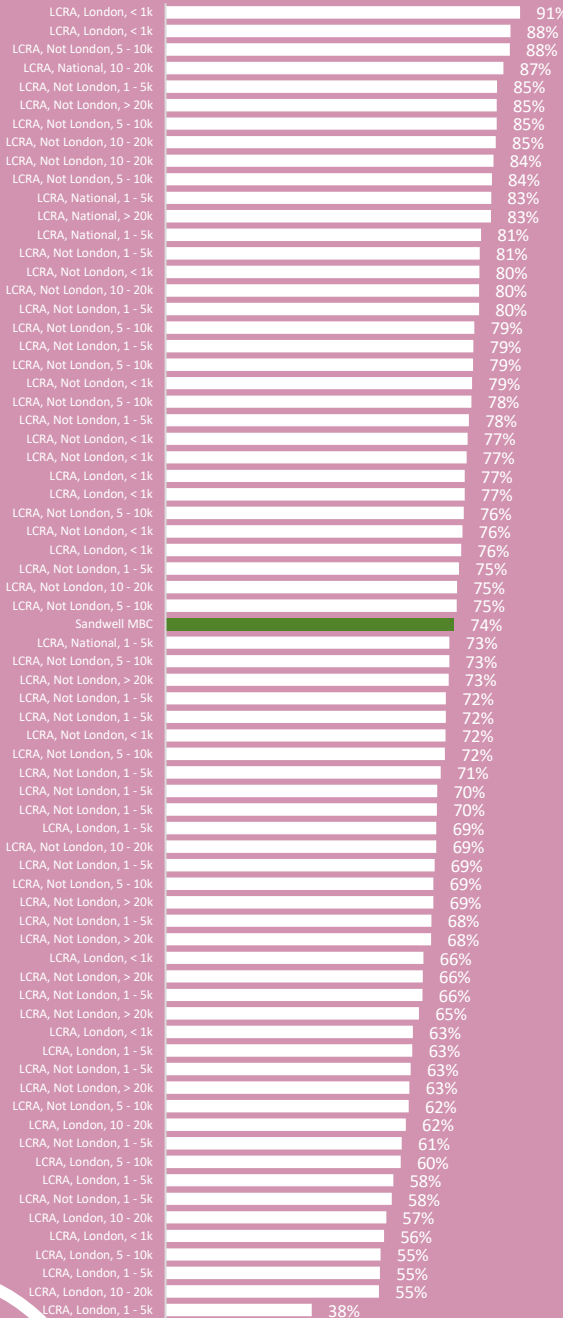


Benchmarking



Benchmarking – Acuity

Satisfaction Levels Acuity Median Q1 & Q2 23/24



■ Sandwell	74%	71%	77%	70%	76%	66%	63%	55%	57%	68%	76%	28%
■ Upper Quartile	81%	79%	83%	78%	81%	72%	75%	66%	70%	78%	84%	43%
■ Acuity Median	75%	72%	78%	72%	76%	66%	67%	58%	63%	73%	77%	34%
■ Lower Quartile	68%	66%	73%	61%	68%	59%	62%	53%	54%	67%	71%	30%
Quartile Position	3	3	3	3	3	3	3	3	3	3	3	4
Number of Landlords	74	64	65	65	65	64	64	72	73	65	64	65

Benchmarking – Acuity (11 Large City Councils – including 5 London Boroughs)





Understanding Satisfaction

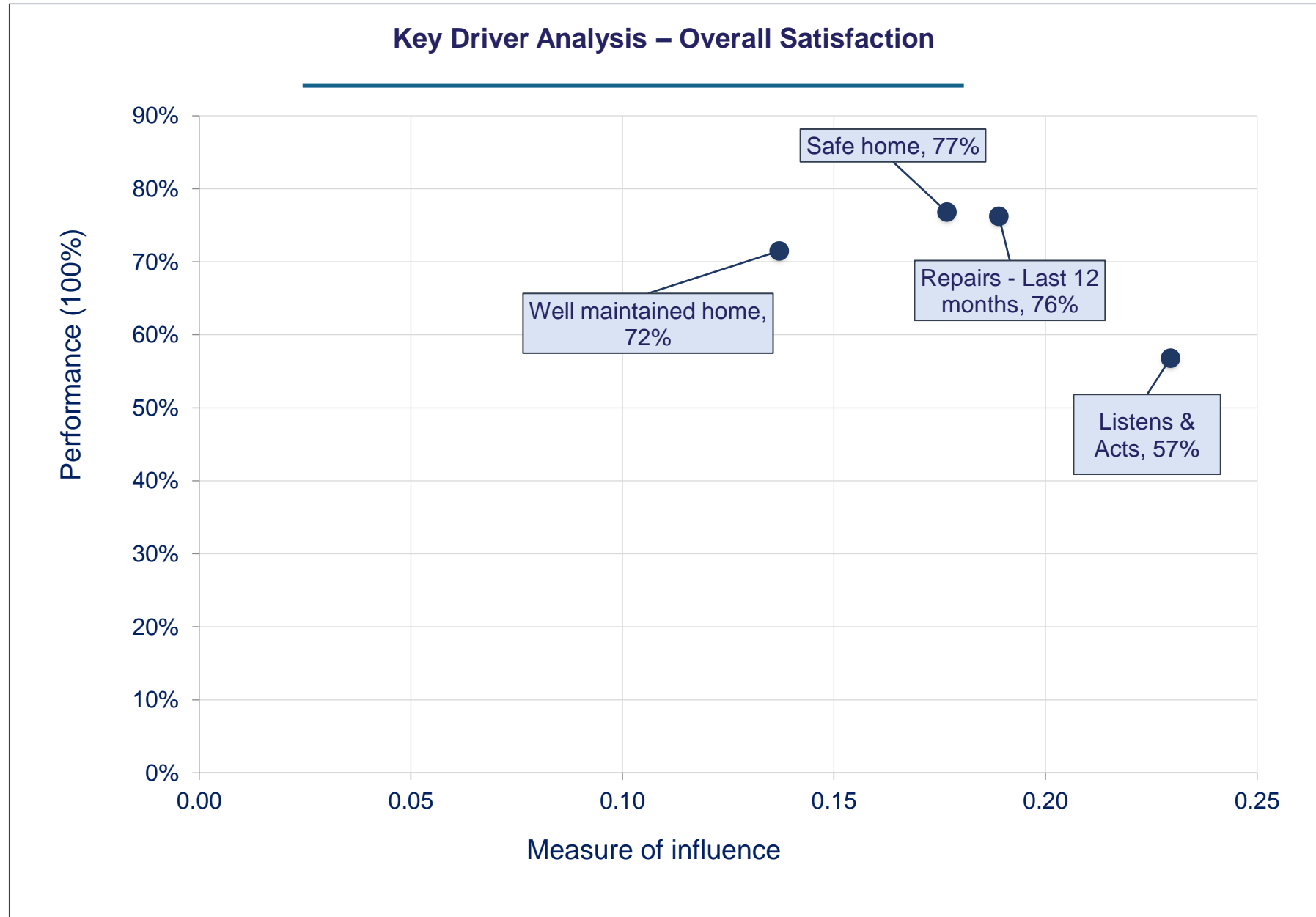


Key Driver Analysis

Key driver analysis examines relationship between the different variables and determine which elements of the service are the key drivers for tenants' overall satisfaction.

Each landlord has their own unique pattern - a roadmap which sets out what really matters to their residents and where improvements should be focused.

The most important driver for residents' satisfaction with the overall services is that Sandwell listens and acts when tenants contact them, followed by the repairs service – linked to a safe and well-maintained home.



Year on Year Change

- Given the margins of error between the two surveys a change of around 4% would be needed to be statistically significant.
- What has changed?

	2022	2023	Difference
Overall satisfaction	68%	74%	6% ↑
Well maintained home	73%	71%	-2%
Safe home	76%	77%	1%
Repairs - Last 12 months	77%	76%	-1%
Time taken - Last repair	74%	70%	- 4% ↓
Communal areas clean & well maintained	65%	66%	1%
Positive contribution to neighbourhood	63%	63%	0%
Energy efficiency	69%	68%	-1%
Anti-social behaviour	57%	55%	-2%
Easy to deal with	66%	67%	1%
Listens & Acts	57%	57%	0%
Treats fairly & with respect	72%	76%	4% ↑
Keeps you informed	65%	68%	3%
Complaints handling	31%	28%	-3%

Town differences

Smethwick – many higher ratings

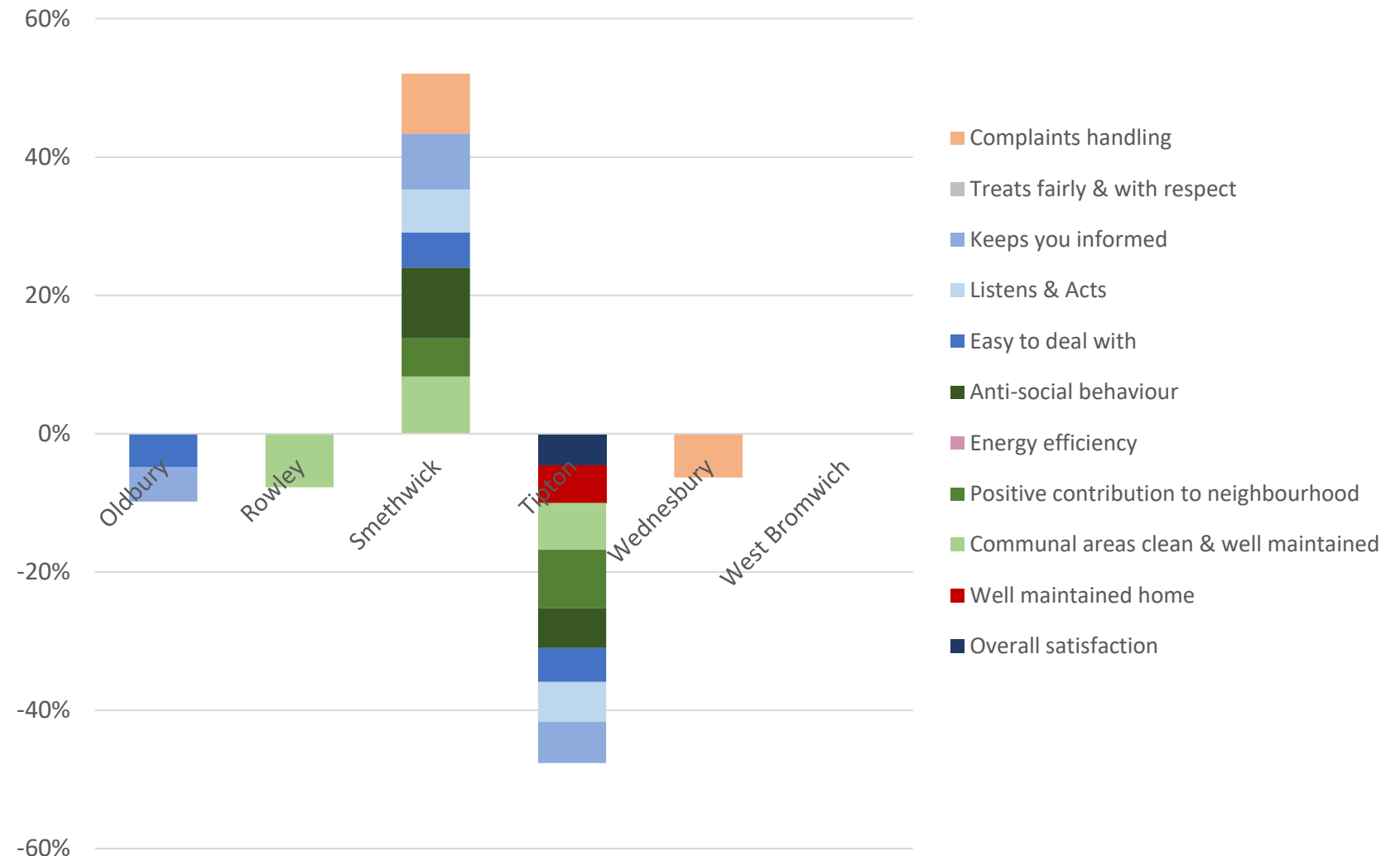
Oldbury – do not feel as informed or find the Council as easy to deal with

Rowley – communal areas

Wednesbury – Complaints handling

Tipton – much lower ratings (overall, home, communal areas, neighbourhood, ASB, easy to deal with & listens and acts)

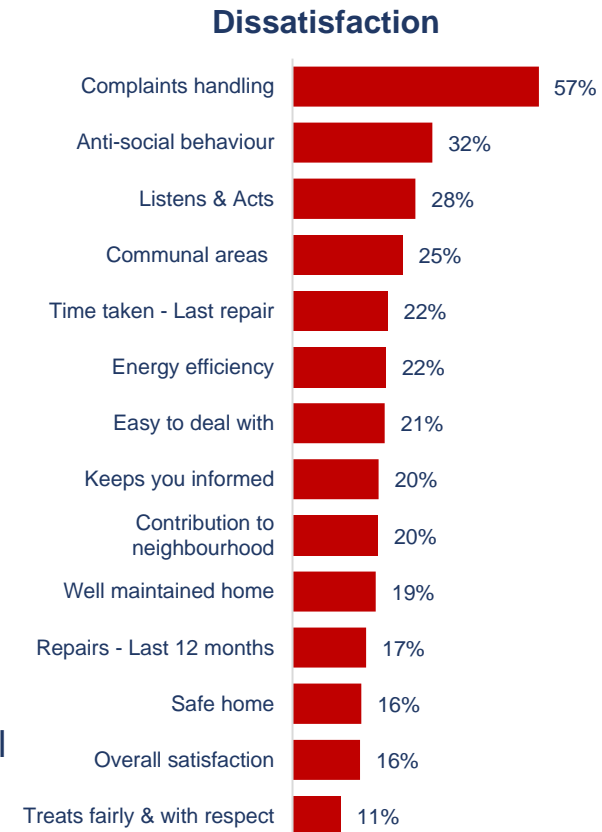
How much each measure differs from average rating (where $>\pm 4\%$)



Summary



- **Overall satisfaction - 74%** of tenants satisfied with the overall services provided. Satisfaction has increased since last year and is a strong performance when compared with similar landlords and close to sector median.
- **Strong ratings** - across many areas, which compares well against other social landlords.
- **Some lower scores / high dissatisfaction** – contribution to neighbourhood (63%), listens to tenants’ views and acts upon them (57%), ASB (55%) and just 28% are satisfied with the way complaints are handled
- **Large number of dissatisfied tenants** →
- **Key driver for overall satisfaction** – listening to tenants’ views and acting upon them (last contact) is the key driver ahead of providing a safe and well-maintained home backed up by a good repairs service.
- **Subgroup / Diversity analysis** - tended to follow expected patterns (age, length of tenancy, gender, disability). Satisfaction varies slightly by ethnicity, town – which could be due to tenure, property and demographic differences. Sheltered tenants are less satisfied in some areas.
- **Open text comments** - When asked about the services and what could be improved, repairs (timescale for completing repairs and dealing with outstanding repairs) and customer service (getting through and listen & care) top the list of suggestions
- **Response method** – much lower ratings from online surveys (overall 60% online vs 78% telephone, average drop = 15%, range = 6% to 21%)



Recommendations



Customer service & communications & complaints

Listen to tenants' views and acting upon them is the key driver for overall services. This is one of the lowest ratings, other engagement ratings are also low. 28% of tenants do not think the Council listens to them – linked to last contact. Identified as a key area for improvement

What are the barriers? Review comments with staff

Comms try "thanks for calling I have listened to what you have told me and we will act"

Repairs & maintenance service

Having a well-maintained and safe home that is backed up by a good repairs service drives satisfaction. Time taken rating is lower than other measures, topped the improvement list and has fallen since last year (4%)

Quick wins - catching up on outstanding work, customer recovery.

Perceptions – what are transactional ratings like? Be more proactive in promoting good service.

Complaints handling

Complaints – twice as many dissatisfied (57%) as satisfied (28%) and performance possibly weaker than other landlords

Review complaints handling process – if not already done so? Service request not a complaint!

Customer Recovery and lower scores

Follow up 338 tenants (who gave permission) who do not feel their home is safe + improvements
Review lower scores from tenants at the local level

Pick up safety / damp comments

Opportunity to reconnect with some tenants who have provided comments and are happy to be recontacted (74% of the 2,352 tenants who took part = 1,746)

For further information please
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