Harrogate BOROUGH COUNCIL

Harrogate Borough Council

2022 Tenant and Leaseholder Satisfaction Survey Report

March 2022

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QMS ISO 20252 : 2019 REGISTERED
Certificate No:359292021

Tenant and Leaseholder Satisfaction Survey 2022

Prepared for: Harrogate Borough Council
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March 2022

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Executive Summary

Harrogate Borough Council commissioned Acuity to carry out a customer satisfaction survey using Housemark's STAR questions. Tenants and leaseholders were included in the postal survey, which took place between January and March 2022. Around 3,960 residents (tenants and leaseholders) were invited to take part in the survey and 1,711 responded (43%), 78 on-line and 1,633 by postal questionnaire. This report looks at the views of the tenants and leaseholders who responded to the survey, and as the tenant results are statistically reliable, they can be taken to be representative of the whole resident population.

Survey findings

Headline ratings

The overall headline rating for tenants of 89% satisfaction remains at a very high level and is just 2% below that of the previous survey undertaken in 2019; it is within the margin of error between the two surveys.

The home

A high level of satisfaction is also recorded for the quality of the home (88%), with the state of repair of the property rated slightly lower at 84%.

Value for money

The majority of tenants are also satisfied that their rent offers value for money (91%), although fewer are satisfied with their service charge (80%), but this is still good given the current economic situation.

Service priorities

From the options given, tenants gave the most priority to more regular visits by staff, quicker response times when contacting and more face-to-face time with staff. Other areas of priority include a quicker, better quality, repairs service and issues of car parking on the estates. Half the tenants (49%) would recommend the Housing Team to their family and friends with a Net Promoter Score of 24.

Local area

The vast majority of tenants are satisfied with their neighbourhood as a place to live (87%), although this is slightly lower than the figure in 2019 (90%).

A range of local problems were reported by tenants, however, only car parking affected more than half of tenants (59%) and it was also the only issue considered a major problem rather than a minor one. Despite this, 91% of tenants said they feel safe in their home and 89% in their local area.

Tenant contact

63% of tenants made contact with the Council in the past 12 months with 73% of this contact regarding repairs. Of those making contact, 84% found the staff friendly and approachable and 78% were satisfied with the overall customer experience. The majority of tenants also think the service is effective and efficient and as expected. 77% trust the Council and 86% feel they are treated fairly and with respect.

The majority of tenants prefer to be contacted by the Council in writing (71%), by phone or by email (both 36%).

Communication and information

Around four-fifths of tenants feel they get good information from the Council about things that affect them (78%). However, fewer feel that the Council listens to their views and acts upon them (67%), and this is down 6% since the previous survey.

The majority of tenants have heard of the Tenants' newsletters (86%) and a third know of the postal surveys (32%) and the Annual Housing Report (31%). Fewer tenants are aware of the panels and focus groups.

Internet

Over half of the Council's tenants (51%) use the internet daily but 27% say they never use it. A higher percentage of general needs tenants use the internet than sheltered tenants.

Awareness of the Council's website for online services is reasonably high with 63% knowing they can make payments and 54% knowing they can report a repair. However, fewer actually use these services (around 5%) so more needs to be done to publicise these services and increase online usage.

Repairs and maintenance

The majority of tenants are satisfied with the repairs and maintenance service (83%), with slightly more satisfied with the service in the last 12 months (85%) but fewer with the time to complete work (80%).

When asked what could be improved, the timescales are overwhelmingly the most common suggestions, but some also mentioned the quality of work and dealing with outstanding repairs.

Advice and support

14% of tenants said they would like the Council to provide information to help them with paying their utility bills and 9% with moving house but fewer want information about other issues such as managing a budget (5%) or opening a bank account (1%).

Improving services

How to improve services overall produced 803 comments from residents, with communications and repairs receiving the most. Tenants want more visits, and this is consistent with their service priorities, but also the time to complete repairs is a common theme.

However, no mention has been made of the changing local authority structure, so it does appear that this is not currently on tenants' minds.

Leaseholders

Leaseholders are consistently less satisfied with their services than the tenants, 68% are satisfied with the overall service, 78% with their neighbourhood, 76% with the quality of their home and 74% with its state of repair. However, far fewer feel the value for money of their charges is good (54%) or that the Council listens to their views (43%).

Dissatisfaction is correspondingly highest for how their views are listened to (29%) and the value of the service charges (28%). There are 20% of leaseholders dissatisfied with the overall service.

Satisfaction at neighbourhood level

The results from tenants were analysed at a local area level. The survey revealed that tenants in the Leeds and Knaresborough areas often reported the highest levels of satisfaction, although the differences with the other areas are relatively small. The lowest levels of satisfaction were generally found in the Harrogate and the York areas.

Analysis by key strands of diversity

As with many other similar surveys, the older tenants tend to be the most satisfied, those under 55 consistently less satisfied than those over. Gender has little influence, male tenants only marginally more satisfied, and those without health problems are more satisfied than those who are limited by their condition. Bungalow residents are more satisfied than those in flats and houses and new tenants to the Council are generally the most satisfied with the longest standing tenants next.

Further analysis

Key driver analysis reveals the importance of the repairs and maintenance service and the quality of repair of the home, which are clearly linked.

Areas of dissatisfaction

The survey highlighted areas of higher levels of dissatisfaction among tenants, including:

- Dealing with ASB (16% dissatisfied)
- Customer service (14% dissatisfied)
- Listening to views and acting upon them (13% dissatisfied)
- Repairs & maintenance service (11% dissatisfied)
- State of repair of the home (11% dissatisfied)

Comparison with other landlords

When compared with other social landlords using Housemark's averages for the country, the results from the Harrogate BC survey fare very well being top quartile with the overall service, the quality of the home and the value for money of the rent and service charges. Only listening to views and acting upon them is below the group average and in the third quartile.

National context

Satisfaction has fallen a little since the previous survey in 2019 but monitoring by Housemark and Acuity indicates that this is part of a trend experienced by other social landlords. Satisfaction has fallen in the last couple of years, possibly driven by the affects of the pandemic and other external factors such as the cost of living, so the fall in satisfaction among Harrogate residents is, perhaps, not unexpected. However, despite the generally high ratings, the Council should not be complacent as there are still a number of areas that could be improved further.

Recommendations

There are no services that could be said to be a serious problem and the Council and staff should be proud of the high results given the pressure on services and finances in the last couple of years. However, the following should be looked at further to see if improvements could be made.

Repairs and maintenance service – The repairs service and the quality of the home are the key drivers for satisfaction, and satisfaction with both of these is down a little on the previous survey. When asked about improvements to the repairs service, the most common suggestion is about the timescale for the works with some mentioning outstanding work and also the quality of the repairs. These are the same issues as before but are clearly the main priority, so whatever the Council can do to improve the repairs service should lead to higher satisfaction generally.

Service priorities and improvements – Tenants place having more visits to their area as the highest priority and more of a local presence. This has clearly been difficult during the recent pandemic but as we start to come out of this it should be possible to get out more and see tenants in their homes and area.

Tenant involvement – There is some support for increased involvement and the survey gives the Council the opportunity to follow up on this. Satisfaction with how the Council listens to views and acts upon them is among the lowest rating in the survey and doesn't compare so well with others, so there is clearly room for improvement.

Neighbourhood differences - The results found relatively small differences between the local areas of operation, although those in the Harrogate and York areas are generally a little less satisfied than the other areas. Whilst some of the differences may be down to tenant demographics, property type, stock condition and neighbourhood/environment it would be worth looking at these differences more closely to see if service delivery is a factor to be taken into account.

Different groups - It is recommended that the Council work with tenants (particularly younger tenants and leaseholders) on some areas highlighted in this report.

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1. Introduction

Acuity (a research agency specialising in the housing sector) was commissioned to undertake an independent survey of Harrogate Borough Council (the Council) residents to collect data on their opinions of, and attitudes towards, their landlord and the services provided. The survey was designed using Housemark's STAR questions for tenant satisfaction surveys.

1.1 About STAR

STAR surveys have now been in use by landlords for several years, after being launched in July 2011 by Housemark providing a bank of questions designed to measure tenant satisfaction in the housing sector.

Using the STAR question set allows social housing providers to compare key satisfaction results with other landlords and also provides a framework for trend analysis.

The proposed new regulatory framework places more emphasis on these consumer metrics and many of the questions in this survey will help the Council moving forward.

1.2 Aim of the survey

The aim of this survey is to provide data on resident satisfaction, which will allow the Council to:

- provide a comprehensive overview of tenants and leaseholders' perceptions of current services provided by the Council
- identify any gaps between service levels and residents' expectations to inform business decisions and service design
- compare the results with previous surveys, in particular, the similar surveys carried out in 2015 and 2019
- collect key performance information for self-regulation and to enable benchmarking of service standards and value for money
- The structure of local government in Yorkshire is changing from 2023 so this gives the opportunity to see if this is affecting residents in any way.

1.3 Sampling frame and fieldwork

Sampling

A census of all 3,960 general needs tenants, sheltered housing tenants and leaseholders was undertaken.

Fieldwork

The survey took place during a five-week period, with two full mailings. Residents were also given the opportunity to complete the questionnaire on-line rather than by post by including a link to the on-line system.

Acuity carried out the administration of the first mailout, which was sent out on 17th January 2022. This consisted of a copy of the questionnaire, a covering letter written by the Council and a reply-paid envelope. A second full mailout was sent out to all non-responders on 14th February 2022. The survey was held open for longer than planned due to the low initial response rate, and finally closed on 18th March 2022 when the final questionnaires were sent for data entry.

1.4 Questionnaire design

One STAR questionnaire was designed for all residents comprising 49 questions over eight pages.

1.5 Response rates

The overall response was 43%, returning 1,711 of the 3,960 questionnaires sent out. Tenants returned proportionally more questionnaires (44%) than leaseholders (23%); with sheltered tenants returning far more questionnaires (58%) compared with general needs tenants (43%).

In terms of the different methods of completing the survey, 78 were completed on-line and the remaining 1,633 by post.

See Figure 1.1 for the full figures and response rates.

1.6 Anonymity

Some 51% of tenants and 49% of leaseholders gave permission for the Council to see the individual answers and comments with names attributed, and of those, 95% of tenants would be happy for their landlord to contact them about any information provided in the survey; 100% of leaseholders.

1.7 Accuracy

For the overall results, Acuity and Housemark recommend that surveys of tenure groups over 1,000 population achieve a sampling error of at least ±4% at the 95% confidence level. This means that, for example, if 75% of tenants answered "Yes" to a particular question, there are 95 chances out of 100 that the correct figure for all tenants – including those who did not respond – would be between 71% and 79%.

For the Council, when the data is analysed for general needs tenants, 1,559 responses were achieved. This response was high enough to conclude that any figures quoted at this level are accurate to within +/-1.9%. The results from the sheltered tenants were slightly less so (+/-6.0%).

For leaseholders, the sampling error is +/-13.3%, which means that the results for leaseholders are less reliable than those from tenants at representing the entire population.

1.8 Presenting the findings

Given that the leaseholders represent a small proportion of the resident population the report is written primarily based on the results from the tenants, both general needs and sheltered with the leaseholder results in a separate chapter of their own (Section 16). The results are then further analysed by:

- Tenure group
- Diversity
- Local area
- Comparison with previous surveys, and
- Comparison with the results from other landlords.

Accompanying this report is a full set of data tables.

1.9 Notes to figures

Throughout this report, the figures show the results as percentages and base numbers are also shown where appropriate.

Rounding

The vast majority of figures show the results as percentages. The percentages are rounded up or down from one or two decimal places to the nearest whole number, and for this reason, may not in all cases add up to 100%. Rounding can also cause the percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. In some parts of the report, percentages may be expressed to one decimal place.

Excluding 'don't know' and 'no opinion'

In general, in line with the convention for satisfaction surveys, only valid responses to questions have been included and all non-valid responses (for example, where a response to a question has not been stated) have been excluded. Responses such as 'no opinion', 'can't remember' or 'don't know' (where these were possible responses to questions) are also excluded from the base in this report. Where these results are excluded this is noted in the written comments and charts.

1.10 Acknowledgements

Our thanks go firstly to the residents of the Council who took part in the survey. We would also like to thank the staff of the Council for their assistance with the project, and our particular thanks go to David Allford for his help throughout the project.

Figure 1.1 Survey sampling, response and reliability

Client group	**Number of tenants**	**Sample size**	**Completed surveys**	**Response rate**	**Sampling error (%)**
General needs tenants	3,589	3,589	1,559	43%	±1.9%
Sheltered tenants	189	189	110	58%	±6.0%
All tenants	3,778	3,778	1,669	44%	±1.8%
Leaseholders	182	182	42	23%	±13.3%
All residents	**3,960**	**3,960**	**1,711**	**43%**	**±1.8%**

2. Overall satisfaction

This section looks at the overall satisfaction of the tenants at Harrogate Borough Council (the Council) and is often seen as the headline figure of the survey. The leaseholder results are shown separately in section 16 below and section 17 shows what is driving satisfaction at the Council.

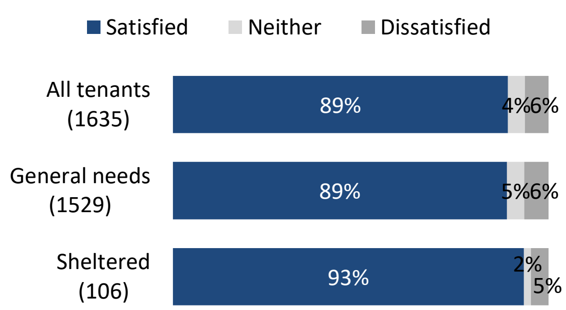
2.1 Landlord services

Nine out of ten tenants (89%) are satisfied with the overall services provided by the Council, which is an excellent result, although a little below the previous survey in 2019 (91%).

Tenants were asked, 'Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by the Council?' Well over half of the tenants said they are very satisfied (54%), with a third fairly satisfied (35%). Very few tenants are dissatisfied with the services provided (6%) and a further 4% are neutral (neither satisfied nor dissatisfied).

In terms of the tenure splits for this survey only general needs and sheltered tenants were chosen and as stated above, the leaseholders will be dealt with in a separate section. It is often the case that sheltered tenants are more satisfied with services than their general needs counterparts and this is the case here, although the difference is relatively small, with 93% of sheltered and 89% of general needs being satisfied with the overall services provided by Harrogate Borough Council.

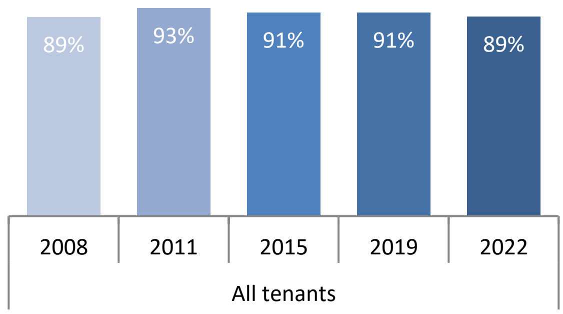
Figure 2.1: Satisfaction with services provided by the Council



Change in satisfaction over time

Satisfaction with the overall services has been quite consistent over a long period of time with a high of 93% and a low of 89%. The recent survey is just 2% below the previous survey in 2019 and is now at the same level as in 2008. Satisfaction generally is down for most landlords so this is not unexpected, but the reduction is small and satisfaction remains at a high level.

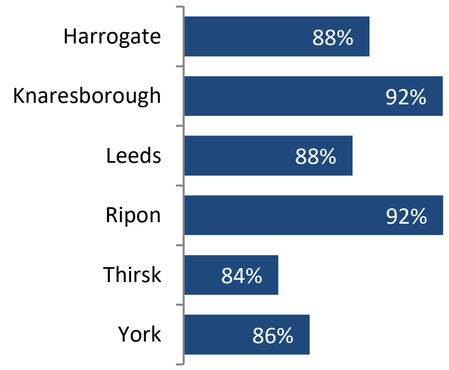
Figure 2.2: Change in satisfaction with services over time



Neighbourhood analysis

The results for tenants have been examined by the principal local areas where Harrogate BC operates. The number of responses to this question varies considerably across the areas with just 19 in Thirsk and 32 in Leeds but 869 in Harrogate. Satisfaction is highest in Knaresborough and Ripon (both 92%) and lowest in Thirsk (84%). Dissatisfaction is correspondingly low, the most in York (10%).

Figure 2.3: Satisfaction with services provided by neighbourhood



Diversity analysis

The results for tenants have been examined in more detail and any comments are made where there are differences in satisfaction in terms of tenant demographics and property type. It is important to note, however, that the differences do not necessarily mean that there is a causal link. For example, surveys often find that tenants with disabilities are frequently more satisfied than those who are not. However, it is invariably the case that tenants with disabilities have an older age profile than those without and further analysis also reveals that it is the age of the tenant that is the reason for the higher satisfaction ratings rather than any disability.

A full breakdown can be found in the accompanying data tables. Please note that the views of groups with fewer than 20 tenants are excluded from this analysis.

Age – In surveys of this type, satisfaction tends to increase with age, and that is the case here with the most satisfied tenants being those aged 85 or over (95%), followed by those 75 to 84 (94%). The least satisfied are the 35 to 44 and 45 to 55 groups (both 79%).

Gender - The survey found only a small difference in satisfaction levels between female tenants (90%) and male tenants (89%) regarding overall satisfaction with the service provided by the Council.

Property type – Most respondents to this question live in flats (843), with around half this number in houses (412) and bungalows (378). However, the most satisfied are those living in the bungalows (92%), just a little more than those in either the houses or flats (both 88%).

Length of tenancy – The newest tenants to the Council are the most satisfied, 94% of those with tenancies less than a year old are satisfied, the next being those of 20 years or over. The least being those of 1 to 3 years (87%). This is a pattern seen with other landlords where, perhaps, tenants are very pleased to be offered a property but then their enthusiasm wanes a little after time when they have experienced a range of services.

Health issues – Tenants whose activities are limited a lot by a health issue are less satisfied with overall services (84%) than those limited a little (89%) or not limited at all (92%).

3. The home

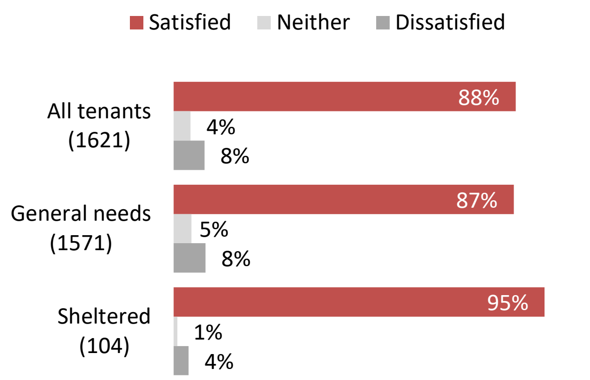
This section looks at satisfaction with the home and whether it is in a good state of repair.

3.1 Overall quality of the home

A high percentage of tenants are satisfied with the overall quality of the home (88%). Just under half the tenants are very satisfied (48%), while around two-fifths are fairly satisfied (40%). Few tenants are dissatisfied (8%) with the quality of their home, while just 4% of tenants fall into the middle ground of being neither satisfied nor dissatisfied.

Sheltered housing tenants are a little more satisfied with the quality of their home (95%) compared with the general needs tenants (87%).

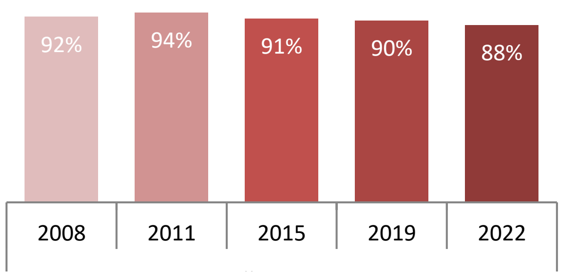
Figure 3.1: Satisfaction with the quality of the home



Change in satisfaction over time

The rating for the quality of the home in 2022 to just 2% below that of the previous survey in 2019. The highest rating was in 2011 (94%), but the current rating is the lowest since 2008.

Figure 3.2: Satisfaction with the quality of the home over time



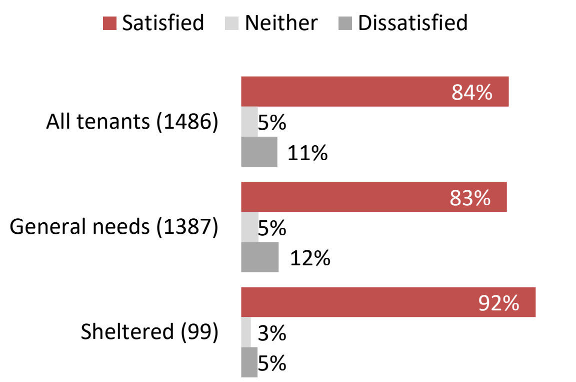
3.2 State of repair of the property

Fewer tenants are satisfied with the general state of repair of their home (84%) than its overall quality (88%) and, as shown below, this is also a little lower than in 2019.

The survey found the same number of tenants very satisfied with the state of repair of their home as fairly satisfied (both 42%). However, one in nine tenants are dissatisfied with the state of repair of their home (11%), with a small number neutral (5%).

Sheltered housing tenants are once again far more satisfied with the state of repair of the property (92%) compared with general needs tenants (83%).

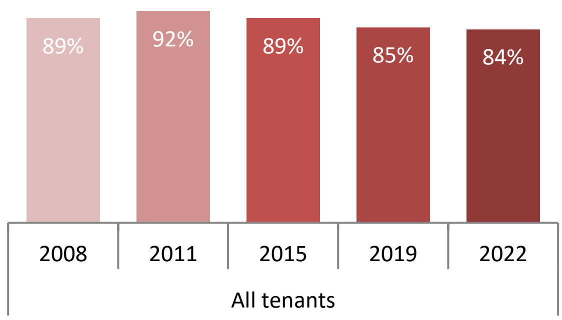
Figure 3.3: Satisfaction with the state of repair of the property



Change in satisfaction over time

Satisfaction with the state of repair of the property shows a downward trend since 2011 and is down a further 1% between 2019 and 2022.

Figure 3.4: Satisfaction with the state of repair of the property over time

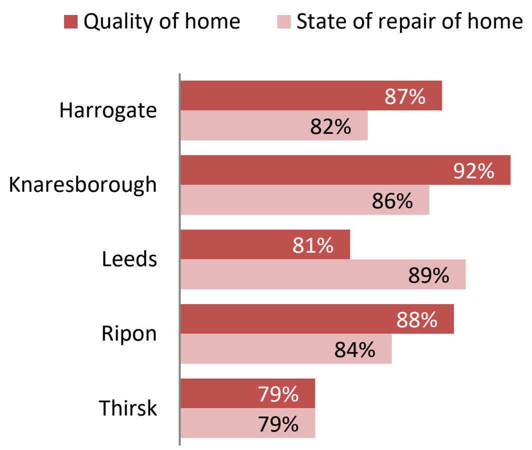


Neighbourhood analysis

As Figure 3.5 shows, satisfaction with the quality of the home is always rated slightly higher than that awarded for its state of repair. Tenants in the Knaresborough area awarded the highest rating for the quality of the home (92%), with those in Leeds the most satisfied with its state of repair (89%).

Satisfaction with the home is much lower in the Thirsk area for both quality and state of repair (both 79%).

Figure 3.5: Satisfaction with the home by neighbourhood



Diversity analysis

Age – Satisfaction with the home increases with age, although those aged 35 to 44 are the least satisfied, 66% for the quality and 60% for the condition of their home. The most satisfied are the 85 and overs, 98% and 94% respectively.

Gender - The survey found that slightly more male tenants are satisfied with the quality (89%) and state of repair (86%) than female tenants (87% and 84%).

Property type – Tenants in bungalows are the most satisfied with the quality of their home (91%), with 90% in flats and 81% in houses. On the state of repair, bungalow tenants are again the most satisfied (88%), flats (85%) and houses (76%).

Length of tenancy – The length of tenancy doesn't appear to make a huge difference in satisfaction with 92% of those under a year and 90% of those of 20 years or more satisfied with their home's quality. The longer serving tenants are also the most satisfied with their home's state of repair.

Health issues – Tenants whose activities are not limited are the most satisfied with both the quality of their home (90%) and its state of repair (87%), particularly when compared to those who are limited a lot (84% and 78%).

4. Value for money

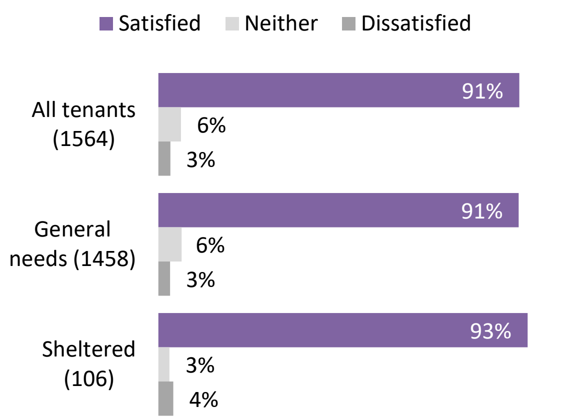
As the cost of living is rising, achieving value for money is more important than ever. Following the recent period of rent reduction, landlords have had to look closely at services to achieve the best value possible.

4.1 Value for money (rent)

Nine out of ten tenants are satisfied with the value for money of their rent (91%), with more very satisfied (64%) than fairly satisfied (27%). Just 3% of tenants are dissatisfied with the value for money, with a small number neither satisfied nor dissatisfied (6%).

Sheltered tenants (93%) are a little more satisfied with their rent than the general needs tenants.

Figure 4.1: Satisfaction with value for money of the rent

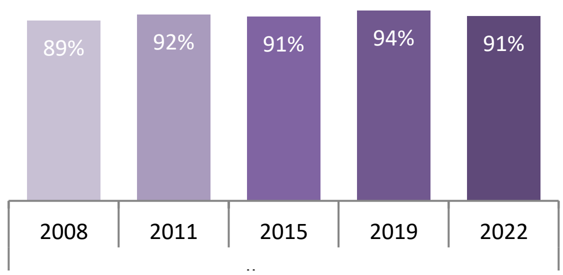


Change in satisfaction over time

Tenant satisfaction with the value for money of their rent has been good over a long period with relatively little change. In 2008 the rating was at 89% and rose to a high of 94% in 2019.

The current survey shows that the rating has decreased a little, down 3% to 91% and is now at the same level as in 2015.

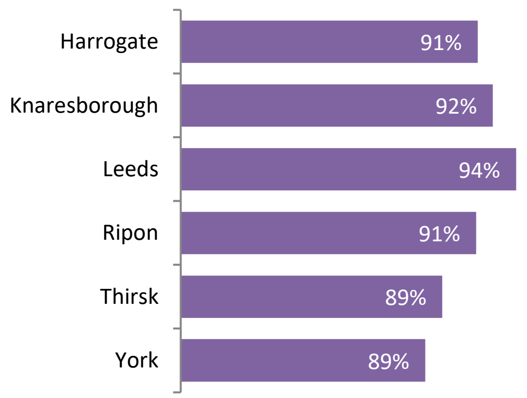
Figure 4.2: Change over time in satisfaction with the value for money of the rent



Neighbourhood analysis

Satisfaction with the value for money of the rent is consistently high with over 90% satisfaction is four of the areas, the most being in Leeds with 94%. The only areas below 90% are Thirsk and York where the rating is 89%.

Figure 4.3: Satisfaction with value for money by neighbourhood



Diversity analysis

Age – Satisfaction with the value for money of the rent does increase with age from 86% for the 25 to 34 and 35 to 44 age groups to 95% for the 75 to 84 and 85 and over groups.

Gender – Male tenants are marginally more satisfied with the value for money of rent (92%) than female tenants (91%).

Property type – There is only marginal differences in the rating for value for money for rent from those in a bungalow (93%), a flat (91%) or a house (90%).

Length of tenancy – Those tenants who have been with the Council for less than a year are the most satisfied (97%) and those of 6 to 10 years the least (87%).

Health issues – Tenants whose activities are limited a lot by a health issue are a little less satisfied with value for money for rent (89%) than those with little (91%) or no health issues (93%).

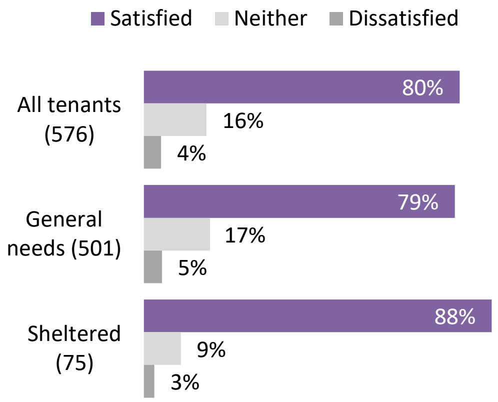
4.2 Value for money (service charge)

It is generally the case that tenants rate the value of their service charge, where they have one, lower than the value of the rent and for Harrogate BC this is no exception.

For all tenants, 80% are satisfied with the value for money of their service charge, with more very satisfied (48%) than fairly satisfied (32%). Despite this lower rating, very few tenants are actually dissatisfied with the value for money (4%), but 16% of tenants are neither satisfied nor dissatisfied.

Again, it is the sheltered tenants who feel the most satisfied with 88% saying that the service charge represents good value for money compared with 79% of the general needs tenants.

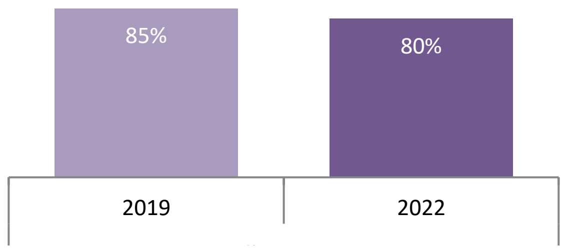
Figure 4.4: Satisfaction with value for money of the service charge



Change in satisfaction over time

This question was not included in the earlier surveys but was in the 2019 survey. The results for 2022 are 5% lower than in 2019.

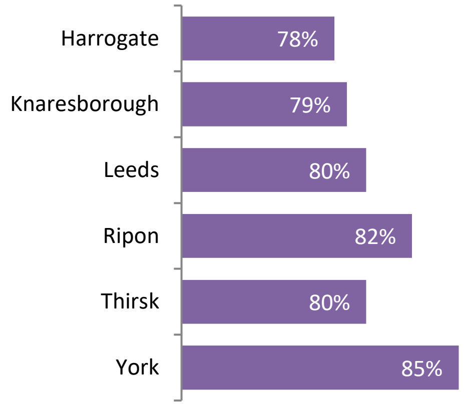
Figure 4.5: Satisfaction with value for money of the service charge over time



Neighbourhood analysis

Satisfaction with the value for money of the service charge is the highest in York (85%) and marginally lower in Ripon (82%). Two areas, Harrogate (78%) and Knaresborough (79%) have ratings for the service charge below 80%.

Figure 4.6: Satisfaction with value for money by neighbourhood



Diversity analysis

Age – Again, there is some evidence that satisfaction increases with age, the most satisfied being those aged 85 and over (90%). The lowest satisfaction, however, are those aged 45 to 54 (67%)

Gender – On this measure, it is the male tenants who are a little more satisfied with the value for money of the service charge (83%) than the female tenants (77%).

Property type – There is a small difference in the rating for value for money of the service charge with 83% in the bungalows satisfied, 81% in the houses and 78% in the flats

Length of tenancy – New tenants to the

Council are, again, the most satisfied (88%), with those to 20 years or more next (85%) and the least satisfied are those with tenancies of 6 to 10 years (75%)

Health issues – Again, tenants who have no health issues (84%) are more satisfied with the value of their service charge than those who experience some (81%) or a lot of difficulty (73%).

5. Repairs & maintenance

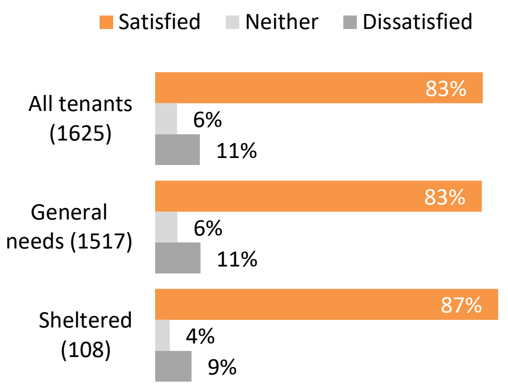
The repairs service is often seen as the most important in determining overall satisfaction. This section looks at the service generally as well as the last repair and seeks suggestions for improvements.

5.1 Overall satisfaction

83% of tenants are satisfied with the repairs and maintenance service delivered by Harrogate Borough Council, 46% are very satisfied with the service and a further 37% are fairly satisfied. However, there are 11% of tenants who are dissatisfied with the service and 6% are neither satisfied nor dissatisfied.

A few more sheltered tenants are satisfied with the repairs and maintenance service (87%) than general needs tenants (83%).

Figure 5.1 Satisfaction with the repairs and maintenance service

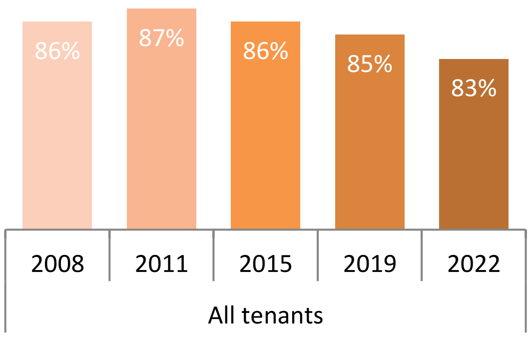


Change in satisfaction over time

Tenant satisfaction with the repairs and maintenance service has been falling slowly from the high of 87% in 2011 to the current level of 83%, this is down 2% from the previous survey in 2019.

The current level is, therefore, at its lowest level since these surveys began.

Figure 5.2 Change in satisfaction with repair & maintenance service over time



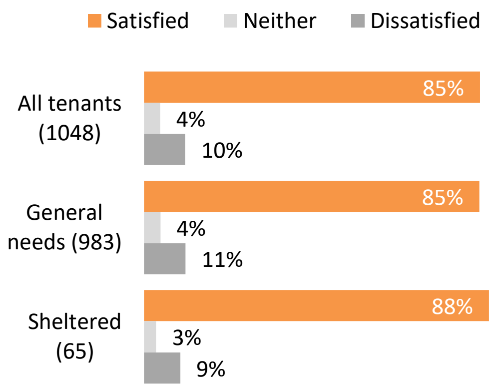
5.2 Service over last 12 months

Two-thirds of tenants (65%) said they had a repair carried out by the Council in the last 12 months, 65% of general needs and 63% of sheltered tenants.

Slightly more tenants are satisfied with the repairs service over the last 12 months (85%) than with the service generally. Again, sheltered tenants (88%) are a little more satisfied than their general needs counterparts (85%).

There are 10% of tenants dissatisfied with the service over the last 12 months, 11% general needs and 9% sheltered.

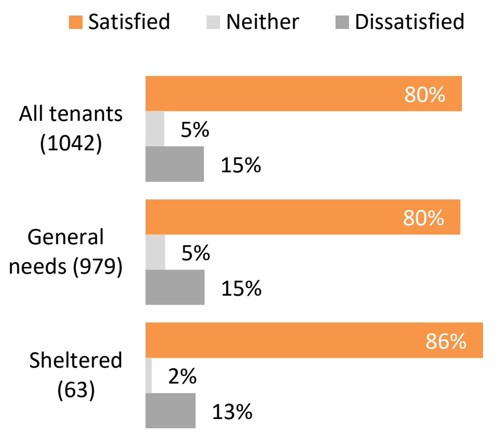
Figure 5.3 Satisfaction with the repairs service in last 12 months



5.3 Time to complete repair

A new question was added to this year's survey asking tenants if they were satisfied with the time to complete their most recent repair after reporting it. Eight out of ten tenants are satisfied but 15% weren't, a further 5% were neither satisfied nor dissatisfied. Again, sheltered tenants are more satisfied, 86% compared with 80% of general needs tenants.

Figure 5.4 Satisfaction with time to complete repair

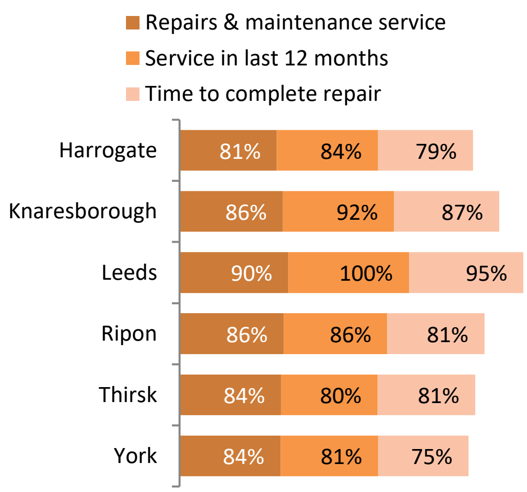


Neighbourhood analysis

The tenants in Leeds are the most satisfied with the overall service (90%), the last 12 months (100%) and the time to complete the repair (95%).

Least satisfied with the overall service are the tenants of Harrogate (81%), in Thirsk for the last 12 months service (80%) and in York for the time to complete the repairs (75%).

Figure 5.5: Satisfaction with repairs service by neighbourhood



Diversity analysis

Age – Satisfaction with the repairs & maintenance service increases incrementally with age, ranging from just 66% for younger tenants up to 93% for older tenants. It is similar with the last 12 month's service, although the least satisfied are those aged 35 to 44. On the time to complete repairs, those between 25 and 54 (all 70%) are the least satisfied and, again, the oldest tenants the most (90%).

Gender – Male tenants are slightly more satisfied with the repairs & maintenance service (86%) than female tenants (82%). They are also more satisfied with the last 12 month's service (1% more) and the time to complete work, also 1% more.

Property type – Tenants in bungalows are more satisfied with each aspect of the repairs service than the other property types, particularly those in houses who are least satisfied.

Length of tenancy – The new tenants to the Council are, again, the more satisfied with the repairs service but the range across the different tenancy lengths is small and this doesn't appear to unduly influence satisfaction.

Health issues – In a similar pattern to other measures, those without health issues are a little more satisfied than those with, on the overall repairs service 85% are satisfied compared with 78% who are limited a lot and 82% of those limited a little.

Reasons given by tenants who are not satisfied with their last repair

Some 1,001 comments were received from tenants to explain their reason for the answers given about their last repair. As expected, most are about the day-to-day repairs service (45%), with the time to complete work overwhelmingly the most popular. However, some tenants referred to the quality of the work, dealing with outstanding repairs and doing the work 'right first time'. However, other comments mentioned home improvements, the condition of their property and safety issues.

The table below shows the main subject areas of the comments, and the full text can be found in the accompanying data files.

Figure 5.6 Reasons for answers about last repair

Day-to-day repairs	45%
Timescales to complete repairs	234
Quality of work	49
Outstanding / forgotten repairs	44
Right first time	29
Repairs service generally	20
Appointments	15
Contractor	14
Communication about repair (before work started)	13
Treatment of resident / home	10
Ease of reporting repair	8
Keep informed of repair progress	3
Quality checking	2
Replace not repair	2
Repairs covered in service level	2
Job details given to contractor	1
Home improvements	4%
Heating system	17
New doors or windows	12
New kitchen, bathroom	6
General home improvements	2
Property condition	2%
Damp / mould / condensation	9
External property maintenance	5
Flooring	2
Condition of property at letting	1
Roof repairs	1
Pest/vermin control	1
Insulation	1
Regular inspections	1
Condition of the property	1
Safety and security	1%
Lighting (car park, communal)	6
Door or window security	3
Intercom system	1
Customer contact	1%
Customer care, customer service	3
Complaints handling	2
Resolving problems	2
Keep promises	1
Return call / email	1
Grounds maintenance	1%
Fences and gates	4
Drainage/flooding issues	1
Tree maintenance	1
Grounds maintenance generally	1
Communications and information	0%
Listen carefully, take interest	2
Act on views and give feedback	1
Organisational policies	0%
Staff availability, weekend, emergency cover	1
Reward good tenants	1
Neighbourhood problems	0%
Neighbours - noise, alcohol	1
Council, other agencies	0%
Road repairs	1
Other	5%
Neutral comment	33
No comment/suggestions	9
Other	3
General negative comment	2
Don't know	1
Positive comments	41%
Repairs service/workforce	320
Attitude of staff	44
Generally happy, no problems	29
Good overall service	8
Good communications and contactable	7
Good use of PPE and social distancing (COVID)	3
Feel safe and secure	1
Like my home (type, size, condition)	1
Communal cleaning & maintenance	1
Housing officer/warden	1
Total	**1,001**

6. Customer contact

This section asks tenants to rate their experience in contacting the Council and the customer service they received.

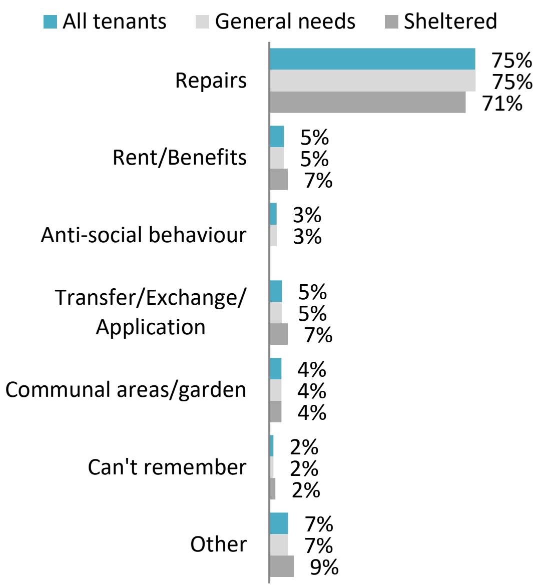
6.1 Reason for last contact

Some 58% of tenants said they had contacted the Council about a housing-related issue within the last 12 months. A few more general needs tenants made contact (60%) than sheltered tenants (43%).

Those who had made contact with the Council were then asked to indicate the reason for the contact. The clear majority of contact was related to a repair issue with 75% saying their contact was for this reason. This was consistent between the tenant groups, 75% general needs and 71% sheltered made contact for this reason.

Much smaller numbers made contact for other reasons, 5% about rents, 5% about moving and 3% about ASB.

Figure 6.1: Reason for last contact

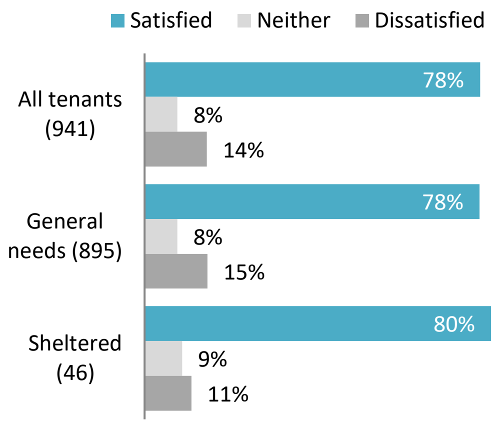


6.2 Satisfaction with customer experience

Over three-quarters of tenants (78%) are satisfied with the customer experience the last time they contacted the Council, 46% are very satisfied and 32% fairly satisfied. However, 14% of tenants were left dissatisfied with the customer experience they received and a further 8% are neither satisfied nor dissatisfied.

Slightly more sheltered tenants (80%) are satisfied than the general needs tenants (78%).

Figure 6.2: Satisfaction with customer experience

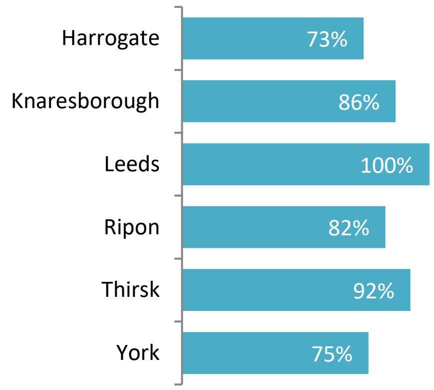


Neighbourhood analysis

All the tenants in Leeds are satisfied with the customer service they received, with 92% satisfied in Thirsk. The least satisfied are those living in York (75%) and Harrogate (73%).

17% of tenants are dissatisfied in both Harrogate and York.

Figure 6.3: Satisfaction with customer services by neighbourhood



Diversity analysis

Age – The tenants aged 45 to 54 are the least satisfied with the customer experience they received. The most satisfied being those aged 75 to 84 (85%) and the 85 and overs (84%).

Gender – Female tenants are a little less satisfied with the customer service (76%) than male tenants (81%).

Property type – Again, those in bungalows are the most satisfied (85%) with 76% in houses and 75% in flats.

Length of tenancy – New tenants and those of 20 years or more are equally satisfied with their customer experience (85%). Least satisfied being those with tenancies of 6 to 10 years (72%).

Health issues – Tenants with no health issues limiting their day-to-day activities (81%) and those who are limited a little (79%) gave higher ratings overall for customer service than those whose activities are limited a lot (74%).

6.4 Suggested improvements to customer service

The tenants were asked to give their suggestions on how to improve the customer service and also if they had not been satisfied with their last contact why this was.

22% of the comments are positive about the customer experience, 116 tenants just happy with things as they are.

Of the more negative comments 19% are about repairs with, again, the timescales for work and dealing with outstanding work being the most common. Customer contact is the subject of 15% of the comments, with customer service and answering and returning calls the most common.

Figure 6.4: Suggestions for improvements to customer service

Day-to-day repairs	19%
Timescales to complete repairs	29
Outstanding / forgotten repairs	25
Contractor	21
Quality of work	13
Repairs service generally	11
Ease of reporting repair	10
Communication about repair (before work started)	8
Appointments	8
Keep informed of repair progress	5
Quality checking	4
Repairs covered in service level	4
Treatment of resident / home	3
Job details given to contractor	2
Out of hours service	2
Poor use of PPE and/or lack of social distancing (COVID)	1
Internal communications (repairs)	1
Right first time	1
Customer contact	15%
Customer care, customer service	31
Answering phones	16
Return call / email	16
Staff knowledge / turnover	9
Call handling	9
Automated system	5
Contact information	5
Complaints handling	5
Resolving problems	4
Accessibility / Language barriers	4
Multiple contact methods	4
Internal communications	3
Time taken to resolve enquiry	2
Keep informed of progress	1
Communications and information	7%
Communications (in general)	22
Listen carefully, take interest	9
More visits	6
Keep tenants up to date	6
Act on views and give feedback	5
Website and online services	3
Transparent in decision-making	2
Information on service standards	1
Neighbourhood problems	4%
Car parking, signage and garage areas	11
Anti-social behaviour (dealing with)	9
Dogs - noise or fouling	4
Drug related issues	4
Neighbours - noise, alcohol	4
Neighbours gardens	2
Grounds maintenance	4%
Tree maintenance	8
Paths and driveways	7
Grass cutting	4
Grounds maintenance generally	4
Fences and gates	2
Rubbish	2
Removal of garden waste	1
Frequency of service	1
Property condition	4%
Damp / mould / condensation	8

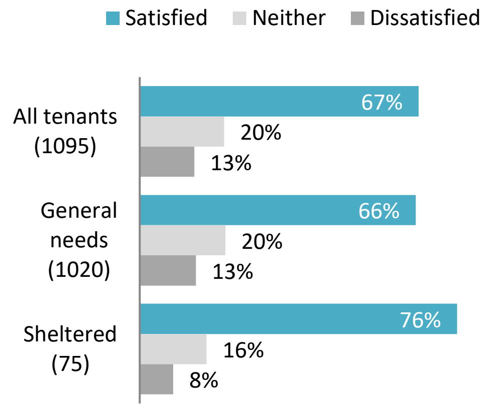
Condition of the property	6
External property maintenance	4
Regular inspections	4
Pest/vermin control	2
Safety checks	2
Electrical checks needed	1
Insulation	1
Home improvements	3%
New kitchen, bathroom	11
New doors or windows	6
Heating system	5
Property adaptations	3
General home improvements	2
Tenant services and management	2%
Move, transfer	7
Rent issues, arrears, HB	2
Value for money (rent/service charge)	2
Financial difficulties	2
Help for older residents/health issues	2
Enforcement of tenancy agreement	1
Purchase property	1
Council, other agencies	1%
Council refuse collection	3
CBL system	3
Road repairs	2
Traffic - speed or noise	1
Lighting, street lighting	1
Organisational policies	1%
Mix of tenants or tenures	3
Staff availability, weekend, emergency cover	2
Poor Caring company	1
Energy efficient, environmentally friendly	1
Bedroom tax	1
Moving	1%
Need larger property	3
Move nearer family, friends	1
Health issues require a move	1
Communal areas	0%
Maintenance of communal areas	1
Rubbish	1
People urinating in communal areas	1
Local area services	0%
Local offices, staff	2
Safety and security	0%
Door or window security	1
Lighting (car park, communal)	1
Other	17%
No comment/suggestions	99
Already commented in earlier question	10
Neutral comment	9
Don't know	5
Other	5
General negative comment	2
Positive comments	22%
Generally happy, no problems	116
Good overall service	17
Attitude of staff	16
Good communications and contactable	12
Housing officer/warden	3
Repairs service/workforce	3
Settled, lived here a long time	1
Happy living here	1
Total	**780**

6.5 Complaint handling

78% of tenants said they are aware of how to make a complaint to the Council, although 22% are not aware.

Two-thirds of tenants are satisfied with the Council's approach to complaint handling, there are 13% dissatisfied and 20% neither satisfied nor dissatisfied. Sheltered tenants are 10% more satisfied than general needs tenants.

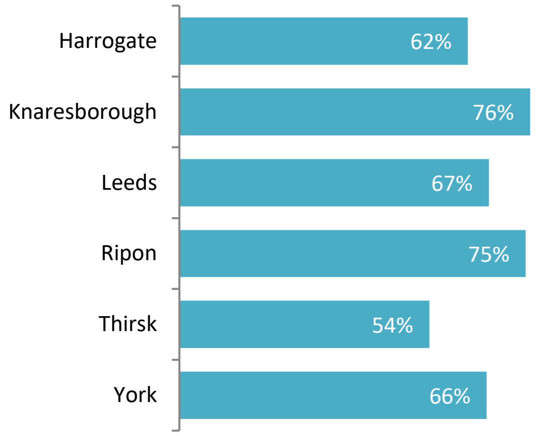
Figure 6.5: Satisfaction with complaints handling



Neighbourhood analysis

Satisfaction with the way the Council deals with complaints does vary across the areas with the most in Knaresborough (76%) and Ripon (75%). Least satisfied are the tenants of Thirsk (54%).

Figure 6.6: Satisfaction with complaints handling by neighbourhood



Diversity analysis

Age – The most satisfied with the way the Council deals with complaints are those aged 85 and over (79%), the least aged 45 to 54 (53%).

Gender – There is no difference between the genders, both 67% satisfied.

Property type – Again, those in bungalows are the most satisfied (76%) with 66% in flats and 60% in houses.

Length of tenancy – New tenants are the most satisfied (75%), the least being those with tenancies of 4 to 5 years (58%).

Health issues – Tenants with no health issues limiting their day-to-day activities (68%) and those who are limited a little (67%) gave higher ratings overall for complaint handling than those whose activities are limited a lot (62%).

7. Local area

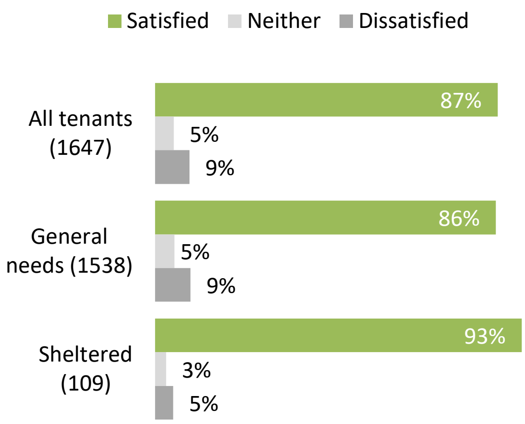
This section looks at how tenants feel about the neighbourhood where they live, if they have certain local issues, and how safe they feel.

7.1 A place to live

Six out of seven tenants are satisfied with their neighbourhood as a place to live (87%), with 56% very satisfied and 31% fairly satisfied. Few tenants are dissatisfied with their neighbourhood (9%), while a further 5% are neither satisfied nor dissatisfied.

Sheltered tenants are more satisfied with their neighbourhood as a place to live (93%) than general needs tenants (86%).

Figure 7.1: Satisfaction with the local area as a place to live



Change over time in satisfaction with the neighbourhood as a place to live

Satisfaction with the neighbourhood as a place to live is 3% lower than in 2019 and the lowest since these surveys began.

However, the general level is still high, and still a strong indictment of their living environment.

Figure 7.2: Change in satisfaction with the local area over time

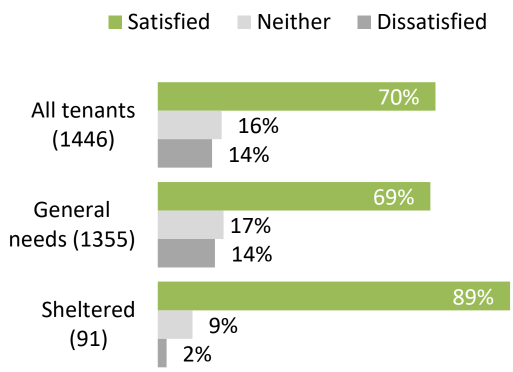
7.2 Contribution to the neighbourhood

A new question was added this year asking tenants to think about what the Council does to improve their neighbourhood and if they make a positive contribution.

70% of tenants are satisfied with the positive contribution made by the Council to the neighbourhood, although 14% are dissatisfied. A further 16% are neither satisfied nor dissatisfied.

Sheltered tenants are considerably more satisfied with the contribution to their neighbourhood (89%) than general needs tenants (69%).

Figure 7.3: Satisfaction with the Council's contribution to the neighbourhood



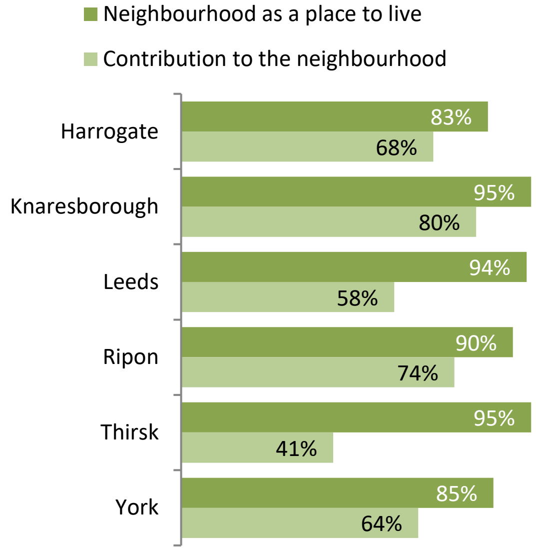
Neighbourhood analysis

Over 90% of tenants are satisfied with their neighbourhood as a place to live in Knaresborough (95%), Leeds (94%), Ripon

(90%) and Thirsk (95%), but this is lower in Harrogate (83%) and York (85%).

Satisfaction with the contribution made by the Council to their neighbourhood is lower than with the neighbourhood itself, from 80% in Knaresborough to just 41% in Thirsk.

Figure 7.4: Popularity of the local area by neighbourhood



Diversity analysis

Age – Older tenants (85 and over) are more satisfied with their neighbourhood as a place to live (94%), than the other age groups, in particular, those aged 45 to 54 where only 79% are satisfied. In terms of the contribution made by the Council to the neighbourhood, the older tenants are also the most satisfied (79%) and again, the 45 to 54 aged tenants are the least (56%).

Gender – Female tenants are marginally more satisfied with their neighbourhood, 87% compared with 86% male. However, with the contribution made by the Council, 5% more male tenants are satisfied (74%).

Property type – The tenants of bungalows are the most satisfied with their neighbourhood (93%) and the Council's contribution (74%). Flat dwellers are the least satisfied with their local area (83%) whilst those in houses are least satisfied with the Council's contribution.

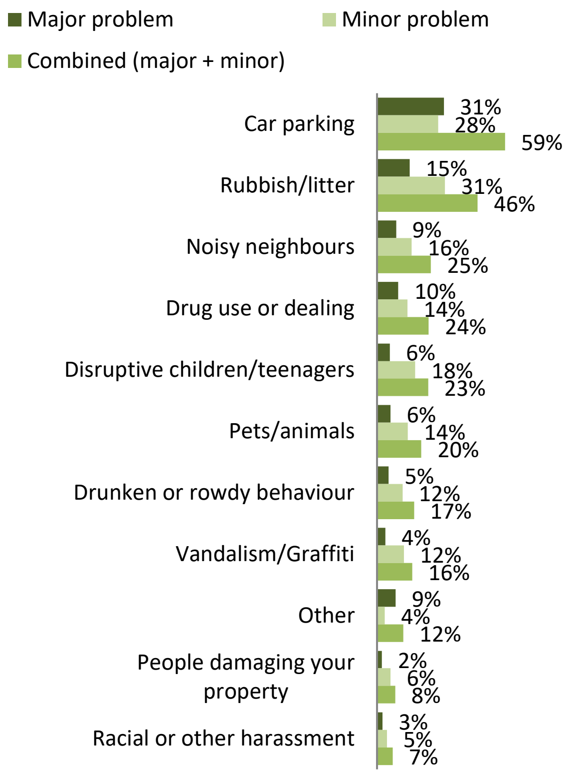
Length of tenancy – New tenants (less than a year) are the most satisfied with the area as a place to live (95%) and the contribution made to the area by the Council (82%). Those of 4 to 5 years are the least satisfied, 84% and 68% respectively.

Health issues – Tenants with no health issues are the most satisfied, 90% with their neighbourhood and 74% with the Council's contribution.

7.3 Local problems

Tenants were asked to what extent there are specific problems in their local area. Figure 7.5 below, shows the level of problems together with those tenants feel are major and minor problems.

Figure 7.5: Level of local problems (all tenants)

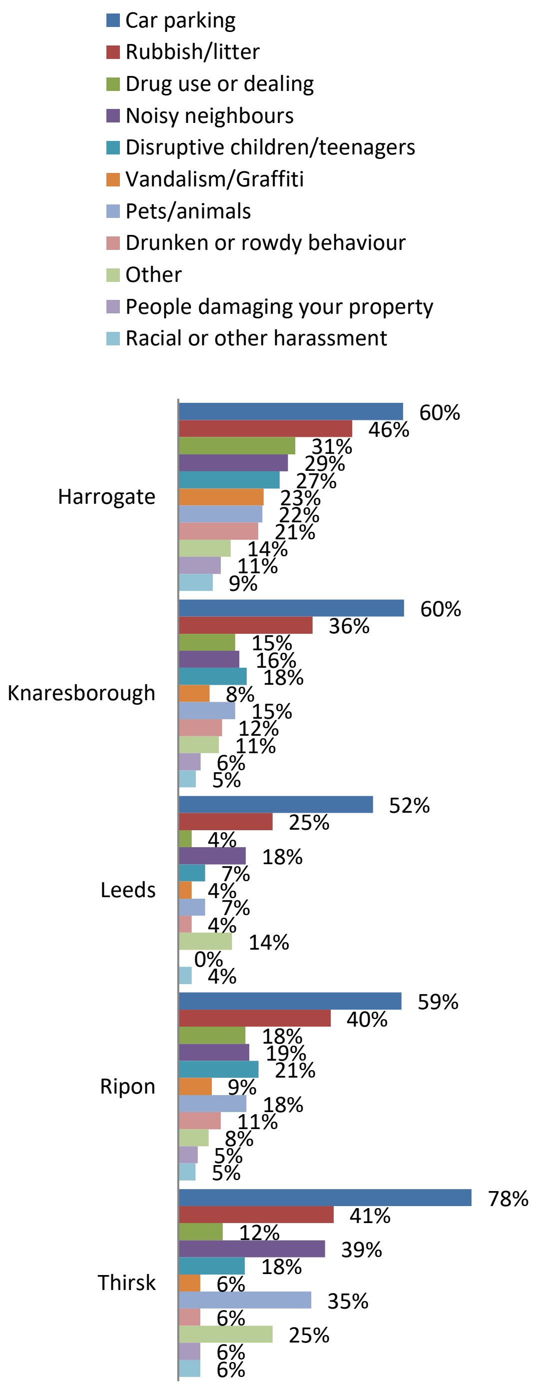


The biggest problem in the neighbourhoods is car parking, 59% of tenants feel this is either a major (31%) or minor problem (28%). Next is rubbish and litter (48%), whilst 25% suffer with noisy neighbours, 24% with drug issues and 23% with disruptive children. Very few feel there is an issue with either people damaging their property or racial or other harassment.

Neighbourhood analysis

When the levels of local problems (major and minor) in each neighbourhood is broken down further, tenants in the Harrogate and Thirsk areas reported more problems than those in Leeds and Knaresborough. In all areas, the biggest problems are car parking and rubbish and litter.

Figure 7.6: Local problems in each neighbourhood

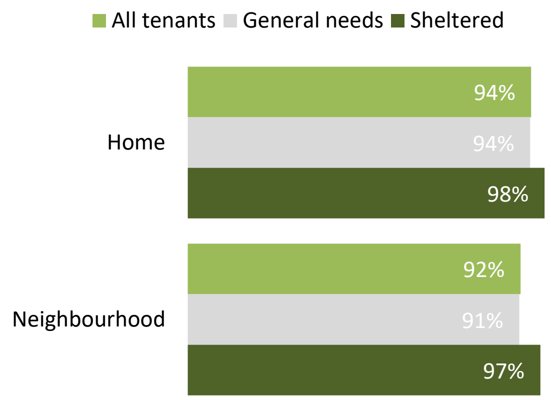


7.4 Feeling safe

Tenants were asked whether they feel safe in their home and the local area where they live. As seen in Figure 7.7 the vast majority do feel safe; 94% feel safe in their own home and 92% in their neighbourhood.

Sheltered tenants feel the safest (98% and 97%), although general needs tenants feel only a little less safe (94% and 91%). Whilst a number of tenants reported some local problems (see above) it is generally not affecting how they feel about their safety.

Figure 7.7: Feeling safe in the home and local area



Change over time in the feeling of safety

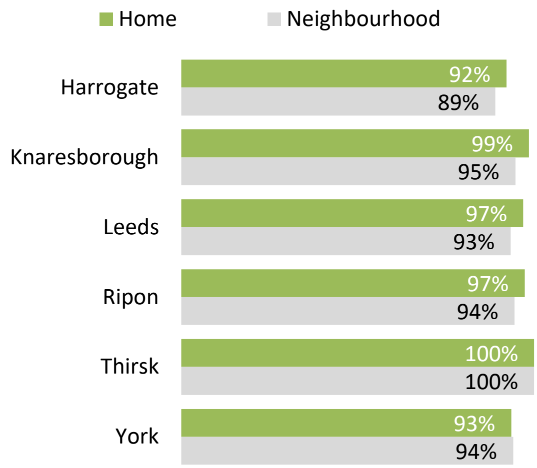
The same number of tenants feel safe in both their home and local area in 2022 as in 2019.

Neighbourhood analysis

The tenants generally feel safe in all the neighbourhoods that Harrogate BC operates. All the tenants in the Thirsk area feel safe in their home as do between 92% and 99% in the other areas, the least being in Harrogate.

Slightly fewer feel safe in their local area with those in Thirsk, again, the most satisfied (100%) and those in Harrogate the least, but still 89% who said they feel safe in the area.

Figure 7.8: Feeling safe by neighbourhood



Diversity analysis

Age – There is little between the age groups in terms of how safe they feel in their home, but on the local area more older tenants feel safe 96% of those 85 and over compared with just 81% of those 25 to 34.

Gender – There is very little difference in the feeling of safety in the home between male (95%) and female tenants (94%), although male tenants feel a little safer in their neighbourhood, 93% compared to 90%.

Property type – The tenants of bungalows feel the safest in their home and neighbourhood (both 98%). Tenants in flats the least (93% and 89%)

Length of tenancy – The length of tenancy appears to make little difference on how safe tenants feel with no particular pattern on either the home or local area.

Health issues – Tenants with no health problems (97% and 94%) feel safer than tenants with problems; a little (93% and 89%) and a lot 91% and 89%).

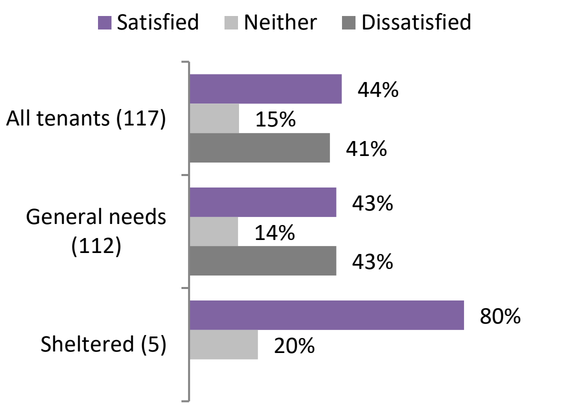
8. Anti-social behaviour

This section looks at how tenants feel about the way the Council deals with anti-social behaviour and what could be done to improve things.

A total of 16% of tenants said they had experienced anti-social behaviour (ASB) in the last 12 months, 16% of general needs and 11% of sheltered tenants. 53% of these said they had reported it to the Council. These tenants were then asked to rate how they felt the Council dealt with the complaint.

44% of tenants are satisfied with the Council's approach to handling anti-social behaviour, although almost as many (41%) are dissatisfied. There is quite a difference between the tenures with 80% of sheltered tenants satisfied but only 43% of general needs tenants, the same number being dissatisfied (43%).

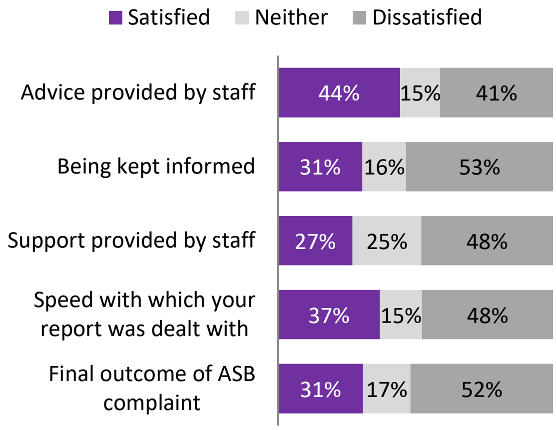
Figure 8.1: Satisfaction with different aspects of the ASB service



The tenants were then asked to say if they are satisfied or dissatisfied with different aspects of the ASB service. The most satisfaction is with the advice given by the staff (44%) followed by the speed in which the report was dealt with (37%). Just 31% were left satisfied with the final outcome of the ASB complaint.

Dissatisfaction is correspondingly high, the most being for how tenants are kept informed of progress (53%) and then the final outcome (52%). In fact on all aspects, there are more dissatisfied than satisfied with the exception of the advice given. Also between 15% and 25% are neither satisfied nor dissatisfied.

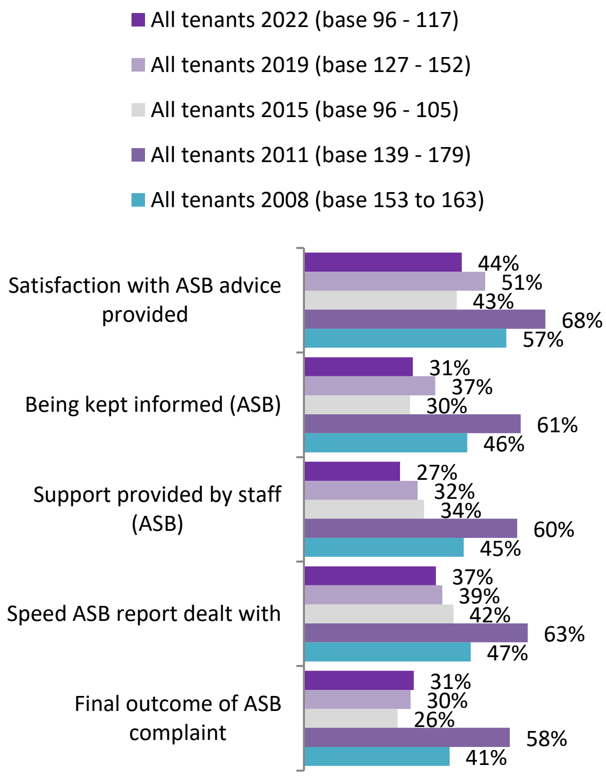
Figure 8.2: Satisfaction with different aspects of the ASB service



Change over time in satisfaction with aspects of the ASB service

Tenant satisfaction with how ASB complaints are dealt with has decreased since 2019 apart from the final outcome, which is up 1%. The biggest changes are for the advice given (down 7%) and being kept informed (down 6%).

Figure 8.3: Satisfaction with different aspects of the ASB service over time



Why not reported ASB

When asked why tenants hadn't reported instances of ASB, 160 comments were made, although most are about the problem, rather than why it wasn't reported. Of those that did give a reason, many said they were frightened to do so, in fear of reprisals and that others had already dealt with it. A few felt it wasn't worth it as they thought nothing would be done.

Figure 8.4: Reasons for not reporting ASB

Neighbourhood problems	20%
Anti-social behaviour (dealing with)	20
Drug-related issues	3
Neighbours - noise, alcohol	3
Level of crime	2
People/youths hanging around on the streets	2
Pest/vermin issues	1
Car parking, signage and garage areas	1
Customer contact	17%
Resolving problems	12
Customer care, customer service	6
Complaints handling	4
Accessibility / Language barriers	2
Keep informed of progress	2
Answering phones	1
Safety and security	4%
Do not feel safe	2
Physically attacked	2
Security measures (general)	1
Property theft (parcels)	1
Council, other agencies	1%
Traffic - speed or noise	2
Grounds maintenance	1%
Grass cutting	1
Local area services	1%
Local transport	1
Day-to-day repairs	1%
Timescales to complete repairs	1
Communications and information	1%
Listen carefully, take interest	1
Other	46%
Neutral comment	35
General negative comment	30
Other	5
No comment/suggestions	3
Positive comments	10%
Generally happy, no problems	16
Total	**160**

9. Communications & information

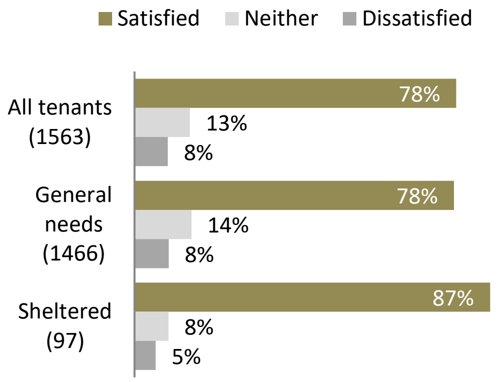
The Council uses a number of different ways to communicate with its tenants and provide the relevant information needed. This section explores the satisfaction, or otherwise, with the communication process.

9.1 Being kept informed

Just under eight out of ten tenants are satisfied that the Council keeps them informed about things that may affect them (78%), although slightly fewer are very satisfied (38%) than fairly satisfied (40%). There are 8% of tenants dissatisfied with how they are kept informed and 13% are neither satisfied nor dissatisfied.

General needs tenants are less impressed (78%) compared with sheltered tenants (87%).

Figure 9.1: Satisfaction with being kept informed about things that might affect them

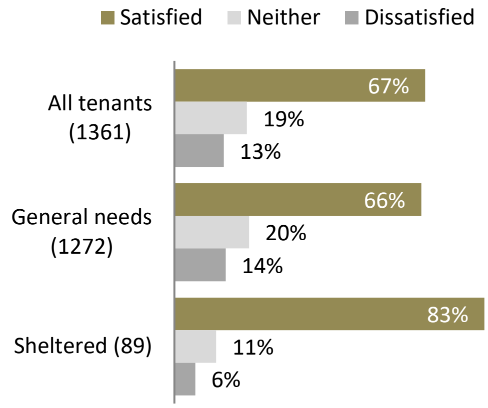


9.2 Listens to views and acts upon on them

Two-thirds of tenants feel that the Council listens to their views and acts upon them (67%). There are more tenants neutral (19%) on the issue compared to those who are dissatisfied (13%).

Consistent with many other aspects of service, the sheltered tenants are again the most satisfied with 83% satisfied that the Council listens to their views and acts upon them, compared to the general needs tenants (66%).

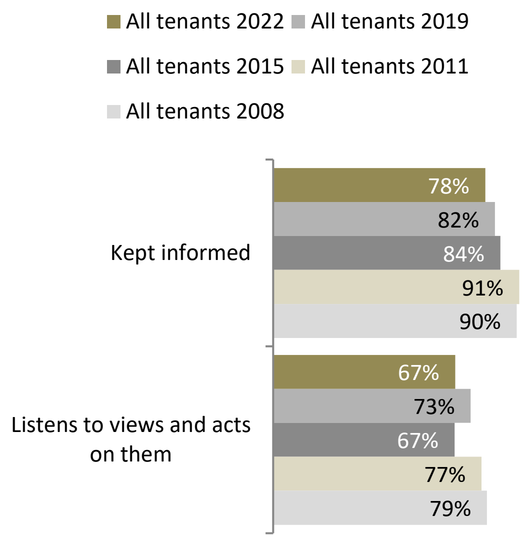
Figure 9.2: Listens to views and acts upon them



Satisfaction over time

There are 4% fewer tenants who are satisfied with how the Council keeps them informed in 2022 than in 2019 and the rating is now 13% below the highest point in 2011. Satisfaction with how the Council listens to residents' views is also down, this time by 6% and is now at the same level as in 2015 following an increase in 2019.

Figure 9.3: Satisfaction with being kept informed and listening to views over time

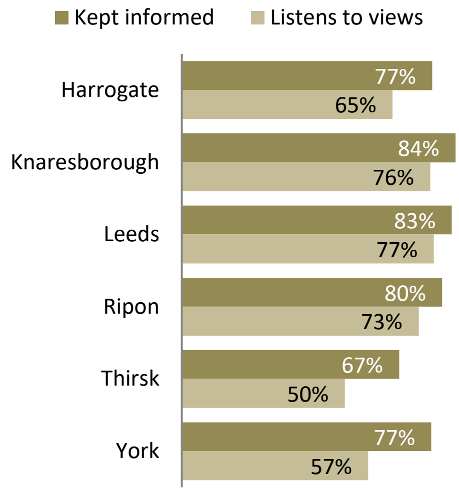


Neighbourhood analysis

Tenants in Knaresborough (84%) feel the most informed, while those in the Thirsk area are noticeably less so (67%).

There is more of a range of satisfaction with how their views are listened to than kept informed. This varies from a high of 77% in Leeds to a low of 50% in Thirsk.

Figure 9.4: Satisfaction with communications by neighbourhood



Diversity analysis

Age – The age of the tenants does appear to be a factor in how they feel informed and on listening to their views. Of the 85 and overs, 83% feel well informed and 76% listened to, with 84% and 76% respectively of the 75 to 84 group also satisfied. However, just 60% of those aged 35 to 44 are satisfied with how they are kept informed and just 48% are satisfied with how the Council listens to their views and acts upon them.

Gender – Male tenants are more satisfied with being kept informed (81%) and having their views listened to and acted upon (70%), than female tenants (77% and 66%).

Property type – Tenants in bungalows are more satisfied with being kept informed (81%) than tenants in flats (78%) or houses (77%), and more are satisfied that their views are listened to (74%) than tenants in flats (67%) and houses (62%).

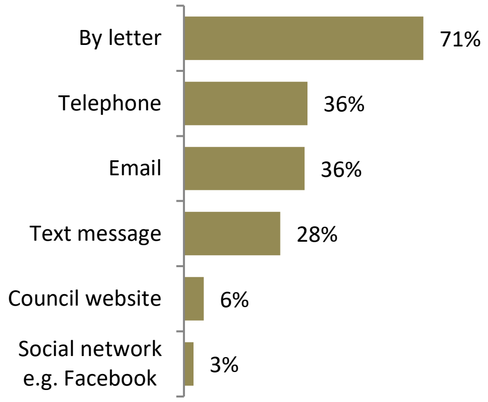
Length of tenancy – The new tenants to the Council and the longest-serving are equally the most satisfied with how they are kept informed (both 81%). The new tenants are also the most satisfied with how their views are heard (82%), those of 6 to 10 years the least (62%).

Health issues – Tenants without health issues are more satisfied with these aspects of communication (81% and 71%) compared to those with a problem that limits them a lot (73% and 62%).

9.3 Preferred methods to be informed

Despite the fact that most tenants will phone the Council if needed, the most popular way to receive information and be kept informed is by letter, 71% of tenants choosing this option. 36% would like a phone call with as many wanting emails. Text messages are popular with 28% but far fewer want to be kept informed via the Council website (6%) or on social media (3%).

Figure 9.5: Preferred methods of being informed



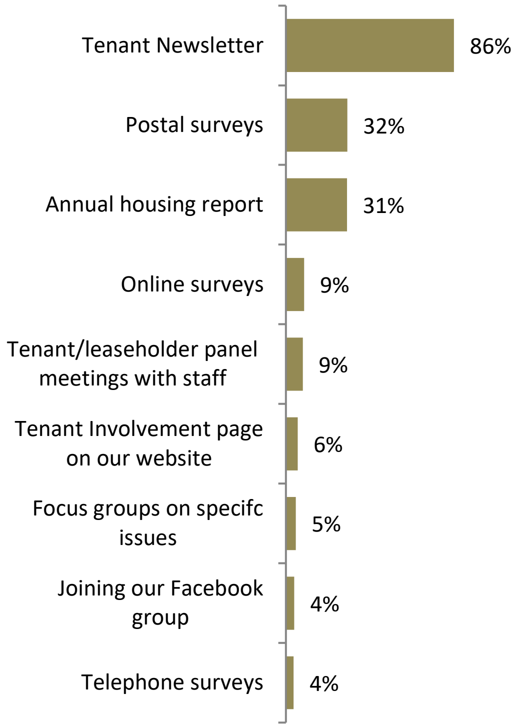
9.4 Tenant involvement

Resident involvement is about informing, consulting and working with tenants and leaseholders in a number of different ways.

When asked if they are aware of a number of different approaches, 86% said they were aware of the tenant newsletter, but far fewer know about postal surveys (32%) and the annual housing report (31%). Fewer still are aware of the other items on the list including panels and focus groups. This suggests that the Council needs to do more to promote these methods of involvement.

There is little difference between the tenure groups although more general needs tenants are aware of postal surveys, and the annual housing report.

Figure 9.6: Percentage of tenants who have heard of the different areas of involvement



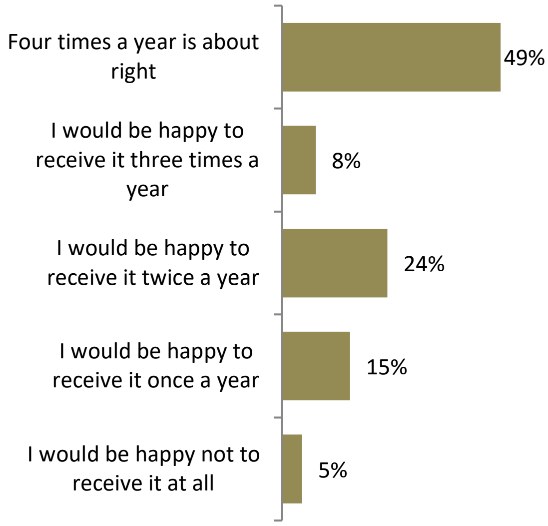
When asked if the tenants were more interested in finding out more about getting involved and shaping the housing service 124 tenants said they would. This obviously gives an excellent opportunity to follow up and get more tenants involved.

9.4 Frequency of newsletter

Just under half the tenants feel that receiving the newsletter four times a year is about right, and this is consistent between the general needs and sheltered tenants.

A quarter would like to receive it twice a year (24%), with 15% once a year and 8% three times. Only 5% said they would not like to receive one at all, which is a testimony to its popularity.

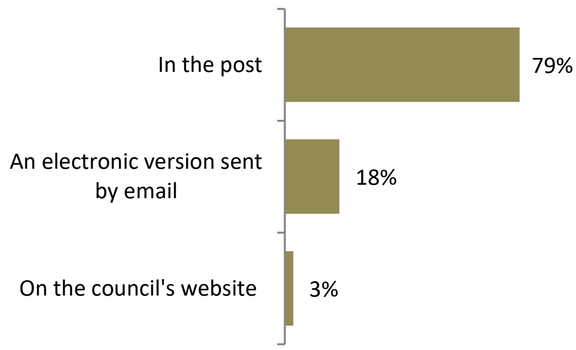
Figure 9.7: Frequency of the newsletter



9.5 Methods of receiving newsletter

The most popular way to receive the Council's newsletter is by post (79%) with more sheltered tenants preferring this way (85%) compared with 79% general needs. Far fewer would prefer to receive it electronically either by email (18%) or via the Council's website (3%). Only 5% of sheltered tenants would like to receive their newsletter by email and only 1% via the Council's website.

Figure 9.8: Preferred methods of receiving newsletter



10. Advice and support

Providing suitable advice and support is a vital part of the Council's service and this section examines the service given.

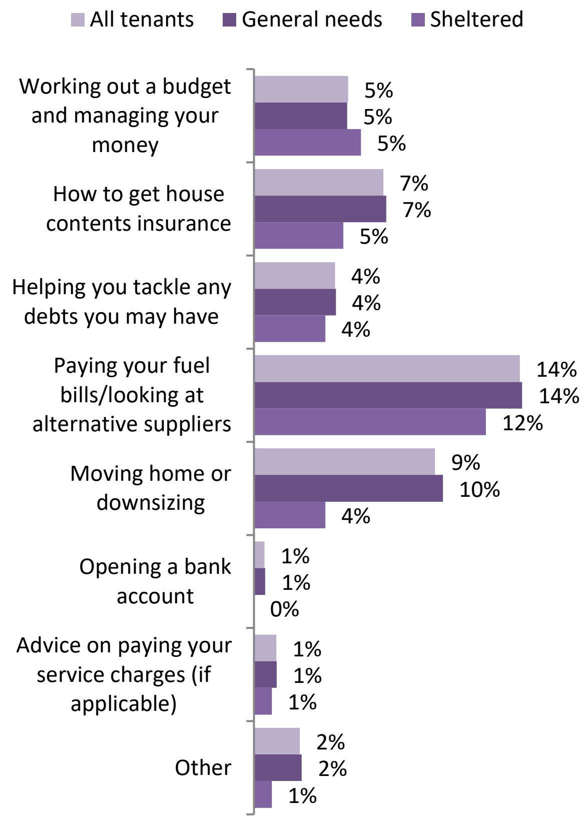
10.1 Managing finances

The tenants were asked if they would like the Council to provide information on a number of, mostly, money-related issues.

Relatively few tenants are interested in hearing more, although 14% want help with fuel bills and 9% with moving home or downsizing. Only 1% of tenants want help opening a bank account.

Sheltered tenants were less interested in moving (3%) but 12% want help with fuel bills.

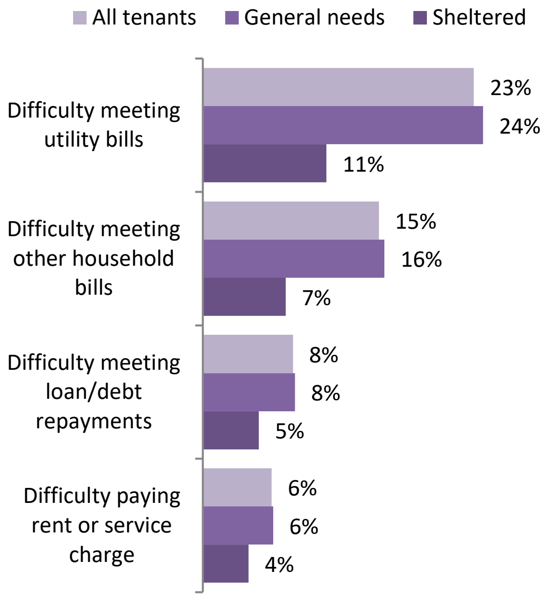
Figure 10.1: Areas where tenants would like information



10.2 Difficulty with bill payments

The tenants were asked if they currently had any difficulty making bill payments. Utility bills cause the most concern with 23% saying they had some difficulty meeting these, this is up from 9% in 2019. 15% have difficulty with other household bills, 8% with loan/debt payments and 6% with paying the rent or service charges. Sheltered tenants were much less likely to have difficulty with their bills, 11% meeting utilities but only 4% the rent or service charge, although this is up from just 1% in 2019.

Figure 10.2: Difficulty with bill payments



11. Internet usage

Communication via digital means has become even more important for landlords. This section asks tenants about their internet usage and will help the Council develop services further.

11.1 Internet use

Half the tenants (51%) make use of the internet every day to use online services including social media. There are 8% of tenants using the internet weekly; 9% use it less frequently and 33% say they never use it, including 6% who say they have access but never use it.

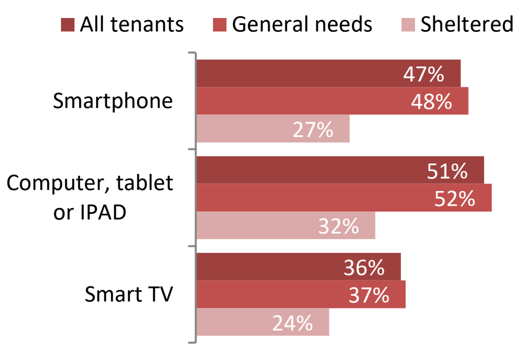
Sheltered tenants are less likely to use the internet with just 28% using it daily compared to 52% of general needs tenants and 63% saying they never use it compared to 30% general needs.

11.2 Methods of accessing the internet

Slightly more tenants say they have a computer, tablet or IPAD (51%) than a smartphone (47%), whilst over a third have a smart TV (36%).

Perhaps not surprisingly, fewer sheltered tenants have these devices than general needs tenants, around a quarter for each compared to about a half.

Figure 11.1: Mediums used for accessing the internet



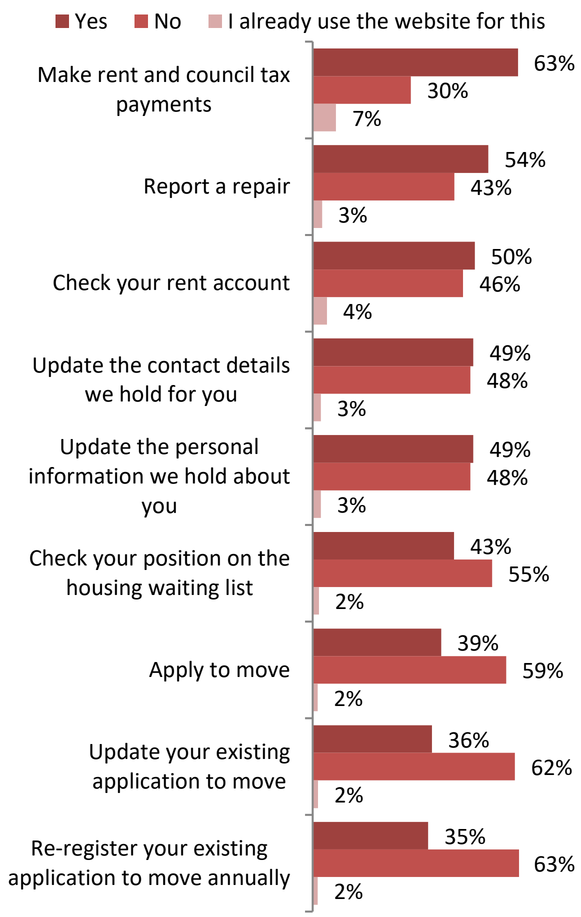
11.3 Council's website

The Council already provides a range of services on its website and wanted to know the level of awareness about these services from the tenants.

Around two-thirds of tenants are aware that they can pay their rent and council tax online, 7% say they already do so but 30% are unaware of this facility. Around half know they can report a repair, check their rent account, and update their details, but almost as many are unaware. Awareness of the other services is more limited and very small numbers of tenants are currently using these online services.

These findings suggest that the Council needs to do more to not only raise awareness of these services but get more tenants to switch to using these online.

Figure 11.2: Internet usage



Awareness of the services on the Council's website is a little higher among the general needs tenants than with the sheltered tenants, but the differences are relatively small, on average about 4% difference.

11.4 Help with digital skills

Just 6% of tenants said they would like help to improve their digital skills, 6% general needs and 8% sheltered, but only 2% would be happy to volunteer to help others improve their skills. Despite the low numbers it does give the Council the opportunity to help a few tenants and move them over to using the digital services.

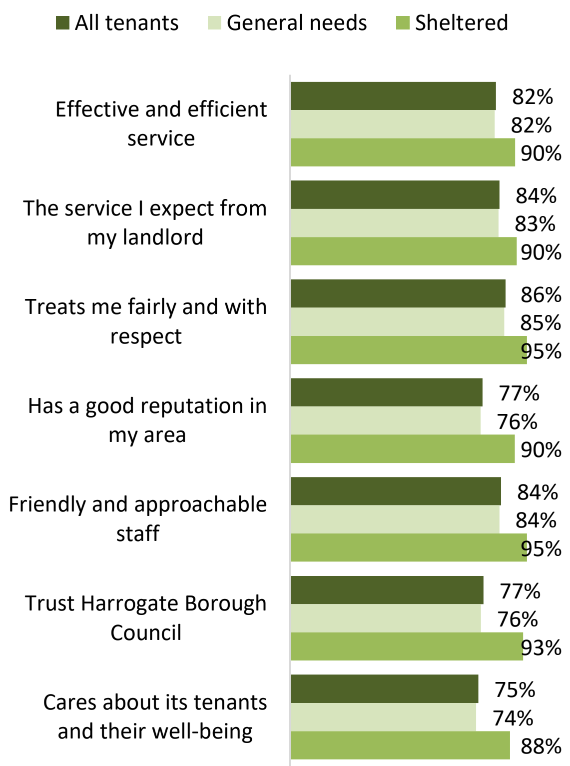
12. Perceptions of service

The tenants were asked to say to what extent they agreed or disagreed with various statements about the Council.

Three-quarters or more of the Council's tenants agree with these statements about the service they receive.

The highest praise is for how the Council treats its tenants fairly and with respect (86%), that the staff are friendly and approachable, and they get the service they expect from their landlord (both 84%) and 82% feel the service provided is effective and efficient. There are 77% of tenants who say they trust the Council, also 77% feel the Council has a good reputation in the area and 75% believe they care about the tenants' and their well-being.

Figure 13.1: Perceptions of Harrogate BC



Correspondingly, relatively few disagree with these statements, the most about them caring for the tenants (11%) and the reputation of the Council in the area (9%).

Sheltered tenants are consistently more positive about these aspects than the general needs tenants, between 8% and 17% more, the most with trust in the Council where 93% agree compared with 76% of general needs tenants.

13. Background information & COVID support

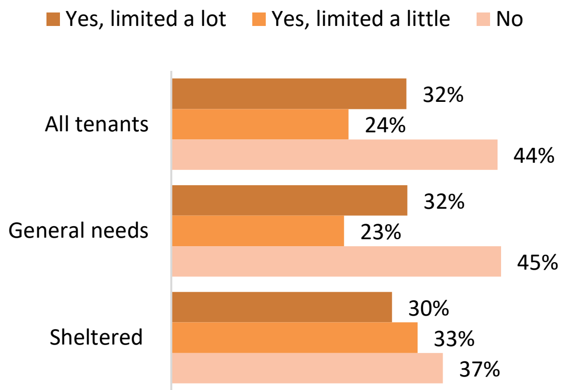
The survey gave the Council the opportunity to find out more about their tenants and how they responded to the pandemic.

13.1 Health problems

The tenants were asked if anyone in the household had a health issue that has lasted more than 12 months which limits their activities. 32% of tenants said they did have an issue that limits them a lot and a further 24% a little.

Sheltered tenants are a little more likely to have a health issue 63%, compared with 55%, although more general needs tenants have an issue that limits them a lot, 32% compared with 30%.

Figure 13.1: Health problems

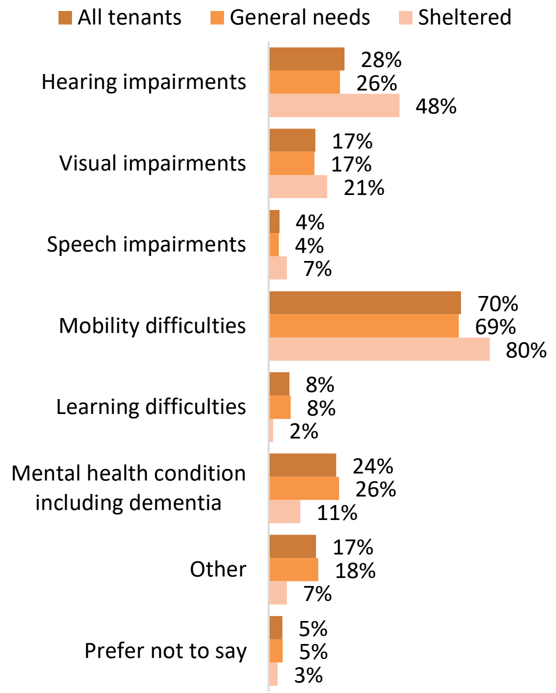


13.2 Nature of problem

When asked if anyone in the household had any of a range of health problems, 825 tenants responded and of these 70% said they had mobility problems, 28% have a hearing impairment and 24% have a mental health condition. Fewer have visual problems (17%), learning difficulties (8%) or speech impairment (4%). There are 17% who say they had another problem and 5% preferred not to say.

Sheltered tenants have more of an issue with their mobility, 11% more and 22% more have a hearing impairment, however, more general needs tenants suffer from a mental health condition (14% more) and learning difficulties (6% more).

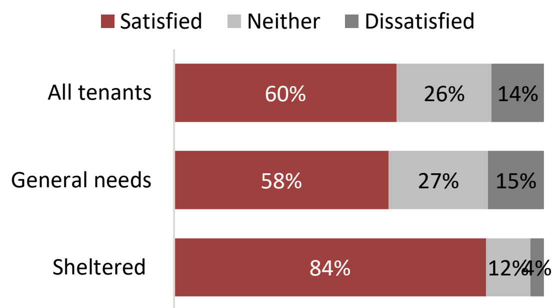
Figure 13.2: Nature of health problem



13.3 Response to COVID-19 pandemic

During the pandemic, the housing staff made welfare calls to those tenants shielding and aimed to ensure everyone had the information they needed. The survey asked tenants if they are satisfied or dissatisfied with the level of support during this period.

Figure 13.3: Response to the pandemic



60% of tenants are satisfied with the support given, although 14% are dissatisfied and a further 26% are neither satisfied nor satisfied.

Sheltered tenants are far more satisfied than their general needs counterparts, 84% compared with 58%.

Reasons for tenants' answers

When asked why they had responded the way they did, 787 comments were made, with 34% of these positive about the way the Council responded to the crisis. However, 20% were about communication issues, 141 tenants wanting better communication generally. The remaining comments covered a range of issues but 42% of these were on 'other' issues, most giving general comments about the service.

Figure 13.4: Reasons for response

Communications and information	20%
Communications (in general)	141
More visits	13
Information on service standards	2
Act on views and give feedback	1
Website and online services	1
Customer contact	1%
Customer care, customer service	9
Return call / email	2
Tenant services and management	1%
Help for older residents/health issues	4
Rent issues, arrears, HB	1
Help with digital shift / get online	1
Day-to-day repairs	1%
Outstanding / forgotten repairs	2
Keep informed of repair progress	1
Poor use of PPE and/or lack of social distancing (COVID)	1
Repairs service generally	1
Neighbourhood problems	0%
Area reputation going downhill	1
Dogs - noise or fouling	1
Pest/vermin issues	1
Organisational policies	0%
Staff availability, weekend, emergency cover	1
Senior management	1
Communal areas	0%
Rubbish	1
Local area services	0%
Local offices, staff	1
Safety and security	0%
Physically attacked	1
Other	42%
Neutral comment	130
General negative comment	127
No comment/suggestions	61
Other	7
Don't know	6
Positive comments	34%
Good communications and contactable	128
Generally happy, no problems	99
Good overall service	18
Attitude of staff	9
Housing officer/warden	9
Good use of PPE and social distancing (COVID)	3
Communal cleaning & maintenance	2
Total	**787**

14. Service priorities

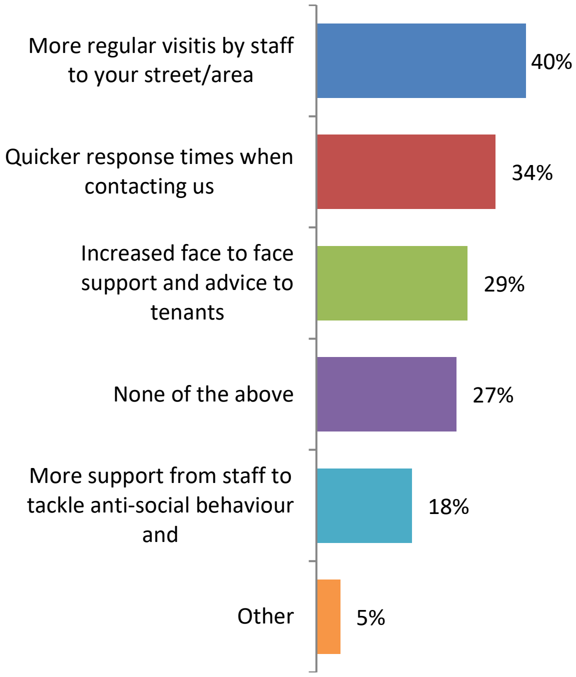
The Council wants to get value for money by using the rent paid to provide the services tenants want. To do this they have asked want tenants think should be given priority.

14.1 Service priorities

1,415 tenants (1,333 general needs tenants and 82 sheltered tenants) responded to the survey about the priority they would like to see placed on these services. Below summarises the responses from the tenants.

Having more regular visits by staff is the most popular suggestion with 40% of tenants placing this as their highest priority. However, it is the general needs tenants who are most keen on this with 41% while only 23% of sheltered tenants give this priority. A third of tenants (34%) want quicker response times from the Council when making contact; this was popular with both tenure groups, 34% and 37% respectively.

Figure 14.1: Service priorities



Increased face to face support and advice to tenants is also seen as a priority by 29%, this time with more sheltered tenants giving this priority (35%) compared to 28% of the general needs tenants. More support in dealing with ASB and other neighbour issues is important to 18% and a quarter (27%) said none of these.

The same priorities are given in 2022 as in 2019, with small changes in the percentages but the proportions more or less the same.

14.2 Other suggestions for priority

A number of tenants left comments on other areas of service that should be given priority, and these are summarised below. A total of 162 tenants left comments after answering 'other' to this question. These comments cover a wide range of issues including repairs, communal areas, and neighbourhood problems whilst a number of tenants said they are currently happy or can't think of anything further.

The comments make interesting reading and will help the Council set other priorities for the future.

14.3 Reducing carbon emissions

The Council is looking at how it can reduce carbon emissions from the houses by looking at things like improved insulation, alternative heating systems, installing solar panels etc. A question was included in the survey asking tenants if they agree with this approach and would like to see more of it in their homes.

There is strong support for this approach with 68% agreeing, just 7% don't agree with the approach whilst the remaining 25% are not sure. Support is a little higher with the general needs tenants (70%) than the sheltered tenants (46%), where more (47%) are unsure.

The tenants were then asked why they had answered the question the way they had. A total of 1,263 comments were made with a third positive, saying they are happy with things as they are. However, 296 tenants did say they supported more energy-efficient and environmentally friendly approaches. 17% of comments are about home improvements, particularly heating and 11% are about the current condition of their property with issues caused by damp and the need for better insulation. These comments do seem to support the approach being adopted by the Council.

Figure 14.3: Reducing carbon emissions

Organisational policies	24%
Energy efficient, environmentally friendly	296
Spending on services	1
Mix of tenants or tenures	1
Home improvements	17%
Heating system	110
New doors or windows	84
Cost of Major works	7
General home improvements	5
Property adaptations	2
Quality of refurbishment	1
New kitchen, bathroom	1
Property condition	11%
Insulation	93
Damp / mould / condensation	23
Condition of the property	6
Sound proofing	3
Roof repairs	2
Build quality/defects on new build	2
Flooring	1
Condition of property at letting	1
External property maintenance	1
Regular inspections	1
Tenant services and management	3%
Value for money (rent/service charge)	17
Financial difficulties	11
Help for older residents/health issues	4
Help with digital shift / get online	1
Day-to-day repairs	1%
Outstanding / forgotten repairs	4
Quality of work	3
Timescales to complete repairs	2
Repairs service generally	1
Contractor	1
Communications and information	1%
Keep tenants up to date	7
Information on service standards	1
Grounds maintenance	1%
Tree maintenance	5
Paths and driveways	1
Drainage/flooding issues	1
Safety and security	1%
Door or window security	2
Door security in communal areas	2
Asbestos	1
CCTV/cameras needed	1
Health & safety (general)	1
Neighbourhood problems	0%
Neighbours - noise, alcohol	1
Level of crime	1
Customer contact	0%
Answering phones	1
Call handling	1
Council, other agencies	0%
Traffic - speed or noise	1
Moving	0%
Move nearer family, friends	1
Other	10%
General negative comment	42
Neutral comment	32
Don't know	27
No comment/suggestions	21
Already commented in earlier question	5
Other	3
Positive comments	33%
Generally happy, no problems	409
Like my home (type, size, condition)	4
Good overall service	3
Repairs service/workforce	2
Happy living here	2
Total	**1,263**

15. Recommending the Council and improving services

Tenants were asked if they would recommend the housing team to family or friends and if there was one thing they could improve, what would it be.

15.1 Recommending Harrogate BC

The Net Promoter Score, or NPS®, is based on the fundamental perspective that every organisation's customers can be divided into three categories: Promoters, Passives and Detractors.

By asking one simple question, 'How likely is it that you would recommend our housing team to family or friends?' it is possible to then track these groups and get a clear measure of your organisation's performance through your tenants' eyes. Tenants respond on a 0-10 point rating scale and are categorised as follows:

Promoters (score 9-10) are loyal enthusiasts who will promote and support the landlord, increasing their reputation.

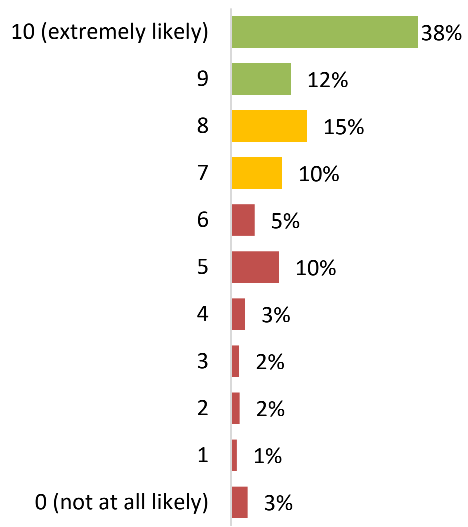
Passives (score 7-8) are satisfied but unenthusiastic tenants who can easily become detractors depending on circumstances.

Detractors (score 0-6) are unhappy customers who can damage your organisation and hold back development and growth through negative word-of-mouth.

Half of the tenants are very loyal and happy to promote Harrogate BC to friends and family and are promoters (49%). A quarter of tenants are passive (25%) and could be persuaded one way or the other, and a further quarter are detractors (25%) and are likely to be negative about the Council's Housing Team.

A higher percentage of sheltered tenants are promoters (62%) compared with 49% for general needs tenants.

Figure 15.1: Net promoter score (All tenants)



Net Promoter Score

NPS® is calculated by taking the percentage of customers who are Promoters and subtracting the percentage who are Detractors. The result is known as the Net Promoter Score – it is **not** a percentage. The Net Promoter Score for Harrogate BC is, therefore, 24 (23 for general needs tenants and 44 for sheltered tenants).

In order to be of use to the organisation, the Net Promoter Score needs to be put into context. In the commercial sector, it is reported that companies with the most efficient growth operate with an NPS® of 50 to 80. The average company stutters along at an NPS® of only 5 to 10 – in other words, their Promoters barely outnumber their Detractors. Many companies have negative NPS® scores – which means that they are creating more Detractors than Promoters and this may be a reason for low profitability and growth, no matter how much is spent to acquire new business.

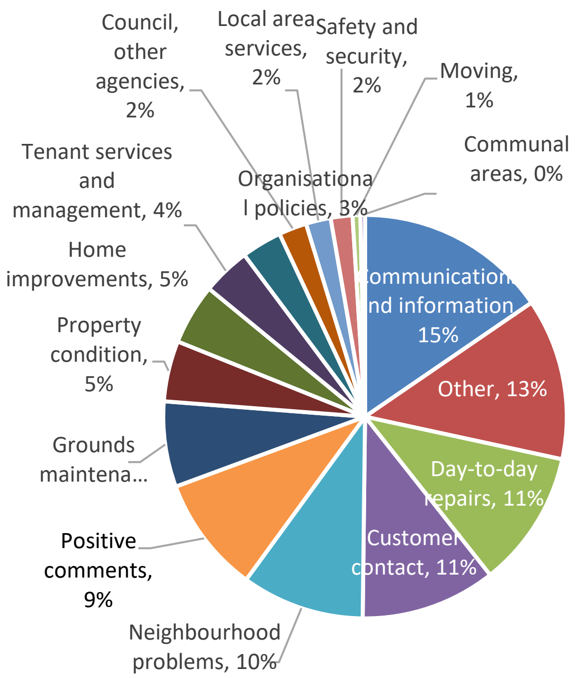
15.2 Suggestions for improvements

When asked for one thing the housing team could do to improve services, 803 comments were made with 9% of these positive with most of these saying they are happy with the service as it is, but some mentioned the good overall service and others the attitude of the staff. In addition, 63 tenants had no suggestions or don't know what to suggest and it could be construed that they also are happy with the current level of service.

Of the more negative comments, 15% are about communications with tenants wanting more visits, improved communications generally and for the Council to listen to them more carefully. Day-to-day repairs feature in 11% of the comments with the timescale for work the most popular, although some want outstanding repairs dealt with. Customer contact also attracted 11% of the comments, 10% about neighbourhood problems, car parking and anti-social behaviour in particular.

Also of importance to tenants are the grounds maintenance, the condition of the property and home improvements.

Figure 15.1: Summary of improvements to services



The main subject areas are shown in the chart above with more detail shown in the table below. The full text of the comments is available within the accompanying data files and provides real insight into what is of concern to tenants and where improvements are needed.

Figure 15.2: Improvements that tenants would like to see to the Council's services

Note: the numbers are the number of tenants who made the comment while the percentage in each group is given alongside the group heading.

Communications and information	15%
More visits	39
Communications (in general)	39
Listen carefully, take interest	22
Keep tenants up to date	5
Act on views and give feedback	4
Consult or inform before acting	4
More events, meetings	4
Information on service standards	3
Transparent in decision-making	2
Website and online services	2
Day-to-day repairs	**11%**
Timescales to complete repairs	26
Repairs service generally	13
Outstanding / forgotten repairs	12
Quality of work	10
Contractor	6
Keep informed of repair progress	4
Quality checking	4
Ease of reporting repair	4
Treatment of resident / home	3
Communication about repair (before work started)	2
Job details given to contractor	1
Appointments	1
Internal communications (repairs)	1
Poor use of PPE and/or lack of social distancing (COVID)	1
Customer contact	**11%**
Customer care, customer service	39
Complaints handling	9
Return call / email	7
Answering phones	7
Keep promises	5
Contact information	4
Resolving problems	4
Staff knowledge / turnover	3
Call handling	2
Time taken to resolve enquiry	2
Internal communications	2
Accessibility / Language barriers	2
Automated system	1

Neighbourhood problems	10%
Car parking, signage and garage areas	24
Anti-social behaviour (dealing with)	19
Drug related issues	13
Neighbours - noise, alcohol	7
Dogs - noise or fouling	5
Litter, graffiti and vandalism	4
Neighbours gardens	2
Community spirit	2
Area reputation going downhill	2
Pest/vermin issues	1
Grounds maintenance	7%
Grounds maintenance generally	20
Paths and driveways	9
Tree maintenance	9
Grass cutting	6
Bushes & hedges - maintenance / weeding	3
Drainage/flooding issues	2
Rubbish	2
Removal of garden waste	1
Frequency of service	1
Flower beds - maintenance / weeding	1
Respond to requests	1
Property condition	5%
Damp / mould / condensation	8
Regular inspections	7
Condition of property at letting	6
External property maintenance	5
Condition of the property	4
Insulation	3
Safety checks	2
Flooring	2
Internal decoration	1
Sound proofing	1
Home improvements	5%
New kitchen, bathroom	14
New doors or windows	10
Heating system	6
General home improvements	5
Property adaptations	4
Tenant services and management	4%
Move, transfer	10
Help for older residents/health issues	6
Value for money (rent/service charge)	3
Rent harmonisation	2

Decorating /handyman service	2
Enforcement of tenancy agreement	2
Gardening service	2
Financial difficulties	2
Overcrowding	1
Help with digital shift / get online	1
Organisational policies	3%
Mix of tenants or tenures	12
Energy efficient, environmentally friendly	5
Staff availability, weekend, emergency cover	5
Build more homes	3
Reward good tenants	1
Council, other agencies	2%
Council refuse collection	5
CBL system	5
Road repairs	4
Lighting, street lighting	2
Fly-tipping	1
Traffic - speed or noise	1
Local area services	2%
Local offices, staff	8
Local transport	7
Local facilities (shops etc.)	1
Safety and security	2%
Security measures (general)	3
Health & safety (general)	2
CCTV/cameras needed	2
Fire breaks in property	2
Lighting (car park, communal)	1
Subsidence (garden or property)	1
Door or window security	1
Door security in communal areas	1
Intercom system	1
Moving	1%
Move nearer family, friends	2
Health issues require a move	1
Need a smaller property	1
Need larger property	1
Communal areas	0%
Rubbish storage areas	1
Lifts	1
Decoration of communal areas	1
Other	13%
No comment/suggestions	49
Other	23

Neutral comment	14
Don’t know	11
General negative comment	6
Already commented in earlier question	1
Positive comments	9%
Generally happy, no problems	52
Good overall service	10
Attitude of staff	4
Housing officer/warden	2
Good communications and contactable	1
Feel safe and secure	1
Happy living here	1
Like my home (type, size, condition)	1
Repairs service/workforce	1
Neighbours / community support	1
Neighbourhood/good location	1
Total	**803**

16. Leaseholders

The following section is based on the analysis of results from the Council's leaseholders, who have not been included in the report so far. At the time of the survey, the Council had 182 leaseholders. All leaseholders received a questionnaire and 42 responded (23%). This section reports on the views of these leaseholders, but care should be taken when interpreting the results as the margin of error is high (±13.3%).

16.1 Survey findings

Overall services

Just over two-thirds of leaseholders responding to the survey are satisfied with the overall services provided by the Council (68%), 13% are neutral but one in five are dissatisfied (20%) with the services provided. Satisfaction has fallen by 3% since the previous survey in 2019.

Quality and state of repair of the home

Three-quarters of leaseholders are satisfied with the quality of their home (76%), although this is down 9% from 2019. Also, three-quarters of leaseholders (74%), feel their home is in a good state of repair, down 7%, although 14% are dissatisfied with it. Nearly all the leaseholders (95%) feel safe in their home.

Local area

The majority of leaseholders are satisfied with the local area as a place to live (78%), while one in five express dissatisfaction with their area (20%). 59% are satisfied with the contribution made by the Council to the neighbourhood.

Car parking (88%), rubbish/litter (65%), and disruptive children/teenagers (48%) are the key neighbourhood problems experienced by leaseholders. However, 86% feel safe in their local area with just 14% who do not.

Contact

A third of leaseholders made contact with the Council in the last year (33%), with a repair issue being the most common reason (64%) followed by the communal areas (27%). When asked about their last contact 62% said they were satisfied with the customer service they received, down 8%, although 23% were dissatisfied.

Preferred methods of being kept informed and getting in touch with the Council

Contact by letter (62%), email (45%) or text message (24%) are the most preferred methods of being kept informed or getting in touch with the Council.

Anti-social behaviour

Only nine leaseholders had occasion to report incidents of anti-social behaviour in the last twelve months, but 41% are satisfied with the Council's approach to handling ASB.

Communications

Just under three-quarters of leaseholders feel well informed (72%) while under half (43%) feel that the Council listens to their views and acts upon them.

Frequency of newsletter

43% of leaseholders consider that receiving a copy of the resident newsletter four times a year is about right for them, while a quarter would prefer it to be twice a year (23%).

Most effective ways of informing and consulting leaseholders

The majority of leaseholders have heard of the newsletter (86%) and 45% about the leaseholder panels with staff in attendance. A quarter are aware of postal surveys and the Annual Housing Report, 26% and 29% but fewer about telephone surveys, Facebook group or focus groups.

Advice and support

Just 10% of leaseholders would like information and advice about paying their service charge but very few are interested in other advice and help with household bills etc.

Internet

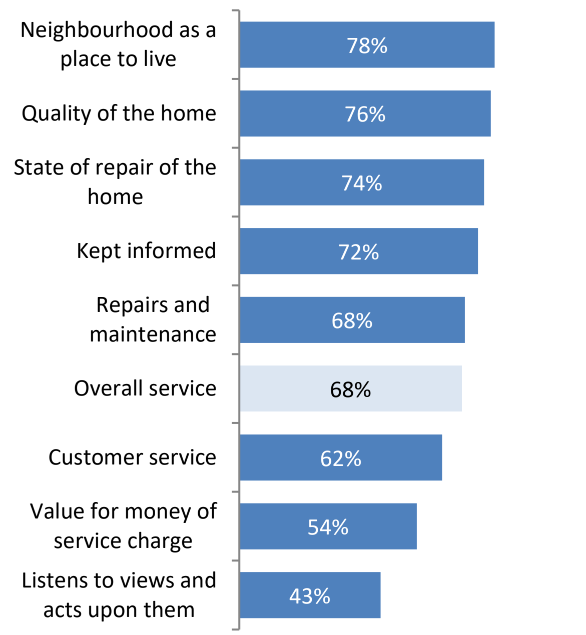
62% of leaseholders have a smartphone, 55% a computer or tablet and 45% have a smart TV. 53% of leaseholders use the internet daily and a further 9% weekly; just 23% say they don't use the internet.

Most leaseholders are aware of the online services provided by the Council but very few actually use the services.

16.2 Key services

68% of the Council's leaseholders are satisfied with the overall services. The overall rating is not as high as the ratings for the neighbourhood as a place to live (78%), the quality of the home (76%), the state of repair of the home (74%), being kept informed (72%) and the repairs service (68%). However, fewer are satisfied with the customer service (62%), the value of the service charge (54%) and how the Council listens to their views (43%).

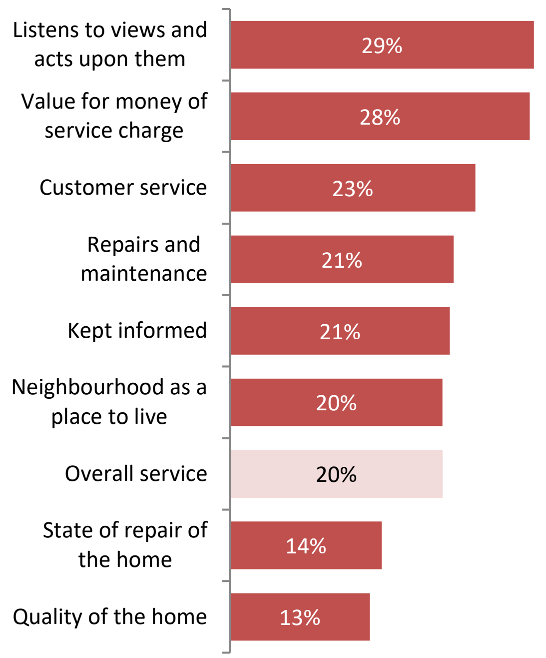
Figure 16.1: Satisfaction with key services for leaseholders



16.3 Dissatisfaction levels

There are a number of leaseholders dissatisfied with the key services they receive from the Council, 20% are dissatisfied with the overall service but the highest levels are for how they listen to leaseholders' views (29%), the value of the service charges (28%) and the level of the customer service provided (23%). Around a fifth of leaseholders (21%) are dissatisfied with the repairs & maintenance service.

Figure 16.2: Dissatisfaction with key services for leaseholders



17. Understanding overall satisfaction

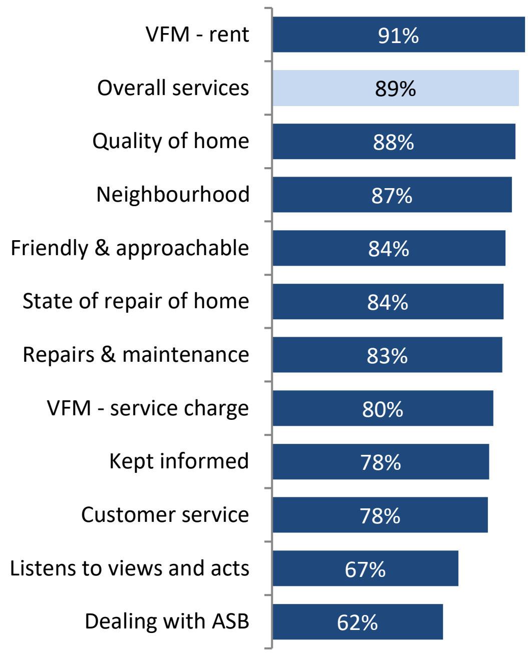
The overall rating for the Council's services was examined in section 2 of the report; this rating is often seen as the headline figure in the survey. This section now explores the differences in the relationship between the overall rating and the individual ratings in an attempt to understand what id driving overall satisfaction at the Council.

17.1 Key services

The majority of the Council's tenants are satisfied with the overall services (89%). The overall rating for landlord services sits within the top of a group of ratings around the high 80s and suggests a good degree of support for the local authority.

The overall rating is close to that for value for money of the rent, which is the highest-rated aspect (91%) and a little higher than the quality of home (88%) and the neighbourhood as a place to live (87%).

Figure 17.1: Satisfaction with key services for tenants



Noticeably lower ratings are awarded for how ASB reports were handled (62%) and how the Council listens to tenants' views and acts upon them (67%).

17.2 Dissatisfaction levels

Sometimes where satisfaction is lower than in other areas, the remaining tenants can be split between those who fall into the neither satisfied nor dissatisfied middle ground and those who are actually dissatisfied. The difference between these two groups of tenants is important – as it can signal areas where tenants do not have strong opinions or, more worryingly, areas where a high percentage of tenants are actually dissatisfied.

The highest levels of dissatisfaction found were:

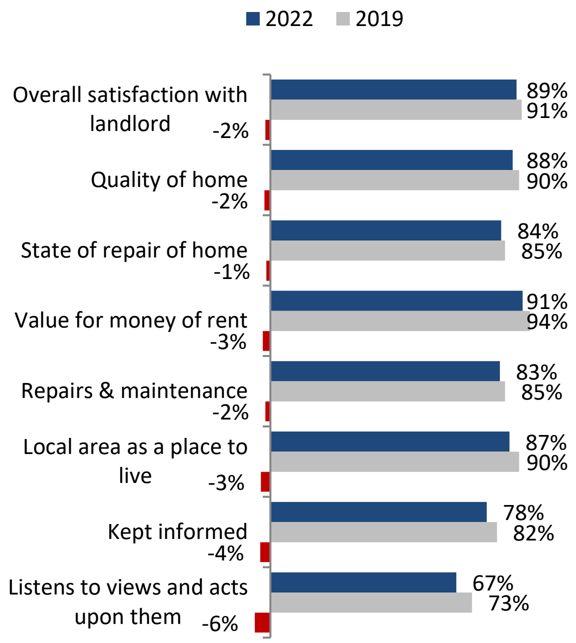
- Dealing with ASB (16% dissatisfied)
- Customer service (14% dissatisfied)
- Listening to views and acting (13% dissatisfied)
- Repairs & maintenance service (11% dissatisfied)
- State of the home (11% dissatisfied)

17.3 Change in satisfaction over time

As shown throughout the report, previous surveys have been carried out over a number of years. Below shows the results from key satisfaction measures for the current survey against the previous survey in 2019, and generally satisfaction has gone down over that period.

There has been a reduction in satisfaction on these key measures of between 1% and 6%. Overall satisfaction is down by 2% since the previous surveys and 2% fewer are satisfied with the quality of their home and 1% fewer with its state of repair, 3% fewer are satisfied with the rent they pay, 2% fewer with the repairs and maintenance service and 3% fewer are satisfied with their neighbourhood as a place to live. The biggest differences are for how the Council keeps them informed (4% fewer) and how they listen to tenants" views (6% fewer).

Figure 17.2: Change in satisfaction between 2019 and 2022



17.4 Tenure differences

Satisfaction surveys typically reveal that sheltered tenants are far more satisfied than general needs tenants; and this is the case here as well, with between 2% and 17% more satisfied on the key satisfaction measures, the most on listening to views and acting upon them.

Similarly, leasehold ratings are usually much lower than tenant ratings and that was certainly true for Harrogate with leaseholder ratings some 6% to 28% lower than the 'all tenant' ratings, the most with the way the Council handles complaints.

17.5 Key driver analysis

Figure 17.3 shows that there are many services where there is a correlation with overall satisfaction. The analysis found a strong correlation with satisfaction and the repairs service and the quality of the home and a moderate correlation with other aspects including the condition of the home, the contribution made by the Council to the neighbourhood, trust and listening to views.

Figure 17.3: Correlation with overall satisfaction (All tenants)

Service area	Correlation
Repairs	0.63
Quality of home	0.60
Condition of home	0.55
Contribution to neighbourhood	0.54
Trust	0.53
Listen & acts	0.53
VFM - rent	0.52
Kept informed	0.52
Friendly & approachable	0.49
Customer experience	0.45
Neighbourhood	0.44
Dealing with ASB	0.39
VFM - SC	0.38

Key: orange = strong correlation and yellow = moderate correlation

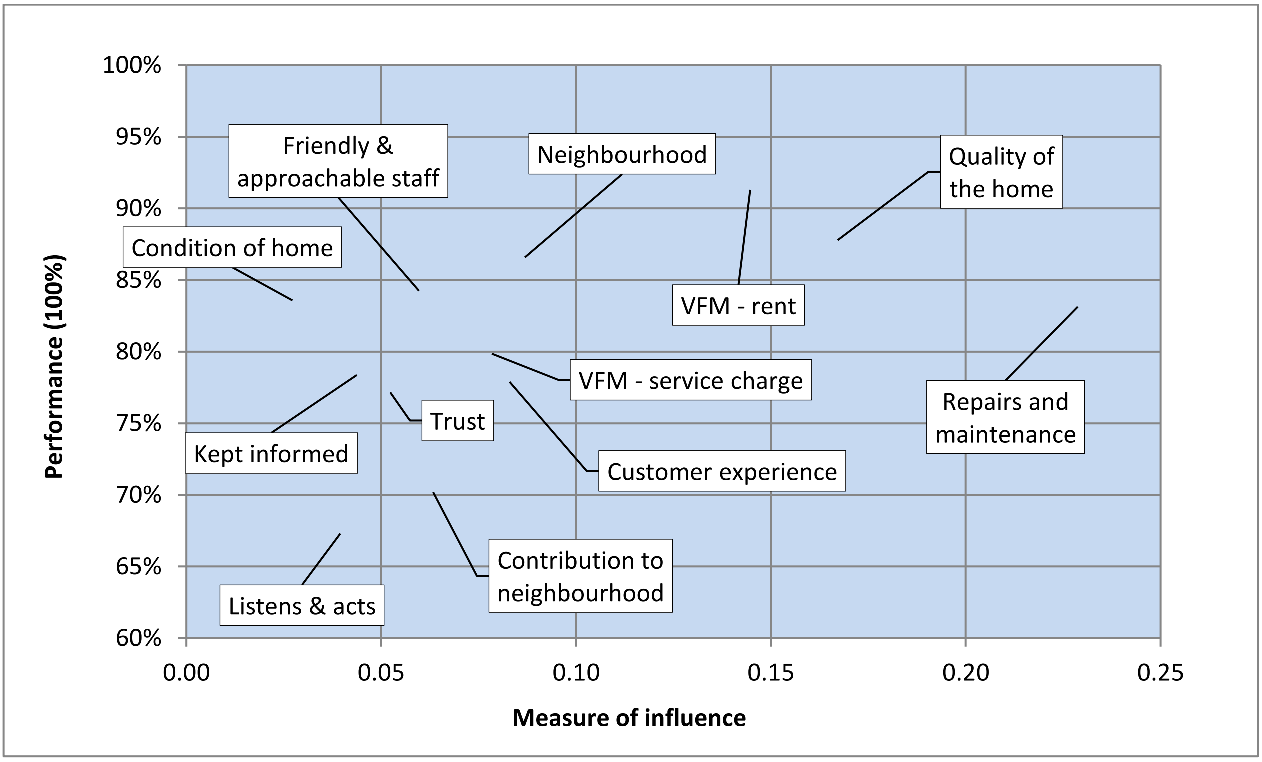
Key driver analysis is used to examine the relationship between the different variables (the questions asked in the survey) and to determine which elements of the service are the key drivers for customers' overall satisfaction. Multiple regression is used to analyse the relationship between several key satisfaction questions and determine which ones have the most influence. Key driver analysis is useful to identify service areas in which increases in satisfaction could potentially lead to an increase in the overall satisfaction rating.

Overall satisfaction

As Figure 17.4 shows, by far the most important drivers for tenants are the repairs and maintenance service and the quality of the home. Four other factors measured in the survey are also influential, but much less so – the value for money of the rent, the neighbourhood, the value of the service charge and the customer experience.

The implication of this analysis is that if those services with the highest influence can be improved they are more likely to lead to an improvement in the overall satisfaction of the Council.

Figure 17.4: Key driver analysis – overall satisfaction and key services (general needs tenants)



18. Comparison with other landlords

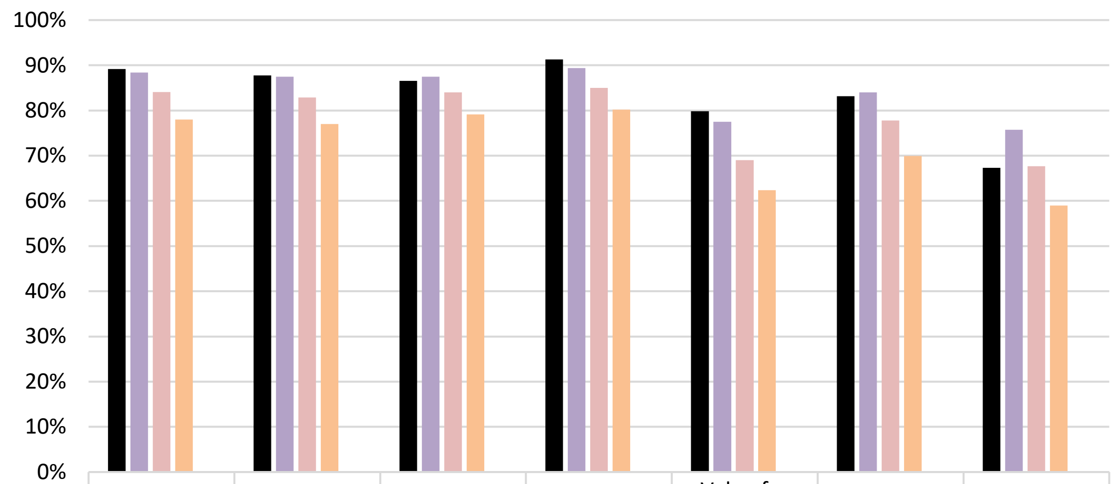
Undertaking a STAR survey using a survey based on a widely used standard question set allows landlords to benchmark the satisfaction of their residents against other landlords with similar characteristics, such as size, type and location, providing a broader dimension than internal targets may offer in assessing performance levels and areas of improvement.

Landlords who subscribe to Housemark are able to upload and benchmark their STAR results. The results from the Harrogate BC survey have been compared against Housemark's most recent data tables (2020/21), for all landlords. Note: not all landlords submit benchmarking results to Housemark, and the results should not be taken to infer a national average. The chart below shows the results of all Sovereign residents compared with the results of a combination of general needs and Housing for Older People residents for the other landlords.

All residents

The Harrogate BC results compare very well against other landlords with all the key measures above the group averages apart from how the Council listens to views and acts upon them. Overall satisfaction with the services provided, the quality of the home, the value for money of the rent and service charges are all in the top quartile with the neighbourhood and repairs service in the second quartile.

Figure 18.1: Housemark key STAR comparison for all residents (Housemark 2020/21 data – September 2021)



	Services provided by landlord	Quality of home	Neighbour hood as a place to live	Value for money of rent	Value for money of service charge	Repairs service	Listens to views and acts on them
Harrogate BC	89%	88%	87%	91%	80%	83%	67%
Lower quartile	88%	87%	87%	89%	78%	84%	76%
Median	84%	83%	84%	85%	69%	78%	68%
Upper quartile	78%	77%	79%	80%	62%	70%	59%
Quartile position	1	1	2	1	1	2	3

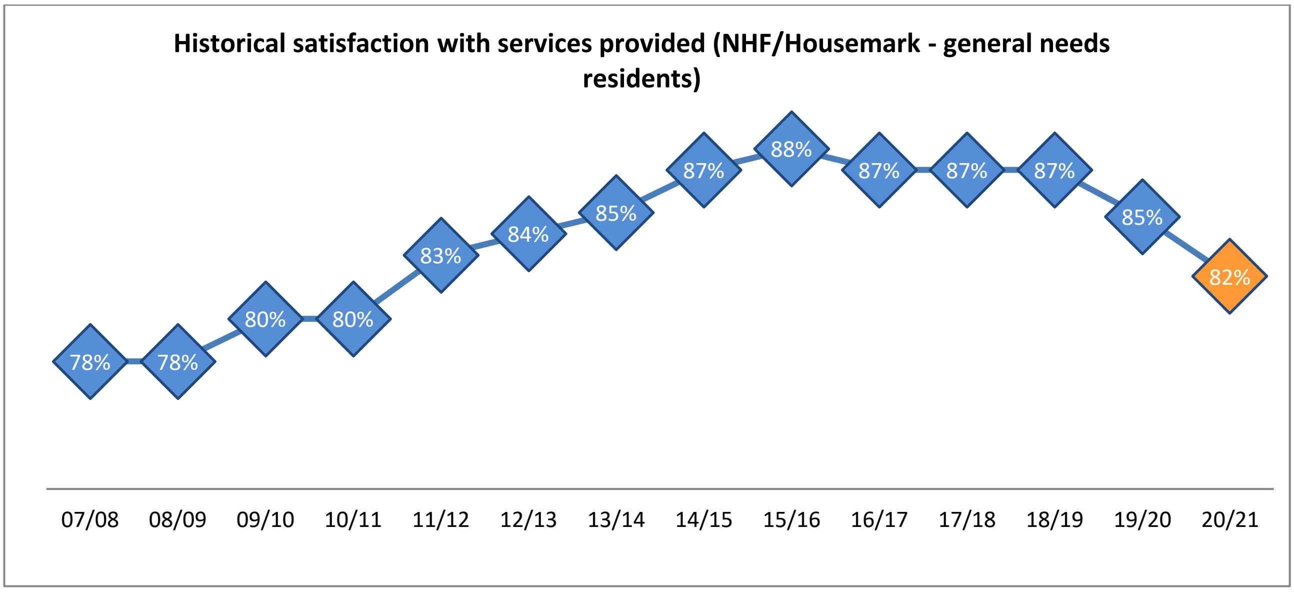
National context

As shown throughout this report, satisfaction from Harrogate residents in 2022 tends to be a little lower than when the last survey was completed in 2019, but is this to do with the landlord's performance or part of a general trend?

The chart below shows the Housemark overall satisfaction figures over a period of years. It shows a steady rise from 2007/08 to a peak in 2015/16 but since then satisfaction has steadied before starting to fall in the last two years. The level of satisfaction appears to have started to fall prior to the impact of the COVID-19 pandemic but as this has affected service, there is some evidence that this fall is continuing.

The chart below is from Housemark and includes results from around 250 landlords across the country, whilst over the last three years, we at Acuity have been monitoring satisfaction levels from around 30 of our clients that undertake quarterly tracker surveys. This analysis does, to some extent, back up these findings. When looking at the average of the scores from these landlords the median result in Q1 19/20 for overall service was 81%, this stayed more or less the same during 2019/20 before peaking at 81% in Q1 20/21. However, since then satisfaction has steadily decreased down to 71% in Q2 21/22, it rose to 73% in Q3 but has fallen back a little again in Q4 21/22 to 72%.

Figure 18.2: National comparisons

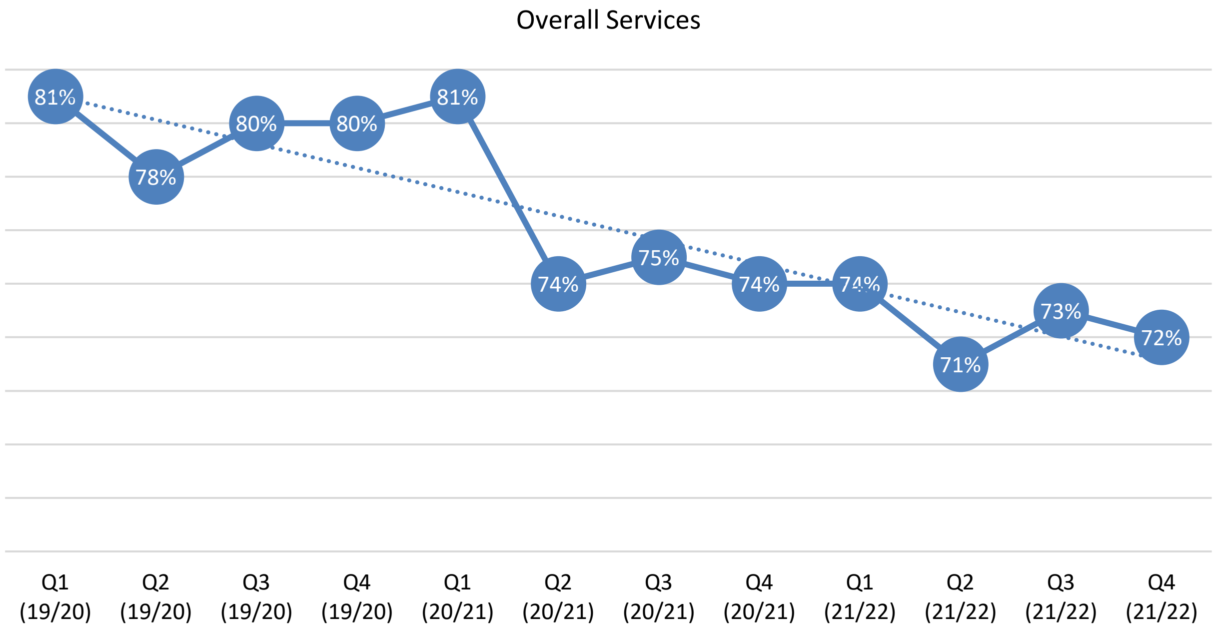


Satisfaction with the quality of the home has also decreased and the current median for these landlords is 73%, the lowest it has been for three years. Satisfaction with repairs has gone from 78% in Q1 20/22 to just 65% now, residents also find their landlord less easy to deal with and fewer would now recommend them to other people, the Net Promoter Score being as high as 41 in Q1 20/21 but fell to 19 in Q1 21/22 and is up a little to 22 in Q4 21/22. It should be noted that this is just based on the results of landlords working with Acuity and is not representative of all landlords but does indicate some trends.

As satisfaction is based on perception rather than specific values, it can be affected by external factors and how positive people feel about their lives and, clearly, many have been under considerable pressure over the past couple of years with the ongoing pandemic, the rising cost of living, and the feeling of uncertainty in the future may result in lower satisfaction. In addition, most landlords have had to cut back on services, particularly repairs, staff are working at home and, arguably, not so visible and contactable so, again this can have an impact.

This does, therefore, suggest that the fall in satisfaction in the current survey for Harrogate is not unexpected and in the context of others the lower satisfaction levels are understandable. The organisation should not unduly worry about the changes, but equality not be complacent as there are clearly areas that could be improved. As we are starting to come out of the pandemic, it will be interesting to see whether satisfaction levels start to recover in response or continue the current downward trend.

Figure 18.3: Acuity monitoring of overall services



19. Conclusion

The results from the 2022 STAR survey reveal that the vast majority of tenants, but fewer leaseholders, are satisfied with the overall landlord service provided by the Council. Compared with the previous survey carried out in 2019, satisfaction is generally down a little, but this is consistent with the findings from other landlords.

The results from the survey show that a high percentage of tenants (89%) are satisfied with the landlord services provided, although 2% lower than in 2019. Higher satisfaction is found with the value of the rent (91%), with similar ratings for the quality of the home (88%) and the neighbourhood as a place to live (87%). However, lower satisfaction is shown with how the Council listens to views (67%) and with how they deal with anti-social behaviour. Dissatisfaction is relatively low, the most being 16% with the dealing with ASB and 14% with the customer service.

Sheltered housing tenants are more satisfied than their general needs counterparts, between 2% and 17% more, the most for listening to views.

Leaseholder satisfaction is consistently lower than tenant satisfaction levels. On overall satisfaction just 68% of leaseholders are satisfied, 22% fewer than tenants, 76% are satisfied with their home, 68% with the repairs service and 72% feel well informed but just 43% are satisfied with how the Council listens to their views.

Satisfaction at neighbourhood level

The results from the tenants were analysed at neighbourhood level. The survey showed that tenants in the Knaresborough and Leeds areas often reported the highest levels of satisfaction. The lowest levels of satisfaction were found in Harrogate, Thirsk and York but the differences are relatively small.

Analysis by key strands of diversity

Throughout the report, satisfaction with different services is analysed by the key strands of diversity. As with many similar surveys, the older tenants tend to be the most satisfied and the youngest the least. The gender of the tenants makes only a little difference with the male tenants marginally more satisfied and those living in bungalows are consistently more satisfied with those in the flats and houses. Tenants who are new to the Council tend to be the most satisfied, but satisfaction drops in the next few years with longest-standing tenants then the next satisfied. Tenants with health problems are more satisfied than those who are affected a little and a lot.

Further analysis

Key driver analysis reveals the importance of the repairs and maintenance service and the quality of the home on overall satisfaction with the Council. The implication is that if satisfaction with the repairs service can be increased further it is possible it will lead to further increases in overall satisfaction.

Areas of dissatisfaction

The survey highlighted areas of higher levels of dissatisfaction among tenants, including:

- Dealing with ASB (16% dissatisfied)
- Customer service (14% dissatisfied)
- Listening to views and acting (13% dissatisfied)
- Repairs & maintenance service (11% dissatisfied)
- State of repair of the home (11% dissatisfied)

Comparison with other landlords

When compared with other social landlords, the results for the tenants at Harrogate BC compares very well with top quartile performance for the overall services, the quality of the home and the value of the rent and service charge and second quartile for the neighbourhood and repairs service.

National context

As shown above, satisfaction has fallen a little since the previous survey in 2019 but monitoring by Housemark and Acuity indicates that this is part of a trend experienced by other social landlords. Satisfaction has fallen in the last couple of years, possibly caused by the affects of the pandemic, changing working practices and other external factors such as the cost of living. It is, therefore, not unexpected that Harrogate would see satisfaction fall a little and it is pleasing that the differences are small. However, the changes in satisfaction can not all be explained by the national context, so the Council should not be complacent as there are areas that could be improved, as shown below.

Recommendations

The survey found a number of areas that would benefit from further investigation – although all appear to be closely linked around aspects of repairs and maintenance.

Repairs and maintenance service – The repairs service and the quality of the home are the key drivers for satisfaction, and both of these are down in satisfaction a little on the previous survey. When asked about improvements to the repairs service, the most common suggestion is about the timescale for the works with some mentioning outstanding work and also the quality of the repairs. These are the same issues as before but are clearly the main priority so whatever the Council can do to improve the repairs service, and in particular, the time to complete work, will lead to higher satisfaction generally.

Service priorities and improvements – Tenants place having more visits to their area as the highest priority and more of a local presence. This has clearly been difficult during the recent pandemic but as we start to come out of this it should be possible to get out more and see tenants in their homes and area.

Tenant involvement – There is some support for increased involvement and the survey gives the Council the opportunity to follow up on this. Satisfaction with how the Council listens to views and acts upon them is among the lowest rating in the survey and doesn't compare as well with others, so there is clearly room for improvement. Awareness of the online services and methods of involvement needs to increase, and this might help improve how tenants feel listened to.

Neighbourhood differences - The results found relatively small differences between the local areas of operation, although those in the Harrogate and York areas are generally a little less satisfied than the other areas. Whilst some of the differences may be down to tenant demographics, property type, stock condition and neighbourhood/environmental it would be worth looking at these differences more closely to see if service delivery is a factor to be taken into account.

Different groups - It is recommended that the Council work with tenants (particularly younger tenants and leaseholders) on some areas highlighted in this report.

Acuity

Acuity Research & Practice provide resident satisfaction (STAR) survey and benchmarking services, helping housing providers to improve services and engage with their tenants through an understanding of satisfaction, performance, and profiling data.

We focus on providing information that will inform performance improvement: positive outcomes for providers and tenants, not just box-ticking. Our services are highly flexible, always carefully tailored to the requirements and budgets of our customers.

We have been providing consultancy services to the social housing sector for over 24 years. We work in partnership with Housemark to support the benchmarking activities of smaller and specialist housing providers.

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