

Somerset West and Taunton Council

Tenant's Strategic Group Meeting – 23rd November 2020

STAR Update –*Please note for information purposes only*

Report Author: Sharon Yarde, Housing Customer Experience Lead

Background

The Star (survey of tenants and residents) is done every 2 years and it is a reputable way of gathering information on Customer satisfaction. We decided to complete STAR prior to Christmas 2020 in order to understand customer priorities and ensure that any unitary consultation can take place from January 2021 onwards without causing any consultation fatigue.

Housemark fully endorse the STAR survey and recommend Acuity as a provider of this survey. Several quotes were obtained, Acuity were very competitive, they had also completed our last and previous surveys and therefore we commissioned them to do the STAR survey on our behalf.

The decision to engage in a telephone survey this year for our general needs, supported housing and extra care tenants was based on the following reasons:

- Telephone surveys are the most popular method with social landlords, around 75% now use this method of communication.
- Results are more representative as quotas are set to ensure they match % of population by say age and area (instead of just the reliable retired responding).
- Removes bias found in postal survey (for example over response from highly satisfied older people).
- Ability to probe where dissatisfaction is found and capture the information in the Voice of the tenant, a more informative response.
- More reliable results which is better for making and informing service reviews.
- Do not have to “disturb” as many residents – i.e. only call 509 rather than mail out to around 2000 residents.
- Customer recovery – if a telecaller speaks to a resident who they think needs a call back they let us know so that it can be dealt with personally and in a timely manner.
- Covid friendly - beneficial, should a lockdown occur as tenants will not be required to go to a post box and will not need to worry about receiving post.
- More interactive, engagement with the tenants.
- In the moment feedback rather than pre-considered answers.

We decided to consult our Leaseholders by paper questionnaire because many of our leaseholders sublet their properties and therefore we may not have their accurate contact information.

Project Timeline

Set up meeting (virtual)	September / Early October
Contract & Project Brief, draft questionnaire / question set	9 October
Question set confirmed	16 October
Promotion of survey to residents	Sept / October
3Data file provided by	23 October
Telephone survey (2 weeks) / Postal survey (4 weeks)	26 October – 30 November
Data editing and processing, data validation and coding	By 4 December
Top line results available	7 December
Draft report	18 December
Final report	December / January

Current update

The project is running to schedule, the paper survey was sent to Leaseholders on Friday 30th October 2020 and we have already received some completed replies.

The telephone questionnaire commenced on 10th November 2020 and both surveys will run until the end of the month.

Website and Facebook page are updated with STAR information and housing directorate made aware of the survey in case of residents being concerned.

Top line results and final report will be reported within the Housing Directorate and Tenant's Strategic Group at the next meeting.

We will take learning from the findings of the report and act upon them.

We will publish the report response on the website.

Recommendations

To note the information above relating to the STAR survey.

Going Forward

Open for questions from the group during the meeting on 23rd November 2021

Democratic Path: N/a for information only

- **Scrutiny / Corporate Governance or Audit Committees – No**
- **Cabinet/Executive – No**
- **Full Council – No**

Reporting Frequency: Once only Ad-hoc Quarterly
 Twice-yearly Annually

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