

# Using evidence to shape better services



Wastes & resources management



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Healthy communities

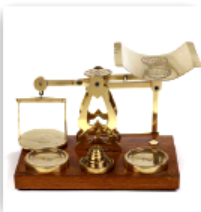
Affordable housing



Active citizens & customer research



Local Authority research & evaluation



**West Lancashire  
Borough Council  
STAR Survey 2014**

**FINDINGS REPORT  
September 2014**

## Contents Page

<b>1)</b>	<b>Introduction .....</b>	<b>2</b>
<b>2)</b>	<b>Executive Summary .....</b>	<b>3</b>
<b>3)</b>	<b>Contact with Council .....</b>	<b>7</b>
<b>4)</b>	<b>Repairs and maintenance service .....</b>	<b>10</b>
	<i>Overall satisfaction with repairs and maintenance service .....</i>	<i>10</i>
<b>5)</b>	<b>Communication and information.....</b>	<b>13</b>
	<i>Listens to views and acts upon them .....</i>	<i>13</i>
<b>6)</b>	<b>Information about your household .....</b>	<b>17</b>
	<i>Overall service provided .....</i>	<i>17</i>
	<i>Quality of home .....</i>	<i>18</i>
	<i>Condition of property .....</i>	<i>19</i>
	<i>Neighbourhood as a place to live .....</i>	<i>20</i>
	<i>Rent provides value for money .....</i>	<i>21</i>
<b>7)</b>	<b>Sheltered tenants.....</b>	<b>23</b>
<b>8)</b>	<b>KPI subgroup analysis.....</b>	<b>24</b>
<b>9)</b>	<b>Key Drivers Analysis.....</b>	<b>25</b>
	<b>Appendix A: sample profile .....</b>	<b>28</b>

## Project details and acknowledgements

<b>Title</b>	West Lancashire Borough Council STAR Survey 2014 – Tenants findings report
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## 1) Introduction

M-E-L Research was commissioned to undertake a Survey of Tenants and Residents (STAR) for West Lancashire Borough Council. The survey was commissioned in order to gain an understanding of the levels of satisfaction West Lancashire Borough Council tenants have with their homes and the associated services provided to them.

### Method

The survey used a telephone method of data collection which was conducted with a random selection of general needs and sheltered tenants. The fieldwork began on July 16<sup>th</sup> 2014 and finished on July 31<sup>st</sup> 2014. In total, 984 interviews were undertaken with tenants.

### Statistical reliability

The overall results in this report are accurate to  $\pm 2.9$  at the 95% confidence level. This means that we can be 95% certain that the results are between  $\pm 2.9\%$  of the calculated response, so the 'true' response could be 2.9% above or below the figures reported (e.g. a 50% agreement rate could in reality lie within the range of 47.1% to 52.9%). Both the general needs and sheltered results in this report are accurate to  $\pm 3.9\%$ .

**Table 1 Stock totals, survey responses and resultant confidence interval**

Tenure type	Stock total	Response number	Confidence Interval
General needs	4,871	572	$\pm 3.9\%$
Sheltered	1,139	412	$\pm 3.9\%$
Overall	6,010	984	$\pm 2.9\%$

### Analysis

The results of the 2014 Survey of Tenants and Residents (STAR) are presented in this report. The results are not weighted as they are found to be representative of the previous year's sample. For each question we present the overall results for West Lancashire Borough Council, along with any previous survey results (where possible) to show changes over time. To provide further insight into the results, analysis by demographic groups has been undertaken and where statistically significant differences occur these have been drawn out in the report. Cross tabulated results for all groups have been provided in a separate document for West Lancashire Borough Council, to allow for any further analysis.

Owing to the rounding of numbers, percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used as the authoritative results. For some questions, respondents could give more than one response (multiple choice). For these questions, the percentage for each response is calculated as a percentage of the total number of respondents and therefore percentages do not add up to 100%.

## 2) Executive Summary

This section shows the key findings of the 2014 STAR Survey, detailed findings can be found in the subsequent sections of this report.

### Overall service provided

**Overall 86% of tenants are satisfied with the service provided by the Council.** When compared to the 2012 results satisfaction levels are similar (86% compared to 87%). 85% of general needs tenants are satisfied, whilst 88% of sheltered tenants express satisfaction with the service provided. Satisfaction levels have increased since 2012 for general needs tenants however have decreased for sheltered tenants.

### Quality of home

**87% of tenants are satisfied with the quality of their home.** 90% of sheltered tenants are satisfied with the quality of home compared to 85% of general needs tenants. Satisfaction levels with the quality of home have risen for all tenants, although it should be noted this rise in satisfaction is due to a considerable increase in satisfaction expressed by general needs tenants (85% compared to 79%), whereas satisfaction expressed by sheltered tenants has decreased.

### Condition of property

**87% of tenants are satisfied with the overall condition of the property.** Satisfaction levels rise to 92% for sheltered tenants but drop to 84% for general needs tenants. These results compare positively with the 2012 results; both general needs tenants and sheltered tenants express higher levels of satisfaction.

### Neighbourhood as a place to live

**90% of tenants are satisfied with their neighbourhood as a place to live.** As seen with other findings, sheltered tenants express higher levels of satisfaction than general needs tenants (93% compared to 87%). Comparison with the 2012 results shows an increase in satisfaction expressed by all tenants, however this rise in satisfaction is due to the large increase in satisfaction expressed by general needs tenants, as satisfaction levels for sheltered tenants has decreased.

### Rent provides value for money

**86% of tenants are satisfied that their rent provides value for money.** Once again, sheltered tenants express higher levels of satisfaction than general needs tenants (89% compared to 83%). These results compare positively with the 2012 results; both general needs tenants and sheltered tenants express higher levels of satisfaction. This is particularly important given the national trend of a decline in satisfaction for this KPI<sup>1</sup>.

### Repairs and maintenance

**83% of tenants are satisfied with the way the Council deals with repairs and maintenance.** Satisfaction levels rise to 89% for sheltered tenants, however drop to 78% for general needs tenants. Comparison with the 2012 results show a slight increase in satisfaction for all tenants,

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<sup>1</sup> STAR benchmarking service – Analysis of findings 2012/13 – HouseMark (March 2014)

although it should be noted that satisfaction with repairs and maintenance has risen for general needs tenants and dropped slightly for sheltered tenants.
















### Listens to views and act upon them

**82% of tenants are satisfied that the Council listens to views and act upon them.** Satisfaction levels are similar for general needs (81%) and sheltered (83%) tenants. Overall satisfaction levels have remained similar since 2012 although satisfaction levels expressed by general needs tenants have risen while satisfaction levels for sheltered tenants have decreased.

### Keeping tenants informed

**77% of tenants feel that the Council are good at keeping tenants informed about things that might affect them as a tenant.** This rises to 80% of sheltered tenants stating the Council are good, but drops to 74% for general needs tenants. These results compare poorly to the 2012 results with a large decline in the proportion of tenants who feel the Council are good at keeping tenants informed.

Table 2 Key results for West Lancashire Borough Council for 2014, and 2012

Key Performance Indicators		2014	% dif.	2012
	Overall satisfaction	86%	 -1%	87%
	Quality of home	87%	 +3%	84%
	Condition of property	87%	 +3%	84%
	Neighbourhood	90%	 +3%	87%
	Rent provides VfM	86%	 +3%	83%
	Repairs & maintenance	83%	 +2%	81%
	Listens to views	82%	-	82%
	Keeping tenants informed	77%	 -6%	83%

## Benchmarking

The core results, where possible, have been benchmarked against:

- ◆ a peer group consisting of Social Housing Providers in the North West that carried out tenant satisfaction surveys with both their general needs and sheltered tenants during 2012/13 to 2013/14;
- ◆ a peer group consisting of Social Housing Providers nationally that carried out tenant satisfaction surveys with both their general needs and sheltered tenants during 2013/14.

This shows that satisfaction levels compare very favourably for the neighbourhood as a place to live and for the Council listening to views and acting upon them, with both satisfaction levels falling within both peer groups' upper quartiles. It should also be noted that only five organisations scored higher nationally for listening to views and acting upon them. Satisfaction levels for the other four questions compare reasonably falling just above or below both peer groups' medians.

**Table 3 2014 results for West Lancashire Borough Council against North West Social Housing Providers (33 organisations in total)**

Core question	STAR Survey 2014	Peer group – North West			STAR 2012 Performance
		Lower quartile	Median	Upper quartile	
Overall service provided	86%	85%	89%	91%	Above median
Overall quality of home	87%	83%	87%	90%	Lower quartile
Neighbourhood as a place to live	90%	82%	84%	88%	Upper quartile
Rent provides VfM	86%	81%	85%	89%	Above median
Repairs and maintenance	83%	79%	85%	88%	Below median
Listen to views and act upon them	82%	70%	75%	78%	Upper quartile

= Upper quartile 
  = above median 
  = below median 
  = Lower quartile

**Table 4 2014 results for West Lancashire Borough Council against National Social Housing Providers (61 organisations in total)**

Core question	STAR Survey 2014	Peer group - National		
		Lower quartile	Median	Upper quartile
Overall service provided	86%	82%	88%	90%
Overall quality of home	87%	81%	85%	89%
Neighbourhood as a place to live	90%	83%	86%	89%
Rent provides VfM	86%	78%	82%	87%
Repairs and maintenance	83%	76%	82%	87%
Listen to views and act upon them	82%	64%	69%	76%

= Upper quartile 
  = above median 
  = below median 
  = Lower quartile

## **Key areas for success**

### **Key performance indicators**

The majority of key performance indicators are showing particularly high levels of satisfaction, with an increase on satisfaction levels being seen for the: quality of home (87%), condition of property (87%), neighbourhood as a place to live (90%), value for money rent provides (86%), and the repairs & maintenance service (83%). It should also be noted that satisfaction levels for the neighbourhood as a place to live and listening to views and acting upon them fall within the peer group's upper quartile.

### **Repairs and maintenance**

Once again results in this section are very positive. There are a higher proportion of tenants satisfied with the repairs and maintenance service in general when compared to 2012 (83% compared to 81%). While there has also been an increase in satisfaction levels for: being told when the workers would call (86% compared to 81%), the time taken before work started (86% compared to 82%), and the overall quality of the work (88% compared to 85%).

## **Key areas for improvement**

### **Keeping tenants informed**

The proportion of tenants who indicate that the Council are good at keeping tenants informed about things that might affect them as a tenant has decreased from 83% (in 2012) to 77%. When performing Key Drivers Analysis on the overall service provided it shows that tenants perceptions on how good the Council are at keeping tenants informed has the strongest influence on overall satisfaction. Comparing the proportions of different sub-groups who state that the Council are good at keeping tenants informed in 2012 and 2014 shows that certain groups are much less positive, this is particularly evident for: tenants aged between 25 and 34, and 45 and 74, tenants living in a household composition of three or more adults, or a two parent family with child/ren, and female tenants. Further consultation work may be needed with these groups to identify the reason in the decrease in the proportion of tenants who state that the Council are good at keeping tenants informed.

### **Demographic differences**

There are large differences in satisfaction levels expressed by different demographic sub-groups across the key performance indicators. Generally two parent families are less satisfied with the majority of the key performance indicators rated, whilst one parent families express the highest levels of satisfaction for the overall service provided, rent provides value for money and the Council listen to views and act upon them. Elderly tenants are more satisfied than younger tenants, with tenants aged below 24 generally less satisfied than tenants in other age groups.



### 3) Contact with Council

This section presents findings on tenant's contact with West Lancashire Borough Council

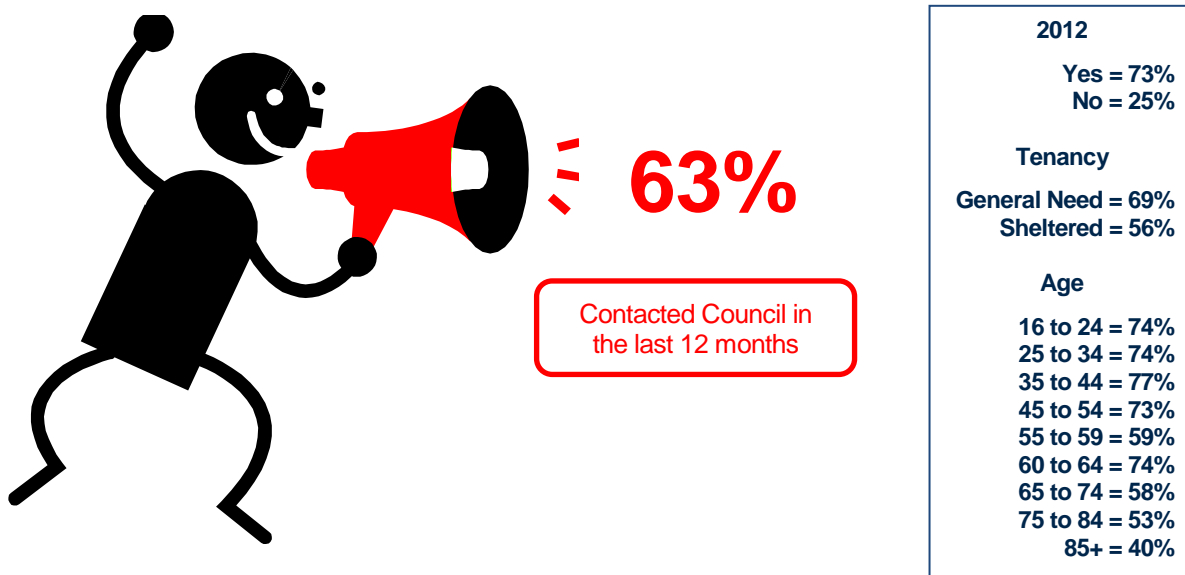
#### Contact with West Lancashire Borough Council in the last 12 months

All respondents were asked if they had contacted the Council within the last 12 months with a housing issue. Around one in three (63%) tenants contacted West Lancashire Borough Council within the last 12 months; the proportion of tenants contacting the Council has decreased since 2012 (73%).

General needs tenants (69%) were more likely than sheltered tenants (56%) to have contacted the Council within the last 12 months. Tenants aged over 85 years old (40%) were least likely to have contacted the Council with a housing issue within the last 12 months.

**Figure 1 Contact with West Lancashire Borough Council in the last 12 months**

Percentage of respondents – base size 984

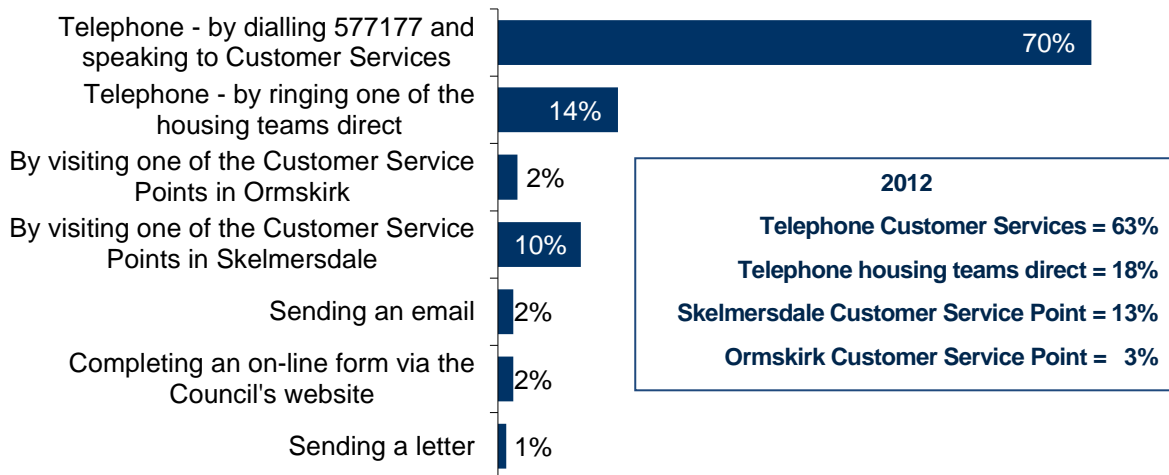


### Method of contact

The vast majority of tenants (84%) who contacted the council in the last 12 months stated doing so by telephone; **70% called Customer Services**, while **14% called one of the housing teams directly**. The proportion of tenants who called Customer Services appears to have increased since 2012.

**Figure 2 Method of contact**

Percentage of respondents – base size 620



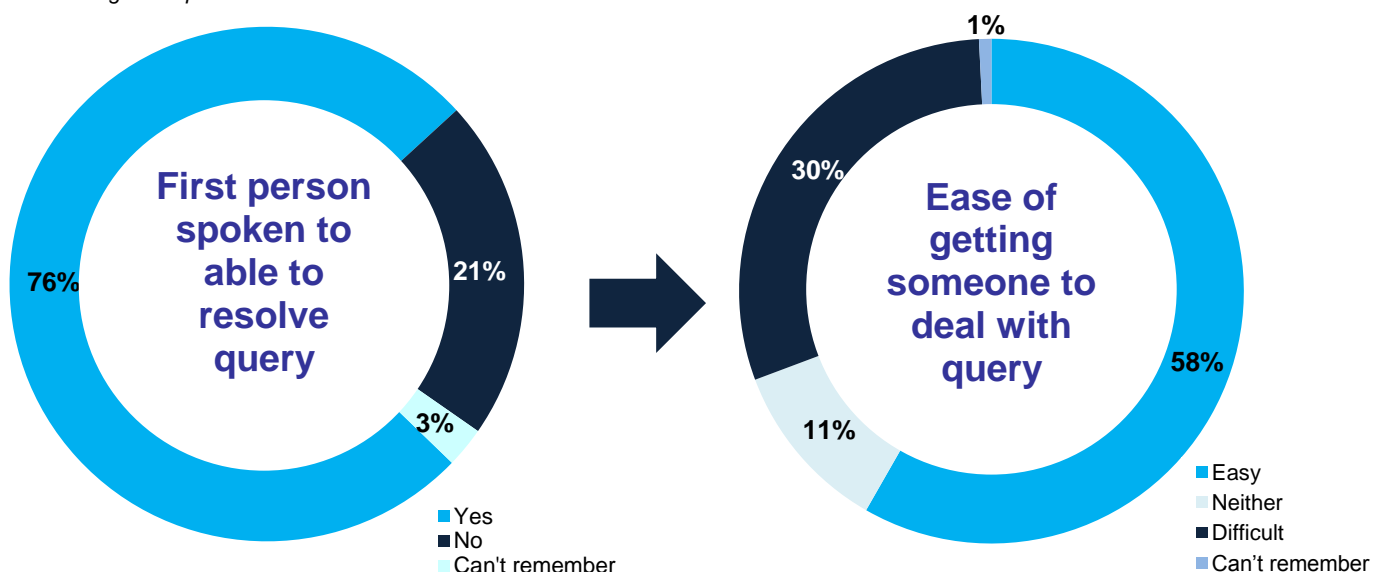
### Ease of getting query resolved

76% of tenants who contacted the Council in person or by telephone found that the first person they spoke to were able to resolve their query. This proportion has decreased slightly when compared to 2012 (81%).

Of the 21% whose query was not resolved by the first person they spoke to: 58% found it easy to get hold of someone who could deal with their query, whilst 30% found it difficult. The proportion of tenants who found it easy to get hold of someone to deal with their query has increased since 2012 (53%).

**Figure 3 was the first person they spoke to able to resolve their query / Ease with which tenants could get hold of the someone who could deal with their enquiry**

Percentage of respondents – base size 591 / 127

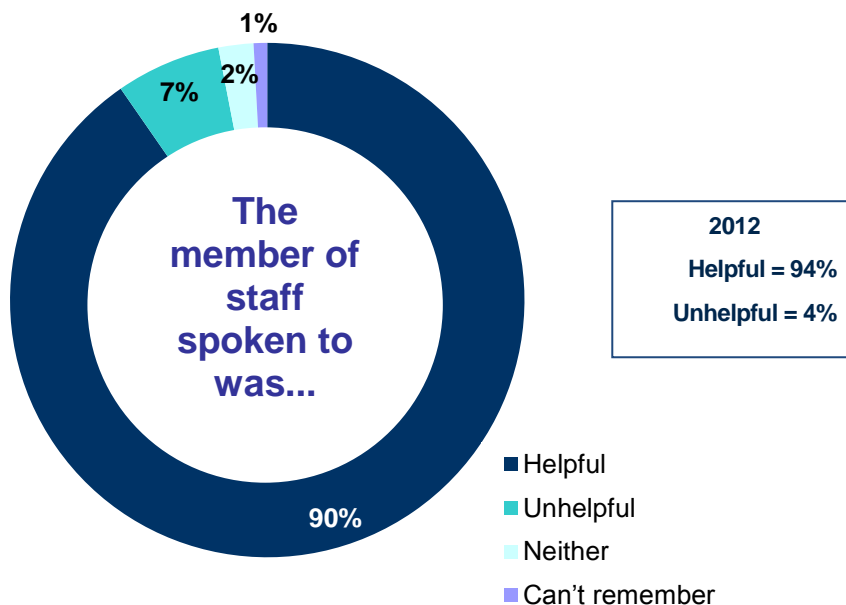


### Satisfaction with customer service

All respondents who contacted West Lancashire Borough Council within the last 12 months, either in person, or by telephone, were asked if they found the staff they spoke to helpful or unhelpful. Nine in ten indicated that the member of staff that they spoke to was helpful, 7% found them to be unhelpful. When compared to the 2012 result there has been a slight decrease in the proportion of tenants who found staff helpful, and a marginal increase in those who found staff to be unhelpful.

**Figure 4 Were staff helpful or unhelpful**

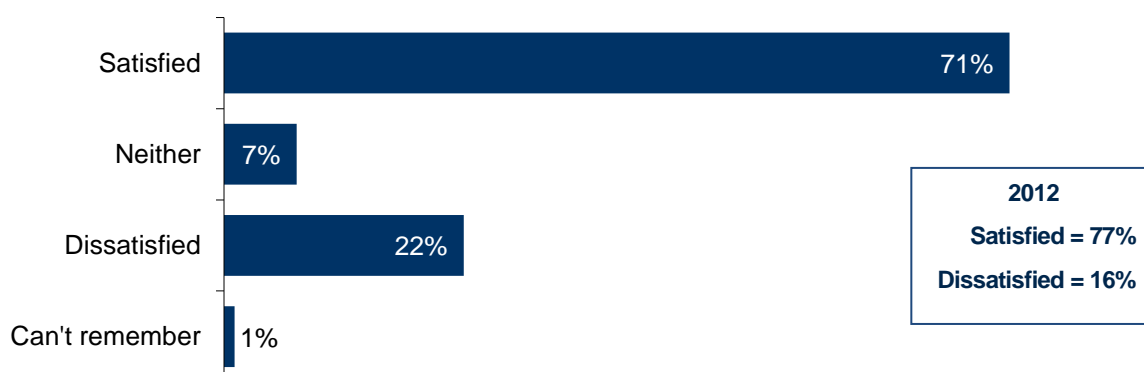
Percentage of respondents – base size 591



All respondents who contacted the Council in the last 12 months were asked how satisfied or dissatisfied they were with the final outcome of their query. Around seven out of ten (71%) stated that they were satisfied with the final outcome of their query, although 22% stated that they were dissatisfied. When compared to 2012 there has been a decrease in satisfaction (71% compared to 77%), and an increase in dissatisfaction (22% compared to 16%), with the final outcome of a query.

**Figure 5 Satisfaction with final outcome**

Percentage of respondents – base size 624



## 4) Repairs and maintenance service

This section presents findings on tenant's satisfaction with the repairs and maintenance service

### Overall satisfaction with repairs and maintenance service

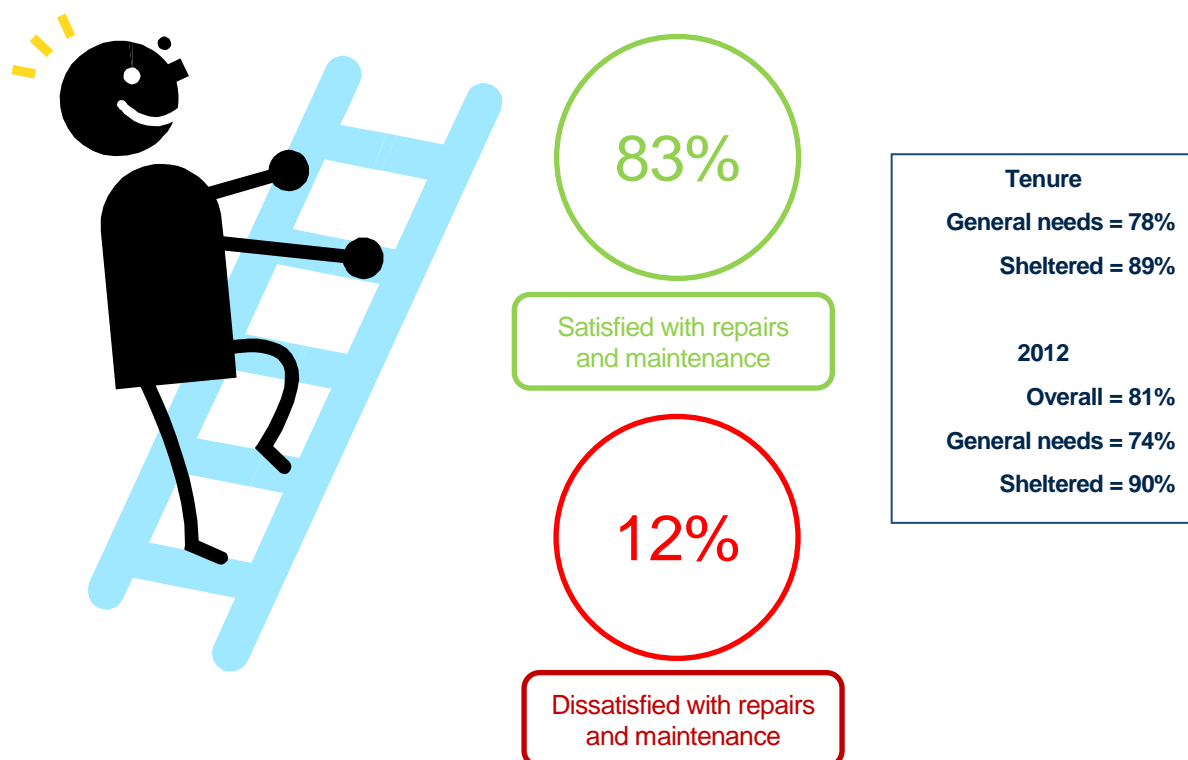
83% of tenants are satisfied with the way West Lancashire Borough Council deals with repairs and maintenance, around half (49%) stating that they are very satisfied. Only 12% of tenants express that they are dissatisfied with the way the Council deals with repairs and maintenance.

When comparing the difference in tenure, sheltered tenants (89%) are more likely to express satisfaction with the way the Council deals with repairs and maintenance than general needs tenants (78%).

When compared to the 2012 result (81%), although the change in satisfaction is not statistically significant, there is an indication towards an increase in satisfaction with the repairs and maintenance service.

**Figure 6 Satisfaction with repairs and maintenance service**

Percentage of respondents – base size 956 – no opinion removed



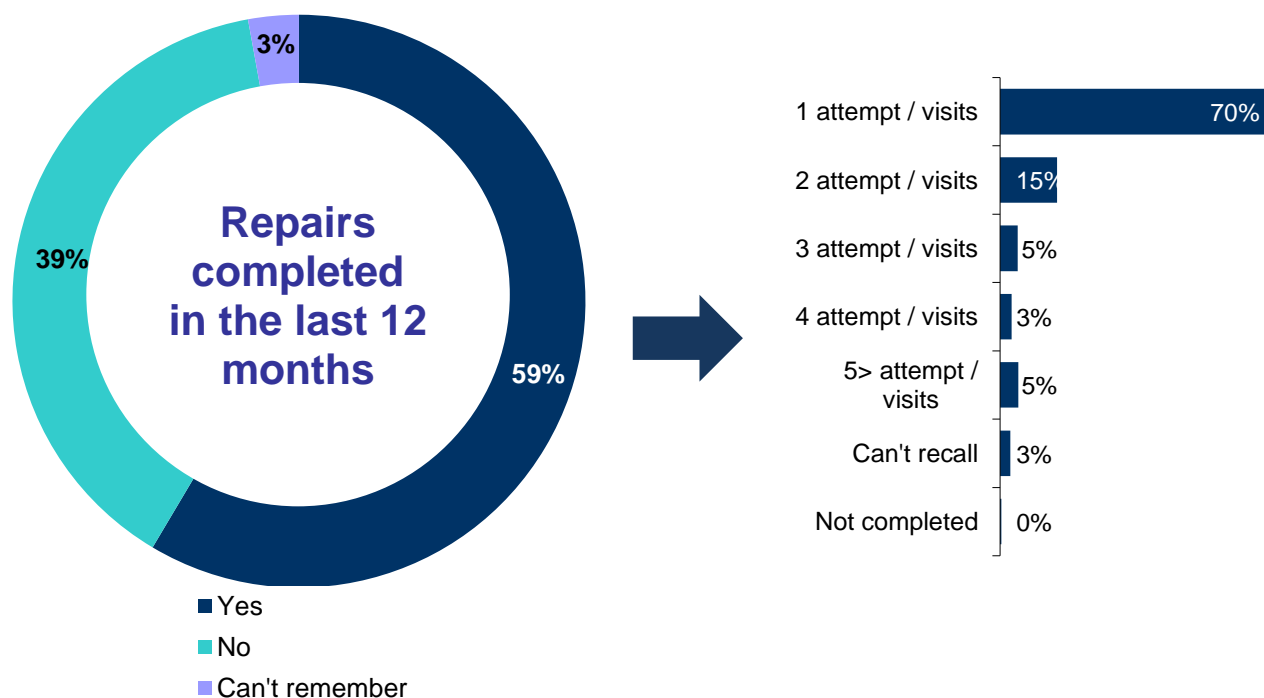
### Repair completed in the last 12 months

All respondents were asked if they have had a repair completed in the last 12 months. Around six out of ten tenants indicated having a repair completed in the last 12 months, whilst 39% did not. For this survey a higher proportion of tenants indicated having a repair completed in the last 12 months than in 2012 (64%).

All respondents who had a repair completed in the last 12 months were asked if their last repair was completed right first time / first visit and if not how many attempts did it take. Seven out of ten tenants, who had a repair in the last 12 months, had their repair completed first time, this has increased slightly since 2012 (66%). 15% of tenants stated that their repair took two attempts to be completed, whilst two tenants stated that their repair had still not been completed since the first attempt / visit.

**Figure 7 Repair completed in the last 12 months / last repair completed done right first time/first visit?**

Percentage of respondents – base size 956 / 579



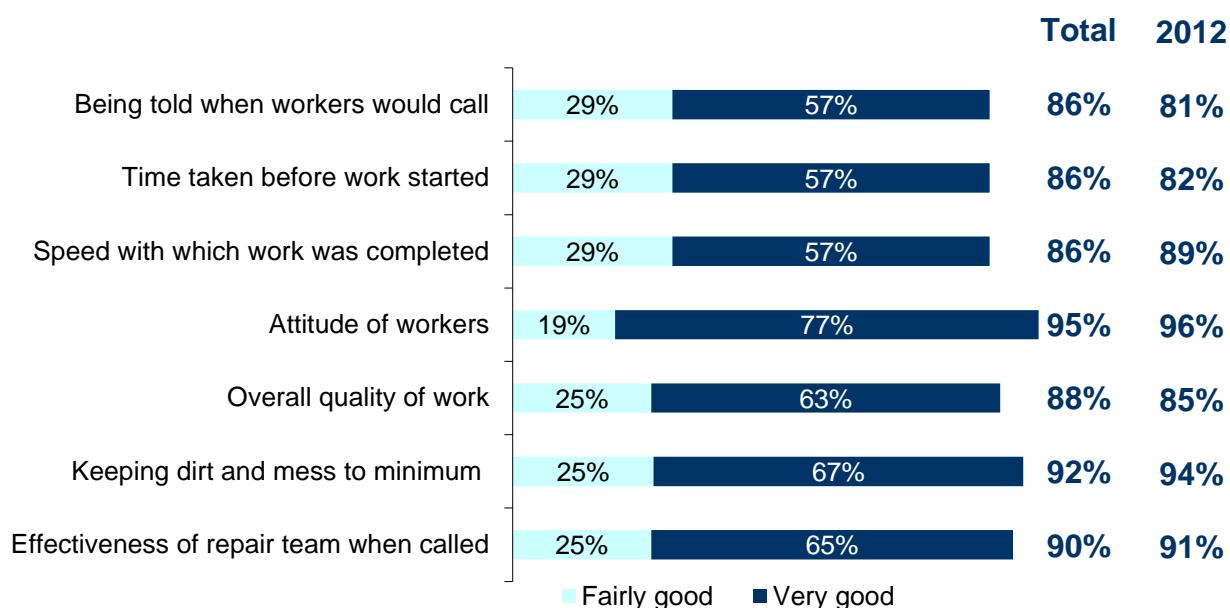
### Satisfaction with last completed repair

All respondents who had a repair completed in the last 12 months were asked to rate how good or poor seven aspects of their last repair were. As Figure 8 below shows, with 95% of tenants stating it was good, the aspect of the repairs and maintenance service tenants were most pleased with was the attitude of workers, with 77% of tenants stating that their attitude was very good. 92% were pleased that they kept dirt and mess to a minimum, 90% stated that the effectiveness of the repair team when called was good, while a similar proportion (88% - 86%) were pleased with: being told when workers would call, the time taken before the worked started, the speed with which work was completed, and the overall quality of the work.

When compared to 2012 results it gives the indication that there has been an increase in tenants satisfaction with being told when the workers would call (86% compared to 81%) and the time taken before the work has been started (86% compared to 82%).

**Figure 8 Satisfaction with elements of the repairs and maintenance service**

*Percentage of respondents – no opinion removed*



## 5) Communication and information

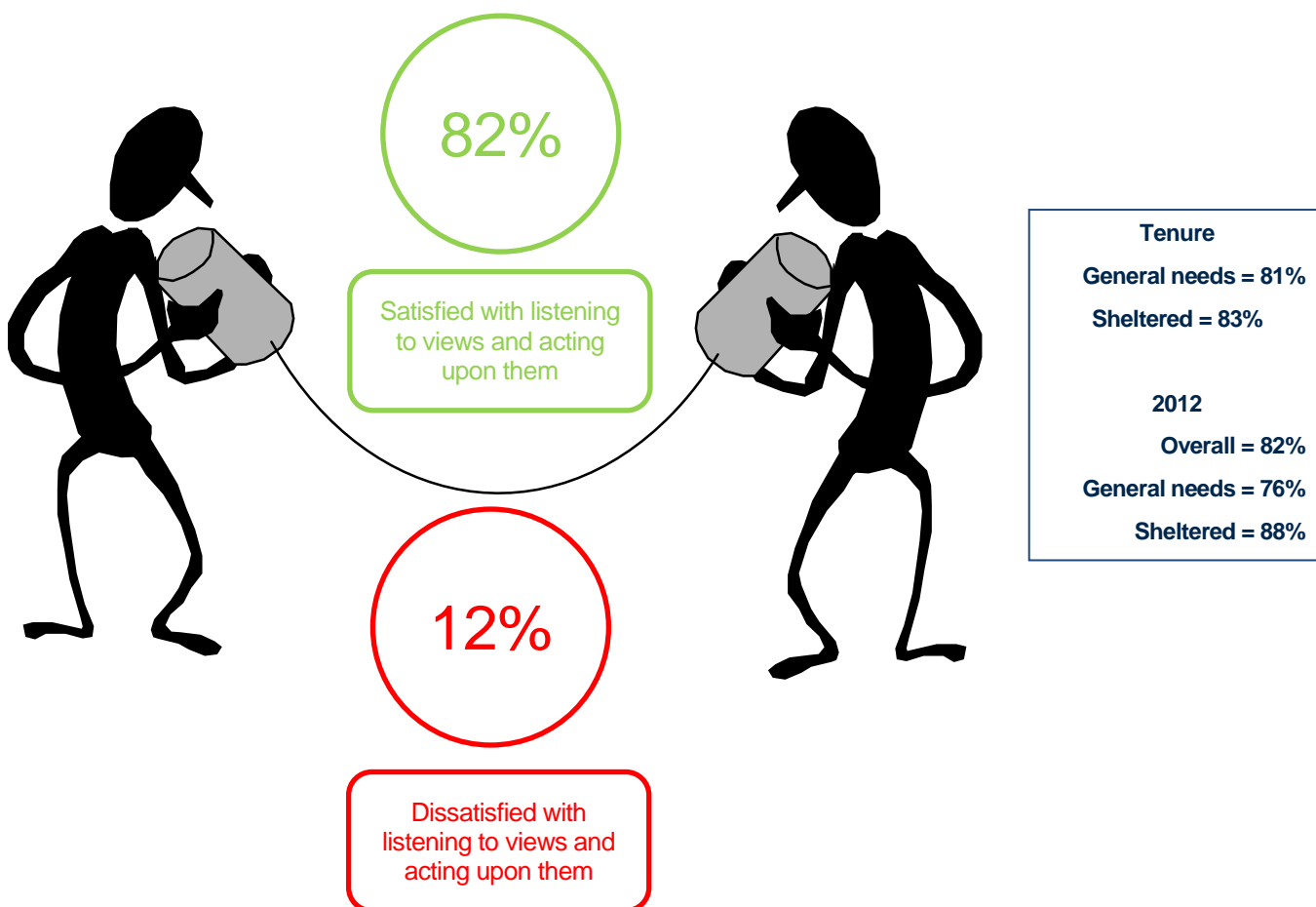
This section presents findings on tenant’s communication with West Lancashire Borough Council

### Listens to views and acts upon them

82% of tenants are satisfied that West Lancashire Borough Council listens to tenants views and acts upon them, with half stating that they are very satisfied. Only 12% of tenants indicate some degree of dissatisfaction. General needs (81%) and sheltered (83%) tenants express similar levels of satisfaction. Although satisfaction levels have not changed since 2012, it should be noted that satisfaction that the Council listens to tenants views and acts upon them has increased for general needs tenants (81% compared to 76%) however decreased for sheltered tenants (88% compared to 83%).

**Figure 9 Satisfaction with listening to tenants views and acting upon them**

*Percentage of respondents – base size 940 – no opinion removed*

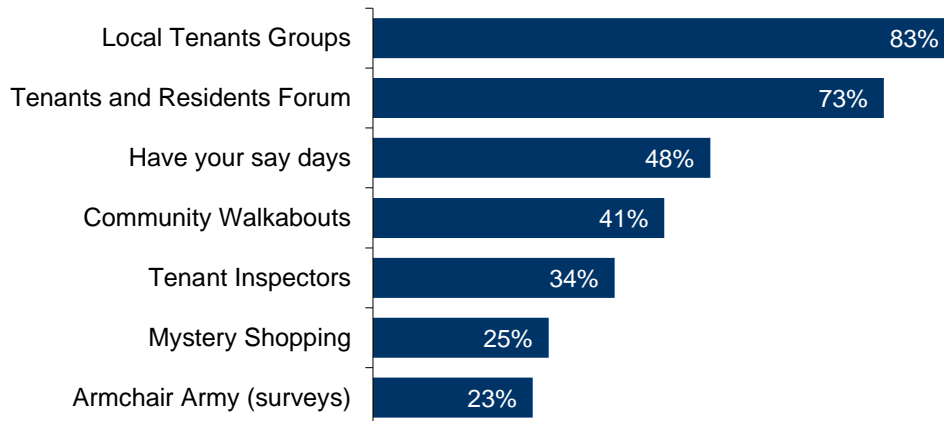


## Awareness of opportunities to get involved

All respondents were asked to select, from a list of opportunities, which opportunities they were aware of to get involved to have their say on Housing Services. As Figure 10 below shows, tenants are most aware of their Local Tenants Groups, with 83% of tenants stating that they were aware of them. 73% of tenants stated that they were aware of Tenants and Residents Forums. Mystery shopping (25%), and Armchair Army Surveys (23%) were the least recognised opportunities for tenants to get involved.

**Figure 10 Awareness of opportunities to get involved**

*Percentage of respondents – multiple selection*



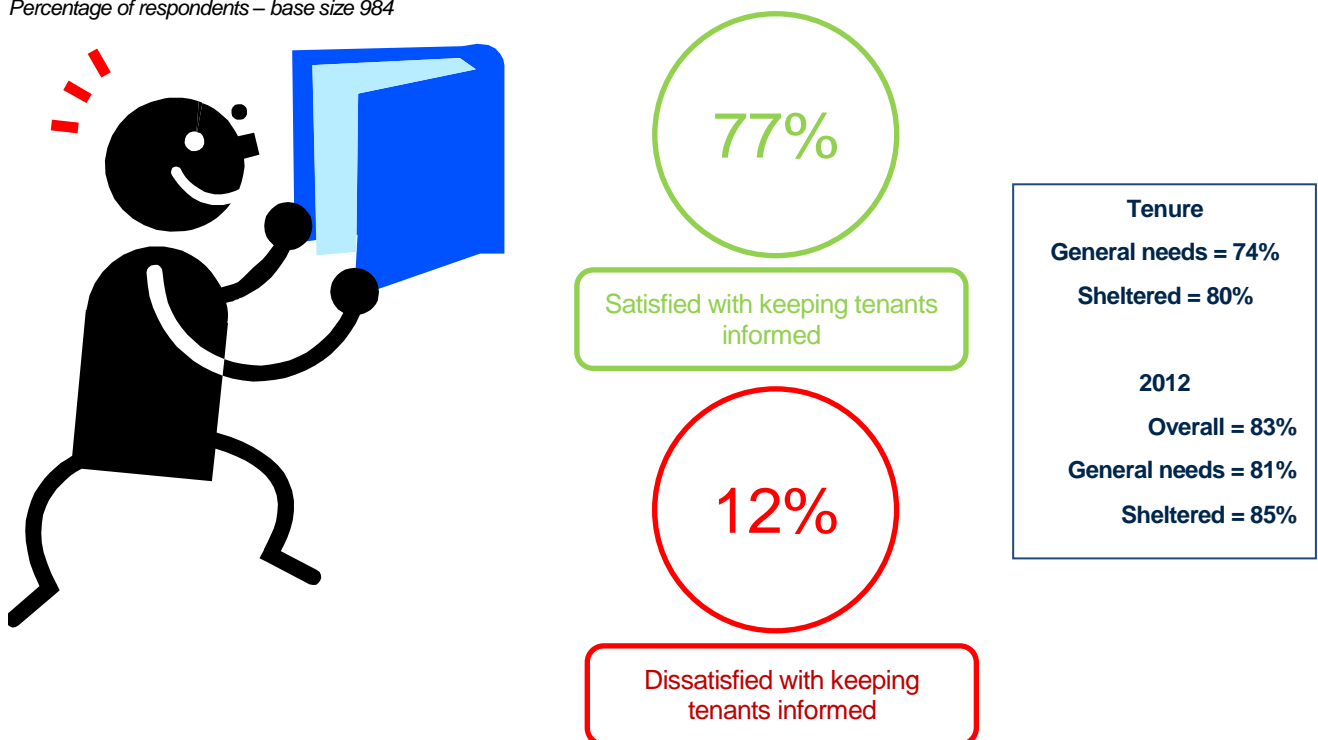


## Keeping tenants informed

77% of tenants indicate that the council are good at keeping them informed about things that might affect them as a tenant, with 42% stating they are very good. 11% feel they are neither good nor poor, whilst 12% express that the Council are poor at keeping them informed about things that might affect them as a tenant. A higher proportion of sheltered tenants (80%) feel that the Council are good at keeping tenants informed compared to general needs tenants (74%). The proportion of tenants who feel the Council are good at keeping tenants informed has dropped since 2012; overall this has dropped from 83% to 77%, for general needs tenants this has dropped from 81% to 74%, and for sheltered tenants this has dropped from 85% to 80%.

**Figure 11 Satisfaction with keeping tenants informed**

Percentage of respondents – base size 984



As **Table 5** overleaf shows, when analysing the changes in the proportion of tenants who state that the Council are good at keeping tenants informed by sub-groups it shows a large decline for certain demographic groups:

- ◆ Although only making up a small proportion of the Council's housing stock, tenants who are living in a household composition of three or more adults are least satisfied with the Council keeping tenants informed. This sub-group also has the largest change in the proportion who state that the Council are good at keeping tenants informed (84% in 2012 compared to 62% in 2014).
- ◆ Tenants aged between 25 and 34, or 45 and 74 have lower proportions of tenants who state the Council are good at keeping tenants informed
- ◆ A lower proportion of female tenants now state that the Council are good at keeping tenants informed (84% in 2012 compared to 74% in 2014).
- ◆ A lower proportion of tenants who have longstanding ill-health state that the Council are good at keeping tenants informed (84% in 2012 compared to 75% in 2014).

**Table 5 Keeping tenants informed by sub-group***Percentage of respondents*

Sub-group		2012	Difference	2014
Age	16-24*	70%	-2%	68%
	25-34*	81%	-13%	68%
	35-44*	78%	-5%	73%
	45-54	78%	-8%	70%
	55-59*	88%	-12%	76%
	60-64*	85%	-12%	73%
	65-74	88%	-9%	79%
	75-84	85%	-1%	84%
	85+*	88%	7%	95%
Gender	Male	82%	-2%	80%
	Female	84%	-10%	74%
Household composition	One adult under 60	78%	-4%	74%
	One adult aged 60 or over	88%	-6%	82%
	Two adults both under 60*	74%	0%	74%
	Two adults, at least one 60 or over	84%	-7%	77%
	Three or more adults, 16 or over*	84%	-22%	62%
	1-parent family with child/ren, at least one under 16*	78%	-8%	70%
	2-parent family with child/ren, at least one under 16*	81%	-13%	68%
Health issues	Health issues	84%	-9%	75%
	No health issues	83%	-5%	78%

\*low base

## 6) Information about your household

This section presents findings on tenant’s satisfaction with Household Services

### Overall service provided

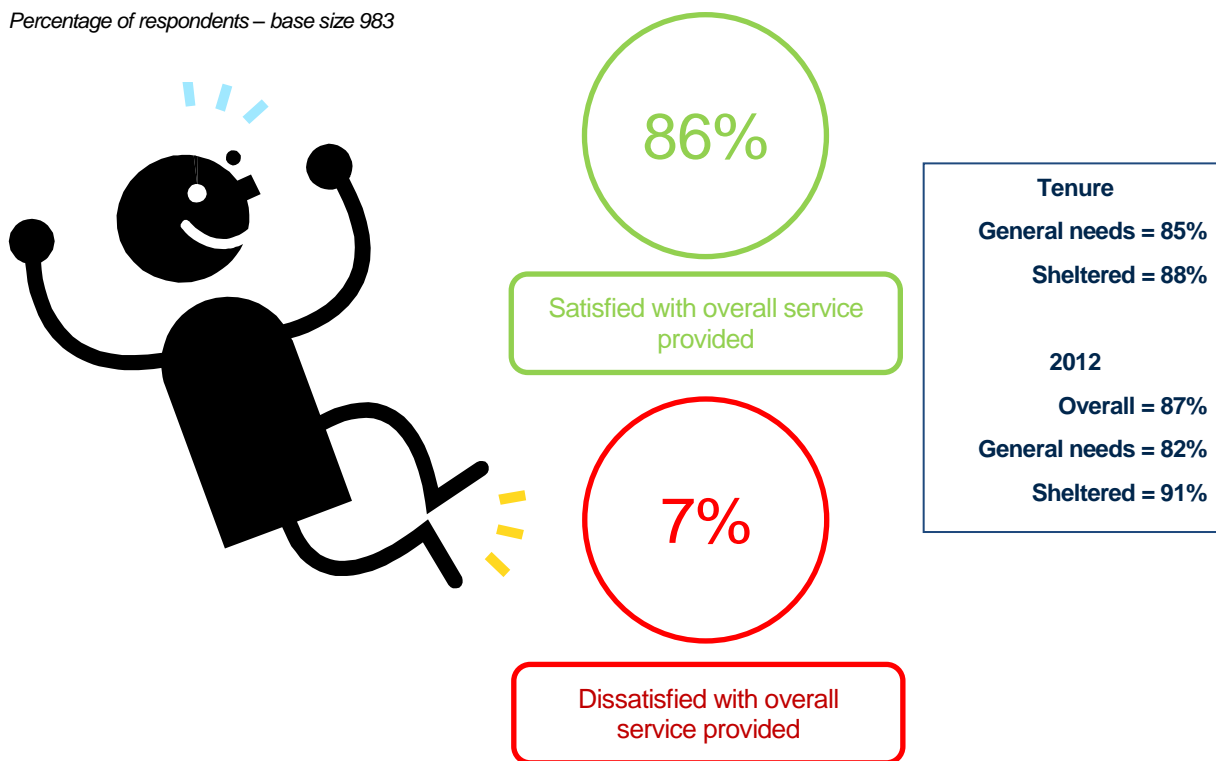
86% of tenants are satisfied with the overall service provided by West Lancashire Borough Council, with nearly half (48%) very satisfied. Only 7% indicate some degree of dissatisfaction.

Sheltered tenants (88%) are slightly more satisfied with the overall service provided than general needs tenants (85%).

When compared with the 2012 results overall satisfaction is similar (86% compared to 87%), although there has been a slight increase in satisfaction for general needs tenants (85% compared to 82%), and a slight decrease in satisfaction for sheltered tenants (91% compared to 88%).

**Figure 12 Satisfaction with the service provided**

Percentage of respondents – base size 983



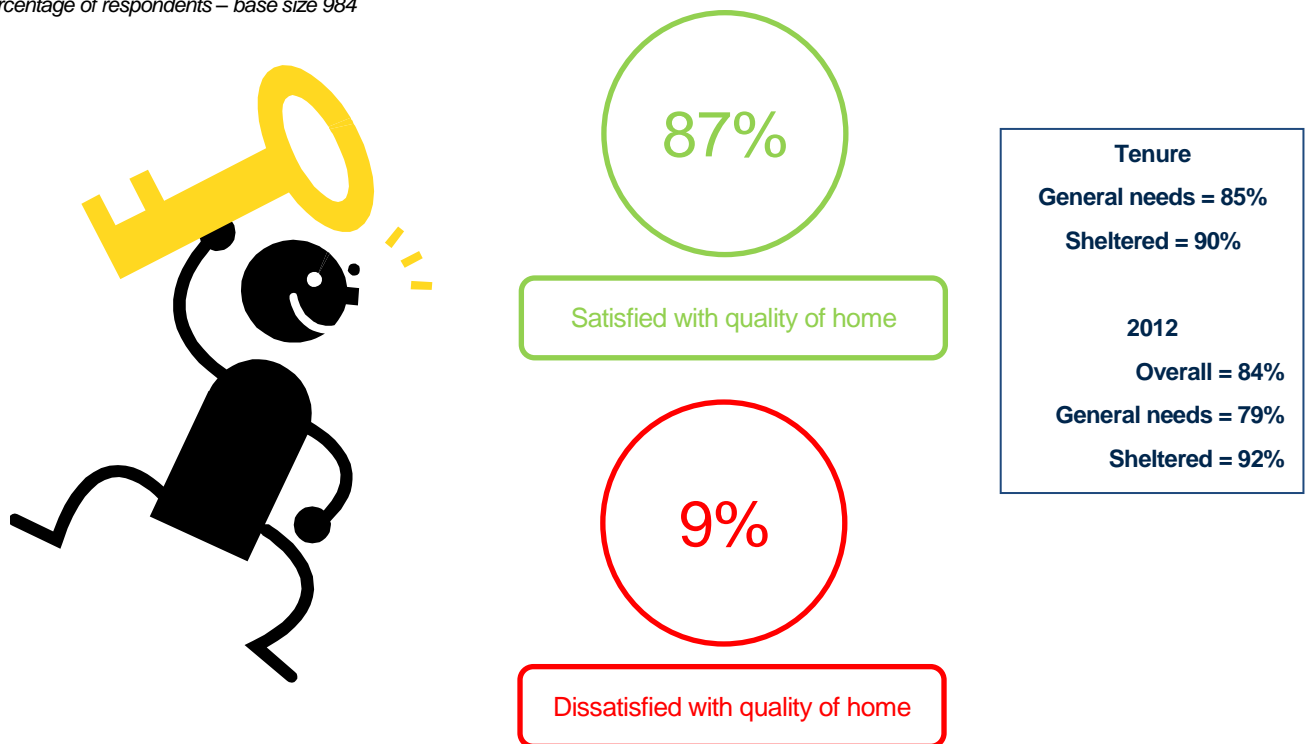
## Quality of home

87% of tenants are satisfied with the overall quality of their home, with over half (53%) indicating that they are very satisfied. Only 9% indicate some degree of dissatisfaction. Sheltered tenants (90%) are more satisfied with the quality of their home than general needs tenants (85%).

When compared with the 2012 results overall satisfaction with the quality of home has increased (87% compared to 84%). It should be noted that this overall increase is due to general needs tenants becoming more satisfied with the quality of their home (85% compared to 79%), as sheltered tenants are now slightly less satisfied than in 2012 (90% compared to 92%).

**Figure 13 Satisfaction with the quality of home**

*Percentage of respondents – base size 984*



### Condition of property

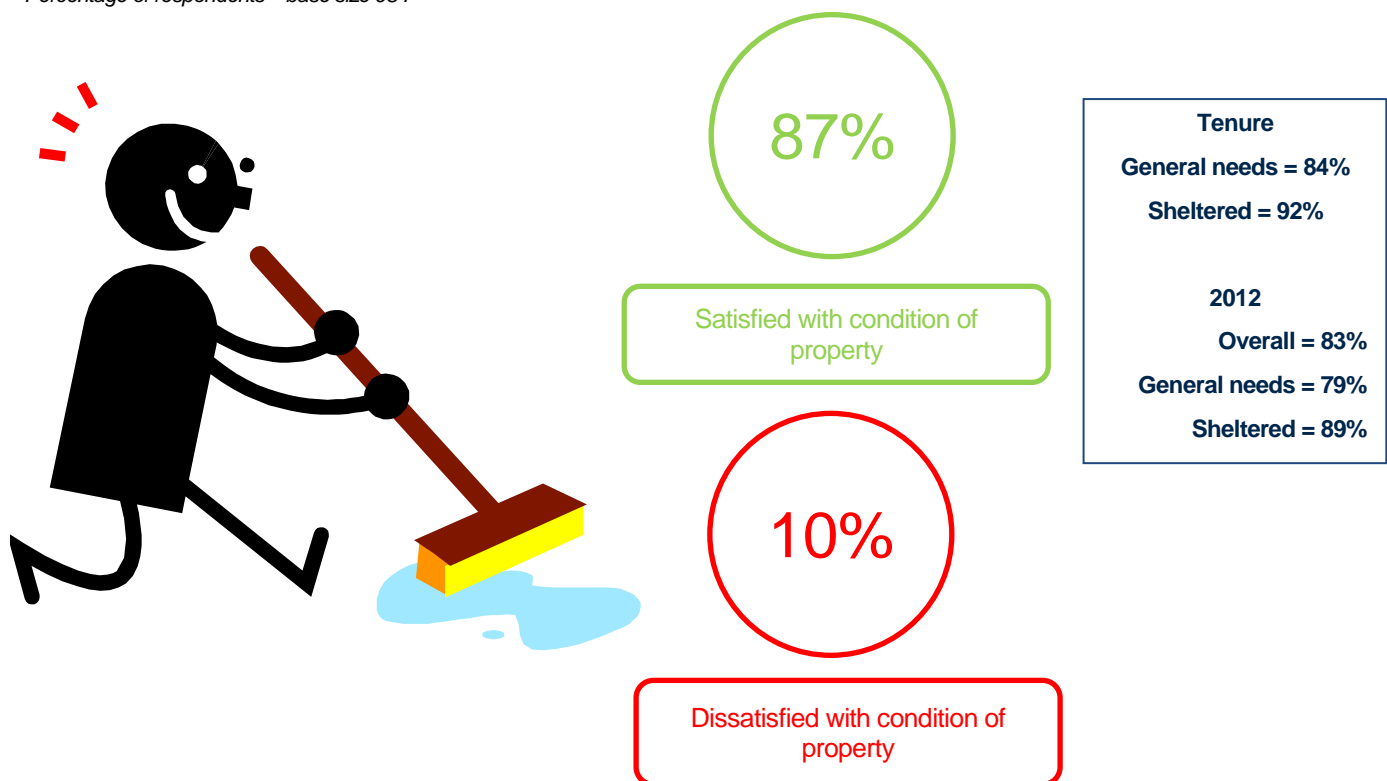
87% of tenants are satisfied with the general condition of their property, with over half (53%) indicating that they are very satisfied. One in ten tenants indicates some degree of dissatisfaction with the condition of their property.

As seen with other results sheltered tenants (92%) are more likely to express satisfaction with the general condition of their property than general needs tenant (84%).

Satisfaction with the general condition of the property has increased for both general needs tenants and sheltered tenants when compared with the 2012 results

**Figure 14 Satisfaction with the general condition of the property**

*Percentage of respondents – base size 984*



## Neighbourhood as a place to live

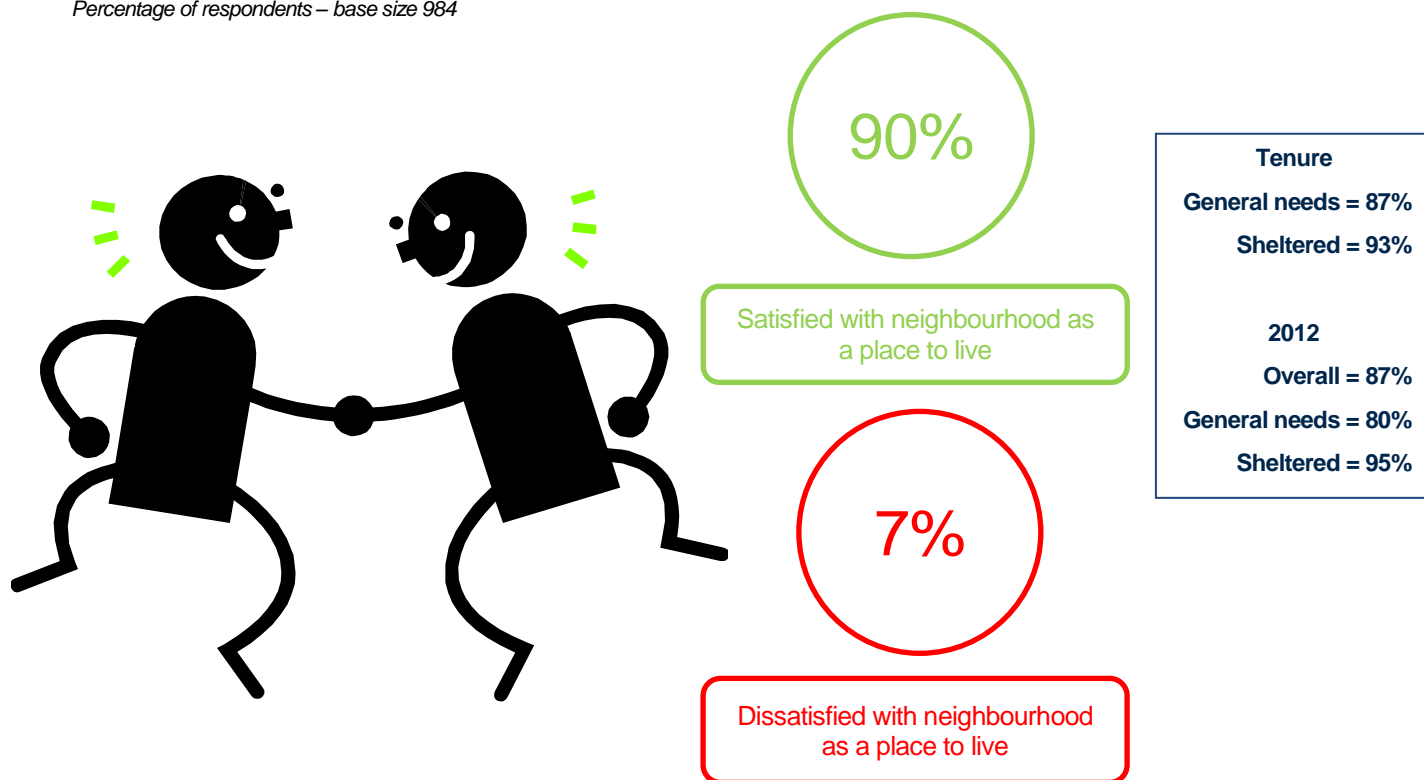
Nine out of ten tenants are satisfied with the neighbourhood as a place to live, with nearly two thirds (62%) stating that they are very satisfied with the neighbourhood as a place to live.

93% of sheltered tenants, and 87% of general needs tenants, are satisfied with the neighbourhood as a place to live.

When compared with the 2012 results, although overall satisfaction has increased (90% compared to 87%), there is a disparity in the changes in levels of satisfaction dependent on the tenancy type; general needs tenants express higher levels of satisfaction than in 2012 (87% compared to 80%), whilst sheltered tenants express lower (95% compared to 93%).

**Figure 15 Satisfaction with the neighbourhood as a place to live**

Percentage of respondents – base size 984



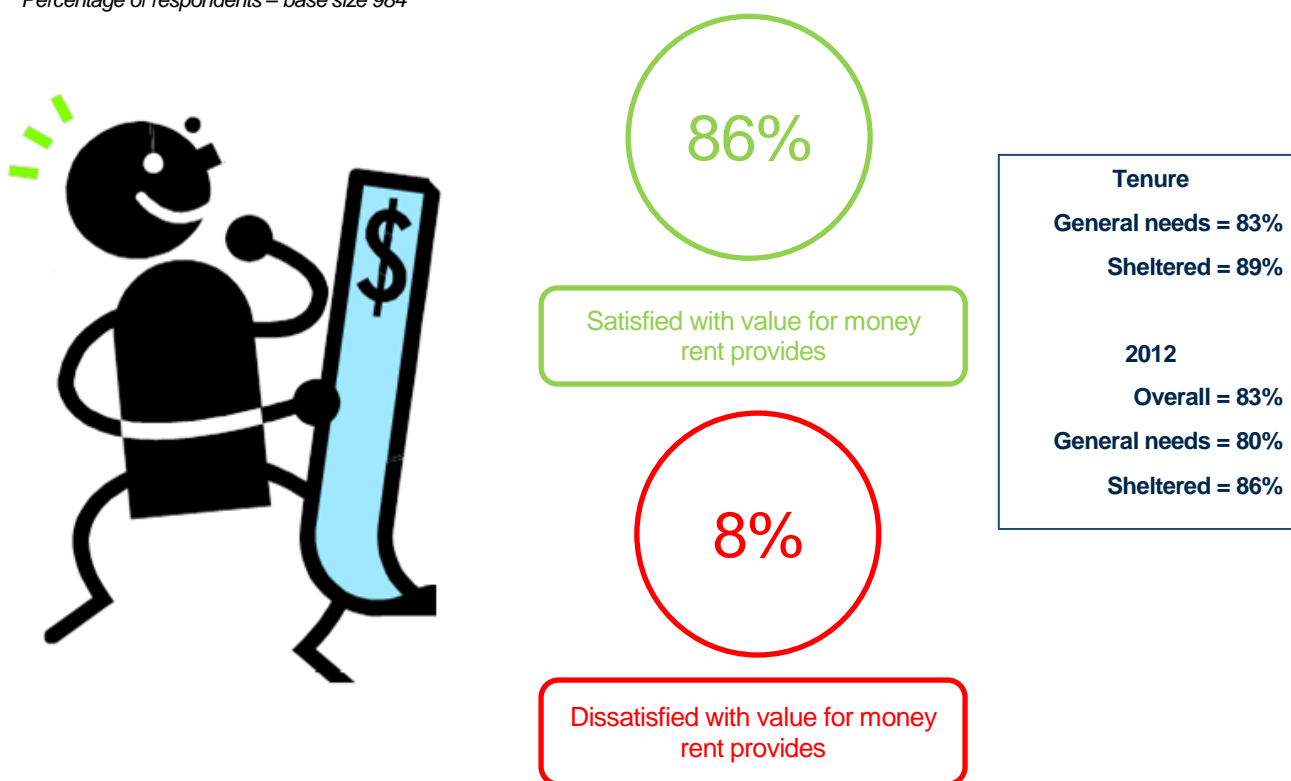
## Rent provides value for money

86% of tenants are satisfied with the value for money rent provides, with over half (52%) indicating that they are very satisfied with the value for money rent provides. 8% indicate some degree of dissatisfaction. Sheltered tenants (89%) are more likely to be satisfied with the value for money rent provides than general needs tenant (83%).

Satisfaction that rent provides value for money has increased for both general needs tenants and sheltered tenants when compared with the 2012 results

**Figure 16 Satisfaction with the value for money rent provides**

*Percentage of respondents – base size 984*



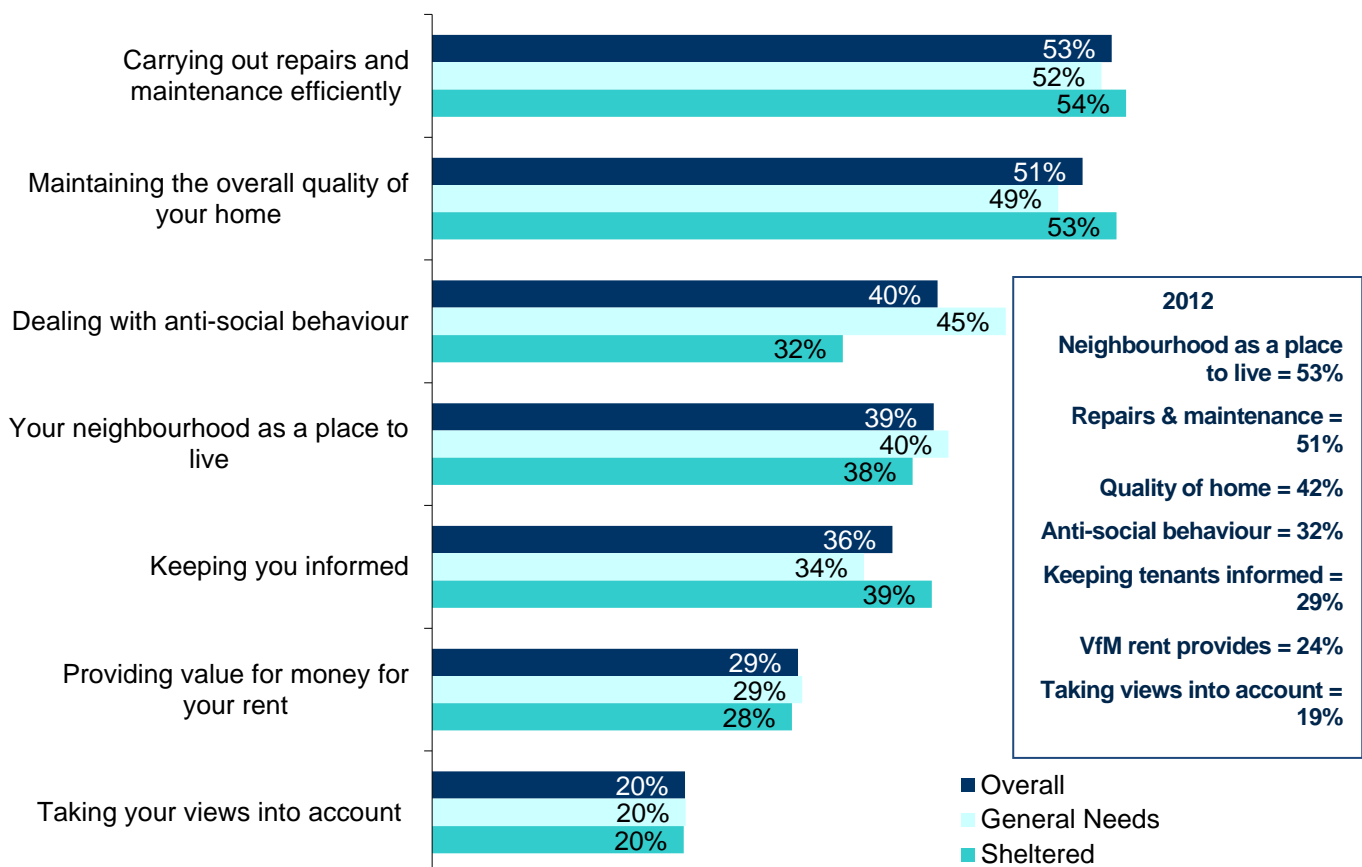
## Service priorities

All respondents were asked to state, from a list of services, which three would be their most important. As the results show, tenants indicate that carrying out repairs and maintenance effectively (with 53% selecting it), and maintaining the overall quality of your home (with 51% selecting it) are the most important service areas. With only 20% of tenants selecting it, taking views into account is the least important service area. When comparing tenure it shows that general needs tenants consider dealing with anti-social behaviour to be more important than sheltered tenants. While sheltered tenants are more likely to state maintaining the overall quality of home, and keeping tenants informed, to be more important.

In 2012 the neighbourhood as a place to live was the most frequently selected service area, followed by repairs and maintenance (51%), and the quality of home (42%).

**Figure 17 Service priorities**

Percentage of respondents – multiple selection





## 7) Sheltered tenants

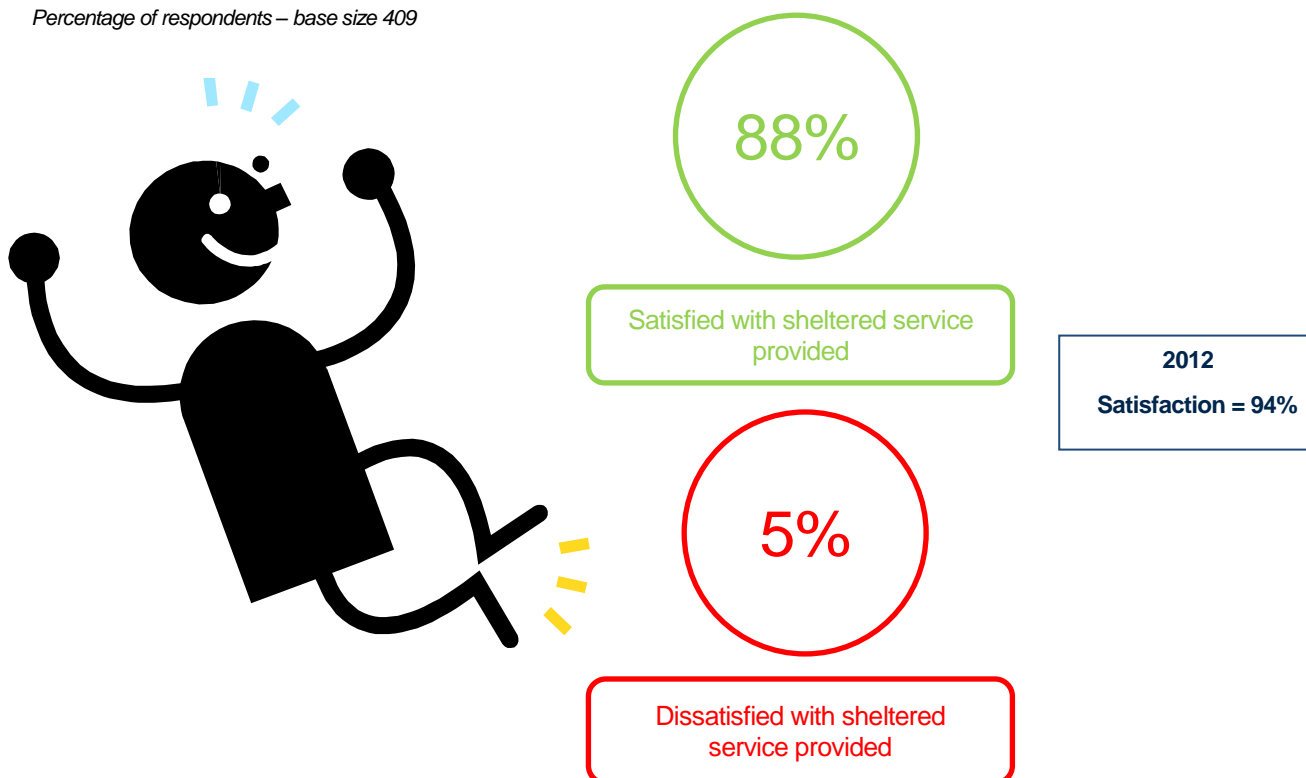
This section presents findings from the additional question for sheltered tenants

### Sheltered services provided by the council

All sheltered respondents were asked how satisfied they are with the sheltered service provided by their Council as a landlord. Nearly nine out of ten (88%) sheltered tenants are satisfied with the sheltered service provided, with nearly one in three expressing that they are very satisfied. When compared to the 2012 result there has been a decrease in satisfaction with the sheltered service (88% compared to 94%).

Figure 18 Satisfaction with the sheltered service provided

Percentage of respondents – base size 409



## 8) KPI subgroup analysis

**Table 6** illustrates the differences in satisfaction levels by the different demographic sub-groups. This shows:

- ◆ Elderly tenants are more satisfied than younger tenants; tenants aged over 85 express the highest levels of satisfaction for 7 of the 8 key performance indicators shown, while although relatively small in number, tenants aged below 24 are generally less satisfied than tenants in other age groups. It should be noted that tenants aged between 60 and 64 express the lowest levels of satisfaction with the overall service provided.
- ◆ Male tenants are marginally more satisfied than female tenants for the majority of the key performance indicators rated with the largest difference being for how good the Council are at keeping tenants informed; 80% of male tenants indicate that the Council are good at keeping tenants informed, whilst 74% of female tenants indicate that the Council are good at this.
- ◆ Generally two parent families (with child/ren under 16) are less satisfied with the majority of the key performance indicators rated, however interestingly, tenants who live in a one parent family household express the highest levels of satisfaction for the overall service provided, the value for money rent provides, and listen to views and acting upon them. Although it should be noted that this trend is reversed for the neighbourhood as a place to live.
- ◆ There are marginal differences in satisfaction when analysing by whether a tenant has health issues, with the biggest difference being for the condition of the property; 90% of tenants who do not have health issues are satisfied with the general condition of their property, while 85% of tenants who have a health issue express satisfaction.

**Table 6 Satisfaction results by age, gender, household composition, health issues**

Sub-group	Service provided	Quality of home	Condition of property	Neighbourhood as a place to live	Rent provides VFM	Repairs and maintenance	Listen to views and act upon them	keep tenants informed
16-24*	85%	72%	68%	85%	85%	64%	80%	68%
25-34*	81%	76%	76%	88%	77%	69%	71%	68%
35-44*	83%	86%	86%	79%	86%	78%	85%	73%
45-54	85%	85%	86%	86%	79%	77%	77%	70%
55-59*	81%	79%	79%	91%	83%	74%	84%	76%
60-64*	76%	79%	81%	86%	88%	77%	73%	73%
65-74	90%	95%	93%	93%	88%	91%	84%	79%
75-84	92%	91%	94%	94%	90%	92%	88%	84%
85+*	98%	95%	91%	98%	91%	98%	95%	95%
Male	86%	89%	89%	92%	87%	84%	83%	80%
Female	87%	86%	85%	89%	85%	82%	81%	74%
One adult under 60	86%	82%	82%	87%	81%	76%	82%	74%
One adult aged 60 or over	88%	91%	91%	93%	89%	89%	84%	82%
Two adults both under 60*	84%	88%	84%	93%	86%	75%	84%	74%
Two adults, at least one 60 or over	88%	88%	91%	92%	85%	88%	82%	77%
Three or more adults, 16 or over*	82%	85%	79%	88%	82%	79%	73%	62%
1-parent family with child/ren, at least one under 16*	90%	83%	83%	73%	90%	76%	85%	70%
2-parent family with child/ren, at least one under 16*	78%	76%	76%	87%	77%	73%	76%	68%
Health issues	85%	86%	85%	89%	84%	83%	81%	75%
No health issues	89%	89%	90%	91%	87%	83%	83%	78%
<b>Overall</b>	<b>86%</b>	<b>87%</b>	<b>87%</b>	<b>90%</b>	<b>86%</b>	<b>83%</b>	<b>82%</b>	<b>77%</b>

\*low base under 100 – result should be treated with caution   = Highest levels of satisfaction   = Lowest levels of satisfaction

## 9) Key Drivers Analysis

Looking at the statistical relationship of satisfaction with the service provided, satisfaction with the repairs and maintenance service, and satisfaction that West Lancashire Borough Council listens to tenants' views and acts upon them, against a range of other variables can provide insight into the underlying factors that influence satisfaction. The analysis, based on regression, looks at how a number of 'independent variables' influence one 'dependent variable', showing how much of an effect the independent variable has on the 'outcome' for the dependent variable. For this analysis the dependent variables are:

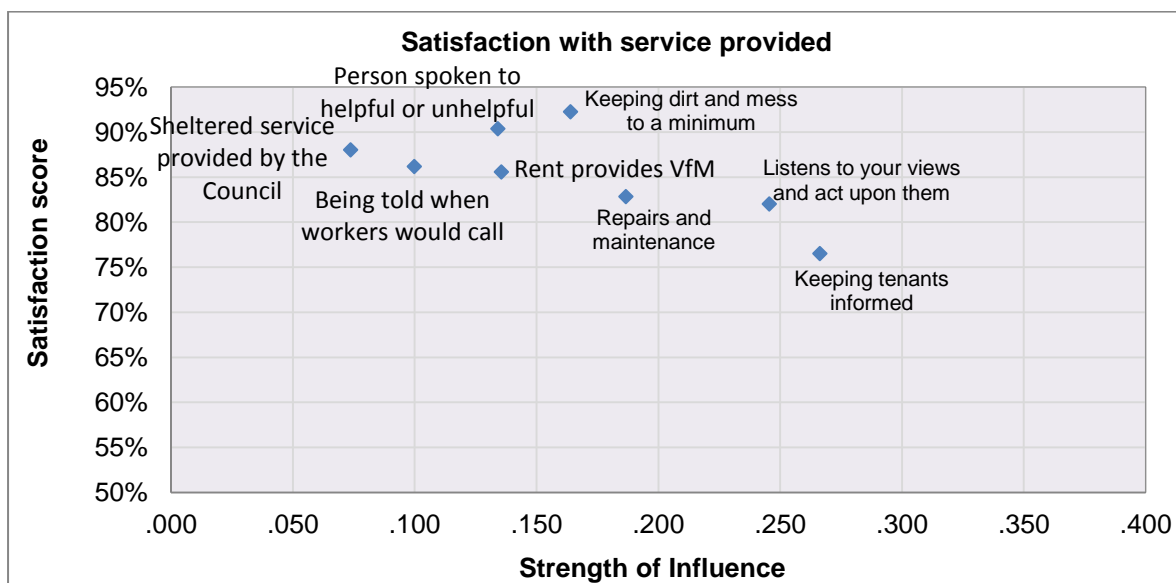
- ◆ Overall satisfaction with service provided
- ◆ Satisfaction with the way West Lancashire Borough Council deals with repairs and maintenance
- ◆ Satisfaction that West Lancashire Borough Council listens to views and acts upon them and
- ◆ Keeping tenants informed about things that might affect them

These have been compared against a 'basket' of other service related perception based questions (i.e. the independent variables). The percentage of variance explained by the model (as shown below) indicates the extent to which changes to the dependent variable can be attributed to changes to the independent variables, rather than other external factors.

### Overall satisfaction with the service provided

When performing Key Drivers Analysis on overall satisfaction with the service provided it identifies 8 variables within the survey which have a significant influence on satisfaction. Perceptions on how good the Council are at keeping tenants informed about things that affect them as a tenant, and that the council are listening to tenants views and acting upon them have the biggest influence on satisfaction with the service provided. Both of these variables have lower levels of satisfaction than the other influencing variables, therefore focusing resources on improving satisfaction with these two variables will have a positive impact on overall satisfaction with the service provided.

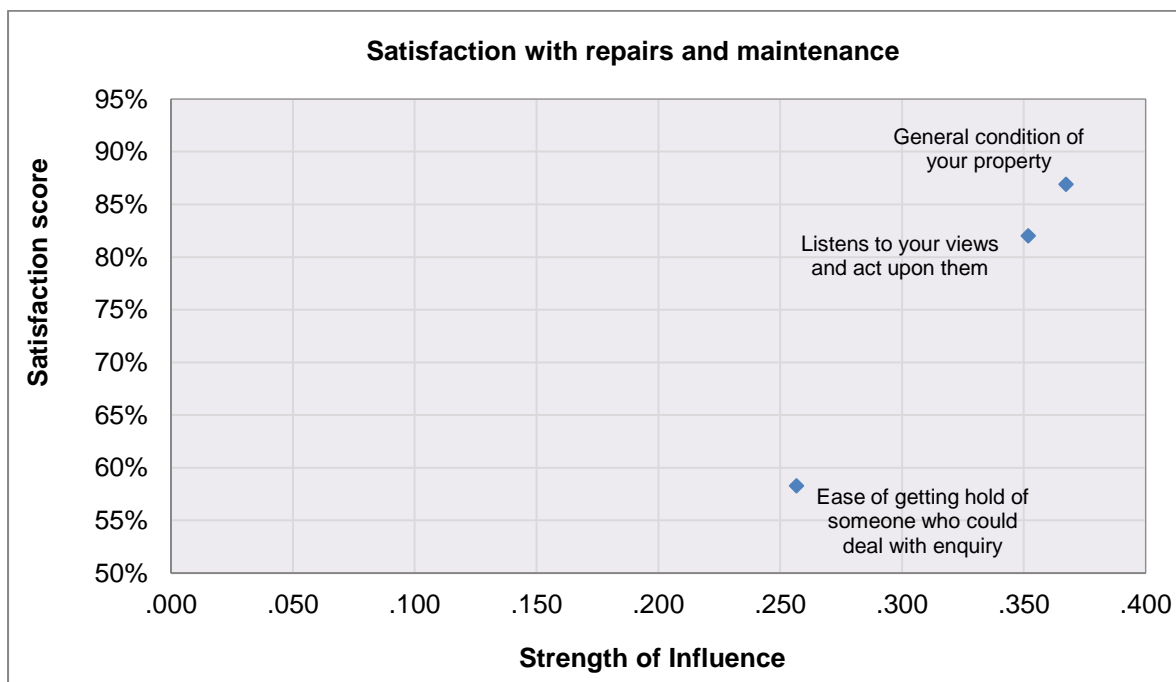
Figure 19 Key drivers analysis for satisfaction with overall service provided – 64% variance in the model



**Repairs and maintenance service**

When performing Key Drivers Analysis on satisfaction with the way West Lancashire Borough Council deals with repairs and maintenance it identifies 3 variables within the survey which have a significant influence on satisfaction; the general condition of a property, listening to views and acting upon them, and the ease of getting hold of someone who could deal with the enquiry if the first person a tenant contacted in the Council could not deal with their enquiry. Although the influence is greater for both the general condition of the property, and listening to views and acting upon them, a relatively low proportion of residents found it easy to get hold of someone who could deal with their enquiry. As this variable is closely related to satisfaction with the repairs and maintenance service, it suggests that when tenants are not able to get hold of the right person it is related to repairs and maintenance

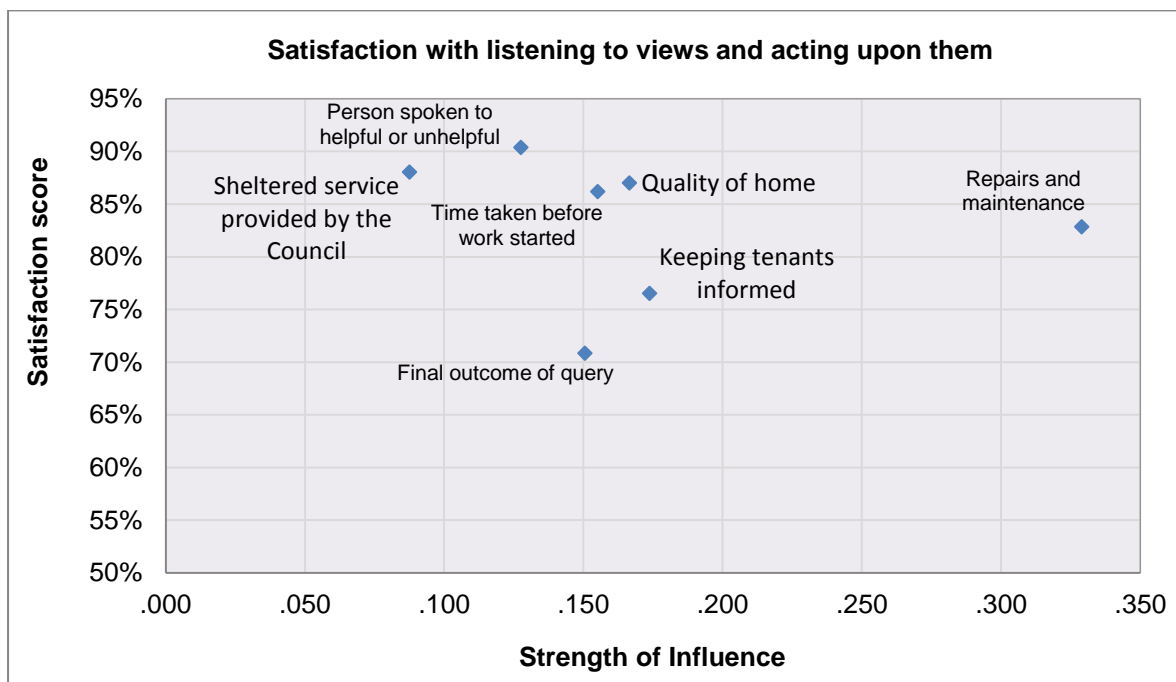
**Figure 20 Key drivers analysis for satisfaction with repairs and maintenance - 62% variance in the model**



**Listen to views and act upon them**

When performing Key Drivers Analysis on satisfaction that the Council listens to views and acts upon them, it identifies 7 variables within the survey that have a significant influence on satisfaction. Satisfaction with the way the Council deals with repairs and maintenance has the strongest influence on a tenant's perception that the Council listens to their views and acts upon them. Maintaining satisfaction levels with the repairs and maintenance service would maintain satisfaction levels with the Council listening to views and acting upon them. Satisfaction with the final outcome of a query has the lowest level of satisfaction for any of the influencing variables, improving satisfaction with the final outcome of a query when a tenant contacts the Council would improve levels of satisfaction that the Council listen to views and acts upon them

**Figure 21 Key drivers analysis for satisfaction that the Council listen to views and acts upon them - 62% variance in the model**



**Keeping tenants informed**

Please note that regression analysis was also performed on how good or poor West Lancashire Borough Council is at keeping tenants informed about things that may affect them as a tenant, however, no variable was found to have a significant impact on this question.

## Appendix A: sample profile

Sub-group		Overall	General Needs	Sheltered
Age	16-24	5%	8%	0%
	25-34	7%	13%	0%
	35-44	8%	13%	0%
	45-54	15%	23%	4%
	55-59	8%	12%	3%
	60-64	8%	8%	9%
	65-74	26%	17%	40%
	75-84	18%	5%	35%
	85+	4%	1%	9%
	Not known	1%	0%	1%
Gender	Male	40%	41%	40%
	Female	60%	59%	60%
Household composition	One adult under 60	16%	25%	4%
	One adult aged 60 or over	38%	18%	65%
	Two adults both under 60	8%	12%	2%
	Two adults, at least one 60 or over	17%	10%	27%
	Three or more adults, 16 or over	3%	6%	0%
	1-parent family with child/ren, at least one under 16	6%	11%	0%
	2-parent family with child/ren, at least one under 16	8%	14%	0%
	Other	4%	6%	1%
Ethnicity	White British	93%	91%	96%
	White Irish	1%	1%	1%
	Any other White background	4%	7%	2%
	Other ethnic background	1%	2%	1%
longstanding ill-health	Yes	56%	50%	64%
	No	43%	49%	35%
	Don't know	1%	1%	1%

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