Programme of follow-up research work with tenants and leaseholders

Residents' perception of how good a service they receive for their rent/service charges, is one of the key drivers of satisfaction. It is a challenging area to analyse, as people's perceptions of what is 'good value' can be heavily influenced by assumptions and misunderstandings of what is actually being offered as a service.

This issue can be explored by focusing on three distinct areas:

1. Image
What image does CCC Housing want to portray? What is the current image of housing? Do tenants feel they have ownership of services, their homes or their neighbourhoods?

2. Managing expectations
One of the biggest improvements that can be made to the way tenants and leaseholders perceive the value of a service received is whether they feel they have been informed of what they can expect; what they will be receiving, in what form they will receive it and when they can expect it to be delivered.

3. Perception of 'waste'
Customers are more aware than ever of perceived 'waste'; spending money on services they do not consider to be necessary.

It is recommended by the survey company that follow up work around the above topics would be best achieved through a number of Focus Groups – groups of 8 to 10 tenants meeting for 1.5 hours – using a topic guide developed by the consultants and the City Council.

Consideration would need to be given on whether all groups were a broad cross section of tenants or whether they should be split by variables such as age, locality, etc.

Additional research options

Communications Audit
The survey company has recommended a marketing / communications consultant perform a review of all written materials; all points of contact with the tenant and the options and opportunities available for tenant to make contact with CCC. This is a useful first step before then taking materials out to residents for their feedback.

Workshops
For some topics, the Council may wish to consider a workshop (either one day or half a day). This would involve larger groups of tenants covering several issues over a one day period – could include speakers, presentations (from CCC or external organizations).

Events run at other providers have used vox pop video for this prior to workshops which encourages a sense of ownership

Using postcode data for analysis
The data gathered from the 2014 satisfaction survey, provided the City Council with the most detailed snapshot of our residents ever. Though anonymous, the data can be broken down to postcode area. In order to get best use of that data, a number of particular projects will be using it to help inform where project resources and funding will be targeted to provide the biggest impact to the community.

1. Ditton Fields - Hidden Insights
Hidden Insights is a new approach for engaging with communities. Ditton Fields is an area of high deprivation in the city and has a large concentration of social housing. The project relies on using detailed data about an area to help inform an approach that lets local residents set their own agenda rather than having an outside group like the council come in and impose one on them.

2. Environmental Improvements - Cambridge Standard
The Cambridge Standard Environmental Improvement funding is for large-scale environmental projects to council housing estates. In that fast this has included landscaping of whole streets and estates. Data from the satisfaction survey can be input into GIS mapping software to produce 'heat' maps, showing the areas of the city where environmental satisfaction is lowest.

3. Digital Inclusion
For the first time, the 2014 satisfaction survey asked questions about residents' digital access. This showed that about 60% of our residents are online - this is well below the national average of over 80%. The majority of those not online said that the reason is cost. As part of the Council's anti-poverty strategy, around £15,000 of funding has been made available for targeted work around digital inclusion in wards of the city with the greatest need. Using the satisfaction survey data, it will be possible to make sure that tenants and leaseholders who would benefit most from this funding will receive it.

4. Leaseholder data key driver analysis chart
Key driver analysis is a process where survey can be analysed to show which topics/questions have the biggest impact on the overall positive or negative response to the survey as a whole. Leaseholders priorities can differ significantly from those of tenants, so it is worthwhile to run a separate KDA of the leasehold data.

Repairs follow-up surveys
Residents currently undertake a short satisfaction survey at the moment a repair job is completed (by the operative). Because there is some disparity between the satisfaction levels achieved by these spot surveys and the bi-annual satisfaction survey, it is recommended that that the Council undertake c.50-100 telephone surveys a month,

incorporating 3-4 repairs satisfaction questions with key STAR survey questions. This is a popular practice amongst other leading social landlords and has been found to provide very useful satisfaction data.

These phone surveys would target tenants and leaseholders who have had repairs completed in previous week or month and a random or representative sample of tenants selected for interview. No tenant would be re-interviewed in the following 6 months.