

# Flintshire STAR Survey (Survey of Tenants)

July 2022

# Context

# Context: The Survey

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## Why conduct a survey?

- To capture feedback from tenants on things which are important to them
- Identify priorities, inform and drive service improvements
- Benchmark to track improvements and make comparisons to other social landlords
  
- The last survey was conducted in 2013, meaning the results are out of date

# How were tenants engaged?

Survey period:  
7<sup>th</sup> March – 10<sup>th</sup> April

All tenants were invited to take part and were surveyed via a variety of methods:



An initial **postcard** and reminder postcard, with weblinks and a QR code to complete the survey online

A **postal survey** sent to all households



An **online version** of the survey



**Telephone surveys** to boost responses



Responses:  
**1,795 (25%)**



## The Survey

# Topics covered



Overall Service



Neighbourhood



Repairs and  
maintenance



Value for money



Tenant priorities



Contact and  
communication



Digital access



Further  
feedback



## Overall Service



# Key Findings

## *The service overall*



74%

Are satisfied with the service from Flintshire overall

## *Trust*



73%

Agree they trust Flintshire Housing Services

## *Safety & Security*



81%

Are satisfied with the safety and security of their home

## *Neighbourhood*



80%

Are satisfied with their neighbourhood as a place to live

## Where Flintshire scores highly:

- Taking everything into account, around three quarters of tenants are satisfied with the service they receive from Flintshire Housing Services
- At an overall level, there are high levels of satisfaction that homes are safe and secure and with the neighbourhood as a place to live
- However, there are variations in satisfaction by age:
  - Tenants aged 65+ tend to be more satisfied
  - Tenants aged 35-44 are consistently less satisfied



**Neighbourhood**



**STRATEGIC**  
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# Key Findings

## Neighbourhood

### Home



82%

Are proud of their homes

### Neighbourhood



71%

Are proud of their neighbourhood

### Key Drivers\*

ASB



Repairs & maintenance



*\*Key reasons for a lack of pride in homes or neighbourhoods*

- While most tenants are proud of their homes, slightly fewer are proud of their neighbourhood.
- ASB and issues with repairs and maintenance are key factors which impact pride

- However, when identifying problems in their neighbourhood, the biggest problems were:
  - Car parking
  - Dog fouling / Dog mess
  - Rubbish or litter



## Repairs and maintenance



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 **86%** Keeping dirt and mess to a minimum

The overall quality of the work **83%** 

 **81%** Service received on this occasion

Contractors meeting expectations **80%** 

- ...but drops off when it comes to lead times and communication about the work.

- 60% are satisfied with the overall repairs and maintenance service
- Satisfaction with work carried out is high...

 **66%** Being told when workers would call

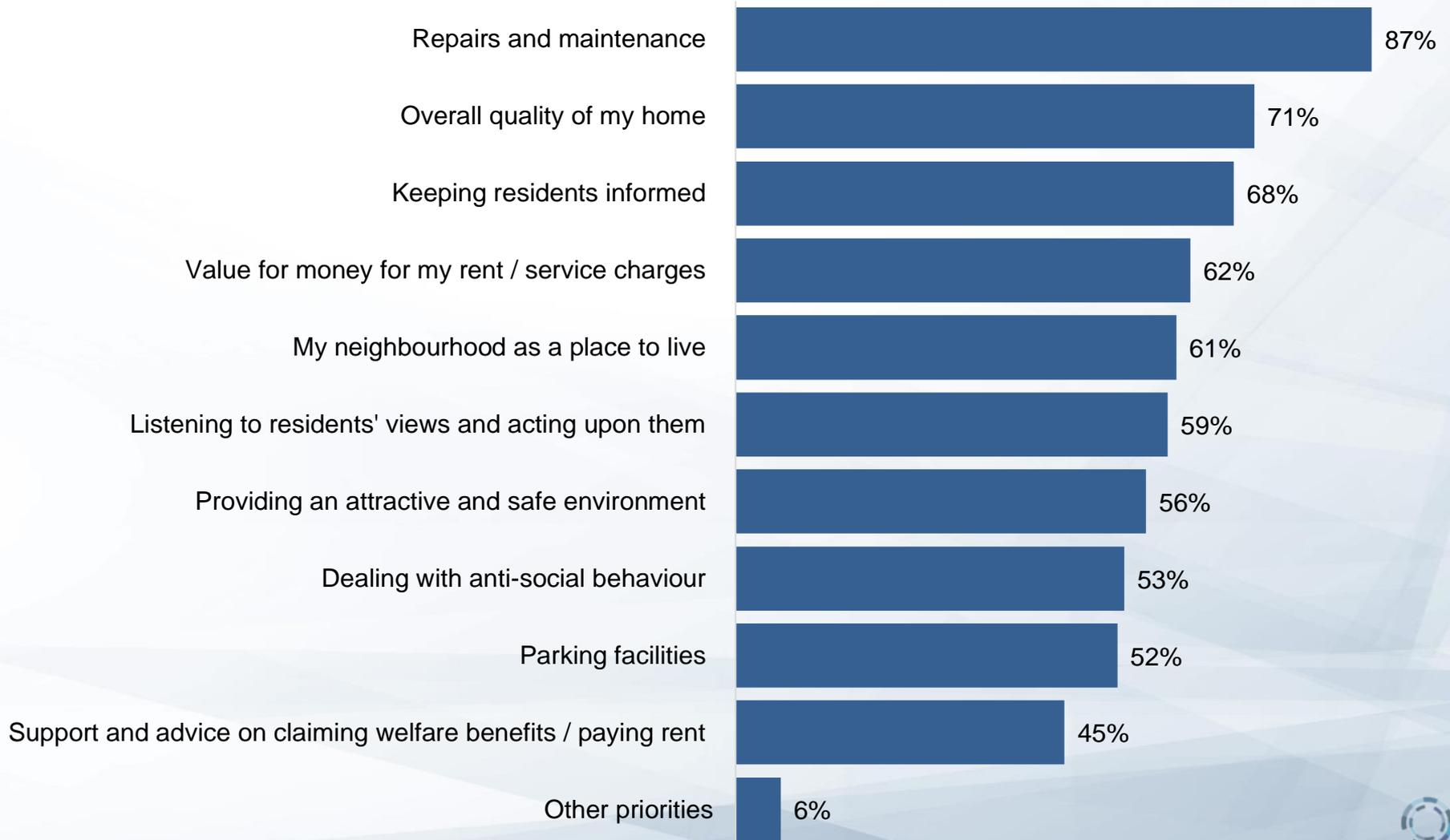
Being able to make an appointment **63%** 

 **61%** The time taken before work started



## Tenant priorities

# Which of the following would you consider to be priorities?



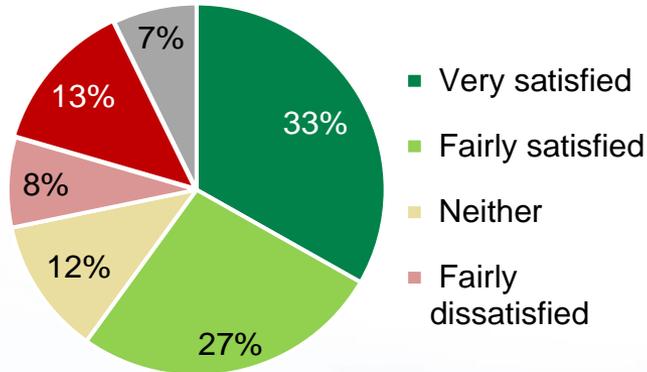


## Contact and communication

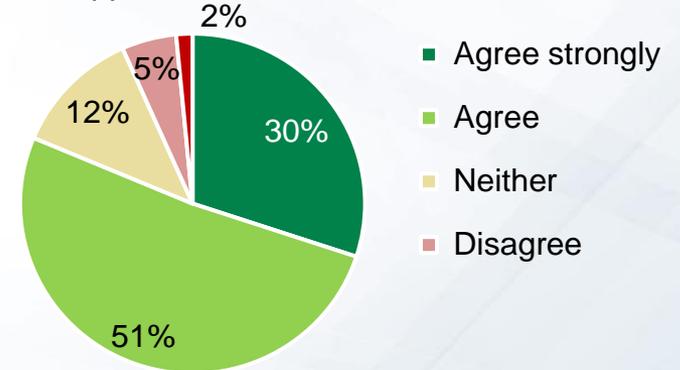


## Contact:

How satisfied or dissatisfied were you that staff dealt with your query quickly and efficiently?



To what extent do you agree or disagree that Flintshire Housing Services has friendly and approachable staff?



## Communication:

How satisfied or dissatisfied are you with the following from Flintshire Housing Services?



■ Very satisfied    
 ■ Fairly satisfied    
 ■ Neither    
 ■ Fairly dissatisfied    
 ■ Very dissatisfied



**Digital access**



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# Key Findings

## Digital Access

### Internet use



72%

Have access to the internet

### Accessed via:



71%



53%



45%

### Barriers:

Feeling too old



Not knowing how

- Almost three quarters of tenants use the internet, and most of those who do use it every day
- Accessing the internet on mobile phones is a growing trend
- Key barriers to internet access include 'feeling too old' and a lack of knowledge

- However, the majority had not signed up to or heard about the council's online *My Account* service or email bulletins.
- There is a desire to find out more.



# How does Flintshire compare?

## Where Flintshire scores highly:

10 other local authorities in Wales also conducted surveys with their tenants

Flintshire ranks similarly to the average for many questions, including tenant satisfaction with the...:

- Overall service (76%)
- Quality of homes (74%)  
& neighbourhoods (80%)
- Safety and security (81%)
- Value for money of rent (75%)  
& service charges (68%)
- Trust (73%)

## Areas for improvement



### Repairs and maintenance

Flintshire satisfaction: (60%)

Landlord satisfaction average: (71%)

Percentage dissatisfied: **(32%)**



### Tenant involvement

That Flintshire listens to tenants' views and acts upon them (52%)

Tenant participation in decision making (38%)

Having a say in service management (35%)

# Summing up...

## Common themes running throughout:

### Important areas where Flintshire scores well

- There is high satisfaction in the overall service, trust, safety and security of homes and neighbourhoods as places to live.

### Service perception linked to age

- Older tenants (65+) are more satisfied with every element of the service received by Flintshire. Younger tenants, and particularly those aged 35-44, are consistently less satisfied

### Tenants want more engagement

- The high level of response to the survey, combined with lower satisfaction with current engagement and participation opportunities shows tenants want to be involved
- Digital resources are underutilised, but not all tenants are online
- Tenants are positive about contact with Flintshire where it currently occurs.

### Repairs and maintenance is a key priority

- Repairs and maintenance consistently appears as priority for tenants, and an area with low satisfaction
- While tenants are happy with the work when it is carried out, they are unhappy with the lead times and communication about the work before it starts

## Q&A and discussion

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