

TENANT SATISFACTION MEASURES REPORT AND ACTION PLAN

KEY POINTS FROM THE ACUITY REPORT

1. Overall Satisfaction:

- 61% of tenants are satisfied with the overall services provided by Guildford Borough Council.
- Satisfaction is highest for the provision of a safe home (68%) and the way the Council treats tenants fairly and with respect (64%).

2. Areas of Concern:

- Only 41% of tenants are satisfied with how the Council listens to their views and acts upon them.
- Complaints handling is particularly low, with only 22% satisfaction.

3. Repairs and Maintenance:

- 63% satisfaction with repairs completed in the last 12 months.
- Time taken to complete repairs also has a 63% satisfaction rate, but 30% of tenants are dissatisfied.

4. Neighbourhood and Communal Areas:

- 48% satisfaction with the maintenance of communal areas.
- 45% satisfaction with the Council's contribution to the neighbourhood.
- 43% satisfaction with the handling of anti-social behaviour.

5. Communication and Customer Service:

- 56% of tenants feel they are kept informed about matters that affect them.
- 52% find the Council easy to deal with.

6. Damp and Mould:

- 32% of tenants reported issues with damp and mould in their homes, with 81% of these having reported it to the Council.

ACTION PLAN FOR 2024 TSM RESPONSES

Action Item	Objective	Actions	Responsible Person/Team	Start Date	End Date	Status	Priority	Resources Needed	KPIs	Progress Notes
Improve Complaints Handling	Enhance the efficiency of complaints resolution	<ul style="list-style-type: none"> Review and streamline the complaints process. Increase transparency and communication about the complaints process and outcomes. Implement additional questions in future surveys to better understand tenant complaints. 	Customer Service Team	01/12/2024	31/03/2025	In Progress	High		% of complaints resolved within target time	The responsible manager/Team Leader makes contact with the complainant within 24 hours to establish and agree the actions to resolve the complaint.
Enhance Communication Strategy	Increase tenant engagement and satisfaction	<ul style="list-style-type: none"> Develop a comprehensive communication strategy. Implement regular updates and follow-ups on reported issues and repairs. Engage with tenants who have expressed willingness to be contacted. 	Communications Team Tenant Engagement Team	01/12/2024	30/06/2025	In Progress	High		Tenant satisfaction with communication	All residents that were happy to be followed up have been passed to Customer Services and Neighbourhood and Housing Management Services.

Action Item	Objective	Actions	Responsible Person/Team	Start Date	End Date	Status	Priority	Resources Needed	KPIs	Progress Notes
Prioritise Repairs and Maintenance	Reduce time taken to complete repairs	<ul style="list-style-type: none"> Prioritise timely completion of repairs and address outstanding issues promptly. Improve communication about repair timelines and any delays. 	Maintenance Team	01/12/2024	Ongoing	In Progress	High		% of repairs completed on time	Repair related comments have been passed to Housing Repairs for action.
Address Damp and Mould Issues	Improve tenant health and property condition	<ul style="list-style-type: none"> Investigate and address damp and mould issues as a priority. 	Maintenance Team	01/12/2024	31/12/2024	In Progress	High	Inspection tools	Number of damp/mould issues resolved	All 48 residents that explicitly said they were experiencing damp and mould have been passed to Housing Repair to raise as formal inspections.
Review Communal Area Maintenance	Enhance the cleanliness and safety of communal areas	<ul style="list-style-type: none"> Conduct a review of communal area maintenance and cleanliness. Increase efforts to manage and reduce anti-social behaviour in neighbourhoods. 	Facilities Management	01/12/2024	31/03/2025	Not Started	Medium	Cleaning services	Tenant satisfaction with communal areas	

Action Item	Objective	Actions	Responsible Person/Team	Start Date	End Date	Status	Priority	Resources Needed	KPIs	Progress Notes
		<ul style="list-style-type: none"> Promote the Council's contributions to the neighbourhood. 								
Increase Tenant Involvement	Foster tenant participation in decision-making	<ul style="list-style-type: none"> Create programmes to involve tenants in decision-making processes. Establish clear channels for tenants to provide ongoing feedback. 	Tenant Engagement Team	01/01/2025	30/06/2025	In Progress	Medium	Engagement programmes	Number of tenants involved in activities	Contacted the 73 residents that said they were interested in getting involved through phone calls and digital survey. 14 of the residents were put in contact with TEG.
Improve Anti-Social Behaviour Handling	Reduce incidents of anti-social behaviour	<ul style="list-style-type: none"> Review current policies and procedures for handling ASB. Implement additional security measures where necessary. Increase communication and support for affected tenants. 	Community Safety Team	01/01/2025	30/06/2025	Not Started	Medium		Reduction in ASB incidents	

Action Item	Objective	Actions	Responsible Person/Team	Start Date	End Date	Status	Priority	Resources Needed	KPIs	Progress Notes
Enhance Customer Service	Improve responsiveness and support to tenants	<ul style="list-style-type: none"> Provide training for customer service staff. Implement support tools to improve service delivery. Regularly review and improve customer service processes. 	Customer Service Team	01/12/2024	Ongoing	Not Started	High	Training, Support tools	Tenant satisfaction with customer service	
Regular Tenant Feedback Collection	Continuously gather and act on tenant feedback	<ul style="list-style-type: none"> Conduct regular tenant satisfaction surveys. Analyse feedback to identify areas for improvement. Implement changes based on tenant feedback. 	Research & Insights Team	01/01/2025	Ongoing	Not Started	High	Survey tools	Frequency and quality of feedback collected	
Promote Council Contributions	Increase awareness of Council's positive impact	<ul style="list-style-type: none"> Develop and distribute marketing materials highlighting the Council's contributions. Use various communication channels to reach tenants. Monitor tenant awareness and appreciation levels. 	Communications Team	01/01/2025	30/06/2025	Not Started	Medium	Marketing materials	Tenant awareness and appreciation levels	

By addressing these key areas, Guildford Borough Council can work towards improving tenant satisfaction and providing better services to its residents.

MEASURING IMPROVEMENT

Measuring improvement in tenant satisfaction involves a combination of quantitative and qualitative methods. Here are some steps that we can take/or have taken to effectively measure and track improvements:

1. Regular Surveys

- **Frequency:** Conduct tenant satisfaction surveys annually or bi-annually to track changes over time.
- **Consistency:** Use the same or similar questions to ensure comparability of results.
- **Response Rate:** Aim for a high response rate to ensure the data is representative.

2. Key Performance Indicators (KPIs)

- **Overall Satisfaction:** Track the percentage of tenants who are satisfied with the overall services.
- **Specific Areas:** Monitor satisfaction in key areas such as repairs and maintenance, communication, and complaints handling.
- **Benchmarking:** Compare your results with other similar councils or housing providers to gauge performance.

3. Actionable Feedback

- **Follow-Up:** Engage with tenants who have provided feedback, especially those who are dissatisfied, to understand their concerns in more detail.
- **Resolution Tracking:** Keep a record of issues raised and how they were resolved to identify patterns and areas for improvement.

4. Focus Groups and Interviews

- **In-Depth Insights:** Conduct focus groups or one-on-one interviews with tenants to gain deeper insights into their experiences and suggestions for improvement.
- **Diverse Representation:** Ensure a diverse group of tenants is included to capture a wide range of perspectives.

5. Monitoring and Reporting

- **Regular Reports:** Produce regular reports on tenant satisfaction metrics and share these with relevant stakeholders.

- **Dashboard:** Use a dashboard to visualise key metrics and track progress over time.

6. Action Plans and Implementation

- **Targeted Actions:** Develop and implement action plans based on survey results and feedback.
- **Progress Reviews:** Regularly review the progress of action plans and adjust strategies as needed.

7. Tenant Involvement

- **Engagement Programs:** Create programs to involve tenants in decision-making processes and service improvements.
- **Feedback Loops:** Establish clear channels for tenants to provide ongoing feedback outside of formal surveys.

8. Technology and Tools

- **CRM Systems:** Use Customer Relationship Management (CRM) systems to track interactions and satisfaction levels.
- **Survey Tools:** Utilise online survey tools to streamline the survey process and analyse results efficiently.

By implementing these steps, we can systematically measure and improve tenant satisfaction, ensuring that the services provided meet the needs and expectations of our tenants.

KEY METRICS

To effectively monitor tenant satisfaction and service performance, we can use a variety of metrics alongside the regular KPIs and Acuity surveys. Below are some additional key metrics we may wish to consider:

- **Overall Satisfaction**
 - **Net Promoter Score (NPS):** Measures the likelihood of tenants recommending the Council's services to others.
- **Safety and Condition of Homes**
 - **Home Safety:**
 - Number of safety incidents reported and resolved.
- **Tenant Wellbeing**
 - **Wellbeing Metrics:**

- Percentage of tenants reporting issues such as damp and mould.
 - Tenant perceptions of value for money.
 - Impact of external factors (e.g., cost of living) on tenant satisfaction.
- **Benchmarking and Comparison**
 - **Benchmarking:**
 - Compare your metrics with those of similar councils or housing providers.
 - Track performance against industry standards and best practices.

By regularly monitoring these metrics, we can gain valuable insights into tenant satisfaction and identify areas for improvement. This will help us to make data-driven decisions and enhance the overall quality of services provided to tenants.