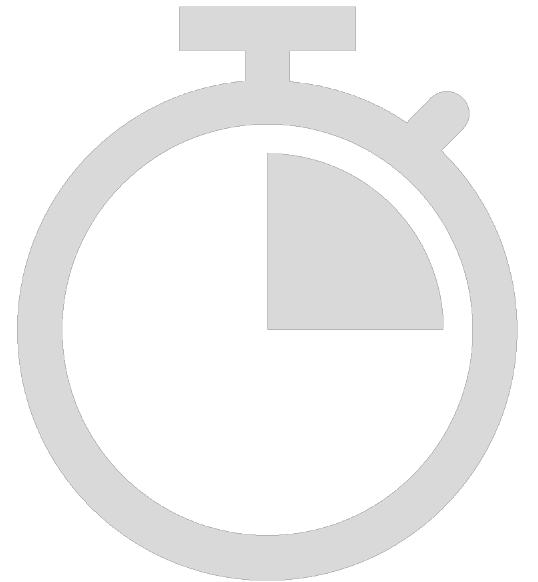


2021 STAR results

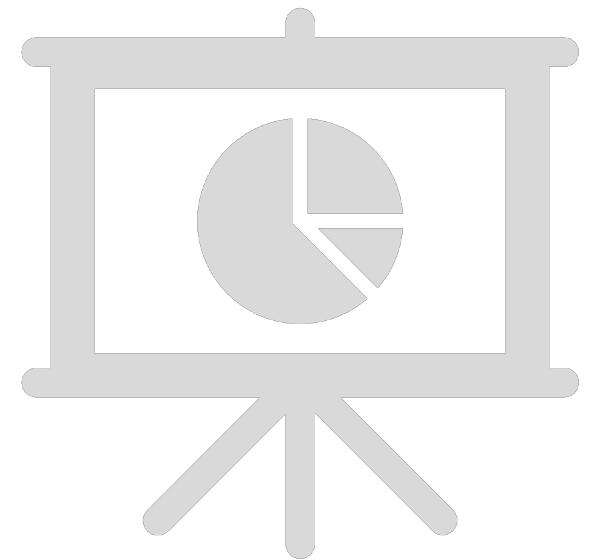
Brentwood Borough Council

Agenda

1. 2021 STAR Results
2. Key messages
3. Questions and next steps



1. 2021 STAR results



Methodology



The fieldwork began in September 2021 and finished in October 2021. A sample of 2382 tenants and leaseholders (433) were invited.



Respondents were sent a postal survey including a cover letter and free postage envelope. The cover letter also included details on how to complete the survey online.



In total, we heard from 661 tenants, comprising of 471 General Needs tenants and 190 Sheltered tenants. We achieved 109 surveys amongst leaseholders. Together this meant we spoke to 770 residents, achieving a confidence level of +/-3.03%.

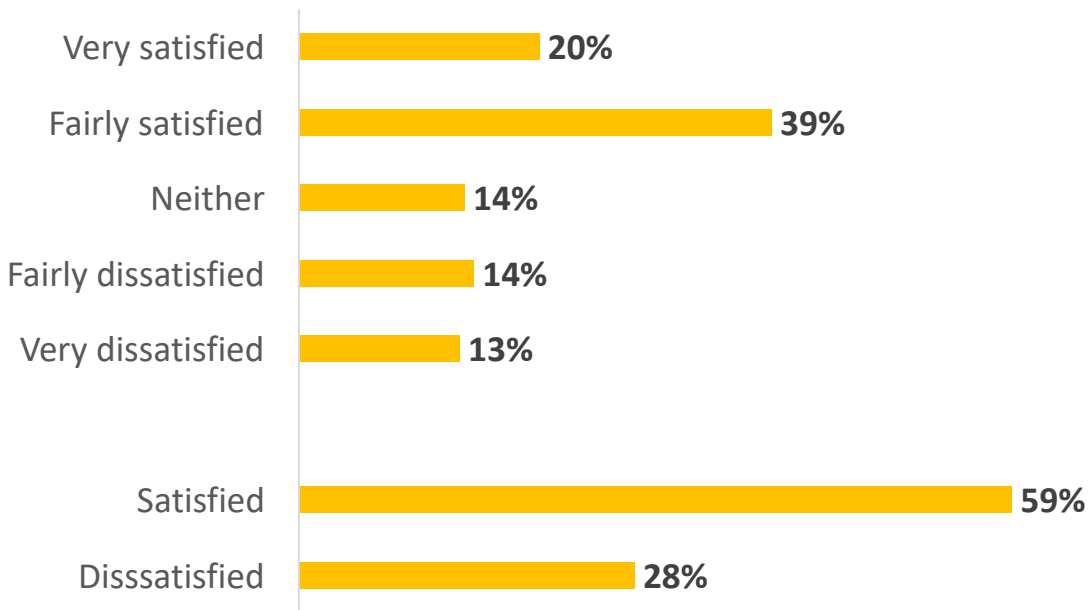


The tenants' results presented in this report are weighted by area, tenure and property type to ensure they are representative of the wider stock. The leaseholder results are unweighted.

Overall satisfaction

Housemark benchmark

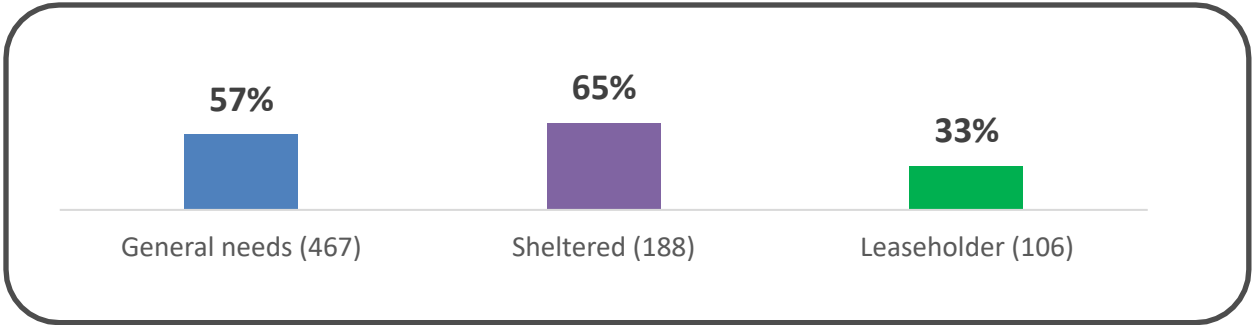
Lower Quartile



Those living in maisonettes are least likely to be satisfied with the overall services provided compared to all other property types (46%) with those living in bungalows being most satisfied (66%).



Tenants who have been living in their property for 21+ years (67%) or less than one year (63%) are most satisfied with the overall services provided. Tenants who have lived in their property for 6-10 years had the lowest satisfaction (47%).



m.e.l
research

Base size: 656

-37
NPS

Net Promoter Score

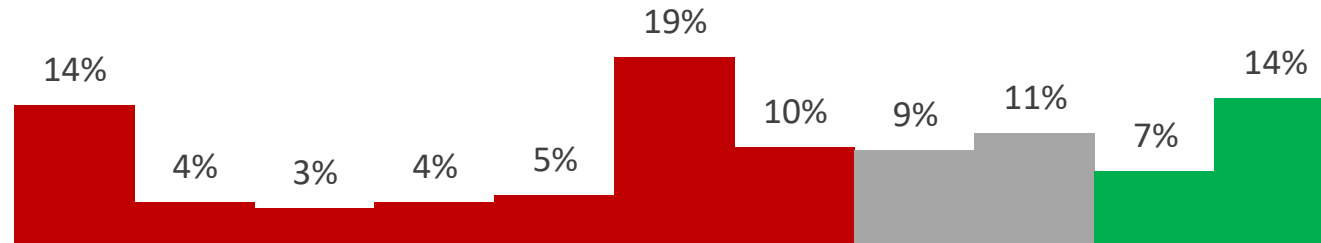
Housemark benchmark

Lower Quartile

58%
Detractors

20%
Passives

22%
Promoters



Those in bungalows (-30) are the most positive in terms of Net Promoter Score. Those in houses are least likely to be positive (-41)

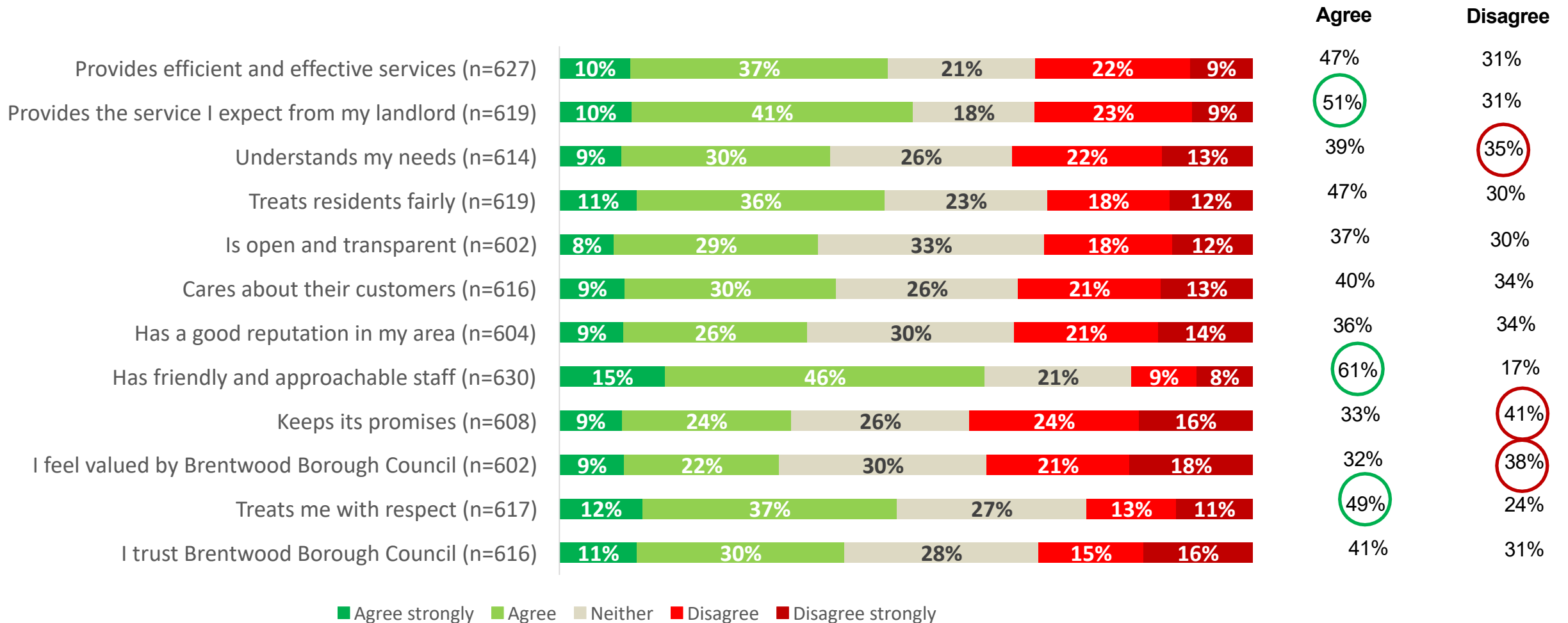
0 - Not at all likely 1 2 3 4 5 6 7 8 9 10 - Extremely likely

	Detractors	Passives	Promoters	NPS
General needs (464)	59%	20%	21%	-38
Sheltered (188)	56%	20%	24%	-32
Leaseholders (105)	79%	15%	6%	-73

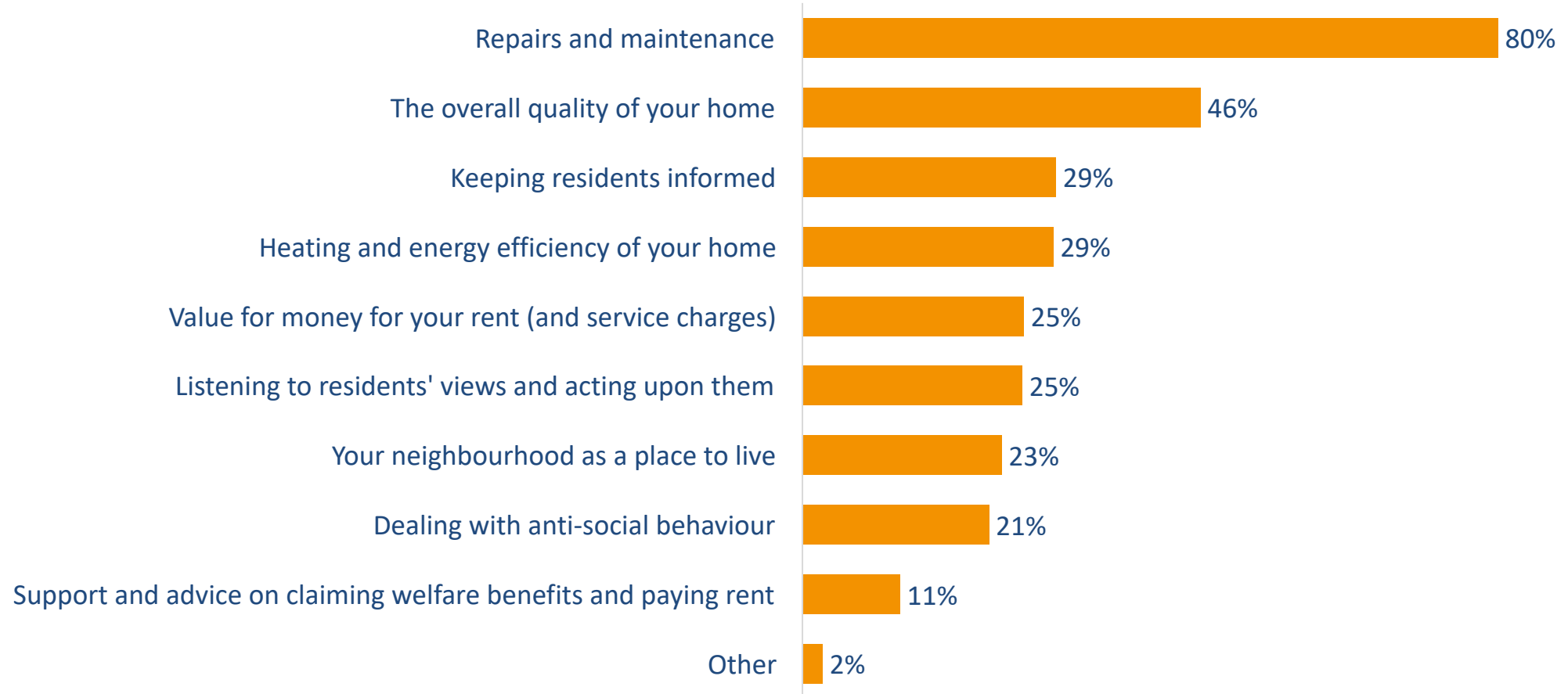


Those who have been a tenant at Brentwood for less than a year (-26) or 21+ years (-32) are most positive.

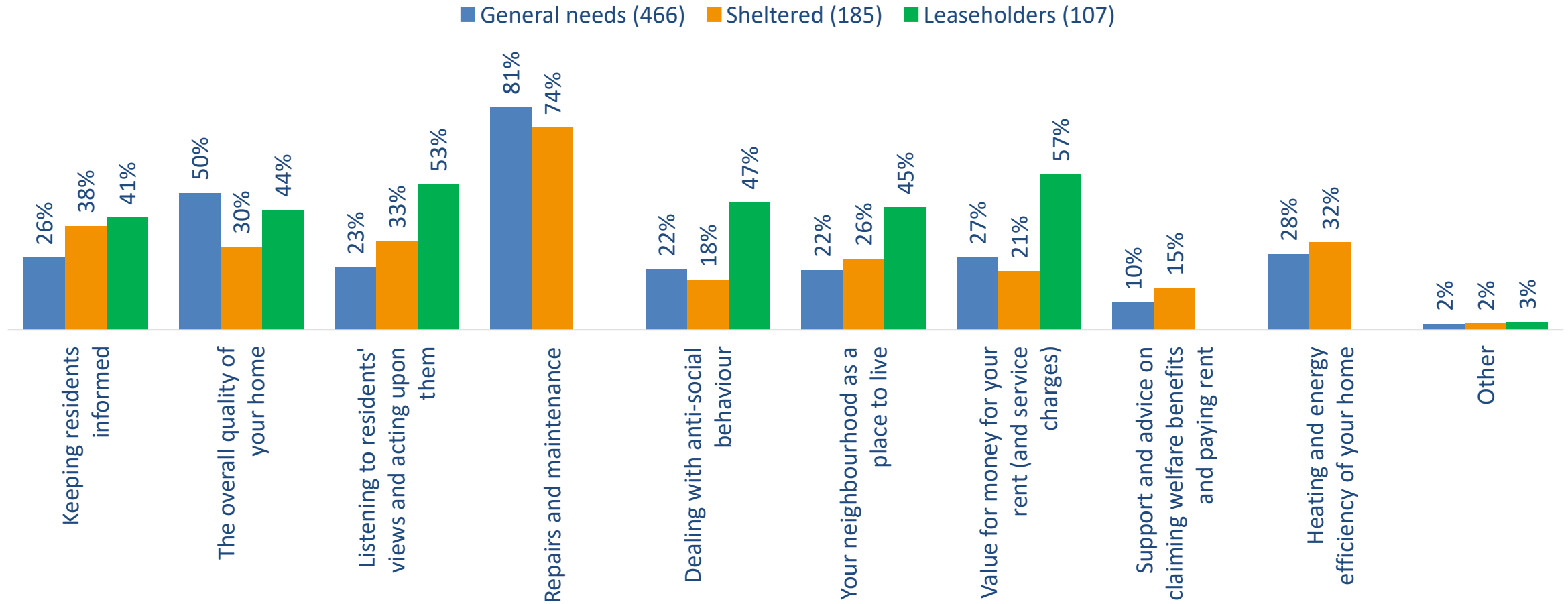
Council Perceptions



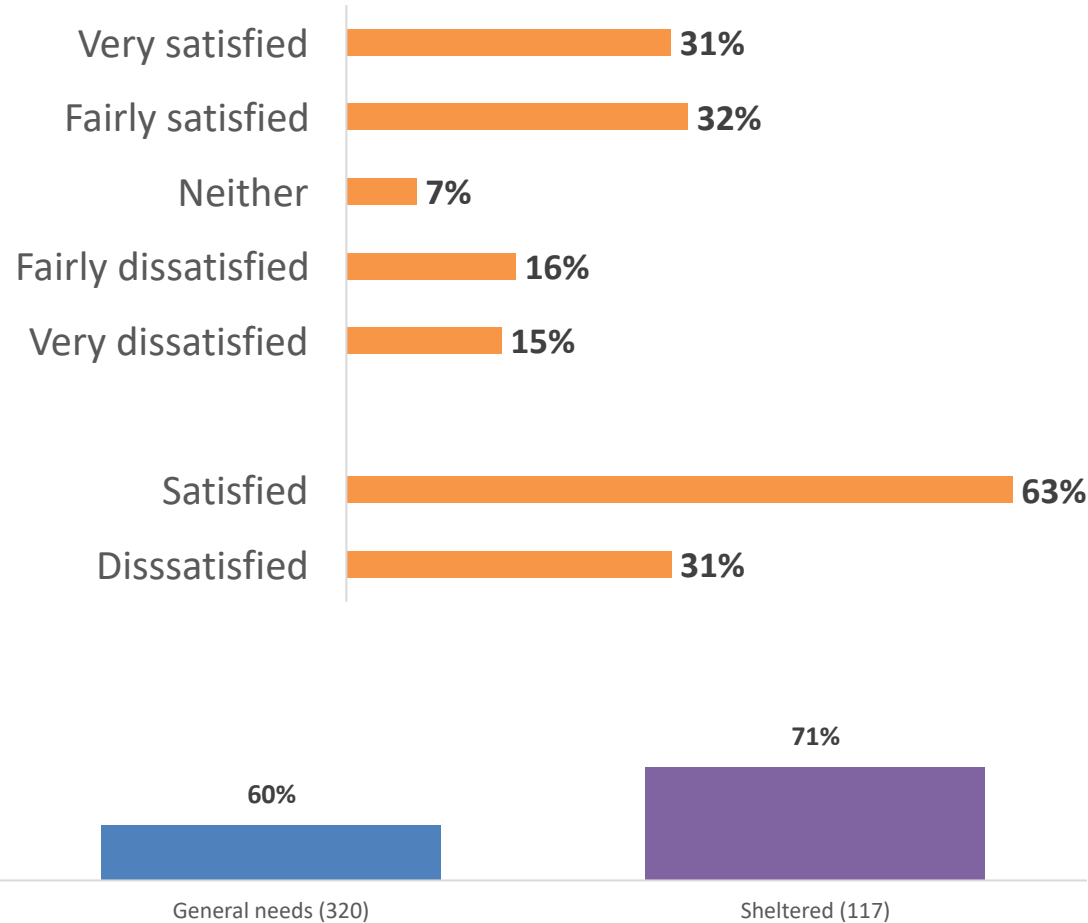
Service priorities



Service priorities by tenure



Satisfaction with recent repair



Have you had any repairs to your home in the last 12 months?

68% - Yes

Housemark benchmark

Lower Quartile

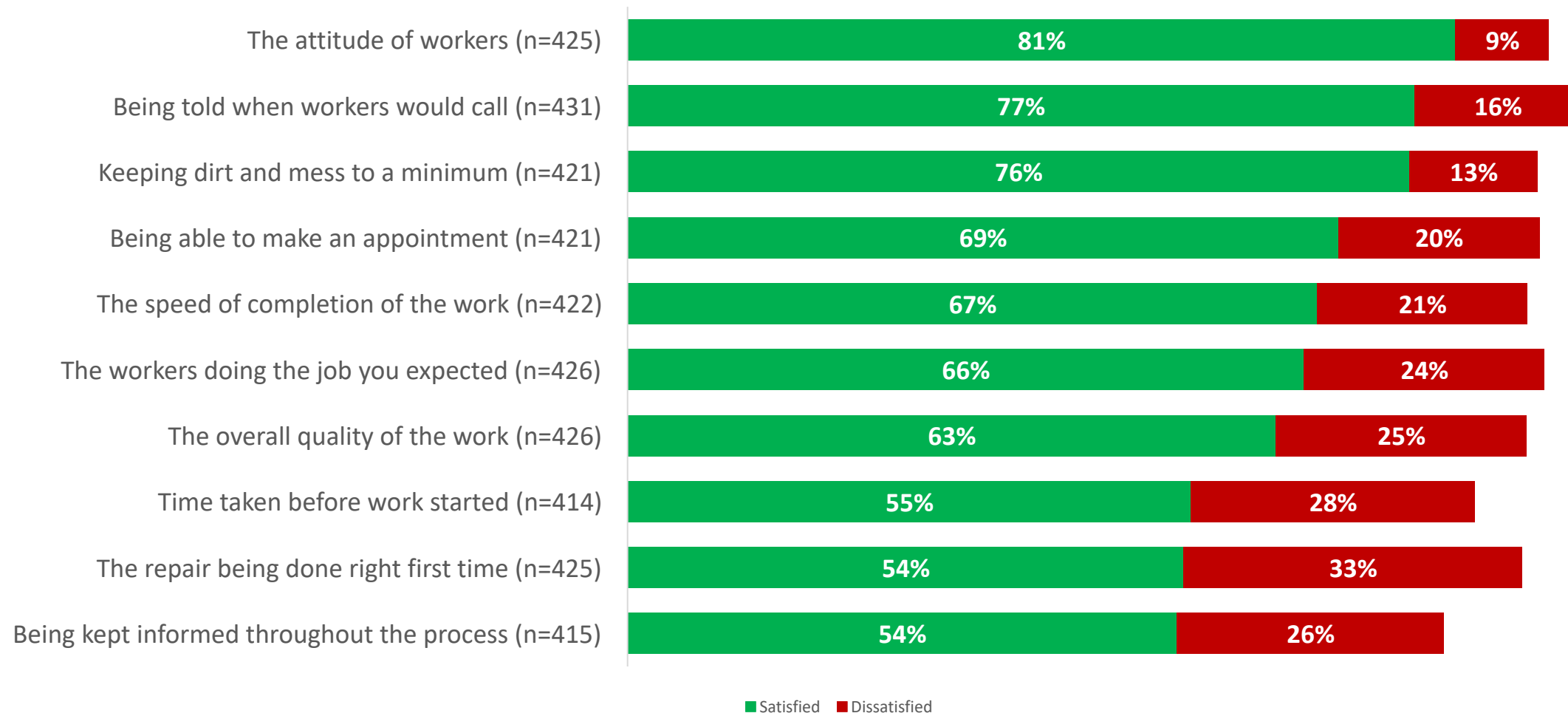


Those in bungalows (74%) are more satisfied with their repairs compared to those in flats (65%) or houses (58%).



Those with properties with 3 or more bedrooms are also least satisfied with the repairs service (54%) when compared to those with 1-2 bedrooms (65%) or 0 to 1 (68%).

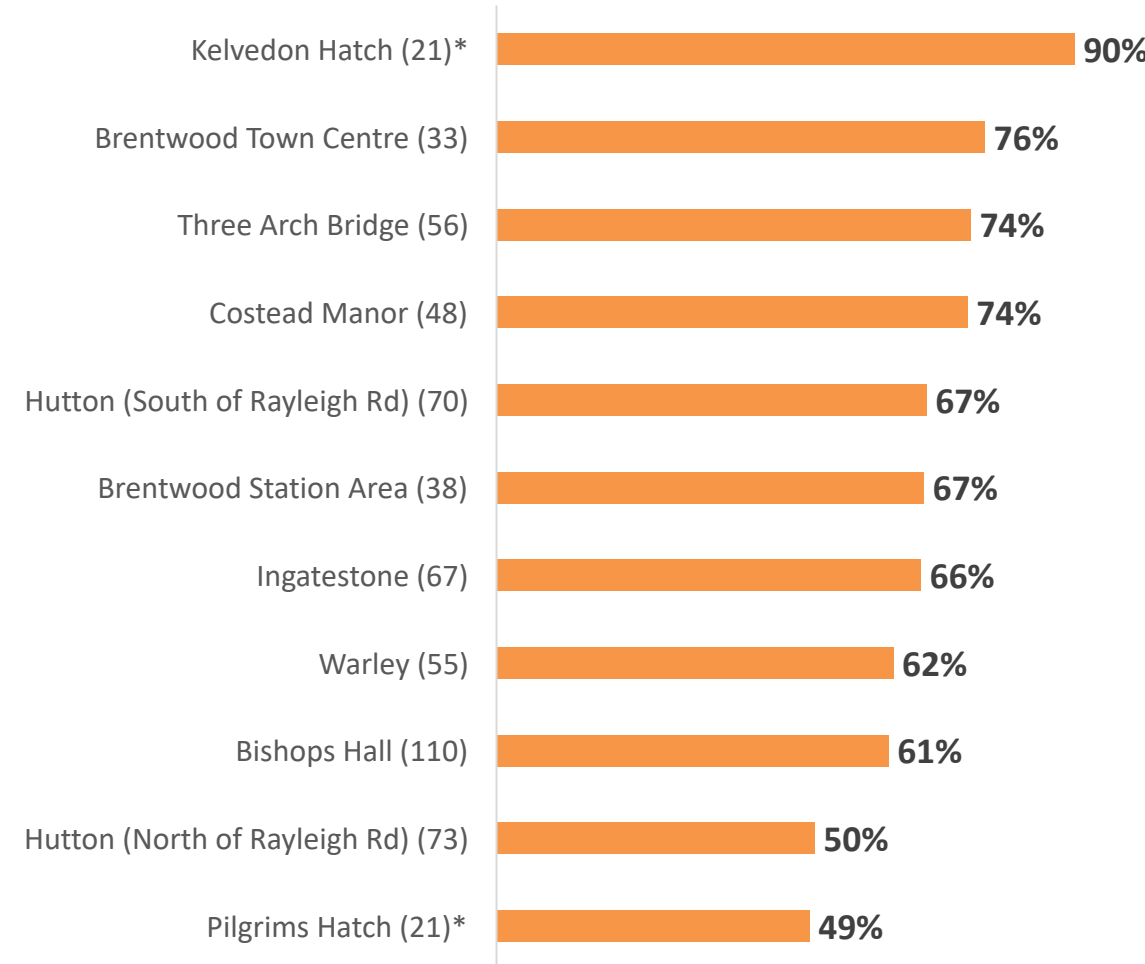
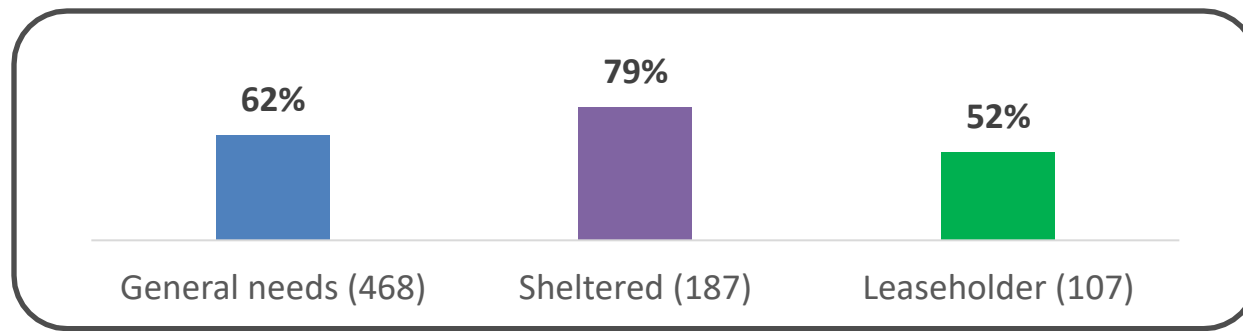
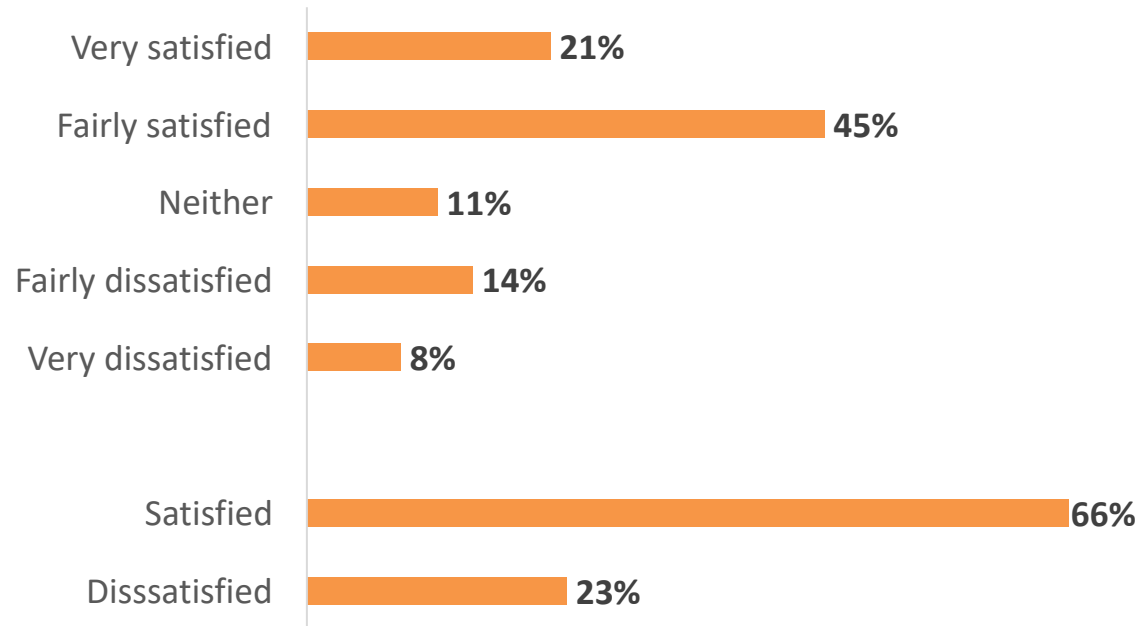
Repairs Customer Journey



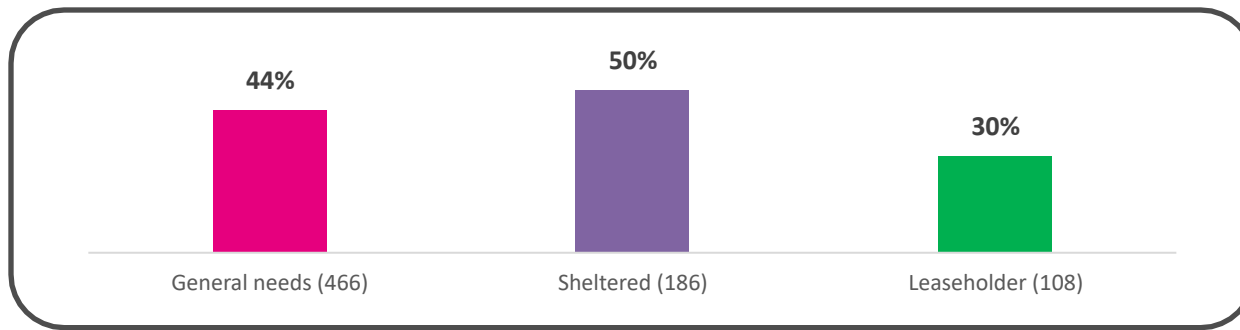
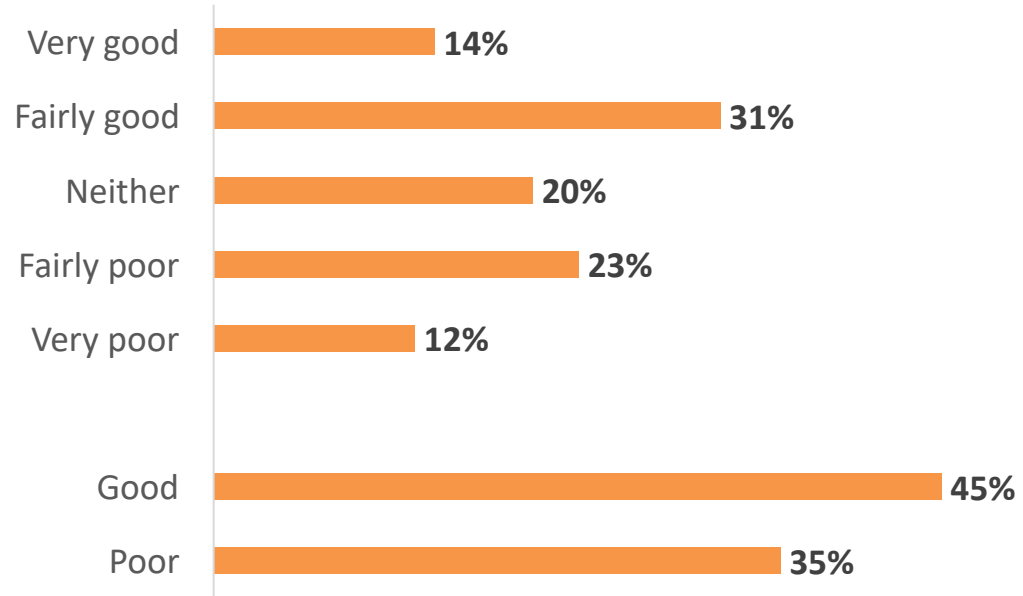
Quality of home

Housemark benchmark

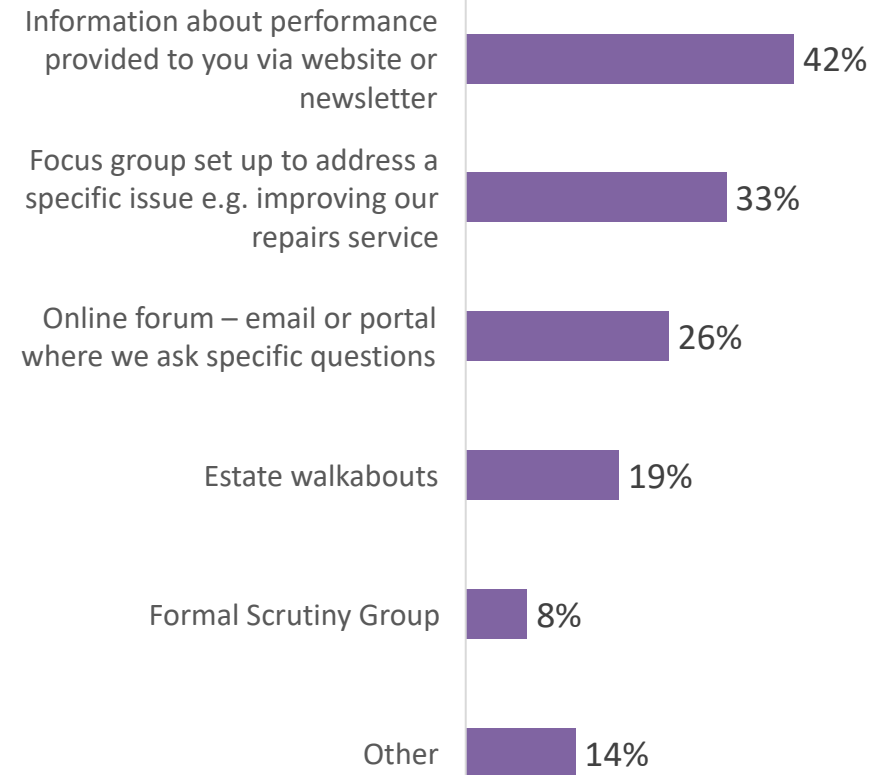
Lower Quartile



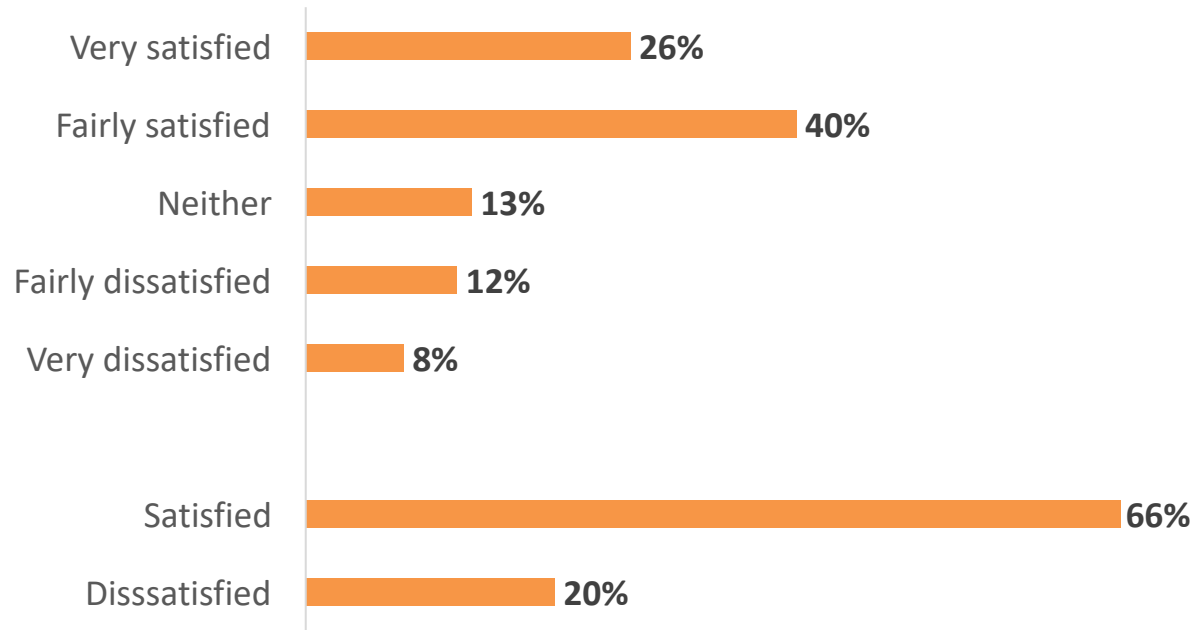
Keeping tenants informed



How tenants would like to get involved



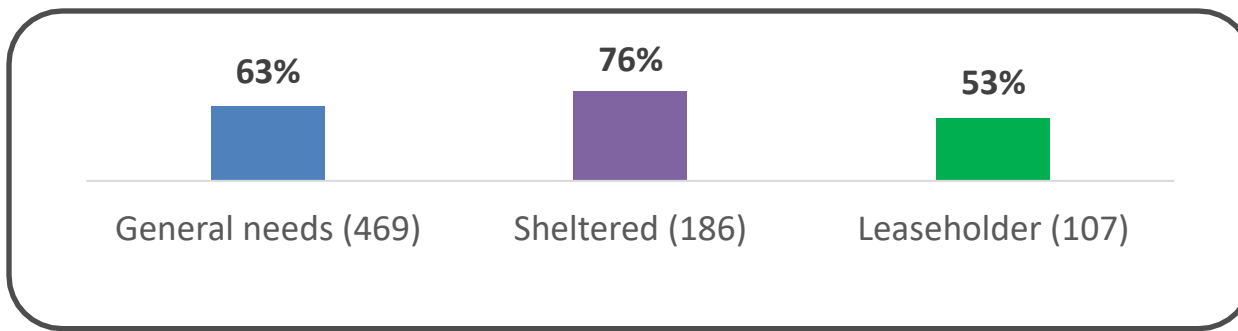
Heating and energy efficiency of the home



Those in bungalows are most likely to be satisfied with this measure (81%). Those in houses (62%) are least likely.



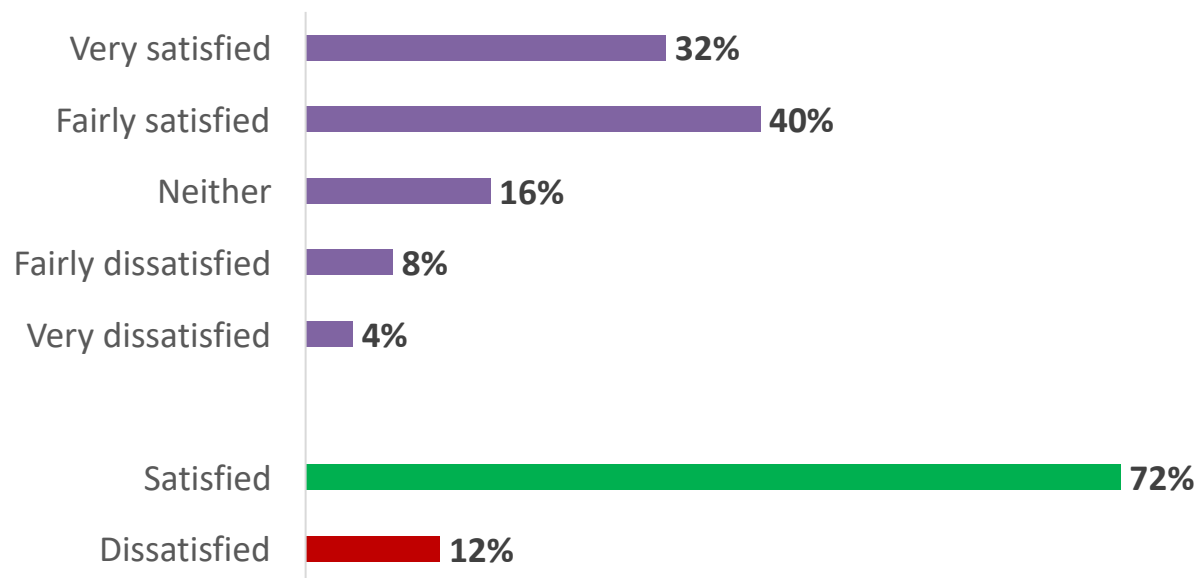
Those with 0-1 bedrooms are more satisfied (72%) compared to those with 1-2 (63%) or 3+ (63%).



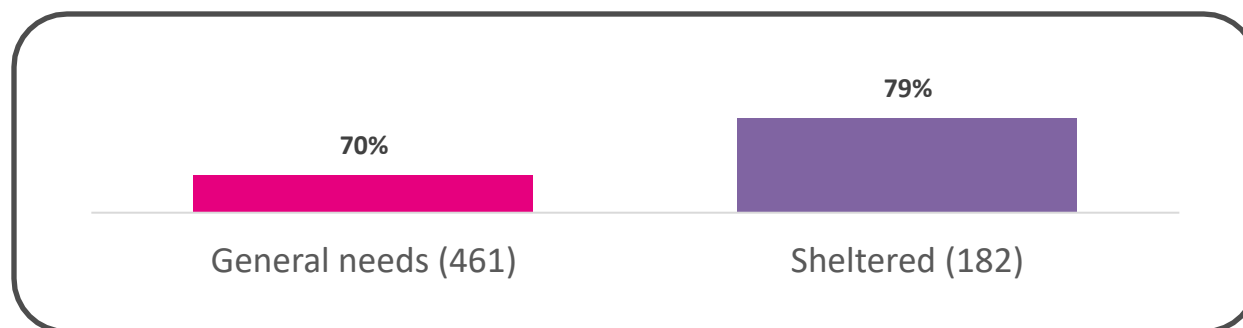
Rent value for money

Housemark benchmark

Lower Quartile

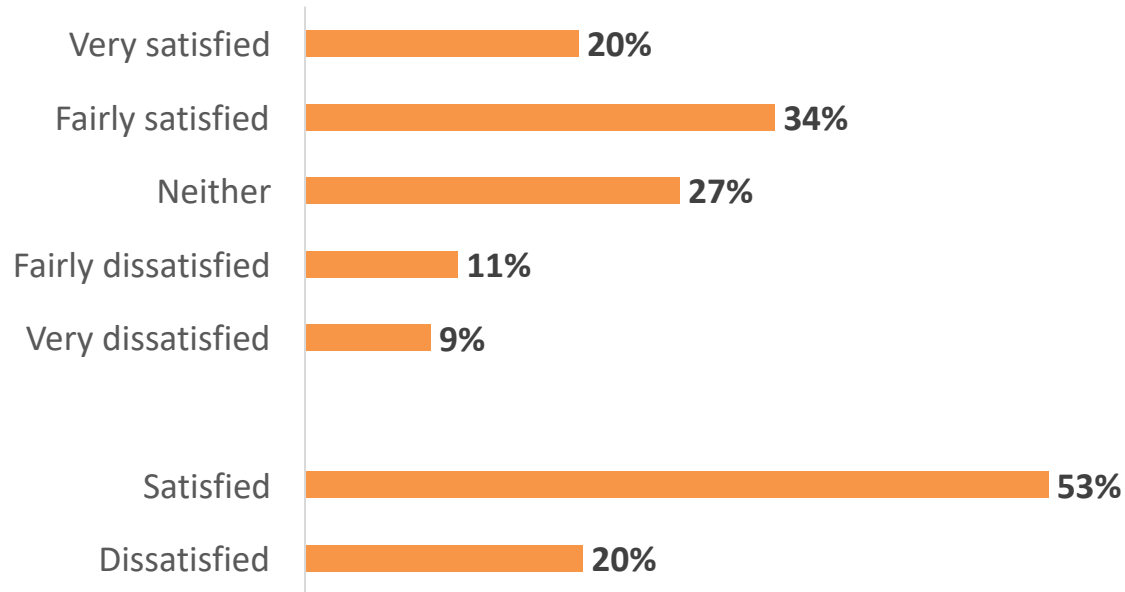


Those who had lived in their property for 6-10 years were the least satisfied (59%) and those who had lived in their property for less than one year were the most satisfied with the value of their rent (82%).



Those in flats (75%) or bungalows (73%) are more satisfied with this measure compared to those in houses.

Service charge value for money

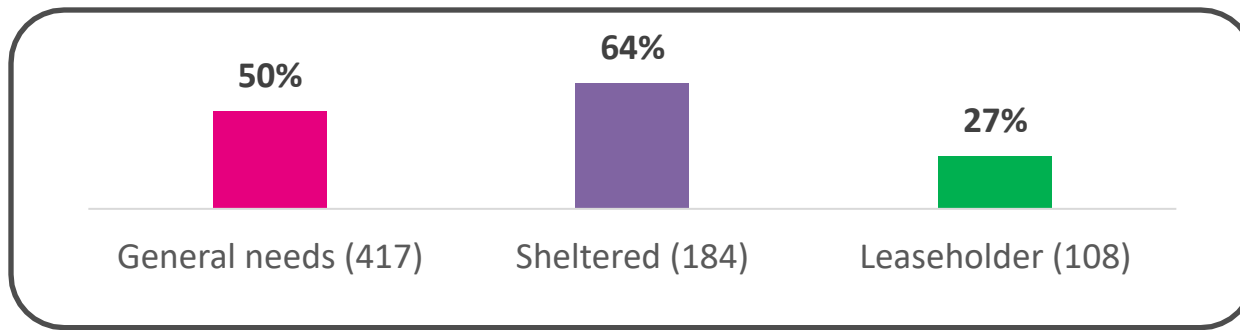


Housemark benchmark

Lower Quartile

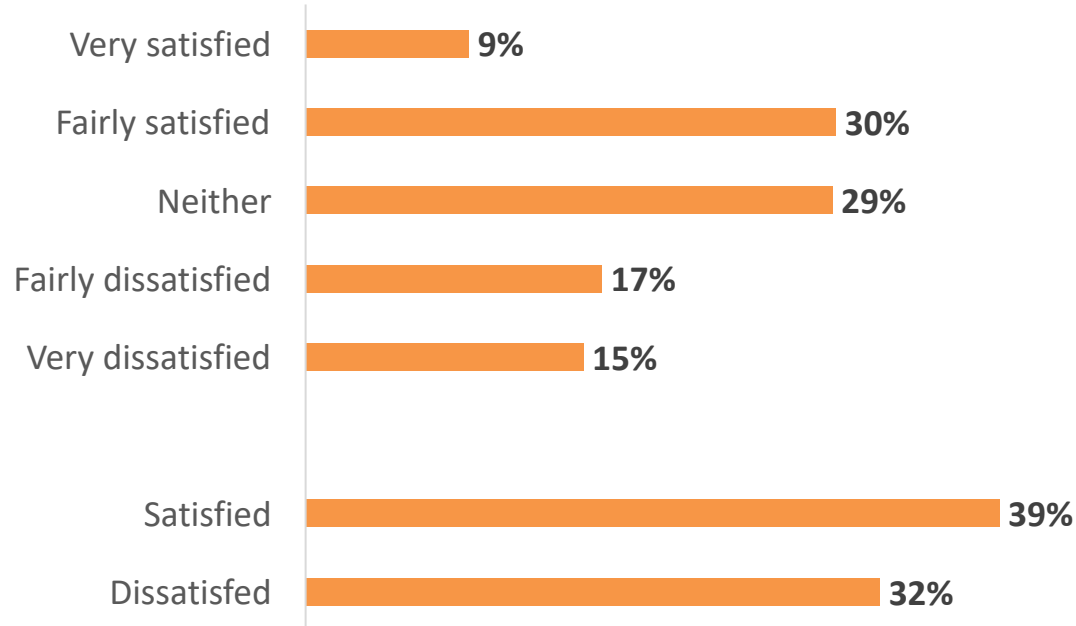


Those in flats and bungalows (both 57%) are more satisfied than those in houses (49%).



Satisfaction with service charge is highest amongst tenants who have lived in their property for less than a year (60%) or 21+ years (58%) and is lowest amongst those who have lived in their property for 6-10 years (45%).

Listening to views and acting upon them

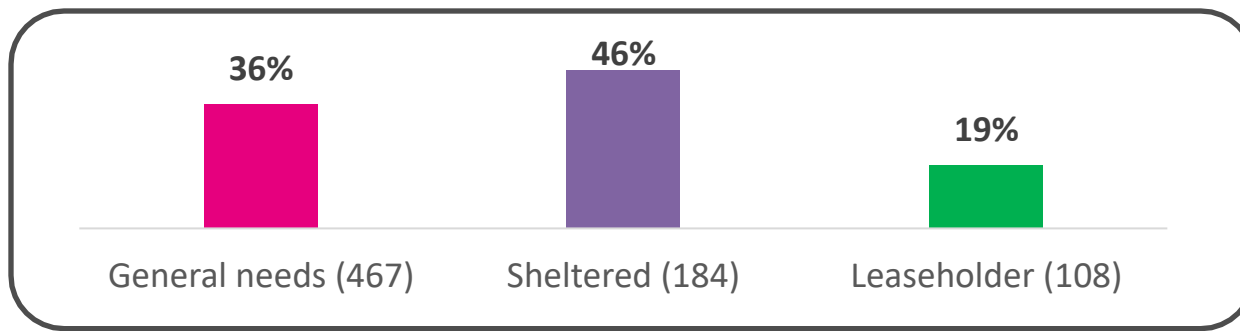


Housemark benchmark

Lower Quartile

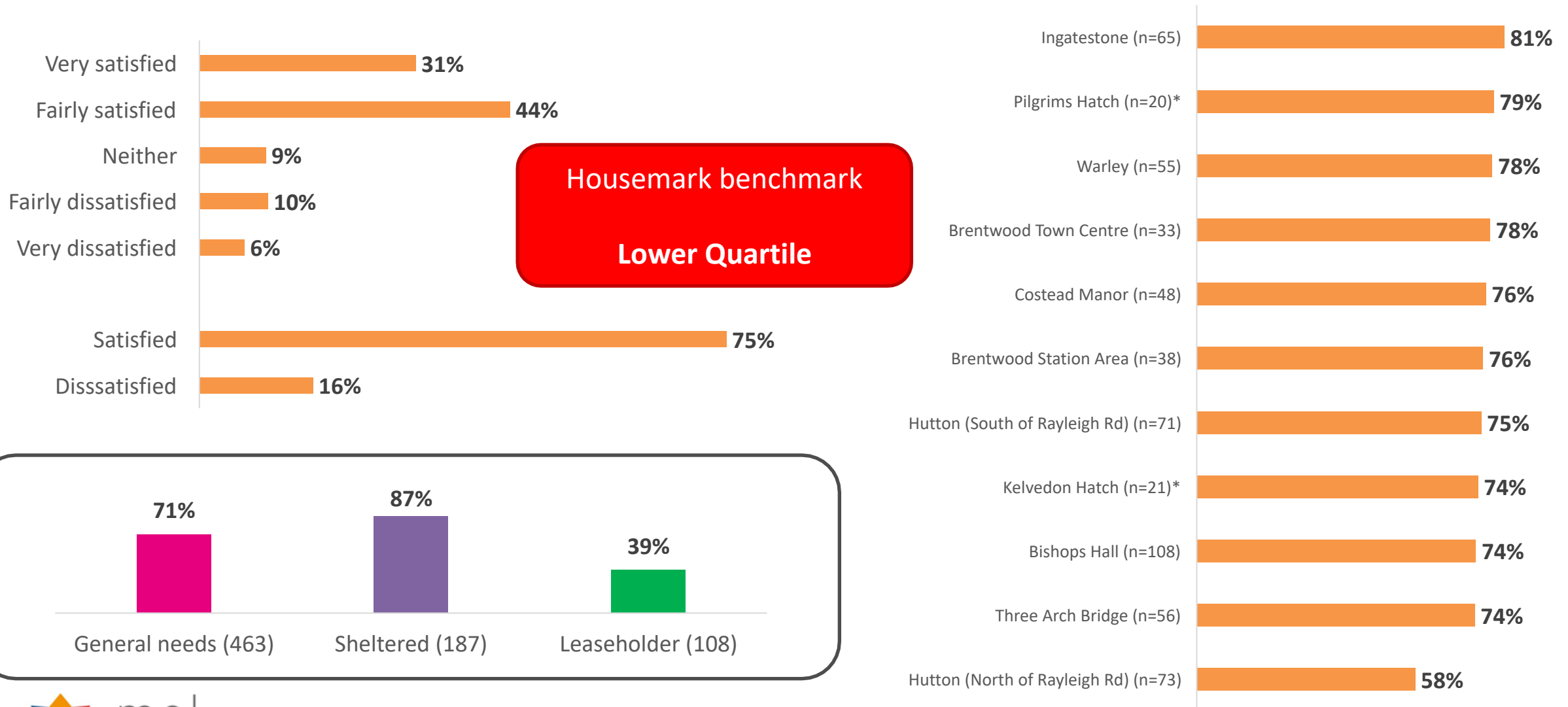


Those in bungalows were more satisfied than those in flats and houses (47% cf. 38% and 37%).

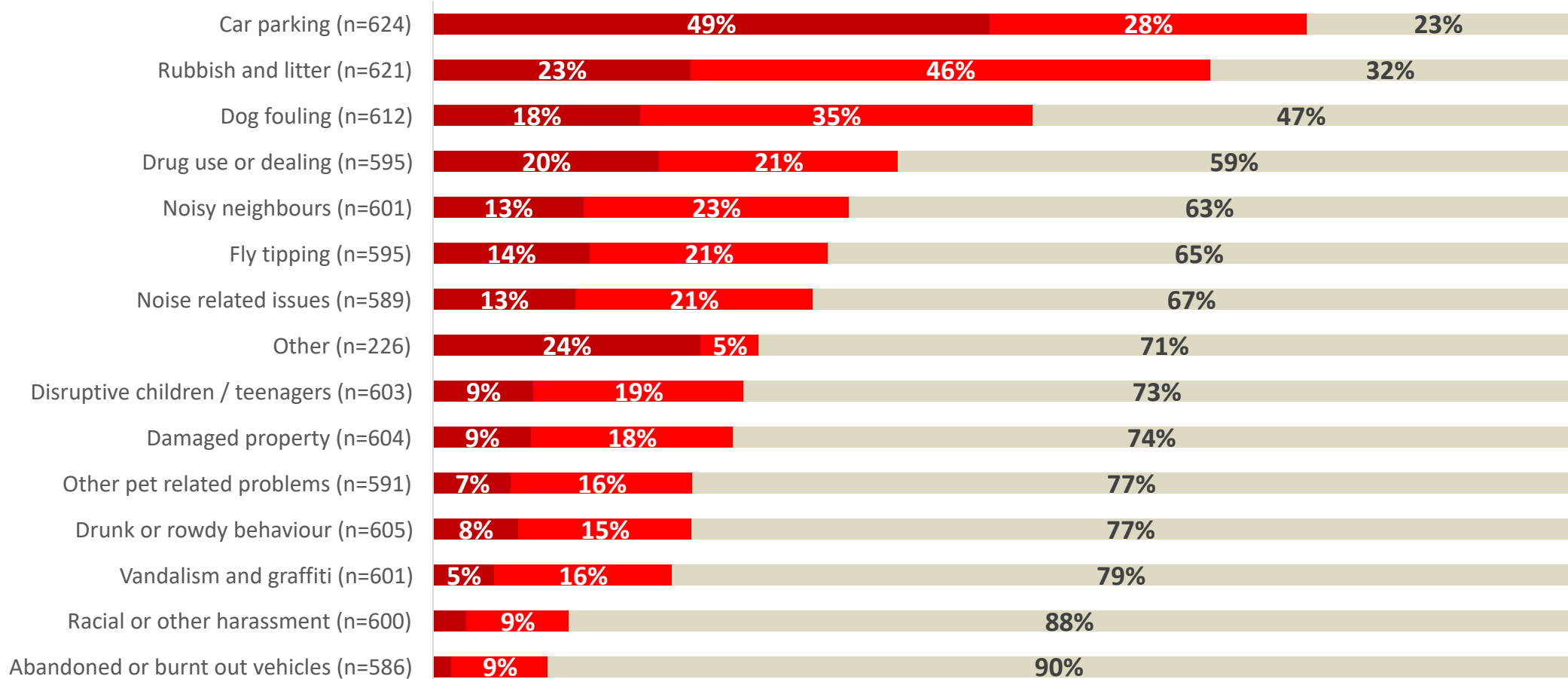


Those who had lived in their property for 21+ years were the most likely to be satisfied that their views were listened to and acted upon (44%), whilst those who had lived in their property for 6-10 years were the least satisfied (32%).

Neighbourhood as a place to live

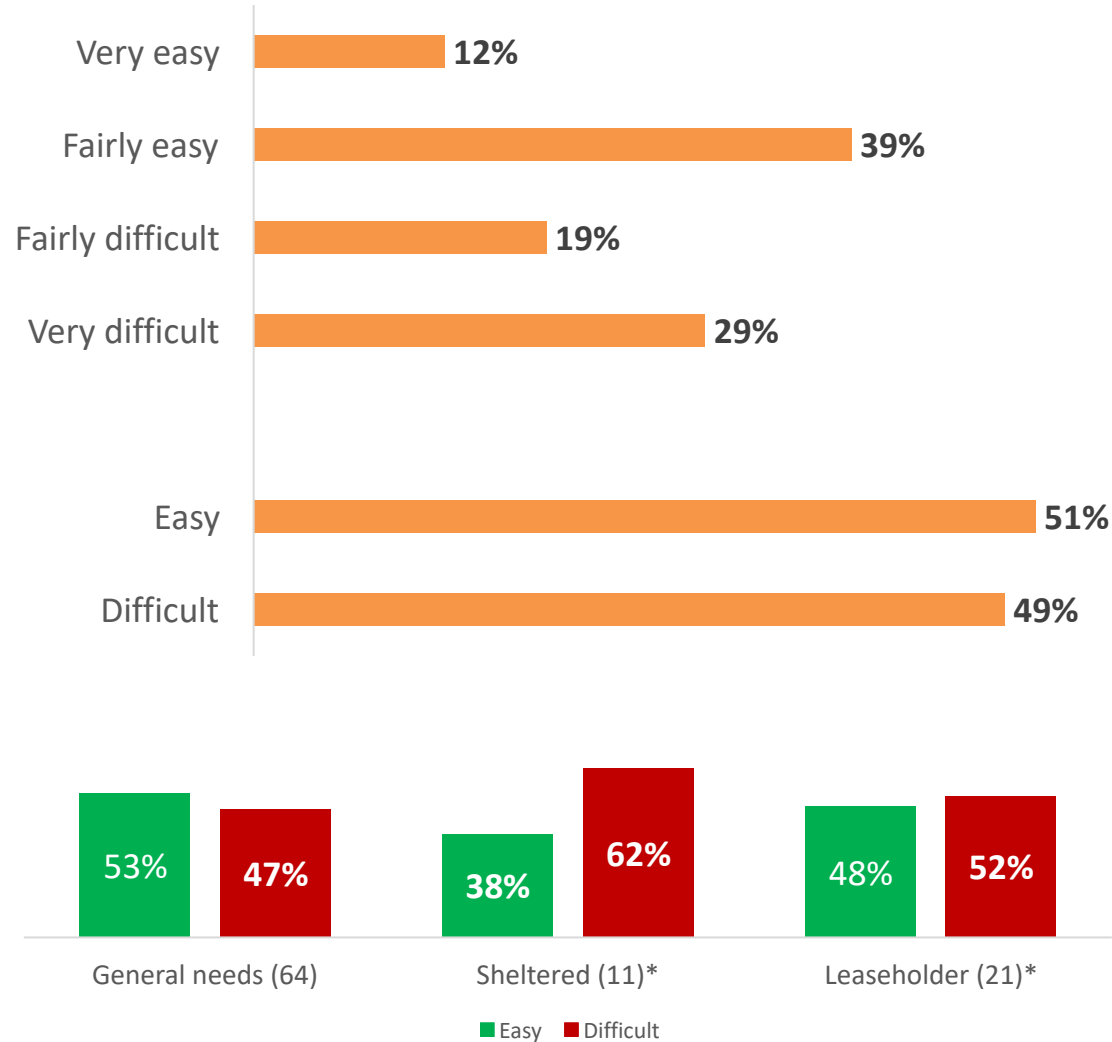


Neighbourhood Issues



■ Major problem ■ Minor problem ■ Not a problem

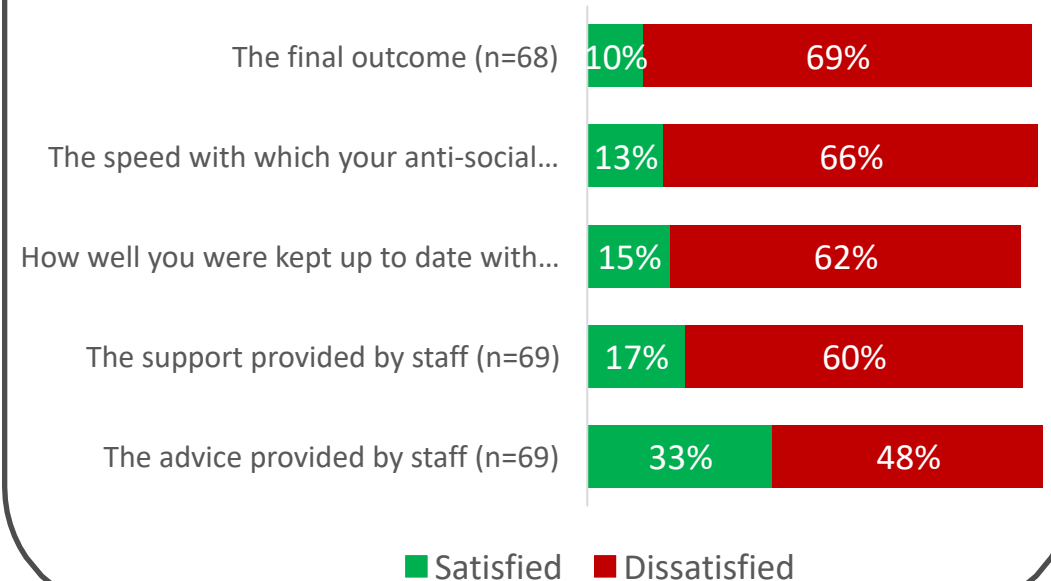
Anti-Social behaviour



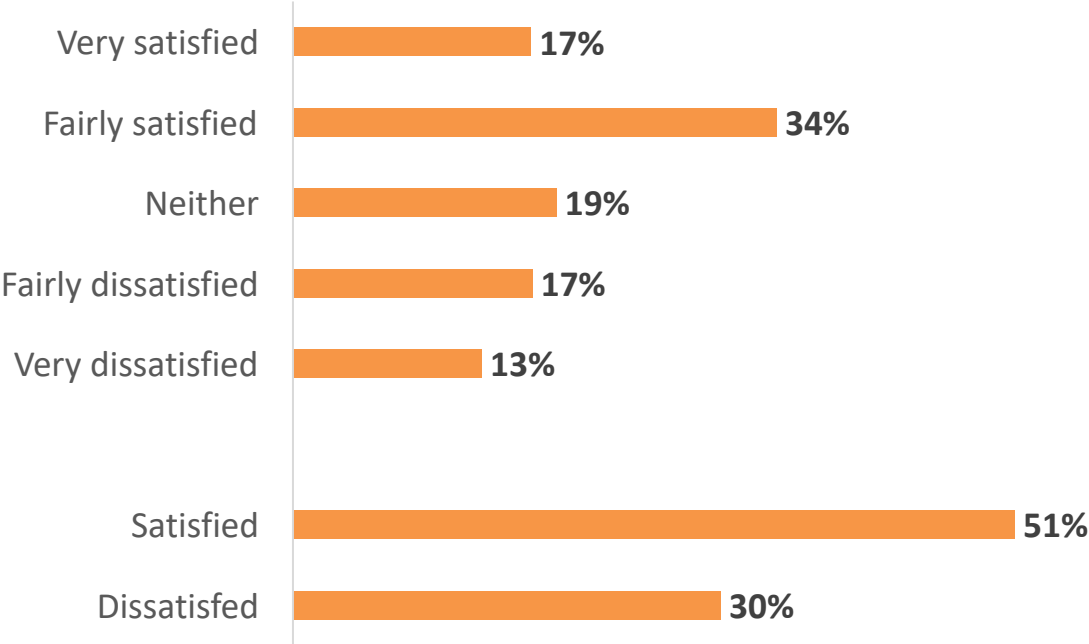
Have you made an ASB complaint in the last 12 months?

12% - Yes

Satisfaction when reporting ASB

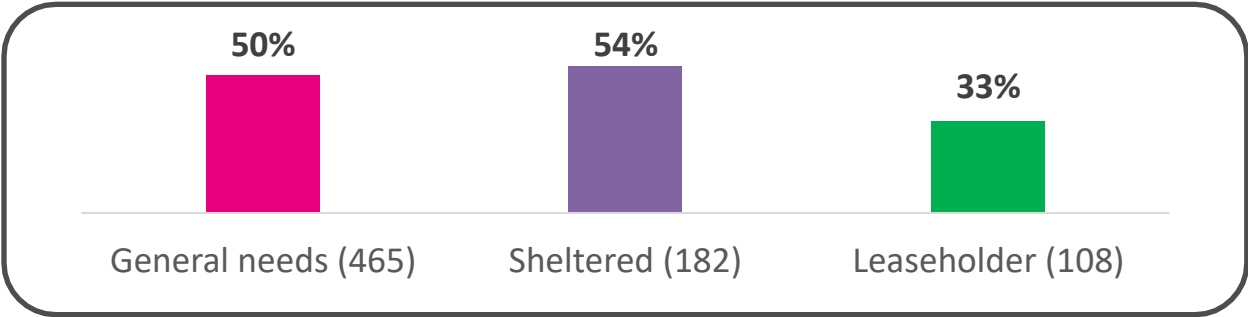


Brentwood Borough Council being easy to deal with

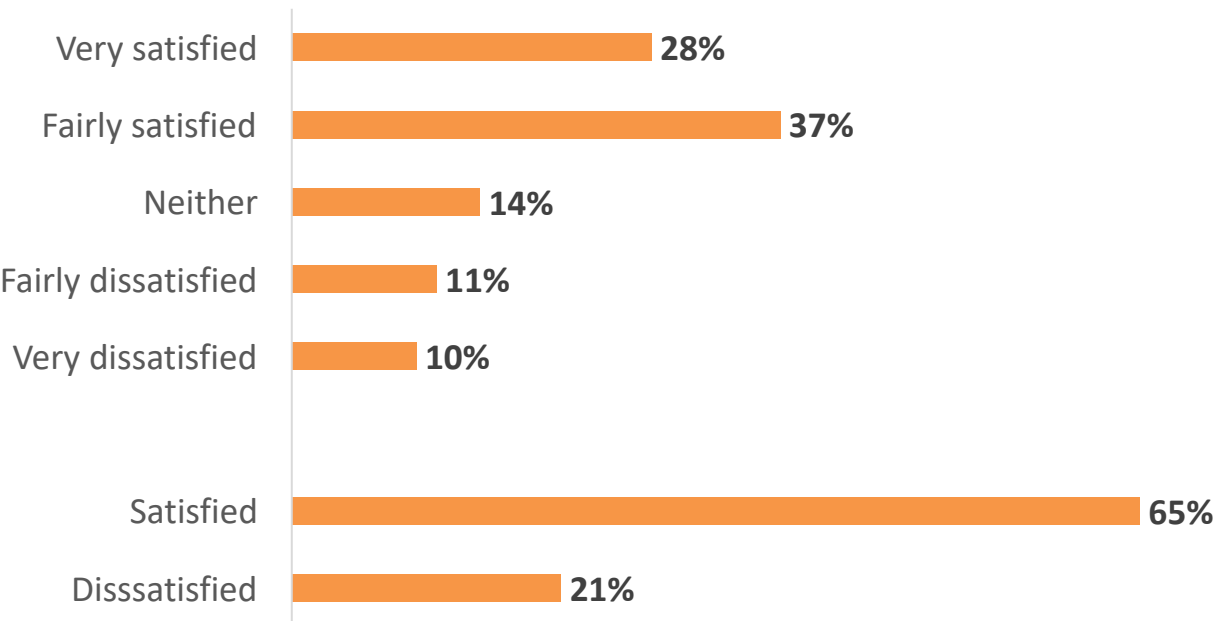


Housemark benchmark

Lower Quartile



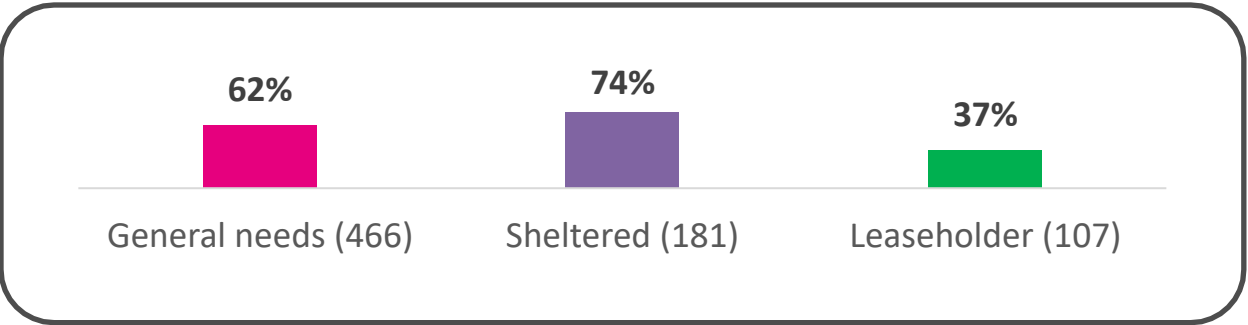
Safety and security



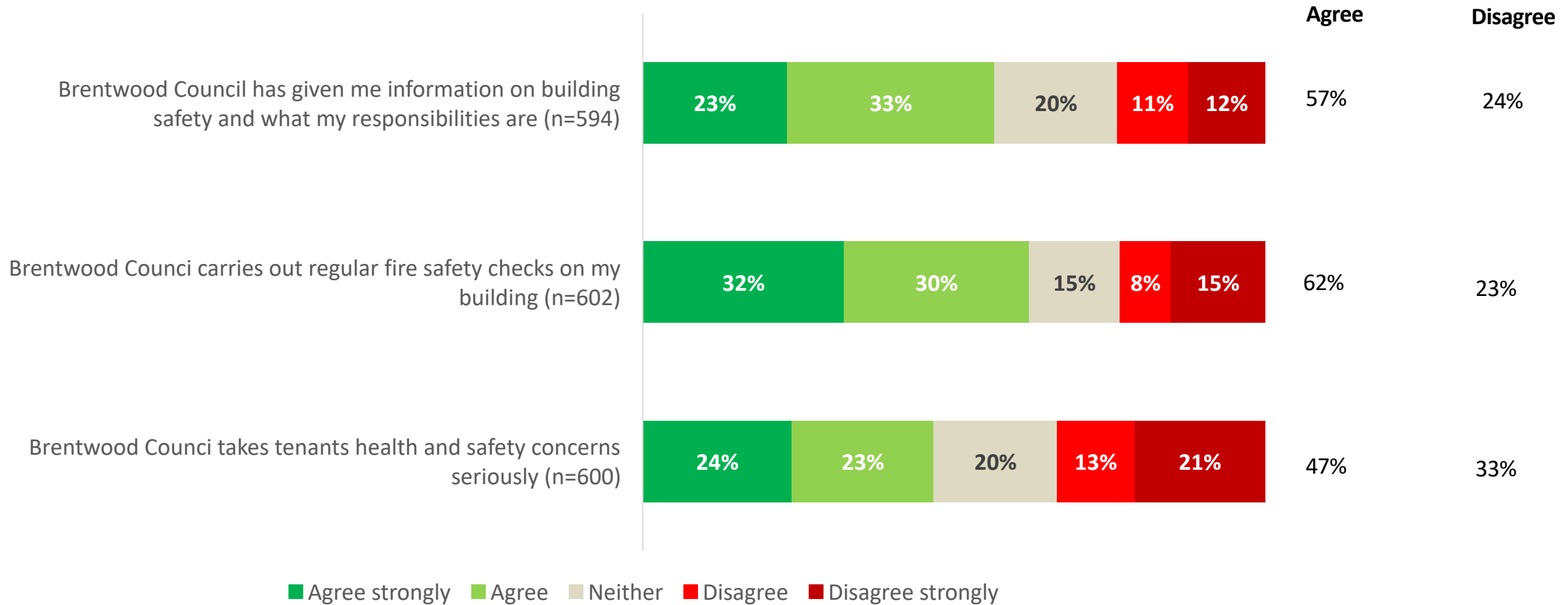
Housemark benchmark
Lower Quartile



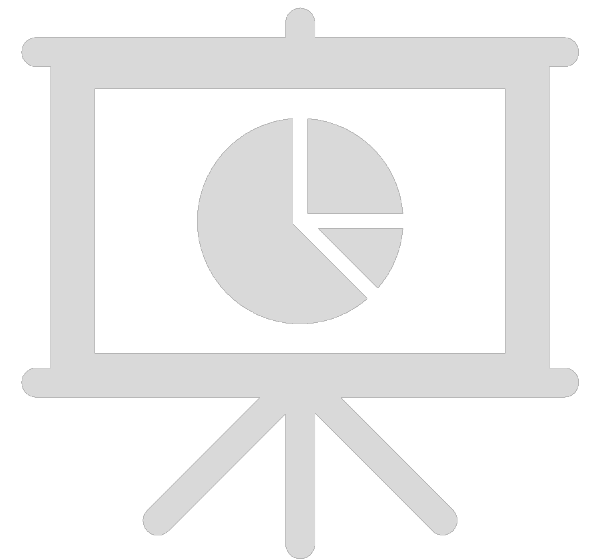
Those who have lived in their property for 21+ years are more satisfied that Brentwood Borough Council provides a home that is safe and secure compared to those who have lived in their property for 6-10 years and less than one year (76% cf. 52% and 54%).



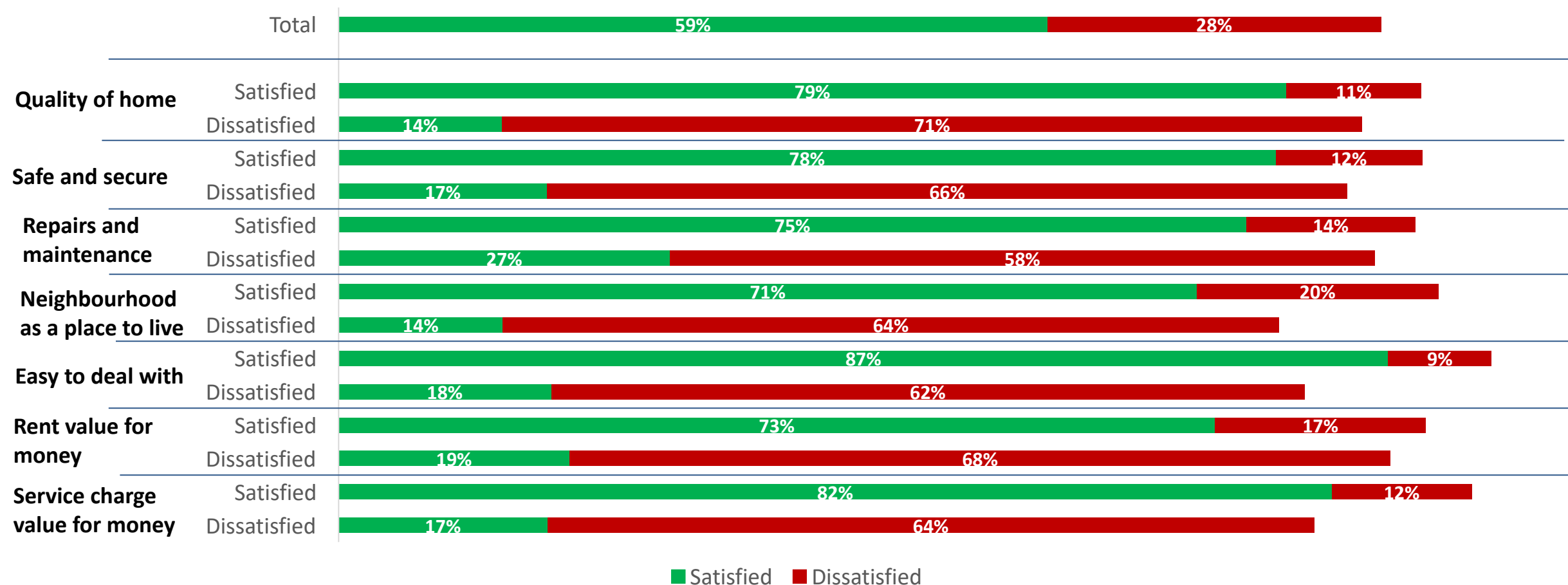
Health and Safety



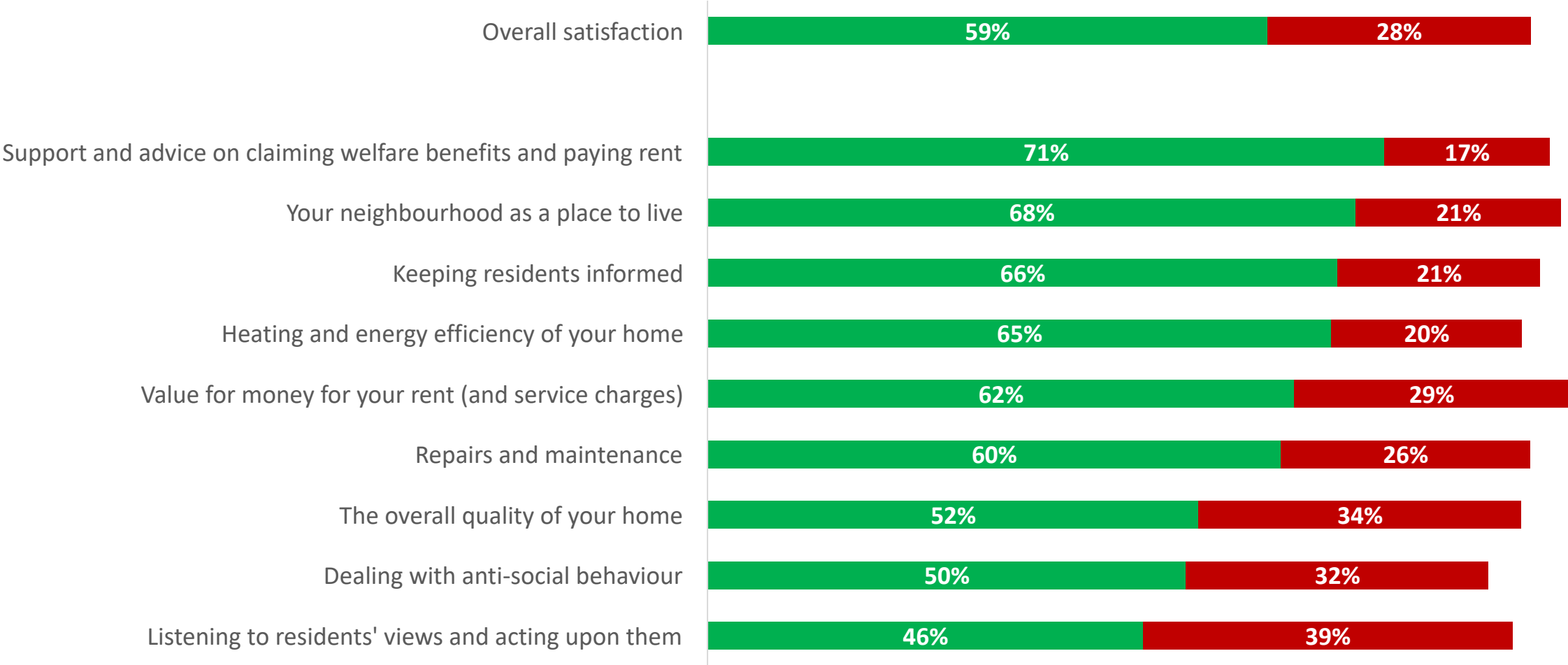
Key messages



Relationship to overall satisfaction



Priorities relationship to overall satisfaction



Benchmarking

Measure	Lower quartile	Median	Upper quartile	2021 Brentwood
Overall satisfaction	81%	85%	88%	59%
Quality of home	78%	80%	86%	66%
Safety and security	83%	85%	90%	65%
Ease of dealing with Brentwood Borough Council	77%	83%	87%	51%
Satisfaction with repair received on this occasion	79%	82%	87%	63%
Neighbourhood as a place to live	82%	85%	87%	75%
Rent value for money	85%	88%	91%	72%
Service charge value for money	70%	77%	79%	53%
Listening to views and acting upon them	60%	68%	76%	39%
Opportunity to make views known	67%	71%	88%	34%
Net promoter score	21	31	43	-37

Key messages



- Taking everything into account, 59% of tenants are satisfied with the overall service provided by their landlord. In terms of Council perceptions, satisfaction is lowest in terms of feeling valued (32%), promises being kept (33%), having a good reputation in the area (36%) and understanding needs (39%). Those who are satisfied that Brentwood are easy to deal with are most likely to be satisfied with the overall service provided compared to other core measures (87%), suggesting that improvements to this measure will see overall perceptions increase.



- The repairs and maintenance and quality of home are considered the biggest priorities amongst tenants, meaning improvements here should see gains in overall perceptions in the future. In terms of the repairs service, the lowest perceptions affecting overall repairs satisfaction is around the time taken before work started (55%), the repair being done right first time (54%) and being kept informed throughout the process (54%). These measures are largely communication based.



- On the topic of communications, keeping residents informed is also a high priority amongst tenants and leaseholders. This also ties in to issues with the repairs service, where tenants feel they may not be updated as frequent as they would like regarding their repair. Less than half (45%) of tenants are satisfied with being kept informed, meaning there is room for improve which should lead to improved perceptions on a total level.

