

**ANGUS COUNCIL**

**COMMUNITIES COMMITTEE – 19 JANUARY 2021**

**ANGUS TENANT SATISFACTION SURVEY 2020 & TENANT & CUSTOMER ENGAGEMENT  
STRATEGY ACTION PLAN 2020-21**

**REPORT BY DIRECTOR OF COMMUNITIES**

**ABSTRACT**

The purpose of this report is to present the findings of the Angus Council Housing Service Customer Satisfaction Survey 2020 and to seek approval for the Tenant and Customer Engagement Strategy Action Plan 2020-21.

**1. RECOMMENDATION**

1.1 It is recommended that the Committee

- (i) Notes the results of the Tenant Satisfaction Survey 2020 (included as Appendix 1); and
- (ii) Approves the Angus Council Tenant & Community Engagement Strategy Action Plan 2020-2021 as outlined in Appendix 2

**2. ALIGNMENT TO THE ANGUS LOCAL OUTCOMES IMPROVEMENT PLAN / CORPORATE PLAN.**

2.1 This report contributes to the following local outcomes contained within the Angus Local Outcomes Improvement Plan and Locality Plans:

- More opportunities for people to achieve success;
- Safe, secure, vibrant and sustainable communities;
- Improved physical, mental and emotional health & wellbeing;
- An enhanced, protected and enjoyed natural and built environment.

**3. BACKGROUND**

3.1 The Scottish Social Housing Charter came into force in April 2012, and since then we have reported our performance to the Housing Regulator and to our customers through the set of indicators in the Annual Return on the Charter (ARC). The purpose of this annual return is to monitor performance to ensure quality and value for money for tenants and customers for the services they receive. The results are published annually for all Local Authorities (LAs) and Registered Social Landlords (RSLs) in Scotland which helps us compare performance and make improvements within our own services by adopting good practice of other landlords.

3.2 Monitoring customer satisfaction is important for social landlords; we need to ensure we are providing best value and good quality services to our customers. Delivering a service that makes a positive impact starts with understanding what good service is from the customer's point of view. What we do, how we do it, how well it's done and being consistent, are all fundamental to satisfying expectations and meeting needs.

- 3.3 The Scottish Social Housing Charter requires the Service to focus on how it performs against a number of key satisfaction indicators. The key aspects are increasing customer involvement and improving customer satisfaction. It is recognised that the requirements of the Charter provide challenges to how we might achieve this.
- 3.4 The current global pandemic highlights more than ever the challenges we as a housing provider are facing in trying to increase customer satisfaction and involvement in an environment where face-to-face contact is difficult. We will need to use more innovation and digital means. Without a clear indication of what our customers think about our services this challenge would be increasingly difficult.
- 3.5 Since contracting out our satisfaction survey to independent consultants, we have been better able to understand our customers' needs and aspirations. Customers feel more comfortable giving honest feedback to an independent organisation. We are able to analyse the data more robustly, giving more meaningful explanation of where improvements need to be made in the service. Through our Housing Improvement Team (HIT) activities we are able to explore reasons for dissatisfaction, and work through outcomes and improvements that work for each area and age profile.

#### **4. CURRENT POSITION**

- 4.1 This year we commissioned Research Resource to undertake our 2020 Tenant Satisfaction Survey. The aim of the research was to seek tenants' views on the services that Angus Council provides as a landlord, how well we perform these services and to help identify areas where the service can be improved.
- 4.2 Appendix 1 shows the results for the Scottish Housing Regulator indicators for 2020 compared with the previous survey results from 2015, 2016, 2017 and 2019. Comparisons are also made with Scottish Local Authority averages for these indicators as reported in the ARC 2018-19. As can be seen below, satisfaction levels amongst our customers have increased enormously across all aspects of the service and the Council is now performing better than the Scottish local authority average for all indicators.

#### **5. PROPOSALS**

- 5.1 This year we have met significant challenges due to the current pandemic, and services were on hold and largely restricted for significant parts of the year. However, when we carried out the survey in August and September of this year, we received a much more positive result than in previous years. Considering the difficulties our officers have been working under during the current COVID-19 restrictions, and having limited face to face contact with our customers and service users, this may indicate that they have both appreciated the difficulties staff are currently facing and have embraced the need to communicate in more remote ways such as by telephone and other digital means. We will take these positive results and build on them to further improve the results for future years. We must continue with our transition to a more digital service, and explore new innovative ways of working with our customers to help build on these hugely positive results from what can only be described as a very difficult and challenging year for many of our tenants, customers and our staff.
- 5.2 Members are asked to approve our Action plan (Appendix 2) which details how we as a Service, will work in partnership with our tenants and Communities colleagues, to implement actions set out in our Tenant & Customer Engagement Strategy 2019-2022 throughout the period of 2020-21, and beyond.

#### **6. FINANCIAL IMPLICATIONS**

- 6.1 Costs associated with the delivery of the Tenant & Customer Engagement Strategy Action Plan are contained within existing budgets.

## **7. EQUALITIES**

- 7.1 The Tenant and Community Participation Strategy was previously subject to an Equalities Impact Assessment and no additional strategies or plans are being proposed so an additional EIA is not required

NOTE: No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

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