

Tenants Satisfaction Survey 2013

November 2013



Introduction

Welcome to the latest in a series of regular briefings prepared by the Housing Strategy and Development team on the big issues concerning housing. These briefings will be shared with staff, tenants and elected members and keep everyone up to date with regards the ever changing policy context that we are operating within.

The Housing Strategy and Development section is responsible for:-

- Supporting the development of a culture of continuous improvement in Housing services and to facilitate opportunities to excel;
- Developing and implementing effective strategies for Housing and Community Safety Services within West Dunbartonshire;
- Developing the Council's housing strategy to ensure that it supports the delivery of our strategic priorities;
- Performance management within Housing and Community Safety services; and
- Promoting effective management and the involvement of tenants across all aspects of Housing Services.

For further information on Housing Strategy please telephone 01389 737889 or e-mail: housing.strategy@west-dunbarton.gov.uk

Briefing Note

Tenants Satisfaction Survey 2013

Background:

Housing and Community Safety Services have a Customer Satisfaction Strategy which was adopted by HEED Committee in March 2012 and reviewed and updated in May 2013.

This strategy is based on customer exit surveys and

- ensures that Customer Satisfaction plays a key role within the performance management framework across Housing and Community Safety;
- provides opportunities for benchmarking performance, both internally and with external organisations; and
- uses customer insight gained as a result of implementing our strategy to improve services.

In order to fulfil our obligations in terms of the Scottish Social Housing Charter, there is also a need to carry out a comprehensive Tenants Satisfaction Survey.

This was carried out in August using Star (Survey of Tenants and Residents) in Scotland and the main issues are outlined below

Key Points:

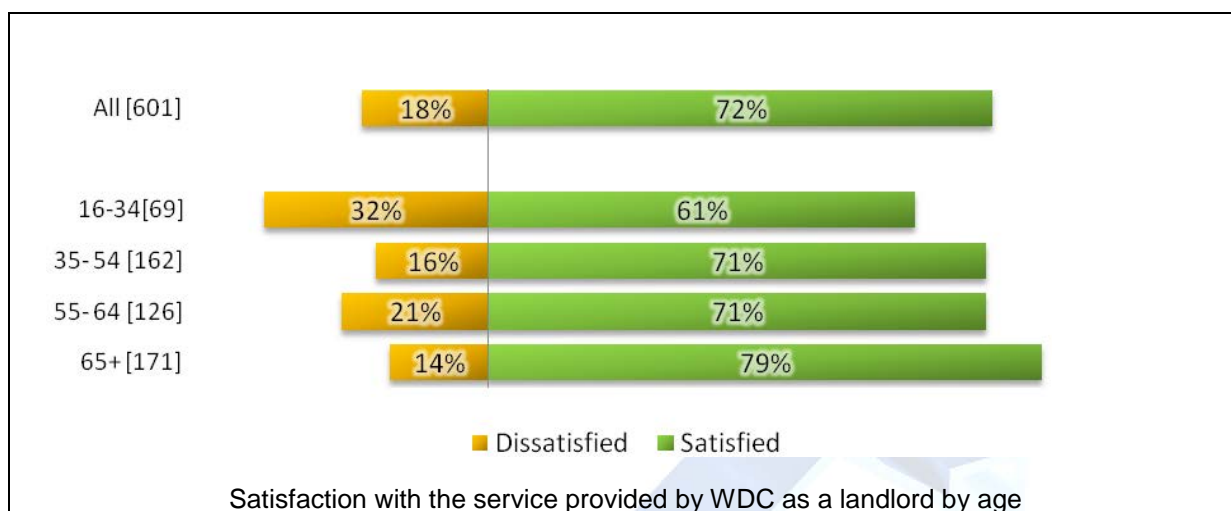
Summary of findings

The two key findings from the Tenants Satisfaction Survey 2013 are that:

- satisfaction with the overall service has increased significantly,
- satisfaction levels for all the main indicators have increased since the last comprehensive survey was undertaken in 2010.

The survey established that 72% of tenants are satisfied with the overall service provided by WDC, which is a 7% increase from the 65% who were satisfied when asked this question in 2010.

Older residents are more likely to be satisfied than younger residents and residents in Alexandria are more likely to be satisfied than those living in Dumbarton and Clydebank.



	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [601]	72%	10%	18%	+54%
Alexandria [157]	84%	6%	11%	+73%
Clydebank [312]	66%	12%	21%	+45%
Dumbarton [132]	73%	8%	19%	+54%

A comparison with the previous survey carried out in 2010 shows that in all areas where the same question was asked, satisfaction levels have risen.

The areas where satisfaction has risen the most is “*satisfaction with the neighbourhood as a place to live*”, up 14% from 71% in 2010 to 85% in 2013 and “*satisfaction that WDC listens to tenants’ views and acts upon them*”, up 13% from 50% in 2010 to 63% in 2013.

The Scottish Social Housing Charter

The Tenants Satisfaction Survey 2013 has provided data for those Charter Indicators that the Scottish Housing Regulator (SHR) has indicated should be collected, via a comprehensive survey.

This data will be submitted to the SHR as part of the Annual Return on the Charter (ARC) in May 2015 and published on their website in August 2014.

How can we improve?

Initial analysis of the survey has identified the following areas where improvements can be made:

Areas for Improvement Action	
Managing Empty Homes	Only 39% of tenants are satisfied with the service they receive in this area
Moving or swapping your home	Only 40% of tenants are satisfied with the service they receive in this area
Complaints	Only 55% of tenants are satisfied with the service they receive in this area
Improve the satisfaction of tenants in Clydebank and Dumbarton	The survey establishes that the satisfaction of tenants in Alexandria is significantly higher than that of those in Clydebank and Dumbarton
Improve the satisfaction of younger tenants	The survey establishes that the satisfaction of younger tenants is generally lower than that of older tenants
Improve the number of tenants that are satisfied that WDC listens to their views and acts upon them	63% of tenants are satisfied in this area, whilst this has risen 13% since 2010, this remains relatively low – this is a key driver of overall satisfaction

Further detail

A report has been provided to the November HEED Committee and Housing Management Team and a [newsletter](#) produced which is available to tenants visiting Rosebery Place, College Way and Mitchell Way. The full report can be accessed [here](#).

What it means for WDC:

These results are extremely positive and support the view that most tenants believe that Housing Services have improved significantly over the past 3 years.

Each service area will work to develop appropriate service responses to areas for improvement identified. An update on progress will be on a quarterly basis to the Housing Performance Improvement Board.

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