

Housing Strategy and Development Briefing Note 16/02

Tenant Satisfaction Survey 2015

February 2016



Introduction

Welcome to 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:-

- Providing the statutory strategic housing authority role within the local authority area;
- Strategic Housing Asset Management delivery;
- The delivery of the Council House New Build Programme and the delivery of the affordable Housing supply programme;
- 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;
- Service development within Housing and Community Safety services; and promoting effective management and the involvement of tenants across all aspects of Housing Services.

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Briefing Note





1. Background:

- 1.1 The Scottish Social Housing Charter requires landlords to have robust and up to date customer satisfaction information.
- 1.2 In order to meet this obligation, it was agreed by HEED Committee on 6th November 2013 that a comprehensive tenant satisfaction survey be carried out on an annual basis until 2016.
- 1.3 This years' survey was carried out by Research Resource and the main findings are outlined below.

2. Main Issues:

- 2.1 The key findings of the survey are that:
 - 84% of tenants satisfied with the overall service provided (from 81% in 2014);
 - overall satisfaction has increased significantly over recent years (from 65% in 2010);
 - with the exception of those satisfied that rent represents value for money (which has reduced slightly since 2014), satisfaction levels across all the main indicators including those submitted as part of the Annual Return on the Charter (ARC) have improved since 2013; and
 - there has been a significant improvement in the percentage of tenants who feel that WDC is good at keeping them informed about their services and decisions, up 11% since 2014, and satisfaction with the opportunities given to participate in WDC's decision making process, up 8% since 2014.
- 2.2 The table below summaries how satisfaction rates against the key Scottish Social Housing Charter Indicators:

	Charter Indicator	2013	2014	2015	Change 2013 15
Indicator 1 	Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by WDC?	72%	81%	84%	+12%
Indicator 3 	How good or poor do you feel WDC is at keeping you informed about their services and decisions?	73%	76%	87%	+14%

Indicator 6 	Satisfaction with the opportunities given to you to participate in WDC's decision making process?	52%	59%	67%	+15%
Indicator 10 	Overall, how satisfied or dissatisfied are you with the quality of your home?	74%	80%	81%	+7%
Indicator 17 	To what extent do you think that the rent for this property represents good or poor value for money?	67%	73%	68%	+1%
Indicator 29 	Overall, how satisfied or dissatisfied are you with WDC Council's management of the neighbourhood you live in?	76%	78%	80%	+4%

The positive trend reflected in satisfaction measures reported through the Scottish Social Housing Charter is reflected through the following improvements evidenced in tenant attitudes towards the landlord functions carried out by Housing Services.

Statements about WDC Housing Services (Landlord)	2013	2014	2015	Change 2013 15
My landlord provides an effective and efficient service	65%	73%	84%	+19%
My landlord is providing the service I expect from my landlord	70%	78%	82%	+12%
My landlord treats its residents fairly	74%	77%	87%	+13%
My landlord has a good reputation in my area	60%	62%	69%	+9%
My landlord has friendly and approachable staff	80%	81%	90%	+10%
I trust my landlord	70%	71%	85%	+15%

2.3 These results are extremely positive. They build on the increased levels of satisfaction with Housing Services reported in 2013 and 2014 and support the view that Housing Services are continuing to improve across all service areas.

2.4 A summary of the report is attached to this briefing.

3. What it means for WDC:

3.1 Housing Strategy and Development will work in conjunction with service areas to fully analyze the Tenant Satisfaction Survey 2015 and develop improvement actions where areas of weakness are identified.

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West Dunbartonshire Council

Tenant Satisfaction Survey Results Summary

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RESULTS SUMMARY

INTRODUCTION

- West Dunbartonshire Council commissioned Research Resource to carry out a customer satisfaction survey on their behalf.
- The survey was designed to meet the guidance provided by the Scottish Housing Regulator with regard to assessing tenant satisfaction. As such, the survey was designed to ensure that:
 - the questions asked covered the key tenant satisfaction Charter indicators in the way which is prescribed.
 - the sample was designed to meet the guidance provided by the Scottish Housing Regulator which states that a minimum of data accurate to +/-5% should be achieved and the sample should be designed to be representative of the organisation's tenant population and a minimum of a 40% response rate was achieved.
- A representative sample of 1,681 tenants were drawn from the Council's overall tenant base.
- From this sample, a total of 601 telephone interviews were carried out with West Dunbartonshire Council, representing a 40% response rate and providing data accurate to +/-3.9%.
- Interviews took place between the 13th of July and the 14th of August 2015.
- Analysis of the participant profile shows that the survey sample is broadly representative by geography, property size, property type and area code. Therefore there was no requirement for the survey data to be weighted.
- The survey response provides the Council with a robust level of data upon which they can be confident about making decisions.
- This executive summary highlights the key findings from this programme of research.

SCOTTISH HOUSING REGULATOR INDICATORS

Scottish Housing Regulator indicators				
	2013	2014	2015	Change 2014 2015
Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by WDC? (% very/ fairly satisfied)	72%	81%	84%	+3%
How good or poor do you feel WDC is at keeping you informed about their services and decisions? (%very good/ fairly good)	73%	76%	87%	+11%
How satisfied or dissatisfied are you with the opportunities given to you to participate in WDC's decision making process? (% very/ fairly satisfied)	52%	59%	67%	+8%
Overall, how satisfied or dissatisfied are you with the quality of your home? (% very/ fairly satisfied)	74%	80%	81%	+1%
Taking into account the accommodation and services WDC provides, to what extent do you think that the rent for this property represents good or poor value for money? Is it... (% very good value/ fairly good value)	67%	73%	68%	-5%
Overall, how satisfied or dissatisfied are you with WDC Council's management of the neighbourhood you live in?	76%	78%	80%	+2%

NB the Council obtains data for the indicator on the repairs service via exit surveys.

OVERALL SATISFACTION AND PERCEPTIONS

- The survey opened by asking respondents how satisfied or dissatisfied they were with the overall service provided by West Dunbartonshire Council as their landlord. Just over 8 in 10 respondents (84%) said they were very or fairly satisfied in this respect compared to 10% who were dissatisfied with the service and 6% who were neither satisfied nor dissatisfied.

- Respondents were then asked if they agreed or disagreed with a range of statements relating to their landlord.
 - 90% agreed their landlord had friendly and approachable staff;
 - 87% agreed their landlord treats its residents fairly;
 - 85% agreed they trusted their landlord;
 - 84% agreed their landlord provides an effective and efficient service;
 - 82% agreed their landlord is providing the service they expect;
 - 69% agreed their landlord has a good reputation in their area.



INFORMATION AND COMMUNICATION

- Just under 9 in 10 respondents (87%) said their landlord was very or fairly good at keeping them informed about their services and decisions, 5% said the Council were neither good nor poor and 6% said their landlord was very or fairly poor at keeping them informed.
- Over 8 in 10 respondents (81%) said West Dunbartonshire Council was very or fairly good at keeping them informed about things that affect them as a resident, 9% stated they were neither good nor poor and 10% said their landlord was very or fairly poor.
- Telephone contact was the most popular method of being kept informed and getting in touch with West Dunbartonshire Council (87%), followed by the Council newsletter (71%).
- Respondents were then asked if they were aware of their landlord's published service standards. The majority of respondents (79%) were unaware of these.
- Following on from this, 61% of respondents who were aware of the published service standards were aware of how to challenge these.

TENANT PARTICIPATION

- Just under 7 in 10 respondents (68%) said they were very or fairly satisfied with the opportunities provided to them by their landlord to make their views known, 19% said they were neither satisfied nor dissatisfied and 12% felt they were fairly to very dissatisfied.
- When asked if they felt satisfied or dissatisfied that housing services listen to their views and acts upon them, 67% stated that they were very or fairly satisfied, 13% were neither satisfied nor dissatisfied and 20% were fairly or very dissatisfied.
- Respondents were then asked if they were aware of a variety of ways they could participate in West Dunbartonshire Council's decision making processes. Over 6 in 10 respondents (62%) said they were aware they could participate by getting involved in one of the 17 Tenant and Residents Associations across West Dunbartonshire and 26% said they were aware they could participate by being on the sheltered housing forum. Over 3 in 10 tenants (31%) were not aware of any of these opportunities to become more involved in their landlord's decision making processes.
- In terms of the opportunities provided to tenants to participate in their landlord's decision making process, 67% of respondents were fairly or very satisfied compared to 19% who were neither satisfied nor dissatisfied and 14% who were fairly or very dissatisfied.

CONTACT WITH YOUR LANDLORD

- Seven in ten respondents (70%) said they had contacted their landlord in the last 12 months with a query other than to pay rent or service charges.
- The majority of respondents (74%) said that it was easy to get a hold of the right person compared to 20% who said it was difficult and 7% who said it was neither easy nor difficult.
- Just under 9 in 10 respondents (87%) felt that staff were helpful when they had contact with the Council, 7% said they were unhelpful and 6% said they were neither helpful nor unhelpful.
- When asked if their query was answered or their issue was resolved within a reasonable time, 69% of respondents said yes compared to the 31% who said no.
- Over 8 in 10 respondents (81%) said they were satisfied with the ability of staff to deal with their enquiry quickly and efficiently compared to 65% stating they were satisfied with the final outcome of their enquiry.

REPAIRS AND MAINTENANCE

- All respondents (both users and non users) were asked, generally how satisfied or dissatisfied they were with the way their landlord deals with repairs and maintenance. Just over 7 in 10 respondents (77%) were either very or fairly satisfied in this respect compared to 6% who were neither satisfied nor dissatisfied and 18% who were either fairly or very dissatisfied.
- Over 6 in 10 respondents (64%) had repairs carried out within the last 12 months.
- Following on from this, all respondents who had a repair carried out in the last 12 months were asked how satisfied or dissatisfied they were with various aspects of the repair service. This revealed that overall satisfaction was high and above 80% in relation to being able to make an appointment (85%), the speed of completion of the work (84%) and the repair being done 'right first time' (81%).
- All respondents were asked if they were satisfied or dissatisfied with the gas servicing arrangements, 91% of respondents said they were either fairly or very satisfied with the gas servicing arrangements compared to 4% who were neither satisfied nor dissatisfied and 5% who were fairly or very dissatisfied.
- Over 8 in 10 respondents (81%) were very or fairly satisfied with the quality of their home compared to 6% who were neither satisfied nor dissatisfied and 13% who were either very or fairly dissatisfied.

LANDLORD SERVICES

- All respondents were asked if they were satisfied or dissatisfied with the way their landlord deals with a variety of service aspects. For analysis purposes the proportion of tenants who were not service users and did not have an opinion on each of these services has been excluded from the analysis. Satisfaction was highest in terms of the landlord dealing with general enquires (88%) and moving or swapping home (78%). On the other hand, satisfaction was lowest in terms of managing empty homes (59%) and dealing with anti-social behaviour (69%).
- Just under 7 in 10 respondents (68%) felt that taking into account the accommodation and services their landlord provides, their rent represents very or fairly good value for money, 16% said their rent represents neither good nor poor value for money and 16% said their rent represents fairly or very poor value for money.
- The main reasons for not being satisfied with the value for money of the rent charge was where tenants commented that their rent keeps increasing and is too expensive (41%), where tenants felt their rent was not good value for the services they receive (21%) and where tenants did not pay rent or said they were on full housing benefit and therefore found it difficult to comment (20%).

NEIGHBOURHOOD MANAGEMENT

- Satisfaction with West Dunbartonshire Council's management of the neighbourhood was high with 8 in 10 respondents (80%) stating they were very or fairly satisfied in this respect, compared to 9% who were neither satisfied nor dissatisfied and 11% who were fairly or very dissatisfied.

SERVICE PRIORITIES

- Tenants were asked to select from a list of services, which they perceived to be their top, second and third priorities. Repairs and maintenance was perceived as being most important (74% stating this was a top, second or third priority) followed by the overall condition of the home (55%) and value for money for rent (32%).