

CUSTOMER PRIORITY SURVEY – ANALYSIS

Purpose

This report provides an analysis of Tenants' priorities and their perceptions of aspects of their environment. It also contains responses to a range of questions to determine satisfaction with some elements of the service, the effectiveness of specific initiatives and whether Gloucester City Homes could facilitate training, development or resident involvement opportunities for Tenants.

Tenants' feedback drives service improvement and so the results will be reported back to operational managers who will address these in future service delivery improvement plans.

Background

The survey was conducted 'In-house' by GCH

The purpose of the survey was to test tenants' experience and aspiration across a range of GCH services and to include the results of these in future service delivery plans

Methodology

All tenants were sent a hard copy of the questionnaire with their quarterly rent statement.

Respondents were also asked to state their demographic makeup and to provide diversity details to inform other projects.

503 questionnaires were returned by the target date – this represents approximately 11% of tenancies.

503 responses from 4585 surveys returns a margin of error of 4.1% with 95% confidence

Detailed analysis of all aspects of the survey is available.

Findings from the survey

Demographic analysis

Margin of error – 4.3%

Age / Ethnicity	Diversity Database Profile	Survey
Under 25yrs	6%	2.98%
25-59yrs	45%	37.38%
60-74yrs	28%	31.21%
Over 75yrs	21%	26.04%
Not stated	-	2.39%
Non BME	90%	87.08%
BME	7%	5.17%
Not stated	3%	7.75%

- Both the under 25 age group and the 25 – 59 age groups are under-represented, whilst the 60 + age group is over-represented.
- The ethnicity of respondents generally matches the diversity database profile, allowing for 'not stated' responses.

Estate	Stock Profile	Survey	Correlation
Coney Hill	6.29%	3.38%	- 46%
Hucclecote	2.83%	3.38%	+ 19%
Abbeydale	2.11%	1.99%	- 6%
Chequers	1.02%	0.80%	- 21%
Cathedral City	0.76%	0.20%	- 73%
Matson	24.26%	19.68%	- 19%
Tuffley (inc Severn & Holmleigh)	12.48%	17.30%	+ 38%
The Oval	4.04%	2.39%	- 41%
Quedgeley	0.89%	1.99%	+ 124%
Podsmead (inc Badger Vale & Millin Avenue)	10.83%	9.94%	- 8%
White City (inc Beaufort & Reservoir Roads)	5.93%	2.98%	- 50%
Miscellaneous	3.74%	1.99%	- 47%
Tredworth	5.41%	4.77%	- 12%
Robinswood	1.93%	3.58%	+ 85%
The Lampreys	1.26%	1.39%	+ 10%
Westgate	6.61%	7.36%	+ 11%
Kingsholm	6.65%	6.96%	+ 5%
Elmbridge	2.96%	2.78%	- 6%
Not stated		7.36%	

Tenant Priorities

Margin of error – 4.1%

Priority	Specifically Ranked		Generally Ranked	
	Percentage	Rank	Percentage	Rank
Carrying out repairs and maintenance	65.61%	1	92.45%	1
Dealing effectively with anti social behaviour	48.91%	2	65.41%	2
Providing estate service workers (handyman)	21.67%	8	30.82%	8
Carrying out estate improvements	30.02%	6	43.14%	6
Ensuring you can contact us easily	33.80%	5	47.71%	5
Conducting home visits	11.93%	10	17.89%	10
Carrying our estate walkabouts in your area	4.57%	12	10.54%	12
Holding estate action days in your area	2.98%	13	6.16%	13
Overall quality of your home	44.73%	3	58.85%	3
Being involved in how services are provided to you	6.16%	11	10.74%	11
Keeping Tenants informed	23.46%	7	39.17%	7
Value for money for all services provided by GCH	20.87%	9	30.22%	9
Your neighbourhood as a good place to live	36.58%	4	53.88%	4

Percentages are derived from the total number of responses – 503, as denominator

- Repairs and Maintenance –
67.0% of respondents who made this their 1st choice are over 60, compared with a survey profile of 57.25%.
- Dealing with Anti Social Behaviour –
53.2% of respondents who made this their 1st choice are under 60, compared with a survey profile of 40.36%
Only 14.5% of respondents who made this their first choice are over 75, compared with a survey profile of 26.04%
10.0% of respondents who made this their 1st choice are from Matson and 8.1% from Tuffley

Satisfaction with Service Delivery

Element	Satisfied	Neither	Dissatisfied
Access to Gloucester City Homes services Margin of error – 4.4%	81.68%	15.61%	2.71%
Satisfaction with our response to a complaint Margin of error – 4.5%	65.21%	22.81%	11.98%
How we deal with tenants' problems at the first point of contact Margin of error – 4.5%	70.00%	21.40%	8.60%
Opportunities to influence decisions Margin of error – 4.9%	35.68%	54.05%	10.27%

Percentages are derived from the number of responses to each question as denominator, rather than from total responses received

Perceptions of Safety

Element	Satisfied	Neither	Dissatisfied
Satisfaction with the local area you live in Margin of error – 4.4%	70.67%	18.00%	11.33%
Feeling safe - during the daytime Margin of error – 4.3%	78.77%	15.10%	6.13%
Feeling safe - at night time Margin of error – 4.3%	51.37%	24.74%	23.89%

Percentages are derived from the number of responses to each question as denominator, rather than from total responses received

Enhanced Facilities

Element	Yes	No	Don't know
Better facilities for young people in your area Margin of error – 4.5%	57.75%	20.66%	21.59%
More information on basic bank accounts Margin of error – 4.8%	23.26%	51.42%	25.32%
Help in returning to full time employment Margin of error – 4.8%	30.24%	54.11%	15.65%
Improvements to the external environment in your area Margin of error – 4.5%	77.93%	8.69%	13.38%
Training courses such as household management or healthy living Margin of error – 4.8%	31.70%	42.27%	26.03%

Percentages are derived from the number of responses to each question as denominator, rather than from total responses received

Anti Social Behaviour and Diversity

Element	Agree	Disagree	Don't know
Anti social behaviour IS NOT a problem in your area Margin of error – 4.3%	40.00%	38.71%	21.29%
Your area offers cultural links and support Margin of error – 4.6%	25.24%	13.46%	61.30%
Your local area is a place where people from different backgrounds get on well together Margin of error – 4.4%	49.11%	10.44%	40.45%

Percentages are derived from the number of responses to each question as denominator, rather than from total responses received

GCH Web – site

Margin of error – 4.3%

Element	Yes	No
Have you used the GCH website	13.95%	86.06%
If yes, did you find it easy to use	89.06%	
If yes, did you find the information you were looking for	87.50%	

Percentages are derived from the number of responses to each question as denominator, rather than from total responses received

Resident Involvement

Element	Yes	No
Would you be interested in attending a forum for:		
Disabled customers	67	336
Tenants from BME background	16	331
Young people (under 25)	23	328

Data does not assume eligibility for inclusion

Xmas Postcard Campaign

Margin of error – 4.4%

Element	Yes	No
About our postcard campaign		
Did you see the postcard	47.05%	52.95%
If yes, was the message effective	81.73%	
If yes, did it remind you to pay your rent	69.71%	

Percentages are derived from the number of responses to each question as denominator, rather than from total responses received