

GCH-: Satisfaction Survey 2010

1 PURPOSE OF REPORT

- 1.1 The report details the findings of the Satisfaction survey undertaken in July 2010. A summary of the findings is shown in the main body of the report.
- 1.2 To assess levels of satisfaction with the housing services offered to our customers and compare with previous years surveys.

2 RECOMMENDATIONS

- 2.1 Board members to note the contents of the report.

3 CONTRIBUTION TO KEY AIMS

- 3.1 These recommendations will assist us to achieve:
 - Excellence in customer service through listening to our customers and acting on their feedback.
 - Continuous improvement in service delivery and provision of high quality services.
 - Will assist in maintaining the sustainability of Gloucester City Homes.

4 BACKGROUND

- 4.1 It was a regulatory requirement that all Community Housing Providers must undertake a STATUS survey on a 2 yearly basis in a prescribed format with all general needs tenants. The objective of the survey was to gain an understanding of the levels of customer satisfaction in key service areas. GCH was due to carry out this survey between July and November 2010.
- 4.2 However, in June 2010, the DCLG announced the suspension of this survey until further notice and in August have confirmed that the survey is to be abolished. No replacement scheme has been proposed.
- 4.3 In the pursuit of excellence, we decided that an annual satisfaction survey was still appropriate and an independent survey, to be carried out by our previous partner, Vision Management Systems, was commissioned in July and the results were delivered on 16th August.

- 4.4 A postal method was adopted with follow up phone calls to tenants to maximise the return rate. To keep costs down, we decided to randomly sample 1600 tenants who were invited to take part in the survey. 568 completed returns were received. This gives a percentage return of 35.5% and a 95% confidence level with a 3% tolerance.
- 4.5 The survey completed in 2008 was undertaken with general needs tenants only – tenants in sheltered accommodation were excluded in accordance with the guidelines. In 2010, we have included sheltered tenants and the report has been compiled with 3 sets of results for all respondents, general needs respondents and sheltered tenant respondents
- 4.6 The questionnaire used was based on some questions from the Standard Tenant Satisfaction questionnaire known as Status. This allows us to still have comparison and benchmarking with the performance of other social housing providers.
- 4.7 This report has just been completed, but the results show a significant improvement in levels of satisfaction and an early report to Board is deemed appropriate
- 4.8 Further analysis of the results by demographic trends will be undertaken and officers will bring an action plan to a future meeting with recommendations for service improvements.

5 SUMMARY OF THE RESULTS:

The report has been validated between VMS and GCH and the final results for overall tenant satisfaction are as follows:

Overall satisfaction with the Landlord 😊

87% of our tenants are satisfied with the overall service provided by Gloucester City Homes. 38.4% stated that the overall service was excellent and 48.9% that the overall service was good

87% of general needs tenants and **88%** of sheltered tenants were satisfied

This compares to:

75% satisfaction in 2008

75% satisfaction in 2006

63% satisfaction in 2003

Do you think that the rent you pay represents good value for money? 😊

81% of our tenants are satisfied that the rent for their property represents value for money, with 33% stating that value for money is excellent and 49% stating that value for money is good.

81% of general needs tenants and **82%** of sheltered tenants were satisfied

This compares to:

79% satisfaction in 2008

75% satisfaction in 2006

Satisfaction with the neighbourhood as a place to live 😐

77% of our tenants are satisfied with their neighbourhood as a place to live.

76% of general needs tenants and **88%** of sheltered tenants were satisfied

This compares to:

77% satisfaction in 2008

76% satisfaction in 2006

76% satisfaction in 2003

Reason for contact with Landlord in the last 12 months

Reason / Year	2006	2008	2010
Repairs and Maintenance	71%	63%	71%
Rent / Housing Benefit	9%	16%	8%
Property Transfer / Exchange	6%	4%	
Neighbourhood	5%	9%	5%
Gardens / Communal Areas			4%
Other	9%	9%	12%

Ease of access to GCH Services 😊

89% of our tenants were satisfied with the ease of contacting GCH and **83%** were satisfied with the experience of contacting GCH

This is a different question to previous surveys, but some comparative indicators from the last survey are:

- 64% ease of getting hold of the right person in 2008
- 76% found staff helpful in 2008
- 71% said that staff could deal with their problem in 2008
- 65% were satisfied with the outcome of their last contact with GCH in 2008

How satisfied are you with the way your landlord deals with repairs ? 😊

77% of our tenants are satisfied with the way we deal with repairs, with 32% saying that the service is excellent and 45% that the service is good.

78% of general needs tenants and **76%** of sheltered tenants were satisfied

This compares to:

- 73% satisfaction in 2008
- 68% satisfaction in 2006

How good do you think GCH is at keeping you informed? 😊

93% of our tenants think that Gloucester City Homes is good at keeping them informed.

94% of general needs tenants and **89%** of sheltered tenants said that this was the case.

This compares to:

- 81% satisfaction in 2008
- 82% satisfaction in 2006
- 77% satisfaction in 2003

Do you think GCH takes your views into account?



86% of our tenants are satisfied that Gloucester City Homes takes their views into account.

86% of general needs tenants and **87%** of sheltered tenants said that this was the case.

This compares to:

76% satisfaction in 2008

85% satisfaction in 2006

Are you satisfied with the opportunities to become involved with GCH?



87% of our tenants are satisfied with the opportunities to become involved with GCH..

87% of general needs tenants and **86%** of sheltered tenants said that this was the case.

Are you satisfied with the opening hours at Southgate House?



94% of our tenants are satisfied with the opening hours at Southgate House. This is the case across all of the respondents.

Quality of your home




Surprisingly, despite 3 years of the Decent Homes programme, just **76% of our tenants** are satisfied with the overall quality of their home. This would correlate with the fact that we still have a year to go and approximately 17% of the stock to complete our Decent Homes programme.

75% of general needs tenants and **83%** of sheltered tenants were satisfied

This compares to:

81% satisfaction in 2008

78% satisfaction in 2006

General condition of your property 

74% of our tenants are satisfied with the general condition of their property.

72% of general needs tenants and 85% of sheltered tenants were satisfied

This compares to:

78% satisfaction in 2008

66% satisfaction in 2006

We also asked the respondents to indicate their top 5 priorities from a list of 13 options:

	Ranking	2009
Carrying out Repairs and Maintenance	1 st	1 st
Dealing effectively with Anti Social Behaviour	2 nd	3 rd
Overall Quality of your home	3 rd	2 nd
Your Neighbourhood as a place to live	4 th	7 th
Ensuring you can contact us easily	5 th	
Keeping Tenants informed	6 th	4 th
Carrying out Estate Improvements	7 th	
Value for all services provided by GCH	8 th	8 th
Providing Estate Service Workers (handymen)	9 th	
Conducting Home Visits	10 th	
Carrying out Estate Walkabouts	11 th	
Holding Estate Action days	12 th	
Being involved in how services are provided	13 th	

6 WHERE DOES GCH NEED TO IMPROVE?

- 6.1 The result demonstrates where GCH is in terms of current status with our tenants.
- 6.2 Overall, there has been a significant improvement in satisfaction across most elements, specifically with the service overall and with keeping tenants informed and taking their views into account
- 6.3 There are some key issues that need to be addressed, particularly around customer satisfaction with the quality of their home and the general condition of their property. Both of these show a significant reduction in satisfaction for those tenants who live in flats or maisonettes, though tenants in bed-sits show much higher levels of satisfaction with the condition of their properties
- 6.4 Further analysis of the data for these 2 responses, by area, age and ethnicity of respondent will be required to pinpoint any specific group

7. HOUSEMARK BENCHMARKING

The table below shows a comparison between Gloucester City Homes' satisfaction levels and those published by Housemark for 17 ALMOs

The comparison indicates that GCH has better than top quartile results for all but one of these key indicators and has better than the highest score for 4 elements.

Indicator	Top quartile	Highest score	GCH Result
Overall satisfaction with the service provided	73%	85%	87%
Overall quality of your home	77%	87%	76%
General condition of your property	71%	84%	74%
Neighbourhood as a place to live	73%	83%	77%
Value for Money for rent	78%	90%	81%
How your enquiry was dealt with	68%	79%	83%
Dealing with repairs and maintenance	71%	86%	77%
Taking your views into account	55%	67%	86%
Keeping you informed	77%	87%	93%

8 FUTURE WORK

- 8.1 A comprehensive plan of action will be determined from full analysis of the survey responses on areas that require improvement.
- 8.2 All key actions from this plan will be incorporated into service improvement projects.

9 CONCLUSIONS

- 9.1 The outcome of the validation exercise has concluded that this survey is comprehensive, valid and statistically correct.
- 9.2 The implementation of the action plan will ensure that areas of low satisfaction are addressed comprehensively throughout the rest of 2010/11.

10 IMPLICATIONS

10.1 Access, Customer Care and User Focus

10.1.1 The action plan will ensure that tenants influence service delivery by GCH

10.2 Financial and Value For Money

10.2.1 A budget provision needs to be made in order to carry a further annual survey in 2011

10.3 Legal

10.3.1 None.

10.4 Risk Management

10.4.1 Risks have been identified and a detailed plan of action will minimise risk in this area.

10.5 Health & Safety

10.5.1 None

10.6 Human Resources

10.6.1 None

10.6.2 Trade Union Comments

10.6.3 None

10.7 Equalities and Diversity

10.7.1 VMS have provided a full demographic analysis of the results. We shall be able to use this analysis to pinpoint specific groups of tenants who have stated lower levels of satisfaction and to form the ongoing action plan with these factors in mind