

**Gloucester City Homes Residents
Survey
Tenancy and Estate Management
Comparison of Wave 1 and 2**

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Prepared For: Gloucester City Homes

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1. Background and Objectives

Gloucester City Homes Limited is an Arms Length Management Organisation (ALMO), responsible for managing and improving Gloucester City Council's 4,700 Council homes and 221 Leasehold properties.

Gloucester City Homes aim to meet tenant needs and aspirations by delivering excellent services for its residents, and the stock it manages. There is a major programme of change in place to say what Gloucester City Homes do, and what they say.

Gloucester City Homes was rated by the Audit Commission as a 2* organisation in June 2007, and aims to become a 3* service in 2008.

Gloucester City Homes believe it is imperative for the company to receive independent management information and feedback about the quality of the services it provides to its tenants and leaseholders. Such information will enable Gloucester City Homes to take corrective action where appropriate, or improve services further. On this basis, **mruk** research Ltd has been commissioned to undertake a series of tenant surveys.

The objectives of the survey, as outlined in the brief, are to:

- Provide management information and survey results on the quality of its services
- Provide management information and survey results on the quality of services provided by its partners
- Provide trend analysis on service quality and performance over time to inform the design of future service delivery
- Provide information in a clear format which can be understood by a variety of key stakeholders, including the Gloucester City Council client team who will monitor the ALMO

2. Research Methodology

Wave 1 of this research consisted of 126 interviews conducted in October 2007. Wave 2 consisted of 125 interviews and were conducted in March 2008.

The 10 minute interviews were conducted using questionnaires designed by **mruk** research Ltd in conjunction with Gloucester City Homes. The interviews were conducted by **mruk**'s in-house Computer Aided Telephone Interviews (CATI) team during October 2007

The sample was taken from databases of names of tenants provided by Gloucester City Homes.

This report offers a comparison of findings from wave 1 and wave 2 of the research and examines the potential impact of the changes and improvements made by Gloucester City Homes to improve the customer service offered to their residents.

3. Research Findings

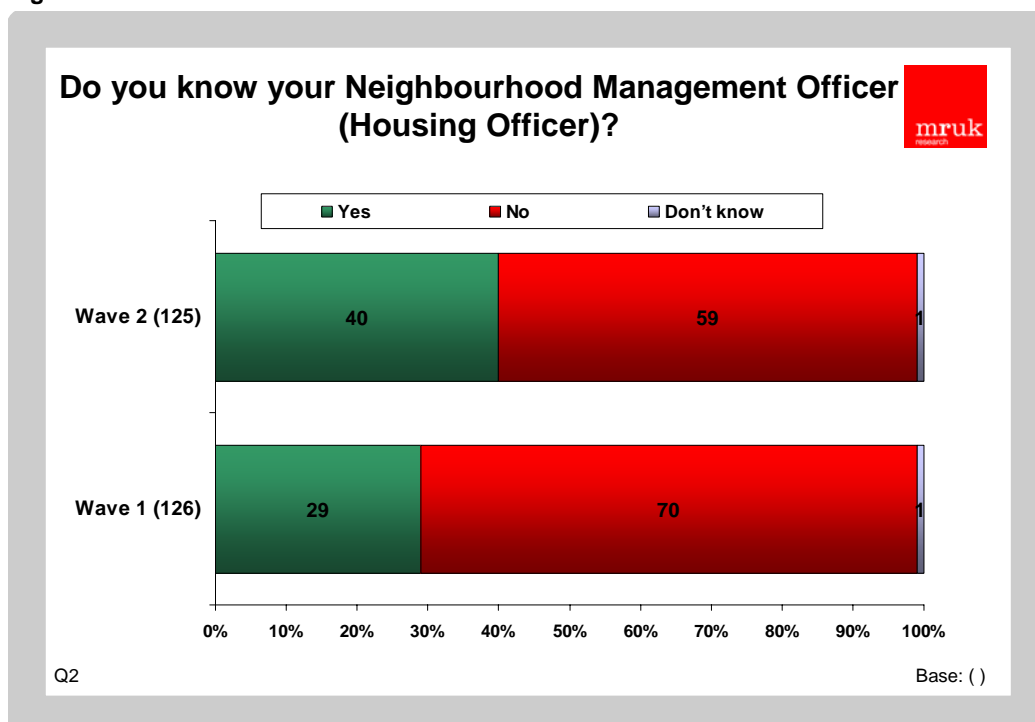
Wave 2 of the survey consisted of 125 telephone interviews (a breakdown of demographics can be found in Appendix 1).

The large majority of respondents (98%) have been living in their homes for at least the last 6 months

3.1 Neighbourhood Management Officers

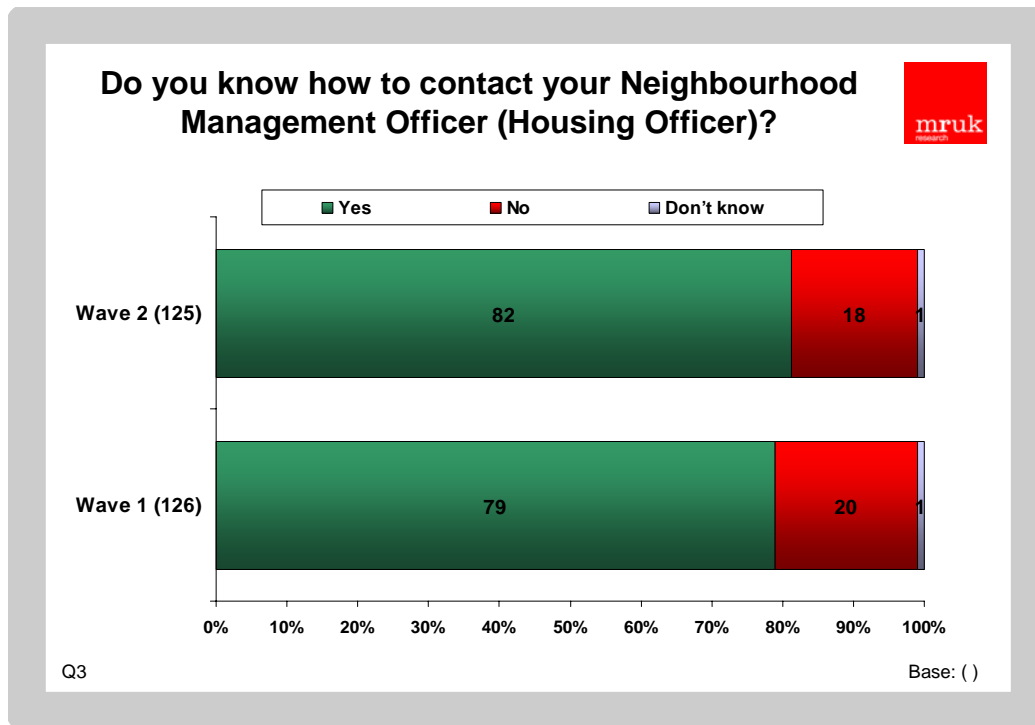
Respondents were asked a number of questions regarding their relationship with and use of their Neighbourhood Management Officer. In wave 1, only a small proportion of respondents reported to know their Neighbourhood Management Officer (29%). This increased to 40% in wave 2 (see figure 1).

Figure 1



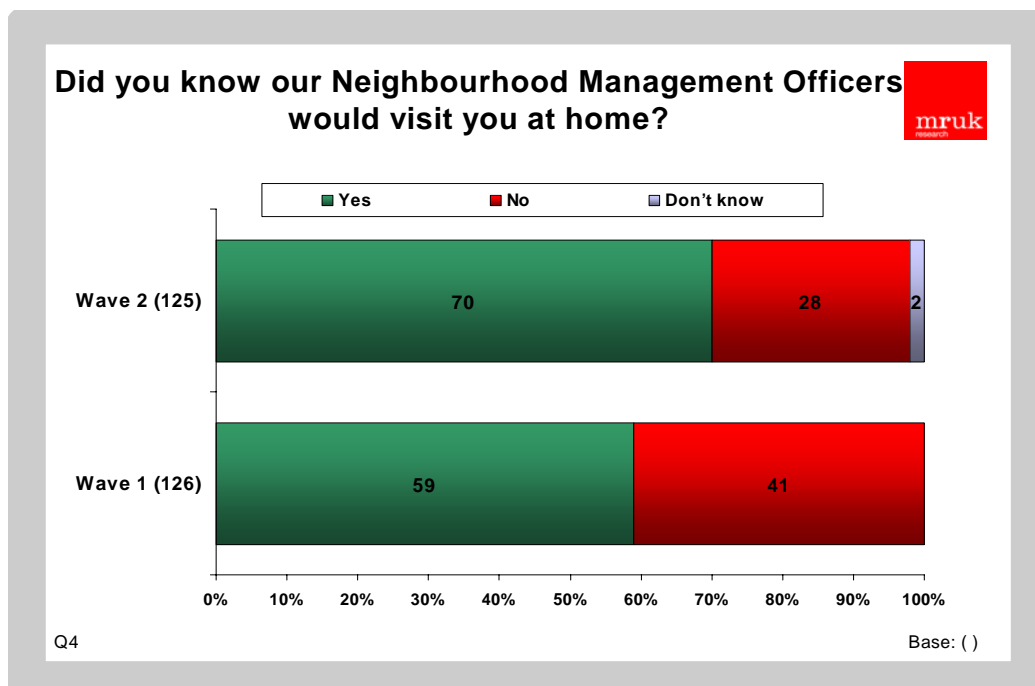
There has also been a small increase in respondents knowledge of how to contact their neighbourhood Management Officer, from 79% in wave 1 to 82% in wave 2 (see figure 2)

Figure 2



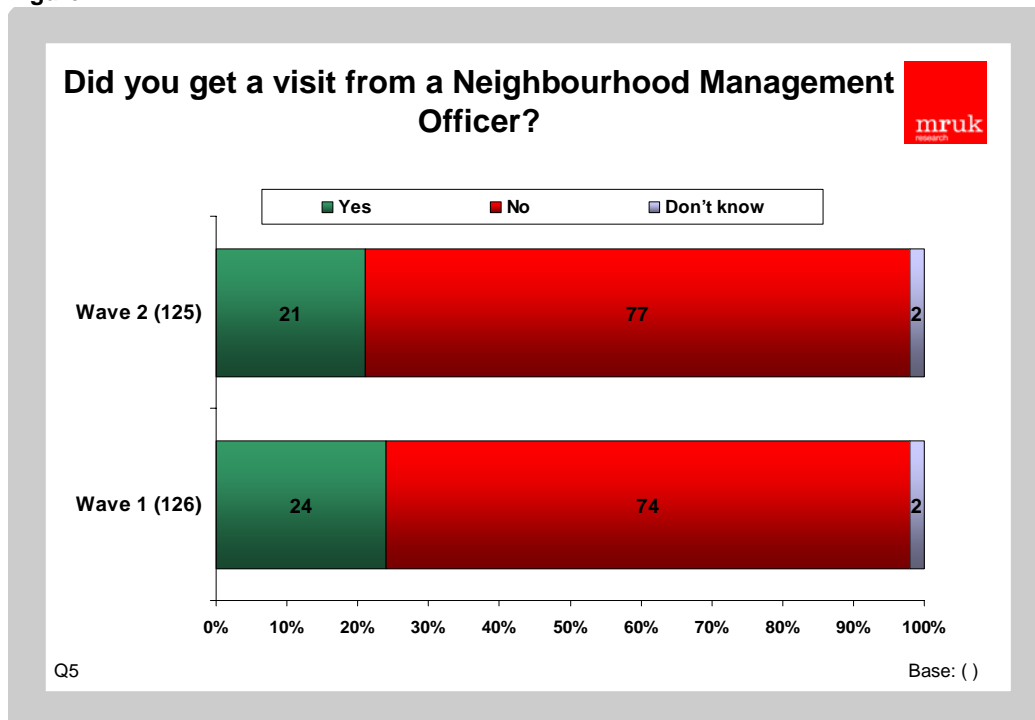
There has also been an increase in the level of respondents who knew that Neighbourhood Management Officers would visit them at home. This has increased by 11 percentage points between wave 1 and wave 2.

Figure 3



In both waves, a similar proportion of respondents had been visited by their Neighbourhood Management Officers, decreasing by only 3 percentage points between waves (see figure 4). Of the 26 respondents who received a visit from a Neighbourhood Management Officer in Wave 2, 25 (96%) indicated that they arrived on time.

Figure 4



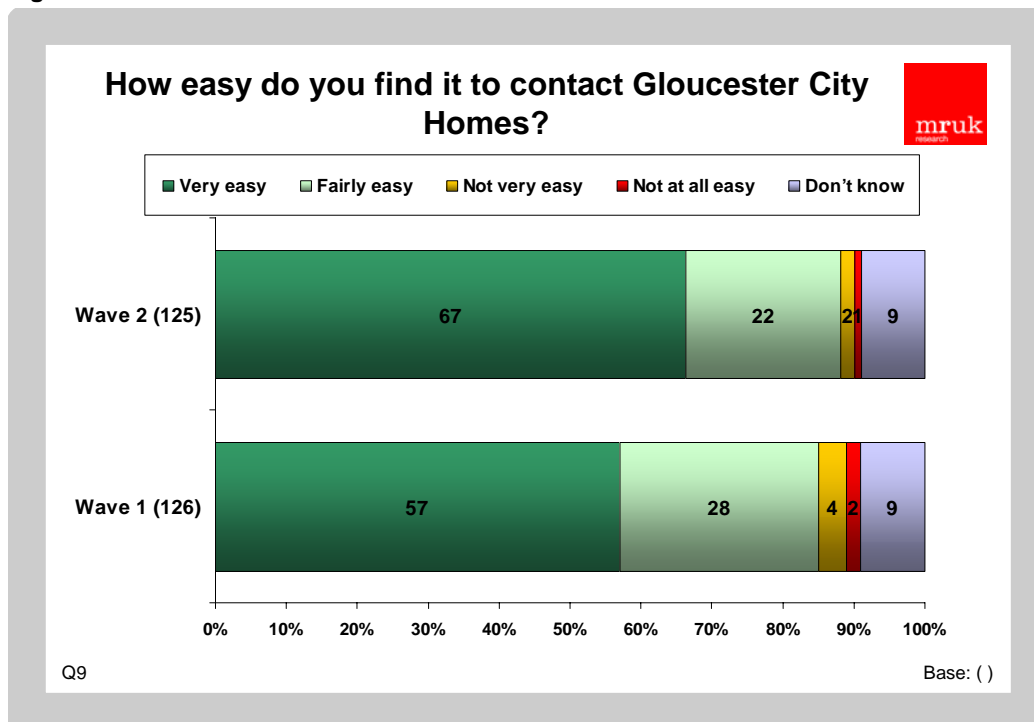
In both waves, the majority of those visited were satisfied (very or fairly) with the way their enquiry was dealt with.

In wave 2, the reasons given by respondents for their dissatisfaction were:

- Not responding to complaints/ feedback (1 response); and
- Work is not completed thoroughly (1 response).

In wave 2, 89% of respondents found Gloucester City Homes easy to contact. The number of respondents who reported finding it very easy to contact Gloucester City Homes has increased by 10 percentage points compared to findings from wave 1 (see figure 5).

Figure 5



3.2 Estate Services and Improvements

Between wave 1 and wave 2, there has been a small increase in the level of awareness respondents have of ‘Estate Walkabouts’ conducted by Gloucester City Homes (88% in wave 1, which has increased to 93% in wave 2, see figure 6), and ‘Action Days’ (73% in wave 1, which has increased to 79% in wave 2, see figure 7).

Figure 6

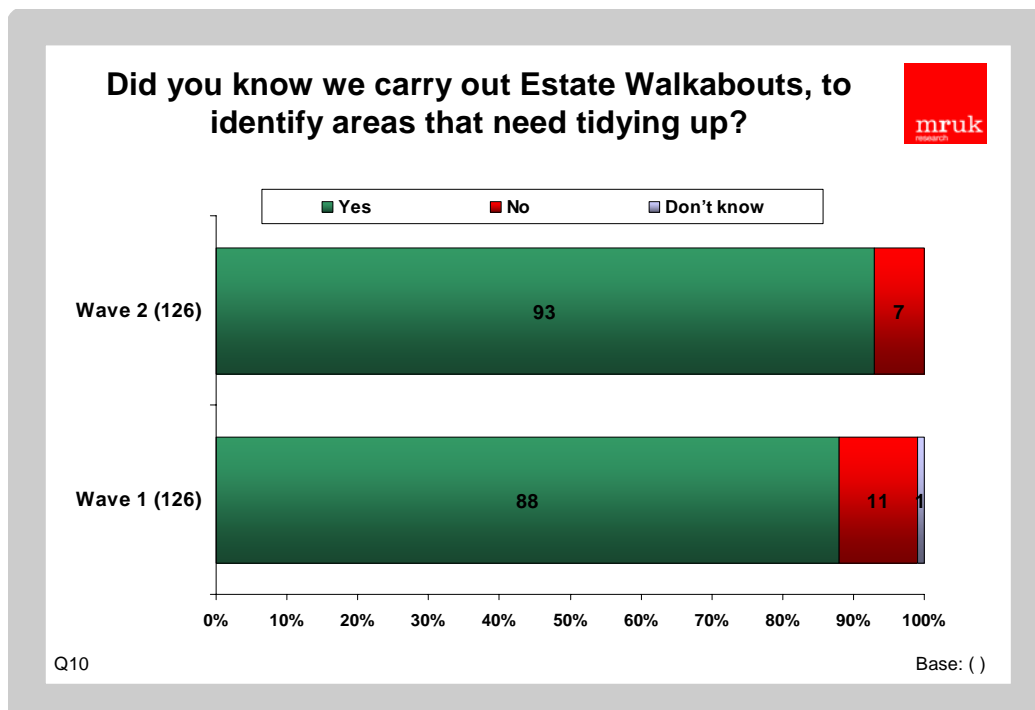
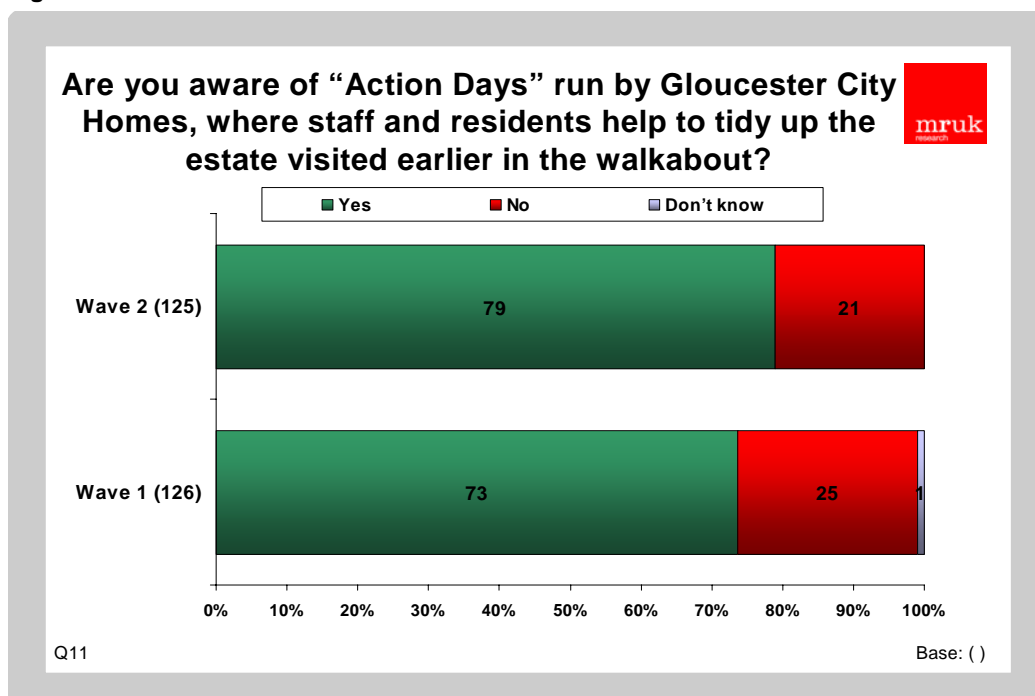
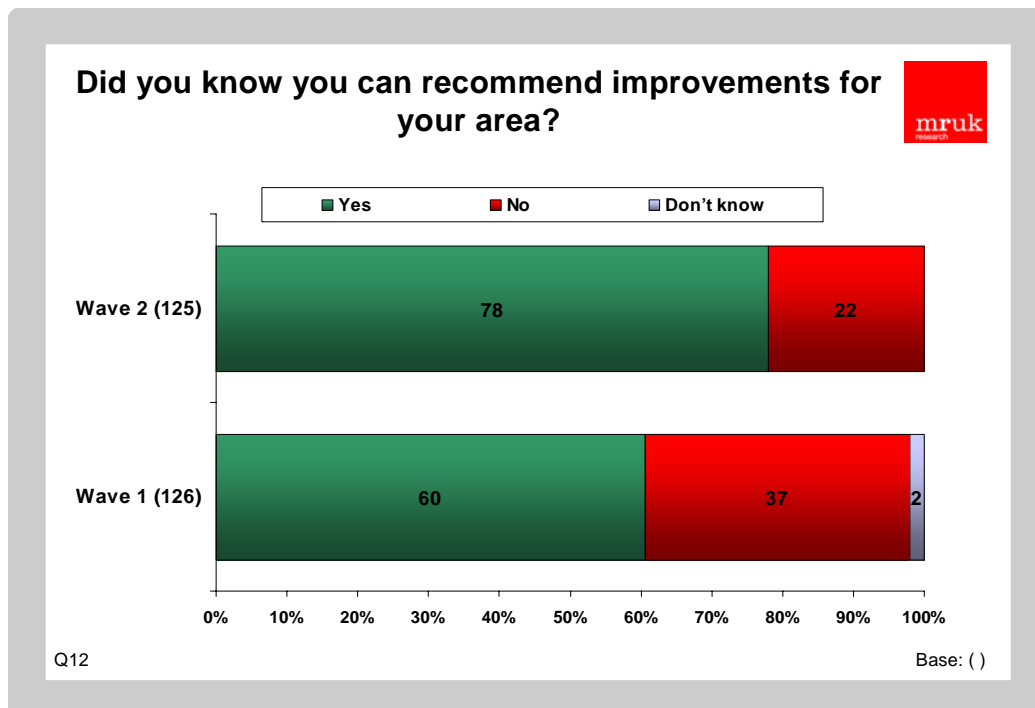


Figure 7



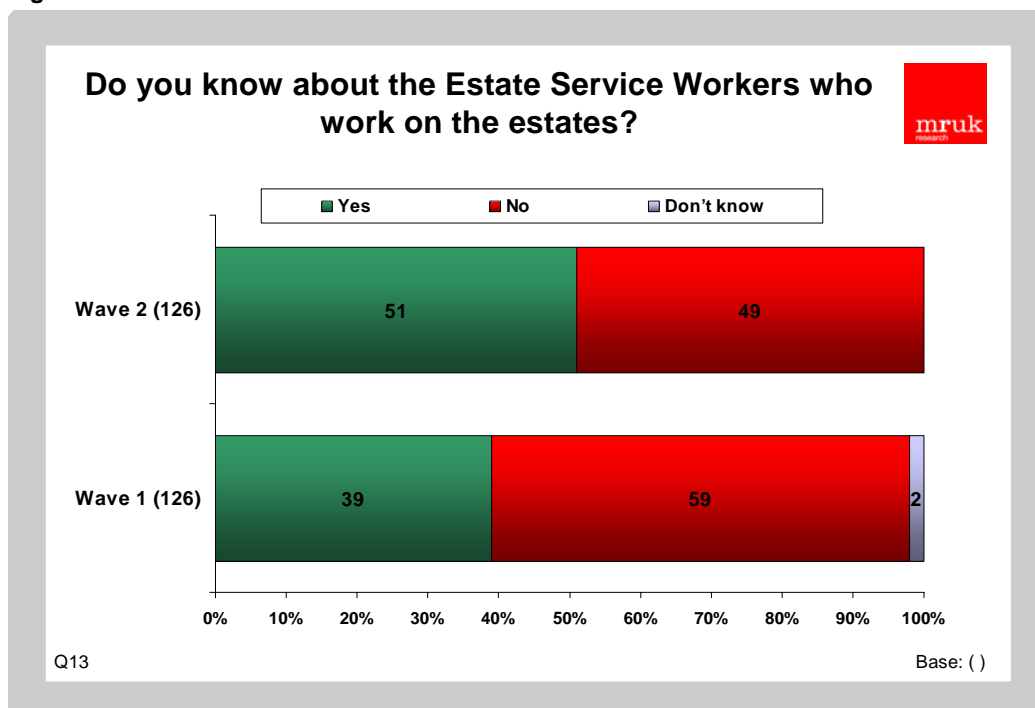
Findings from wave 1 showed that 60% of respondents were aware they could recommend improvements for their area. This has increased to 78% in wave 2 (see figure 8).

Figure 8



Wave 1 found that under half of respondents were aware that Estate Service workers work on their estates. This has increased to just over half in wave 2 (see figure 9).

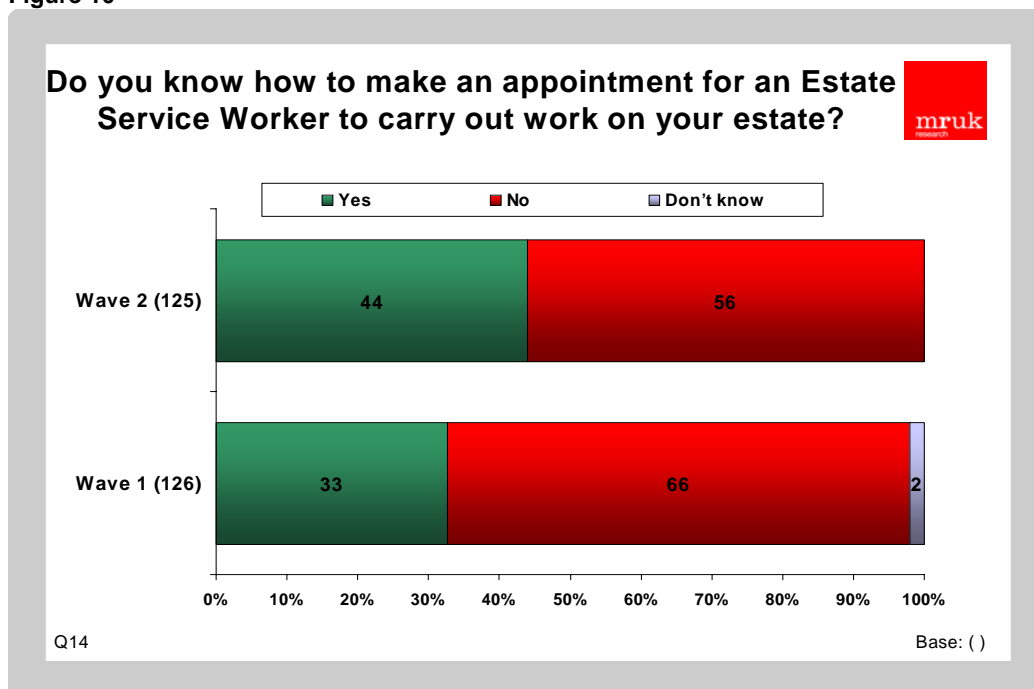
Figure 9



3.3 Communication

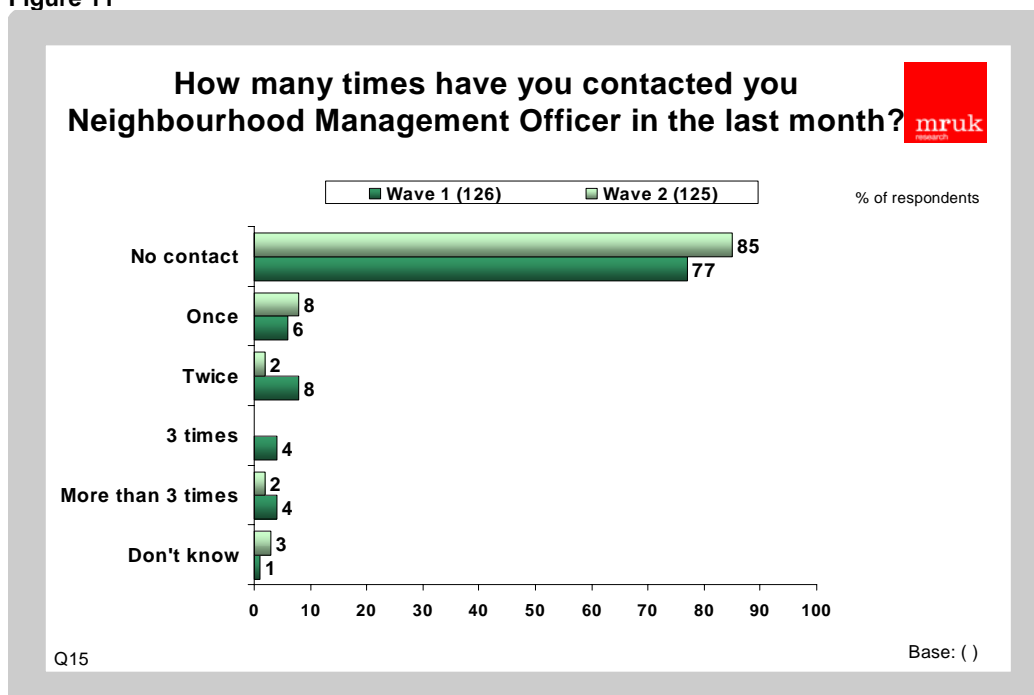
Since wave 1, there has been an increase in the percentage of respondents who knew how to make an appointment for an Estate Service worker to carry out work on their estate (from 33% to 44%, see figure 10).

Figure 10



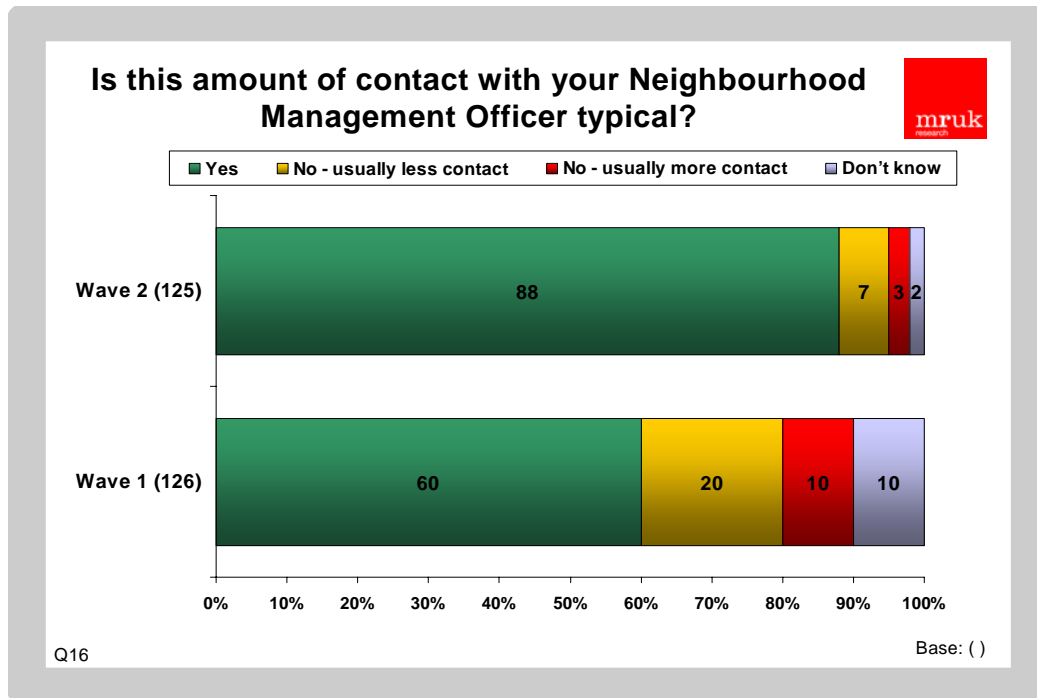
In both wave 1 and wave 2, the majority of respondents had not made contact with their Neighbourhood Management Officer in the last month (85%), (see figure 11).

Figure 11



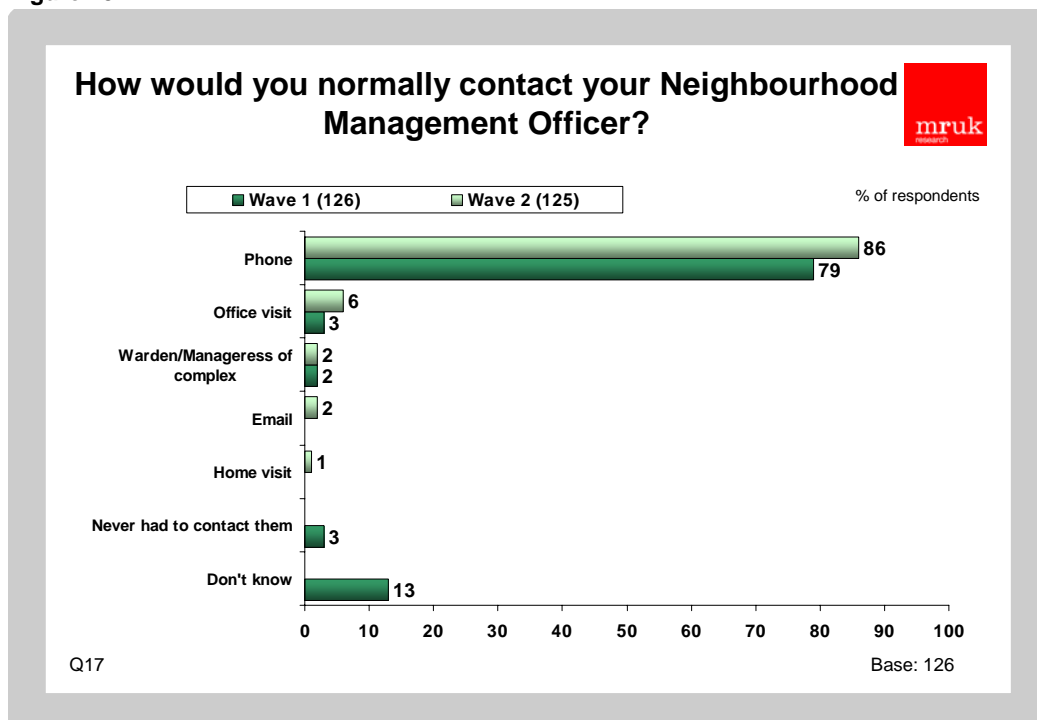
In contrast to wave 1 (60%), this amount of contact was viewed as typical by 88% of respondents in wave 2 (see figure 12).

Figure 12



In both wave 1 and wave 2, telephone was the normal method by which respondents contacted their Neighbourhood Management Officers. Thirteen percent of respondents reported they did not know how they would normally make contact, in wave 1, whilst no respondents reported they did not know in wave 2 (see figure 13).

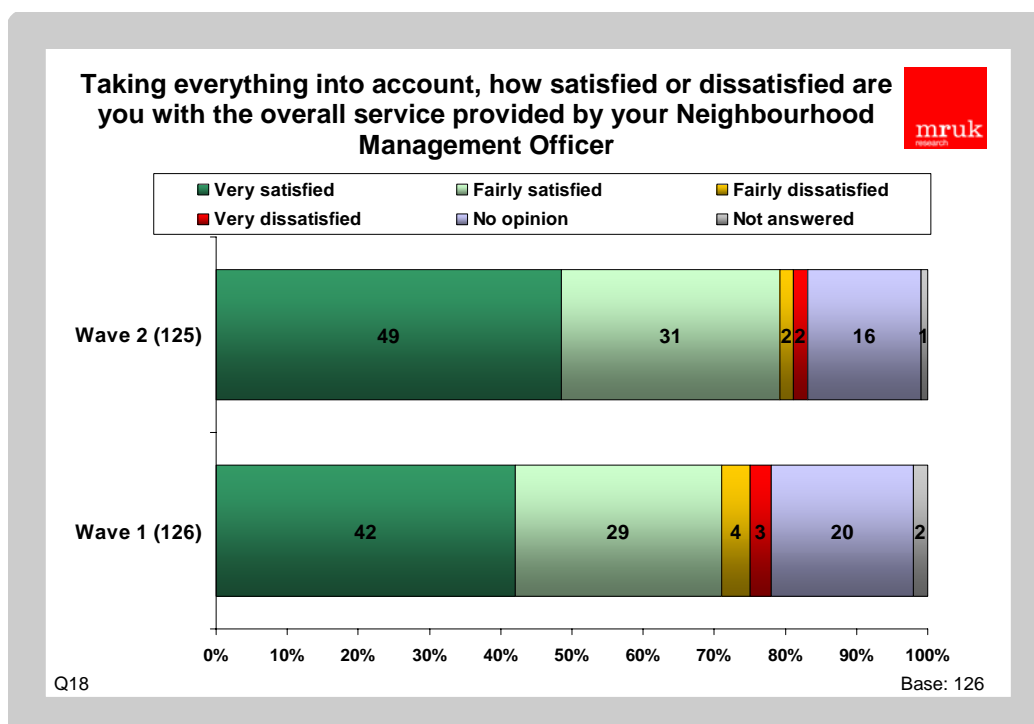
Figure 13



3.4 Overall Satisfaction

After taking everything into account, respondents were given the opportunity to state how satisfied they were with their Neighbourhood Management Officer. Eighty percent of respondents reported being either very or fairly satisfied with the overall service they had received, this represents an increase of 9 percentage points compared to wave 1. As with wave 1, only a small percentage reported being dissatisfied with the service they had received (4% fairly dissatisfied or very dissatisfied, see figure 14).

Figure 14



In wave 2, reasons given by respondents for their dissatisfaction were:

- Bad/ slow/ no response to problems (3 responses); and
- Problems with repairs/maintenance (1 response).

4. Summary

Below is a summary of Wave 2 findings in comparison with findings from Wave 1 of this research:-

- The number of respondents who reported knowing their Neighbourhood Management Officer has increased from 29% to 40%. A larger proportion of respondents also reported knowing how to contact their Neighbourhood Management Officer should they need to.
- The proportion of respondents which knew their Neighbourhood Management Officers would visit them in their homes has increased from 59% to 70%. But only 21% of respondents had received a home visit.
- A marginally higher proportion of respondents found contacting Gloucester City Homes easy (89% compared to 85%). The percentage of respondents who found this very easy has increased by 10 percentage points.
- There was a slightly higher level of awareness of both 'Estate Walkabouts' (from 88% to 93%) and 'Action Days' (from 73% to 79%). A larger proportion of respondents were also aware they could make recommendations for improvements (from 60% to 78%).
- Findings from wave 1 found that 77% of respondents had not contacted their Neighbourhood Management Officers in the last month; this has increased to 85% in wave 2. When contact was made it was usually by telephone.
- Taking everything into account, the level of satisfaction with the overall service respondents have received from their Neighbourhood Management Officers has increased from 71% to 80%.

Appendix A – Respondent Demographics

Age of respondents

Age Band	Frequency (Wave 2)	Frequency (Wave 1)
16-24 years	2	2
25-34 years	10	8
35-44 years	14	17
45-54 years	14	15
55-64 years	31	22
64-74 years	23	34
75+ years	31	28

Working Status

Status	Frequency (Wave 2)	Frequency (Wave 1)
In full time employment (24+ hours per week)	16	10
In part time employment (Less than 24 hours per week)	11	15
Unemployed (registered)	6	1
Unemployed (unregistered)	3	4
Permanently sick/ disabled	11	6
Wholly retired from work	69	14
Looking after the home	5	66
Caring for an adult or child	2	5
Refused	2	1
		4

Gender of Respondents

Gender	Frequency (Wave 2)	Frequency (Wave 1)
Male	42	44
Female	83	82

Ethnicity of Respondents

Ethnicity	Frequency (Wave 2)	Frequency (Wave 1)
White – British	115	119
European/ Polish	1	1
Any other white background	2	2
Mixed – white and Asian	2	2
Black Caribbean	2	1
Chinese	1	1
Refused	2	-