



**TENANT SATISFACTION SURVEY
2008**

SUMMARY REPORT

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1.0 Executive Summary

- 1.1 The STATUS Satisfaction survey was carried out during September and October 2008. A sample of approximately 10% were surveyed, with the analysis planned at Borough level only. In line with official guidance Sheltered Housing tenants were not included in the process, as they had a separate survey scheduled later in the year. Almost 40% of surveys were returned, providing robust statistical information on the views of Wigan and Leigh Housing tenants.
- 1.2 The findings of the survey provide an invaluable source of information, enabling Wigan and Leigh Housing to make informed decisions and tailor future service developments to meet the needs of customers. The main objectives of the exercise were:
- To assess tenants' satisfaction with their home, the area in which they live and the housing services they receive;
 - To compare the findings of this survey with those of previous tenant satisfaction surveys;
 - To benchmark the organisation's performance with that of other social housing providers;
 - To identify service areas for improvement;
 - To contribute to delivering the Vision themes of Better Neighbourhoods, Better Services and Decent Homes
 - To report to Government and feed into the National Indicator 160 – 'Overall satisfaction of tenants with landlord services'
- 1.3 Overall tenant satisfaction has increased to 87%, with a significant increase in the percentage of tenants stating they are "very happy" with the service. This compares very well with current benchmarking figures. Official performance figures for the National Indicator have not been released by Government at this point; however, the Housemark STATUS benchmarking toolkit shows Wigan and Leigh Housing as top quartile and ranked 2nd among those organisations who have reported their data (the organisation ranked 1st has approximately 6,500 stock size). We also compare very well with official Housing Corporation figures for RSLs, with only 12 out of 113 RSL organisation having higher satisfaction levels (all of these organisations have considerably smaller stock size than Wigan and Leigh Housing).
- 1.4 Wigan and Leigh Housing also has an increase in satisfaction levels in relation to:
- Quality of home
 - Repairs service
 - Helpfulness of staff
 - Staff's ability to deal with problems
 - How well informed tenants are kept on things that are important

- 1.5 There has been some decrease in satisfaction in relation to:
- Neighbourhood as a place to live
 - Value for money of rent
 - Opportunities for participation in decision-making
 - That tenants' views are listened to
- 1.6 From a list of services, tenants had to prioritise what was most important to them, and overall ranked them in order of importance as:
1. Repairs and maintenance
 2. Overall quality of home
 3. Dealing with anti-social behaviour
 4. Neighbourhood as a place to live
 5. Keeping tenants informed
 6. Taking tenants' views into account
 7. Value for money for your rent
- 1.7 The full results of the survey are detailed within the findings of this report, with key achievements and areas for improvement set out against the Better Service, Better Neighbourhoods and Decent Homes goals of our vision (5.1).
- 1.8 The results have been taken to Board on 3 February 2009, when the main issues were considered. The findings and areas for improvement are to be considered by a sub-group meeting with Tenant Board members. Agreed priorities will then be fed into the business planning and service improvement processes.
- 1.9 Wigan and Leigh Housing is required to run the STATUS survey every two years. The review of this project has made the following recommendations in relation to future years' approach:
- Survey findings should feed directly into the knowledge management framework and specific findings should inform improvement plans
 - Same format of running the project should be applied to future surveys
 - Next survey should be aimed at higher population – either census or stratified sample (area or estate level) – to allow more detailed analysis to feed into the quality of life indicator
 - Due to the volume of the work involved in reviewing the responses and producing the findings, the survey should be run in line with the following programme:
 - 2008 – Borough-level
 - 2010 – Stratified sample at estate level, or full census
 - 2012 – Borough-level
 - 2014 - Stratified sample at estate level, or full census
- 1.10 An interim survey may be run focusing on specific questions and targeting a sample of tenants through the Housing 100 Panel, to monitor progress against any action plan arising from the priorities agreed (1.8).

2.0 Background and Methodology

2.1 New Government guidance requires that the tenant satisfaction survey is run every two years. In line with this guidance, the tenant satisfaction survey was run during September and October 2008.

2.2 As in 2006, when the organisation purchased SNAP software and scanning hardware, the decision was taken to carry out the survey in-house. The survey was carried out using the National Housing Federation's standardised tenant satisfaction survey, known as STATUS.

2.3 The overall aim of the study is to assess tenant satisfaction with the housing services offered by Wigan and Leigh Housing. This will enable the organisation to make informed decisions and tailor future service developments to meet the needs of customers. It will also help the organisation and other service providers to develop a holistic view of the issues facing individual neighbourhoods and what needs to be done to make them better places to live. The main objectives are:

- To assess tenants' satisfaction with their home, the area in which they live and the housing services they receive;
- To compare the findings of this survey with those of previous tenant satisfaction surveys;
- To benchmark the organisation's performance with that of other social housing providers;
- To identify service areas for improvement;
- To contribute to delivering the Vision themes of Better Neighbourhoods and Better Services.

2.4 The results are also reported to Government and feed into the National Indicator:

- NI 160 – 'Overall satisfaction of tenants with landlord services'

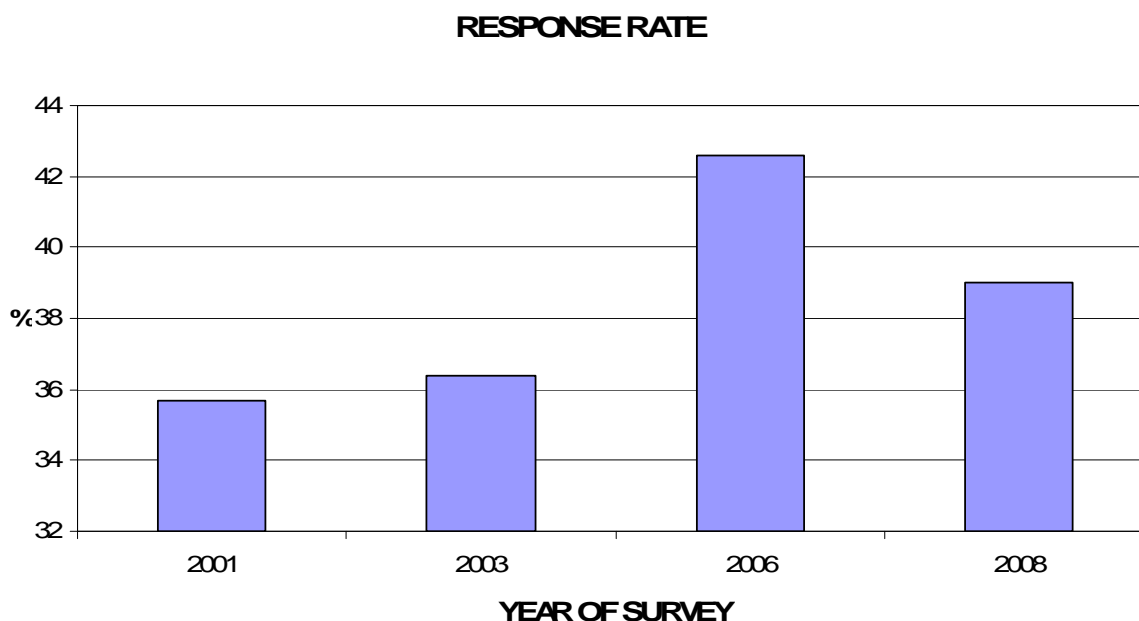
2.6 The Government introduced National Indicators in 2008, in place of the previous Best Value Indicators (BVPIs). NI 160 replaces BVPI 74, which was reported against in the 2006 Tenant Survey Report. BV75 (satisfaction with opportunities to participate in decision making) no longer exists and has not been replaced by a similar National Indicator. Consequently, there was no question in the NHF standard tenant satisfaction survey that would gather this information. As Wigan and Leigh Housing are committed to promoting tenant involvement and wish to track changes in our performance, we added a question to our 2008 survey to gather tenant's views on this question.

2.7 A further two non-standard questions were also added to the Wigan and Leigh Housing 2008 survey. These questions were designed to inform the work of the ICE programme and requested more details from tenants who had found staff unhelpful, when they had contacted the organisation. These questions asked:

- If you found staff to be unhelpful, what section were you dealing with, and

- Why did you find them unhelpful
- 2.8 In 2006 a full census survey was carried out, to feed into work being undertaken on SMART Neighbourhoods. This time a sample of tenants were surveyed in accordance with the National Housing Federation's standardised tenant satisfaction questionnaire, known as STATUS.
- 2.9 In accordance with the guidance and the relevant national indicator (NI 160) definition, only general needs tenants were audited and the following groups were specifically excluded:
- Sheltered tenants
 - Residents in hostel accommodation
 - Leaseholders
- 2.10 Sheltered Housing tenants are to be surveyed separately as part of the normal annual survey, which is being reviewed to allow more comparisons to be made with the results coming out of this STATUS survey of general needs tenants.
- 2.11 Once the above groups were excluded, the available population for the tenant satisfaction survey was 21,319 households.
- 2.12 A sample approach was undertaken. The National Indicator specifies a confidence interval of +/-4% and a minimum sample size of 625 returns.
- 2.13 Using the website recommended in NHF STATUS guidance, that is, www.surveyz.com/university/samplesize.html, a sample size was selected based upon a confidence interval of 4% and confidence level of 95%. This produced a recommended sample size of 584. As this was lower than that specified by NI 160, the return figure worked to was a minimum of 625.
- 2.14 10% of the population was surveyed; that is, 2,131 surveys were posted out to the sample of tenants. To identify the sample group to be surveyed, every 10th record was automatically selected from the population list. Using Excel random number selection formula, the sampling starting point was identified as the 4th record.
- 2.15 Surveys were posted out during the week commencing 8.09.08 with returns accepted up to the planned date for closing down the booking-in system, which was 17.10.08.
- 2.16 The survey was widely publicised with details placed on the message facility on the organisation's contact centre telephone system, as well as on the website. Employees were fully briefed and if requested arrangements were made to visit tenants in their own homes to assist with the completion of forms. To encourage tenants to return their questionnaires a prize draw was included, with a first prize of £500 and five runner up prizes of £100.
- 2.17 Questionnaires were of the 'tick-box' style with some open questions which gave respondents the opportunity to expand on any pertinent issues. An

excellent response rate was achieved with 831 questionnaires (9,750 2006; 8,925 2003; 9301 2001) being returned, representing 39% (42.6% 2006; 36.4% 2003; 35.7% 2001) of forms posted out to tenants.



- 2.18 All returned questionnaire forms were scanned into the SNAP software system and the images were saved. The data was then exported into EXCEL for validation and analysis.
- 2.19 Prior to analysis checks were made to ensure the data was representative of the tenant population. In particular comparisons were made to the report 'Knowing Who Our Customers Are' which provides up to date details on the organisation's customer profile, including age, sex and ethnicity. Other useful comparators included Wigan and Leigh Housing's stock profile and information on housing benefits.

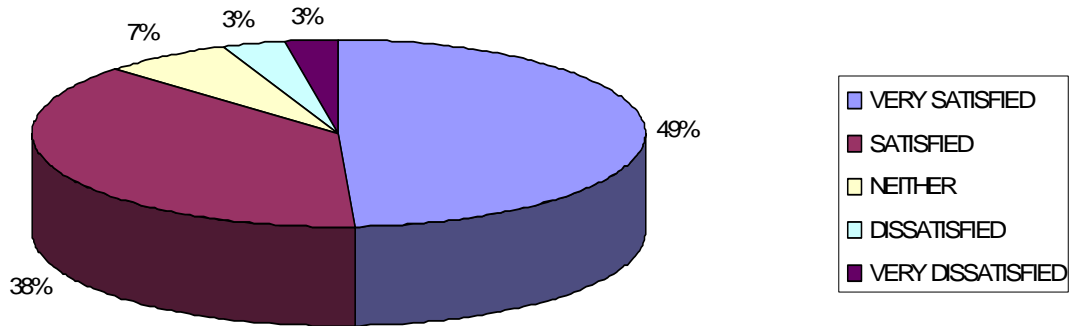
3.0 Key Research Findings

3.1 Overall Quality of Service (National Indicator 160)

3.1.1 Tenants were asked their views on the overall housing service:

- 87% expressed satisfaction with the overall service provided by their landlord; 49.1% were very satisfied, 37.9% were fairly satisfied. In addition, 6.9% were neither satisfied nor dissatisfied and 6.1% expressed dissatisfaction.

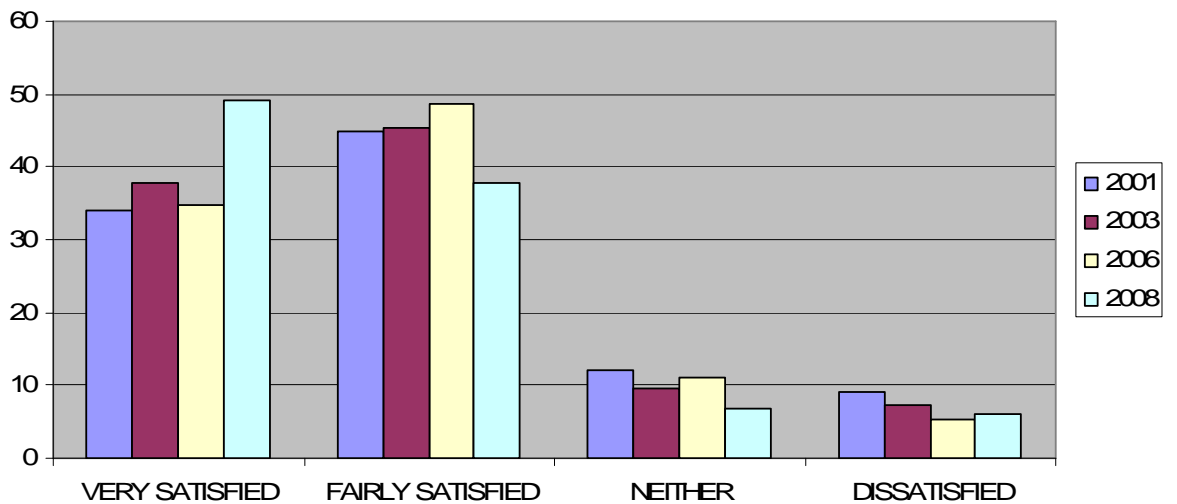
NI 160 Overall Satisfaction With Service



3.1.2 This is an increase in overall tenant satisfaction of 3.5% since the last survey was carried out in 2006. In particular, there has been a large increase in the % of tenants who state they are very satisfied with the service (34.83% in 2006, 37.9% in 2003 and 34% in 2001). There has been a small increase on the number of tenants who are dissatisfied, which reverses a trend over previous surveys where this has been coming down steadily (5.4% in 2006, 7.3% in 2003 and 9% in 2001).

3.1.3 It should be noted that in 2006 sheltered housing tenants were included within the Tenant Satisfaction Survey. Their reported satisfaction with the overall quality of the service was 91.90%, which was significantly higher than the average for tenants (83.5%).

SATISFACTION WITH OVERALL SERVICE



3.2 Current Housing Circumstances

3.2.1 Some key facts include:

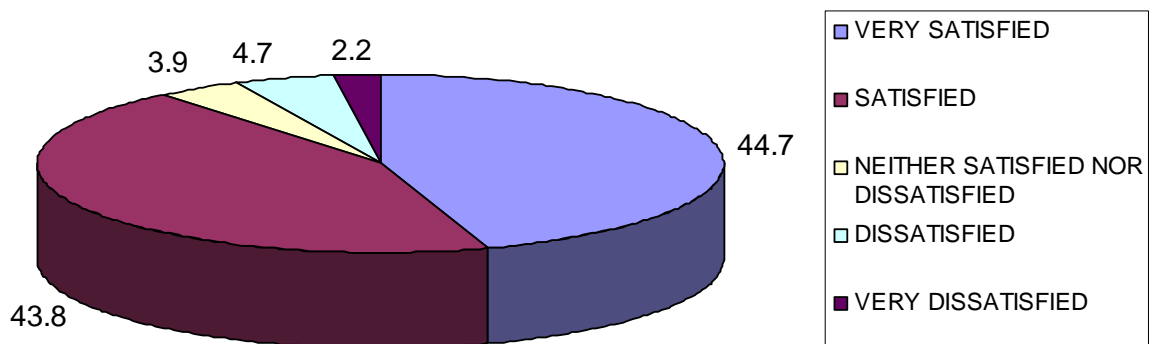
- A high proportion of respondents had been tenants for a significant amount of time. 61.9% (62.6% 2006, 59.1% 2003; 65% 2001) of respondents had been a tenant of Wigan and Leigh Housing for more than 10 years; and 45.9% (46.4% 2006, 41.4% 2003; 46% 2001) had been a tenant for at least 21 years;
- Furthermore, there was a high degree of residential stability. 49.1% (46.1% 2006, 47.4% 2003; 48% 2001) had lived at their current address for more than 10 years. This compares well with records from the organisation's computer system which indicates that 41% of current tenancies have been held for 10 years or more.

3.3 Satisfaction with Accommodation

3.3.1 Tenants were asked their opinions of their home. Key findings show that:

- 88.4% (85.3% 2006, 86% 2003; 86% 2001) of households were very satisfied or fairly satisfied with their accommodation;

SATISFACTION WITH QUALITY OF PROPERTY

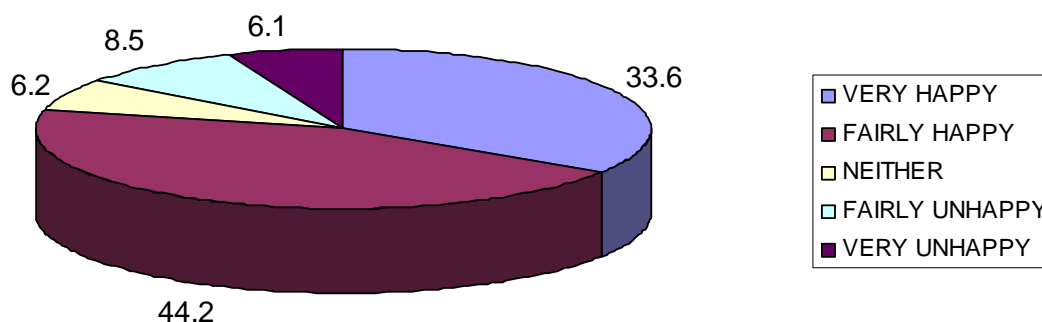


- 85.4% (88.1% 2006, 84.2% 2003; 82% 2001) of tenants felt that the condition of their home was very good or fairly good. In particular 39% felt that the general condition of their property was very good, 46.4% thought it was fairly good and 3.2% were neither happy nor unhappy. 10.7% described the condition of their property as being poor.

3.4 Satisfaction with neighbourhood

3.4.1 A range of factors were explored to assess the level of tenants' satisfaction with their area. 77.8% (80.8% 2006, 79% 2003; 79% 2001) of tenants stated they were very satisfied or fairly satisfied with the area in which they live.

SATISFACTION WITH NEIGHBOURHOOD AS A PLACE TO LIVE



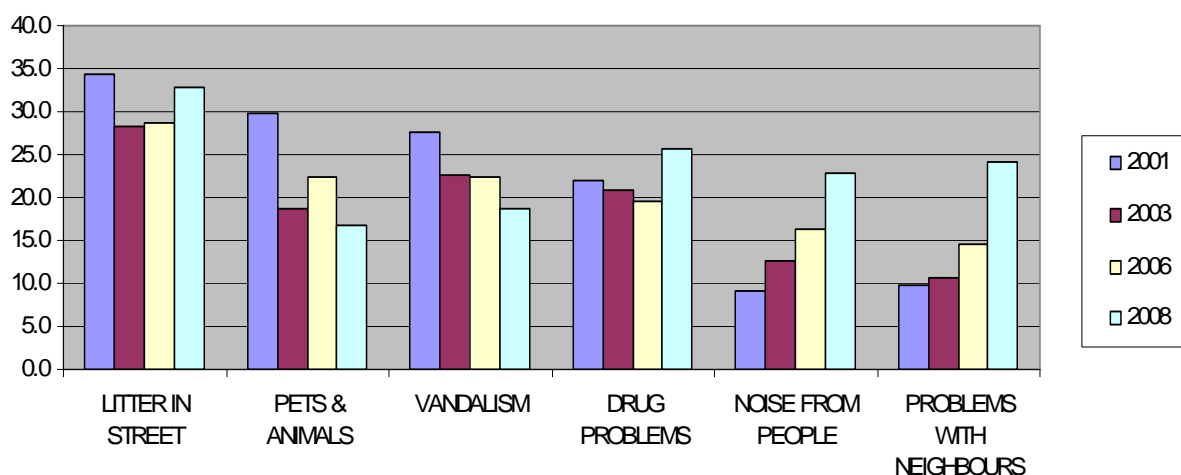
3.4.2 However, there were some local area problems. Respondents were given a list of potential problems and asked to say whether any occurred in their area and, if so, whether or not they were serious. The results show that tenants are mainly concerned about litter and rubbish in the street, disruptive children & teenagers, car parking, drug use, noisy neighbours and drunk or rowdy behaviour.

| Issue | 2008 | 2006 | 2003 | 2001 |
|----------------------------|-------|-------|-------|-------|
| Rubbish or litter | 32.9% | 28.8% | 28.3% | 34.3% |
| Noisy neighbours | 24.2% | 14.5% | 10.6% | 9.7% |
| Pets & animals | 16.8% | 22.3% | 18.7% | 29.8% |
| Children & teenagers | 29.9% | - | - | - |
| Racial or other harassment | 6.4% | 6.0% | 2.0% | 1.7% |
| Drunk or rowdy behaviour | 22.8% | 16.3% | 12.6% | 9.2% |
| Vandalism and graffiti | 18.6% | 22.3% | 22.6% | 27.7% |
| Criminal damage | 12.2% | 7.3% | 5.7% | 7.3% |
| Drug use or dealing | 25.6% | 19.5% | 20.9% | 22.0% |
| Abandoned vehicles | 5.7% | - | - | - |
| Other crime | 12.3% | 13.8% | 17.1% | 19.1% |
| Noise from traffic | 17.5% | 11.3% | 8.8% | 6.0% |
| Car parking | 27.8% | - | - | - |

Table 1: Issues tenants consider to be a problem in their area

- 3.4.3 Rubbish or litter has been the main area of concern across all 4 satisfaction surveys and has increased by 4.1% since 2006; there had previously been a reduction in this as a problem for tenants since 2001.
- 3.4.4 Problems with noisy neighbours and rowdy or drunken behaviour have increased significantly, with an increase of 9.7% in relation to problems with neighbours and an increase of 6.5% regarding drunken or rowdy behaviour.
- 3.4.5 After decreasing slightly as an identified problem for tenants in 2006, the percentage of tenants stating that drug use or dealing is a problem has increased this year by 6.1%.
- 3.4.6 There were three new categories introduced within the 2008 survey, and two of these have been highlighted by tenants as two of their main areas of concern; 29.9% identify a problem with disruptive children or teenagers, and 27.8% identify a problem with car parking.

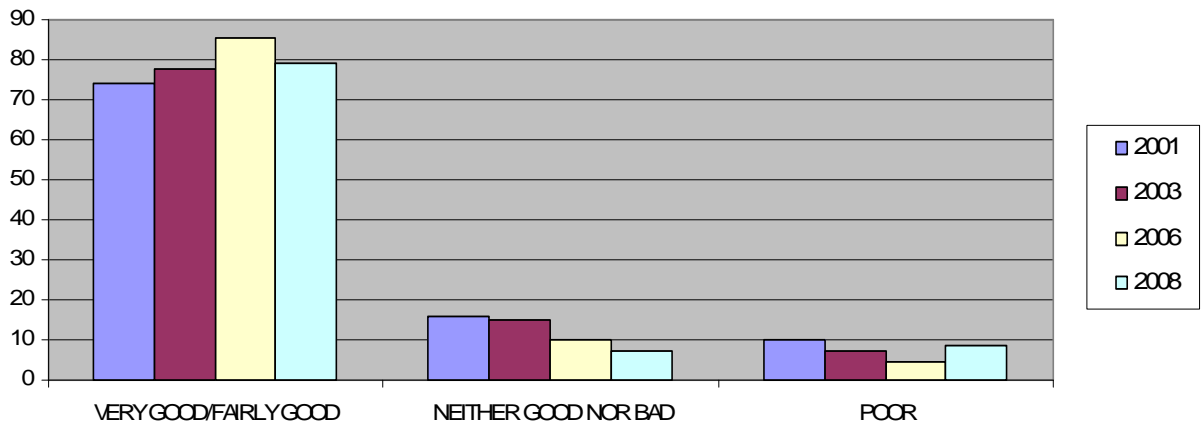
TRENDS ON AREA PROBLEMS



3.5 Perspectives on the Housing Service

- 3.5.1 Tenants were asked for their views on the service they received from Wigan and Leigh Housing, including whether they felt it was value for money and what their priorities were.
- 3.5.2 Tenants were asked whether they felt the rent for their property represented value for money. 79% (85.6% 2006, 77.7% 2003; 74% 2001) thought the rent charged was very good or fairly good value for money, and 7.4% (9.8% 2006, 14.8% 2003; 16% 2001) said it was neither good nor bad value for money. 8.7% (4.6% 2006, 7.5% 2003; 10% 2001) stated that it was poor value for money.

VALUE FOR MONEY



3.5.3 Tenants were asked on how happy they were with specific parts of the advice and support services provided, including advice on rent payments, advice on moving home, support provided to new tenants, support provided to vulnerable tenants and how general enquiries are dealt with.

3.5.4 75.3% stated they were happy with advice provided on rent payments, with only 2.8% dissatisfied. 42.3% were satisfied with advice given on moving home, with 7.5% dissatisfied. In relation to support provided to new tenants, 44.8% expressed satisfaction, compared to 6.6% who were unhappy with the support given. 43.1% of tenants stated they were satisfied with support provided to vulnerable tenants, with 10.6% indicating dissatisfaction. Tenants were also asked how happy they were with how their enquiries were dealt with generally, with 79.8% stating they were happy with this and 9.4% unhappy. This compares well with tenants' answers to the question on how their last contact was dealt with, which indicated 77.9% satisfaction.

3.5.5 Tenants were provided with a list of services and asked to highlight the three that they considered to be the most important. The main priorities related to services connected to their home, followed by those regarding their neighbourhood. Those relating to accountability and tenant involvement were of lower priority.

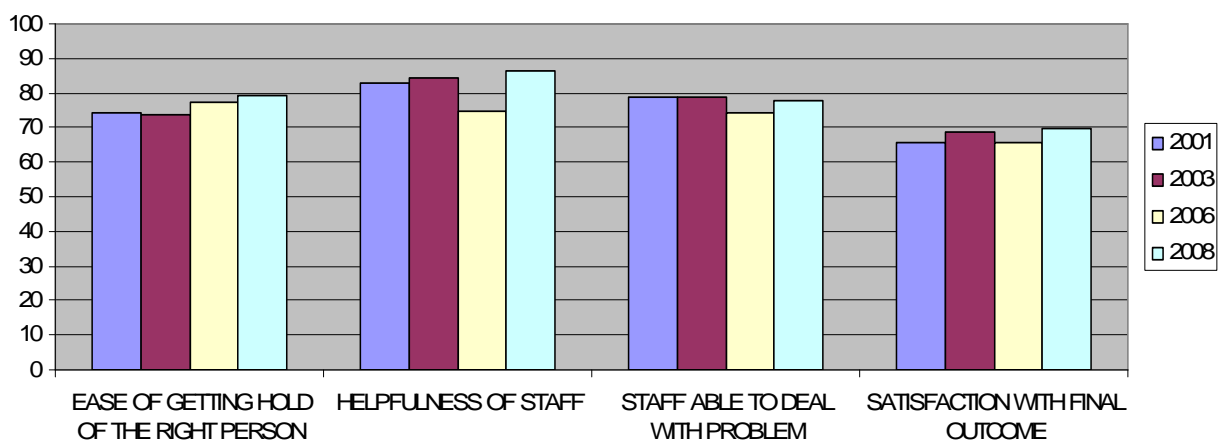
1. Repairs and maintenance
2. Overall quality of home
3. Dealing with anti-social behaviour
4. Neighbourhood as a place to live
5. Keeping tenants informed
6. Taking tenants' views into account
7. Value for money for your rent

3.6 Contact with Wigan and Leigh Housing

3.6.1 Tenants were asked whether or not they had been in touch with Wigan and Leigh Housing in the last 12 months, other than to pay rent, and if so, the reason why and their satisfaction with the service they received. Findings included:

- 67.2% (56.6% 2006, 63.3% 2003; 66% 2001) of tenants had been in contact with their landlord in the last 12 months;
- Of those who contacted their landlord in the last 12 months, 83.9% (72% 2006; 54.8% 2003; 49.8% 2001) phoned and 12.2% (15.4% 2006, 41.3% 2003; 46% 2001) visited the offices in person;
- The main reason why tenants contacted Wigan and Leigh Housing was to report a repair 63.7% (58.3% 2006, 73.8% 2003; 77% 2001);
- Over three-quarters at 79.3% (77.3% 2006, 73.7% 2003; 74% 2001) of tenants felt it was easy getting hold of the right person when they last contacted Wigan and Leigh Housing, although 13.8% (12.4% 2006, 13.1% 2003; 13% 2001) had experienced some difficulty;
- 86.3% (74.6% 2006, 84.4% 2003; 83% 2001) of tenants found staff to be helpful;
- 77.9% (74.4% 2006, 78.9% 2003; 79% 2001) of tenants felt that staff were able to deal with their problem, although 13.9% (12.6% 2006, 13.8% 2003; 14% 2001) stated that staff were unable to deal with their problem;
- Just over two-thirds at 69.7% (65.7% 2006, 68.6% 2003; 65.7% 2001) were satisfied with the final outcome and 22.7% (18% 2006, 22.8% 2003; 26.3% 2001) were dissatisfied;

SATISFACTION WITH CONTACT

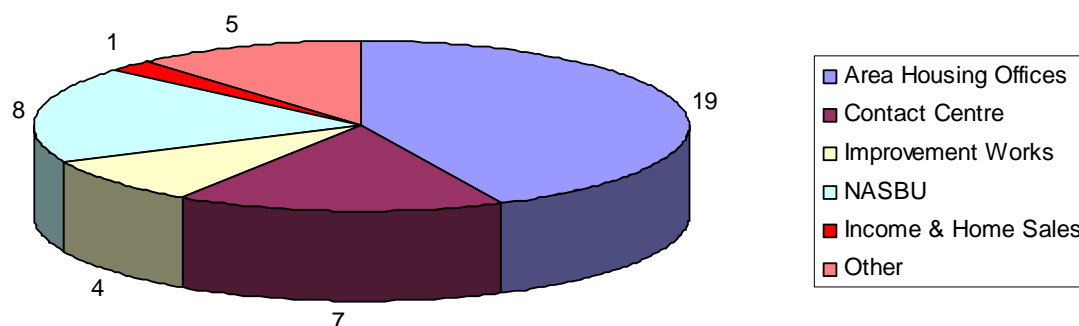


3.6.2 The drop in satisfaction levels with staff helpfulness that was shown from the findings of the 2006 STATUS survey, was one driver for the organisation's ICE (Improving Customer Experience) project. To feed into this project, two questions were added to the survey in 2008. These asked tenants who found staff to be unhelpful on their last contact with Wigan and Leigh Housing, to

indicate what service they had had that poor experience with and then describe why they felt it was a poor service.

3.6.3 As people were only routed to answer these additional questions if they had indicated that they found staff to be unhelpful on their last contact, the number of responses was low. Of the 44 tenants that did respond to this question, 43.2% dealt with one of the Area Housing Offices, 18.2% with the Neighbour Nuisance team (NASBU), 15.9% with the Contact Centre, 9.1% with the Programmed Works/Improvement team, and the remaining enquiries were spread across a number of teams;

If staff were unhelpful, which office was it?



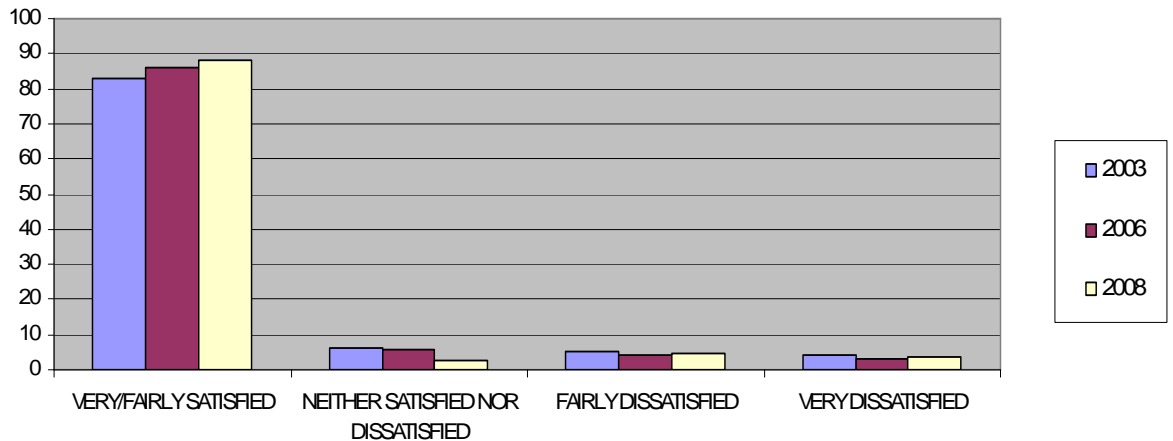
3.6.4 Some of the main reasons that were given as to why tenants found staff unhelpful included lack of response following enquiry/failure to get back to tenant, staff attitude, competence of staff, and delay in responding to enquiries. Although only a few tenants completed this free-text question, it still provides useful indications of the main areas of concern.

3.7 Repairs Service

3.7.1 Tenants were asked their views on the repairs service they received. Some key facts include:

- 88% (86% 2006, 82.9% 2003; 79% 2001) of respondents were satisfied with the way repairs and maintenance are dealt with, including 51.5% (46.2% 2006, 40.4% 2003; 35% 2001) who were very satisfied;
- If 'no opinions' are discounted (as per the organisation's annual performance indicator), 89.2% expressed satisfaction with the repairs to their home, compared to 87.3% in 2006;

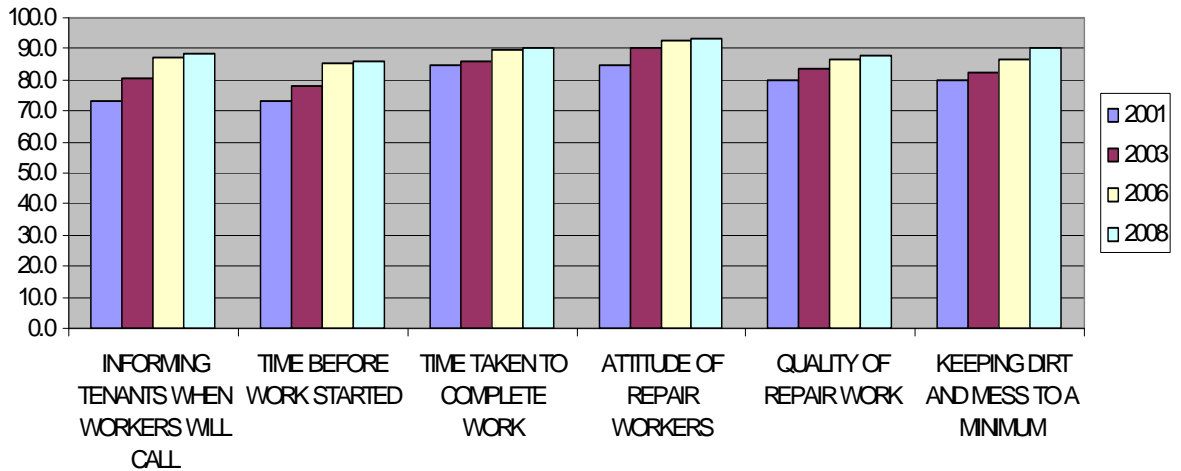
SATISFACTION WITH REPAIRS AND MAINTENANCE



3.7.2 65.8% (65.9% 2006, 70.3% 2003; 71% 2001) of respondents had repairs completed in the last 12 months. They were asked to rate a range of service experiences in relation to their last repairs:

- 88.7% (87.3% 2006, 80.3% 2003; 73% 2001) felt that Wigan and Leigh Housing were good at keeping tenants informed of when workers would call, whilst 8.3% (7.4% 2006, 11.1% 2003; 17% 2001) thought this aspect of the repairs service was poor;
- 86% (85.1% 2006, 77.8% 2003; 73% 2001) of tenants were satisfied with the time taken before the work started;
- 90.1% (89.7% 2006, 86.1% 2003; 85% 2001) were satisfied with the speed with which the work was completed once it had started and 62.2% (61.1% 2006, 54.4% 2003; 50.0% 2001) of all tenants thought this aspect of the service was very good;
- 93.1% (92.8% 2006, 90.4% 2003; 85% 2001) of tenants were satisfied with the attitude of repair workers and 70.1% (70.2% 2006, 64.8% 2003; 61% 2001) were very satisfied;
- 87.8% (86.4% 2006, 83.8% 2003; 80% 2001) of tenants were satisfied with the overall quality of repair work and 59.4% (58.2% 2006, 52.1% 2003; 47% 2001) thought the overall quality was very good; and
- 90% (86.5% 2006, 82.2% 2003; 80% 2001) of tenants thought that mess and dirt was kept to a minimum and 59.7% (57.6% 2006, 50.7% 2003; 46% 2001) thought this aspect was very good.

SATISFACTION WITH ASPECTS OF REPAIRS SERVICE



3.8 *Anti-social behaviour service*

3.8.1 Tenants were asked their views on the service provided by the landlord in dealing with reports of anti-social behaviour, where they had made a report in the last 12 months. This group of questions is new to the standard STATUS survey.

3.8.2 13.7% of tenants state they had reported anti-social behaviour in the last 12 months. This compares to 1,274 complaints recorded as being reported to the NASBU team in 2007/08, equating to 5.57% of households. This higher number might be due to where reports are made (i.e. in the STATUS response they are likely to be including where they report to the Area Housing Office or a partner agency, and not just the NASBU team) It may also be the case that those who were surveyed were more likely to return the survey, if they had experienced issues around anti-social behaviour.

3.8.3 Of those tenants who had made a report, 54.5% said that getting hold of the right person was easy, whilst 32.7% said it was difficult.. 56.3% of tenants found staff to be helpful, with 29.2% stating staff were unhelpful. 31.9% tenants stated that staff were able to deal with their problem; however, 50% stated that staff were unable to deal with their problem. It is possible that some tenants interpreted this question as meaning staff being able to provide a positive resolution to the problem, rather than having an ability to handle the complaint.

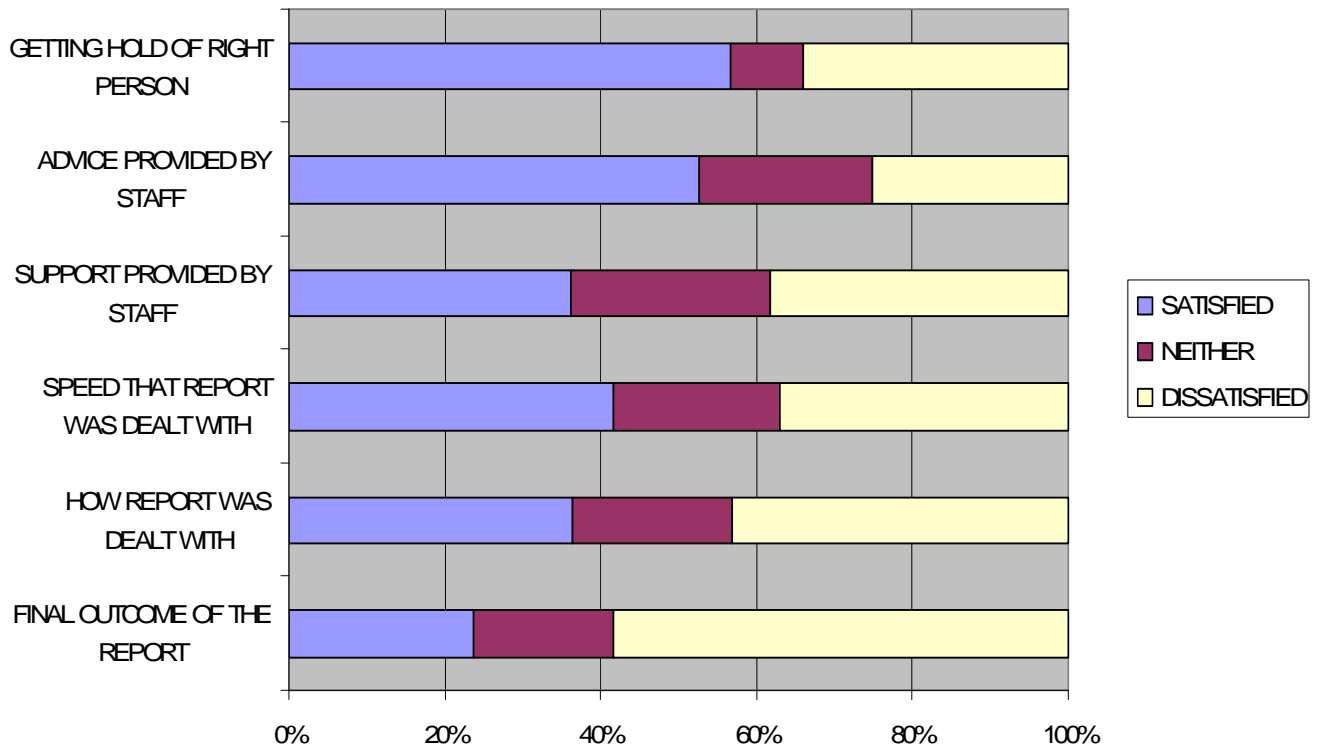
3.8.4 Tenants were then asked to rate their level of satisfaction with a number of aspects of the way staff will have handled the report of anti-social behaviour, including advice and support to the tenant. 52.6% said they were happy with the advice they received, with 17.9% stating they were very happy. 25.2% were dissatisfied with the advice they received. 37.6% were satisfied with the level of being kept informed, with 36.5% stating they were unhappy

with how they were kept informed. 36.1% were happy with the support provided by staff, with 38.4% stating they were unhappy.

3.8.5 In terms of how their report of anti-social behaviour was actually dealt with, 36.4% were satisfied with how the report was dealt with, but 43.2% were dissatisfied. 41.6% were happy with the speed with which the report was dealt with, compared to 37.1% who were dissatisfied. When it came to the final outcome of the report only 23.6% were happy; 58.4% were unhappy with the final outcome, with 33.7% stating they were very unhappy. There is some inevitability that satisfaction levels will be poorer on actual final outcome of the report rather than the way staff have handled the case, as this will be influenced by the tenant's expectations, which may not always be appropriate when the officer investigates the case.

3.8.6 This compares to 70% customer satisfaction with the service, recorded in 2007/08 through the internal satisfaction survey issued by NASBU to all complainants. The main area of dissatisfaction reported here was around communication issues, such as not being contacted on a regular basis or receiving updates. These findings support those of STATUS, which highlights keeping the complainant informed as a main area for improvement.

SATISFACTION WITH NEIGHBOUR NUISANCE SERVICE



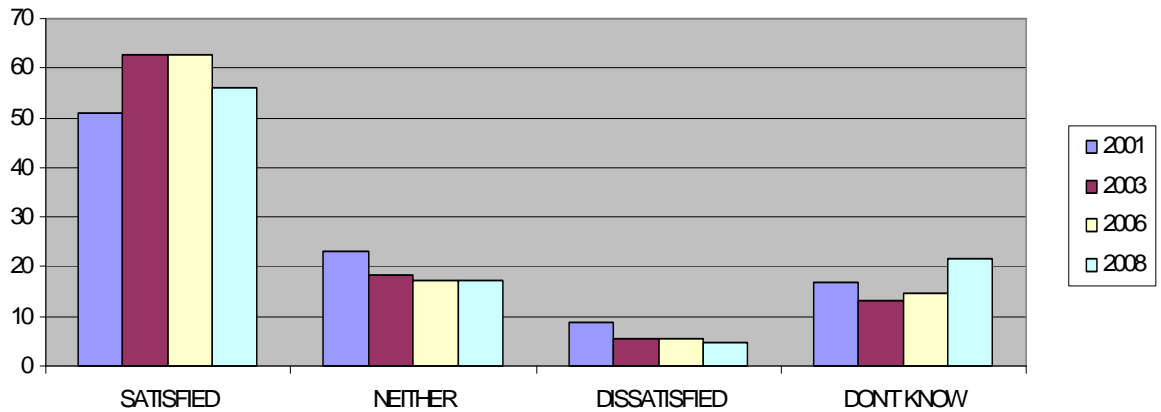
3.9 Tenant Consultation and communication

- 3.9.1 Tenants were asked their views on the way that Wigan and Leigh Housing communicates with them.
- 3.9.2 82.7% (82.8% 2006, 84.5% 2003; 81% 2001) of tenants felt that they were kept well informed about the things that affect them as a tenant, and 40.7% (47.3% 2006, 43.7% 2003; 40% 2001) said that Wigan and Leigh Housing were very good at keeping them informed.
- 3.9.3 31.9% (39% 2006, 33.6% 2003; 28.9% 2001) of tenants were very satisfied with how Wigan and Leigh Housing listened to their views when making decisions, whilst a further 36.5% (34.5% 2006, 39.7% 2003; 40% 2001) were fairly satisfied. 9.3% (9.4% 2006, 10.7% 2003; 15% 2001) were dissatisfied.
- 3.9.4 Tenants were asked for their preferred methods for the landlord to use to inform and consult on issues that affect them. They could select as many options as they wanted from a list of contact methods.

| Preferred method | No. | % |
|------------------------|-----|-------|
| Open meetings/AGM | 46 | 3.1% |
| Resident groups/forums | 71 | 4.8% |
| On-line forums | 32 | 2.1% |
| By letter | 602 | 40.3% |
| Telephone call | 271 | 18.2% |
| Personal visit | 191 | 12.8% |
| By email | 48 | 3.2% |
| Magazine/newsletter | 222 | 14.9% |
| Other | 9 | 0.6% |

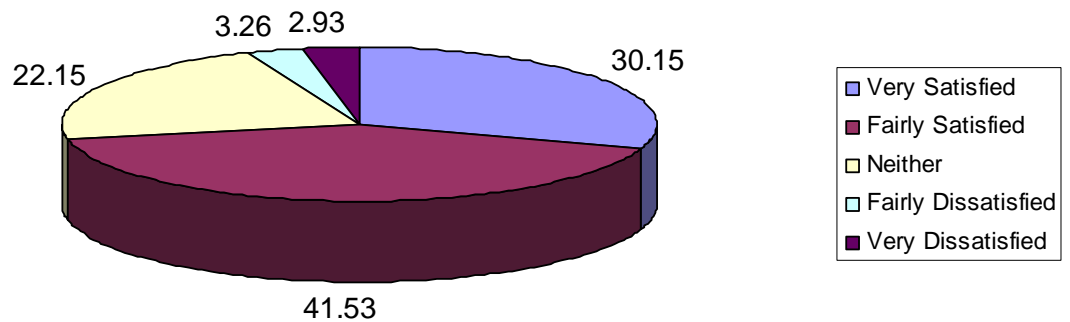
- 3.9.5 Written communication is the most popular method for communication by the landlord among tenants, at 40.3% stating they preferred communication by letter. Next was telephone communication at 18.2%, followed by magazine or newsletter at 14.9%. Personal visits also scored highly, reinforcing that, with the exception of newsletters, tenants generally prefer individual and relatively low-tech forms of communication. The relatively high rating for communication by newsletter is supported by the findings of the recent survey on tenant satisfaction with their newsletter "Housing Matters"; when 89.2% indicated that they read Housing Matters and 87.1% said they were satisfied with the newsletter.
- 3.9.6 Tenants were asked about the opportunities for participation, in particular their satisfaction with this and with the Tenant Compact.
- 3.9.7 56.1% (62.7% 2006, 62.6% 2003; 51% 2001) were satisfied with opportunities for participation in management and decision-making, 17.3% (17.4% 2006, 18.5% 2003; 23% 2001) were neither satisfied nor dissatisfied and 4.6% (5.4% 2006) expressed dissatisfaction. A further 21.7% did not express an opinion, and this was considerably higher than the 14.5% in 2006 .

SATISFACTION WITH OPPORTUNITIES FOR PARTICIPATION IN MANAGEMENT AND DECISION MAKING



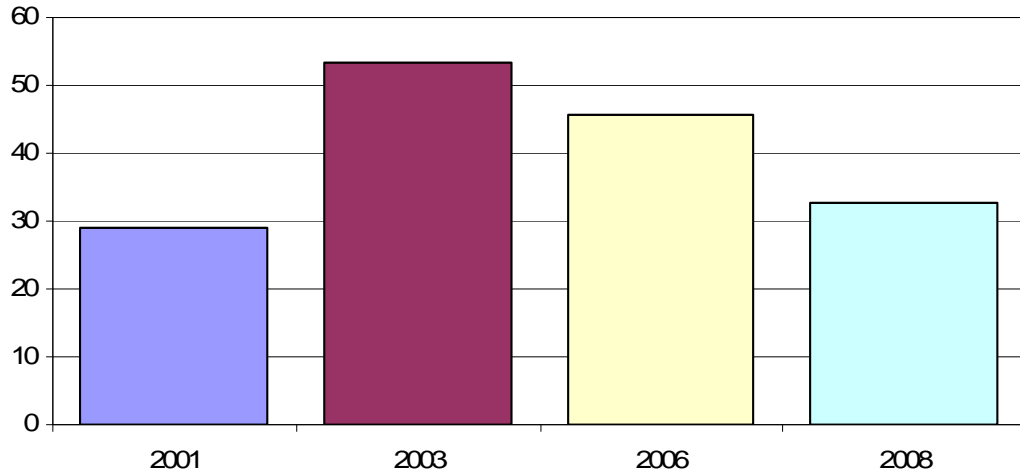
3.9.8 Although BVPI 75 no longer exists, we will still be reporting against it when looking at our performance and benchmarking with others. When looking at satisfaction with opportunities for participation, for the purpose of BVPI 75 those respondents who did not express an opinion are excluded from the calculation. This results in a satisfaction figure of 71.66% (73.2% 2006) for this indicator. Only 6.19% (6.5% 2006) of respondents expressed dissatisfaction with opportunities for participation.

SATISFACTION WITH OPPORTUNITIES FOR PARTICIPATION IN MANAGEMENT AND DECISION MAKING (old BV75)



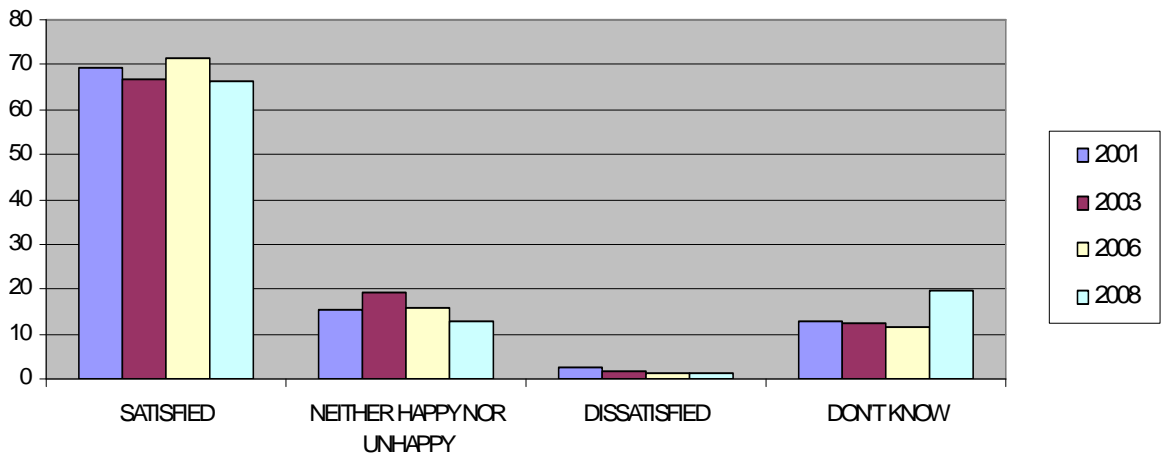
3.9.9 32.8% (45.8% 2006, 53.3% 2003; 29% 2001) of tenants had heard of the Tenant Participation Compact.

AWARENESS OF TENANT COMPACT



3.9.10 Of those who were aware of the agreement, 66.4% (71.6% 2006, 66.8% 2003; 69.3% 2001) were happy with its content, 12.8% (15.8% 2006, 19.1% 2003; 15.4% 2001) were neither happy nor unhappy and only 1.2% (1.1% 2006, 1.5% 2003; 2.6% 2001) expressed dissatisfaction. A further 19.5% (11.5% 2006, 12.5% 2003; 12.8% 2001) did not know.

SATISFACTION WITH CONTENT OF TENANT PARTICIPATION COMPACT



3.9.11 Although there has been some dip in satisfaction levels on tenant participation, the main variations to figures reported in the 2006 survey, show that higher numbers of people are neutral on this area and expressed no opinion.

3.10 Household Characteristics

3.10.1 A series of household characteristics were explored, along with information on tenants within the households. 37.5% (39.6% 2006, 42.6% 2003; 42% 2001) of respondents and 28.8% (29.2% 2006, 28.7% 2003; 28% 2001) of their partners were aged 65 or over. This figure has decreased slightly since 2006, but sheltered housing tenants were excluded from this year's survey. 53.4% (54.1% 2006, 58.5% 2003; 57% 2001) of respondents were female, as were 60.7% (60.1% 2006, 55.3% 2003; 62% 2001) of partners/spouses.

3.10.2 Tenants tended to be older than their partners/spouses. 48% (49.5% 2006, 52% 2003; 51% 2001) of tenants were 60 or over compared to 41.9% (41.5% 2006, 38.4% 2003; 38% 2001) of partners/spouses. Nearly twice as many tenants 18.1% (20.8% 2006, 23.1% 2003; 22% 2001) were aged 75 or over compared to 10.1% (10.7% 2006, 11.2% 2003; 11% 2001) of partners/spouses.

3.10.3 Key observations on household composition were:

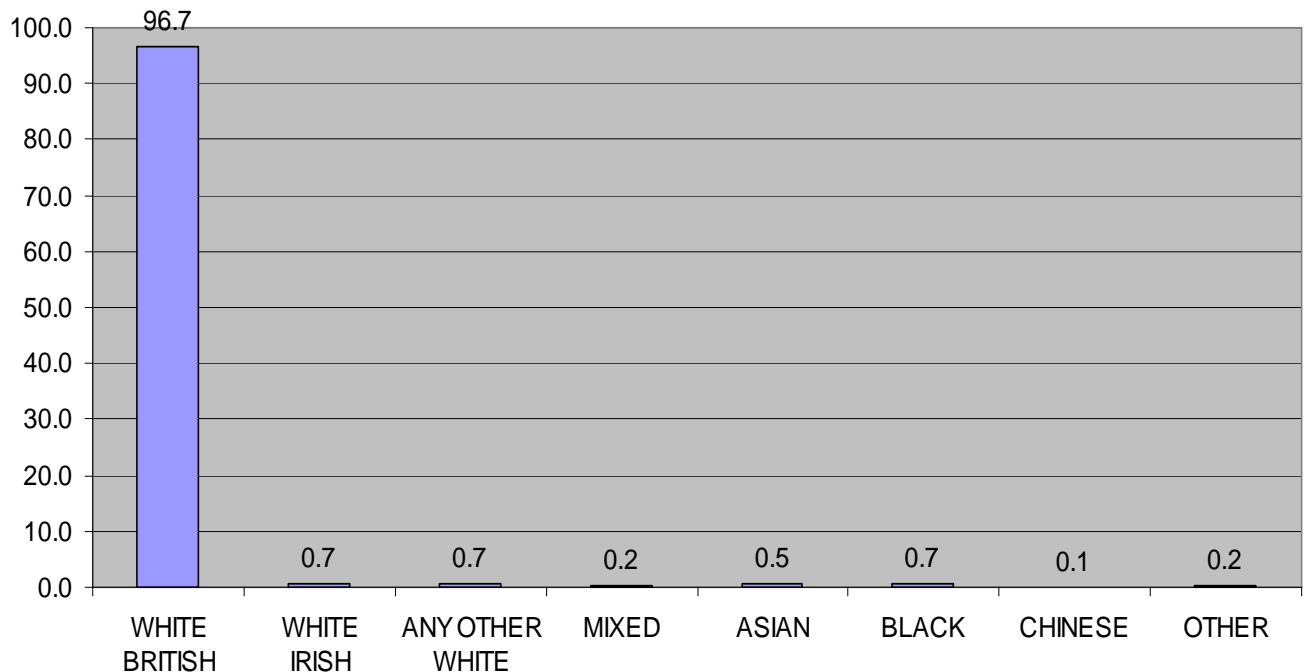
- 49.8% (50.1% 2006, 48.9% 2003; 47.6% 2001) of households contain one person within the household;
- 18.1% (17.6% 2006, 19.2% 2003; 16.4% 2001) of households contain at least one child (under 16);
- 49.9% (54.2% 2006, 56.3% 2003; 54% 2001) of households included at least one person aged 60 or over;
- 10.3% (10% 2006, 11.3% 2003; 6.6% 2001) of households are single parent families, and 7.9% (7.6% 2006, 7.9% 2003; 9.8% 2001) of households are two-parent families.

3.10.4 Other key household characteristics are:

- 60% (55.8% 2006, 58.6% 2003; 57% 2001) of tenants have a long-standing illness, disability or infirmity that limits their activities in some way;
- 10.5% (8.5% 2006, 7.8% 2003; 7.8% 2001) of households contain someone who uses a wheelchair;
- 98.2% (96.1% 2006, 99.2% 2003; 99.2% 2001) of tenants described themselves as White; 96.7% (94% 2006, 91.5% 2003; 92.7% 2001) said they were White British, 0.7% (1.4% 2006, 7.1% 2003; 6.1% 2001) said they were White Irish. 1.8% (3.9% 2006, 0.8% 2003; 0.7% 2001) described themselves as any other ethnic origin, including mixed White and Black Caribbean, Asian, and African.
- Just under a fifth of tenants at 19.7% (20.3% 2006, 18.7% 2003; 19.9% 2001) are in full-time or part-time employment, compared to 26.8% (26.7% 2006, 23.2% 2003; 28.2% 2001) of partners/spouses in either full or part-time employment. 38.7% (41.5% 2006, 40.7% 2003; 40% 2001) of tenants and 39.4% (36% 2006, 31.6% 2003; 32% 2001) of their partners are wholly retired from work. 21.1% (21.0% 2006, 21.5% 2003; 18.8% 2001) of tenants said they were permanently sick or disabled and

15% (15.7% 2006, 16.3% 2003; 16.3% 2001) of partners said they were permanently sick or disabled.

ETHNICITY

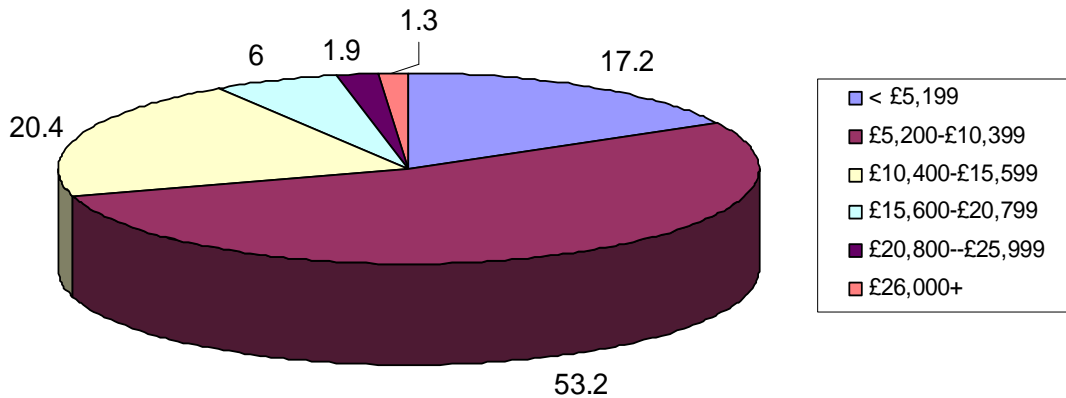


3.11 Household income

3.11.1 Of those tenants providing information on household income and help with housing costs:

- 17.2% (20% 2006, 26.4% 2003; 38% 2001) of tenants had a net income (after deductions for income tax and national insurance) of under £100 per week;
- More than half of tenants 53.2% (53.8% 2006, 55.9% 2003; 47% 2001) received between £100 and £199 per week;
- A further 29.6% (26.2% 2006, 17.7% 2003; 15% 2001) received £200 per week or more;
- 31.87% were on Income Support, and this compares to 32.1% in 2006 (41% 2003; 38% 2001) of tenants and their partners receiving Income Support or Job Seeker's Allowance (JSA was not given as a separate option in the 2008 standard survey);
- One-in-five households at 20.8% (20.4% 2006, 19.5% 2003; 20.6% 2001) indicated they received some form of income from employment or self-employment;
- 58.97% (58.4% 2006; 63.4% 2003; 60.2% 2001) stated that they received a pension (either state or from a previous employer).

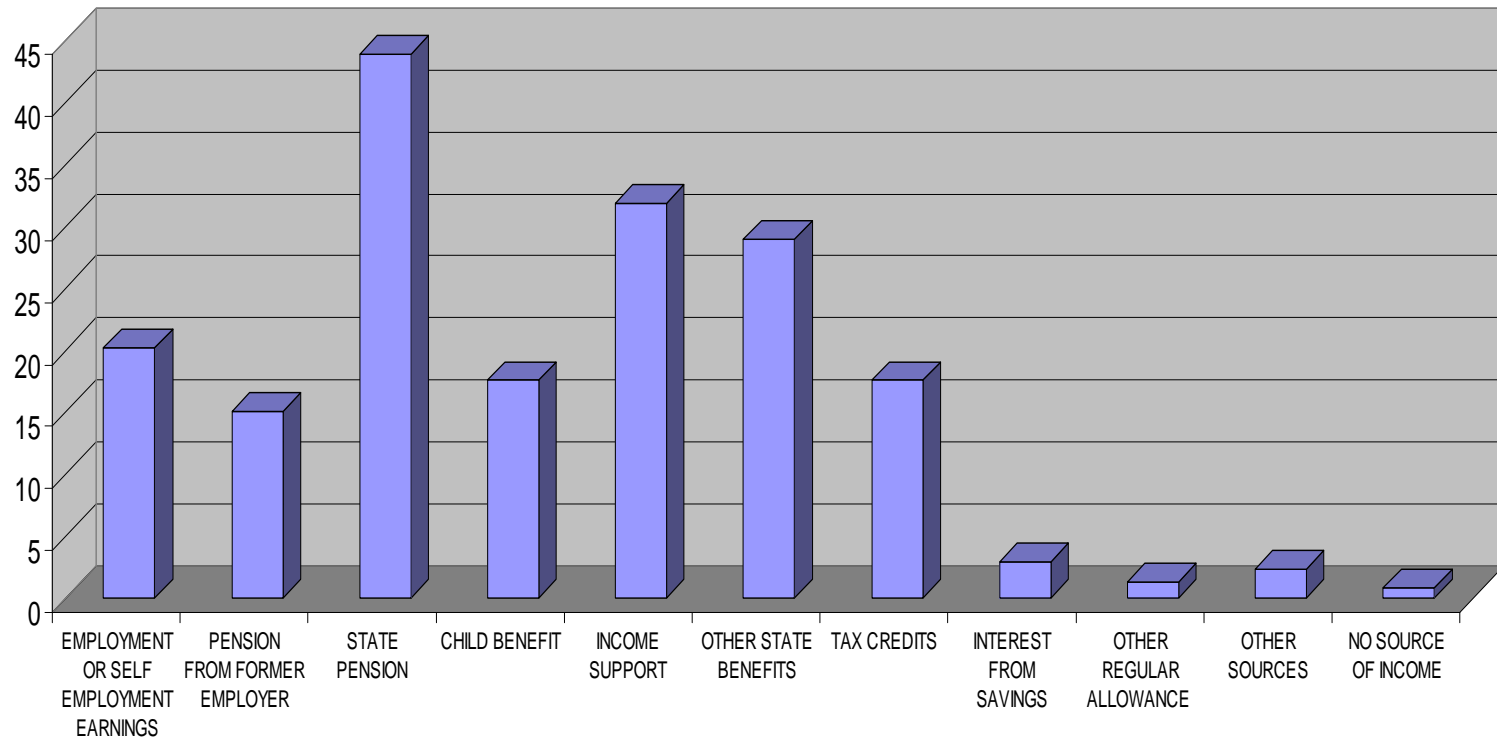
TOTAL NET INCOME OF HOUSEHOLD PER YEAR



3.11.2 The survey revealed that 31.4% (32% 2006, 32.6% 2003; 35% 2001) of households paid full rent, while 68.6% (68% 2006, 65.6% 2003; 65% 2001) receive some assistance with their housing costs from housing benefit. Once again these statistics compare well with information currently held on the organisation's computer system, which indicates that whilst 36% of households pay full rent, 64% of tenants receive Housing Benefit. This would support the view that the findings of the survey are representative of the tenant population as a whole.

SOURCE OF INCOME

% households
(2,131 contacted)



4. CONCLUSIONS

- 4.1 The aim of the survey was to assess tenants' satisfaction with the housing services they receive and identify service areas for improvement.
- 4.2 The findings of the survey have been shown to be representative of the tenant population.
- 4.3 The results of the survey show an increase in tenant satisfaction with the overall service provided by Wigan and Leigh Housing to 87%; in particular the number of tenants who are very satisfied with the service has increased to almost 50%. BME tenants have a satisfaction level of 80%, whilst non-BME are 87%; very few non-BME tenants responded to the survey, although this ratio was broadly in line with the customer profile. The overall satisfaction level indicates a significant improvement and a move towards achieving the target of 90%, set out in Goal 1 (Better Housing Services) of the Vision.
- 4.4 The results of the survey show that tenants' satisfaction levels with the quality of their property, repairs and maintenance to their home, being kept informed about things that affect them as a tenants and helpfulness of staff when dealing with their enquiries, are high.
- 4.5 Tenants ranked a list of services into order of importance for them. The main priorities related to their home, followed by their neighbourhood, then those on communication and involvement, and, finally, value for money. The list of options varied from the 2006 survey, which did not include dealing with anti-social behaviour or neighbourhood as a place to live. However, the priorities in the 2006 survey findings did reinforce what tenants indicated as most important to them this time. The tenant priorities indicated in 2008 are:
1. Repairs and maintenance
 2. Overall quality of home
 3. Dealing with anti-social behaviour
 4. Neighbourhood as a place to live
 5. Keeping tenants informed
 6. Taking tenants' views into account
 7. Value for money for your rent

Repairs and maintenance

- 4.6 Satisfaction with repairs is high and continues to improve, with 88% satisfied with the way the organisation deals with repairs and maintenance overall, compared to 86% in 2006. 93.1% were satisfied with the attitude of workers and 90% felt that mess and dirt was kept to a minimum. 90.1% were satisfied with the speed with which work was completed, 87.8% were satisfied with the overall quality of repair work and 88.7% were satisfied about being told when workers would call. All of these show an improvement since the 2006 survey. Last time the time taken before work started was identified as an issue, but this has now improved from 15% in 2006 to 9% in 2008. Although a number of tenants still raised within their response to the open question, that they had

experienced issues around delays and having reported repairs that had not yet been done, the overall improvement in handling reported repairs links well with Goal 2 ('Decent homes') of the Vision which champions the provision of a quality responsive repair programme.

Overall quality of home

- 4.7 Nearly 9 out of 10 households are satisfied with the quality of their property. There has been a decrease of 2.5% in the percentage of households who believe their home is in good condition, although satisfaction remains high at over 85% and the dip compared to 2006 is likely to be due to the completion last year of the Decent Homes programme and reduced levels of investments in properties.

Dealing with anti-social behaviour

- 4.8 13.7% of tenants state that they have reported anti-social behaviour within the 12 months preceding the survey process. This does not compare well to official figures within the annual report by our Neighbourhood Anti-Social Behaviour Unit, which shows 5.6% of households made a report. However, this may be an indication of complaints being resolved at first point of contact with the organisation, rather than requiring referral to the specialist NASBU team. It may also be that tenants replying to the survey have classed "the landlord" to include the council departments.
- 4.9 Most tenants who made a report were satisfied with the advice they received, with 52.6% saying they were satisfied compared to 25.2% dissatisfied. There is some inevitability about lower satisfaction levels being given on advice and outcome of this type of complaint, due to customer expectations as to how the matter might be resolved. However, elements of customer service around keeping people informed and timeliness can be controlled by the organisation; and satisfaction levels indicated that these are areas that need to be looked at and improved. This is supported by the findings within the NASBU local service survey results, which also show that keeping the complainant informed is a key area for improvement.

Neighbourhood as a place to live

- 4.10 Satisfaction with the neighbourhood as a place to live has decreased 3% since the last survey, with almost 15% expressing dissatisfaction. This is still slightly better than that reflected in the Hills report (Ends and Means: The Future Roles of Social Housing in England, February 2007) that stated "one in seven social tenants now say they are dissatisfied with their local area and with their accommodation, one in five with their landlord and one in four with the standard of repairs and maintenance". The findings of the survey in relation to property, repairs and overall landlord service compare favourably with these standards, with just 1 in 15 expressing dissatisfaction with their accommodation, 1 in 12 in relation to the standard of repairs and maintenance and 1 in 16 for the overall landlord service.

- 4.11 Whilst the majority of tenants expressed satisfaction with the area in which they live, there continue to be concerns about litter in the street, drug use/dealing, vandalism/graffiti, noisy neighbours and rowdy behaviour from people. Two new areas of significant concern are raised, that is, disruptive children and teenagers, and car parking. Some improvements have been made in terms of problems with animals and vandalism/graffiti, but these continue to be issues which need to be addressed.
- 4.12 These statistics are supported by comments made in the open question 'Is there anything else you would like to say about your home and/or the services, which your landlord provides?'. Free text answers highlight that the main issues regarding area are with neighbours, youths, drugs and parking. Although the number of responses to this question are only a small proportion of returned surveys, it is significant that tenants have taken the time to complete this free text box. A full summary of comments made is provided in Appendix A.
- 4.13 The issues raised both in the free text question and the specific neighbourhood questions regarding image and anti-social behaviour, reflect some of the priorities identified in Goal 3 (Better Neighbourhoods) in the company vision.
- 4.14 A number of the issues that have been identified as being a serious problem have also been commented on in the Hills Report: ".....more than a fifth of social tenants report the presence of drug users or dealers as a serious problem; nearly a fifth the general level of crime, fear of being burgled, vandalism and litter". Wigan and Leigh Housing's survey results show that 25.6% of respondents highlight drug dealing as a serious problem (up from 19.5% in 2006), 18.6% vandalism (down from 22.3% in 2006), 12.2% criminal damage (up from 7.3% in 2006), and 32.9% litter (up from 28.8% in 2006). Whilst the areas of concern are similar, the perception of them being a problem on estates is higher on Wigan's council estates.

Keeping tenants informed

- 4.15 82.7% of tenants felt that they were kept well informed about the things that affect them as a tenant, including 40.7% who said that Wigan and Leigh Housing were very good at keeping them informed. Tenants generally preferred one-to-one methods of communications, such as letters, visits and phone calls, and group meetings were significantly less popular.

Taking tenants views into account

- 4.16 31.9% of tenants were very satisfied with how Wigan and Leigh Housing listened to their views when making decisions, whilst a further 36.5% were fairly satisfied. Whilst this indicates that satisfaction has decreased by 5% since 2006, levels of dissatisfaction remain broadly the same and it is neutral opinion that has increased.
- 4.17 The results of the survey also show an increase in neutral opinion since 2006, on tenant participation and opportunities for involvement in decision making.

56.1% were satisfied with opportunities for participation in management and decision-making. This compares to 62.7% in 2006, 62.6% in 2003, and 51% in 2001. Levels of dissatisfaction did not show the same level of decrease; however, 21.7% did not express an opinion, and this was considerably higher than the 14.5% in 2006.

- 4.18 It becomes increasingly important to engage diverse groups of tenants, with the introduction of the Housing and Regeneration Act 2008, which includes provisions that will ultimately give social housing tenants more say over the management of their day-to-day lives. The introduction of the new regulatory body the TSA will, in consultation with tenants, be setting new standards against which landlords will be judged. In order to set those standards they are engaging in what is termed a 'National Conversation' with tenants to establish their views on priorities and what they feel will make a good landlord.

Value for money for your rent

- 4.19 79% of tenants thought the rent charged was very good or fairly good value for money, and 8.7% stated that it was poor value for money. This is lower than in 2006 when 85.6% thought rent represented good value for money and only 4.6% poor. It is likely that this shift is linked to the end of the Decent Homes programme and reduction in investment in properties, compared to rent increases. In view of this, it is positive that more than three quarters feel that rent represents good value for money. This links to Goal 1 (Better Housing Services) of the Vision.

Wigan and Leigh Housing's ICE project

- 4.20 The approach to tenant participation falls within the scope of the ICE project. The work flowing from this project should raise the profile of tenant involvement opportunities again. The Customer Service Excellence model, which was a driver within the ICE project, highlights the importance of reviews on the effectiveness of engagement and involvement, showing levels of participation, assessment of how representative the results are, and quality of information collected.
- 4.21 The revised Tenant Compact is shortly to be published; the approach to publicising this and ensuring it is accessible to all tenants, is important if there is to be an improvement on the 32.8% who currently state they have heard of the Compact.
- 4.22 Customer access to services and customer care are fundamental part of the ICE review. As expected, the survey findings show that there has been an increase in the number of tenants who contact their landlord by phone and a similar reduction in the percentage of respondents who choose to visit local offices. The majority of tenants found staff to be helpful when contacting the organisation. This was identified as an area of concern within the last survey, when satisfaction decreased to 74.6%. It is pleasing to note that this has now increased significantly to 86.3%, and with improvements that will flow from the current ICE project this should be increased further. This improvement in

customer service will support the organisation in achieving higher levels of tenant satisfaction, in line with Goal 1 of the Vision.

Benchmarking

4.23 Housemark are shortly to implement a benchmarking tool that will organisations to make comparisons with peers, on key questions within the STATUS survey. Information on Wigan and Leigh Housing's results will be provided as part of our normal framework for performance reporting.

5. RECOMMENDATIONS/PRIORITIES

5.1 There are a number of areas within the findings of the survey, that require action plans for further investigation and/or improvement, to support the organisation in achieving its vision.

| Achievements | Areas for improvement |
|--|---|
| Goal 1 - Better housing services | |
| <ul style="list-style-type: none"> • Satisfaction with overall service increased by 3.5% to 87% • Over 3/4s of tenants are satisfied with advice service on rent payments • 80% happy with how enquiries are dealt with • 86.3% tenants found staff to be helpful • 87.7% felt that they were kept well informed on things that affect them • Tenants prefer traditional 1.2.1 methods of communication, such as letter and phone call | <ul style="list-style-type: none"> • 7% decrease in tenants view that rent is value for money (although still nearly 80%) • 22.7% tenants dissatisfied with final outcome when contacting us • Higher levels of dissatisfaction with are office staff helpfulness reported (although only a low response rate) • Dissatisfaction levels with service when reporting anti-social behaviour are higher • Over 50% state ASB team unable to deal with their problem (may be an issue regarding managing expectations) • Issues with being kept informed on progress of ASB complaint • Decrease in satisfaction with opportunities for involvement and in views being listened to |
| Goal 2 – Decent homes | |
| <ul style="list-style-type: none"> • Satisfaction with quality of home improved to over 88% • Satisfaction with condition of property is over 85% • Satisfaction with repairs service has increased by 2%, with over 50% very satisfied | <ul style="list-style-type: none"> • Small dip in satisfaction level on condition of property (although satisfaction remains high) • Some tenants report issues on delay and reported repairs not being done (although only a low response rate to question) |

| | |
|--|--|
| <ul style="list-style-type: none"> • Improvement in satisfaction levels on all aspects of the repairs service (e.g. staff attitude, speed) | <ul style="list-style-type: none"> • Modernising bathrooms and providing showers are highlighted as issues (although only a low response rate to question) |
| <p>Goal 3 - Better neighbourhoods</p> | |
| <ul style="list-style-type: none"> • Over three-quarters of tenants are satisfied with the neighbourhood as a place to live • Reduction in the following being identified as problems: <ul style="list-style-type: none"> ○ Animals/pets ○ Vandalism/graffiti | <ul style="list-style-type: none"> • Satisfaction with the neighbourhood as a place to live is down 3% • Increase in the following being identified as problems: <ul style="list-style-type: none"> ○ Rubbish/litter ○ Noisy neighbours ○ Drunk/rowdy behaviour ○ Criminal damage ○ Drugs • New problems identified – parking and disruptive children/teenagers |
| <p>Goal 4 – Access to affordable homes</p> | |
| <p><i>Tenant survey did not cover this goal.</i></p> | |
| <p>Goal 5 – Housing services for vulnerable people</p> | |
| <p><i>Tenant survey did not cover this goal.</i></p> | |

Appendix A

Summary of comments to open question – ‘Is there anything else you would like to say about your home and/or the services, which your landlord provides?’

1. ISSUES WITH THE AREA

| AREA ISSUE | ITEM | NO. OF COMMENTS | % |
|------------------------------------|-----------------------------------|-----------------|--------------|
| Animals | Cats | 1 | |
| Animals | Dog | 7 | |
| Animals total | | 8 | 15.4% |
| Anti-social behaviour | Anti-social behaviour | 2 | |
| Anti-social behaviour | Drugs | 5 | |
| Anti-social behaviour | Neighbours | 7 | |
| Anti-social behaviour | Cars speeding | 2 | |
| Anti-social behaviour | Vandalism | 2 | |
| Anti-social behaviour | Youths/children | 4 | |
| Anti-social behaviour total | | 22 | 42.3% |
| Image | Garden –enforce tenancy | 1 | |
| Image | Ground maintenance – grass | 1 | |
| Image | Lack of respect | 1 | |
| Image | Rubbish/litter | 3 | |
| Image total | | 6 | 11.5% |
| Remedies | Facilities for youths | 1 | |
| Remedies total | | 1 | 1.9% |
| Physical improvement | Bollards – stop cars on pavements | 1 | |
| Physical improvement | Parking | 7 | |
| Physical improvement | Street lighting | 1 | |
| Physical improvement total | | 9 | 17.3% |
| Miscellaneous | Bins | 1 | |
| Miscellaneous total | | 1 | |
| Other | Trees | 5 | |
| Other total | | 5 | 9.6% |
| | | | |
| Grand total | | 52 | 100% |

2. ISSUES WITH THE HOME

| ISSUE | ITEM | NO. OF COMMENTS | % |
|------------------------------------|---------------------|-----------------|--------------|
| Adaptations | Adaptations to home | 1 | |
| Adaptations total | | 1 | 1.9% |
| Bathroom | Miscellaneous | 1 | |
| Bathroom | Modernising | 7 | |
| Bathroom | Shower | 5 | |
| Bathroom total | | 13 | 24.5% |
| Environmental works | Driveway | 3 | |
| Environmental works | Fencing – rear | 3 | |
| Environmental works | Rear wall | 1 | |
| Environmental works total | | 7 | 13.2% |
| Heating | Boiler | 3 | |
| Heating | Heating system | 2 | |
| Heating total | | 5 | 9.4% |
| Kitchens | Kitchen replacement | 2 | |
| Kitchens | Quality | 1 | |
| Kitchens total | | 3 | 5.7% |
| Miscellaneous repairs | Windows | 1 | |
| Miscellaneous repairs | Damp | 3 | |
| Miscellaneous repairs | Internal doors | 2 | |
| Miscellaneous repairs | Pest control | 2 | |
| Miscellaneous repairs total | | 8 | 15.1% |
| Planned maintenance | Front door | 3 | |
| Planned maintenance | Inspection process | 2 | |
| Planned maintenance | External works | 4 | |
| Planned maintenance total | | 9 | 17.0% |
| Roofing | Quality | 1 | |
| Roofing | Roof – repair | 1 | |
| Roofing | Roof – replacement | 1 | |
| Roofing total | | 3 | 5.7% |
| Security | Door/gates | 1 | |
| Security | Secure parking | 2 | |
| Security | Security – general | 1 | |
| Security total | | 4 | 7.6% |
| | | | |
| Grand total | | 53 | 100% |

3. ISSUES WITH THE SERVICE

| SERVICE AREA | ISSUE | NO. OF COMMENTS | % |
|----------------------------|---|-----------------|--------------|
| Allocations | Selecting lettings | 7 | |
| Allocations | Unfair system | 5 | |
| Allocations | Wants transfer | 3 | |
| Allocations total | | 15 | 19.0% |
| General | Poor communication | 1 | |
| General | Rent process – too severe | 1 | |
| General | Dissatisfied with contact centre service | 2 | |
| General | Services too centralised | 1 | |
| General | Staff hours – monitor estates at weekends | 1 | |
| General | Staff unhelpful | 5 | |
| General | Value for money | 1 | |
| General total | | 12 | 15.2% |
| Miscellaneous | Bins | 2 | |
| Miscellaneous | Miscellaneous – general | 1 | |
| Miscellaneous | Non-housing matter | 1 | |
| Miscellaneous total | | 4 | 5.1% |
| Other | Other agency left area in mess | 2 | |
| Other | Access to gas meter | 1 | |
| Other | Additional support needs | 1 | |
| Other | Boundary issues | 1 | |
| Other | Communal area – flats | 3 | |
| Other | Garden – communal | 3 | |
| Other | Decorating vouchers | 1 | |
| Other | Disabled access to property | 1 | |
| Other | Garden – assistance required | 8 | |
| Other | Garden – Japanese Knotweed | 1 | |
| Other | Odd job/handy man service | 1 | |
| Other | Security – concierge | 1 | |
| Other | Monitor tenancy – spot check homes | 1 | |
| Other | Standard of property let to new tenant | 3 | |
| Other total | | 28 | 35.4% |
| Repairs | Annual survey | 1 | |
| Repairs | Appointments | 1 | |
| Repairs | Poor communication | 3 | |
| Repairs | Delay/too long for repairs | 5 | |
| Repairs | Not completed repairs | 2 | |
| Repairs | Poor contact/progress updates | 1 | |
| Repairs | Poor workmanship | 3 | |
| Repairs | Quality | 1 | |
| Repairs | Reported repairs but not done | 3 | |
| Repairs total | | 20 | 25.3% |
| Grand total | | 79 | 100% |
| Compliment total | Compliment about the service | 23 | 100% |

Appendix B - Representative Data

Comparisons were made with other data sources to confirm the data was representative of the views of the whole of the tenant population. In particular comparisons were made to the report 'Knowing Who Our Customers Are' (Wigan and Leigh Housing, January 2008) which provides up to date details on the organisation's customer profile, including age, sex and ethnicity. Other useful comparators included Wigan and Leigh Housing's stock profile and information on housing benefits.

Comparisons with internal systems and other data sources were encouraging with very similar findings emerging from the survey to that already held. This gave confidence that the findings could then be used to represent the views of other tenants who had not responded.

The following comparisons were made to test how representative the data is:

1. Social Identity

| Age | 'Knowing Who Our Customers Are' | Tenant Satisfaction Survey | Difference |
|--------------------------|--|-----------------------------------|-------------------|
| 60 years of age or older | 39.3% | 48.0% | +8.7% |
| 75 years of age or older | 16.0% | 18.1% | +2.1% |
| Aged 25 to 59 | 53.4% | 47.6% | -5.8% |
| Aged 16 to 24 | 7.4% | 3.7% | -3.7% |

Tenants aged 60 to 74 were over represented and tenants aged 25 to 59 were under represented; although the variation in 60 to 74 year olds was less pronounced than in the 2006 survey, due to the exclusion of sheltered housing tenants. The variation is not unexpected as older generations being more inclined to complete questionnaires of this type. However, these variations alone were not deemed sufficiently large to require additional weighting factors to adjust the data. It should be noted that the information contained in the customer profile does not include 100% of the organisation's current tenant population and can not therefore be taken as being 100% correct. Care also needs to be taken when drawing comparisons as the data in the customer profile also includes information for joint tenants.

| Gender | 'Knowing Who Our Customers Are' | Tenant Satisfaction Survey | Difference |
|---------------|--|-----------------------------------|-------------------|
| Male | 42% | 45.6% | +3.6% |
| Female | 58% | 54.4% | -3.6% |

| <u>Ethnicity</u> | 'Knowing Who Our Customers Are' | Tenant Satisfaction Survey | Difference |
|-------------------------|--|-----------------------------------|-------------------|
| White British | 95.8% | 96.7% | +0.9% |
| White Irish | 0.5% | 0.7% | +0.2% |
| Any other white | 0.7% | 0.7% | - |
| Mixed | 0.2% | 0.2% | - |
| Asian | 0.3% | 0.5% | +0.2% |
| Black | 0.9% | 0.7% | -0.2% |
| Chinese | 0.1% | 0.1% | - |
| Other | 0.4% | 0.2% | -0.2% |

Comparisons indicate that in terms of gender and ethnicity the data is representative of the tenant population with only minor variations being displayed. The main variation is in relation to White British, which may be partly due to additional options relating to Eastern European being provided within the customer profile.

2. Financial

| <u>Housing Benefits</u> | WALH computer system | Tenant Satisfaction Survey | Difference |
|--|-----------------------------|-----------------------------------|-------------------|
| Households paying full rent | 36.0% | 31.4% | -4.6% |
| Households who receive housing benefit | 64.0% | 68.6% | +4.6% |

Comparisons indicate that in terms of housing benefit the data is broadly representative of the tenant population with minimal variation being displayed.

3. Stock Profile (as at 30.09.08)

| Property Type | No. of Bedrooms | No. of Units | % of Housing Stock | Tenant Satisfaction Survey Returns | % of Survey Returns | Difference |
|-------------------|-----------------|--------------|--------------------|------------------------------------|---------------------|---------------|
| House | BD1 | 11 | 0.05% | 1 | 0.12% | 0.07% |
| | BD2 | 4184 | 18.32% | 148 | 17.64% | -0.68% |
| | BD3 | 10132 | 44.36% | 357 | 42.55% | -1.81% |
| | BD4 | 264 | 1.16% | 9 | 1.07% | -0.08% |
| | BD5 | 1 | 0.00% | 0 | 0.00% | 0.00% |
| | BD6 | 6 | 0.03% | 0 | 0.00% | -0.03% |
| House | Total | 14598 | 63.91% | 515 | 61.38% | -2.53% |
| Bungalow | BD0 | 22 | 0.10% | 0 | 0.00% | -0.10% |
| | BD1 | 2375 | 10.40% | 105 | 12.51% | 2.12% |
| | BD2 | 395 | 1.73% | 18 | 2.15% | 0.42% |
| | BD3 | 25 | 0.11% | 0 | 0.00% | -0.11% |
| | BD4 | 2 | 0.01% | 0 | 0.00% | -0.01% |
| Bungalow | Total | 2819 | 12.34% | 123 | 14.66% | 2.32% |
| Flat | BD0 | 228 | 1.00% | 5 | 0.60% | -0.40% |
| | BD1 | 3041 | 13.31% | 110 | 13.11% | -0.20% |
| | BD2 | 2081 | 8.98% | 78 | 9.30% | 0.32% |
| | BD3 | 77 | 0.34% | 6 | 0.72% | 0.38% |
| Flat | Total | 5397 | 23.63% | 199 | 23.72% | 0.09% |
| Maisonette | BD1 | 7 | 0.03% | 0 | 0.00% | -0.03% |
| | BD2 | 16 | 0.07% | 1 | 0.12% | 0.05% |
| | BD3 | 5 | 0.02% | 1 | 0.12% | 0.10% |
| Maisonette | Total | 28 | 0.12% | 2 | 0.24% | 0.12% |
| | Total | 22842 | | 839 | | |

There are small variations only, with the highest variation of 1 bed bungalows being explained by the exclusion of sheltered housing tenants from the survey. The small nature of the overall variations it is not thought necessary to apply any weighting factors. This comparison clearly indicates the data obtained from this sample survey can be used to represent the whole of the tenant population.