



Islington & Shoreditch
Housing Association
2011 Customer Satisfaction Survey

July 2011

Feedback Services - the tenant satisfaction
survey service for social landlords

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Executive Summary

Islington and Shoreditch Housing Association (ISHA) commissioned the National Housing Federation (NHF)'s Feedback service to carry out a STATUS survey. General needs tenants, sheltered tenants, supported housing tenants and homeowners were included in the postal survey, which took place between May and June 2011.

Tenant satisfaction at ISHA

Two out of five tenants (38%) responded to the survey and high levels of satisfaction with homes and services are demonstrated in the following key findings for all tenants (excluding no opinions/can't remember).

- 84% feel that ISHA keeps them informed
- 83% are satisfied with the services provided by ISHA
- 83% are satisfied with the quality of their home
- 82% are satisfied with the general condition of their home
- 82% find staff helpful
- 81% are satisfied with the neighbourhood as a place to live
- 81% are satisfied with the overall repairs and maintenance service
- All aspects of the actual repair work are rated as "good" or "very good" by 80% or more of tenants who had a repair completed in the last 12 months
- 79% find it easy to access the right person at ISHA
- 75% feel they obtain good value for money from their rent
- 74% of tenants would recommend ISHA to family and friends
- 67% think that their landlord takes account of their views.

Key performance indicators and national statistics

When the results for ISHA are compared with the Tenant Services Authority (TSA)'s national figures, satisfaction with overall services at the Association (83.0%) is just 0.2% below the TSA's 2010 average rating (83.2%). The result places ISHA in the third quartile (Quartile 3).

Table 1. Satisfaction with services provided by landlord – TSA performance indicator	% satisfied
TSA PI Upper Quartile (1) (2010)	87.4%
TSA PI Average (2010)	83.2%
ISHA Housing Association (2011)	83.0%
TSA PI Lower Quartile (4) (2010)	78.8%

Satisfaction with the overall repairs and maintenance service at ISHA (80.7% including don't know responses) is 2.3% above the TSA's 2010 national average (78.4%). The rating for ISHA places it in Quartile 2.

Table 2. Overall satisfaction with repairs and maintenance service – TSA performance indicator (including don't knows)	% satisfied
TSA PI Upper Quartile (1) (2010)	83.4%
ISHA Housing Association (2011- including don't knows)	80.7%
TSA PI Average (2010)	78.4%
TSA PI Lower Quartile (4) (2010)	72.0%

When the result for ISHA for satisfaction with the account taken of views (60.2% including no opinions) is examined, ISHA's rating is 3.9% below the TSA's 2010 national average rating. The rating is above the lower quartile cut off (58.9%), placing the Association in the third quartile (Quartile 3).

Table 3. Satisfaction that views are taken into account – TSA performance indicator (including no opinions)	% satisfied
TSA PI Upper Quartile (1) (2010)	70.0%
TSA PI Average (2010)	64.1%
ISHA Housing Association (2011- including no opinions)	60.2%
TSA PI Lower Quartile (4) (2010)	58.9%

Notes:

The latest performance figures available from the Tenant Service Authority (TSA) are for 2010 and are based on all tenants. The figures for ISHA in Table 2 include 'don't know' responses and in Table 3 include 'no opinion' responses in the base to match the TSA's requirements. Throughout the report however 'don't know', 'can't remember' and 'no opinion' responses are excluded from the presentation of the results. This is to match the NHF's consistent approach to reporting, comparing and benchmarking over the last 10 years and is a format widely used and recognised by market research companies.

ISHA's tenants

The survey found:

- Just under two thirds of tenants who completed the questionnaire (classed as the principal tenant) were female (61%) and 39% were male.
- A fifth of resident households are family households (21%) while couples or single tenants (aged under 60 with no children) make up 39% of the households. Older tenants (aged 60 or over) are found in just under a third of the properties (30%). 6% of households contain three or more tenants and 5% have other household compositions.
- Almost a fifth of residents have been tenants of ISHA for two years or less (18%). Most people surveyed have been tenants for between three and 20 years (68%) while 14% have held an ISHA tenancy for 21 years or more.
- Two thirds of tenants are under 60 years old (66%) – although not many are under 35 years old (14%). A third of tenants are aged 60 or over (33%).
- 45% of ISHA's tenants are Black and Minority Ethnicity (BME) households according to the TSA's definition (which includes White Irish and White Other tenants). A similar proportion of tenants are White British households (44%).
- In terms of economic status, 39% of tenants are in employment while unemployment is running at 8%. Just over a quarter (26%) of tenants are retired.
- Almost three quarters of ISHA's households are on incomes of under £300 per week (74%). A quarter of households have incomes of £300 or over per week, including 10% who earn or receive over £500 per week. Just under two thirds of households receive housing benefit (64%).
- The majority of tenants classed their sexual orientation as heterosexual (80%), although some preferred not to say (14%). 6% of tenants classed themselves as non-heterosexual.
- 58% of ISHA's tenants are Christian and 11% are Muslim. Almost one in five tenants have no religion (19%). A small percentage of households are of some other religion (6%), while some tenants preferred not to say (7%).

Conclusion

Key findings

The 2011 STATUS survey findings reveal high levels of satisfaction amongst ISHA's tenants for overall services (83%) and for the key service areas of the quality of the home (83%), the condition of the property (82%) and the neighbourhood (81%). Satisfaction with value for money was slightly lower but still positive at 75%. A similar proportion (74%) of tenants said they would recommend ISHA to family and friends.

ISHA performed very well in comparison with ten peer landlords chosen to be similar in size and location. For all 18 key indicators shown in Executive Summary Chart 2 the Association registered scores well above the peer group averages and close to the Federation's national averages. In fact, ISHA were the best or joint best performing landlord in the peer group for 12 of the 18 indicators including services overall, condition of the property, the neighbourhood and repairs.

Reassuringly, the 2011 survey findings build on the impressive satisfaction levels achieved in 2008. Executive Summary Chart 1 shows that satisfaction ratings have increased for seven of the 18 indicators (including overall satisfaction, property condition and value for money) while two of the indicators remain at the same satisfaction rating and nine show a slight decrease since 2008.

Important services

When asked 'what are the three most important services provided by ISHA?', repairs and maintenance was by far the most important service for tenants with 84% placing it in their top three. Dealing with anti-social behaviour (42%) and the overall quality of the home (45%) were deemed slightly more important than value for money (34%), keeping tenants informed (35%) and taking tenants' views into account (36%). The neighbourhood was found to be the least important area to tenants with just 19% of tenants including it in their top three most important services.

Repairs service

An impressively high proportion of tenants were satisfied with the repairs and maintenance service (81%) with just a small percentage dissatisfied (13%). The majority of tenants had a repair completed in the last twelve months (77%) and interestingly, tenants who had used the service in the last 12 months tended to rate it more highly (83%) than those who had not (75%). In terms of the individual aspects of the work, the highest ratings were awarded for the attitude of the workers (92%) and the ability of workers to minimise dirt and mess (91%). Tenants also awarded high ratings for the other aspects of the repairs service (80% - 85%).

ISHA performed very well in relation to the peer landlords with regard to the repairs service, with a satisfaction score that was the highest in the peer group and an impressive 14% above the peer group average. Comparison with the previous STATUS survey shows that satisfaction with the repairs service has fallen very slightly from 82% in 2008 to 81% in 2011.

Customer contact

When ISHA's tenants last contacted their landlord, almost four out of five tenants found getting hold of the right person easy (79%) and a high percentage found staff helpful (82%). Encouragingly, a high percentage of tenants found staff able to deal with their enquiry (80%). The majority were left satisfied with the outcome of contact after getting in touch with ISHA (71%), although some tenants were left dissatisfied (19%).

ISHA compared very favourably with the peer landlords when it came to satisfaction levels relating to customer contact, achieving the highest or joint highest score in all four areas.

When the 2011 survey results in relation to customer contact are compared with those found in 2008 it can be seen that satisfaction has increased slightly in relation to ease of contact (3% higher) and ability to deal with enquiries (2% higher) with slight falls in satisfaction for the outcome of contact (1% lower) and the helpfulness of staff (5% lower).

Tenant communications and involvement

The vast majority of tenants are happy for ISHA to contact them by letter (82%) while 34% would be willing to receive a phone call and 33% like to receive information in a magazine or newsletter. Just under a quarter would be willing to receive information by being visited at home (23%).

Two thirds of tenants (67%) were satisfied that their views are taken into account by ISHA (excluding no opinions). ISHA's 2011 rating is above the average score for the peer group but a little below the rating found in the 2008 STATUS survey.

A very high proportion of tenants felt that ISHA does a good job keeping them informed (84%), just above the peer group average (83%) and the same rating as that achieved in 2008.

It is interesting to note that the majority of ISHA's tenants have access to the internet (70%), either at home (59%), at work (14%) or elsewhere (14%), with some tenants having access at more than one place.

When asked about getting more involved, the majority of tenants said they are happy not to be involved (67%). Just a fifth of tenants are interested in finding out more about the ISHA Residents' Forum (20%) or local tenant associations (21%) and just one in ten tenants want to learn about how to become a board member (9%) or start their own tenant association (7%).

Neighbourhood and anti social behaviour

ISHA's tenants expressed high levels of satisfaction with their neighbourhood (81%) yet many perceived a range of local issues to be problematic. Car parking was the biggest local issue for tenants (reported as a problem for 41% of tenants) followed closely by rubbish and litter (reported as a problem for 37% of tenants).

One in five tenants had reported anti-social behaviour (ASB) to ISHA in the 12 months leading up to the survey (21%). For those tenants who had reported the problem to ISHA, almost two thirds found it easy to contact the right person (65%) and nearly seven out of ten found staff helpful (69%).

Over half of tenants found staff could deal with their problem (52%) while just over a quarter found staff could not deal with their problem (26%).

Satisfaction with the neighbourhood has increased by 7% since 2008 and, when this result is compared with the ten other landlords in the peer group, ISHA achieved the highest score. The positive rating in relation to the neighbourhood is perhaps underpinned by improved satisfaction levels in 2011 compared with 2008 for four out of five areas linked to delivery of the anti-social behaviour service.

Key driver analysis

Key driver analysis of the survey data shows a strong relationship between overall satisfaction with ISHA as a landlord and satisfaction with the quality of the home and the repairs service. This demonstrates the importance of ensuring the Association delivers and maintains a high quality repairs and maintenance service. The analysis also indicated that, in terms of overall satisfaction with the repairs service, the most important aspect of service was the speed at which repair work is completed, followed by being told when the workers would call, both of which were areas of high satisfaction at ISHA. The quality of the repair work was found to be a less influential factor.

Key driver analysis was also used to examine the relationship between overall satisfaction with the landlord and the various aspects of customer contact measured in the survey. The findings show the most influential factor is the quality of the final outcome closely followed by the helpfulness of staff, both of which had good satisfaction ratings in 2011.

Future plans

Just over a fifth of tenants (22%) felt it likely they will move from their current home in the next three years. Most felt a move is unlikely (63%) and 15% were unsure.

Of those tenants who felt they are likely to move in the next three years, encouragingly 41% would still want to rent from ISHA, while 16% would rent from a council or local authority. Some tenants would consider renting from another housing association (7%) or from a private landlord (3%). A small number are considering buying a property – either shared ownership (4%) or outright (4%). Just 3% of tenants would like to move to sheltered accommodation. Over a fifth of tenants did not know where they would move to (22%).

Homeowners

The survey found that homeowners expressed very high levels of satisfaction with the home they had purchased from ISHA but somewhat lower levels of satisfaction with the services provided by the Association.

The survey revealed that the vast majority of homeowners (90%) would recommend this type of purchase to family or friends (or have already done so) with a similarly high proportion satisfied with their home overall (92%). 71% of homeowners were satisfied with the ISHA sales process they experienced when buying their home. Satisfaction was impressively high amongst homeowners with the design (87%) and size (96%) of the home. Around three quarters of homeowners were satisfied with the heating system (76%) while satisfaction was lower with the garden or outside space (55%),

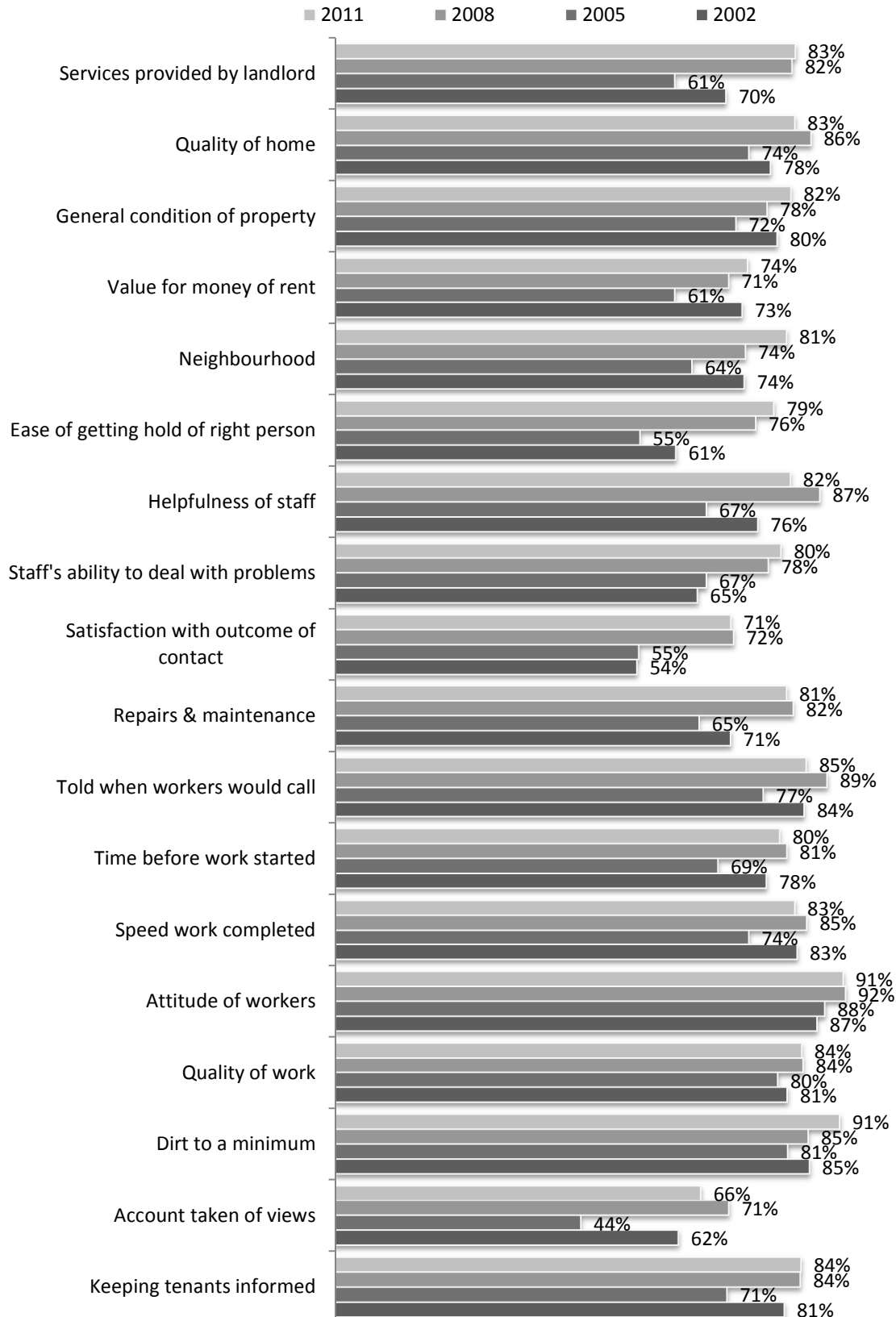
the storage space (58%), the construction quality of the home (59%) and the security measures (61%).

When it comes to homeowner services a surprisingly high proportion of tenants (91%) had contacted ISHA in the last 12 months with most making contact by telephone (60%). The survey found that 66% found it easy get hold of the right person but fewer tenants were satisfied with the overall services provided by ISHA (59%). Although this is a low rating compared with ISHA's tenants, it is higher than the Federation's homeowner database average (55%).

Satisfaction with the repairs service is low at 35% with more tenants expressing dissatisfaction (45%). Satisfaction with value for money is also not particularly high - just over a quarter of homeowners thought they received value for money for the rent/service charge information (28%), while over a third felt that the external repairs and maintenance service (36%) and the cleaning of the communal areas (38%) was good value for money. Perhaps as a consequence of these low satisfaction ratings, hardly any tenants (just 7%) would be willing to pay extra for additional services.

The majority of homeowners (89%) were satisfied with their neighbourhood (38% being "very satisfied") and just 4% were dissatisfied. Most homeowners felt their neighbourhood had improved to some degree over the last two years (49%) while 45% felt it had stayed the same. Only 6% of homeowners felt that their neighbourhood had declined in the last two years.

Executive Summary Chart 1 - Changes over time for standard satisfaction questions - percentage of general needs and sheltered tenants saying they were satisfied/good (Note all figures exclude don't know, can't remember and no opinion)



Executive Summary Chart 2 - Comparison with other landlords - Standard satisfaction questions - percentage of tenants saying they were satisfied/good (general needs and sheltered tenants - excludes don't know, can't remember and no opinion)

