

## 1. Introduction

The National Housing Federation's Feedback service was commissioned to undertake an independent survey of Islington and Shoreditch Housing Association (ISHA)'s tenants and homeowners to collect data on their opinions of and attitudes towards their landlord and the services provided. The STATUS questionnaire collects information currently used for four of the Tenant Services Authority's Key Performance Indicators.

### 1.1 About STATUS

The series of surveys used STATUS questionnaires, which are based on a standardised resident satisfaction survey developed by the National Housing Federation funded by an Innovation and Good Practice Grant from the Housing Corporation.

The original STATUS questionnaire was designed to be used by social landlords to survey residents. It was designed to be a baseline survey, which can be repeated after a number of years, and allows for the comparison of data between different social landlords. Since then the Housing Corporation has ceased to exist and its regulatory role has passed to the Tenant Services Authority (TSA). The TSA is an independent regulator charged with promoting and championing the interests of residents in social housing in England.

In October 2010 the coalition government announced that the TSA will be abolished from April 2012 with reduced regulatory functions moving to the Home and Communities Agency, however it recognised many of the strengths of the TSA's standards. The STATUS surveys are currently being reviewed by HouseMark and a new suite of STAR surveys will be launched in July/August 2011.

### 1.2 Aims of the survey

The aim of the survey was to provide data on resident satisfaction, which would allow ISHA to:

- Present an up to date demographic and socio-economic profile of ISHA's tenants and homeowners
- Provide an up to date picture of residents' satisfaction with their homes and with the services ISHA provides
- Compare the performance of ISHA as a landlord with that of other social landlords who have undertaken STATUS surveys
- Compare the current performance against previous surveys where possible

### 1.3 How the findings are presented

This report presents the findings of the survey for all tenant groups: general needs, sheltered and supported housing tenants. The results from the survey of homeowners can be found in a separate report. The report focuses on the key findings of the survey and the results are analysed by:

- key strands of diversity

- comparison with previous STATUS surveys, and
- comparison with the results from other landlords.

Key driver analysis is used to explore and highlight which elements of the service or customer care drive overall satisfaction. Comparisons are made with the previous surveys (2008, 2005 and 2002) and with data from other housing associations whose surveys have been conducted by Feedback. The report includes topline findings for quick reference in the appendices and accompanying this report is a full set of data tables.

## 1.4 Survey methodology

### Planning

Planning for the survey took place in March and April 2011. A postal methodology was adopted for the research as this provides a cost effective way of surveying tenants and follows the TSA's recommendations for STATUS surveys. ISHA supplied Feedback with background information on the properties in management drawn from ISHA's database, including information on number of bedrooms and management region. This information was used for the administration of the survey, to control the mailing process and to ensure the statistical reliability of the survey. A decision was made to undertake a census of tenants (general needs, sheltered and supported housing) and homeowners (shared owners and leaseholders).

### Fieldwork

The survey was planned to take place during a six week period. Three individual mailings took place. Feedback carried out the administration of the first mailout, which was sent out on 9<sup>th</sup> May 2011. This consisted of a copy of the questionnaire, a covering letter written by Feedback (see Appendix 1) and a reply-paid envelope. All questionnaires were returned to Feedback. After two weeks, Feedback sent any resident who had not responded a reminder postcard asking them to complete the questionnaire. Feedback sent a second covering letter, questionnaire and reply-paid envelope to residents who had still not returned the questionnaire after a further week. The survey closed on 24<sup>th</sup> June and the final questionnaires were then sent for data entry.

### Incentives

Incentives were used to boost the response rate. Three questionnaires were drawn at random from those returned with winners awarded prizes of £100, £75 and £50.

## 1.5 Questionnaire design

Two of the four STATUS questionnaires (4NA and 4NC) were used in the survey. The general needs questionnaire comprised 50 questions on eight pages while the homeowner survey comprised 56 questions. A copy of the general needs questionnaire can be found in Appendix 2.

## 1.6 Response rates

The overall response from tenants was 39%, returning 480 of the 1,245 questionnaires. The response rates from general needs tenants (37%) and supported housing tenants (38%) were slightly lower than the response rates found at other landlords who have undertaken STATUS surveys in

the last year. Encouragingly the response rate from sheltered tenants (77%) was higher than the response rates currently being achieved at other landlords. See Figure 1.1 below for the full figures and response rates.

## 1.7 Accuracy

For the overall results, Feedback aims at +/-4% accuracy at the 95% confidence level which complies with both the TSA's and the CLG's recommendations. This means that, for example, if 80% of tenants answered "Yes" to a particular question, there are 95 chances out of 100 that the correct figure for all tenants – including those who did not respond - would be between 76% and 84%.

For ISHA, when the data is analysed for all tenants, 480 responses were achieved. This response was high enough to conclude that any figures quoted at this level are accurate to within +/-3.6%. The raw data has been checked to take into account any differences between the responding tenants and the total tenant population. As the response at tenure level was not fully representative of the tenant population, weightings have been applied to the results for all tenants.

Figure 1.1 Client group	Number of tenants	Sample size	Number returned	Response rate	Sampling error (%)
General needs tenants	1174	1174	438	37%	±3.8%
Sheltered tenants	39	39	30	77%	±8.4%
Supported housing tenants	32	32	12	38%	±23.6%
<b>Total tenants</b>	1245	1245	480	39%	±3.6%
Leaseholders	44	44	10	23%	±26.6%
Shared owners	171	171	66	39%	±9.5%
<b>Total homeowners</b>	215	215	76	35%	±9.1%
<b>Total residents</b>	1460	1460	556	38%	

## 1.8 Notes to figures

Throughout this report, the figures show the results as percentages and base numbers are also shown where appropriate.

### Rounding

Throughout this report, the vast majority of figures show the results as percentages. The percentages are rounded up or down from one decimal place to the nearest whole number, and for this reason may not in all cases add exactly to 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two rounded percentages are added together. In some parts of the report percentages are expressed to one decimal place.

### Multiple response questions

In some figures, totals do not add to 100 because they are based on responses to a number of questions or because respondents were invited to make more than one response to a single

question.

Excluding 'don't know' and 'no opinion'

In general, in line with the convention for satisfaction surveys, only valid responses to questions have been included and all non-valid responses (for example, where a response to a question has not been stated) have been excluded. Responses such as 'no opinion', 'can't remember' or 'don't know' (where these were possible responses to questions) are also excluded from the base in this report. Where these results are excluded this is noted in the written comments and charts.

## 1.9 Acknowledgements

Our thanks go first to the tenants of ISHA who took part in the survey. We would also like to thank the staff of ISHA for their assistance with the project, and our particular thanks go to Mark Slowikowski (Revenue, Allocations and Performance Director) for his help throughout the project.