

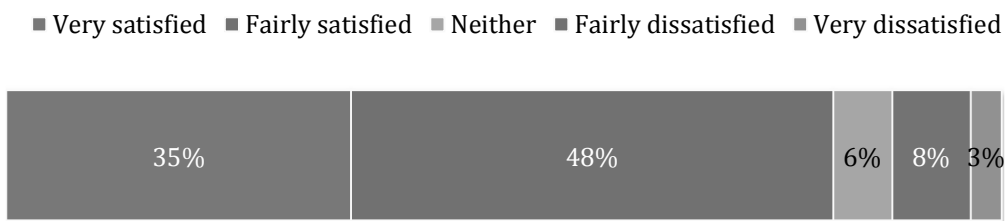
3. ISHA’s tenant satisfaction ratings

The following analysis of results examines the views of ISHA’s tenants (general needs, sheltered and supported housing tenants combined). Please note that the percentages quoted in the text and graphics may not always add up to 100% because of rounding.

3.1 Overall satisfaction with services

When ISHA tenants were asked “Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord?”, the vast majority were satisfied (83%). The survey found that considerably more tenants were “fairly satisfied” (48%) than “very satisfied” (35%) – although it is encouraging that over a third of tenants were very satisfied with their landlord. A small number of tenants were dissatisfied with the overall services provided by the Association (11%) – and just 3% were very dissatisfied.

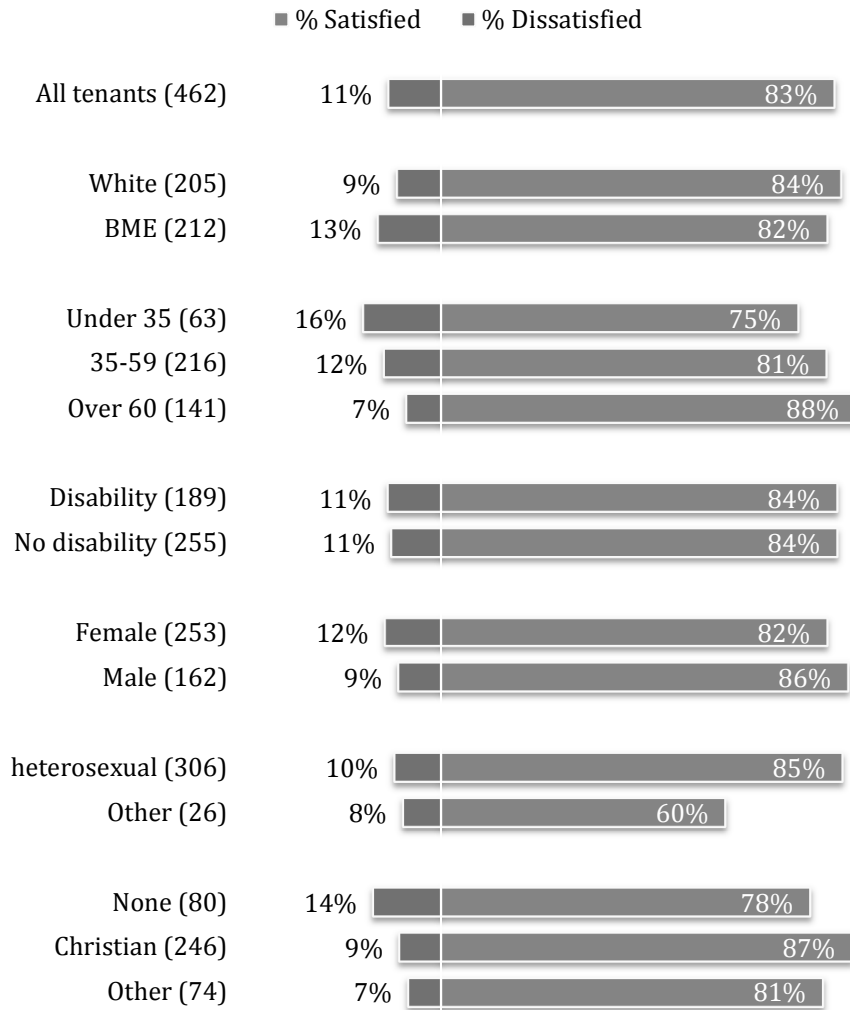
Figure 3.1 Taking everything into account how satisfied or dissatisfied residents are with services provided by their landlord (Base 462 tenants)



As the chart below shows (Figure 3.2), overall satisfaction with landlord services amongst tenants varied only slightly by some of the key diversity strands – age, sexual orientation and religion. The results clearly show the lower level of satisfaction amongst tenants under 35 years old (75%) compared with older tenants (88% aged 60 or over). The survey also revealed that far more heterosexual tenants were satisfied with overall services (85%) compared with non-heterosexual tenants (60%) and that slightly more Christian tenants (87%) were satisfied than tenants with other religions (81%).

Note: throughout this chapter comments are given on the results analysed by key strands of diversity, however the results need to be treated with caution due to the small number of tenants in some groups.

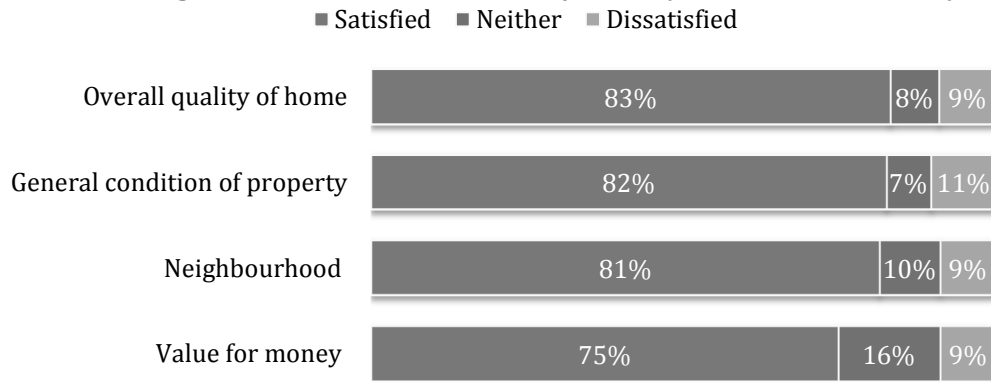
Figure 3.2 Satisfaction with overall services by key diversity strands



3.2 Other key services

Figure 3.3 shows that ISHA’s tenants registered high levels of satisfaction with the key service areas. Just over four out of five tenants were satisfied with the quality of the home (83%), the condition of the property (82%) and the neighbourhood (81%). Satisfaction with the value for money (74%) was slightly lower.

Figure 3.3 Satisfaction in other key areas (Base 443 - 457 tenants)



Key Services - satisfaction by key strands of diversity (general needs tenants only)

Analysis of the survey findings against the profile data collected shows that satisfaction with the *quality of the home* varied amongst tenants by some of the key diversity strands. A larger proportion of older tenants (92% of tenants aged 60 or over) were satisfied compared with younger tenants (76% of under 35 year olds). Similarly, more male tenants (90%) were satisfied than female tenants (80%) and more tenants with other religions (91%) were satisfied than Christian tenants (86%).

The survey found that satisfaction with the *condition of the property* varied by ethnicity, age, gender and sexual orientation of the principal tenant. More White British tenants (85%) were satisfied than BME tenants (80%) and older tenants (aged 60 or over, 92%) were generally more satisfied than younger tenants (75% - 80%, tenants aged under 60). More male tenants (89%) were satisfied than female tenants (80%) and more non-heterosexual tenants (88%) were satisfied than heterosexual tenants (82%).

In terms of satisfaction with *value for money*, the survey found differences between younger tenants (73% for under 35 year olds) and older tenants (90% for tenants aged 60 or over). Tenants with a disability (84%) tended to be more satisfied than those without (79%), while more non-heterosexual tenants (88%) were satisfied than heterosexual tenants (82%). Christian tenants (86%) expressed higher levels of satisfaction than tenants with other religions (79%).

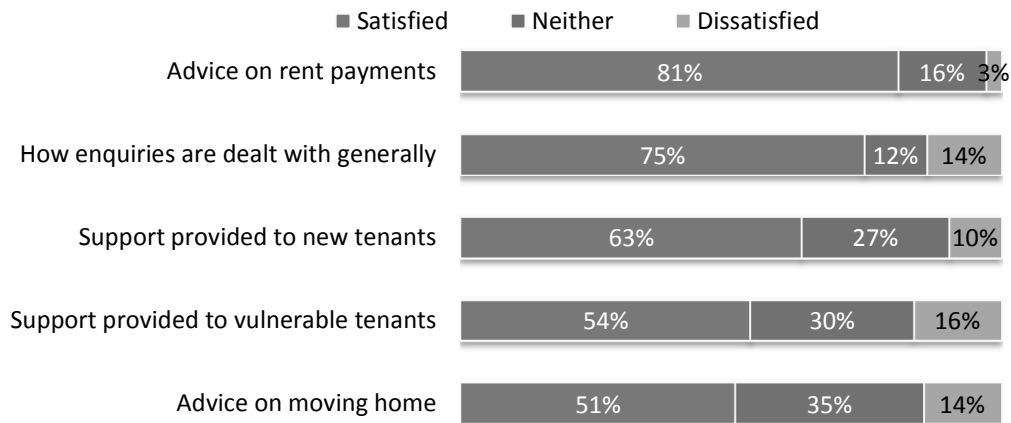
3.3 Satisfaction with support and advice

Tenants were asked how satisfied they were with a number of support and advice services. The majority of tenants (who had an opinion) were satisfied with how their enquiries are dealt with generally (75%) and the advice on rent payments (81%). Fewer tenants were satisfied with the advice on moving home (51%) or the support given to vulnerable tenants (54%), although more were

satisfied with the support given to new tenants (63%).

A number of tenants were dissatisfied with the advice on moving home, the support provided to vulnerable / new tenants and how enquires are dealt with (10% - 16%). The relatively low levels of satisfaction with the support provided to new and vulnerable residents and on moving home may be because many residents have no personal experience of those services.

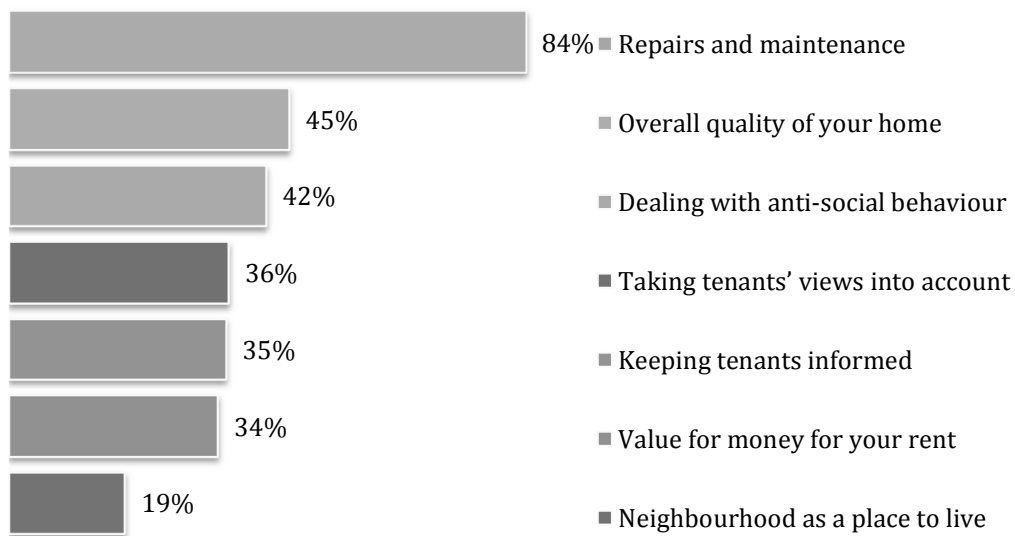
Figure 3.4 Satisfaction with advice and support services (excluding tenants with no opinions)



3.4 Important services to tenants

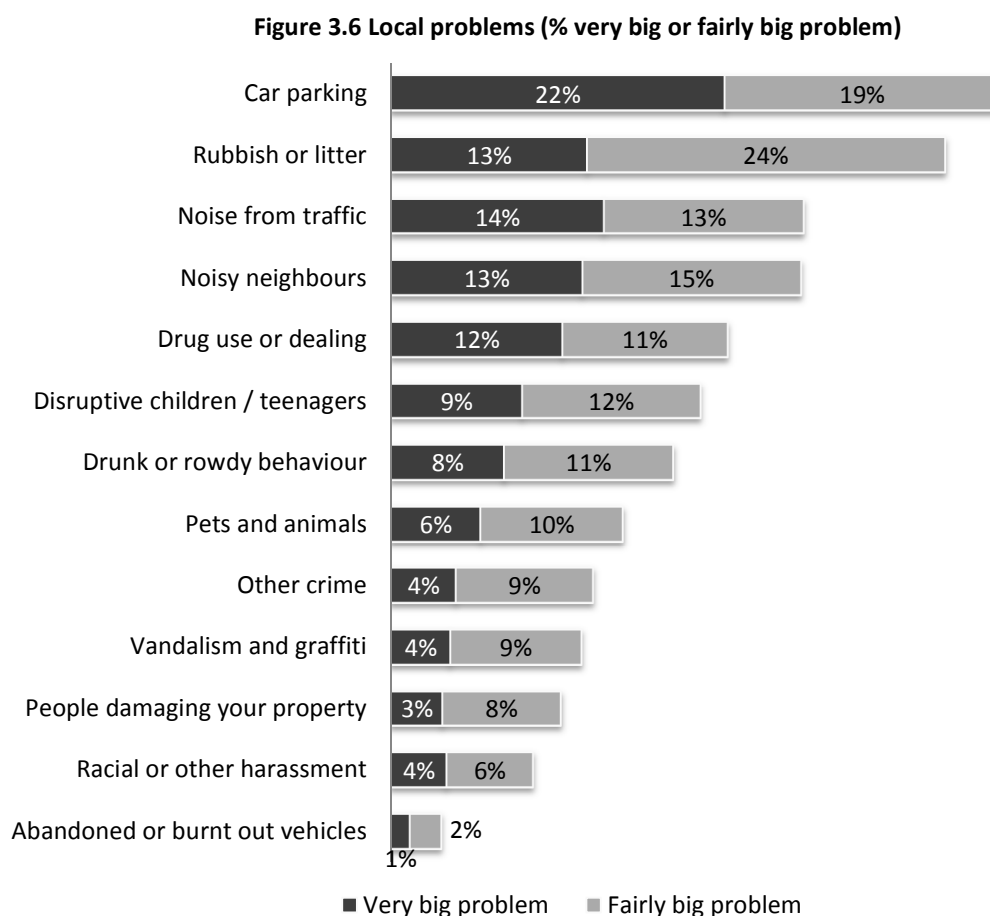
Tenants were asked to pick three services from a list of standard services they felt were most important. As Figure 3.5 shows, the repairs and maintenance service was by far the most important service for tenants with 84% placing it in their top three. Dealing with anti-social behaviour (42%) and the 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 the least important area to tenants with just 19% of tenants including it in their top three services.

Figure 3.5 The most important service areas for all tenants - when asked to select top three (Base 441 tenants)



3.5 Neighbourhood and local problems

Despite the high levels of satisfaction with the local neighbourhood (81%), many of ISHA’s tenants perceived a range of issues to be local problems. Figure 3.6 shows that car parking was the biggest problem for tenants (reported as a local problem by 41% of tenants), followed closely by rubbish or litter (37%). Worthy of note is that far more tenants said that car parking was a very big issue (22%) compared with any other problem (1% - 14%). Noise from traffic (27%), noisy neighbours (28%), drug use or dealing (23%) and disruptive children/teenagers (21%) were also a problem for more than one in five tenants.



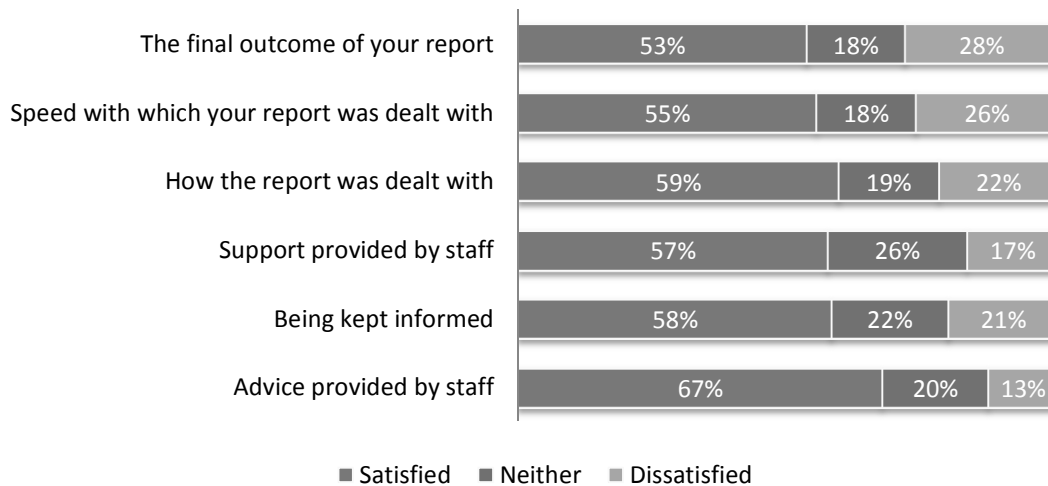
Satisfaction by key strands of diversity (general needs tenants only) – Satisfaction with the neighbourhood varied amongst tenants by many of the strands of diversity – ethnicity, age, gender and religion of the principal tenant. More White British tenants (81%), older tenants (aged 60 or over, 85%), male tenants (79%) and Christian tenants (81%) were satisfied than BME tenants (69%), younger tenants (under 35 years old, 70%), female tenants (74%) and tenants with other religions (71%).

3.6 Anti-social behaviour

One in five tenants had reported anti-social behaviour (ASB) to ISHA in the past 12 months (21%). For those tenants who had reported the problem to their landlord, two thirds found it easy to contact the right person (65%) and almost seven out of ten found staff helpful (69%). Over half of tenants found staff able to deal with their problem (52%) while a quarter found staff unable to deal with their problem (26%).

Over half of the tenants were satisfied with the speed the report was dealt with (55%), the support provided by staff (57%), being kept informed (58%) and how the report was dealt with (59%); while just over two thirds of tenants were satisfied with the advice provided by staff (67%). Just over half of tenants were satisfied with the final outcome of the report (53%), although over a quarter were dissatisfied (28%).

Figure 3.7 Tenant satisfaction with way in which anti-social behaviour report was dealt with (Base 89 - 95)



3.7 Customer care

Method of contact

The majority of tenants (85%) had contacted their landlord in the last 12 months. When communicating with ISHA the majority telephoned (84%), while small numbers visited the office (7%) or emailed (6%).

Figure 3.8 How tenants last contacted their landlord	All tenants
Phoned	84%
Visited office	7%
Email	6%
Wrote	1%
Other	3%
Responses	377

Reason for contact

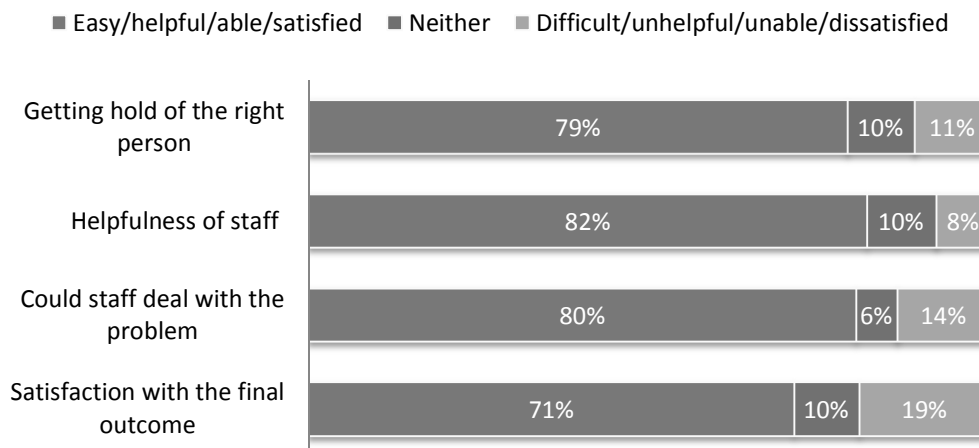
Just under three quarters of tenants contacted ISHA in the last 12 months in order to report a repair (72%). A number of tenants (8%) made contact with a query regarding rent, service charge or housing benefit, while a few tenants made contact with a neighbourhood issue (6%), a transfer/exchange query (3%) or a garden or communal area issue (2%).

Figure 3.9 Reason for last contact	All tenants
Repairs	72%
Rent or housing benefit	8%
Neighbours or Neighbourhood issues	6%
Transfer or exchange	3%
Garden or Communal areas	2%
Other	7%
Can't remember	1%
Responses	358

Quality of contact

When ISHA’s tenants 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 also 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 19% of tenants were left dissatisfied.

Figure 3.10 Satisfaction with customer contact (Base 378 - 386 tenants)



Satisfaction by key strands of diversity (general needs tenants only) – The survey found that satisfaction with customer contact varied by some of the key diversity strands.

More White British tenants than BME tenants were satisfied with the final outcome of contact, while more BME tenants were satisfied with the helpfulness of staff. Older tenants tended to be more satisfied than younger tenants with the ease of contact, the helpfulness of staff, the ability of staff to deal with problems and the final outcome. More female tenants were satisfied than male tenants with the ease of contact, while more male tenants were satisfied with the final outcome. More heterosexual tenants were satisfied than non-heterosexual tenants with the ease of contact and the helpfulness of staff. Christian tenants gave higher ratings than tenants with other religions for ease of contact, the ability of staff to deal with problems and the final outcome of contact.

3.8 Repairs and maintenance service

The large majority of tenants (81%) who had an opinion were satisfied with the repairs and maintenance service while a small percentage were dissatisfied (13%). Interestingly, tenants who had used the service in the last 12 months rated it more highly (83%) than those who had not (75%).

Figure 3.11 Satisfaction with repairs and maintenance service (Base 468 tenants)

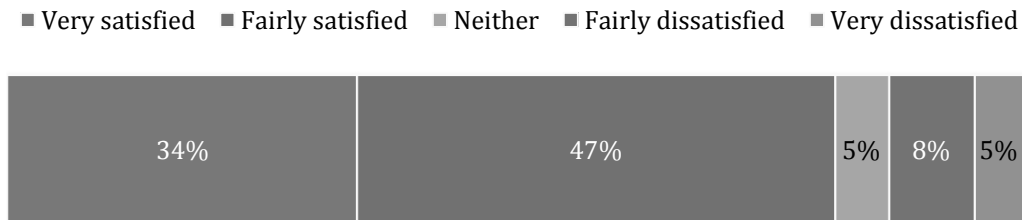
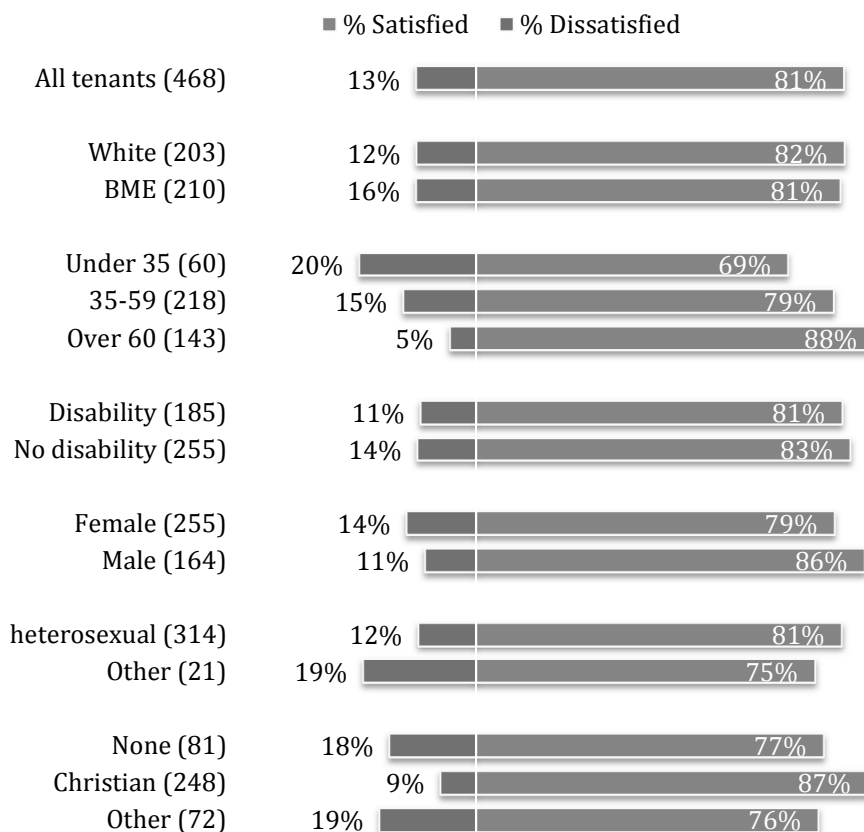


Figure 3.12 shows that satisfaction with the overall repairs and maintenance service amongst tenants varied by the key diversity strands of age, gender, sexual orientation and religion of the principal tenant.

Figure 3.12 Satisfaction with overall repairs and maintenance service by key diversity strands

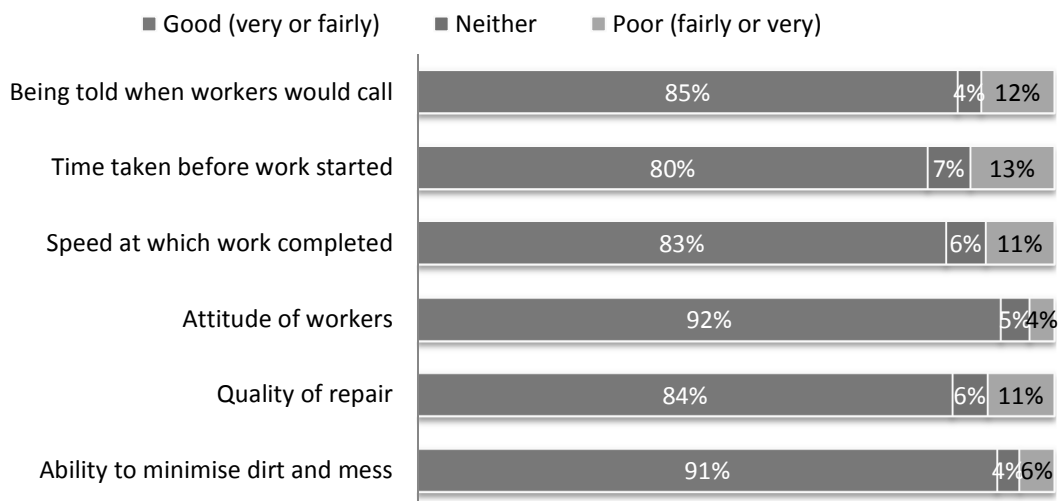


A high proportion of tenants had a repair completed in the last twelve months (77%). In terms of the individual aspects of the work, tenants gave the highest satisfaction ratings for the attitude of the

workers (92%) and the ability of workers to minimise dirt and mess (91%).

Tenants also awarded positive ratings elsewhere (80% - 85%), with the lowest rating awarded for the time taken before the work started (80%). Relatively few tenants were dissatisfied with any aspects of the repairs service (4% - 13%).

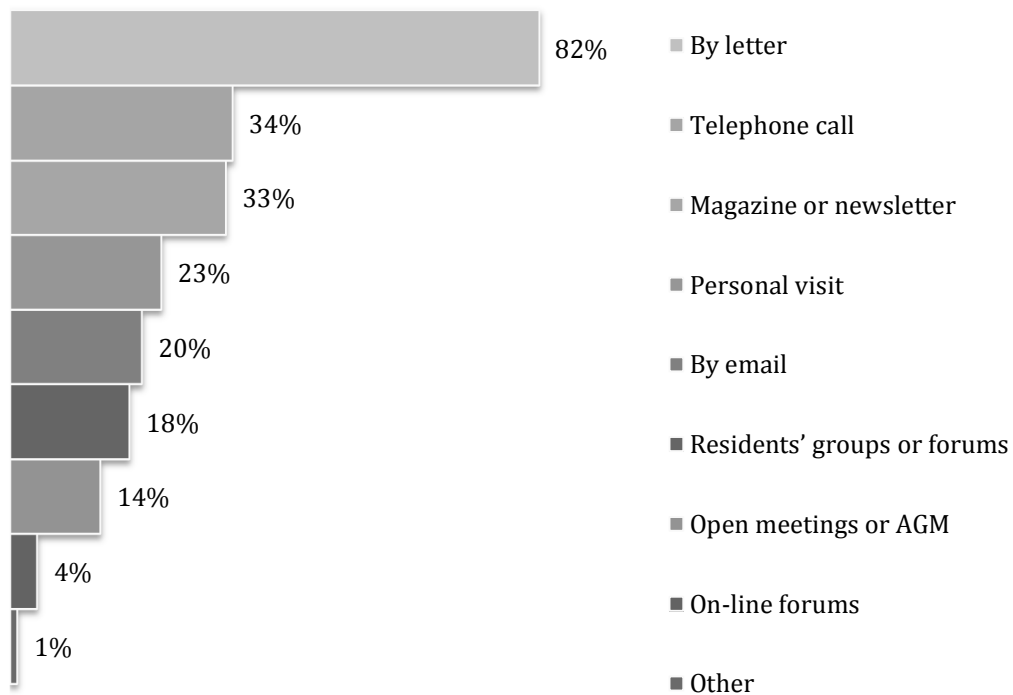
**Figure 3.13 Satisfaction with repairs and maintenance
(Base 309 - 336 tenants)**



3.9 Tenant communication and information

Tenants were asked to show which methods they prefer ISHA to use to inform them or consult them about issues which may affect them. The vast majority of tenants said that a preferred method of contact is by letter (82%). Other generally popular methods of communication for tenants included a telephone call (34%), information in a magazine or newsletter (33%) or a personal visit (23%).

Figure 3.14 Which methods residents prefer their housing association to use to inform them or consult with them about issues that may affect them

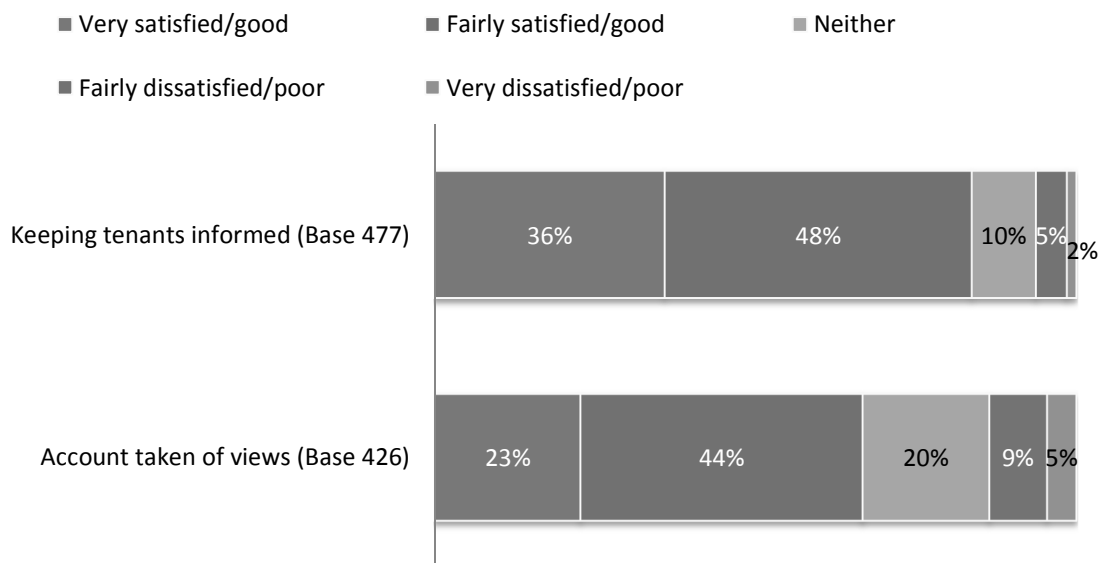


Keeping tenants informed and account taken of views

When asked, “How satisfied or dissatisfied are you that your views are taken into account by your landlord?” two thirds of tenants (67%) were satisfied (excluding no opinions). A number of tenants were dissatisfied with the account taken of their views (14%) or were neither satisfied nor dissatisfied (20%).

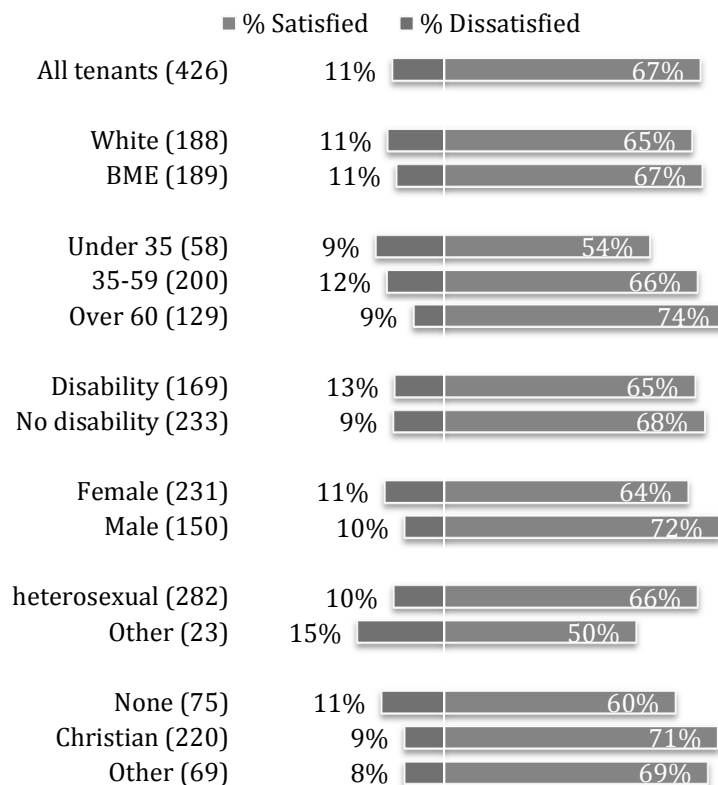
The majority of tenants felt that ISHA is doing a good job in keeping them informed (84%). Very few tenants felt the Association is doing a poor job in this regard (7%).

Figure 3.15 Satisfaction with information and consultation



As the chart below shows, satisfaction amongst tenants with the account taken of tenants’ views varied by three of the key diversity strands – age, gender and sexual orientation.

Figure 3.16 Satisfaction with account taken of views by key diversity strands



The residents newsletter

Three quarters of tenants said that they found the residents newsletter interesting (76%) with far more of the opinion that it was quite interesting (55%) rather than very interesting (21%). Almost a fifth of tenants said that the newsletter was not very interesting (19%) and 4% said it was not interesting at all. 2% of tenants said that they did not receive the newsletter.

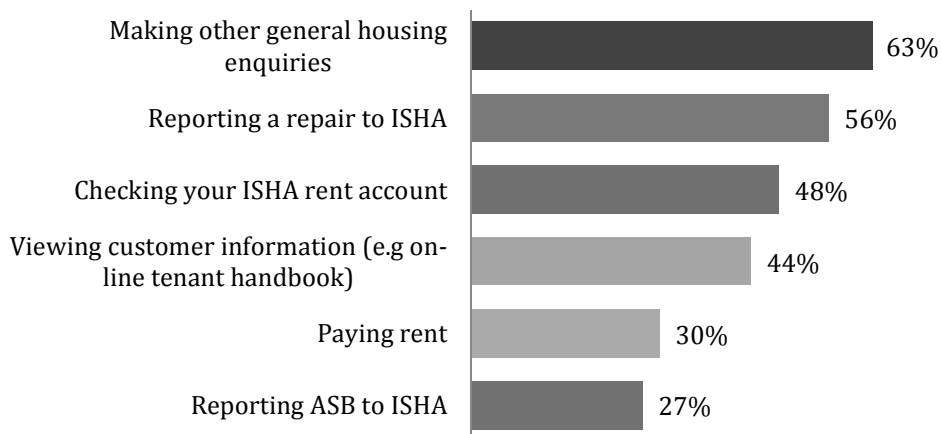
A similar percentage of tenants found the newsletter useful (74%), with 20% saying it was very useful and 54% of the opinion that it was quite useful. Of those tenants who did not find it useful (23%), 4% said it was not useful at all.

Access to and use of the internet

The majority of tenants have access to the internet (70%), although 30% do not. A high percentage of tenants have access to the internet at home (59%), while a smaller percentage have access at work (14%). One in seven tenants (14%) access the internet elsewhere through terminals in libraries and internet cafes etc with some tenants having access at more than one place.

A high percentage of tenants said that if they had access to the internet they would use it to communicate with ISHA. Reporting a repair (56%) and making general housing enquires (63%) would be of most interest to tenants, while just under half would use the internet to view customer information (44%) and check their rent account (48%).

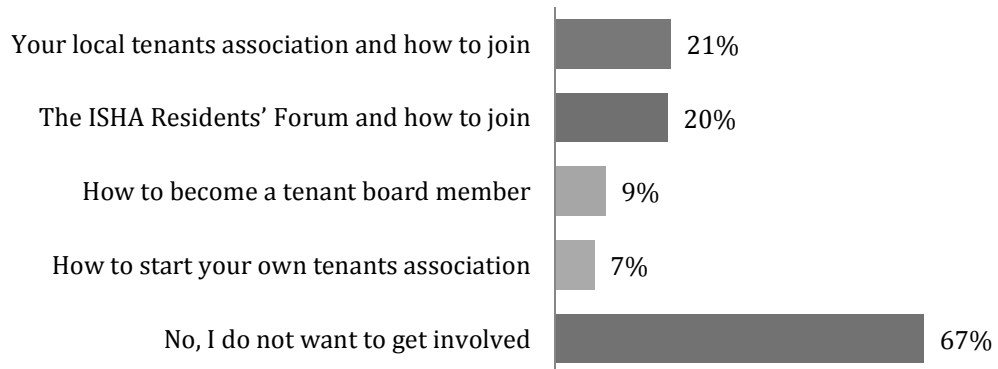
Figure 3.17 Percentage of tenants would use the internet to find out about and access ISHA services



Getting involved and finding out more

ISHA used the survey to find out which groups or forums tenants would be interested in and would like more information about. A fifth of tenants would be interested in finding out more about the ISHA Residents' Forum (20%) or their local tenant associations (21%) and how to join these two groups. One in ten tenants would like to know more about how to become a board member (9%) and a small percentage of tenants would like to start their own tenant association (7%). The majority of tenants however do not want to get involved in any activities (67%).

Figure 3.18 Which groups tenants be interested in finding more about

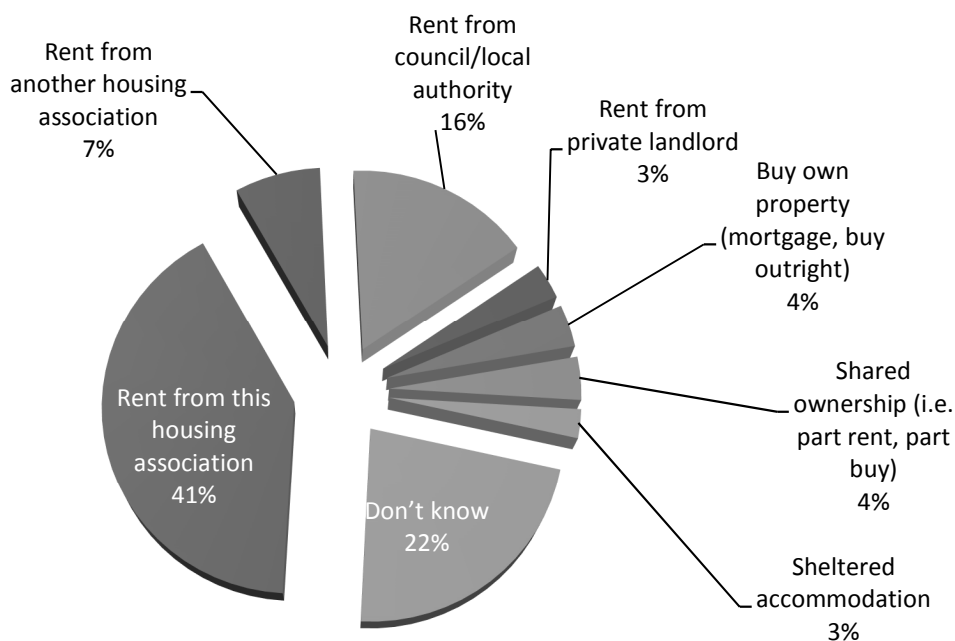


3.10 Future plans

Just over a fifth of ISHA’s tenants felt it was very or fairly likely that they would move from their current home in the next three years (22%). Almost two thirds of tenants felt a move was unlikely (63%) and 15% were unsure.

Of those tenants who felt that they were 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 (22%).

Figure 3.19 Where tenants are likely to move (Base 90)



3.11 Recommending ISHA

Encouragingly 73% of tenants would recommend ISHA to family or friends, and more said they were very likely to recommend ISHA (41%) than fairly likely (32%). Only 10% of tenants would not recommend the Association, while 16% were unsure.