

Report to the Board

26 November 2015



Title: Results of Satisfaction Survey 2015

Report of: Managing Director

Purpose of Report

1. To inform the Board of the results of the Satisfaction Survey 2015 for tenants and leaseholders.

Background

2. The company conducts a range of surveys during the year to identify customer priorities and track satisfaction with how services are delivered.
3. Overall satisfaction is gathered through a biennial survey to all tenants and leaseholders and is supplemented by a range of themed surveys throughout the year aimed at gathering more detailed feedback to inform service improvements.
4. As this survey is now biennial and no longer annual, the survey title has changed to 'Satisfaction Survey 2015'.

Satisfaction Survey 2015

5. The survey was issued in July to all tenants and leaseholders and asks six standard questions:
 - Overall, how satisfied are you with the services we offer?
 - How satisfied are you with your home?
 - How satisfied are you with the neighbourhood you live in?
 - How satisfied are you with the rent and/or service charges you pay are good value for the services you receive?
 - How satisfied are you with opportunities to get involved and influence future decisions made by the housing company?
 - How satisfied are you that your views are taken into account by the company?
6. The satisfaction results are key performance indicators for the company with the targets developed with the Value for Money Service Improvement Group.

Summary of Results

7. Overall, there were 2,195 tenant respondents and 89 leasehold respondents. The Appendix to this report shows a comparison of this year's results compared to 2013 and shows the targets set for the year.
8. In comparison to two years ago, tenant satisfaction remains high and hasn't dropped significantly, despite the pressures faced by our tenants and leaseholders in areas such as the introduction of Welfare Reform.
9. In contrast leasehold satisfaction has declined across all indicators. Contact has been made with all respondents who expressed dissatisfaction and the majority of issues relate to services not provided by the Company.
10. The number of responses has increased significantly for both leaseholders and tenants this year. This is a positive result and implies that distributing the survey biennially has been successful in generating more returns.
11. The results of this survey are particularly significant due to increasing pressure on resources. This provides an incentive to continue to drive to improve service delivery in the future.

Customer Priorities

12. In addition to gauging satisfaction, the annual survey is also used to identify customer priorities, helping to ensure that resources and efforts continue to be directed into the areas customers want.
13. Tenants and leaseholders were asked to identify their top three priorities from a list of eight options covering the range of services provided by the company. There is an additional 'other' option, where customers can tell us anything else they have as a priority.
14. Tenant priorities have been consistent for a number of years and this survey reflected this with the priorities being:
 - High quality, timely repairs
 - Tackling anti-social behaviour
 - Well maintained estates.
15. This year Leasehold priorities were the same but in a different order:
 - Well maintained estates
 - Tackling anti-social behaviour
 - High quality, timely repairs.

Feedback from the survey

16. This is used primarily as a benchmarking tool to monitor trends in satisfaction which then may prompt further investigation or action if there was an evident decline in satisfaction.

17. However, it is recognised that for some customers, this may be the only occasion a customer chooses to interact with the company. Therefore, where a customer has expressed dissatisfaction we will make contact to gain more detailed insight as to why. We will also analyse the results further to establish if there are any trends that we need to address.

Next steps

18. Results of this survey will be communicated to all tenants and leaseholders in the autumn edition of TGHC News and will feature in the annual review to tenants and leaseholders.
19. The programme of themed surveys will continue to gain detailed feedback on service satisfaction including Rent, Customer Services and In Your Neighbourhood surveys being issued to a sample of 5000 tenants and all leaseholders.

Link to values

20. This report relates to the Company values of being:
 - Customer focused
 - Accountable
 - Open and honest.

Impact on tenants

21. Through gathering satisfaction information we are able to understand the experience of our tenants and leaseholders. This helps to identify where future work may be needed to improve services or can help to identify where there are individual queries which are unresolved.

Risk Management Implications

22. Failure to engage with customers was identified as a strategic risk for the company. Satisfaction surveys are one of a range of tools used to engage with our tenants and leaseholders.

Financial Implications

23. There are no direct financial implications arising from this report.

Equality and Diversity Implications

24. Satisfaction surveys are input into Northgate, our housing management system to allow profiling of satisfaction results. This allows us to identify if there are any particular trends, specifically where there may be a particular group who are less satisfied with our services.
25. This information is shared with the Involvement Service Improvement Group, Disabled Persons Housing Forum and BME Housing Forum to discuss and identify any particular reasons for dissatisfaction as this arises.

Value for Money Implications

26. This survey was issued with the rent statement to minimise the cost implications of this process. In addition, the use of automated surveys has reduced the resourcing need for input of surveys representing an efficiency saving and an improvement to customers' experiences.

Health Implications

27. There are no health implications arising from this report.

Environmental Implications

28. There are no direct environmental implications arising from this report.

Consultation carried out

29. Our approach to satisfaction monitoring is discussed regularly with our Service Improvement Groups (SIGs) to identify if this continues to be the most appropriate way to gather this information.
30. The SIGs also review the results of any survey and work with the service manager to identify any improvements to be made to the service as a result.

Recommendation

31. The views of the Board are sought on the 2015 satisfaction survey results.

Appendix: Tenant and Leasehold Satisfaction Results 2015

	Tenants 2015					2013	Leaseholders 2015					2013
	Satisfaction Level	No. of Responses	% Total	Total satisfied	Target		Satisfaction Level	No. of Responses	% Total			
Overall satisfaction with the services you offer	VS	1091	50.0 %	88.5 %	85%	88%	VS	19	22.35%	62.35%	72.7%	
	FS	840	38.5 %				FS	34	40.00%			
	FD	94	4.3 %	FD			8	9.41%				
	VD	101	4.6 %	VD			19	22.35%				
	NN	57	2.6 %	NN			5	5.89%				
	Total Responses:	2183					Total:	85				
Satisfaction with your home	VS	1262	57.5 %	88.7 %	85%	87%	VS	40	46.51%	81.40%	90.9%	
	FS	685	31.3 %				FS	30	34.89%			
	FD	114	5.2 %	FD			4	4.65%				
	VD	103	4.7 %	VD			8	9.30%				
	NN	31	1.4 %	NN			4	4.65%				
	Total Responses:	2195					Total:	86				
Satisfaction with the neighbourhood you live in	VS	1086	49.5 %	86.8 %	85%	86%	VS	19	22.35%	69.41%	70.5%	
	FS	818	37.3 %				FS	40	47.06%			
	FD	138	6.3 %	FD			10	11.76%				
	VD	105	4.8 %	VD			13	15.30%				
	NN	46	2.1 %	NN			3	3.53%				
	Total Responses:	2193					Total:	85				
Satisfaction with Rent and Serv Chgs you pay are good VFM	VS	1046	47.7 %	85.2 %	85%	84%	VS	10	11.49%	50.57%	61.4%	
	FS	823	37.5 %				FS	34	39.08%			
	FD	140	6.4 %	FD			16	18.39%				
	VD	108	4.9 %	VD			24	27.59%				
	NN	78	3.6 %	NN			3	3.45%				
	Total Responses:	2195					Total:	87				

		Tenants 2015						Leaseholders 2015				
		Satisfaction Level	No. of Responses	% Total	Total satisfied	Target	2013	Satisfaction Level	No. of Responses	% Total	2013	
Satisfaction with opportunities and influence of future decisions	VS	624	28.6 %	69.8 %	73%	73%	VS	17	19.77%	47.67%	67.1%	
	FS	897	41.2 %				FS	24	27.90%			
	FD	111	5.1 %	FD			8	9.30%				
	VD	97	4.5 %	VD			10	11.63%				
	NN	450	20.7 %	NN			27	31.40%				
	Total responses:	2179					Total:	86				
Satisfaction with that your views are taken into account	VS	679	31.1 %	68.3 %	74%	72.5%	VS	16	18.39%	44.83%	57.8%	
	FS	812	37.2 %				FS	23	26.44%			
	FD	201	9.2 %	FD			9	10.34%				
	VD	151	6.9 %	VD			18	20.69%				
	NN	340	15.6 %	NN			21	24.14%				
	Total responses:	2183					Total:	87				

Appendix: Combined Tenant and Leasehold Satisfaction Results 2015

Tenants and Leaseholders 2015						
	Satisfaction Level	No. of Responses	% Total	Total satisfied	Target	2013
Overall satisfaction with the services you offer	VS	1110	48.94%	87.48%	85%	88%
	FS	874	38.53%			
	FD	102	4.50%			
	VD	120	5.29%			
	NN	62	2.73%			
	Total Responses:		2268			
Satisfaction with your home						
Satisfaction with your home	VS	1302	57.08%	88.43%	85%	87%
	FS	715	31.35%			
	FD	118	5.17%			
	VD	111	4.87%			
	NN	35	1.53%			
	Total Responses:		2281			
Satisfaction with the neighbourhood you live in						
Satisfaction with the neighbourhood you live in	VS	1105	48.51%	86.17%	85%	86%
	FS	858	37.66%			
	FD	148	6.50%			
	VD	118	5.18%			
	NN	49	2.15%			
	Total Responses:		2278			
Satisfaction with Rent and Serv Chgs you pay are good VFM						
Satisfaction with Rent and Serv Chgs you pay are good VFM	VS	1056	46.28%	83.83%	85%	84%
	FS	857	37.55%			
	FD	156	6.84%			
	VD	132	5.78%			
	NN	81	3.55%			
	Total Responses:		2282			

Tenants 2015						
	Satisfaction Level	No. of Responses	% Total	Total satisfied	Target	2013
Satisfaction with opportunities and influence of future decisions	VS	641	28.30%	68.96%	73%	73%
	FS	921	40.66%			
	FD	119	5.25%			
	VD	107	4.73%			
	NN	477	21.06%			
	Total responses:	2265				
Satisfaction with that your views are taken into account	VS	695	30.62%	67.40%	74%	72.5%
	FS	835	36.78%			
	FD	210	9.25%			
	VD	169	7.45%			
	NN	361	15.90%			
	Total responses:	2270				