



Insight through vision



2013 STAR Report
Report A: Tenants
(current ward boundaries)

Prepared by CR Market Research

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Introduction

This report presents an analysis of the 2013 STAR Survey undertaken by CR Market Research on behalf of Slough Borough Council.

We have collated the views of more than 1,700 residents on a range of issues to help the Council develop a better understanding of their tenants' views, perceptions and concerns.

The response rate gives us a confidence level of 95% with a margin of error of +/- 2%. As such we can be confident that the findings from this report are a true reflection of tenant feelings at that time.

The key findings from our research are detailed in this report and will inform the organisation's decision making process by identifying priorities and expectations.

We believe the results from this latest research will provide Slough BC with further insight into the views of their tenants, and provide a valuable contribution to identification of priorities for the future.



Rose Collin
Sales & Marketing Director
CR Market Research

Key Findings

Our analysis describes a generally satisfied community of tenants. Levels of dissatisfaction are broadly low across most measures, although we draw attention to a couple of exceptions in the more detailed findings below. On the whole, tenants are much more likely to be satisfied with the services they receive from Slough Housing Services than dissatisfied and the service should be encouraged by the results of this survey. That said, there are always areas for further development and we have drawn attention to these throughout the report.

In terms of geography, the main discovery is that two specific wards – Kedermister and Langley St. Mary's – tend to have the least satisfied tenants. Beyond that key finding, there are no general geographic patterns such as north/south, east/west to report.

Some specific findings are listed below.

1. Three quarters of tenants (74%) are satisfied with the maintenance of their home, with 30% very satisfied.
2. Around two thirds (67%) are satisfied that the Housing Service gives tenants the opportunity to make their views known; this might be an area where performance can be improved, perhaps through enhanced promotion of what communications are available to tenants.
3. Nearly seven in ten (69%) said that they would be likely to recommend the service to others, with most of these (37%) reporting that they would be very likely to do so. Just 13% would be unlikely to recommend the Service.
4. Compared to most other measures, satisfaction levels are relatively lower for the way the Service deals with home transfers and exchanges. Just one in three tenants (33%) reported satisfaction on this specific indicator.
5. There is room for improvement on the indicator relating to perceptions of the Housing Service listening to and acting upon tenants' views (55%) and whether service charges provide value for money (59%).
6. At ward level, there is considerable variation in satisfaction with the 'overall quality of your home' measure, with a gap of 26 percentage points between Foxborough (86%) and Chalvey (60%).
7. A particularly low satisfaction score is seen in Langley St. Mary's; just 44% of tenants are satisfied that the Council listens to their views and acts on them.

8. Nearly two thirds of tenants feel that one of the top three priorities for the service should be repairs and maintenance of homes. Half feel the overall quality of homes should be a priority.
9. In terms of the brand and reputation of the Housing Service, 70% believe the Housing Service has friendly and approachable staff.
10. Overall, 59% of respondents stated that they had contacted the Housing Service in the last twelve months with a query other than to pay rent or service charges. Of these, just less than half of respondents found it easy to get hold of the right person. Two thirds found the staff helpful and a similar proportion felt their query was answered within a reasonable time.
11. Overall, 44% said that they have access to the internet at home. No wards reported a rate in excess of 60%, although two (Britwell and Langley St. Mary's) both had the majority of respondents stating that they do have access. The lowest rates were found in Upton (34%) and Foxborough (36%).
12. In terms of communicating with the service, there are three channels which are clearly more favoured than the others. The majority of respondents said that they were happy to use the telephone to communicate with the Housing Service, and in writing. This analysis highlights the value in retaining use of 'traditional' methods of communication, despite the growing interest in more modern technologies. Six in ten respondents (60%) said they were satisfied with the cost of contacting the service by telephone.
13. Just more than half of tenants (52%) are aware that the Housing Service has a formal complaints procedure. Fifteen percent of respondents said that they had made a complaint during the past year. Given the nature of the topic, it is not surprising that we see higher levels of dissatisfaction. For example, tenants are equally likely to be dissatisfied as satisfied with regard to overall outcomes, the way the complaint was handled and the speed with which the issue was dealt with.
14. It is important to set reasonable expectations in terms of what can be attained on the measures of complaints. Despite that, the service will be keen to see the number of satisfied customers outweigh those that are dissatisfied.
15. Nearly six in ten respondents (58%) said that they'd had repairs to their home in the last twelve months. There are generally high levels of satisfaction across measures relating to these repairs.
16. When asked whether and how they would like to get more involved in having a say about the way the service is provided, the only channel with any real support is surveys (presumably paper-based as email surveys are provided as a separate option). Just less than one half of respondents (46%)

said they would choose this method as a way of getting more involved. There is little interest in social media such as Facebook and Twitter.

Project Background

Slough Borough Council Housing Service commissioned CR Market Research to conduct a postal and online based consultation exercise with a representative sample of their tenants during May, June and July 2013. The STAR (Survey of Tenants and Residents) Survey, launched by Housemark, is the replacement for the STATUS Surveys. They are designed to provide social housing landlords with the means of benchmarking satisfaction results with each other, and use a consistent set of questions to enable comparison.

The survey was based upon around twenty questions covering a range of themes such as satisfaction with the services provided by Housing Services, its responsiveness to problems and the standard of customer service provided when tenants make contact with the Council. Dependent upon answers in certain areas more questions were asked to go further into respondent's experiences and opinions. These concerned, for example, having contacted the Council, made a complaint or had a repair carried out.

Slough Housing Service has more than 6,600 tenant households. To ensure the survey is representative, CR Market Research has applied quotas for each Borough Ward area. These are presented in Figure 1. Wherever appropriate we have provided statistics broken down to this geographical level to enable the Housing service to assess variations across different areas. Report B provides the same analysis as this report, but using the new ward boundaries that will come into effect in May 2014.

Respondent Profile

As mentioned, we have strived to ensure the sample is as representative as possible across the Borough's wards. Figure 1 presents the respondent numbers in each ward.

Ward	Tenants	% of tenants	Sample	% of sample	Sample as % of ward
Baylis and Stoke	541	8.2%	146	8.3%	27.0%
Britwell	1193	18.0%	239	13.7%	20.0%
Central	226	3.4%	88	5.0%	38.9%
Chalvey	409	6.2%	107	6.1%	26.2%
Cippenham Green	322	4.9%	113	6.5%	35.1%
Cippenham Meadows	431	6.5%	120	6.9%	27.8%
Colnbrook with Poyle	14	0.2%	5	0.3%	35.7%
Farnham	271	4.1%	103	5.9%	38.0%
Foxborough	477	7.2%	111	6.3%	23.3%
Haymill	720	10.9%	144	8.2%	20.0%
Kedermister	957	14.4%	193	11.0%	20.2%
Langley St. Mary's	238	3.6%	97	5.5%	40.8%
Upton	219	3.3%	100	5.7%	45.7%
Wexham Lea	616	9.3%	183	10.5%	29.7%
	6,634		1,749		

Figure 1

Figure 2 presents the percentage of tenants surveyed in each ward.

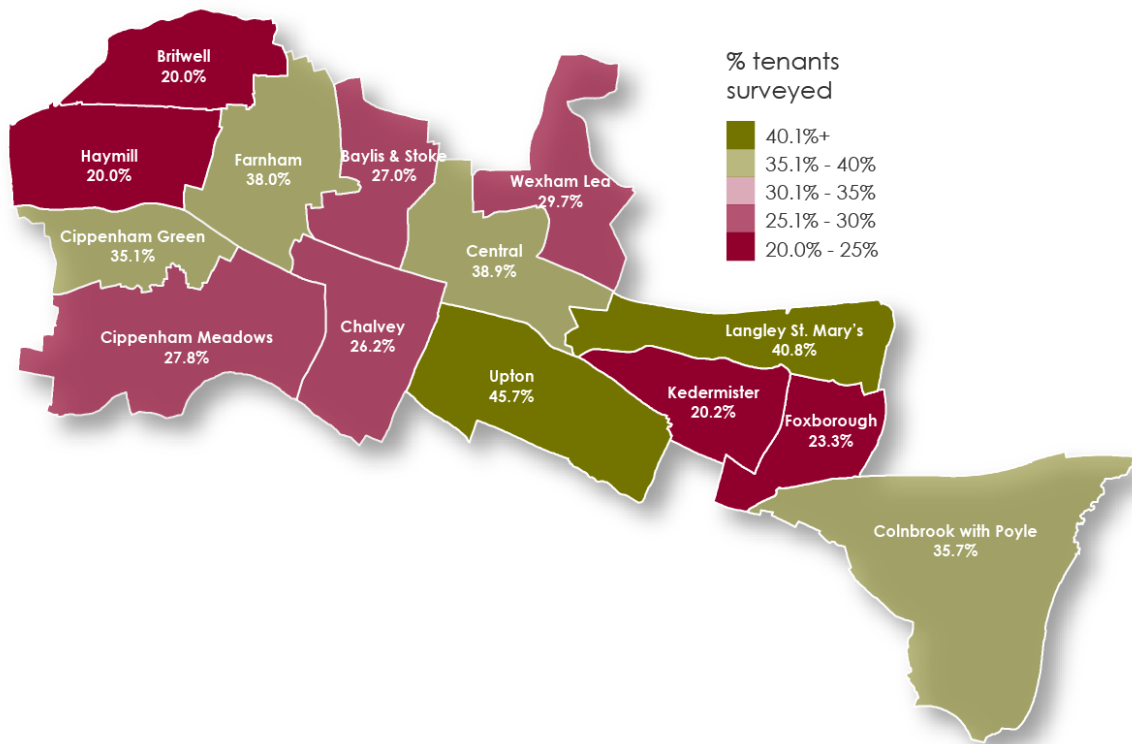


Figure 2

Due to the very small number of tenants in Colnbrook with Poyle Ward, and subsequently the number of respondents (5), it is not possible to publish reliable statistics for this one particular ward. Please refer to the appendix for a resume of finding for this ward. For all other parts of the borough, we have provided ward-level statistics wherever appropriate.

We can also profile respondents in terms of sex, age, ethnicity, disability, sexuality and religion (figures based on main tenant unless stated).

Age & Sex	Male		Female		Not recorded		Overall	
18 - 29	17	1%	46	3%	1	<1%	64	4%
30 - 49	133	8%	245	14%	1	<1%	379	22%
50 - 69	334	19%	284	16%	3	<1%	621	36%
70+	264	15%	296	17%	9	1%	569	33%
Not recorded	9	1%	24	1%	83	5%	116	7%
Overall	757	43%	895	51%	97	6%	1,749	100%

Figure 3a

It is also of interest to compare the age profile of respondents in each ward with the age profile of tenants and the overall resident population (as recorded in the 2011 Census).

Ward	18 - 29			30 - 49			50 - 69			70+		
	Sample	Tenants	Census	Sample	Tenants	Census	Sample	Tenants	Census	Sample	Tenants	Census
Baylis and Stoke	4%	10%	29%	26%	24%	42%	38%	29%	21%	32%	36%	8%
Britwell	4%	18%	21%	31%	38%	44%	42%	30%	23%	23%	14%	12%
Central	4%	9%	31%	14%	27%	41%	33%	38%	20%	49%	26%	7%
Chalvey	3%	15%	32%	31%	34%	45%	37%	31%	16%	28%	21%	7%
Cippenham Green	3%	5%	21%	12%	11%	43%	44%	42%	26%	41%	41%	10%
Cippenham Meadows	8%	6%	25%	27%	31%	50%	45%	40%	20%	21%	23%	5%
Colnbrook with Poyle	20%	30%	24%	20%	10%	47%	60%	45%	22%	0%	15%	6%
Farnham	3%	12%	26%	28%	36%	43%	28%	27%	23%	42%	26%	9%
Foxborough	1%	8%	21%	16%	22%	45%	47%	39%	23%	36%	32%	11%
Haymill	3%	19%	23%	23%	35%	44%	32%	23%	24%	42%	23%	9%
Kedermister	6%	17%	22%	32%	38%	42%	36%	27%	24%	26%	18%	11%
Langley St. Mary's	5%	15%	22%	21%	26%	41%	32%	32%	26%	42%	27%	11%
Upton	1%	4%	24%	2%	9%	43%	47%	42%	23%	50%	45%	10%
Wexham Lea	4%	9%	26%	21%	15%	40%	32%	29%	22%	44%	47%	12%
Borough	4%	14%	25%	23%	29%	44%	38%	31%	22%	35%	26%	9%

Figure 3b

Notes:

% of Sample relates to percentage of those respondents that provided their age

% of Tenants relates to percentage of tenants aged 18+

% of Census relates to percentage of residents aged 18+ as at 2011 Census

Colnbrook with Poyle sample percentages based on just five respondents

Ethnicity	Number	%
White British	1,050	60%
White Irish	41	2%
White Other	66	4%
Asian or Asian British	261	15%
Black or Black British	126	7%
Mixed	29	2%
Other	18	1%
Not recorded	158	9%

Figure 4

Religion	Number	%
Christian	976	56%
Muslim	225	13%
Sikh	41	2%
Hindu	25	1%
Buddhist	11	<1%
Jewish	7	<1%
Other	33	1%
No religion	214	12%
Not recorded	217	12%

Figure 5

Limiting Long Term Illness	Number	%
Yes – limited a lot	446	26%
Yes – limited a little	339	19%
No	814	47%
Not recorded	150	9%

Figure 6

Sexuality	Number	%
Heterosexual/Straight	1,074	61%
Bisexual	12	<1%
Gay/Lesbian	9	<1%
Not recorded	654	37%

Figure 7

Analysis

Maintenance

To begin with, respondents were asked how satisfied they are with the overall maintenance of their home. Available options ranged between 'very satisfied' to 'very dissatisfied'.

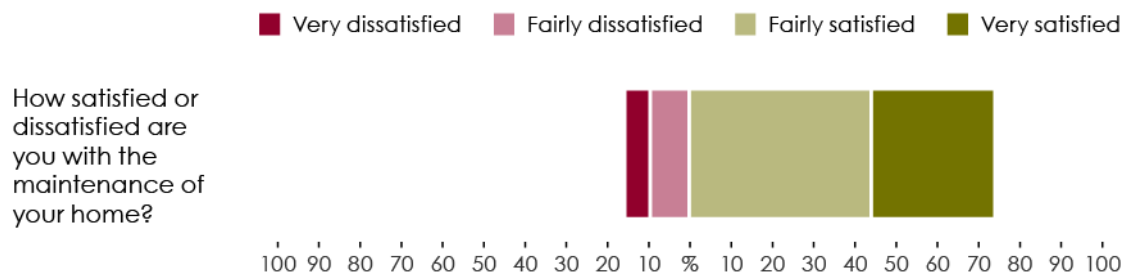


Figure 8

Overall, 74% of tenants are satisfied with the maintenance of their home, with 30% very satisfied. Just 15% were dissatisfied.

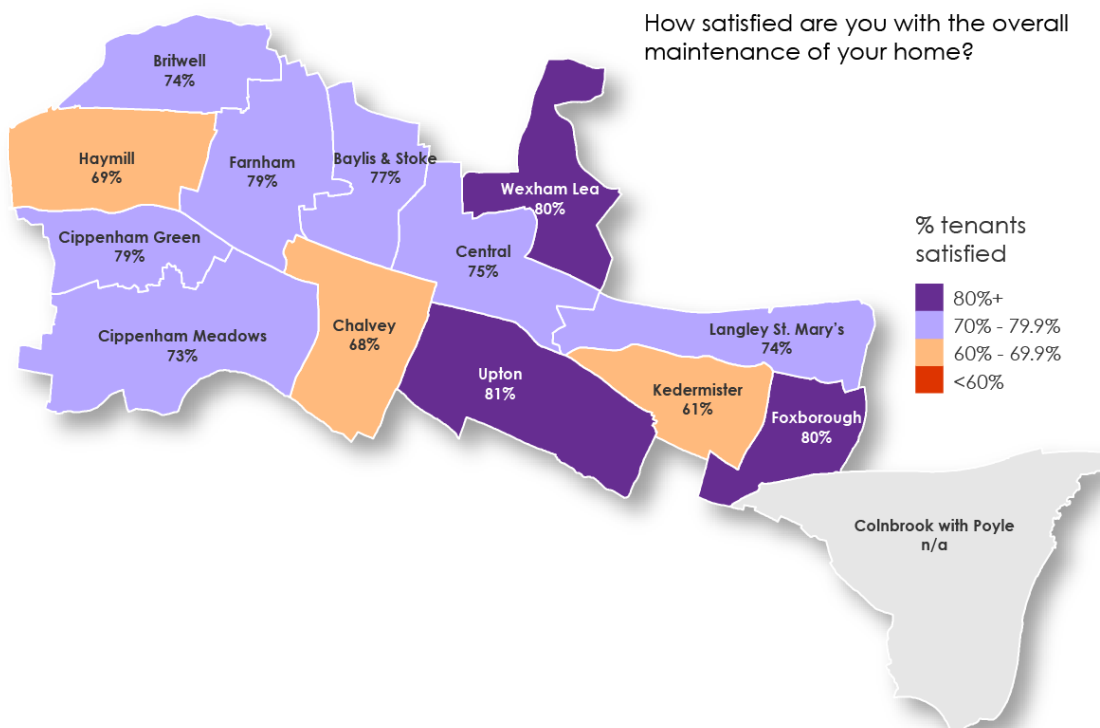


Figure 9

At ward level, we see that satisfaction figures ranged from 61% to 81%, with the highest levels recorded in Upton and the lowest in Kedermister.

Engagement

There then followed a series of questions relating to communications and engagement with tenants. Again, respondents were asked to express their level of satisfaction across a number of specific questions.

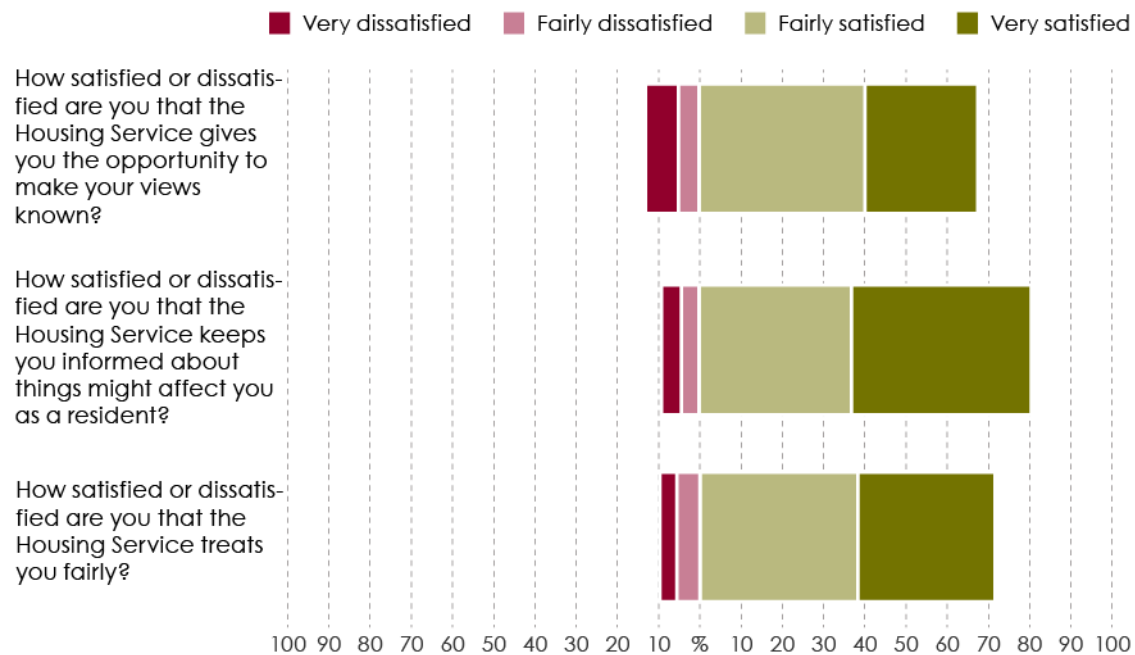


Figure 10

The analysis identifies that satisfaction levels are broadly high across all three measures.

Around two thirds (67%) are satisfied that the Housing Service gives tenants the opportunity to make their views known. Around one in eight (13%) are dissatisfied.

Four in every five respondents (80%) were satisfied that the Housing Service keeps them informed about things that might affect them as a resident, with the majority of these (43%) very satisfied. Just 9% were dissatisfied.

Just more than seven in ten respondents (71%) were satisfied that the Housing Service treats them fairly, while just 10% were dissatisfied.

These are encouraging results at the borough-wide level. Figure 11 presents more detailed satisfaction levels at ward level.

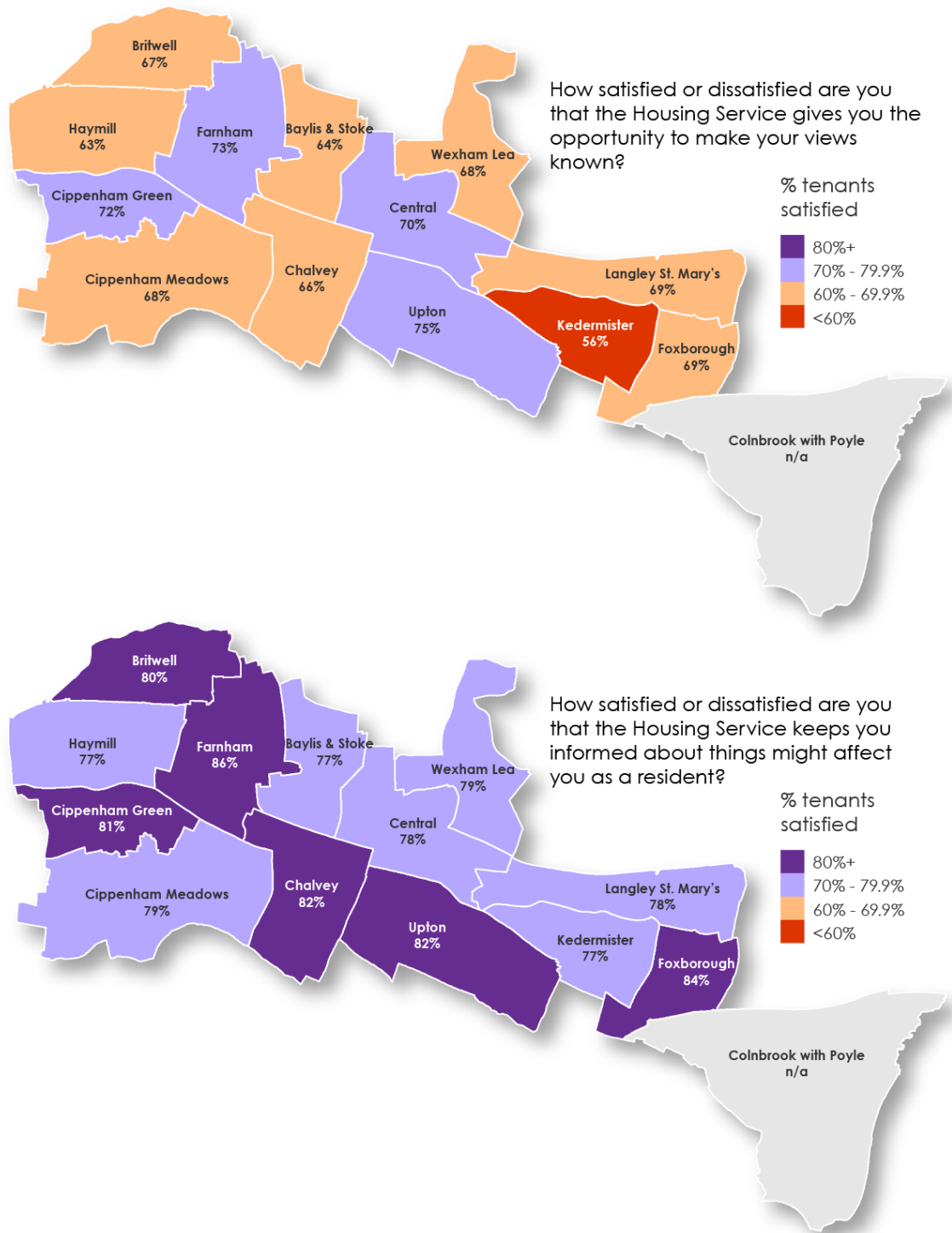


Figure 11a

While there are not huge variations in satisfaction levels on these measures, we do see that there is a nearly twenty percentage points gap between Kedermister and neighbouring Upton in terms of satisfaction with opportunities for tenants to share their views with the Housing Service.

In relation to keeping tenants informed, figures are even more consistent, ranging between 77% (multiple wards) and 86% in Farnham.

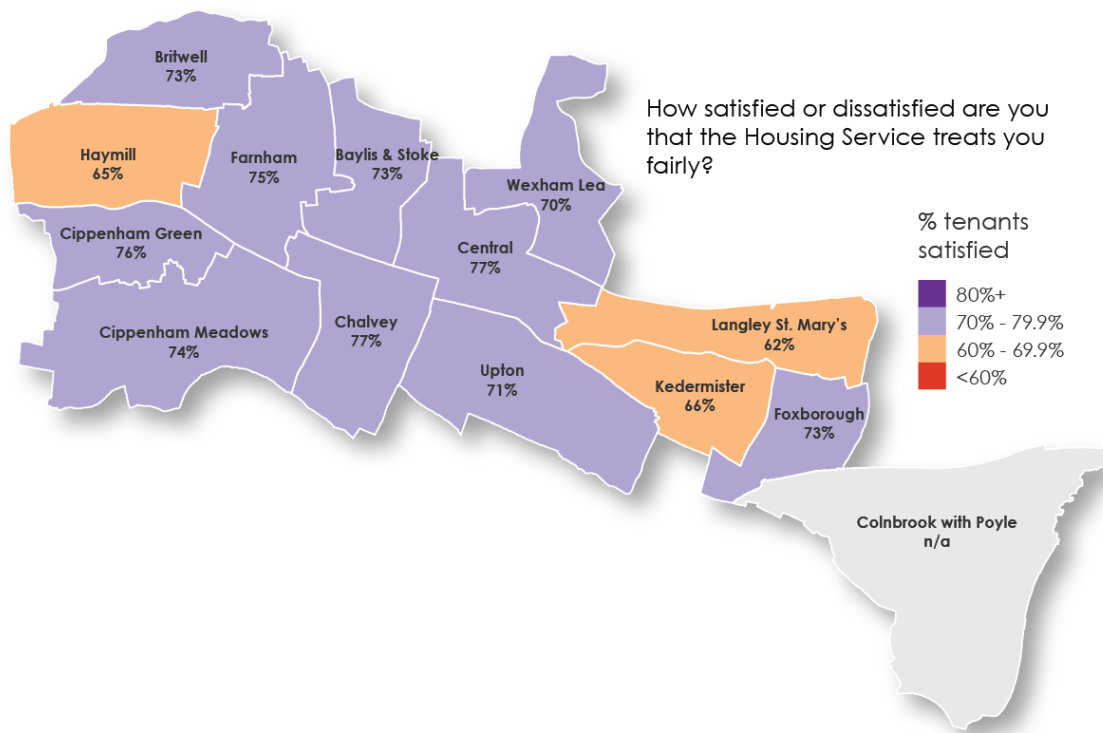


Figure 11b

No wards exceeded 80% satisfaction in terms of perceptions of being treated fairly. The lowest level was in Langley St. Mary's at 62%, with the highest satisfaction rating in Chalvey (77%).

One trend that does appear to be emerging is for tenants in Kedermister to report among the lowest satisfaction ratings on a consistent basis.

Recommending the Housing Service

Next, respondents were asked whether they would be likely to recommend Slough Housing Services to other people.

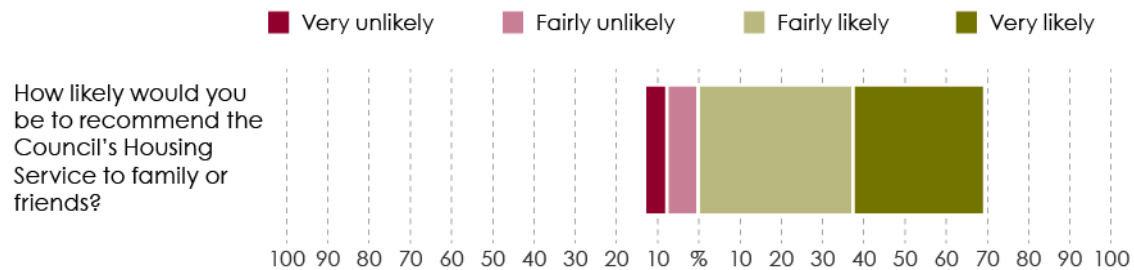


Figure 12

Overall, nearly seven in ten (69%) said that they would be likely to recommend the service to others, with most of these (37%) reporting that they would be very likely to do so. Just 13% would be unlikely to recommend the service.

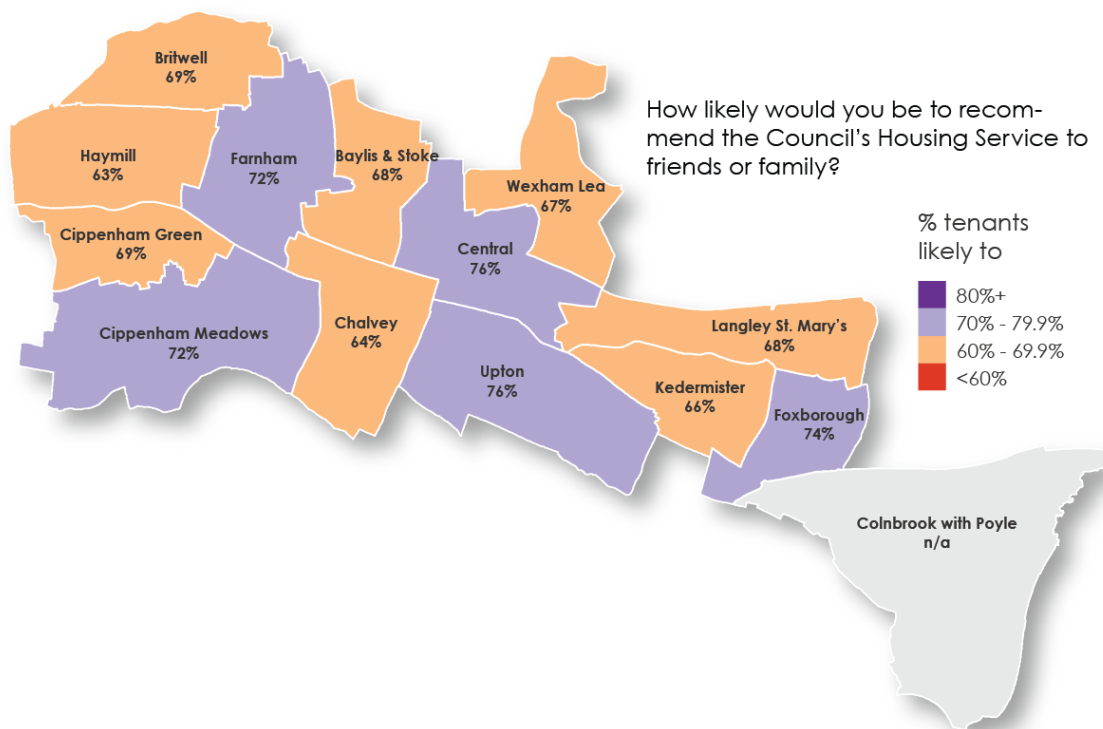


Figure 13

At ward level, figures are broadly clustered within the 65-75% range. The tenants most likely to recommend the Housing Service are found in Central and Foxborough wards; those least likely are in Haymill and Chalvey wards.

Finally in this section, we asked tenants whether they were aware of the Housing Service's Service Standards and Local Offers.

Overall, 39% of respondents said that they were aware. Figure 14 illustrates that awareness was broadly consistent across the borough.

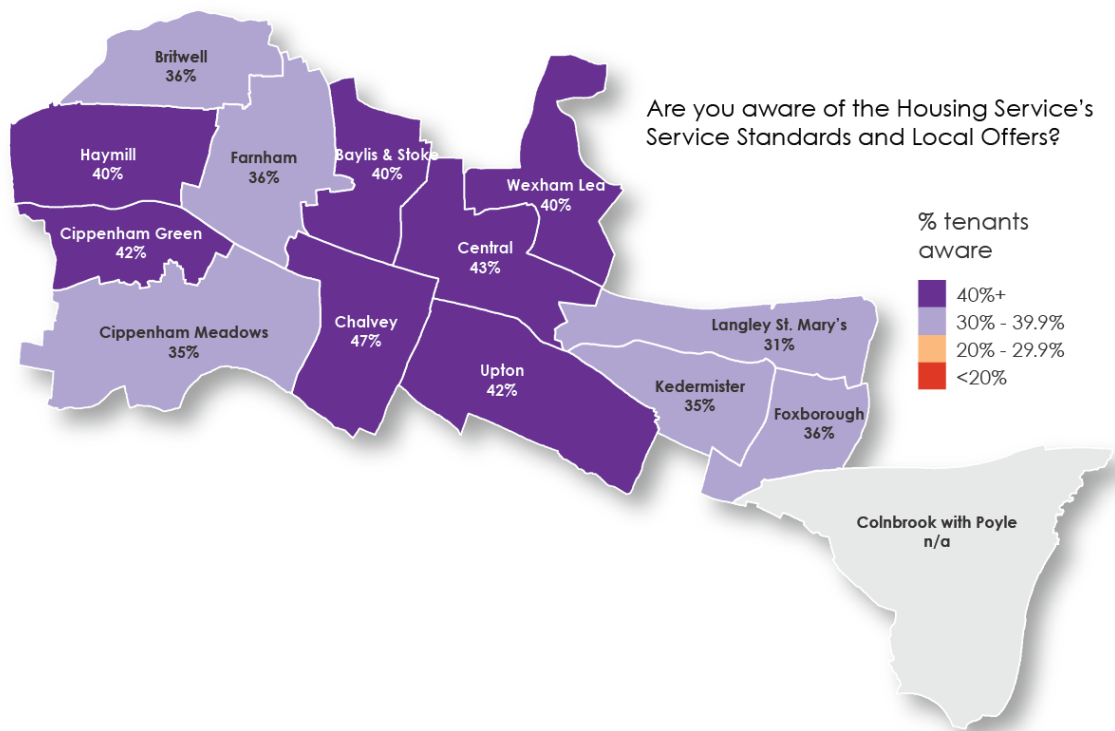


Figure 14

Dealing with Issues

The next section of the survey asked tenants for their satisfaction levels with regards to the way the Housing Service responds to specific issues.

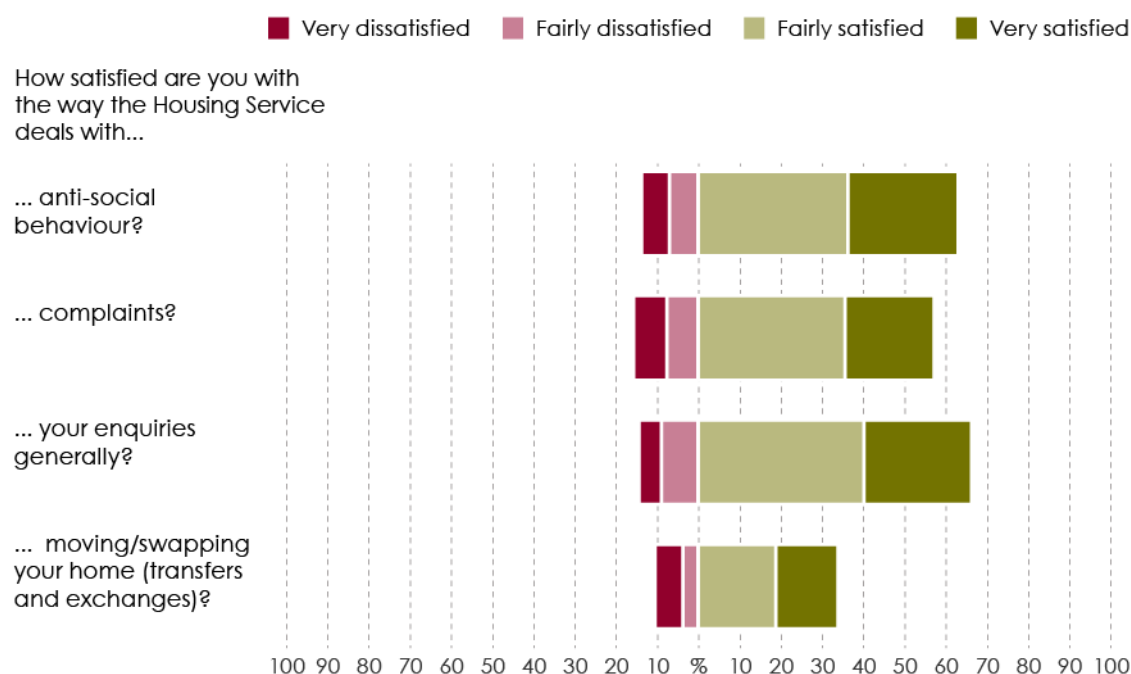


Figure 15

The main point emerging from this analysis is that satisfaction levels are relatively lower for the way the Service deals with home transfers and exchanges. Just one in three tenants (33%) reported satisfaction on this specific indicator, and only 15% were very satisfied. A relatively higher proportion of respondents said 'neither satisfied nor dissatisfied' for this question, so it may be the case that a relatively higher proportion of tenants have not had direct experience of this specific issue; the data does not allow us to know that.

There is little value in producing maps for all of these measures as views were broadly consistent. For example, all wards reported less than 40% satisfaction in terms of moving and swapping homes. However it is worth noting that satisfaction levels were lowest in Haymill Ward for three of the four measures.

% tenants satisfied with the way the Housing Service deals with...	Haymill Ward	Borough Average
... anti-social behaviour	53%	62%
... complaints	47%	56%
... general enquiries	57%	66%
... moving of swapping home	33%	33%

Satisfaction with Specific Issues

Tenants were then asked for their satisfaction levels in relation to a broad mix of specific themes and issues.

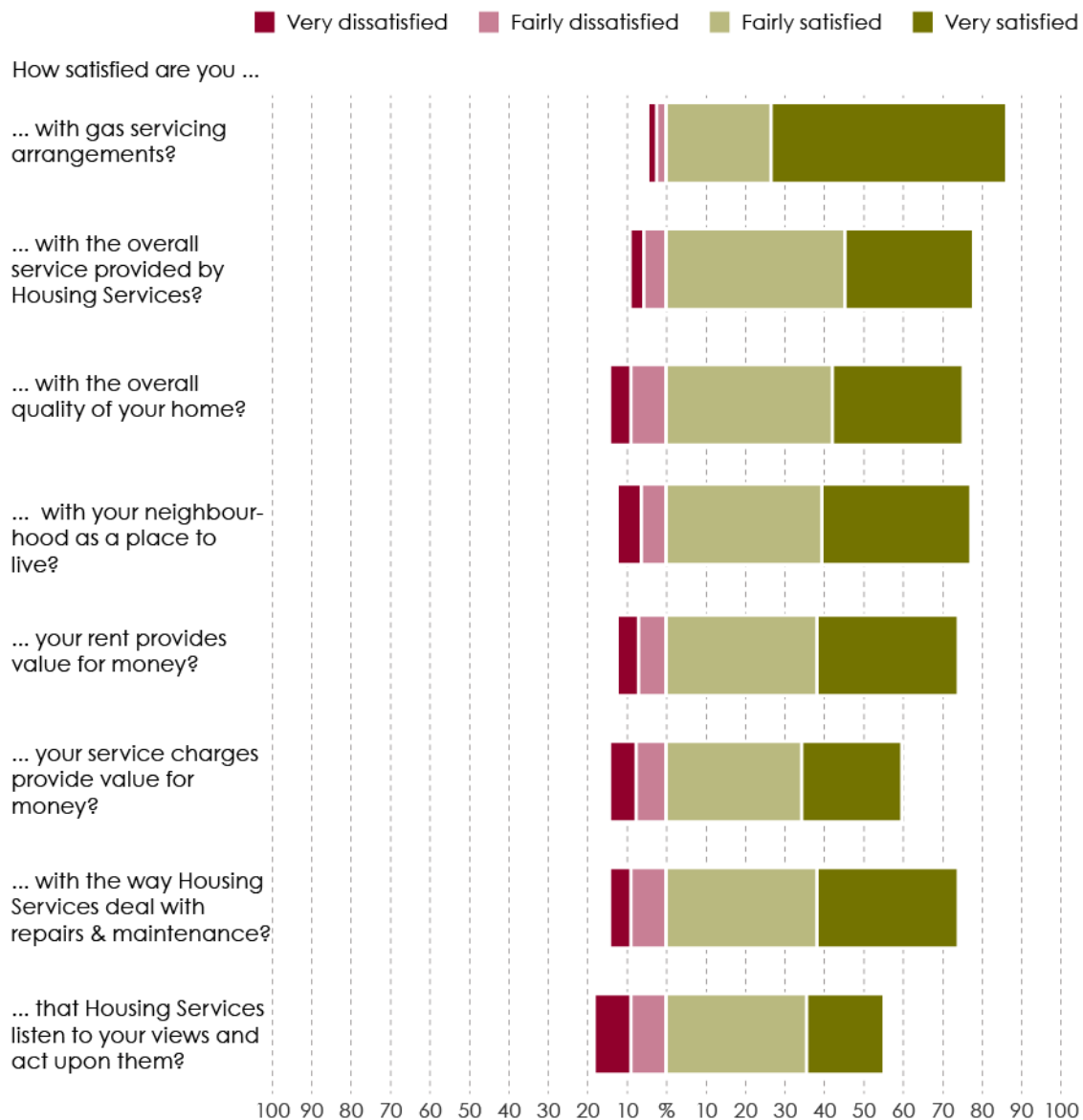


Figure 16

Satisfaction exceeds 70% for six of these eight issues, and is highest for satisfaction with gas servicing arrangements (86%).

The lowest levels of satisfaction relate to perceptions of the Housing Service listening to and acting upon tenants' views (55%) and whether service charges provide value for money (59%).

Rather than produce eight individual maps for these measures, Figure 17 provides a 'heat map' analysis to highlight particularly high or low levels of satisfaction at ward level.

	80%+	70% - 79.9%	60% - 69.9%	<60%				

	with gas servicing arrangements	with the service provided by Slough Borough Council	with the overall quality of your home	with your neighbourhood as a place to live	with your rent as value for money	with your service charges as value for money	with how the Council deals with repairs and maintenance	that the Council listens to your views and acts on them
Baylis and Stoke	89%	77%	74%	82%	77%	67%	76%	51%
Britwell	89%	79%	74%	71%	69%	56%	72%	52%
Central	83%	77%	76%	74%	72%	67%	78%	60%
Chalvey	81%	74%	60%	62%	72%	67%	70%	59%
Cippenham Green	92%	81%	80%	84%	79%	60%	81%	59%
Cippenham Meadows	83%	73%	74%	73%	71%	54%	69%	55%
Farnham	93%	79%	77%	79%	78%	63%	80%	60%
Foxborough	86%	84%	86%	76%	73%	56%	77%	59%
Haymill	88%	74%	74%	83%	69%	50%	71%	58%
Kedermister	84%	72%	68%	78%	62%	53%	64%	48%
Langley St. Mary's	75%	74%	75%	76%	74%	57%	67%	44%
Upton	79%	80%	76%	82%	77%	63%	73%	55%
Wexham Lea	87%	79%	80%	84%	79%	65%	74%	56%
Borough	86%	77%	75%	77%	73%	59%	73%	55%

Figure 17 (Colnbrook with Poyle excluded from analysis due to sample size)

Figure 17 demonstrates that there are some notable variations in satisfaction levels across the borough's wards on specific issues. A number of observations are listed below.

- The greatest variation in satisfaction is seen with the 'overall quality of your home' measure, with a gap of 26 percentage points between Foxborough (86%) and Chalvey (60%).
- The least variation is seen in the measure 'satisfaction with the services provided by Slough Housing Services'. Here, satisfaction ranged from 72% (Kedermister) up to 84% (Foxborough).
- Kedermister has the lowest average level of satisfaction across the eight measures combined, and only scores above the borough average on one measure (satisfaction with the neighbourhood as a place to live).
- Farnham and Wexham Lea both have the highest average satisfaction across these measures, at 76%. Average satisfaction is 75% in Foxborough.
- The lowest individual satisfaction score is seen in Langley St. Mary's, where just 44% of tenants are satisfied that the Council listens to their views and acts on them.

Priorities

Respondents were presented with a range of options for what the Housing Service could choose as priorities and were asked to pick their three personal choices. Figure 18 illustrates how preferences were distributed across the respective options.

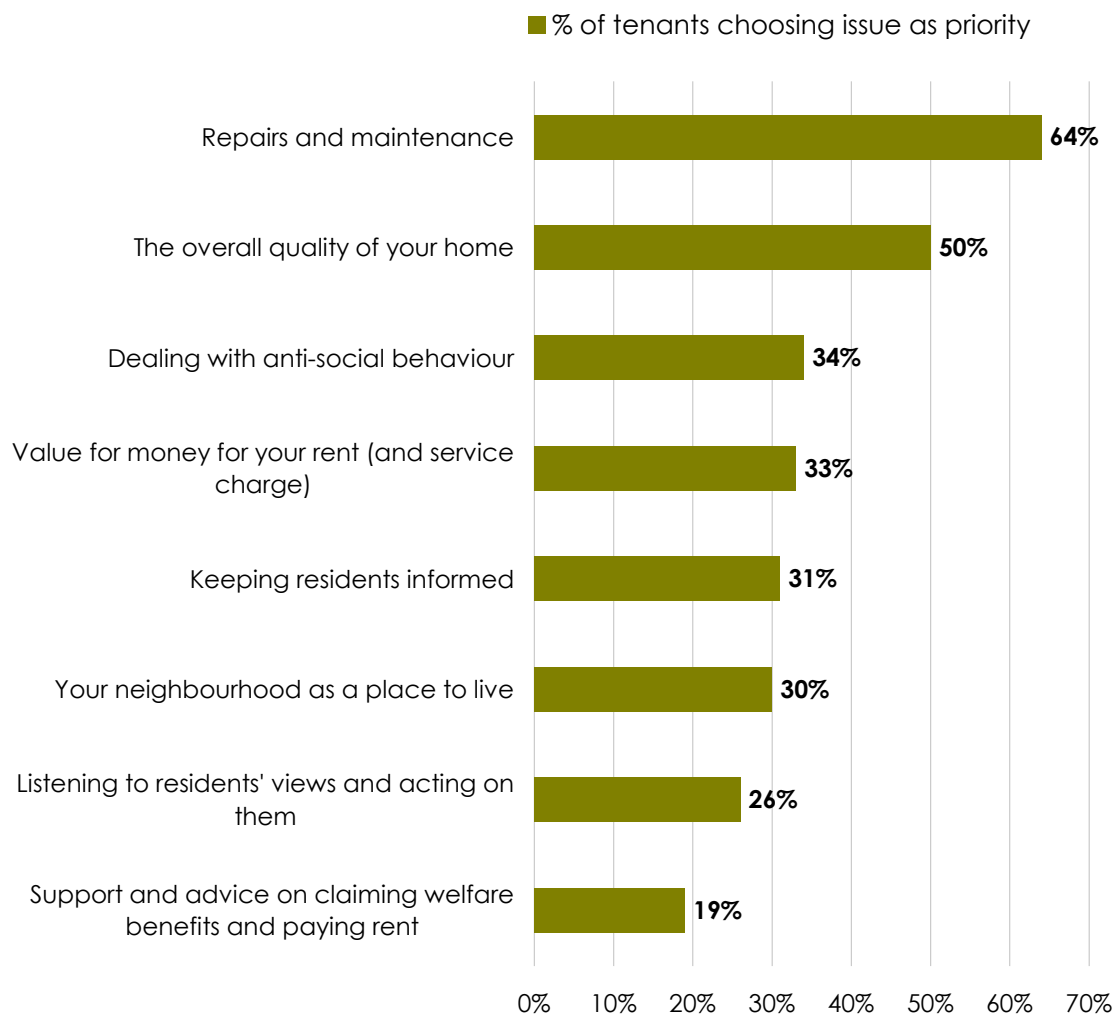


Figure 18

Nearly two thirds of tenants feel that one of the top three priorities should be repairs and maintenance of homes. Half feel the overall quality of homes should be a priority.

There is less support for the provision of advice on claiming benefits to be a priority, nor listening to tenants' views and acting upon them.

In a similar way to before, we have used a heat map to analyse these issues at a ward level. Figures present the percentage of tenants in each ward that chose an issue as one of their top three priorities. As a guide, if all options were chosen equally, each one would have a figure of 38%. We see that 'repairs and maintenance' features as the key priority in every single ward. Conversely, support relating to advice on benefits is not a priority for most residents in all wards.



	Keeping residents informed	The overall quality of your home	Listening to residents views and acting on them	Repairs and maintenance	Dealing with anti-social behaviour	Your neighbourhood as a place to live	Value for money for your rent (and service charge)	Support and advice on claiming welfare benefits and paying rent
Baylis and Stoke	32%	48%	31%	66%	35%	24%	27%	27%
Britwell	26%	50%	22%	61%	38%	32%	34%	20%
Central	39%	50%	27%	61%	32%	33%	26%	24%
Chalvey	34%	46%	23%	58%	50%	33%	22%	9%
Cippenham Green	35%	56%	28%	69%	30%	34%	39%	23%
Cippenham Meadows	30%	53%	28%	68%	34%	29%	33%	13%
Farnham	36%	56%	23%	69%	33%	23%	37%	14%
Foxborough	22%	50%	23%	62%	29%	31%	34%	18%
Haymill	31%	55%	24%	64%	31%	36%	26%	20%
Kedermister	23%	46%	27%	63%	37%	31%	44%	21%
Langley St. Mary's	31%	49%	32%	61%	33%	21%	47%	12%
Upton	34%	51%	24%	55%	27%	30%	32%	16%
Wexham Lea	36%	48%	24%	73%	29%	32%	29%	20%
Borough	31%	50%	26%	64%	34%	30%	33%	19%

Figure 19 (Colnbrook with Poyle excluded from analysis due to sample size)

Quality Standards

The next set of questions can be loosely grouped under the heading of 'quality standards'. Residents are asked whether they agree with a series of statements relating to the level of service they receive from Slough Housing Services.

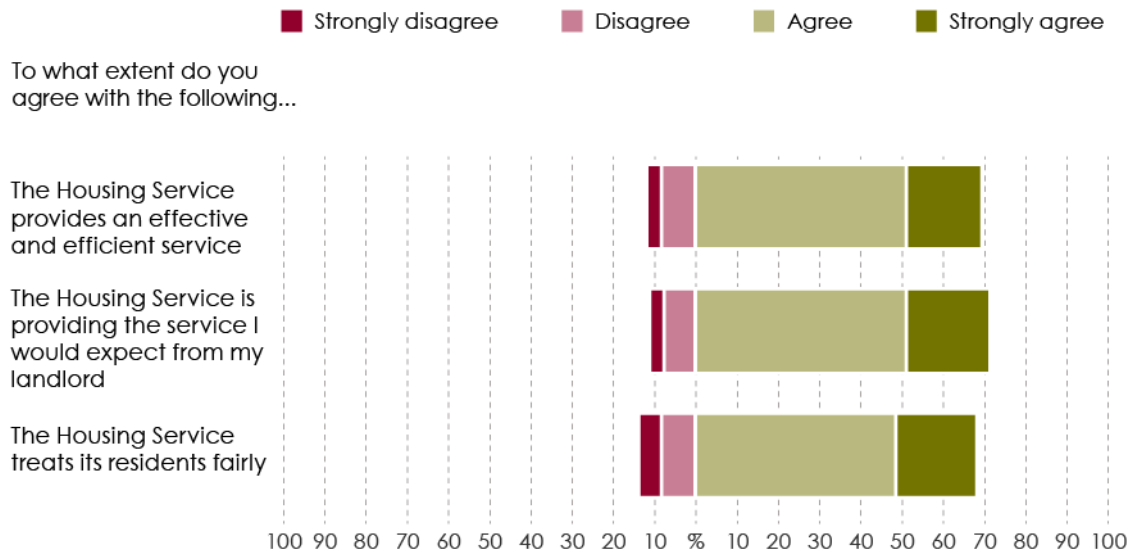


Figure 20

We see that the results are encouraging, with around 70% of respondents agreeing with the various quality statements. The highest level of disagreement relates to treating residents fairly, and even here the figure is only 12%.

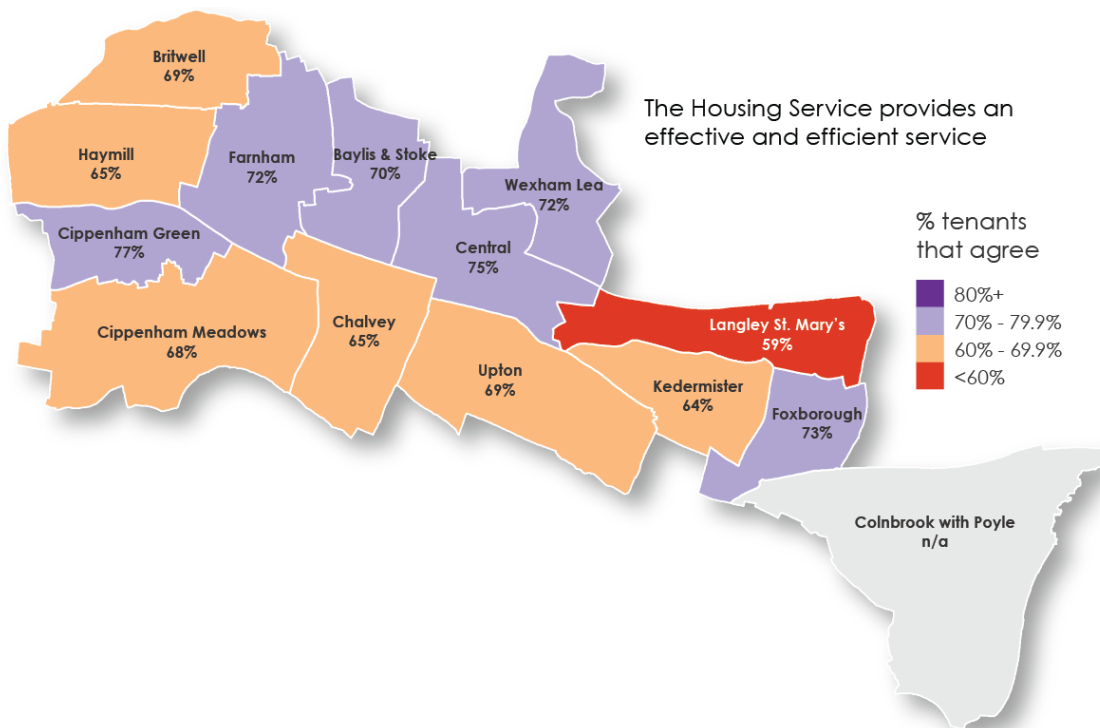


Figure 21a

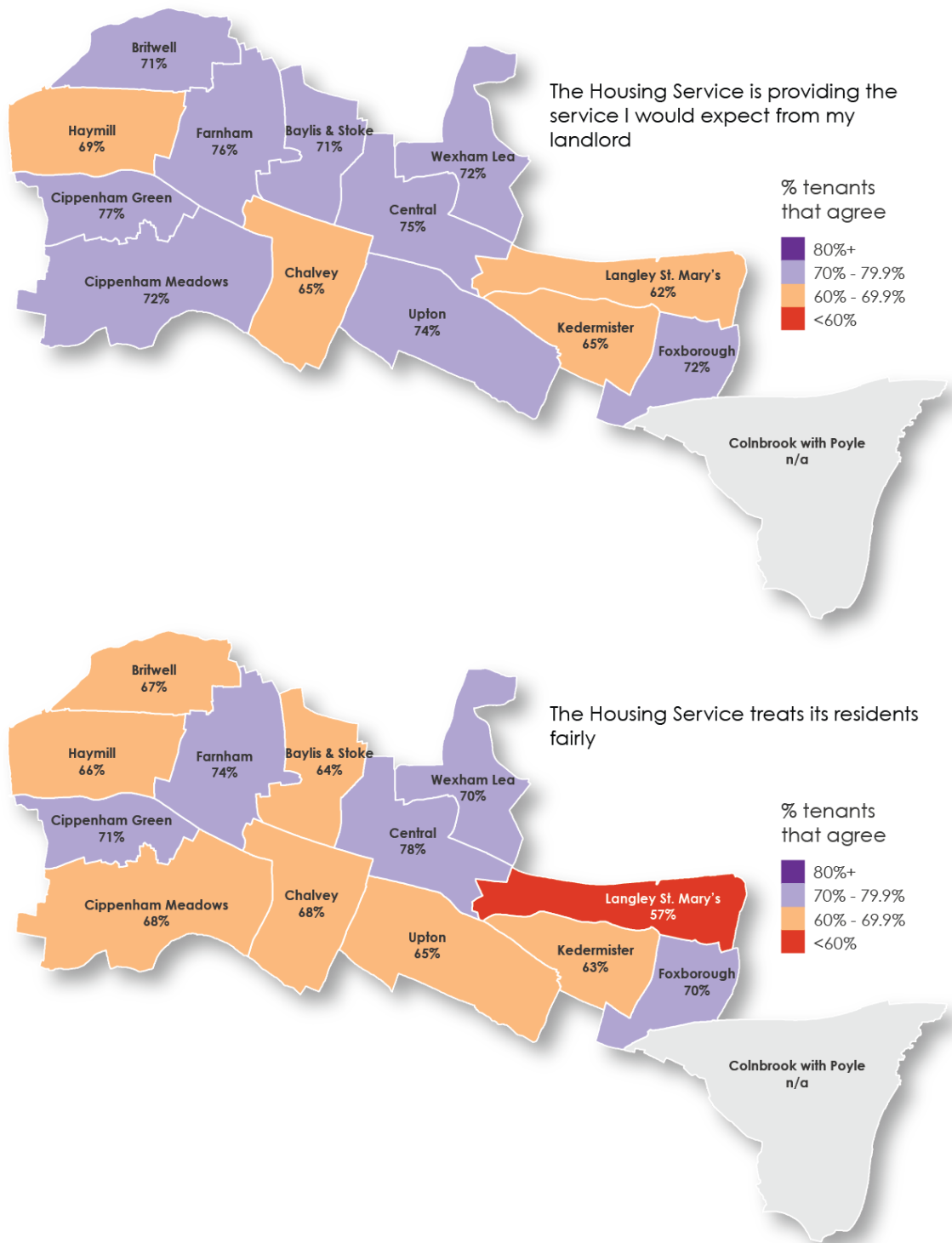


Figure 21b

It is notable that Langley St. Mary's ward features as the lowest scoring part of the borough in all three measures in this section.

Also, we see that no individual wards manage in excess of 80% agreement on any of the indicators. There is improvement to be made in all parts of the borough.

Reputation and Trust

Tenants were asked a set of questions relating to the 'brand' associated with the Housing Service, and specifically whether they agreed with a number of statements.

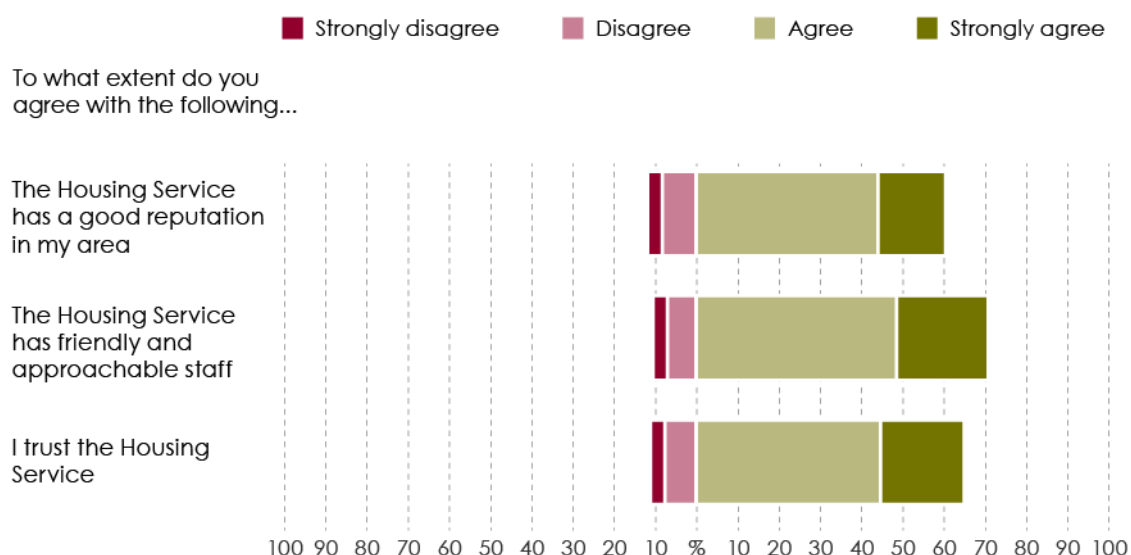


Figure 22

Again, views are generally on the positive side, with at least 60% of tenants responding favourably on these issues. In particular, we see that 70% of respondents believe the Housing Service has friendly and approachable staff. Levels of disagreement are low across all three measures.

There are relatively few notable variations at ward level on these indicators. Langley St. Mary's appears again as a potential area of concern. This is the only ward where the percentage that said the Housing Service has a good reputation in their local area fell below 50% (it was 46%). In contrast, Farnham and Upton both achieved 69% on this measure.

Kedermister attained a relatively low 61% agreement on the measure relating to the friendliness of Housing Service staff; the lowest by seven percentage points. Kedermister was also the only ward to achieve less than 60% on the final measure, relating to trusting the Housing Service. This ward appears consistently across many of the indicators as a lower performing area.

Contacting the Housing Service

This next section of the survey asked a series of questions relating to tenants' experiences when contacting the Housing Service. Some of the questions relate to a subset of respondents, based on their previous answers, and the sample sizes are provided where appropriate.

Overall, 59% of respondents stated that they had contacted the Housing Service in the last twelve months with a query other than to pay rent or service charges. Ward level rates ranged between 50% (Upton) and 63% (Wexham Lea). These respondents (1,024) were then asked questions relating to their experiences.

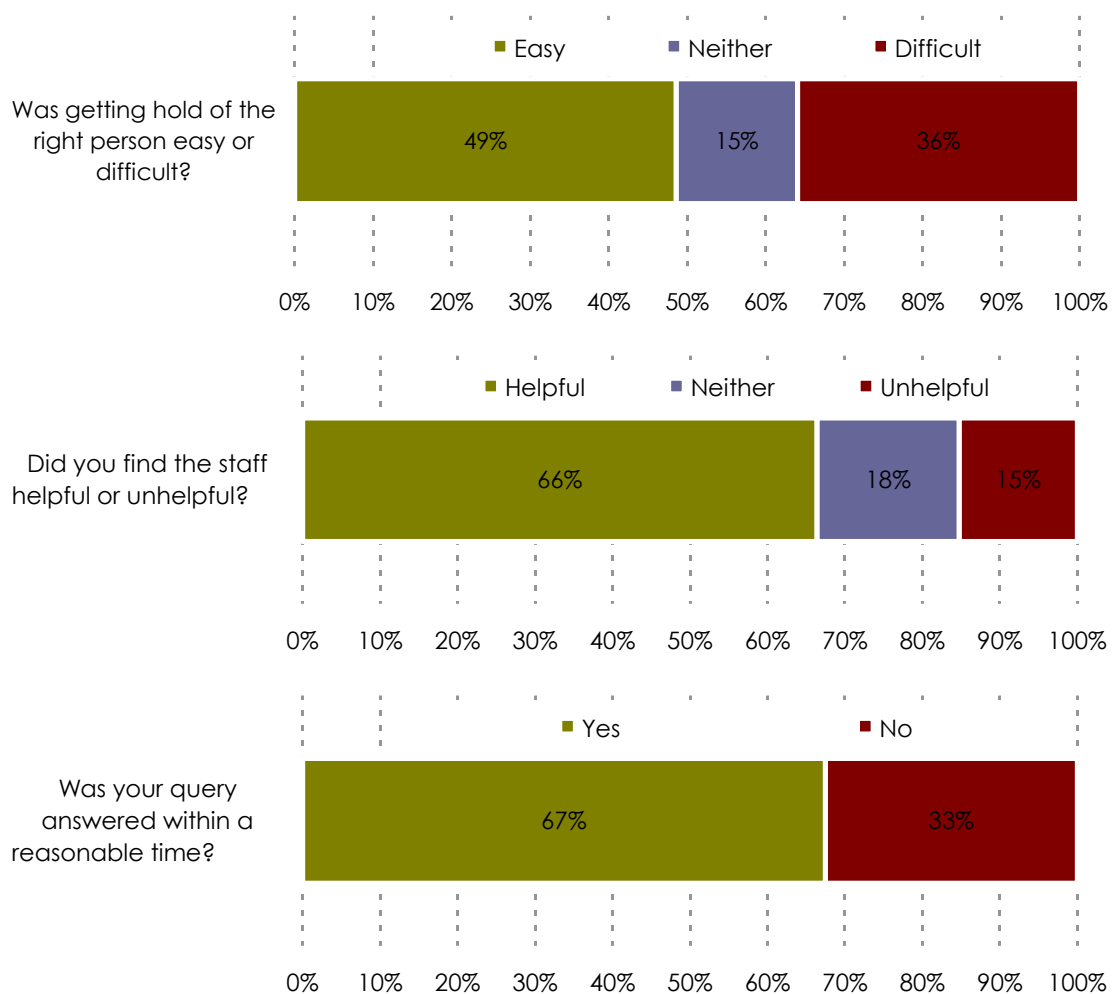


Figure 23

Just less than half of respondents found it easy to get hold of the right person. Two thirds found the staff helpful and a similar proportion felt their query was answered within a reasonable time.

All 1,749 respondents were then asked customer experience questions relating to contact they had made with the Housing Service for any reason during the past twelve months. Of these, 174 did not provide an answer, presumably because in most cases they had not made contact with the service. Therefore, the following analysis relates to a subset of 1,575 tenants.

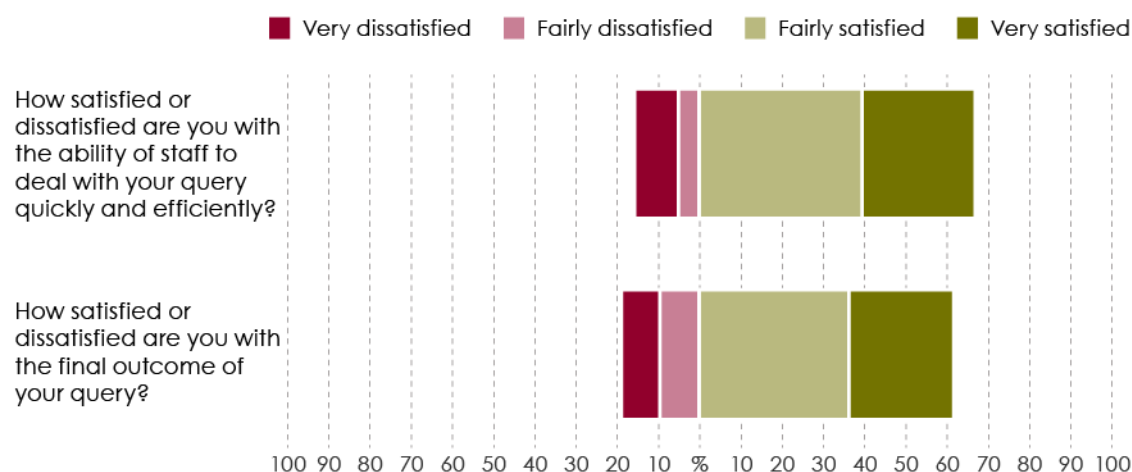


Figure 24

Across all tenants, the analysis illustrates that two in three were satisfied with the ability of staff to deal with their enquiry quickly and efficiently. Most of these, 39%, were fairly satisfied.

A slightly smaller proportion, 61%, was satisfied with the final outcome of their query. We also see that nearly one in five (18%) were dissatisfied with the outcome of their query.

Tenants were then asked whether they had access to the internet at home. Overall, 44% said that they did (although a further 6% did not answer the question).

Figure 25 presents the comparable figures at ward level.

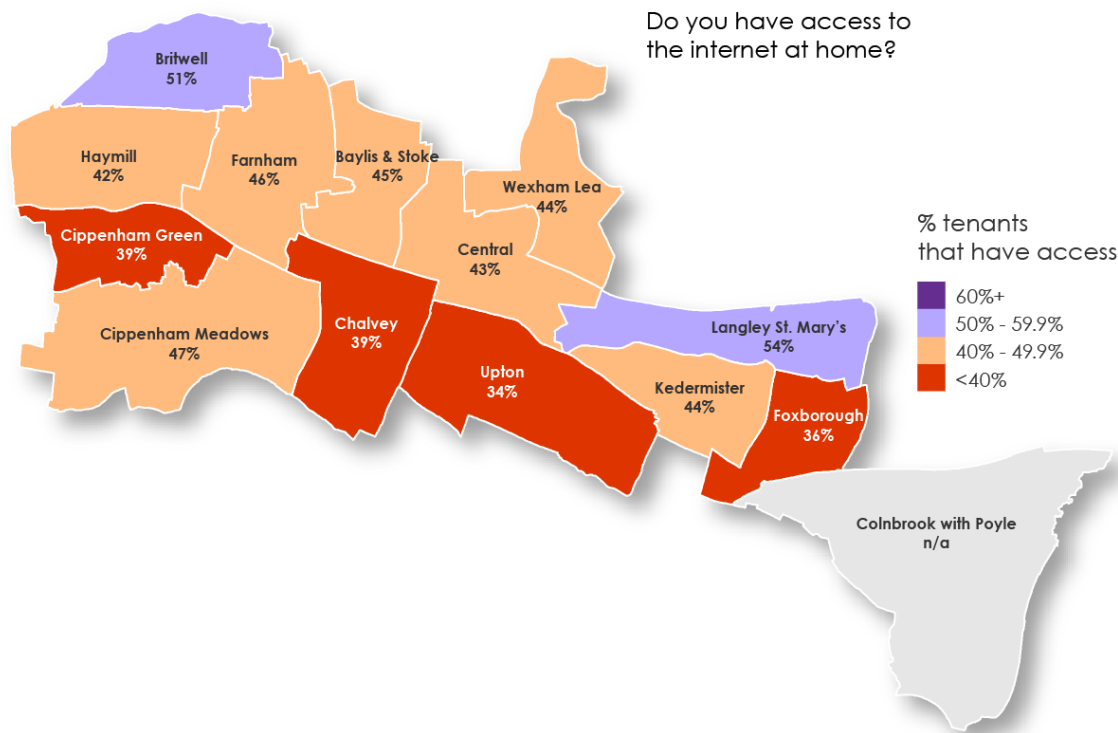


Figure 25

No wards reported an internet access rate in excess of 60%, although two (Britwell and Langley St. Mary's) both had the majority of respondents stating that they do have access.

The lowest rates were found in Upton (34%) and Foxborough (36%).

Channel Preferences

Slough Housing Service was interested in understanding which communication channels were more or less favoured by tenants, both in terms of receiving information and getting in touch with the service. Respondents were asked to choose which channels from they would be receptive towards from a list.

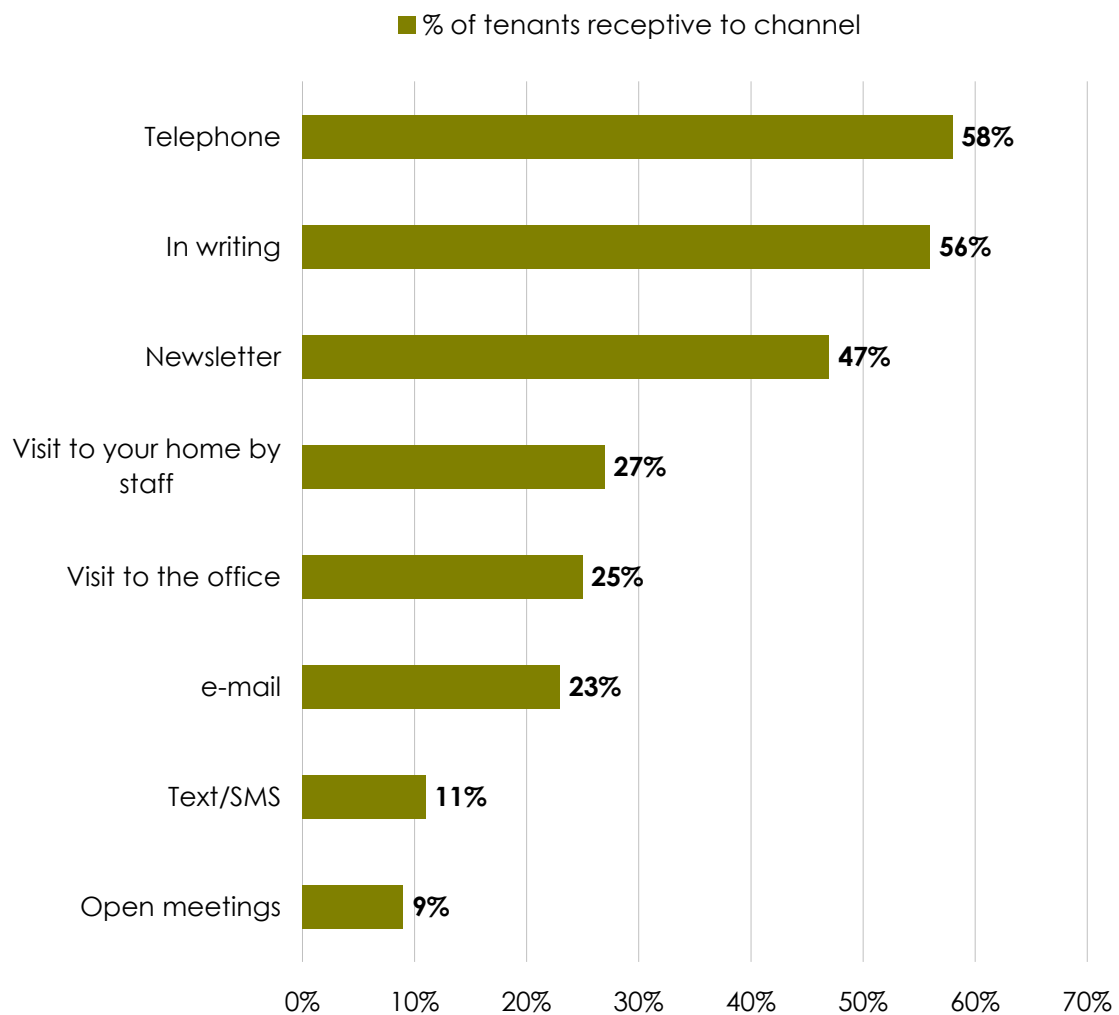


Figure 26

There are three channels which are clearly more favoured than the others. The majority of respondents said that they were happy to use the telephone to communicate with the Housing Service, and in writing. This analysis highlights the value in retaining use of 'traditional' methods of communication, despite the growing interest in more modern technologies. Six in ten respondents (60%) said they were satisfied with the cost of contacting the service by telephone.

Nearly half were receptive to the use of newsletters to receive information from the service. Other channels were less popular.

Advice and Support

One of the ways the Housing Service offers support to tenants is through the provision of advice on issues such as welfare benefits and financial management. Respondents were asked how satisfied they were with this aspect of the service.

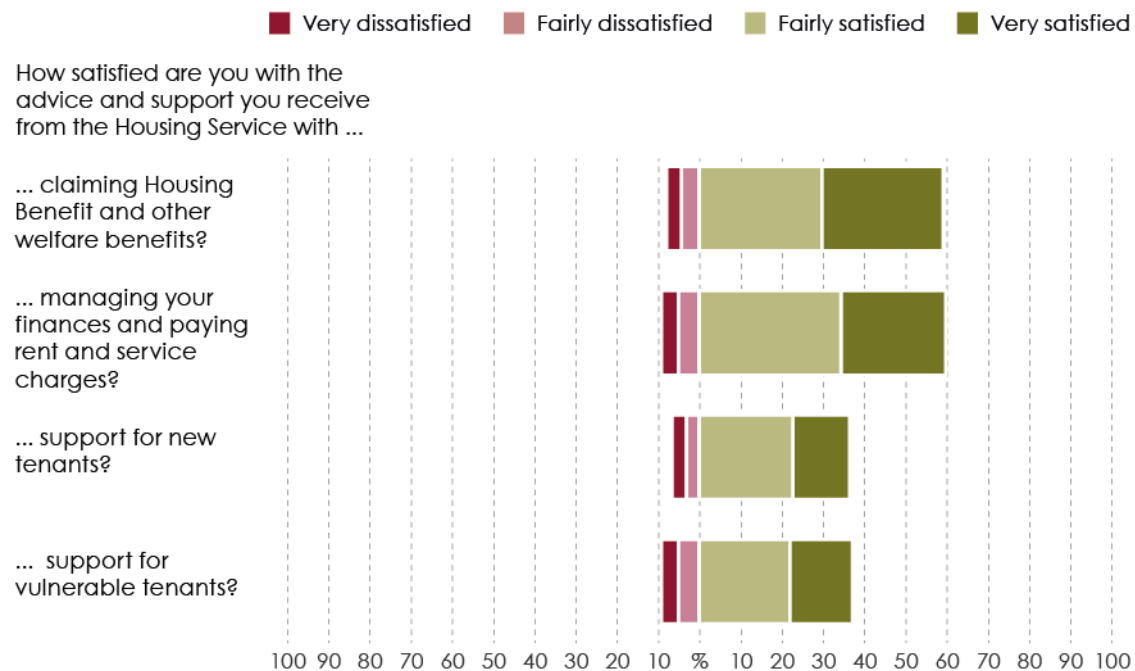


Figure 27

Around six in every ten tenants are satisfied with the provision of support around benefits advice and managing personal finances. Satisfaction is less strong in terms of the way the Housing Service provides support to new or vulnerable tenants, with both below 40%. Although specific dissatisfaction is still low in these aspects, these might be areas for further development.

There is little variation among the wards on these issues. Exceptions include:

- Kedermister and Langley St. Mary's are the only two wards where satisfaction with advice on benefit claims falls below 50%.
- Just 49% of tenants in Kedermister are satisfied with the provision of support on managing finances; this is a full seven percentage points lower than any other ward and significantly lower than the 70% reported in Farnham.
- Only two wards reached 40% satisfaction in terms of support for new tenants (Baylis & Stoke, 40%, and Cippenham Green, 42%). No individual ward dropped below 30% satisfaction on this measure.
- Kedermister and Langley St. Mary's are again the two wards with notably lower satisfaction levels with support to vulnerable tenants. Both are below 30%, whereas satisfaction in Cippenham Green is considerably higher at 46%.

Complaints

Just more than half of tenants (52%) are aware that the Housing Service has a formal complaints procedure. Fifteen percent of respondents said that they had made a complaint to the service during the past twelve months, and these next questions relate to the experiences of those 269 tenants. This reduced sample size means we are unable to produce robust ward-level analysis on these questions.

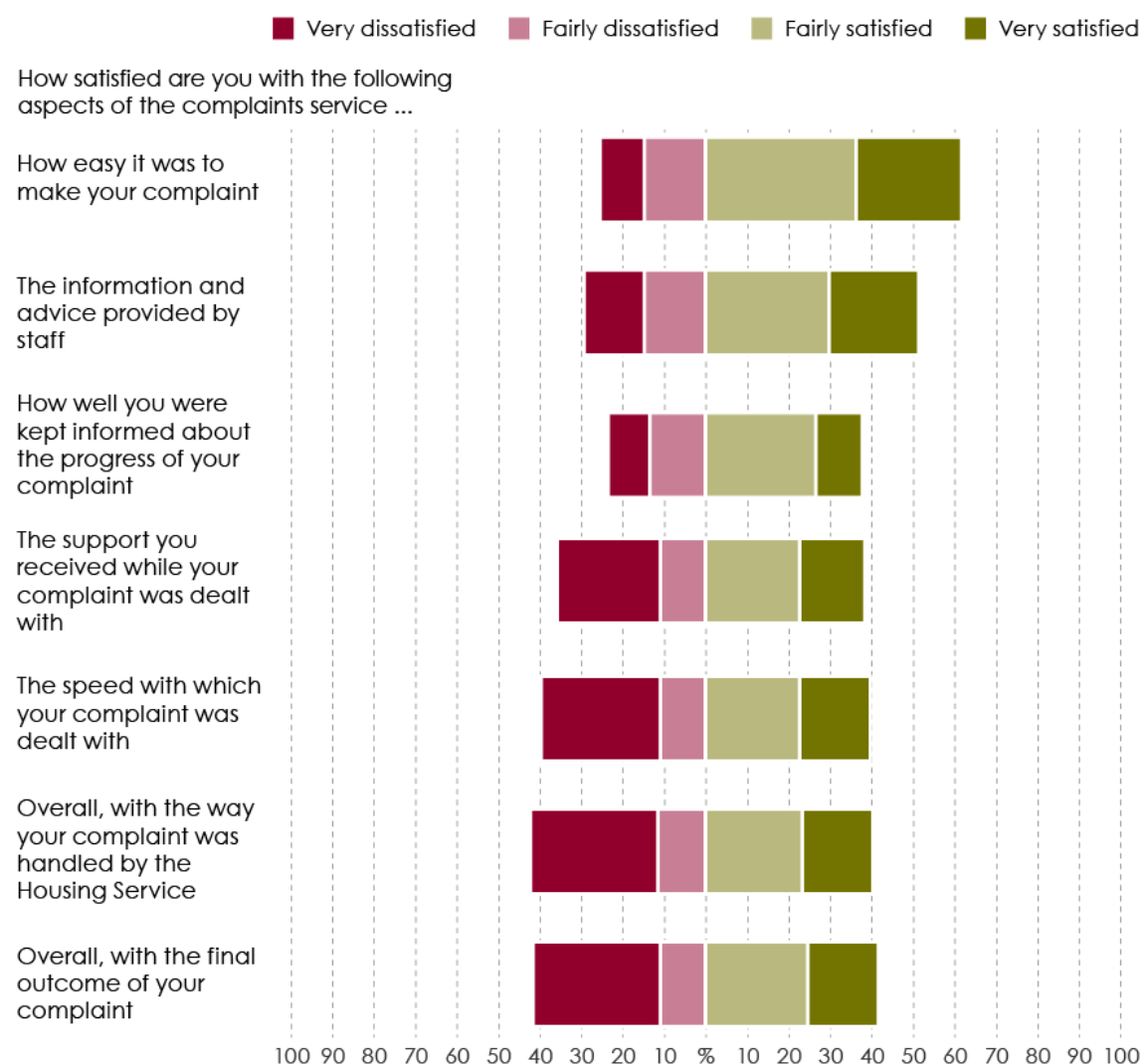


Figure 28

Given the nature of the topic, it is not surprising that we see higher levels of dissatisfaction for these questions. For example, there is a similar percentage of dissatisfied as satisfied tenants (c40%) with regard to overall outcomes, the way the complaint was handled and the speed with which the issue was dealt with.

It is important to set reasonable expectations in terms of what levels of satisfaction can be attained on these measures. Despite that, the service will be keen to see the number of satisfied customers outweigh those that are dissatisfied.

Around two in three tenants would be willing to make a complaint in the future.

Repairs

The next section considers tenants' experiences in relation to repairs and maintenance on their home. Nearly six in ten respondents (58%) said that they'd had repairs to their home in the last twelve months, and the next set of figures relate to those 1,019 tenants.

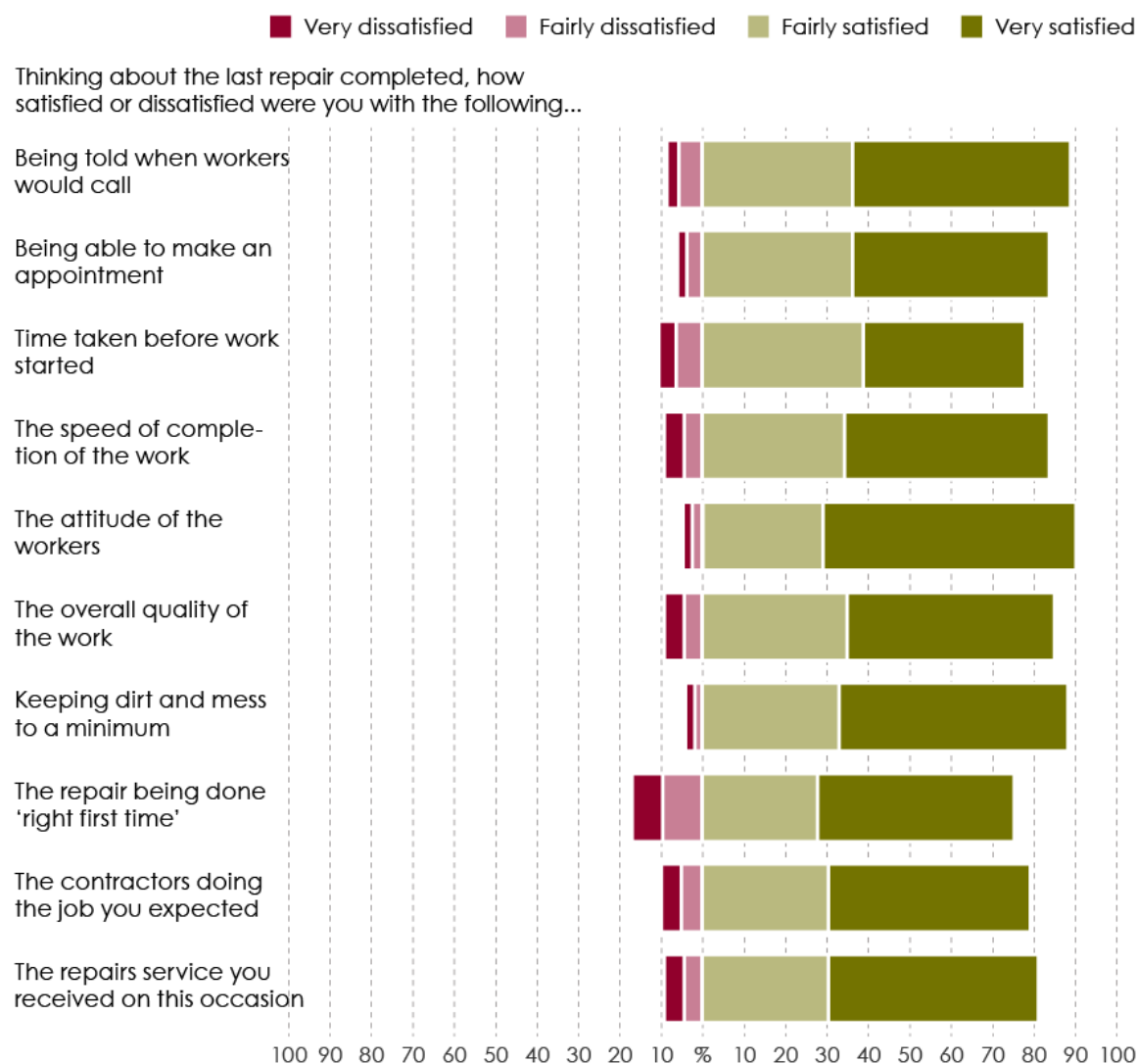


Figure 29

There are generally high levels of satisfaction across these measures, with all having in excess of 70% satisfied tenants. The highest level of dissatisfaction relates to the repair being done the 'right first time', with 17% dissatisfaction.

Figure 30 provides ward level analysis for those measures where there was the greatest variation among wards, to highlight any specific differences in tenant perception across the borough.

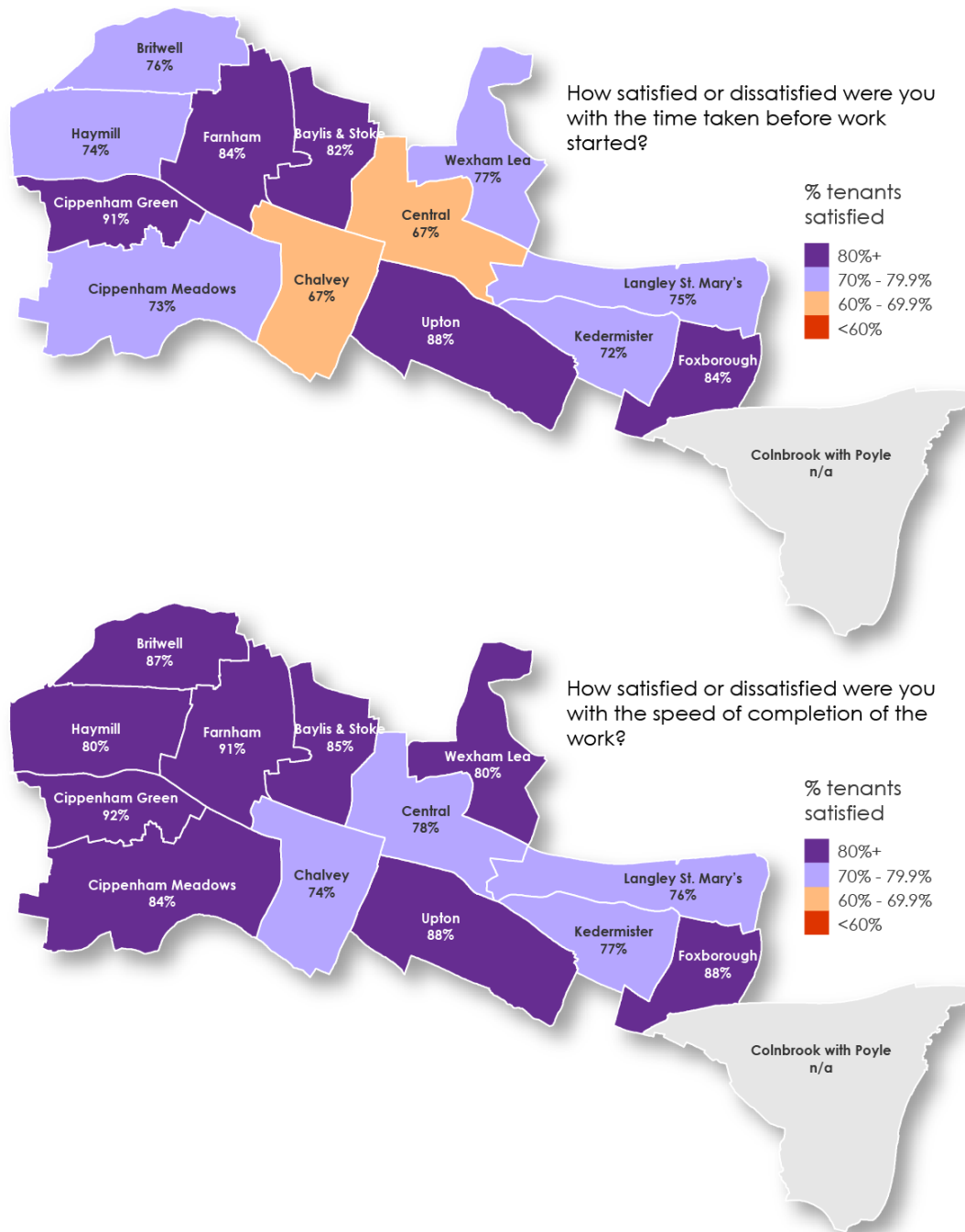


Figure 30

Although the scale of variation was still relatively small, the two issues where satisfaction did range both relate to the speed with which repairs are undertaken. Satisfaction with the time taken before work is started ranged from 67% up to 91%. Similarly, satisfaction with the speed of work being completed ranged between 74% and 92%.

Respondents reported that the contractor showed proof of identity on 91% of occasions. We also see that appointments were kept on 96% of occasions.

Returning to all 1,749 respondents, 83% of tenants would like to opportunity to choose the date and time of any agreed repair work in the future.

Personalising Interactions

When asked whether they were satisfied with the last communication they had with the Housing Service, the data illustrates that just more than two thirds (69%) were satisfied.

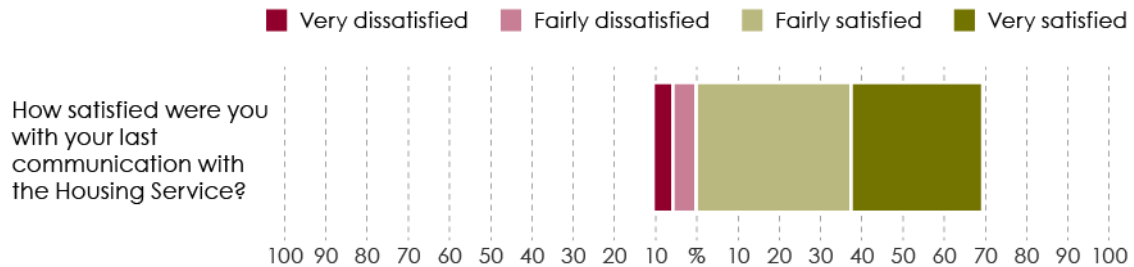


Figure 31

There are some notable variations across the borough on this indicator. Just 57% of respondents from Cippenham Meadows were satisfied, and 58% in Langley St. Mary's, compared with 79% in Britwell ward.

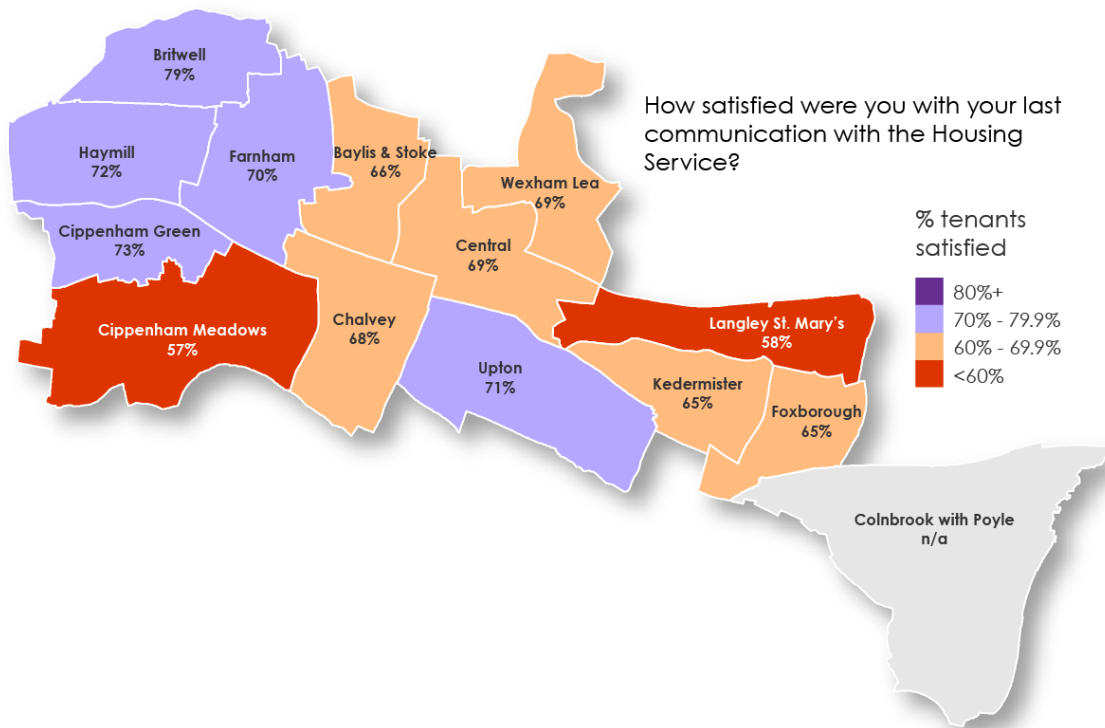


Figure 32

Nearly two thirds of tenants (66%) feel that they are the focus of the service's attention when they make contact. This might be an area for improvement; levels drop below 60% in a number of wards.

Just more than one in three respondents (34%) felt that they would know who to contact if they needed additional services to help them continue to live independently (such as a floating support service or an alarm system).

Less than half (49%) feel that, since the removal of supported housing, they now receive adequate support from the present service. Figures do not range significantly at ward level, with only two reaching 60% (Cippenham Green and Farnham wards).

Getting Involved

The final questions asked respondents for information on if and how they would like to get more involved in having a say about the housing services provided by Slough Council. The section is divided into two parts, whether tenants are willing to contribute in a less intensive way ('armchair involvement') and whether they are keen to be more actively involved.

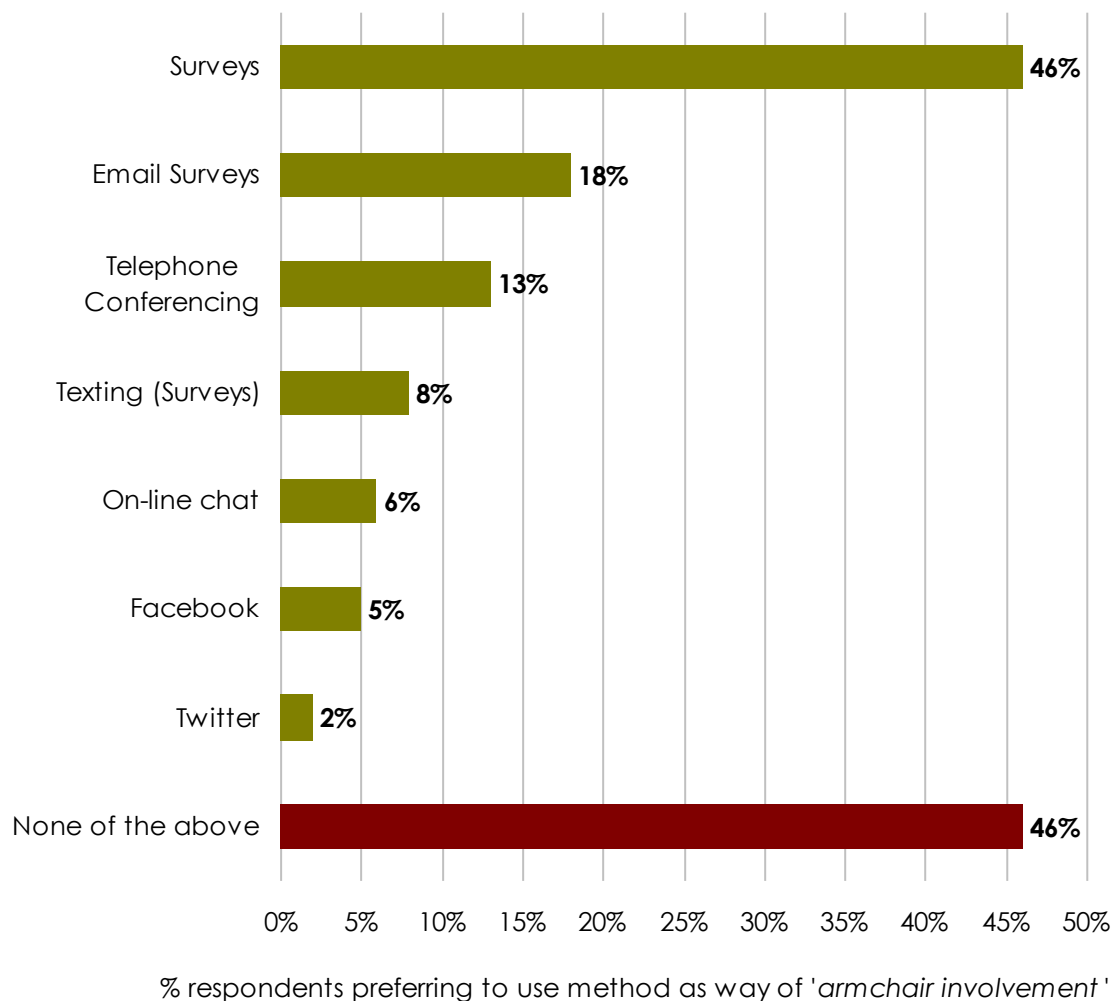


Figure 33

The only channel with any real support is surveys (presumably paper-based as email surveys are provided as a separate option). Just less than one half of respondents (46%) said they would choose this method as a way of getting more involved. It is interesting that an identical proportion said that they would choose any of the options provided.

There appears to be relatively little interest in social media such as Facebook and Twitter.

Figure 34 considers interest in the more active forms of involvement.

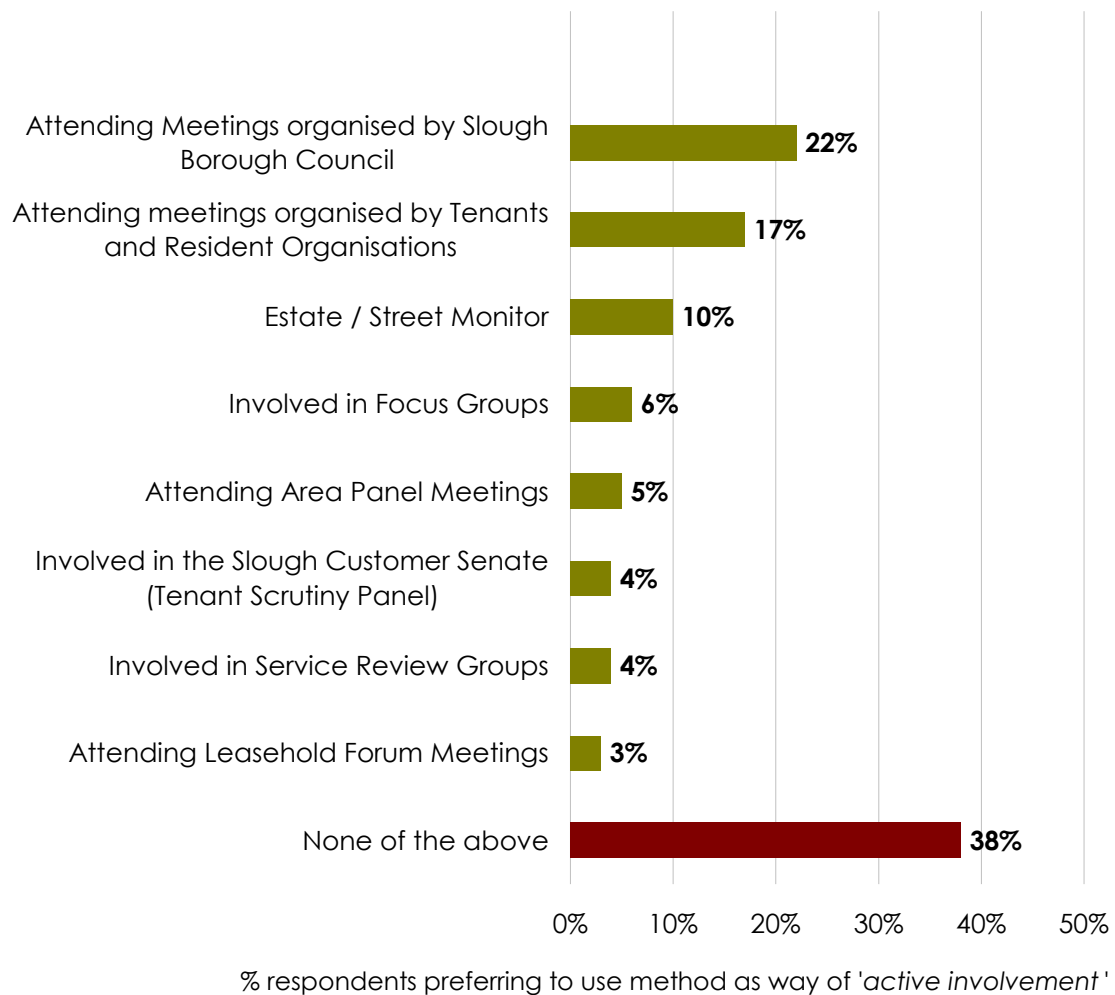


Figure 34

Perhaps not surprisingly, there is less interest in getting involved in more active ways. The most frequent choice here was 'none of the above'. The only areas where there did seem to be some interest were attending Council-organised meetings and tenant-organised meetings.

Some of these figures need to be seen in context; although only 6% said they would be interested in participating in focus groups, this actually relates to 98 respondents, more than enough needed to run such events.

Respondents were also provided with the opportunity to state other forms of getting involved that were of interest to them. Ideas that were mentioned included a 'fun day' organised by the Council and more visits from staff/housing officers. Several residents referred to receiving information via letter, although this did not seem to be in the spirit of the question, which is concerned with how residents themselves can more have say in the way the service operates.

Figure 35 presents the same information at ward level.

40%+ 20% - 39.9% 10% - 19.9% <10%

	Surveys	Telephone Conferencing	Email Surveys	Texting	On-line chat	Twitter	Facebook	None of the above
Baylis and Stoke	51%	12%	12%	5%	4%	3%	3%	45%
Britwell	51%	16%	21%	10%	6%	3%	6%	41%
Central	42%	15%	19%	8%	6%	2%	5%	42%
Chalvey	40%	16%	16%	11%	4%	1%	4%	37%
Cippenham Green	50%	12%	16%	5%	4%	3%	4%	54%
Cippenham Meadows	44%	7%	23%	13%	7%	1%	6%	44%
Farnham	49%	8%	21%	8%	6%	4%	6%	52%
Foxborough	51%	9%	12%	5%	4%	0%	4%	50%
Haymill	39%	18%	19%	10%	8%	3%	8%	50%
Kedermister	50%	21%	20%	12%	8%	3%	4%	42%
Langley St. Mary's	38%	7%	24%	7%	5%	0%	5%	46%
Upton	32%	11%	8%	2%	2%	1%	2%	45%
Wexham Lea	44%	10%	17%	5%	6%	1%	5%	48%
Borough	46%	13%	18%	8%	6%	2%	5%	46%

Figure 35a - Armchair (Colnbrook with Poyle excluded from analysis due to sample size)

First, looking at the more passive forms of involvement, we see that for some wards 'none of the above' is the most popular response, while for others it is 'surveys'. The lack of interest in social media is consistent across the borough, with no individual wards reporting more than 8% (Facebook) or 4% (Twitter).



	Attending meetings organised by the Council	Attending meetings organised by tenants / residents organisations	Focus groups	Attending Leasehold Forum meetings	Estate / Street Monitor	Attending Area Panel meetings	Involved in service review groups	Involved in Slough Customer Senate	None of the above
Baylis and Stoke	19%	14%	5%	1%	9%	5%	1%	3%	34%
Britwell	26%	16%	5%	2%	9%	6%	4%	5%	33%
Central	28%	24%	6%	6%	8%	9%	5%	5%	41%
Chalvey	32%	18%	6%	4%	8%	6%	7%	2%	34%
Cippenham Green	20%	15%	6%	4%	8%	5%	5%	6%	35%
Cippenham Meadows	23%	18%	3%	6%	10%	5%	4%	6%	30%
Farnham	16%	12%	3%	6%	10%	4%	3%	5%	45%
Foxborough	18%	14%	4%	2%	6%	8%	4%	4%	38%
Haymill	17%	15%	8%	6%	12%	5%	6%	6%	43%
Kedermister	26%	18%	8%	3%	12%	6%	4%	3%	38%
Langley St. Mary's	21%	16%	7%	1%	13%	4%	7%	6%	44%
Upton	15%	19%	6%	0%	12%	2%	1%	3%	44%
Wexham Lea	21%	18%	5%	1%	8%	6%	4%	5%	38%
Borough	22%	17%	6%	3%	10%	5%	4%	4%	38%

Figure 35b - Active (Colnbrook with Poyle excluded from analysis due to sample size)

We see more dark orange in Figure 35b, indicating the relatively lower levels of interest in these more active forms of engagement. Figures rarely exceed 10%, although all wards reported more than this level for both meetings organised by the Council and meetings organised by tenants / residents associations.

Appendix

Colnbrook and Poyle: A Resume of Findings

Due to the low number of residents in Colnbrook and Poyle that are tenants it is not possible to reliably analyse the 5 responses received. As such a brief resume of findings is included to ensure the responses are represented fully.

Profile of respondents

Age & Sex	Male	Female	Overall
18 - 29	1		1
30 - 49		1	1
50 - 69		3	3

Ethnicity	Count
White British	3
Asian or Asian British	1
Not recorded	1

Religion	Count
Christian	2
Hindu	1
No religion	2

Limiting Long Term Illness	Count
Yes – limited a lot	2
Yes – limited a little	1
No	1

Sexuality	Count
Heterosexual/Straight	5

Of the five responses three were from Colnbrook, two were filled out online.

All respondents who answered the following questions were either very satisfied or fairly satisfied with:

- maintenance of your home?
- gives you the opportunity to make your views known
- being kept informed about things that might affect you as a resident
- treats you fairly

- anti-social behaviour
- complaints
- enquires generally
- and are likely to recommend Council's Housing Service to family or friends
- the service provided by Slough Borough Council
- the overall quality of your home
- your neighbourhood as a place to live
- your rent as value for money
- how the Council deals with repairs and maintenance
- that the Council listens to your views and acts on them

Three of the five were fairly satisfied with Moving or swapping your home (transfers and exchanges), with the other two responding as being neither satisfied nor dissatisfied.

Four tenants knew about the Service Standards, and only two were fairly satisfied with gas servicing arrangements with the other three being neither satisfied nor dissatisfied.

Three tenants were either very or fairly satisfied with their service charges as value for money, with the remaining two being neither satisfied nor dissatisfied.

Three respondents considered the following a priority:

- listening to residents' views and acting on them
- repairs and maintenance
- dealing with anti-social behaviour
- value for money for your rent (and service charge).

Only two respondents considered Keeping residents informed a priority.

No one prioritised:

- the overall quality of your home
- your neighbourhood as a place to live,
- support and advice on claiming welfare benefits and paying rent

All respondents either agreed or strongly agreed with the following statements:

- the Housing Service provides an effective and efficient service.
- the Housing Service is providing the service I would expect from my landlord
- the Housing Service treats its residents fairly

- the Housing Service has a good reputation in my area
- the Housing Service has friendly and approachable staff
- I trust the Housing Service

Four respondents had contacted the Housing Service in the last 12 months with a query other than to pay rent or service charges. Of those four, three found getting hold of the right person easy, and staff to be helpful with their query answered within a reasonable time.

With regards to other reasons for contacting the Housing Service all five had been in contact. Three were very or fairly satisfied with the ability of staff to deal with their query quickly and efficiently and the final outcome of their query. One being neither nor for both questions and one was dissatisfied for both questions.

Two have internet access and would use email to contact the Housing Service. Four would telephone and write. Two would choose to visit the offices and read the newsletter. Only one respondent would contact the Housing Service by Text/SMS. One would also choose for staff to visit their home or attend open meetings plus all other ways to contact the service except Text/SMS.

Four out of five were satisfied with the cost of contacting the Housing Service by telephone.

Everyone was either fairly or very satisfied with advice and support about rent and income, except one who answered neither question, nor for claiming Housing Benefit and other welfare benefits, support for new tenants and support for vulnerable tenants.

Only two are aware of the complaints procedure and two made a complaint in the last twelve months. Both of these were fairly satisfied with all the services received and overall. One was very willing to complain in the future and the other answered neither nor for this question.

Two have had repairs in the last year and again were fairly satisfied with all the services received and overall. Both were shown ID and their appointments were kept. Everyone would also like the opportunity to choose the date and time of repair appointments in future.

All five were either fairly or very satisfied with their last communication with the housing service, but only three felt they were the focus of the staffs' attention.

Three knew who to contact for additional support and all felt they get adequate support now.

Four said they were happy to take part in surveys but did not specify what type of survey with two saying that they would attend meetings organised by Slough Borough Council.