

Annual Tenant and Leaseholder Satisfaction Survey - Report

- Prepared for Slough Borough Council
October 17th 2014





Introduction

- Plus Four Market Research Limited was invited by Slough Borough Council to undertake a satisfaction survey amongst their Tenants and Leaseholders
- Following detailed discussion a questionnaire was agreed with the Council, varying in a few places to recognise the differences between Tenants and Leaseholders
- The project has been managed and reported upon by Peter C. Allan, Managing Director of Plus Four Market Research Limited. He is a Full Member of The Market Research Society and a member of ESOMAR – the world association of research professionals. He has over 30 years of research experience, including many projects for Local Authorities nationwide

Research Objectives



Research Objectives



The Council wish to seek data concerning:

- Overall satisfaction with Neighbourhood Services
- Satisfaction with:
 - the quality of their home
 - their neighbourhood
 - the value for money of their rent/service charges
 - repairs and maintenance
 - views being listened to and acted upon
 - being treated fairly
 - the effectiveness and efficiency of the service
 - the provision of the service expected from a Landlord
- Caretaking and cleaning services
- Satisfaction with how anti-social behaviour, complaints, general enquiries and maintenance/upkeep are dealt with
- The relative priority given to particular issues
- Moving home
- The relative importance of particular potential desires
- The incidence of and action concerning anti-social behaviour
- Neighbourhood safety
- Engagement
- Internet access and use
- 'Streets Ahead'
- Interest in assisting the Council

Research Method





Research Method

- Face-to-face interviews, were undertaken by interviewers from 'The Field Division' at Plus Four. A detailed personal briefing took place
- Fieldwork took place between September 4th and October 3rd 2014
- Quotas based upon Council data were set to ensure the survey was representative of Tenants. The quotas focused upon:
 - Ward
 - Whether they were employed
 - Age group
 - Ethnicity
 - Whether there was a child under 16 in the household
- Quotas could not be set for Leaseholders as the Council does not possess the necessary information
- During the course of the fieldwork the Council decided that the quotas for Tenants were not required and that anyone could and should be interviewed. It follows that weighting has needed to be employed in order to try to make the data representative. More details about this are available upon request
- Sub-sample information must be treated with great caution as many sub-samples are very small, particularly the Ward sub-samples
- Whilst certain questions are the same as in the last 'STAR' survey undertaken by the Council, the methodology was previously postal and the profile of the response would need to be essentially the same for comparisons to be valid
- Data tabulations have been provided separately to the Council

Summary



Summary/1



Neighbourhood Services

Satisfaction levels were 70%+ concerning:

Tenants

- overall service provision
- the quality of their home
- their neighbourhood
- the value for money their rent represents
- being treated fairly
- an effective and efficient service
- receiving a service expected from their landlord

Leaseholders

- the quality of their home
- their neighbourhood



Neighbourhood Services

Satisfaction levels fell below 60% (any below 40% are in bold) concerning:

Tenants

- listening and acting
- dealing with complaints

Leaseholders

- **the value for money their service charge represents**
- **listening and acting**
- being treated fairly
- receiving an effective and efficient service
- receiving a service expected from their landlord
- anti-social behaviour
- **complaints**
- general enquiries
- maintenance of the block/estate

Summary /3



Neighbourhood Services

- The cell sizes in the Wards are mostly too small for accurate Ward comparison. The tabulations provide Ward analysis, however the information is unreliable due to the typically small sizes and should not be used
- The overall picture of more positive and more negative responses has been reviewed for Q1-10 and Q16-19, to identify those Wards which feature most frequently amongst the top 3 and bottom 3. Although still potentially unreliable the Council may find some guidance from the information below. The Wards are mentioned in order of being positive and being negative

Tenants

The most positive Wards

- Haymill and Lynch Hill
- Central
- Cippenham Green

The most negative Wards

- Foxborough
- Upton

Summary/4



Leaseholders

The most positive Wards

- Baylis and Stoke
- Wexham Lea
- Britewell and Northborough
- Central
- Langley & Kedermister

The most negative Wards

- Foxborough
- Farnham
- Elliman

Summary/5



Caretaking and cleaning services

Only 54% of Leaseholders were satisfied with the frequency and standard of the service, however Tenants were more positive: 68-71%.

Important issues

Both Tenants (57%) and Leaseholders (33%) considered having a well maintained home, in good repair, was their main priority. Leaseholders also placed a high priority on a good neighbourhood (26%).

Moving home

18% of Tenants wished to move home, mainly to live in a different area (31%) or to have a bigger home (28%).

More Leaseholders (29%) wanted to move, particularly to a bigger home (46%) or, considerably less so, to be in a different area (27%) or to avoid neighbourhood nuisance (26%).

Requirements from a home

Both Tenants and Leaseholders had the same two top requirements: a well maintained home in good repair (T:50%, L:34%) and feeling safe in their neighbourhood (T:21%, L:35%).

Summary/6



Like to have

Responses from both Tenants and Leaseholders were diverse. The top three for Tenants were a well maintained home in good repair (16%), owning their own home (15%) and having enough bedrooms (12%). For Leaseholders the top three were having a garden (20%), having enough bedrooms (16%) and feeling safe in their neighbourhood (16%).

Anti-social behaviour

Leaseholders were more likely than Tenants to have noticed (L: 44%/T: 30%) and reported (L:43%, T:33% of those concerned) anti-social behaviour in the past 6 months.

Satisfaction with the resolution low : Leaseholders 14%, Tenants 21%.

Not-with-standing the above, 84% of Leaseholders and 86% of Tenants feel safe in their neighbourhood.

Summary/7



Engagement

Tenants (69%) were more aware of the Council's obligation for engagement than Leaseholders (59%).

82% of Tenants and 72% of Leaseholders have never attended any event, mainly claiming to be 'too busy' (60-64%).

33% of Leaseholders and 47% of Tenants stated that they would never consider taking part. Amongst the others, the most frequently mentioned 'encouragement' concerned knowing more about what is actually involved (L:28%, T:16%).

Internet

82% of Leaseholders and 62% of Tenants have and use the internet at home.

'Streets Ahead'

89% of Tenants and 78% of Leaseholders recall receiving the publication. 62% read at least one or two articles. 86-87% thought it should continue to be published every 2 months.

Summary/8



Assisting the Council

Interest in assisting the Council was higher amongst Leaseholders. 38% compared to 30% of Tenants expressed an interest in becoming a Resident Inspectors, 45%v30% said they were interested in receiving emailed documents and 45%v39% said they would give views on tenders.



Neighbourhood Services

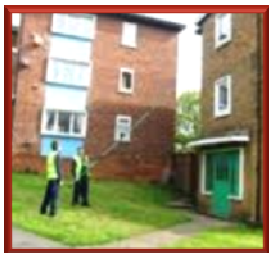
- Satisfaction

	Overall service provision		Quality of your home		With your neighbourhood		Rent: Value for money	Service charge: value for money		Deals with repairs and maintenance		Listen and acts		Treats you fairly	
	T	L	T	L	T	L	T	T	L	T	L	T	L	T	L
Satisfied	77%	65%	81%	83%	87%	79%	84%	68%	34%	67%	46%	56%	34%	73%	54%
Dissatisfied	16%	24%	13%	10%	8%	13%	9%	9%	30%	22%	39%	20%	31%	10%	17%

	Effective and efficient service		Provides service expected from your landlord	
	T	L	T	L
Agree	70%	49%	71%	51%
Disagree	15%	29%	13%	30%



Caretaking and cleaning services



	T	L
Received	30%	74%

	Frequency		Standard	
	T	L	T	L
Satisfied	68%	54%	71%	54%
Dissatisfied	24%	39%	22%	40%

Are there other things the caretaker needs to do?

	T	L
Yes	42%	46%

Main responses

- more frequent cleaning
- more efficient cleaning
- cut the grass
- remove the rubbish from main entrance/rear
- clean/wash the stairs
- clean the communal areas



Neighbourhood Services

Satisfaction with Neighbourhood Services dealings with:

	Anti-social behaviour		Complaints		General enquiries		Maintenance of your block/estate	
	T	L	T	L	T	L	T	L
Satisfied	63%	54%	46%	36%	68%	50%	73%	53%
Dissatisfied	16%	23%	17%	22%	14%	11%	13%	29%



Issues judged important

- i. Rated number 1
- ii. Rated in the top 3*

	Rated number 1		Rated in the top 3*	
	T	L	T	L
- That your home is well maintained and in good repair	57%	33%	86%	59%
- Your neighbourhood (as a place to live)	13%	26%	59%	60%
- Dealing with anti-social behaviour	8%	13%	26%	51%
- T: Value for money for rent and/or service charges/L: Value for money for your leasehold charges (or rent if rented from the Leaseholder) and/or service charges	8%	12%	52%	50%
- Help for vulnerable residents	5%	3%	12%	14%
- Things for young people to do	4%	4%	16%	15%
- The Council listening to your views and taking action	3%	4%	29%	31%
- Keeping you informed	2%	4%	17%	19%

* 3 votes per respondent



Wish to move home?

	T	L
Yes	18%	29%

Main reasons (base T: 66/L: 78)		
	T	L
- Want to live in a different area	31%	27%
- Need a bigger home	28%	46%
- Neighbourhood nuisance/anti-social behaviour/harassment	21%	26%
- Need a smaller home	11%	1%
- Need a different type of home	10%	8%

Main reasons (base T: 66/L: 78)		
	T	L
- To be nearer work opportunities	9%	1%
- Poor condition of the property	7%	12%
- Don't like the neighbourhood	5%	13%
- Can't afford the rent (from Leaseholder)/bills	-	9% *

***Is it due to a Housing Benefit reduction due to too many bedrooms?**

All 7 Leaseholder respondents answered 'no'



The important requirements from a home



- i. Rated number 1
- ii. Rated in the top 3*

	Rated number 1		Rated in the top 3*	
	T	L	T	L
- That your home is well maintained and in good repair	50%	34%	78%	63%
- Feeling safe in your neighbourhood	21%	35%	58%	69%
- Having enough bedrooms	7%	9%	21%	11%
- Having a garden	6%	2%	30%	24%
- Having somewhere I can settle for the long term	6%	1%	21%	15%
- Being close to local services such as schools, shops and doctors	3%	3%	28%	27%
- That it's affordable	2%	6%	38%	39%
- Living near to my friends, family or community	2%	2%	16%	13%
- Owning my own home	1%	5%	5%	15%
- Living somewhere near where I work (would look for work)	*	1%	3%	11%

* 3 votes per respondent



Things you would like to have but don't currently



- i. Rated number 1
- ii. Rated in the top 3*

	Rated number 1		Rated in the top 3*	
	T	L	T	L
- That your home is well maintained and in good repair	16%	9%	30%	24%
- Owning my own home	15%	9%	32%	21%
- Having enough bedrooms	12%	16%	23%	39%
- Living near to my friends, family or community	8%	6%	26%	21%
- Having a garden	7%	20%	17%	43%
- Feeling safe in your neighbourhood	7%	16%	28%	34%
- Being close to local services such as schools, shops and doctors	6%	2%	13%	10%
- Having somewhere I can settle for the long term	3%	6%	18%	24%
- That it's affordable	3%	3%	20%	24%
- Living somewhere near where I work (would look for work)	1%	4%	7%	15%

* 3 votes per respondent



Anti-Social Behaviour/1

	Any noticed in past 6 months?		Reported? (base: 'noticed')	
	T	L	T	L
Yes	30%	44%	33%	43%

Satisfaction with resolution	T	L
Satisfied	21%	14%
Dissatisfied	48%	49%

Feeling safe in your neighbourhood	T	L
Yes	86%	84%



Anti-Social Behaviour/2

What makes you feel unsafe? (Base: those not feeling 'very safe')

Main responses	Greatest Concern		All concerns	
	T	L	T	L
- Drug dealing	20%	20%	51%	47%
-Traffic/parking	19%	15%	47%	38%
- Crime levels	15%	13%	38%	42%
- Street drinkers	11%	5%	39%	41%
- Youths hanging around	9%	22%	34%	56%
- Fly-tipping	9%	6%	26%	38%



Engagement



	T	L
Awareness of requirement	69%	59%

Which ever attended: main responses (base: 'aware')

	T	L
- Tenants'/Resident Association meeting	9%	13%
- Consultation Forum	7%	4%
- Area Panel	6%	6%
- Not attended any event/meeting	82%	72%

Where 'none attended', the main reasons:

	T	L
- Too busy	60%	64%
- Not interested in taking part	9%	3%
- Disability/long term illness	7%	2%
- They happen at times I cannot make	6%	11%
- No point, the Council will not listen	6%	6%
- Not happy to talk in public	5%	3%



What would encourage attendance (answered by all)

Main responses	What would encourage you the most?		All mentioned	
	T	L	T	L
- Knowing more details of what is involved	16%	28%	31%	44%
- Weekend events	9%	16%	23%	37%
- Being collected /returned home	9%	3%	16%	8%
- Being given a small payment for taking part	7%	4%	13%	11%
- None of these/would never take part	47%	33%	47%	33%



Internet



Access at home	T	L
- Yes, use myself	62%	82%
- Yes, but don't personally use it	12%	5%

If not, access elsewhere?	T	L
	22% - mainly friend, family	29% - mainly friend, family

Main reason for not accessing	T	L
- No wish to	48%	49%
- To old to learn	36%	26%
- Don't know how to	26%	21%

How accessed	T	L
- PC	37%	36%
- Laptop/ Notebook	60%	76%
- Tablet	30%	41%
- Smart Phone	45%	59%

Confident uses	T	L
- Visiting websites	94%	96%
- Using search engines	88%	95%
- Email	93%	97%
- Purchases	81%	89%

Use internet banking	T	L
	61%	72%



'Streets Ahead'



Recall receiving	T	L
	89%	78%

Amount read	T	L
- Glance at cover, nothing more	20%	18%
- Glance at cover, and some headlines only	15%	17%
- Read one or two articles	24%	22%
- Read quite a number of articles	17%	21%
- Read it (almost) cover to cover	21%	19%
- It goes in the bin without being looked at	4%	3%

Desired frequency	T	L
- As it is now every 2 months	86%	87%
- Every 3 months	9%	3%
- Every 4 months	1%	1%
- Every 6 months	1%	3%
- Not at all /cancel the publication	3%	2%



Assisting the Council



Interest	T	L
- Being a Resident Inspector	30%	38%
- Receiving emailed documents for views	30%	45%
- Giving views on tenders	39%	44%



Respondent, Household and Dwelling Information/1



Property Type	T	L
- House	54%	1%
- Flat	35%	79%
- Bungalow	8%	-
- Maisonette	2%	20%

Type of tenancy	T
- Introductory	1%
- Flexible	3%
- Secure	68%
- Don't know	27%

Lived in Slough how long?	T	L
- Up to 2 years	2%	12%
- 3 -5 years	1%	14%
- 6-10 years	9%	20%
- 11+ years	86%	52%

Lived in this property how long?	T	L
- Up to 2 years	12%	30%
- 3 -5 years	16%	17%
- 6-10 years	17%	22%
- 11+ years	54%	30%

Number of persons in the household	T	L
- 1	33%	18%
- 2	31%	29%
- 3	16%	27%
- 4	10%	17%
- 5+	9%	9%

Any child under 16 in the household?	T	L
	24%	46%



Respondent, Household and Dwelling Information/2



Gender of respondent	T	L
- Male	40%	41%
- Female	60%	59%

Age group of respondent	T	L
- 18-29	7%	16%
- 30-39	14%	35%
- 40-49	23%	20%
- 50-59	16%	14%
- 60-69	22%	8%
- 70+	17%	8%

Any member of the household limited in activities because of a health problem of (anticipated) 12 months duration?	T	L
- Yes, limited a lot	19%	6%
- Yes, limited a little	13%	7%

Receiving Housing Benefit	T	L
	48%	16%



Respondent, Household and Dwelling Information/3

Employment Status	T	L
- Employed full-time	45%	61%
- Employed part-time (-30 hours/week)	14%	11%
- Self-employed (full/part-time)	3%	2%
- Government supported training programme	-	*%
- Full-time education	*	*%
- Unemployed	2%	2%
- Permanently sick/disabled	5%	2%
- Wholly retired	25%	12%
- Looking after the home	6%	8%
- Something else	*	1%



Respondent, Household and Dwelling Information/4



Ethnicity	T	L
- English/Welsh/Scottish/ Northern Irish/British	68%	34%
- Irish	1%	1%
- Gypsy or Irish Traveller	*	-
- Any other White background	7%	18%
- Mixed/multiple ethnic groups	-	*%
- White and Black Caribbean	*	-
- White and Black African	-	-
- White Asian	-	*%
- Any other mixed/multiple ethnic background	1%	1%
- Indian	5%	12%

Ethnicity	T	L
- Pakistani	9%	17%
- Bangladeshi	*	*%
- Chinese	-	1%
- Any other Asian background	1%	3%
- African	3%	7%
- Caribbean	2%	4%
- Any other Black/Caribbean background	*	*%
- Arab	*	-
- Any other ethnic group	-	-



Respondent, Household and Dwelling Information/5



Religion	T	L
- None	21%	15%
- Christian	59%	50%
- Buddhist	-	*%
- Hindu	1%	7%
- Jewish	*	-
- Muslim	14%	19%
- Sikh	2%	4%
- Other	1%	4%



Respondent, Household and Dwelling Information/6



Ward	T	L	Ward	T	L
- Baylis & Stoke	8%	1%	- Farnham	3%	2%
- Britewell & Northborough	22%	11%	- Foxborough	6%	10%
- Central	4%	6%	- Haymill & Lynch Hill	8%	19%
- Chalvey	8%	12%	- Langley & Kedermister	15%	14%
- Cippenham Green	5%	1%	- Langley St. Marys	5%	8%
- Cippenham Meadow	5%	9%	- Upton	1%	1%
- Colnbrook & Poyle	-	-	- Wexham Lea	8%	3%
- Elliman	2%	3%			