

North Lincolnshire Homes 2008 Tenant Survey



by
The Feedback Service - the tenant satisfaction
survey service for social landlords

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Feedback Services
Clarendon House
52 Cornmarket Street
Oxford
OX1 3HJ

Email:
info@feedbackservices.co.uk

Executive Summary

1. Context

In 2008 North Lincolnshire Homes commissioned Feedback Services to carry out a STATUS survey. All tenures (general needs tenants, sheltered housing tenants and homeowners) were included in the survey, which took place between October and November 2008.

Postal surveys are an important way of gauging how satisfied tenants are with service delivery. They provide a snapshot of tenants' views at a particular time. The advantage of using the STATUS questionnaire used by Feedback Services is that the survey can be repeated and the results compared over a period of time. Tenant satisfaction at North Lincs Homes can also be compared with satisfaction levels at other landlords that have used the STATUS survey.

2. Overall Results (general needs and sheltered tenants)

On the whole North Lincs Homes tenants are pleased with their homes and the services provided by their landlord. 57% of tenants responded to the survey and the high levels of satisfaction are demonstrated in the following key findings (*excluding no opinions/can't remember):

- All aspects of the actual repair work carried out was rated as “good” or “very good”* by over 83% of tenants who had a repair completed in the last 12 months.
- 81% are satisfied with the quality of their home
- 81% find staff helpful*
- 80% are satisfied with the services provided by their landlord
- 80% feel they obtain good value for money from their rent
- 79% are satisfied with the overall repairs and maintenance service*
- 79% are satisfied with the neighbourhood as a place to live
- 77% are satisfied with the general condition of their homes
- 75% feel that North Lincs Homes keeps them well informed
- 69% think that their landlord takes account of their views*.

3. Comparison with other landlords

The results of key satisfaction questions in the North Lincs Homes tenant survey have been compared with eight other housing associations that have undertaken the STATUS survey in the last three years. The landlords in the peer group were selected to match North Lincs Homes as closely as possible; mainly stock transfer landlords operating in similar areas of the country.

When the results of the survey were compared with the peer group, North Lincs Homes performance was often close to average, although a few ratings were above average and a few were below average in the group.

- North Lincs Homes performance was above average for satisfaction with most of the individual aspects of the repairs completed in the last 12 months and the account taken of views (5% higher).
- North Lincs Homes performance was close to average (+/- 3%) for satisfaction with the landlord services, value for money of rent paid, neighbourhood, the ease of contacting the right person, helpfulness of staff, outcome of contact and the overall repairs service.
- North Lincs Homes performance was below average for satisfaction with quality of the home, condition of the property, the ability of staff to deal with problems and keeping tenants informed.

Overall, the average ratings of landlords in the chosen peer group were higher than the average found in the National Housing Federation's database of landlords who have used the STATUS survey.

4. Conclusion and recommendations

The results from the survey demonstrate that tenants believe that North Lincs Homes is providing a good housing service. Overall, 80% of tenants were satisfied with the landlord services. Tenants awarded high ratings for the quality of the home (81%), condition of the property (77%), helpfulness of staff (81%), many aspects of the actual repairs service (83% - 93%) and being kept informed (75%). 87% of sheltered tenants were satisfied with overall services and they awarded high ratings for most services.

When the ratings are compared with those of tenants of general needs and sheltered at similar landlords, North Lincs Homes tenants were generally not as satisfied. Most of the results were however within 4% of the average of the peer group. When the results are compared with the average of all landlords who have undertaken a STATUS survey in recent years, the results of North Lincs Homes are generally above this average.

The results of homeowners show satisfaction is high with the home and some of the service areas, although some services show poor levels of satisfaction. In particular the repairs service did not receive high satisfaction levels and the sales process similarly.

Recommendations

It is clear that the majority of tenants are satisfied with their landlord and the overall services. There are areas and opportunities where performance and service delivery can be improved further and North Lincs Homes should use the results of the survey to undertake service improvements and promote the association. As a relatively new company, the results of this survey can assist in developing an action plan to deliver better services. The following are some of the key areas for developing service improvements.

■ Customer contact

A large number of tenants make contact each year (70%), although lower than at many of the other landlords. While a high percentage of tenants found staff helpful (81%), not all tenants found staff easy to contact (72% easy) and 75% thought that staff could deal with the

problem. Sheltered tenants and general needs tenants gave similar ratings when asked whether staff were helpful (80% - 84%), while the ratings are much lower for homeowners (48%).

Just over two thirds of all tenants were satisfied with the final outcome of contact (67%), while only 38% of homeowners were satisfied. Disappointingly, almost a third of general needs tenants were left dissatisfied with the outcome (30%), as were 16% of sheltered housing tenants.

Less than half of homeowners found it easy to contact staff (47%) and 35% found it difficult. A similar number found staff helpful (48%) and 28% said staff were unhelpful, Less found staff able to deal their problem (41%). Only 38% were left satisfied after contacting the association – which is obviously disappointing.

It is possible to argue that more tenants and homeowners should be left satisfied with the outcome of contact, in light of the higher ratings awarded elsewhere for customer contact.

When the results are compared with those of the peer group, North Lincs Homes ratings are below average for all aspects of contact. The rating for staff able to deal with the problem was in fact the lowest within the peer group. The association's performance is noticeably less strong in this area than in any other service area.

North Lincs Homes needs to continue to improve its customer service, using the survey findings that give an insight into the areas of lower satisfaction. Any future review should involve further analysis into the survey's findings to explore areas of lower satisfaction, consulting tenants on future service enhancements and should ensure that any changes reflect the demographics of the resident population.

■ **Repairs and maintenance service**

77% of general needs tenants and 85% of sheltered tenants were satisfied with the overall repairs and maintenance service. The repairs service is one of the key drivers of overall satisfaction for all tenants and homeowners; the service is also considered to be the most important service by all tenant groups.

While sheltered tenants were highly satisfied with all aspects of the service (90% - 96%), general needs and homeowners awarded significantly lower ratings for the time taken before the work started (80% and 23% respectively).

North Lincs Homes should consider promoting the survey results to help to raise tenant opinions of the overall service – which should arguably be higher given the high ratings for the actual work. The survey found that tenants who had a repair completed in the last 12 months (82%) were more satisfied than those who had not (69%). North Lincs Homes should also continue to monitor and improve the time taken before the work started which is rated less highly than other aspects of the repairs service.

■ **Taking account of tenants' views and keeping tenants informed**

Overall, 66% of general needs tenants were satisfied with the account taken of tenants' views. However tenants who were not satisfied were more likely to be neither satisfied nor dissatisfied (22%) rather than dissatisfied (13%). Fewer homeowners felt that account is taken of their views (36%), while a large proportion of sheltered tenants were satisfied (76%). When asked to identify the three most important services, relatively few tenants placed account taken of views in their top three (21% - 26%).

The Association needs to review how it takes on board tenant views across all aspects of service delivery, to implement improvements (if and where needed), to provide details to tenants and to continue to promote and inform tenants of its work in this area. The survey collected information regarding how tenants would like to be informed and consulted which should inform any review.

Being kept informed was a key driver for overall satisfaction and with 73% of general needs tenants and 81% of sheltered housing tenants saying they were satisfied, this is an area that could be improved. In particular certain groups feel less informed, including two parent families and younger tenants.

■ **Tackling anti-social behaviour**

Nearly a fifth of general needs tenants had reported anti-social behaviour to North Lincs Homes in the last 12 months, with only 41% finding it easy to contact the right person and more finding it difficult (49%). Only 43% said staff were able to deal with the problem and 35% said they were unable. The survey identified which aspects of the process general needs tenants were least satisfied with (the speed at which the report was dealt with and the final outcome) and these findings should be used to review the service provided to residents. A review of current good practice may help to inform the association's strategies for dealing with anti-social behaviour.

■ **Sheltered tenants**

Sheltered tenants were highly satisfied with the overall landlord services (87%) with many other ratings over 80%. High ratings were awarded for the ease of access to and inside the building and the (87% - 93%). The promotion of social activities by the scheme manager was rated less highly than other areas (53%) suggesting, perhaps, that some sheltered tenants would like more activities.

In common with the position found at the majority of other social landlords, sheltered tenants were far more satisfied than general needs tenants. .

■ **Homeowners**

The survey found some encouraging results; most homeowners were highly satisfied with their home, its size and its design (90% - 93%) and 72% would recommend (or have already recommended) the type of purchase to family and friends.

However, only 46% of homeowners were satisfied with the overall services provided by North Lincs Homes. Homeowners were less satisfied with the security measures (51%),

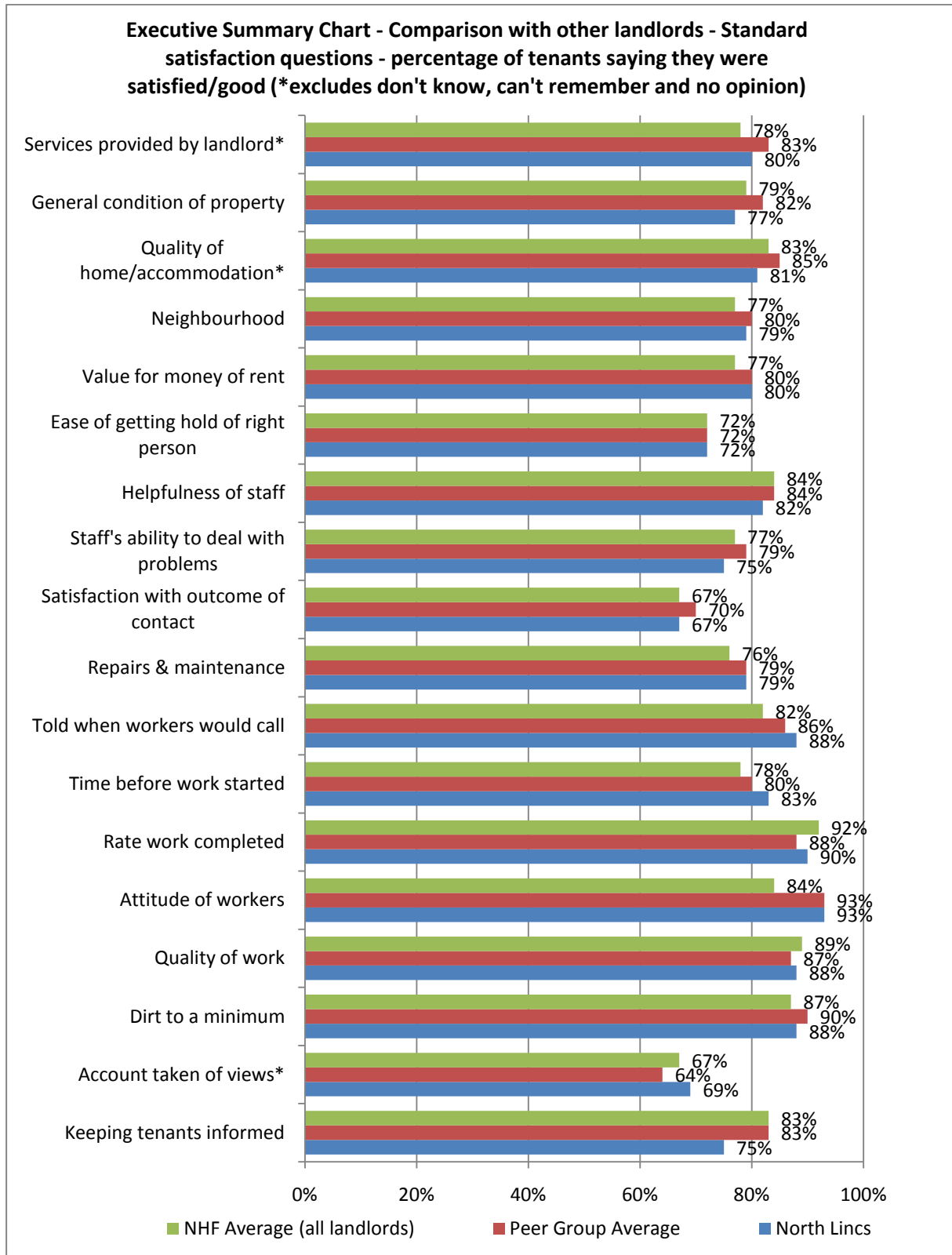
garden/outside space (58%) and external building repairs and maintenance (33%). Only 24% were aware of the service standards and 51% said that they had no consultation regarding setting the service charges. Satisfaction with the website is low (19%) and just over a quarter of homeowners were satisfied with the complaints procedure (27%).

Less than two-thirds of homeowners were satisfied with the sales process (62%), although less were satisfied with the clarity of the sales information and the politeness of staff (48% - 56%). Homeowners were less satisfied with how defects are rectified (17%) and being kept informed during the process (39%). Although the findings are similar to those found at other landlords, this alone, cannot be an excuse for inaction.

Homeowners were also concerned with local problems, in particular rubbish or litter (49%), vandalism and graffiti (42%) and car parking (37%). These are all issues that should be addressed by the association.

■ Demographic differences

The survey shows that certain groups of tenants were more satisfied than other groups. Older tenants, retired tenants, new tenants, long-standing tenants and tenant's who use a wheelchair were often more satisfied than medium-term tenants (3 to 5 years), adult households (single and couples), unemployed tenants, one-parent families and permanently sick or disabled tenants. To a certain extent this is an established national pattern, but a focus on measures to improve the opinions of these groups could be a consideration in housing and neighbourhood management and service delivery initiatives.



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1. BACKGROUND INFORMATION

1.1 STATUS

STATUS is a standardised tenants' satisfaction survey developed by the National Housing Federation funded by an Innovation and Good Practice Grant from the Housing Corporation.

The STATUS questionnaire is endorsed by the Communities and Local Government department (CLG) and the Housing Corporation. The questionnaire has been evaluated and piloted by the Audit Commission, and the Housing Inspectorate uses STATUS as part of its review of landlords. The STATUS questionnaire collects information used for three of the Housing Corporation's Key Performance Indicators (which correspond with the CLG's National Performance Indicator).

The STATUS questionnaire was originally designed to be used by social landlords to survey tenants in general needs (and sheltered housing). It is 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, as an integral part of the best value regime and continuous improvement. In 2008, the questionnaire was updated and individual questionnaires for leaseholders, Housing for Older People and supported housing tenants were introduced.

1.2 North Lincs Homes

North Lincolnshire Homes is a relatively new company, set up in February 2007 to take over the ownership of over 10,000 homes from North Lincolnshire Council. Since being set up, great strides have been made in improving homes and strengthening communities.

1.3 Aims of the survey

The aim of the survey was to generate a benchmark on tenant satisfaction, which would allow North Lincs Homes to:

- Update the demographic and socio-economic profile of North Lincs Homes tenants
- Provide an up to date picture of tenants' satisfaction with their homes and with the services North Lincs Homes provides
- Compare the performance of North Lincs Homes as a landlord with other social landlords who have used STATUS surveys
- Inform decisions regarding service reviews.

1.4 Survey methodology

1.4.1 Planning the survey

North Lincs Homes first contacted Feedback Services about carrying out a tenant satisfaction survey in the summer of 2008. A project brief was submitted to North Lincs Homes and the Feedback Services was commissioned to carry out the work.

1.4.2 The questionnaire

The survey used the latest versions of the STATUS questionnaires (see Appendix 11.1). The general needs tenant questionnaire for example comprised 45 questions in the following categories:

- Information about the household (Q1-Q10)

- Information and services (Q11 - Q15)
- Contact with landlord (Q16-Q22)
- Repairs and maintenance (Q23-Q25)
- Communication and information (Q26-Q28)
- Anti-social behaviour (Q29-Q33)
- Future plans (Q34-Q35)
- Additional comments (Q36)
- Background information (Q37-Q45)

Sheltered tenants and homeowners were sent different questionnaires.

1.4.3 Property information

North Lincs Homes supplied the Federation with background information, drawn from North Lincs Homes database, on the properties in management. This information included information on property type and management area. This information was used for the administration of the survey, to control the mailing process and to ensure the statistical reliability of the survey.

1.4.4 Sampling and subgroups

Planning for the survey took place in the summer of 2008. In September 2008, North Lincs Homes had 9,957 residents who fell within the groups appropriate for the STATUS survey. A decision was made to undertake a sample of general needs and sheltered tenants and a census of home owners. General needs tenants were split into three subgroups (to be shown as Area 1, Area 2 and Area 3 within this report) and further information at this level can be found in the data tables.

1.4.5 The survey process

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 mail out, which was sent out on 1st October 2008: this consisted of a copy of the questionnaire, a covering letter written by Feedback (Appendix 11.2) and a reply-paid envelope. All questionnaires were returned to Feedback. After two weeks, Feedback sent any tenant 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 tenants who had still not returned the questionnaire after a further two weeks. The survey period was closed on 13th November when the final questionnaires were sent for data entry.

1.4.6 Use of incentives and response rates

Incentives were used to boost the response rate. Questionnaires were drawn at random from those returned and three lucky winners won prizes of £100, £50 and £20. The overall response rate for general needs tenants was 49% - returning 449 of the 908 questionnaires, while other response rates were 70% for sheltered tenants and 40% for homeowners.

1.4.7 Sampling, response rate and statistical reliability

For the overall results, Feedback aims at +/-4% accuracy at the 95% confidence level. This means that, for example, if 35% of tenants answered, "Yes" to a particular question, there are 95 chances out of 100 that the correct figure for all tenants will be between 31% and 39%. For the results when the tenant data is analysed for all tenants, 1,108 responses were achieved. This response was high

enough to conclude that any figures quoted at this level are accurate within +/-2.5% accuracy for all tenants.

Figure 1.1 Client group	Number of tenants	Sample size	Number returned	Response rate	Sampling error (%)
Area 1	2438	333	155	46%	±7.6%
Area 2	1992	272	126	46%	±8.4%
Area 3	2221	303	152	50%	±7.7%
<i>Subtotal general needs tenants</i>	6651	908	433	48%	±4.6%
Sheltered Housing	3037	682	477	70%	±4.2%
TOTAL TENANTS	9,688	1,590	910	57%	±3.1%
Homeowners	283	283	114	40%	±7.1%
TOTAL HOMEOWNERS	283	283	114	40%	±7.1%

1.4.8 Weighting and representativeness

The raw data has been checked to take into account any differences between the responses and the total tenant population. The number of bedrooms was used to check the similarity between the returned questionnaires and the property stock for each subgroup (that is the “representativeness” of the response). As the response reflected the actual population the data has not been weighted. Further information can be found in the appendix to the data tables.

1.5 Guide to the survey reports

This report forms part of a series of reports based on the survey of North Lincs Homes tenants. This report is the survey report, and is based on the data found in the other reports.

- Survey report (written report)
- Part 1: Standard analysis of responses (data tables)
- Part 2: Individual comments (text comments)
- Part 3: Analysis of responses by management subgroups (data tables)
- Part 3: a – b etc.: Responses for management subgroups (data tables)
- Part 4: Comparative Data Analysis (data tables)
- Part 5: Responses by ethnicity (data tables)

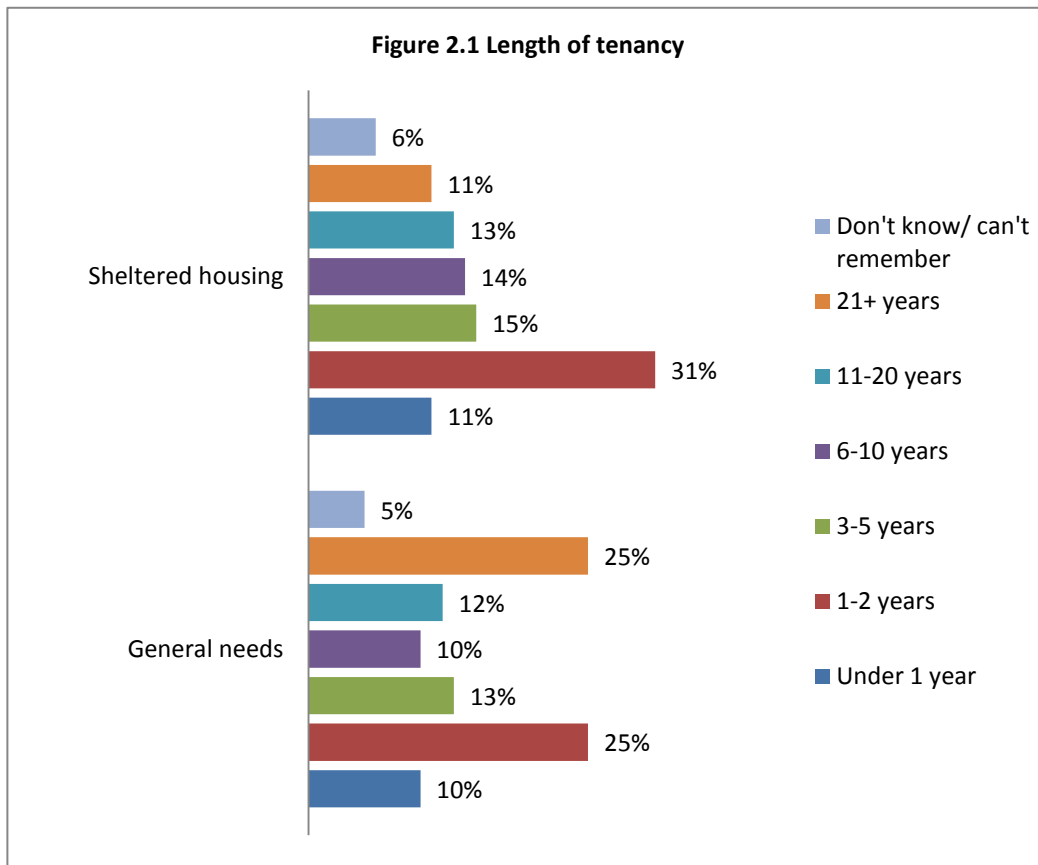
Please note that throughout this report some data tables and results displayed may not add up to 100%; this is the result of rounding up or down. This can also happen when two percentages are added together; the percentages in the text can differ from the percentages in the charts by 1%.

2. NORTH LINCS HOMESHOMES RESIDENTS

The following chapter examines the different household demographics of North Lincs Homes residents. Throughout the chapters the term “residents” is used to refer to all tenants (general needs and sheltered housing) and homeowners.

2.1 Length of tenancy

A large number of North Lincs Homes tenants are new tenants, who have not been with the association for any great length of time: around 10% of all tenants (general needs, and sheltered) joined in the last 12 months, while significantly more have been tenants for between 1 and 2 years (25% - 31%). 40% of general needs tenants and almost a third of sheltered (30%) tenants are long-standing tenants having been with North Lincs Homes for over 11 years, although few have been with the association for more than 21 years (5% - 6%).



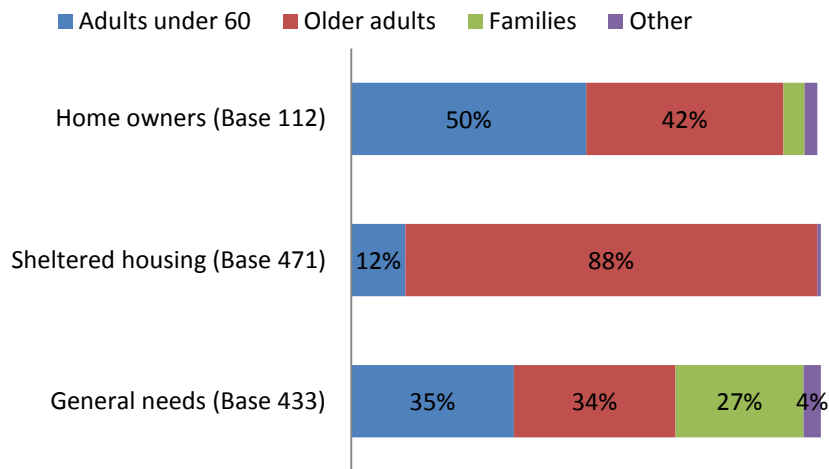
2.2 Household composition

North Lincs Homes has a mixed tenant population. With regards to general needs tenants, the largest group of tenants is adults under 60 (35%), although there are almost as many older tenants over 60 (34%). Families with children make up over a quarter of households (27%).

As expected the vast majority of sheltered tenants are aged over 60 (88%) and the majority are also single tenants (69%). The largest group of homeowners are adult households (50%) followed by

slightly fewer older households (42%), while only 5% of homeowners are families.

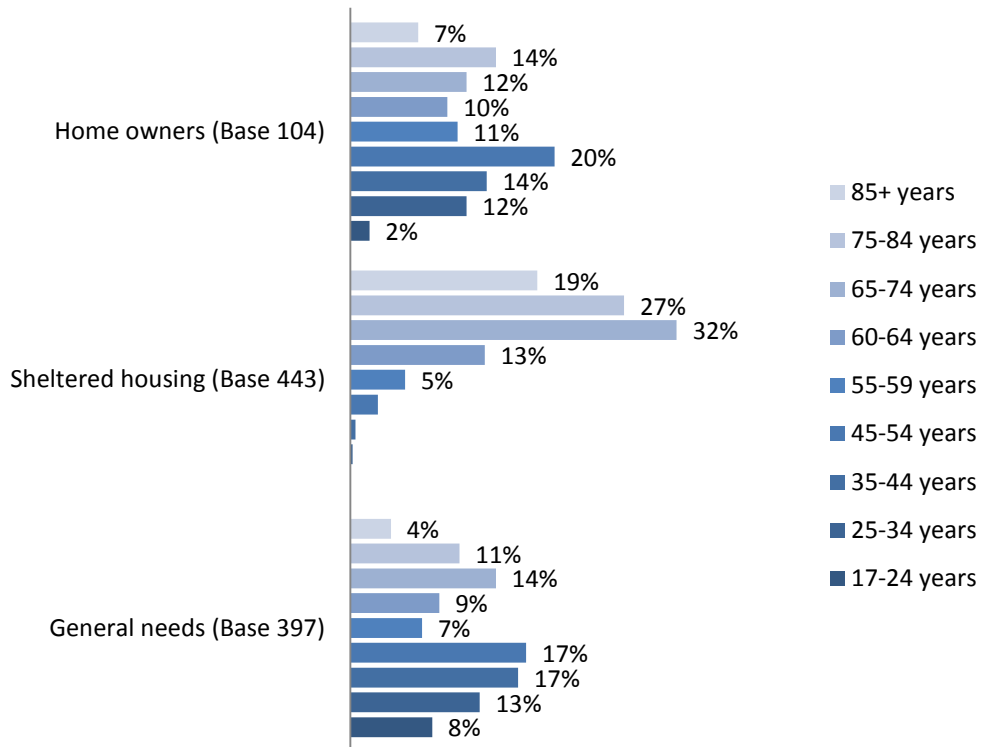
Figure 2.2 Household composition



2.3 Age of tenants

The mix of household types is also reflected in the age of the principal tenants. 63% of general needs tenants are aged under 60 years old, a much higher proportion than homeowners (43%). 91% of sheltered tenants are over 60 years old, with 32% aged between 65 and 74 years old and 19% aged 85 or over.

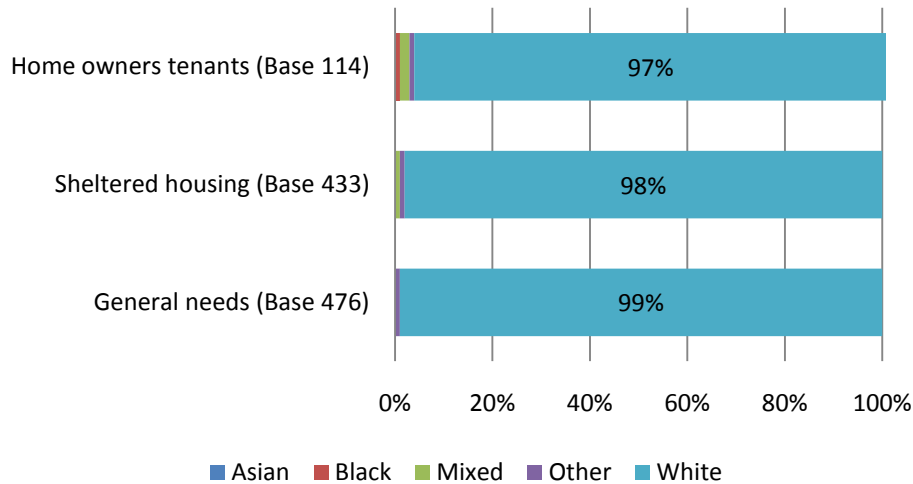
Figure 2.3 Age of principle resident



2.4 Ethnic origin

The majority of North Lincs Homes tenants (97% - 99%) are “White”. According to the Housing Corporation’s definition, which includes White Irish and White Other tenants, 1% of general needs households, 3% of homeowners and 2% of sheltered tenants are Minority Ethnic households.

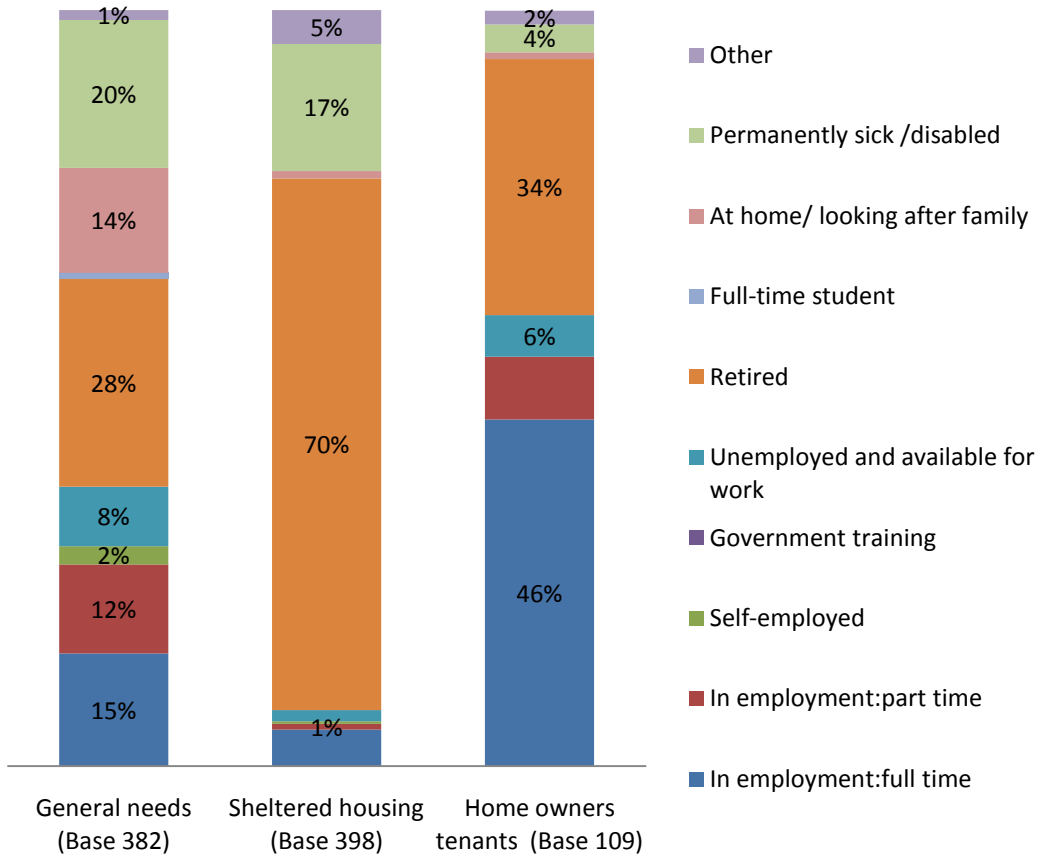
Figure 2.4 Ethnic origin of households



2.5 Economic status

In terms of economic status, just under a third of general needs principal tenants are in employment (15% in full-time employment, 12% in part-time employment and 2% self-employed), while 25% of partners or spouses are working. 28% of principal tenants are retired, as are 25% of partners. Unemployment is running at 8% for principal tenants and 6% for partners. A third of principal tenants are outside employment (20% permanently sick or disabled and 14% at home looking after family). As expected the majority of sheltered tenants are retired (70%), while 17% are permanently sick or disabled. 34% of principal homeowners are retired, with over half working (54%) and 4% permanently sick/disabled.

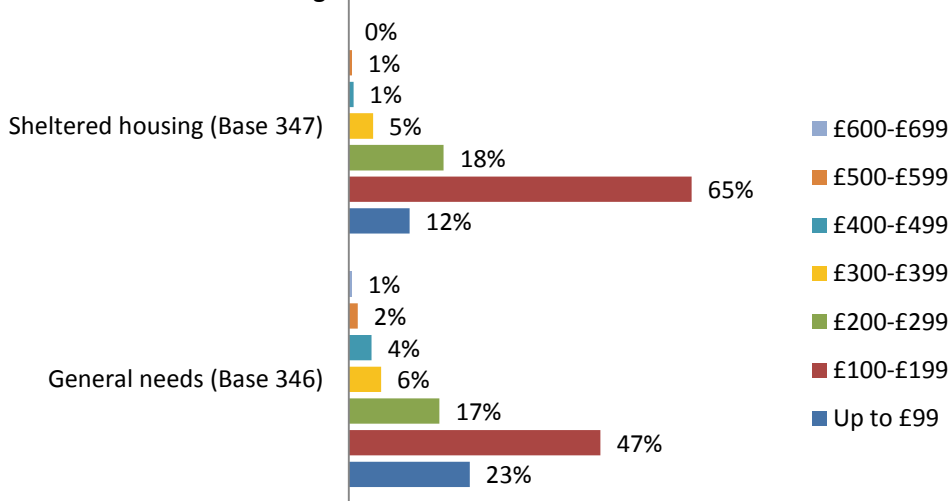
Figure 2.5 Work status of principal tenant



2.6 Income levels and sources of income

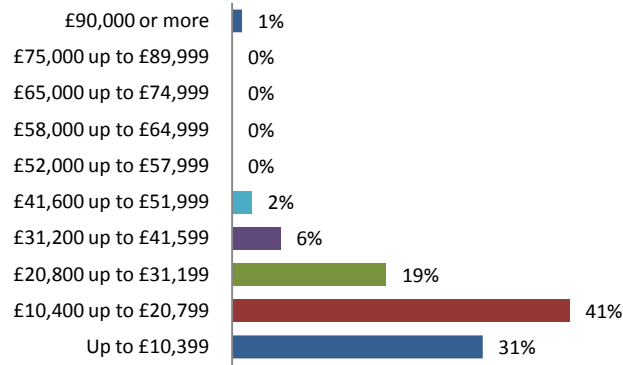
The graph below (Figure 2.6) shows the distribution of the total net weekly household income for tenants. The majority of North Lincs Homes general needs households are on incomes under £300 per week (87%). 13% of households have higher incomes, with few over £500 per week (3%). 95% of sheltered tenants are on incomes below £300 per week.

Figure 2.6 Household net income



Homeowner income is measured in gross figures; as the chart shows, 91% of households have income below £31,200 per year.

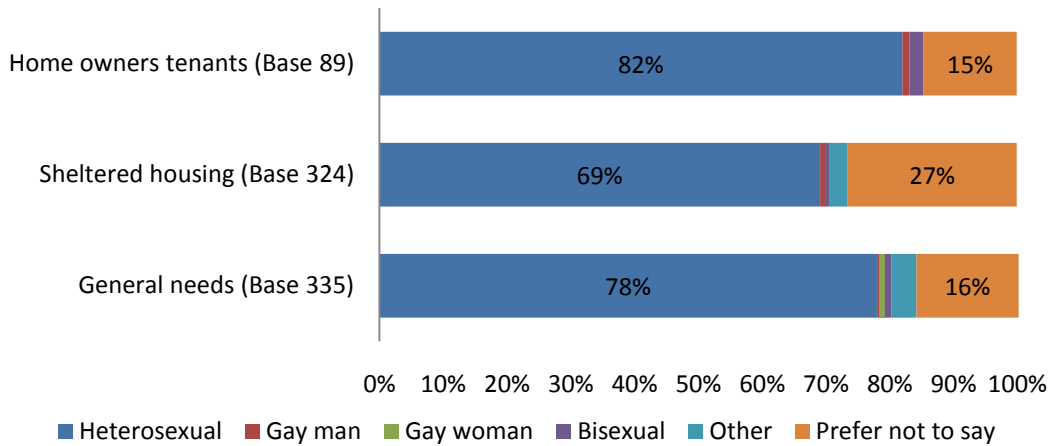
Figure 2.7 Homeowners gross income



2.7 Sexual orientation

The majority of general needs tenants, sheltered tenants and homeowners classed their sexual orientation as heterosexual (69% - 82%), while a high percentage of preferred not to say (15% - 27%).

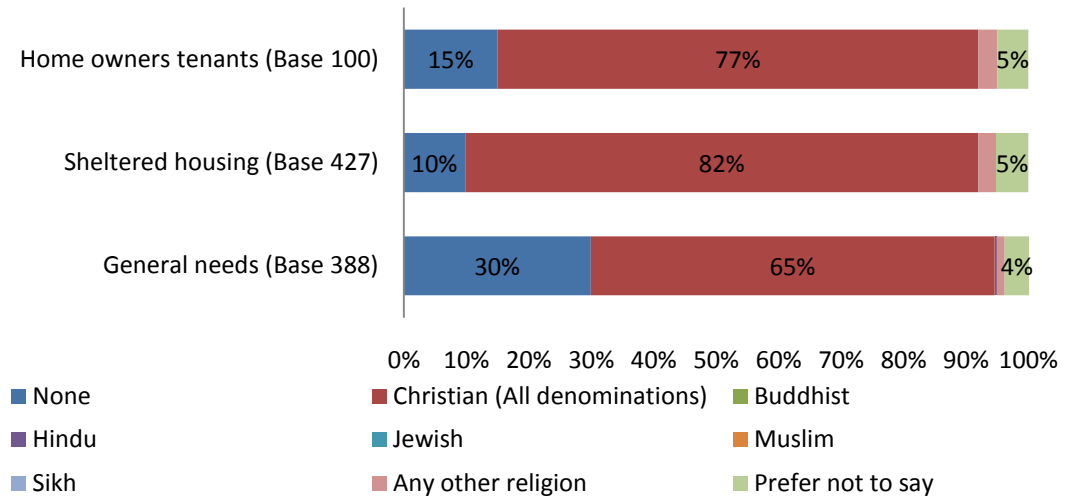
Figure 2.8 Sexual orientation



2.8 Religion

A high percentage of sheltered tenants are Christian (82%), higher than general needs tenants (65%) and homeowners (77%) 30% of general needs tenants said that they did not belong to a religion, which was much higher than sheltered housing (10%) and home owners (15%). Between 1%-3% belong to any other religion and 4%-5% preferred not to say.

Figure 2.9 Household religion



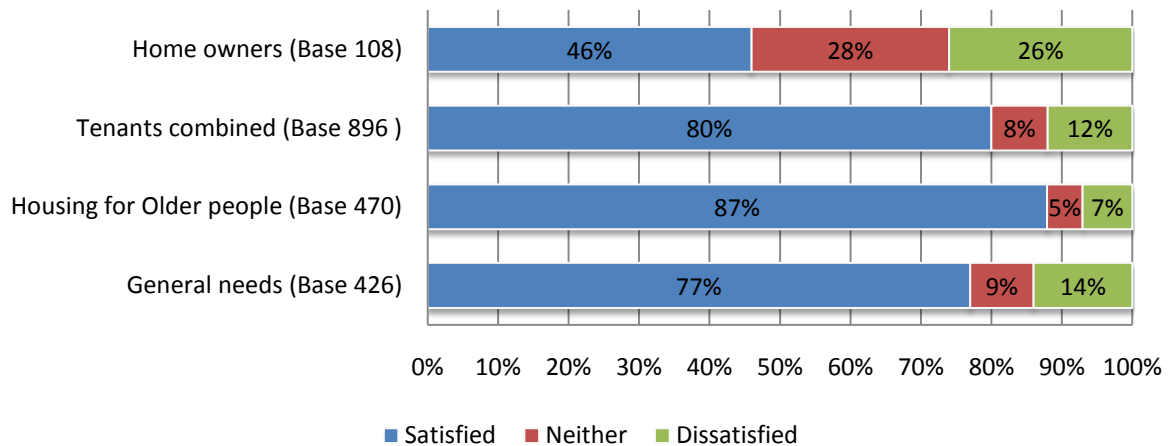
3. NORTH Lincs HOMES SATISFACTION RATINGS

The following analysis of results includes the views of North Lincs Homes tenants. 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 and key services

The majority of North Lincs Homes tenants were satisfied with the services provided by the Association. Tenants were asked, “Taking everything into account, how satisfied or dissatisfied are you with the services provided by your housing association?” 77% of general needs tenants and 87% of sheltered tenants said they were satisfied with their landlord. 43% of sheltered tenants were very satisfied. Homeowners were less positive (46% satisfied) with a quarter dissatisfied (26%) – a far higher dissatisfaction rating than for tenants (7% - 14%).

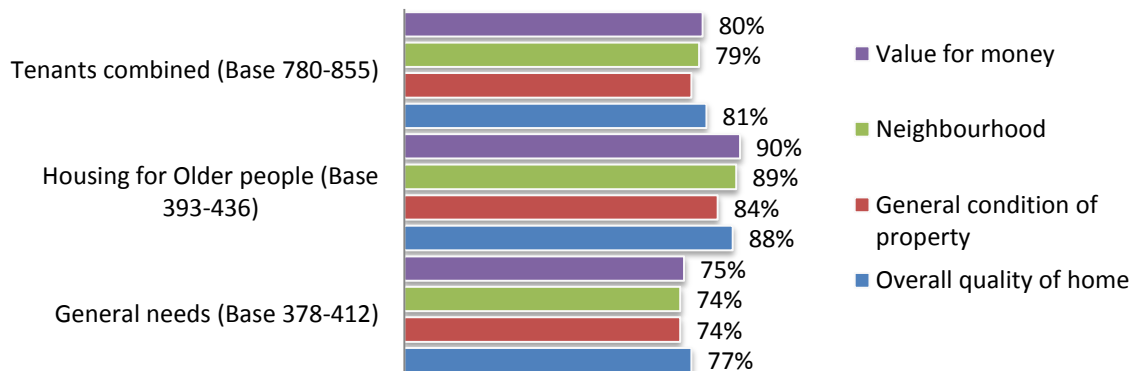
Figure 3.1 Taking everything into account how satisfied or dissatisfied residents are with services provided by their landlord



Satisfaction with key services

Around three quarters of general needs tenants were satisfied with the quality of the home (77%), its condition (74%), the neighbourhood (74%) and the value for money for the rent (75%). Sheltered tenants were even more satisfied with these key services (84% - 90%) and few were dissatisfied with these services (5%-13%).

Figure 3.2 Satisfaction with key services



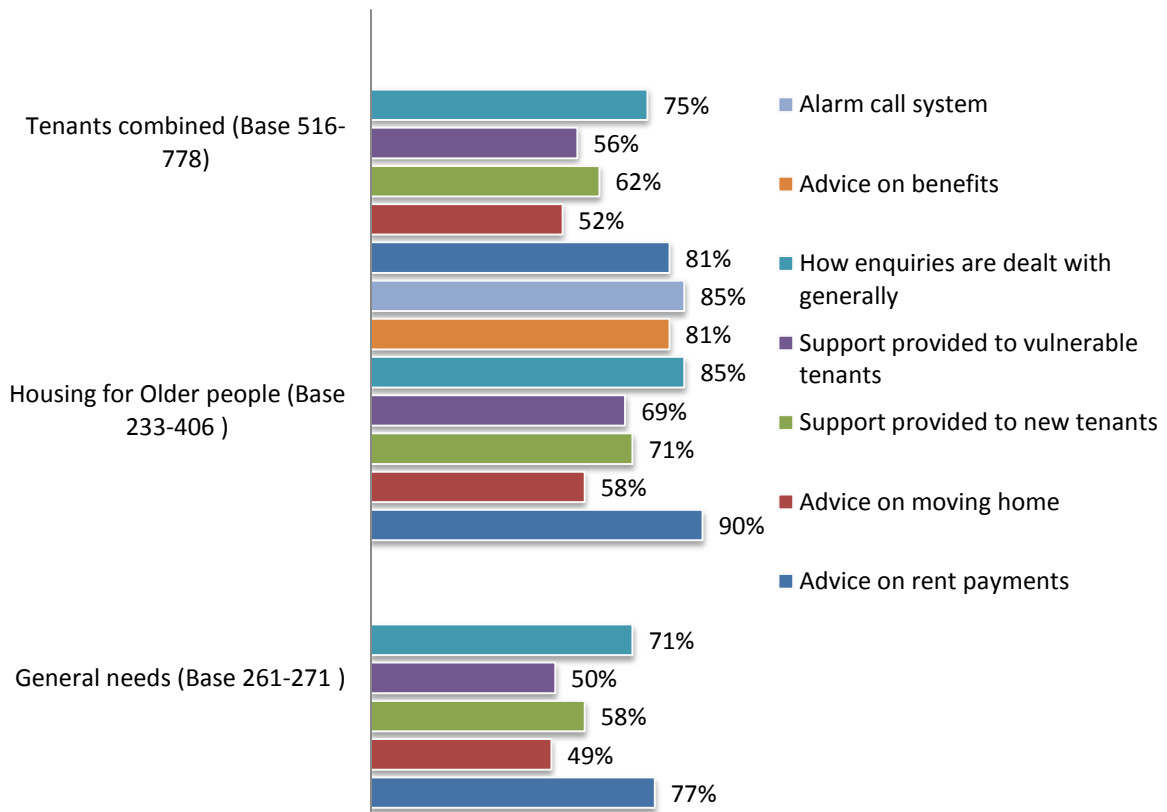
Satisfaction with support and advice

Tenants were asked how satisfied they were with a number of support and advice services. While 85% of sheltered tenants were satisfied with how their enquiries are dealt with generally, the figure was much lower for general needs (71%).

General needs tenants were less satisfied with all aspects of support and advice, compared with sheltered housing tenants. Advice on rent payments had over three quarters satisfied (77%) but less so with the advice on moving home (40%) and the support given to vulnerable (49%) and new tenants (58%).

Sheltered housing tenants were more satisfied than other tenants with the advice and in particular, rent payments (90%), benefits (81%) and the alarm call system (85%).

Figure 3.3 Satisfaction with advice and support services



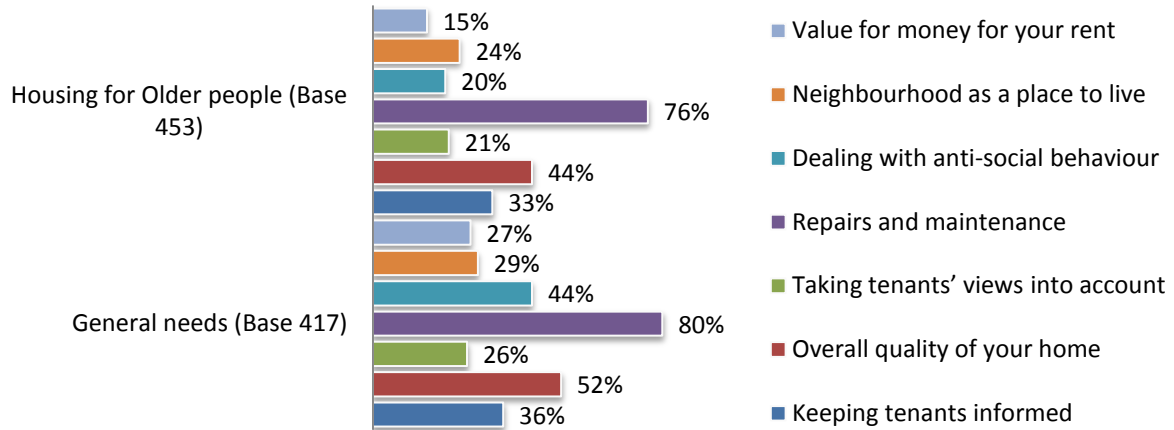
Importance of services to tenants

Tenants were asked to pick which three services from a list of standard services they felt were most important. The services differed slightly for each of the three tenures. Clearly the repairs and maintenance service was the most important service for all tenants with between 76% and 80% of tenants placing it in their top three.

The overall quality of the home was important to many general needs tenants (52%) and sheltered housing tenants (44%), with keeping tenants informed was also important for both (33%-36%).

The next highest was the neighbourhood (24%-29%), with the value for money for your rent (15%) was the lowest for sheltered tenants and taking tenants views into account (26%) the lowest for general needs tenants.

Figure 3.4 The most important service areas for tenants (when asked to select top three)



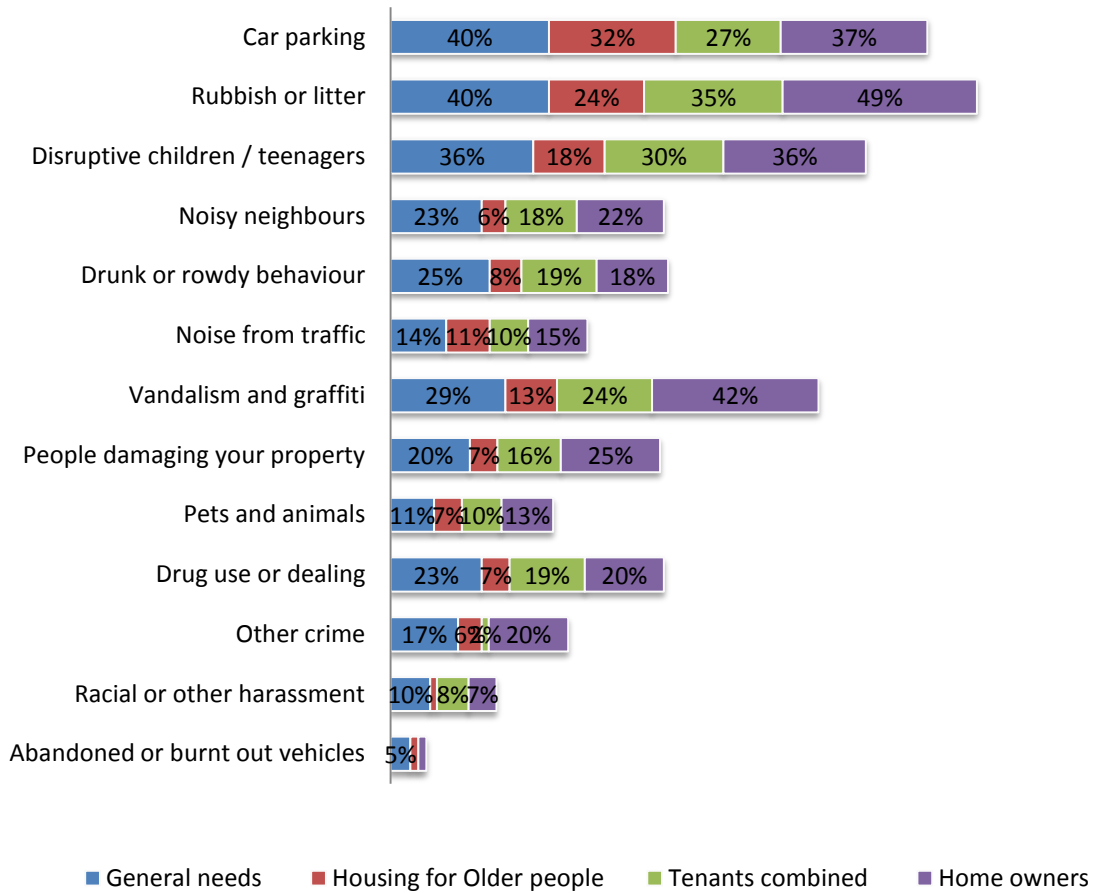
3.2 Neighbourhood and local problems

A high percentage of sheltered housing tenants at North Lincs Homes were satisfied with the neighbourhood in which they live (89%). Considerably fewer general needs tenants were satisfied (74%) with 19% were dissatisfied with the neighbourhood they live in (7% saying neither). A similar percentage of homeowners were satisfied with their neighbourhood (74%) – although more homeowners felt that their neighbourhood had declined in the last three years (36%) compared with 27% who felt it had improved.

Residents were asked to what extent a range of issues were problems in their neighbourhood. As the chart below shows car parking is by far the biggest problem for all tenants – especially general needs tenants (40%).

For general needs tenants, rubbish or litter (40%) was an equally significant problem and for homeowners it was the biggest problem (49%). Homeowners also considered vandalism and graffiti (42%) to be a problem, followed by car parking (37%) and disruptive children/teenagers (36%). Disruptive children/teenagers were also a significant problem for general needs tenants (36%). General needs tenants also suffered more from noisy neighbours ((23%), drunk or rowdy behaviour (25%) and drug use or dealing (23%).

Figure 3.5 Local problems (% very big or fairly big problem)

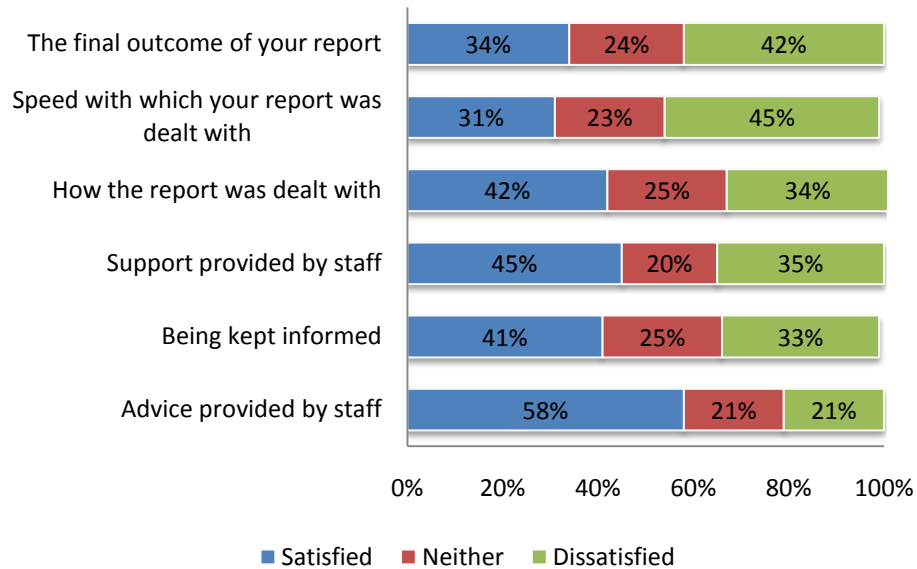


Anti-social behaviour – general needs tenants

Nearly a fifth of general needs tenants had reported anti-social behaviour to North Lincs Homes in the past 12 months (19%). For those general needs tenants who had reported the problem to their landlord less than half found it easy to contact the right person (41%), while more found it difficult (49%). Slightly more tenants found staff helpful (57%), although a fifth found staff unhelpful (19%). Less than half of tenants found staff able to deal with their problem (43%) and over a third found them unable to deal with their problem (35%).

While 58% were satisfied with the advice provided by staff, less than half of tenants were satisfied with the support provided by staff (45%), how the report was dealt with (42%) and being kept informed (41%). Far fewer tenants were satisfied with the final outcome (34%) and the speed with which the report was dealt (31%) – with more feeling dissatisfied (42% and 45% respectively).

Figure 3.6 General needs tenants satisfaction with way in which anti-social behaviour report was dealt with (Base 63 - 71)



Anti-social behaviour – sheltered housing tenants

A similar number of sheltered housing tenants (19%) had experienced anti-social behaviour in the past 12 months. Those who had reported the problems were more likely to report to another organisation (56%) than to their landlord (44%). Of those tenants who did report the problem to North Lincs Homes, 61% were happy with the way in which their landlord dealt with the problem and 39% were not.

3.3 Customer Care

Three quarters of general needs tenants (75%) had contacted their landlord in the last 12 months, significantly higher than sheltered housing tenants (59%) and homeowners (53%).

Method of contact

When communicating with their landlord the vast majority of general needs, sheltered housing tenants and homeowners telephoned North Lincs Homes (78% - 88%). More general needs tenants visited the office (10%), compared with homeowners (9%) and sheltered housing tenants (4%).

Figure 3. 7 How residents last General Housing for Tenants Home

contacted their housing association	needs tenants	Older people	combined	owners
Phoned	88%	87%	88%	78%
Visited Office	10%	4%	9%	9%
Wrote	1%	3%	1%	6%
Email	0%	0%	0%	4%
Visit to scheme managers office		2%		
Staff visit to scheme		1%		
Other	1%	2%	1%	2%
Can't remember	0%	2%	0%	2%
Responses	308	260	600	55

Reason for contact

Almost the only reason for sheltered housing tenants to contact their landlord in the last 12 months was to report a repair (82%) – a higher proportion than for other groups of residents (44% - 75%). A number of residents made contact with rent/service charge or housing benefit queries (4% - 16%). For homeowners, neighbours or neighbourhood issues were a significant number of contacts (22%), as well as making a complaint (16%).

Figure 3.8 Reason for last contact	General needs	Housing for Older people	Tenants Combined	Home owners
Repairs (includes defects for homeowners)	75%	82%	77%	44%
Rent or housing benefit (includes service charge/rent information for homeowners)	8%	4%	7%	16%
Transfer or exchange	4%	3%	3%	
Neighbours or Neighbourhood issues	6%	2%	5%	22%
Garden or Communal areas	0%	2%	1%	
Home help/care services		0%		
Support services				
Make a complaint				16%
Staircasing or re-mortgaging				0%
Buying or selling your home				2%
Other	7%	7%	7%	0%
Can't remember	0%	0%	0%	0%
Responses	288	253	567	45

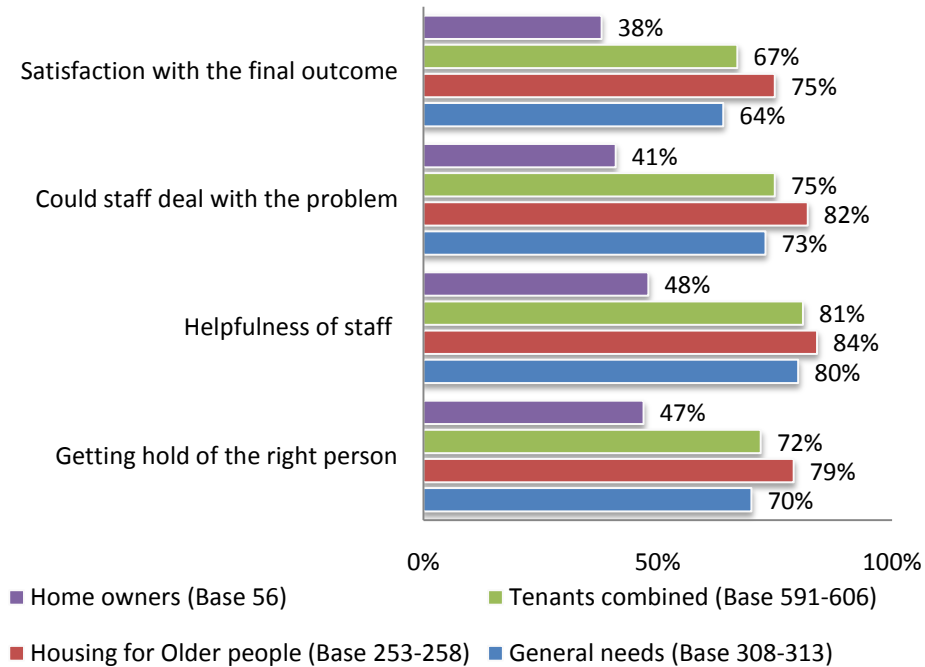
Quality of contact

When North Lincs Homes residents contacted their landlord, in general just over two-thirds found getting hold of the right person easy (70% - 79%) – with the exception of homeowners. Only 47% of homeowners found staff easy to contact and a third found it difficult (35%). Once staff had been contacted, the majority of tenants found them to be helpful (80% - 84%) – however less than half of homeowners found staff helpful (48%).

A high percentage of sheltered housing tenants found staff able to deal with their enquiry (82%), higher than for general needs (73%). Less than half of homeowners (41%) found staff able to deal with the problem (43% unable) which would explain why only 38% were satisfied with the outcome after contacting North Lincs Homes and 52% were dissatisfied. 64% of general needs tenants and

75% of sheltered housing tenants were satisfied with the final outcome with 15% dissatisfied.

Figure 3.9 Satisfaction with customer contact



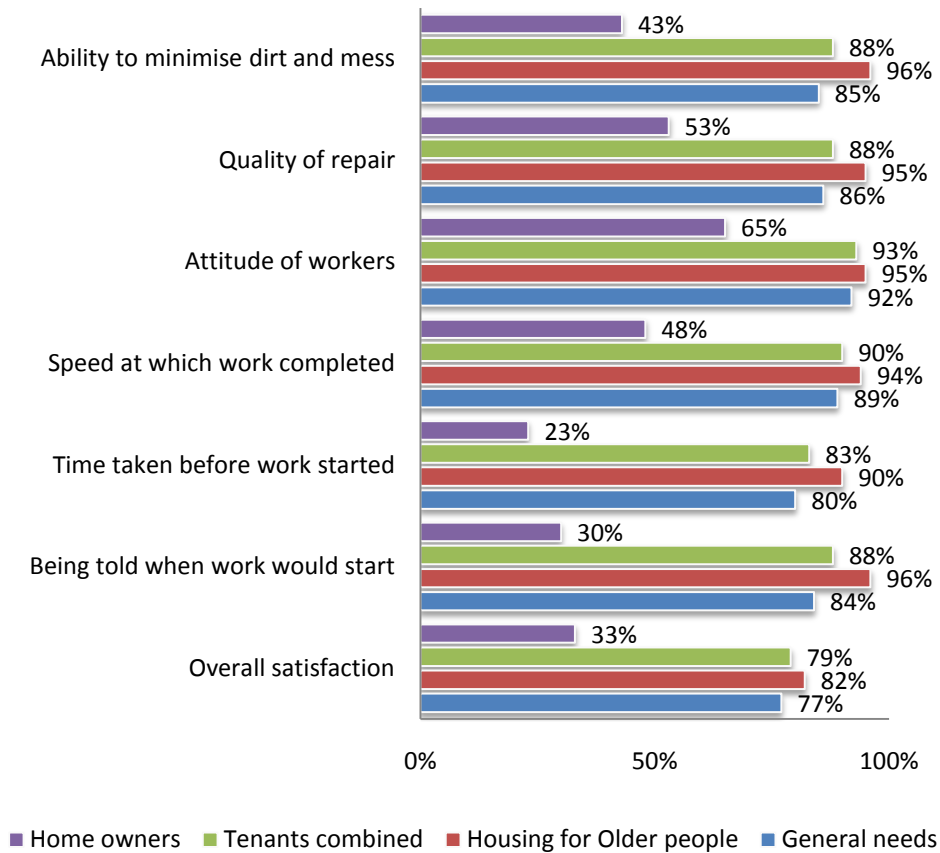
3.4 Repairs and maintenance service

Around three quarters of general needs and sheltered tenants had reported a repair in the last twelve months (75% - 77%), higher than for homeowners (37%).

77% of general needs tenants (who had an opinion) were satisfied with the repairs and maintenance service, lower than the rating for sheltered housing tenants (85%). Tenants were particularly impressed with the attitude of the workers (92% - 95%) and their ability to minimise dirt and mess (85% - 96%).

Only 33% of homeowners were satisfied with the overall repairs service and they awarded lower ratings than tenants for all aspects of the service (23% - 65%), particularly the time taken before the work was started (23%).

Figure 3.10 Satisfaction with repairs and maintenance

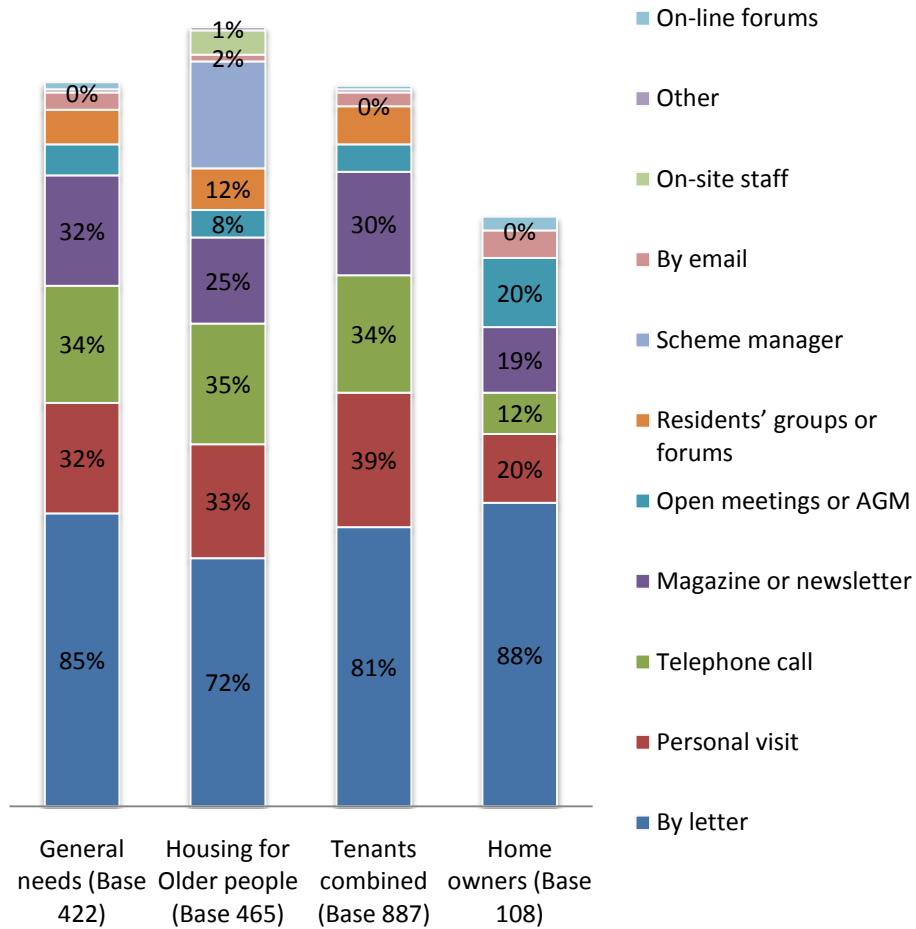


3.5 Resident communication and information

Residents were asked to show which methods they prefer North Lincs Homes to use to inform them or consult them about issues which may affect them. The vast majority of residents said that the preferred method of contact is by letter (72% - 88%) –which was particularly popular with homeowners. Information in a magazine or newsletter (19% - 32%), telephone call (12% - 35%) or a personal visit (20% - 33%) would be popular with some residents.

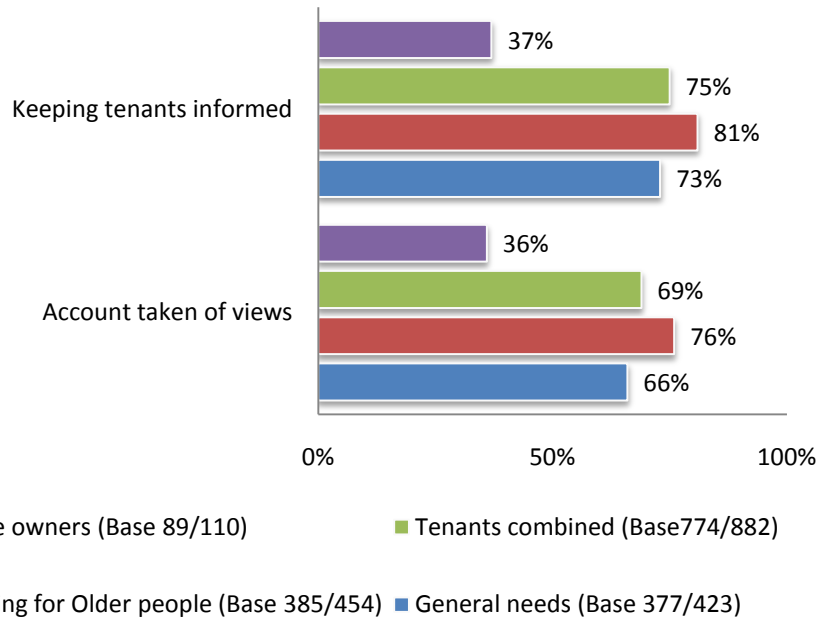
As the chart below shows some methods appeal to different groups of tenants more than others – for example: open meetings or AGMs have more appeal to homeowners (20%), 31% of sheltered tenants would like to be informed by scheme managers (or on-site staff (7%)); more general needs tenants and homeowners would be happy to have information by email (5%-8%).

Figure 3.11 Preferred methods for landlord to use to inform/consult residents about issues that may affect them



North Lincs Homes is doing a good job in keeping its general needs (73%) and sheltered tenants (81%) informed, however fewer homeowners (37%) felt informed. 45% of homeowners said that the way in which the association keeps them informed is poor. When asked, "How satisfied or dissatisfied are you that your views are taken into account by your housing association?" two-thirds of general needs (66%) three-quarters of sheltered housing tenants were satisfied (76%) with even fewer homeowners satisfied (36%). Significant numbers of homeowners (38%) were dissatisfied.

Figure 3.12 Satisfaction with information and consultation



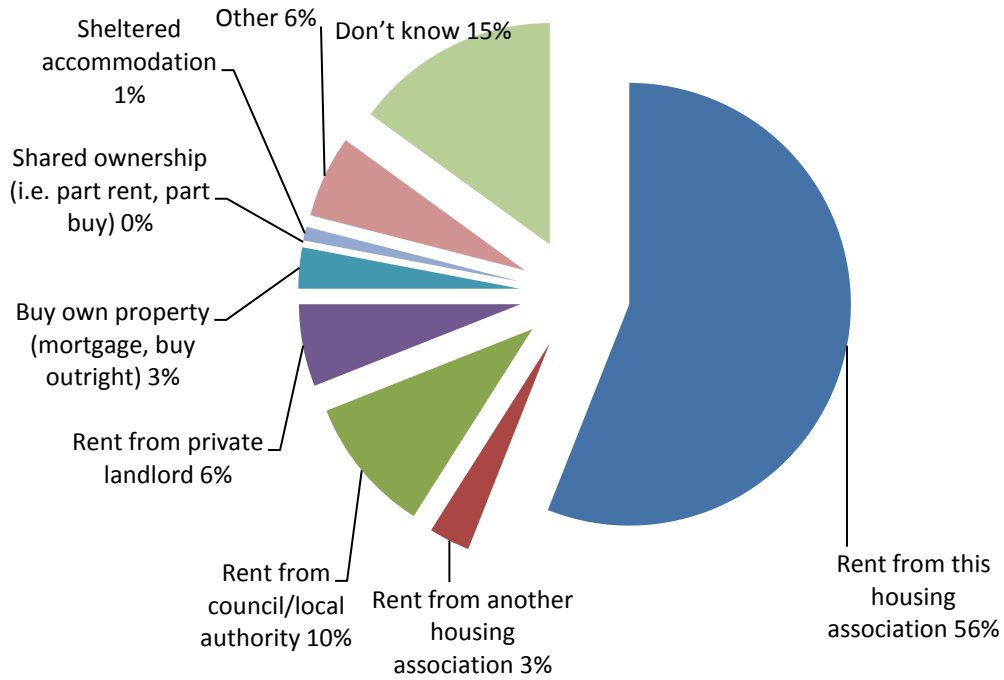
3.6 Future plans

General needs tenants

Around a quarter of North Lincs Homes tenants felt it was very or fairly likely that they would move from their current home in the next 3 years (24%), while two-thirds of tenants felt a move was unlikely (67%) and 10% were unsure.

Of those tenants who felt that they were likely to move in the next three years, 56% would still want to rent from North Lincs Homes, while 3% would like to rent from another housing association. A tenth of tenants would like to rent from the council (10%). A small number of tenants would consider buying a property outright (3%) and a few wanted to move to sheltered accommodation (1%). A number of tenants did not know (15%) or would consider other alternatives (6%).

Figure 3.13 Where tenants are likely to move (Base 89)



4. GENERAL NEEDS TENANTS –DEMOGRAPHIC INFLUENCES AND SUBGROUPS

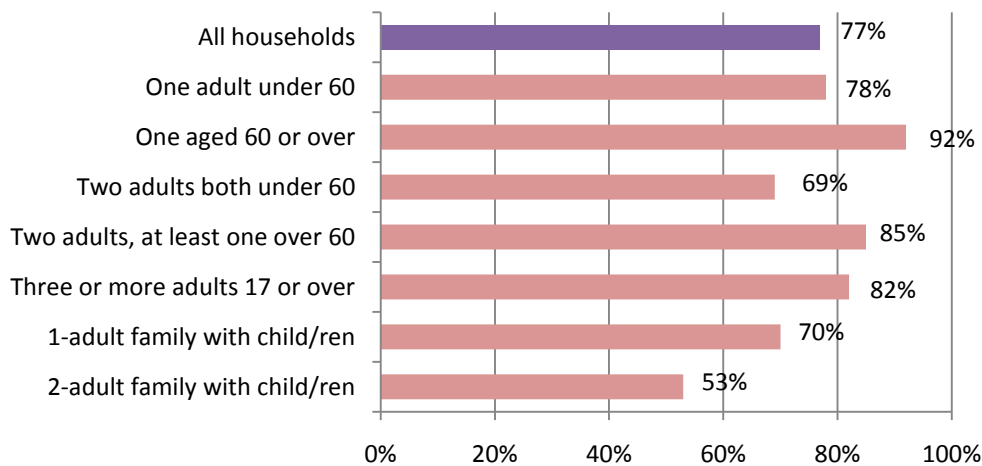
The Feedback database contains data for more than 550,000 social housing tenants. Analysis of this data shows that some types of households tend to have higher levels of satisfaction with their housing services than other types of households and the North Lincs Homes survey proved to be no exception. This chapter is based on general needs tenants only.

4.1 Demographic influences

Household Types

North Lincs Homes tenants generally followed the pattern found in other STATUS surveys. Older tenants were more satisfied with overall landlord services (85% - 90%) than the “average” tenant (77%). Satisfaction was lowest amongst two-parent families (53%), which was much lower than average; one-parent families were slightly more satisfied (70%), but still less than the average. Adult households’ satisfaction was lower than average for two adults (69%) and slightly higher for singles (78%).

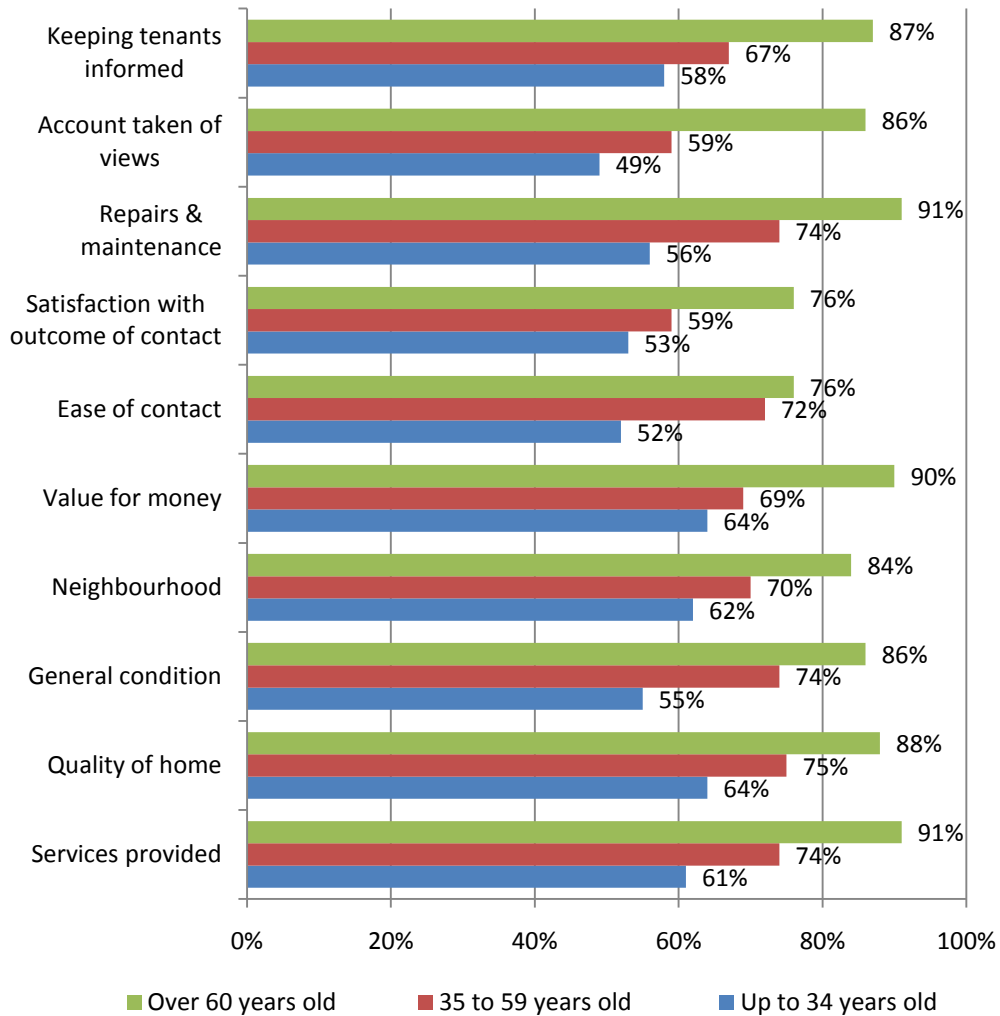
Figure 4.1 Satisfaction with overall landlord service by household type (% very or fairly satisfied)



Age of tenant

As already indicated by the analysis by household type, satisfaction levels are likely to increase with the age of the tenant. Older tenants (over 60 years old) recorded above average levels of satisfaction for all aspects of the service provided by North Lincs Homes compared with younger tenants. Tenants under 35 years old generally recorded lower levels of satisfaction for service aspects compared with those aged between 35 and 60 and the average of all tenants. Those between 35-59 were more satisfied than those under 34, but in many cases were still less satisfied than the average and significantly less satisfied than those over 60.

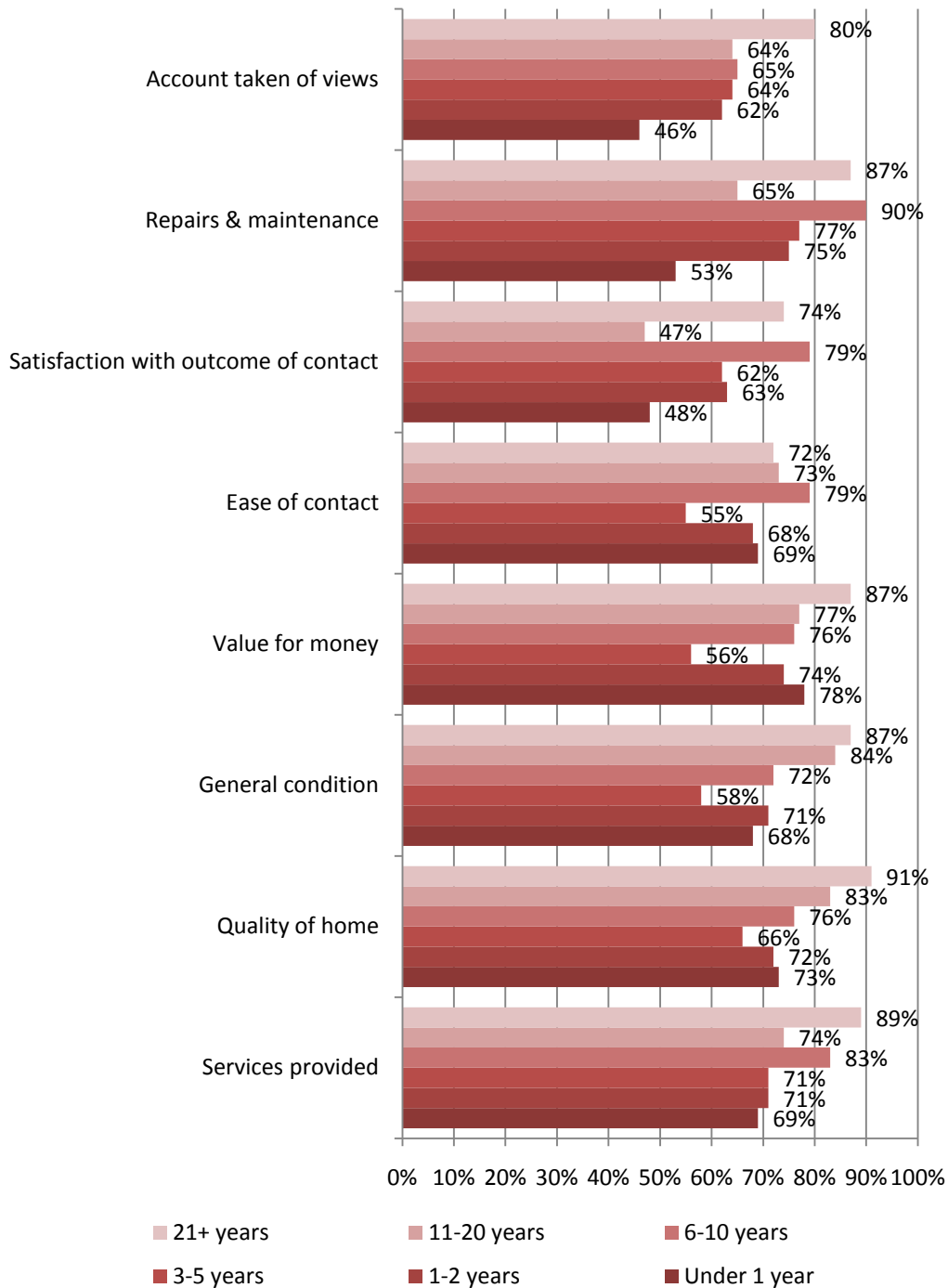
Figure 4.2 Difference in satisfaction ratings by age



Length of tenancy

The pattern found at other landlords as regards satisfaction and length of tenancy, is that the majority of new tenants are either more or less satisfied than average. However, at North Lincs Homes new tenants (under one year) were on most occasions less satisfied than the average tenant (the exception being the value for money of rent – 3% higher).. Satisfaction appears to fall after the first year, usually reaching the lowest levels of satisfaction in tenants of between 3 and 5 years. Long standing tenants (over 21 years) were the most satisfied group of tenants on most issues.

Figure 4.3 Difference in satisfaction ratings by time with landlord

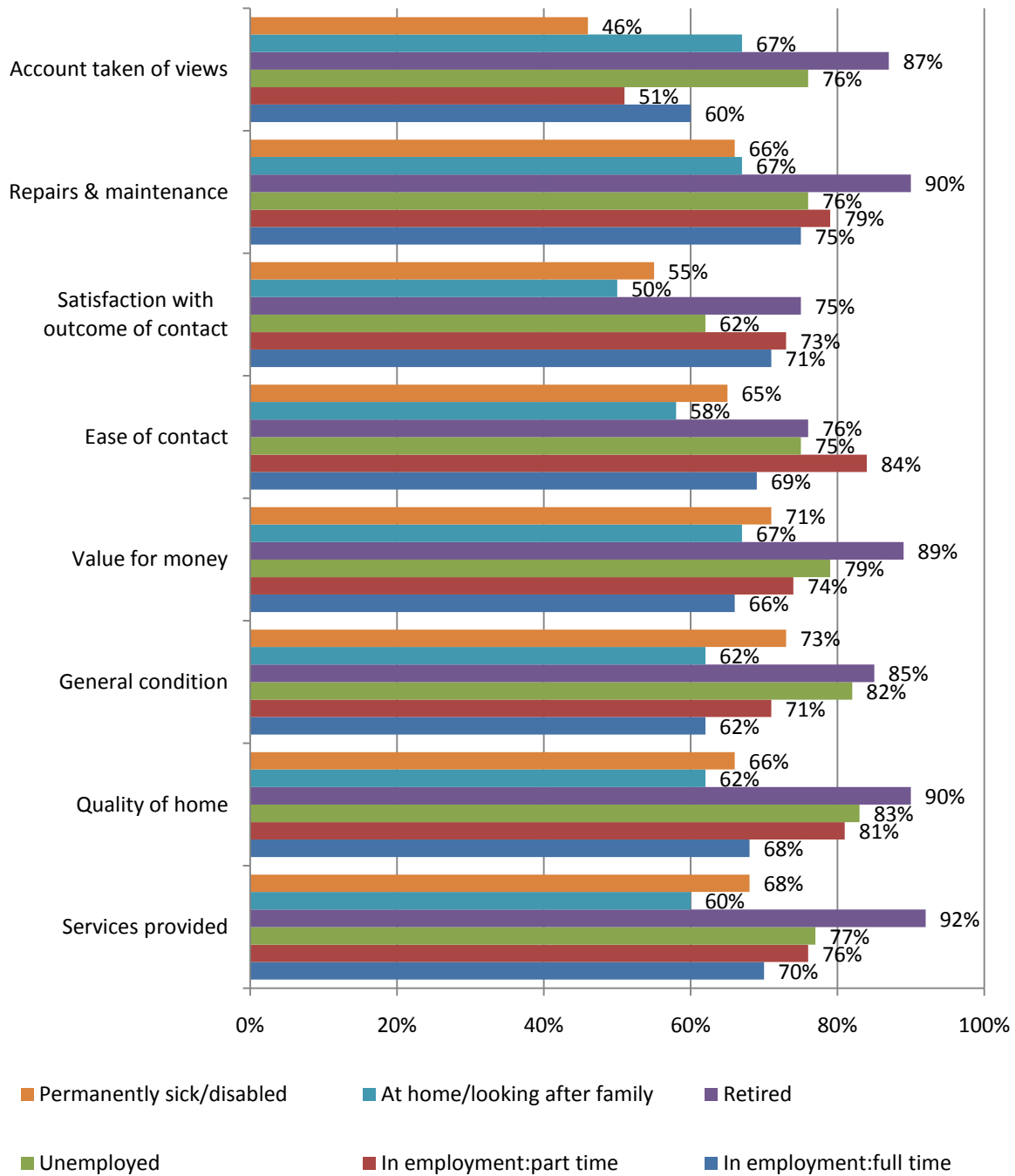


Economic status

Working households often awarded ratings close to average; however there were some differences. Full-time working tenants were less satisfied with most services, compared with those in part-time work (with the exception of views taken account of). Retired tenants were highly satisfied with all aspects of their homes and the housing services provided by North Lincs Homes (92% overall services). The majority of ratings awarded by retired tenants were higher than average and are close to the ratings of older tenants. Unemployed tenants were on many occasions more satisfied than

the average tenant; however they awarded a lower rating for satisfaction with the final outcome (62%). Tenants at home looking after family were less satisfied with most aspects of the service, with the exception of views taken account of (1% higher) and only rated the overall service 60%. Permanently sick or disabled tenants also awarded lower ratings for overall services (68%) – which may be linked to lower ratings for the satisfaction with the final outcome of contact (55%), repairs and maintenance service (66%) and account taken of views (46%).

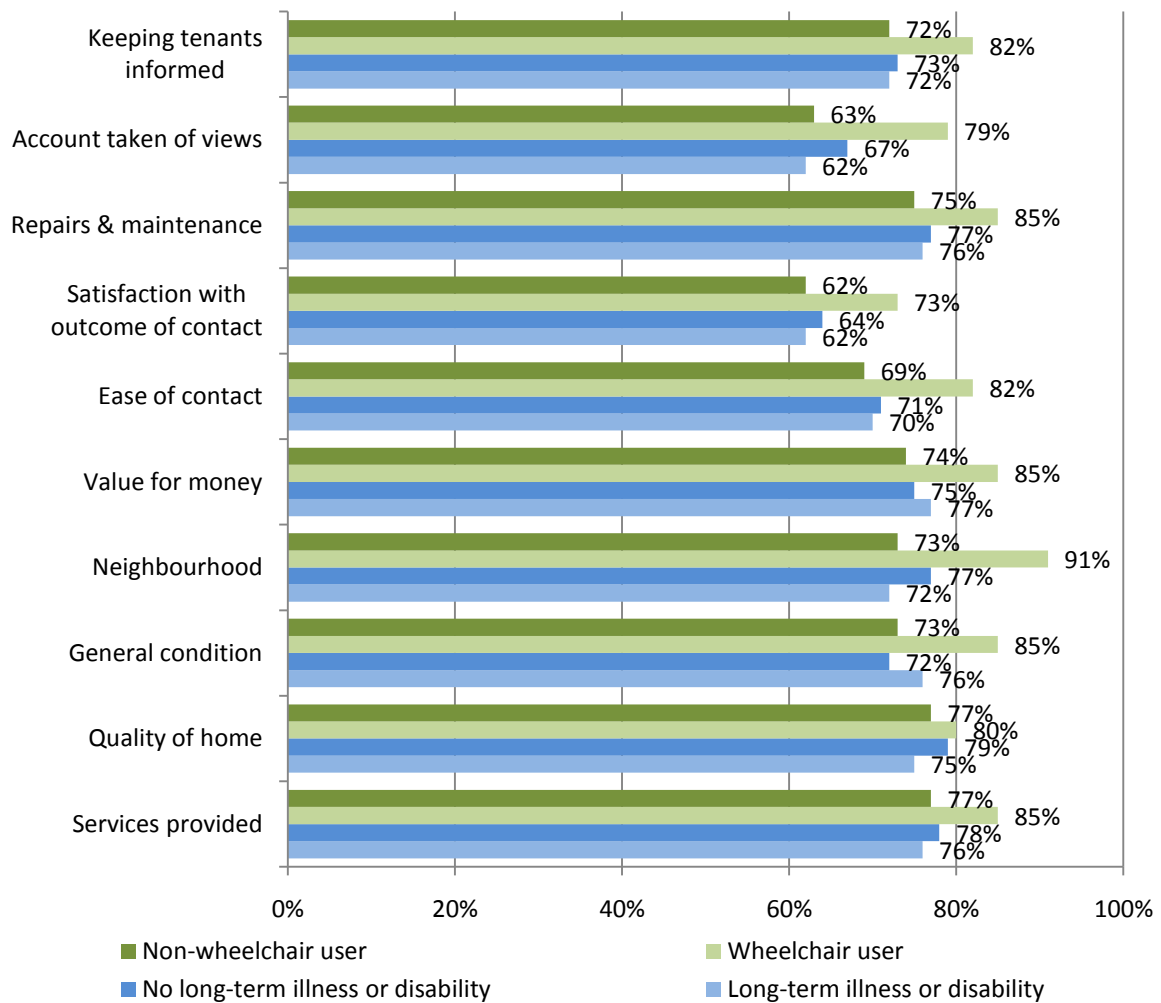
Figure 4.4 Difference in satisfaction ratings by economic status



Tenants with long-term illnesses or disabilities and wheelchair users

The results of the survey were analysed to see if there were any differences between tenants with long-term illnesses or disabilities and wheelchair users and those without long-term illness or disability and non-wheelchair users. The results show that tenants with long-term illnesses or disabilities are on many occasions less satisfied than tenants without long-term illnesses or disabilities – overall services, customer contact, repairs and maintenance, account taken of views and keeping tenants informed. The results show that wheelchair users are generally more satisfied than non-wheelchair users – awarding higher ratings for most aspects of the service and in many cases, above the average for all tenants.

Figure 4.5 Difference in satisfaction between general needs tenants with and without long-term illnesses and disability and wheelchair and non-wheelchair users



Religion and sexual orientation

While the survey collected information on religion and sexual orientation, the numbers of households with a religion other than none or Christian and with a sexual orientation other than heterosexual were too small for the data to be analysed.

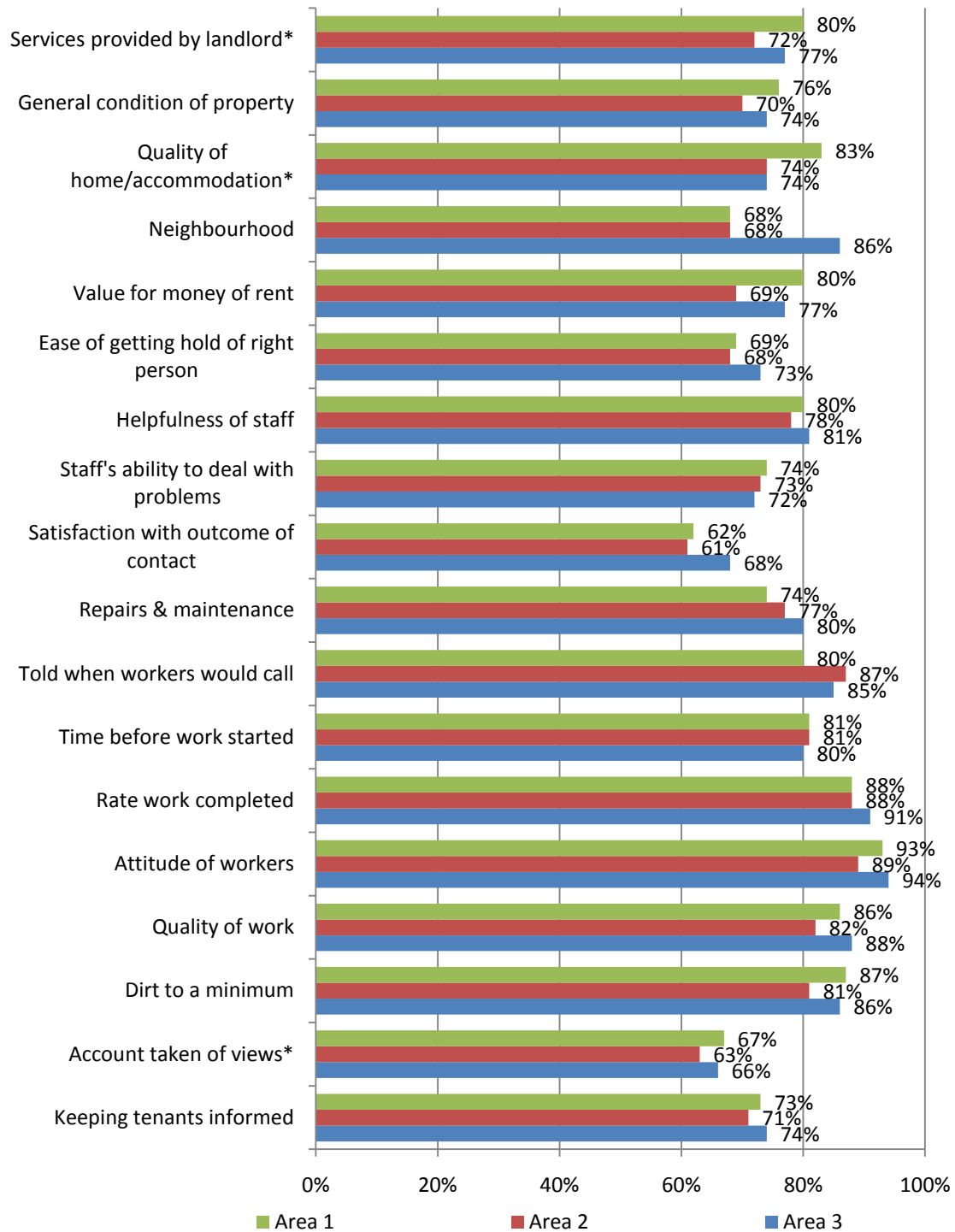
4.2 General Needs - Subgroups

General needs tenants were split into three different subgroups (Area 1, Area 2 and Area 3). As the chart below shows (Figure 4.6) tenants in Area 1 and Area 3 were more satisfied than those in Area 2. Sometimes the differences are relatively small - for example 74% of tenants in Area 3 were satisfied with being kept informed compared with 73% in Area 1 and 71% in Area 2. On other occasions the differences are considerable – for example satisfaction with the neighbourhood where 86% of tenants were satisfied in Area 3 compared with 68% in Areas 1 and 2.

Tenants in Area 2 awarded lower ratings for all individual aspects of the service, while Area 1 had highest ratings for the landlord services overall, condition of the property, quality of the home and value for money of rent. Area 3 had the highest ratings for most aspects of contact and most aspects of the repairs and maintenance service.

Significant differences between subgroups can sometimes in part be explained by more satisfied subgroups having a higher percentage of older tenants. This appears to be the case here with 49% of Area 3 tenants aged 60 or over compared with 34% in Area 1 and 32% in Area 2. Area 2 also has more families (typically a group recording lower satisfaction levels) than Area 1 (26%) and Area 2 (25%).

Figure 4.6 Difference in satisfaction between the subgroups (general needs tenants only)



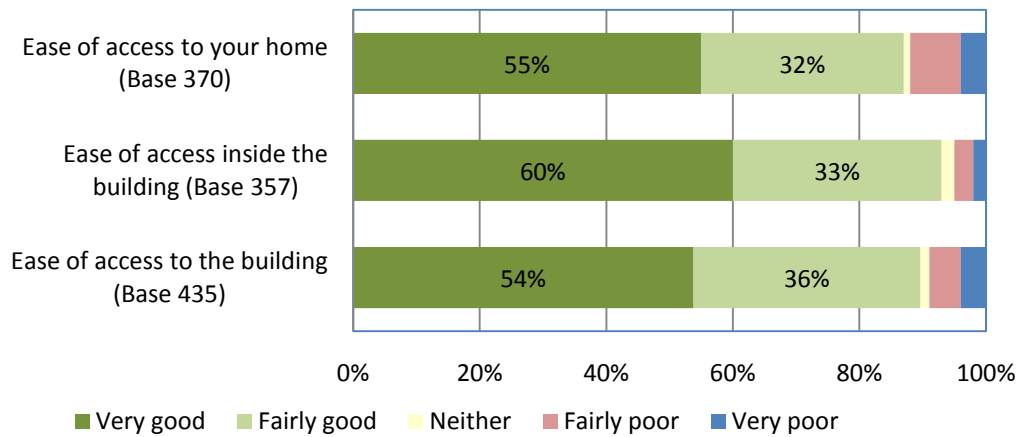
5. SHELTERED HOUSING - CARE AND SUPPORT SERVICES

This chapter reports on the additional results found from other questionnaires used in the survey for sheltered housing tenants. Please note that the percentages quoted in the text and graphics may not always add up to 100% because of rounding.

Ease of access

The vast majority of sheltered tenants said that there was good ease of access to the building, inside the building and to their home (87% - 93%). Few were dissatisfied with the ease of access (5% to 12%) – suggesting that for a very small number of tenants the accommodation is no longer suitable for their needs.

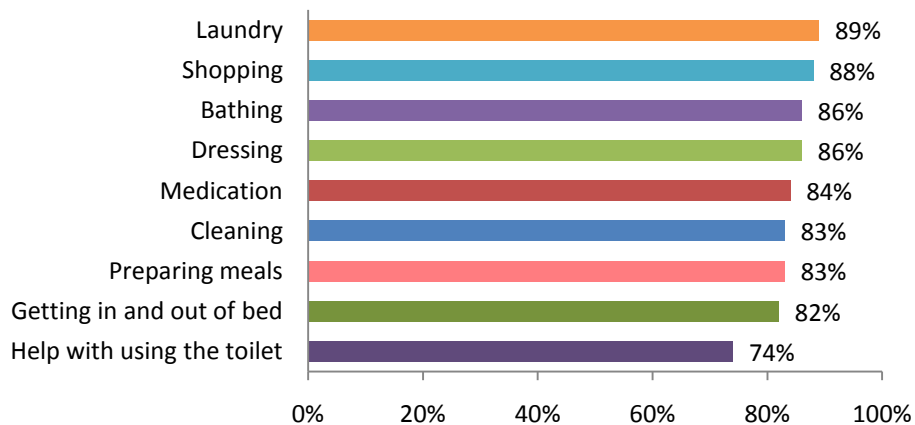
Figure 5.1 Rating aspects of the scheme - residents who have an opinion



Home help & care services

Although North Lincs Homes does not provide home help and care services, 17% of sheltered tenants said that they had these services provided by another organisation. Of those tenants the vast majority were satisfied with the services provided (74% - 89%).

Figure 5.2 Sheltered tenants satisfaction with services (Base 34-66)



Emergency call system

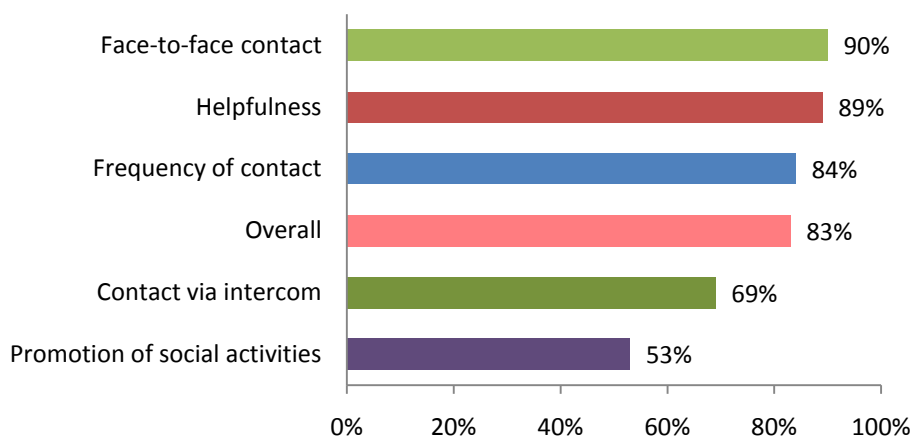
95% of sheltered tenants have an emergency call system. Of those tenants a third (29%) had used the call system in the last 12 months, either for themselves or another member of their household (25%) or for a visitor or a neighbour (4%). Over three quarters of tenants said that the call was answered by emergency call staff (81%), while 4% said a scheme manager (2% other and 13% not sure).

Satisfaction with the service was high in terms of the speed of response to the call (94%), the helpfulness of staff (93%), and few tenants were dissatisfied (3%).

Scheme manager

75% of the sheltered tenants who responded to the survey said that they had a scheme manager who either, lived-in (8%), visited every day (3%) or visited less frequently (64%). Tenants were highly satisfied with the face-to-face contact (90%), helpfulness of the scheme manager (89%), frequency of contact (84%) and the overall service from the scheme manager (83%). Fewer tenants were satisfied with contact via the intercom (69%) and the promotion of social activities (53%), however few were dissatisfied (6%).

Figure 5.3 Sheltered tenants satisfaction with scheme manager (Base 136 -262)



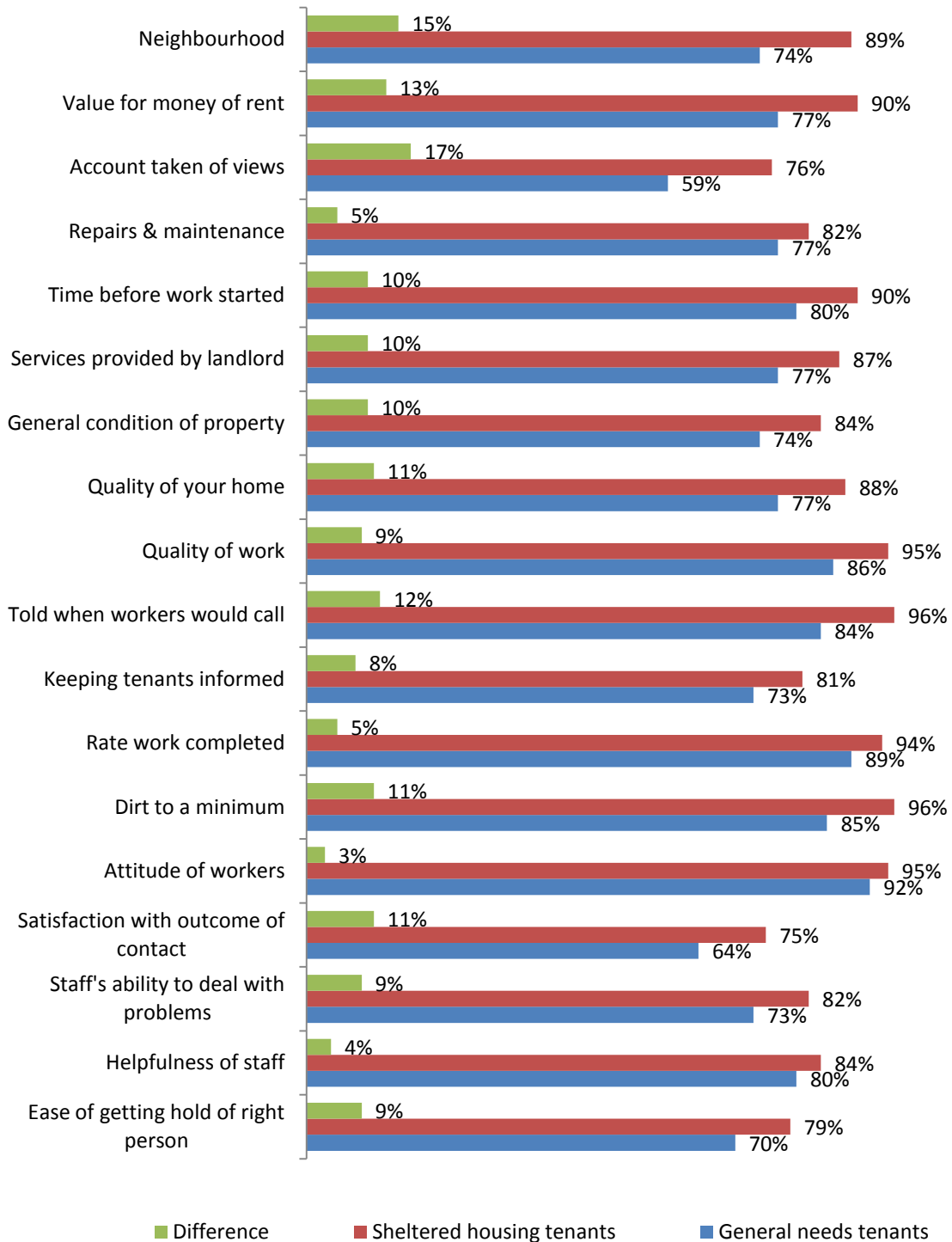
Complaints procedure

Over half of sheltered tenants were aware that North Lincs Homes has a formal complaints procedure (58%); although 42% did not.

Sheltered tenants and general needs tenants

As the chart below shows, sheltered tenants were far more satisfied than general needs tenants in all aspects of service delivery. In particular, the account taken of views was 17% higher, satisfaction with the neighbourhood 15% higher and value for money of rent paid was 13% higher.

Figure 5.4 Difference between general needs and sheltered tenants



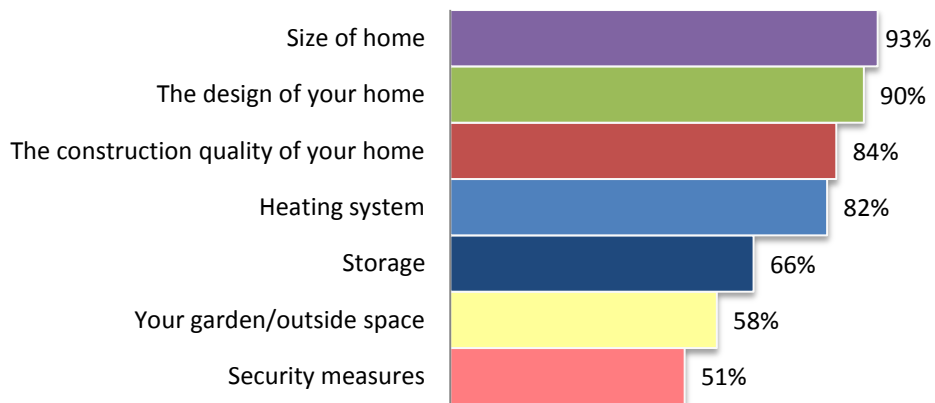
6. HOMEOWNERS

6.1 Features of the home

Homeowners were asked a number of questions about their home: the size, type (flat, house etc.), design and construction quality as well as facilities such as security measures, the heating system, storage space and outdoor recreational space.

Satisfaction was highest in respect of the size (93%) and the design (90%) of the home; with the quality of construction (84%) and the heating system also highly rated (82%). Just under three quarters of homeowners were satisfied with and security measures (72%). Just under two thirds were satisfied with the storage space (66%), the garden/outside space (58%) and security measures (51%).

Figure 6.1 Satisfaction with the different aspects of the home
(Base 94 - 106)



6.2 Service standards

Services received

The type of services homeowners receive depends on the specifications in the lease and the type of property they own. Homeowners were therefore asked how they rated their housing association in respect of specific services offered. Under half of the homeowners who had an opinion were satisfied with the rent/service charge information (48%) and the upkeep of the communal areas (43%), while fewer homeowners were satisfied with the external repairs and maintenance service (25%).

In respect of these services provided, homeowners were asked if they considered them to be good value for money. Less than half of the homeowners thought the charge they paid for rent/service charge information (49%) and cleaning of the communal areas (33%) were good value for money, while fewer thought that they received good value for money for external repairs and maintenance (24%). High percentages of homeowners who had an opinion rated the value for money of all three aspects of their services as poor (32% - 50%).

Paying a higher service charge for more services

The services homeowners receive are limited to those specified in the lease, however there was no great desire to pay a higher service charge in order to obtain extra services – 89% would not be prepared to pay a higher charge. Only 11% said that they would be prepared to pay more and written comments included better cleaning and maintenance (3 homeowners), improved security (3

homeowners), parking (1 homeowner), renewing balcony and repairs.

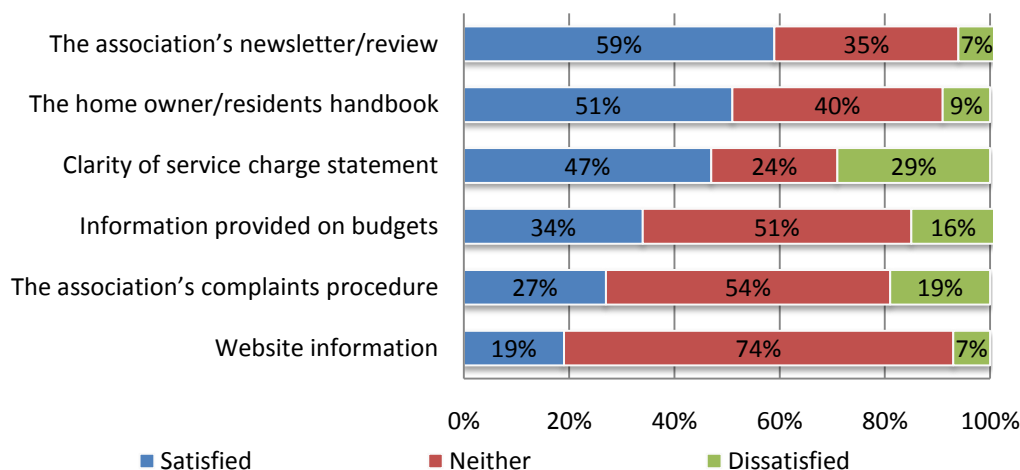
Consultation about service charges

25% of homeowners felt that the level of consultation they had regarding the way in which their housing association sets the service charge was about right, while 16% felt that there was too little. Over half of homeowners said that there had been no consultation (55%).

6.3 Homeowner communication

Homeowners were asked a number of questions relating to how satisfied they were with different types of communications received. Over half of homeowners were satisfied with the newsletter (59%) and handbook (51%), with less satisfied with the clarity of the service charge statement (47%). The information provided on budgets (34%) and the complaints procedure (27%) had less satisfaction; however far fewer were satisfied with the website information (19%).

Figure 6.2 Satisfaction with communication and information (Base 74 - 90)



The majority of homeowners prefer to get information from their housing association by letter (85%), while a few would be happy with a telephone call (10%) or an email (4%).

When looking at the best method for obtaining homeowners' views, over half opted for completing a questionnaire (56%), while some homeowners would be interested in attending open days/conferences (20%), taking part in telephone surveys (20%), taking part in an email panel or completing an on-line survey (8%), small discussion groups (10%) or attending homeowners' groups and forums (24%). One in five stated that they do not want to get involved at all (20%).

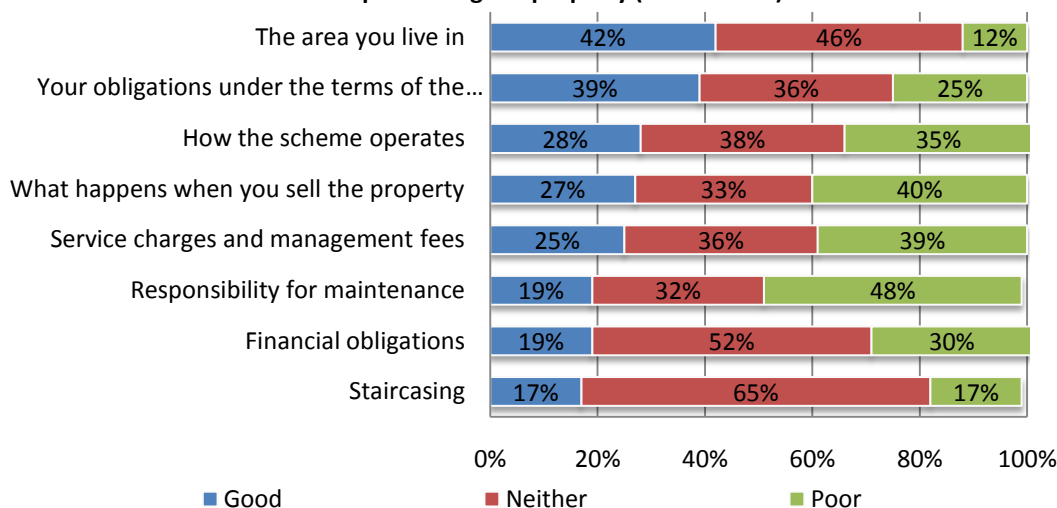
6.4 Purchasing the property

Homeowners who purchased their properties within the last three years were asked for details of their experience of the sales process. 62% of homeowners were satisfied with the sales process (28% very satisfied and 33% fairly satisfied), only 3% were dissatisfied and 36% were neither satisfied nor dissatisfied.

Homeowners were not very satisfied with the information and advice provided during the sales

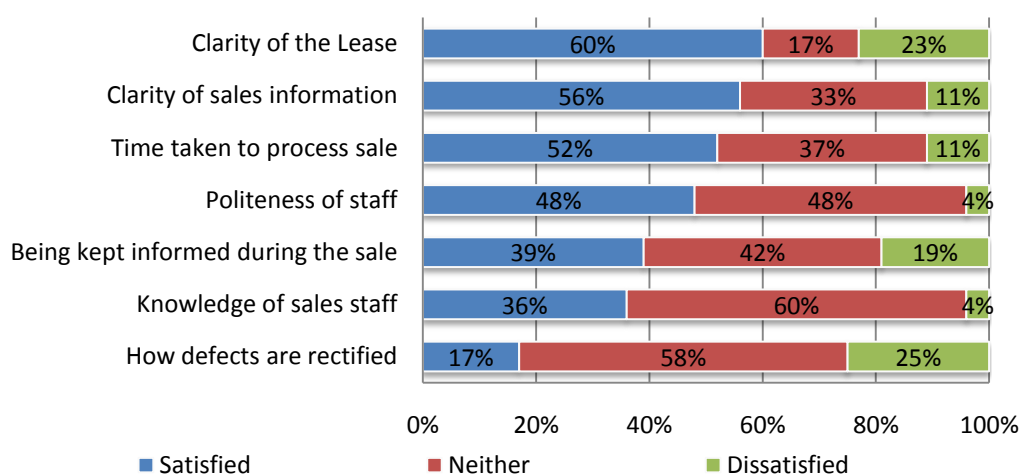
process with the information regarding area you live in rated the highest (42%), followed by advice on obligations under the terms of the lease (39%). The other aspects received between 17%-28% satisfaction. Noticeably fewer homeowners were satisfied with the information about staircasing (17%).

Figure 6.3 Satisfaction with the information and advice provided when purchasing the property (Base 26 - 31)



Homeowners also rated different aspects of the service they received while buying their home. Around three in five homeowners were satisfied with the clarity of the lease (60%), with less satisfied with the clarity of sales information (56%) and the time taken to process the sale (52%). The other aspects received between 17%-48% satisfaction, with considerably fewer homeowners being satisfied with how defects were rectified (17%) and 25% were dissatisfied.

Figure 6.4 Satisfaction with different aspects of the sales process (Base 24 - 30)



10% of homeowners said that they had moved into a newly built property and had to report defects which have been resolved; while 5% said that there was a defect that had yet to be resolved (86% of homeowners either had not moved into a newly built property or had not reported any defects).

Encouragingly 72% of homeowners would recommend this type of purchase to family or

friends (or have already done so), however 28% would not.

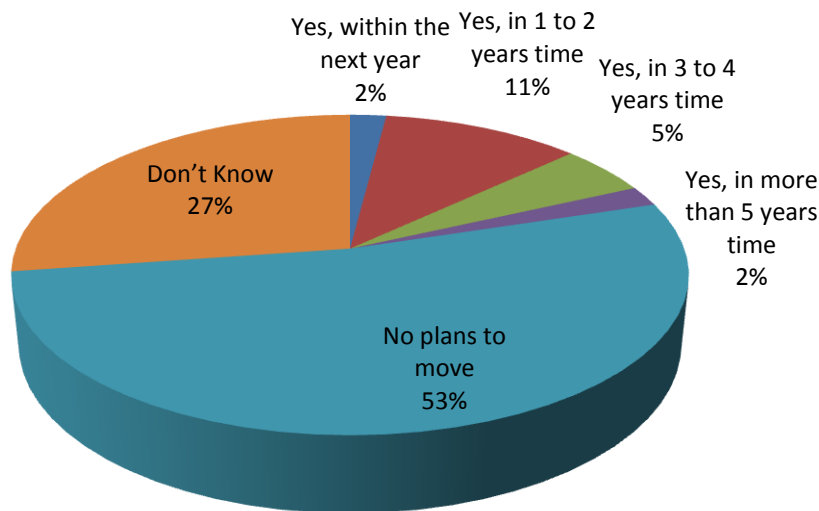
6.5 Household costs

Homeowners were asked whether they had experienced any financial difficulties in paying regular payments/bills in the last 12 months. Encouragingly 85% had had none. Of the 11% who had experienced problems, 67% said that this was because the costs of owning their own home had been higher than they expected (27% no higher and 7% did not know). Nearly half of homeowners stated that if they were to get into financial difficulties they would try to resolve financial matters themselves (48%). Around a third of homeowners would consider contacting their lender (32%) or would seek help from family/friends (29%) for assistance. Others would contact the Citizens Advice Bureau (24%), their housing association (8%) or an independent advice agency (6%) and 11% of homeowners would not know who to contact.

6.6 Future plans

Homeowners were asked to indicate their future plans – whether they would be likely to move within the next few years. Over half have no plans to move (52%), with only 2% considering moving within the next year. There were 11% who were considering moving between 1-2 years, 5% between 3-4 years, 2% in more than 5 years and 27% don't know.

Figure 6.5 Homeowners who are considering a move in the next few years (Base 44)



6.7 Comparison with other landlord's homeowners

The results of key satisfaction questions in the homeowner survey have been compared with other housing associations that have undertaken the STATUS survey in the last three years. As the homeowner questionnaire is relatively new there is currently only a very limited peer group available for comparison – 7 housing associations were selected to compare the results with.

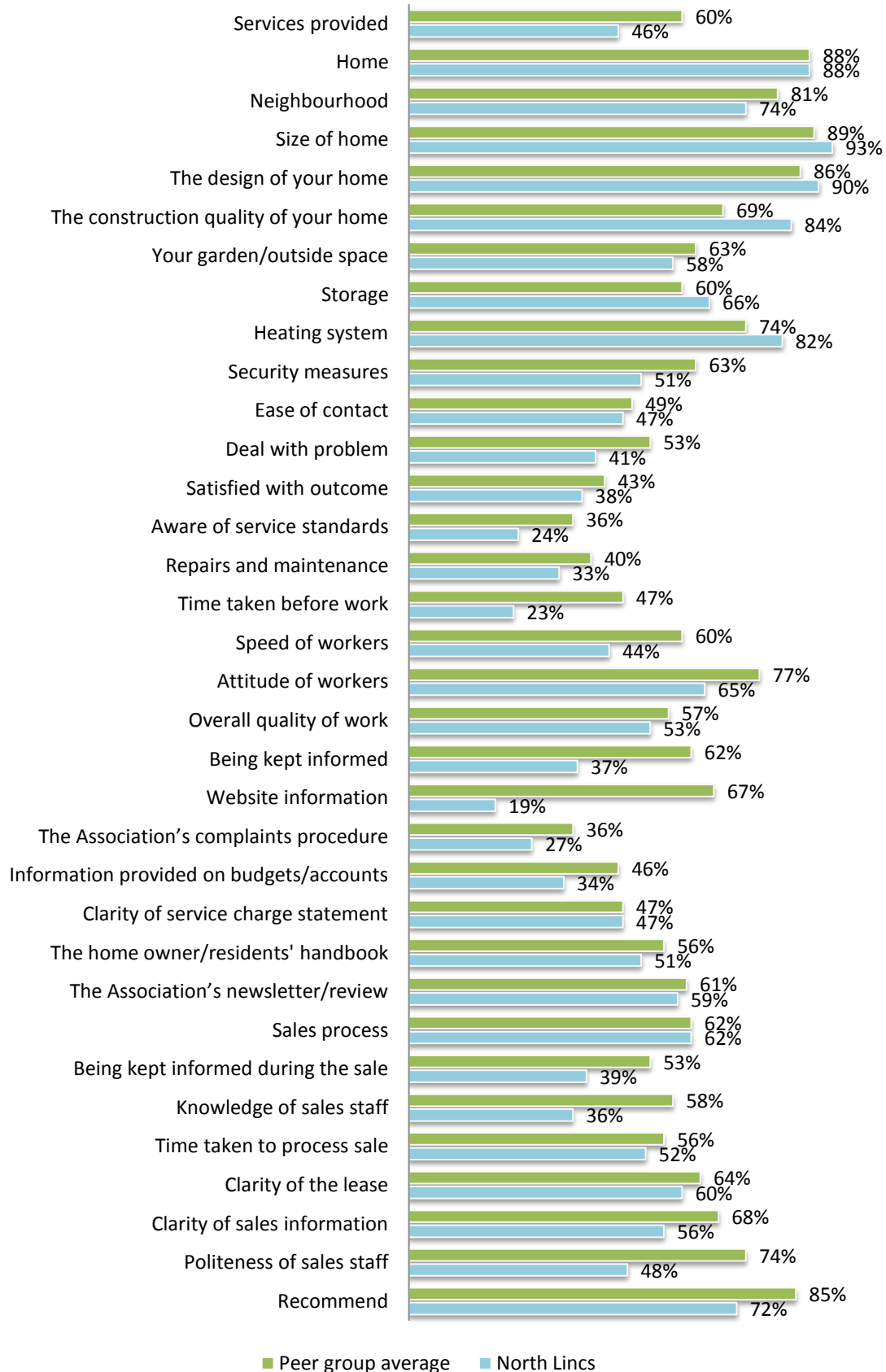
The results of the key satisfaction questions are shown below in figure 6.7 and compare the results

of North Lincs Homes with the average of the 7 other landlords. Overall North Lincs Homes has a lower set of results in certain key areas.

The results are the same for the home and the clarity of the service charge statement and higher for many questions relating to the home; size of home (4% higher), design of home (4% higher), construction quality of the home (15% higher), storage (6% higher) and heating (8% higher).

There were however many areas where the results were lower than the average, in particular the repairs and maintenance and the sales process. The repairs and maintenance was 7% lower, with the time taken before work started 24% lower, speed of which the work was completed 16% lower and the attitude of workers 12% lower. The politeness of sales staff was 26% lower and the knowledge of sales staff 22% lower. In addition, the website received a very low rating (19%), which was 48% below the average (67%).

Figure 6.6 Satisfaction of North Lincs homeowners compared with other homeowners (% very or fairly satisfied/good - who had an opinion)



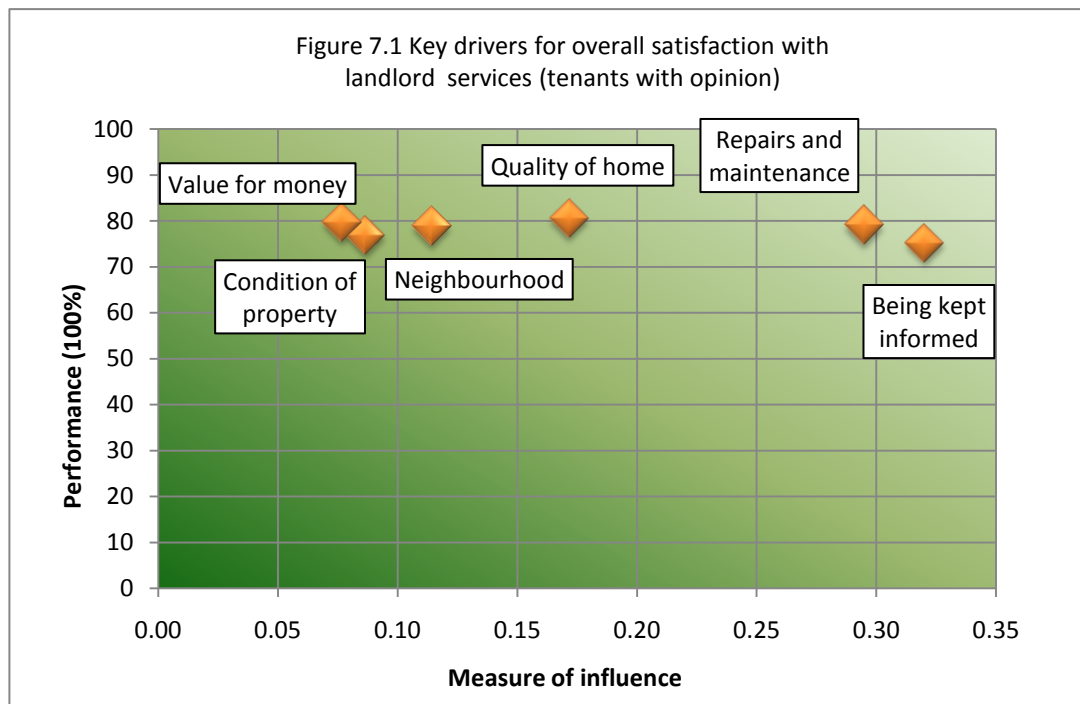
7. KEY DRIVER ANALYSIS

The report to date has examined the survey results using very simple analysis, and the results simply show how satisfied tenants are with various aspects of the service they receive. In order to understand fully which services are key to tenants' overall satisfaction, the statistical process called Key Driver Analysis is used to examine the relationship between the different variables (the questions asked in the survey) and to determine which elements of the service are the key drivers for customers' overall satisfaction. Tenants who did not have an opinion are excluded from this analysis.

Overall landlord satisfaction

In order to examine the relationship between various aspects of the service and tenants' overall satisfaction with their landlord, the following aspects were compared: satisfaction with the repairs service, value for money, quality of home, condition of property, neighbourhood, keeping tenants informed and account taken of views. The chart below shows the results - the greater the number for the measure of influence, the more important this aspect of service is; tenants who are satisfied overall are more likely to be satisfied with the aspects with the greatest influence.

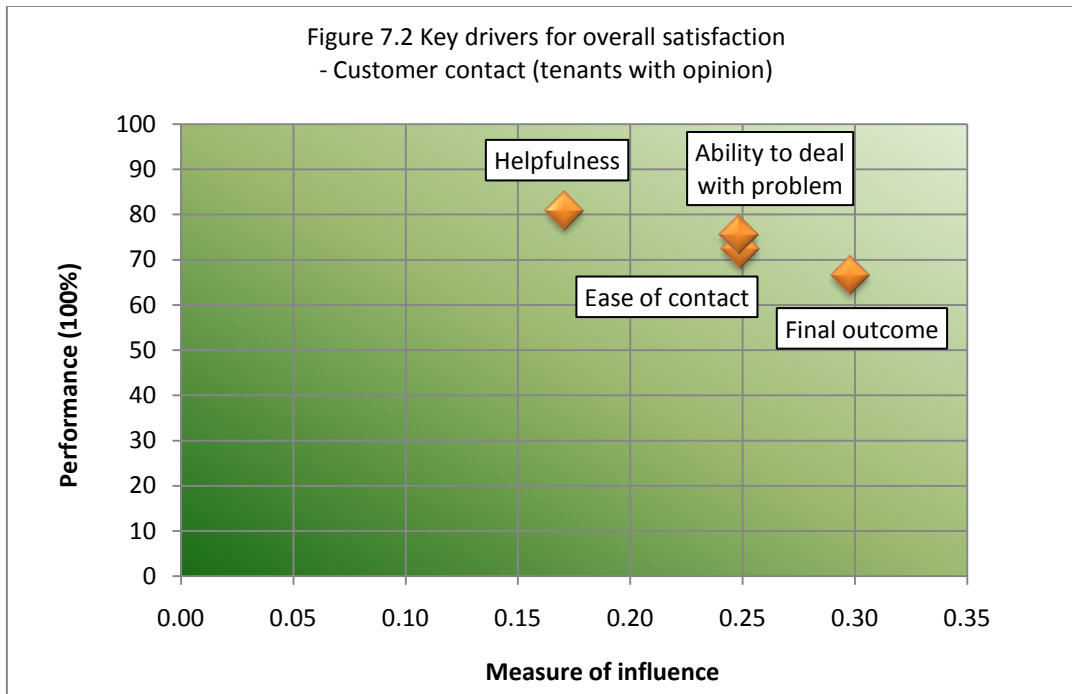
The chart indicates that, in terms of overall satisfaction with the services provided by North Lincs Homes, the key driver is the being kept informed followed by the repairs and maintenance service. The quality of the home is also influential to the overall rating for services, as are – albeit to a lesser extent the neighbourhood, value for money and the condition of the property. Satisfaction with account taken of tenants' views – a TSA performance indicator was not found to be a key driver at North Lincs Homes.



These findings clearly show the tenants who are kept informed are more likely to be satisfied with the overall services, and unusually this is the highest driver. Satisfaction with the repairs and maintenance service is still highly important and the chart shows that it is essential to ensure the Association delivers a high quality service.

Customer contact

Key Driver Analysis was also used to examine the relationship between overall satisfaction with the landlord and the various aspects of customer contact measured in the survey. The findings indicate that, in terms of overall satisfaction with the landlord, the most influential aspect of service is the satisfaction with the final outcome, followed by ease of contact and the ability of staff to deal with problems. The helpfulness – which is highly rated of staff was not as influential. Clearly the Association needs to focus on improving tenant satisfaction after contact is made – which has the lowest rating.



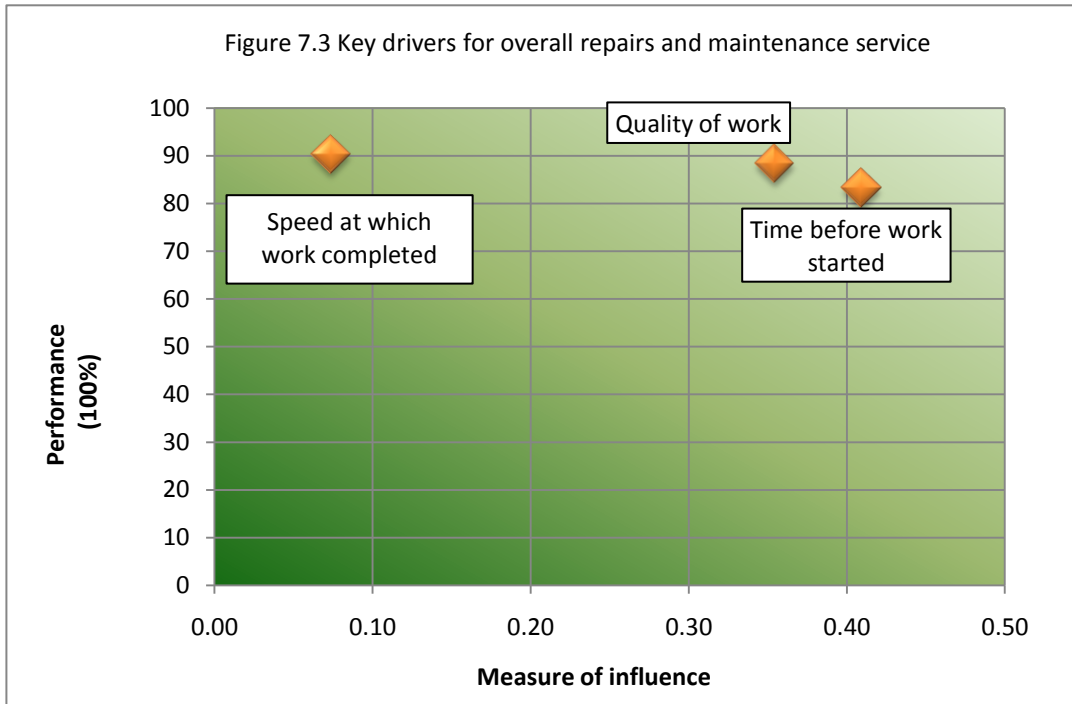
Repairs Service

Key Driver Analysis was also used to examine the relationship between various aspects of the repairs service for the last completed repair and tenants’ overall view of the service. The findings indicate that, in terms of overall satisfaction with the repairs and maintenance service, the most important aspects of service is the time taken before the repair started, followed by the quality of the repair work and to a lesser extent by the speed at which the work is completed.

The analysis found only weak relationships between satisfaction with the information given, attitude of the workers and their ability to minimise dirt and mess and overall satisfaction. These relationships are not statistically significant and could be due to chance.

North Lincs Homes should concentrate some of its resources on improving the time taken before

repair work is carried out in order to drive up tenant satisfaction with the overall repairs service, while maintaining the high quality of its service.



8. COMPARISON WITH OTHER LANDLORDS

The results (for general needs and sheltered tenants) of key satisfaction questions in the North Lincs Homes survey have been compared with eight other housing associations that have undertaken the STATUS survey in the last three years. The landlords in the peer group were selected to match North Lincs Homes as closely as possible; mainly stock transfers landlords operating in similar areas of the country.

The following charts display results from the best and poorest performing landlords, and the average score for all landlords in the peer group. Also included in the tables are average results for the Federation’s entire database (named “Federation average” in the following charts). The names of the landlords have been withheld to protect their confidentiality. The Federation holds a full report containing the data tables and information on the landlords chosen for the comparative analysis.

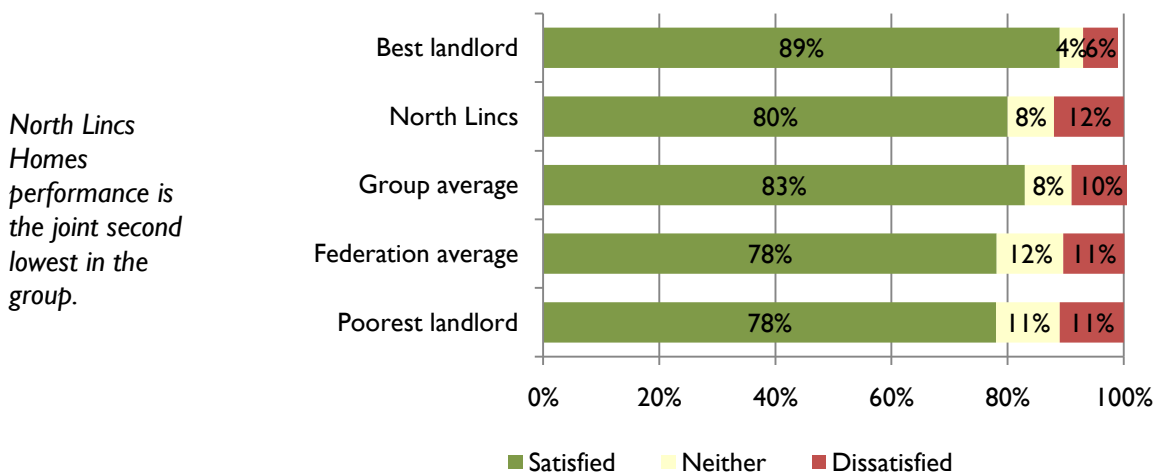
Notes:

- (1) The results for North Lincs Homes in this chapter give a combined rating for both general needs and sheltered tenants and match the combined figures for the other organisations.
- (2) Although the National Housing Federation’s average includes a broad mix of housing associations, local authorities and Arms Length Management Organisations, it is not based on a fully representative sample of social landlords and so should therefore only be taken as an indication of average national performance.
- (3) Figures in this chapter exclude no opinions and may differ slightly from the results reported to the actual landlords.

8.1 Satisfaction with landlord

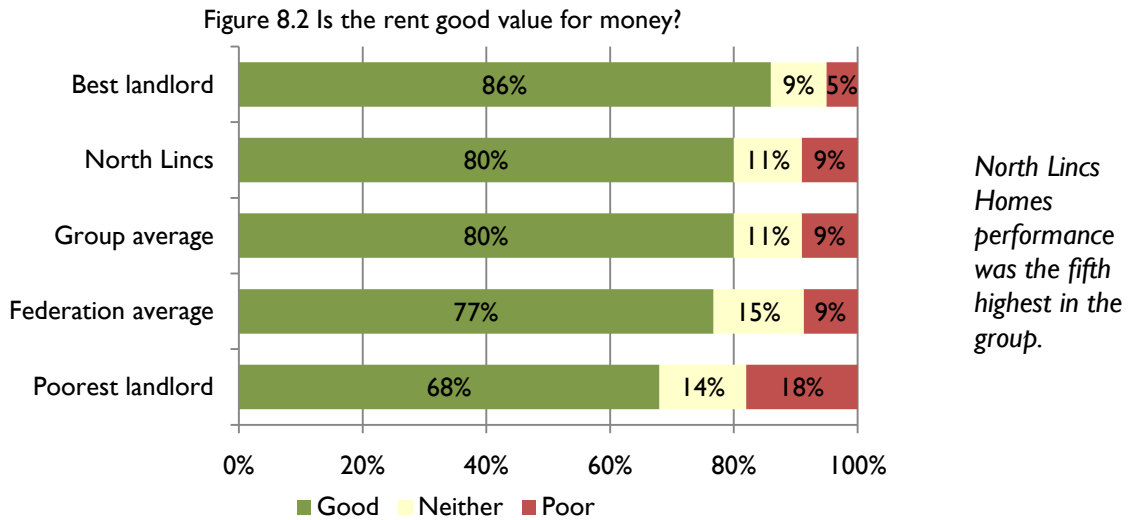
80% of North Lincs Homes tenants were satisfied with their landlord (“fairly” or “very” satisfied). The result is lower than average for the group (83%) and the joint second lowest. The rating is higher than the poorest performing landlord in the group (78%), who still returned a relatively high rating – equal to that of the Federation’s database (78%).

Figure 8.1 How satisfied are you with the overall service provided by your landlord?



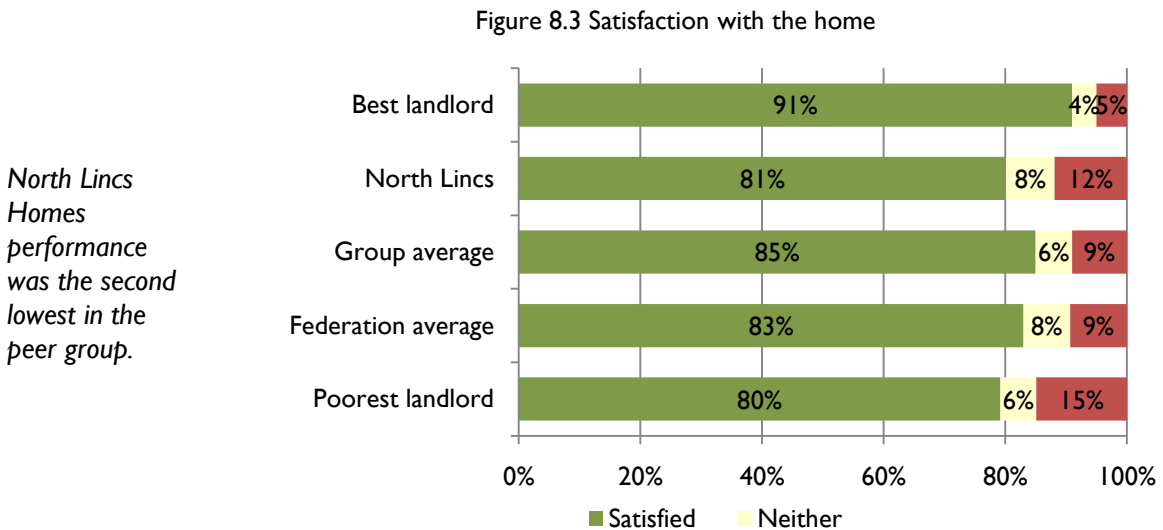
8.2 Value for money

Tenants were asked whether they thought the rent for their property represented good or poor value for money. A high percentage of North Lincs Homes tenants were satisfied (80%), the same as the average for the group (80%) and the fifth highest in the peer group. The result is higher than the Federation’s average (77%) and 6% lower than the best performing landlord (86%).



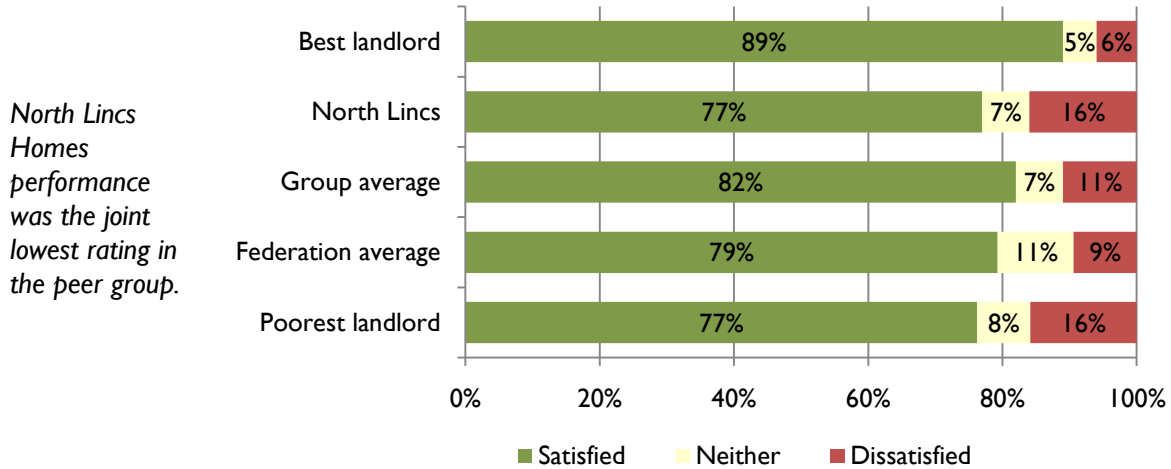
8.3 Quality of the home and condition of home

The majority of North Lincs Homes tenants were satisfied with the quality of the home (81%), which was the second lowest in the group (which had an average of 85%). North Lincs Homes rating is 10% lower than the top performing landlord (91%). Only 11% separated the landlords in the peer group.



Over three quarters of North Lincs Homes tenants were satisfied with the condition of their property (77%); the rating is the joint lowest in the group (82% average). 89% of tenants were satisfied with the condition of the property at the highest performing landlord. 16% of North Lincs Homes tenants were dissatisfied with the condition of the property, which was the highest of the peer group.

Figure 8.4 How would you describe the general condition of the property?

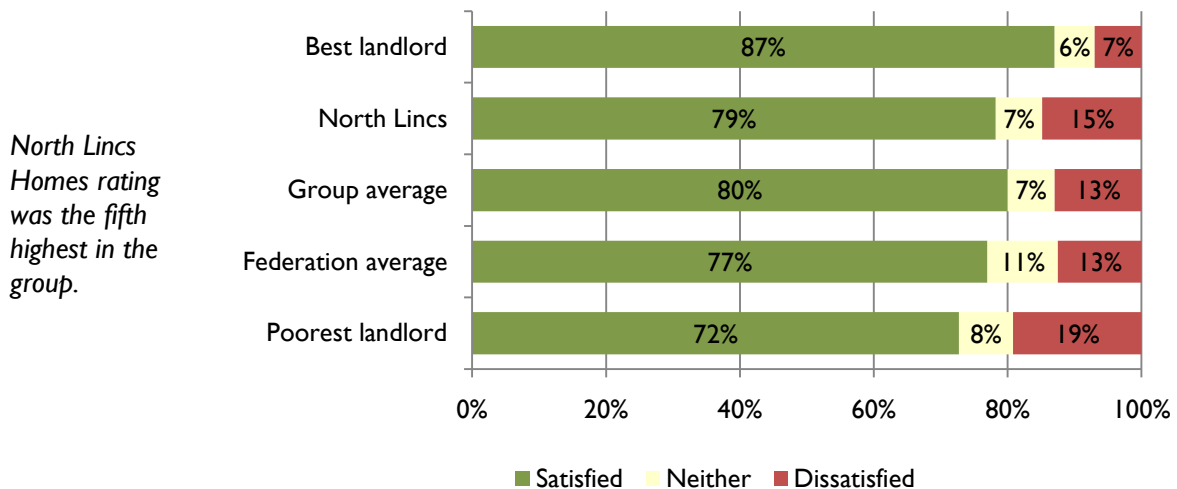


North Lincs Homes performance was the joint lowest rating in the peer group.

8.4 Neighbourhood

The neighbourhood was relatively popular with North Lincs Homes tenants (79% satisfied). The rating was the fifth highest in the peer group which had an average rating of 80%. The rating was higher than the Federation’s average (77%).

Figure 8.5 How satisfied are you with this neighbourhood as a place to live?



North Lincs Homes rating was the fifth highest in the group.

8.5 Contact with landlord

The level of contact made by tenants during the past 12 months (70%) is lower than most of the other landlords in the peer group (75% average). North Lincs Homes had a higher percentage of contact regarding repairs enquiries (79% compared with 73% average for the group) and less contact regarding rent and housing benefit enquiries (7% compared with 8% for the group).

Ease of contact

72% of North Lincs Homes tenants found it easy to contact the right person at their landlord. Compared with other landlords, North Lincs Homes performance was the fifth lowest in the group (average 72%). 78% of tenants found it easy at the top-performing landlord, while only 66% did at

the poorest performing landlord in the group. The result for North Lincs Homes is the same as the Federation’s average (72%).

Helpfulness of staff

81% of North Lincs Homes tenants found the staff helpful. The result was the second lowest in the group of landlords and 3% below the average for the group (84%). North Lincs Homes rating was lower than the Federation’s average (84%). 89% of tenants found staff helpful at the highest performing landlord, compared with only 79% at the poorest performing landlord.

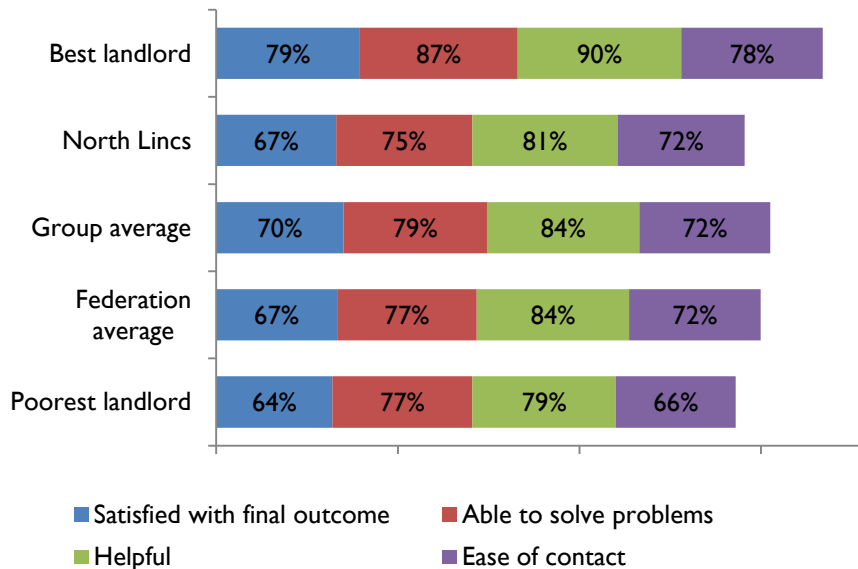
Ability to solve problems

Staff at North Lincs Homes were able to deal with many of the tenants’ problems - 75% of tenants considered staff were able to deal with their problem; however this was 4% lower than the average in the group (79%), and the lowest rating in the group. The poorest other performing landlord was rated by 77% of tenants as having staff capable of solving their problems (2% higher than at North Lincs Homes), while 87% did so at the top-performing landlord (12% higher than at North Lincs Homes).

Satisfaction with outcome

67% of North Lincs Homes tenants were satisfied with the outcome of the contact, the third lowest in the group, and 3% lower than the average for the peer group (70%). The result was much lower than the top-performing landlord (79%), but higher than the poorest performing landlord (64%).

Figure 8.6 Satisfaction with customer contact

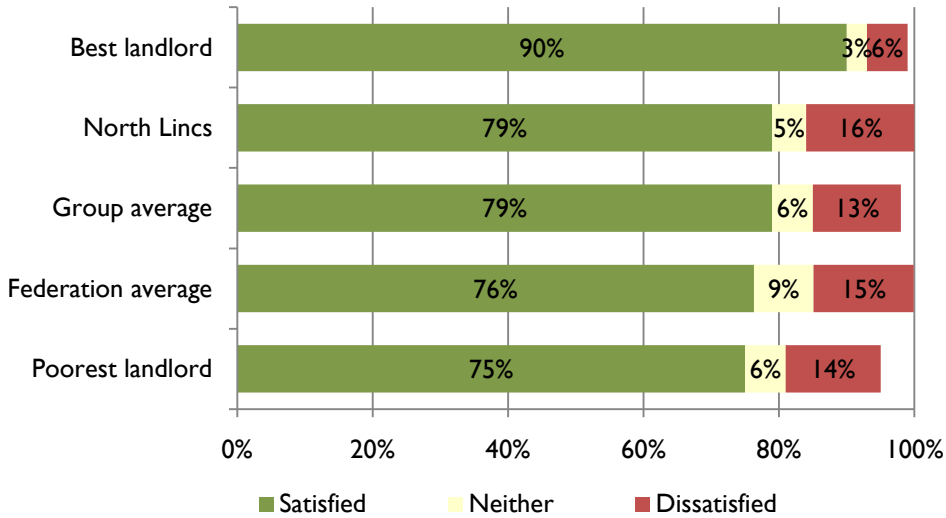


All of North Lincs Homes ratings for customer contact were lower than the average of the peer group, except for ease of contact (the same as the peer group).

8.6 Repairs and maintenance

79% of North Lincs Homes tenants were satisfied with the way their landlord dealt with repairs and maintenance overall. The rating placed North Lincs Homes the fifth highest in the group and 2% lower than the average. North Lincs Homes rating is 1% higher than the Federation’s Average (76%), however it is 13% lower than the top-performing landlord (90%).

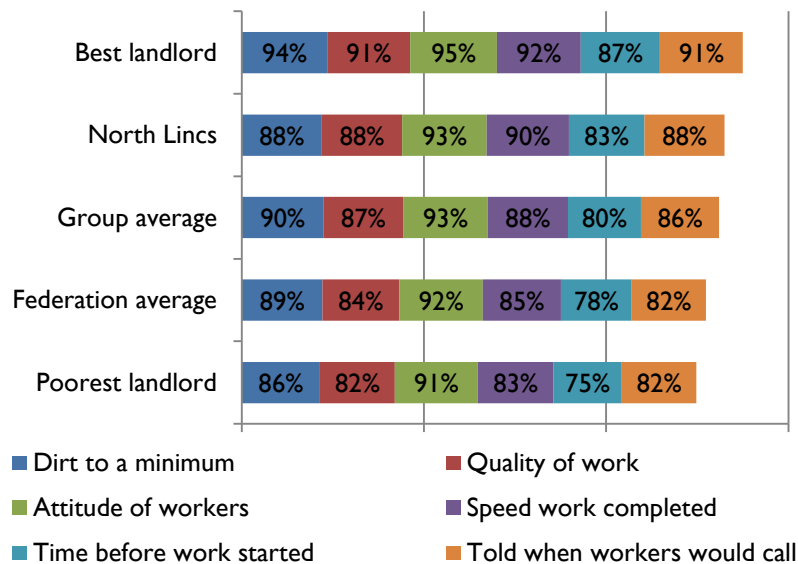
Figure 8.7 How satisfied are you with the way your landlord deals with repairs and maintenance?



North Lincs Homes rating is the fifth highest in the group.

The chart below shows performance levels for different aspects of the last completed repair. Tenants at North Lincs Homes rated the majority of the work close to average (within 2%). The only exception was the speed of the workers which was 2% above average and the fourth highest in the group. The ratings were all lower than the top performing landlord in each case (2% to 6% lower), but all ratings were equivalent or higher than the Federation’s averages (1% to 6% higher) with the exception of keeping the dirt to a minimum (1% lower).

Figure 8.8 Satisfaction with individual aspects of last repair (%)



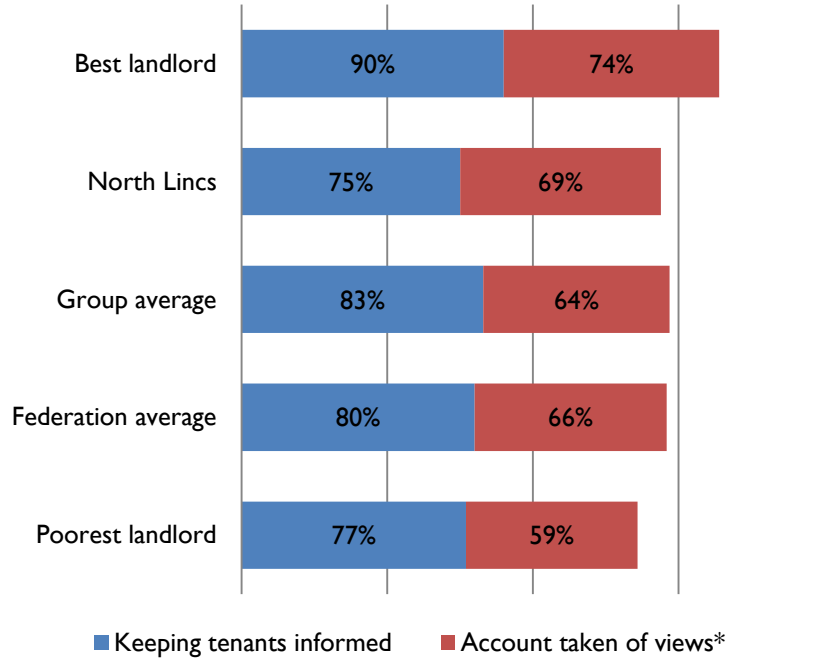
8.7 Communication and participation

75% of North Lincs Homes tenants considered that their landlord keeps them informed; the figure is 8% lower than the average in the peer group and the lowest rating. North Lincs Homes rating is 15% below the top performing landlord (90%) and 2% below the lowest other rated landlord (77%).

69% of tenants felt that North Lincs Homes takes account of their views, above the average for the

group (64%) and the second highest rating. 74% of tenants felt informed at the highest rated landlord, much higher than at the lowest (59%) – which was lower than the Federation’s rating (67%).

Figure 8.9 Satisfaction with tenant views being taken into account and tenants kept informed (%)



9. BEST VALUE PERFORMANCE INDICATORS

The STATUS questionnaire contains Performance Indicators (PIs) as specified by the Housing Corporation. The methodology used by the Feedback service conforms to the criteria recommended by the Housing Corporation.

What was the percentage of tenants who were very or fairly satisfied with landlord services?	80.1%
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What was the percentage of tenants who stated they were very or fairly satisfied that their views were being taken into account?	60.4%
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From your tenant satisfaction survey, what percentage of tenants replied that they were very satisfied or satisfied with the way their landlord deals with repairs and maintenance?	77.3%
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Performance Indicators Information– Based upon the Registry and Statistical Return for 2009 as at 31 July 2008. Please note the return question relates to “managed stock (general needs, supported housing and/or housing for older people)”. Figures given above will need to be adjusted if necessary to comply with this definition.

What was the percentage of tenants that were very or fairly satisfied with the condition of their property?	76.8%
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What percentage of BME tenants stated they were very or fairly satisfied with landlord services?	78.3%
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What percentage of BME tenants stated they were very or fairly satisfied that their views were being taken into account?	74.0%
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10. CONCLUSION

The survey of North Lincs Homes using the STATUS questionnaire has been successful; both in terms of the opinions tenants have of their landlord, and in the administration of the survey.

10.1 General conclusion

The results from the survey demonstrate that tenants believe that North Lincs Homes is providing a good housing service. Overall, 80% of tenants were satisfied with the landlord services. Tenants awarded high ratings for the quality of the home (81%), condition of the property (77%), helpfulness of staff (81%), many aspects of the actual repairs service (83% - 93%) and being kept informed (75%). 87% of sheltered tenants were satisfied with overall services and they awarded high ratings for most services.

When the ratings are compared with those of tenants of general needs and sheltered at similar landlords, North Lincs Homes tenants were generally not as satisfied. Most of the results were however within 4% of the average of the peer group. When the results are compared with the average of all landlords who have undertaken a STATUS survey in recent years, the results of North Lincs Homes are generally above this average.

The results of homeowners show satisfaction is high with the home and some of the service areas, although some services show poor levels of satisfaction. In particular the repairs service did not receive high satisfaction levels and the sales process similarly.

10.2 Specific recommendations for action

It is clear that the majority of tenants are satisfied with their landlord and the overall services. There are areas and opportunities where performance and service delivery can be improved further and North Lincs Homes should use the results of the survey to undertake service improvements and promote the association. As a relatively new company, the results of this survey can assist in developing an action plan to deliver better services. The following are some of the key areas for developing service improvements.

■ Customer contact

A large number of tenants make contact each year (70%), although lower than at many of the other landlords. While a high percentage of tenants found staff helpful (81%), not all tenants found staff easy to contact (72% easy) and 75% thought that staff could deal with the problem. Sheltered tenants and general needs tenants gave similar ratings when asked whether staff were helpful (80% - 84%), while the ratings are much lower for homeowners (48%).

Just over two thirds of all tenants were satisfied with the final outcome of contact (67%), while only 38% of homeowners were satisfied. Disappointingly, almost a third of general needs tenants were left dissatisfied with the outcome (30%), as were 16% of sheltered housing tenants.

Less than half of homeowners found it easy to contact staff (47%) and 35% found it difficult. A similar number found staff helpful (48%) and 28% said staff were unhelpful, Less found staff able to deal their problem (41%). Only 38% were left satisfied after contacting the association – which is obviously

disappointing.

It is possible to argue that more tenants and homeowners should be left satisfied in light of the higher ratings awarded elsewhere for customer contact.

When the results are compared with those of the peer group, North Lincs Homes ratings are below average for all aspects of contact. The rating for staff able to deal with the problem was in fact the lowest within the peer group. The association's performance is noticeably less strong in this area than in any other service area.

North Lincs Homes needs to continue to improve its customer service, using the survey findings that give an insight into the areas of lower satisfaction. Any future review should involve further analysis into the survey's findings to explore areas of lower satisfaction, consulting tenants on future service enhancements and should ensure that any changes reflect the demographics of the resident population.

■ **Repairs and maintenance service**

77% of general needs tenants and 85% of sheltered tenants were satisfied with the overall repairs and maintenance service. The repairs service is one of the key drivers of overall satisfaction for all tenants and homeowners; the service is also considered to be the most important service by all tenant groups.

While sheltered tenants were highly satisfied with all aspects of the service (90% - 96%), general needs and homeowners awarded significantly lower ratings for the time taken before the work started (80% and 23% respectively).

North Lincs Homes should consider promoting the survey results to help to raise tenant opinions of the overall service – which should arguably be higher given the high ratings for the actual work. The survey found that tenants who had a repair completed in the last 12 months (82%) were more satisfied than those who had not (69%). North Lincs Homes should also continue to monitor and improve the time taken before the work started which is rated less highly than other aspects of the repairs service.

■ **Taking account of tenants' views and keeping tenants informed**

Overall, 66% of general needs tenants were satisfied with the account taken of tenants' views. However tenants who were not satisfied were more likely to be neither satisfied nor dissatisfied (22%) rather than dissatisfied (13%). Fewer homeowners felt that account is taken of their views (36%), while a large proportion of sheltered tenants were satisfied (76%). When asked to identify the three most important services, relatively few tenants placed account taken of views in their top three (21% - 26%).

The Association needs to review how it takes on board tenant views across all aspects of service delivery, to implement improvements (if and where needed), to provide details to tenants and to continue to promote and inform tenants of its work in this area. The survey collected information regarding how tenants would like to be informed and consulted which should inform any review.

Being kept informed was a key driver for overall satisfaction and with 73% of general needs tenants and 81% of sheltered housing tenants saying they were satisfied, this is an area that could be improved. In particular certain groups feel less informed, including two parent families and younger tenants.

■ **Tackling anti-social behaviour**

Nearly a fifth of general needs tenants had reported anti-social behaviour to North Lincs Homes in the last 12 months, with only 41% finding it easy to contact the right person and more finding it difficult (49%). Only 43% said staff were able to deal with the problem and 35% said they were unable. The survey identified which aspects of the process general needs tenants were least satisfied with (the speed at which the report was dealt with and the final outcome) and these findings should be used to review the service provided to residents. A review of current good practice may help to inform the association's strategies for dealing with anti-social behaviour.

■ **Sheltered tenants**

Sheltered tenants were highly satisfied with the overall landlord services (87%) with many other ratings over 80%. High ratings were awarded for the ease of access to and inside the building and the (87% - 93%). The promotion of social activities by the scheme manager was rated less highly than other areas (53%) suggesting, perhaps, that some sheltered tenants would like more activities.

In common with the position found at the majority of other social landlords, sheltered tenants were far more satisfied than general needs tenants. .

■ **Homeowners**

The survey found some encouraging results; most homeowners were highly satisfied with their home, its size and its design (90% - 93%) and 72% would recommend (or have already recommended) the type of purchase to family and friends.

However, only 46% of homeowners were satisfied with the overall services provided by North Lincs Homes. Homeowners were less satisfied with the security measures (51%), garden/outside space (58%) and external building repairs and maintenance (33%). Only 24% were aware of the service standards and 51% said that they had no consultation regarding setting the service charges. Satisfaction with the website is low (19%) and just over a quarter of homeowners were satisfied with the complaints procedure (27%).

Less than two-thirds of homeowners were satisfied with the sales process (62%), although less were satisfied with the clarity of the sales information and the politeness of staff (48% - 56%). Homeowners were less satisfied with how defects are rectified (17%) and being kept informed during the process (39%). Although the findings are similar to those found at other landlords, this alone, cannot be an excuse for inaction.

Homeowners were also concerned with local problems, in particular rubbish or litter (49%), vandalism and graffiti (42%) and car parking (37%). These are all issues that should be addressed by the association.

■ **Demographic differences**

The survey shows that certain groups of tenants were more satisfied than other groups. Older tenants, retired tenants, new tenants, long-standing tenants and tenant's who use a wheelchair were often more satisfied than medium-term tenants (3 to 5 years), adult households (single and couples), unemployed tenants, one-parent families and permanently sick or disabled tenants. To a certain extent this is an established national pattern, but a focus on measures to improve the opinions of these groups could be a consideration in housing and neighbourhood management and service delivery initiatives.

11. APPENDICES

11.1 The STATUS questionnaire (general needs questionnaire)

11.2 Covering letter

11.3 Comparison tables

Table 11.3.1 Difference in satisfaction between different types of residents (excluding no opinions/don't know)				
Question	General needs tenants	Sheltered housing tenants	Combined tenants	Home owners
Services provided by landlord	77%	87%	80%	46%
Quality of your home	77%	88%	81%	88%
General condition of property	74%	84%	77%	n/a
Neighbourhood	74%	89%	79%	74%
Value for money of rent	75%	90%	80%	n/a
Ease of getting hold of right person	70%	79%	72%	47%
Helpfulness of staff	80%	84%	81%	48%
Staff's ability to deal with problems	73%	82%	75%	41%
Satisfaction with outcome of contact	64%	75%	67%	38%
Repairs & maintenance	77%	85%	79%	33%
Told when workers would call	84%	96%	88%	30%
Time before work started	80%	90%	83%	23%
Rate work completed	89%	94%	90%	48%
Attitude of workers	92%	95%	93%	65%
Quality of work	86%	95%	88%	53%
Dirt to a minimum	85%	96%	88%	43%
Account taken of views	66%	76%	69%	36%
Keeping tenants informed	73%	81%	75%	37%