



# STAR Resident Satisfaction Survey 2021



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# 1. Introduction

## Background

This report details the results of Southway Housing Trust's 2021 STAR tenant satisfaction survey, delivered by ARP Research. This is the latest survey conducted by Southway Housing using the HouseMark STAR survey methodology. The aim of the survey is to allow tenants to have their say about their home, the services they receive, and how these could be improved in the future.

Throughout the report the survey data has been broken down and analysed by various categories, including by area and various equality groups. Where applicable the current survey results have also been compared against the 2018 tenant STAR survey including tests to check if any of the changes are *statistically significant*.



This survey uses HouseMark's STAR model which is the standardised methodology for tenant and resident surveys. Benchmark data for the 'core' questions is provided by HouseMark. [www.housemark.co.uk/star](http://www.housemark.co.uk/star)

## About the survey

The survey was carried out between March and April 2021. Every Southway household with an email address was sent an email invitation to take part in the survey plus reminders, and every household with a mobile number received up to two text messages.

Every Southway household that did not respond to the initial email was then sent a postal copy of the questionnaire, followed by a reminder to non respondents after two weeks. The survey was also publicised on Southway's digital channels, and a free prize draw was offered to further increase the response.

In total 2,207 tenants took part in the survey, which represented a 39% response rate (error margin +/- 1.6). This was considerably more than the 22% achieved in 2018, with almost half of responses now being received online (45%).

The final results were weighted by age to be representative of the population as whole, including by age, stock, areas and property type.

## Understanding the results

Most of the results are given as percentages, which may not always add up to 100% because of rounding and/or multiple responses. It is also important to take care when considering the results for groups where the sample size is small. Where there are differences in the results over time, or between groups, these are subjected to testing to discover if these differences are *statistically significant*. This tells us that we can be confident that the differences are real and not likely to be down to natural variation or chance.

For detailed information on the survey response rates, methodology, data analysis and benchmarking, please see appendix A.



## 2. Executive summary

Bench mark	2018 result	change over time	2021 tenant result	
87%	81%	↑	83%	satisfaction overall
85%	80%	↓	75%	quality of home
84%	N.A.		82%	safety and security of home
89%	80%	↑	82%	value for money of rent
84%	N.A.		81%	easy to deal with
71%	70%	↑	72%	listens to views and acts on them
80%	80%	↑*	80%	being kept informed * improves as 'very' good up 5%
80%	80%	↓	72%	repairs & maintenance overall
86%	N.A.		79%	last repair overall
85%	81%	↑	83%	neighbourhood as a place to live

statistically significant improvement  
 no statistically significant change  
 statistically significant decline

### Overall satisfaction

1. Overall satisfaction with Southway Housing Trust's services has improved slightly when compared to the 2018 results from 81% to 83%. On the opposite end of the scale 11% were actively dissatisfied. This score is now closer to the HouseMark benchmark average of 87%.
2. Despite an improvement in the overall score, satisfaction had changed for a number of other core ratings in ways that suggest that they are linked to the COVID lockdown. Satisfaction had fallen by a 'statistically significant' margin with the home (section 4) and the repairs and maintenance service (section 6).
3. However, there were statistically significant improvements in other core ratings, including value for money (section 5), the perception of the local neighbourhood (section 6), dealing with ASB (section 9) and information and communication (section 6).
4. A 'key driver' analysis is a statistical test to check which other results in the survey are best at predicting overall satisfaction. In descending order of strength, the five factors most closely associated with overall tenant satisfaction were:
  - Repairs and maintenance overall (72% satisfied, section 5)
  - Southway is easy to deal with (81%, section 7)
  - Listening to views and acting upon them (72%, section 6)
  - Quality of the home (75%, section 4)
  - Value for money for rent (82%, section 4)

### Customer service

5. Whether or not tenants feel that Southway Housing trust is easy to deal with is the second best predictor of how satisfied they will be with the landlord services overall. This is a new inclusion on the list of core STAR survey questions and the early evidence points towards this being an important predictor of satisfaction for many other landlords.
6. It was therefore positive to see that most tenants were satisfied in response to this question (81%), compared to only 9% that were actively dissatisfied. In addition, 86% found staff helpful, and 83% were satisfied with their last contact (section 7).
7. In the context of the increased reliance on digital services over the lockdown period, it is positive to note that over half of respondents said that they were happy to use digital channels (55%), and 76% of those that had used Southway's online services were satisfied with them, whilst only a small number were dissatisfied.
8. This willingness to communicate electronically was primarily focused on email (50%) and text message (44%) rather than social media (6%).

### Information and involvement

9. How well Southway Housing Trust listened and acted upon tenants' views was another key driver of overall satisfaction. Just under three quarters of tenants were satisfied in this regard (72%) which is a significant improvement on the 2018 score of 70% and is now just above the benchmark (section 6).

## 2. Executive summary

10. The pattern has been observed in a number of STAR surveys conducted since the beginning of the COVID lockdown, and in each case the common hypothesis has been that actions such as well-being calls, the availability of staff to fields queries and concerns, as well as general communications have fostered a closer and more understanding relationship between the landlord and customer.
11. There has also been a statistically significant improvement in the proportion of respondents that said Southway were generally good at keeping them informed about the things that affected them as residents (now 80%).

### Repairs and maintenance

12. The repairs and maintenance service was the primary key predictor of how tenants perceive Southway overall (section 3).
13. Seven out of ten respondents were satisfied with this service (72%), which is down eight points from the previous survey (was 80%), a statistically significant drop. Almost all landlords have seen this rating fall over the pandemic, although the average drop is generally around 4% (section 5).
14. Furthermore, there was evidence from the anecdotal survey comments that some tenants are becoming impatient and/or comparing Southway to other local landlords that have already resumed non-urgent repairs.
15. Satisfaction with the last responsive repair was a little higher than the overall rating (79% v 72%), with the proportion who were 'very' satisfied substantially higher (50% v 37%). Unfortunately, this rating was still somewhat lower compared to the ARP benchmark median (86%), although this too should be viewed in the context of the COVID lockdown.
16. The quality of the work was the clear primary key driver of satisfaction with the last repair, followed by the speed of completion and being told when workers would call.

### The home

17. Satisfaction with the quality of the home had fallen by a significant margin from 80% in the last survey, to 75% this year. Nearly a fifth of the sample were actively dissatisfied with their home. This is again a common feature of surveys completed in recent months (section 4).
18. The recently revised STAR survey template has expanded the focus on tenant's homes to include specific consideration of safety and security as one of the core measures. It is therefore pleasing to find that this was one of the highest rated aspect of the home (82% satisfied), including just under half that were 'very' satisfied (44%).
19. Improving the fencing and gates to the property was the joint most frequently mentioned priority for improving properties, not just out of those related to the property, but including all other individual issue categories (5% of all comments).

### Value for money

20. The theme of value for money was also present in the key driver analysis of overall satisfaction. As such, it was pleasing to find that the current perception of the rent value for money amongst tenants has improved significantly, with 82% claiming to be satisfied in this regard, up from 80% in 2018, but remains somewhat below the HouseMark benchmark median of 89% (section 4).

## 2. Executive summary

21. It is also reasonable to expect that affordability will become more important in the radically different post COVID-19 economic environment. Indeed, 18% of respondents said that they were feeling financially insecure.

### Neighbourhood

22. Satisfaction with the neighbourhood has increased significantly from 81% in 2018 to 83% amongst the current sample, which brings it closer to Southway's peers with a benchmark median of 85% (section 8).
23. As expected, whether a tenant had experienced anti-social behaviour had the most notable impact upon how they view their neighbourhood – only 57% that said they had reported ASB were satisfied,.
24. Nearly a quarter of all the improvement priorities suggested by tenants for the service as a whole were related to their neighbourhood. The most common of these were either around issues or antisocial behaviour, or untidy gardens and garden maintenance (23%, section 11).
25. The grounds maintenance, appearance and management of neighbourhoods were all rated a little lower than the headline neighbourhood score, although were still considered satisfactory by around three quarters of the sample.

### Anti-social behaviour

26. The experience of anti-social behaviour (ASB) impacts heavily on other areas of satisfaction with those who have experienced ASB 11% less satisfied overall (section 3) and 26% less satisfied than average with their neighbourhood as a place to live (section 8).
27. Furthermore, dealing with anti-social behaviour was the joint most commonly mentioned priority for improvement when tenants were asked how Southway could do better (section 11), further emphasising how influential this issue is for those tenants that experience it.
28. When those who had experienced ASB were asked to rate their experience when reporting an incident, it was pleasing to find scores had improved substantially compared to 2018 and were now broadly in line with other landlords in ARP Research's database (section 9).
29. Significant improvements include a 12% increase in satisfaction with the way ASB complaints were dealt with, and a 30% jump in satisfaction with the final outcome of the ASB report (now 41% and 37%).

### Well-being

30. Half the sample agreed that the services and communities are 'Age Friendly', 7% actively disagreed, and the remainder claiming that they simply didn't know. This rose to 60% of those of retirement age and 65% of those in sheltered accommodation.
31. Just over a quarter of the sample said they have at times felt lonely and isolated which is a small but significant increase compared to 2018 which is unsurprising considering the recent impact of the COVID pandemic. Tenants in sheltered accommodation were significantly more likely to agree than their peers in general needs housing (44% v 27%).
32. Far fewer went so far as to say that they didn't feel part of their community (11%), with some interesting and significant differences by ethnic background – BAME respondents significantly more likely to feel part of the community than White British respondents (69% v 57%).



### 3. Services overall

83%

satisfied with the service overall

1. repairs overall
2. easy to deal with
3. listen & act on views
4. quality of home
5. rent value for money

were the **key drivers** that best predicted overall satisfaction



Overall satisfaction has improved slightly but remains just below the HouseMark benchmark



The COVID pandemic has affected some scores, but overall satisfaction held up well



A clear difference in satisfaction between the oldest and youngest tenants

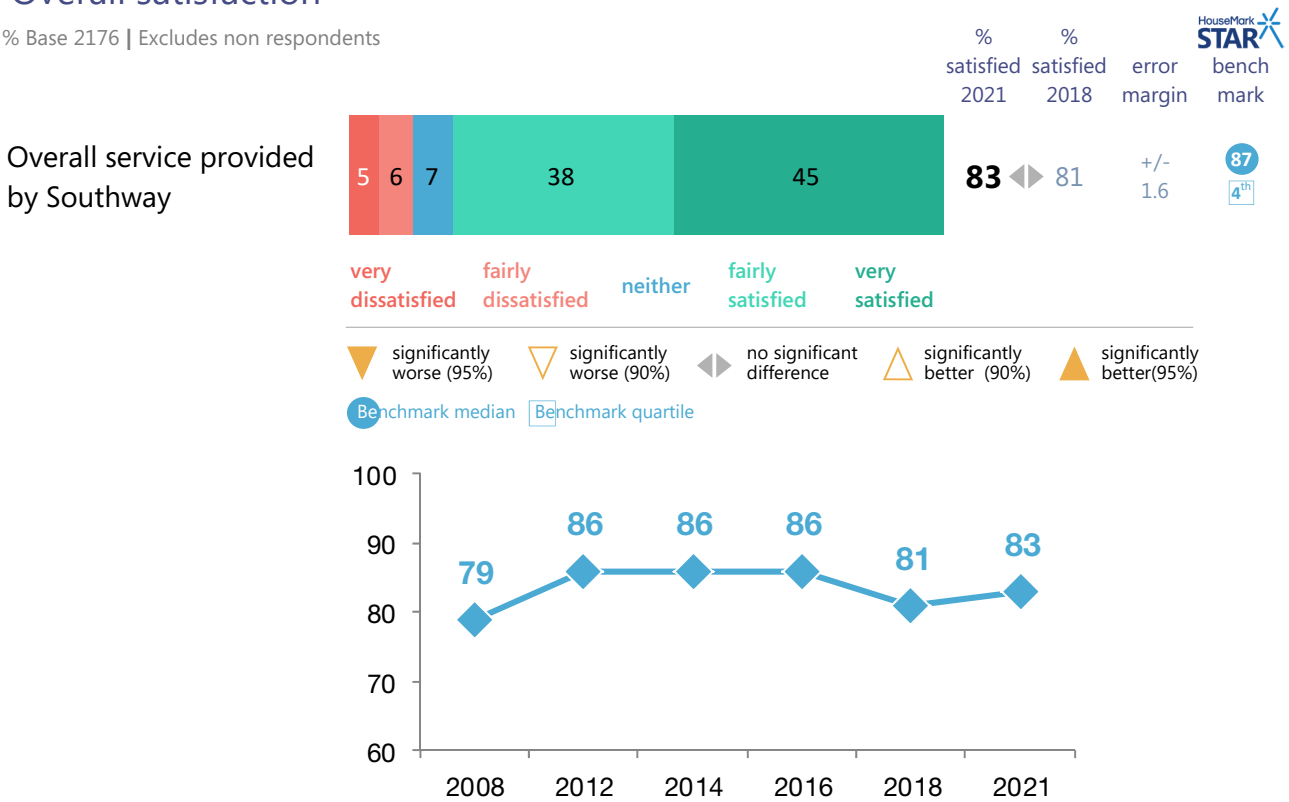


However, tenants in sheltered housing were less satisfied than those of an equivalent age in general needs

### 3. Services overall

#### 3.1 Overall satisfaction

% Base 2176 | Excludes non respondents



The overarching theme of Southway Housing’s 2021 tenant survey results was that in the face of COVID-19 disruption, overall customer satisfaction stood firm, to the extent that satisfaction has actually increased from 81% to 83% compared to the last survey in 2018.

The past year has been unprecedented, but across the sector some patterns in customer satisfaction have emerged that are echoed in Southway’s own survey results.

This meant that there were ‘statistically significant’ improvements in other core ratings, including value for money (section 5), the perception of the local neighbourhood (section 6), dealing with ASB (section 9) and information and communication (section 6).

However, it is important to note that the survey was conducted during the latest COVID-19 pandemic lockdown and will therefore have been heavily influenced by the delay or cancellation of non-essential repairs, which was manifested in significant decreases in satisfaction with the home (section 4) and repairs service (section 5).

Note that ‘statistically significant’ means that the statistical test used to compare scores gave a positive result, meaning that we can be confident that the difference was real rather being merely down to chance. Changes that are not statistically significant may well also be real, but we cannot say that with the same degree of confidence.

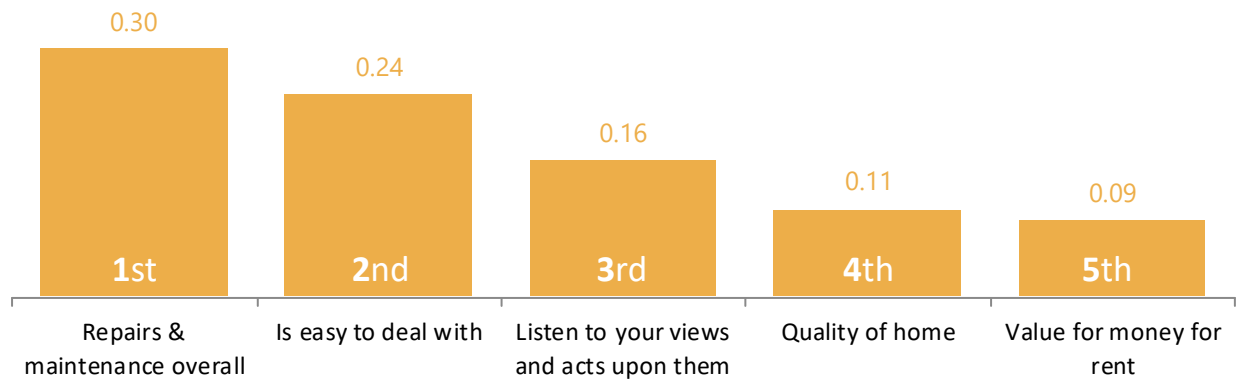
One such measure is the overall satisfaction score itself, which whilst having ticked up by a couple of points, was just shy of achieving statistical significance. It is also important to note that it still has not returned to the level it was during the middle of the last decade, where it was at 86% for three surveys in a row. Indeed, that level of satisfaction should remain Southway’s target if it wishes to match the median score amongst its peers in the HouseMark benchmark database (87%).

Benchmark data accompanied by the HouseMark STAR logo is from HouseMark data, the remainder from ARP Research’s database. See Appendix A for details.

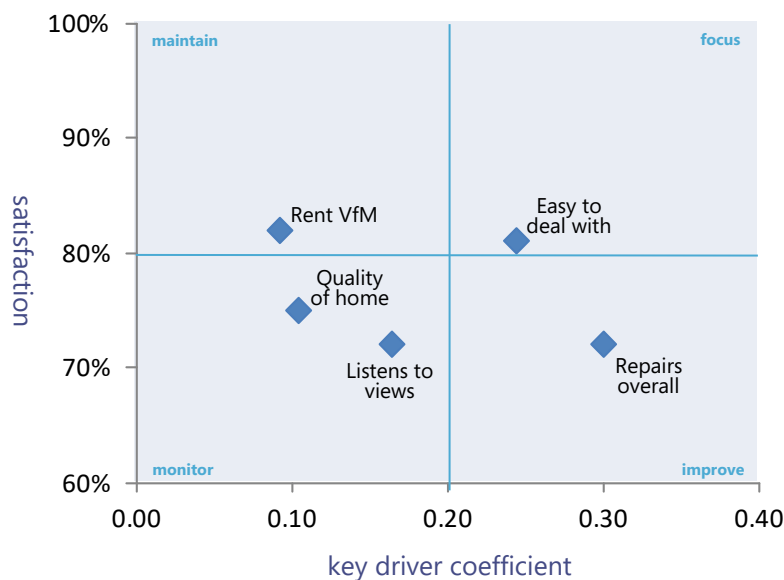
### 3. Services overall

#### 3.2 Key drivers - overall satisfaction

R Square = 0.651 | Note that values are not percentages but are results of the statistics test. See Appendix A for more details.



#### 3.3 Key drivers v satisfaction



A 'key driver' analysis uses a regression test to check which other results in the survey are best at predicting overall satisfaction. For a more detailed explanation of key drivers please see Appendix A.

To gain more insight into the pattern of this year's results, a 'key driver' analysis was used to learn more about the overall score. This is a statistical test known as a 'regression' that identified those ratings throughout the survey that were most closely associated with overall satisfaction. This test does not mean that these factors directly caused the overall rating, but it does highlight the combination of factors that are the best predictors of overall satisfaction. The analysis identified five key drivers as presented in chart 3.2.

As might anticipate considering the fact this rating had fallen by 8% since the last survey, satisfaction with the repairs and maintenance service was the dominant key driver. Similarly, the quality of the home was also on the list, this too having dropped significantly.

However, it is interesting to note that the two survey ratings that are the second and third best predictors of satisfaction were both focusing on the customer relationship, namely how easy it is to deal with Southway (81% satisfied), and whether tenants feel that they are being listened to (72%).

### 3. Services overall

Notably, the former is a brand-new question and is part of the revised STAR survey framework, being one of just a handful of 'core' questions all landlords will use for benchmarking from now on. Whilst this means there is no historic data with which to compare it, the rating for being listened to had improved by a statistically significant margin, presumably linked to the customer outreach efforts during the pandemic, which may well have helped to bolster overall satisfaction.

The fifth key driver was value for money, which probably also had a positive contribution having also received a significantly higher rating this year than in 2018 (now 82%).

Throughout the results in this report, statistical tests have been used to compare various sub-groups with one another to identify where their views might vary.

The most influential demographic trait in virtually all tenant surveys is age, so it is no surprise that most satisfied tenants overall were those of retirement age (91% satisfied), whilst only 76% of the under 50s felt the same way. This pattern can be seen running throughout most of the survey results (table 12.15).

However, it should be noted that the over 65s in sheltered housing were less satisfied than their peers living in general needs homes (83% v 92%), which as a consequence meant that overall satisfaction for sheltered and general needs was broadly equal (82% v 83%). Although it is normal for sheltered satisfaction to be the higher of the two, recent surveys in the sector suggest that the service disruption during pandemic may have had a greater impact on this group than on general needs.

As expected, there were also some differences by area, however none of them were deemed to be significant. Respondents in the East and West were more satisfied than average (both 84%), with satisfaction lowest in the Central area (80%).

Whether or not a respondent has had a repair in the previous year was also linked to the overall score, with those saying they had being significantly more satisfied overall than those that had not (84% v 79%). However, experience of anti-social behaviour had an even greater effect on the overall score, with those experiencing some form of ASB being significantly less satisfied than those who had not (72% v 86%).

This topic is covered in more detail in section 9, and it is notable that satisfaction with how Southway handle reports of ASB has improved significantly compared to 2018 and is now broadly in line with other landlords in ARP Research's database. Indeed, dealing with anti-social behaviour was the most common topic mentioned by respondents as a way of improving their perceptions of their neighbourhood (chart 11.2) affirming Southway's recent decision to focus effort on this area. Example comments on this theme include:

"Improvements with ASB which has improved since my previous experience but I still think that action is not taken soon enough and strongly enough. Tenants that cause ASB get away with their behaviour for far too long and respectable residents like myself have to suffer in the meantime."

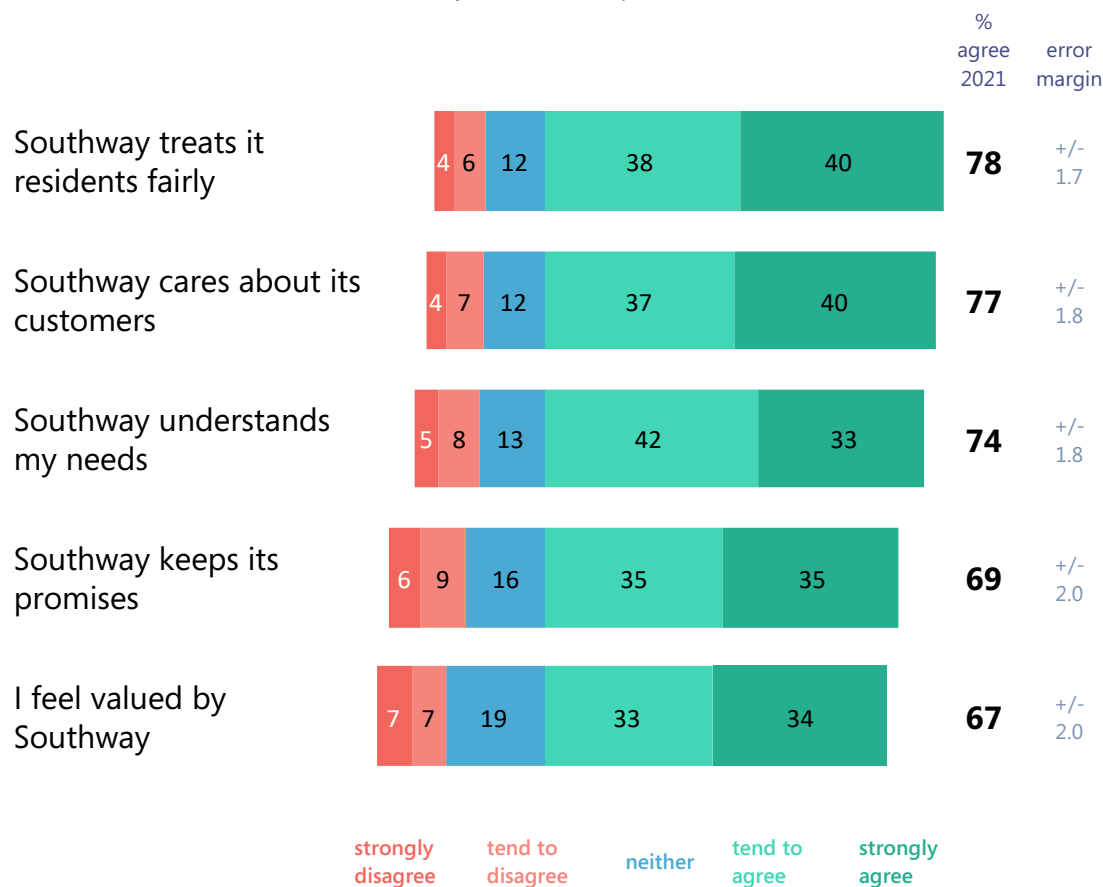
"Deal with ASB more efficiently, take the victim views on board, understand the affects it has on them when nothing is done to remove the situation"

"Acting on ASB if more than one complaint (by one person) is made. Difficult loopholes all ASB to continue but a firm approach and perhaps "estate marshalls" from Southway backed by community policing would make it easier for residents to report. Hard for Southway - leaflets and marshalls to express and explain anyone who reports ASB will be made a priority and remain anonymous where necessary. Staff are brilliant and need more action re ASB"

### 3. Services overall

#### 3.4 Service overall

% Bases (descending) 2156, 2154, 2166, 2154, 2148 | Excludes non respondents.



In terms of other difference by sub-groups, the only two that were of note was the significant difference in overall satisfaction by respondents in arrears and those that were not (79% and 84% respectively) as well as those who receive benefits compared to those who do not (81% v 83%).

In addition to the broad overall satisfaction score, tenants were asked a few more questions on their perceptions of the relationship between themselves and Southway, such as whether they felt they were treated fairly, or thought that Southway cared about them (chart 3.4)

Interestingly, all of these were rated slightly lower than the overall satisfaction score, although for the most part this was because each had a higher proportion of ambivalent responses where the middle point on the scale was ticked, which can often indicate less engagement with the specific question topic.

Nevertheless, the two of these questions with the lowest level of agreement, and greatest disagreement, were those that asked whether Southway keeps its promises (69% and 15% respectively), or whether they felt valued (67% & 14%).

All the questions in this chart were rated significantly higher than average by older tenants aged 65 or more, but this is to be expected and most of the differences by sub-group followed the same patterns as the overall satisfaction score.

However, there was one differences that stood out as being more notable, namely that BAME tenants were more likely to say that they felt valued by Southway than their White British neighbours (71% v 65%), with an even bigger difference in the proportions that 'strongly' agreed (40% v 32%).

## 3. Services overall

### 3.5 Services overall by management area

		% positive					
	Sample size	Overall satisfaction	Understands my needs	Treats residents fairly	Cares about its customers	Keeps its promises	I feel valued by Southway
<b>Overall</b>	<b>2207</b>	<b>83</b>	<b>74</b>	<b>78</b>	<b>77</b>	<b>69</b>	<b>67</b>
Central	777	80	72	75	75	69	65
East	723	84	75	78	76	71	68
West	679	84	76	82	79	69	68

Significantly **worse** than average  
(95% confidence\*)

Significantly **better** than average  
(95% confidence\*)

Significantly **worse** than average  
(90% confidence\*)

Significantly **better** than average  
(90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels



## 4. The home and value for money

82%

satisfied with rent  
value for money

75%

satisfied with the  
quality of the home



Satisfaction with the quality of the home had fallen significantly and was a key driver of overall satisfaction



This score is now well below the HouseMark median



Satisfaction was significantly lower than average in the West



Vast majority satisfied with the safety & security of their home, but fencing and gates are still a priority area to address

## 4. Home and value for money

Satisfaction with the quality of the home and value for money will always be central to how tenants perceive their landlord as a whole, with both emerging as key drivers of overall satisfaction (section 3).

Unfortunately, satisfaction with the quality of the home had dropped from 80% in the last survey, to 75% this year, and 18% of the sample were actively dissatisfied with their home. Furthermore, this drop in satisfaction was enough to reach the level of statistical significance and is now ten-points below the benchmark median for Southway's HouseMark peer group (85%).

However, this has to be viewed in the context of the coronavirus pandemic, and the subsequent delay in many non-urgent repairs. Indeed, other surveys conducted by ARP Research in recent months have demonstrated similar reductions in this score.

The question on safety and security of the home is a new STAR core benchmark question, being very much informed by the effect of the Grenfell disaster on the social housing sector. However, it also encompasses a wide range of topics that touch on many aspects of physical and mental safety and wellbeing, such as home security, health risks, risks from anti-social behaviour etc. It is therefore positive to see that more than four out of five tenants were satisfied with the safety and security of their home (82%, only 11% dissatisfied) which is broadly in line with other housing providers (ARP median 84%).


The answers in this section of the questionnaire were obviously given by people living in a wide variety of homes of different construction located in different neighbourhoods, and it is interesting that there are some significant deviations in the results by management area (table 4.3). Respondents in the West were significantly more satisfied with the quality of their home (79%), its safety and security (84%) and were more satisfied with their rent in terms of value for money (84%). In contrast, those in the East were significantly less satisfied than average with both the quality and safety/security of their home (73% and 80% respectively).

Satisfaction did vary significantly by both property type and age, although this was again heavily linked to stock type and/or the age profile of residents. Residents living in bungalows had higher than average levels of satisfaction with the quality of their home (81%), however this group were the least satisfied with its safety (78%), compared to respondents living in flats and houses who were both slightly more satisfied with the safety and security (79% and 83% respectively).

By property age, it was interesting to find respondents in new build and post war properties were significantly more satisfied with the quality of their home than those living in the large number of pre-war properties (87%, 77% and 74% respectively).

A far more impactful factor on how respondents view their homes was experience of anti-social behaviour which had a notable impact with satisfaction significantly lower than average with both the quality and safety/security amongst those who have reported an incident of ASB to Southway in the previous year (62% and 64% respectively).

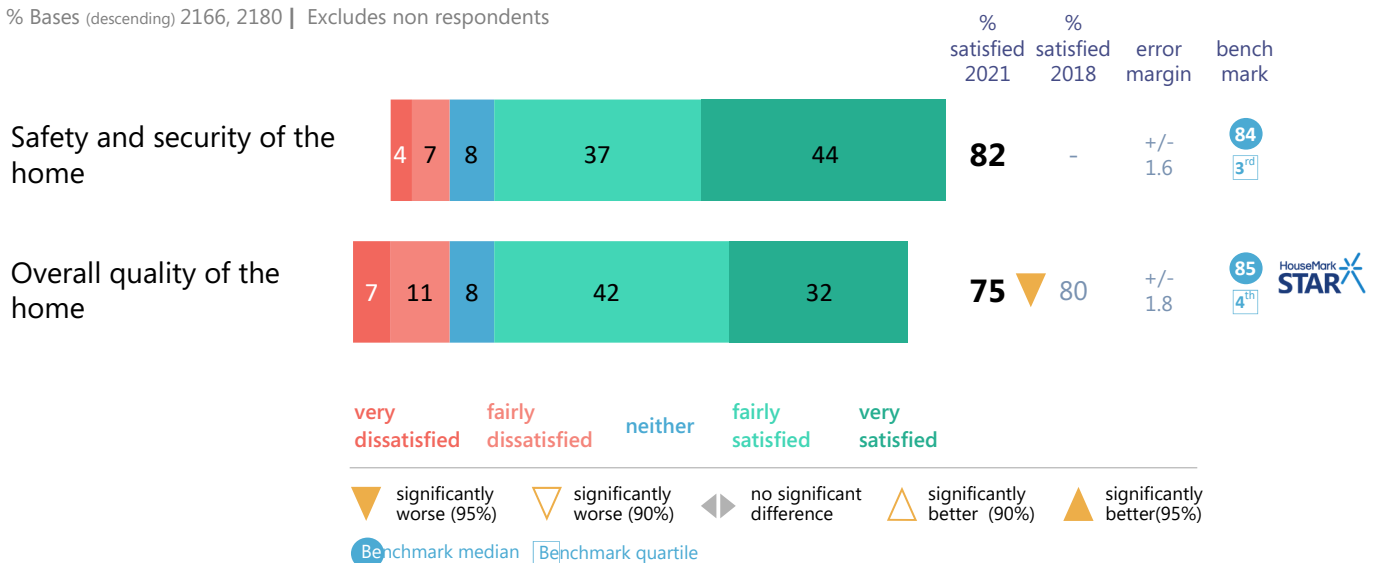
There were again some significant variations in these scores by age, with older tenants significantly more satisfied with the quality of their home (90% of those aged 65+), whereas those aged under 35 were significantly less satisfied than average (60%). Older tenants were also significantly more satisfied with the safety and security of their home (93% of those aged 65+), compared to the youngest age group (72% of the under 35s).

An orange icon  indicates that a rating has changed since the last survey by a *statistically significant* amount that is unlikely to be due to chance.

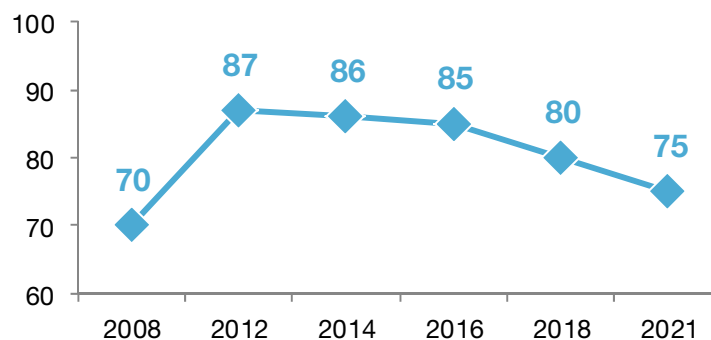
## 4. Home and value for money

### 4.1 Satisfaction with the quality of the home

% Bases (descending) 2166, 2180 | Excludes non respondents



#### Quality of home



There were obviously many specific improvements to the home that tenants requested when asked what their priorities were for improved the services they received, a full list of which can be seen on chart 11.3.

The most notable of these was that fact that improving the fencing and gates to the property was the joint most frequently mentioned improvement, not just out of those related to the property, but including all other individual issue categories (5% of all comments).

“They should provide front gates and driveways to all properties. I live on a busy road with two autistic children and a baby with no front gate”

“I have been living here for 12 years - I desperately need new fencing and posts in my back garden. I have none across the back garden and on either side of me the posts are leaning and don't look safe.”

“I have lived in my property for nearly 11 years - we keep our home pristine and take pride in our garden - when we moved in we were promised new fencing as ours was broken - still waiting as we are for new gates at the front.”

“Make properties secure including fencing and gates”

“Southway should take more responsibility for making their houses more conducive for tenants. When I moved into my house in 2020 most of the fences were broken and it took numerous calls to get Southway to have a look at it which eventually resulted in replacing only 2 fences which did make any difference as I have to replace the rest myself. Why do I pay rent and service charge and my fence which is part of the security of my home is not a priority. I'm very unhappy.”

## 4. Home and value for money

### 4.2 Value for money

% Base 2159 | Excludes non respondents



Rent provides value for money



% satisfied 2021 82  
% satisfied 2018 80  
error margin +/- 1.6  
bench mark 89

very dissatisfied fairly dissatisfied neither fairly satisfied very satisfied

significantly worse (95%)

significantly worse (90%)

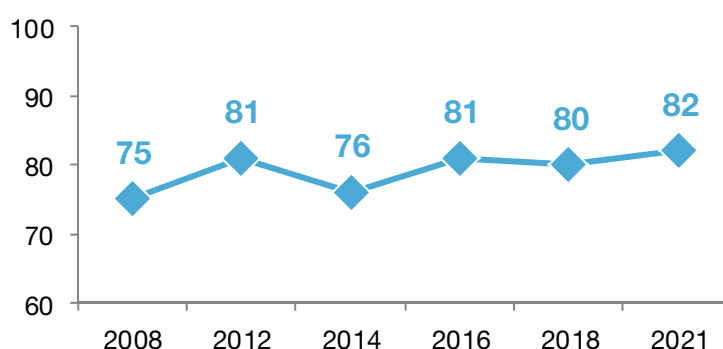
no significant difference

significantly better (90%)

significantly better (95%)

Benchmark median

Benchmark quartile



The next most common property improvement was dealing with condensation, damp and mould problems (2.4% of all comments), which were notable in that they often linked to issues of health of safety.

"I think Southway could improve the quality of their homes. I know many Southway residents that complain of mould, damp, old walls and doors."

"Kitchen, living room, back cupboard these three rooms have damp. I'm not happy because how many times my living room has been repaired for damp. It's come back and I've paid out of my own money to have skimming done all upstairs and down."

"The mould and damp issues - financial impact as carpets, walls and furniture all ruined. Plus health concerns around this issue!"

Value for money for rent was also present in the key driver analysis of overall satisfaction, therefore it is reasonable to expect that affordability will become even more important in the radically different post COVID-19 and post Brexit economic environment.

As such, it is good to see that the current perception of the rent value for money amongst tenants has improved significantly, with 82% claiming to be satisfied in this regard, up from 80% in 2018. However, this remains somewhat below the level expected with a HouseMark benchmark median of 89% for Southway's peers.

By age group the lowest rating was given by those aged 35-49, with this group significantly less satisfied than average (74%). In comparison, 91% of the over 65s were satisfied that their rent represented value for money. However, when one considers the youngest respondents, you find that three quarters of the under 35s were satisfied with their rent in terms of value for money, and whilst they were significantly less satisfied than average, this is the only core finding where this age group were more satisfied than the next age group up. This pattern has started to become more common within tenant surveys, with the youngest tenants becoming far more appreciative of value for money when compared to their other housing options.

## 4. Home and value for money

### 4.3 Home and rent by management area

	Sample size	% positive		
		Overall quality of the home	Safety and security of the home	Value for money for rent
<b>Overall</b>	<b>2207</b>	<b>75</b>	<b>82</b>	<b>82</b>
Central	777	74	80	80
East	723	73	80	82
West	679	79	84	84

Significantly <b>worse</b> than average (95% confidence*)	Significantly <b>better</b> than average (95% confidence*)
Significantly <b>worse</b> than average (90% confidence*)	Significantly <b>better</b> than average (90% confidence*)

\* See appendix A for further information on statistical tests and confidence levels

Respondent age also helps explain the significant difference in this rating by stock, with those in sheltered housing significantly more satisfied than those in general needs (90% v 81%).

Like many of the other core findings, satisfaction varied by management area, however for this rating only one of these variations was statistically significant with respondents in the West significantly more satisfied than average (84%).

Unsurprisingly, those receiving housing benefit were significantly more satisfied than those who did not (85% v 79%), however the difference between the two groups was not as pronounced as sometimes seen in other similar surveys. Similarly, those respondents in arrears were significantly less satisfied than those who were not (78% v 84%), but again the difference between the two groups is not as big as typically seen.

By property type and age, respondents in new build properties and/or flats were significantly less satisfied than average (70% and 79% respectively).



A difference between two groups is usually considered statistically significant if chance could explain it only 5% of the time or less.



## 5. Repairs and maintenance

72 %

satisfied with repairs  
and maintenance overall

79 %

satisfied with the *last  
completed* repair



Repairs satisfaction has fallen significantly and remains well below the benchmark average



This is likely due to COVID lockdown and had not changed overall satisfaction despite this being the primary key driver



However, this drop was greater than has been typically seen, and comments included complaints about slow re-opening of the service compared to other landlords

## 5. Repairs and maintenance

The repairs and maintenance service is always one of the most important aspects of service provision for residents, which is reflected in the fact that satisfaction with the repairs and maintenance service was the single best predictor of satisfaction overall (chart 3.2).

This is understandable when one considers that repairs satisfaction fell substantially between 2016 and 2018 and dropped by a further eight points this year (now 72%), a statistically significant drop. At the opposite end of the scale, a fifth were dissatisfied with the repairs and maintenance service overall (19%) compared to 13% during the last survey.

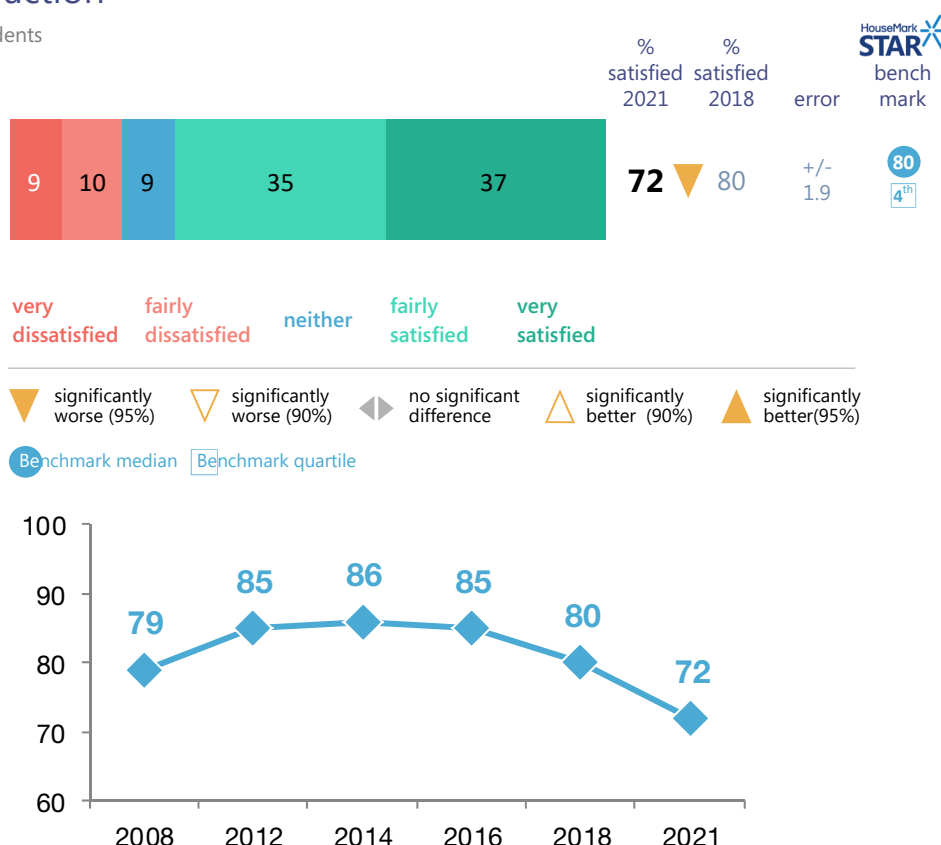
In comparative terms, in the middle of the last decade Southway's score was above average, in 2018 it was about on par, but is now in the fourth quartile compared to peer landlords.

However, these benchmarks are a lagging measure, and as discussed previously, the significantly poorer results in this section are almost certainly more recent and due to the "Covid effect", with many planned repairs cancelled or delayed due to lockdown. Indeed this pattern has been evident in recent surveys with most other landlords though, as has the highly unusual disconnect this year between the ratings for repairs performance and overall satisfaction, which in normal years are closely linked.

### 5.1 Overall repairs satisfaction

% Base 2180 | Excludes non respondents

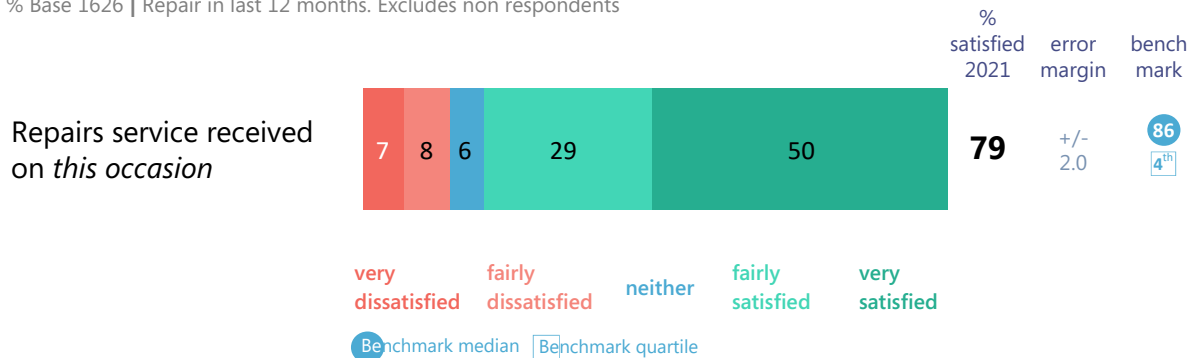
Generally, how repairs & maintenance is dealt with



## 5. Repairs and maintenance

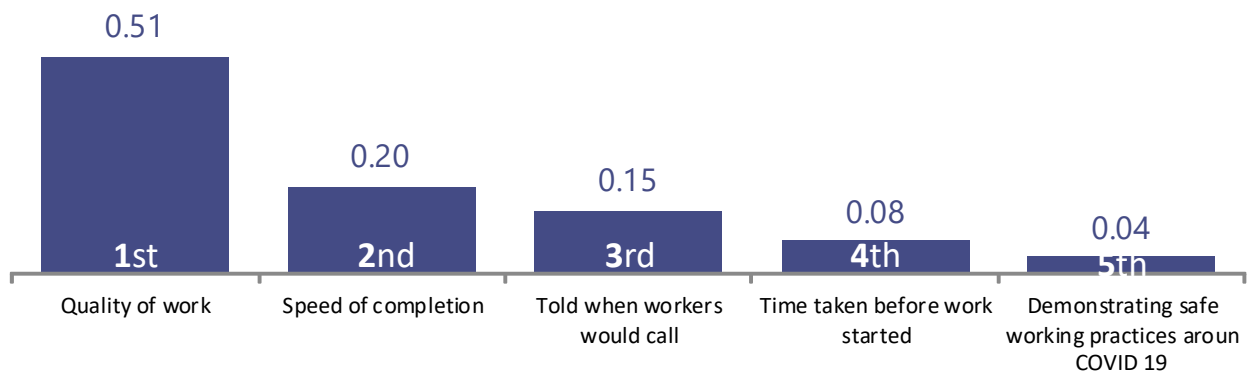
### 5.2 Last repair

% Base 1626 | Repair in last 12 months. Excludes non respondents

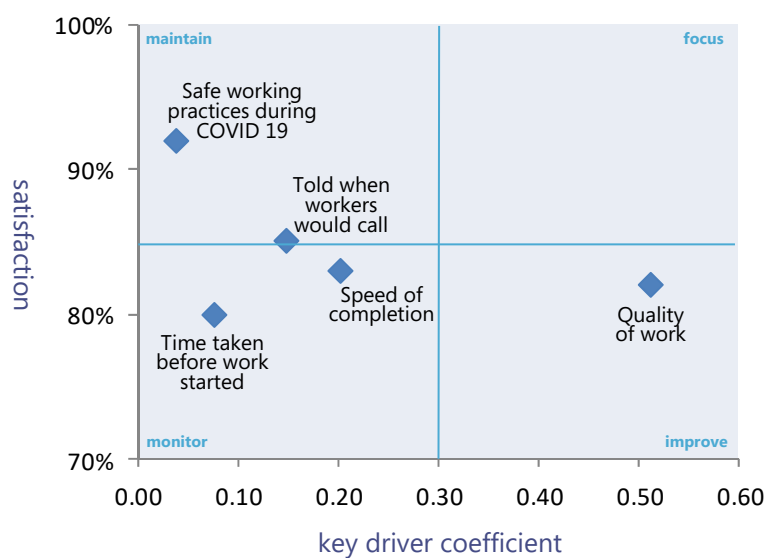


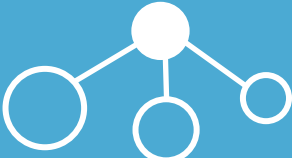
### 5.3 Key drivers - satisfaction with last repair

R Square = 0.749 | Note that values are not percentages but are results of the statistics test. See Appendix A for more details.



### 5.4 Key drivers v satisfaction




 A 'key driver' analysis uses a regression test to check which other results in the survey are best at predicting overall satisfaction. For a more detailed explanation of key drivers please see Appendix A.

## 5. Repairs and maintenance

However, the 8% fall in satisfaction with repairs overall is on the upper end of what is being seen by other landlords, and there is evidence from the anecdotal survey comments that some tenants are becoming impatient and/or comparing Southway to other local landlords that have already resumed non-urgent repairs. This suggests swift action on implementing and publicising plans to address the repair backlog to prevent a further drop satisfaction.

“I think the repairs service during Covid is poor. Other housing associations are carrying out repairs that Southway aren't.”

“I have been waiting for repairs to be done but because it is not urgent I have to wait until after Covid lockdown. I cannot wait any longer, it's driving me crazy.”

“Called recently about cosmetic repair on outside of house but was told it was not an emergency and used COVID as an excuse like everyone else jumping on this bandwagon. I strongly believe that the trade you employ still currently work and your labour force has not ground to a halt.”

“NHS staff and supermarket staff have to still do their job so I don't see why repairs can't still be done no matter if it's only a small job and not just emergencies”

“Tend to repairs - I understand that safety measure need to be in place during a pandemic but I feel with prior arrangements this could be achieved and repairs resumed”

Jobs that remain outstanding and having a quicker response were the two most common areas raised by respondents at the end of the survey as a way of improving the repairs and maintenance service as a whole (chart 11.4). Typical comments on these topics include:

“Carry out repairs on agreed dates, not have staff make false promises, when I'm told I will be called on such a date it never happens”

“Quicker repair times. I've waiting months even before covid to have a roofer or plasterer attend. Emergency repairs come out quickly but general repairs take too long to complete.”

“They could actually do the repairs the have agreed to do. We are still left with severe damp and black mould in our property. a huge hole left in the outside wall from when the wet room was installed. So many outstanding repairs since before the surveyor visit pre Covid so that is not the excuse, We should not have to wait so long.”

“Actually carry out repairs that have been reported on several occasions over the past 10-15 years ... there is still outstanding jobs some more serious than others and I believe I just get fobbed off with generic answers and excuses for the reasons behind the damage

“Not leave it too long between identifying problems and actually carrying out the repair work”

Mirroring other results throughout the survey findings, older tenants were significantly more satisfied than average with the repairs and maintenance service overall (86% amongst the over 65s), and those aged 35 – 49 were significantly less so (62%) with satisfaction lower still amongst the under 35s (60%). This will also explain the significant difference by stock, with respondents in sheltered accommodation significantly more satisfied than those in general needs (80% v 72%). These patterns were also evident across the more detailed questions in this section.

Only one area varied significantly from the norm, and even then only at the 90% confidence level with respondents in the West more satisfied than average (75%), however this pattern was not reflected in the more detailed analysis of the service (table 5.6).

Unsurprisingly, there was a statistically significant difference depending on whether a tenant had a repair in the previous twelve months, those that had (75% of the sample) were more positive than those who had not (74% v 67%).

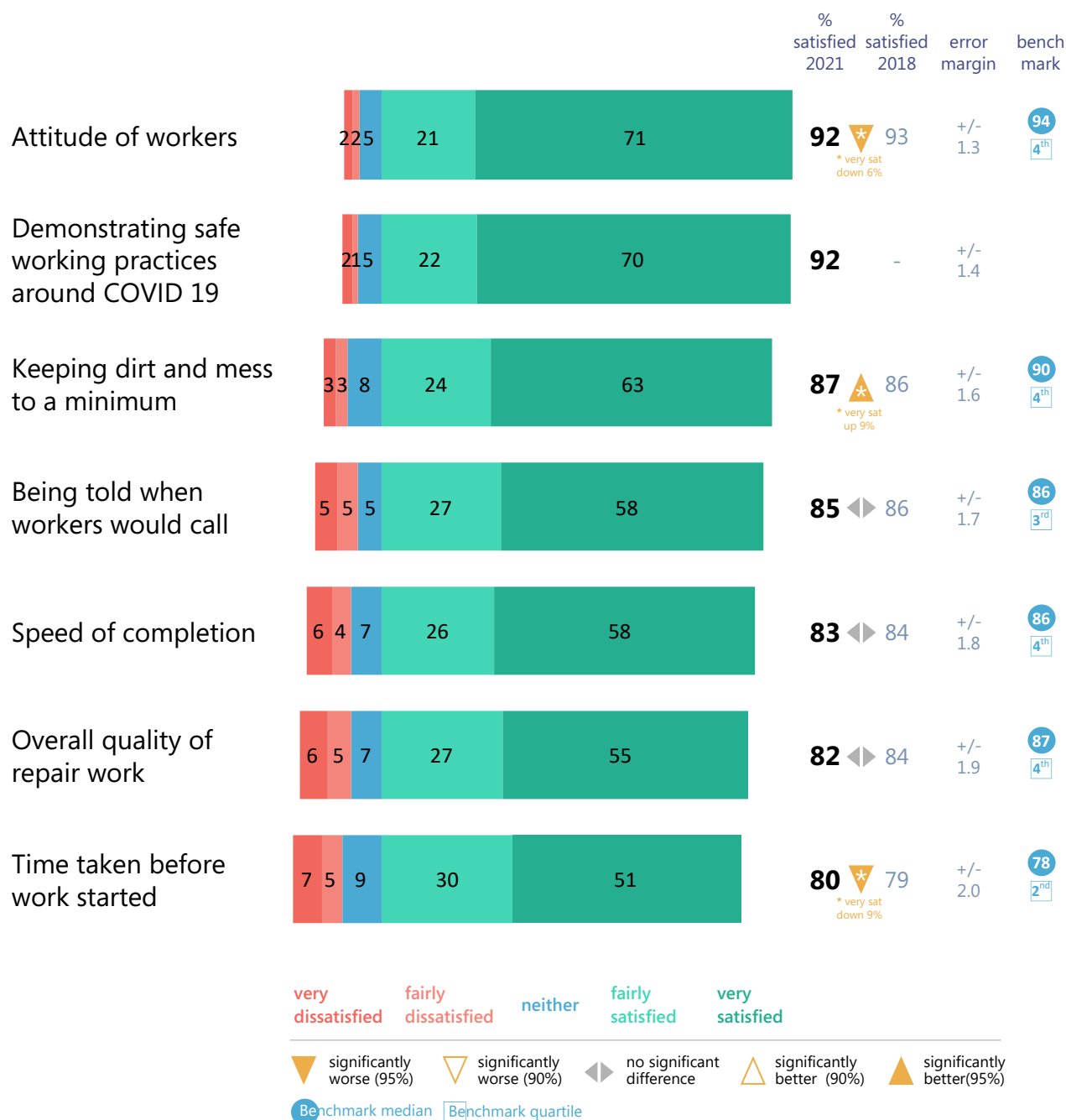


75% of  
tenants had a  
repair in the **last**  
year

## 5. Repairs and maintenance

### 5.5 Last completed repair

% Bases (descending) 1613, 1611, 1612, 1626, 1614, 1612, 1611 | Repair in last 12 months. Excludes non respondents.



Rating the repairs and maintenance service overall is a fairly high-level task taking into account numerous factors, including whether or not a repair is even completed, so further questions in this section of the survey take a tighter focus on day-to-day repairs performance, specifically the last repair completed for any given tenants over the previous twelve months.

Satisfaction with the last responsive repair was a little higher than the overall rating (79% v 72%), with the proportion who were 'very' satisfied substantially higher (50% v 37%). Unfortunately, this rating was still somewhat lower compared to the ARP benchmark median (86%), although this too should be viewed in the context of the COVID lockdown.

## 5. Repairs and maintenance

### 5.6 Last completed repair by management area

		% positive								
	Sample size	Generally how repairs and maintenance is dealt with	Being told when a worker would call	Time taken before work started	The speed of completion of the work	The attitude of workers	The overall quality of work	Keeping dirt and mess to a minimum	Demonstrating safe work practices around COVID 19	The repairs service received on this occasion
Overall	2207	72	85	80	83	92	82	87	92	79
Central	777	70	86	80	83	91	81	87	90	80
East	723	72	86	81	85	92	83	88	93	79
West	679	75	85	80	84	92	81	86	92	79

Significantly <b>worse</b> than average (95% confidence*)	Significantly <b>better</b> than average (95% confidence*)
Significantly <b>worse</b> than average (90% confidence*)	Significantly <b>better</b> than average (90% confidence*)

\* See appendix A for further information on statistical tests and confidence levels

Perhaps unsurprisingly, those having six or more repairs were significantly less satisfied than average in this regard (70%).

To better understand satisfaction with responsive repairs specifically, there were a further set of detailed questions asked about respondents' last completed repair if they had one within the last twelve months. Results here were something of a mixed bag, with some rated significantly better than before and some rated significantly worse. Furthermore, the majority of them were rated just below the equivalent ARP benchmark medians (chart 5.5).

When compared to 2018, the headline satisfaction figures had barely changed only varying by 1-2%, but it was a somewhat picture when looking in more detail at the proportion of tenants that were 'very satisfied'.

In each case this is very likely to be linked to the type of work completed during lockdown, including the changes in procedures once on-site to minimise transmission risks. For example, fewer tenants were 'very' satisfied with the attitude of the workers or the time before work started, but a greater proportion than before were 'very' satisfied with tidiness and cleanliness.

Indeed, it was very good to see that the vast majority of tenants were satisfied with the COVID safe practices of the workforce (92%), compared to only 3% dissatisfied.

Another way to shed further light on these results was to run a key driver analysis to identify the best predictors of satisfaction with the last completed repair. The result of this analysis is shown in chart 5.3. Whilst this analysis reveals five key drivers, the quality of the work is the clear primary driver followed by being the speed of completion and being told when workers would call. This pattern is somewhat unique to Southway, whilst the quality of work commonly appears as a key driver in surveys for other landlords, the remaining aspects in the list will all have become more prominent in terms of importance during the various lockdowns since March 2020.



## 6. Communication

72 %

felt Southway listened  
and took their views  
into account

80 %

said Southway were  
good at keeping them  
informed



Listening to residents' views and acting on them was a key driver of satisfaction overall



Satisfaction had improved significantly and was now just above the HouseMark benchmark



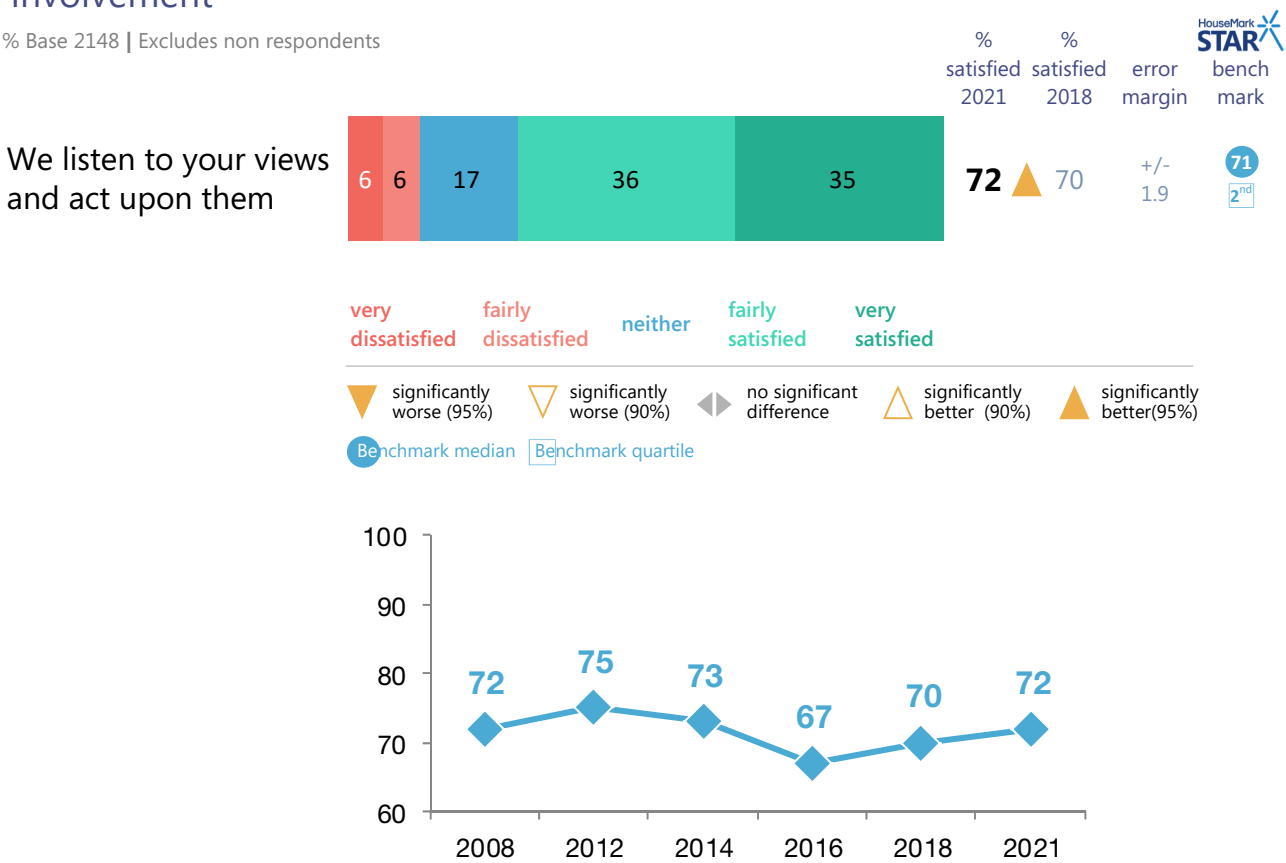
Satisfaction with the level of information has also significantly improved



Over half of the sample wanted to regularly involved in decision making

6.1 Involvement

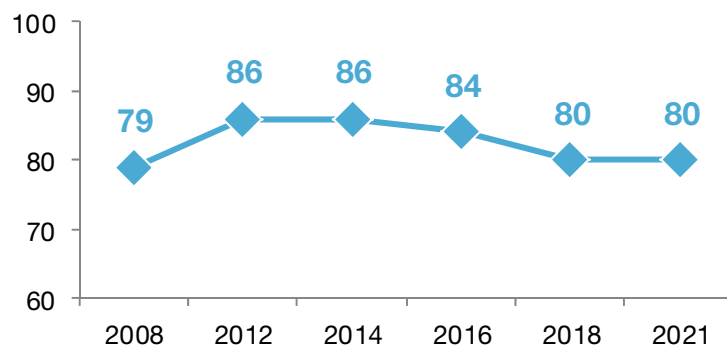
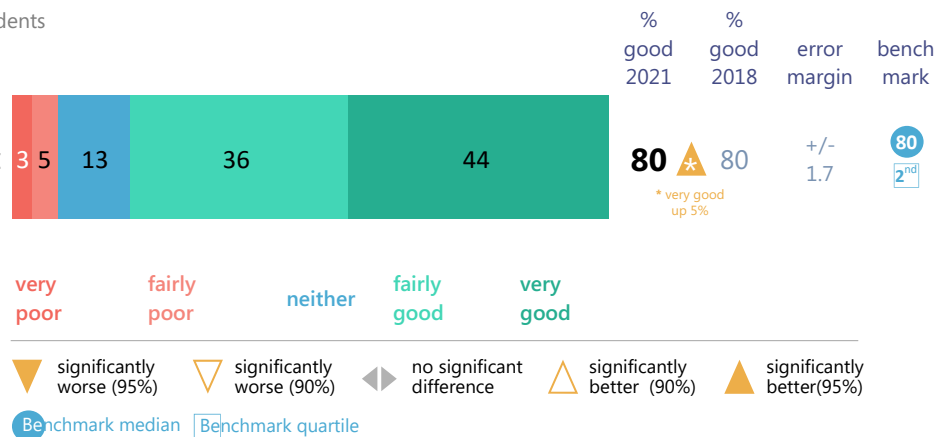
% Base 2148 | Excludes non respondents



6.2 Keeping you informed

% Base 2156 | Excludes non respondents

Keeping you informed about things that affect you as a resident



Satisfaction was also notably and significantly lower than average amongst respondents in arrears (67%) as well as those who have experienced ASB and subsequently reported such an incident to Southway (both 57%). Those in the sample who do not believe Southway’s services and neighbourhoods are ‘Age Friendly’ were also significantly less satisfied than average (39%), which is in stark contrast for those who believe they are (87%).

It was also positive to see that there had been a statistically significant improvement in the proportion of respondents that said Southway were generally good at keeping them informed about the things that affected them as residents. Whilst the total proportion of satisfaction tenants had not changed (still 80%), this is deemed to be a significant improvement due to the higher proportion of ‘very satisfied’ responses for the current sample compared to the previous one (44% v 39%). A similar demographic pattern was also observed for this question, with a 17 point difference between the oldest and youngest customers, and a significantly lower score for those in arrears (74%) or who had reported ASB (62%).

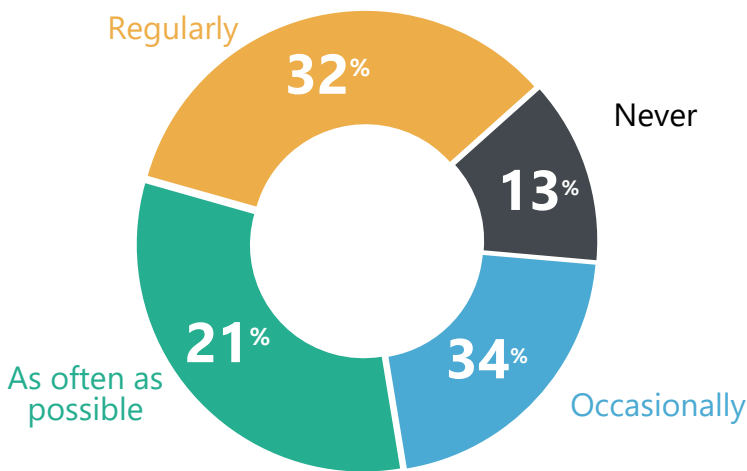
In terms of more direct engagement, only 13% of the sample said that they never wanted any involvement in Southway’s decision-making processes, compared to over half (53%) that wanted to get involved at minimum on a regular basis.

Indeed, a fifth of the overall sample would even like to be involved in decision making ‘as often as possible’ (21%), rising to a quarter of those aged 16-34 (25%), whereas only 16% of the over 65s said the same. There was also a marked difference by ethnic background, with BAME respondents more likely to want to be involved ‘as often as possible’ compared to those from a White British background (25% v 18%)

Similarly, over a quarter of the sample expressed an interest in getting involved or volunteering, with this more popular amongst the youngest respondents compared to the oldest (33% amongst the under 35s, 14% amongst the over 65s). Interestingly more than a third of respondents in arrears were interested in getting involved (35%), compared to only 24% of those not having similar financial problems.

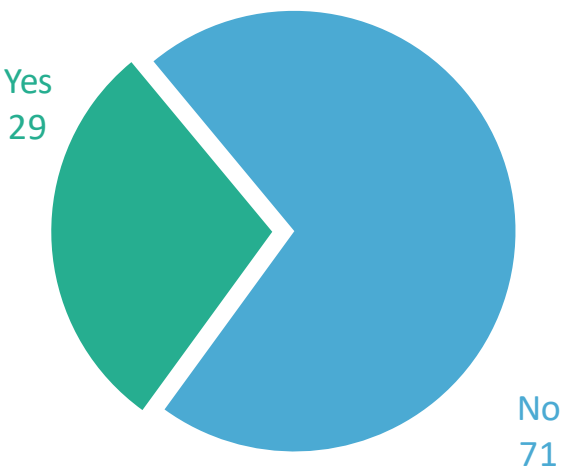
6.3 Involvement in Southway’s decision making processes

% Base 2207



6.4 Interested in getting involved or volunteering

% Base 2207 | Excludes non respondents





## 7. Customer service

81 %

satisfied that Southway  
is easy to deal with

83 %

satisfied with the way  
contact was handled



Customer service experience closely linked to overall satisfaction



Being *easy to deal with* was the second strongest key driver



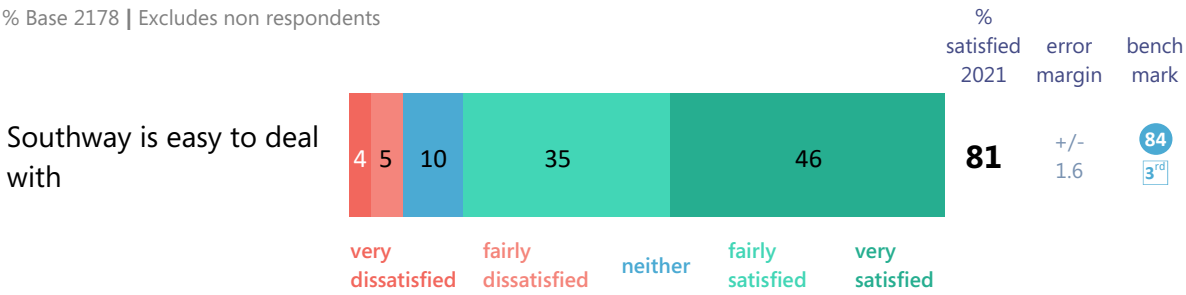
Customer service experience rated higher if had a repair, but lower if reported ASB to Southway



Almost half of survey responses were online and over half of the sample were happy to communicate digitally

7.1 Easy to deal with

% Base 2178 | Excludes non respondents



The customer service experience is clearly linked to overall satisfaction amongst Southway’s tenants, with both the extent to which Southway listened to tenants and whether the Trust was ‘easy to deal with’ were two of the top three key drivers of overall satisfaction (section 3).

As previously mentioned, the question asking if Southway is easy to deal with is a new ‘core’ question for STAR, being a measure of how much effort customers have to expend in order to interact with their service provider. It was therefore good to see that the majority of respondents were positive on this measure (81%), including almost half that said they were ‘very’ satisfied (46%). In comparison, only 9% gave a negative answer to this question.

As a new question, complete HouseMark benchmark figures are yet to become available, but in their absence ARP Research’s data from recent surveys using the new STAR template shows that the likely target score for this question will be slightly higher than Southway’s is now.

Similarly, there are no 2018 figures with which to compare, but it is worth noting that the nearest other core rating for being listened to had improved by a statistically significant margin, presumably linked to the customer outreach efforts during the pandemic, which may well have helped to bolster overall satisfaction.

As is commonly the case across the survey results, age was the key variable when comparing the answers given by different groups of tenants to this question, being particularly high for retirement age tenants (89%), yet much lower for the under 50s (75%).

The majority of residents had contacted Southway over the last 12 months, and this group were then asked in more detail about the experience when they did so. The answers to those question are displayed in chart 7.2, but it is important to note here that whilst they are accompanied by the matching score from the last survey, in this case the difference between the two was not statistically tested. This is because the exact question wording was changed and standardised to the STAR format in 2021, therefore the values for 2018 are from the nearest equivalent question rather than an exact match.

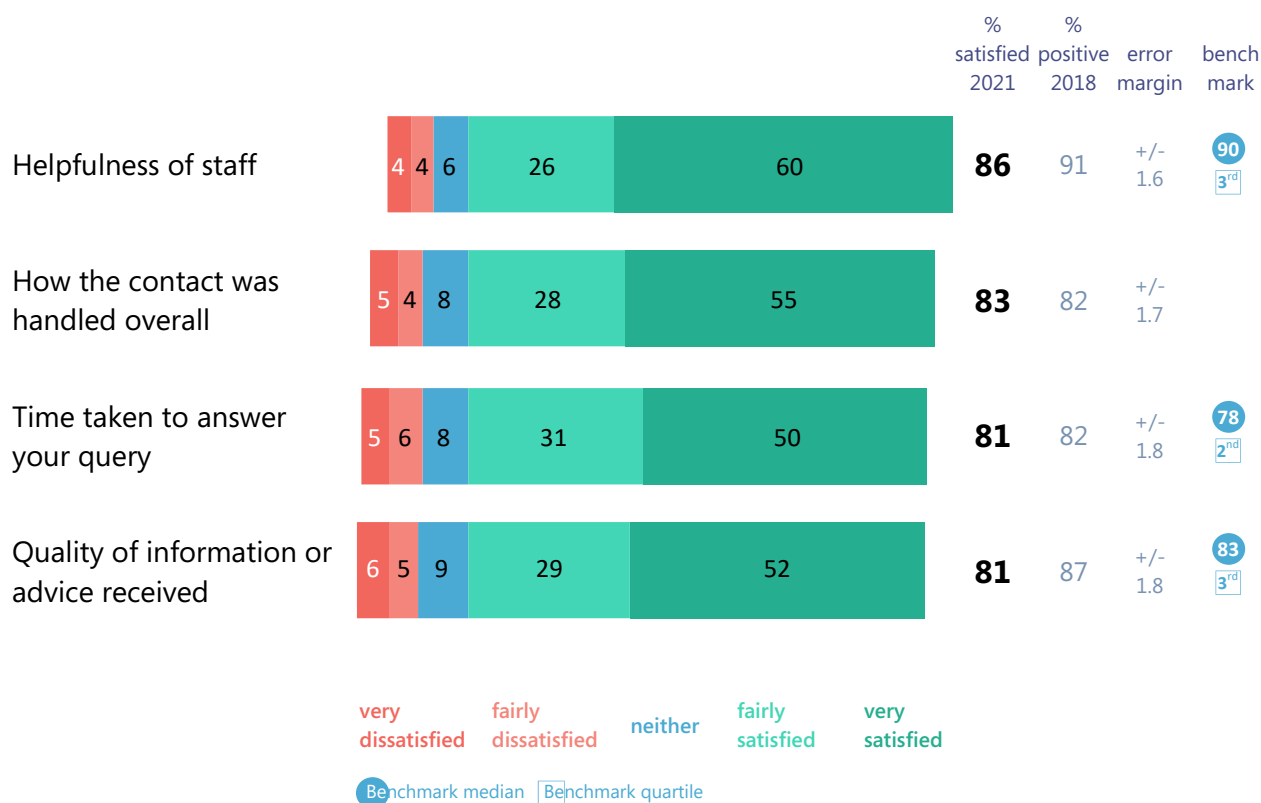
These results can, however, be compared against ARP Research’s own benchmark data for similar landlords, and just as was the case for the headline customer effort score, two were slightly below the benchmark, although the time taken to answers queries (81%) was slightly better than average.

90%  
had made contact in  
the last 12  
months

## 7. Customer service

### 7.2 Customer service

% Bases (descending) 1929, 1917, 1918, 1914 | Had contact in the last 12 months. Excludes non respondents



Nevertheless, at least half of the sample were 'very' satisfied on each one of these topics, including 60% that felt this way about the helpfulness of the staff. In addition, in each case, satisfaction was significantly higher than average if the respondent had received a repair in previous year, but significantly lower if they had reported ASB to Southway.

Providing alternative channels of communication with tenants and residents is a growing priority across the sector, something that has taken on an even greater sense of urgency since the pandemic forced every organisation to urgently re-evaluate its digital offering.

Indeed, almost half of the survey sample (45%) took part online this year, compared to only 10% or responses in 2018. In addition, over half of respondents said that they were happy to use digital channels (55%) and 42% had already done so, compared to only 38% that expressed some degree of interest in digital last time.

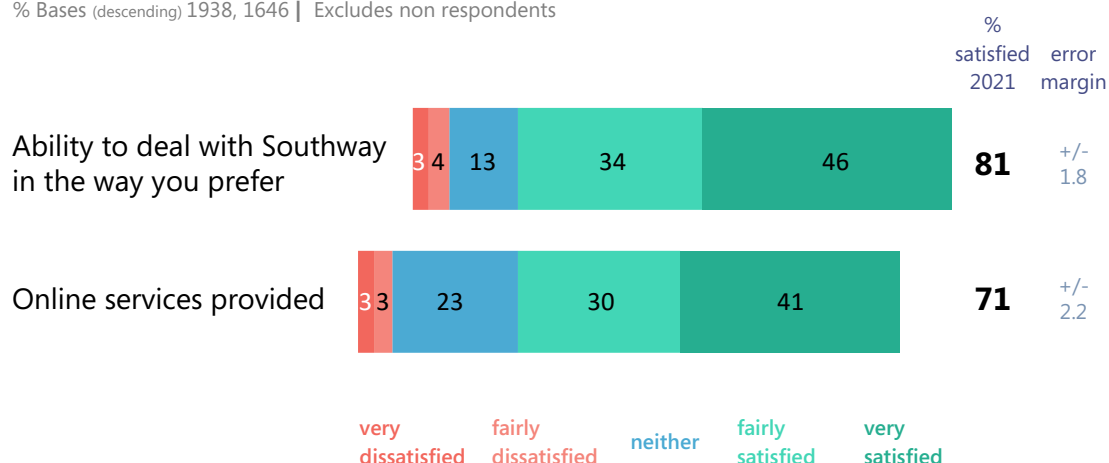
This willingness to communicate electronically was primarily focused around email (50%) and text message (44%), although a fifth said that they were willing to use the website (18%). These proportions were far bigger than the relatively small proportion that wished to communicate via social media (6%).

This broadly reflects Southway's own ratings for customer's digital status, 48% of whom were categorised as confident 'green' or 'green plus' users of digital services. Interestingly though, these figures didn't totally match up as a quarter of the green category didn't list any digital channel as being ones they were happy to use. Similarly, only two thirds in the 'green' category claimed to have used Southway's online service, albeit increasing to 85% for those classified as 'green plus.'

## 7. Customer service

### 7.3 Other communication channels

% Bases (descending) 1938, 1646 | Excludes non respondents



Conversely, one in ten of supposed 'red' non-users said that they had nevertheless used Southway's online service, and 18% said they would be happy to use digital contact methods. For the group classified as 'amber', the equivalent figures were 28% and 54% respectively.

Although initially confusing, in some respects this merely reflects the fact that 20% of those who hadn't used Southway's online services just hadn't yet felt the need to, and only 10% did not know enough about them (chart 7.6).

The good news is that relatively few tenants were dissatisfied with the current online services (6%), compared to 71% that were actively satisfied, rising to 76% amongst those that had actually used them.

Most also felt that Southway were able to deal with them in the way they preferred (81%), including 84% of those with a 'red' digital status and 81% with 'green plus', albeit slightly fewer in the mere 'green' category (76%).

### 7.4 Customer service by management area

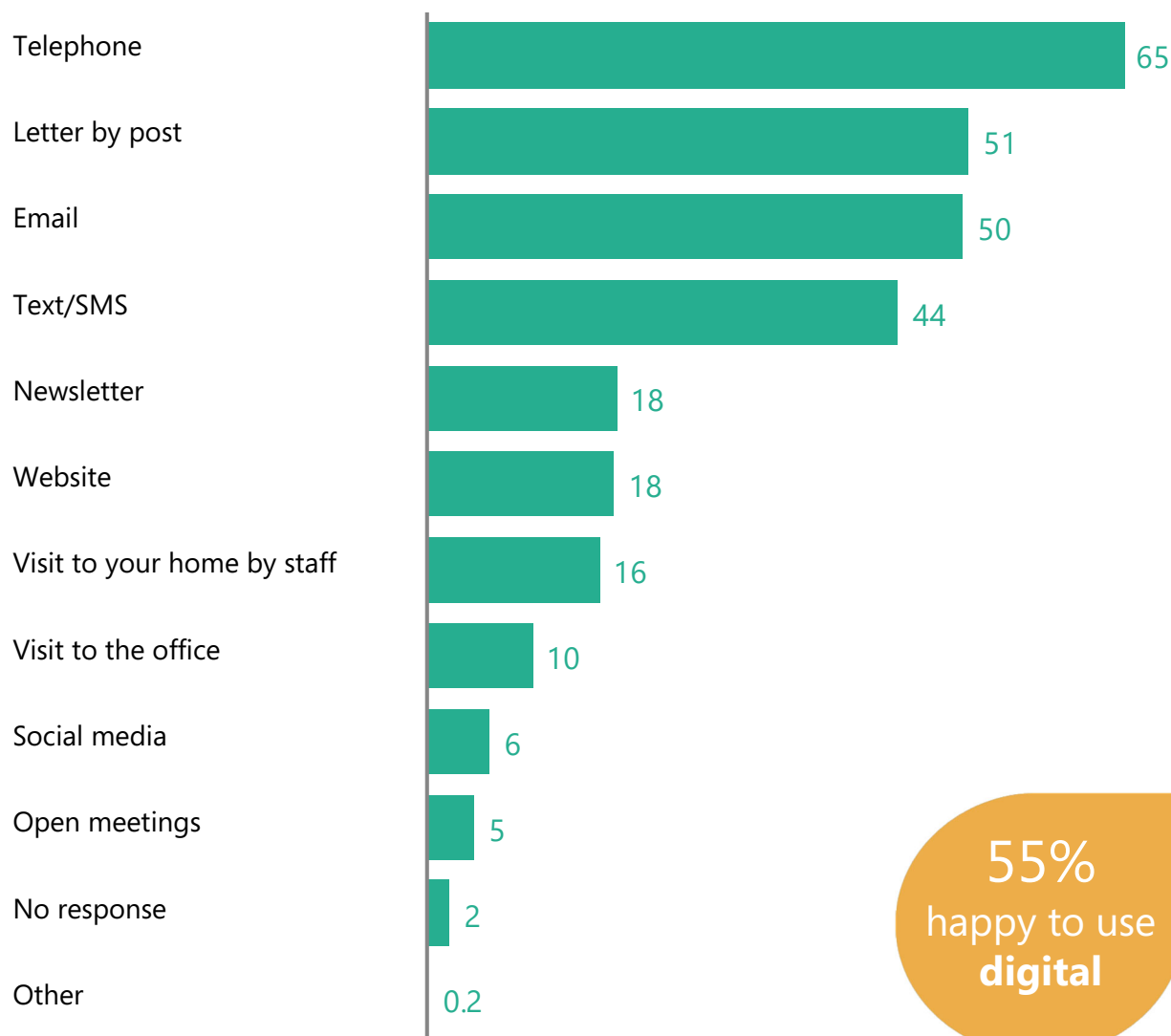
		% positive						
	Sample size	Is easy to deal with	Helpfulness of staff	Time taken to answer query	Quality of information and advice	How contact was handled	Online services provided	Able to deal in preferred way
<b>Overall</b>	<b>2207</b>	<b>81</b>	<b>86</b>	<b>81</b>	<b>81</b>	<b>83</b>	<b>71</b>	<b>81</b>
Central	777	80	84	79	79	80	69	80
East	723	82	88	83	82	84	73	81
West	679	83	86	81	81	84	70	81

Significantly <b>worse</b> than average (95% confidence*)	Significantly <b>better</b> than average (95% confidence*)
Significantly <b>worse</b> than average (90% confidence*)	Significantly <b>better</b> than average (90% confidence*)

\* See appendix A for further information on statistical tests and confidence levels

### 7.5 Communication channels that are happy to use

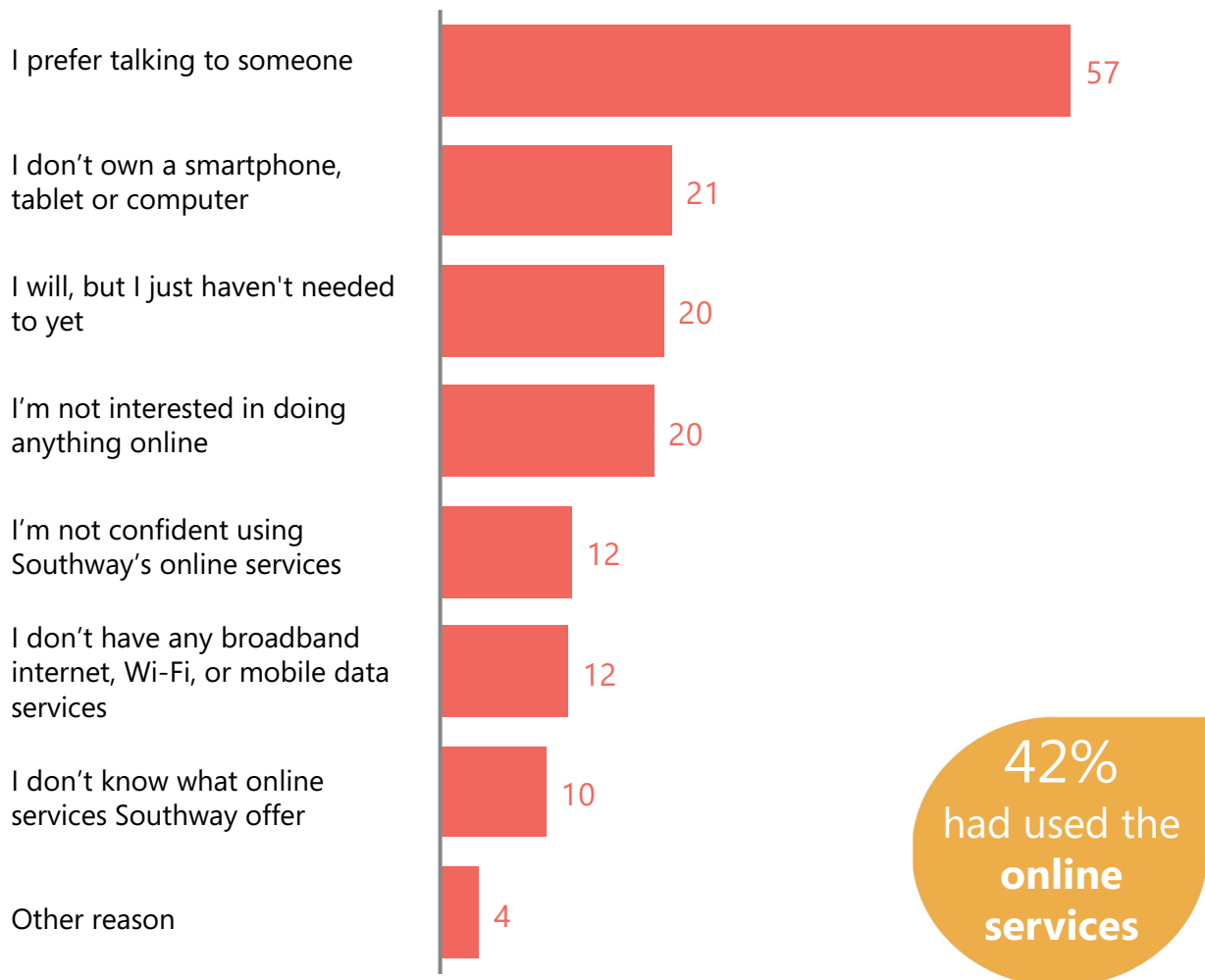
% Base 2207 | Multiple response.



## 7. Customer service

### 7.6 Reasons for not using Southway's services online

% Base 1252 | NOT used Southway's online services. Multiple response. Excludes non respondents





## 8. Neighbourhood

83%

of tenants were satisfied with their neighbourhood as a place to live

73%

satisfied the grounds maintenance service



Significant improvement with the neighbourhood as a place to live since



By area, the neighbourhood was rated higher than average in the West, but lower in the East



The grounds maintenance service was rated 4% higher than the benchmark median



Nevertheless, a quarter of all improvement priorities suggested by tenants related to the neighbourhood

## 8. Neighbourhood

Satisfaction with the neighbourhood has been relatively stable amongst tenants for the previous four surveys since 2012, so it was positive to find there has been a statistically significant improvement compared to the last survey (83% v 81%). This now brings it closer to Southway's peers with a benchmark median of 85%. At the opposite end of the scale one in ten respondents were dissatisfied. This is again similar to the pattern seen in other recent tenant surveys and may be linked to an increased sense of community spirit in some areas during the lockdown.

Once again, older tenants had significantly higher levels of satisfaction (90% of those aged 65 or over) compared to 79% of the under 35s and 78% of those aged 35 – 49. That said this was the only core finding where the youngest age group did not vary significantly from the norm (table 12.15). There were also some significant differences by property type which are invariably linked to the age profile in each, with those in bungalows significantly more satisfied than average (88%), whereas those in flats were significantly less satisfied (79%). This will also explain the significant difference by stock with tenants in sheltered accommodation significantly more satisfied than those in general needs (88% v 83%) although the difference between the two is closer than that typically seen in other similar surveys.

As expected, there was some geographical variations with those living in the West significantly more satisfied than average with their neighbourhood as a place to live (85%), whilst those in the East were significantly less satisfied than average (82%, table 8.3). There were also some significant differences at ward level, and where sample sizes are sufficient to be relevant, satisfaction was significantly above average amongst respondents in Didsbury West (96%).

Although satisfaction with the neighbourhood seemed to be comparatively good, this didn't mean that there weren't areas for improvement, indeed a quarter of all the improvement priorities suggested by tenants for the service as a whole were related to their neighbourhood (23%, section 11).

Chief amongst these was the issues of anti-social behaviour, which accounted for more comments than any other category other than fences and gates.

Indeed, similar to other findings throughout this report, whether a tenant had experienced anti-social behaviour had the most notable impact upon how they view their neighbourhood – 57% who said they had experienced ASB were satisfied, compared to 90% for the remainder. This issue is covered in more detail in section 9 of the report.

The second most commonly raised improvement priority related to the neighbourhood was that of untidy gardens and garden maintenance (4.1%), followed by rubbish and litter (3.6%, chart 11.2). Some examples of these comments are included below.

“Action needs to taken on neighbours who do not maintain their garden/surrounding their properties. My neighbour's is a disgrace and rats are a constant problem due to her garden being used as a dumping ground and nothing is being done about it despite several complaints.”

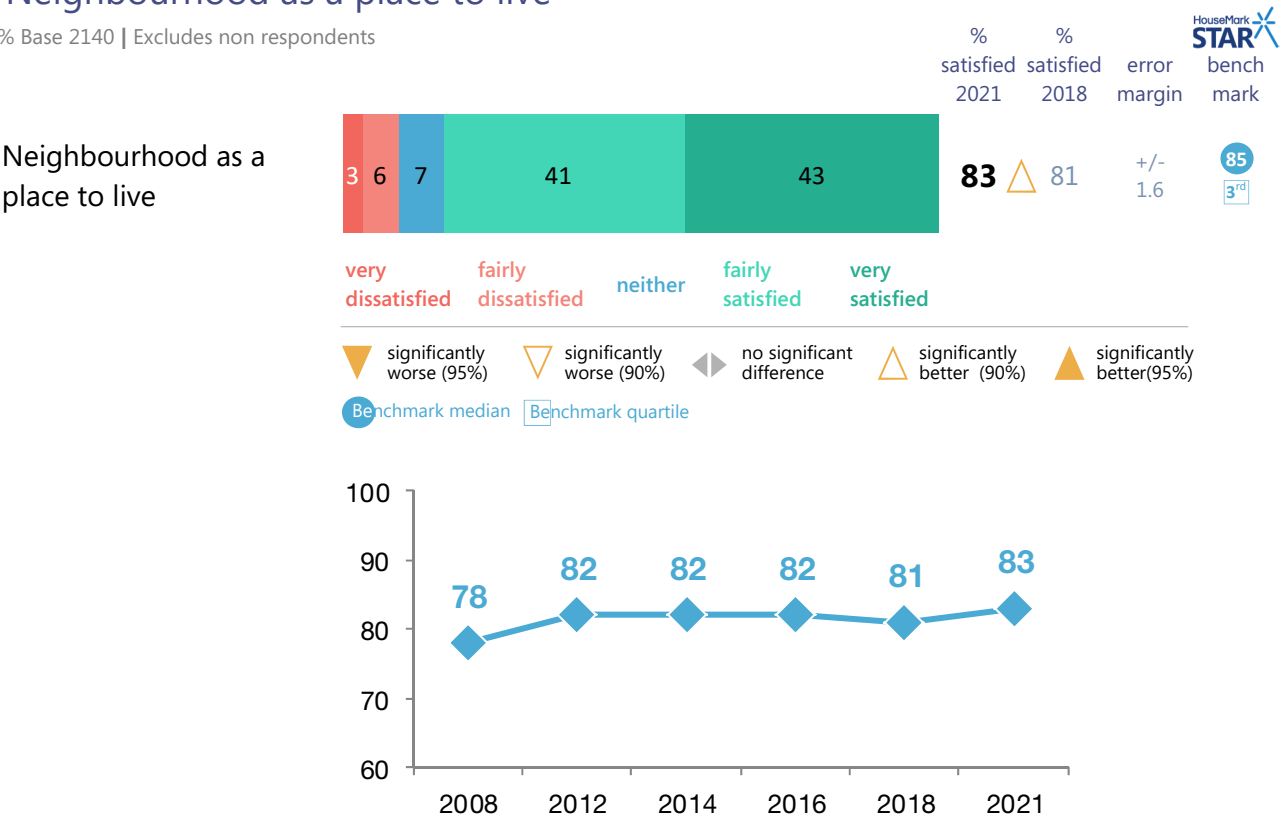
“By doing spot checks making sure all Southway tenants are keeping the outside clean and tidy and no build up of rubbish etc. Too many properties are looking overgrown, rubbish everywhere, not many people seem to have pride in their property anymore”

“Properties and surrounding land clean and maintained and should speak to tenants that neglect the properties, this could be either they are struggling financially, mentally and emotionally they may need support or if it is a problem with the individual in regards to criminal damage or just pure neglect of the property Southway should address it.”

# 8. Neighbourhood

## 8.1 Neighbourhood as a place to live

% Base 2140 | Excludes non respondents



It should be noted that here that there were a considerable number of tenants whose priority was for Southway who wanted to maintain their gardens better but felt that they were unable to do so on their own without outside assistance, which will be exacerbating the problem. Some were even prepared to pay for such a service:

“Giving disabled tenants who have lived on this estate for decades the help they need and require to maintain their garden with big trees of which I have five in my garden and I’m told that I have to attend to them myself. I’ve lived here since the 80s and City Council always attended my garden and trees but since Southway took over I’m told to do it myself. I’m in a wheelchair with spinal difficulties”

“Help older people with gardens, not just 30 minutes and not expect daughter/son to do it when they are working. Could charge for this service, but not too much.”

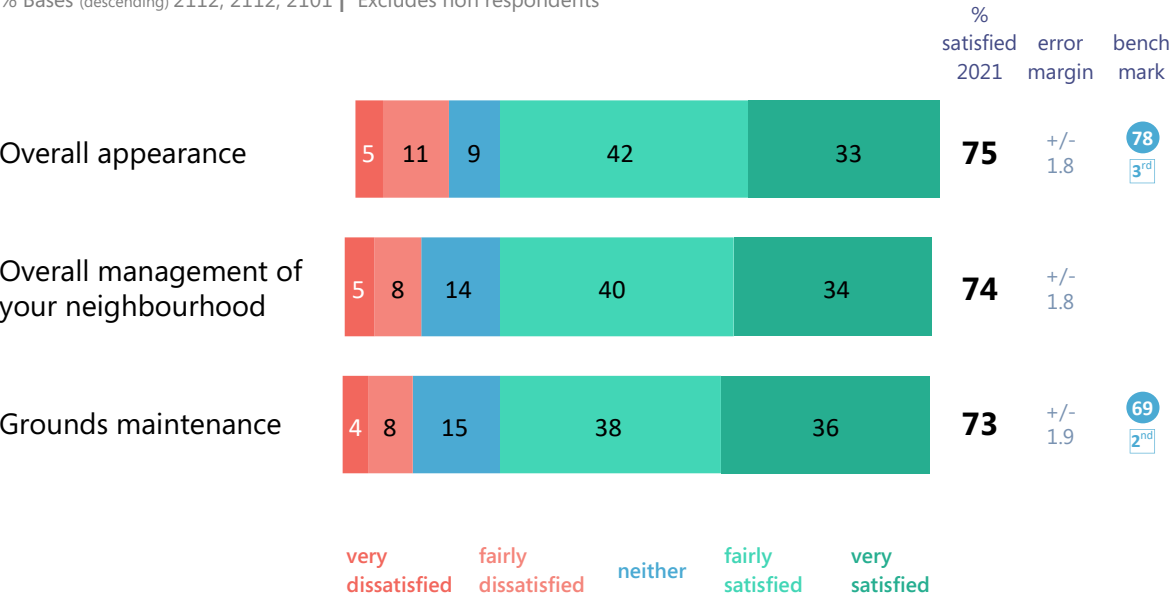
“I need my garden cutting regularly. I’m 70 years old and have a hernia and find it difficult to do any gardening. I’ve tried to get on your gardening scheme many times but have been refused on several occasions.”

“I’m a pensioner with health problems. I can’t maintain the garden, the lawn and hedges mostly. I did have help a while ago from Southway but it stopped. I was willing to pay the £50 a year towards the upkeep of the garden. I do not have anyone in my family to do it for me.”

“Maybe if Southway could provide a grass cutting and hedge trimming service, even at a cost, that would be marvellous.”

8.2 Neighbourhood services

% Bases (descending) 2112, 2112, 2101 | Excludes non respondents



Taking into account these issue, it is unsurprisingly that the details of the grounds maintenance, appearance and management of neighbourhoods were all rated a little lower than the headline neighbourhood score, although were still considered satisfactory by around three quarters of the sample.

Whilst there was no significant difference by management area in terms of appearance, respondents in the West were significantly more satisfied than average with both the grounds maintenance and the overall management (78% and 80% respectively). Respondents in the central area were significantly less satisfied with the grounds maintenance service (71%), whilst those in the East rated the overall management lower than average (71%, table 8.3).

All three aspects of the service were rated significantly higher than average by tenants in sheltered accommodation (85% 'appearance', 82% 'grounds maintenance', 84% 'management'). The only other finding of note was all three scores were heavily impacted by experience of anti-social behaviour with those saying they had done so in the previous year, significantly less satisfied across the board (48% 'appearance', 56% 'grounds maintenance, 49% 'management').

8.3 Neighbourhood services by management area

		% positive			
	Sample size	Neighbourhood as a place to live	Overall appearance	Grounds maintenance	Southway's overall management of neighbourhood
Overall	2207	83	75	73	74
Central	777	82	74	71	71
East	723	82	76	72	71
West	679	85	75	78	80

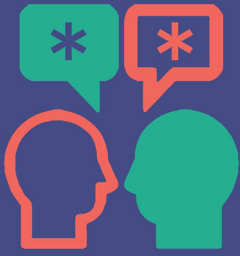
Significantly worse than average (95% confidence\*)

Significantly better than average (95% confidence\*)

Significantly worse than average (90% confidence\*)

Significantly better than average (90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels



## 9. Anti-social behaviour

19

%

of tenants had  
experienced ASB

46

%

of this group had  
reported the ASB to  
Southway



A fifth of all ASB believed to be a Hate Crime, including a third experienced by BAME tenants



Experience of ASB was strongly linked to satisfaction throughout the survey, including overall satisfaction



Dealing with ASB was the joint most common priority for improvement raised by tenants



Significant improvement observed for the majority of aspects for how ASB reports are handled

# 9. Anti-social behaviour

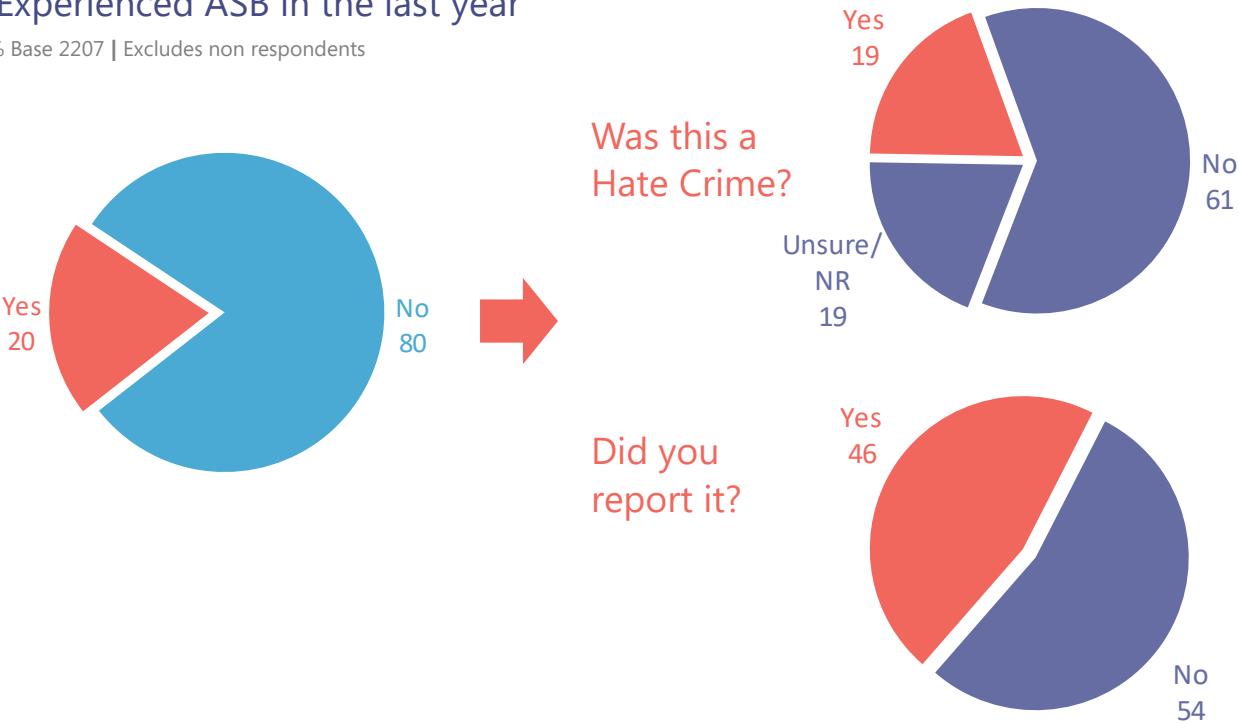
This report has already touched on how the experience of anti-social behaviour (ASB) impacts other areas of satisfaction with those who have experienced ASB 11% less satisfied overall (section 3) and 26% less satisfied than average with their neighbourhood as a place to live (section 8).

In addition, dealing with anti-social behaviour was the joint most commonly mentioned priority for improvement when tenants were asked how Southway could do better (section 11), further emphasising how influential this issue is for those tenants that experience it. Indeed, this was identified by Southway as a key area for improvement after the last survey in 2017.

- “To increase the ability of a move as I have suffered to many anti-social behaviour ever since my move to Astbury Avenue I have not rested. Pease see to this as it will help with my mental wellbeing”
- “I live in an over 50s property but there are people who are not 50. Also, ex-cons in the property and doing drugs and in my opinion should not be in my building. They bring in their friends who do the same and it will get worse I'm in no doubt. I'm 55 and thinking about moving from here.”
- “Be more proactive regarding ASB issues, rather than waiting for a tenant to keep complaining, after periods of relative peace and quiet.”
- “Help to improve its care to residents suffering with a neighbour causing endless upset and aggressive behaviour! This has gone on for years and Southway seem to be doing nothing about it.”
- “Offer more support when it comes to problems in the neighbourhood i.e. harassment complaints.”
- “Overall the way anti-social behaviour complaints are dealt with”

## 9.1 Experienced ASB in the last year

% Base 2207 | Excludes non respondents



## 9. Anti-social behaviour

Whilst comments surrounding anti-social behaviour included a range of topics, many related to the issue of drugs:

“The area would be a lot better if you got rid of the druggies. It's been going on for 5 years now”

“Southway need to work with the police to get rid of the drugs and drug dealers in the area.”

“Do something about the drug problem, it's rampant in Baknett Avenue. Police are always om this street. Break ins happening all the time. People who cause ASB in this street, it seems nothing happens to them. It's the same people all the time, people are scared to go out because of ASB. Do something about it.”

“To feel safe in my house and for Southway and police to tackle the drug problem”

A fifth of respondents had experienced some form of ASB in the previous year (20%), nearly half of whom went on to report it to Southway (46%). This is similar to the last survey where the equivalent figures were 19% and 50% respectively.

Experience of ASB did not vary significantly by management area, indeed it was quite similar across the three main regions ranging from 18% in the East to 21% in Central (table 9.3). However, there were some regional differences in terms of reporting ASB to Southway and was highest in the West (50%), but lowest in the East (40%).

Younger respondents were also far more likely to experience and report ASB than their older peers, for example only 14% of those aged 65+ had experienced it compared to 22% of the under 50s. Another notable finding was those living in flats were both more likely to experience ASB (24%) and to report it (5%),

It was particularly notable that when victims were asked whether their experiences seemed motivated by hatred of a person's disability, gender, race, religion, belief or sexual orientation, and therefore be considered a 'Hate Crime', 19% said that it was. This was somewhat higher than proportion who said the same in 2018 (14%)

The proportion of incidents that were considered a hate crime was highest in the East (23%), and lowest in the Central area (16%). There was a noticeable and significant difference by ethnic background with a third of BAME respondents (31%) saying the ASB they experienced was a Hate Crime, whereas only 12% of White British respondents said the same (table 9.4).

As previously discussed, just under half of the sample claimed to have reported ASB to Southway in the previous year (46%), however this did not match the Trust's own records, with only 38% of this group having actually being on record as having done so in the last 12 months. Some of this may be explained by respondents misremembering the timeframe, or which agency they spoke to, alternatively it may be there were informal conversations that were never turned into formal ASB reports (e.g. mentioning concerns about vandalism to a repairs contractor).

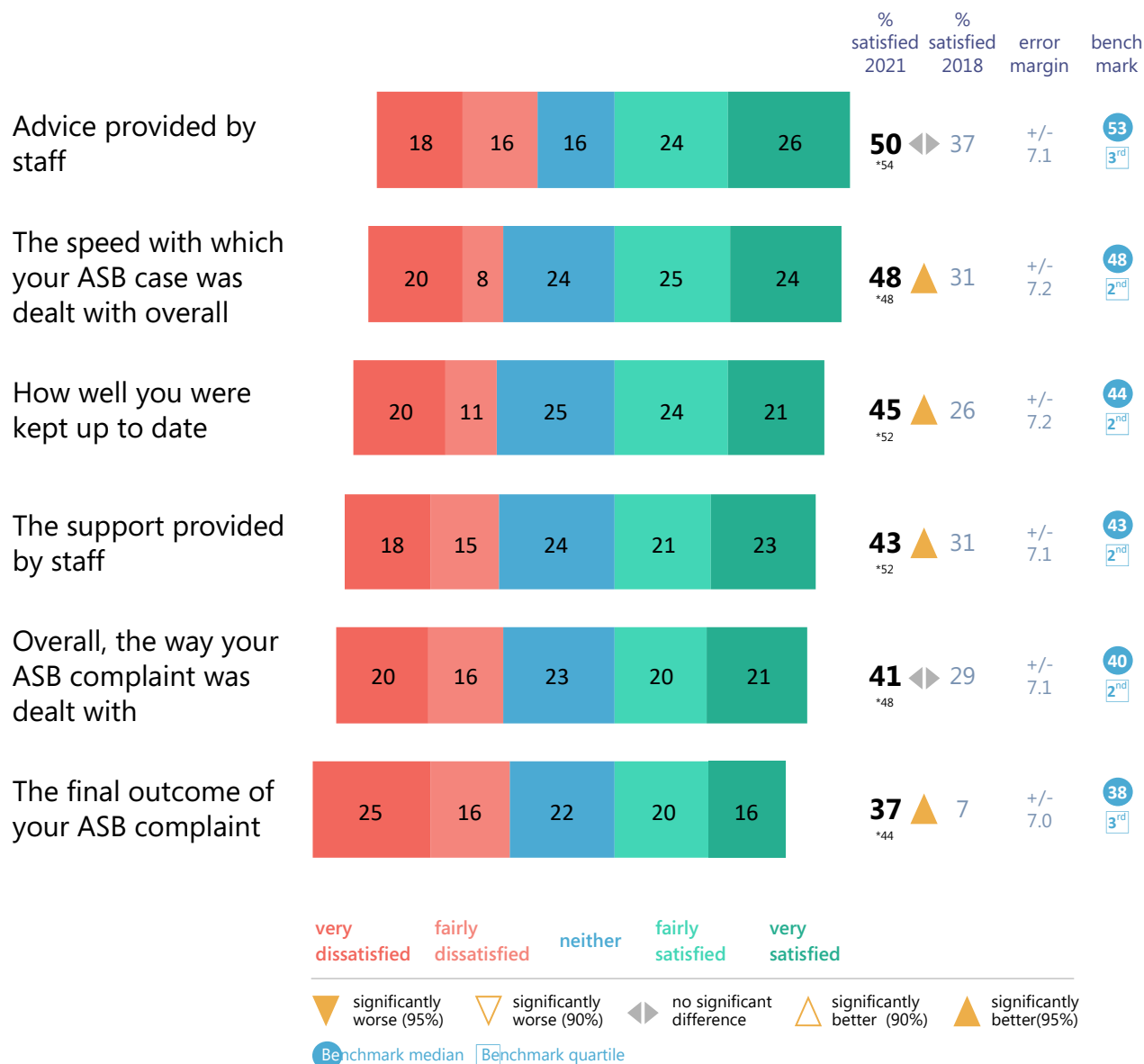
Respondents were next asked about their experience when reporting an incident of ASB, which due to the nature of the topic typically receive lower ratings than most other questions in tenant surveys. It should also be noted that sample sizes for the remaining charts in this section are relatively small, as they were in previous years. Nevertheless, these scores had improved compared to 2018, significantly so in most cases and were broadly in line with other landlords in ARP Research's database.

Significant improvements include a 12% increase in satisfaction with the way ASB complaints were dealt with, and a 30% jump in satisfaction with the final outcome of the ASB report (now 41% and 37% respectively). These scores were higher still when restricted only to those where there was a matching report on Southway's own database (48% and 44% respectively). This is a testament to the recent work that has been done by Southway to improve the ASB service.

## 9. Anti-social behaviour

### 9.2 Last ASB report

% Bases (descending) 194, 161, 190, 191, 192, 189 | Reported ASB in last 12 months. Excludes non respondents. \* if Southway has a record



9%  
of all tenants  
said they had  
**reported ASB**

## 9. Anti-social behaviour

### 9.3 ASB by management area

		% positive		
	Sample size	Experienced ASB	ASB was a Hate Crime	Reported ASB
<b>Overall</b>	<b>2207</b>	<b>20</b>	<b>19</b>	<b>46</b>
Central	777	21	16	48
East	723	18	23	40
West	679	20	20	50

Significantly **worse** than average  
(95% confidence\*)

Significantly **better** than average  
(95% confidence\*)

Significantly **worse** than average  
(90% confidence\*)

Significantly **better** than average  
(90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels

### 9.4 ASB by ethnic background

		% positive		
	Sample size	Experienced ASB	ASB was a Hate Crime	Reported ASB
<b>Overall</b>	<b>2207</b>	<b>20</b>	<b>19</b>	<b>46</b>
White British	1180	20	12	48
BAME	678	19	31	46

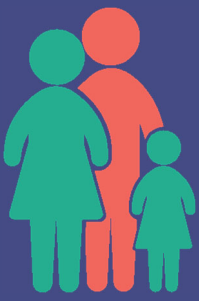
Significantly **worse** than average  
(95% confidence\*)

Significantly **better** than average  
(95% confidence\*)

Significantly **worse** than average  
(90% confidence\*)

Significantly **better** than average  
(90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels



## 10. Well-being

28%

of tenants feel at times  
lonely and isolated

18%

of tenants feel  
financially insecure



Over half of retired tenants believe that Southway's services and neighbourhoods are 'Age Friendly'



There has been a fairly small, but still statistically significant, increase in feeling of isolation and loneliness



Loneliness was a particular issue for tenants in sheltered housing (44%).



BAME tenants are more likely to feel part of their local community than their White British neighbours (69% v 57%)

## 10. Well-being

The past year has been a challenging time for many households, with long periods of lockdown during which customer well-being has been an important focus for Southway. Across the sector these experiences have prompted landlords re-evaluate the place that such support provides as part of the wider offering, not least because increased contact with customers appears to have positively affected overall satisfaction scores.

Accordingly, Southway has expanded the questionnaire this year to collect additional information on these topics to help gain a rounder picture of the experiences of tenants living in a Southway home.

Indeed, for almost a decade Southway has operated an extensive “Age Friendly Project” to improve the quality of life for older people in south Manchester. The opinion of this amongst tenants has remained fairly static since the last survey, with half agreeing that the services and communities are ‘Age Friendly’, 7% actively disagreeing, and the remainder claiming that they simply didn’t know.

If one focuses just on retirement age tenants, being the cohort to which this applies, the proportion that agreed crept up to 60%, whilst the amount that had a negative view remained fairly consistent (8%). Similarly, the equivalent figures for sheltered tenants were 65% and 9% respectively.

Turning to the other questions in this section, the most topical asked if respondents at times felt lonely and isolated. This is especially interesting as it is the only such rating scale where we have historic data with which to compare, being of course from before the pandemic. On first glance the proportion of tenants that felt this way had increased by only a modest amount, still comprising around a quarter of the sample (28%). However, this was a statistically significant change, even more so when one looks at the individual points on the rating scale to see that whereas before 50% definitely did not feel this way, in 2021 only 40% felt confident to offer the same assertion.

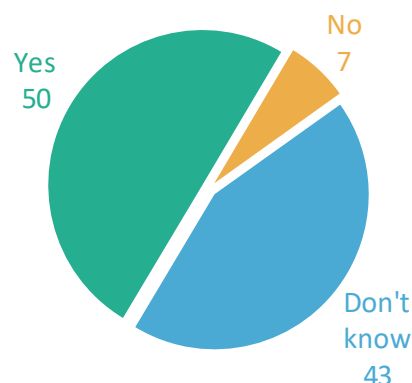
Unlike other findings in this report, there were no major variations across the sample as a whole by age. That said tenants in sheltered accommodation were significantly more likely to agree than their peers in general needs housing (44% v 27%). The small group of 24 respondents who were LGBT were also significantly more likely to agree (58%), as were the 45 respondents from the EU that were trying to gain settled status (53%).

Even though many tenants felt lonely or isolated, far fewer went so far as to say that they didn’t feel part of their community (11%). There were some interesting and significant differences by ethnic background. Firstly, BAME respondents were significantly more likely to feel part of the community than White British respondents (69% v 57%), being higher again amongst African (80%), Pakistani (76%) and Muslim respondents (74% agreed). In contrast, the small group of Caribbean respondents were significantly less inclined to agree with this statement (47% v 31% disagree), as were the even smaller LGBT group (33% disagreed, 8 out of 24 respondents).

It was good to see that the majority of tenants felt that they had a good quality of life in their home (75%), although this was lower for tenants living in flats (67%), with a disability (69%), or who had experienced ASB (56%).

### 10.1 Are services and neighbourhoods ‘Age Friendly’?

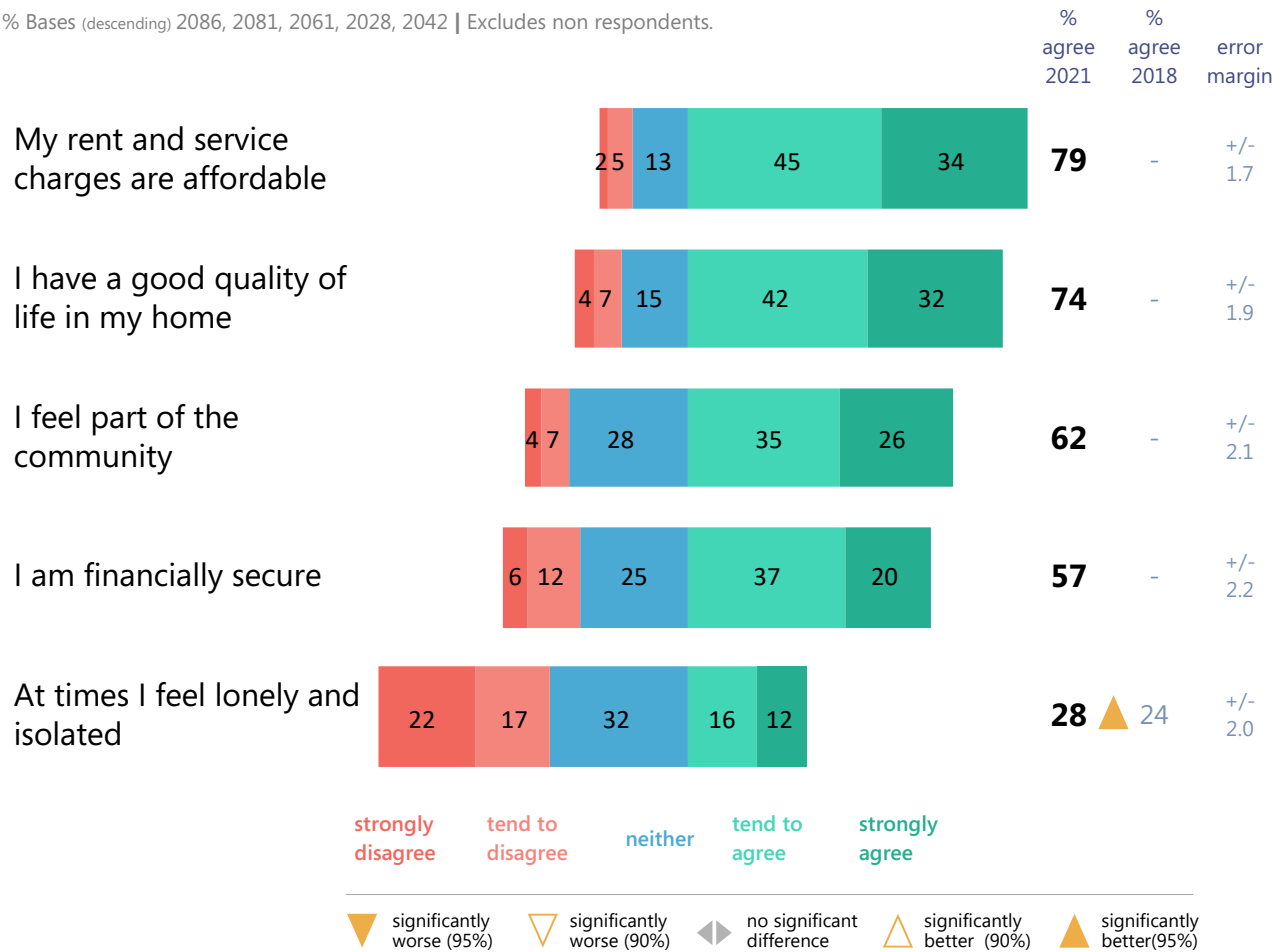
% Bases (descending) 2121 | Excludes non respondents.



# 10. Well-being

## 10.2 Well-being

% Bases (descending) 2086, 2081, 2061, 2028, 2042 | Excludes non respondents.



One other major topic that can affect people’s wellbeing is financial security, which appears to be a particular concern for around a fifth of the sample (18%). Those groups where this was higher than average included 50-64 year olds (23%) and unsurprisingly those tenants in arrears (23%).

However, most tenants still feel that their rent and services charges are affordable (79%), which is consistent with the overall rent value for money rating (section 4). Respondents in the West were significantly more likely to agree with this statement those in the central area (82% v 76%) and was especially low in the Withington Ward (72%). It was also notable that tenants in new build properties were significantly less likely to agree (62%).

## 10.3 Well-being by management area



\* See appendix A for further information on statistical tests and confidence levels



## 11. Improvement priorities

18 %

said that no improvements were needed

1. dealing with ASB
2. fences and gates
3. untidy gardens

were the most common specific issues raised

The final question that tenants were asked at the end of the survey was simply what Southway could do better, and if they had more than one idea, which one was the most important to them. These answers were coded and organised into different categories, both as broad headings, and in a further level of detail.

Many respondents gave more than one idea for improvement, but to provide focus to these result the figures presented in this section represent only those ideas that were the top of only priority for respondents. Nevertheless, it should be noted that the additional responses were also coded, and they neither added to, nor deviated from, the picture presented here.

Chart 11.1 presents this analysis in terms of just a handful of broad categories, from which it is clear issues with the neighbourhood were the most common. Within this, as can be seen in chart 11.2, dealing with anti-social behaviour was the most commonly raised priority across the sample (5.1%). This issue is covered in more detail in section 9 but suffice to say that ASB remains a key topic for a considerable number of tenants.

Respondents also had a lot to say about the tidiness of the area, especially the standards of gardening and grounds maintenance from both Southway and their neighbours. Indeed, as highlighted in section 8, many tenants called for different ways to help and support as many tenants as possible to keep they gardens tidy and rubbish free.

## 11. Improvement priorities

Indeed, this focus on the external appearance and maintenance of the properties continued into another overarching theme, that of property maintenance. As covering in more detail in section 4, 5.1% of all priority suggestions were requests for better fences and gates around tenant's properties. Furthermore, many of these comments explicitly linked this to safety and security, as well to mitigate anti-social behaviour.

Complaints about condensation, damp and mould were also fairly common, alongside the topics one would typically expect such as replacement kitchens, bathrooms and heating/energy efficiency (chart 11.3).

Considering the significant drop in satisfaction with the repairs and maintenance service, plus the fact that this metric was also the most influential key driver of satisfaction overall, it is perhaps surprising that only a fifth of comments were explicitly linked to repairs performance. Nevertheless, those that did were heavily focused on the issue of slow, outstanding or delayed work, for which COVID lockdowns have obviously been a major contributory factor (also see section 5).

Of the four core categories of service into which these comments have been summarised, the fact that customer service and communication was the least frequently mentioned is testament to the increased satisfaction that Southway listens, keeps tenants informed, and that most find the Trust easy to deal with (sections 6 and 7).

Where there were suggestions for improvement though, the most frequent were regarding information on relevant topics such as planned works, the speed of response, and working even harder to meaningfully take account of tenant's views. To give a flavour of these comments, a cross section are included below:

"Would appreciate an earlier response from telephone queries as we are frequently kept waiting"

"It's frustrating trying to get a response on the phone but I think under the circumstances over the last 12 months there is little that could be done about it"

"Take peoples complaints more seriously.. which they didn't when I complained about my issue"

"Listen to people's complaints and act upon them not leave them feeling like they are in the wrong for complaining. Be more flexible and not making them feel trapped"

"Communication via email as I have waited two weeks from the first one sent to get answer following the emails sent regarding the same enquire"

"When being advised by Southway staff that someone will get back to you in 24/48 hours making sure that does actually happen. Most of the time you don't receive the call back"

"It has felt at times that departments don't communicate well with each other"

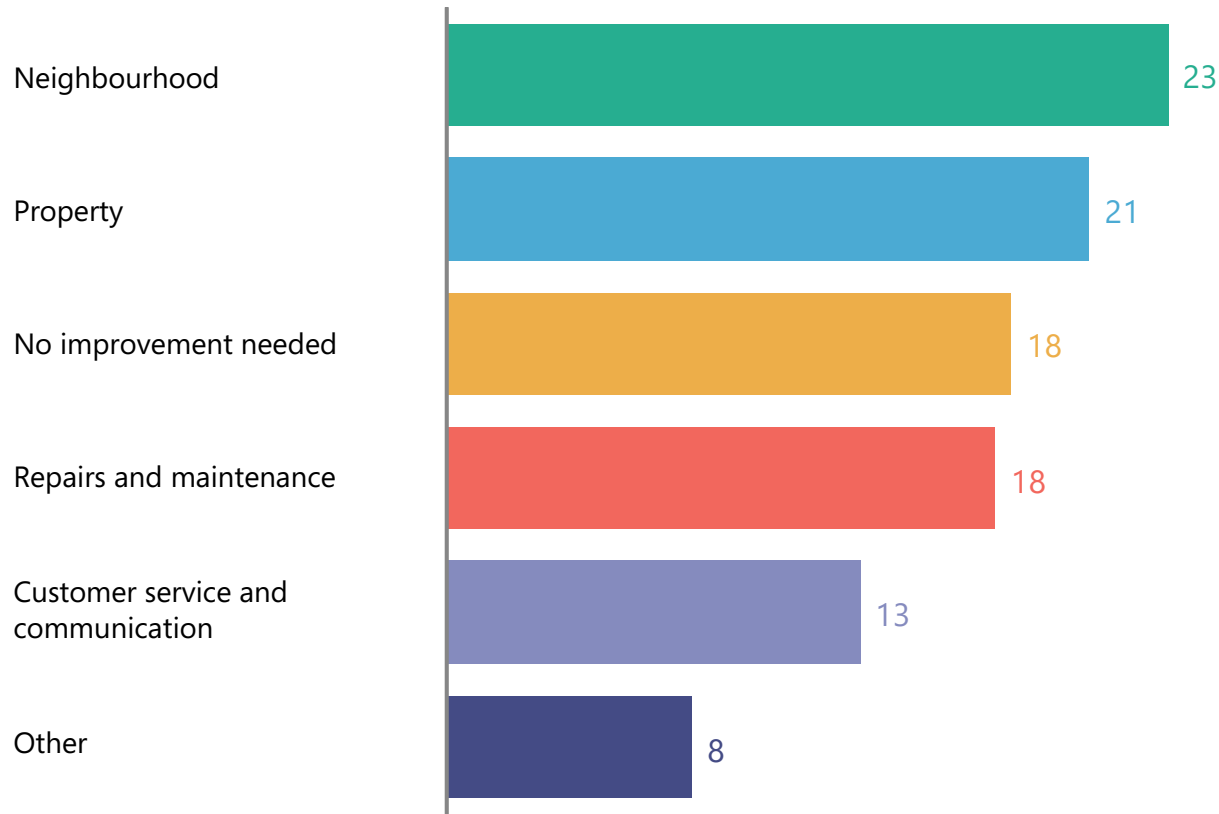
Of the type of comment categorised as 'other' improvements, two main categories stand out, being those of value for money and transfer and allocations (chart 11.6).

The former were mainly a consequence of standard rent increases, and the fact that many tenants are not financially secure (see section 10). The latter was a mix of tenants who wished to either downsize or upsize, alongside a few complaints about letting policy.

# 11. Improvement priorities

## 11.1 Most important improvement where Southway could do better - summary

% Base 855 | Coded from verbatim responses. Excludes non respondents.



Finally in this section, it is important to point out that for a fifth of tenants that answered this questions, there was nothing that Southway needed to do better that they were not already doing (18%). Indeed, even amongst those that did suggest improvements, many qualified their points to make it clear that they were otherwise satisfied with the services. We therefore end with a selection of comments that highlight the positive perception of Southway that many hold.

“Having lived in social housing most of my life I can honestly say that Southway Housing is the best housing provider I have used. All staff are friendly and helpful. All repairs done on time and to a high standard”

“I am really thanking you for providing me a property. Me and my children feel that we are blessed”

“I am satisfied with their services and the way they keep the environment tidy and clean. Thank you!!!”

“I have been with Southway a long time and have had no problem with them and plan on staying with them. Couldn't ask for a better housing to rent - they help when you need them very satisfied”

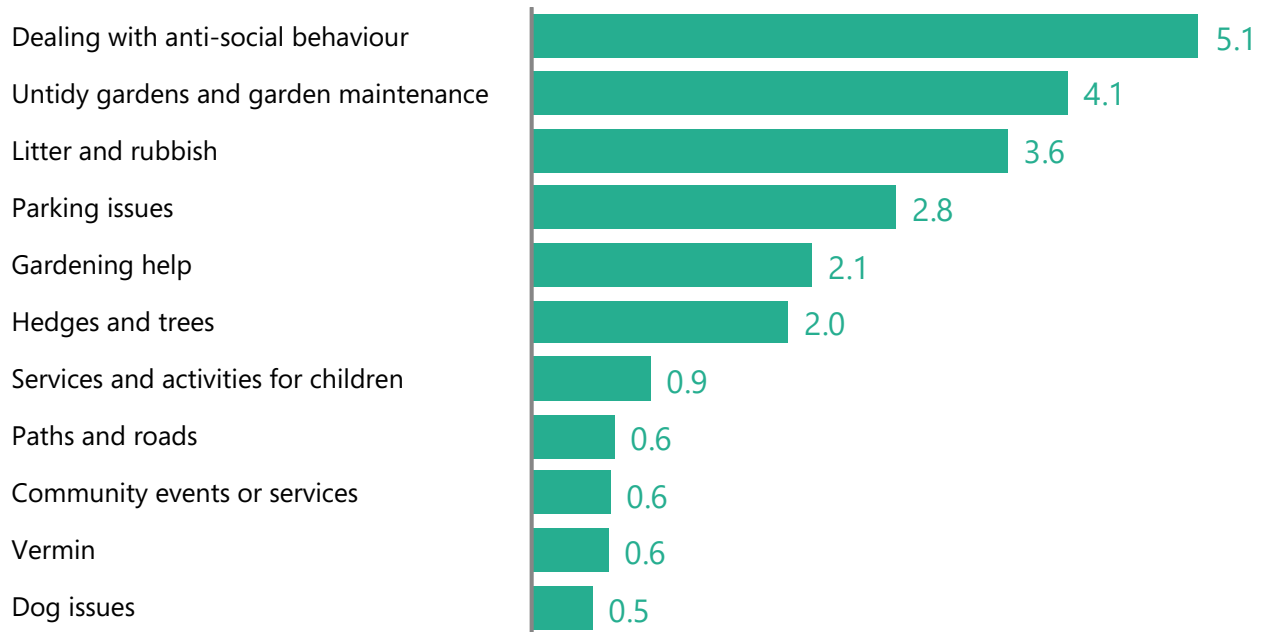
“I have no complaints or improvement suggestions to make. Southway have always been amazing with me and I feel very lucky to be one of their tenants. Staff are always so helpful and friendly”

“Keep up the good work and always having their customers as their priority”

## 11. Improvement priorities

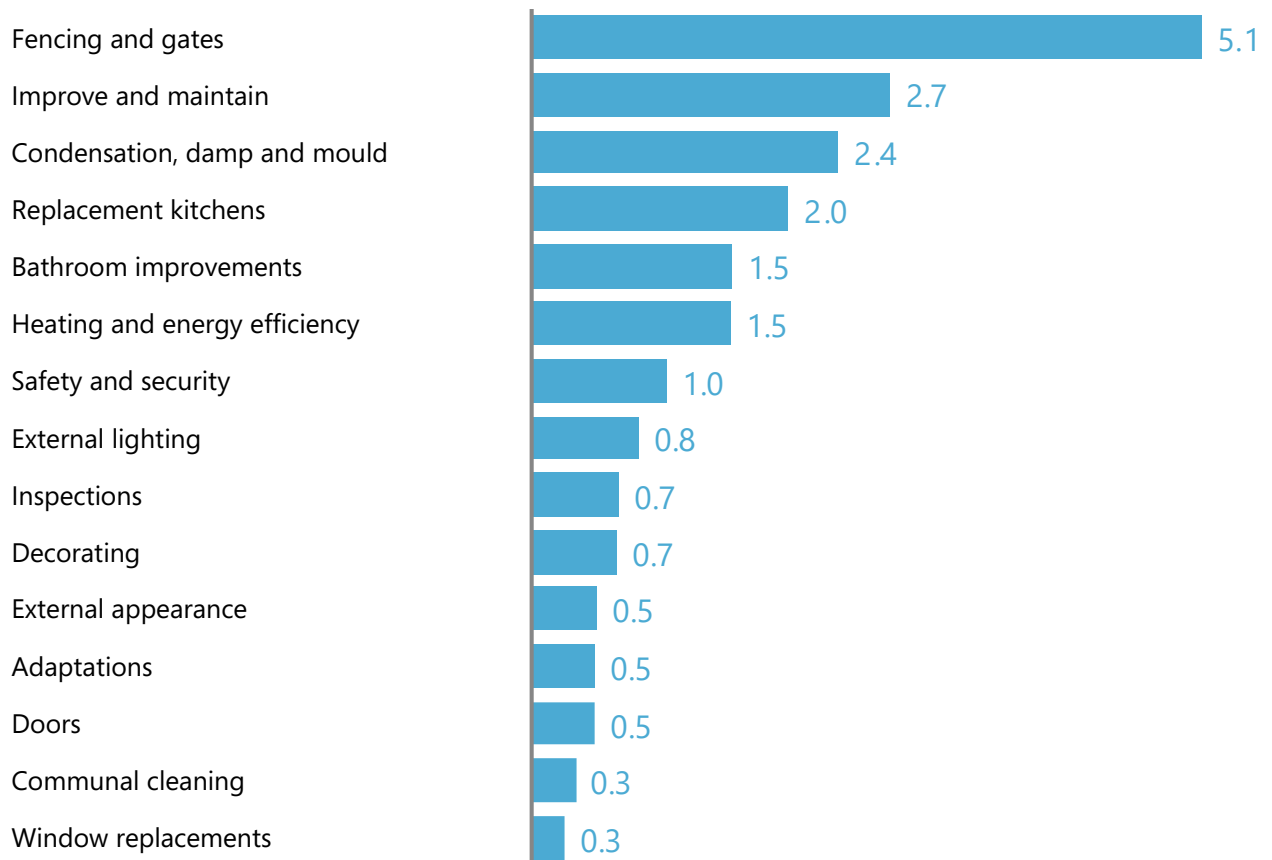
### 11.2 Neighbourhood improvements - detail

% Base 855 | Coded from verbatim responses. Excludes non respondents.



### 11.3 Property improvements - detail

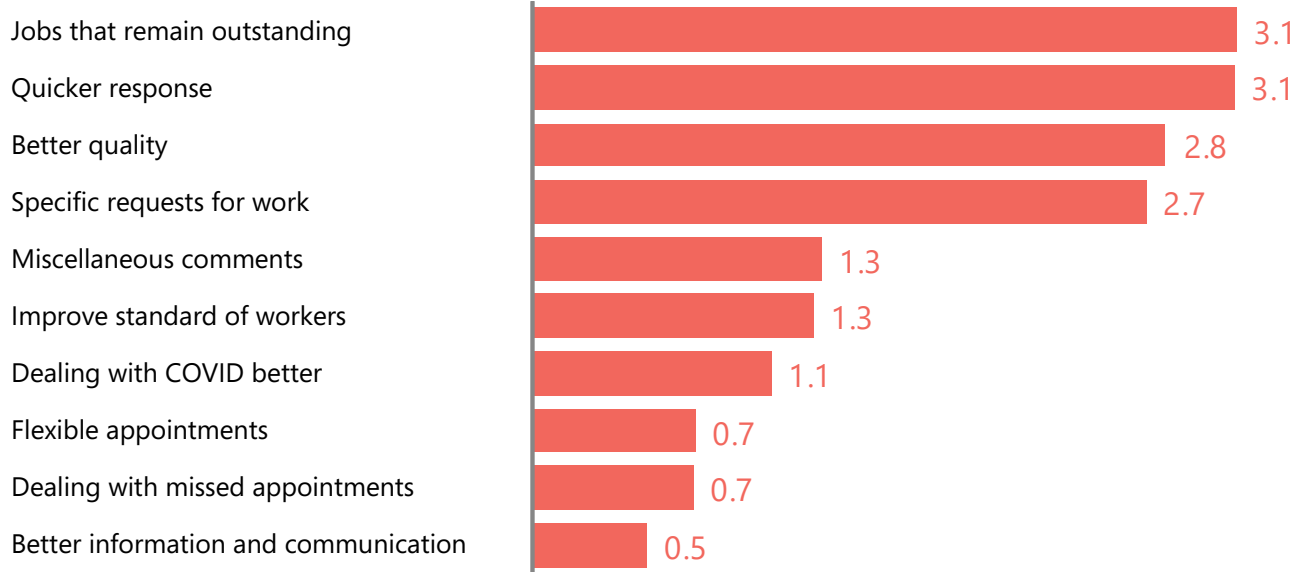
% Base 855 | Coded from verbatim responses. Excludes non respondents.



## 11. Improvement priorities

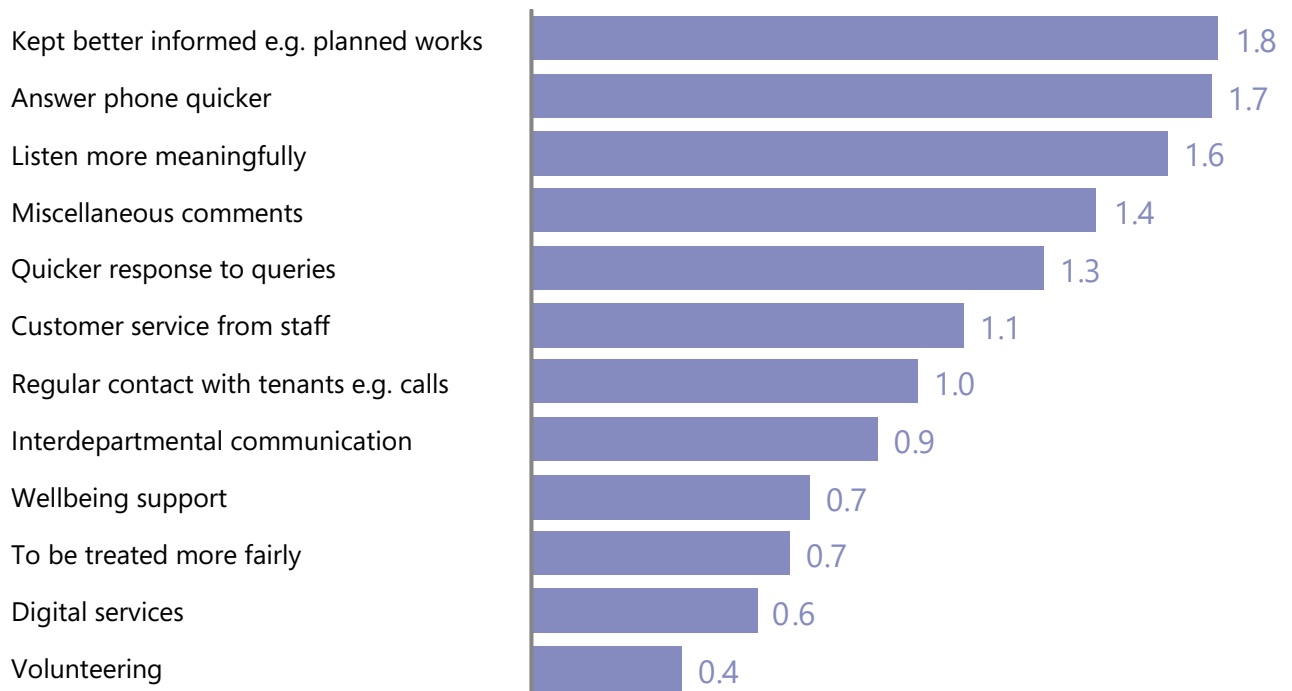
### 11.4 Repair and maintenance improvements - detail

% Base 855 | Coded from verbatim responses. Excludes non respondents.



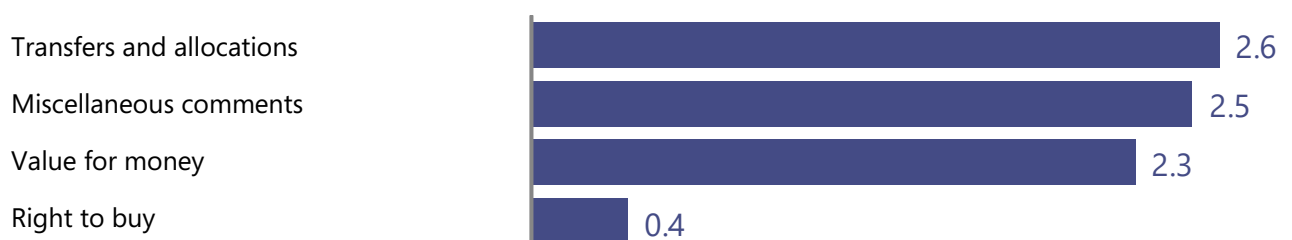
### 11.5 Customer service and communication improvements - detail

% Base 855 | Coded from verbatim responses. Excludes non respondents.



### 11.6 Other improvements - detail

% Base 855 | Coded from verbatim responses. Excludes non respondents.





## 12. Respondent profile

This section details the demographic profile of the respondents to the tenant survey.

In addition to documenting the demographic profile of the sample, tables 12.14 to 12.19 in this section also display the core survey questions according to the main property and equality groups. When considering these tables it is important to bear in mind that some of the sub groups are small, so many observed differences may simply be down to chance. To help navigate these results they have been subjected to statistical tests, with those that can be confidently said to differ from the average score being highlighted in the tables.

### 12.1 Management area

% Base 2207

	Total	% 2021	% 2018
Central	777	35	36
East	723	33	34
West	679	31	30
Other	27	1	-

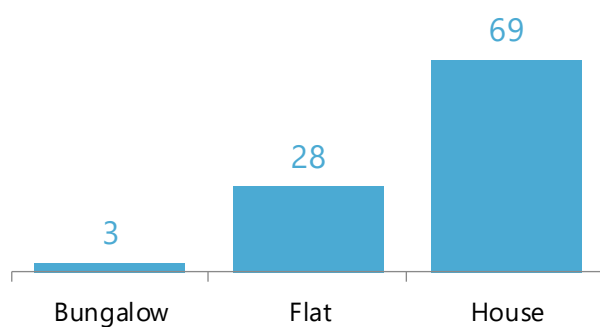
### 12.2 Stock type

% Base 2207

	Total	% 2021
General needs	2086	94
Sheltered	121	6

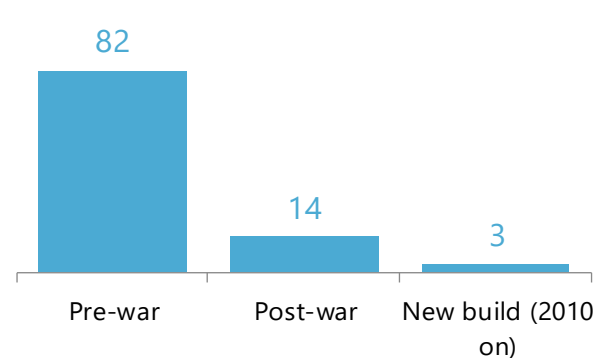
### 12.3 Property type

% Base 2207



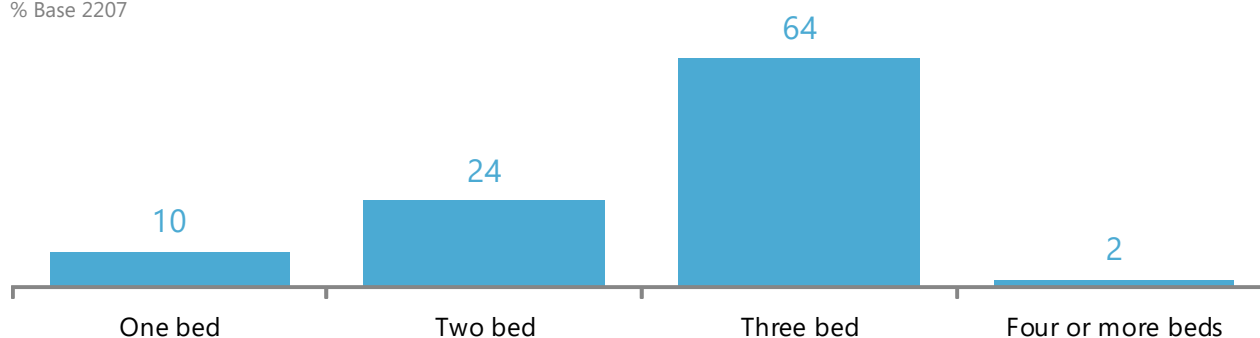
### 12.4 Property age

% Base 2207



### 12.5 Property size

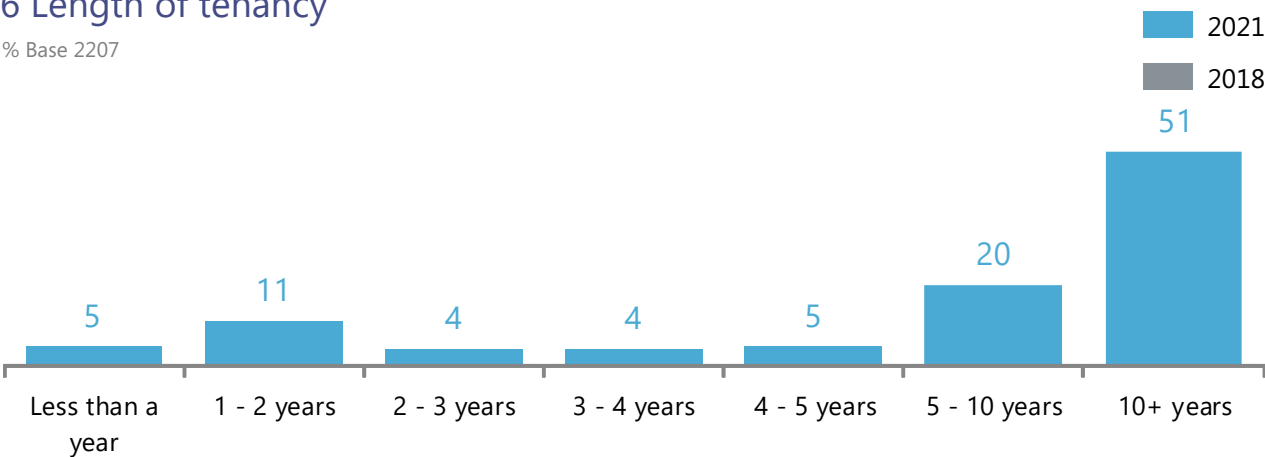
% Base 2207



## 12. Respondent profile

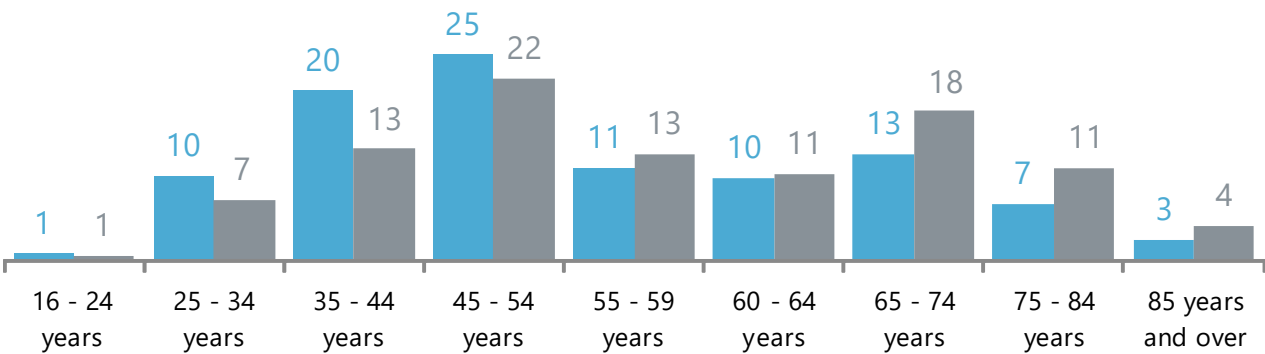
### 12.6 Length of tenancy

% Base 2207



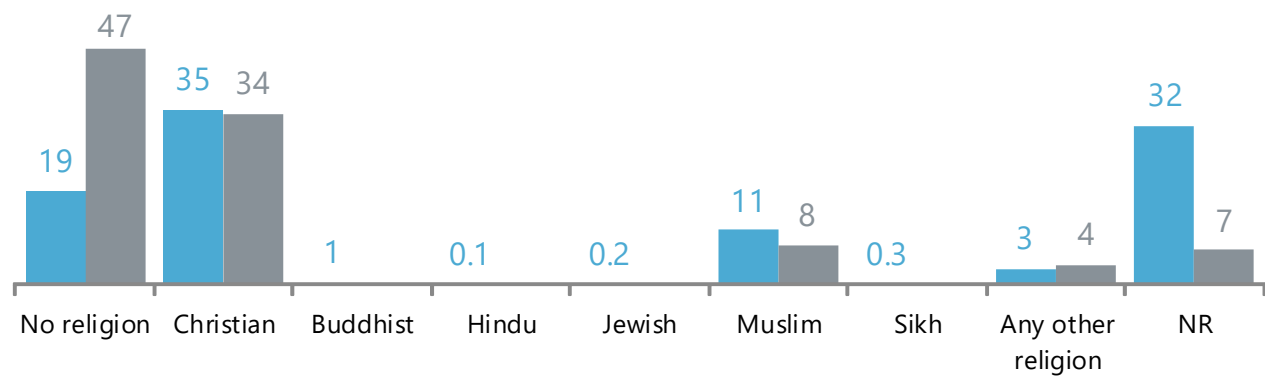
### 12.7 Main tenant age

% Base 2207



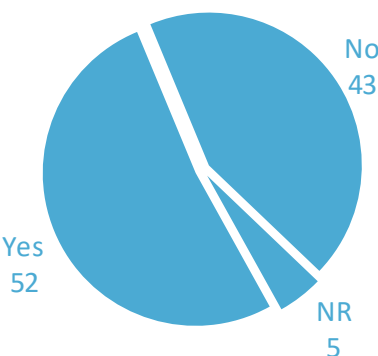
### 12.8 Main tenant religion

% Base 2207



### 12.9 Disability

% Base 2207



## 12. Respondent profile

### 12.10 Ethnic background

% Base 2207

2021  
2018

#### White

White British  
Any other White background

#### Mixed

White and Black Caribbean  
White and Black African  
White and Asian  
Any other Mixed background

#### Asian or Asian British

Indian  
Pakistani  
Bangladeshi  
Chinese  
Any other Asian background

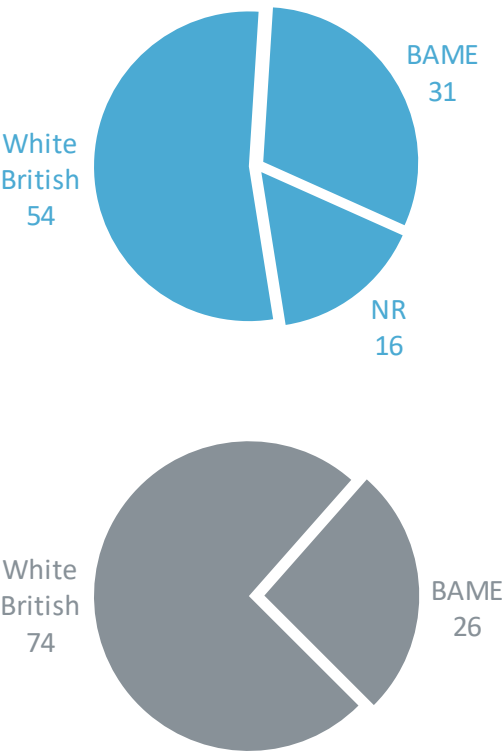
#### Black or Black British

African  
Caribbean  
Any other Black background

#### Other

Other  
Prefer not to say  
No response

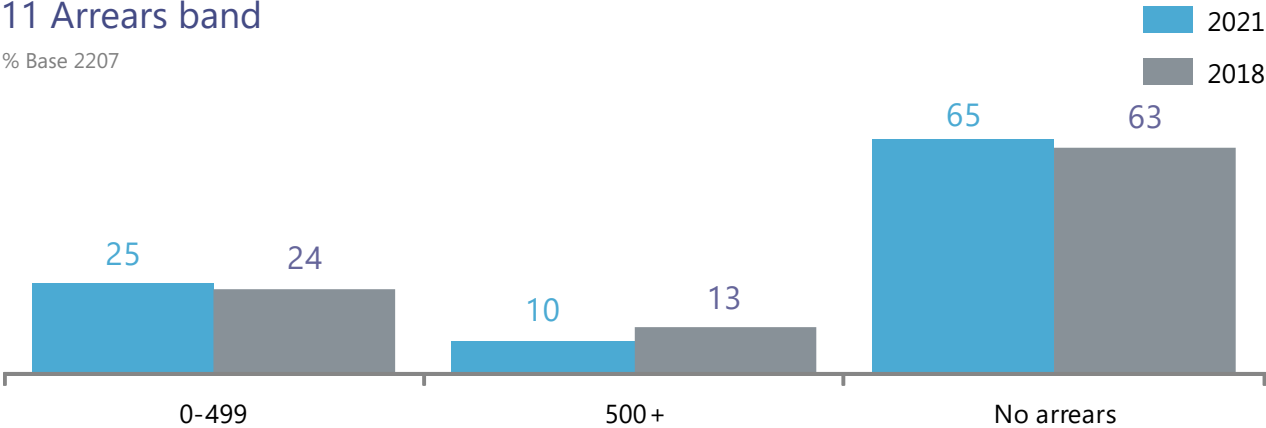
Total	% 2021
1180	53.5
102	4.6
40	1.8
17	0.8
7	0.3
9	0.4
14	0.6
125	5.7
18	0.8
2	0.1
49	2.2
75	3.4
49	2.2
100	4.5
72	3.3
194	8.8
155	7.0



## 12. Respondent profile

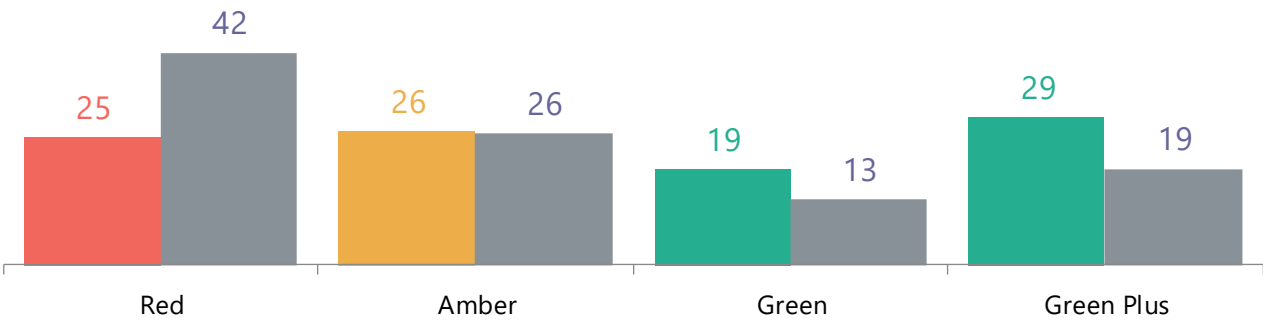
### 12.11 Arrears band

% Base 2207



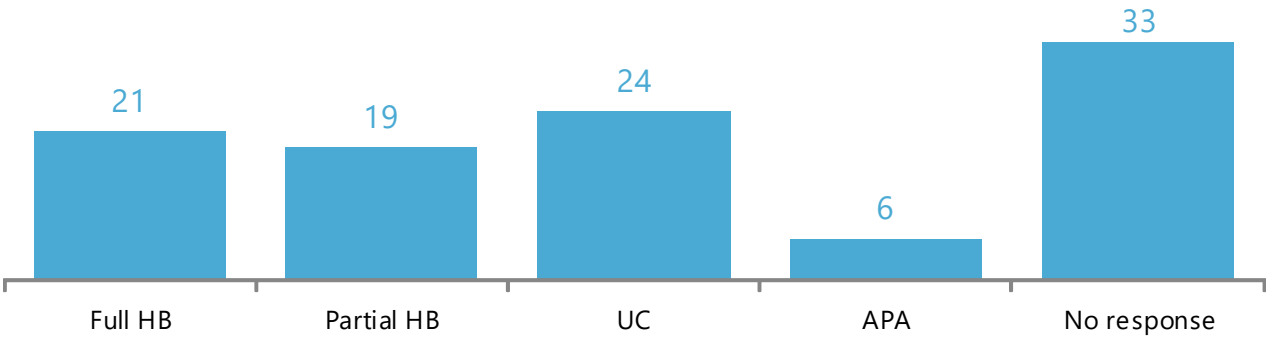
### 12.12 Digital status

% Base 2207



### 12.13 Benefits claimed

% Base 2207



## 12. Respondent profile

### 12.14 Core questions by stock

	Overall	% positive	
		General	Sheltered
<b>Sample size</b>	<b>2207</b>	<b>2086</b>	<b>121</b>
Service overall	83	83	82
Quality of home	75	74	87
Safety and security of home	82	81	84
Rent value for money	82	81	90
Is easy to deal with	81	81	84
Listen to views and act upon them	72	71	76
Being kept informed	80	80	85
Repairs & maintenance service	72	72	80
Last completed repair	79	79	86
Neighbourhood as a place to live	83	83	88

### 12.15 Core questions by age group

	Overall	% positive			
		16 - 34	35 - 49	50 - 64	65+
<b>Sample size</b>	<b>2207</b>	<b>247</b>	<b>703</b>	<b>762</b>	<b>493</b>
Service overall	83	75	77	85	91
Quality of home	75	60	65	79	90
Safety and security of home	82	72	73	86	93
Rent value for money	82	75	74	85	91
Is easy to deal with	81	73	76	83	89
Listen to views and act upon them	72	59	66	75	80
Being kept informed	80	71	76	82	88
Repairs & maintenance service	72	60	62	77	86
Last completed repair	79	68	73	82	90
Neighbourhood as a place to live	83	79	78	85	90

Significantly **worse** than average  
(95% confidence\*)

Significantly **better** than average  
(95% confidence\*)

Significantly **worse** than average  
(90% confidence\*)

Significantly **better** than average  
(90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels

## 12. Respondent profile

### 12.16 Core questions by ethnic background

	% positive		
	Overall	White	BAME
Sample size	2207	1180	678
Service overall	83	84	81
Quality of home	75	77	72
Safety and security of home	82	82	79
Rent value for money	82	82	81
Is easy to deal with	81	83	79
Listen to views and act upon them	72	73	71
Being kept informed	80	81	80
Repairs & maintenance service	72	74	71
Last completed repair	79	81	78
Neighbourhood as a place to live	83	82	85

### 12.17 Core questions by disability

	% positive		
	Overall	Yes	No
Sample size	2207	1143	957
Service overall	83	82	85
Quality of home	75	74	76
Safety and security of home	82	80	83
Rent value for money	82	80	84
Is easy to deal with	81	80	83
Listen to views and act upon them	72	71	73
Being kept informed	80	78	82
Repairs & maintenance service	72	72	74
Last completed repair	79	79	80
Neighbourhood as a place to live	83	83	84

Significantly **worse** than average  
(95% confidence\*)

Significantly **better** than average  
(95% confidence\*)

Significantly **worse** than average  
(90% confidence\*)

Significantly **better** than average  
(90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels

## 12. Respondent profile

### 12.18 Core questions by religion

		% positive		
	Overall	No religion	Christian	Other
Sample size	2207	410	767	330
Service overall	83	81	86	82
Quality of home	75	70	80	73
Safety and security of home	82	78	86	81
Rent value for money	82	79	85	80
Is easy to deal with	81	80	85	80
Listen to views and act upon them	72	68	77	72
Being kept informed	80	78	83	79
Repairs & maintenance service	72	67	78	70
Last completed repair	79	73	83	79
Neighbourhood as a place to live	83	79	85	84

### 12.19 Core questions by receipt of any benefits

		% positive	
	Overall	Yes	No
Sample size	2207	1474	733
Service overall	83	84	80
Quality of home	75	76	73
Safety and security of home	82	81	82
Rent value for money	82	83	80
Is easy to deal with	81	82	79
Listen to views and act upon them	72	74	67
Being kept informed	80	81	78
Repairs & maintenance service	72	74	68
Last completed repair	79	80	77
Neighbourhood as a place to live	83	84	81

Significantly **worse** than average  
(95% confidence\*)

Significantly **better** than average  
(95% confidence\*)

Significantly **worse** than average  
(90% confidence\*)

Significantly **better** than average  
(90% confidence\*)

\* See appendix A for further information on statistical tests and confidence levels



# Appendix A. Methodology & data analysis

## Questionnaire

The questionnaire was based on the one used in 2018, itself being based on the HouseMark STAR survey methodology, with the most appropriate questions for Southway being selected by them from the new revised STAR questionnaire template.

The questionnaire was designed to be as clear and legible as possible to make it easy to complete, with options available for large print versions or completion in alternative languages. . Postal versions of the questionnaires were printed as A4 booklets.

## Fieldwork

The survey was carried out between March and April 2021. Every Southway with an email address was sent an email invitations to take part in the survey plus reminders, and everyone with a mobile number received up to two text messages.

Every Southway household that did not respond to the initial email was then sent a postal copy of the questionnaire, followed by a reminder to non respondents after two weeks. The survey was also publicised on Southway's digital channels, and a free prize draw was offered to further increase the response.

Online survey example pages:

Southway Housing Trust

Exit and clear survey

0%

**Resident Satisfaction Survey 2021**

**PRIZE DRAW!**  
1X £100 4X £50

Your views are really important to us and our 2021 survey is a chance to tell us what you think of the services we provide. It has been a difficult year, and we are keen to know how we have done, and what we should be thinking about as we all move into the Covid recovery period.

We would very much appreciate your help. By completing the survey you will automatically be entered into the free prize draw, with a chance of winning up to £100 in shopping vouchers.

The survey is being carried out on behalf of Southway Housing Trust by an independent specialist called ARP Research Limited. Your answers are confidential. The information you provide will not be linked with your name, unless you want it to be.

If you have any questions or concerns about this survey, please ring Southway on 0161 448 4200 and we will be happy to help you.

**How to fill it in**

- Your answers are saved after every page and/or when clicking 'resume later' from the top menu.
- Some questions require an answer before you can continue to the next section.
- The survey will automatically skip some questions if they don't apply to you.
- For any technical difficulties please contact [support@arp-research.co.uk](mailto:support@arp-research.co.uk)

The survey is being carried out on the behalf of Southway by an independent specialist called ARP Research according to the Market Research Society Code of Conduct. The survey is confidential, which means that once processed your answers will not be linked with your identity without your consent and will be treated and stored according to the General Data Protection Regulation (GDPR). We do not use any of the information you provide for direct marketing or other non-research activities. For more detail please [click here](#).

Next

Southway Housing Trust

Resume later Exit and clear survey

23%

**Repairs and maintenance**

How satisfied or dissatisfied are you with the way we deal with repairs and maintenance?

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied

Have you had any repairs carried out on this property in the last 12 months?

☒ Yes  
☐ No

Thinking about your **last** repair, how satisfied or dissatisfied were you with the overall repairs service provided on that occasion?

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied

Previous Next

### Response rate

In total 2,207 tenants took part in the survey, which represented a 39% response rate (error margin +/- 1.6). This was considerably more than the 22% achieved in 2018, with almost half of responses now being received online (45%).

### Weighting

The general needs sample was weighted in order to be representative by age,. This ensured that the other demographic and property variables were also broadly representative.

### Data presentation

Readers should take care when considering percentage results from some of the sub groups within the main sample, as the base figures may sometimes be small.

Many results are recalculated to remove 'no opinion' or 'can't remember' responses from the final figures, a technique known as 're-basing'.

### Error Margins

Error margins for the sample overall, and for individual questions, are the amount by which a result might vary due to chance. The error margins in the results are quoted at the standard 95% level, and are determined by the sample size and the distribution of scores. For the sake of simplicity, error margins for historic data are not included, but can typically be assumed to be at least as big as those for the 2021 data. When comparing two sets of scores, it is important to remember that error margins will apply independently to each.

### Tests of statistical significance

When two sets of survey data are compared to one another (e.g. between different years, or demographic sub groups), the observed differences are typically tested for statistical significance. Differences that are significant can be said, with a high degree of confidence, to be real variations that are unlikely to be due to chance. Any differences that are not significant *may* still be real, especially when a number of different questions all demonstrate the same pattern, but this cannot be stated with statistical confidence and may just be due to chance.

Unless otherwise stated, all statistically significant differences are reported at the 95% confidence level. Tests used were the Wilcoxon-Mann-Whitney test (rating scales), Fischer Exact Probability test (small samples) and the Pearson Chi Square test (larger samples) as appropriate for the data being examined. These calculations rely on a number of factors such as the base figure and the level of variance, both within and between sample groups, thereby taking into account more than just the simple difference between the headline percentage scores. This means that some results are reported as significant despite being superficially similar to others that are not. Conversely, some seemingly notable differences in two sets of headline scores are not enough to signal a significant change in the underlying pattern across all points in the scale.

For example:

- Two satisfaction ratings might have the same or similar *total* satisfaction score, but be quite different when one considers the detailed results for the proportion *very satisfied* versus *fairly satisfied*.
- There may also be a change in the proportions who were *very* or *fairly* dissatisfied, or ticked the middle point in the scale, which is not apparent from the headline score.
- In rare cases there are complex changes across the scale that are difficult to categorise e.g. in a single question one might simultaneously observe a disappointing shift from *very* to *fairly* satisfied, at the same time as there being a welcome shift from *very dissatisfied* to *neither*.
- If the results included a relatively small number of people then the error margins are bigger. This means that the *combined* error margins for the two ratings being compared might be bigger than the observed difference between them.

### Key driver analysis

“Key driver analyses” are based on a linear regression model. This is used to investigate the relationship between the overall scores and their various components. The charts illustrate the relative contribution of each item to the overall rating; items which do not reach statistical significance are omitted. The figures on the vertical axis show the standardised beta coefficients from the regression analysis, which vary in absolute size depending on the number of questionnaire items entered into the analysis. The *R Square* value displayed on every key driver chart shows how much of the observed variance is explained by the key driver model e.g. a value of 0.5 shows that the model explains half of the total variation in the overall score.

### Benchmarking

The core STAR questions are benchmarked against Southway’s peer group with the HouseMark STAR database that had submitted data over the last 2 full financial years. For the overall satisfaction score this included 49 organisations. HouseMark benchmark scores are supplemented for the remaining questions with benchmark data from ARP Research clients who have carried out surveys in the last 3 years using the STAR questionnaire. The group selection has been verified against the core HouseMark data to ensure that both benchmark groups are closely matched on their scores across the core questions. This supplementary group includes 10 organisations.



## Appendix B. Example questionnaire

## Resident Satisfaction Survey 2021

Ms A B Sample  
1 Sample Street  
Sample District  
Sample Town  
AB1 2CD

9999X  
9999X



*inspired by our communities*

# PRIZE DRAW! 1X £100 4X £50

Dear Ms Sample

Your views are really important to us and our 2021 survey is a chance to tell us what you think of the services we provide. It has been a difficult year, and we are keen to know how we have done, and what we should be thinking about as we all move into the Covid recovery period.

The survey is being carried out on behalf of Southway Housing Trust by an independent specialist called ARP Research Limited. Your answers are confidential. The information you provide will not be linked with your name, unless you want it to be.

Please complete and return the survey in the enclosed freepost envelope. Alternatively, you can complete the survey online using the link below. As a thank you, the unique code from all completed surveys will automatically be entered into a free prize draw, where 1 lucky person will win £100 and 4 more will receive £50 in shopping vouchers.


If you have any questions or concerns about this survey, or need a copy in an alternative format, please ring Southway on 0161 448 4200.

Thank you for taking part and good luck in the prize draw!

return by **Wednesday 17 March**



[www.arpsurveys.co.uk/southway](http://www.arpsurveys.co.uk/southway)  
your unique code: 99999X



## Southway overall

1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Southway?

Very satisfied ☐ Fairly satisfied ☐ Neither ☐ Fairly dissatisfied ☐ Very dissatisfied ☐

2 How much do you agree or disagree that:

Strongly agree Tend to agree Neither Tend to disagree Strongly disagree


a. Southway understands my needs ☐ ☐ ☐ ☐ ☐

b. Southway treats its residents fairly ☐ ☐ ☐ ☐ ☐

c. Southway cares about their customers ☐ ☐ ☐ ☐ ☐

d. Southway keeps its promises ☐ ☐ ☐ ☐ ☐

e. I feel valued by Southway ☐ ☐ ☐ ☐ ☐



## Your home


3 How satisfied or dissatisfied are you:

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied

a. With the overall quality of your home ☐ ☐ ☐ ☐ ☐

b. That thinking specifically about the building you live in, we provide a home that is safe and secure ☐ ☐ ☐ ☐ ☐

c. That your rent provides value for money ☐ ☐ ☐ ☐ ☐



## Repairs and maintenance

4 How satisfied or dissatisfied are you with the way we deal with repairs and maintenance?

Very satisfied ☐ Fairly satisfied ☐ Neither ☐ Fairly dissatisfied ☐ Very dissatisfied ☐

5 Have you had any repairs carried out on this property in the last 12 months?

☐ Yes go to 06 ↓  
☐ No go to 08 →

6 Thinking about your **last** repair, how satisfied or dissatisfied were you with the overall repairs service provided on that occasion?

Very satisfied ☐ Fairly satisfied ☐ Neither ☐ Fairly dissatisfied ☐ Very dissatisfied ☐

7 Thinking about your **last** repair, how satisfied or dissatisfied were you with the following:

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied

a. Being told when workers would call ☐ ☐ ☐ ☐ ☐

b. Time taken before work started ☐ ☐ ☐ ☐ ☐


c. The speed with which work was completed ☐ ☐ ☐ ☐ ☐

d. The attitude of workers ☐ ☐ ☐ ☐ ☐

e. The overall quality of work ☐ ☐ ☐ ☐ ☐

f. Keeping dirt and mess to a minimum ☐ ☐ ☐ ☐ ☐

g. Demonstrating safe working practices around COVID 19 ☐ ☐ ☐ ☐ ☐



## Contacting us

8 How satisfied or dissatisfied are you that Southway is easy to deal with?

Very satisfied ☐ Fairly satisfied ☐ Neither ☐ Fairly dissatisfied ☐ Very dissatisfied ☐

9 Have you contacted us in the last 12 months?

☐ Yes go to 010 ↓ ☐ No go to 011 ↗

10 Thinking about the **last** time you contacted us, how satisfied or dissatisfied were you with the following:

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied

a. The helpfulness of staff ☐ ☐ ☐ ☐ ☐

b. The time taken to answer your query ☐ ☐ ☐ ☐ ☐

c. The quality of the information or advice you received ☐ ☐ ☐ ☐ ☐

d. The way your contact was handled by Southway ☐ ☐ ☐ ☐ ☐

11 How satisfied or dissatisfied are you with:

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied No opinion

a. The online services provided by Southway ☐ ☐ ☐ ☐ ☐ ☐

b. The ability to deal with Southway in the way you prefer ☐ ☐ ☐ ☐ ☐ ☐

12 Which of the following methods of being kept informed and getting in touch with us are you happy to use?

tick all that apply ☐ ☐ ☐ ☐ ☐

☐ Email ☐ Visit to your home by staff  
☐ Website ☐ Open meetings  
☐ Telephone ☐ Facebook, Twitter or other social media  
☐ Text/SMS ☐ Newsletter  
☐ Letter by post ☐ Other (write in)   
☐ Visit to the office

## Appendix B. Example questionnaire - tenants

**13** Have you ever used Southway's services online with your smartphone, tablet or computer?

☐ Yes **go to Q15** →

☐ No **go to Q14** ↓

**14** What has stopped you using Southway's services online?  
Tick all that apply ☐ ☐ ☐ ☐

☐ I will, but I just haven't needed to yet

☐ I don't know what online services Southway offer

☐ I don't own a smartphone, tablet or computer


☐ I don't have any broadband internet, Wi-Fi, or mobile data services

☐ I'm not confident using Southway's online services

☐ I prefer talking to someone

☐ I'm not interested in doing anything online

☐ Other reason (write in)

 **Involving you**

**15** How satisfied or dissatisfied are you that Southway listens to your views and acts upon them?

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16** How good are we at keeping you informed about things that might affect you as a resident?


Very good	Fairly good	Neither	Fairly poor	Very poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**17** How much do you want to be involved in Southway's decision making processes and the way services are delivered?


As often as possible	Regularly	Occasionally	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18** There are lots of opportunities to get involved or volunteer in a variety of projects within your community. Are you interested in getting involved, or would like to hear more about it?

☐ Yes


☐ No  By ticking yes you give consent to pass your details to Southway for them to contact you about this.

**5**

 **Neighbourhoods**

**19** How satisfied or dissatisfied are you with:

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
a. Your neighbourhood as a place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The overall appearance of your neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The grounds maintenance, such as grass cutting, in your area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Southway's overall management of the neighbourhood you live in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 **Anti-social behaviour**

Anti-social behaviour (ASB) is any that causes harassment, alarm or distress to someone from a different household.

**20** Have you experienced any anti-social behaviour (ASB) in the last 12 months?

☐ Yes **go to Q21** ↓

☐ No **go to Q24** →

**21** 'Hate Crimes' are those that seem motivated by hatred of a person's disability, gender, race, religion, belief or sexual orientation.

Was any of the ASB you experienced a 'Hate Crime'?

☐ Yes

☐ No

☐ Unsure

**22** Have you reported anti-social behaviour to Southway in the last 12 months?


☐ Yes **go to Q23** →

☐ No **go to Q24** →

**6**

**23** Thinking about the **last** time you reported anti-social behaviour (ASB) to Southway, how satisfied or dissatisfied were you with the following:

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
a. Advice provided by staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. How well you were kept up to date with what was happening throughout your ASB case	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The support provided by staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The speed with which your ASB case was dealt with overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Overall, the final outcome of your anti-social behaviour complaint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Overall, the way your anti-social behaviour complaint was dealt with	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


 **Well-being**

**24** How much do you agree or disagree that:

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree
a. My rent and service charges are affordable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I am financially secure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I have a good quality of life in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I feel part of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. At times I feel lonely and isolated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**25** Would you like us to contact you about any of your answers to the question above?

☐ Yes

☐ No  By ticking yes you give consent to pass your details to Southway for them to contact you about this.

**7**

**26** The term 'Age Friendly' is used to describe projects, services and neighbourhoods that support and include older people.

Do you think that Southway Housing's services and neighbourhoods are 'Age Friendly'?

☐ Yes ☐ No ☐ Don't know

**27** Do you or any household members have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

☐ Yes **go to Q28** ↓ ☐ No **go to Q29** →


**28** Do any of these conditions or illnesses reduce their ability to carry out day-to-day activities?

☐ Yes, a lot ☐ Yes, a little ☐ Not at all

**29** Are you an EU citizen?


☐ Yes **go to Q30** ↓ ☐ No **go to Q31** →

**30** Do you need support with obtaining 'settled status'?

☐ Yes  By ticking yes you give consent to pass your details to Southway for a member of the Advice Team to contact you about this.

☐ No

**31** What could Southway do better?

 This is for general comments only. If you need a specific response from Southway, for example to report a repair, please ring us on 0161 448 4200.

Tick here if you would like Southway to know who you are for this question only: ☐

**32** If you listed more than one improvement in the previous question, which **one** of them is the most important to you?

**8**



## Appendix C. Data summary

Please note that throughout the report the quoted results typically refer to the '*valid*' column of the data summary if it appears.

The '*valid*' column contains data that has been rebased, normally because non-respondents were excluded and/or question routing applied.

The results are weighted by age to be representative of the full tenant population on this and other key demographic variables.

## Appendix C. Data summary

Representative - weighted by age

Count % raw % valid % +ve

Q1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Southway?

Base: 2207

1:	Very satisfied	982	44.5	45.1	<b>82.6</b>
2:	Fairly satisfied	815	36.9	37.5	
3:	Neither	146	6.6	6.7	
4:	Fairly dissatisfied	127	5.8	5.8	
5:	Very dissatisfied	106	4.8	4.9	
	N/R	30	1.4		

Q2a Southway understands my needs

Base: 2207

6:	Strongly agree	705	31.9	32.5	<b>74.1</b>
7:	Tend to agree	901	40.8	41.6	
8:	Neither	276	12.5	12.7	
9:	Tend to disagree	180	8.2	8.3	
10:	Strongly disagree	104	4.7	4.8	
	N/R	40	1.8		

Q2b Southway treats its residents fairly

Base: 2207

11:	Strongly agree	858	38.9	39.8	<b>78.1</b>
12:	Tend to agree	825	37.4	38.3	
13:	Neither	255	11.6	11.8	
14:	Tend to disagree	133	6.0	6.2	
15:	Strongly disagree	85	3.9	3.9	
	N/R	51	2.3		

Q2c Southway cares about their customers

Base: 2207

16:	Strongly agree	854	38.7	39.6	<b>76.5</b>
17:	Tend to agree	795	36.0	36.9	
18:	Neither	263	11.9	12.2	
19:	Tend to disagree	153	6.9	7.1	
20:	Strongly disagree	89	4.0	4.1	
	N/R	52	2.4		

Q2d Southway keeps its promises

Base: 2207

21:	Strongly agree	747	33.8	34.7	<b>69.3</b>
22:	Tend to agree	746	33.8	34.6	
23:	Neither	334	15.1	15.5	
24:	Tend to disagree	192	8.7	8.9	
25:	Strongly disagree	135	6.1	6.3	
	N/R	53	2.4		

Q2e I feel valued by Southway

Base: 2207

26:	Strongly agree	738	33.4	34.4	<b>67.0</b>
27:	Tend to agree	700	31.7	32.6	
28:	Neither	416	18.8	19.4	
29:	Tend to disagree	148	6.7	6.9	
30:	Strongly disagree	146	6.6	6.8	
	N/R	59	2.7		

Q3a With the overall quality of your home

Base: 2207

31:	Very satisfied	706	32.0	32.4	<b>74.8</b>
-----	----------------	-----	------	------	-------------

## Appendix C. Data summary

		Representative - weighted by age			
		Count	% raw	% valid	% +ve
32:	Fairly satisfied	924	41.9	42.4	
33:	Neither	176	8.0	8.1	
34:	Fairly dissatisfied	229	10.4	10.5	
35:	Very dissatisfied	145	6.6	6.7	
	N/R	26	1.2		
Q3b We provide a home that is safe and secure		Base: 2207			
36:	Very satisfied	956	43.3	44.1	81.4
37:	Fairly satisfied	809	36.7	37.3	
38:	Neither	172	7.8	7.9	
39:	Fairly dissatisfied	144	6.5	6.6	
40:	Very dissatisfied	85	3.9	3.9	
	N/R	40	1.8		
Q3c That your rent provides value for money		Base: 2207			
41:	Very satisfied	992	44.9	45.9	81.4
42:	Fairly satisfied	767	34.8	35.5	
43:	Neither	209	9.5	9.7	
44:	Fairly dissatisfied	109	4.9	5.0	
45:	Very dissatisfied	82	3.7	3.8	
	N/R	48	2.2		
Q4 How satisfied or dissatisfied are you with the way we deal with repairs and maintenance?		Base: 2207			
46:	Very satisfied	806	36.5	37.0	72.2
47:	Fairly satisfied	768	34.8	35.2	
48:	Neither	197	8.9	9.0	
49:	Fairly dissatisfied	222	10.1	10.2	
50:	Very dissatisfied	187	8.5	8.6	
	N/R	27	1.2		
Q5 Have you had any repairs carried out on this property in the last 12 months?		Base: 2207			
51:	Yes	1637	74.2	75.2	
52:	No	539	24.4	24.8	
	N/R	32	1.4		
Q6 Thinking about your last repair, how satisfied or dissatisfied were you with the overall repairs service provided on that occasion?		Base: 1637			
53:	Very satisfied	818	37.1	50.3	79.1
54:	Fairly satisfied	468	21.2	28.8	
55:	Neither	97	4.4	6.0	
56:	Fairly dissatisfied	127	5.8	7.8	
57:	Very dissatisfied	116	5.3	7.1	
	N/R	581	26.3	0.7	
Q7a Being told when workers would call		Base: 1637			
58:	Very satisfied	949	43.0	58.4	85.3
59:	Fairly satisfied	438	19.8	26.9	
60:	Neither	82	3.7	5.0	
61:	Fairly dissatisfied	78	3.5	4.8	

## Appendix C. Data summary

		Representative - weighted by age			
		Count	% raw	% valid	% +ve
62:	Very dissatisfied	79	3.6	4.9	
	N/R	582	26.4	0.7	
Q7b Time taken before work started		Base: 1637			
63:	Very satisfied	817	37.0	50.7	80.3
64:	Fairly satisfied	477	21.6	29.6	
65:	Neither	138	6.3	8.6	
66:	Fairly dissatisfied	73	3.3	4.5	
67:	Very dissatisfied	106	4.8	6.6	
	N/R	595	27.0	1.5	
Q7c The speed with which work was completed		Base: 1637			
68:	Very satisfied	935	42.4	57.9	83.4
69:	Fairly satisfied	411	18.6	25.5	
70:	Neither	109	4.9	6.8	
71:	Fairly dissatisfied	64	2.9	4.0	
72:	Very dissatisfied	95	4.3	5.9	
	N/R	594	26.9	1.5	
Q7d The attitude of workers		Base: 1637			
73:	Very satisfied	1142	51.7	70.8	91.8
74:	Fairly satisfied	338	15.3	21.0	
75:	Neither	76	3.4	4.7	
76:	Fairly dissatisfied	25	1.1	1.5	
77:	Very dissatisfied	32	1.4	2.0	
	N/R	593	26.9	1.4	
Q7e The overall quality of work		Base: 1637			
78:	Very satisfied	883	40.0	54.8	82.1
79:	Fairly satisfied	440	19.9	27.3	
80:	Neither	110	5.0	6.8	
81:	Fairly dissatisfied	84	3.8	5.2	
82:	Very dissatisfied	95	4.3	5.9	
	N/R	595	27.0	1.5	
Q7f Keeping dirt and mess to a minimum		Base: 1637			
83:	Very satisfied	1013	45.9	62.8	87.2
84:	Fairly satisfied	394	17.9	24.4	
85:	Neither	121	5.5	7.5	
86:	Fairly dissatisfied	40	1.8	2.5	
87:	Very dissatisfied	44	2.0	2.7	
	N/R	594	26.9	1.5	
Q7g Demonstrating safe working practices around COVID 19		Base: 1637			
88:	Very satisfied	1126	51.0	69.9	91.5
89:	Fairly satisfied	348	15.8	21.6	
90:	Neither	81	3.7	5.0	
91:	Fairly dissatisfied	23	1.0	1.4	
92:	Very dissatisfied	33	1.5	2.0	
	N/R	597	27.1	1.6	

## Appendix C. Data summary

Representative - weighted by age  
Count % raw % valid % +ve

### Q8 How satisfied or dissatisfied are you that Southway is easy to deal with? Base: 2207

93: Very satisfied	997	45.2	45.8	<b>81.1</b>
94: Fairly satisfied	769	34.8	35.3	
95: Neither	218	9.9	10.0	
96: Fairly dissatisfied	112	5.1	5.1	
97: Very dissatisfied	82	3.7	3.8	
N/R	29	1.3		

### Q9 Have you contacted us in the last 12 months? Base: 2207

98: Yes	1943	88.0	89.6	
99: No	226	10.2	10.4	
N/R	38	1.7		

### Q10a The helpfulness of staff Base: 1943

100: Very satisfied	1152	52.2	59.7	<b>85.6</b>
101: Fairly satisfied	499	22.6	25.9	
102: Neither	120	5.4	6.2	
103: Fairly dissatisfied	75	3.4	3.9	
104: Very dissatisfied	83	3.8	4.3	
N/R	277	12.6	0.7	

### Q10b The time taken to answer your query Base: 1943

105: Very satisfied	962	43.6	50.2	<b>81.0</b>
106: Fairly satisfied	591	26.8	30.8	
107: Neither	157	7.1	8.2	
108: Fairly dissatisfied	106	4.8	5.5	
109: Very dissatisfied	102	4.6	5.3	
N/R	289	13.1	1.3	

### Q10c The quality of the information or advice you received Base: 1943

110: Very satisfied	994	45.0	51.9	<b>80.5</b>
111: Fairly satisfied	548	24.8	28.6	
112: Neither	170	7.7	8.9	
113: Fairly dissatisfied	95	4.3	5.0	
114: Very dissatisfied	107	4.8	5.6	
N/R	292	13.2	1.4	

### Q10d The way your contact was handled by Southway Base: 1943

115: Very satisfied	1054	47.8	55.0	<b>82.6</b>
116: Fairly satisfied	529	24.0	27.6	
117: Neither	152	6.9	7.9	
118: Fairly dissatisfied	84	3.8	4.4	
119: Very dissatisfied	98	4.4	5.1	
N/R	289	13.1	1.3	

### Q11a The online services provided by Southway Base: 2207

120: Very satisfied	669	30.3	40.6	<b>70.6</b>
121: Fairly satisfied	494	22.4	30.0	
122: Neither	382	17.3	23.2	

## Appendix C. Data summary

	Representative - weighted by age			
	Count	% raw	% valid	% +ve
123: Fairly dissatisfied	56	2.5	3.4	
124: Very dissatisfied	45	2.0	2.7	
125: No opinion	398	18.0		
N/R	162	7.3		
<b>Q11b The ability to deal with Southway in the way you prefer</b>				
	Base: 2207			
126: Very satisfied	897	40.6	46.3	<b>80.6</b>
127: Fairly satisfied	665	30.1	34.3	
128: Neither	243	11.0	12.5	
129: Fairly dissatisfied	74	3.4	3.8	
130: Very dissatisfied	59	2.7	3.0	
131: No opinion	140	6.3		
N/R	128	5.8		
<b>Q12 Preferred methods of being kept informed and getting in touch</b>				
	Base: 2207			
132: Email	1106	50.1	51.2	
133: Website	387	17.5	17.9	
134: Telephone	1440	65.2	66.6	
135: Text/SMS	970	44.0	44.9	
136: Letter by post	1117	50.6	51.7	
137: Visit to the office	218	9.9	10.1	
138: Visit to your home by staff	357	16.2	16.5	
139: Open meetings	99	4.5	4.6	
140: Facebook, Twitter or other social media	128	5.8	5.9	
141: Newsletter	392	17.8	18.1	
142: Other	5	0.2	0.2	
N/R	46	2.1		
<b>R12 Happy to use digital</b>				
	Base: 2207			
143: Yes	1189	53.9	55.0	
144: No	972	44.0	45.0	
N/R	46	2.1		
<b>Q13 Have you ever used Southway's services online with your smartphone, tablet or computer?</b>				
	Base: 2207			
145: Yes	912	41.3	42.1	
146: No	1252	56.7	57.9	
N/R	43	1.9		
<b>Q14 What has stopped you using Southway's services online?</b>				
	Base: 1252			
147: I will, but I just haven't needed to yet	255	11.6	20.4	
148: I don't know what online services Southway offer	122	5.5	9.7	
149: I don't own a smartphone, tablet or computer	265	12.0	21.2	
150: I don't have any broadband internet, Wi-Fi, or mobile data	147	6.7	11.7	
151: I'm not confident using Southway's online services	151	6.8	12.1	
152: I prefer talking to someone	719	32.6	57.4	
153: I'm not interested in doing anything online	245	11.1	19.6	
154: Other	44	2.0	3.5	
N/R	981	44.4	2.1	

## Appendix C. Data summary

Representative - weighted by age

Count % raw % valid % +ve

Q15 How satisfied or dissatisfied are you that Southway listens to your views and acts upon them?

Base: 2207

155: Very satisfied	755	34.2	35.1	<b>71.5</b>
156: Fairly satisfied	781	35.4	36.4	
157: Neither	355	16.1	16.5	
158: Fairly dissatisfied	131	5.9	6.1	
159: Very dissatisfied	126	5.7	5.9	
N/R	59	2.7		

Q16 How good are we at keeping you informed about things that might affect you as a resident?

Base: 2207

160: Very good	944	42.8	43.8	<b>80.1</b>
161: Fairly good	782	35.4	36.3	
162: Neither	269	12.2	12.5	
163: Fairly poor	96	4.3	4.5	
164: Very poor	65	2.9	3.0	
N/R	50	2.3		

Q17 How much do you want to be involved in Southway's decision making processes and the way services are delivered?

Base: 2207

165: As often as possible	450	20.4	21.0	
166: Regularly	691	31.3	32.2	
167: Occasionally	734	33.3	34.2	
168: Never	271	12.3	12.6	
N/R	61	2.8		

Q18 Are you interested in getting involved in volunteering?

Base: 2207

169: Yes	614	27.8	29.0	
170: No	1500	68.0	71.0	
N/R	93	4.2		

Q19a Your neighbourhood as a place to live]

Base: 2207

171: Very satisfied	915	41.5	42.8	<b>83.3</b>
172: Fairly satisfied	866	39.2	40.5	
173: Neither	158	7.2	7.4	
174: Fairly dissatisfied	131	5.9	6.1	
175: Very dissatisfied	70	3.2	3.3	
N/R	67	3.0		

Q19b The overall appearance of your neighbourhood

Base: 2207

176: Very satisfied	693	31.4	32.8	<b>75.1</b>
177: Fairly satisfied	893	40.5	42.3	
178: Neither	186	8.4	8.8	
179: Fairly dissatisfied	235	10.6	11.1	
180: Very dissatisfied	105	4.8	5.0	
N/R	94	4.3		

Q19c The grounds maintenance, such as grass cutting, in your area

Base: 2207

181: Very satisfied	747	33.8	35.6	<b>73.2</b>
182: Fairly satisfied	791	35.8	37.6	
183: Neither	317	14.4	15.1	

## Appendix C. Data summary

	Representative - weighted by age			
	Count	% raw	% valid	% +ve
184: Fairly dissatisfied	158	7.2	7.5	
185: Very dissatisfied	88	4.0	4.2	
N/R	105	4.8		
<b>Q19d Southway's overall management of the neighbourhood you live in</b> Base: 2207				
186: Very satisfied	715	32.4	33.9	<b>73.6</b>
187: Fairly satisfied	838	38.0	39.7	
188: Neither	289	13.1	13.7	
189: Fairly dissatisfied	169	7.7	8.0	
190: Very dissatisfied	101	4.6	4.8	
N/R	96	4.3		
<b>Q20 Have you experienced any anti-social behaviour (ASB) in the last 12 months?</b> Base: 2207				
191: Yes	426	19.3	19.9	
192: No	1715	77.7	80.1	
N/R	66	3.0		
<b>Q21 Was any of the ASB you experienced a 'Hate Crime'?</b> Base: 426				
193: Yes	82	3.7	19.2	
194: No	261	11.8	61.3	
195: Unsure	82	3.7	19.2	
N/R	1782	80.7	0.2	
<b>Q22 Have you reported anti-social behaviour to Southway in the last 12 months?</b> Base: 426				
196: Yes	197	8.9	46.2	
197: No	226	10.2	53.1	
N/R	1784	80.8	0.7	
<b>Q23a Advice provided by staff</b> Base: 197				
198: Very satisfied	50	2.3	25.8	<b>50.0</b>
199: Fairly satisfied	47	2.1	24.2	
200: Neither	31	1.4	16.0	
201: Fairly dissatisfied	31	1.4	16.0	
202: Very dissatisfied	35	1.6	18.0	
N/R	2013	91.2	1.5	
<b>Q23b How well you were kept up to date with what was happening throughout your ASB case</b> Base: 197				
203: Very satisfied	39	1.8	20.5	<b>44.7</b>
204: Fairly satisfied	46	2.1	24.2	
205: Neither	47	2.1	24.7	
206: Fairly dissatisfied	21	1.0	11.1	
207: Very dissatisfied	37	1.7	19.5	
N/R	2018	91.4	4.1	
<b>Q23c The support provided by staff</b> Base: 197				
208: Very satisfied	43	1.9	22.5	<b>42.9</b>
209: Fairly satisfied	39	1.8	20.4	

## Appendix C. Data summary

	Representative - weighted by age			
	Count	% raw	% valid	% +ve
210: Neither	46	2.1	24.1	
211: Fairly dissatisfied	28	1.3	14.7	
212: Very dissatisfied	35	1.6	18.3	
N/R	2015	91.3	2.5	
<b>Q23d The speed with which your ASB case was dealt with overall</b> Base: 197				
213: Very satisfied	45	2.0	23.6	<b>48.2</b>
214: Fairly satisfied	47	2.1	24.6	
215: Neither	45	2.0	23.6	
216: Fairly dissatisfied	16	0.7	8.4	
217: Very dissatisfied	38	1.7	19.9	
N/R	2017	91.4	3.6	
<b>Q23e Overall, the final outcome of your anti-social behaviour complaint</b> Base: 197				
218: Very satisfied	31	1.4	16.4	<b>36.5</b>
219: Fairly satisfied	38	1.7	20.1	
220: Neither	42	1.9	22.2	
221: Fairly dissatisfied	31	1.4	16.4	
222: Very dissatisfied	47	2.1	24.9	
N/R	2017	91.4	3.6	
<b>Q23f Overall, the way your anti-social behaviour complaint was dealt with</b> Base: 197				
223: Very satisfied	41	1.9	21.4	<b>41.2</b>
224: Fairly satisfied	38	1.7	19.8	
225: Neither	45	2.0	23.4	
226: Fairly dissatisfied	30	1.4	15.6	
227: Very dissatisfied	38	1.7	19.8	
N/R	2015	91.3	2.5	
<b>Q24a My rent and service charges are affordable</b> Base: 2207				
228: Strongly agree	708	32.1	33.9	<b>79.1</b>
229: Tend to agree	943	42.7	45.2	
230: Neither	273	12.4	13.1	
231: Tend to disagree	111	5.0	5.3	
232: Strongly disagree	51	2.3	2.4	
N/R	122	5.5		
<b>Q24b I am financially secure</b> Base: 2207				
233: Strongly agree	406	18.4	20.0	<b>56.5</b>
234: Tend to agree	741	33.6	36.5	
235: Neither	508	23.0	25.0	
236: Tend to disagree	252	11.4	12.4	
237: Strongly disagree	121	5.5	6.0	
N/R	180	8.2		
<b>Q24c I have a good quality of life in my home</b> Base: 2207				
238: Strongly agree	665	30.1	32.0	<b>73.7</b>
239: Tend to agree	868	39.3	41.7	
240: Neither	319	14.5	15.3	
241: Tend to disagree	140	6.3	6.7	

## Appendix C. Data summary

	Representative - weighted by age			
	Count	% raw	% valid	% +ve
242: Strongly disagree	89	4.0	4.3	
N/R	126	5.7		
Q24d I feel part of the community		Base: 2207		
243: Strongly agree	541	24.5	26.2	61.6
244: Tend to agree	729	33.0	35.4	
245: Neither	568	25.7	27.6	
246: Tend to disagree	133	6.0	6.5	
247: Strongly disagree	90	4.1	4.4	
N/R	146	6.6		
Q24e At times I feel lonely and isolated		Base: 2207		
248: Strongly agree	238	10.8	11.7	28.1
249: Tend to agree	334	15.1	16.4	
250: Neither	661	30.0	32.4	
251: Tend to disagree	356	16.1	17.4	
252: Strongly disagree	453	20.5	22.2	
N/R	166	7.5		
Q26 Do you think that Southway Housing's services and neighbourhoods are 'Age Friendly'?		Base: 2207		
255: Yes	1059	48.0	49.9	
256: No	141	6.4	6.6	
257: Don't know	921	41.7	43.4	
N/R	86	3.9		
Q27 Do you or any household members have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?		Base: 2207		
258: Yes	1143	51.8	54.4	
259: No	957	43.4	45.6	
N/R	107	4.8		
Q28 Do any of these conditions or illnesses reduce their ability to carry out day-to-day activities?		Base: 1143		
260: Yes, a lot	578	26.2	50.6	
261: Yes, a little	476	21.6	41.6	
262: Not at all	80	3.6	7.0	
N/R	1073	48.6	0.8	
Q29 Are you an EU citizen?		Base: 2207		
263: Yes	652	29.5	32.3	
264: No	1369	62.0	67.7	
N/R	186	8.4		
Q30 Do you need support with obtaining 'settled status'?		Base: 652		
265: Yes	48	2.2	7.4	
266: No	544	24.6	83.4	
N/R	1615	73.2	9.2	

## Appendix C. Data summary

Representative - weighted by age			
Count	% raw	% valid	% +ve

<b>D101 Stock</b>		<b>Base: 2207</b>	
267: General needs	2086	94.5	
268: Sheltered	121	5.5	
N/R	0	0.0	
<b>D102 Management Area [full]</b>		<b>Base: 2207</b>	
269: Central	777	35.2	
270: Cheshire East	2	0.1	
271: East	723	32.8	
272: Gorton	3	0.1	
273: Macclesfield	5	0.2	
274: Tameside	17	0.8	
275: West	679	30.8	
N/R	0	0.0	
<b>D103 Management Area [simple]</b>		<b>Base: 2207</b>	
276: Central	777	35.2	
277: East	723	32.8	
278: West	679	30.8	
279: Other	27	1.2	
N/R	0	0.0	
<b>D104 Ward</b>		<b>Base: 2207</b>	
280: Ashton St Michael's	0	0.0	
281: Audenshaw	0	0.0	
282: Broken Cross & Upton	5	0.2	
283: Burnage	724	32.8	
284: Chorlton	11	0.5	
285: Chorlton Park	604	27.4	
286: Denton North East	1	0.0	
287: Denton South	0	0.0	
288: Denton West	0	0.0	
289: Didsbury East	144	6.5	
290: Didsbury West	63	2.9	
291: Droylsden East	0	0.0	
292: Droylsden West	3	0.1	
293: Dukinfield Stalybridge	8	0.4	
294: Gorton and Abbey Hey	2	0.1	
295: Hyde Godley	0	0.0	
296: Hyde Newton	1	0.0	
297: Hyde Werneth	1	0.0	
298: Levenshulme	1	0.0	
299: Longsight	1	0.0	
300: Mossley	1	0.0	
301: Old Moat	511	23.2	
302: St Peter's	1	0.0	
303: Wilmslow West & Chorley	2	0.1	
304: Withington	123	5.6	
N/R	0	0.0	
<b>D105 Category</b>		<b>Base: 2207</b>	
305: Affordable	140	6.3	

## Appendix C. Data summary

	Representative - weighted by age		
	Count	% raw	% valid % +ve
306: Social	2067	93.7	
N/R	0	0.0	
D106 Property type	Base: 2207		
307: Bungalow	71	3.2	
308: Flat	616	27.9	
309: House	1520	68.9	
N/R	0	0.0	
D107 Number of bedrooms	Base: 2207		
310: One bed	225	10.2	
311: Two bed	531	24.1	
312: Three bed	1402	63.5	
313: Four or more beds	49	2.2	
N/R	0	0.0	
D108 Property age	Base: 2207		
314: Pre-war	1805	81.8	
315: Post-war	314	14.2	
316: New build (2010 onwards)	74	3.4	
N/R	14	0.6	
D109 Length of tenancy	Base: 2207		
317: Less than a year	107	4.8	
318: 1 - 2 years	242	11.0	
319: 2 - 3 years	93	4.2	
320: 3 - 4 years	97	4.4	
321: 4 - 5 years	109	4.9	
322: 5 - 10 years	430	19.5	
323: 10+ years	1129	51.2	
N/R	0	0.0	
D110 Main tenant gender	Base: 2207		
324: Male	647	29.3	
325: Female	1560	70.7	
N/R	0	0.0	
D111 Main Tenant Age Group	Base: 2207		
326: 16 - 24 years	21	1.0	
327: 25 - 34 years	226	10.2	
328: 35 - 44 years	449	20.3	
329: 45 - 54 years	546	24.7	
330: 55 - 59 years	248	11.2	
331: 60 - 64 years	221	10.0	
332: 65 - 74 years	283	12.8	
333: 75 - 84 years	152	6.9	
334: 85 years and over	57	2.6	
N/R	3	0.1	
D112 Main Tenant Age Group [simple]	Base: 2207		

## Appendix C. Data summary

	Representative - weighted by age		
	Count	% raw	% valid % +ve
335: 16-34	247	11.2	
336: 35-49	703	31.9	
337: 50-64	762	34.5	
338: 65+	493	22.3	
N/R	3	0.1	
<b>D113 Main tenant Ethnic background</b>	<b>Base: 2207</b>		
339: White British	1180	53.5	
340: Other White background	102	4.6	
341: White & Black Caribbean	40	1.8	
342: White & Black African	17	0.8	
343: White & Asian	7	0.3	
344: Other Mixed background	9	0.4	
345: Indian	14	0.6	
346: Pakistani	125	5.7	
347: Bangladeshi	18	0.8	
348: Chinese	2	0.1	
349: Other Asian background	49	2.2	
350: African	75	3.4	
351: Caribbean	49	2.2	
352: Other Black background	100	4.5	
353: Other	72	3.3	
354: Prefer not to say	194	8.8	
N/R	155	7.0	
<b>D114 Main tenant Ethnic background [simple]</b>	<b>Base: 2207</b>		
355: White British	1180	53.5	
356: BAME	678	30.7	
N/R	349	15.8	
<b>D115 Main tenant Religion</b>	<b>Base: 2207</b>		
357: No religion	410	18.6	
358: Christian	767	34.8	
359: Buddhist	10	0.5	
360: Hindu	3	0.1	
361: Jewish	4	0.2	
362: Muslim	240	10.9	
363: Sikh	6	0.3	
364: Any other religion	68	3.1	
N/R	700	31.7	
<b>D116 Main tenant Religion [simple]</b>	<b>Base: 2207</b>		
365: No religion	410	18.6	
366: Christian	767	34.8	
367: Other	330	15.0	
N/R	700	31.7	
<b>D117 Main tenant Sexuality</b>	<b>Base: 2207</b>		
368: Heterosexual	1321	59.9	
369: Gay Female	9	0.4	
370: Gay Male	10	0.5	
371: Bisexual	5	0.2	

## Appendix C. Data summary

	Representative - weighted by age		
	Count	% raw	% valid % +ve
372: Prefer not to say	220	10.0	
N/R	643	29.1	
<a href="#">D118 Main tenant Sexuality [simple]</a>	Base: 2207		
373: Heterosexual	1321	59.9	
374: LGBT	24	1.1	
375: Prefer not to say	220	10.0	
N/R	643	29.1	
<a href="#">D119 Main tenant Disability</a>	Base: 2207		
376: Yes	605	27.4	
377: No	1602	72.6	
N/R	0	0.0	
<a href="#">D120 Digital Status</a>	Base: 2207		
378: Green Plus	643	29.1	
379: Green	418	18.9	
380: Amber	580	26.3	
381: Red	553	25.1	
N/R	14	0.6	
<a href="#">D121 Pay a service charge</a>	Base: 2207		
382: Yes	71	3.2	
383: No	2136	96.8	
N/R	0	0.0	
<a href="#">D122 Reported ASB in last 12 months</a>	Base: 2207		
384: Yes	126	5.7	
385: No	2081	94.3	
N/R	0	0.0	
<a href="#">D123 Benefit claimed</a>	Base: 2207		
386: Full HB	457	20.7	
387: Partial HB	408	18.5	
388: UC	518	23.5	
389: APA	128	5.8	
N/R	733	33.2	
<a href="#">D124 Benefit claimed [simple]</a>	Base: 2207		
390: Yes	1474	66.8	
391: No	733	33.2	
N/R	0	0.0	
<a href="#">D125 Housing benefit</a>	Base: 2207		
392: Yes	865	39.2	
393: No	1342	60.8	
N/R	0	0.0	

## Appendix C. Data summary

		Representative - weighted by age	
		Count	% raw    % valid    % +ve
D126 Universal Credit or Alternative Payment Arrangements		Base: 2207	
394: Yes		647	29.3
395: No		1560	70.7
N/R		0	0.0
D127 Arrears band		Base: 2207	
396: 0-499		557	25.2
397: 1000-1999		55	2.5
398: 2000-2999		27	1.2
399: 3000-3999		10	0.5
400: 4000-4999		3	0.1
401: 500-999		111	5.0
402: 5000+		3	0.1
403: No Arrears		1440	65.2
N/R		0	0.0
D128 Arrears band [simple]		Base: 2207	
404: £0-£499		557	25.2
405: £500+		210	9.5
406: No arrears		1440	65.2
N/R		0	0.0
D129 In arrears		Base: 2207	
407: Yes		767	34.8
408: No		1440	65.2
N/R		0	0.0
D130 Raised a repair in last 12 months		Base: 2207	
409: Yes		1812	82.1
410: No		395	17.9
N/R		0	0.0
D131 Number of repairs in the last 12 months		Base: 2207	
411: None		408	18.5
412: One		388	17.6
413: Two		377	17.1
414: Three		309	14.0
415: Four		229	10.4
416: Five		181	8.2
417: Six+		315	14.3
N/R		0	0.0



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