

Main Report – Final
Prepared January 2019
Southway Housing Trust
STAR Survey 2018



**Kwest
Research**

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Executive Summary

Executive Summary

Background To The Research

Southway Housing Trust has been committed to consulting its customers and has undertaken a series of biannual surveys since 2008 to monitor its performance.

As part of this commitment, in 2018, Southway Housing Trust commissioned Kwest Research to undertake the latest in the series of tenant satisfaction surveys, which forms the sixth project carried out by Kwest on behalf of the organisation. The survey was planned and conducted in line with HouseMark's STAR guidance.

The questionnaire was designed to include satisfaction questions for key areas of service, such as repairs, staff contact, consultation and involvement opportunities, digital inclusion and dealing with anti-social behaviour.

A census approach was adopted and as such, all 5,743 of Southway Housing Trust's households were invited to take part in the survey.

A mixed methodology using online and postal distribution was adopted for the research to provide a choice of completion methods and to aim to maximise response rates. A copy of the questionnaire, along with an introductory letter, was mailed to all tenants. A reply-paid envelope was provided for tenants to return the completed questionnaires. The introductory letter contained a web link that allowed tenants to complete the survey online, if preferred. Each tenant was provided with a unique login to enable returns to be monitored and analysed. All non-respondents received a full reminder mailing of a letter, questionnaire and reply-paid envelope by post.

After two mailings of the questionnaire, a total of 1251 responses were received, representing a 22% response rate. This response rate is very similar to the response of 23% achieved in the 2016 research and provides good, overall data accuracy of $\pm 2.5\%$. Most respondents returned a postal questionnaire, whilst 10% completed an online survey.

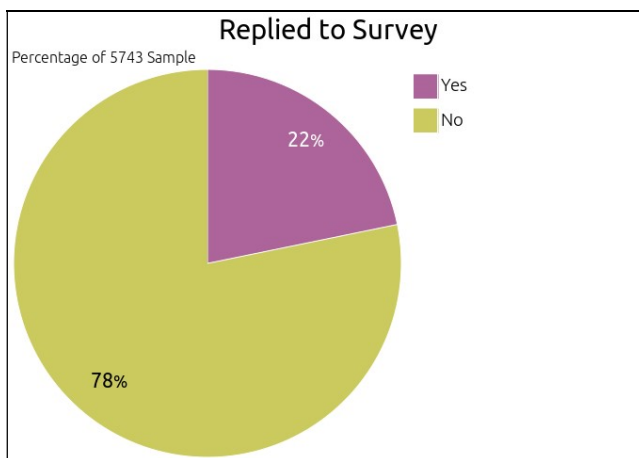


Figure 0.1

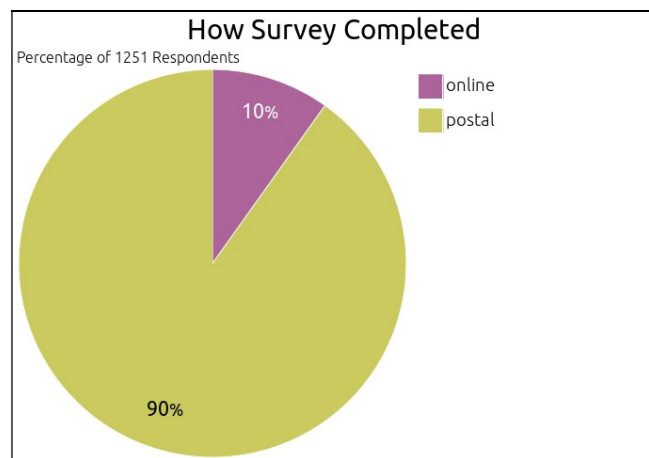


Figure 0.2

Highest And Lowest Rated Services

As part of the survey, a series of satisfaction questions were included to assess Southway's performance across all service areas.

Ranking of these questions reveals that the highest ratings are returned for core services, such as landlord service, value for money of rents, repairs, home quality and neighbourhoods. Lower ratings are achieved for questions relating to consultation and involvement and for the way that communal green spaces are maintained.

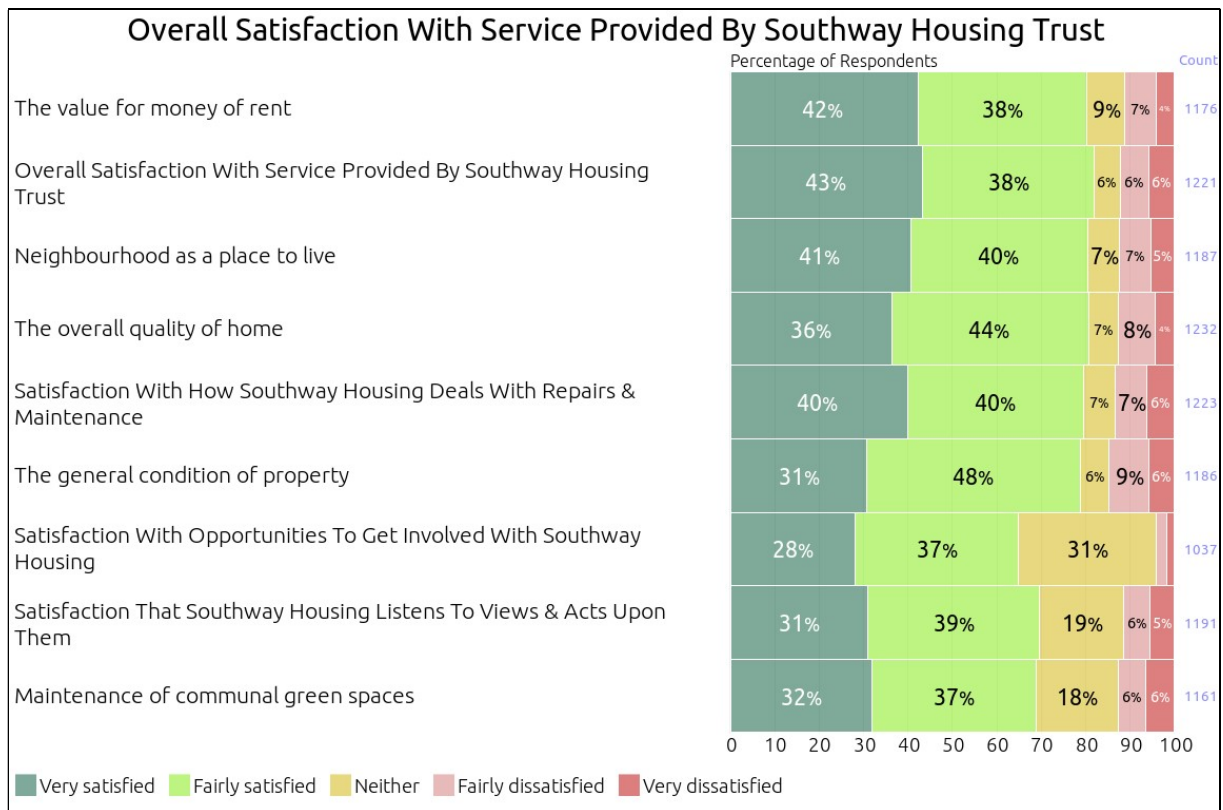


Figure 0.3

Anti-social behaviour issues are very difficult to resolve and ratings for the process and handling of such problems receive much lower ratings than core areas of service. For many elements of the service, dissatisfaction levels are much higher than the positive ratings.

The graphs below highlight a difference between those residents who have made a *formal* Anti-social behaviour complaint to Southway and those who have reported a case to Southway without making a formal complaint.

Those residents who made a formal complaint reported higher satisfaction levels with all aspects of the service, except for the Final Outcome of their report.

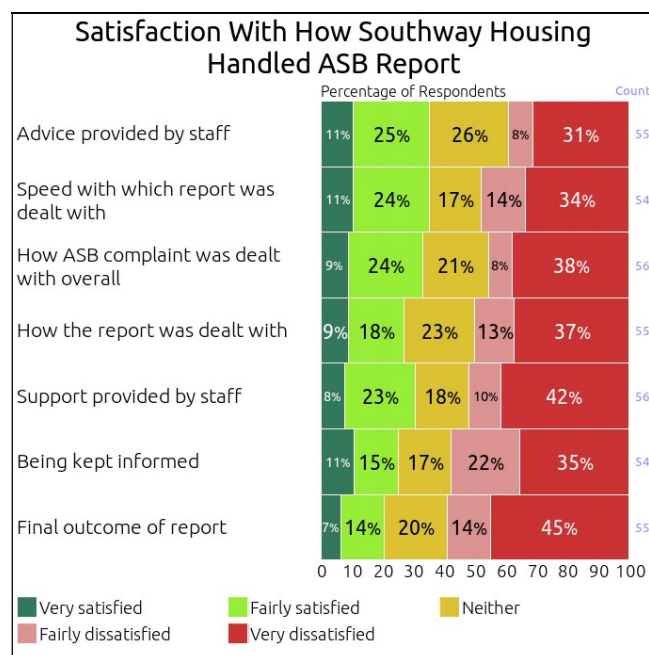


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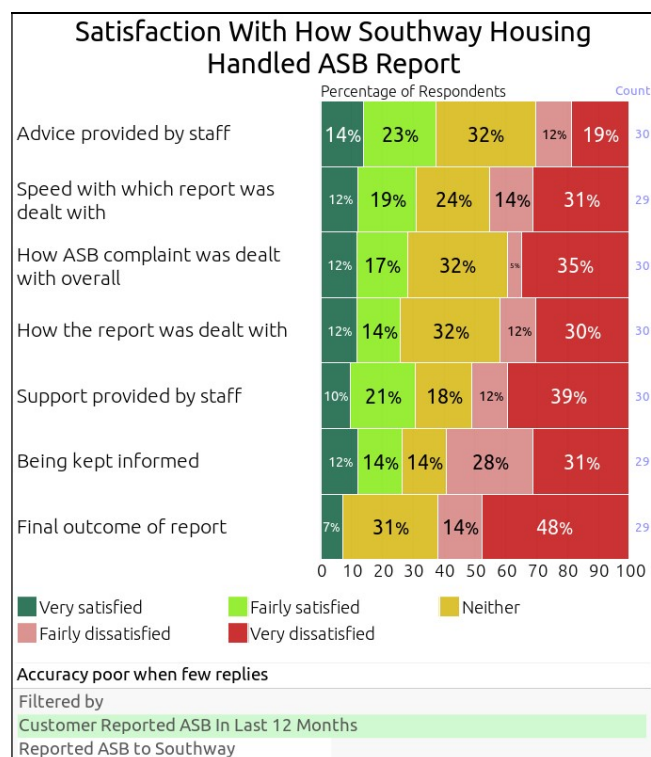


Figure 0.5

¹ Caution should be exercised when interpreting findings, due to the small number of respondents and the limited accuracy of the data.

Key Comparisons For Satisfaction Questions By Year Of Survey

Satisfaction With Service Area	% satisfied/rating good 2018	% satisfied/rating good 2016	% satisfied/rating good 2014	% satisfied/rating good 2012	% satisfied/rating good 2008
Satisfaction with landlord services	81%	86%	86%	86%	79%
Satisfaction with quality of home	80%	85%	86%	87%	70%
Satisfaction with area	81%	82%	82%	82%	78%
Satisfaction with value for money of rent	80%	81%	76%	81%	75%
Satisfaction with repairs and maintenance	80%	85%	86%	85%	79%
Satisfaction with listening to residents' views and acting upon them	70%	67%	73%	75%	72%
Satisfaction with general condition of property	79%	83%	85%	83%	65%
Satisfaction with the way landlord keeps tenants informed	80%	84%	86%	86%	79%

Table 1

Service Priorities

The priorities highlighted by tenants in the current research are in line with those identified in 2016. Repairs continue to dominate as the key priority, with 69% selecting this, compared to 47% or less selecting other services, emphasising the importance of the service in helping to secure customer satisfaction.

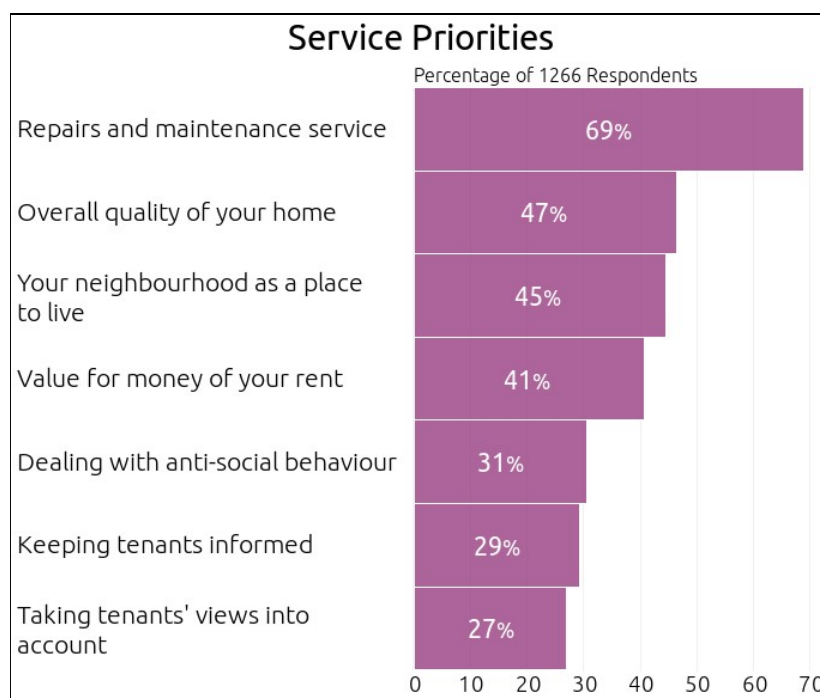


Figure 0.6

The most noticeable changes in tenant priorities since the previous survey are that there has been an increase in the proportion of tenants selecting *value for money of rents* and a slight decrease in the percentage choosing *keeping tenants informed*. These changes are compared below for easy reference.

Service Area	% identifying as priority 2018	% identifying as priority 2016
Value for money - rent	41%	34%
Keeping tenants informed	29%	33%

Table 2

Both ethnic minority and ethnic majority tenants identify repairs as the most important service priority.

Tenants from the ethnic minority are more likely to select quality of homes as a priority than those from the ethnic majority.

Ethnic majority customers are more likely to say that their neighbourhood as a place to live is a priority.

Ethnic minority tenants are more likely to return less positive ratings than tenants from the ethnic majority. Age has been widely established as a key driver of satisfaction and as minority customers have a younger profile, it is likely that age, rather than ethnic background is likely to be driving such a finding.

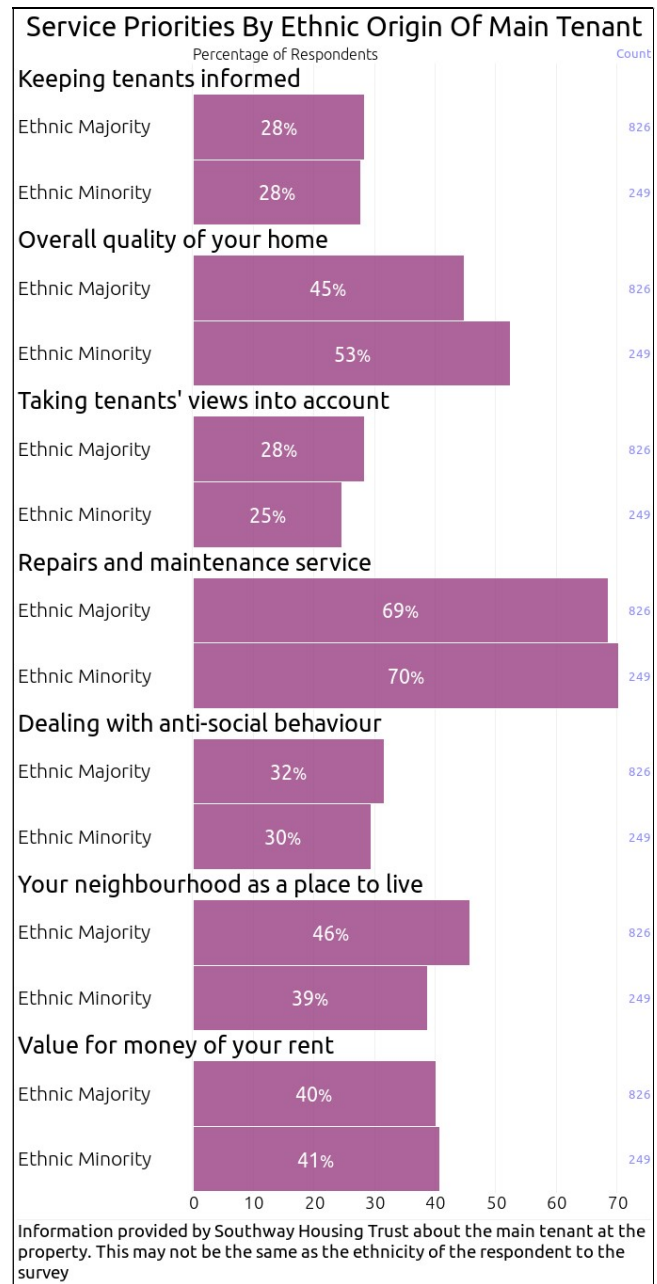


Figure 0.7

Key Points From The 2018 Survey

Trends In The Data

- In line with the 2016 findings, whilst large majorities express satisfaction with core services, lower satisfaction is registered for non-core service areas, in particular the handling of anti-social behaviour cases.
- As previously noted, comparisons with the survey in 2016 reveal that there has been a slight decrease in satisfaction in a number of service areas, including; landlord services, home quality & condition, repairs and information.
- In contrast, ratings for listening to tenants and acting on their views have seen a small improvement.
- When findings are broken down further into sub-groups, analysis by age shows a pattern in the data that older tenants are more likely to be positive about homes and services than their younger counterparts. This trend is very common in Kwest's experience and was also identified in Southway's 2016 survey.

HouseMark has undertaken key driver analysis surrounding STAR to assess which services have the largest impact on satisfaction levels. This has confirmed that repairs and maintenance have the biggest influence on overall satisfaction. Such a hypothesis is also borne out in the Southway findings, which reveal that those who express dissatisfaction with repairs are far less likely to express satisfaction with overall service. The opinions relating to landlord service for those satisfied and dissatisfied with repairs are compared below for reference.

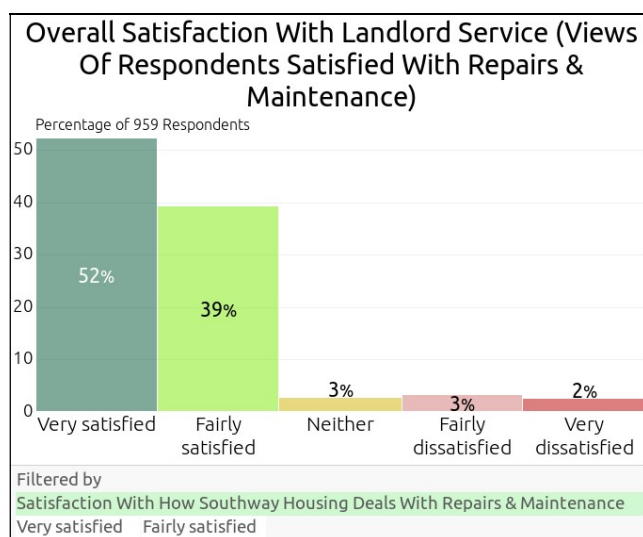


Figure 0.8

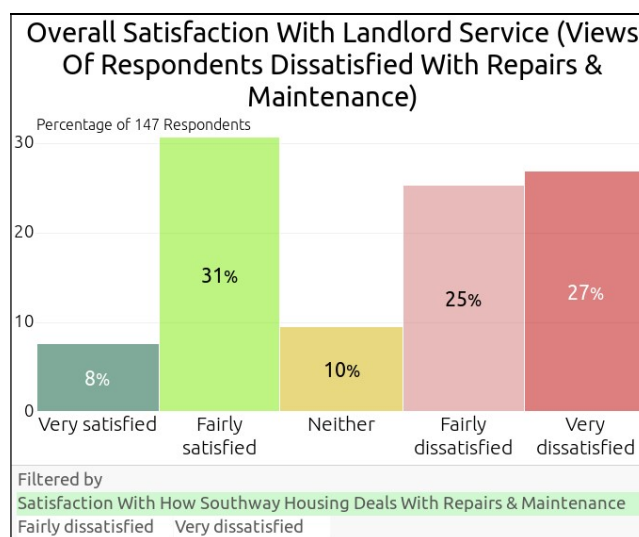


Figure 0.9

An Overview Of Service

- Many of the survey findings confirm that Southway is well regarded by customers, with majorities happy with key services. In line with this, around three quarters of tenants would be likely to recommend the organisation to friends and family. More specifically, on a scale of 0-10, where 10 represents very likely, 76% give a score of 7 or more.
- Eight in ten tenants express satisfaction with the overall landlord services provided by Southway Housing Trust (81%), whilst similar proportions are happy with the value for money offered by rent levels. Levels of dissatisfaction with landlord service are relatively low at 12%.
- The key priority identified by tenants remains repairs and maintenance.

Homes And Neighbourhoods

- Overall, attitudes towards the Trust's housing are positive, with 80% satisfied with the quality of their home and 79% happy with the general condition of their property. Comparison with the previous survey reveals that views regarding homes are slightly less positive than in 2016.
- Neighbourhoods are generally held in high regard and 81% are satisfied with their local area as a place to live, which remains in line with results from 2016. A similar proportion agrees that their neighbourhood is somewhere where people from different backgrounds get on well together (81%).
- As in the previous research, the most commonly reported problems are *car parking* and *rubbish/litter*.
- Just over half of tenants consider Southway's homes and neighbourhoods to be 'Age Friendly' (54%). However, 39% say that they don't know, whilst 7% disagree. There are no large differences in view between those from different ethnic backgrounds. Tenants in the East are slightly more likely to rate services as 'Age Friendly'.

Repairs And Maintenance

- Repairs is the key service priority identified by tenants.
- Those who are happy with repairs are far more likely to express satisfaction with overall landlord service.
- Eight in ten tenants are satisfied with the repairs and maintenance service (80%), whilst 13% are dissatisfied. Ratings have fallen slightly compared to the 2016 survey.
- The best rated elements of the service is the *attitude of workers*. In contrast, the lowest ratings are returned for the *time taken before work started*. This remains in line with the previous research project.

Communication, Contact & Consultation

- The Customer Hub and the service it delivers is well perceived by the majority of customers, with 82% rating the way the Trust handles queries as either very or fairly good.
- The *help and advice offered by staff* in the Customer Hub receive the highest ratings, however, customers are more critical of the speed of the service in terms of the time taken for the right person to call back and how quickly they receive an answer, and these elements receive the lowest ratings.
- Although the Trust is considered a good communicator, in terms of providing tenants with information, views on consultation are less positive. This is a common pattern in STAR survey findings in Kwest's experience. 80% are happy that residents receive information about issues which affect them, whilst 70% express satisfaction with the way Southway listens to tenants and acts on their views. In addition, 65% are satisfied with opportunities to get involved, which is an improvement on the results of previous surveys.
- Around four in ten tenants (41%) confirm that they are likely to access services online in the future. The most commonly cited reason for not using online facilities is *prefer talking to someone*, followed by *don't own a computer*.
- Southway is committed to helping its customers get online. 22% of customers report that they would be interested in receiving more information about this service. Interest in this gradually declines with age.

Anti-Social Behaviour And Hate Crime

- The number of respondents to questions relating to ASB is small, and therefore findings should be considered with caution due to the limited accuracy. However, ratings for the way ASB reports are handled are very mixed, with dissatisfaction often higher than satisfaction for various elements of the process.
- 19% of tenants report that they have experienced anti-social behaviour in the last twelve months, which represents an increase from the 15% reported in the 2016 survey.
- There is no difference in the incidence of ASB between areas. Ethnic minority customers are more likely to report experience of ASB than majority customers.
- 50% of tenants reported the anti-social behaviour (the majority to Southway, but minorities also reported the incident to the police or other agencies).
- 23% of those tenants who experienced ASB described it as a hate crime.

Overview of Services

Overview Of Services

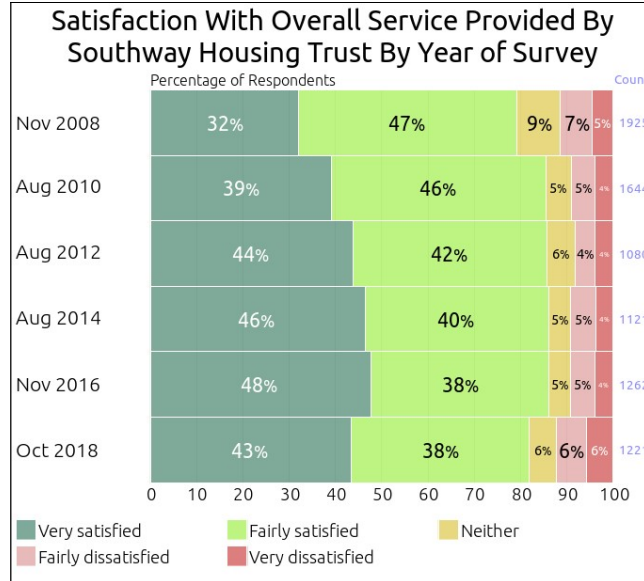
Discussion Of Key Findings

- To provide an overview of service and tenant priorities, a series of questions was included to determine residents' views of the homes and services they receive. This section of the report looks at results of the key measures of the survey.
- Survey findings indicate that Southway is meeting the needs and expectations of the majority, with 81% of tenants confirming that they are satisfied with the services supplied by the Trust. This result is slightly lower than the figure achieved in those of the previous surveys.
- In line with findings throughout the social housing sector (including previous Southway surveys) tenants identify repairs and maintenance as the top service priority (selected by 69% of tenants, compared to 47% or less selecting other service areas). Other key tenant priorities include *overall quality of homes* (47%) and *neighbourhoods as places to live* (chosen by 45%).
- A further indication that most customers are happy with service can be seen in the high proportions reporting that they would recommend Southway. As part of the survey, tenants were asked how likely they would be to recommend their landlord to family and friends using a scale ranging from 0 (very unlikely) to 10 (very likely). Responses to this question show that 76% of Southway's tenants return a score of 7 or higher.
- The recommendation question can be used to identify a 'net promoter' score that is traditionally used in the private sector and is being increasingly applied in the social housing sector. In working out a net score, choices 9 and 10 are counted as "promoters", scores 7 and 8 are "neutrals", and scores 0-6 are "detractors".
- Using this method, the net score is calculated as the promoters (9,10) less the detractors (0-6), resulting in a Net Promoter Score of **30** for Southway Housing Trust, which is lower than the results of 2016, when a score of 33 was achieved. To place the results into even further context, it is useful to note that, within the context of the private sector, it is generally accepted that a positive score (greater than zero) is good, whilst over 50 is indicative of excellence. However, HouseMark's report notes that the average private sector company in many instances only has a net promoter score of between 5 and 10.
- High proportions also register satisfaction in relation to the *quality of homes* and the *general condition of properties*. In general, older tenants are more likely to be satisfied in these areas than their younger counterparts, which is a trend identified in previous Southway surveys.
- The majority of tenants are satisfied with the value for money their rent provides (80%), with satisfaction levels in the current research in line with those reported in the previous survey.

Graphical Overview Of Findings

Satisfaction With Overall Service

81% of Southway Housing Trust's tenants are satisfied with the services provided by the Trust, whilst 12% are dissatisfied.



Comparing findings to previous surveys undertaken by the organisation reveals that satisfaction levels are slightly lower in 2018

Figure 0.1

Analysis by age shows that tenants over the age of 65 years are overall more likely to be satisfied with the overall service Southway Housing Trust provides than younger customers.

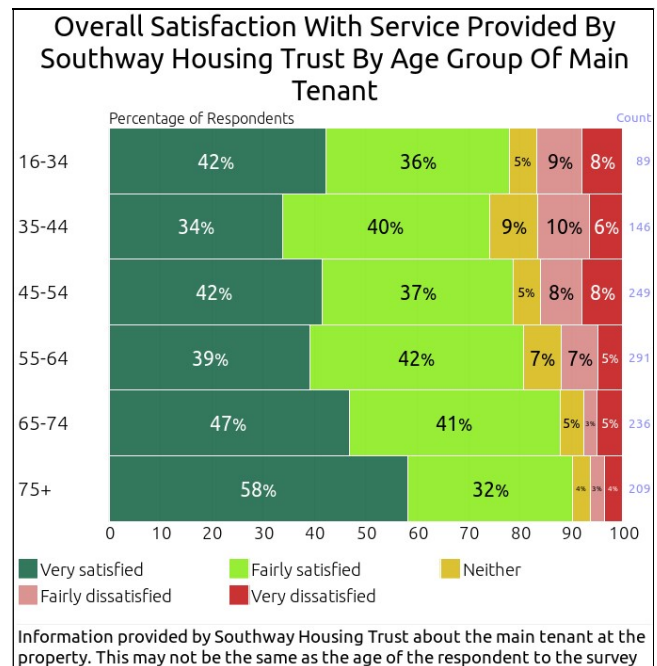
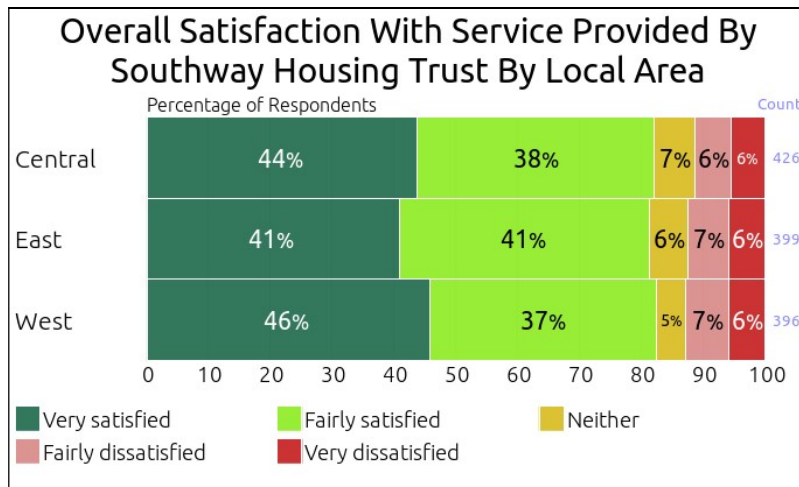


Figure 0.2



Overall satisfaction levels for landlord service are very similar across different areas.

Figure 0.3

Value For Money Of Rent

Overall, eight in ten tenants are satisfied with the value for money provided by their rent. When compared with the results achieved in 2016, the proportion of residents who are satisfied with the value for money of their rent has remained stable.

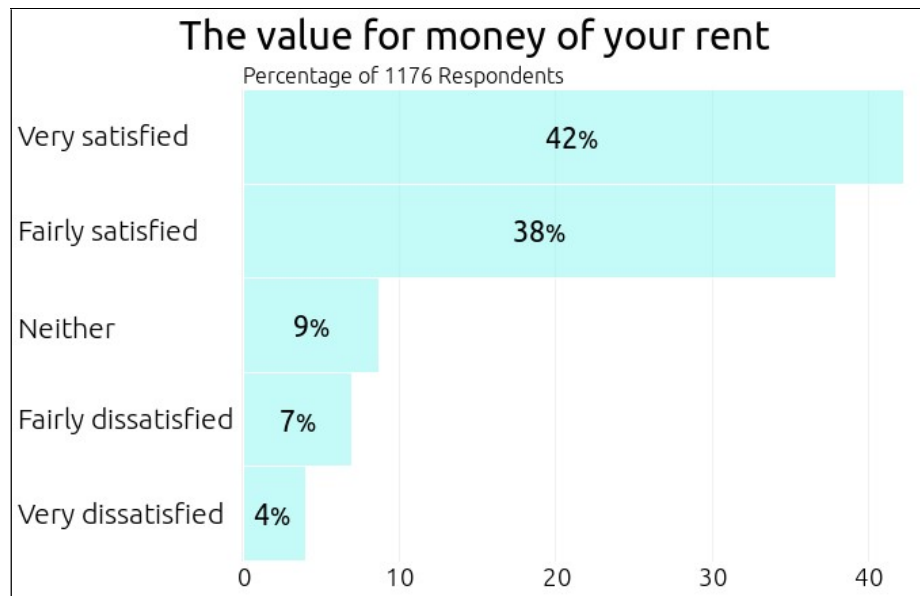


Figure 0.4

Satisfaction levels are consistent across Southway's areas.

Analysis by age reveals that overall older residents are more likely to describe themselves as satisfied with their rent in terms of value for money than younger residents.

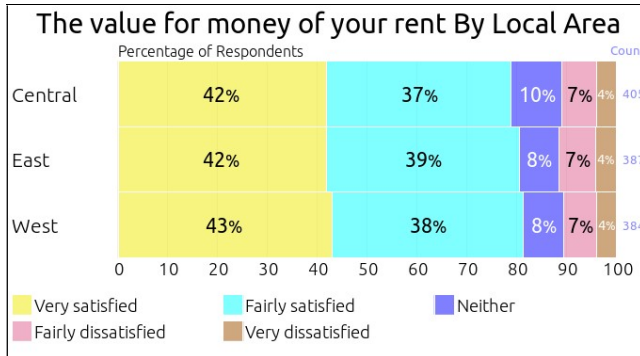


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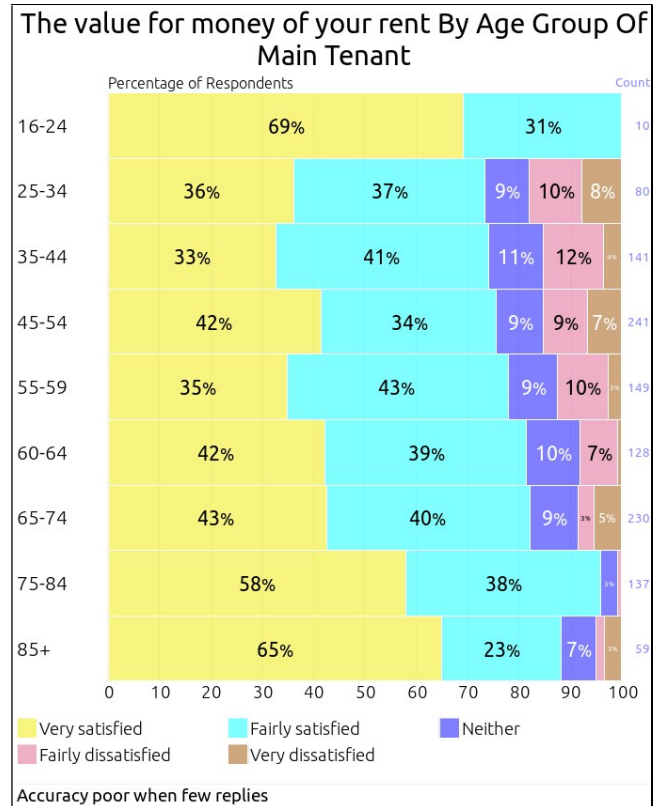


Figure 0.6

Recommending Southway

Around eight in ten tenants (76%) give a score of 7 or more regarding how likely they would be to recommend Southway Housing Trust. This score is in line with the findings of the 2014 survey and is an indication of tenants' continued positive attitude as a whole towards the organisation.

Overall, the organisation achieves a Net Promoter Score of **30**.

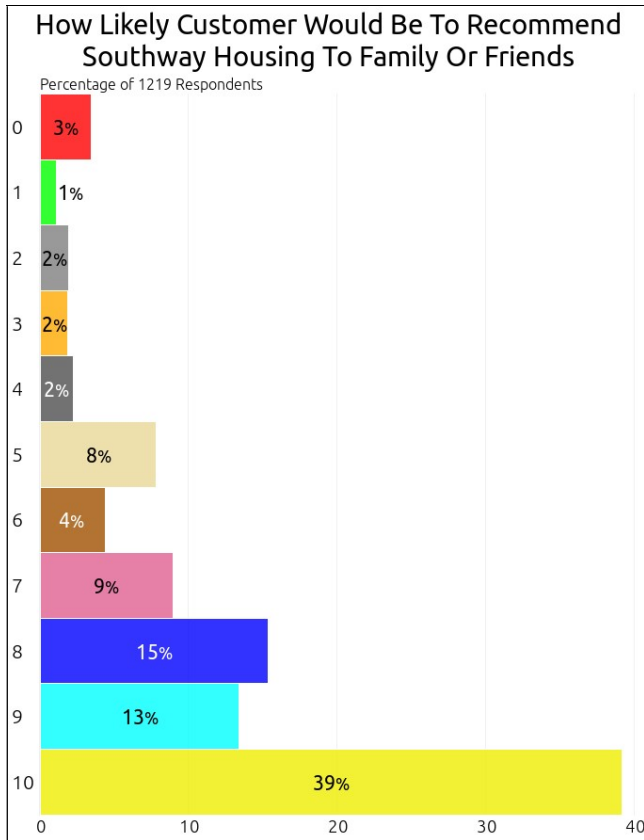


Figure 0.7

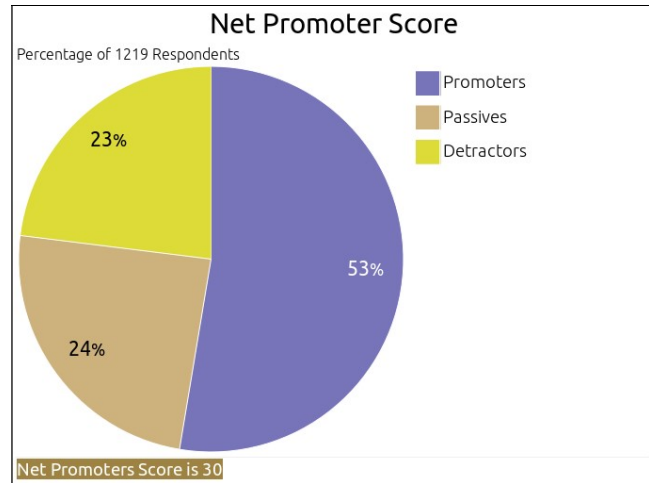


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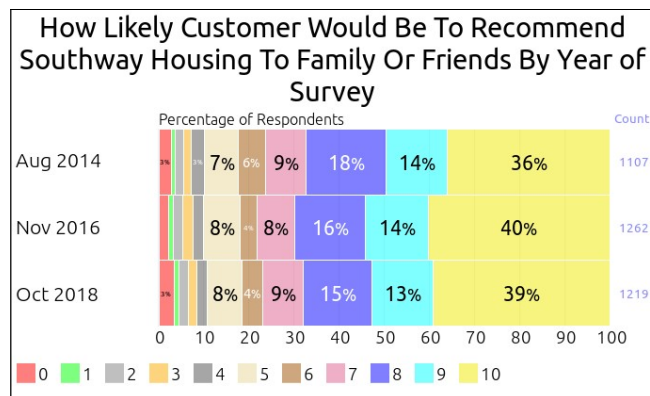


Figure 0.9

Recommending Southway By Area

Similar proportions of tenants in each area recommend Southway. Tenants in the East area achieve the lowest Net Promoter Score.

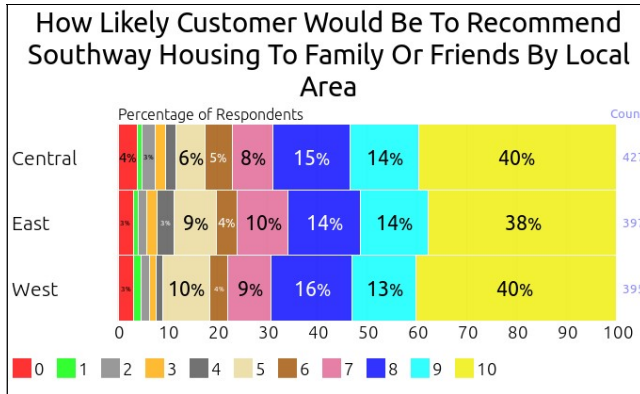


Figure 0.10

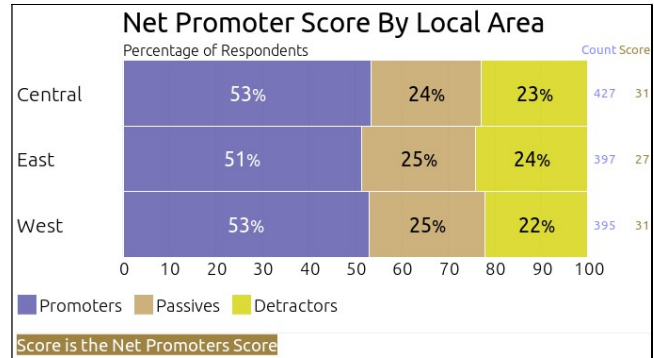


Figure 0.11

Customer Comments

Customers were also given the opportunity to add further comments about Southway Housing Trust, giving some insight to some of the thought behind their satisfaction ratings. 81% of residents being satisfied with Southway's overall services is reflected in the generally positive tone of the comments.

Concessions for people of a certain age for example decorating

I am glad and fairly satisfied with every service provided by Southway Housing

I am not happy that we have to pay for emergency repairs. I thought as we live in council houses that we pay rent for repairs. We are not private housing tenants that have to pay for repairs

I think generally speaking Southway offers excellent customer service and quick and adequate repairs

I think since Southway took over from the Council they have done so much for the community

My scheme manager will always make time and explain things to me

The only issue I have is a lack of bins for dog waste

When you phone it can take twenty to thirty minutes before you get through

Filtering these comments by the answers given to certain questions also allows for clearer understanding of the specific problems customers have encountered with individual services. For example, tenants who were dissatisfied with the quality of their homes said:

Air ventiation system requires improving

I find it disgusting that they put a family in a house with no bath and just a shower

I live in a badly insulated cold and draughty house

Still waiting for repairs requested 6 months ago

We want an intercom system fitted because people can walk into our property

House is full of damp and i am still waiting for a response after 3 years

I feel Southway put a lot of effort into community events which is excellent but the quality of the old damp homes need improvement

I have booked various maintenance problems and most have been started and not completed

Ten years of damp. Still damp. Sick of contacting the housing as they don't seem to be bothered. It has made me ill as I have asthma

Less money should be spent on things like fun days and more money spent on improving properties

Work carried out in this house has been carried out by penny pinching policies. This will have a detrimental affect in the future

Need to update services, rubbish removal and garden services as other housing associations are more advanced in these areas

Residents who were dissatisfied with the repairs service said:

I am sure nothing is going to happen as no one cares about us

I feel Southway let themselves down with repairs. I have been waiting 18 weeks for my bathroom to get fixed

I have only asked for two repairs in two years and both have been very poor and after 11 months have still not been completed

Still waiting for repairs requested 6 months ago

The time I wait to get an answer on the phone is totally ridiculous so I always use the computer

There seems to be a long waiting time for jobs that are outsourced to be started and there isn't enough communication about it so I have to keep chasing the same issues.

Would be nice to get the little things fixed around the house as I am not a DIY expert

Customers who say they have reported Anti-Social Behaviour to Southway Housing Trust within the last year said:

No POINT THEY APPEAR THEN DISAPPEAR

I have been going through an anti social/ harassment/ threats to do with my neighbour that lives directly below me! My Neighbour threatened to burn my flat down! I contacted Southway and the police- Southway didn't respond I had to go into the office and speak to an office otherwise I would never have received a phone call back- the advisor I spoke to his attitude was awful- he hadn't read the notes and wanted to know why I was phoning and his words were what was the problem??? Anti social behaviour from my downstairs neighbour has continued and I don't feel Southway has supported me or my partner what so ever and also feel that Southway aren't sympathetic or are bothered that me and my partner are sometimes up all night due to noise. This really disrupts my family as we all work. I am looking to move out of this flat ASAP and wouldn't recommend Southway as a good housing provider or to anyone.

Southway's lack of care and inability to resolve our ASB issues resulted in my wife taking a long time off work for severe depression, resulting in reduced income and both of us suffered with stress and relationship problems. The ASB issues are still on-going. We have not slept in our own bedroom for nearly two years and have had to move our bed into the living room. Our "home" feels smaller (like a bedsit) and we cannot invite guests due to our living conditions and the noise from our neighbours. In addition to this, Southway increased our rent some time ago but did not amend our Direct Debit - which was their responsibility. As a result, they have put us into arrears by nearly two months' worth of rent. We are reluctant to contact Southway about anything. We perceive them to be impotent and incompetent. We are a hard-working couple and all they have done is exacerbate our stress levels and made us feel irrelevant.

Homes and Neighbourhoods

Homes And Neighbourhoods

- Southway Housing Trust owns and manages almost 6,000 homes across Burnage, Chorlton, Didsbury and Withington and provides services for tenants, residents, the environment and the wider community of South Manchester and beyond.
- The organisation is committed to providing good quality, affordable properties in desirable neighbourhoods, but also to being a major stakeholder in South Manchester, by investing in areas and communities and working in partnership with others to improve the local living environment. This investment extends to contributing to the regional priorities of economic growth and public service reform. Such an ethos corresponds to the increasing expectation amongst residents for their social housing provider to play a role in dealing with anti-social behaviour and crime, and ensuring that their area is safe and attractive in appearance.
- Southway is currently actively developing residential properties across South Manchester and in recent years, has embarked on wide scale home improvement projects for its existing stock.
- This section of the report examines opinions of the homes, neighbourhoods and associated services Southway provides.
- Findings show that views are generally positive with regards to Southway Housing's homes and neighbourhoods as places to live. 80% of tenants are satisfied with the overall quality of their home and 79% are satisfied with the property's general condition. In addition, 81% are satisfied with their neighbourhood as a place to live. Despite high proportions expressing satisfaction on these measures, comparative analysis reveals that views regarding homes are slightly less positive than in 2016, whilst opinions of areas have remained stable.
- When asked to cite neighbourhood problems, the most common issues reported by tenants are *car parking* and *rubbish/litter*, which remains in line with results from the 2016 research.
- Eight in ten tenants (810%) agree that their local area is somewhere *where people from different backgrounds get on well together*. However, around a quarter (24%) of tenants say they at times *feel isolated or lonely* in their home and/or community. These results are in line with those obtained in the 2016 survey.
- 54% of tenants feel that Southway's services and neighbourhoods are Age Friendly. It is notable, however, that a sizeable proportion (39%) say they *don't know*, which implies they may not be familiar with the projects, services and neighbourhoods aimed at supporting and including older people. Awareness of services appears to have risen since 2016, with the proportion responding 'don't know' falling from 45% to 39%. There has also been a rise in the proportion agreeing that the organisation is Age Friendly. A quarter of residents (25%) would be interested in finding out more about projects aimed at older people.
- Survey findings show that the incidence of anti-social behaviour has increased, with 19% confirming that they have experienced ASB in the last 12 months, compared to 15% reporting the same in 2016. Of these, 50% reported the anti-social behaviour (the majority to Southway, but minorities also reported ASB to the police or other agencies). Perceptions of the way Southway handled ASB reports are extremely mixed, with tenants more likely to

be dissatisfied than satisfied with the final outcome of the report, as well as with many other elements of the process, including the speed, level of information provided and support from staff.

- 23% of those experiencing ASB in the last 12 months categorise their experience as a hate crime.

Graphical Overview Of Findings

The Homes Provided By Southway

Tenants' satisfaction levels reported for the overall quality of homes and the general condition of properties are broadly in line. When findings are compared with results from previous surveys, levels of satisfaction for these measures is slightly lower. However, the positive impact of the Home Improvement Program investment is visible, with satisfaction rising significantly from 2008 onwards, before stabilising.

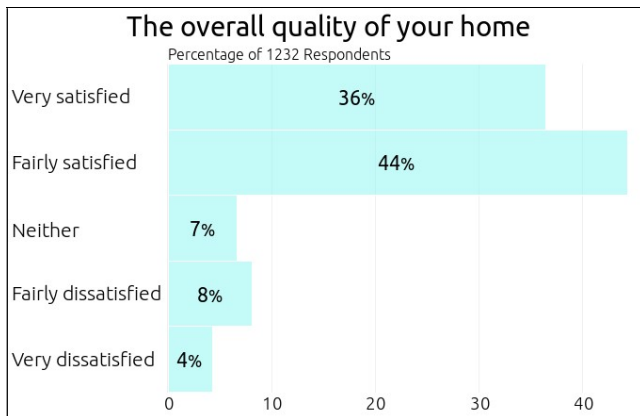


Figure 0.1

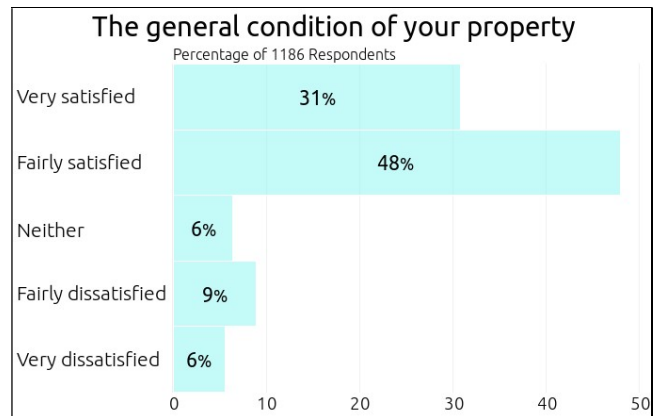


Figure 0.2

Service Area	% satisfied 2018	% satisfied 2016
Quality of homes	80%	85%
Condition of property	79%	83%

Table 3

Analysis by Southway area shows that ratings for home quality and condition are more positive in the West than in other locations. Dissatisfaction in this area is also slightly lower.

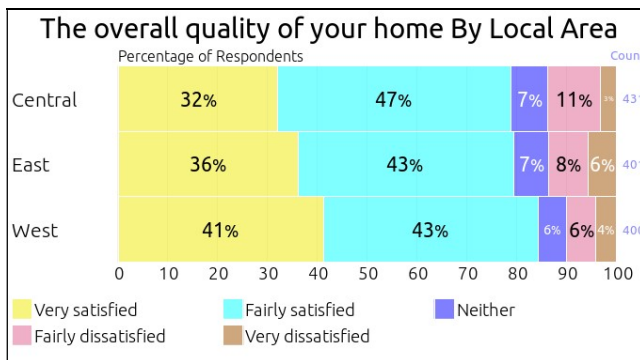


Figure 0.3

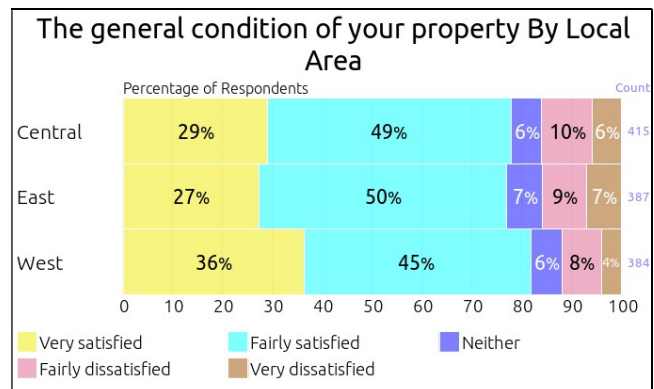
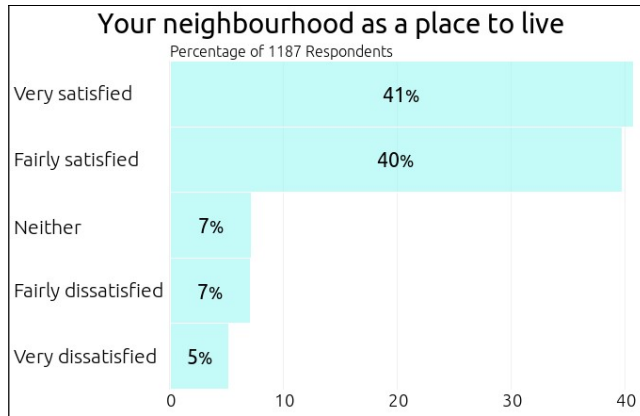


Figure 0.4

Neighbourhoods



81% of tenants are satisfied with their neighbourhood as a place to live, whilst 12% are dissatisfied. Year on year comparison shows that satisfaction levels have remained relatively constant.

Figure 0.5

Service Area	% satisfied 2018	% satisfied 2016
Neighbourhood as a place to live	81%	82%

Table 4

Analysis by area shows that tenants' overall satisfaction levels with their neighbourhood are very similar across the three Southway areas. However, those in the West are more likely to describe themselves as *very satisfied* with their neighbourhood

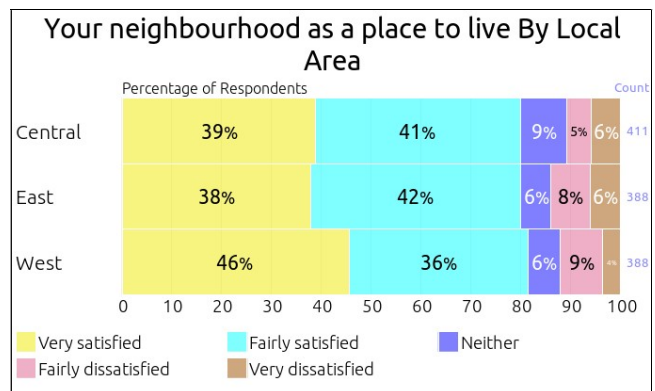


Figure 0.6

Neighbourhood Problems

As part of the survey, tenants were asked to rate the severity of neighbourhood problems in their area. As in previous research, the most frequently cited are *car parking* and *rubbish/litter*.

Closer analysis by year highlights a slight increase in the proportions reporting issues such as *drug use/dealing* and *other crime*.

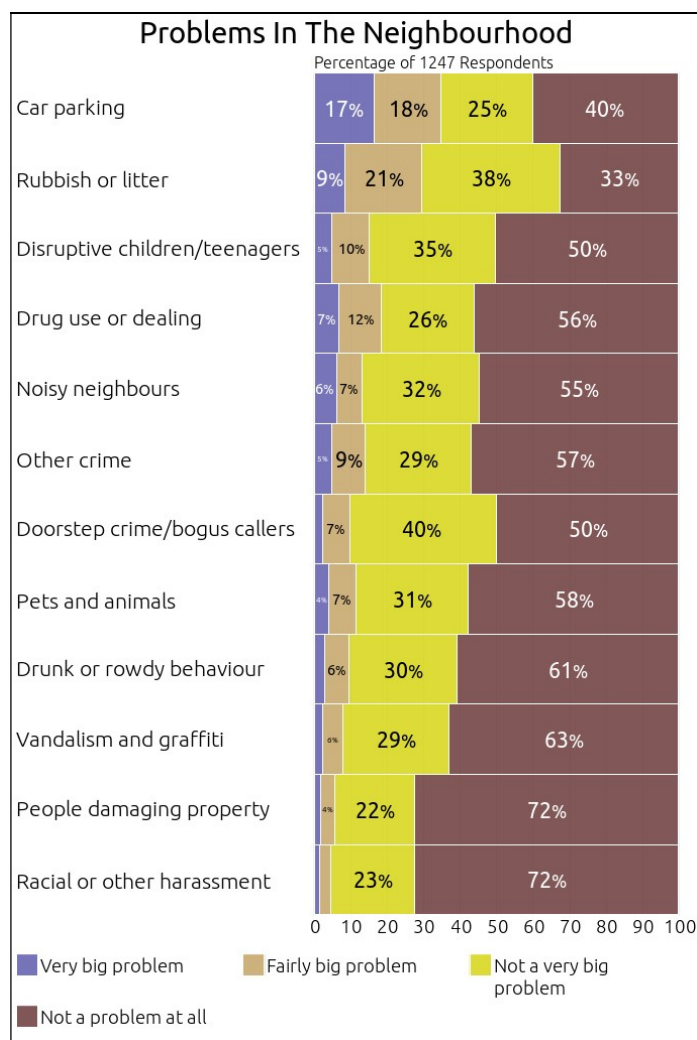


Figure 0.7

Community Cohesion And Collusiveness

Tenants' opinions about their community are largely positive and are consistent with those expressed in the 2014 survey. Eight in ten residents (81%) feel their local area is one in which *people from different backgrounds get on well together*; however, 24% of tenants agreed that they *sometimes feel isolated in their homes and/or communities*

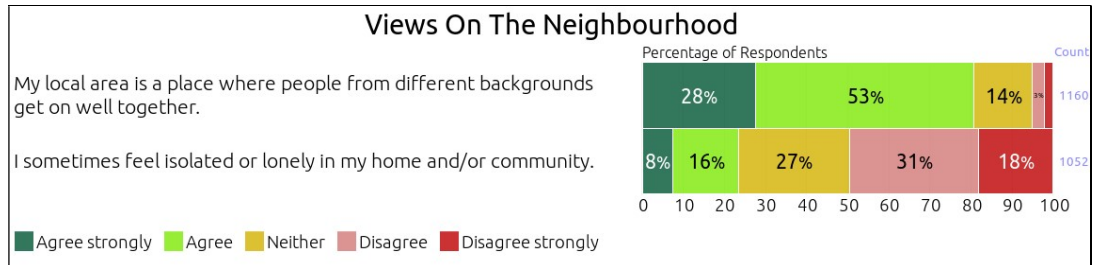
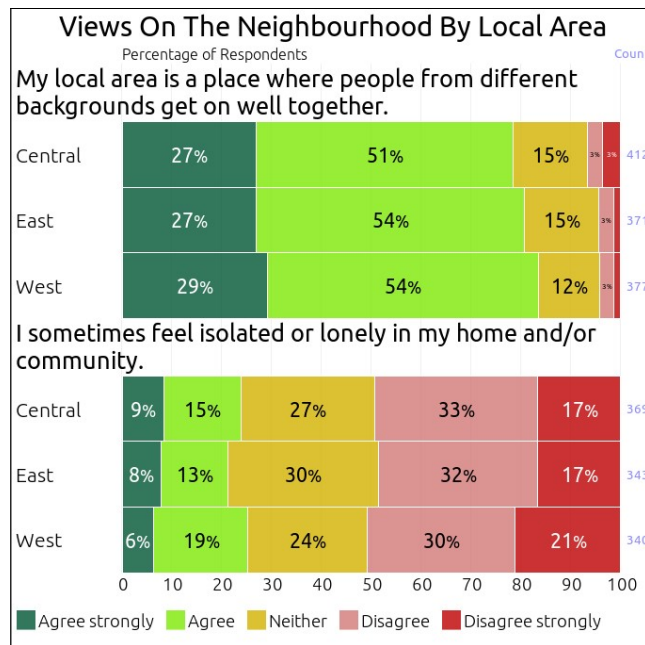


Figure 0.8



Analysis by local area reveals that views on community cohesion are broadly similar.

Figure 0.9

Further, findings broken down by age show that tenants who agree that they sometimes feel isolated in their homes are distributed across all age bands.

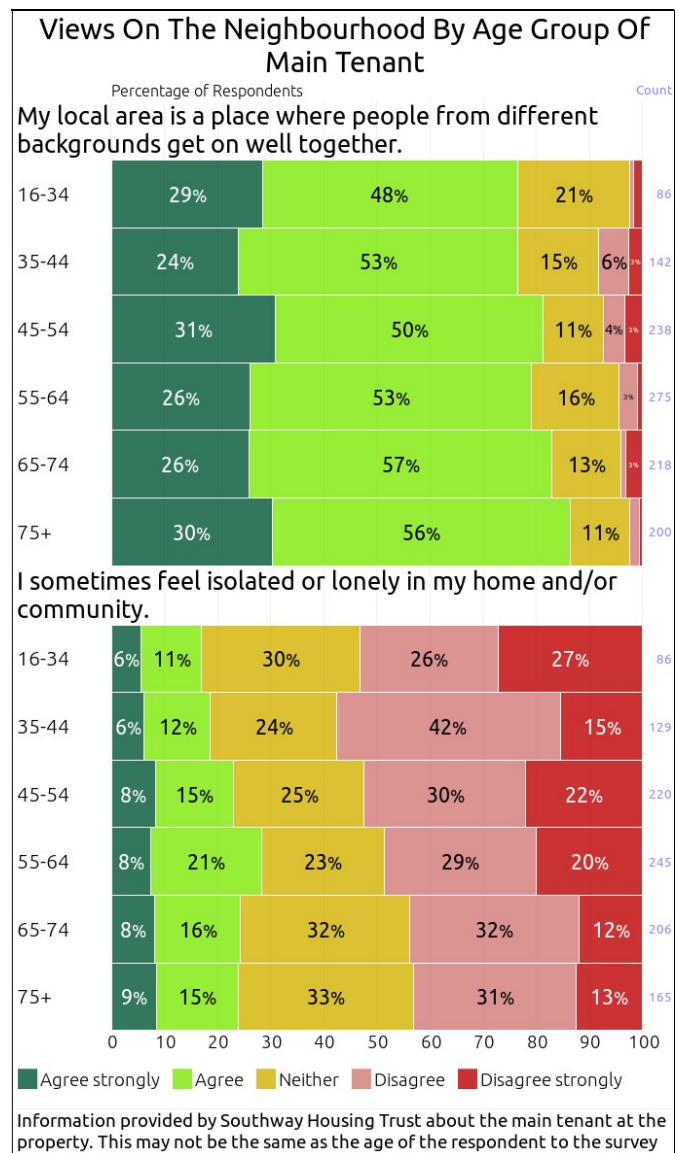
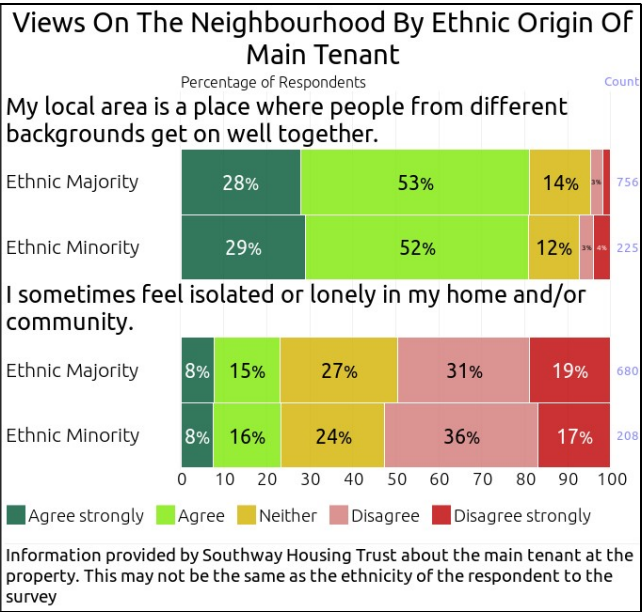


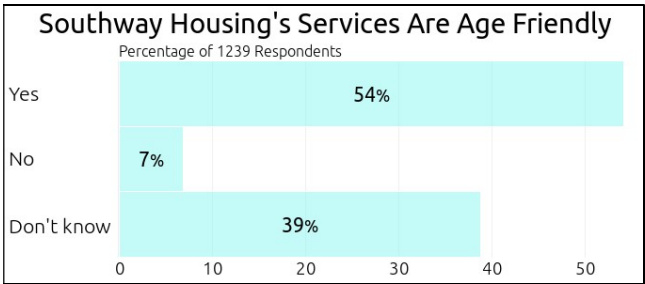
Figure 0.10



Ethnic majority and ethnic minority tenants share very similar views about their community.

Figure 0.11

Southway And Age Friendly Services



In the 2018 survey, a question was added asking people if they think that Southway's services are 'Age Friendly'. Whilst around half of tenants (54%) agree that services are 'Age Friendly', 39% report that they do not know and 7% disagree.

Figure 0.12

Around a quarter of tenants would be interested in finding out more about projects aimed at older people. Interest levels are consistent across Southway's locations.

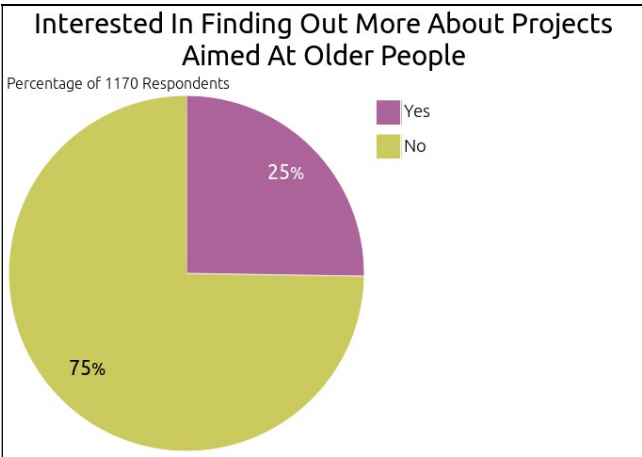


Figure 0.13

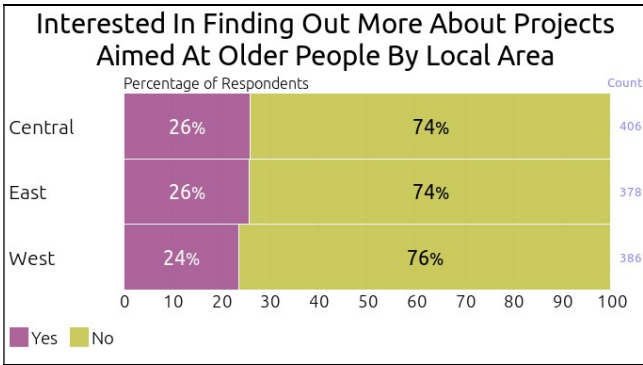
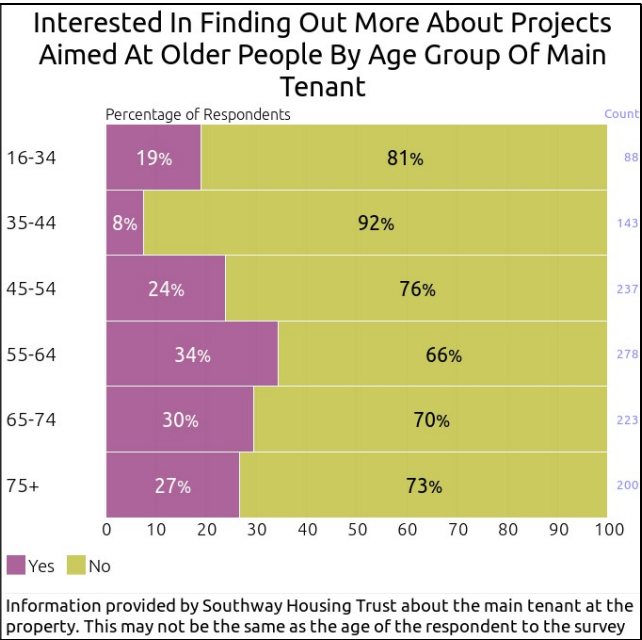


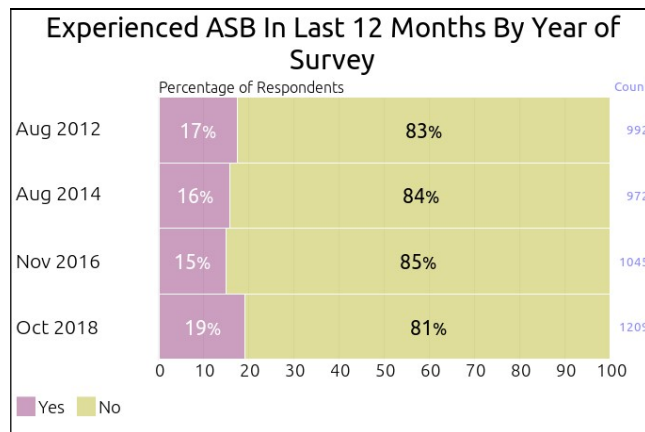
Figure 0.14



Those aged 55 or more are more likely to be interested in projects for older people.

Figure 0.15

Anti-Social Behaviour



19% of tenants have experienced ASB in the last twelve months. This is a slight increase from the previous survey

Figure 0.16

The incidence of ASB is higher amongst tenants from the ethnic minority. Reports of ASB are similar across different Southway areas.

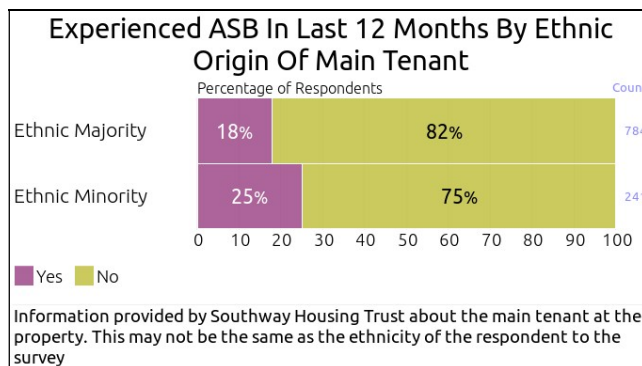


Figure 0.17

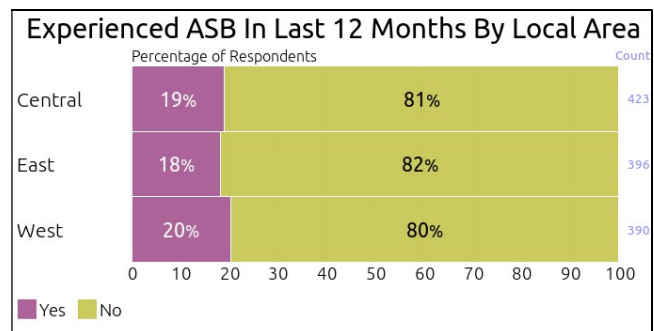


Figure 0.18

Around half of tenants reported the incident of ASB. In the majority of cases, the report was made to Southway, although around a third reported the issue to the police.

Of those who made a formal anti-social behaviour complaint within the last 12 months, 77% of cases were reported directly to Southway and only 14% of cases were reported to the police.

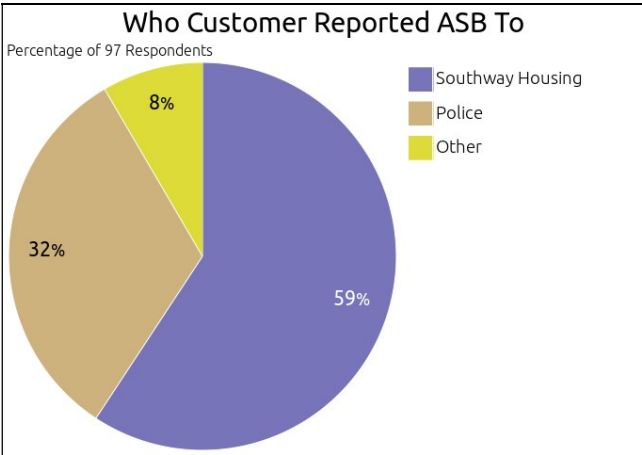


Figure 0.19

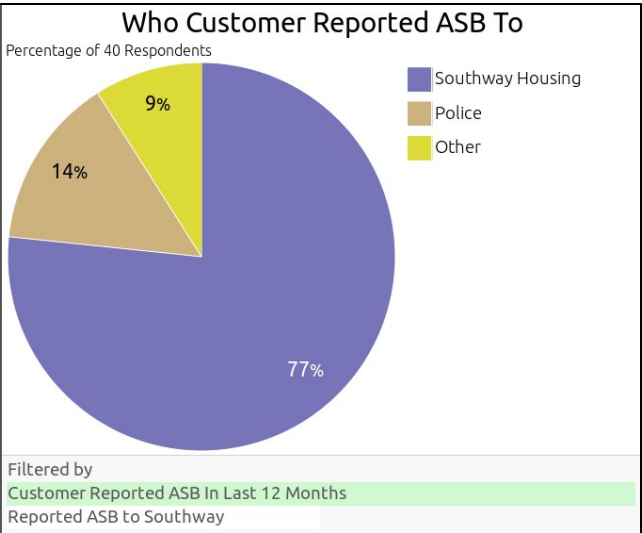


Figure 0.20

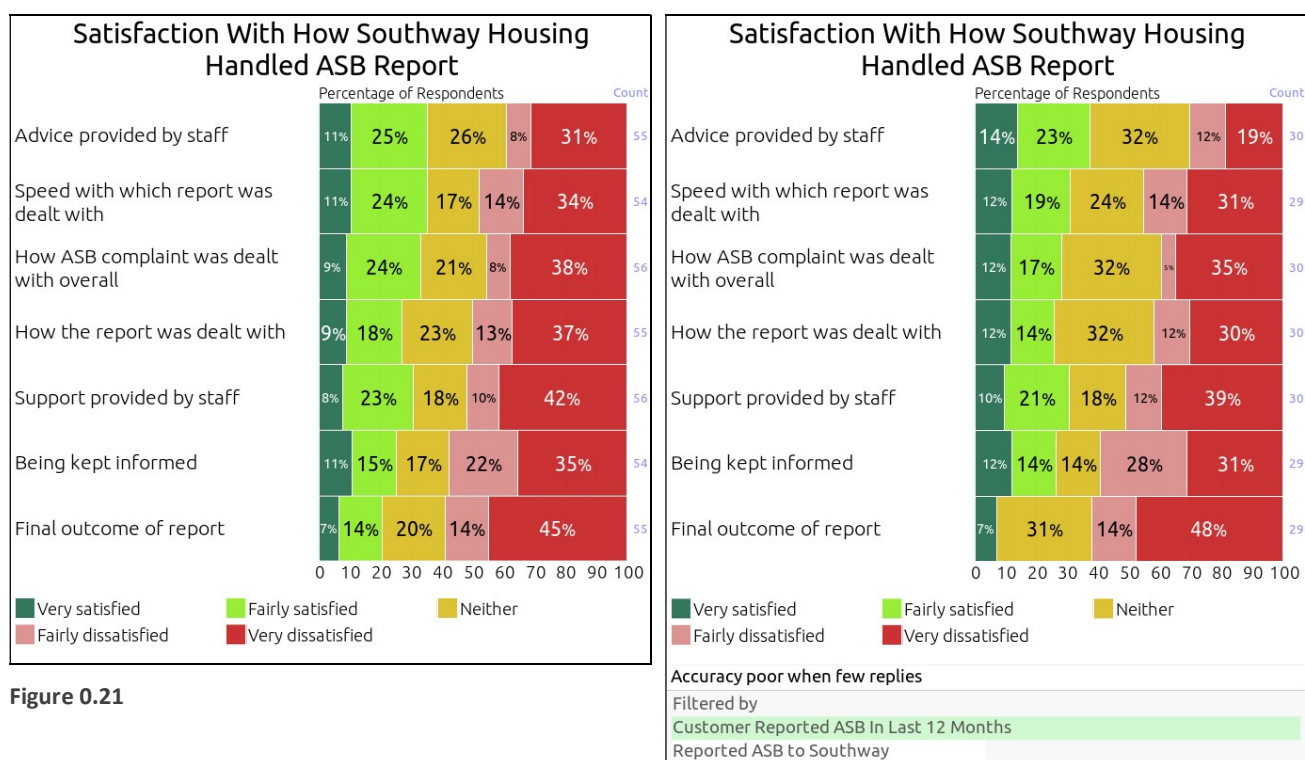


Figure 0.21

Figure 0.22

Views on the way that ASB reports are handled by Southway are more negative than positive. For example, tenants are more likely to be dissatisfied, than satisfied with many elements of the process, including being kept informed, support provided by staff, how the report was dealt with and the speed of the service.

However, those residents who made a formal anti-social behaviour complaint to Southway were more satisfied with their response than those who reported an instance of anti-social behaviour without making a formal complaint on all measures, except for the final outcome of the complaint.

Most notably, those who made a formal complaint were much less likely to be dissatisfied with the advice provided by staff than those who reported anti-social behaviour without making a formal complaint.

Hate Crime

23% of those who experienced ASB describe the incident as a hate crime.

Those from the ethnic minority are more likely to describe the issue as a hate crime.

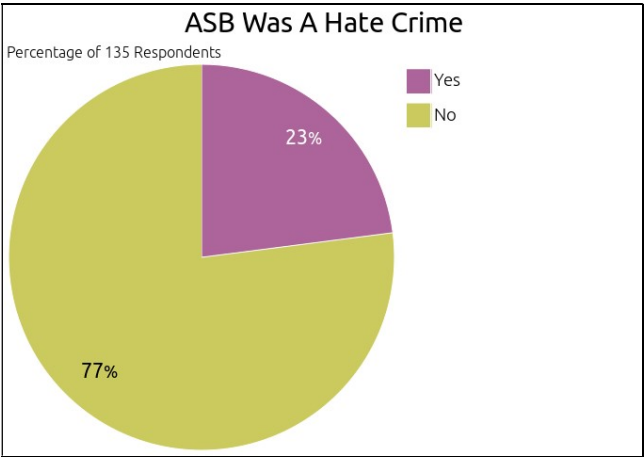


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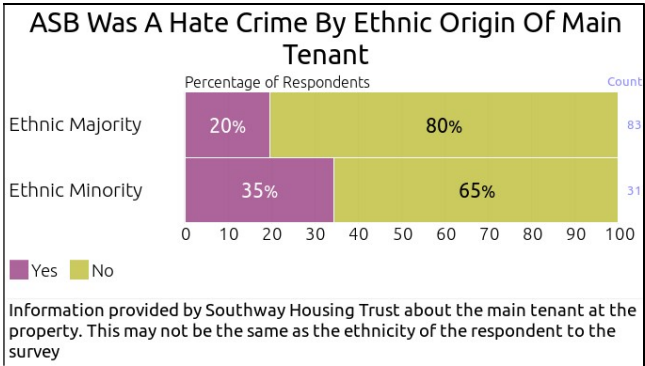


Figure 0.24

Repairs and Maintenance

Repairs And Maintenance

Discussion Of Key Findings

- The importance of repairs to Southway Housing Trust's tenants is illustrated by the finding that 69% identify it as a top priority, compared to 47% or less identifying other service areas. This dominance of repairs in tenants' priorities reflects the findings obtained for the Trust in 2016, whilst the significance of the service has also been highlighted in work carried out by HouseMark as part of its STAR analysis, confirming that the service is a key driver of overall satisfaction with services as a whole. The Southway service is very widely used, with the findings from the 2016 research confirming that eight in ten households had received at least one repair carried out in the previous twelve month period.
- Views are generally positive regarding how Southway Housing Trust deals with repairs and maintenance, with 80% of tenants expressing satisfaction. These ratings are, however, slightly lower than those achieved in 2016. A minority of Southway tenants (13%) expresses dissatisfaction with the repairs and maintenance service.
- Gaining insight into recent repairs and identifying the most and least positively rated elements of the service is important in determining the focus for future improvements. Findings show that whilst views are positive towards all aspects of the service investigated as part of the survey, the element which receives the least positive ratings is the time taken before work started. This is in line with the results from the previous survey. In contrast, the most positively rated aspect is *the attitude of workers*.

Graphical Overview Of Findings

Overall Satisfaction With Repairs

80% of tenants are satisfied with the repairs service Southway provides, whilst 13% express dissatisfaction. These ratings are slightly lower than those achieved in the 2016 survey.

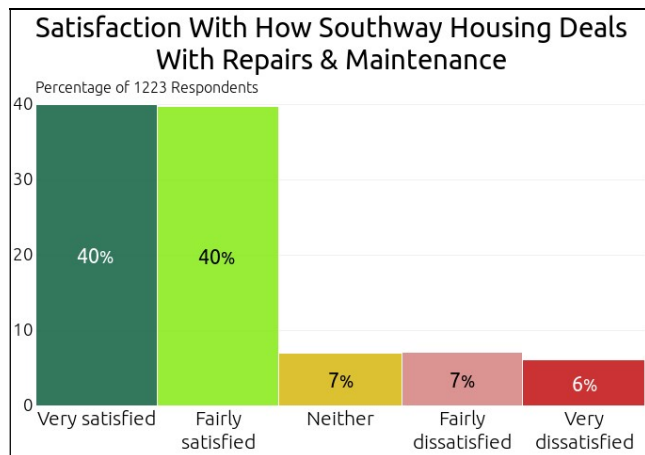


Figure 0.1

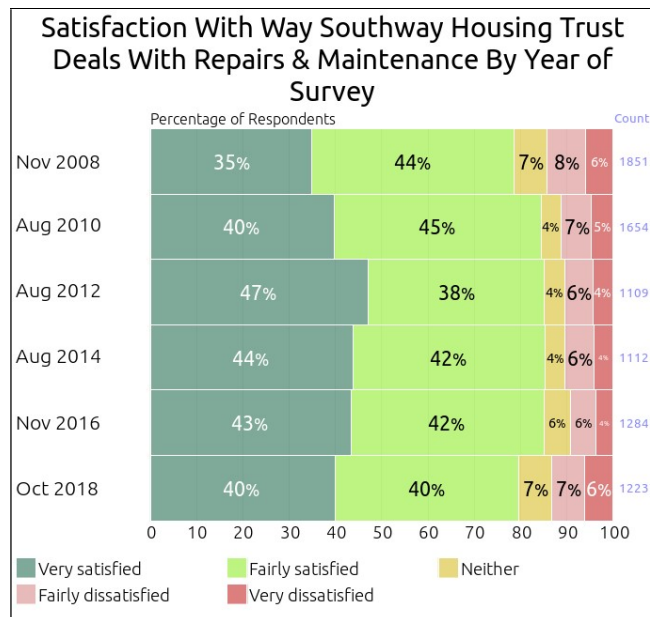


Figure 0.2

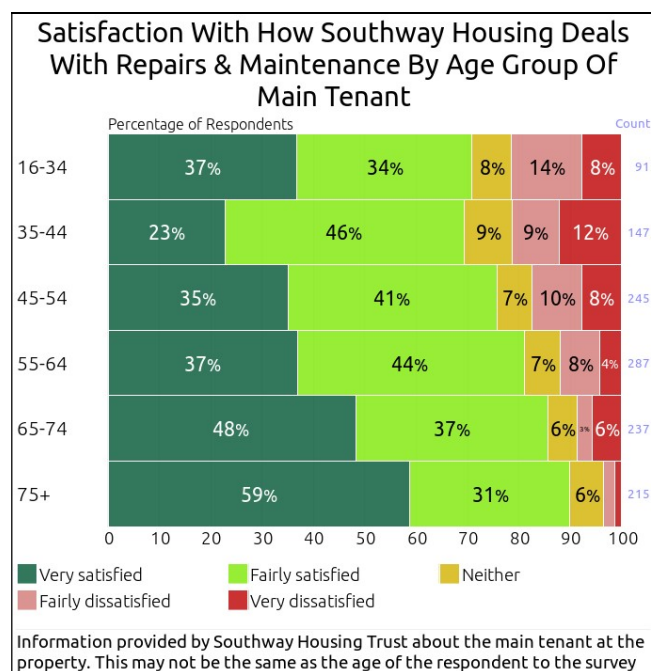


Figure 0.3

Analysis by age reveals that satisfaction tends to increase with age.

Satisfaction is broadly similar across Southway's areas.

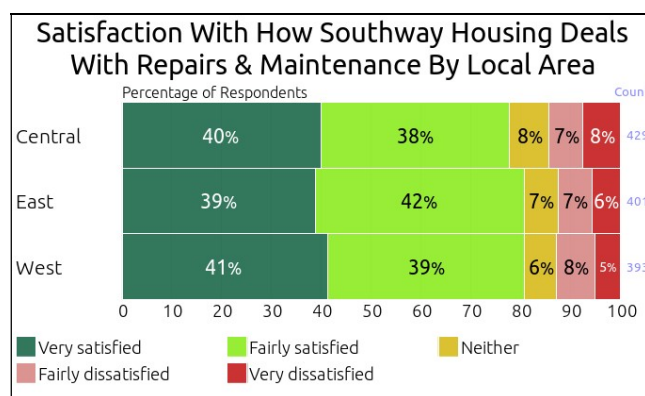


Figure 0.4

Overall satisfaction levels are consistent between male and female tenants, although female tenants are slightly more likely to express dissatisfaction than their male counterparts.

Analysis by age reveals that older customers are more likely to return positive ratings than their younger counterparts and tenants in the ethnic minority are less likely to be happy with repairs than those from the ethnic majority. However, as ethnic majority customers have an older age profile, this could be contributing to the higher levels of satisfaction amongst this group.

This trend is in line with the survey results from 2016 and is common in Kwest's experience. Such findings are likely to be driven by age profile, as older people are consistently more likely to be satisfied than those who are younger.

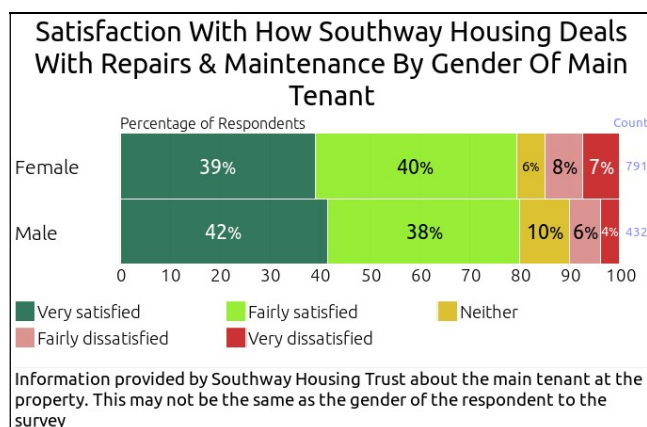


Figure 0.5

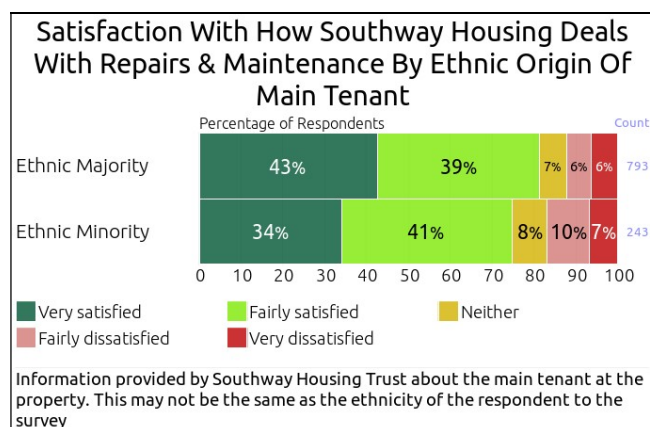
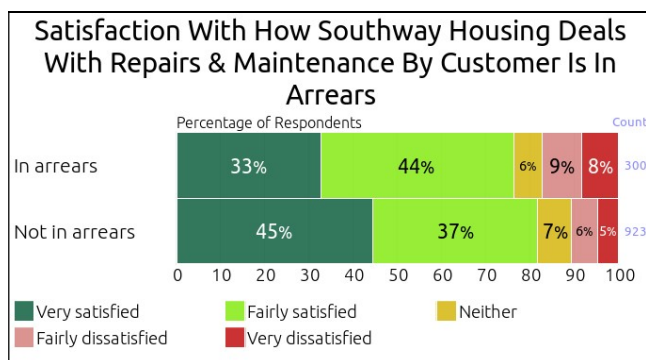


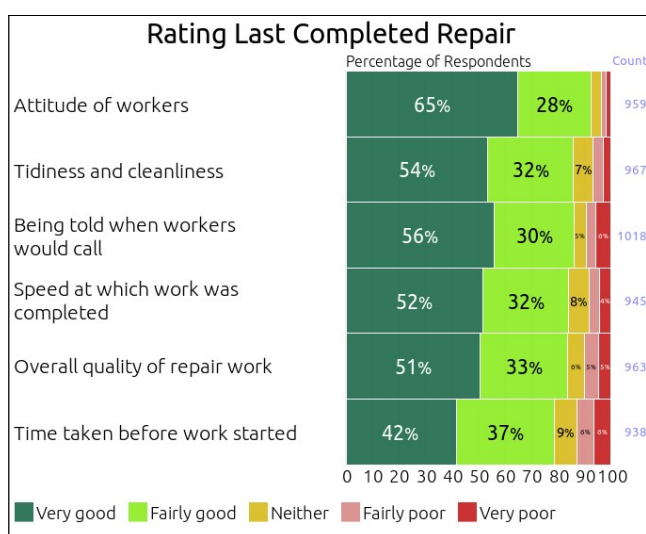
Figure 0.6



Tenants who are in arrears are less likely to be satisfied than those who are not in arrears.

Figure 0.7

Views Of The Last Completed Repair



When asked about the specific aspects of their last completed repair, tenants are generally very positive. The highest scores are given for the attitude of the workers and being told when workers will call, whilst slightly lower scores are given for the time taken before work started.

Figure 0.8

Contact, Communication & Consultation

Contact, Communication & Consultation

Discussion Of Key Findings

- In general terms, the results confirm that Southway is viewed as an organisation which meets the needs and expectations of tenants. This is borne out in findings which show that the Customer Hub deals with enquiries to the satisfaction of the majority and is a good communicator, keeping customers informed. This section of the report summarises key findings relating to contact, communication and consultation.
- In line with results from the 2016 research, the majority of tenants are happy with the way Southway Housing handles customer enquiries via the Connect Customer Hub, with 82% rating this element of the service as either *very* or *fairly good*.
- The delivery of service from the Customer Hub is well regarded, and as such, ratings for the *help and advice* provided by staff receive the most positive ratings, followed by *the solution provided to queries*.
- Customers tend to be more critical of the speed of the service, both in terms of the *time taken for the right person to call back* and the *speed of the answer*. This pattern in the results was also apparent in 2016.
- The majority consider Southway Housing Trust to be a good communicator that *keeps residents informed about issues that may affect them* (80%). In contrast, views on the way tenants are actively consulted are less positive, with 70% expressing satisfaction with the way the Trust *listens to tenants' views and acts upon them*. This is a common finding in Kwest's experience and is an improvement since the last survey (67%).
- When asked to give their views on the opportunities to get involved at Southway Housing Trust, 65% report that they are satisfied.
- Home visits were investigated as part of the survey. The most common reason for receiving a home visit is for a *building inspection/ survey or visit*, which is in line with the results obtained in the 2016 survey.
- In the vast majority of cases, the Southway Officer making the visit confirmed the reason for the visit and provided additional information, such as *confirming their name and proof of id*.
- The Southway website enables customers to access a range of services online, such as booking repairs, viewing rent statements and paying rent. To assess the likely take up of such services, tenants were asked if they would be likely to access services using online facilities. Around four in ten tenants confirm that they would be likely to use such services. The most common reason given for **not** using online services is *prefer talking to someone*, followed by *don't own a computer*.
- As might be expected, analysis reveals that interest in accessing services online decreases with age.
- Southway is committed to helping tenants to get online. 22% of tenants report that they would be interested in receiving more information about this service. Interest gradually declines with age.

Graphical Overview Of Findings

Dealing With Customer Enquiries

Eight in ten tenants (82%) rate the way Southway Housing generally handles customer queries as very or fairly good.

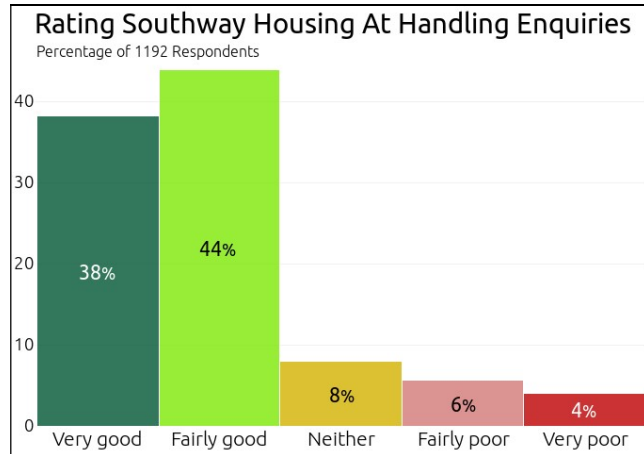


Figure 0.1

Tenants in all three areas share similar views of the way that Southway handles customer queries.

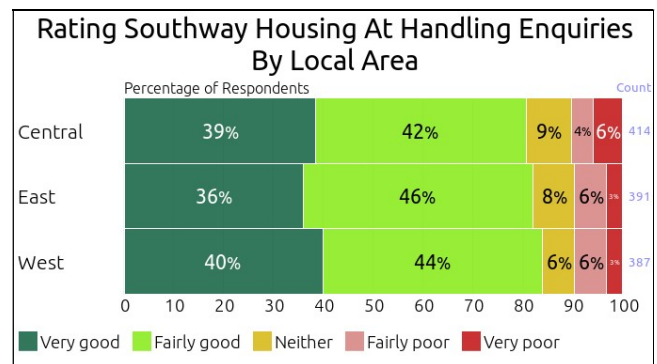


Figure 0.2

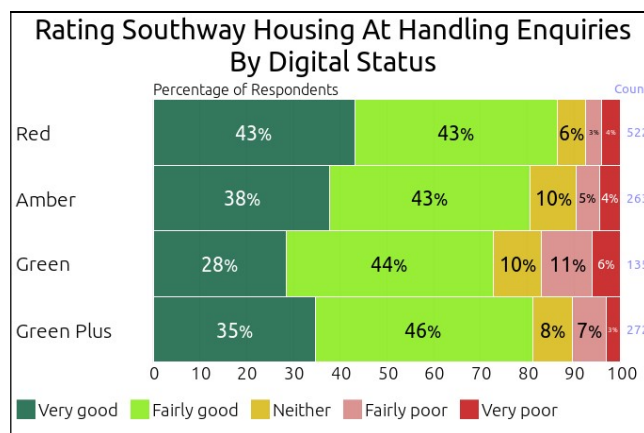
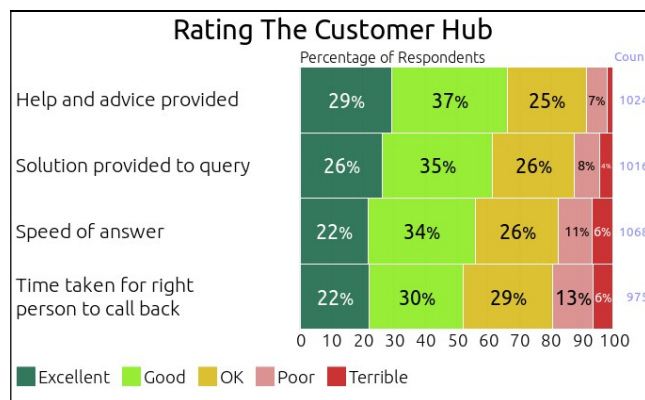


Figure 0.3

Further analysis by digital inclusion reveals that tenants who have a digital status of green give lower ratings for the way that queries are handled than those in other groups.

A green digital status indicates customers known to receive/access information digitally; an amber digital status means it is unknown if customers access Southway's services online but are thought to have the ability to do so; and a red digital status applies to customers who Southway have no evidence are able to access services digitally

The Connect Customer Hub



Aspects of the service delivered by staff at the Customer Hub generally receive positive ratings from customers. The best rated element is the help and advice offered by staff. However, speed related aspects of the service delivery receive lower ratings.

Figure 0.4

Closer analysis reveals that customers in the call frequency category of *moderate* are less likely to be satisfied with the service than those in other categories. However, caution should be exercised when interpreting these findings due to the small number of respondents in some groups and the limited data accuracy

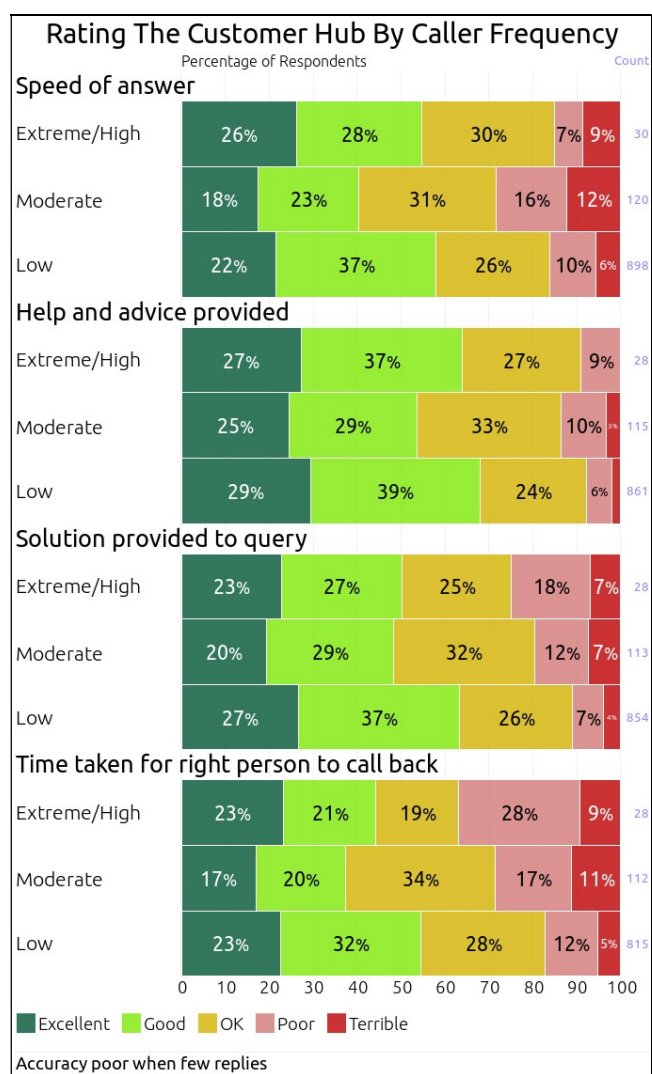


Figure 0.5

Information & Communication

80% of tenants feel Southway Housing Trust is either *very good* or *fairly good* at keeping them informed about things which may affect them. This is a slightly lower figure compared to the previous survey results

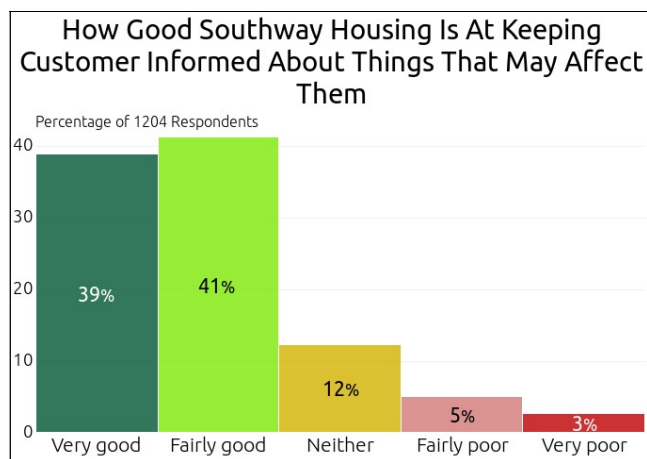


Figure 0.6

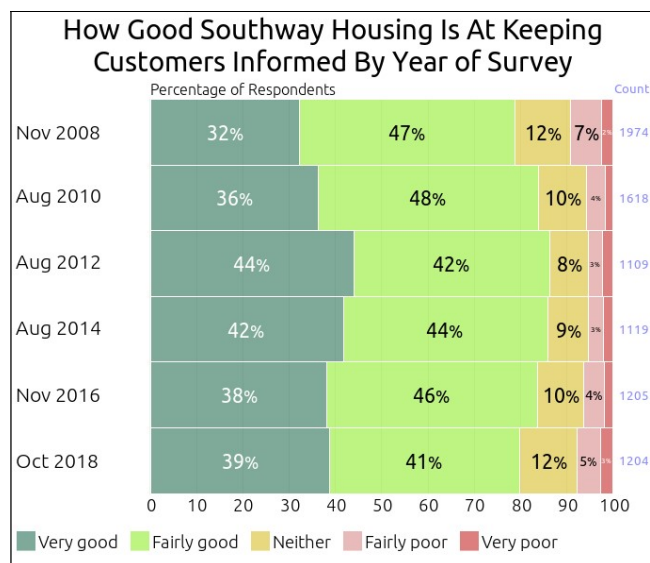


Figure 0.7

Listening To Tenants' Views

70% of tenants are satisfied that Southway listens to tenant views and acts upon them, whilst a fifth of tenants say they are neither satisfied nor dissatisfied. Comparison of results by year shows that tenants' satisfaction in this area has declined slightly

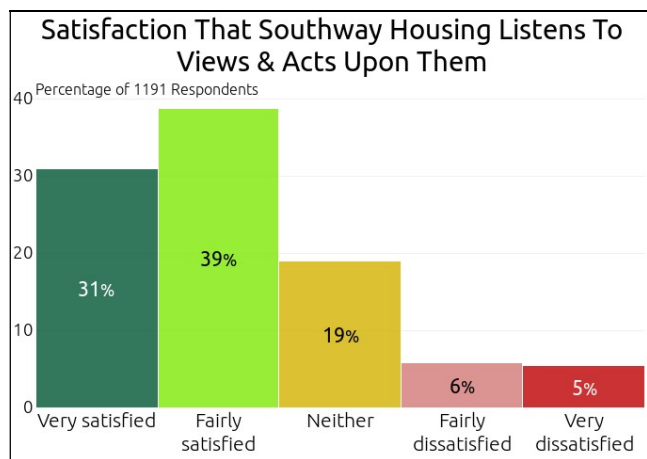


Figure 0.8

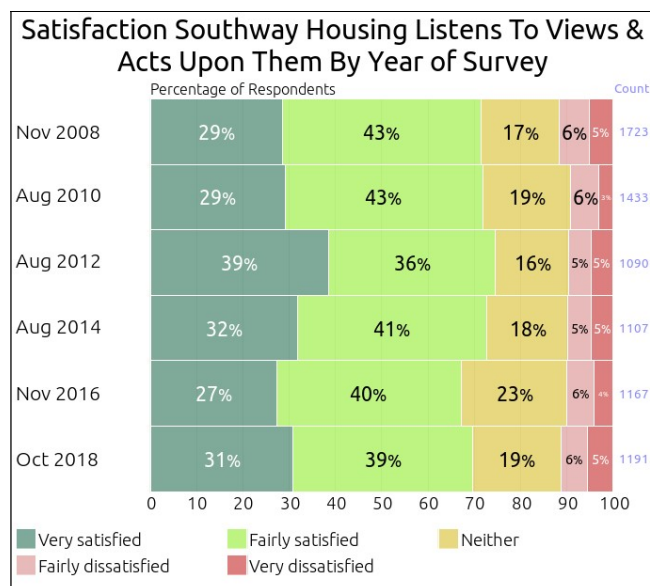


Figure 0.9

Opportunities To Get Involved

65% of tenants are satisfied with the opportunities to get involved at Southway Housing Trust. A notable 31% of tenants return a neutral response, perhaps signalling that many lack awareness of the opportunities that are available.

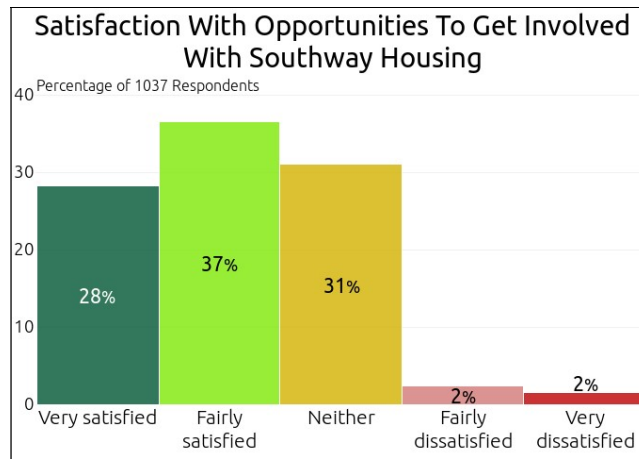


Figure 0.10

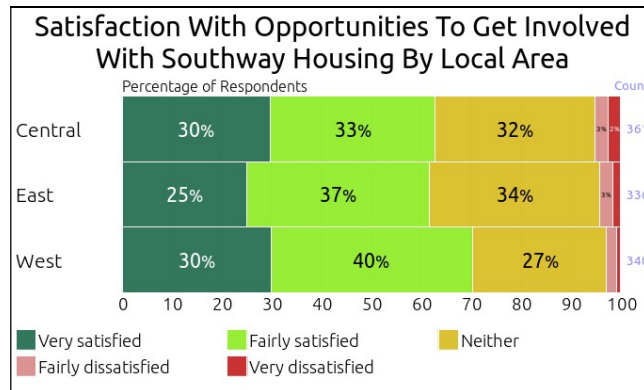


Figure 0.11

Tenants in the East area are least likely to say they are very satisfied with opportunities to get involved. Although the age profile across each area is fairly consistent, tenants in the East area were the most likely to have Red digital status and the least likely to have Green Plus digital status.

A breakdown by age reveals that those aged 75 or over are less likely to express satisfaction with the opportunities available to them to become involved.

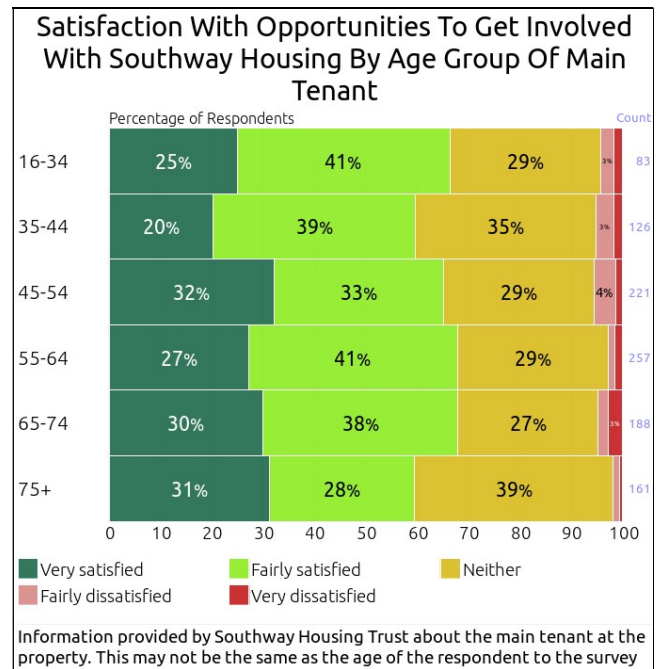


Figure 0.12

Home Visits

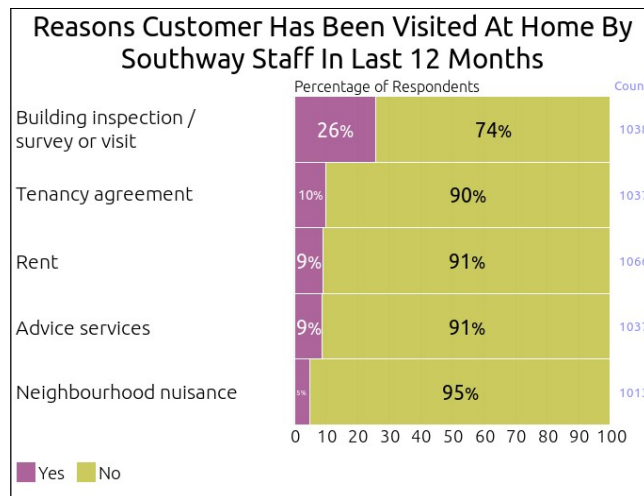


Figure 0.13

The most commonly given reason for receiving a visit at home is for a building inspection or survey/site visit.

In the majority of cases, tenants are happy with the Southway Housing Officer making the visit. For example, the vast majority report that they were informed about the reason for the visit, were treated with respect and that the visit was at an agreed time. In addition, most officers show ID, confirm their name and treat customers with respect.

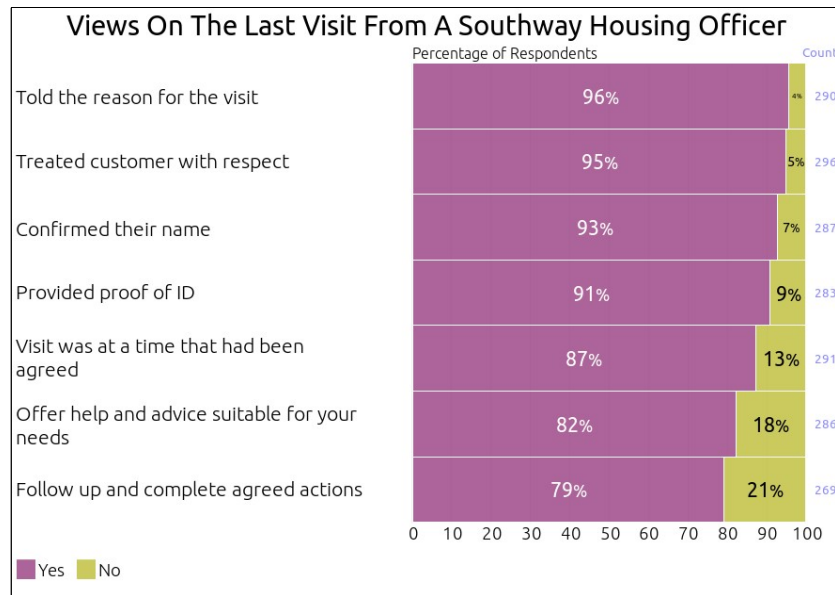
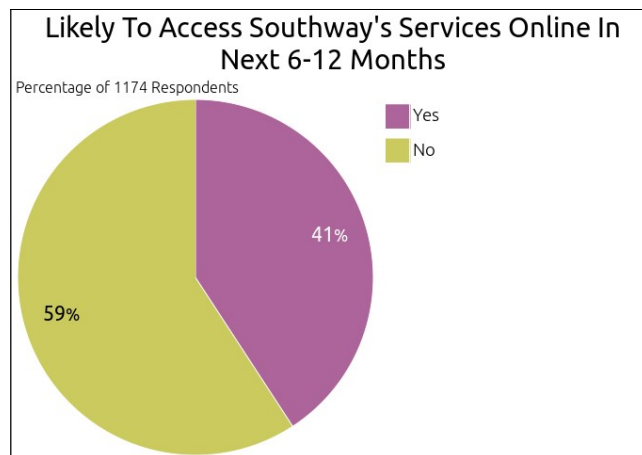


Figure 0.14

Online Services



41% of tenants report that they are likely to access Southway's services online in the next 6-12 months.

Figure 0.15

Analysis by area reveals that those in the East are least likely to confirm that they are likely to use online services.

Breaking results down by the age of the main tenant shows that take up of online services decreases with age. Age can be a factor in determining likely take-up, however, profiles are similar across locations, meaning that another cause is driving the result.

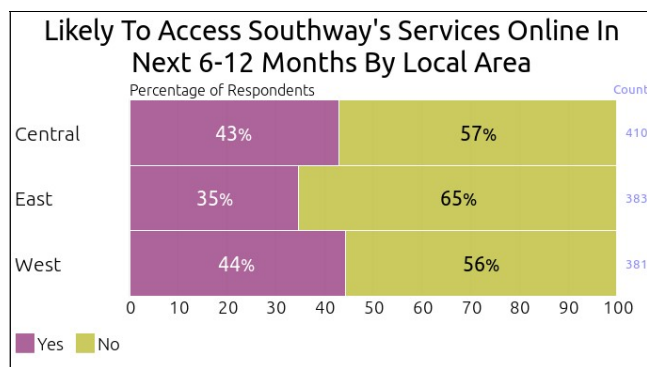


Figure 0.16

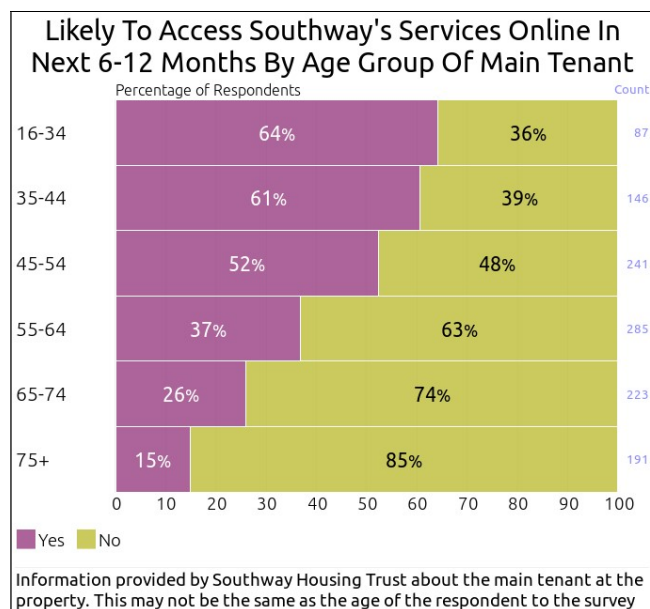


Figure 0.17

Reasons For Not Using Online Services

The main reason given by tenants for not taking up online services is *I prefer talking to someone*, followed by *I don't own a computer*.

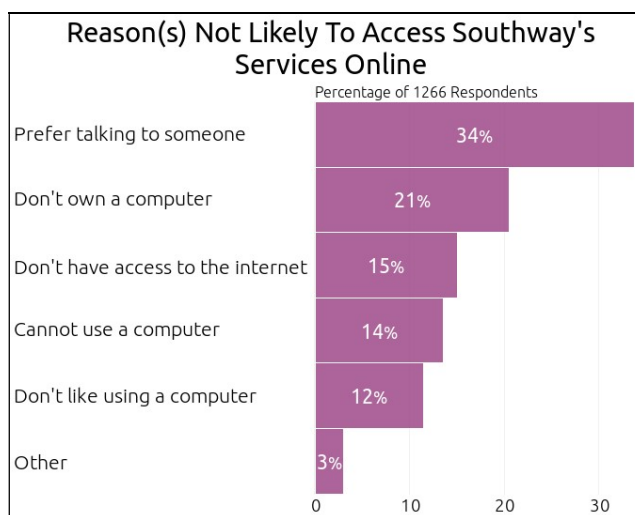


Figure 0.18

22% of tenants report that they would like to receive more information about support to get online. Levels of interest are similar across Southway's areas.

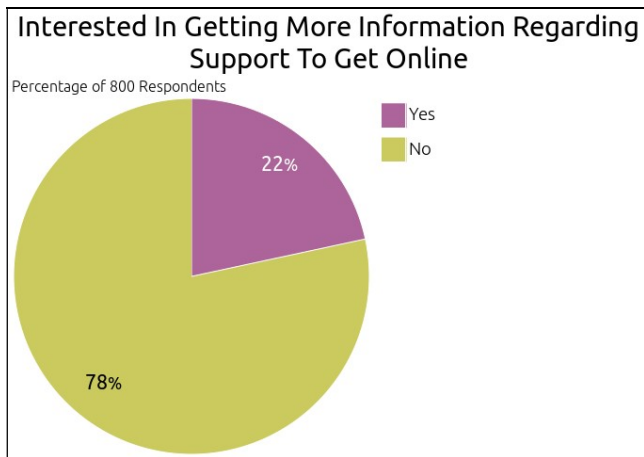


Figure 0.19

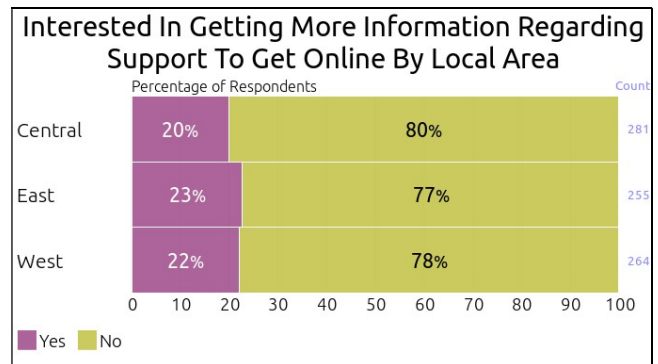


Figure 0.20

Appendix 1 - Methodology

Appendix 1 - Methodology

In 2018, Kwest Research undertook a STAR survey of all of Southway Housing Trust's households. Kwest has previously undertaken regular surveys of tenants in 2008, 2010, 2012, 2014 and 2016. The main aims of the research can be summarised as follows:

- To continue to measure satisfaction levels and performance over time
- To identify areas for review and improvement

Data Collection

A census sample approach was taken and all 5,743 of Southway's general needs tenant households were included in the project and invited to participate.

a mixed methodology using online and postal distribution was adopted for the research, as these are efficient and cost-effective ways of contacting tenants. In addition, these methods were used in the organisation's previous surveys and so this provides continuity in approach to enable the most accurate comparisons of performance over time.

A copy of the questionnaire, along with an introductory letter, was mailed to all tenants. A reply-paid envelope was provided for tenants to return the completed questionnaires. The introductory letter contained a web link that allowed tenants to complete the survey online, if preferred. Each tenant was provided with a unique login to enable returns to be monitored and analysed. All non-respondents received a full reminder mailing of a letter, questionnaire and reply-paid envelope by post.

Response Rate And Accuracy Of Overall Data

After two mailings of the questionnaire, a total of 1251 responses were received, representing a 22% response rate. Most respondents returned a postal questionnaire, whilst 10% completed an online survey.

This response rate is very similar to the response of 23% achieved in the 2016 research and provides good, overall data accuracy of $\pm 2.5\%$, which will enable the overall results to be used with confidence.

To explain, an accuracy level of $\pm 2.5\%$ means that if 50% of respondents answer 'yes' to a yes/no question, then we know that between 47.5% and 52.5% of all households would give the same response, including those which did not return a completed survey form.

Questionnaire Design

The questionnaire was based on those designed in previous projects to enable results to be compared over time. It included the core STAR questions (with the exception of the question about service charges) along with others to investigate additional areas of interest.

The questionnaire contained the following sections:

- Housing & Services
- Connect Customer Hub
- Repairs and Maintenance

- Age Friendly
- Anti-Social Behaviour and Hate Crime
- Home Visits
- Internet
- Communication
- Getting Involved in Your Community
- Background Information
- Any Other Comments

Analysis Of Findings

Analysis and comparisons have been undertaken in a number of ways, as listed below:

- Analysis Overall
- Analysis by Year of Survey
- Analysis by Age of Main Tenant
- Analysis by Gender of Main Tenant
- Analysis by Ethnicity of Main Tenant
- Analysis by Religion of Main Tenant
- Analysis by Disability of Main Tenant
- Analysis by Southway Area
- Analysis by Caller Frequency
- Analysis by Digital Status
- Analysis by whether Customer is in Arrears

All results and reports are available via Kwest's Online Analyst.

Appendix 2 - Household Profiling Information

Appendix 2 - Household Profiling Information

This section of the report presents background information about Southway Housing Trust's tenant population. Some of this data has been calculated using records provided by the Trust.

Health Problems That Limit Daily Activities

Southway's records show that around three in ten main tenants have a disability.

The survey findings show, that over half of households accommodate a person who is limited in their daily activities by a health problem of some description. In some cases, limitations are minor, but in 21% of cases, the issue has a significant impact on activities.

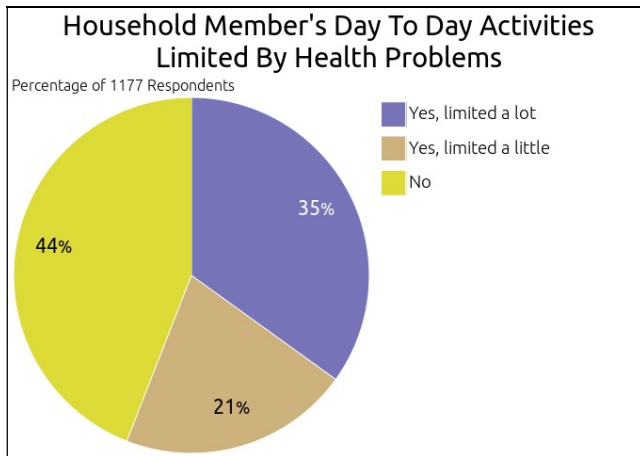


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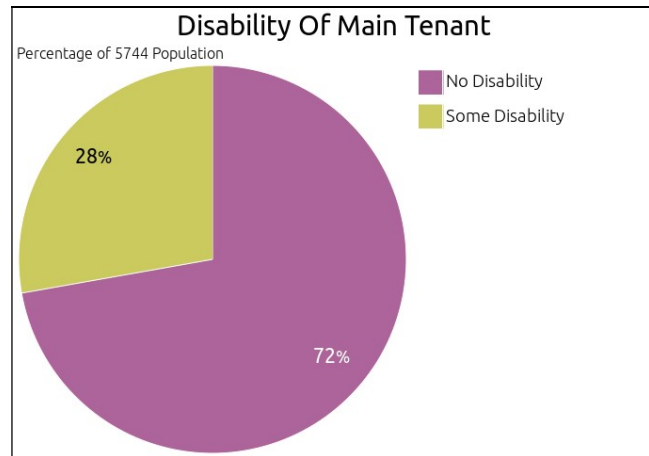


Figure 0.2

Areas

Taking information from Southway Housing Trust's data reveals that properties are roughly equally distributed across the three areas.

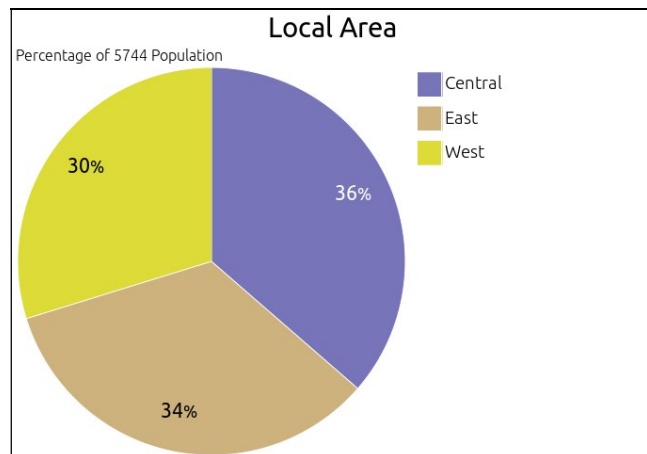
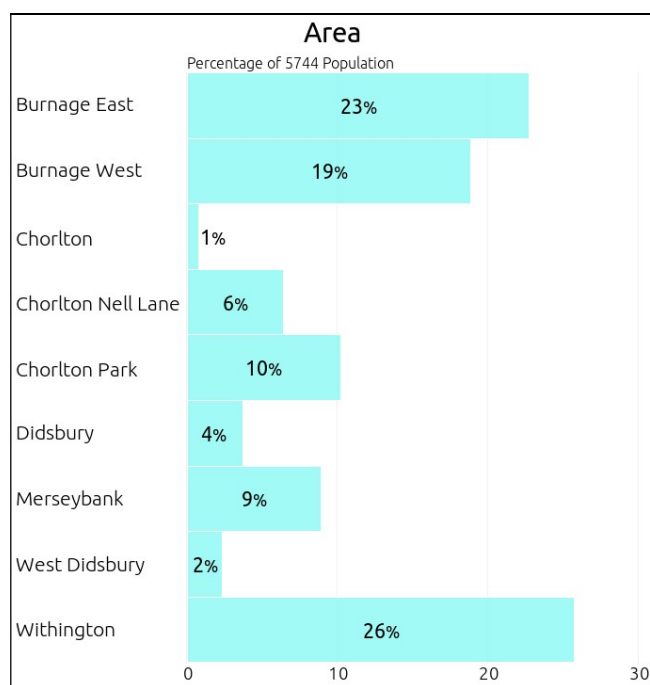


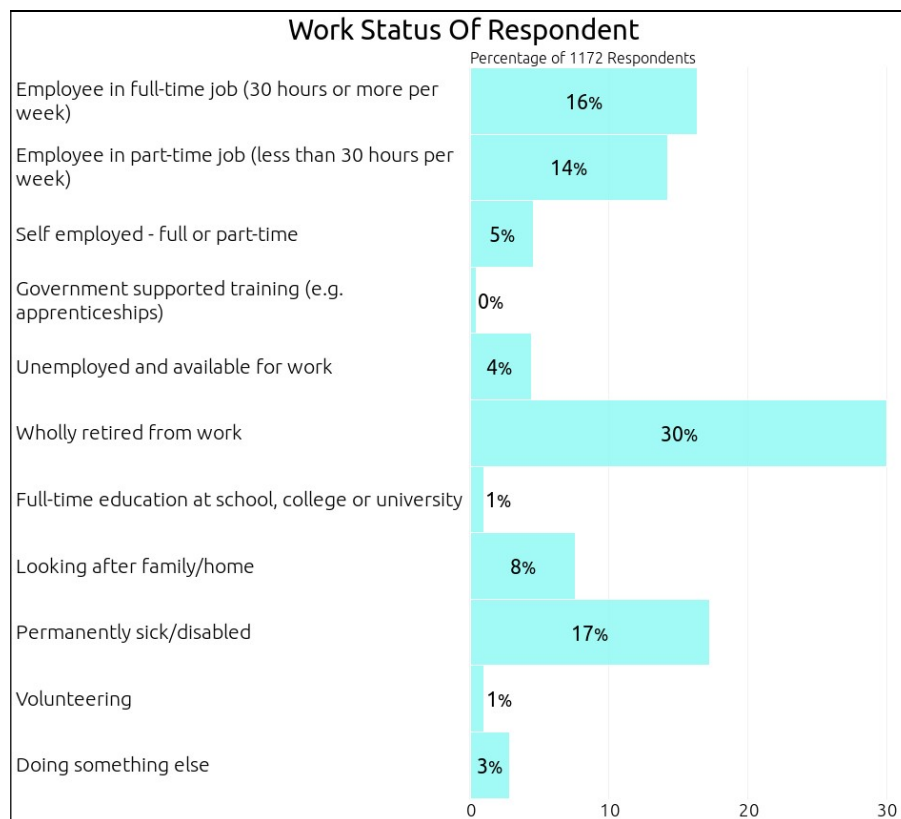
Figure 0.3



The chart opposite shows the distribution of homes across sub-areas. This shows that around 70% of homes are located in Burnage (East and West) and Withington.

Figure 0.4

Work Status Of Respondent



35% of respondents are employed (full or part time or self employed) whilst 30% of respondents are wholly retired from work.

Figure 0.5

Ethnic Background

In 74% of cases, the main tenant is from the ethnic majority, whilst 26% are from the ethnic minority.

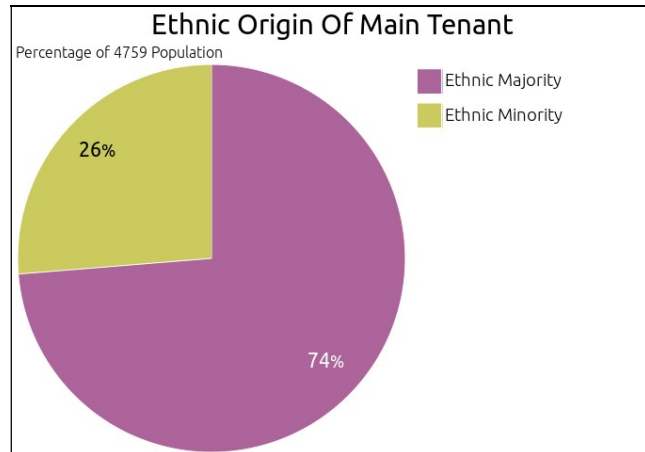


Figure 0.6

Gender And Age

Using the information provided by Southway for the main tenant shows that 70% are female, whilst 78% are under 65 years of age.

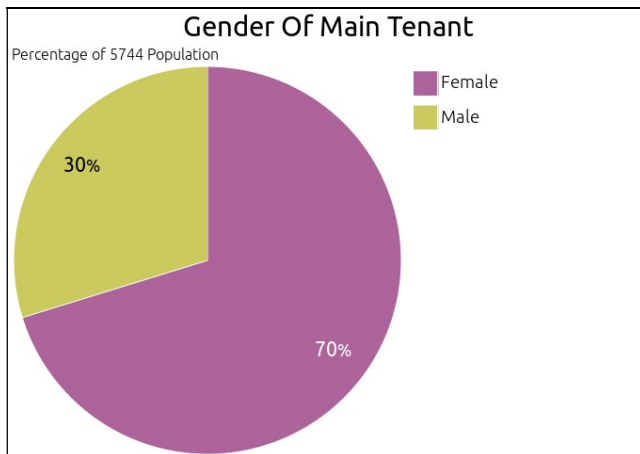


Figure 0.7

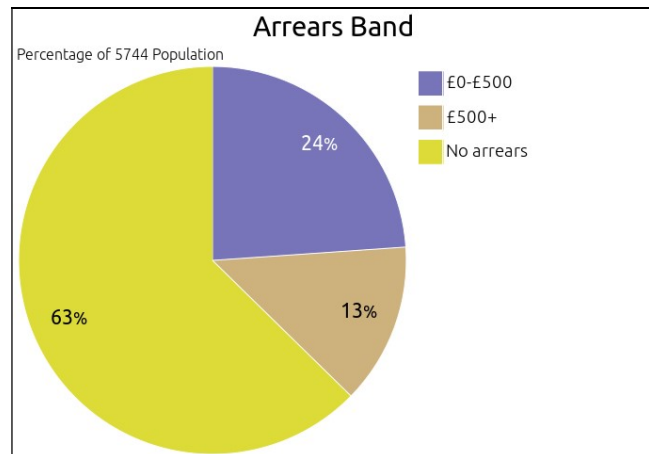
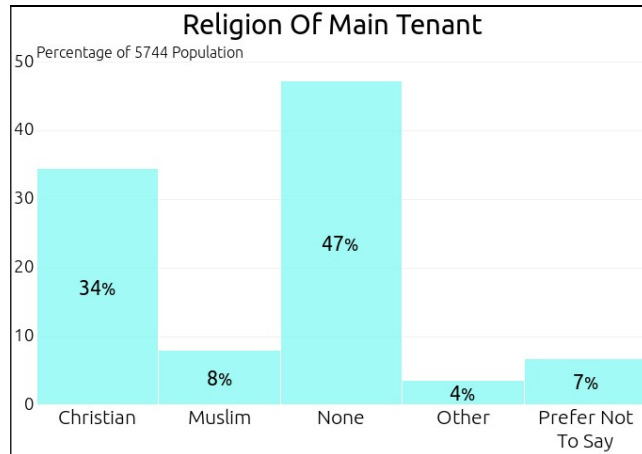


Figure 0.8

Religion



Southway's records show that around a third of main tenants are Christian, whilst just under half describe their religion as 'none'. 8% are Muslim, 4% other and 7% would prefer not to say.

Figure 0.9

Caller Frequency

Southway's records indicate that 4% of tenants are classed as 'extreme/high' callers, whilst 10% are 'moderate' and 87% are 'low'.

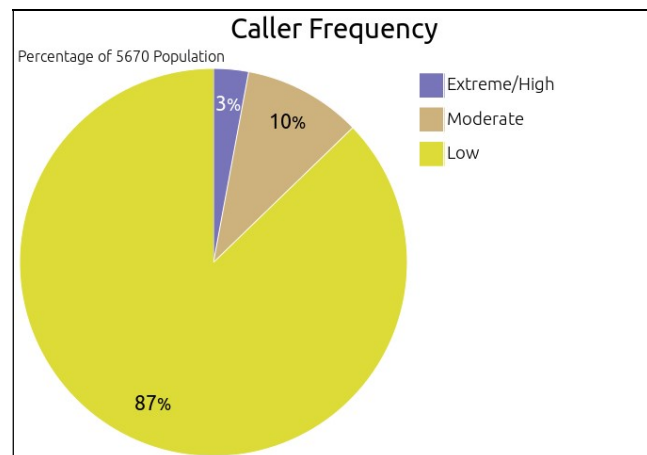
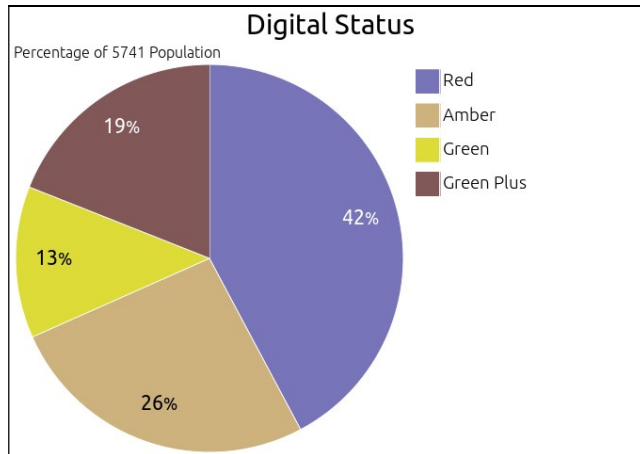


Figure 0.10

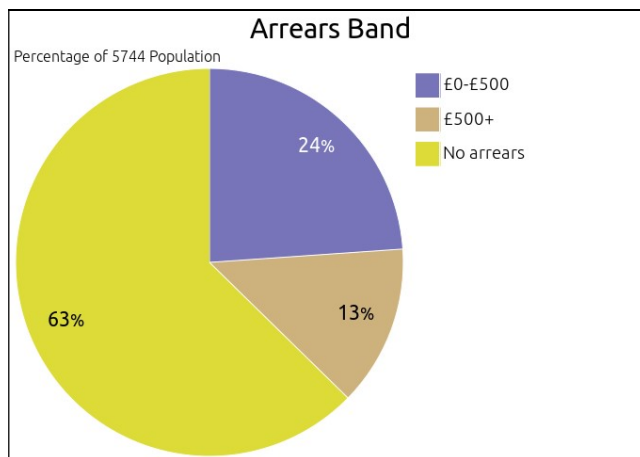
Digital Status



The Trust classified 42% of tenants as 'red' in the context of its digital inclusion status. In contrast, 32% are categorised as 'green' and 26% as 'amber'.

Figure 0.11

Arrears



Based on data provided by Southway, 37% of customers are in arrears, with £13 owing in excess of £500.

Figure 0.12



Kwest Research

Suite 5, Egerton House
The Towers Business Park
865 Wilmslow Road
Didsbury
Manchester
M20 2DX

Tel: 0161 448 1388
Fax: 0161 445 3551
email: sales@kwest.info