

Main Report - Draft 3
Prepared January 2017
Southway Housing Trust
STAR Survey 2016



**Kwest
Research**

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Executive Summary

Executive Summary

Background To The Research

In 2016, Southway Housing Trust commissioned Kwest Research to undertake the latest in a series of tenant satisfaction surveys. The 2016 research project forms the fifth survey carried out by Kwest on behalf of the organisation and was 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 5,762 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. An email was sent to each household for which Southway provided an email address, inviting them to complete the survey online. Thereafter, a copy of the questionnaire, along with an introductory letter, was mailed to non-respondents to the email invitation, in addition to all the other households. 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 1,299 responses were received, representing a 23% response rate. This response rate is slightly higher to that achieved in the 2014 research and provides good, overall data accuracy of $\pm 2.4\%$.

Key Comparisons Of Core Questions Against HouseMark Data

- A very useful means of placing results into context is to make comparisons with other housing providers. The most complete source of comparative data for STAR surveys is currently held by HouseMark.
- The latest HouseMark benchmarking report was published in July 2016 and includes data for the key STAR Core questions (2014/15). The report enables organisations to identify their quartile positions, by comparing their findings to information collected from housing providers nationwide.
- The following table gives Southway Housing Trust's quartile positions using HouseMark information for **general needs STAR surveys**.

Satisfaction With Core Service Area*	% Expressing Satisfaction	Southway's Quartile position 2016	Upper Quartile %	Median %	Lower Quartile %	Number of organisations in sample
Overall satisfaction with services provided by landlord	86.2	Q2	89.0	85.7	81.0	126
Satisfaction with overall quality of home	84.1	Q2	86.4	83.6	80.1	120
Satisfaction with area as a place to live	81.3	Q3	89.0	85.9	81.2	122
Satisfaction with value for money of rent	81.3	Q2	85.1	81.0	77.0	177
Satisfaction with repairs and maintenance	85.1	Q1	83.1	79.6	73.0	118
Satisfaction that Southway listens to residents' views and acts upon them	67.3	Q3	74.4	68.7	62.5	119

Table 1 HouseMark STAR benchmark 2014/15 comparisons of Southway's General Needs Tenants

*HouseMark guidelines require satisfaction on core questions to be reported to one decimal place. Due to this, figures may vary very slightly to the overall results reported elsewhere in the report due to rounding.

Key Comparisons For Satisfaction Questions By Year Of Survey

- Year on year comparisons show that satisfaction levels with most core services are in line with the results achieved in 2014, with the exceptions of value for money of rent (up) and Southway listening to views and acting on them (down).
- It is also important to note that satisfaction levels across many areas have seen significant increases since the first survey was undertaken in 2008, (a year after the transfer). This is particularly noticeable in regard to home quality and condition, as well as issues faced in neighbourhoods, likely to be driven by the extensive Home Improvement Programme the Trust has carried out, in addition to the work of the neighbourhood officers in the communities. These findings are displayed below.

Satisfaction With Key Service Area	% Expressing satisfaction/ rating good 2016	% Expressing satisfaction/ rating good 2014	% Expressing satisfaction/ rating good 2012	% Expressing satisfaction/ rating good 2008
Overall satisfaction with services provided by landlord	86%	86%	86%	79%
Satisfaction with area as a place to live	82%	82%	82%	78%
Satisfaction with value for money of rent	81%	76%	81%	75%
Satisfaction with overall quality of home	85%	86%	87%	70%
Satisfaction with repairs and maintenance	85%	86%	85%	79%
Satisfaction that landlord listens to residents' views and acts upon them	67%	73%	75%	72%
Satisfaction with general condition of property	83%	85%	83%	65%
Rating landlord on keeping tenants informed on things that may affect them	84%	86%	86%	79%

Table 2 Satisfaction With Key Service Areas By Year

- Year on year comparison of Southway's quartile position using HouseMark's benchmarking reports of 2012/13 and 2014/15 shows that Southway's performance in most core service areas, relative to other social housing providers, has remained consistent. However, in the area of *value for money of rent* the Trust has moved up to Quartile 2 in 2016 (from Quartile 4 in 2014) and has moved down one quartile to Quartile 3 in 2016 in the area of *listening to residents' views and acting upon them*. This comparison is shown in the table below.

Satisfaction With Core Service Area*	% Expressing Satisfaction 2016	Southway's Quartile position 2016	Southway's Quartile position 2014
Overall satisfaction with services provided by landlord	86.2	Q2	Q2
Satisfaction with overall quality of home	84.1	Q2	Q2
Satisfaction with area as a place to live	81.3	Q3	Q3
Satisfaction with value for money of rent	81.3	Q2	Q4
Satisfaction with repairs and maintenance	85.1	Q1	Q1
Satisfaction that Southway listens to residents' views and acts upon them	67.3	Q3	Q2

Table 3 HouseMark Benchmark Comparisons By Year

*HouseMark guidelines require satisfaction on core questions to be reported to one decimal place. Due to this, figures may vary very slightly to the overall results reported elsewhere in the report due to rounding.

Key Points From The 2016 Survey

Trends In The Data

- Southway Housing generally performs well, with ratings placing the organisation in Q1 or Q2 when key questions relating to the overall services, repairs, quality of homes and value for money of rent are compared against HouseMark data for other social housing landlords. The exceptions are in relation to neighbourhoods as places to live and Southway listening to views, for which performance ratings fall into Q3 using HouseMark benchmarking data.
- Whilst satisfaction levels are generally high for core service measures, lower satisfaction levels are registered for some non-core service area measures relating to the handling of anti-social behaviour cases, opportunities to get involved and some aspects of the service received from the Connect Customer Hub.
- Comparisons with 2014 reveal that, satisfaction ratings for most areas of service are similar to the previous survey. However, the notable exceptions include: the rise in reported satisfaction with value for money of rent and the decline in neighbourhood problems. Also, there has been a fall in satisfaction with the anti-social behaviour service and Southway listening to the views of tenants and acting upon them.
- It is of particular note that Southway's quartile position has increased from Q4 in 2014 to Q2 in 2016 for perceptions of value for money of rent. The main contributing factor to this strengthened result is likely to be the reduction of rents implemented by Southway. When satisfaction levels with value for money of rent is examined across the sector, there seems to have been little change generally in views on this measure (using HouseMark's benchmarking data as a reference).
- When analysing the survey findings a trend emerges in the data that shows that older residents are generally more positive about homes and services than those under 65. Such a trend is common in Kwest's experience, and is primarily driven by age profile, as older people are consistently more likely to return positive views than their younger counterparts.
- As part of the analysis of the results, Southway were keen to explore any potential variations in satisfaction levels between ethnic minority and ethnic majority tenants. Analysis reveals that there are slight variations in satisfaction, with ethnic minority tenants less likely to express satisfaction with services such as overall quality of homes and the general condition of homes. However, more detailed analysis of findings reveals that ethnic minority tenants tend to be younger than their ethnic majority counterparts and age has been widely established as a key driver of satisfaction. It is therefore possible that age is a larger driver of satisfaction than ethnicity in this instance. Furthermore, ethnic minority residents are more likely than those in the ethnic majority to work part-time or to be looking after the home, which may be contributing factors to the higher levels of dissatisfaction relating to the property for this group.

To support viewing the findings in context, it is noteworthy that the key driver analysis undertaken by HouseMark to assess which services have the biggest impact on satisfaction levels reveals that repairs and maintenance has the biggest influence on overall satisfaction. This makes the Trust's good performance relating to repairs and maintenance particularly important. In addition, HouseMark reports have suggested that those providers whose residents are satisfied in this area tend to have the highest rates of overall satisfaction.

The next most significant influences on overall satisfaction as identified by HouseMark are:

- the overall quality of the home
- how well the landlord listens to tenants and acts upon their views

HouseMark comments that such findings imply that providing homes of a good standard and getting the resident involvement element right are important factors in achieving good overall satisfaction scores. In contrast, the analysis found that the influence of 'neighbourhood' factors is "very close to zero and hence negligible". Southway Housing Trust's 2016 survey findings confirm that the Trust is getting the balance of services right and has a solid foundation on which to continue building in the future.

An Overview Of Service

- Around nine in ten residents (86%) express satisfaction with the services provided by Southway Housing Trust, with a similar proportion satisfied with home quality.
- When asked to prioritise services provided by the Trust, the most frequently selected option is *repairs and maintenance* – 68% highlight this as important, compared to 49% or less choosing other service areas. The importance attached to the service makes the Trust's continued strong performance in this area particularly significant, especially with the slight increase in usage of this service in 2016 (73% in 2014 versus 79% in 2016).
- Numerous findings in the survey confirm that the organisation is well perceived by its customers, and in line with this, it is not surprising that the majority of tenants confirm that would be likely to recommend Southway to friends or family. Indeed, on a scale of 0 (very unlikely) to 10 (very unlikely) 78% of tenants give a score of 7 or higher.

Homes And Neighbourhoods

- 85% of tenants express satisfaction with the quality of their home.
- Neighbourhoods are generally held in high regard, with the majority of tenants expressing satisfaction with their *area as a place to live* (81%), and agreeing that their area is a place *where people from different backgrounds get on well* (79%).
- As in the previous survey, the most commonly reported neighbourhood problems are *car parking and rubbish/litter*.

Anti-Social Behaviour And Hate Crime

- 15% of tenants have experienced anti-social behaviour in the last twelve months, with 17% of these tenants classifying these incidents as hate crimes.
- Perceptions of the way anti-social behaviour is dealt with are mixed. Indeed, of the 62 respondents who reported antisocial behaviour to the Trust, 27 respondents are satisfied with the way their complaint was dealt with, whilst 34 respondents are dissatisfied. (Caution should be exercised when interpreting the percentages linked to these findings due to the small number of respondents; results should be viewed as indicative only).
- Analysis by ethnicity reveals that there are no notable differences between satisfaction levels reported by ethnic minority and ethnic majority groups in relation to the ASB service Southway provides.

Repairs And Maintenance

- The repairs service is widely used, with seven in ten households (79%) having at least one repair completed in the last twelve months, representing an increase of 5% from 2014. The importance of repairs is emphasised by the finding that this is the service most frequently chosen as being a top priority for tenants.
- 86% of express overall satisfaction with the repairs service, which was the same rating achieved in 2014.
- Also in line with the previous survey, the most highly rated aspect of the repairs service is *the attitude of workers*, whilst the lowest ratings are returned for the *time taken before work started*.

Contact And Communication

- 48% of tenants report that they have contacted Southway's Connect Customer Hub in the last 12 months. Older residents (aged 65 plus) are less likely to have been in touch than other groups.
- Connect Customer Hub staff are generally well regarded, particularly in terms of being *helpful* and providing *advice* to customers. However, tenants are less satisfied with other aspects of the Hub's service, particularly *speed of answer* and *time taken for the right person to call back*.
- The majority of residents who have had a home visit within the last year report that it was concerning a *building inspection/survey*. Tenants' opinions of the Southway Officer who visited them are positive overall.
- 84% of tenants report satisfaction with the way Southway keeps tenants informed, similar to the finding of the 2014 survey. The Southway Stories newsletter is received and read by the vast majority and considered relevant and interesting.
- Most tenants feel the written information provided by Southway Housing is clear and easy to understand and that the Trust communicates with them in a way suitable to their needs. However, lower ratings returned for the Trust listening to tenants' views and acting upon them, and providing opportunities to get involved.
- Around a quarter (22%) of tenants would like to become more involved in / influence what Southway does in the community, and the majority of these residents would like to be contacted about this. In addition, 13% of tenants wish to be contacted about the various volunteering opportunities available.
- Three-quarters of the tenant population have access to the internet, most doing so *at home via a smart phone* or *at home via a computer*. Three in ten tenants access Southway's online services to view their *rent account* or *book repairs*.

Overview of Findings

Overview Of Services

Discussion Of Findings

- As part of Southway Housing Trust's 2016 satisfaction survey, a series of questions was included to determine residents' views of the homes and services Southway provides. This section of the report looks at results of the key measures of the survey.
- Survey findings indicate that 86% of tenants are satisfied with the services supplied by the Trust. This result is in line with those of the previous surveys.
- High levels of satisfaction are also expressed in relation to the *quality of homes, the general condition of properties and areas as places to live*. In general, older tenants are more likely to be satisfied in these areas than their younger counterparts.
- The services tenants most give priorities to are broadly similar to those identified in other research within the housing sector. The top service priority tenants identify is *repairs and maintenance* (selected by 68% of tenants, compared to 49% or less selected for other service areas). Findings highlight other tenant priorities as including *overall quality of homes* (49%) and *neighbourhoods as places to live* (chosen by 47%).
- The priority attached to repairs by tenants makes the Southway's strong performance in this respect particularly significant, as a good performance in this area is a key driver for satisfaction.
- The majority of tenants are satisfied with the value for money their rent provides, with satisfaction levels in the current research higher than those reported in the previous 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 78% of Southway's tenants return a score of 7 or higher. This 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 **33** for Southway Housing Trust, which is higher than the results of 2014. Southway's performance in this measure is excellent, as comparing this score with the benchmark data of HouseMark's 2013/14 report reveals that the organisation is in Quartile 1 for this measure when compared to other general needs landlords (the HouseMark benchmark report of 2014/15 does not contain data related to the net promoter score). To place the results into even further context, it 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.

Graphical Overview Of Findings

Overall Service

86% of Southway Housing Trust's tenants are satisfied with the services provided by the Trust, whilst 9% are dissatisfied.

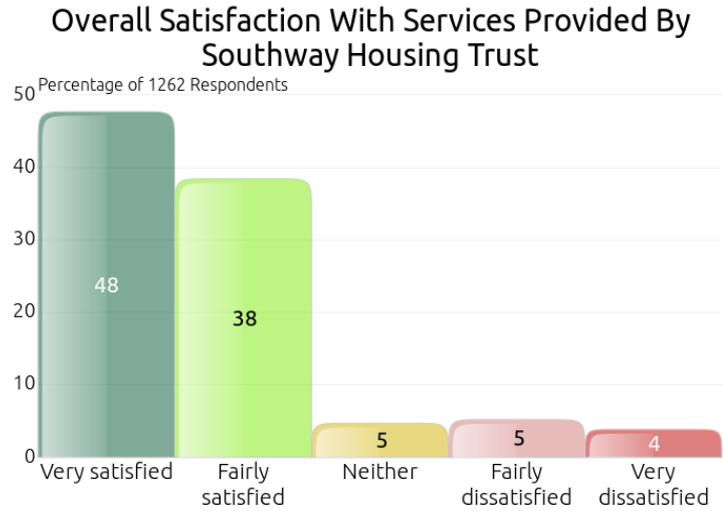
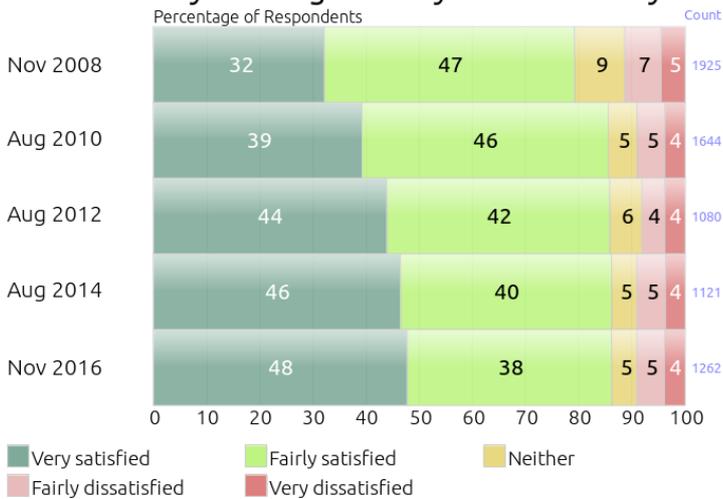


Figure 1.1

Overall Satisfaction With Services Provided By Southway Housing Trust By Year Of Survey



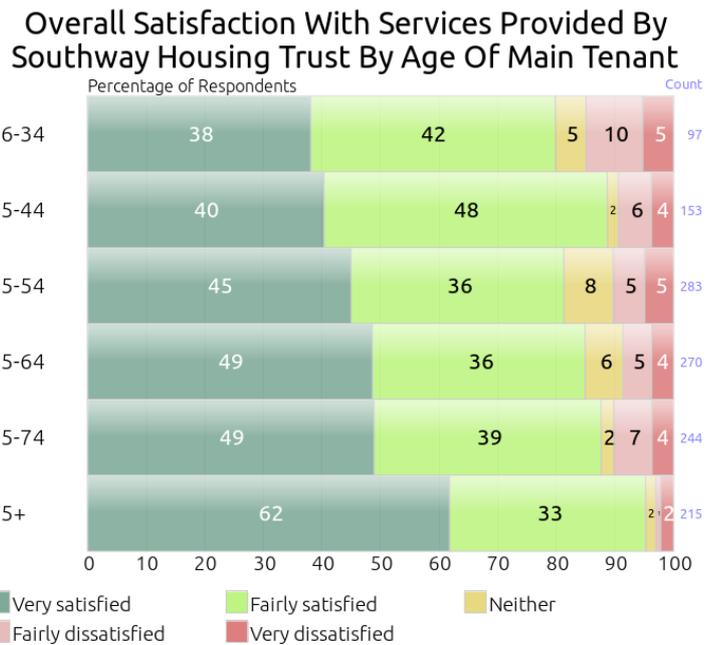
When findings are compared with those of previous surveys, it is evident that the overall satisfaction levels have remained broadly consistent.

Year on year comparison shows a general upward trend in the *very satisfied* ratings since 2008.

Figure 1.2

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.

Another interesting finding is that tenants aged 35-44 also report high levels of satisfaction with the Southway's overall service, in contrast with their counterparts in other under 65 age brackets.



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the age of the respondent to the survey

Figure 1.3

Rent

Overall, eight in ten tenants (82%) are satisfied with the value for money provided by their rent. When compared with the results achieved in 2014, the proportion of residents who are satisfied with the value for money of their rent has risen.

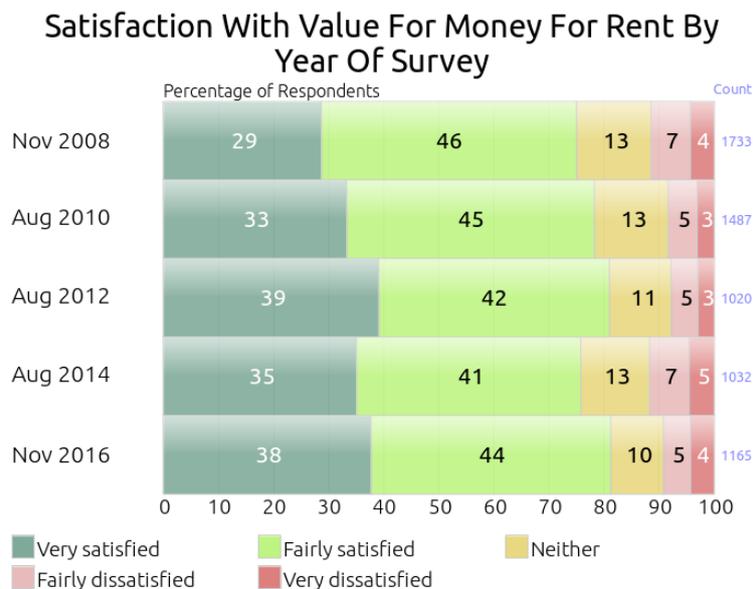


Figure 1.4

Although fairly consistent across all Southway areas, tenants living in the East area report slightly higher satisfaction levels with the value for money their rent provides than those in other 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.

The findings for residents in the 35-44 age category related to this measure are particularly interesting, as these residents are least likely to say that they are *very satisfied* with this aspect of service.

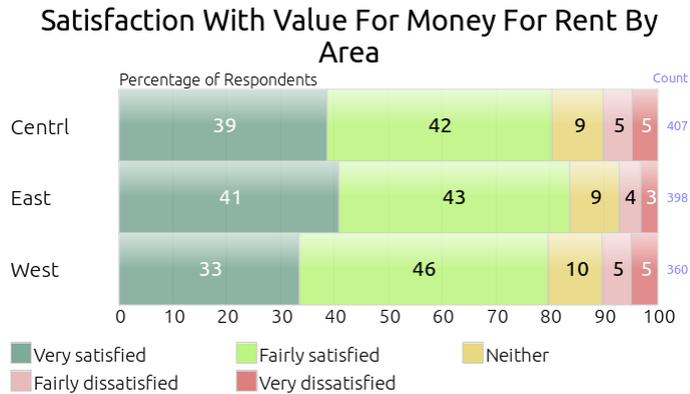
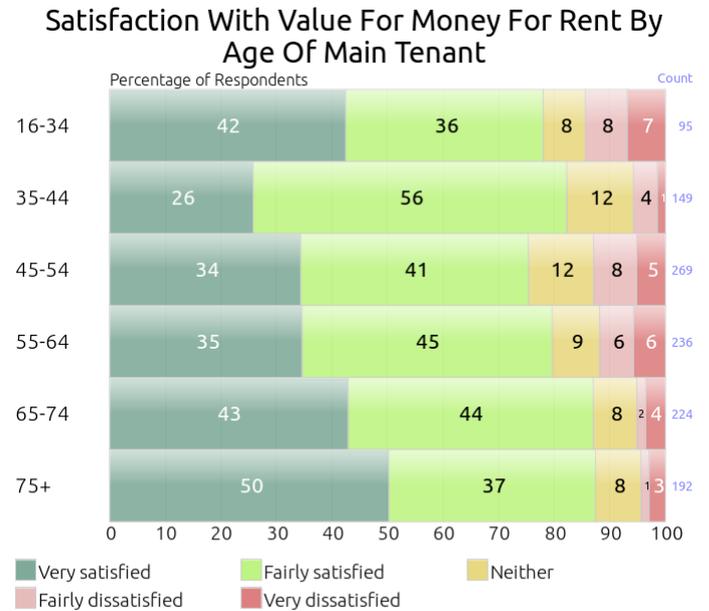


Figure 1.5



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the age of the respondent to the survey

Figure 1.6

Tenant Priorities

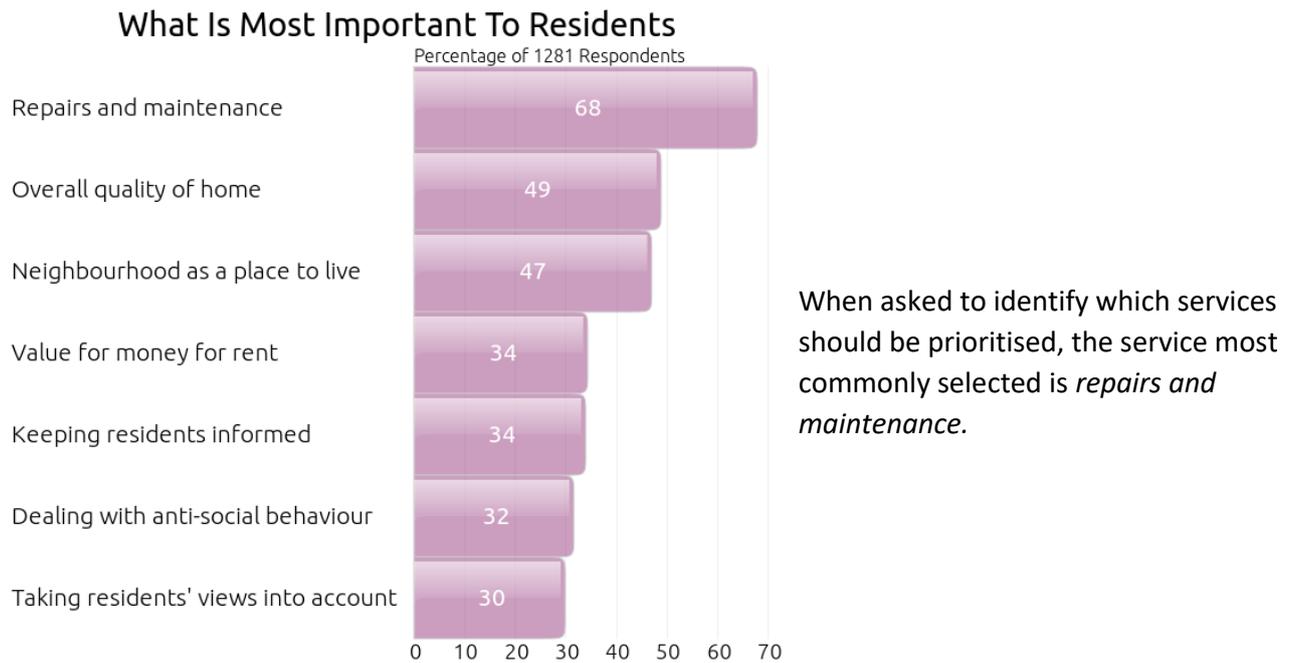


Figure 1.7

The priorities highlighted by tenants in the current research are broadly in line with those of 2014. The most noticeable changes since the previous survey are that there has been an increase in the proportion of tenants selecting *overall quality of home* and a decrease in *taking residents' views into account* as priorities.

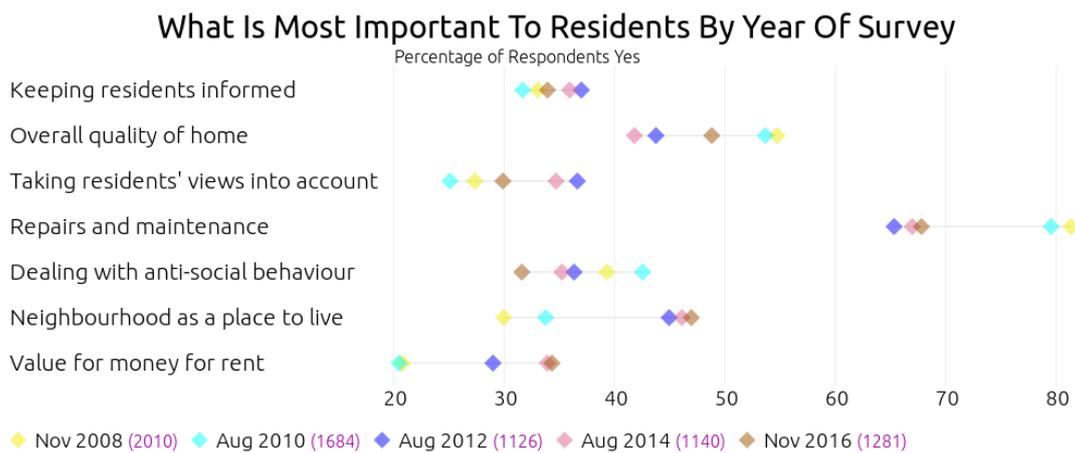


Figure 1.8

Recommending Southway

Around eight in ten tenants (78%) 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.

How Likely Resident Would Be To Recommend Southway Housing Trust To Family/Friends By Year Of Survey

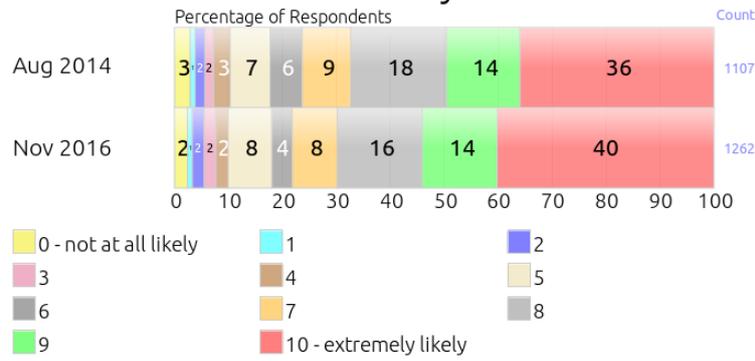


Figure 1.9

Homes & Neighbourhoods

Homes & Neighbourhoods

Discussion Of Findings

- Southway Housing Trust is a leading housing provider in the South Manchester area with around 6,000 properties. The organisation aims to provide high quality accommodation to its tenants and in recent years has embarked on wide scale home improvement projects. Tenants' perceptions of their home influence how the Trust is viewed as an organisation on a whole. Increasingly, tenants also expect their social housing provider to play a large role in dealing with anti-social behaviour and crime, and ensure that their area is safe and attractive in appearance. This section of the report examines opinions of homes, neighbourhoods and associated services Southway Housing provides.
- Findings show that views are generally positive with regards to Southway Housing's homes and neighbourhoods as places to live. Indeed, 85% of tenants are satisfied with the overall quality of their home and 83% are satisfied with the property's general condition. Further, 81% are satisfied with their neighbourhood as a place to live. Comparative analysis reveals that views in these respects have remained stable since 2012. Looking back at the results of the 2008 survey, however, highlights the marked improvement of satisfaction with homes, which is likely resultant of the HIP programme the Trust has carried out.
- When asked to cite neighbourhood problems, as in the previous survey, the most common ones tenants report are *car parking*, *rubbish/litter* and *disruptive children/teenagers*.
- Eight in ten tenants (79%) agree that their local area is somewhere *where people from different backgrounds get on well together*. However, 21% of tenants say they at times *feel isolated or lonely* in their home and/or community, and of these 12% would like a member of Southway's support team to contact them about this.
- Half of tenants feel that Southway's services and neighbourhoods are Age Friendly. It is notable, however, that a sizeable proportion say they don't know, which implies they are not familiar with the projects, services and neighbourhoods that support and include older people.
- Eight in ten tenants (82%) feel that Southway looks after its green spaces well, which is consistent with the findings of the 2014 survey. It is worth noting that 11% of tenants return a neutral response in this regard, which suggests that these tenants may not be aware of green areas that Southway manages in their community. The most popular suggestions for Southway's use of public green spaces are consistent with the previous research findings, and include *play areas for children* and *quiet relaxation areas*. The 2016 survey also included *planting projects* as an option, and this also proved to be a popular choice by tenants.
- Survey findings show that the incidence of anti-social behaviour reported to Southway has broadly remained constant. A total of 62 tenants made an anti-social behaviour report to Southway in 2016. Of these, 27 tenants are satisfied overall with how their anti-social behaviour complaint was dealt with; however 34 tenants are dissatisfied in this respect, which represent a slight increase over the previous survey, and is the highest level of dissatisfaction reported since 2008. Furthermore, the satisfaction levels for several aspects of the anti-social behaviour service have declined since 2014. However, caution should be exercised when interpreting the percentages relating to these findings due to the small number of responses.

Graphical Overview Of Findings

The Homes Provided By Southway Housing Trust

Tenants' satisfaction levels reported for the overall quality of their home and the general condition of the property are broadly in line.

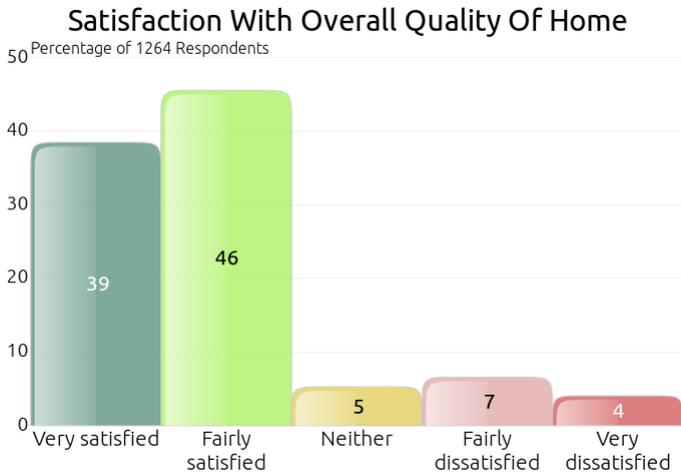


Figure 2.1

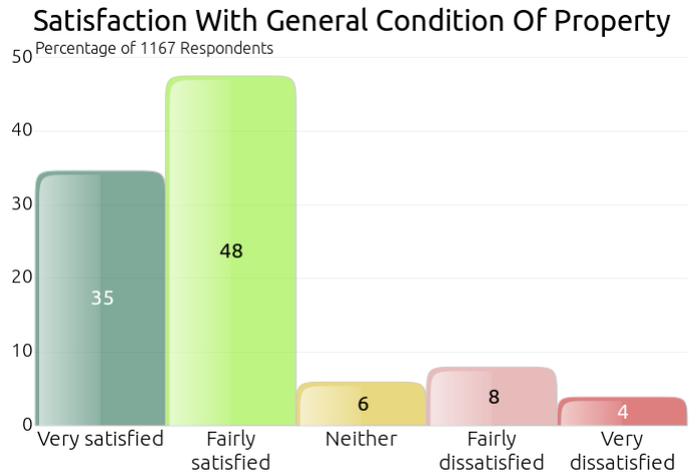


Figure 2.2

When findings are compared with results from the previous survey in 2012, levels of satisfaction for these measures remain broadly similar. However, the positive impact of the HIP investment is visible, with satisfaction rising significantly from 2008 onwards, before stabilising. These findings are presented below.

Satisfaction With Overall Quality Of Home By Year Of Survey

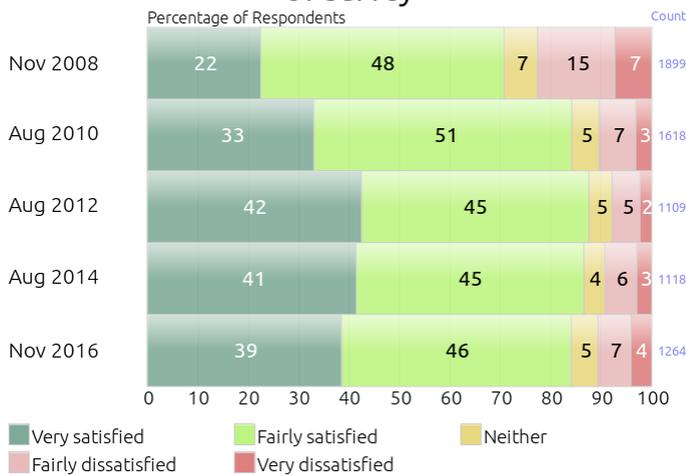


Figure 2.3

Satisfaction With General Condition Of Property By Year Of Survey

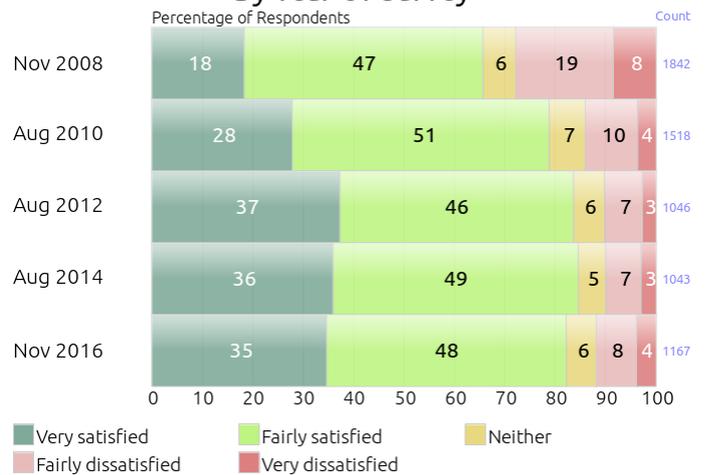
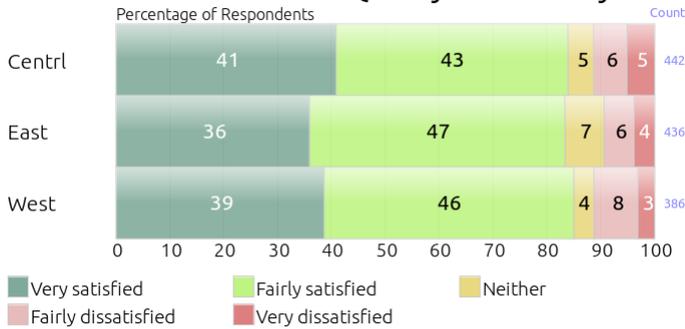


Figure 2.4

When looked at by area, findings related to levels of satisfaction with the quality of the homes and the general condition of the property are very similar across different locations.

Satisfaction With Overall Quality Of Home By Area



Satisfaction With General Condition Of Property By Area

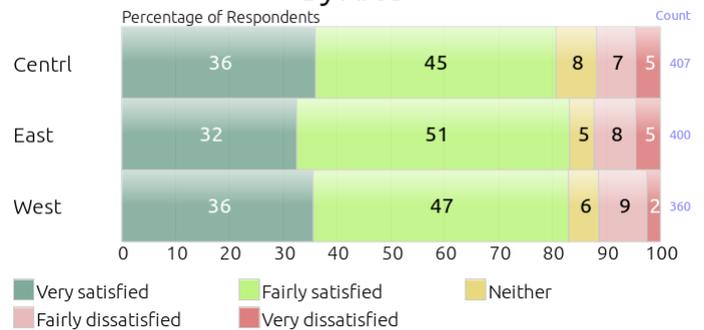


Figure 2.5

Figure 2.6

When area results are compared with findings obtained in the 2014 survey, it is apparent that a number of changes have occurred:

- Satisfaction with the quality of homes in the East area is now slightly lower than in 2014 (83% in 2016 versus 88% in 2014).
- Satisfaction with the general condition of properties has decreased slightly in the Central area (81% in 2016 versus 85% in 2014).

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.

Satisfaction With Area As Place To Live

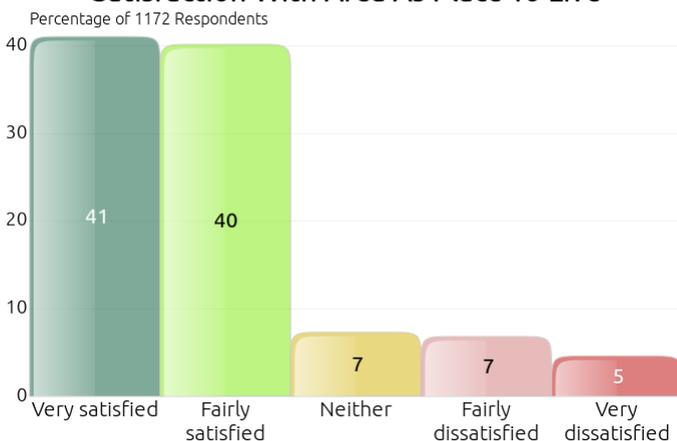


Figure 2.7

Satisfaction With Area As Place To Live By Year Of Survey

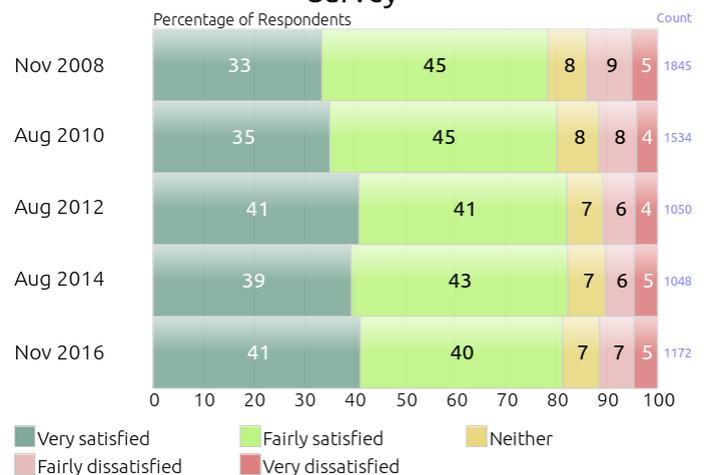
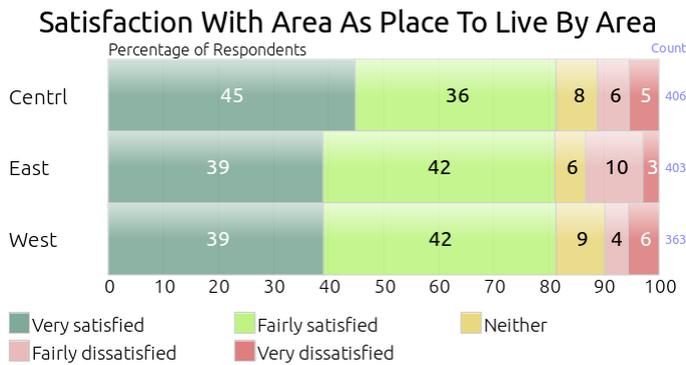


Figure 2.8

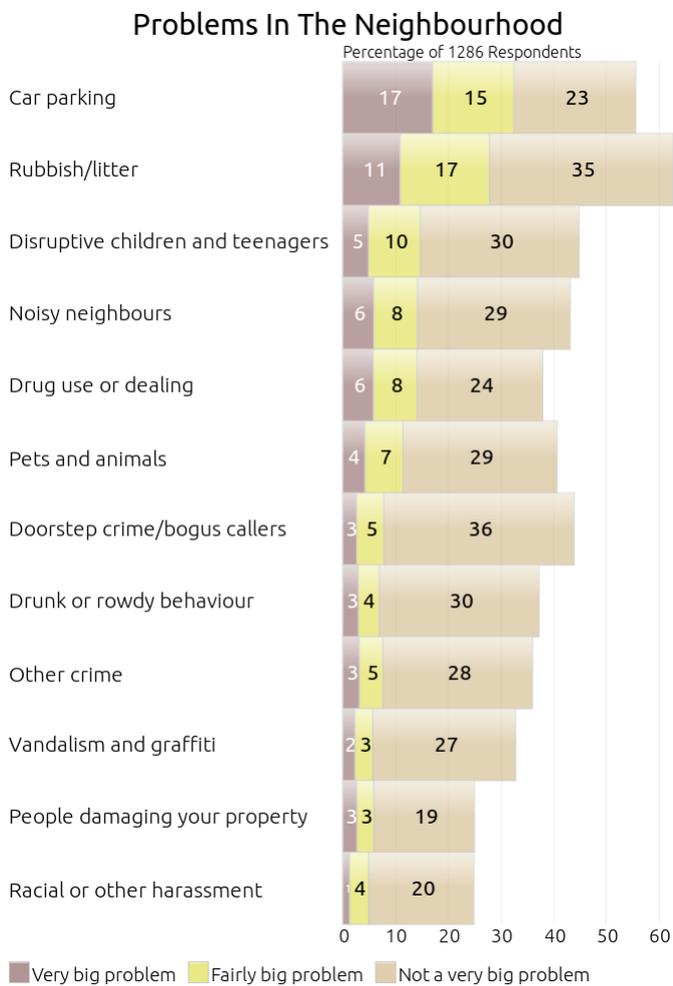


Analysis by area shows that tenants' overall satisfaction levels with their area are very similar across the three Southway areas.

Figure 2.9

Neighbourhood Problems

Within 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*. Comparison by year shows the proportions of residents saying neighbourhood issues are either a very big or fairly big problem are broadly in line with 2014. Closer analysis by year highlights a decrease in the proportion of residents who describe several measures as either a very or fairly big problem, most notably in regard to *disruptive children and teenager*, *doorstep crime/bogus callers*.

Figure 2.10

Community Cohesion & Inclusiveness

Tenants' opinions about their community are largely positive and are consistent with those expressed in the 2014 survey. Eight in ten residents (79%) feel their local area is one in which *people from different backgrounds get on well together*; however, 21% of tenants agreed that they *sometimes feel isolated in their homes and/or communities*.

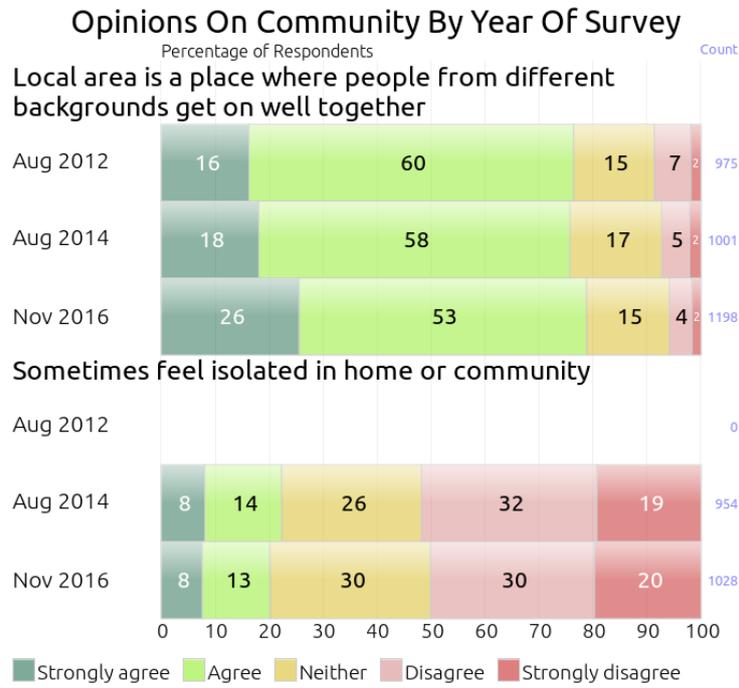
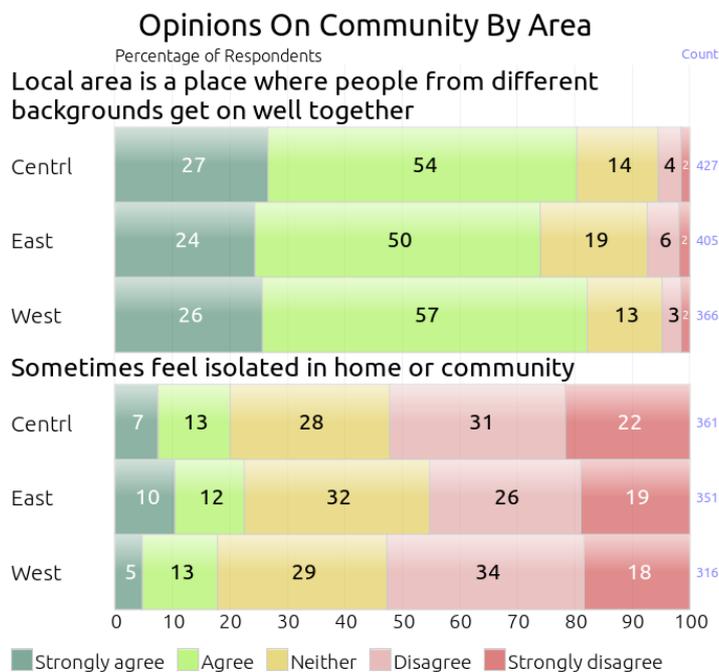


Figure 2.11

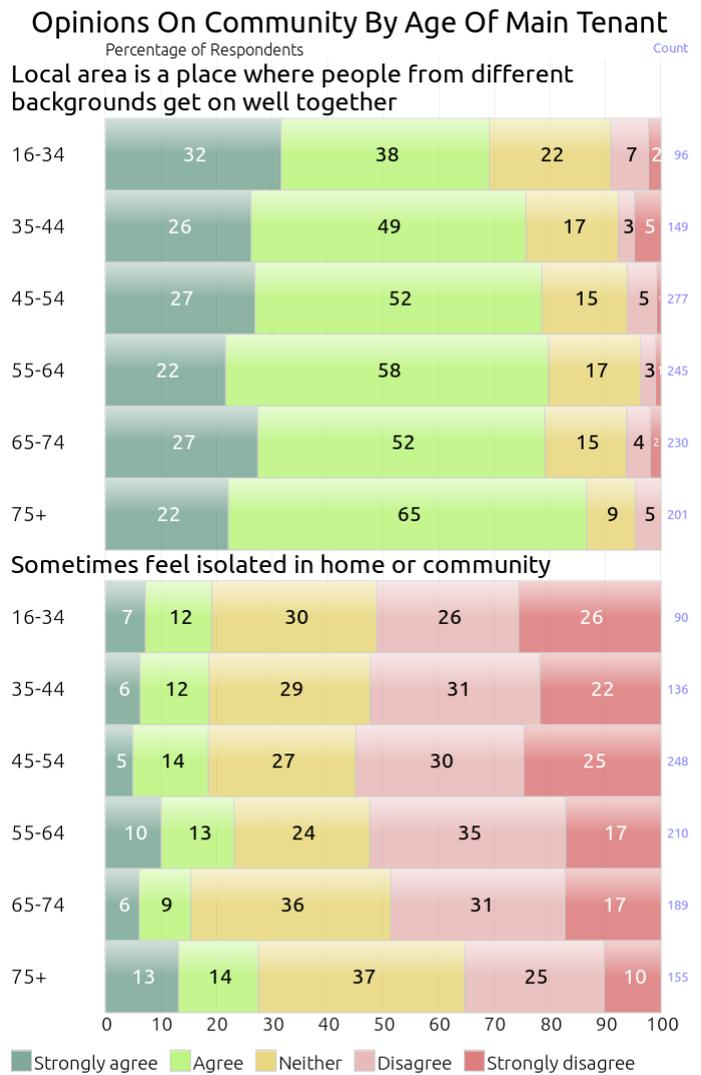


Analysis by local area reveals that tenants residing in the East area are least likely to agree that their local area is a *place where from different backgrounds get on well together*.

It is also of note that residents in the East area are most likely to agree that they *sometimes feel isolated in home or community*.

Figure 2.12

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. However, the results show that tenants in the 75 years and older age band are most likely to feel isolated.



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the age of the respondent to the survey

Figure 2.13

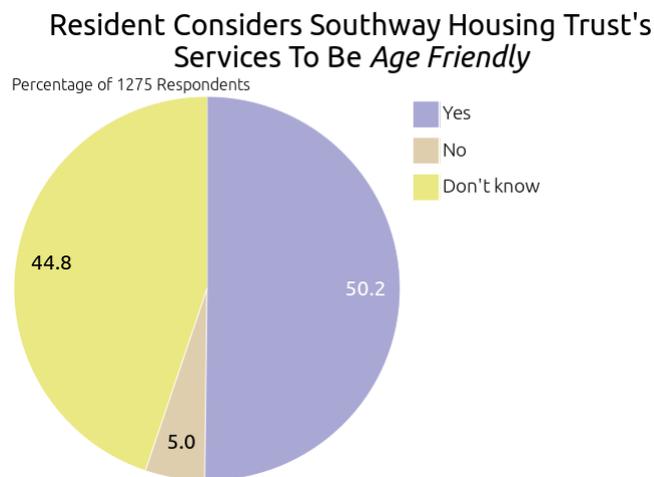
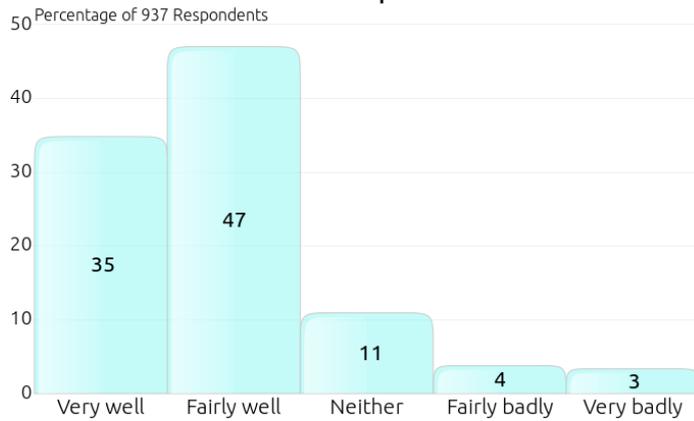


Figure 2.14

In the 2016 survey, a question was added asking people if they think that Southway's services and neighbourhoods are 'Age Friendly'. Whilst half of tenants agreed that these were 'Age Friendly', a similar proportion said they did not know.

Green Spaces

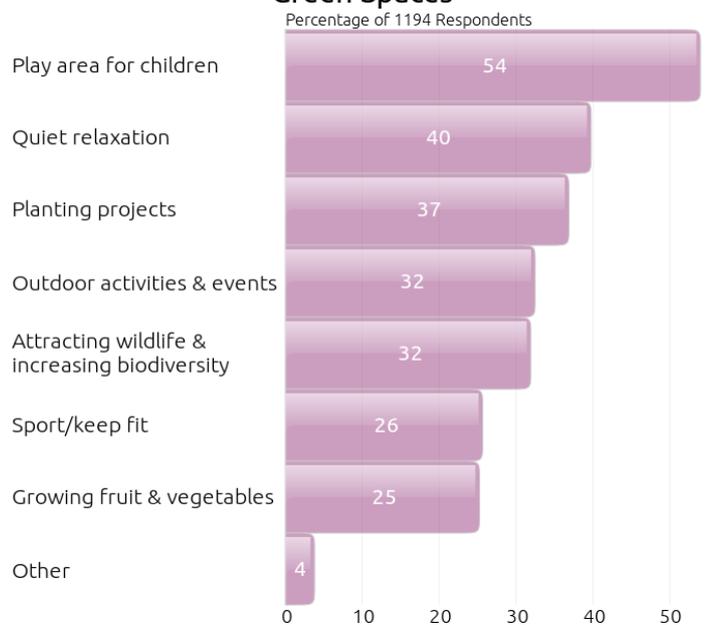
How Well Southway Housing Trust Manages Local Green Space



Eight in ten tenants (82%) feel that Southway Housing Trust looks after green spaces *well*, whilst 7% feel that the organisation deals with these spaces *badly*.

Figure 2.15

How Southway Housing Trust Should Use Public Green Spaces



When asked to specify what the Trust should use green spaces for, 54% of tenants select *play areas for children* whilst 40% identify *quiet relaxation*.

Figure 2.16

Anti-Social Behaviour And Hate Crime

15% of tenants report having experienced ASB in the last 12 months. 17% of these tenants feel the ASB they experienced to be a hate crime.

Resident Has Experienced ASB In Last 12 Months
Percentage of 1045 Respondents

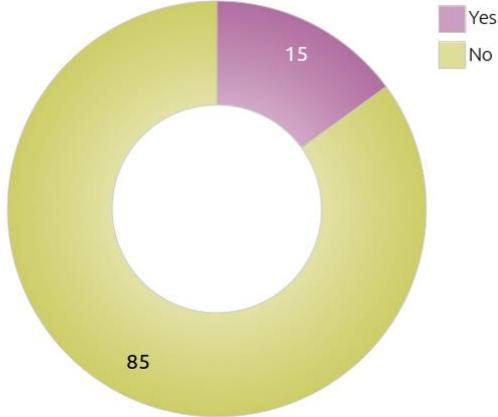


Figure 0.17

Resident Considers The ASB They Experienced To Be A Hate Crime
Percentage of 98 Respondents

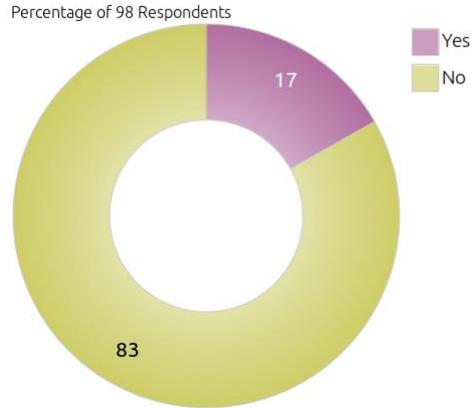


Figure 0.18

Reported ASB

Percentage of 144 Respondents

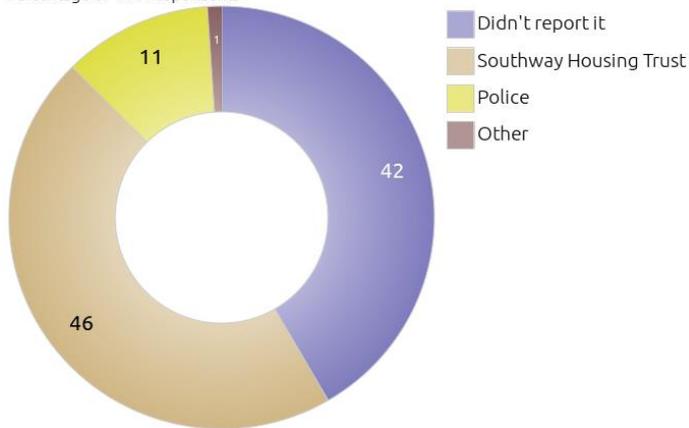


Figure 2.19

Around half of residents (46%) who experienced ASB in the past year reported it to Southway Housing Trust. Notably, a similar proportion of tenants (42%) did not report the ASB they experienced to any agency.

Satisfaction levels with different aspects relating to the service provided when dealing with ASB complaints are presented below. Views of the way ASB complaints are handled are very mixed, and in some instances less positive than in previous years. However, caution should be exercised when interpreting these findings due to the small number of responses.

Satisfaction With How Last Anti-Social Behaviour Report Was Handled

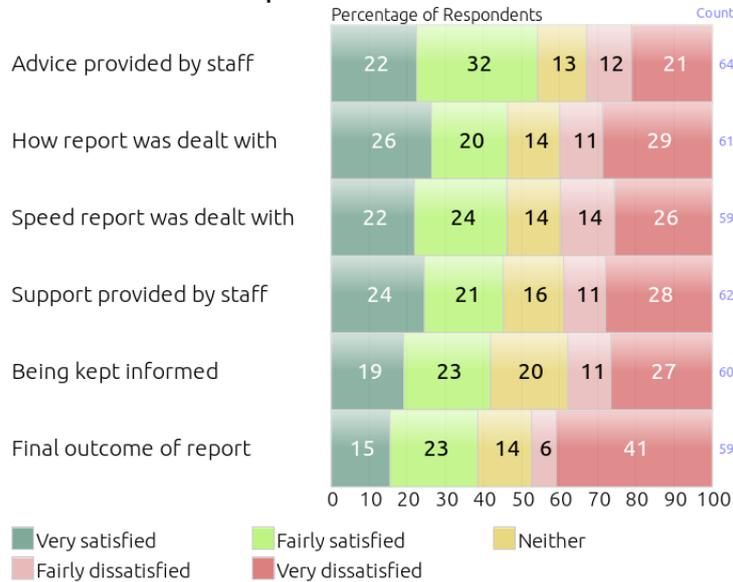


Figure 2.20

Of the 62 tenants that made an anti-social behaviour report to Southway in 2016, 27 tenants are satisfied overall with how their anti-social behaviour complaint was dealt with whilst 34 tenants are dissatisfied.

Year on year comparison shows a slight fall in satisfaction levels in this regard, and the highest level of dissatisfaction reported since 2008.

Overall Satisfaction With Way Anti-Social Behaviour Complaint Was Dealt With By Year Of Survey

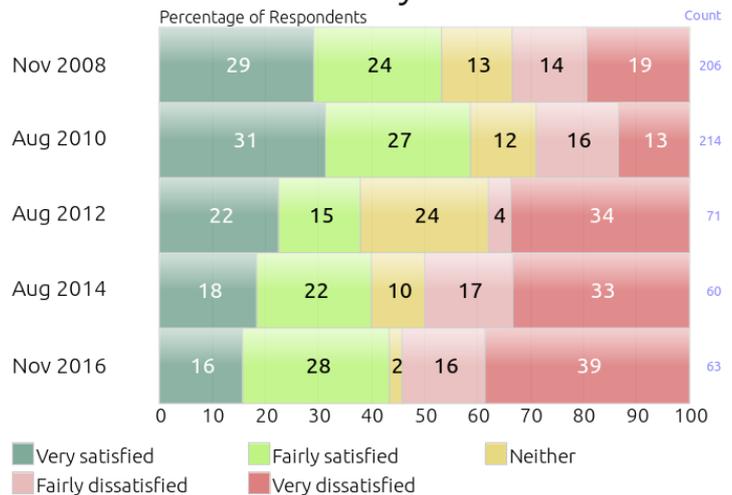


Figure 2.21

Repairs & Maintenance

Repairs & Maintenance

Discussion Of Findings

- Research carried out throughout the social housing sector has confirmed that the repairs service is key to ensuring resident satisfaction. Its importance to Southway Housing Trust's tenants is highlighted by the finding that 68% identify it as a top priority, compared to 49% or less identifying other service areas. Additionally, eight in ten households have had at least one repair completed in their home during the last 12 months, which represents a slight increase since the 2014 survey.
- Views are generally positive regarding how Southway Housing Trust deals with repairs and maintenance. Indeed, in line with the results of the previous survey, 85% of tenants express satisfaction - an above average rating when compared to HouseMark data for other general needs housing providers nationally, placing Southway in Quartile 1 on this measure. A minority of Southway tenant's (10%) express dissatisfaction with the repairs and maintenance service.
- Gaining insight into the specific aspects of the repairs service with which tenants are most and least satisfied is important in determining where future improvements should be made. Findings show that whilst views are positive towards all measured aspects of the service, the time taken before work started and the overall quality of repair work are rated least positively.

Graphical Overview Of Findings

Overall Satisfaction With Repairs

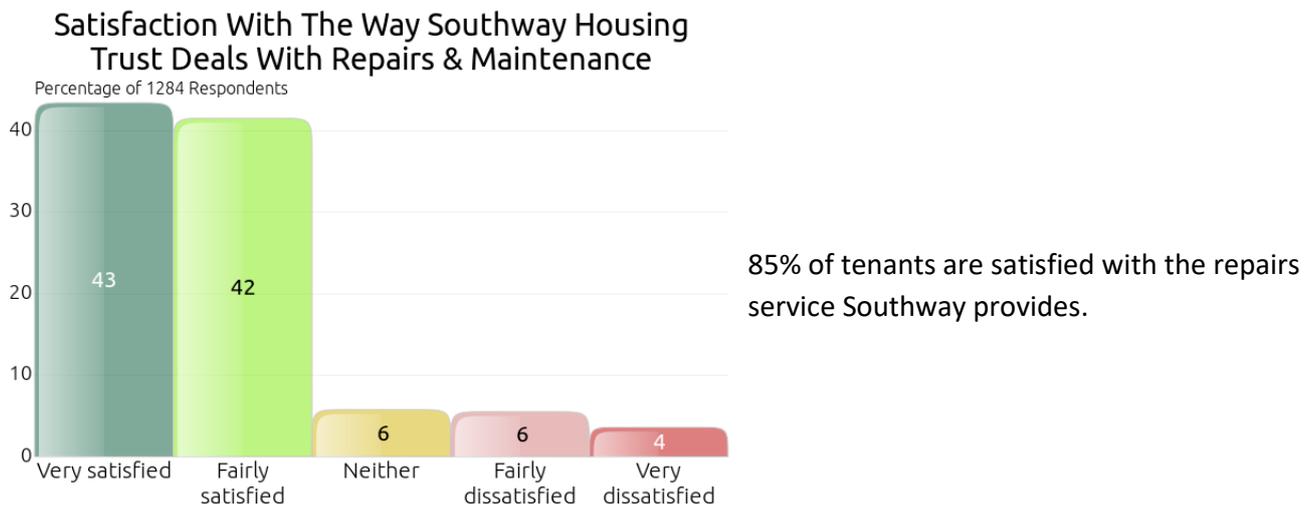


Figure 3.1

Reporting Repairs

The repairs service is widely used, with eight in ten tenants having had a repair carried out in the last twelve months.

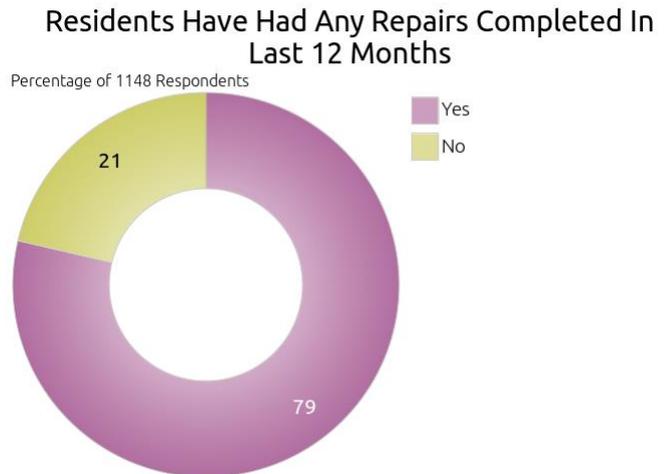
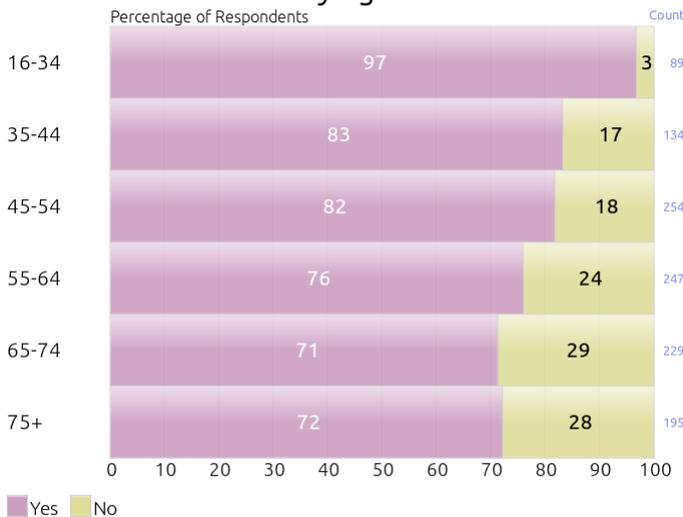


Figure 3.2

Residents Have Had Any Repairs Completed In Last 12 Months By Age Of Main Tenant



Analysis of findings by age reveals that older tenants are less likely to have used the repairs service than younger groups.

Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the age of the respondent to the survey

Figure 3.3

Views Of The Last Completed Repairs

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 workers' minimisation of the dirt and mess, whilst slightly lower scores are given for the overall quality of the repair work and the time taken before work started.

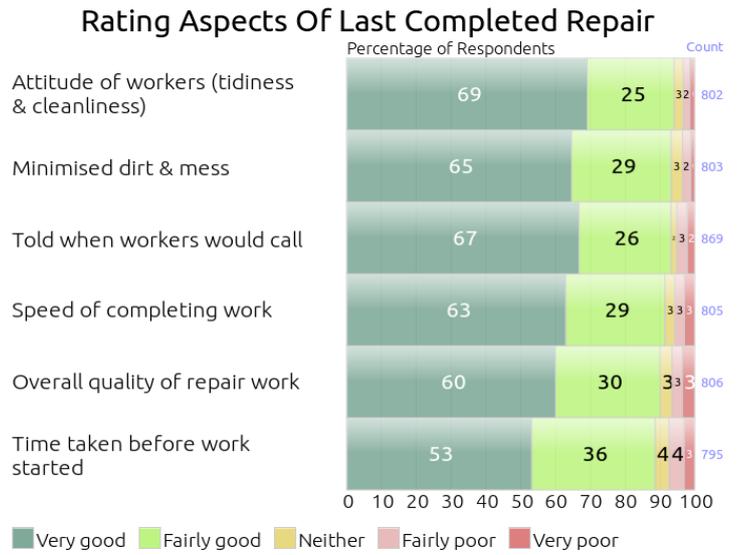


Figure 3.4

Contact, Communication & Consultation

Contact, Communication & Consultation

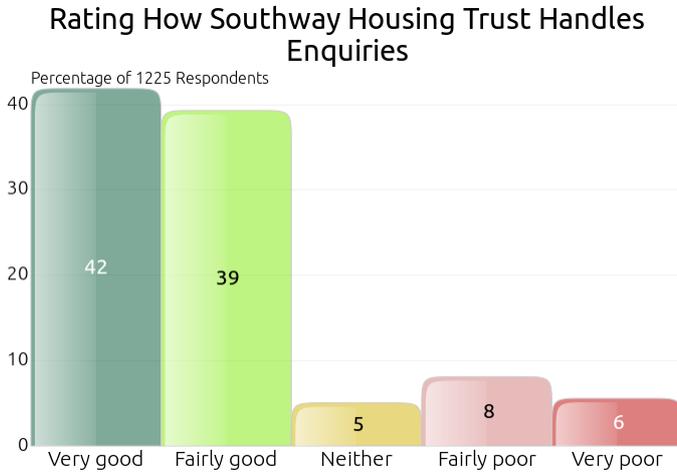
Discussion Of Findings

- This section of the report looks at tenants' views regarding contact, communication and consultation with Southway Housing Trust.
- The majority of tenants rate the way Southway Housing generally handles telephone calls, emails and other types of enquiries positively.
- Half of tenants report that they have been in contact with Southway's Connect Customer Hub within the past 12 months. Analysis shows that older customers (aged 65 and over) are much less likely to have been in touch than younger groups. This is a trend that has been seen in Kwest's work throughout the housing sector.
- Questions relating to the service provided by the Connect Customer Hub staff were included in the 2016 survey for the first time. As this was an area that experienced several changes during the last year, a scale of 'excellent' to 'terrible' was used as a clear way of determining tenants' opinions of this service area. Feedback on the service is mixed, with the most positive views expressed in terms of staff being helpful and providing help & advice and least positive views towards speed of answer and time taken for the right person to call back.
- In the 2016 survey, a number of questions were included to gather feedback from tenants about the home visits they might have had in the last 12 months. Findings show that the majority of tenants have not had a home visit within the past year. Further, in general, older tenants were more likely to have had a home visit than younger ones. Of the tenants who report having a home visit, the most frequently reason cited for the visit was for a *building inspection / survey or visit*. The views of the Southway Officer who visited are very positive, with tenants being most pleased about the officer confirming *the reason for the visit* and *his/her name*.
- The majority consider Southway Housing Trust to be a good communicator that *keeps residents informed about issues that may affect them* (84%), provides *written information* which is clear and easy to understand (95%) and communicates in a way which is *suitable* to their particular needs (91%). In contrast, views on the way tenants are consulted are less positive, with 67% expressing satisfaction with the way the Trust *listens to tenants' views and acts upon them*. Although the proportion of tenants satisfied in this respect is slightly lower than in 2014, it is notable that the proportion who return a neutral response has also risen slightly, rather than dissatisfaction increasing, which may suggest many tenants are not aware of the ways in which they can make their views known to the organisation.
- Southway Stories is received and read by the overwhelming majority of tenants (90%). In addition, the publication is considered to be interesting, useful and relevant.
- When asked to give their views on the opportunities to get involved at Southway Housing Trust, two-thirds of tenants (63%) report that they are satisfied. Further, 22% say they would like to be more involved in or influence what the organisation does in the community, with the majority of these wanting to be contacted about it. Additionally, 13% of tenants would like Southway to contact them about volunteering.
- In the 2016 survey, the question related to the access to the internet was changed to capture more detailed information related to the proportion of tenants who access the internet by some means. Therefore, although no direct comparison can be made to the 2014 findings (because

the response options are different), it can be noted that only 25% of tenants in 2016 report not having internet access, compared to 48% in 2014. Current survey findings show that three-quarters of the tenant population have access to the internet, with most of these having access at home via a smart phone or computer. The majority of tenants rate the Trust's website as useful and three in ten tenants report using the internet to view their *rent accounts* and to *book repairs*. Of the relatively small proportions of tenants who access the Southway's Facebook page or Twitter account, most view these as useful. As might be expected, analysis reveals that internet usage among tenants decreases with age.

Graphical Overview Of Findings

Contact With Southway



Eight in ten tenants (81%) rate the way Southway Housing generally handles telephone calls, emails and other types of enquiries either as *very good* or *good*.

Figure 4.1

Southway's Connect Customer Hub

Half of the tenant population report that they have contacted Southway Housing Trust in the last twelve months. Analysis of the findings shows that older tenants are less likely to have contacted the organisation than their younger counterparts.

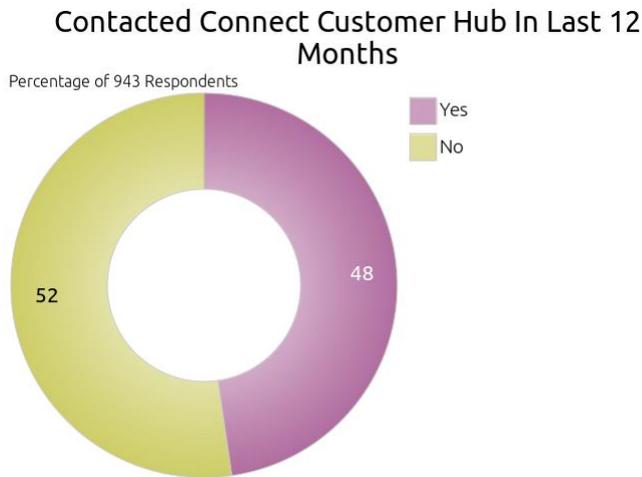
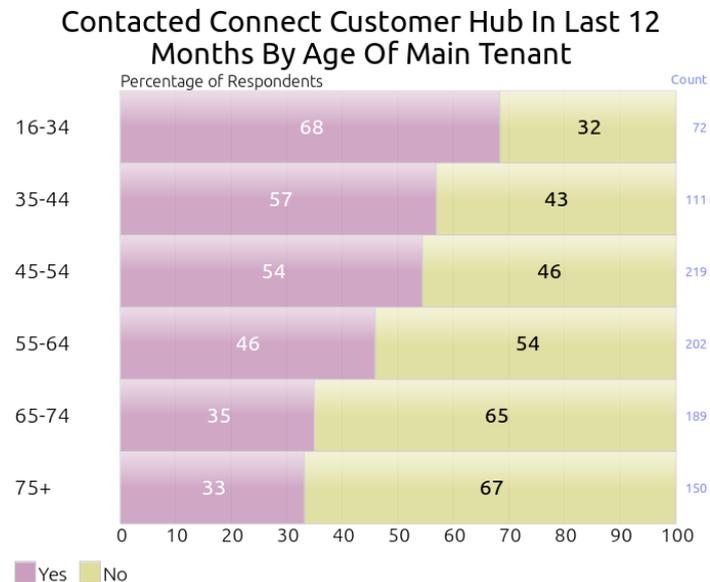


Figure 4.2



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the age of the respondent to the survey

Figure 4.3

Further analysis by digital inclusion reveals that tenants who have a digital status of green report much higher levels of contact with the Customer Hub than residents with red and amber statuses.

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.

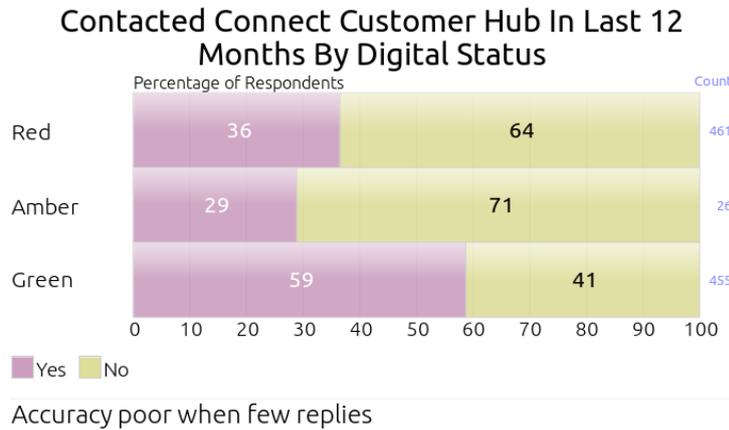


Figure 4.4

Tenants' views of Customer Hub staff's service are mixed with the highest ratings received for staff's *helpfulness* and *advice* whilst lower ratings are given for *speed of answer* and *time taken for the right person to call you back*.

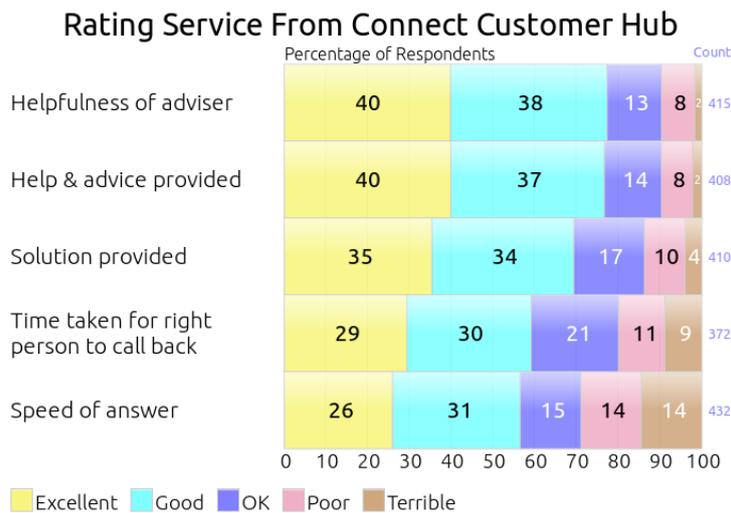


Figure 4.5

Closer analysis reveals that customers in the call frequency category of *extreme/high* are less likely to be satisfied with the service than those customers who are in the *low* and *moderate* call frequency categories. (However, caution should be exercised in interpreting these findings due to the large differences in numbers of customers included in each category).

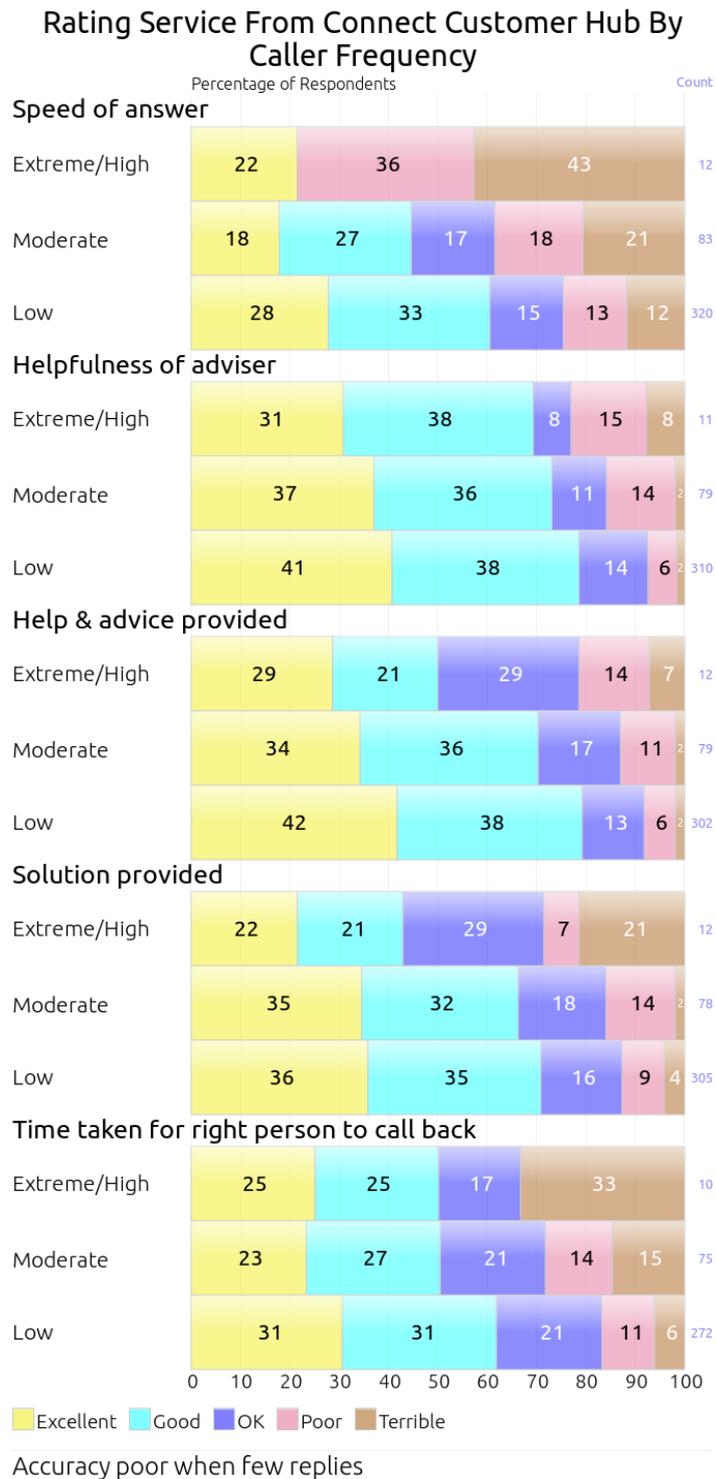
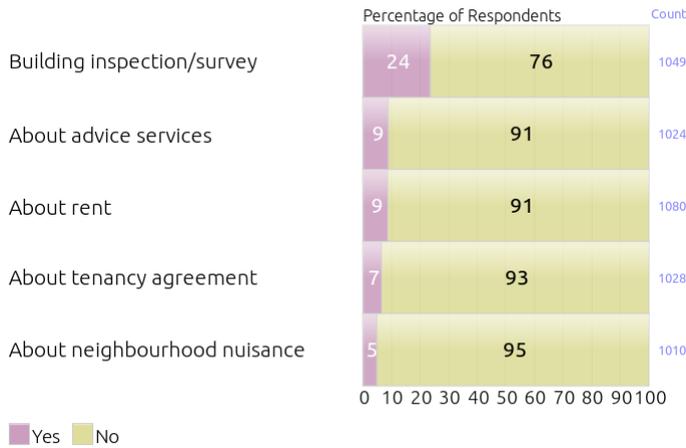


Figure 4.6

Home Visits

Resident Has Had A Home Visit In Last 12 Months



A quarter of tenants (24%) report having a home visit about building inspection/survey within the past 12 months. Small proportions of tenants have had home visits relating to different issues.

Figure 4.7

Whilst opinions regarding the service provided by the visiting Southway officer are on a whole positive, views regarding the follow up and completion of agreed actions are the least positive.

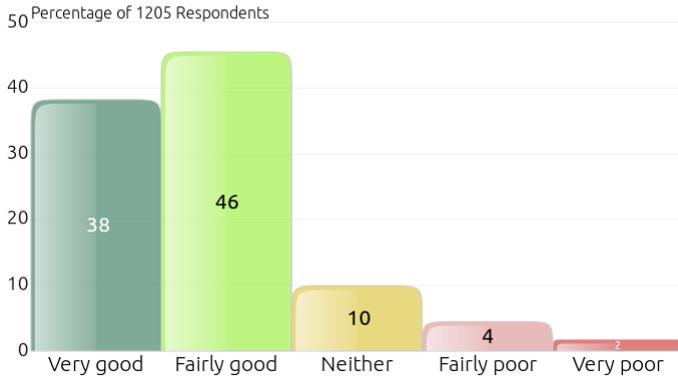
Views On Last Southway Housing Trust Officer Who Visited Resident



Figure 4.8

Information & Communication

Rating Southway Housing Trust On Keeping Residents Informed Of Things Which May Affect Them



84% of tenants feel Southway Housing Trust is either *very good* or *fairly good* at keeping them informed about things which may affect them.

Figure 4.9

The majority of tenants feel that the written information provided by Southway is clear and easy to understand. Furthermore, nine in ten tenants say that the Trust currently communicates with residents in a way suitable to their needs.

Written Information Provided By Southway Housing Trust Is Clear & Easy To Understand

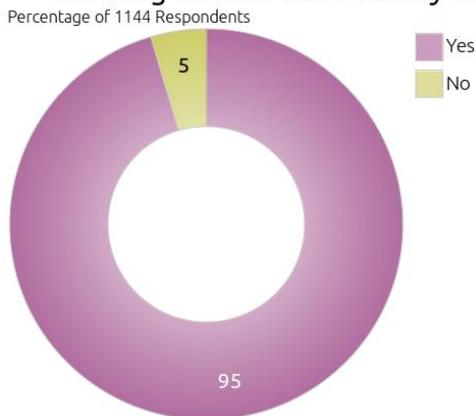


Figure 4.10

Southway Housing Trust Currently Communicates With Resident In A Way Suitable To Particular Needs

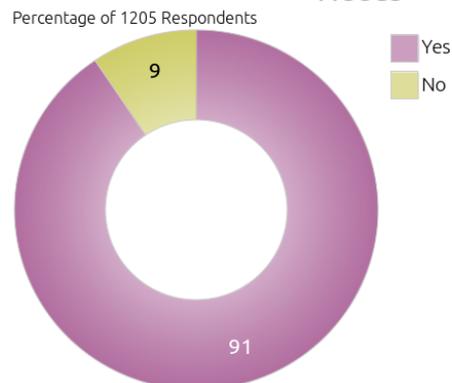


Figure 4.11

The survey asked tenants who indicated that they did not think that the Trust communicates in a way that is suitable to their particular needs to state the reason for feeling that way. The below is a selection of comments that were given in answer:

a) Plenty of notice when making appointments for servicing, etc. as I work full time in a very small team and getting leave is difficult at short notice. b) Not using telephone numbers provided to promote events which are not applicable to me. c) Not leaving 'sorry we missed you' cards as if I had made the appointment.

By getting back to you sooner instead of leaving it for weeks.

By visiting me but phoning me to arrange a meeting with me.

Most tenants over 50 years do not have access to computers or have computer education.

Providing correspondence via post.

Show more of a genuine, personal interest in their tenants and their tenants' circumstances.

Resident Receives and Has Read Southway Stories

The vast majority of tenants confirm that they receive the newsletter *Southway Stories* and have read it.

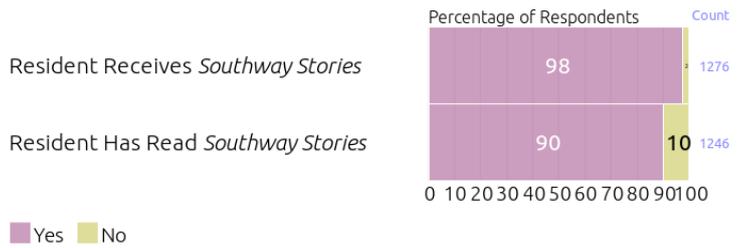
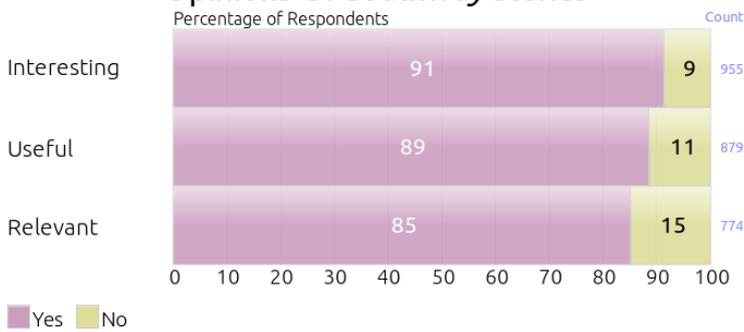


Figure 4.12

Opinions Of *Southway Stories*



As a whole, customers think the content of the *Southway Stories* publication is *interesting, useful and relevant*.

Only asked of tenants who have read *Southway Stories*

Figure 4.13

Consultation And Involvement

67% of tenants are satisfied that Southway listens to tenant views and acts upon them, whilst a quarter of tenants say they are neither satisfied nor dissatisfied. Comparison of results by year shows that tenants' satisfaction in this area has declined slightly.

Satisfaction That Southway Housing Trust Listens To Resident Views & Acts Upon Them By Year Of Survey

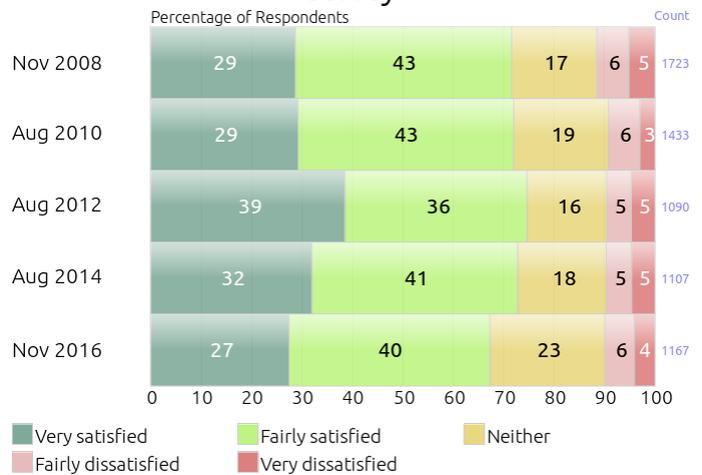


Figure 4.14

Six in ten tenants are satisfied with the opportunities to get involved at Southway Housing Trust. A notable one-third of tenants return a neutral response, perhaps signalling that many lack awareness of the opportunities that are available.

Satisfaction With Opportunities To Get Involved At Southway Housing Trust

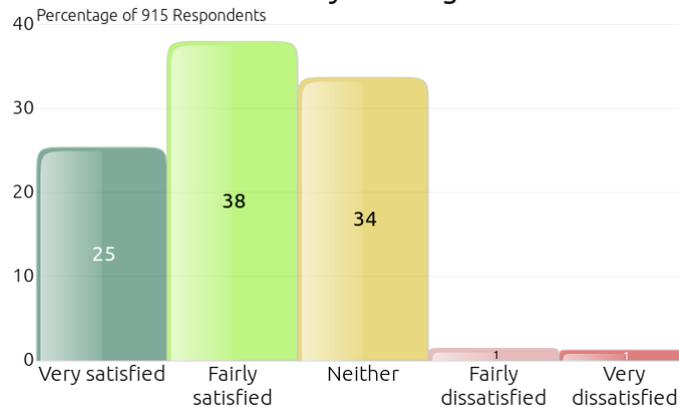


Figure 4.15

Further, around a quarter of tenants (22%) say they would like to become more involved in / influence what the Trust does in the community. Of these, the majority of tenants wish for Southway to contact them about how to get involved.

Would Like To Be More Involved/Influence What Southway Housing Trust Does In Community

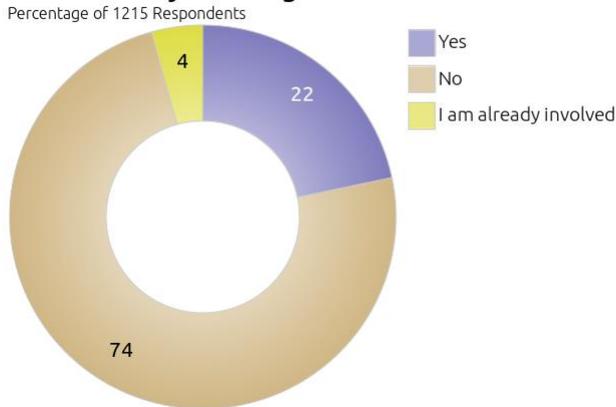


Figure 4.16

Happy For Contact Details To Be Passed Back To Southway Housing Trust So They Contact Resident About How To Get Involved

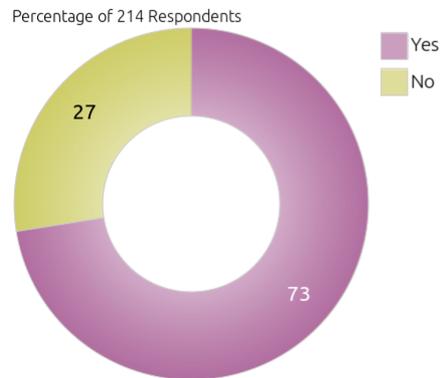


Figure 4.17

Within the 2016 survey the various schemes that Southway supports which allow tenants to volunteer were described. 13% of tenants say they would like to be contacted with information about these schemes and volunteering.

Would Like To Be Contacted About Volunteering

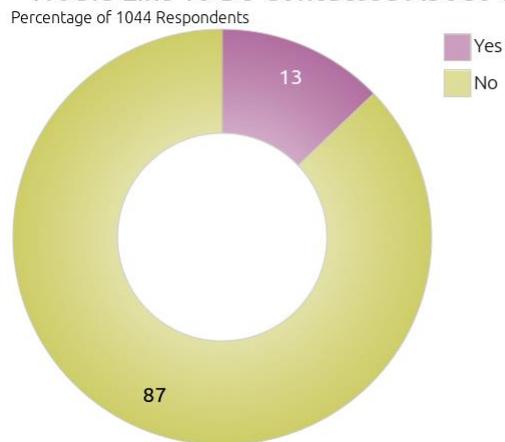


Figure 4.18

Internet Access

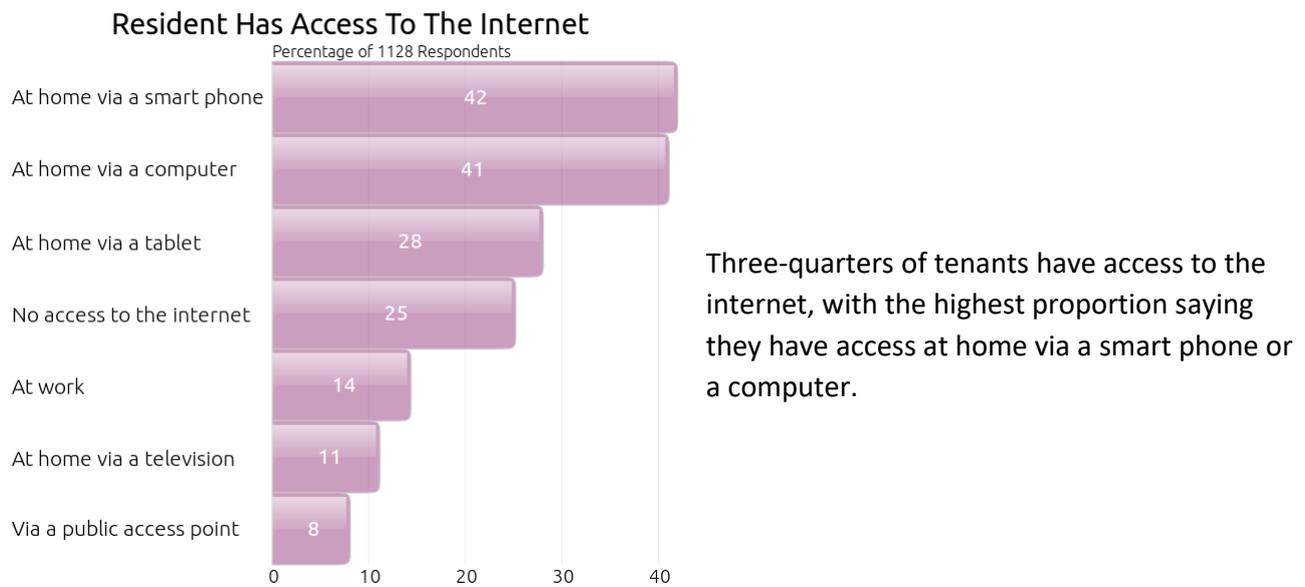


Figure 4.19

Three in ten tenants report using the internet to view their rent account (31%) and book repairs (28%) via Southway Housing's website.

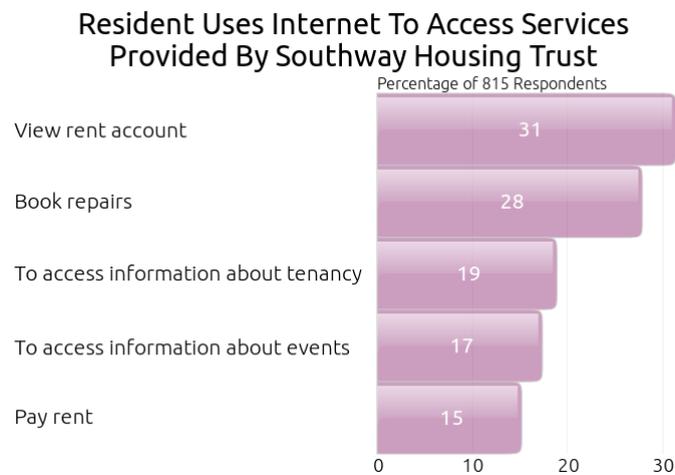


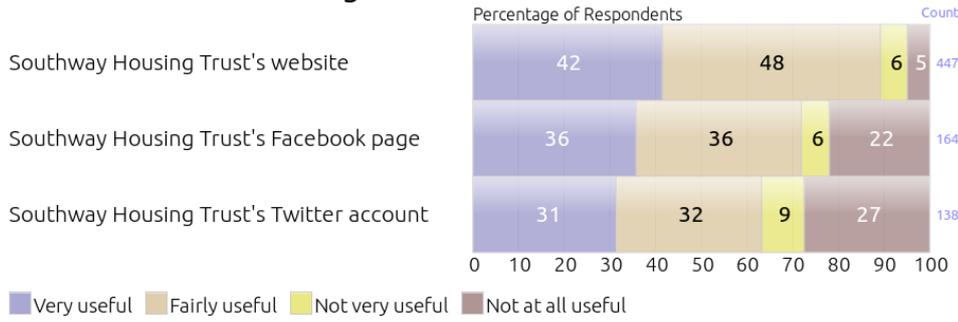
Figure 4.2015

Closer analysis by area shows that tenants in the West area have the highest take-up rate of using Southway's services online.



Figure 4.21

Rating Usefulness Of Websites



The majority of tenants view Southway Housing Trust's website, as well as its social media pages, as useful.

Figure 4.22

Appendix 1 – Methodology

Appendix 1 - Methodology

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

- To obtain information on tenants' levels of satisfaction with key services and to identify areas for review and improvement.
- To compare the results with those from the 2014 research and other previous surveys to evaluate Southway Housing Trust in its service provision

Data Collection

A census sample approach was taken, and all 5,762 of Southway Housing Trust's general needs tenant households were invited to participate in the research.

A mixed methodology using online and postal distribution was adopted for the research, as efficient and cost-effective ways of contacting households. An email was sent to each household for which Southway provided an email address, inviting them to complete the survey online. Thereafter, a copy of the questionnaire, along with an introductory letter, was mailed to non-respondents to the email invitation, in addition to all the other households. A reply-paid envelope was provided for tenants to return the completed questionnaires. All non-respondents to this mailing received a full reminder mailing of a letter, questionnaire and reply-paid envelope by post.

To further improve accessibility, tenants receiving questionnaires through the post were also given the opportunity to complete the survey online. The web link, along with a unique code to access the survey online was included in the letters that accompanied the questionnaires.

As a further measure to encourage responses, Southway Housing Trust offered a prize draw incentive, giving tenants who responded to the survey the chance to win a tablet device.

Accuracy Of The Data

At the end of the data collection period, 1,299 of Southway Housing Trust's 5,799 tenant households returned a completed postal questionnaire representing a response rate of 23%. Final data accuracy of $\pm 2.4\%$ allows the survey findings to be used with confidence. To explain, an accuracy level of $\pm 2.4\%$ means that if 50% of respondents answer "yes" to a yes/no question, then we know that between 47.6% and 52.4% of all households would give the same response, including those who did not return a completed survey form.

Questionnaire Design

The questionnaire was based on the one used in the 2014 research, with some amendments. It included the core STAR questions (with the exception of the question about service charges) along with other questions covering areas of interest to Southway Housing Trust.

The questionnaire contained the following sections:

- Housing & Services
- Your Community
- Age Friendly
- Green Spaces
- Repairs & Maintenance
- Connect Customer Hub
- Home Visits
- Anti-Social Behaviour & Hate Crime
- Communication
- Internet
- Getting Involved In Your Community
- Background Information
- Any Other Comments

Presentation Of Findings

In order to place results into meaningful context, analysis and comparisons have been undertaken in a number of ways, as listed below:

- Analysis by Southway Area
- Analysis by Gender
- Analysis by Ethnicity
- Analysis by Age
- Analysis by Religion
- Analysis by Disability
- Analysis by Arrears
- Analysis by Digital Status
- Analysis by Caller Frequency

Household Profile 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, and this is highlighted where applicable.

Health Problems That Limit Daily Activities

Overall, five in ten households accommodate a person who is limited in their daily activities by a health problem. In some cases, limitations are minor, but others have a health issue which limits their day-to-day activities a lot.

Household Member's Day-To-Day Activities Are Limited Because Of Health Problem That Has Last/ Is Expected To Last Over 12 Months

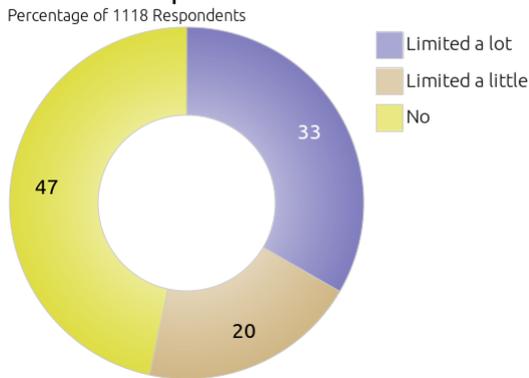


Figure 5.1

Disability/Infirmity Status

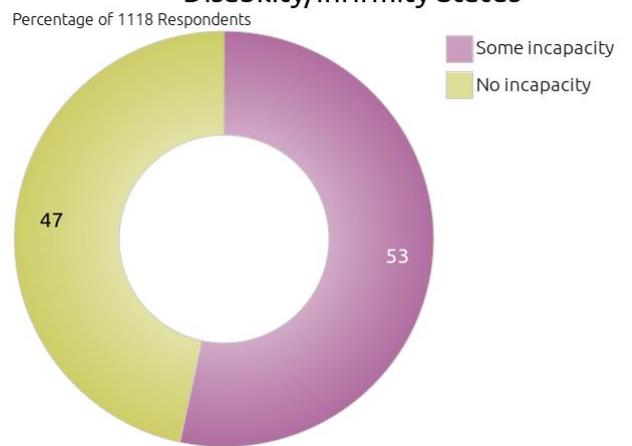


Figure 5.2

Areas

The chart opposite shows that there is roughly even distribution of properties across Southway's areas.

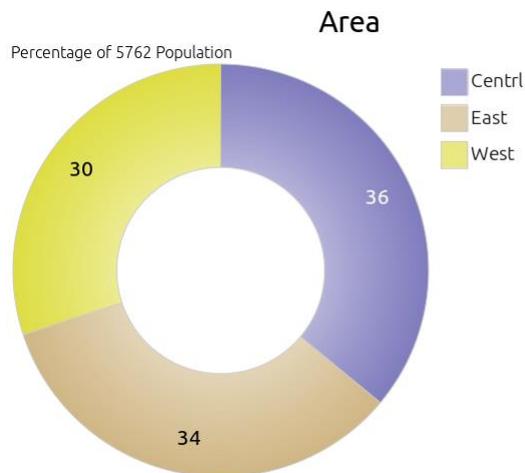


Figure 5.3

The charts below show the distribution of homes across postcode areas and sub-areas. These illustrate that around 70% of Trust's properties are located throughout the M19 1, M20 1 and M21 7 postcode areas of Manchester. Further, two-thirds of Southway's properties are situated in Withington and Burnage.

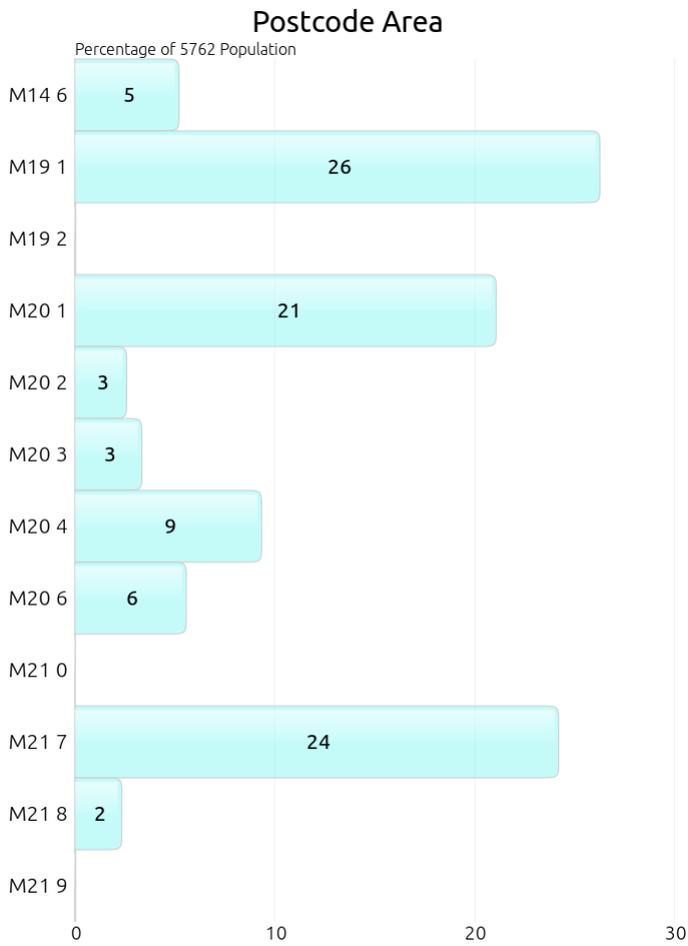


Figure 5.4

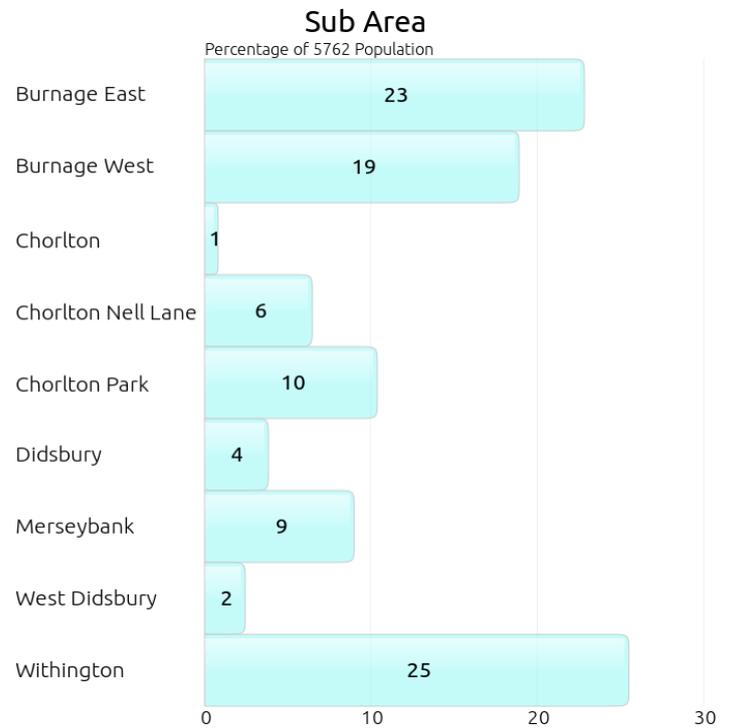


Figure 5.5

Work Status Of Respondent

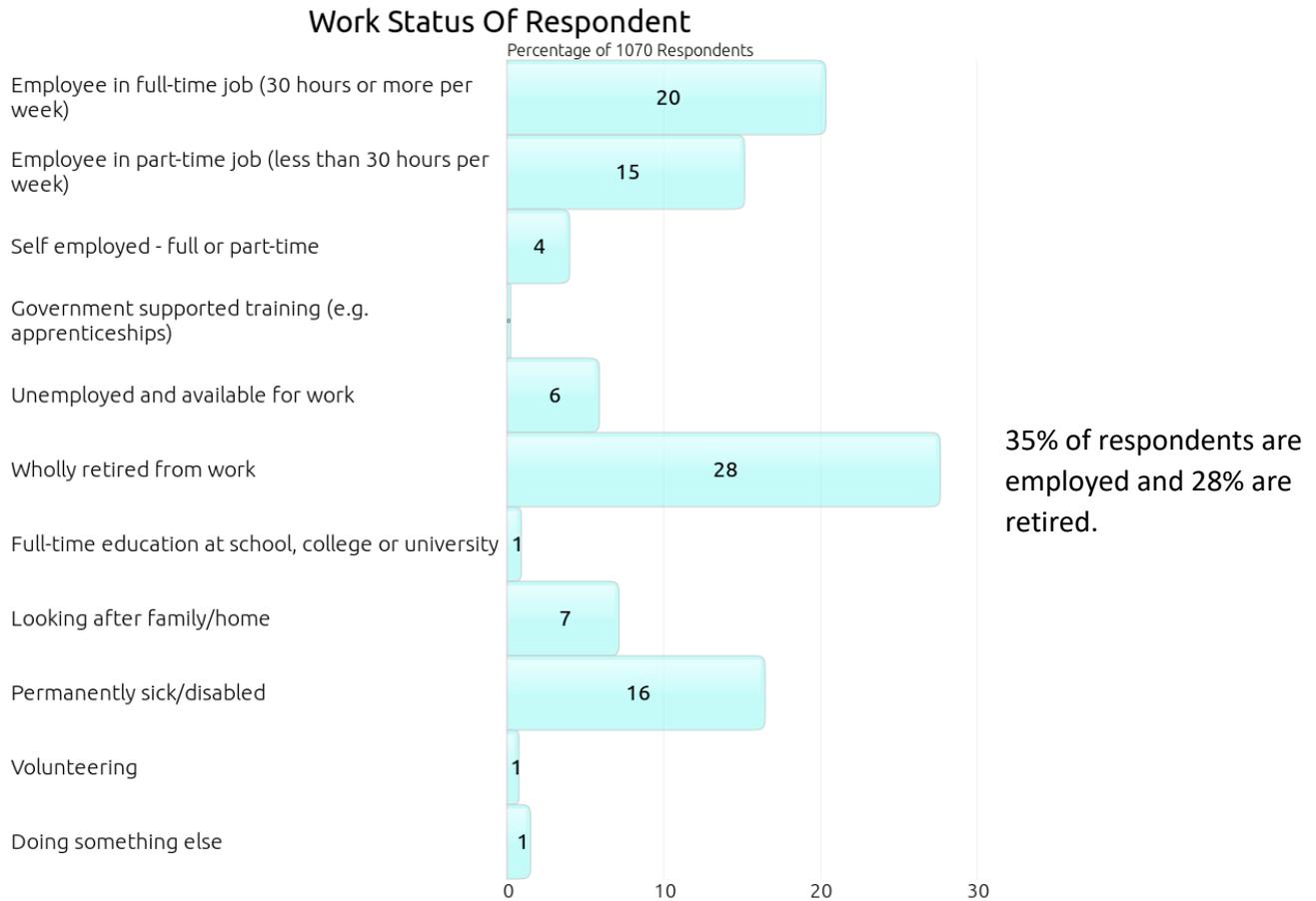
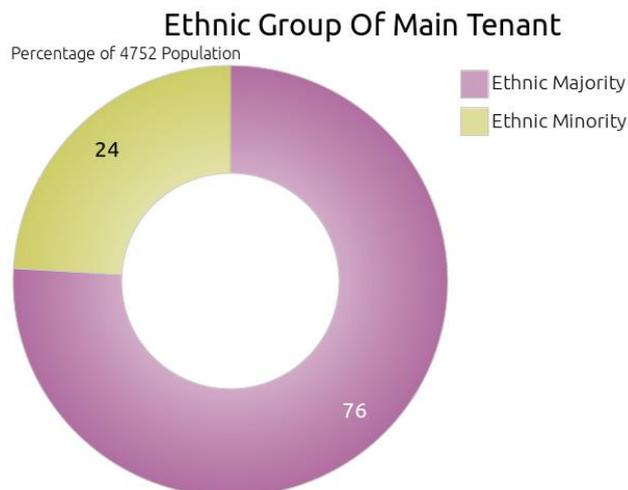


Figure 5.6

Ethnicity



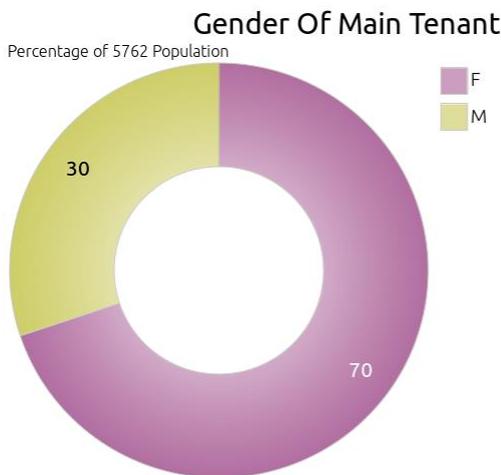
Using the information supplied by Southway for the main tenant, 76% are of the ethnic majority, whilst 24% are of an ethnic minority.

Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the ethnic group of the respondent to the survey

Figure 5.7

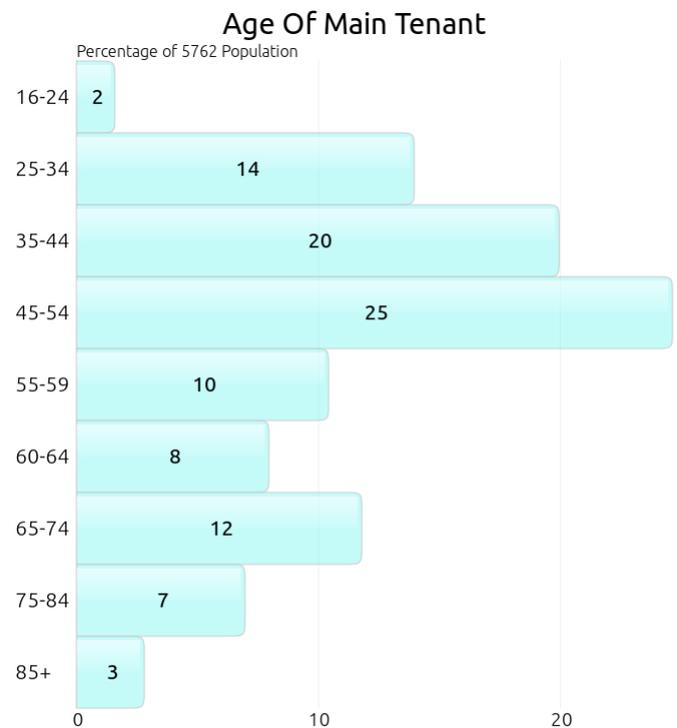
Gender & Age

Using the information supplied by Southway for the main tenant, 70% are female and 79% are under 65 years.



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the gender of the respondent to the survey

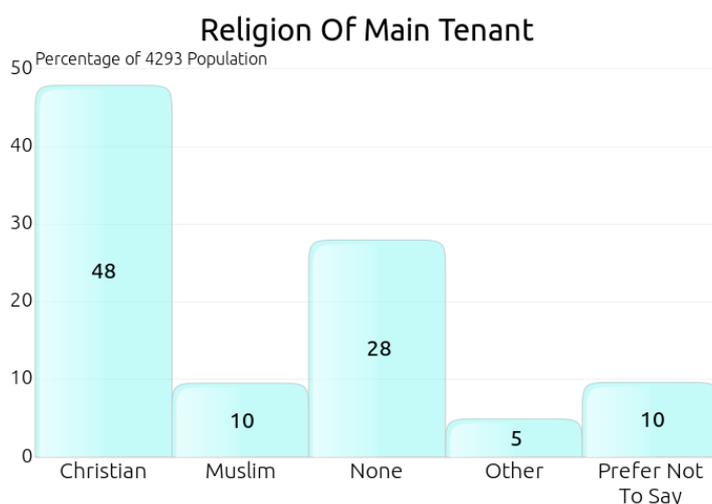
Figure 5.8



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the age of the respondent to the survey

Figure 5.9

Religion And Sexuality



Information provided by Southway Housing Trust about the main tenant at the property. This may not be the same as the religion of the respondent to the survey

Figure 5.10

Southway's records show that around half of tenants are Christian, 10% are Muslim and 28% are of no religious affiliation. Further, the majority of main tenants are heterosexual.

Caller Frequency

Southway's records indicate that 4% of tenants have an extreme/high call frequency whilst 15% and 81% respectively have moderate and low call frequencies.

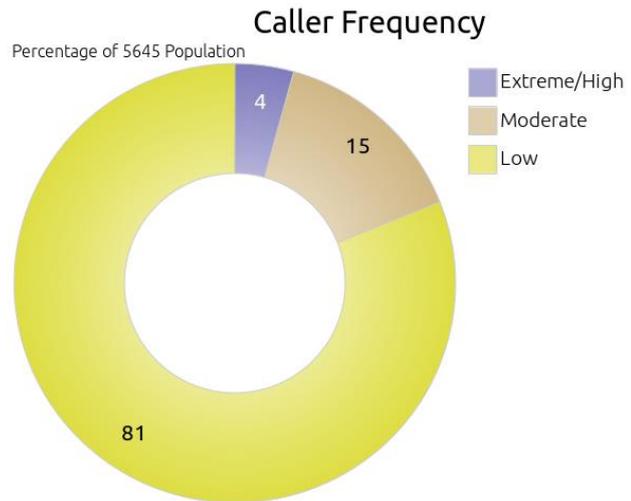


Figure 5.11

Digital Status

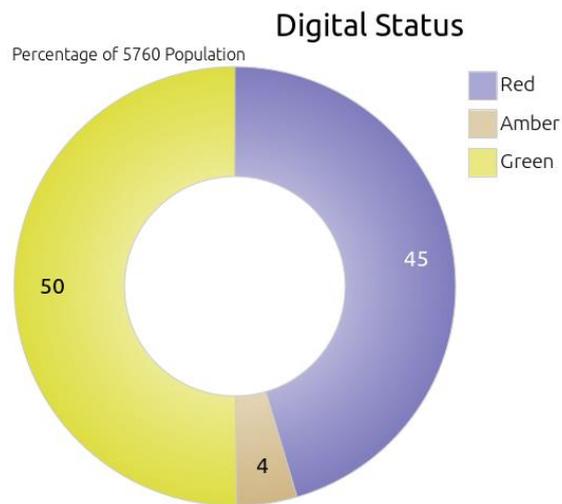


Figure 5.12

The Trust classifies half of its tenants as 'green' in the context of their digital inclusion status, whilst 45% have a 'red' status and 4% an 'amber' status.

Arrears

Based on data provided by Southway, 37% of its tenants are in arrears, with 12% owing in excess of £500 in rent.

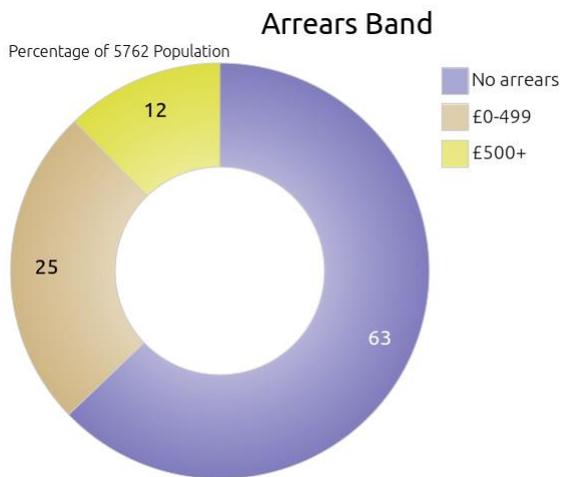


Figure 5.13

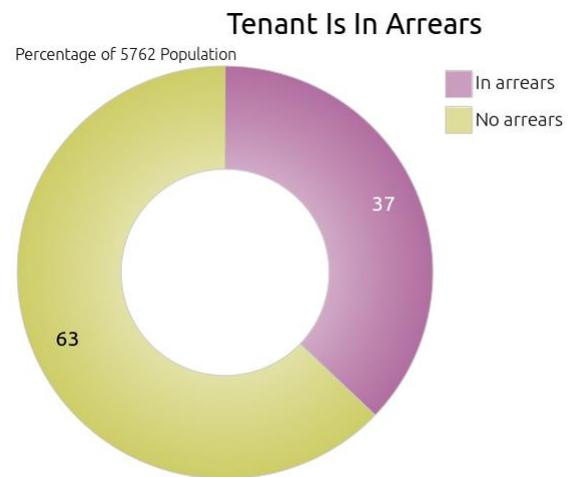


Figure 5.14

Qualitative Feedback

Appendix 3 – Qualitative Feedback

As part of the research, Southway’s residents were asked to give qualitative feedback on the services the organisation provides.

The graphs below shows the frequency with which the main themes identified recurred within tenants' comments. 'Generally positive' comments, which express tenants' happiness with Southway as an organisation, dominate the positive comments, whereas comments related to the garden and communal area maintenance comprise the majority of negative comments.

It is worth noting that, typically, when people are asked to make a general comment on their home/services, only customers with very strong opinions reply. Also, as illustrated in the graphs, in many instances customers who are happy either leave this question unanswered, or write something like "very happy", whereas those who are unhappy with an aspect of service tend to go into more detail.

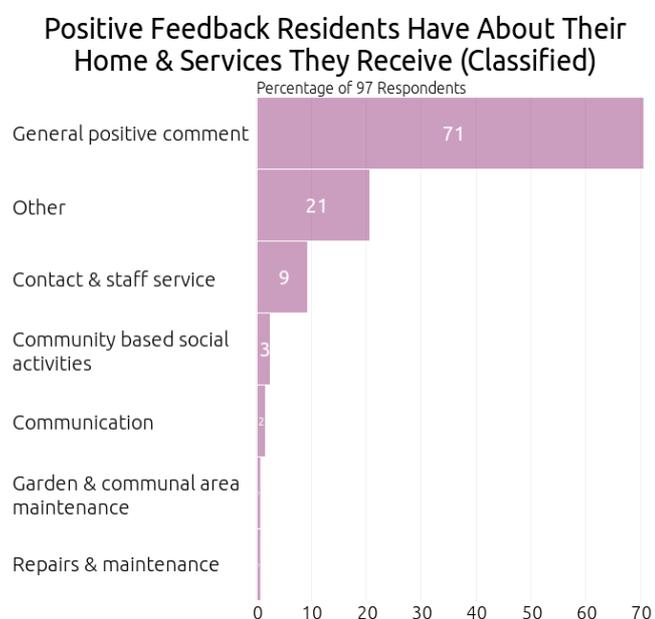


Figure 1.1

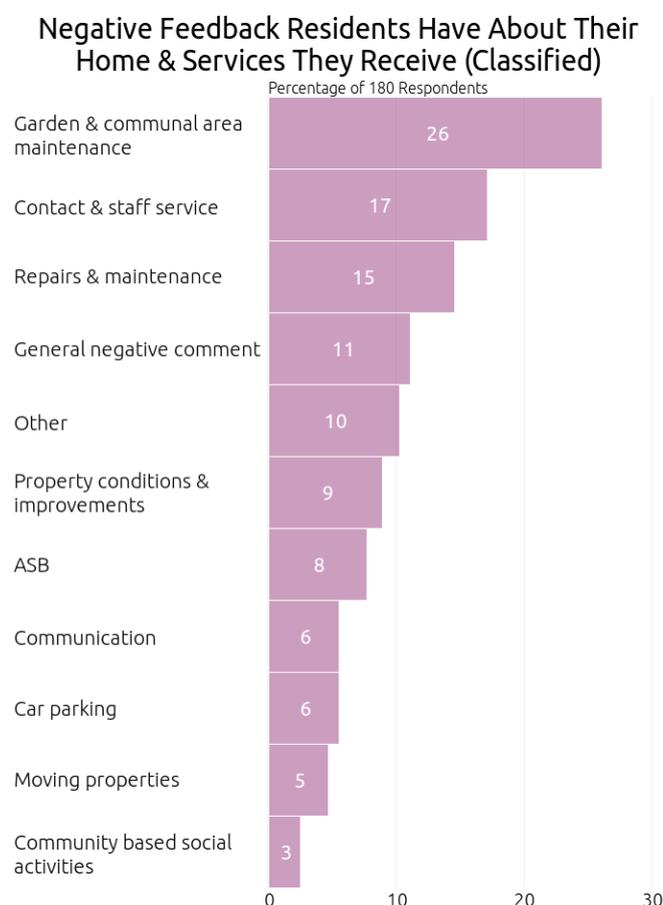


Figure 1.2

Further, the table below highlights the main recurring themes identified in the feedback given and provides the number of positive and negative comments for each.

Main Comment Themes	Number of Positive Comments	Number of Negative Comments	Total
General Positive Comments	70	0	70
Garden, grounds and communal area maintenance	1	48	49
Ease of contact & staff service	9	30	39
Repairs & Maintenance	1	25	26
General Negative Comments	0	20	20
Condition and improvement of property	1	18	19
Neighbourhood issues / ASB	0	12	12
Communication	1	10	11
Car parking	0	12	12
Moving Properties	0	7	7
Community based social activities	3	5	8

Table 1 Main Recurring Themes in Qualitative Feedback

Analysis reveals that many residents comment positively about Southway overall. A selection of these comments are highlighted below.

I have lived at my address for 25 years and never had a problem that could not be resolved with Southway.

I'm very satisfied about Southway [with] all the services they provide; also very friendly and helpful staff. Nothing to complain about.

I think Southway do a lot for the community and at my age I would like to get involved more if I could.

I think Southway offer an excellent service as everything I have requested has been fulfilled.

Most of the staff appear very committed and want to help tenants. Southway delivers a number of services that are not things you would expect from your landlord and I'm grateful for that. Such as digital inclusion, welfare rights advice etc. I'm happy that I live in the Southway area.

Overall a fantastic Trust who have helped me when I have been out of work. Extremely friendly.

Southway has always dealt with my repairs and the staff on the phone are always polite and very helpful to me and my mother.

Southway Housing is very good. No problems whatsoever. The online service is excellent.

Southway is always there for me in so many ways. They have a first class service on board. The staff are always polite and helpful.

To further illustrate the sentiments of tenants, a selection of comments relating to the most principal themes are provided below:

Garden, Grounds & Communal Areas

Clean up the estate. Garden next door is terrible. Refuse all over. Footpaths unsafe. Trees require some pruning. Blocking essential light into house.

Could you please look into front and back garden fences? It's about time we have new garden fences.

Could do with some dog bins. There is too much dog muck on the streets. People tend to pick dog muck up then just throw the bag anywhere.

I feel that tenants in my area do not remove boxes, appliances, i.e. fridges, from their gardens. It makes the area look untidy and should be enforced.

I think that there should be regular visits to properties to see the state of gardens and homes. It's not nice when you keep your property in good condition and others don't.

I wish Southway would make it easier to access more support for tenants with physical and mental health problems. Kept asking for help with garden maintenance but I feel like I get fobbed off.

Repairs & Maintenance

The only thing I can think of is the repairs timing and would great be to be informed when they are to be taken place.

When you send text reminders for repair appointment it would be helpful to put the time frame they are due.

Given the gutters are regularly clogged, Southway, I believe should routinely carry out maintenance and clean gutters regularly (at least twice a year) so that tenants do not have to call to have it cleared.

The gas and electric checks used to be able to get a Saturday appointment. This, I'm informed, has now been stopped. As a fulltime worker I would prefer not to take a day's leave for these checks.

The only thing is that as a full time worker it is sometimes difficult to get through on the phone while I am in work and if a workman has to come to the property, I either have to take a day off or get a neighbour to let them in. I don't know if it is possible but after work or weekend repairs would help a great deal to people like myself who work full time. I do find Southway as a landlord exceptional and have felt in the past 10 years as being a tenant that I have been looked after extremely well.

Ease Of Contact & Staff Service

Because I can't use the internet it takes 20 minutes to answer the phone to report a repair. It seems there is a punishment because I can't use the internet.

Certain people who answer the phone are aggressive in their manner. Speak down to tenants who are in arrears due to unforeseen circumstances. Unaware of things going on and unsympathetic to bad times.

Don't understand why we don't have a housing office. The people who answer the phones can be very rude.

I have always found Southway Housing easy to access via telephone and had any problems rectified asap.

I think the time holding on when phoning Southway is ridiculous. I have waited up to an hour for an answer. The old system was better; at least you got a response!

Just wish I could get through on the phone and not have to wait 15 to 20 to talk to a person.

Need to answer calls faster. Costing too much in the queue with the same info being told.

Trying to get through to the call centre at the moment is so bad, 20 minutes I waited the other day before I gave up. It never use to like this.

Whoever I have dealt with via telephone or in person I have always been satisfied with the service I have received.

Property Condition & Improvement

Adapted bathroom needed. No one takes our happiness into consideration. This has been our home for 30 plus years. Need a walk-in shower rather than a bath. Help needed. Adaptations say we should move but this would break our hearts.

Even though I am happy with Southway's service, I have a big problem in my home. It is damp for the past 5 years and still not resolved yet.

I have asked three times for a walk in shower and I have been turned down.

Maintenance of things such as skirting boards and door frames (poor insulation) and lack of double radiators in property are a problem.

Services for new kitchens etc. should go off the state kitchen is in and how as a tenant you behave etc., not on schemes with age or time limits.

Southway Housing do not like spending any money on their homes. The quality of a lot of their homes is poor e.g. Full of damp, walls cracked and uneven, no fencing.

They don't seem to care about the needs of those who live where I am. We all complain about how cold these bungalows are but Southway aren't interested in improving conditions.

My back bedroom in my property is of a very low standard, cracks all in the walls and ceilings therefore I cannot decorate.



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