

Main Report - Draft 3
Prepared October 2014
Southway Housing Trust
STAR Survey 2014



**Kwest
Research**

1. Executive Summary.....	1
1.1 Background To The Research	1
1.2 Key Comparisons For Satisfaction Questions By Year Of Survey	2
1.3 Key Points From The 2014 Survey	2
2. Overview Of Services	5
2.1 Discussion Of Findings	5
2.2 Graphical Overview Of Findings.....	6
3. Homes & Neighbourhoods.....	12
3.1 Discussion Of Findings	12
3.2 Graphical Overview Of Findings.....	13
4. Repairs & Maintenance	21
4.1 Discussion Of Findings	21
4.2 Graphical Overview Of Findings.....	21
5. Contact, Communication & Consultation.....	26
5.1 Discussion Of Findings	26
5.2 Graphical Overview Of Findings.....	27
6. Money, Finance & Welfare Reform	34
6.1 Discussion Of Findings	34
6.2 Graphical Overview Of Findings.....	34
7. Appendix 1 - Methodology	40
7.1 Data Collection	40
7.2 Accuracy Of The Data	40
7.3 Questionnaire Design	41
7.4 Presentation Of Findings	41
8. Appendix 2 - Household Profiling Information.....	42

Executive Summary

1. EXECUTIVE SUMMARY

1.1 BACKGROUND TO THE RESEARCH

In 2014, Southway Housing Trust commissioned Kwest Research to undertake the latest in a series of tenant satisfaction surveys. The 2014 research project forms the fourth 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, dealing with anti-social behaviour and welfare reform.

A census approach was adopted and as such, all 5,799 of Southway Housing Trust's households were invited to take part in the survey.

The questionnaires were mailed together with an introductory letter from Kwest and a reply-paid envelope for returning completed questionnaires. The introductory letter also 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.

After two mailings of the questionnaire, a total of 1,161 responses were received, representing a 20% response rate. This response rate is very similar to that achieved in the 2012 research and provides good, overall data accuracy of $\pm 2.6\%$.

1.2 KEY COMPARISONS FOR SATISFACTION QUESTIONS BY YEAR OF SURVEY

- To enable performance to be tracked over time, the 2014 survey contained a series of satisfaction questions covering a number of areas.
- When comparisons are made, a trend emerges which shows that satisfaction levels with key services are generally in line with the results achieved in 2012, with the exception of value for money of rent. It should be noted, however, that satisfaction across many areas has increased significantly since the first survey in 2008, (undertaken a year after the transfer). This is particularly the case regarding home quality and condition, likely to be primarily driven by the extensive Home Improvement Programme undertaken by the Trust. These findings are displayed below.

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

Table 1

1.3 KEY POINTS FROM THE 2014 SURVEY

Trends In The Data

- Comparisons with 2012 reveal that, satisfaction ratings for most areas of service are similar to the previous survey. However, the notable exception is that the ratings for value for money of rent have fallen.
- When analysing the survey findings a trend appears 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 consistently more likely to return positive views than their younger counterparts.
- The Trust generally performs well, with particularly high ratings for Southway Housing Trust on core questions relating to the landlord's services, repairs, neighbourhood and home

quality. However, performance ratings are lower for listening to residents' views and rent in terms of value for money.

To put these findings in some form of 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's report also states 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 are:

- the 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' and value for money are "very close to zero and hence negligible". Southway Housing Trust's findings for 2014 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* – 67% highlight this as important, compared to 46% or less choosing other service areas. The importance attached to the service makes the Trust's strong performance in this area particularly significant.
- Many findings in the survey confirm that the organisation is well perceived by its customers, and in line with this, it is of no surprise that a significant proportion confirm that would be likely to recommend Southway to friends or family.

Homes And Neighbourhoods

- Around nine in ten residents (86%) express satisfaction with the quality of their home.
- Neighbourhoods are generally held in high regard, with eight in ten residents (82%) expressing satisfaction with their area as a place to live, and three-quarters agreeing that their area is a place *where people from different backgrounds get on well*.
- The most commonly reported neighbourhood problems are *car parking and rubbish/litter*.

Anti-Social Behaviour And Hate Crime

- 16% of tenants have experienced antisocial behaviour in the last twelve months, whilst 5% have experienced hate crime.
- Perceptions of the way anti-social behaviour is dealt with are mixed, and so whilst 38% of tenants who have reported antisocial behaviour to the Trust are satisfied with the way their complaint was dealt with, 56% are dissatisfied (although caution should be exercised when interpreting these findings due to the small number of respondents; results should be viewed as indicative only).

Repairs & Maintenance

- The repairs service is widely used, with seven in ten households (73%) having at least one repair completed in the last twelve months. The importance of repairs is emphasised by the finding that this is the service most frequently selected by residents as a top priority.
- Around nine in ten customers (86%) express overall satisfaction with the repairs service.
- 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*.
- A sizeable proportion of tenants (69%) are interested in Southway Housing Trust providing a low cost handyman service.

Contact And Communication

- The majority of tenants (88%) have needed to contact Southway in the last 12 months. Older residents (aged 65 plus) are less likely to have been in touch than other groups.
- Staff are generally well regarded, particularly in terms of being *polite and friendly, listening to customers* and *treating tenants with sensitivity*.
- 86% of tenants report satisfaction with the way Southway keeps tenants informed, which is a similar finding to the 2012 survey. Publications such as Southway Stories are received and read by the vast majority and viewed as relevant and interesting.
- However, perceptions of consultation are less positive, with lower ratings returned for the Trust listening to tenants' views and acting upon them, and providing opportunities to get involved.
- Around half the tenant population (52%) uses the internet.

Money, Finance & Welfare Reform

- It is of note that just under half the population (46%) say that they *don't know* if they will be affected by welfare reform changes.
- Only a very small proportions of tenants (5%) are aware that they may be affected by welfare reform and have contacted Southway Housing Trust as a result. A further 16% are unsure whether they will be impacted, but have not contacted the Trust for help or advice.

Overview of Findings

2. OVERVIEW OF SERVICES

2.1 DISCUSSION OF FINDINGS

- The combined service experience provided by a landlord produces the overall satisfaction levels of tenants. As part of the Southway Housing Trust survey, a series of questions was included to ascertain views of the homes and services provided by the Trust. This section of the report looks at results of some of the key measures.
- When considering satisfaction levels for *overall service*, 86% of tenants are satisfied with the services provided by Southway Housing Trust, a result that is roughly in line with that obtained in the previous survey.
- In addition, high levels of satisfaction are evident in connection with the *quality of homes, the general condition of properties* and *areas as places to live*. On the whole, older tenants are more likely to express satisfaction than their younger counterparts.
- Key service priorities are in line with other research across the housing sector – the most important service in the eyes of tenants is *repairs and maintenance* (identified as a top priority by 67%, compared to 46% or less selecting other service areas). Other priorities highlighted include *neighbourhoods as places to live* (selected by 46%) and *overall quality of homes* (42%). The priority attached to repairs by tenants makes the Trust's strong performance in this respect particularly significant, as a good performance in this area is a key driver for satisfaction.
- Given the prevailing economic climate and the changes being made to the welfare benefits system, it is encouraging that the majority of Southway Housing Trust's tenants feel that the help and advice the organisation has supplied through its Income and Advice Services teams are suitable to their needs.
- The majority of tenants are satisfied with the value for money their rent provides, although this is an area where ratings have fallen compared to previous surveys.
- 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). In response, 77% of Southway's tenants return a score of 7 or more. 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 **26** for Southway Housing Trust, which is a good performance in Kwest's experience. The introduction of this technique to measure the performance of social housing landlords is relatively new (the question was added to benchmarking questions by HouseMark in 2013), and therefore there is limited comparative data available. However, to place the results into some kind of context, the following information may be useful:
 - - It is generally accepted that a score over 50 is indicative of excellence in the context of the private sector.
 - - During 2013 and 2014, the Net Promoter question was included in 9 of Kwest's surveys on behalf of social housing landlords. The anonymised scores for these organisations are as follows:

Organisation	Survey Year	Net Promoter Score
Organisation 1	2013	2
Organisation 2	2014	5
Organisation 3	2014	-4
Organisation 4	2014	9
Organisation 5	2013	51
Organisation 6	2014	10
Organisation 7	2014	10
Organisation 8	2014	22
Organisation 9	2014	31
Southway	2014	26

Table 2

2.2 GRAPHICAL OVERVIEW OF FINDINGS

Overall Service

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

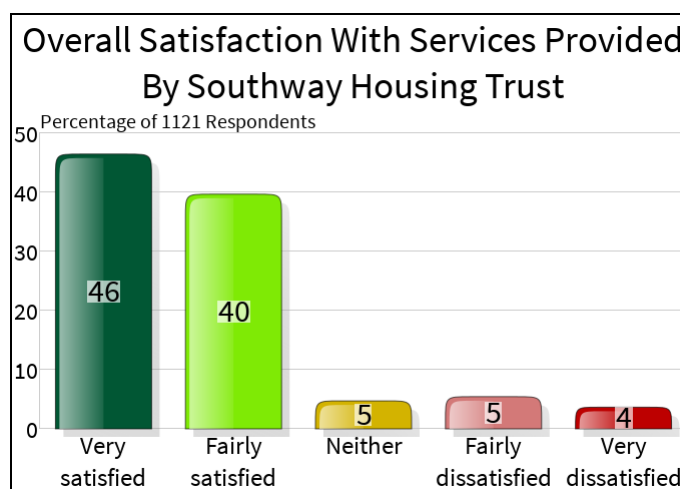


Figure 2.1

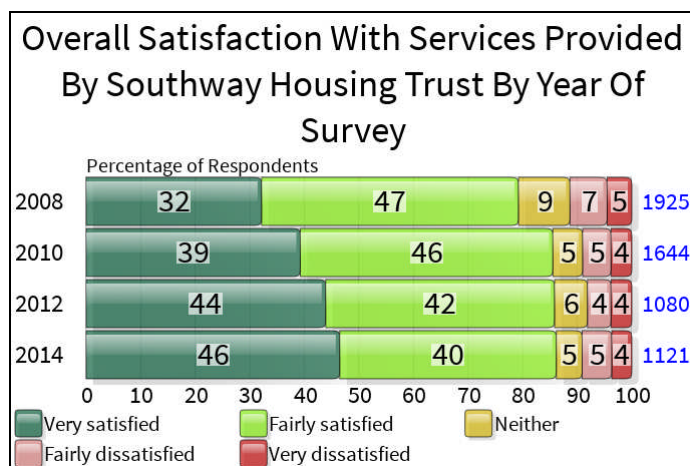


Figure 2.2

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

Tenants over the age of 65 years are more likely to be satisfied with the overall service Southway Housing Trust provides than younger customers. This finding is particularly marked for tenants over the age of 75.

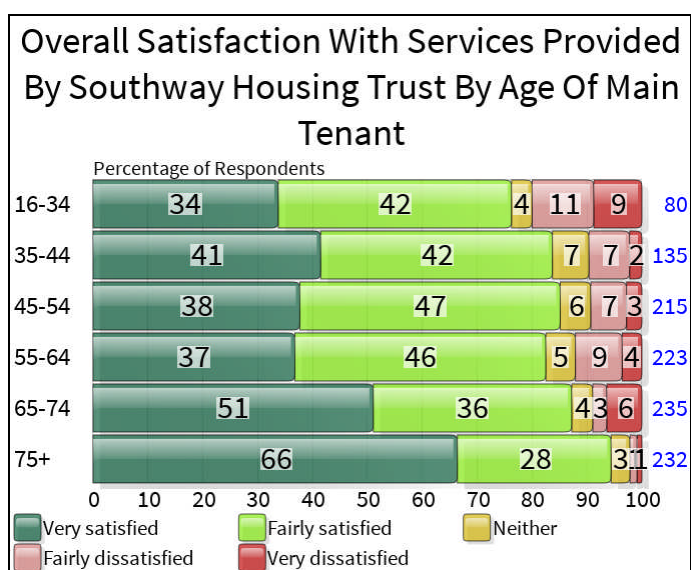


Figure 2.3

Rent

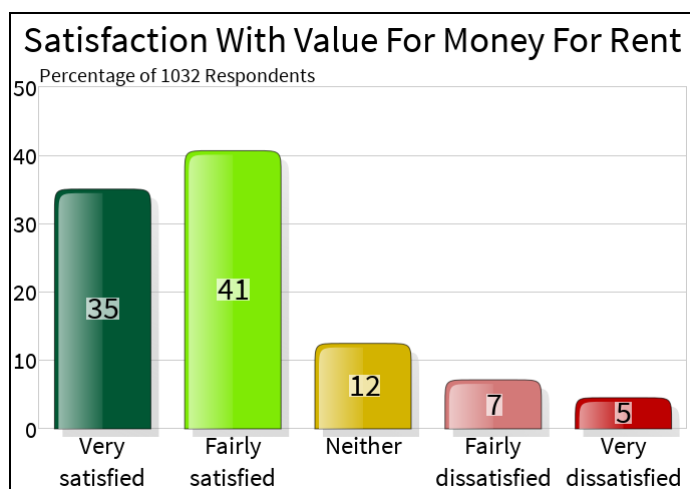


Figure 2.4

Around three-quarters of tenants (76%) are satisfied with the value for money provided by their rent.

When compared with the results achieved in 2012, the proportion of residents who are satisfied with the value for money of their rent has fallen.

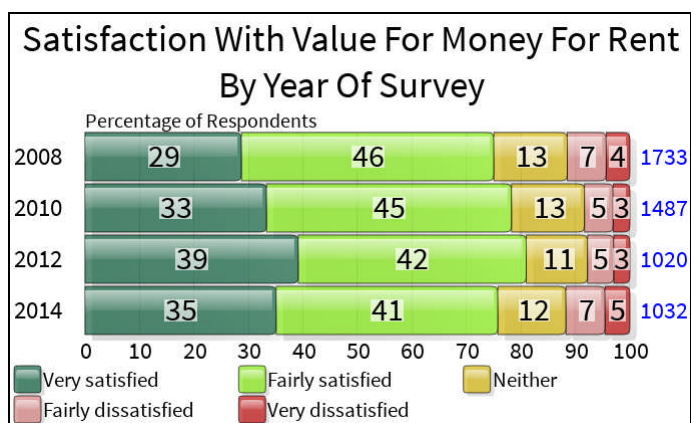


Figure 2.5

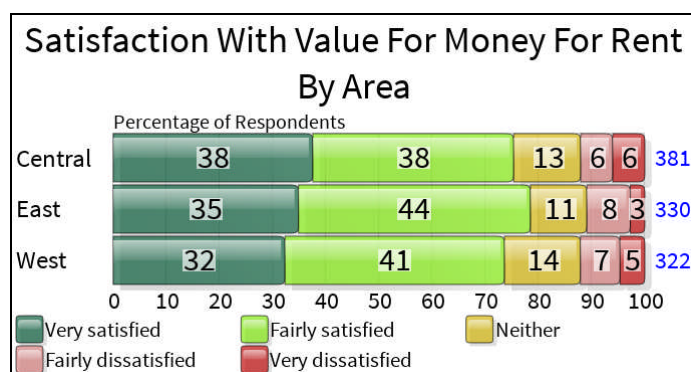


Figure 2.6

63% of ethnic minority tenants are satisfied with their rent in terms of value for money, compared to 78% of ethnic majority tenants.

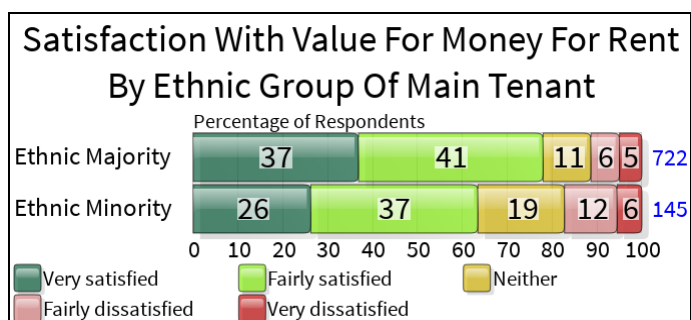


Figure 2.7

Consistent with the results of the 2012 survey, analysis reveals that older residents are more likely to describe themselves as satisfied with their rent in terms of value for money than younger people.

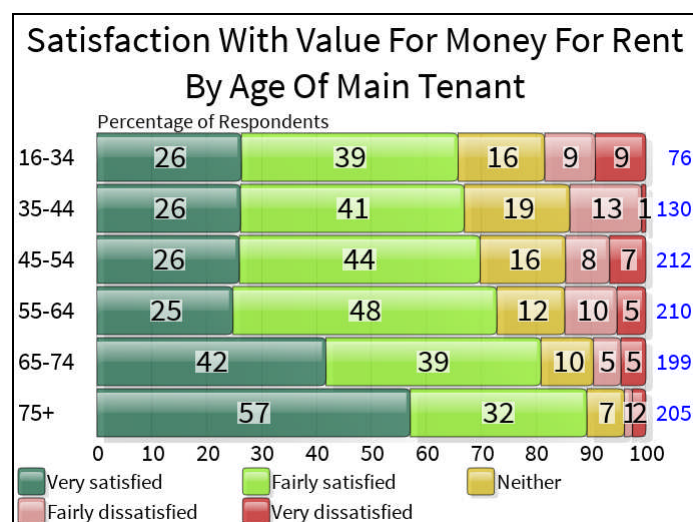


Figure 2.8

Tenant Priorities

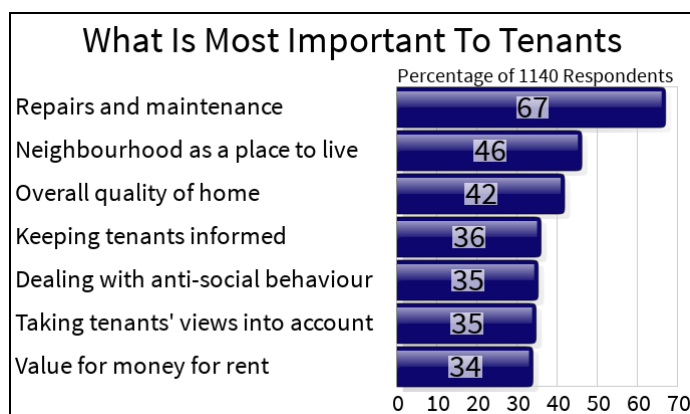


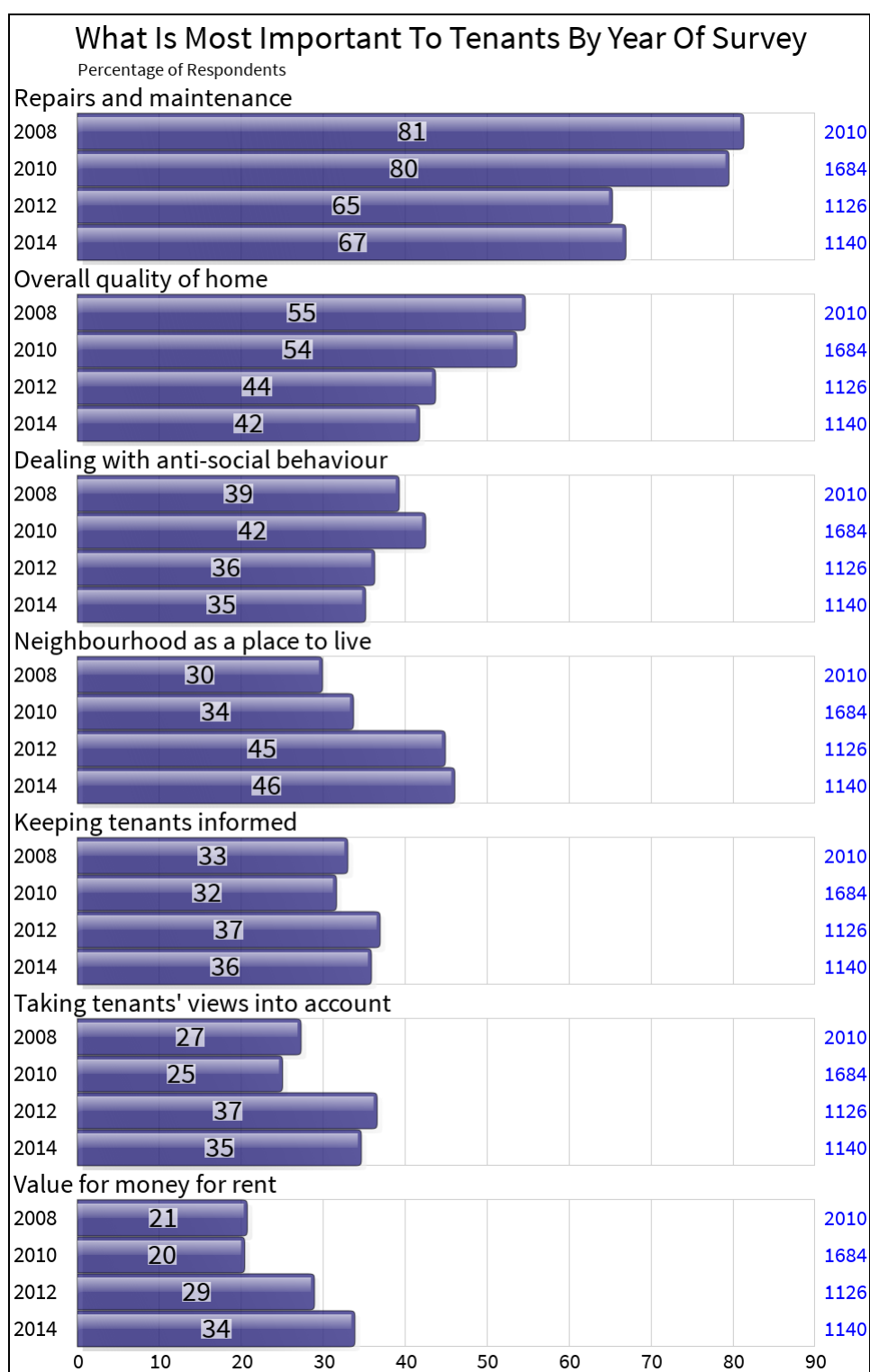
Figure 2.9

The repairs and maintenance service is the most commonly selected priority, which is in keeping with findings throughout Kwest's work in the social housing sector.

The priorities identified by tenants in 2014 are broadly consistent with those highlighted in 2012. The most noticeable change since the previous survey is in the proportion of tenants selecting *value for money for rent* as one of the services of greatest importance.

As a general comment, the shift in priorities over the years, particularly the lower proportion of tenants selecting *quality of homes* as important, is likely influenced by the extensive Home Improvement Programme (HIP) completed by the Trust. The HIP may also have resulted in the lower proportion highlighting repairs as important, with tenants having less need for repairs now that properties have been updated.

Neighbourhoods are slowly increasing in priority, perhaps influenced by tenants wanting the external environment to match newly updated homes.



Recommending Southway

Almost eight in ten (77%) tenants give a score of 7 or more regarding how likely they would be to recommend Southway Housing Trust.

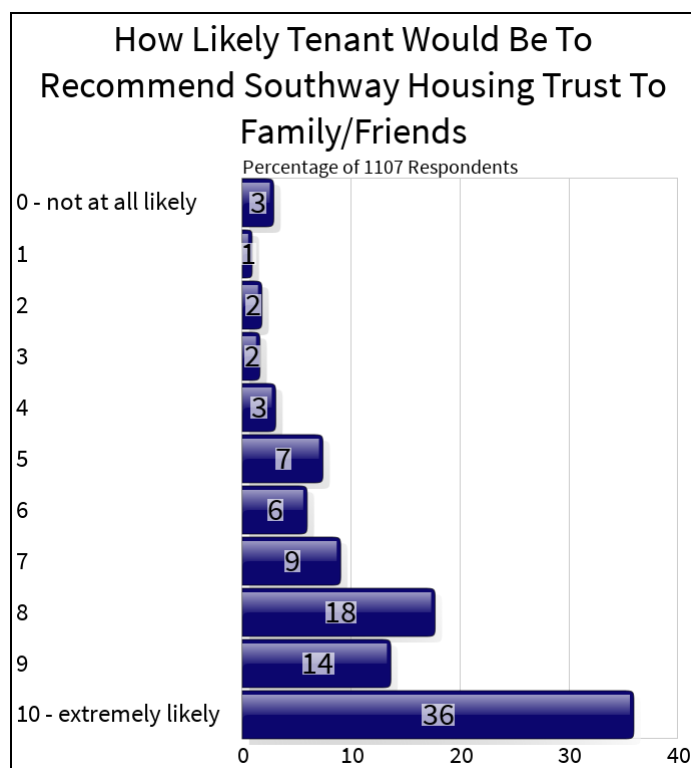


Figure 2.11

Homes & Neighbourhoods

3. HOMES & NEIGHBOURHOODS

3.1 DISCUSSION OF FINDINGS

- Southway Housing Trust is a landlord with almost 6,000 properties across the south Manchester area, and providing desirable homes of a high quality is important for ensuring positive views of the organisation amongst its customer base. In addition, tenants are increasingly looking to social housing providers to take on a greater responsibility in dealing with issues in the wider neighbourhood, to ensure that areas are safe, attractive and free from anti-social behaviour and crime. This section of the report looks at opinions of homes, neighbourhoods and related services.
- Views are generally positive regarding the quality of Southway's homes and local areas as places to live. This is illustrated by the findings that 82% are satisfied with their neighbourhood as a place to live, whilst 86% are happy with the overall quality of their property (and 85% happy with condition). Comparison of findings with those obtained in 2012 reveals that views have remained stable. However, looking back to 2008 reveals significant changes in satisfaction with homes, likely largely attributable to the HIP programme implemented by the Trust.
- The most commonly reported problems include car parking and rubbish/litter.
- Around three-quarters of tenants agree that their local area is somewhere *where people of all ages get on well together, where ethnic differences are respected and where people from different backgrounds get on well together*.
- Eight in ten tenants feel that Southway looks after its green spaces either *very* or *fairly well*. The most popular suggestions for transforming green spaces include creating *play areas for children* and *quiet relaxation areas*.
- It is noteworthy that compared with the 2012 survey, findings show that tenants experiencing ASB/ Hate Crime are less likely to report it, although the incidence of ASB/Hate Crime has broadly remained constant.

3.2 GRAPHICAL OVERVIEW OF FINDINGS

The Homes Provided By Southway Housing Trust

Levels of satisfaction relating to the overall quality of the home and the general condition of the property are broadly similar.

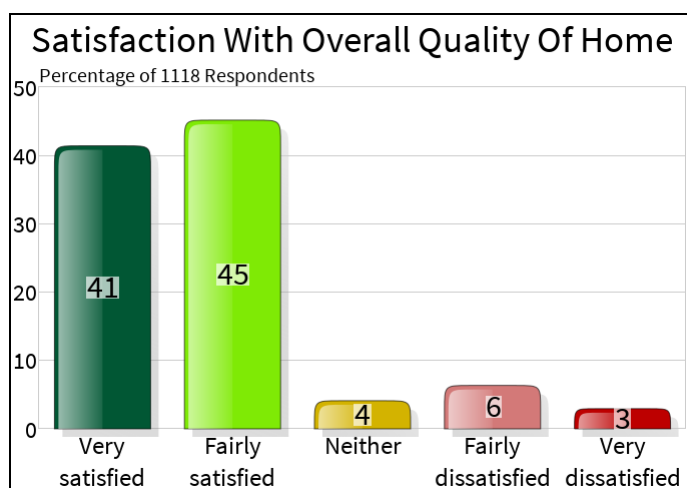


Figure 3.1

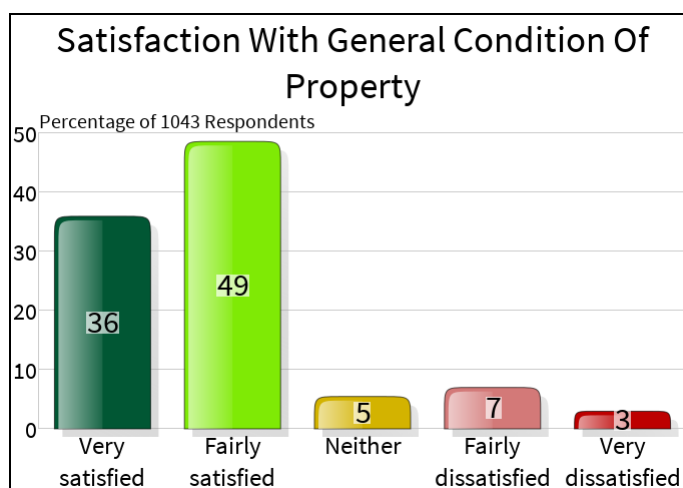


Figure 3.2

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

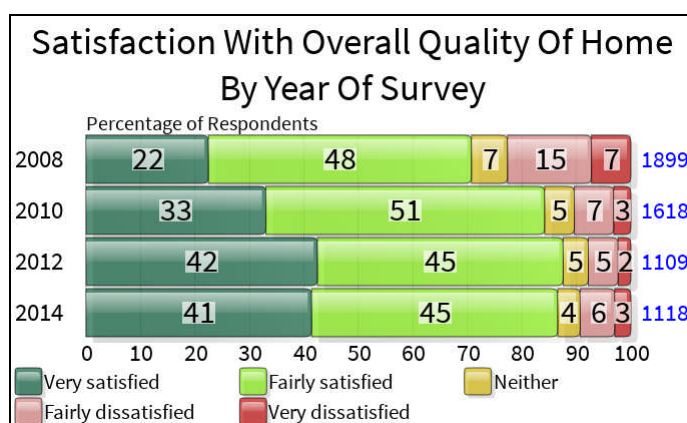


Figure 3.3

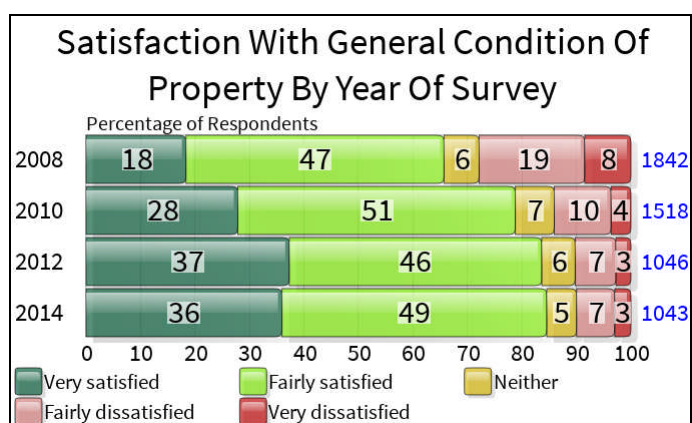


Figure 3.4

Analysis by area reveals that levels of satisfaction with the quality of the homes and the general condition of the property are very similar across different locations.

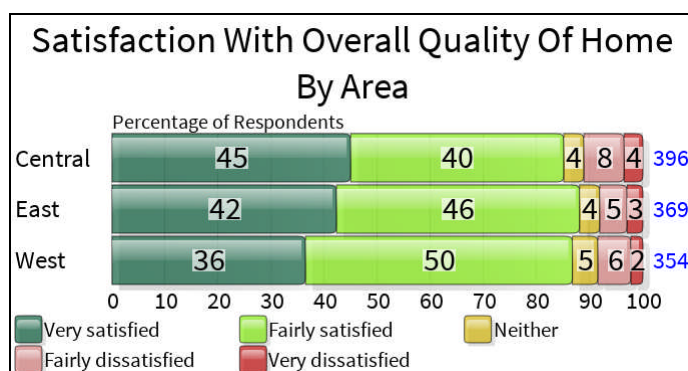


Figure 3.5

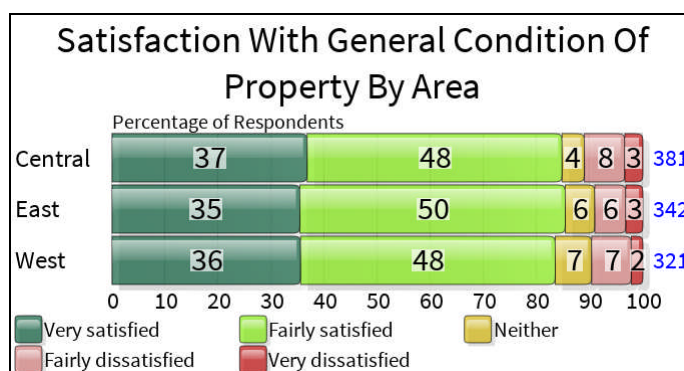


Figure 3.6

When area results are compared with findings obtained in the 2012 survey, it is apparent that a number of changes have occurred:

- Satisfaction with the quality of homes in the West area is now slightly lower than in 2012 (86% in 2014 versus 89% in 2012).
- The proportion of tenants in the West area saying that they are *very satisfied* with the quality of their home has fallen from 44% in 2012 to 36% in 2014.
- Satisfaction with the general condition of properties has increased in the Central area (85% in 2014 versus 81% in 2012).
-

Neighbourhoods

Eight in ten tenants (82%) are satisfied with their neighbourhood as a place to live, whilst 9% are dissatisfied. Such satisfaction levels are in line with those obtained in the 2012 survey.

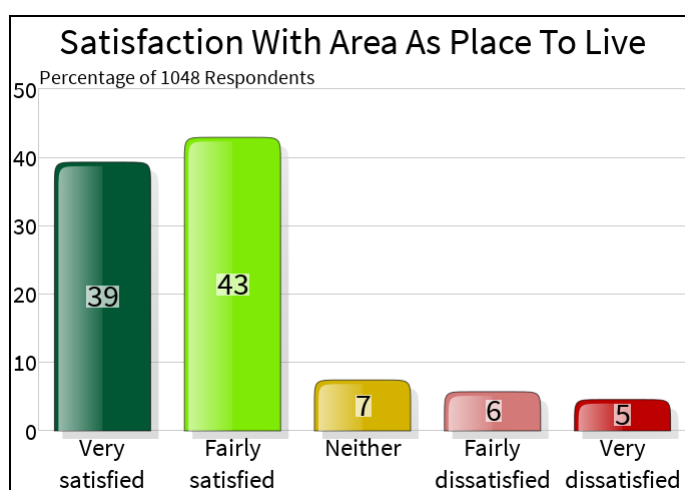


Figure 3.7

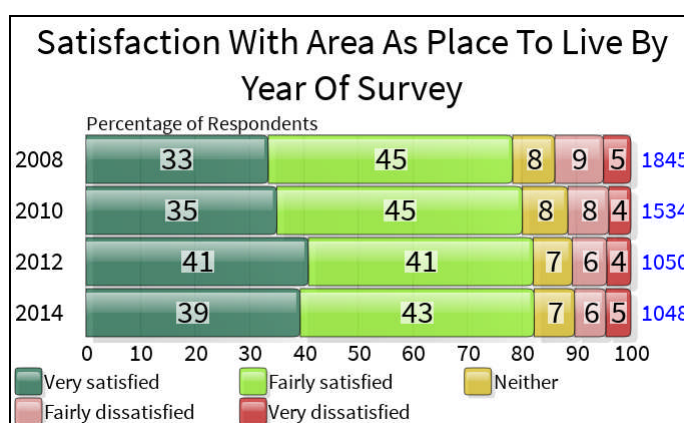


Figure 3.8

When results are broken down by area, findings are roughly similar across the three locations. Further analysis of the figures by area shows that satisfaction levels for the Central and East areas have fallen slightly since 2012. However, satisfaction levels for tenants in the West area has noticeably increased (83% in 2014 versus 76% in 2012).

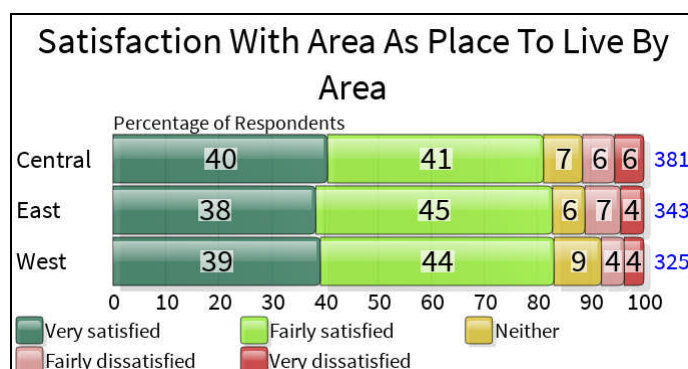


Figure 3.9

Neighbourhood Problems

To gain a more in-depth understanding of how neighbourhoods are perceived, tenants were asked to comment on the severity of specified problems in their neighbourhoods.

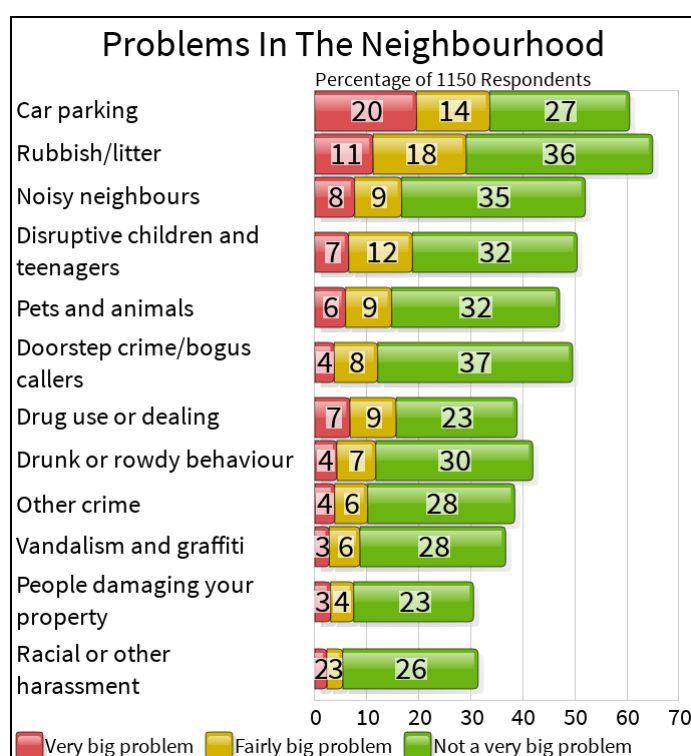


Figure 3.10

Similar to previous studies, the neighbourhood problems most frequently cited are *car parking* and *rubbish/litter*. Year on year comparison reveals that a decreased proportion of residents describe car parking as either a *very big problem* or *fairly big problem* (41% in 2012 versus 34% in 2014).

Community Cohesion

In the main, tenants' opinions on their community are positive and are in line with views gathered in the 2012 survey. Findings indicate that around three-quarters of residents feel their local area is one in which *people of different ages get on well together*, *people of different backgrounds get on well together* and *where ethnic differences between people are respected*.

In the 2014 survey, a question asking people if they *sometimes feel isolated* in their homes or communities was added. Around half of tenants (51%) disagree with this statement, whilst 22% agree. Analysis by age shows that older tenants are more likely to agree that they sometimes feel isolated in their homes.

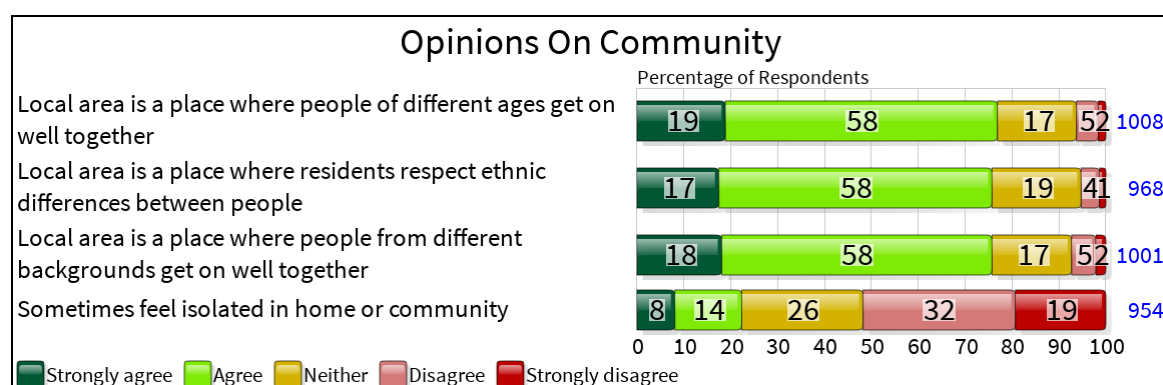


Figure 3.11

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 people of different ages get on well together, people of different backgrounds get on well together* and *residents respect ethnic differences between people*. 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*.

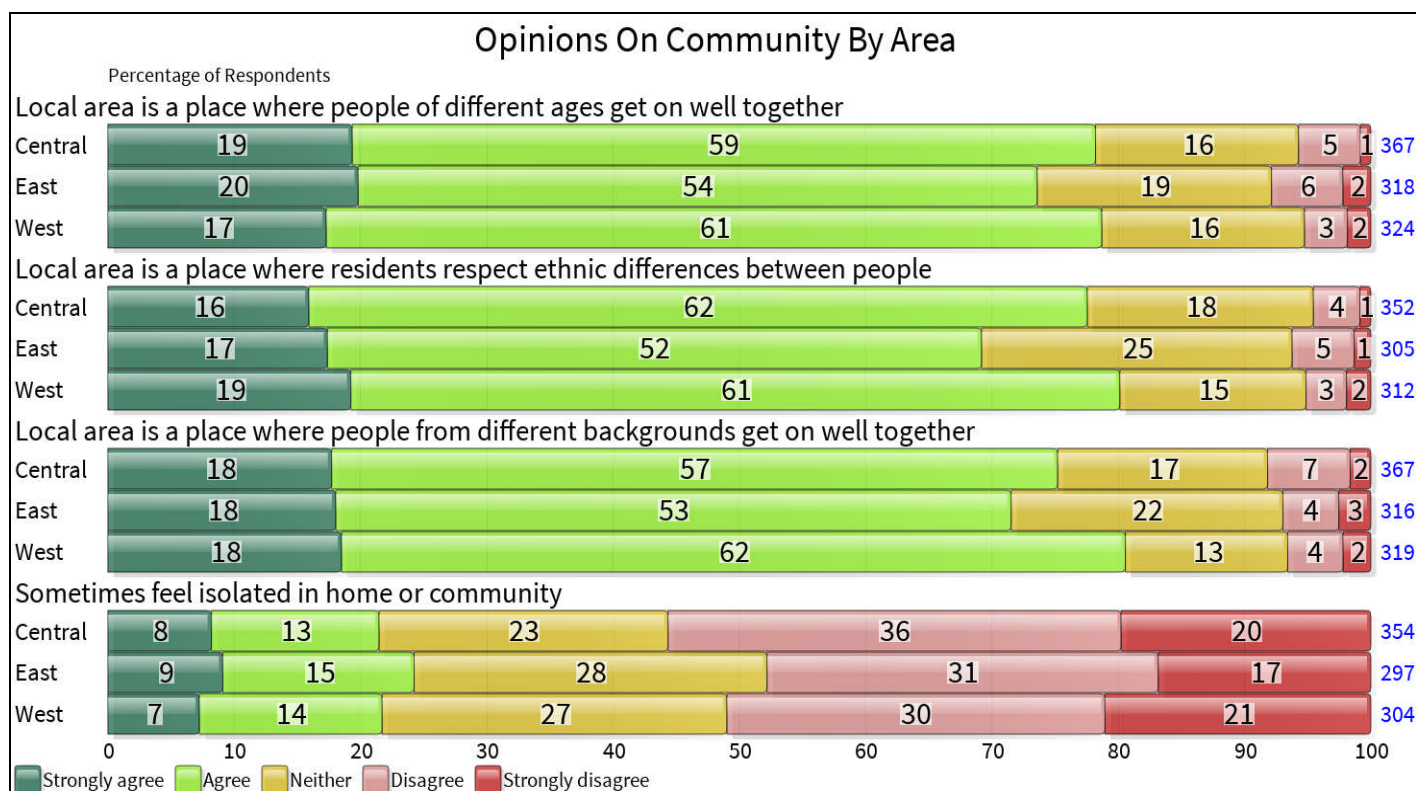


Figure 3.12

Green Spaces

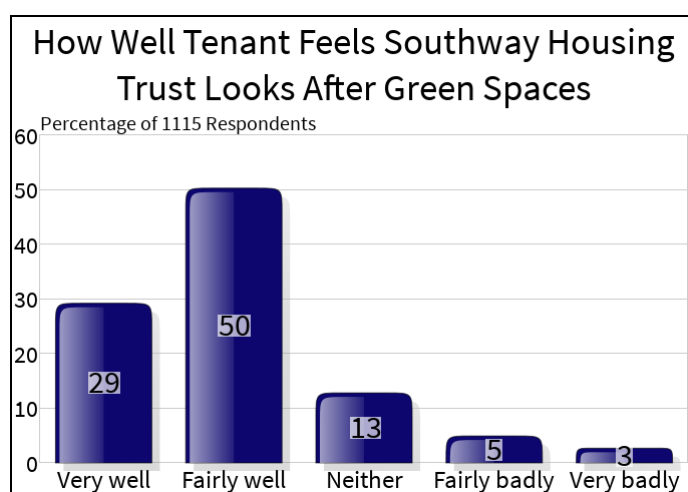


Figure 3.13

Eight out of ten tenants (79%) feel that Southway Housing Trust looks after green spaces *well*, whilst 8% feel that the organisation deals with these spaces *badly*.

When asked to specify what the Trust should use green spaces for, almost half of tenants select *play areas for children* and *quiet relaxation*.

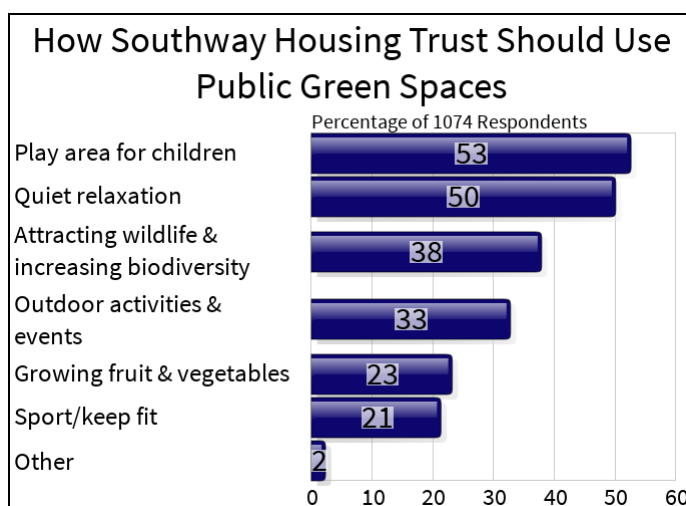


Figure 3.14

Anti-Social Behaviour And Hate Crime

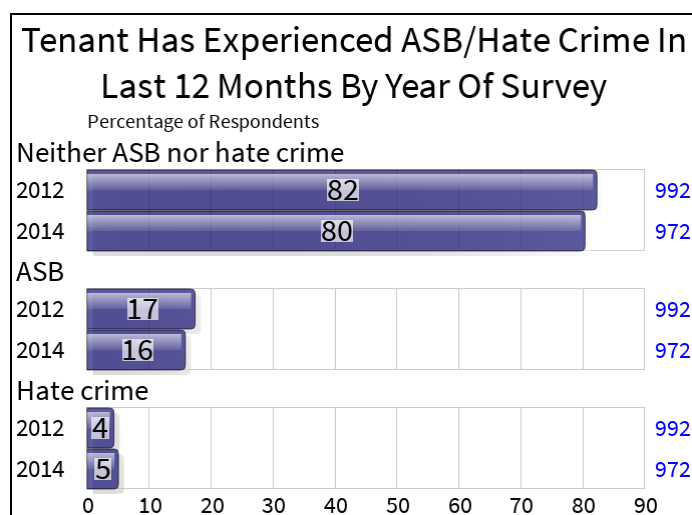


Figure 3.15

When compared to the 2012 survey, findings show that the level of ASB/ Hate Crime being experienced is similar between surveys.

When compared with the findings of 2012, a lower proportion of tenants say that they have reported the ASB/Hate Crime they experienced to either Southway Housing Trust or the police.

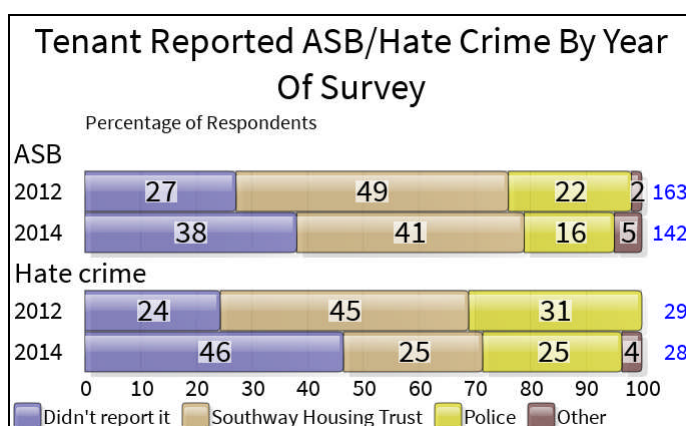


Figure 3.16

Satisfaction levels with different aspects relating to the service provided when dealing with ASB complaints are presented below.

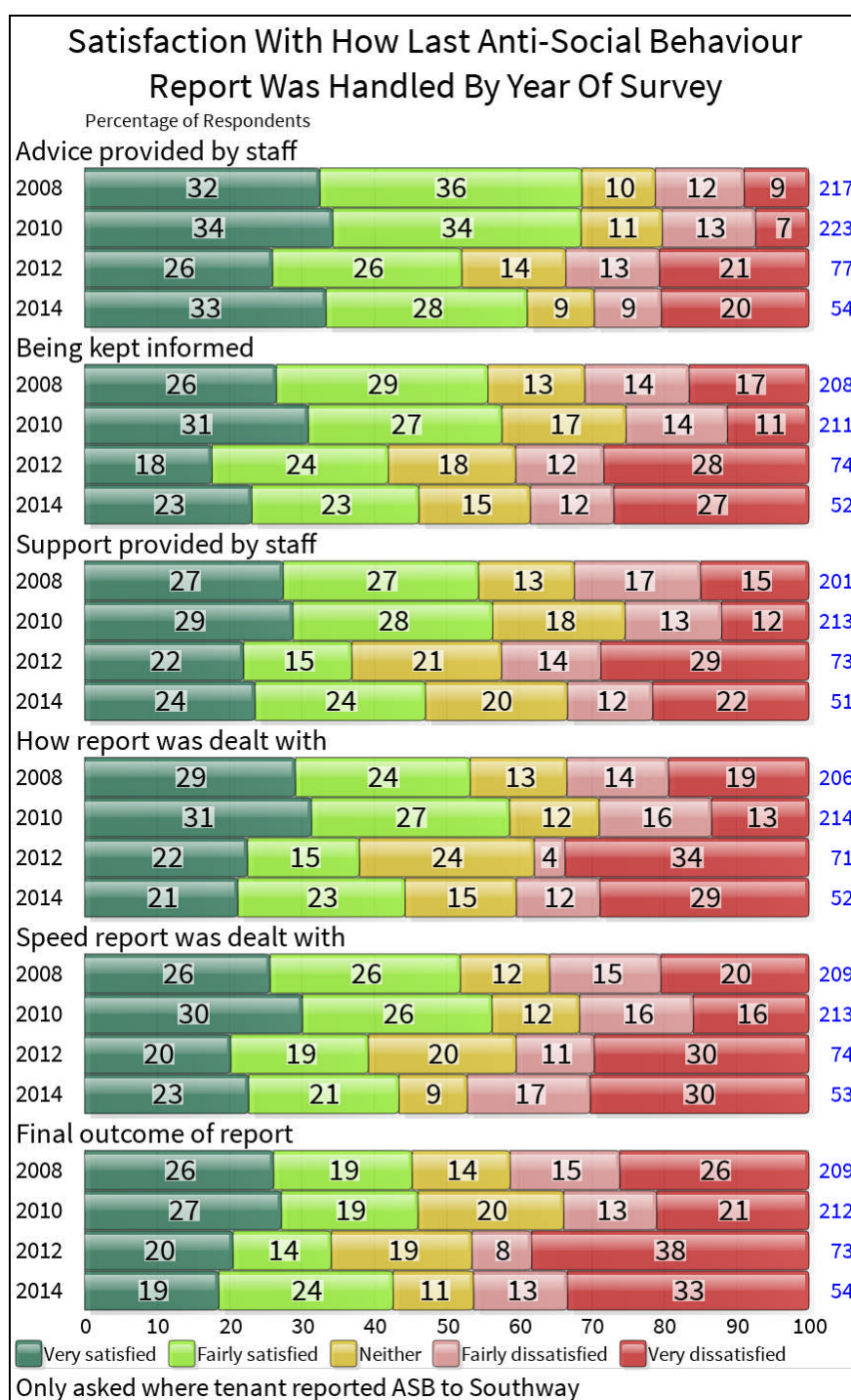


Figure 3.17

Views of the way ASB complaints are handled are very mixed. However, some caution should be exercised when interpreting these findings due to the small number of responses.

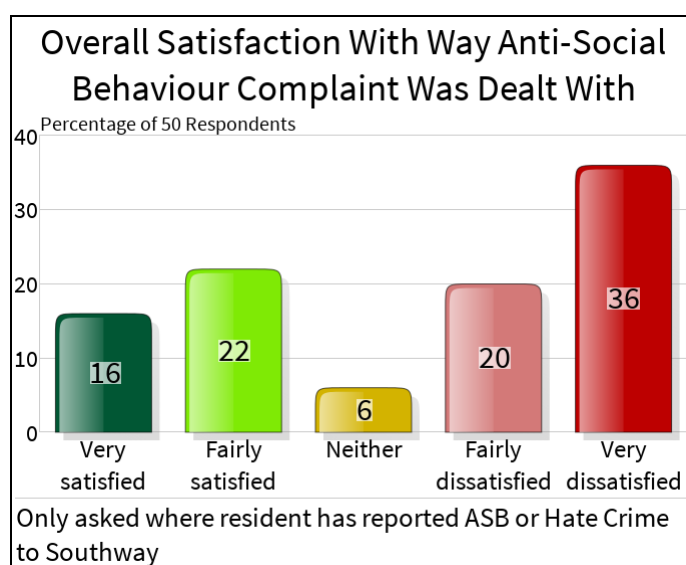


Figure 3.18

Repairs & Maintenance

4. REPAIRS & MAINTENANCE

4.1 DISCUSSION OF FINDINGS

- Previous research undertaken throughout the housing sector has confirmed that the repairs service is key to ensuring resident satisfaction. Its importance in the eyes of Southway Housing Trust's tenants is highlighted by the finding that 67% identify it as a top priority, compared to 46% or less selecting other service areas. In addition, seven in ten households have had at least one repair completed in their home during the last twelve months.
- Views are generally positive regarding how Southway Housing Trust deals with repairs and maintenance, with around nine in ten tenants (86%) expressing satisfaction whilst a minority (10%) is dissatisfied with the way Southway Housing Trust deals with repairs and maintenance. However, although, expresses dissatisfaction.
- Comparing results with those obtained in the 2012 survey reveals that satisfaction ratings remain very similar in 2014.
- In determining the areas that residents would like to see improved, it is valuable to assess ratings for individual aspects of the repairs service. This reveals that views are most positive regarding *attitude of workers*, *appearance of workers* and *being told when workers will call*, whilst *the time taken before work starts* receives the lowest satisfaction scores.
- A sizeable proportion of tenants (69%) express an interest in Southway providing a low cost handyman service.

4.2 GRAPHICAL OVERVIEW OF FINDINGS

Overall Satisfaction With Repairs

Levels of satisfaction with the repairs service are high compared to findings for other housing organisations. Closer analysis reveals slight variations in response across the Trust's areas.

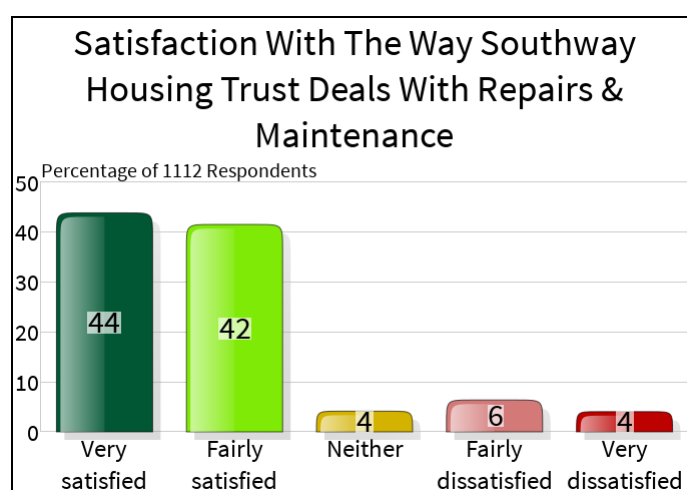


Figure 4.1

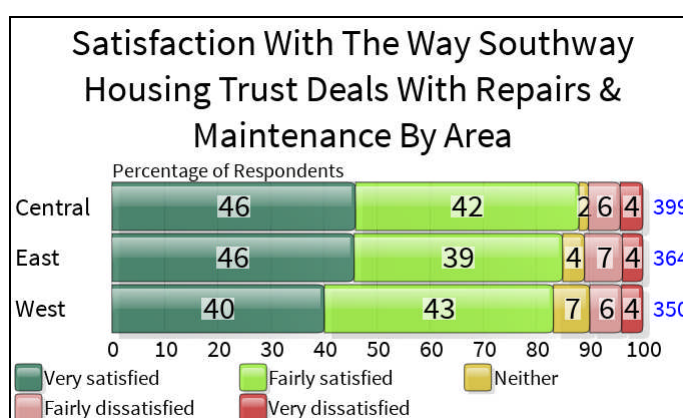


Figure 4.2

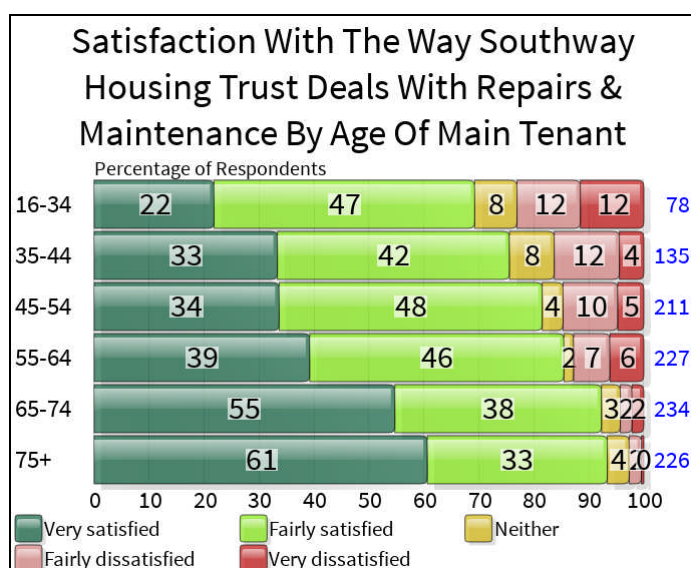


Figure 4.3

Once again, analysis by age shows that older people are more likely to be positive in their views than their younger counterparts.

Reporting Repairs

The repairs service is widely used, with around three-quarters of tenants (73%) having at least one repair completed in the last twelve months. Tenants in the West are slightly less likely to have had a repair than those in other locations.

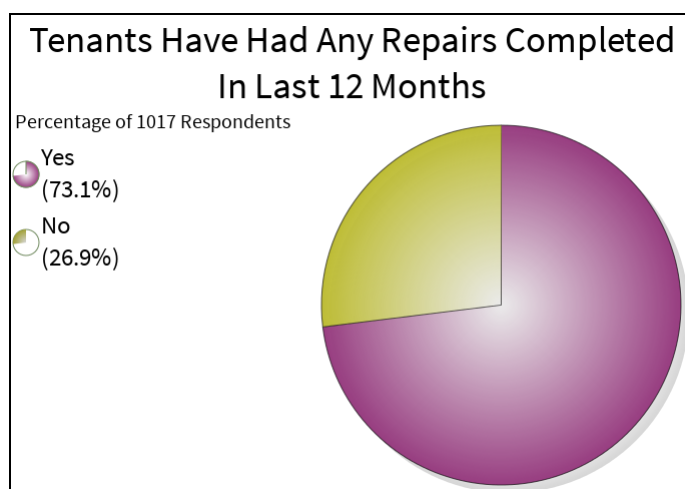


Figure 4.4

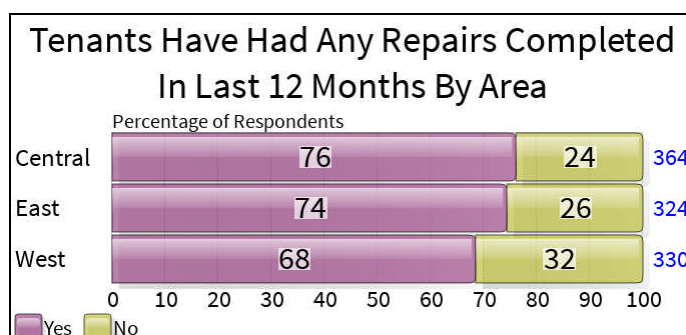


Figure 4.5

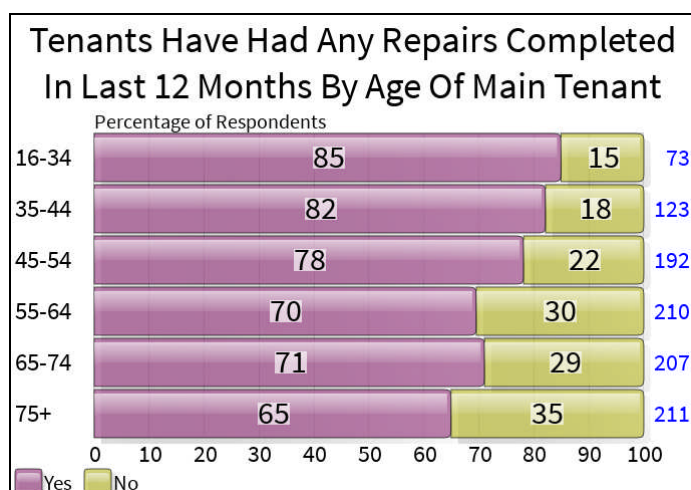


Figure 4.6

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

Views Of The Last Completed Repairs

When asked about their last completed repair, tenants return the highest ratings for the attitude and appearance of workers. In contrast, lower satisfaction is achieved for the time taken before work was started.

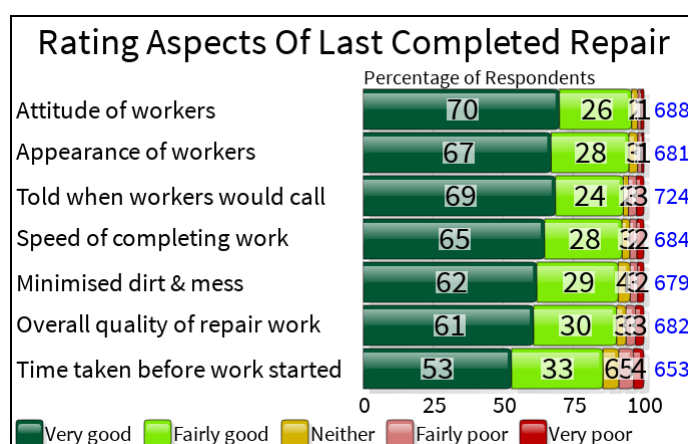


Figure 4.7

Analysis by year of survey reveals a slight increase in the proportion of tenants describing themselves as *very satisfied* with the various aspects of their last completed repair compared to 2012.

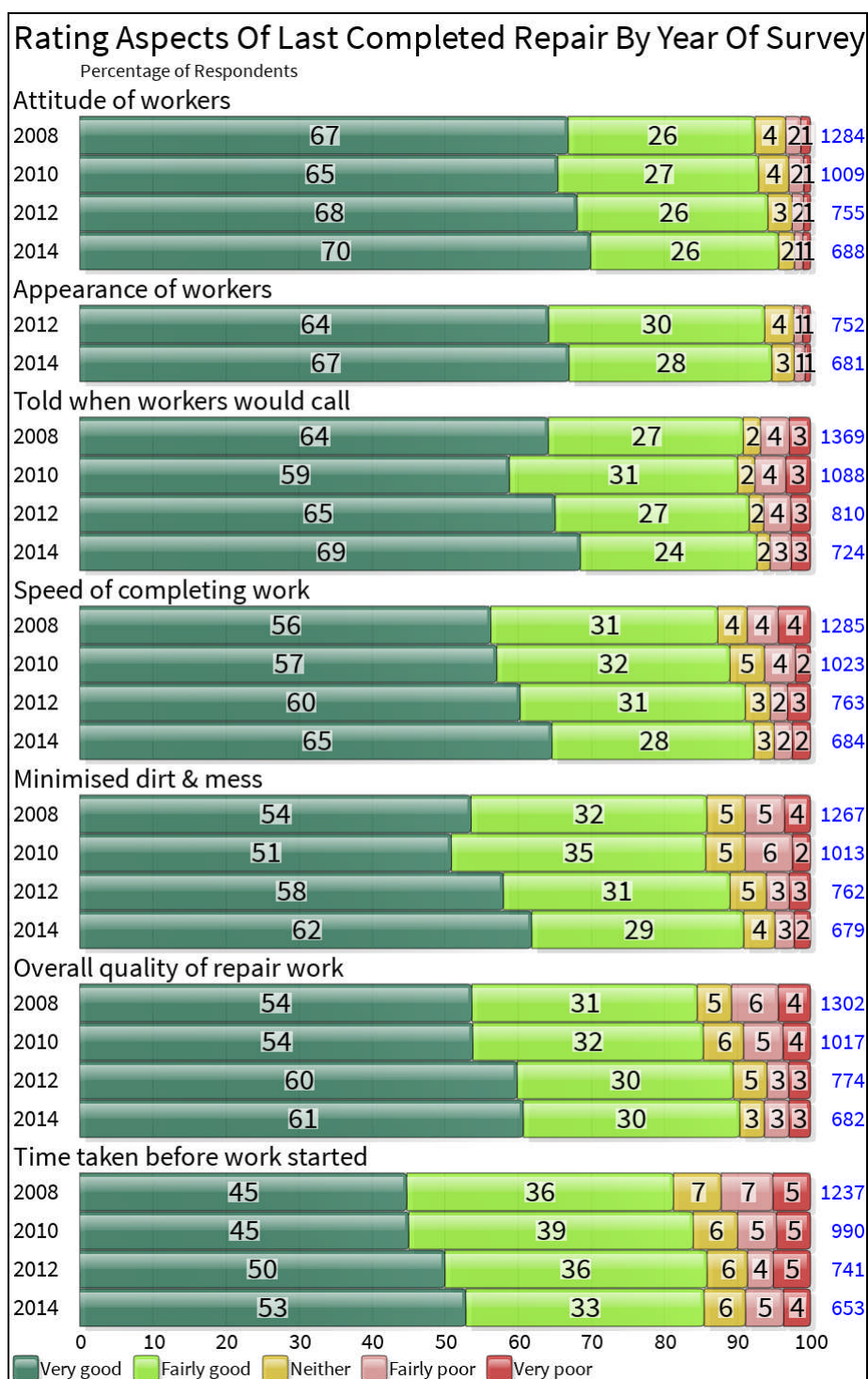


Figure 4.8

Handyman Service

Around seven in ten tenants would be interested in a Southway low cost handyman service. Interest in the service declines with age.

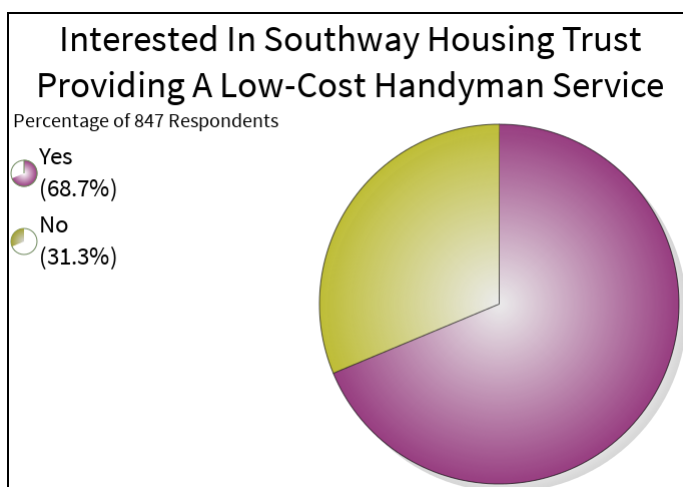


Figure 4.9

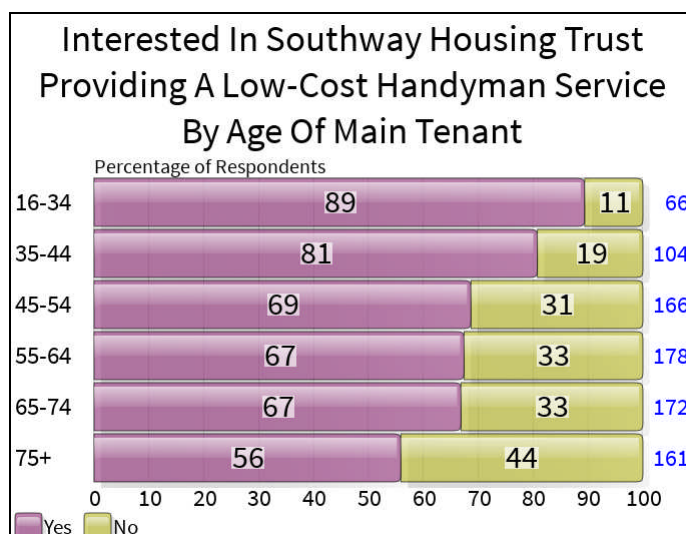


Figure 4.10

Communication & Consultation

5. CONTACT, COMMUNICATION & CONSULTATION

5.1 DISCUSSION OF FINDINGS

- This section of the report looks at tenants' views regarding contact, communication and consultation with Southway Housing Trust.
- An initial analysis of the findings shows that the majority of tenants (88%) have been in contact with the Trust over the last 12 months, with the telephone being the most common means of getting in touch. It is of note that older customers (aged 65 and over) are slightly 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.
- Encouragingly, feedback on staff service is very positive, with staff well regarded on all the measures used, particularly in terms of being *polite and friendly*, *listening to what customers say*, *treating residents with sensitivity* and *making residents feel welcome*. Where comparisons are available, ratings for staff service remain very similar to the results obtained in 2012.
- The majority (86%) consider Southway Housing Trust to be a good communicator that *keeps residents informed about issues that may affect them*. This satisfaction rating is very similar to that obtained in 2012.
- In contrast, views on the way customers are consulted are less positive. For example, 75% express satisfaction with the way the Trust *listens to tenants' views and acts upon them*, whilst only 59% are satisfied with *the opportunities Southway provides to get involved in decision making*. As a further point of context, satisfaction levels regarding decision-making have decreased compared to 2012, however, dissatisfaction has not necessarily risen, rather, the proportion of "neither" respondents has increased. This suggests that this may not be an area of service prioritised by many tenants. Such a hypothesis is supported by other findings in the research, for example, 76% report that they do not wish to be more involved, whilst only 35% select *taking residents' views into account* as a key service priority.
- Information provided by Southway Housing Trust is considered as easy to understand, and current methods of communication meet the needs of the majority.
- Southway Stories is received and read by the overwhelming majority of the tenant population (94%). In addition, the publication is considered to be interesting, useful and relevant.
- Roughly half of the tenant population (52.4%) uses the internet, with 95% of this group reporting that they use the internet at home. The main reasons given for not using the internet are *don't have a computer/device to access it* and *don't know how to use it*.
- Around four in ten visit Southway's website, whilst only very small proportions access the Trust's Facebook page or Twitter account. As might be expected, internet usage decreases with age.

5.2 GRAPHICAL OVERVIEW OF FINDINGS

Contact With Southway

88% of tenants have contacted Southway Housing Trust in the last twelve months. Closer analysis reveals that broadly similar proportions in each area have been in touch with the organisation during this period.

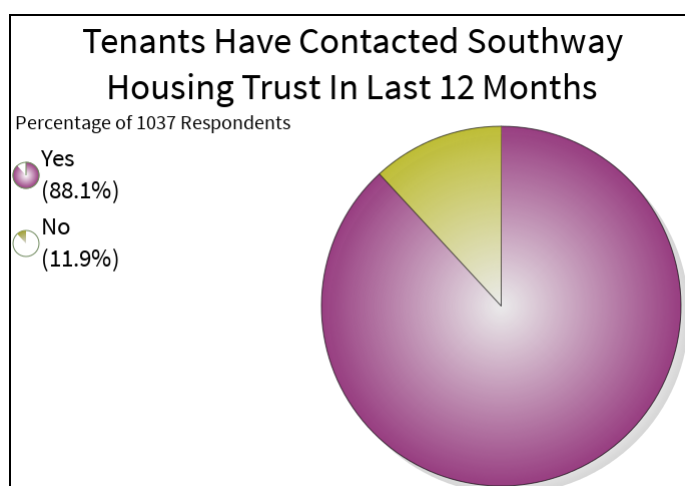


Figure 5.1

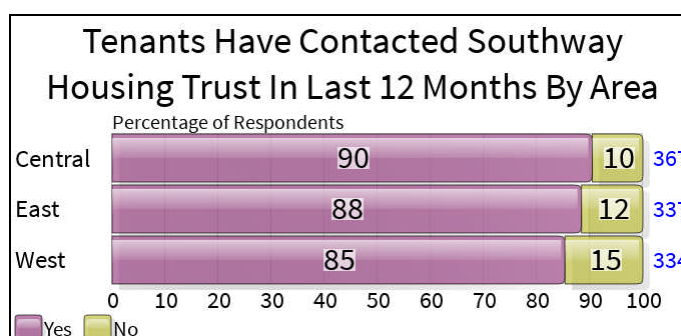


Figure 5.2

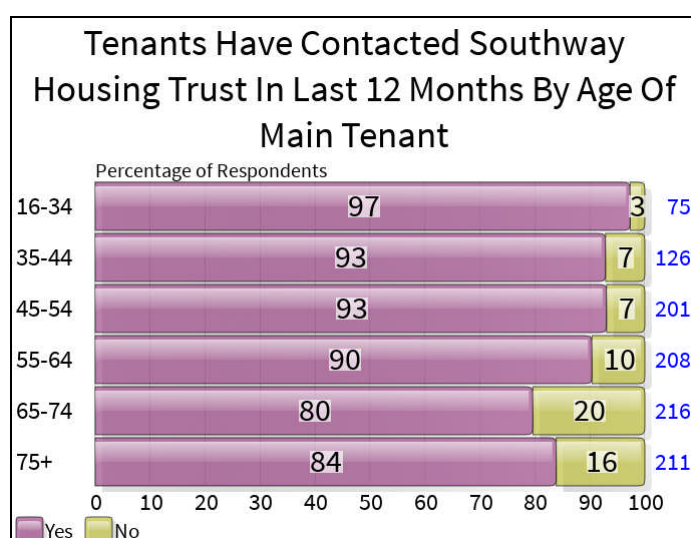


Figure 5.3

Additional analysis of the findings shows that older tenants are less likely to have contacted the organisation than their younger counterparts.

The majority of tenants used the telephone when they last got in touch with Southway.

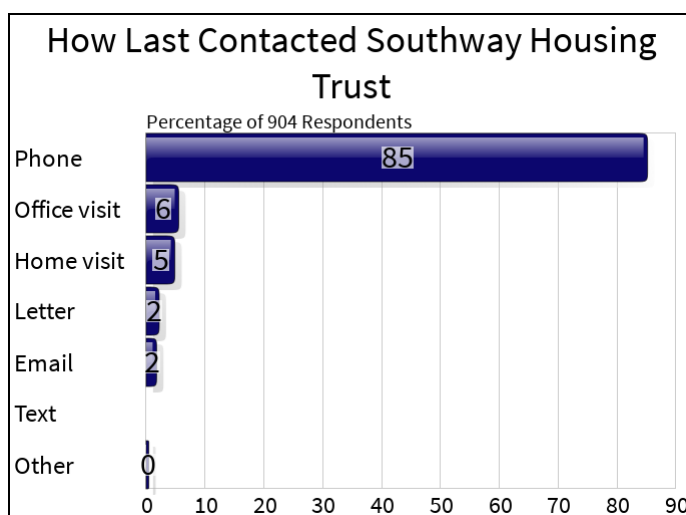


Figure 5.4

Perceptions Of Staff Service

Tenants' views of staff service are generally positive, with the highest ratings returned for staff being *polite and friendly*. In contrast, lower ratings are achieved for *providing satisfactory solutions to queries*.

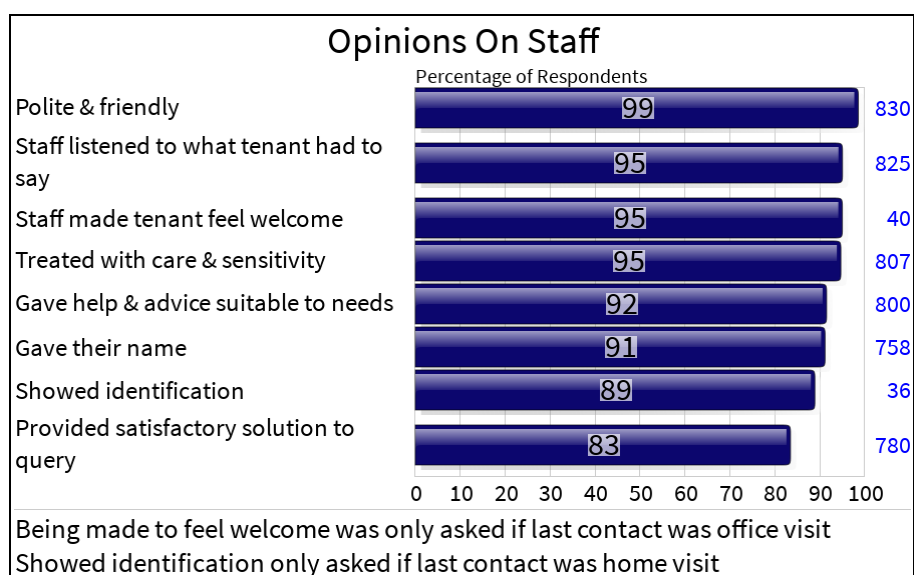


Figure 5.5

Information And Communication

86% of tenants rate Southway Housing Trust as *very* or *fairly good* at keeping tenants informed of things which may affect them. This is a similar rating to that obtained in 2012.

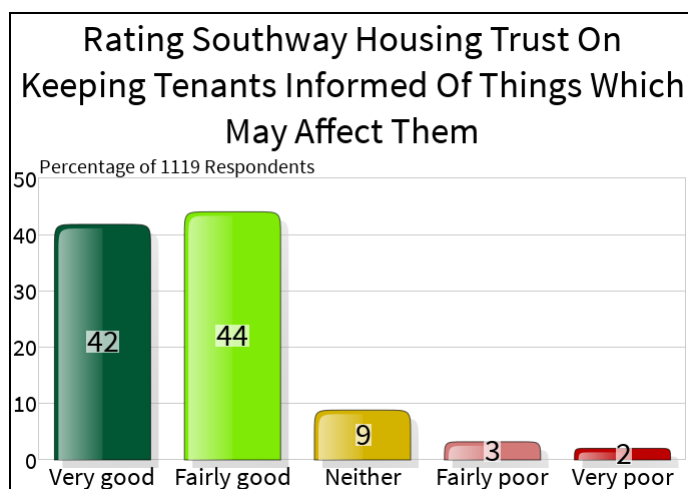


Figure 5.6

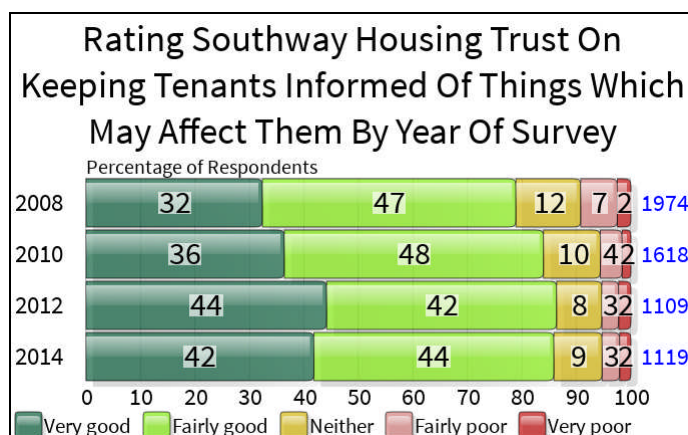


Figure 5.7

Information provided by Southway Housing Trust is well regarded and perceived as user friendly and easy to understand by the majority. In addition, current communication is suitable for the needs of most tenants.

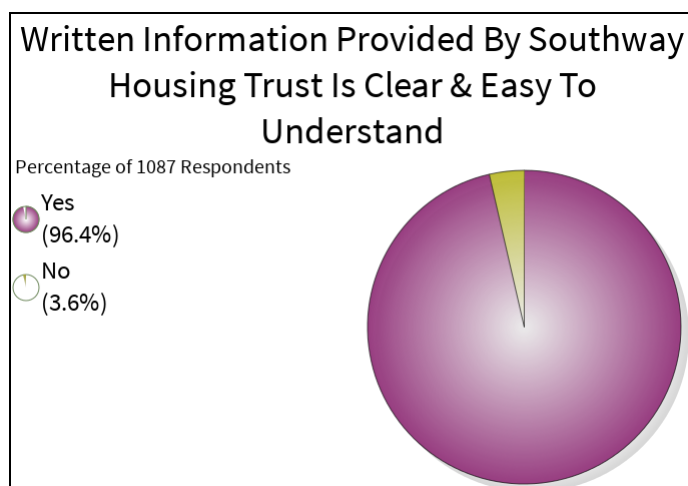


Figure 5.8

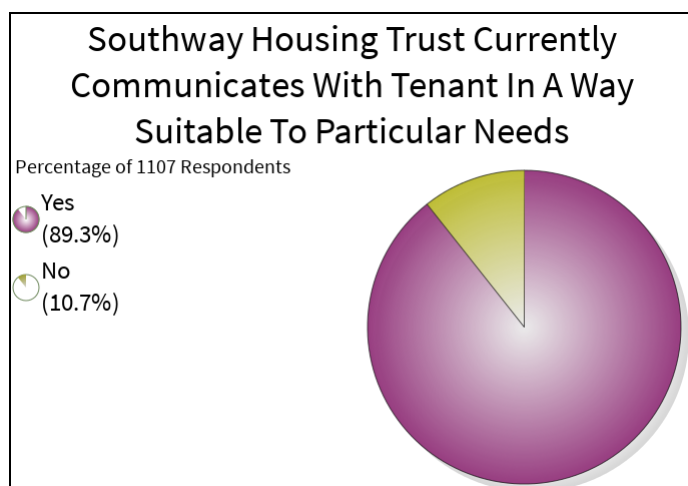


Figure 5.9

Southway Stories

The Southway Stories publication is received and widely read. The content is viewed as interesting and relevant by customers.

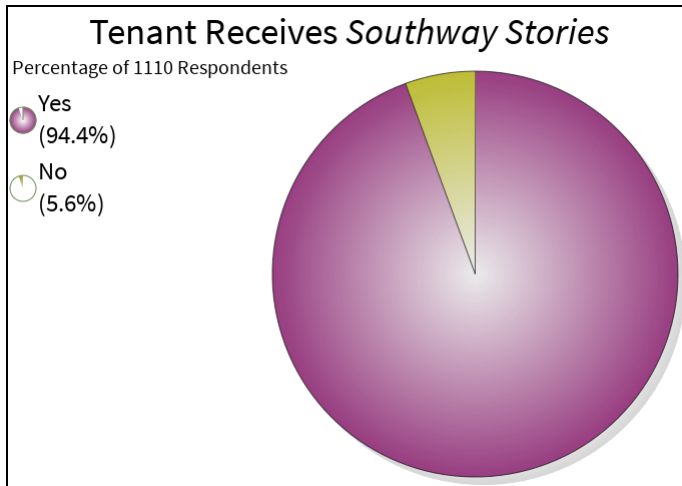


Figure 5.10

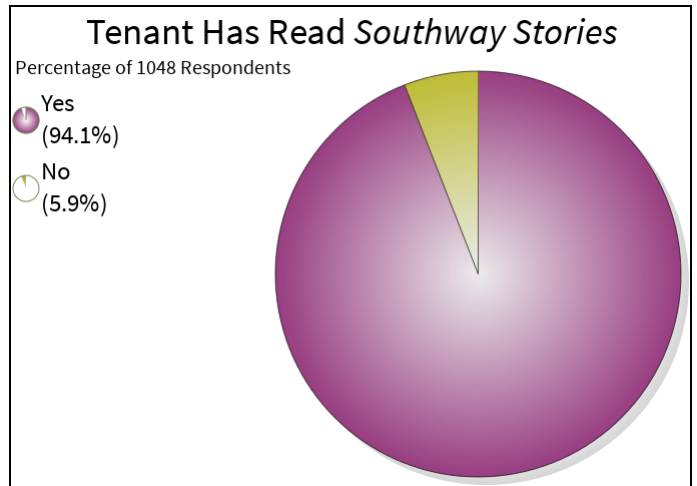


Figure 5.11

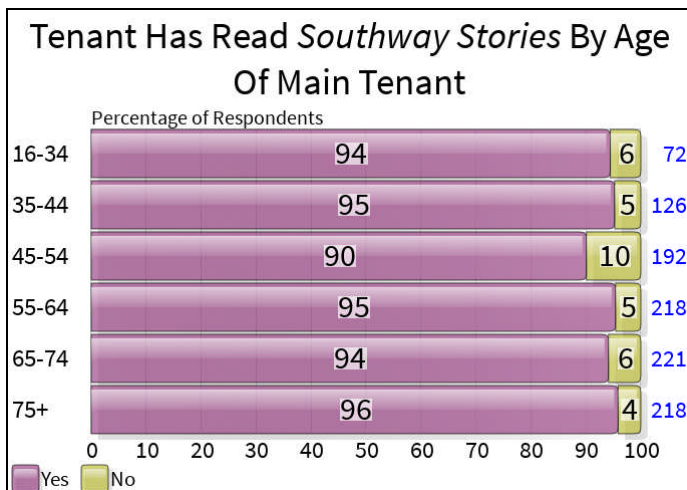


Figure 5.12

The majority of all age groups read Southway Stories.

Consultation And Involvement

73% of tenants are satisfied that Southway listens to tenant views and acts upon them. Perceptions of opportunities to participate in decision-making are less positive, with only 59% expressing satisfaction.

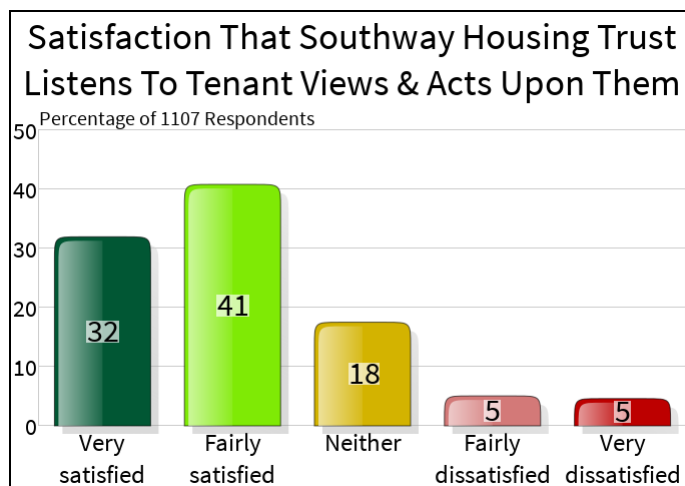


Figure 5.13

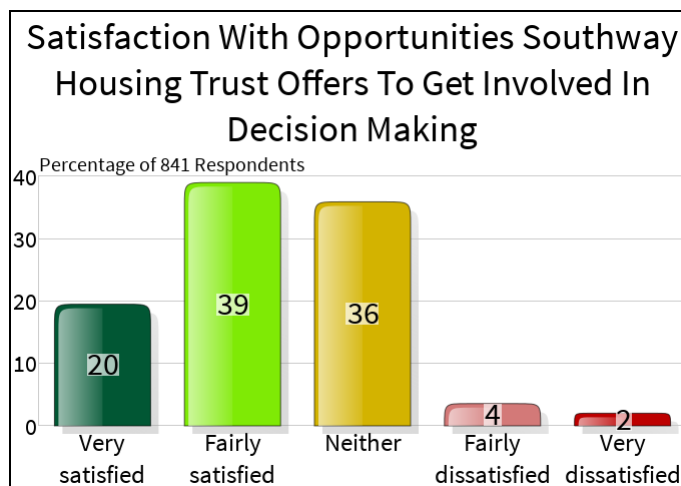


Figure 5.14

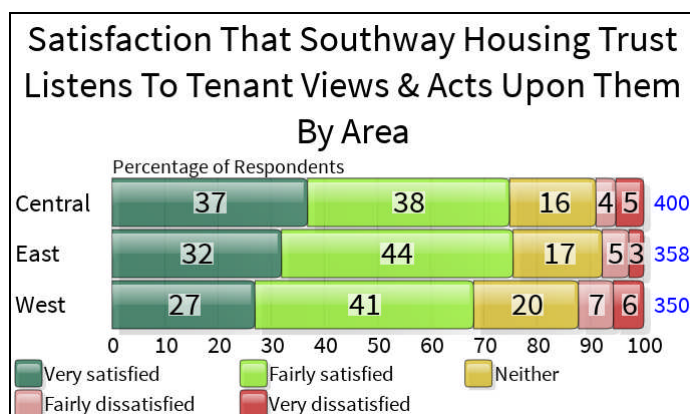


Figure 5.15

Tenants in the West area are less likely to say they are satisfied that the Trust listens to tenants' views and acts upon them.

Analysis by year of survey reveals that satisfaction with opportunities to get involved in decision-making has decreased.



Figure 5.16

Around one-fifth of tenants would like to be more involved with Southway and influence what the Trust does. Interest in becoming more involved declines with age.

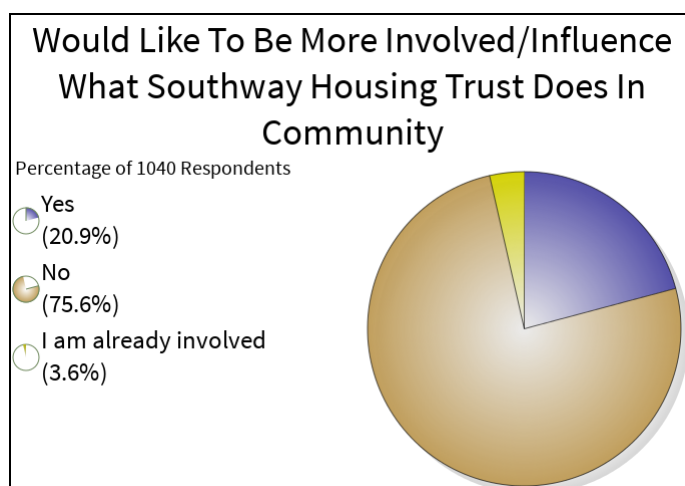


Figure 5.17

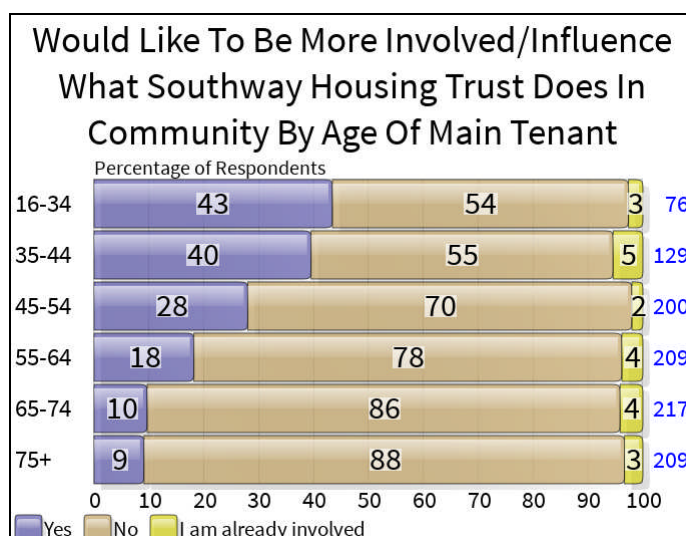


Figure 5.18

Internet Access

Around half of tenants report that they use the internet, although as might be expected, older tenants are less likely to have access.

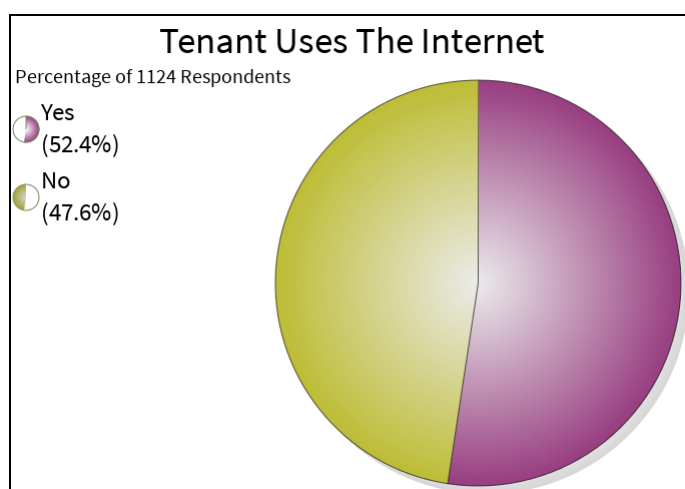


Figure 5.19

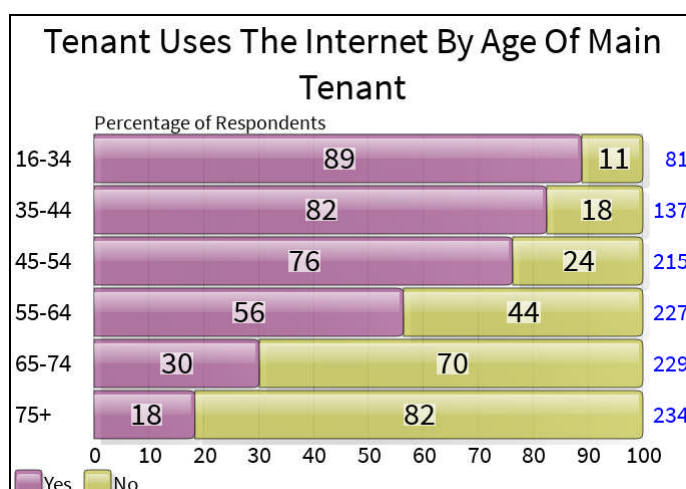


Figure 5.20

Social Media

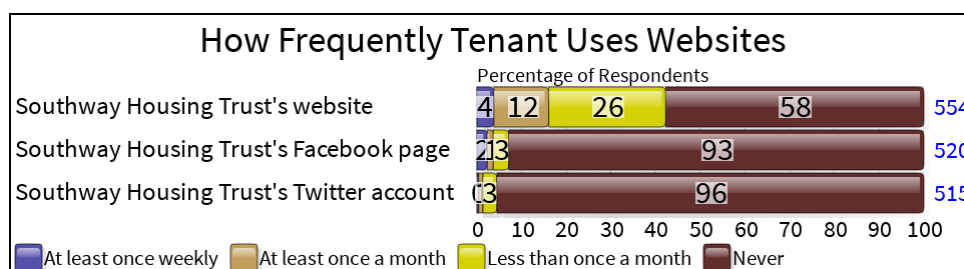


Figure 5.21

Only low proportions of tenants visit the Trust's Facebook page or Twitter account. However, around four in ten households visit Southway Housing Trust's website.

Visits From Staff

Just under half of tenants have been visited at home by a Neighbourhood Officer, whilst more than one in ten has received a visit from a member of the Income or Advice Services team.

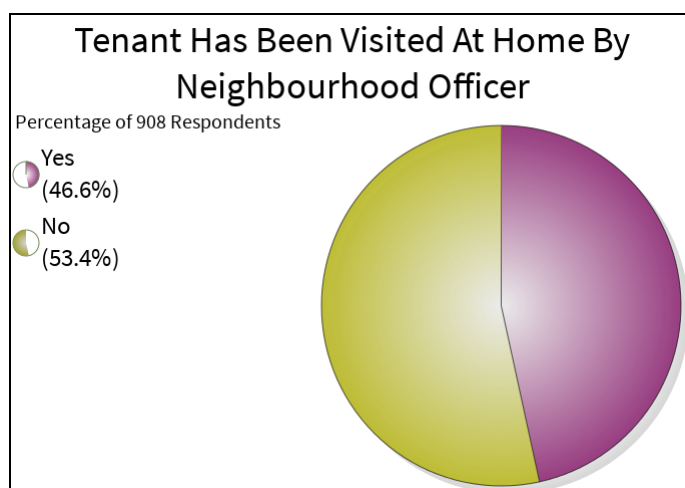


Figure 5.22

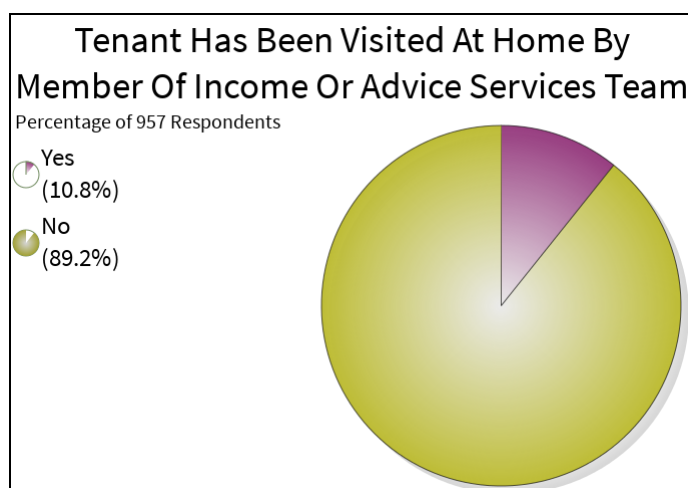


Figure 5.23

The graphs below present tenants' views of visiting members of staff.

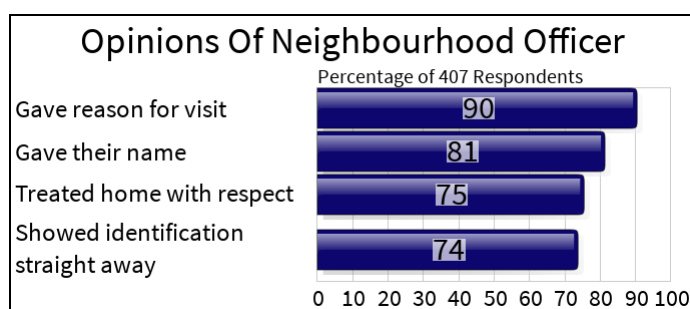


Figure 5.24

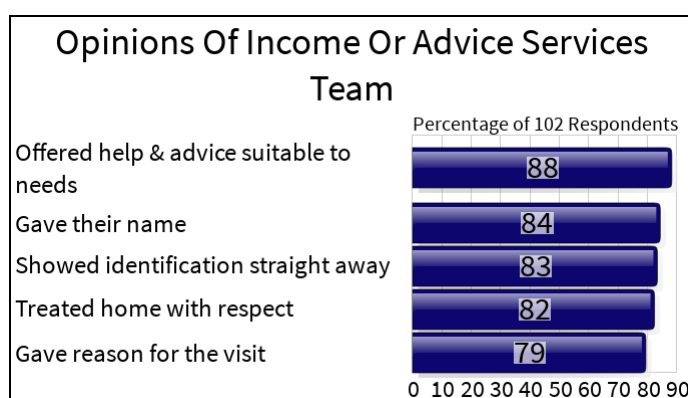


Figure 5.25

Money, Finance & Welfare Reform

6. MONEY, FINANCE & WELFARE REFORM

6.1 DISCUSSION OF FINDINGS

- As part of Southway Housing Trust's commitment to the wellbeing of tenants, a number advice and support services are available for customers. The survey sought to ascertain tenant satisfaction with these services and to determine how well they meet the needs of the target population. In addition, information was collected relating to financial and employment circumstances and receipt of benefits in order to provide an indication of how welfare reform will affect the organisation's tenants.
- The findings reveal that sizeable proportions of the population are either unaware of Southway Housing Trust's services, or have had no need to use them. In contrast, between 30% and 38% of tenants have accessed the support services provided. The most frequently used service is that relating to *advice on welfare benefits and pension credits*.
- The majority of tenants using advice and support services are satisfied with the help they receive and dissatisfaction remains extremely low across all services examined.
- The methods of paying rent preferred by tenants include housing benefit paid to Southway Housing Trust (30%), at the Post Office (24%) and by Direct Debit (24%).
- The majority of tenants have a bank account (88%).
- Just under half of tenants (46%) report that they don't know if they will be affected by welfare reform.
- 62% of tenants are satisfied with the information Southway Housing Trust provides about benefit changes.

6.2 GRAPHICAL OVERVIEW OF FINDINGS

Money & Finance

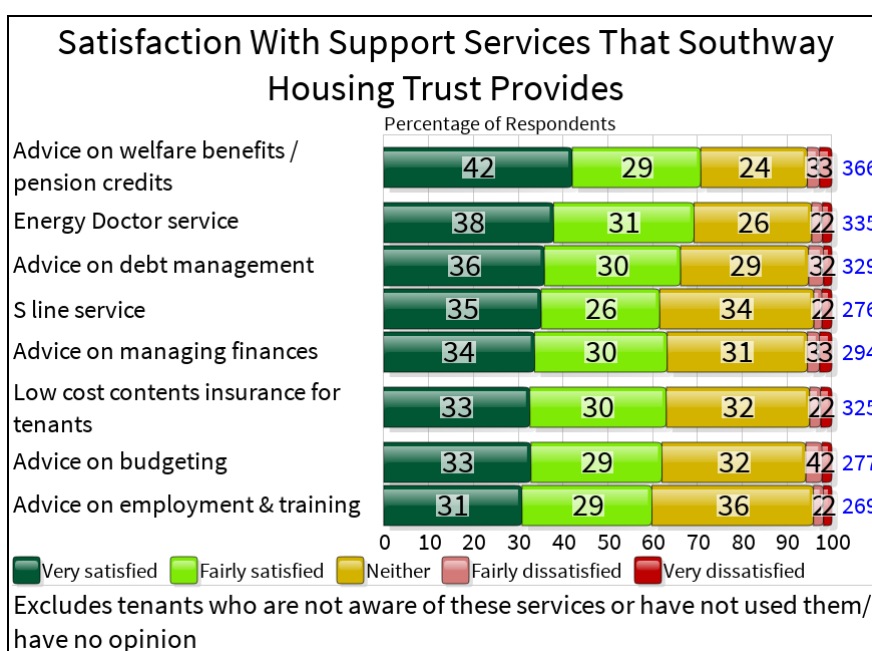


Figure 6.1

The majority of tenants are satisfied with the support services supplied by Southway Housing Trust. The highest level of satisfaction is reported for *advice on welfare benefits/ pension credits*, whilst the lowest ratings are obtained for *advice on employment & training*.

Analysis of survey results by year indicates that awareness of Southway Housing Trust's advice services has increased.

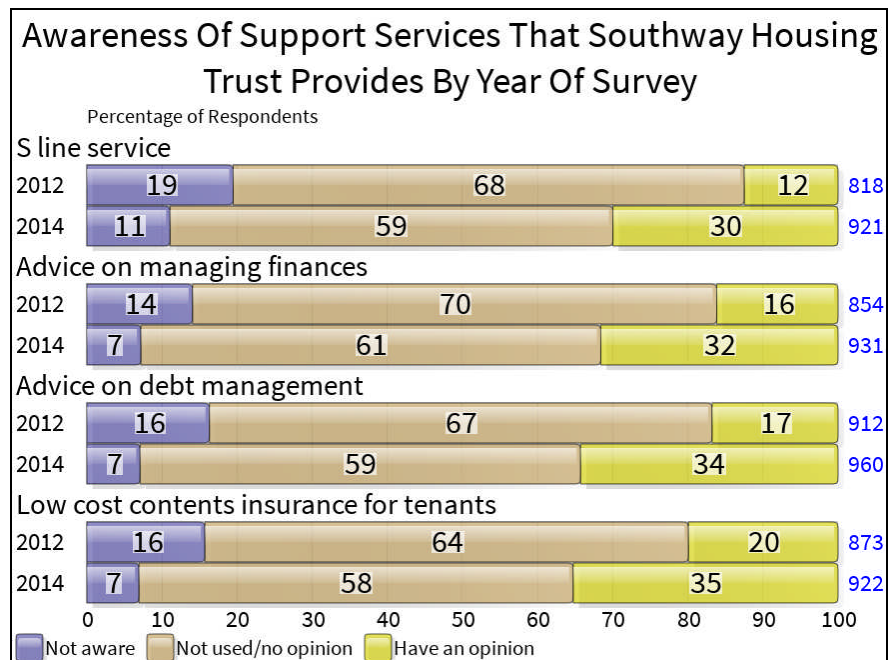


Figure 6.2

Satisfaction with most support services has risen, with the exception of *low cost contents insurance for tenants*, which has remained static. The most noticeable increase in satisfaction relates to the *S line service*.

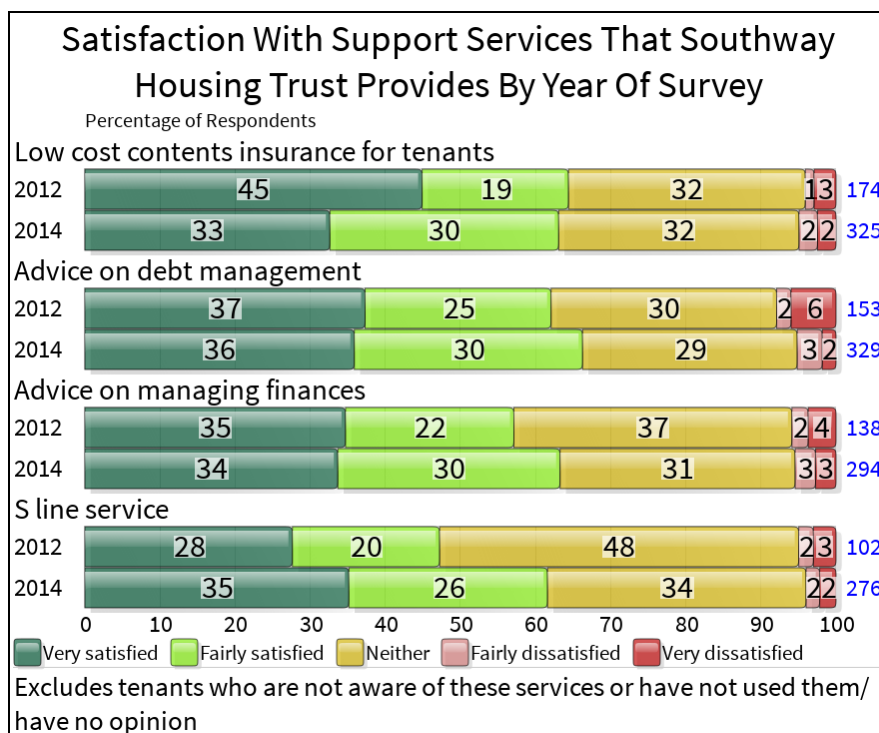


Figure 6.3

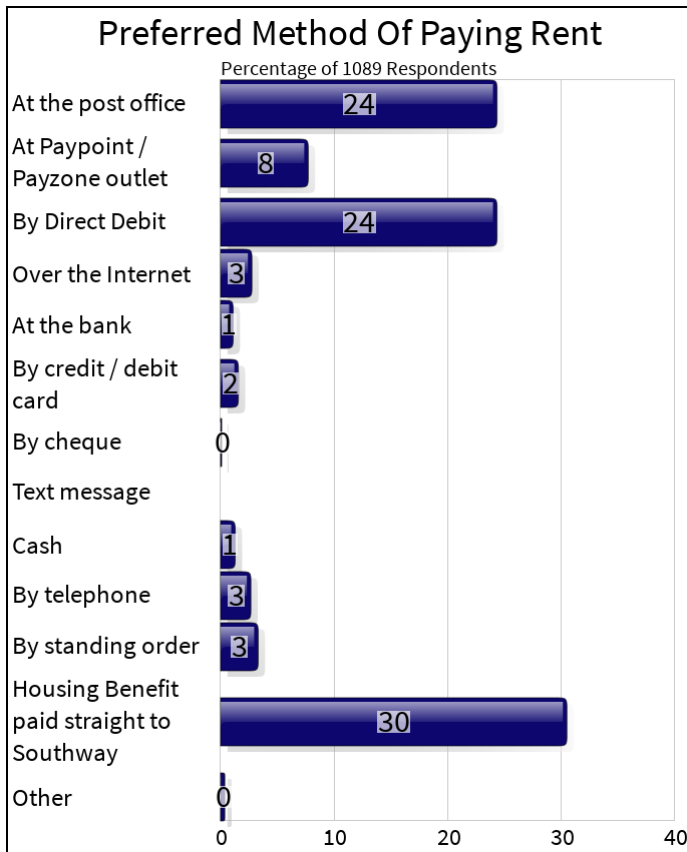


Figure 6.4

The methods selected as preferences for paying rent are housing benefit paid straight to Southway, at the Post Office, and by Direct Debit.

Nine out of ten tenants have bank accounts, which is an increase compared to the findings from the 2012 survey.

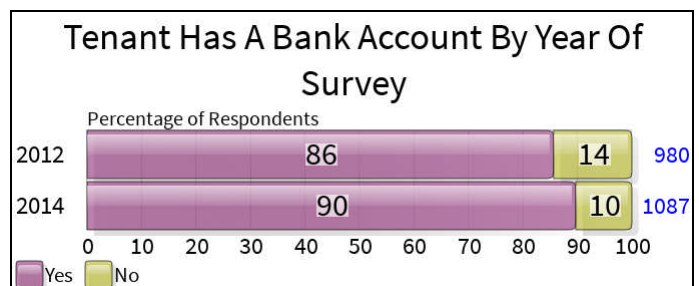


Figure 6.5

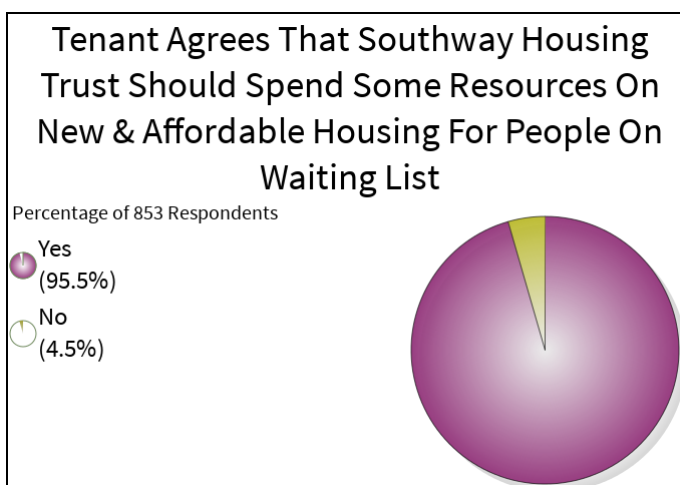


Figure 6.6

The vast majority of tenants are in agreement that Southway Housing Trust should spend some of its resources on new and affordable housing for people on the waiting list.

Welfare Reform

Six out of ten tenants are satisfied with the information the Trust has provided about benefit changes, compared to eight out of ten residents in the 2012 survey.

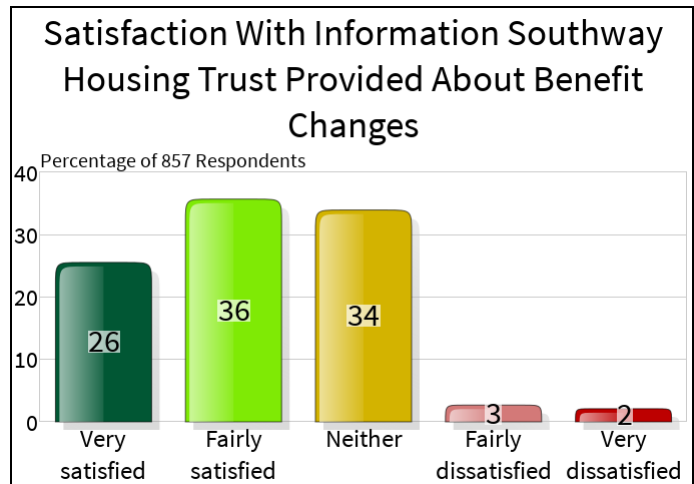


Figure 6.7

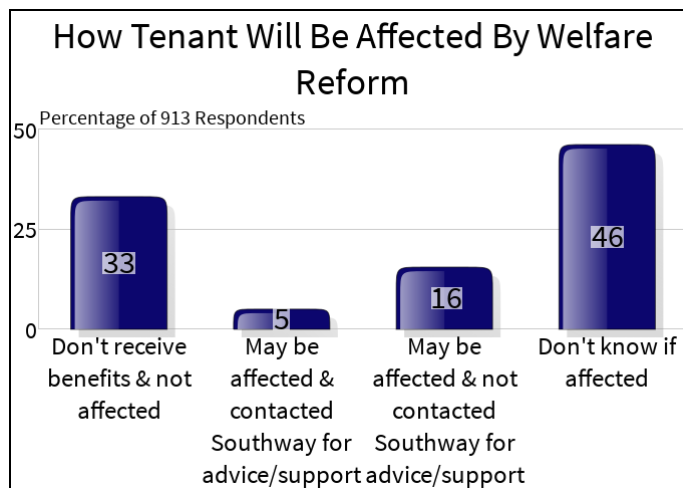


Figure 6.8

Around half of tenants do not know if they will be affected by welfare reform.

Comparison of findings with those from the 2012 survey reveal that a higher proportion of tenants *does not receive benefits* (33% in 2014 versus 25% in 2012) and a lower proportion of tenants *may be affected and have contacted Southway Housing Trust for advice/support* (16% in 2014 versus 24% in 2012).

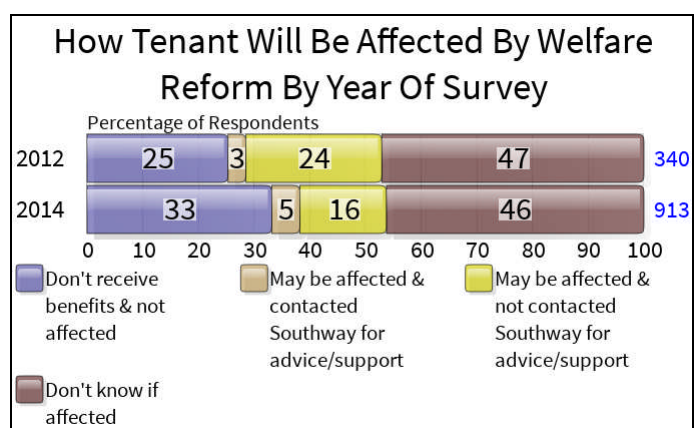


Figure 6.9

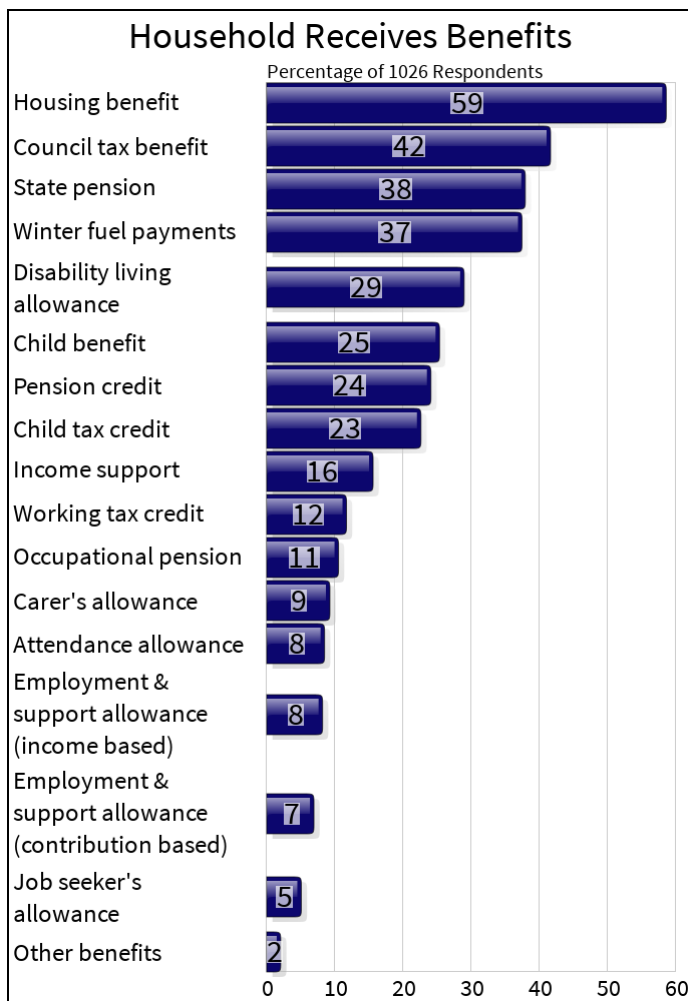


Figure 6.10

Six out of ten households receive *housing benefit* and four in ten receive *council tax* benefit. Full details of the benefits received by households are supplied in the graph below.

Work Status Of Respondent

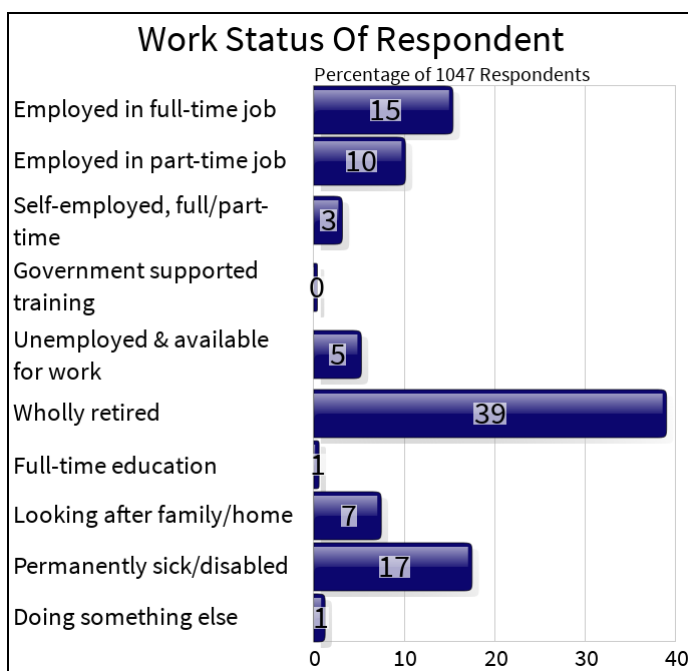


Figure 6.11

A quarter of respondents are employed and four out of ten tenants are retired.

When compared with previous survey results, the proportion of employed tenants is at its highest level since 2008.

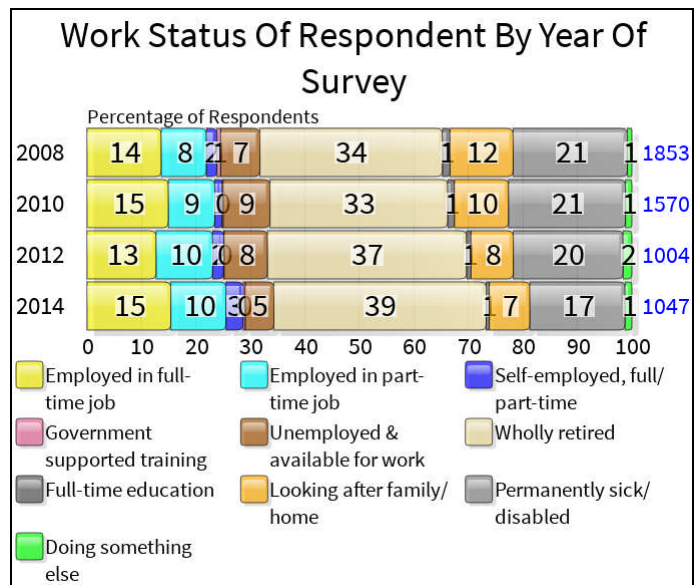


Figure 6.12

Disabilities

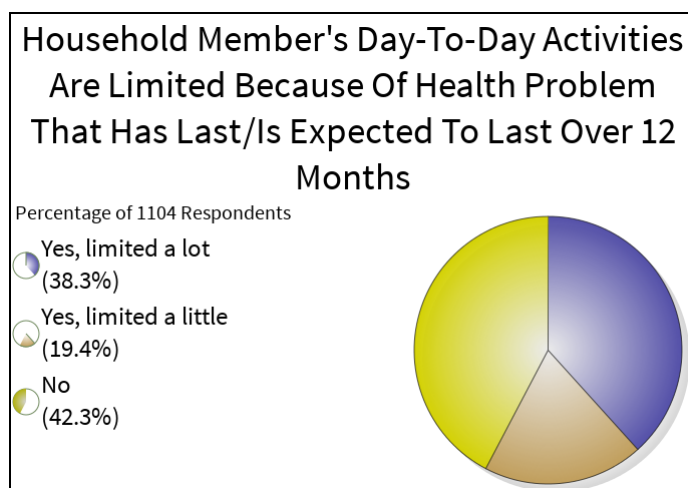


Figure 6.13

Around six out of ten households include someone with a long-term health problem that limits their daily activities to some extent.

Appendix 1 - Methodology

7. APPENDIX 1 - METHODOLOGY

In 2013, Kwest Research undertook a STAR survey of Southway Housing Trust's tenants. Kwest has previously undertaken annual surveys of the Trust's residents in 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 2012 research and other previous surveys to evaluate Southway Housing Trust in its service provision

7.1 DATA COLLECTION

- A postal methodology was adopted to carry out the survey as an efficient and cost-effective way of contacting households. This technique is in line with STAR guidelines and is consistent with the previous STAR surveys carried out by Kwest on behalf of Southway Housing Trust.
- A census sample approach was taken, and all 5,799 of Southway Housing Trust's general needs tenant households were invited to participate in the research.
- The questionnaires were mailed together with an introductory letter from Kwest and a reply-paid envelope for returning completed questionnaires. All non-respondents received a full reminder mailing of a letter, questionnaire and reply-paid envelope.
- In order to maximise the responses obtained, each introductory letter included a web link by which offered tenants an alternative means of completing the survey online. Each tenant was provided with a unique login, which enabled responses to be monitored and analysed.
- As a further measure to encourage responses, Southway Housing Trust offered a prize draw incentive for those people completing a questionnaire.

7.2 ACCURACY OF THE DATA

At the end of the data collection period, 1,161 of Southway Housing Trust's 5,799 tenant households returned a completed postal questionnaire representing a response rate of 20%. Final data accuracy of $\pm 2.6\%$ allows the survey findings to be used with confidence. To explain, an accuracy level of $\pm 2.6\%$ means that if 50% of respondents answer "yes" to a yes/no question, then we know that between 47.4% and 52.6% of all households would give the same response, including those who did not return a completed survey form

7.3 QUESTIONNAIRE DESIGN

The questionnaire was based on the one used in the 2012 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
- Contact
- Anti-Social Behaviour & Hate Crime
- Repairs & Maintenance
- Communication
- Internet
- Customer Involvement
- Money & Finance
- Welfare Reform
- Background Information

7.4 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

Household Profile Information

8. 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, six in ten households accommodate a person who is limited in their daily activities by a health problem. In some cases, limitations are minor, but for others a health issue limits day to day activities a great deal.

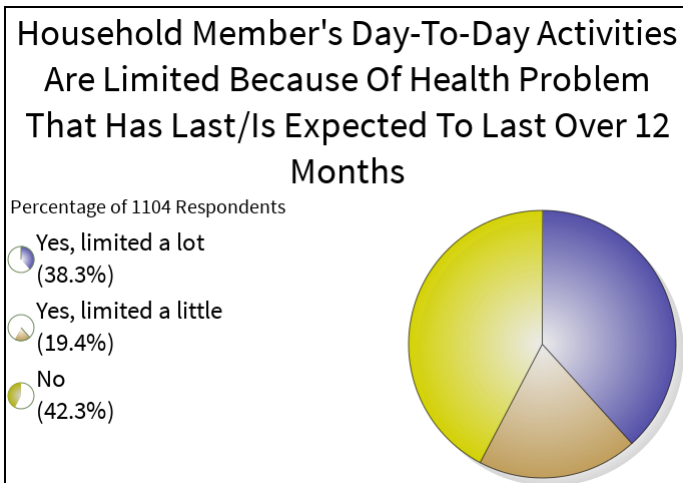


Figure 8.1

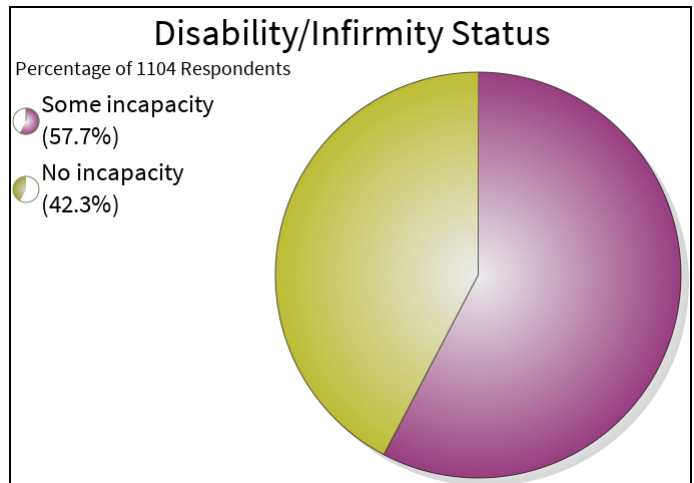


Figure 8.2

Postcode Areas

The chart opposite shows the distribution of homes across postcode areas. This illustrates that just over 40% of the Trust's properties are located in the M20 postcode area of Manchester.

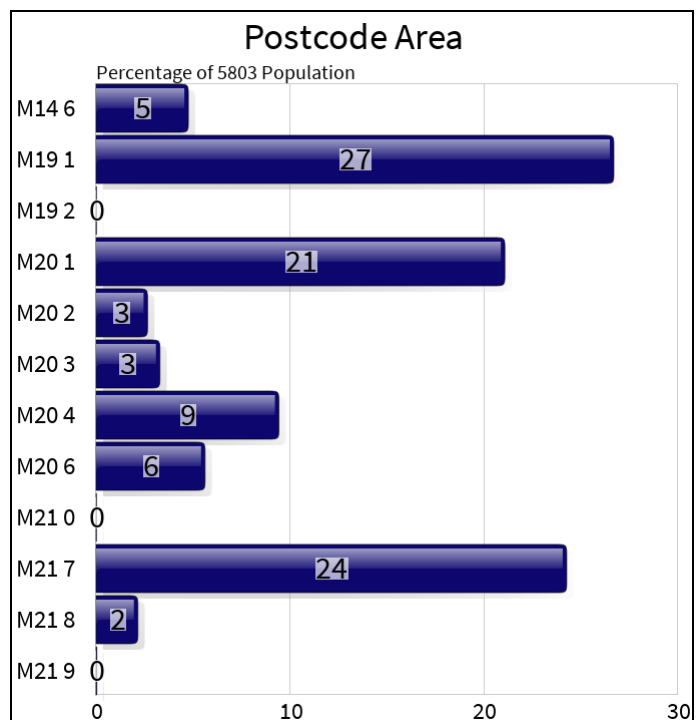


Figure 8.3

Age Of Main Tenant

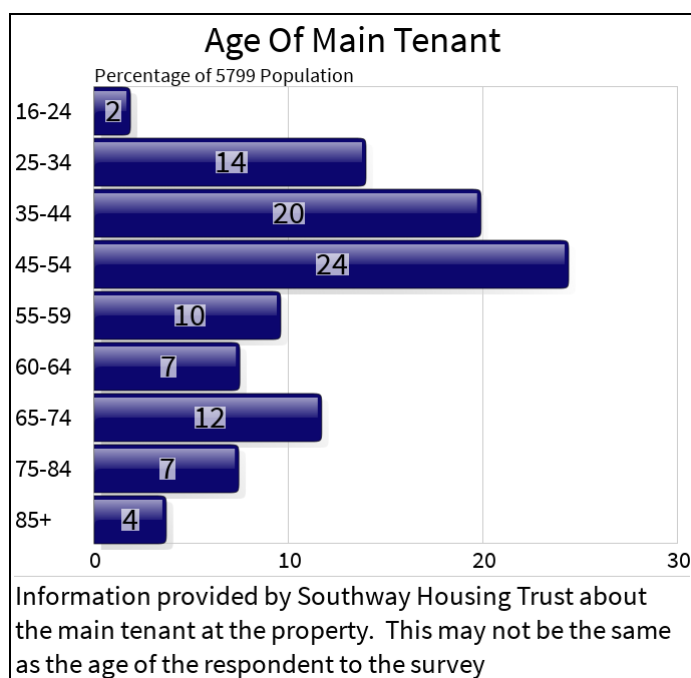


Figure 8.4

Information taken from Southway's records reveals that the age profile of main tenants is relatively young, with 60% of main tenants aged under 55.

In contrast, 23% are aged 65 or over.

Area

The chart illustrates a roughly even distribution of properties across areas.

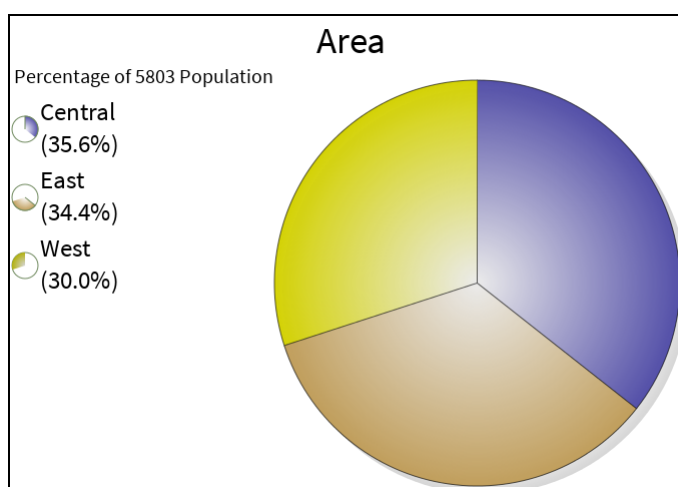


Figure 8.5



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