REPORT TO :	*Poplar Board*
AUTHOR :	*Andrea Baker, Director of Housing*
DATE :	*24 March, 2015*
AGENDA ITEM :	*3.1*
TITLE:	*2014 Resident Satisfaction Survey Results*

1. INTRODUCTION

Each year an independent polling company carries out a statistically representative survey of residents. This year's headline results are:

- **85%** of tenants surveyed are satisfied overall[1]
- **69%** of leaseholders surveyed are satisfied overall[2]
- **80%** of all residents surveyed are satisfied overall[3]

2. RECOMMENDATIONS

The Board is asked to discuss the survey results.

3. BACKGROUND

676 residents were surveyed by telephone, 462 tenants (8% of all tenants) and 214 leaseholders (8% of all leaseholders).

Services Committee asked for more information to be garnered from leaseholders following a significant fall in the level of satisfaction between 2012 and 2013 and so the number of leaseholders surveyed has increased (from 3% to 8%).

Some new questions were asked this year which means there is no historical data to compare against.

Respondents are chosen randomly based on the database of all residents sent to the survey company. In choosing the size of sample we have to bear in mind cost, and the statistical accuracy of the findings. Without understanding the complicated maths this can be worked out using the table which shows that it does not need to be a very large sample of the population to provide a reasonable confidence level for the results.

Population	Confidence level		
	90%	95%	99%
100	74	80	88
500	176	218	286
1,000	215	278	400
10,000	264	370	623
100,000	270	383	660
1m	271	384	664

[1] 2013 – 83%, 2012 - 79%, 2011 - 69%
[2] 2013 – 51%, 2012 - 68%, 2011 – 48%
[3] 2013 – 79%, 2012 - 77%, 2011 - 59%

4. BENCHMARKING

Benchmarking is complicated by variables between landlords and services. Not all landlords survey leaseholders, and not all those that do report their results. Through information collated by the Council from local landlords, we have data[4] for some indicators, with Poplar HARCA continuing to compare well:

	tenants	leaseholders	listens	estate services	repairs
A2 Dominion*	84%	76%	53%	87%	83%
East End Homes	83%	57%	51%	65%	60%
East Thames*	54%	25%	50%	-	-
Family Mosaic*	67%	60%	-	-	58%
Gallions*	77%	-	65%	66%	77%
Gateway	65%	50%	47%	61%	48%
Genesis*	67%	45%	-	56%	77%
L&Q*	81%	-	64%	72%	80%
Metropolitan*	71%	40%	53%	-	61%
Notting Hill*	76%	-	64%	81%	65%
Old Ford	52%	-	-	-	-
One Housing Group*	83%	69%	-	-	94%
Peabody*	74%	57%	62%	91%	70%
Poplar HARCA	***85%***	***69%***	***79%***	***79%***	***79%***
Southern Housing Group*	75%	51%	61%	-	68%
Swan*	81%	53%	67%	88%	74%
THCH	80%	60%	67%	73%	72%
Tower Hamlets Homes	77%	52%	55%	73%	69%

Housemark reports upper quartile for London tenants' satisfaction at 79%. It also describes a 'London effect' which can account for a reduction of up to 10% in the satisfaction of London residents compared with the rest of the UK. This makes comparisons with landlords with stock both in and out of London particularly difficult.

Last year a survey of 61,000 tenants was published. The respondents from across the country were registered with HomeSwappers - as a group they are therefore more likely to be less satisfied with landlords because they are waiting to move. Having accepted this qualification, it is interesting context, particularly given the high number of our tenants who are waiting to move (approximately 27%):

	tenants	Listens	would recommend	care/trust
'Big Tenant' survey	44%	32%	51%	22%
'Big Tenant' survey (London)	34%	24%	16%	17%
Poplar HARCA tenants	***85%***	***88%***	***90%***	***89%***

The 12th UK Customer Satisfaction Index (UKCSI) reported a 'marked downward trend in the satisfaction of UK customers.' The fall applied to all sectors except utilities. John Lewis and Amazon are ranked highest by UKCSI – but even they

[4] 2013/14 figures
* landlord has stock outside Tower Hamlets and/or London

experienced a fall in satisfaction between 2013 and 2014. The explanation is obviously complex, but is generally considered to be linked to an increase in expectations and convenience, ease of doing business, and speed seen as particularly important factors.

5. ANALYSIS

Overview

Tenant satisfaction has increased again year-on-year and we continue to be in the upper quartile for benchmarking purposes.

Leaseholder satisfaction also increased, now at its highest-ever level. Whilst still significantly below tenant satisfaction, the improvement is considerable and the result continues to be at the upper-end of the results reported by local landlords.

19% of those surveyed gave an overall satisfaction score of 10 out of 10; up slightly from last year's 18%. (26% of tenants, 5% of leaseholders).

An indicator which helps monitor access to and satisfaction with services is the comparison of reported satisfaction between BME and non-BME residents. Whilst this is not a sophisticated indicator, and it is acknowledged that it cannot identify finer-grain issues, it is a comfort to note that the difference continues to be relatively small, with BME residents marginally more satisfied compared with non-BME residents.

We asked some additional questions this year testing how residents 'feel' about Poplar HARCA:

- More residents would recommend Poplar HARCA to friends and family this year than last year (from 82% to 85%); tenants are more likely to recommend than leaseholders (90% compared with 79%)
- 84% 'trust' Poplar HARCA; tenants are more likely to trust than leaseholders (89% compared with 74%)
- 81% feel that they do not have to put undue effort into their dealings with Poplar HARCA; with tenants more likely to be satisfied with the effort they have to put into their dealings than leaseholders (87% compared with 67%)

Which scores decreased?

Whilst the overall picture presented by the survey results is positive, there were significant falls in satisfaction for some key indicators.

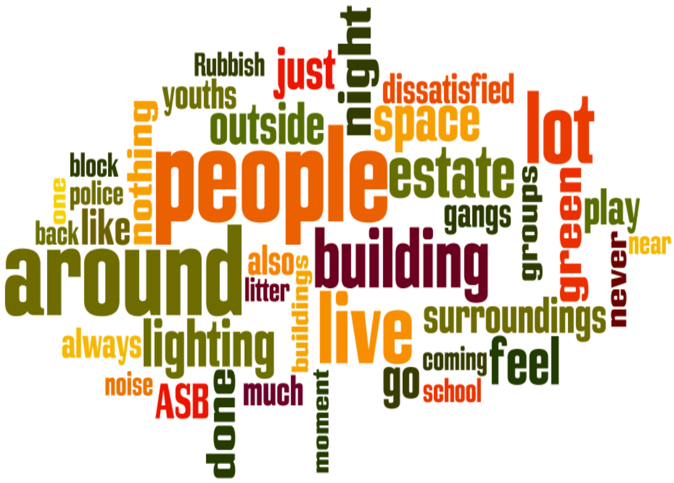
We have used software to analyse the comments made by residents who were dissatisfied to help identify themes. The top 40-50 words are shown, with the relative size of the word indicating its frequency.

- Satisfaction with the quality of their home fell for both tenants (by 13%) and leaseholders (by 4%).

  There are issues here that we would have anticipated such as damp, repairs and size. However, given Poplar HARCA is not responsible for internal decorations its relatively high frequency means that we may need to refresh resident's knowledge of what we are and are not responsible for.

- Satisfaction with the quality of their estate fell for both tenants (by 18%) and leaseholders (by 10%).

  What is interesting is the absence of issues which have previously been identified by residents such as dogs; and the relatively low profile of drugs, noise and rubbish.



- Being kept informed of delays to repairs was another indicator where there was a fall for both tenants (down 6%) and leaseholders (down 33%).

Leaseholders

Following a significant fall in leaseholder satisfaction in 2013, Services Committee requested a more in-depth analysis of indicators and drivers.

Whilst the overall satisfaction with value for money increased by 12% year-on-year, the assumption generally is that leaseholder satisfaction is more directly influenced by the cost of services because of the way they are billed; and because of a lack of control regarding the timing of major works which are very expensive.

This year we split questions for four indicators to tease out the satisfaction with the quality of the services compared with the satisfaction with the value for money of services:

- 66% were satisfied with the quality of repairs. 37% felt that repairs to their block were value for money.

- 68% were satisfied with caretaking and cleaning. 58% were satisfied that the service is value for money.

- 70% were satisfied with the upkeep of green spaces. 64% felt that the service is value for money.

- 80% were satisfied with the effectiveness of dealing with ASB. 42% felt that the service is value for money.

It is difficult to ascribe causation to these results, but there would appear to be a correlation between leaseholders being satisfied with the services Poplar HARCA provides, but far less satisfied with what they have to pay.

We therefore asked what Poplar HARCA could do to reduce its costs:

Whilst overall satisfaction has increased this year, there are some important indicators which show a decrease in satisfaction:

Ease of communication (down 4%)

Treats as an individual (down 9%)

Completing repairs on time (down 10%)

Service charges is the most frequently cited issue influencing dissatisfaction; but refusing repair requests is a more surprising factor which may bear more scrutiny as it may mean Poplar HARCA is refusing to carry out repairs it is responsible for, or that leaseholders do not understand their lease and think Poplar HARCA is responsible for carrying out repairs. Either way, there is a piece of work necessary to better inform both Poplar HARCA's staff and leaseholders.

6. NEXT STEPS

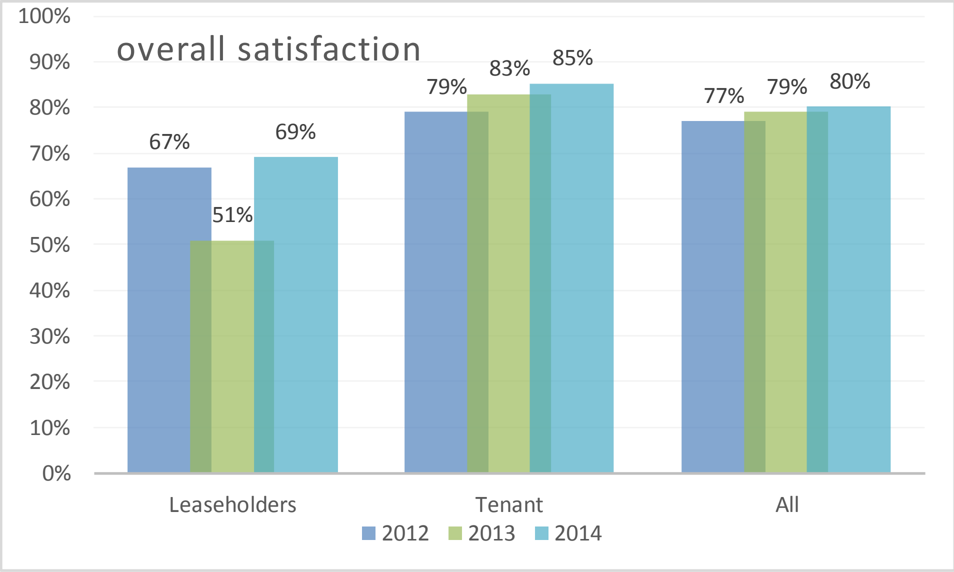
The overall results are encouraging with improvement in satisfaction across the majority of indicators.

As always, however, data begs hundreds more questions.

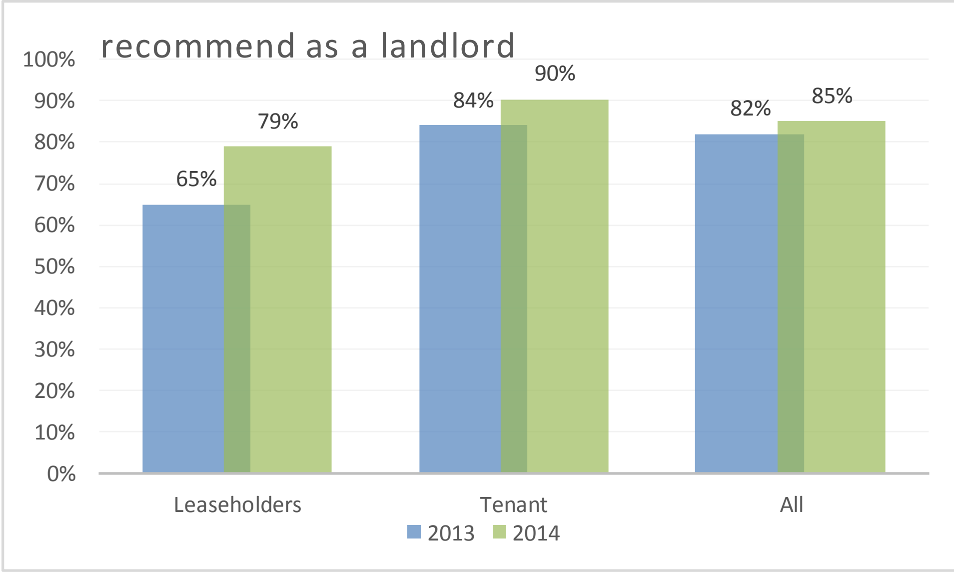
There has been a reduction in satisfaction in some important indicators which it is important to take note of and try to understand what can be done to improve these – most appear to be as a result of misunderstanding responsibilities. We will therefore this year review, refresh and redistribute resident handbooks.

Estate Boards continue to be a useful sounding board for local service issues and improvements, so it is again suggested that Estate Boards consider these results with a view to bringing forward local and strategic initiatives to improve satisfaction. In particular, satisfaction with non-repair contacts is lower than overall satisfaction. Bearing in mind that these contacts will include arrears, ASB allegations and other difficult conversations it will be worth exploring with Estate Boards their experiences and suggestions in order to improve against this new indicator.

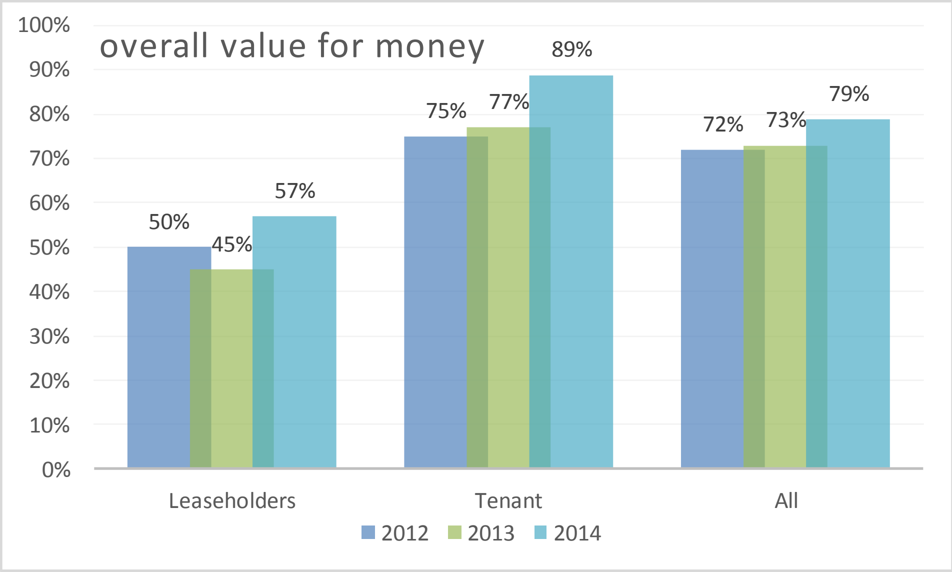
Appendix 1:



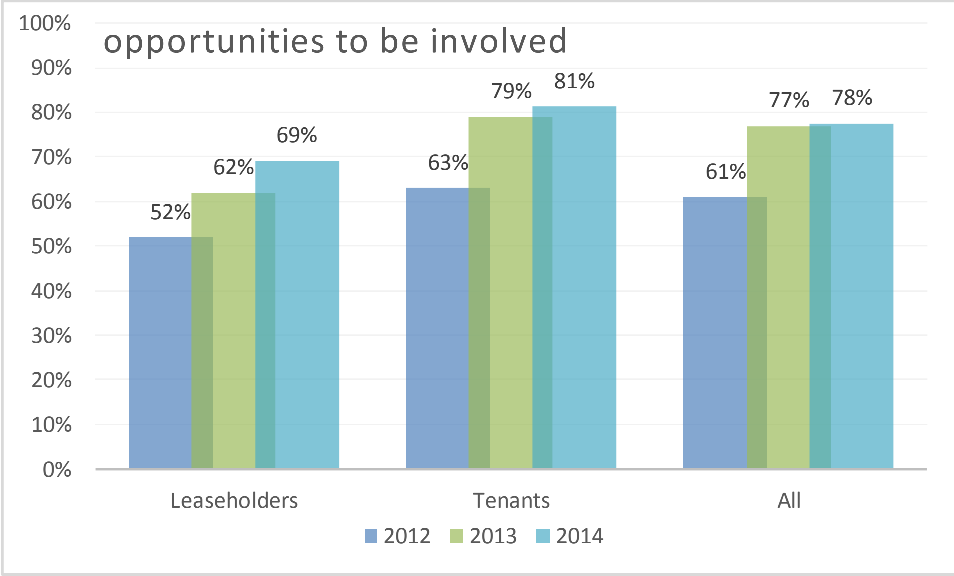
overall satisfaction
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
67%
51%
69%
79%
83%
85%
77%
79%
80%
Leaseholders
Tenant
All
2012
2013
2014



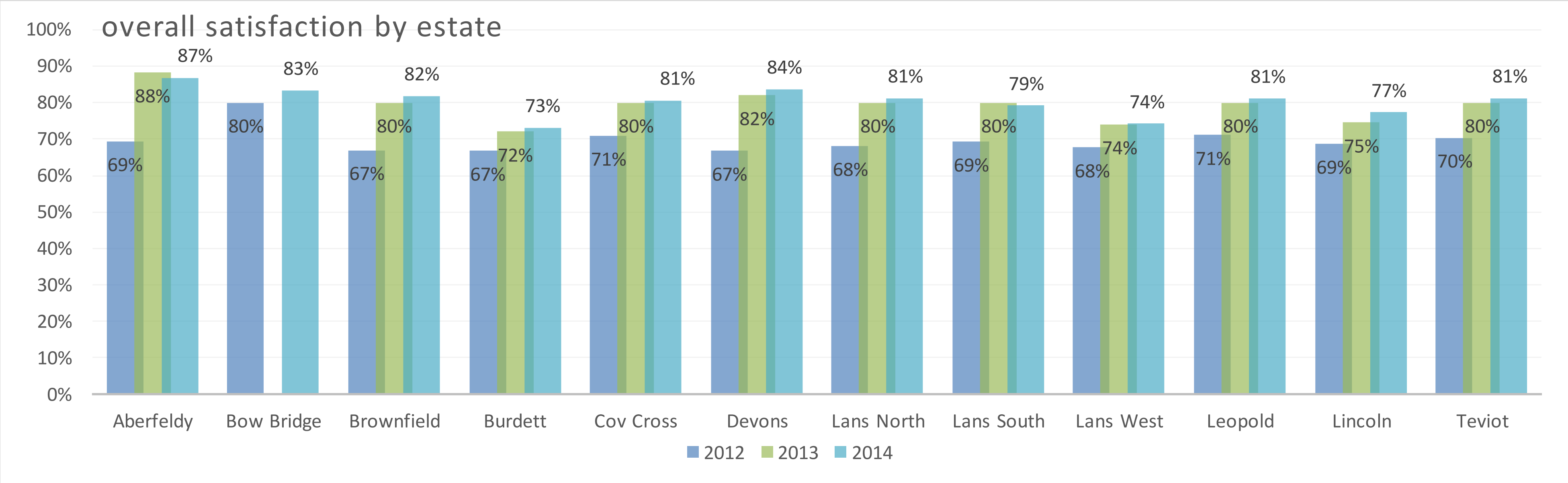
recommend as a landlord
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
65%
79%
84%
90%
82%
85%
Leaseholders
Tenant
All
2013
2014

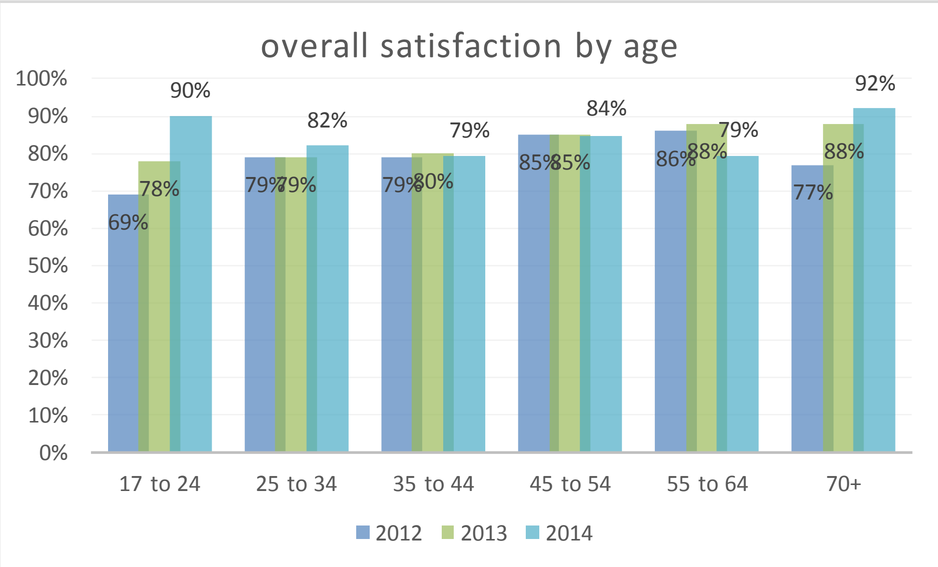


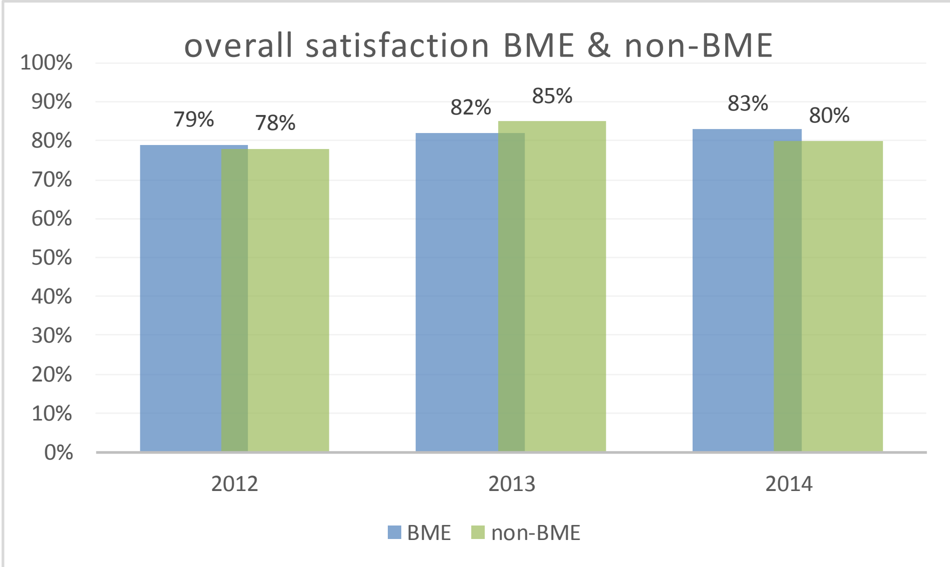
overall value for money
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
50%
45%
57%
75%
77%
89%
72%
73%
79%
Leaseholders
Tenant
All
2012
2013
2014

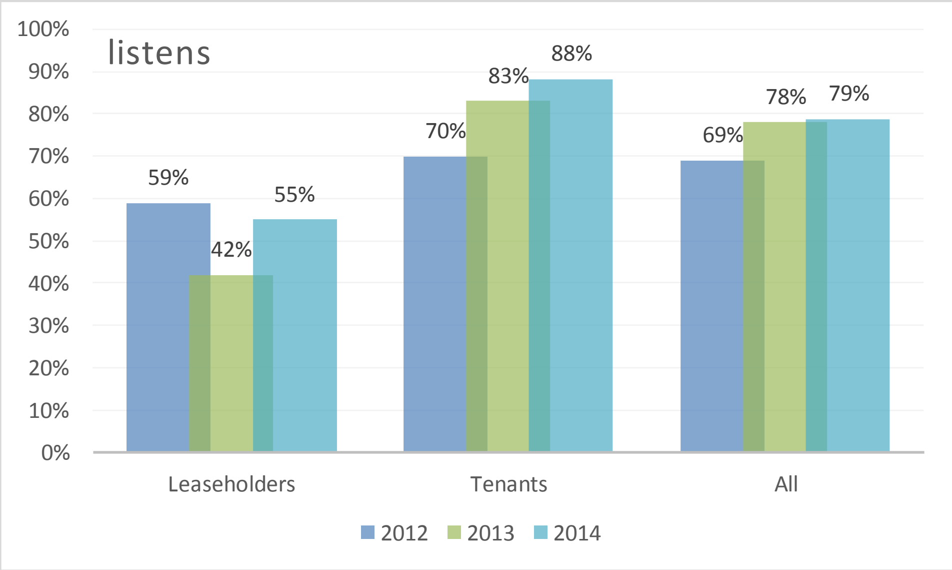


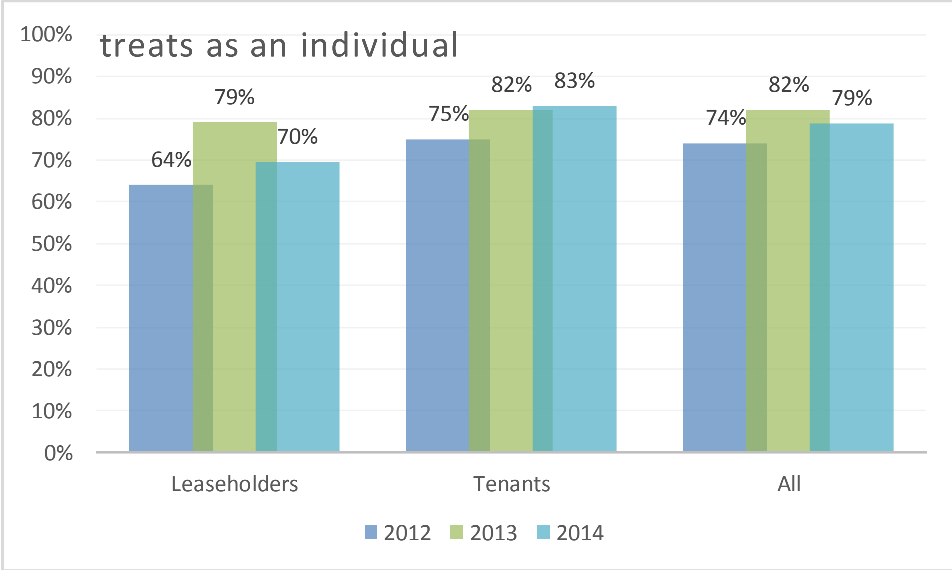
opportunities to be involved
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
52%
62%
69%
63%
79%
81%
61%
77%
78%
Leaseholders
Tenants
All
2012
2013
2014

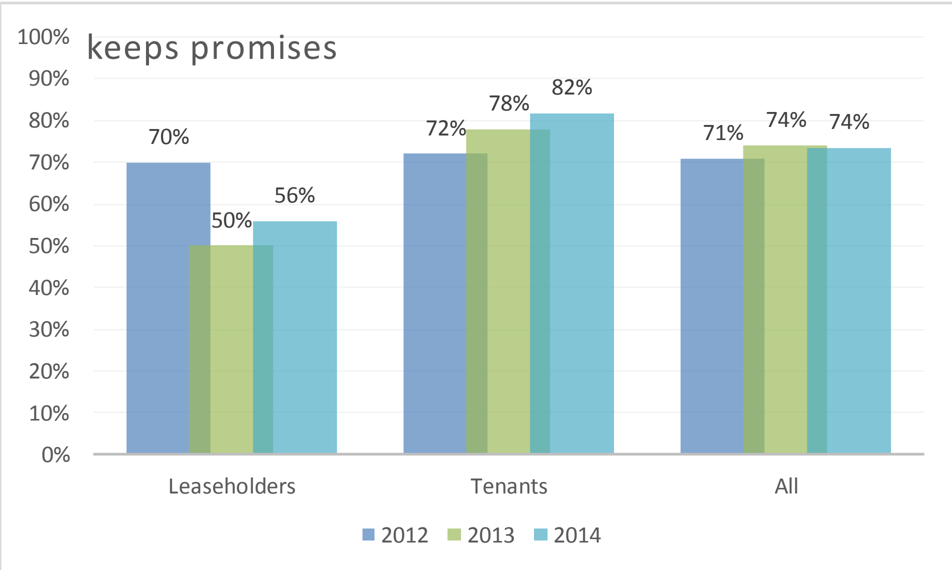

overall satisfaction by estate
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
69%
88%
87%
80%
83%
67%
80%
82%
67%
72%
73%
71%
80%
81%
67%
82%
84%
68%
80%
81%
69%
80%
79%
68%
74%
74%
71%
80%
81%
69%
75%
77%
70%
80%
81%
Aberfeldy
Bow Bridge
Brownfield
Burdett
Cov Cross
Devons
Lans North
Lans South
Lans West
Leopold
Lincoln
Teviot
2012
2013
2014

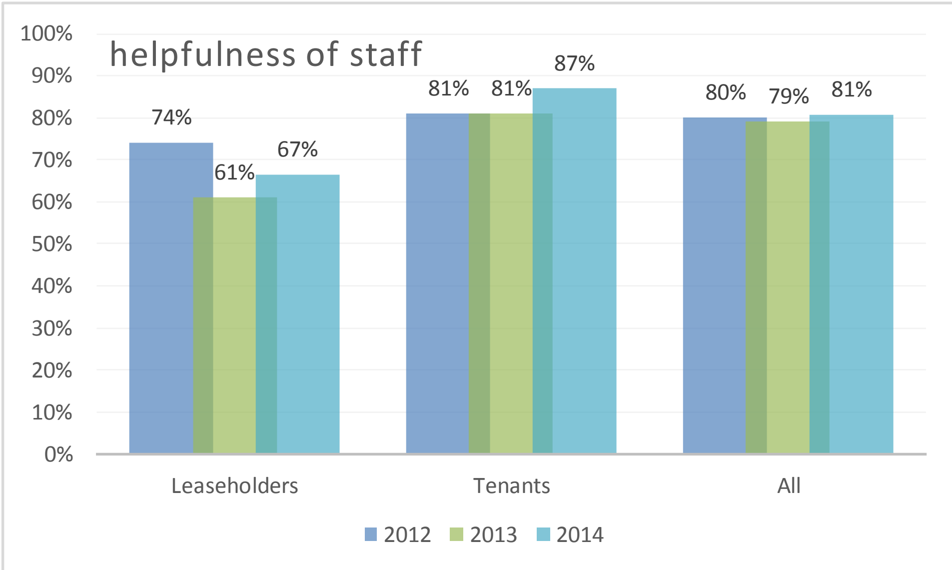

overall satisfaction by age
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
69%
78%
90%
79%
79%
82%
79%
80%
79%
85%
85%
84%
86%
88%
79%
77%
88%
92%
17 to 24
25 to 34
35 to 44
45 to 54
55 to 64
70+
2012
2013
2014

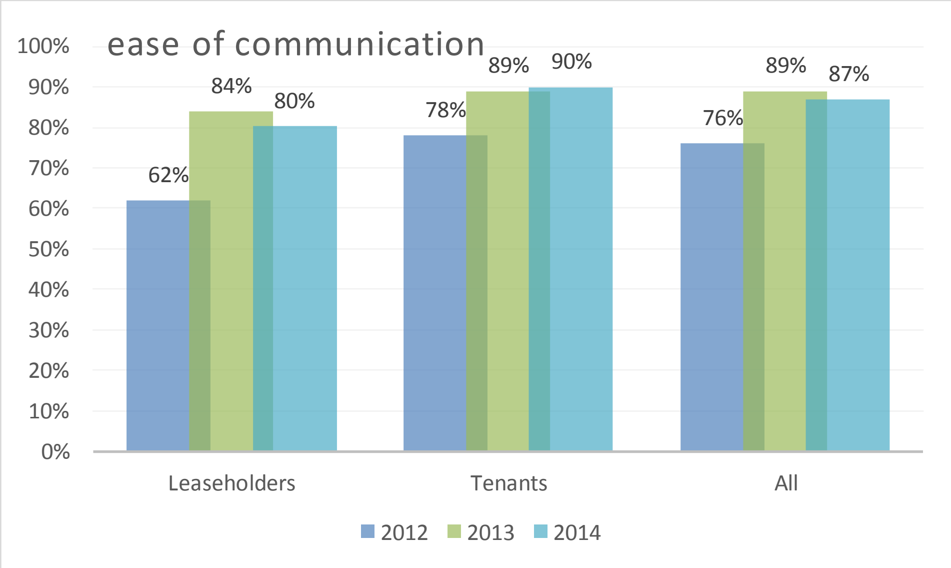

overall satisfaction BME & non-BME
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
79%
78%
82%
85%
83%
80%
2012
2013
2014
BME
non-BME

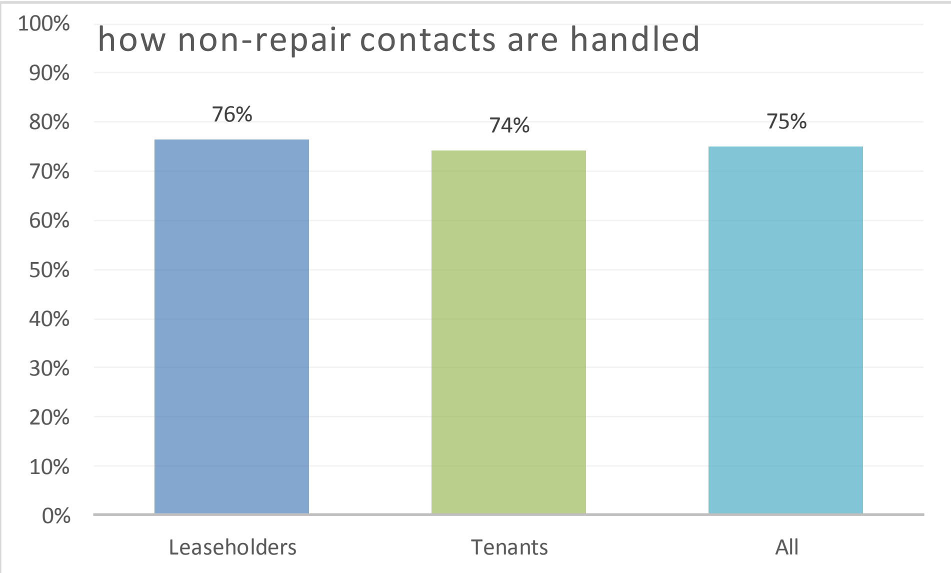

listens
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
59%
42%
55%
70%
83%
88%
69%
78%
79%
Leaseholders
Tenants
All
2012
2013
2014

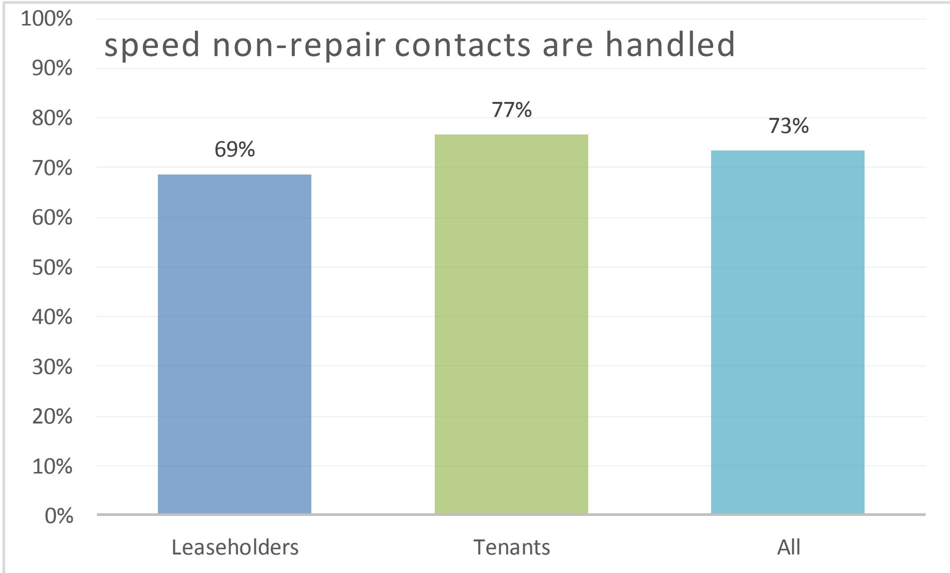

treats as an individual
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
64%
79%
70%
75%
82%
83%
74%
82%
79%
Leaseholders
Tenants
All
2012
2013
2014

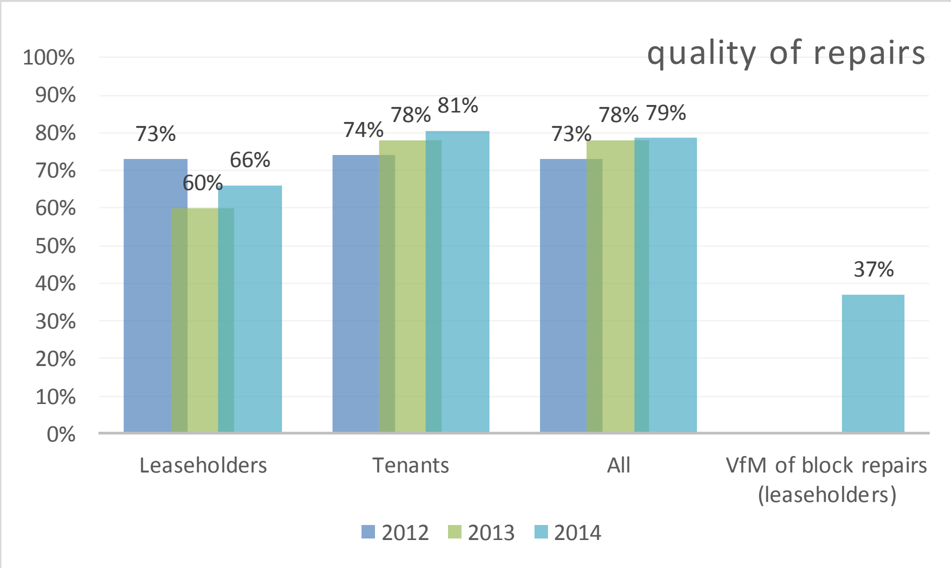

keeps promises
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
70%
50%
56%
72%
78%
82%
71%
74%
74%
Leaseholders
Tenants
All
2012
2013
2014


helpfulness of staff
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
74%
61%
67%
81%
81%
87%
80%
79%
81%
Leaseholders
Tenants
All
2012
2013
2014

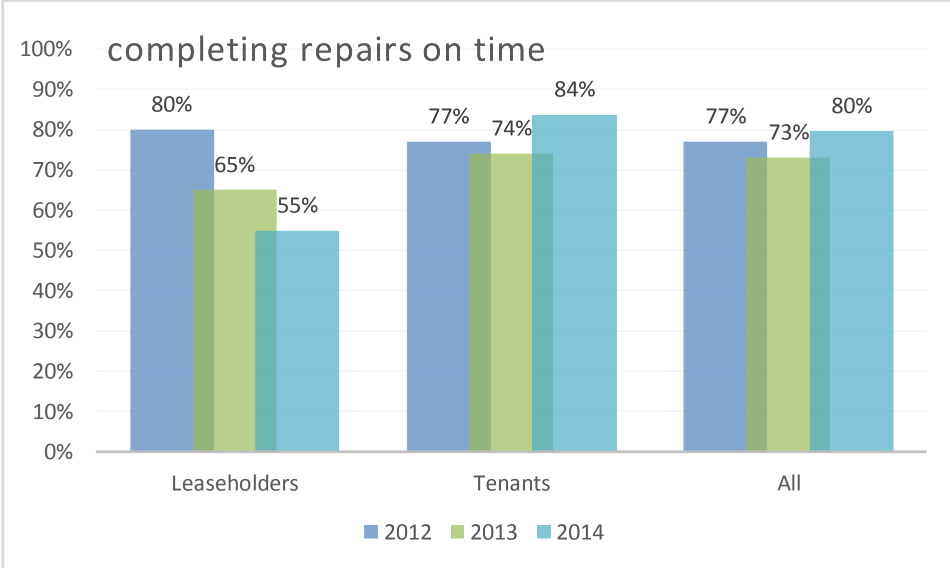

ease of communication
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
62%
84%
80%
78%
89%
90%
76%
89%
87%
Leaseholders
Tenants
All
2012
2013
2014


how non-repair contacts are handled
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
76%
74%
75%
Leaseholders
Tenants
All

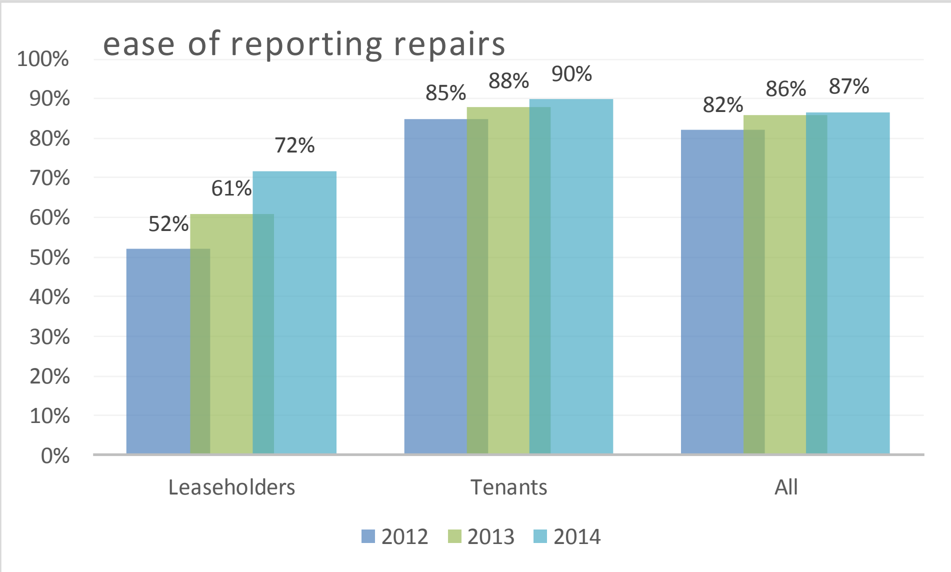

speed non-repair contacts are handled
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
69%
77%
73%
Leaseholders
Tenants
All



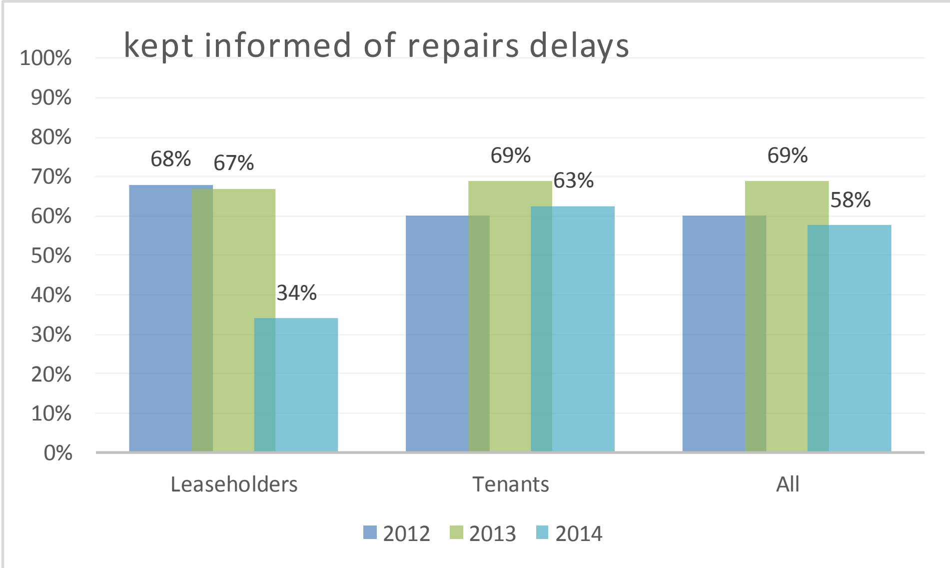
quality of repairs
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
73%
60%
66%
74%
78%
81%
73%
78%
79%
37%
Leaseholders
Tenants
All
VfM of block repairs (leaseholders)
2012
2013
2014



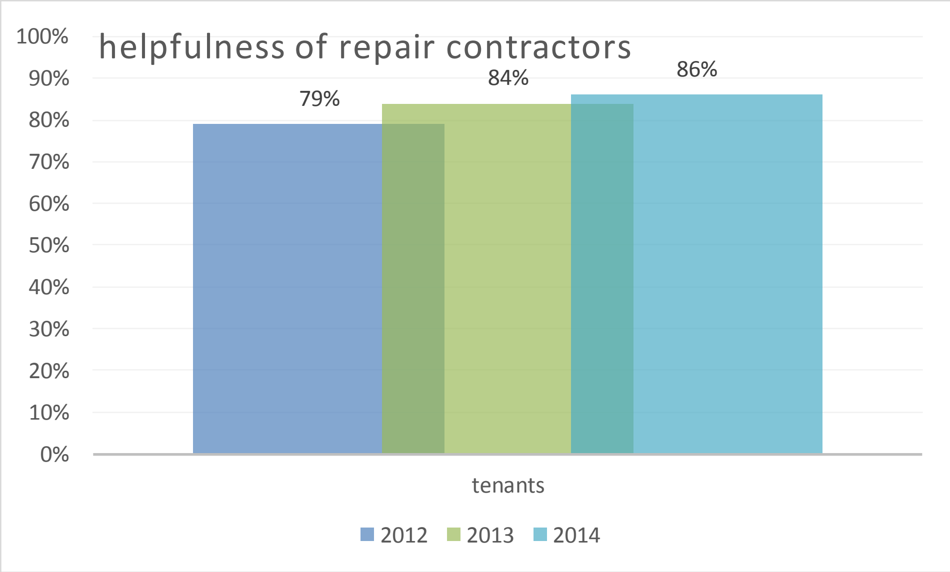
completing repairs on time
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
80%
65%
55%
77%
74%
84%
77%
73%
80%
Leaseholders
Tenants
All
2012
2013
2014

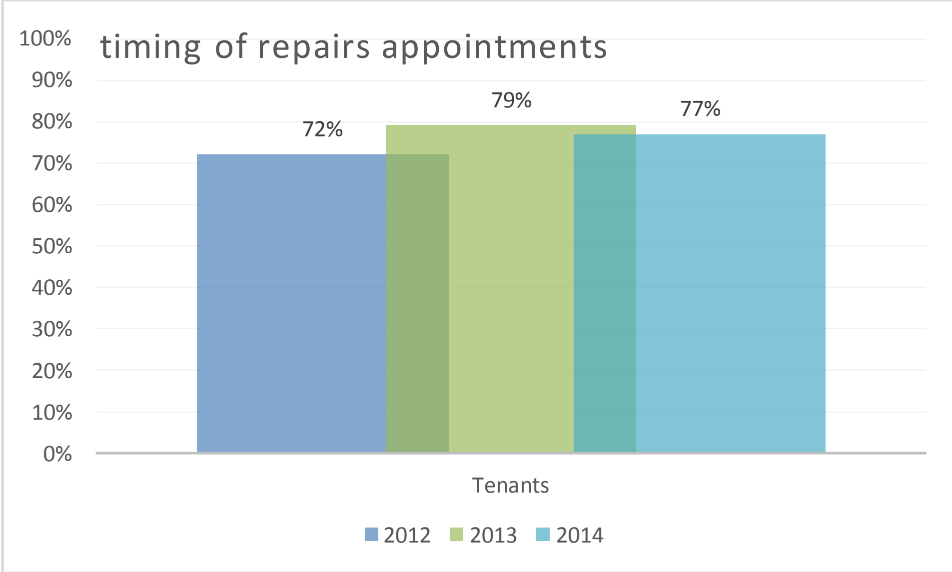


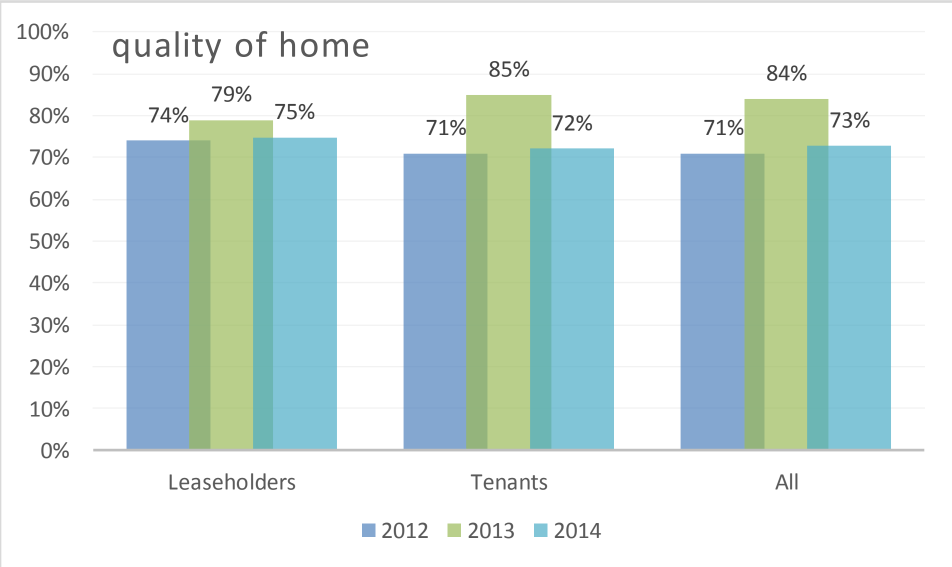
ease of reporting repairs
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
52%
61%
72%
85%
88%
90%
82%
86%
87%
Leaseholders
Tenants
All
2012
2013
2014

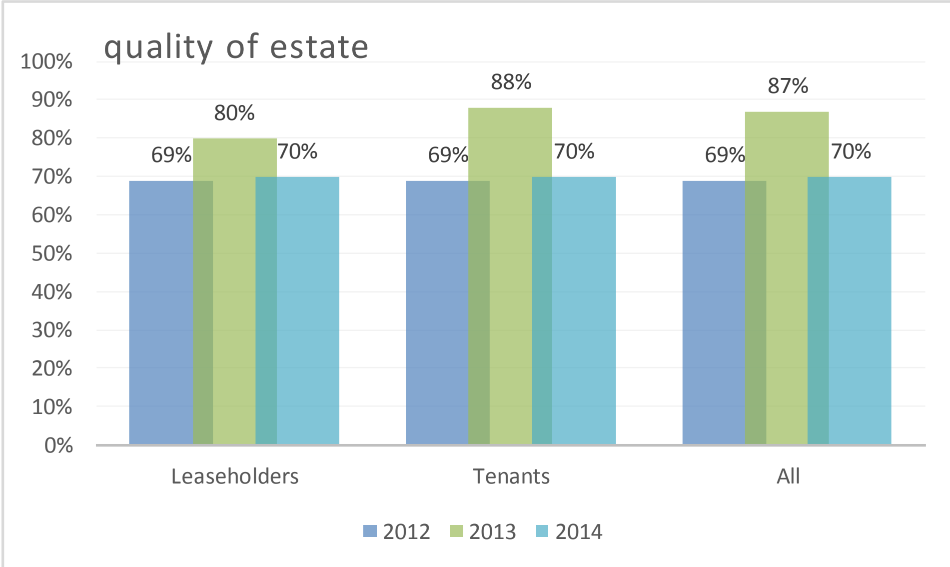


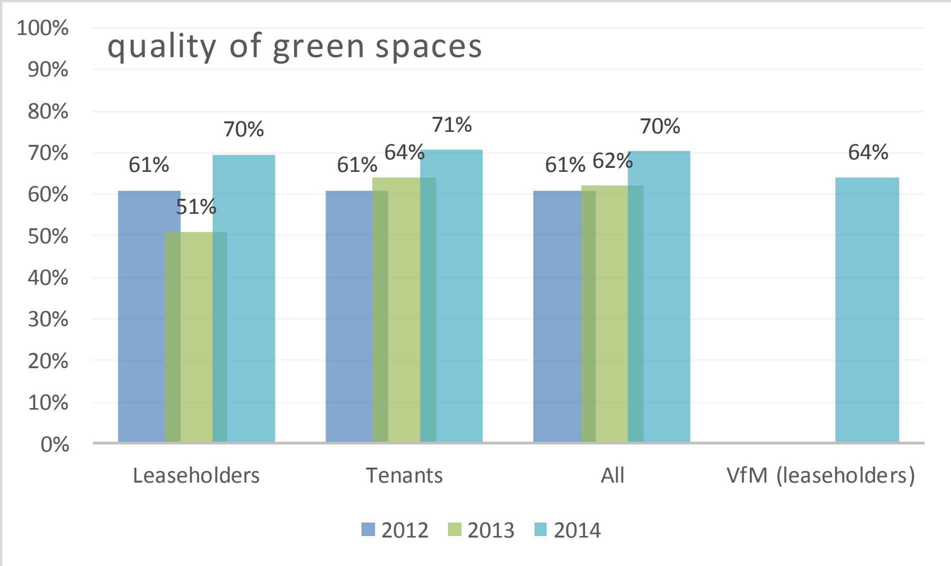
kept informed of repairs delays
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
68%
67%
34%
69%
63%
69%
58%
Leaseholders
Tenants
All
2012
2013
2014

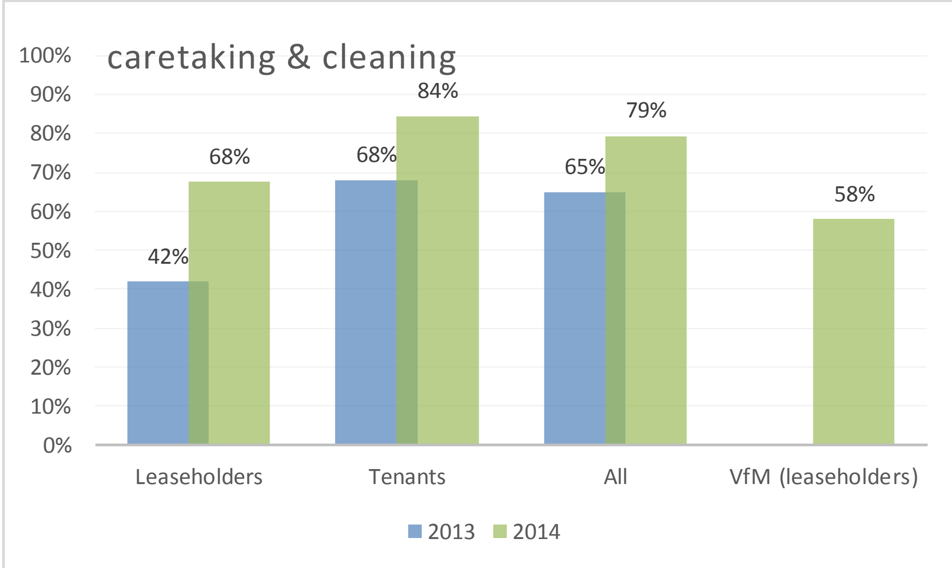

helpfulness of repair contractors
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
79%
84%
86%
tenants
2012
2013
2014

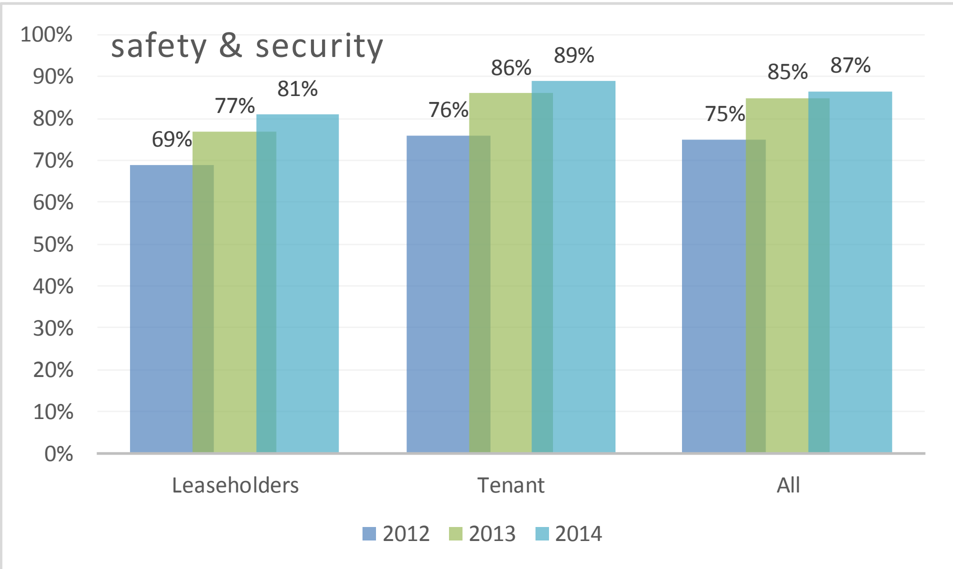

timing of repairs appointments
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
72%
79%
77%
Tenants
2012
2013
2014

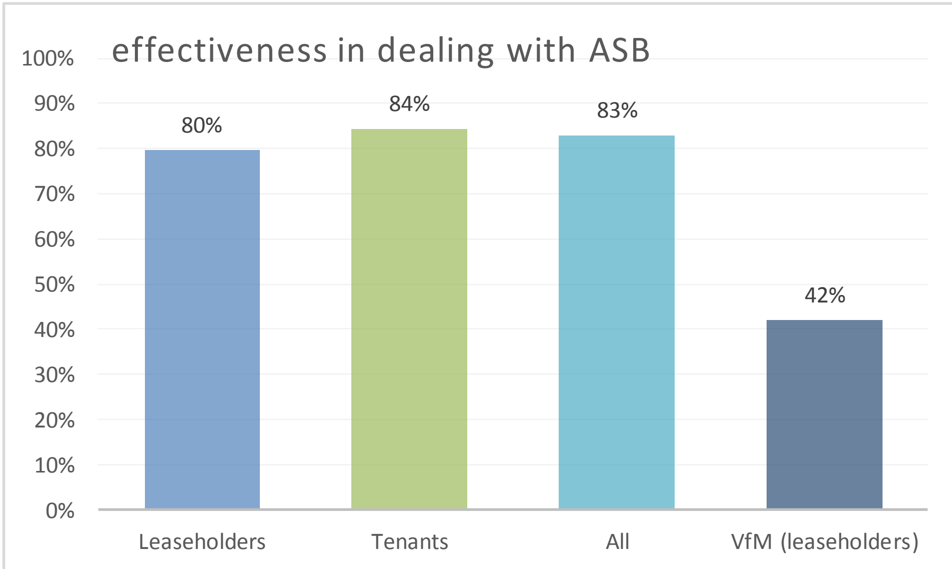

quality of home
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
74%
79%
75%
71%
85%
72%
71%
84%
73%
Leaseholders
Tenants
All
2012
2013
2014


quality of estate
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
69%
80%
70%
69%
88%
70%
69%
87%
70%
Leaseholders
Tenants
All
2012
2013
2014


quality of green spaces
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
61%
51%
70%
61%
64%
71%
61%
62%
70%
64%
Leaseholders
Tenants
All
VfM (leaseholders)
2012
2013
2014


caretaking & cleaning
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
42%
68%
68%
84%
65%
79%
58%
Leaseholders
Tenants
All
VfM (leaseholders)
2013
2014


safety & security
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
69%
77%
81%
76%
86%
89%
75%
85%
87%
Leaseholders
Tenant
All
2012
2013
2014


effectiveness in dealing with ASB
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
80%
84%
83%
42%
Leaseholders
Tenants
All
VfM (leaseholders)