



Spire View Housing Association Copperworks Housing Co-operative

Joint Customer Satisfaction Survey

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Customer Satisfaction Survey 2012

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1. EXECUTIVE SUMMARY

INTRODUCTION

- Spire View Housing Association and Copperworks Housing Cooperative commissioned Research Resource to carry out a joint customer satisfaction survey on their behalf.
- A total of 231 face to face interviews were undertaken with a sample of Spire View Housing Association tenants and owners (225 with tenants and 6 with owners).
- A total of 207 face to face interviews were completed with a sample of Copperworks tenants and owners (162 tenants and 45 owners).
- Interviewing took place between 9th and 30th May 2012 and were spread across each organisations stock to ensure that a representative picture of customer satisfaction was collected.
- This executive summary highlights the key findings from this programme of research.

OVERALL SATISFACTION

- The survey opened by asking respondents about their overall satisfaction with their organisation. The vast majority of tenants for both organisations were satisfied (either very satisfied or fairly satisfied). Over 19 out of 20 tenants (96%) in Spire View said they were satisfied and 92% of Copperworks tenants said they were satisfied.
- This is a positive change for both organisations, with satisfaction in Spire View increasing by 5% points since 2008 (rising from 91% to 96%). For Copperworks, satisfaction has risen by 3% points (rising from 89% in 2008 to 92%).

BECOMING A TENANT

- For both organisations, the tenant base appears to be relatively stable with 40% of tenants in each organisation having been a tenant for more than 10 years. Just 7 tenants in each organisation have moved into their home in the last year.
- Those who had been a tenant for less than 1 year were asked how satisfied they were with the information provided before becoming a tenant, how well the terms of their tenancy agreement were explained and that the house was clean, tidy and in a good state of repair when it was allocated. For both organisations, all respondents were satisfied.

INFORMATION AND COMMUNICATION

- In terms of keeping tenants informed, almost all tenants (98% of Spire View tenants and 95% of Copperworks tenants) were satisfied. Again, this represents an increase in satisfaction when compared to the 2008 survey results, with satisfaction increasing by 5% points for Spire View and 4% points for Copperworks.
- When asked which sources tenants use to obtain information about their organisation and its services, for both organisations, newsletters and letters were the main sources of information.

- The Association's newsletters were well read with 95% of Spire View tenants and 92% of Copperworks tenants saying that they read the quarterly newsletter.
- Almost all tenants in both organisations agree that the newsletter is easy to read, interesting and informs them about the work of the Association.
- In terms of internet access, just over half of tenants surveyed in each organisation said they had internet access (51% for Spire View and 46% for Copperworks). Analysis shows that older tenants are significantly less likely to have internet access than younger tenants.

TENANT PARTICIPATION

- Over 9 in 10 tenants of both organisations (92% of Spire View and 93% of Copperworks) said they were very satisfied or satisfied with their organisation with regards to taking account of their views compared to 4% of Spire View tenants and 5% of Copperworks tenants who were dissatisfied or very dissatisfied.
- This is an increase in satisfaction when compared to 2008, most significantly so for Copperworks tenants where satisfaction with taking account of tenants views has increased by 17% points from 75% to 93%. For Spire View, this has increased by 7% points from 85% to 92%.
- When asked about the type of things that tenants were particularly interested in being consulted about, over half of tenants (56% for Spire View and 65% for Copperworks) said that they were not interested in being involved. Most commonly, tenants were interested in being consulted on day to day repairs and maintenance issues and planning for longer term upgrade of their homes.
- Tenants were asked about their preferred level of consultation. A very small proportion of tenants stated that they would not wish to be consulted at all (4% of Spire View and 9% of Copperworks). The majority of tenants from both organisations said that they would like to be consulted about the changes which affect them (73% of Spire View and 75% of Copperworks).

CUSTOMER CARE

- When considering the overall quality of customer provided when tenants have contact with a member of their organisation's staff, the majority said that they were satisfied. Over 19 in 20 tenants at Spire View (96%) said they were satisfied in this respect compared to 94% of Copperworks tenants.
- If they need to get to their organisation's office, all Copperworks tenants (100%) find it easy to get there and all but 3 Spire View tenants (98%) find it easy to get there.
- In relation to convenience of opening hours, 98% of Spire View tenants and 100% of Copperworks tenants find the office opening hours convenient, with the vast majority finding them very convenient.
- Just under one quarter of tenants (24% for Spire View and 18% for Copperworks) said that they had contacted their organisation within the last 12 months other than to report a repair.

- All tenants were asked how satisfied or dissatisfied they were that Spire View treats them fairly. The majority of respondents of both organisations stated that they were satisfied in this respect with 94% of Spire View tenants and 92% of Copperworks tenants stating that they are treated fairly.
- Over 19 in 20 tenants (96%) for each organisation stated if they were not happy about any aspect of the service their organisation provides they would know how to make a complaint to the organisation about this.

SERVICES

- Overall satisfaction with the quality of services provided is high with 19 out of 20 tenants questioned stating that they were satisfied (95% of Spire View tenants and 94% of Copperworks tenants).
- This is a positive change for both organisations since 2008. Satisfaction with quality of services for Spire View has increased by 7% points from 88% to 95% and Copperworks satisfaction has increased by 4% points from 90% to 94%.
- From a list of landlord activities and services, tenants were asked to state their top three priorities. Both groups of tenants have very similar priorities, with the top three being the same for both organisations:
 1. Providing an effective repairs service (96% Spire View, 95% Copperworks)
 2. Modernising tenants homes to keep them a reasonable standard (77% Spire View, 83% Copperworks)
 3. Keeping rents and charges affordable (47% Spire View, 49% Copperworks).
- In relation to the Weekly Money Advice service available through the organisation, 58% of Spire View tenants and 70% of Copperworks tenants said that they were aware of this. Of those that were aware, 23 from Spire View and 29 from Copperworks said they had used the service. Those that have used the service were very satisfied, with 92% of those who have used it in Spire View and 97% of those who had used it in Copperworks saying that they were satisfied. It should be noted that the dissatisfaction for Spire View relates to just one respondent.

REPAIRS

- Overall satisfaction with the repairs service provided is high, with the majority of tenants saying that they were satisfied (88% of Spire View tenants and 94% of Copperworks tenants). Notably, the vast majority of tenants said that they were very satisfied.
- This is a significant and positive change for both organisations, with satisfaction with repairs increasing by 10% points for Spire View (78% up to 88%) and by 11% points for Copperworks (83% up to 94%).
- The normal method of reporting repairs, for both organisations, is by telephone with 78% of Spire View and 66% of Copperworks tenants reporting repairs in this way.
- When considering satisfaction with a range of aspects of the repairs service, satisfaction is also very high, with all but 1 indicator showing improvement in satisfaction (1 indicator showed no change).

- Spire View's satisfaction levels are highest in relation to:
 - The helpfulness of staff involved (96%)
 - The appointment system (92%)
 - The attitude of the tradesmen (92%)
- Copperworks satisfaction ratings for all aspects of the repairs service are above 90%, with the highest being:
 - The tradesmen arriving at the appointed time (97%)
 - The attitude of the tradesmen (96%)
 - The helpfulness of staff involved (95%)
 - The appointment system (95%)

THE HOME

- Overall satisfaction with the design of the home was very high with 95% of Spire View respondents and 93% of Copperworks respondents stating that they were either very satisfied or satisfied.
- For both organisations, satisfaction has increased, notably for Copperworks where satisfaction with the home has increased by 13% points since 2008 from 80% satisfaction to 93% satisfaction.
- It was highlighted to tenants that the organisation has a planned maintenance programme in place, however, they were interested in understanding tenants priorities for maintenance in their home. Tenants were asked to highlight their top three priorities for improvement. The top priorities for Spire View tenants were:
 1. Bathroom upgrade/ replacement (39%)
 2. Kitchen (34%)
 3. Window replacement (23%)

It is also positive to note that almost one third of respondents said that no improvements were needed (32%).
- For Copperworks tenants, the top priorities were:
 1. Window replacement (40%)
 2. Bathroom upgrade/ replacement (35%)
 3. Kitchen (30%).

Almost one quarter (23%) of Copperworks tenants said that no improvements were needed.

RENT AND VALUE FOR MONEY

- Almost all tenants, 96% of Spire View and 98% of Copperworks, said that they have enough information about how the rent charge they pay is decided.
- When taking into account their home and the services they receive, the majority of tenants believe that their rent represents good value for money. Almost 9 in 10 (89%) of Spire View tenants and 95% of Copperworks tenants said they believe it to be good value. Just 5 Spire View tenants and 2 Copperworks tenants said they felt it was poor value for money.
- This is a significant increase in perception of value for money for Copperworks, where satisfaction with value for money was 75% in 2008. Spire View satisfaction with value for money has also increased from 84% to 89% (an increase of 5% points).

THE NEIGHBOURHOOD

- Turning to the neighbourhood, respondents were satisfied with their neighbourhood as a place to live in, with 92% of Spire View tenants and 89% of Copperworks tenants stating that they believe it is either a very good or good place to live.
- Satisfaction with the neighbourhood has risen for both organisations, most significantly for Copperworks where satisfaction with the neighbourhood has risen by 10% points from 79% to 89%. For Spire View, satisfaction has risen by 6% points increasing from 85% to 92%.
- When asked if they believe there is a sense of community within their area, similar proportions of tenants from each organisation (73%) said that they believe there is a sense of community within their own area.
- When asked about their satisfaction with a range of aspects of the neighbourhood, both organisations received fairly similar satisfaction levels. For both organisations, the highest levels of satisfaction were with regard to 'feeling of safety during the day' (97% for both) and 'street lighting' (91% Spire View and 94% Copperworks). Satisfaction was lowest for both with relation to children's play facilities where just 32% of Spire View tenants and 36% of Copperworks tenants said they were satisfied.
- Respondents were then read out a list of potential problems and asked to say whether they believed each to be a serious problem, minor problem or not a problem in the neighbourhood. As shown below, the most serious problems for Spire View were perceived to be:
 - Dog fouling (22% serious problem)
 - Litter and rubbish in the street (10%)
 - Anti social behaviour (9%).
- For Copperworks, the most serious problems were perceived to be:
 - Dog fouling (28%)
 - Litter and rubbish in the street (19%)
 - Anti social behaviour (10%).

2. INTRODUCTION, BACKGROUND AND OBJECTIVES

2.1 Introduction

This report represents and discusses the findings to emerge from Spire View Housing Association and Copperworks Housing Cooperative's joint Customer Satisfaction Survey 2012.

2.2 Background

Spire View Housing Association and Copperworks Housing Co-operative are based in the Royston area in the north of Glasgow. Spire View and Copperworks have a history of collaboration and have a service sharing agreement. Spire View provides Director services to Copperworks and Copperworks provide maintenance services to Spire View. The organisations therefore have a joint interest in the customer satisfaction survey in relation to the satisfaction of customers in relation to the service provided. Moreover, with Royston perceived as being one of the most deprived areas in Glasgow, the organisations are committed to the regeneration of the area.

Spire View Housing Association provides a housing management and maintenance service to 552 tenant households and provide a factoring service to 18 owner occupiers and sharing owners. Copperworks Housing Co-operative provides housing management and maintenance services to 272 tenant households and provide a factoring service to 78 owner occupiers.

Both organisations consider that the service provided to customers is of fundamental importance. The organisations have a vision that they will continue to deliver quality housing services working in partnership with their members and others to create a secure, safe, attractive, sustainable community. Their continued success will be built upon their commitment to involving customers in shaping services and the future to deliver this vision. The customer satisfaction survey is therefore a key activity in understanding customer satisfaction, priorities and requirements for improvement.

This organisational background is set within the framework of an evolving social housing sector, which will be underpinned by the Scottish Social Housing Charter. The Scottish Social Housing Charter will come into effect from 1st April 2012 and sets out the standards and outcomes that all social landlords should aim to achieve when performing their housing activities. It will form the basis for the Scottish Housing Regulator to assess and report on how well landlords are performing. The draft Charter suggests that it is the responsibility of the landlord to achieve the outcomes in the Charter and to ensure that performance management and reporting systems can show how well they are achieving these outcomes.

In addition to the development of the organisations and meeting their vision, the customer satisfaction survey will represent one of the key mechanisms for monitoring the organisational performance against these standards and outcomes.

It is to this end that the organisation commissioned Research Resource to undertake a comprehensive survey of its customers.

2.3 Objectives

As stated in the project brief, the objectives of the survey were:

- To test and obtain customers views on the level of service and customer satisfaction with our key services to tenants, owners and housing applicants
- To identify customer views and priorities for service improvements to help us to plan and improve quality of services
- To give customers a say in the services provided and in how these are delivered;
- To identify shortcomings, problems and gaps in services
- To test opinions and satisfaction with the way Spire View and Copperworks engage with tenants/owners and identify tenants/owners preferred sources of communication, levels of interest in becoming involved in the organisations and how well customers think the organisations take account of their views
- To establish baseline data for the full range of the Spire View and Copperworks customers in different length of tenancy, levels of overcrowding or under occupation in the various property types and establish tenants future housing plans /aspirations
- Clear income survey of tenants to test the affordability of rents,
- Test tenants views on whether able and willing to pay more rent to see major repairs investment carried out sooner /improvements in service
- Test tenants views on the standard of repair and décor of their home when they first took up occupancy
- Test customer views on satisfaction with the general area and estate caretaking service e.g. backcourt maintenance and appearance, satisfaction with stair cleaning service
- Views/awareness of wider role activities and social events run by Spire View and Copperworks.
- To benchmark against customer satisfaction survey results carried out by other registered social landlords.

3. METHODOLOGY

3.1 Research Method

The tenant satisfaction survey was undertaken utilising a face to face methodology with tenants and owners of both organisations. This is the methodology which is most typically used for customer satisfaction surveys. The face to face survey methodology is the methodology that is most effective for undertaking the customer satisfaction survey as it involves administration of a fairly lengthy questionnaire which also asks some data of a personal nature. An interviewer led methodology, such as door to door, allows the interviewer to build up a rapport with the respondent, ensuring that the questionnaire is answered in full and allowing explanation of the necessity for asking personal data, providing high quality output and a positive interviewing experience.

After consultation with Fiona Murphy, Director and a representative group of tenant and owner representatives from each organisation, a questionnaire was agreed which fully met the information needs and requirements.

3.2 Sample Size

The survey was designed in order to provide robust data for each organisation. For tenants, the aim was to provide data accurate to $\pm 5\%$ (based upon a 50% estimate at the 95% confidence level). This means that the following number of interviews were achieved:

Sample Size	Spire View Housing Association		Copperworks Housing Co-operative	
	Tenants	Owners	Tenants	Owners
No of customers	551	19	272	81
No of interviews	225	6	162	45

3.3 Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced field force, all of whom are highly experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities. Interviewing took place between 9th and 30th May 2012.

3.4 Survey Analysis and Reporting

Survey data has been analysed and reported on in a number of ways, most importantly analysis has been carried out for tenants and owners separately, with results reported in separate chapters in this report. Additionally, comparative analysis has been carried out ensuring that comparisons can be drawn between Spire View and Copperworks just now and in comparison to the organisation's 2008 survey. Data has also been analysed by key areas as

agreed by the organisation. Where any particular trends or issues are found for any one key group, this is detailed in the survey report.

Please note that not all percentages sum to 100% due to rounding.

3.5 Report Structure

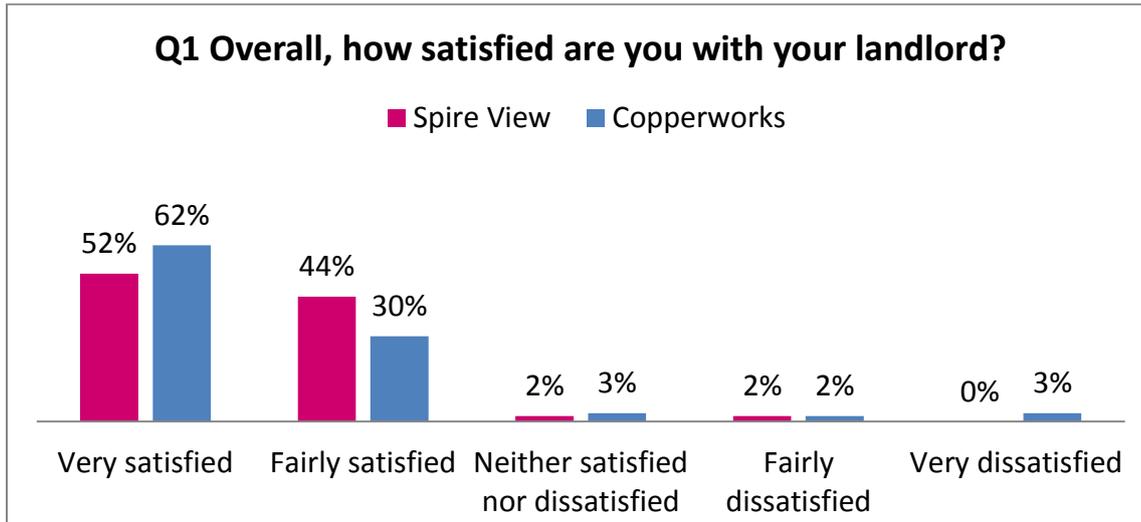
This document details the key finding to emerge from the survey, addressing the key findings of the survey for Spire View Housing Association and Copperworks Housing Cooperative.

Chapter 4	OVERALL SATISFACTION
Chapter 5	BECOMING A TENANT
Chapter 6	INFORMATION AND COMMUNICATION
Chapter 7	PARTICIPATION
Chapter 8	CUSTOMER CARE
Chapter 9	SERVICES
Chapter 10	REPAIRS
Chapter 11	THE HOME
Chapter 12	RENT AND VALUE FOR MONEY
Chapter 13	THE NEIGHBOURHOOD
Chapter 14	HOUSEHOLD INFORMATION
Chapter 15	BENCHMARKING
Chapter 16	CONCLUSIONS
Chapter 17	OWNER SURVEY RESULTS

4. OVERALL SATISFACTION

4.1 Organisation as a landlord (Q1)

The survey opened by asking respondents about their overall satisfaction with their organisation. The vast majority of tenants for both organisations were satisfied (either very satisfied or fairly satisfied). Over 19 out of 20 tenants (96%) in Spire View said they were satisfied and 92% of Copperworks tenants said they were satisfied.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

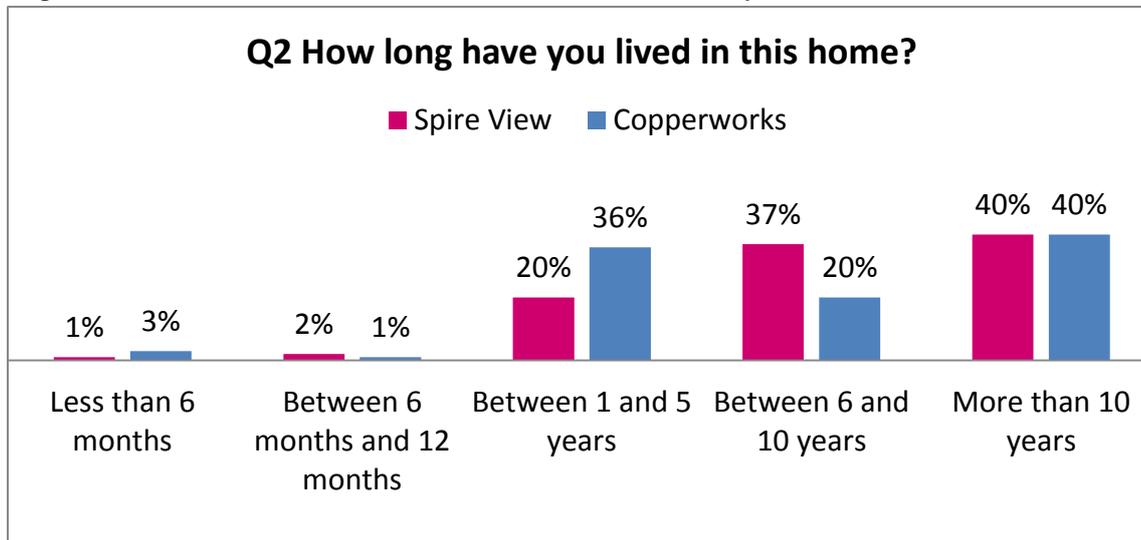
This is a positive change for both organisations, with satisfaction in Spire View increasing by 5% points since 2008 (rising from 91% to 96%). For Copperworks, satisfaction has risen by 3% points (rising from 89% in 2008 to 92%).

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q1	Association as a landlord	91	96	↑ 5	89	92	↑ 3

5. BECOMING A TENANT

5.1 Length of tenancy (Q2)

For both organisations, the tenant base appears to be relatively stable with 40% of tenants in each organisation having been a tenant for more than 10 years. Just 7 tenants in each organisation have moved into their home in the last year.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

5.2 Satisfaction with allocations (Q3)

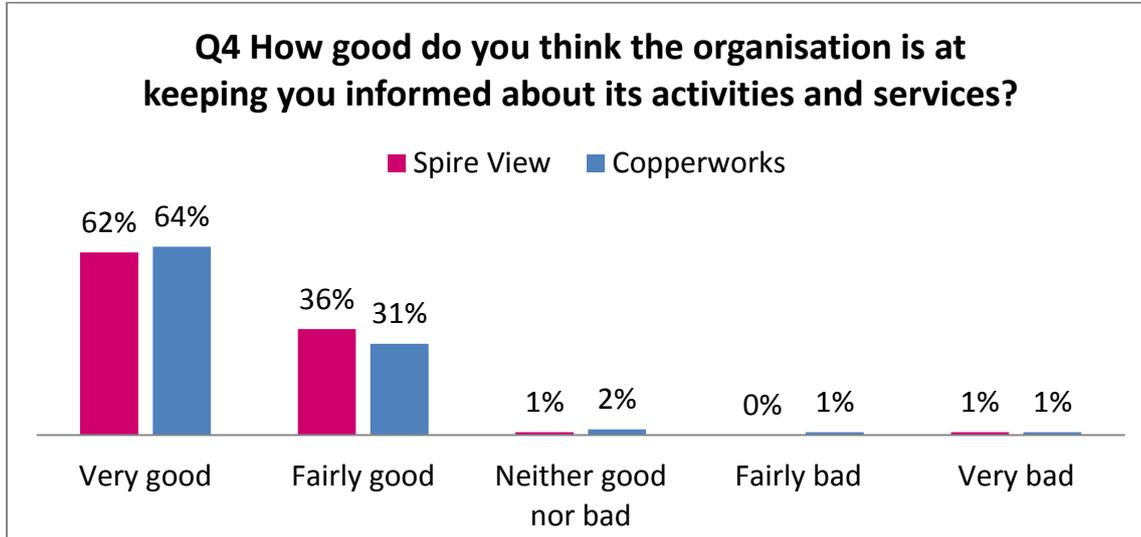
Those who had been a tenant for less than 1 year were asked how satisfied they were with the information provided before becoming a tenant, how well the terms of their tenancy agreement were explained and that the house was clean, tidy and in a good state of repair when it was allocated. For both organisations, all respondents were satisfied.

Q3 How satisfied were you with the following when you were allocated your home?			
		<i>Very satisfied</i>	<i>Fairly Satisfied</i>
The information provided before becoming a tenant	Spire View	57%	43%
	Copperworks	86%	14%
How well the terms of your tenancy agreement were explained	Spire View	57%	43%
	Copperworks	57%	43%
That the house was clean, tidy and in a good state of repair when it was allocated	Spire View	43%	57%
	Copperworks	57%	43%

6. INFORMATION AND COMMUNICATION

6.1 Keeping tenants informed (Q4)

In terms of keeping tenants informed, almost all tenants (98% of Spire View tenants and 95% of Copperworks tenants) were satisfied.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

Again, this represents an increase in satisfaction when compared to the 2008 survey results, with satisfaction increasing by 5% points for Spire View and 4% points for Copperworks.

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q4	Keeping tenants informed	92	97	↑ 5	90	94	↑ 4

6.2 Communication sources (Q5)

When asked which sources tenants use to obtain information about their organisation and its services, for both organisations, newsletters and letters were the main sources of information. Local meetings were also used by a small proportion of tenants of each organisation.

Q5 Which of the following sources do you use to obtain information about Spire View / Copperworks and its services?		
	Spire View	Copperworks
Base	225	162
Newsletters	89%	93%
Letters	67%	66%
Local meetings	9%	7%
General meetings	6%	1%
Contact with staff	2%	1%
Staff visits	1%	0%
Handbook	1%	0%
Other	0%	2%
Don't know	0%	1%

6.3 The newsletter (Q6/7)

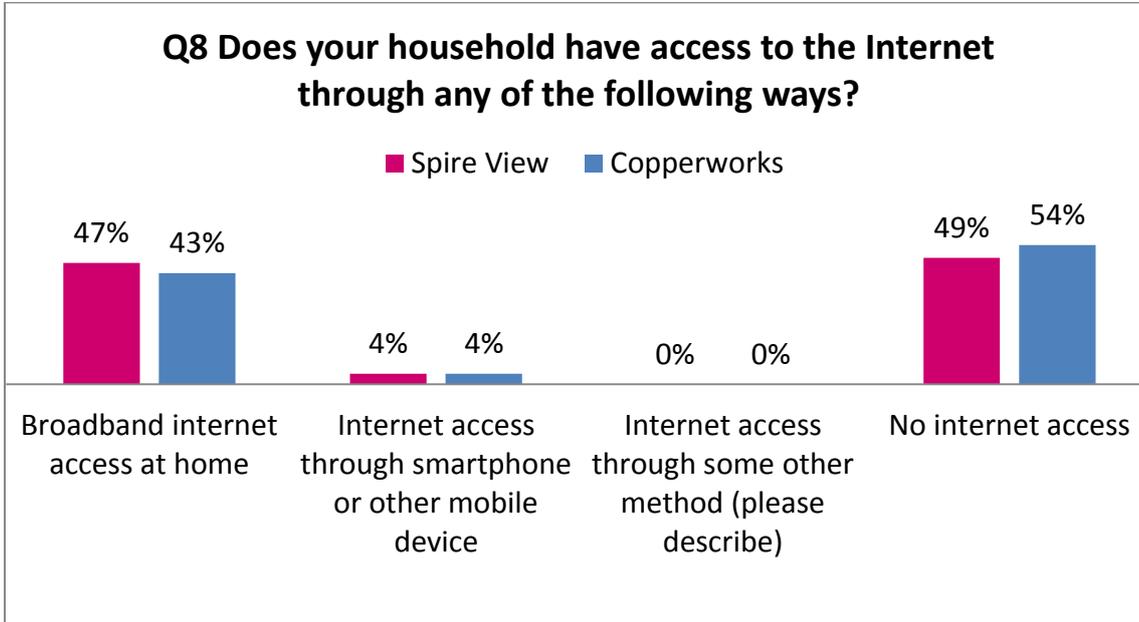
The Association's newsletters were well read with 95% of Spire View tenants and 92% of Copperworks tenants saying that they read the quarterly newsletter.

Almost all tenants in both organisations agree that the newsletter is easy to read, interesting and informs them about the work of the Organisation.

Q7 To what extent do you agree with the following statements about Spire View newsletter?					
	Base: read newsletter	Agree strongly	Agree	Disagree	Strongly disagree
Easy to read	Spire View (n=213)	55%	45%	-	-
	Copperworks (n=92)	41%	59%	-	-
Interesting	Spire View (n=213)	53%	46%	1%	-
	Copperworks (n=92)	40%	60%	1%	-
Informs me about the work of the Organisation	Spire View (n=213)	53%	46%	-	-
	Copperworks (n=92)	40%	60%	-	-

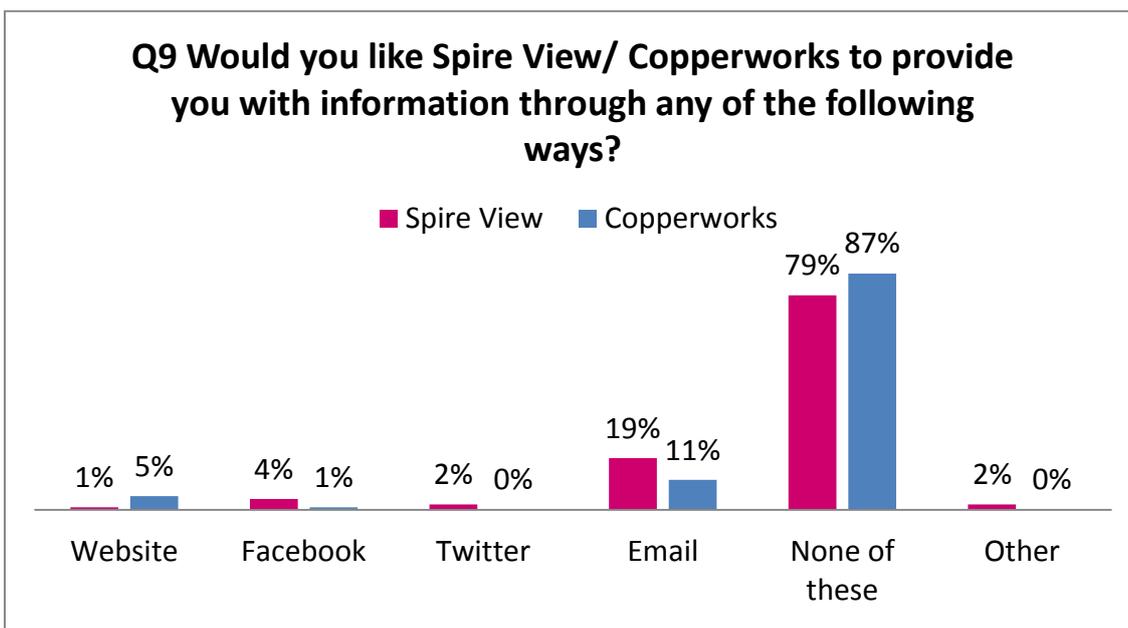
6.4 Access to the internet (Q8/9)

In terms of internet access, in the region of half of tenants surveyed in each organisation said they had no internet access (49% for Spire View and 54% for Copperworks). Analysis shows that older tenants are significantly less likely to have internet access than younger tenants.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

Those that had internet access were asked if they would like their organisation to provide them with information through any electronic means. As shown below, very small numbers from each organisation wished to receive information through electronic methods. Most commonly, around one in five Spire View tenants with internet access (19%) said they would like information provided through email. Just over one in ten Copperworks tenants with internet access (11%) said they would like information in this way.

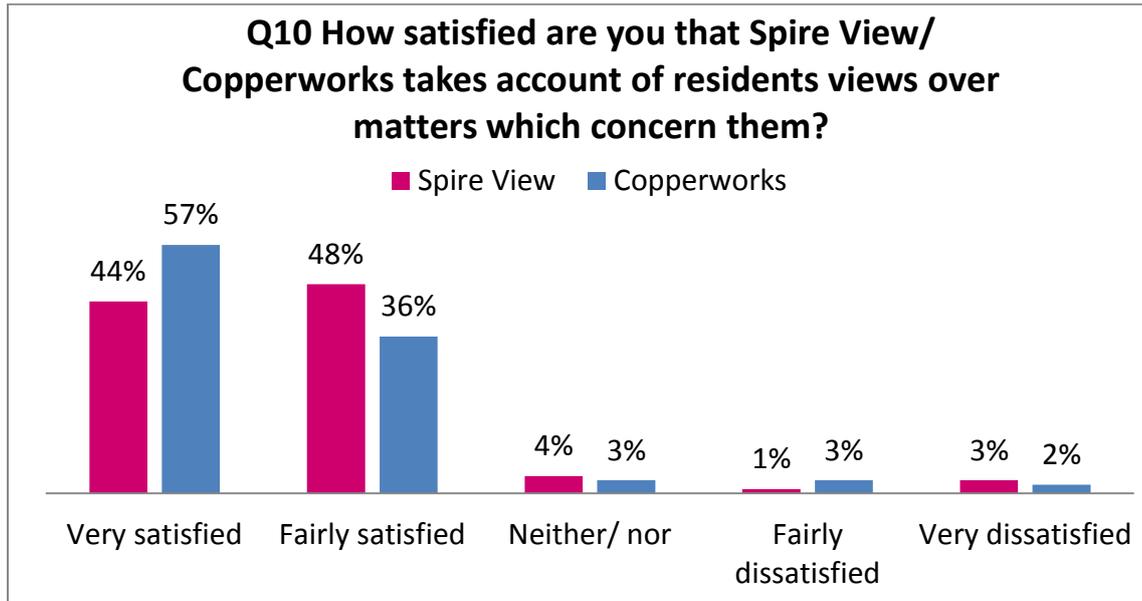


Base: Have internet access, Spire View tenants, n=114; Copperworks tenants, n=75

7. TENANT PARTICIPATION

7.1 Taking account of tenants views (Q10)

Over 9 in 10 tenants of both organisations (92% of Spire View and 93% of Copperworks) said they were very satisfied or satisfied with the organisation with regards to taking account of their views compared to 4% of Spire View tenants and 5% of Copperworks tenants who were dissatisfied or very dissatisfied.



Base: Spire View tenants, n=221; Copperworks tenants, n=154

This is an increase in satisfaction when compared to 2008, most significantly so for Copperworks tenants where satisfaction with taking account of tenants views has increased by 17% points from 75% to 93%. For Spire View, this has increased by 7% points from 85% to 92%.

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q10	Taking account of tenants views	85	92	↑ 7	76	93	↑ 17

7.2 Interest in participation (Q11-14)

When asked about the type of things that tenants were particularly interested in being consulted about, over half of tenants (56% for Spire View and 65% for Copperworks) said that they were not interested in being involved. Most commonly, tenants were interested in being consulted on day to day repairs and maintenance issues and planning for longer term upgrade of their homes.

Q11 In terms of matters that Spire View consults residents on, what types of things are you particularly interested in being consulted about?		
	Spire View	Copperworks
Base	225	162
Day to day repairs and maintenance issues	32%	25%
Planning for longer term upgrading of home	29%	24%
Housing policies (eg allocations, rents, neighbour disputes etc)	19%	15%
Issues affecting the wider neighbourhood (eg local facilities, community safety)	12%	17%
Customer service issues	8%	6%
Other	2%	3%
Commenting on Information Sheets/ Tenants Handbook	1%	1%
None, not interested in becoming involved	56%	65%

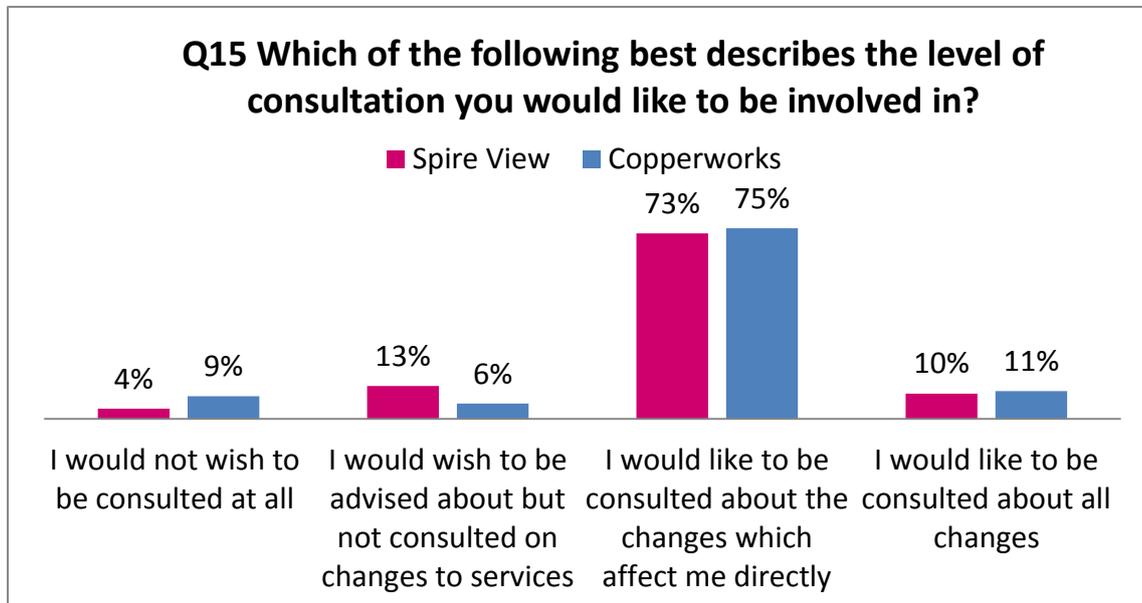
In terms of how they would like to give their views, the greatest proportion of tenants stated that they 'don't know' how they would prefer to give their views. For those that could give a response, the majority responded that they would like to take part in face to face surveys.

Q12 How would you prefer to give your views?		
	Spire View	Copperworks
Base	225	162
Don't know	48%	46%
By taking part in face to face surveys	35%	30%
Local meetings about issues in the area	8%	12%
By taking part in postal surveys	7%	6%
Visit/ telephone office	5%	7%
Letters	4%	2%
By Email	3%	2%
By taking part in telephone surveys	3%	2%
By coming to open days	2%	0%
By taking part in focus groups	2%	1%
By taking part in social events	1%	1%
None of these	1%	4%
By joining a resident participation group	0%	1%

Just 7 tenants in Spire View and 4 in Copperworks stated that they, or a member of their household, would be interested in becoming a Committee member.

7.3 Preferred level of consultation (Q15)

Tenants were asked about their preferred level of consultation. A very small proportion of tenants stated that they would not wish to be consulted at all (4% of Spire View and 9% of Copperworks). The majority of tenants from both organisations said that they would like to be consulted about the changes which affect them (73% of Spire View and 75% of Copperworks).

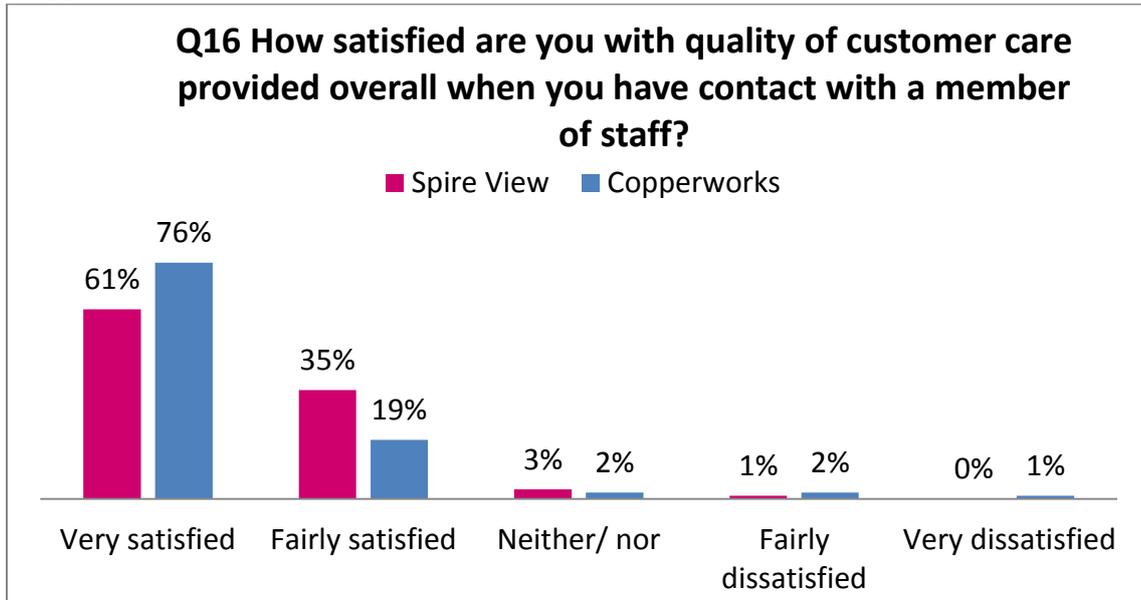


Base: Spire View tenants, n=225; Copperworks tenants, n=162

8. CUSTOMER CARE

8.1 Overall satisfaction with customer care (Q16)

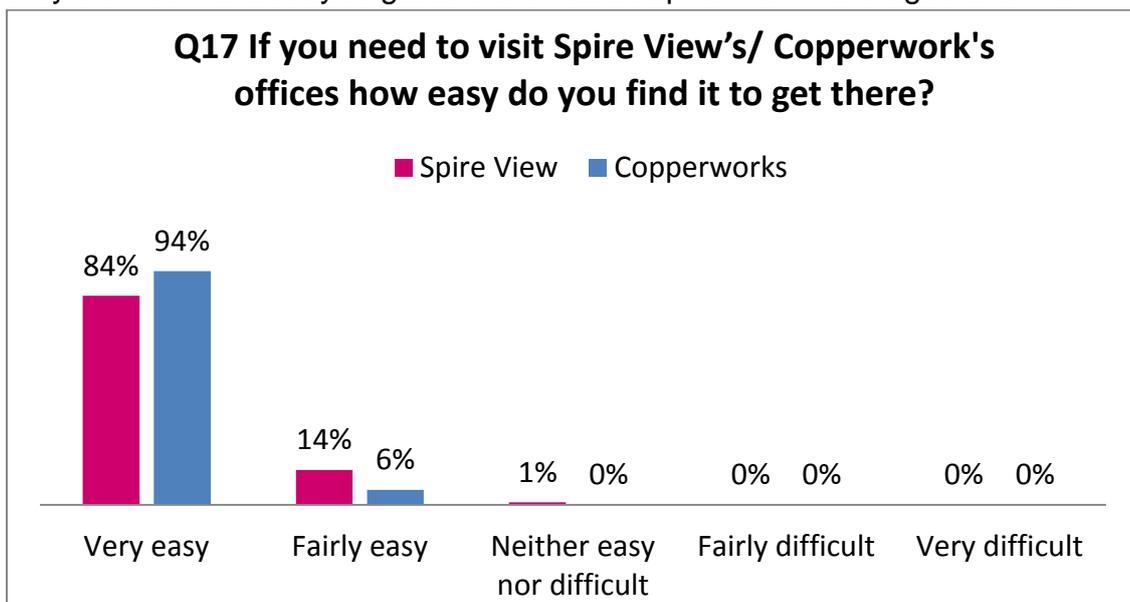
When considering the overall quality of customer provided when tenants have contact with a member of their organisation’s staff, the majority said that they were satisfied. Just over 19 in 20 tenants at Spire View (96%) said they were satisfied in this respect compared to 95% of Copperworks tenants.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

8.2 East of getting to office (Q17)

If they need to get to the organisation’s office, all Copperworks tenants (100%) find it easy to get there and all but 3 Spire View tenants (98%) find it easy to get there. Those that stated that they did not find it easy to get to the office at Spire View were aged over 75.



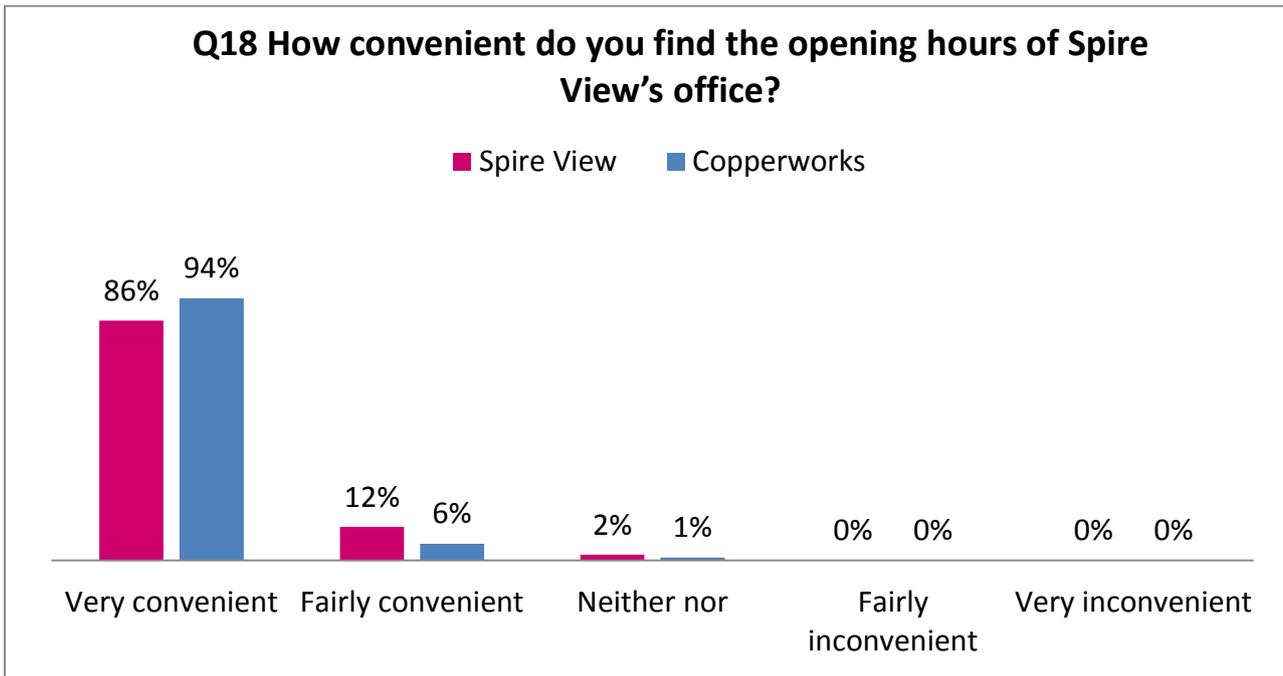
Base: Spire View tenants, n=225; Copperworks tenants, n=162

Both these results represent an increase on the 2008 satisfaction survey levels.

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q17	Ease of getting to offices	93	98	↑ 5	97	100	↑ 3

8.3 Convenience of office opening hours (Q18)

In relation to convenience of opening hours, 98% of Spire View tenants and 100% of Copperworks tenants find the office opening hours convenient, with the vast majority finding them very convenient.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

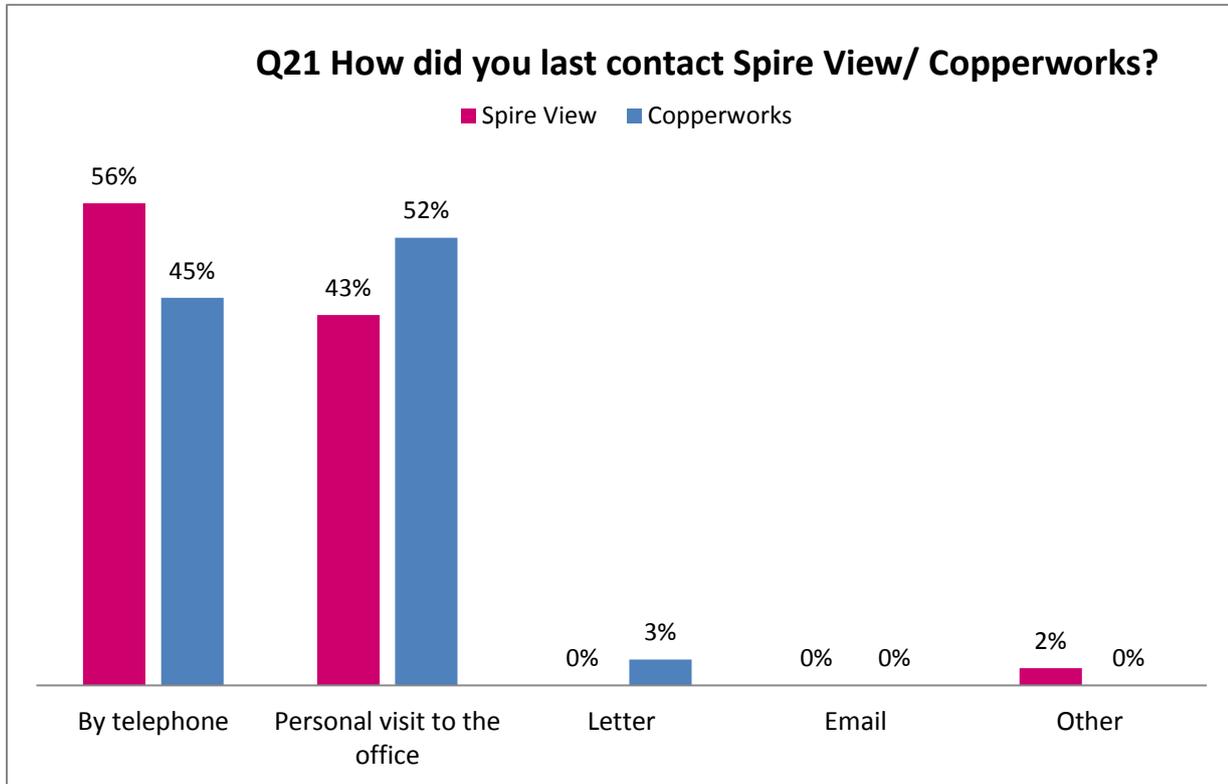
8.4 Reason for contacting (Q19/20)

Just under one quarter of tenants (24% for Spire View and 18% for Copperworks) said that they had contacted their organisation within the last 12 months other than to report a repair. Whilst the numbers involved are small for both organisations, the main reason for making contact was to make a payment or enquiry about payment (8 respondents in Spire View and 6 in Copperworks) or to make a complaint about a neighbour or anti social issue (10 in Spire View and 6 in Copperworks).

Q20 When you last contacted Spire View/ Copperworks, what was the reason?		
	Spire View	Copperworks
Base	54	29
To make a complaint about a neighbour or anti-social behaviour issue	10	6
To make a payment/ enquiry about payments or charges	8	6
To apply for a transfer or exchange	6	3
To make a complaint about a service Spire View/ Copperworks provides	5	1
To discuss a neighbour dispute	4	2
To enquire about aids or adaptations in your present home	4	1
To discuss a maintenance issue	4	1
Regarding an outing/ wider role activity	3	2
To discuss a move/ transfer	3	-
To discuss an estate management issue	2	1
General enquiry	2	1
To participate in a meeting	1	1
To discuss benefits	1	2
To enquire about receiving support to maintain tenancy	1	-
Regarding top soil	-	2

8.5 Contact method (Q21)

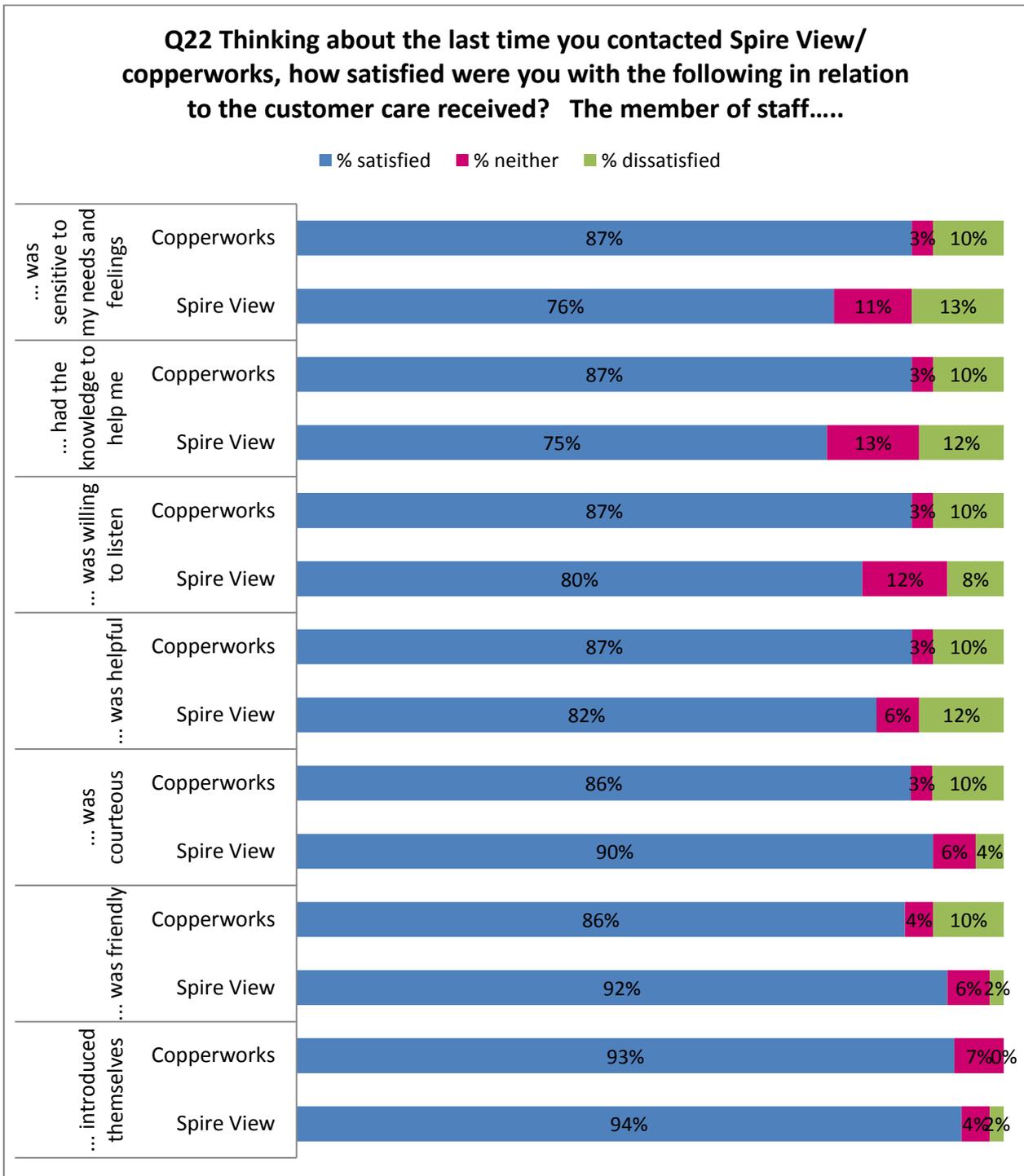
In relation to the last contact the tenant had, tenants were fairly evenly split in relation to whether they contacted the office by telephone or by personally visiting the office. A slightly higher proportion of Spire View tenants telephoned the office (56%) whereas for Copperworks, a slightly higher proportion made a personal visit to the office (52%).



Base: made contact in the last year other than to report a repair, Spire View tenants, n=54; Copperworks tenants, n=29

8.6 Customer care (Q22)

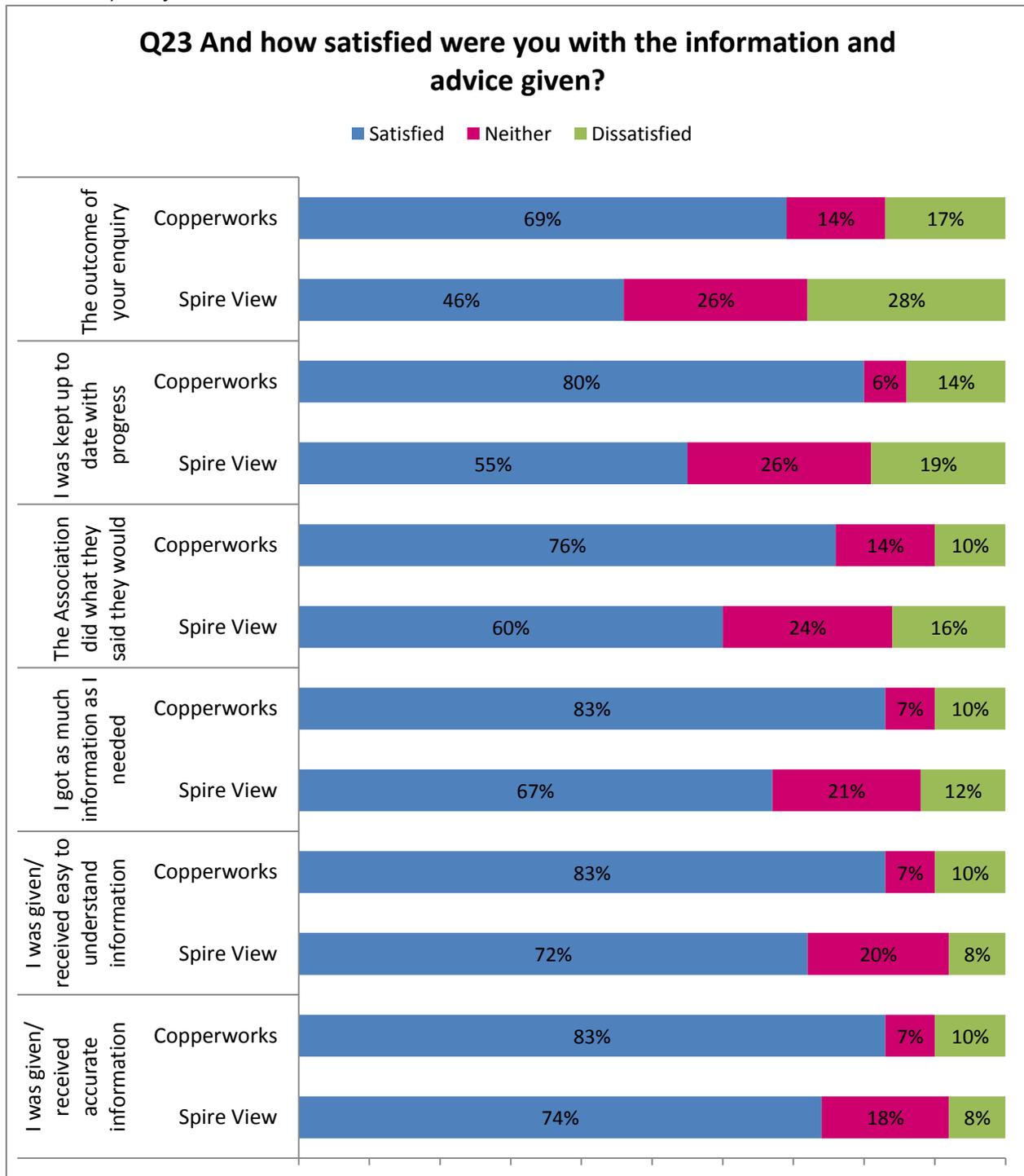
Those that had made contact with the organisation were asked about their satisfaction with the customer care received when they made contact. As shown below, the majority of tenants who had made contact were satisfied with all aspects of customer care. Dissatisfaction rises ever so slightly in relation to having the 'knowledge to help' and the member of staff 'was sensitive to my needs and feelings'. In the main, dissatisfaction with these aspects relates to complaints.



Base: made contact in the last year other than to report a repair, Spire View tenants, n=54; Copperworks tenants, n=29

8.7 Information and advice (Q23)

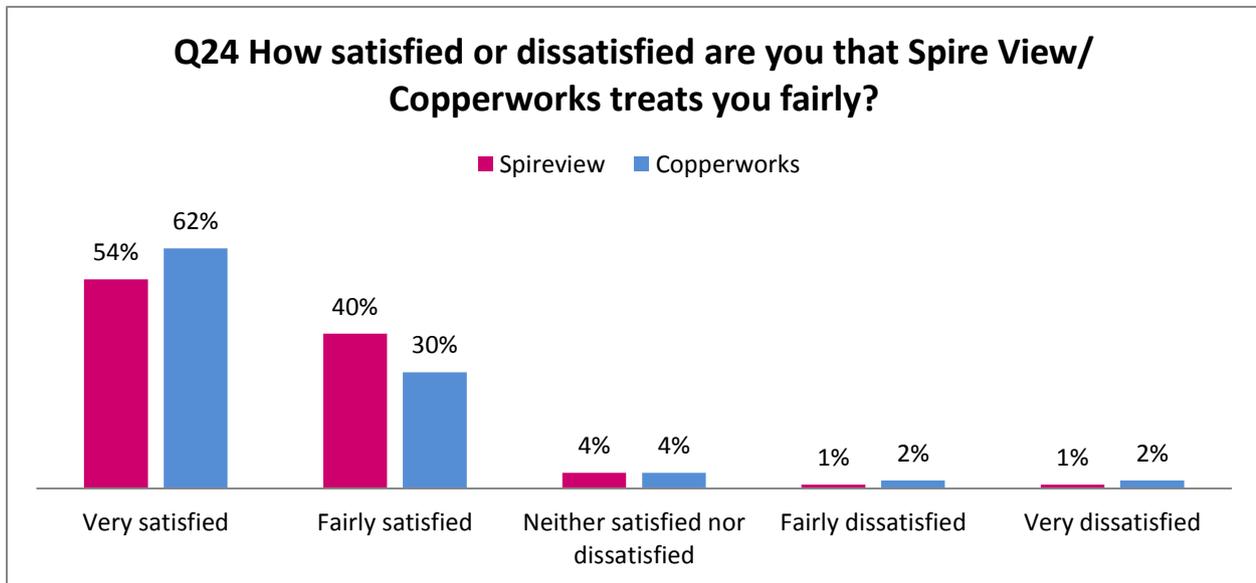
When considering the information and advice received, it can be seen that levels of satisfaction are slightly lower, in particular with regard to the outcome of the enquiry. Dissatisfaction in this respect relates to contact about a neighbour complaint or anti-social behaviour. With regard to these, tenants were satisfied with the information received (accurate, easy to understand, sufficient) they were not satisfied with the outcome of the contact.



Base: made contact in the last year other than to report a repair, Spire View tenants, n=54; Copperworks tenants, n=29

8.8 Fair treatment (Q24)

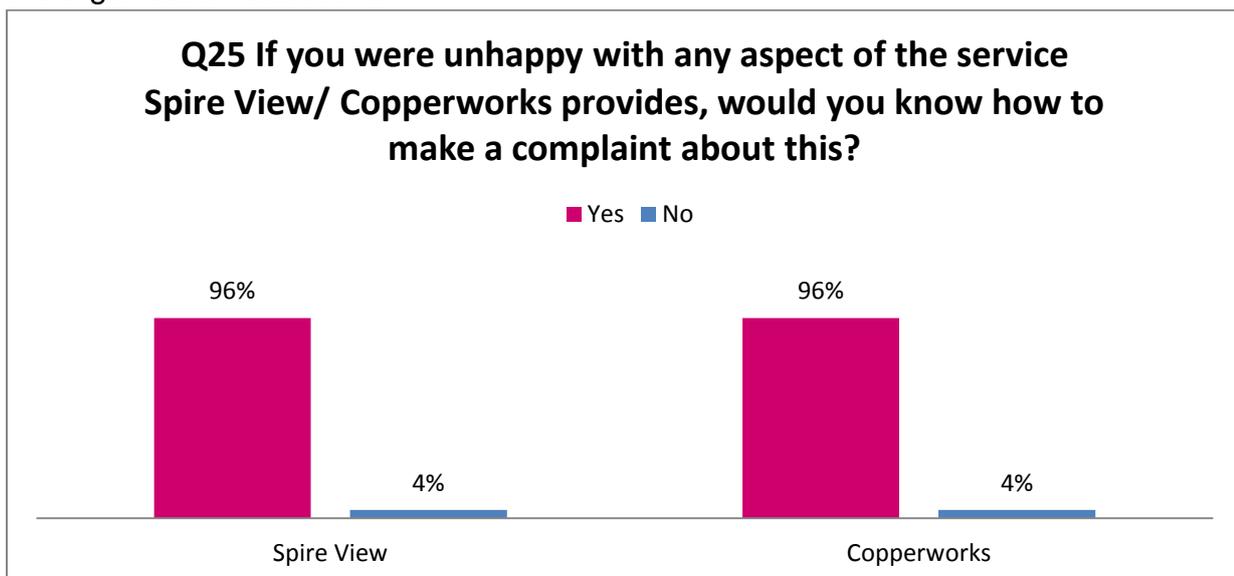
All tenants were asked how satisfied or dissatisfied they were that Spire View/ Copperworks treats them fairly. The majority of respondents of both organisations stated that they were satisfied in this respect with 94% of Spire View tenants and 92% of Copperworks tenants stating that they are treated fairly.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

8.9 Complaints (Q25)

Over 19 in 20 tenants (96%) for each organisation stated if they were not happy about any aspect of the service the organisation provides they would know how to make a complaint to the organisation about this.

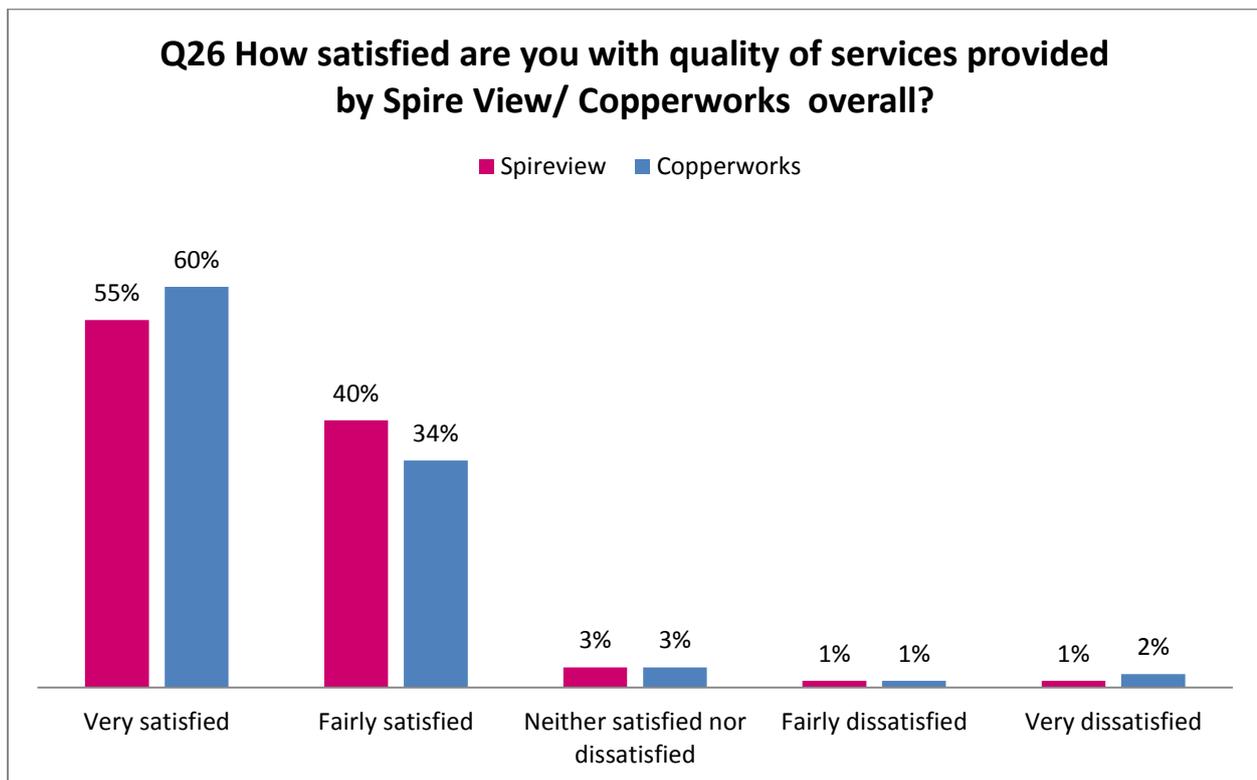


Base: Spire View tenants, n=225; Copperworks tenants, n=162

9. SERVICES

9.1 Quality of services (Q26)

Overall satisfaction with the quality of services provided is high with 19 out of 20 tenants questioned stating that they were satisfied (95% of Spire View tenants and 94% of Copperworks tenants).



Base: Spire View tenants, n=225; Copperworks tenants, n=162

This is a positive change for both organisations since 2008. Satisfaction with quality of services for Spire View has increased by 7% points from 88% to 95% and Copperworks satisfaction has increased by 4% points from 90% to 94%.

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q26	Quality of services	88	95	↑ 7	90	94	↑ 4

9.2 Service Priorities (Q27)

From a list of landlord activities and services, tenants were asked to state their top three priorities. The table below illustrates the response for both organisations. As shown, both groups of tenants have very similar priorities, with the top three being the same for both organisations:

1. Providing an effective repairs service (96% Spire View, 95% Copperworks)
2. Modernising tenants homes to keep them a reasonable standard (77% Spire View, 83% Copperworks)
3. Keeping rents and charges affordable (47% Spire View, 49% Copperworks).

Q27 Which of the following landlord activities and services are most important to you.		
	Overall priority	
	Spire View	Copperworks
Providing an effective repairs service	96%	95%
Modernising tenants homes to keep them a reasonable standard	77%	83%
Keeping rents and charges affordable	47%	49%
Telling residents more about what we are doing	23%	23%
Providing support for vulnerable tenants eg aids and adaptations or grass cutting for those who cannot do this for themselves	21%	19%
Doing more to deal with neighbourhood issues(eg ASB, vandalism)	13%	8%
Encouraging more residents to take an active part in its decisions	6%	6%
Dealing with people who don't pay their rent or factoring charge	5%	4%
Providing a money advice/welfare rights service	5%	9%
None	5%	3%
Organising social events/ trips for residents	1%	5%

9.3 Priority for improvement (Q28)

Tenants were then asked, unprompted, if there was one thing that their organisation could do to improve. In both organisations, the majority of tenants said 'nothing' or 'don't know'.

Whilst the number that suggested improvement areas were small, the most common suggestions for both organisations were about updating or upgrading homes and the repairs service.

Q28 If there was one thing that Spire View could be doing to improve, what would it be?			
Spire View		Copperworks	
Don't know	38%	Nothing	44%
Nothing	30%	Don't know	33%
Update/ modernise homes	7%	Upgrades	5%
Improve repairs service	4%	Repairs service	4%
Listen to tenants and keep them informed	4%	More for children to do	3%
Dealing with complaints/ customer service	3%	Keep area tidy (cleaning close and back court)	3%
Speed up response time	3%	Improve customer services/ listen to tenants	2%
Facilities for kids/kids hanging about	3%	Check up on tenants	2%
Keep things tidy/ maintenance	3%	Allocation issues	2%
Size of houses, property ownership and allocations	3%	Anti social behaviour and vandalism	2%
Issues with parking	2%	Keep tenants informed	1%
Increase security/ tackle anti-social behaviour	2%		
Maintain gardens	2%		
Improve disabled access	1%		
Insulation and heating	1%		
Take responsibility	1%		

9.4 Wider role activities (Q29/ 30)

Both organisations carryout a range of services aimed at improving the environment around where tenants live and the community they live in. Tenants of each organisation were asked how satisfied they were with each of these services.

Firstly, in relation to Spire View services, the majority of tenants (85%) were satisfied with the environmental improvement works that had been carried out, for example the community gardens. Slightly fewer tenants, 60%, were satisfied with social events or trips for residents however just 2% were dissatisfied. The remainder said they were neither satisfied nor dissatisfied. These may be tenants who have not participated in these activities.

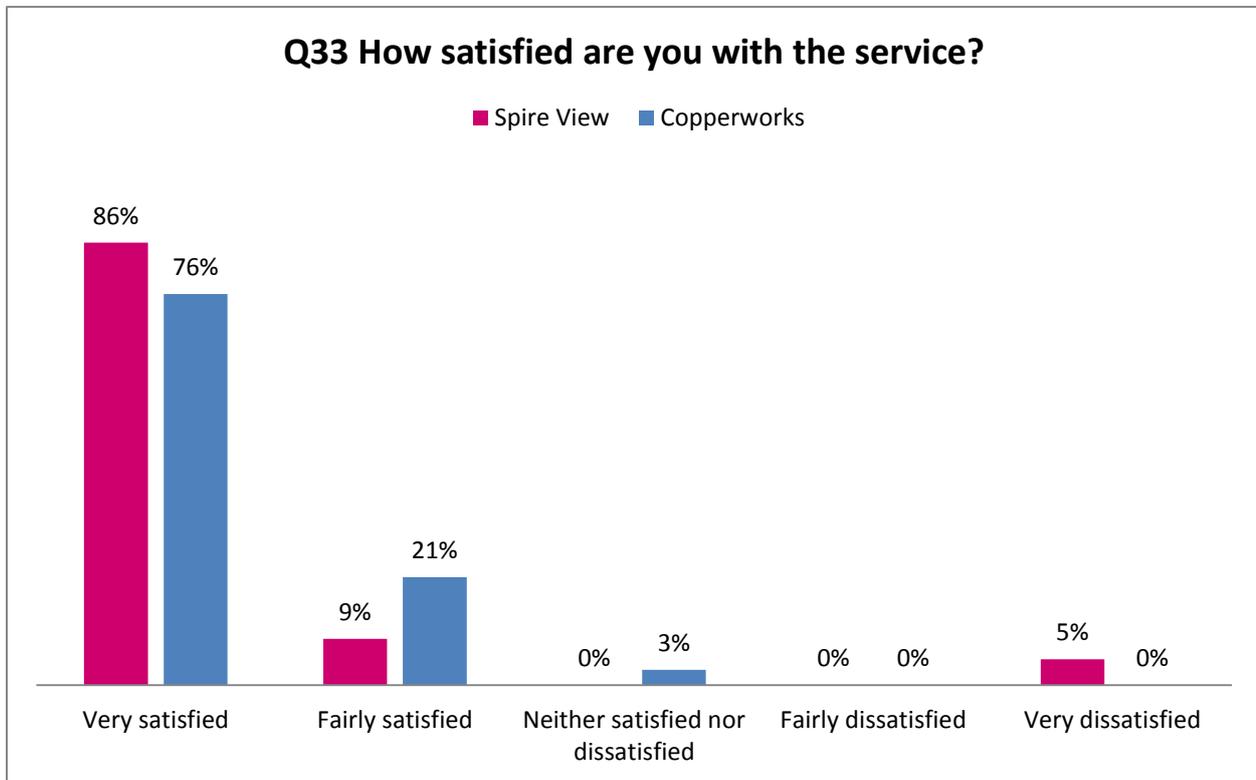
Q29 Spire View provide a range of services aimed at improving the environment around where you live and the community you live in. How satisfied are you with each of the following?					
Base: all Spire View respondents, n=225	<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither satisfied nor dissatisfied</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>
Environmental improvement works e.g. community gardens	62%	23%	12%	3%	1%
Organising social events/ trips for residents	37%	22%	39%	1%	1%

For Copperworks, satisfaction with the range of services or activities was also high, with satisfaction being the greatest in relation to the tenant bonus scheme where 95% of those that responded said that they were satisfied. Satisfaction with social events/ trips for residents was slightly lower with 71% of tenants who made a comment stating that they were satisfied. However, as with Spire View, dissatisfaction was not high, rather a number were stating that they were neither satisfied nor dissatisfied.

Q29 Copperworks provide a range of services aimed at improving the environment around where you live and the community you live in. How satisfied are you with each of the following?					
	<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither satisfied nor dissatisfied</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>
Tenant bonus scheme (n=151)	90%	5%	2%	1%	1%
Close cleaning service (n=136)	62%	21%	4%	5%	7%
Backlands improvements (n=146)	67%	22%	11%	1%	0%
Estate caretaking service (n=155)	64%	26%	9%	1%	1%
Grass cutting service (n=158)	71%	20%	7%	1%	0%
Back court maintenance (n=140)	66%	26%	7%	1%	1%
Social events/ trips for residents (n=122)	55%	16%	27%	0%	1%

9.5 Money advice service (Q31-33)

In relation to the Weekly Money Advice service available through the organisation, 58% of Spire View tenants and 70% of Copperworks tenants said that they were aware of this. Of those that were aware, 23 from Spire View and 29 from Copperworks said they had used the service.



Base: used Money Advice service, Spire View tenants, n=23; Copperworks tenants, n=29

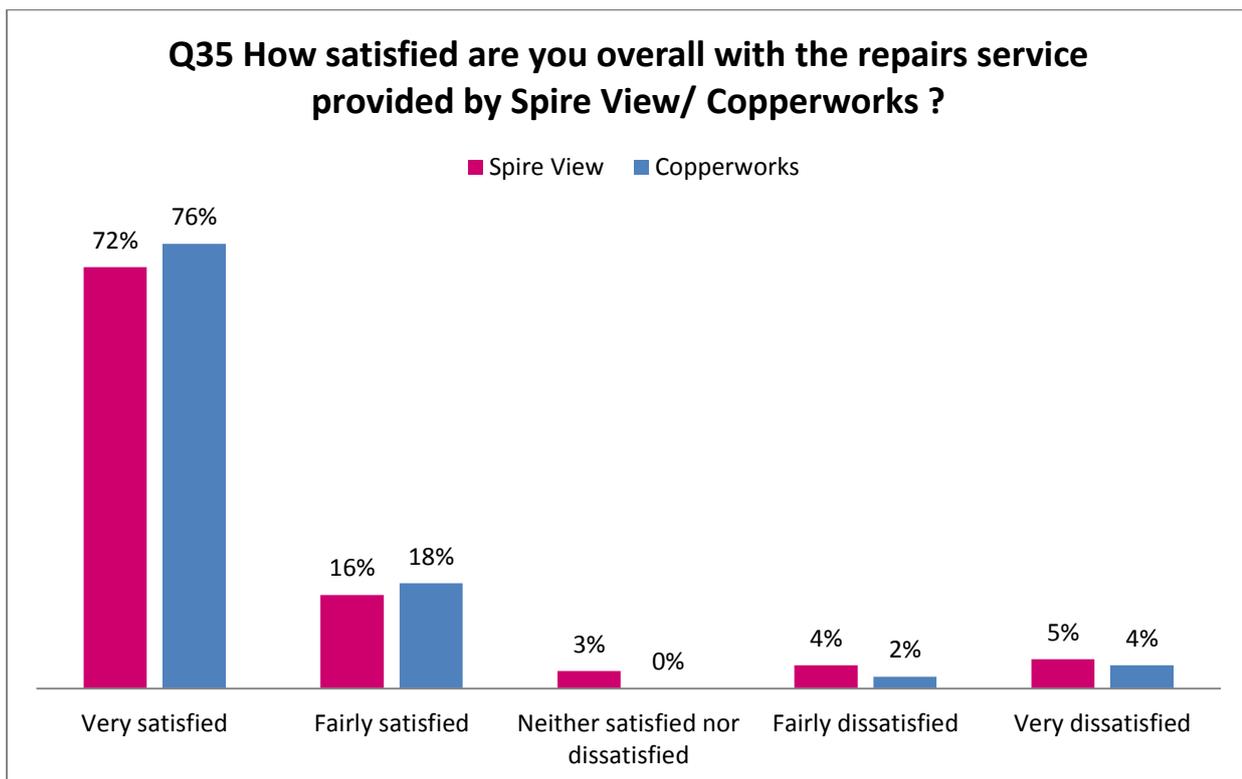
Those that have used the service were very satisfied, with 95% of those who have used it in Spire View and 97% of those who had used it in Copperworks saying that they were satisfied. It should be noted that the dissatisfaction for Spire View relates to just one respondent.

10. REPAIRS

10.1 Overall satisfaction with repairs (Q34/35)

Just over six out of ten (61%) of Spire View tenants and 72% of Copperworks tenants said that they have reported a repair in the last 12 months.

Overall satisfaction with the repairs service provided is high, with the majority of tenants saying that they were satisfied (88% of Spire View tenants and 94% of Copperworks tenants). Notably, the vast majority of tenants said that they were very satisfied.



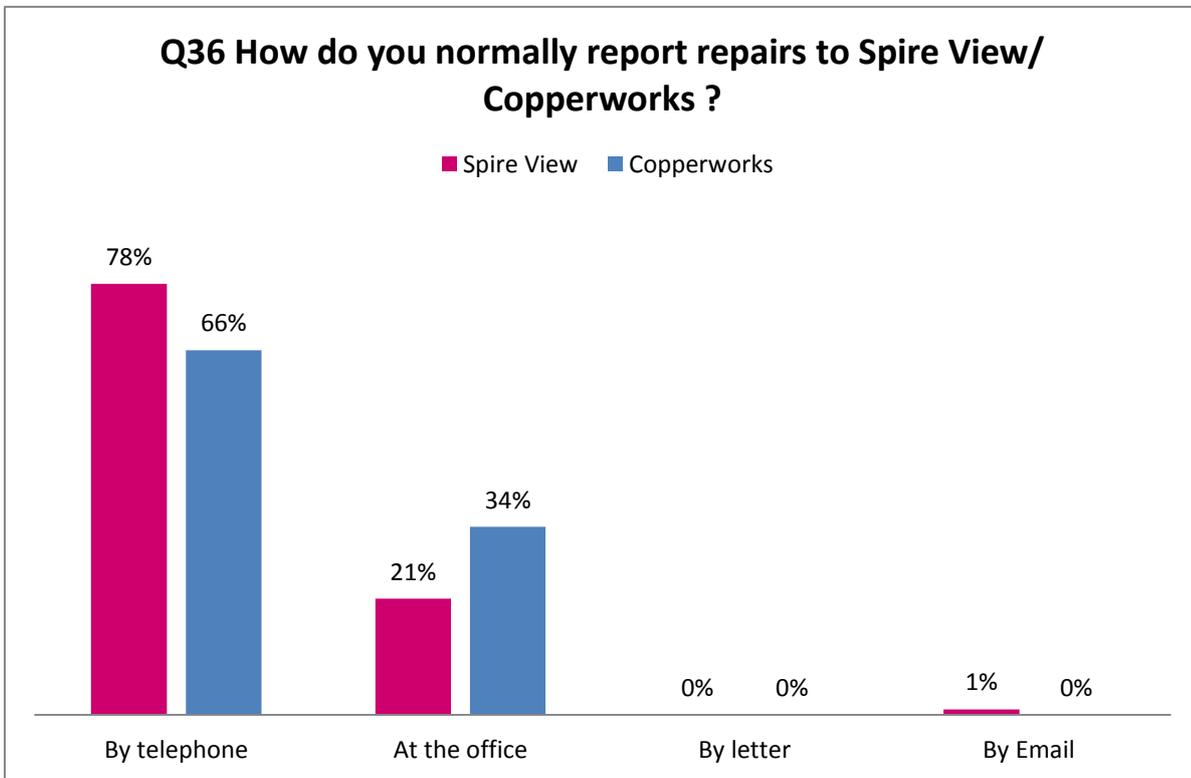
Base: reported repair, Spire View tenants, n=137; Copperworks tenants, n=117

This is a significant and positive change for both organisations, with satisfaction with repairs increasing by 10% points for Spire View (78% up to 88%) and by 11% points for Copperworks (83% up to 94%).

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q35	Satisfaction with repairs service	78	88	↑ 10	83	94	↑ 11

10.2 Reporting repairs (Q36/37)

The normal method of reporting repairs, for both organisations, is by telephone with 78% of Spire View and 66% of Copperworks tenants reporting repairs in this way. Copperworks tenants are marginally more likely to report repairs at the office than Spire View tenants (34% of Copperworks report in this way compared to 21% of Spire View tenants).



Base: reported repair, Spire View tenants, n=137; Copperworks tenants, n=117

Regardless of how they report, 100% of tenants for both organisations said they find it either very easy or fairly easy to report a repair.

10.3 Satisfaction with repairs service (Q38)

When considering satisfaction with a range of aspects of the repairs service, satisfaction is also very high, with all but 1 indicator showing improvement in satisfaction (1 indicator showed no change).

Satisfaction with the quality of repairs overall has increased significantly for both organisations, increasing by 16% points for Spire View (72% to 88%) and 11% points for Copperworks (82% to 93%). Additionally, satisfaction with the length of time taken to carry out repairs has increased by 12% points for Copperworks and 10% points for Spire View.

Spire View's satisfaction levels are highest in relation to:

- The helpfulness of staff involved (96%)
- The appointment system (92%)
- The attitude of the tradesmen (92%)

Copperworks satisfaction ratings for all aspects of the repairs service are above 90%, with the highest being:

- The tradesmen arriving at the appointed time (97%)
- The attitude of the tradesmen (96%)
- The helpfulness of staff involved (95%)
- The appointment system (95%)

Q38 Thinking of the repairs you have reported in the last 12 months, how satisfied were you with the following?						
	Spire View (n=137)			Copperworks (n=117)		
	2008	2012	Difference	2008	2012	Difference
The helpfulness of staff involved	93	96	↑ 3	90	95	↑ 5
The appointment system	92	92	→ 0	92	95	↑ 3
the tradesman arriving at the appointed time	88	91	↑ 3	89	97	↑ 8
The length of time taken to carry out repairs	76	86	↑ 10	80	92	↑ 12
The attitude of the tradesmen	88	92	↑ 4	88	96	↑ 8
The quality of repairs overall	72	88	↑ 16	82	93	↑ 11
The level of disturbance faced	86	88	↑ 2	83	94	↑ 11

Base: reported repair, Spire View tenants, n=137; Copperworks tenants, n=117

10.4 Out of hours repairs (Q39/40)

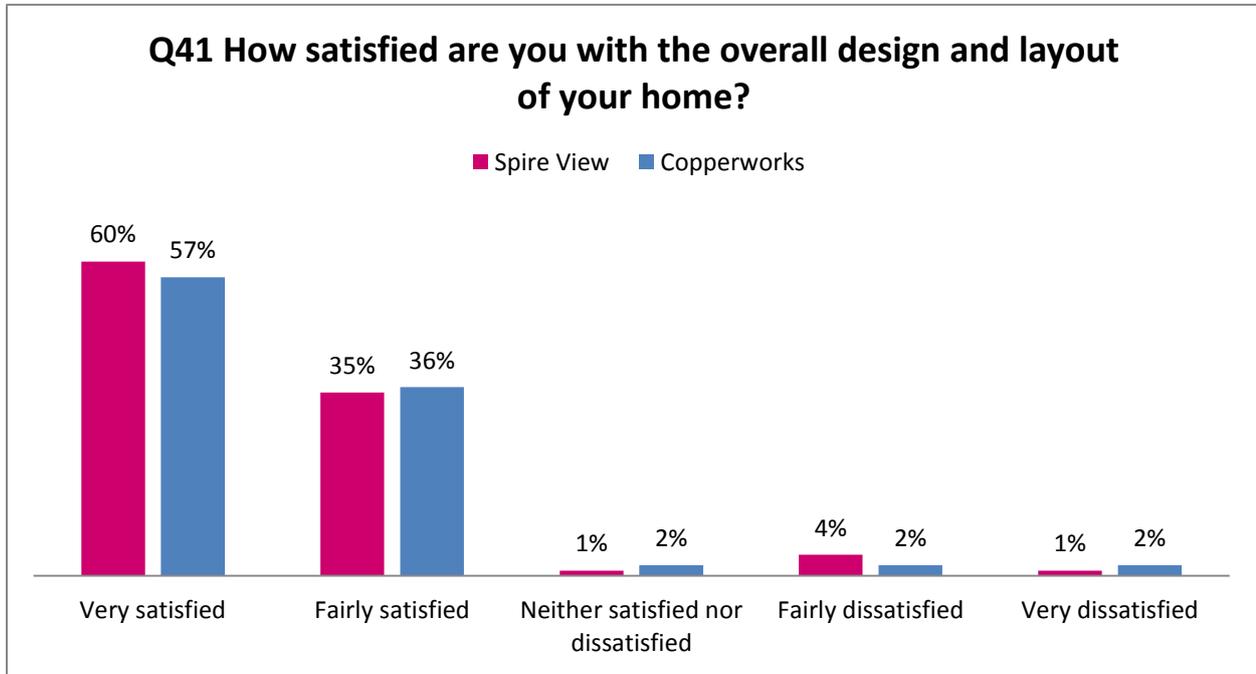
Just 13 Spire View tenants and 7 Copperworks tenants have had to use the out of hours repairs service when reporting repairs over the past 12 months.

For Spire View, 11 out of 13 were satisfied with the response received and 2 were very dissatisfied. For Copperworks all 7 said that they were satisfied (5 very and 2 fairly) with the response received.

11. THE HOME

11.1 Overall design and layout (Q41)

Overall satisfaction with the design of the home was very high with 95% of Spire View respondents and 93% of Copperworks respondents stating that they were either very satisfied or satisfied.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

For both organisations, satisfaction has increased, notably for Copperworks where satisfaction with the home has increased by 13% points since 2008 from 80% satisfaction to 93% satisfaction.

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q41	Satisfaction with the home	88	95	↑ 7	80	93	↑ 13

11.2 Priorities for planned maintenance (Q43/44)

It was highlighted to tenants that the organisation has a planned maintenance programme in place, however, they were interested in understanding tenants priorities for maintenance in their home. Tenants were asked to highlight their top three priorities for improvement.

The top priorities for Spire View tenants were:

1. Bathroom upgrade/ replacement (39%)
2. Kitchen (34%)
3. Window replacement (23%)

It is also positive to note that almost one third of respondents said that no improvements were needed (32%).

For Copperworks tenants, the top priorities were:

1. Window replacement (40%)
2. Bathroom upgrade/ replacement (35%)
3. Kitchen (30%).

Almost one quarter (23%) of Copperworks tenants said that no improvements were needed.

Q43 Spire View/ Copperworks have a planned maintenance programme in place. What do you regard as being the 3 key priorities for maintenance in your home?		
	Overall Priority	
	Spire View	Copperworks
Bathroom upgrade/ replacement	39%	35%
Kitchen	34%	30%
No improvements needed	32%	23%
Window replacement	28%	40%
Boiler replacement	19%	17%
New internal doors	12%	17%
Other	9%	6%
New external doors	4%	3%
Measures to deal with dampness/ condensation	3%	6%
Rewiring	2%	5%

Base: Spire View tenants, n=225; Copperworks tenants, n=162

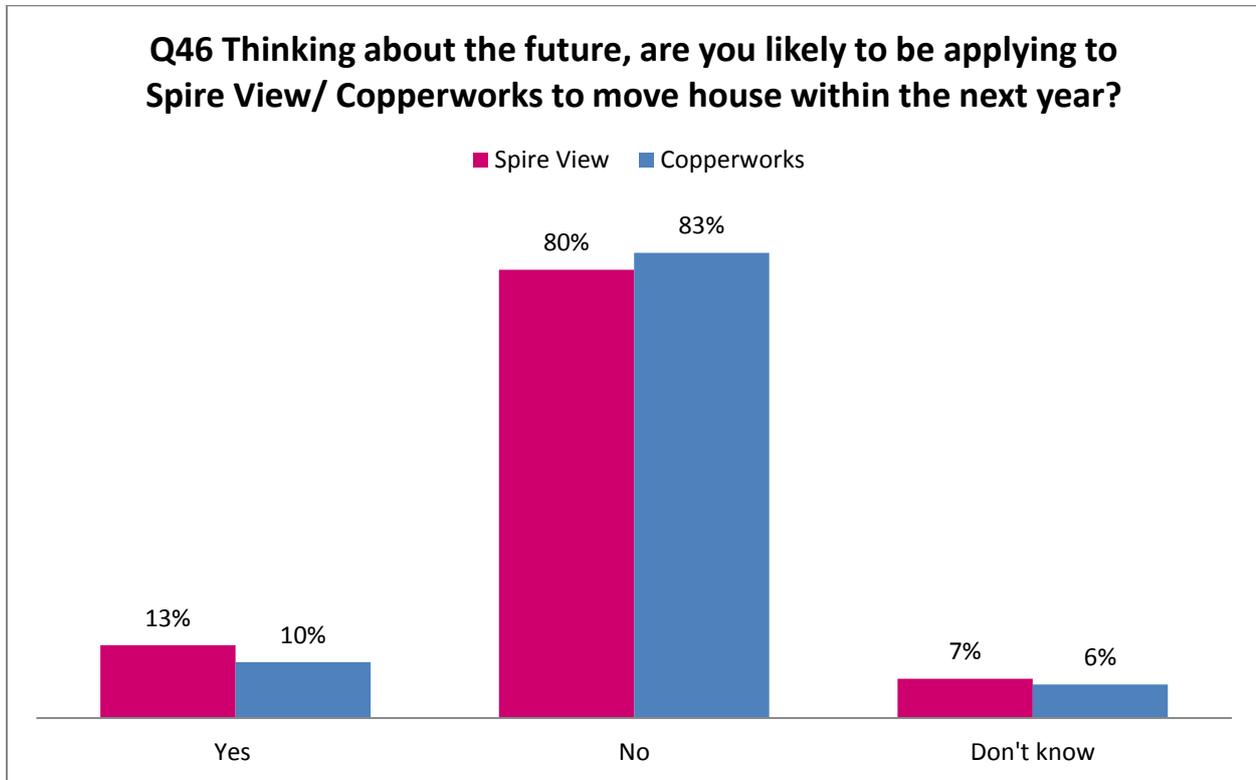
Just 12 Spire View tenants and 14 Copperworks tenants said that they would be willing to pay a higher rent to see major repairs investment carried out sooner.

11.3 Awareness of aids/ adaptations (Q45)

Just over 8 in 10 (81%) of Spire View tenants and 77% of Copperworks tenants were aware that the organisation could make adaptations to tenants' homes or installs aids if they require them.

11.4 Moving house (Q46/47)

Thinking to the future, 30 Spire View tenants and 17 Copperworks tenants said that they are likely to be applying to their landlord to move house within the next year.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

For Spire View, the reasons given were:

- A larger house (10)
- A front and back door (7)
- A different location (7)
- A house on the flat due to medical reasons (5)
- A smaller house (1)

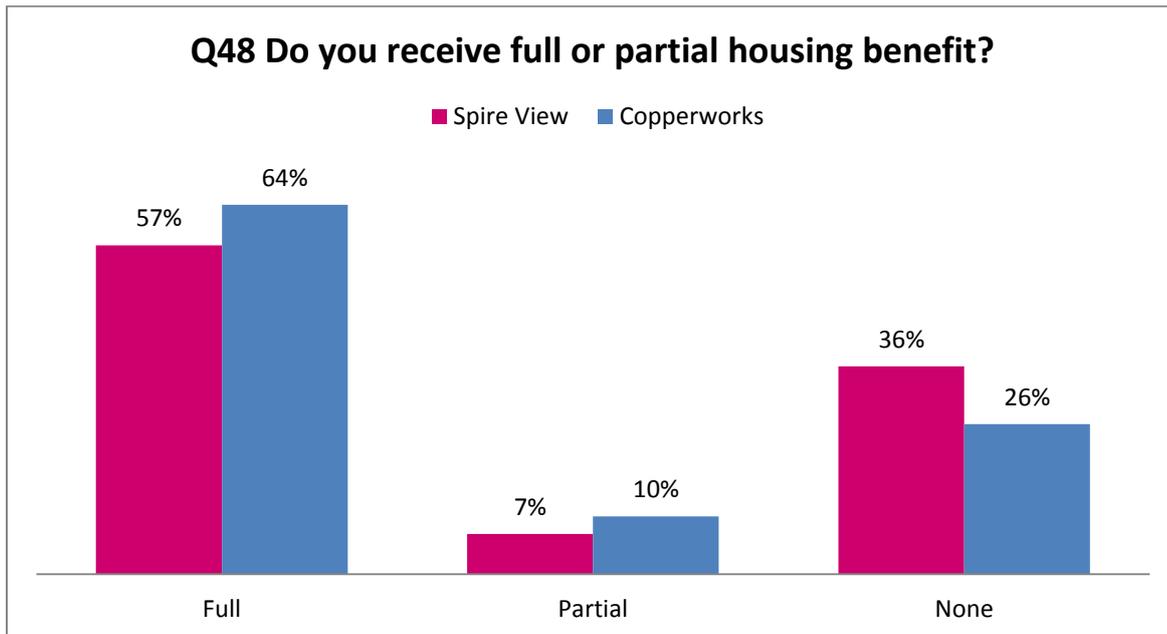
For Copperworks tenants, the reasons for considering applying to move were (please note that respondents gave more than one response):

- A front and back door (8)
- A larger house (5)
- Anti social behaviour (3)
- A house on the level (3)
- A different location (3).

12. RENT AND VALUE FOR MONEY

12.1 Method of paying rent (Q48/49/50)

Over half of respondents (57% from Spire View and 64% from Copperworks) were in receipt of full housing benefit. Of those who make a rent payment, the most common methods used were rent payment card (47% Spire View and 64% Copperworks) and direct debit (43% Spire View and 28% Copperworks).



Base: Spire View tenants, n=225; Copperworks tenants, n=162

All but 2 tenants in Spire View and 1 in Copperworks said that the method they use to pay their rent is convenient. Those who said that their method of paying rent was inconvenient paid by rent payment card.

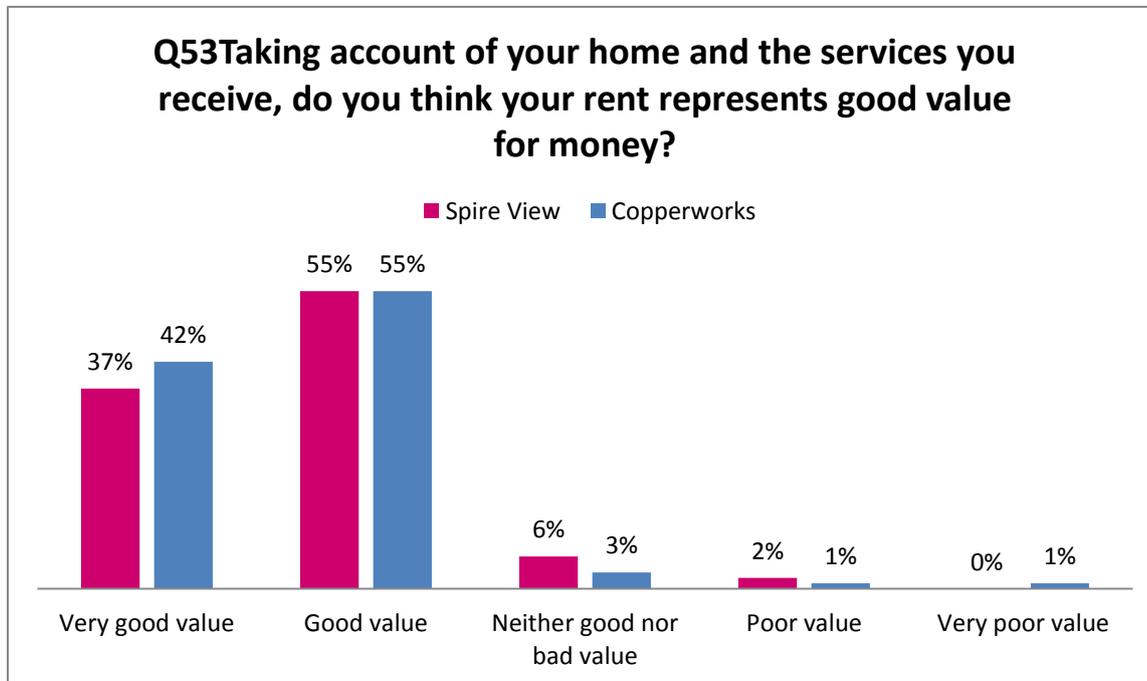
No suggestions were received about other payment methods they would like the organisation to introduce to allow them to pay their rent.

12.2 Information on how rent charge is calculated (Q52)

Almost all tenants, 96% of Spire View and 98% of Copperworks, said that they have enough information about how the rent charge they pay is decided.

12.3 Value for money (Q53)

When taking into account their home and the services they receive, the majority of tenants believe that their rent represents good value for money. Over 9 in 10 (92%) of Spire View tenants and 97% of Copperworks tenants said they believe it to be good value. Just 5 Spire View tenants and 2 Copperworks tenants said they felt it was poor value for money.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

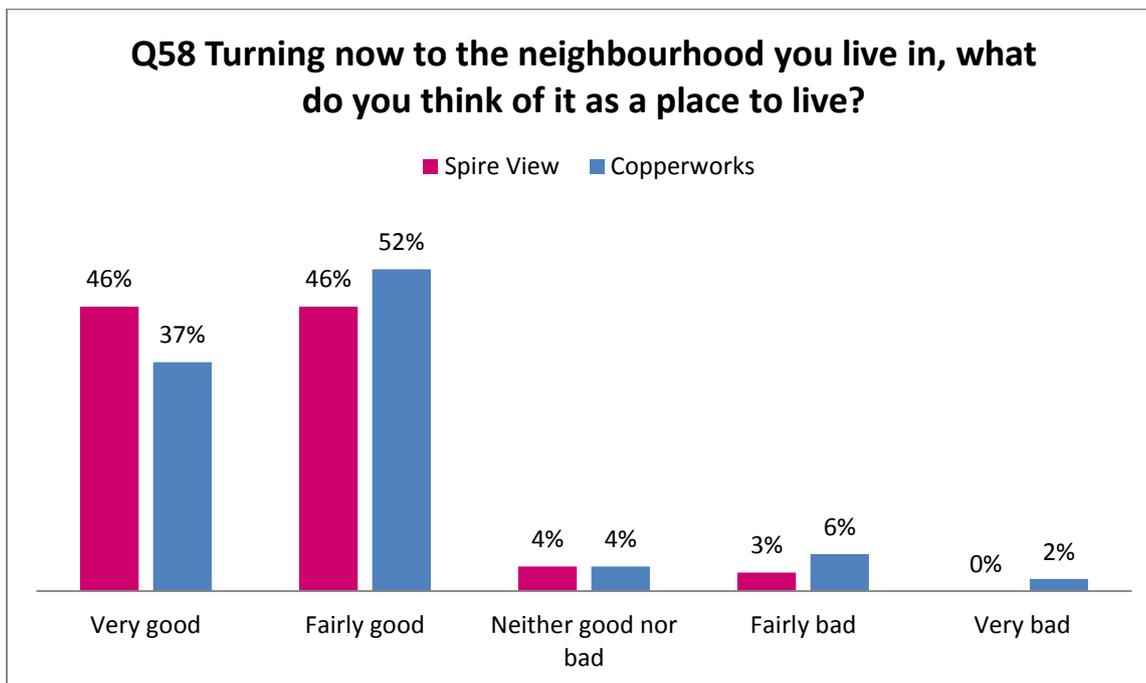
This is a significant increase in perception of value for money for Copperworks, where satisfaction with value for money was 75% in 2008. Spire View satisfaction with value for money has also increased from 84% to 92% (an increase of 8% points).

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q53	Value for money of rent charge	84	92	↑ 8	75	97	↑ 22

13. THE NEIGHBOURHOOD

13.1 Satisfaction with the neighbourhood (Q58)

Turning to the neighbourhood, respondents were satisfied with their neighbourhood as a place to live in, with 92% of Spire View tenants and 89% of Copperworks tenants stating that they believe it is either a very good or good place to live.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

Satisfaction with the neighbourhood has risen for both organisations, most significantly for Copperworks where satisfaction with the neighbourhood has risen by 10% points from 79% to 89%. For Spire View, satisfaction has risen by 6% points increasing from 86% to 92%.

Tenant Satisfaction Survey Benchmarking 2008/ 2012							
		Spire View			Copperworks		
		2008	2012	Difference	2008	2012	Difference
Q58	Satisfaction with neighbourhood	86	92	↑ 6	79	89	↑ 10

13.2 Sense of community (Q59)

When asked if they believe there is a sense of community within their area, similar proportions of tenants from each organisation (73%) said that they believe there is a sense of community within their own area.

Do you believe there is a sense of community within....?				
	Spire View		Copperworks	
	Spire View	Royston	Copperworks	Royston
Yes	73%	75%	73%	72%
No	9%	8%	6%	6%
Don't know	17%	17%	22%	23%

Base: Spire View tenants, n=225; Copperworks tenants, n=162

Spire View residents were marginally more likely to believe that there was a sense of community in Royston than Copperworks tenants.

13.3 Satisfaction with aspects of the neighbourhood (Q60)

When asked about their satisfaction with a range of aspects of the neighbourhood, both organisations received fairly similar satisfaction levels. For both organisations, the highest levels of satisfaction were with regard to 'feeling of safety during the day' (97% for both) and 'street lighting' (91% Spire View and 94% Copperworks).

Tell me how satisfied you are with the following aspects of the neighbourhood?				
		Satisfied	Neither nor	Dissatisfied
Car parking facilities	Spire View	52%	17%	32%
	Copperworks	60%	32%	7%
Children's play facilities	Spire View	32%	36%	32%
	Copperworks	36%	39%	25%
The maintenance of common areas	Spire View	94%	4%	3%
	Copperworks	94%	4%	2%
Your feeling of safety during the day	Spire View	97%	1%	1%
	Copperworks	97%	1%	2%
Your feeling of safety at night	Spire View	92%	3%	6%
	Copperworks	84%	8%	7%
Street lighting	Spire View	91%	2%	7%
	Copperworks	94%	4%	2%
Local shops	Spire View	75%	8%	17%
	Copperworks	67%	17%	16%
Community facilities	Spire View	76%	18%	6%
	Copperworks	72%	22%	7%
Road safety	Spire View	83%	9%	8%
	Copperworks	87%	8%	5%

Base: Spire View tenants, n=225; Copperworks tenants, n=162

Satisfaction was lowest for both with relation to children's play facilities where just 32% of Spire View tenants and 36% of Copperworks tenants said they were satisfied.

13.4 Neighbourhood problems (Q61)

Respondents were then read out a list of potential problems and asked to say whether they believed each to be a serious problem, minor problem or not a problem in the neighbourhood. As shown below, the most serious problems for Spire View were perceived to be:

- Dog fouling (22% serious problem)
- Litter and rubbish in the street (10%)
- Anti social behaviour (9%).

For Copperworks, the most serious problems were perceived to be:

- Dog fouling (28%)
- Litter and rubbish in the street (19%)
- Anti social behaviour (10%).

I am going to read out a number of statements and I would like you to tell me to what extent you think it is a serious problem, a minor problem or not a problem in your neighbourhood.						
	Spire View			Copperworks		
	Serious problem	Minor problem	Not a problem	Serious problem	Minor problem	Not a problem
Dog fouling	22%	22%	56%	28%	30%	41%
Litter and rubbish in the street	10%	26%	64%	19%	31%	50%
Anti social behaviour	9%	10%	80%	10%	8%	82%
Groups of young people hanging around	8%	13%	80%	9%	18%	73%
Vandalism	8%	10%	82%	6%	7%	86%
Unruly children	6%	10%	84%	4%	7%	89%
Road safety	6%	5%	89%	0%	6%	94%
Drug or alcohol abuse	5%	4%	91%	8%	7%	85%
Loitering	4%	5%	91%	5%	4%	91%
Graffiti	3%	4%	92%	3%	7%	90%
Drug dealing	3%	2%	96%	6%	1%	93%
Unkempt gardens/ open spaces	3%	6%	91%	2%	6%	91%
Noisy neighbours	1%	3%	96%	5%	3%	92%
Gangs	1%	2%	96%	0%	2%	98%
Harassment/ insults/ intimidation	1%	2%	97%	2%	2%	96%

Base: Spire View tenants, n=225; Copperworks tenants, n=162

When asked if there was anything else that they considered to be a particular problem, the majority said either nothing or gave a response that was already noted above. In Spire view, 6 respondents mentioned parking as a problem and 2 mentioned security. In Copperworks, 2 respondents mentioned shops for older people as a problem and 2 mentioned door entry. When asked what the organisation could do about the problems, suggestions from Spire View tenants included:

- CCTV Cameras
- More police/ wardens
- Contact/ fine people who are causing problems
- Parking permits/ resident only parking
- Address litter/ dog fouling
- Provide more play facilities
- Tackle anti social behaviour.

Suggestions from Copperworks tenants were:

- Prevent dog fouling/ dog bins
- Greater police/ warden presence
- Tidy up/ do something about litter
- Evict tenants
- Speak to/ fine tenants
- Security devices eg padlocks/ security doors
- Cameras
- Safe areas for kids to play.

14. HOUSEHOLD INFORMATION

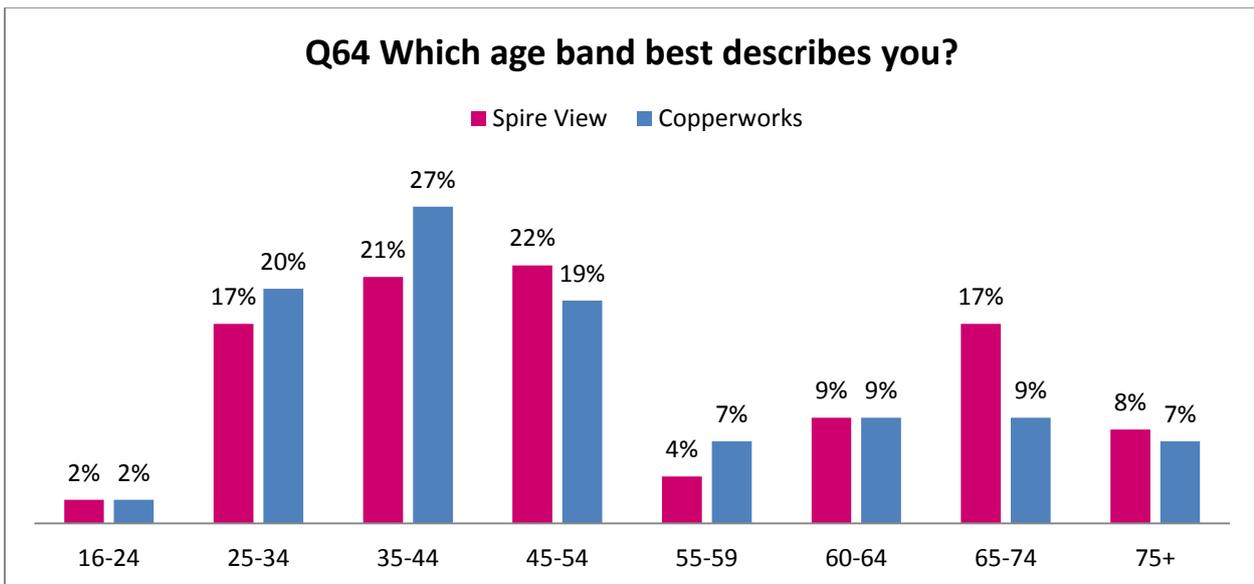
14.1 Summary of Tenant Profile

The final section of the survey asked a number of demographic and profiling questions. The detailed findings of these are noted in the subsequent sections. The key findings of which are summarised below.

14.2 Age and gender (Q64/5)

Respondents across each organisation had fairly similar age profiles with around one in 5 respondents (19% Spire View and 22% Copperworks) being under 35. The majority for both organisations were aged between 35 and 64 (56% Spire View and 62% Copperworks) with 25% of Spire View tenants and 16% of Copperworks tenants aged 65 or over.

Approximately two thirds of respondents were female (68% Spire View and 65% Copperworks).



Base: Spire View tenants, n=225; Copperworks tenants, n=162

14.3 Household composition (Q67)

The greatest majority of households were single person households (40% Spire View and 45% Copperworks). Three out of ten households (30%) had at least one child under 16. This was the case for both organisations.

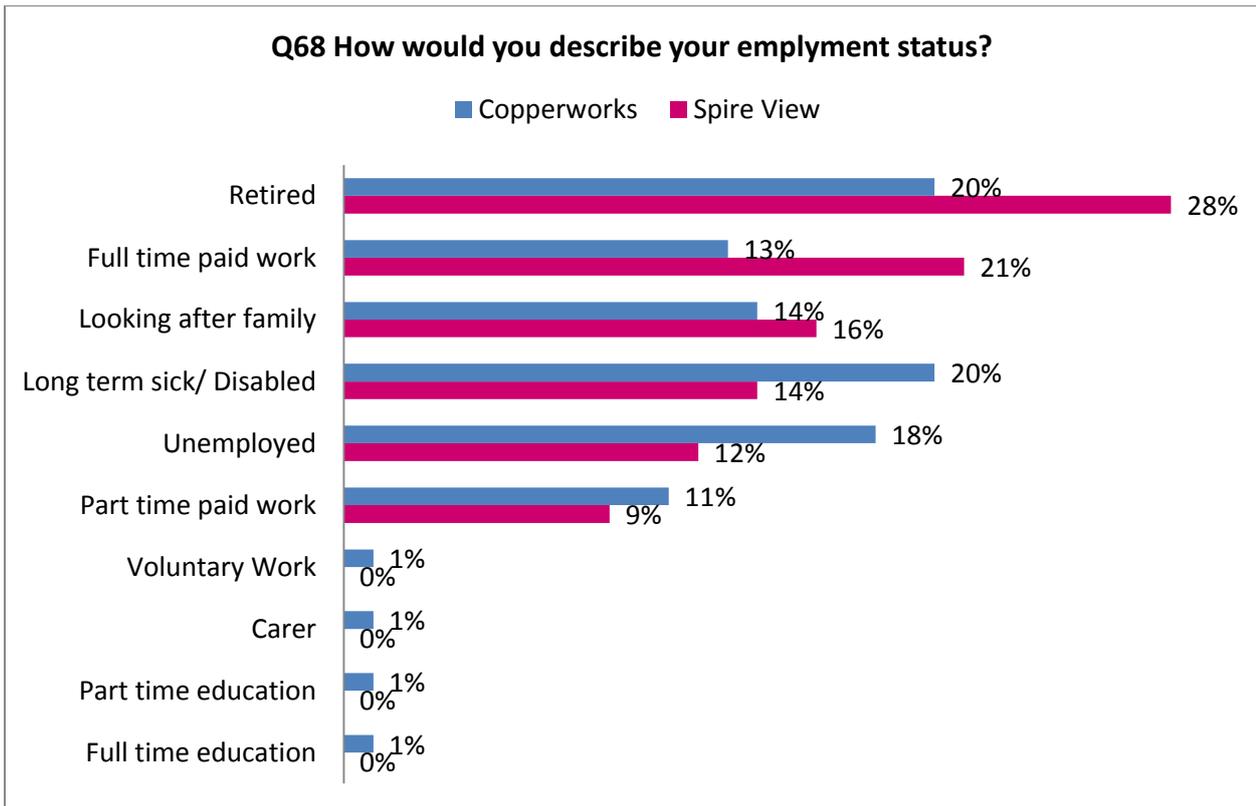
Q67 Which of these best describes your household composition?		
	Spire View	Copperworks
Single adult 75+	8%	3%
Single adult 60-74	16%	11%
Single adult 25-59	16%	30%
Single adult 16-24	0%	1%
2 adults 1 child under 16	6%	7%
2 adults 2 children under 16	4%	6%
2 adults 3 children under 16	2%	1%
2 adults 4 children under 16	1%	0%
Lone parent 1 child under 16	9%	7%
Lone parent 2 children under 16	6%	7%
Lone parent 3 children under 16	2%	1%
Lone parent 4 children under 16	0%	1%
2 adults 75+	0%	1%
2 adults 60-74	6%	5%
2 adults 16-59	10%	13%
other	13%	7%

Base: Spire View tenants, n=225; Copperworks tenants, n=162

14.4 Working status (Q68)

In terms of employment status, Copperworks tenants were marginally less likely to be in employment (30%) Spire View compared to 24% Copperworks in either full or part time employment). In line with the slightly higher proportion of tenants who were older, Spire View also had a greater proportion of tenants who were retired (28% compared to 20%).

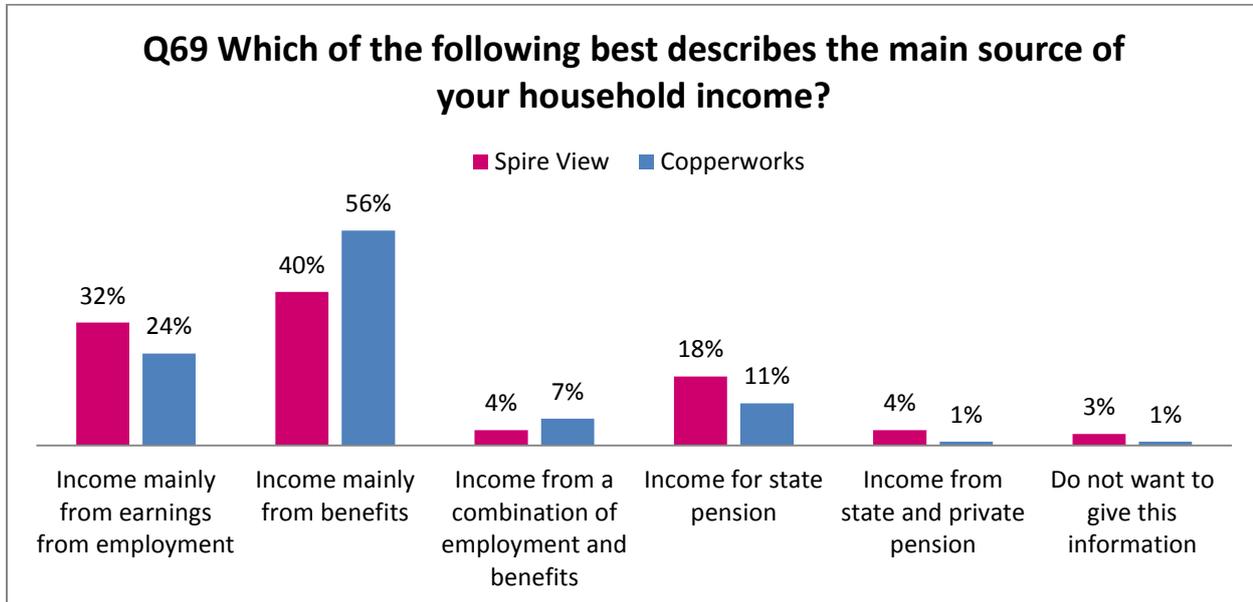
Almost one in five Copperworks tenants (20%) were long term sick/ disabled compared to 14% of Spire View tenants.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

14.5 Main source of income (Q69)

The main source of income for Copperworks tenants was income from benefits (56%). This was also the source of income most likely to be said by Spire View tenants, but not by such a high proportion of tenants (40% of Spire View tenant households' main source of income is from benefits).



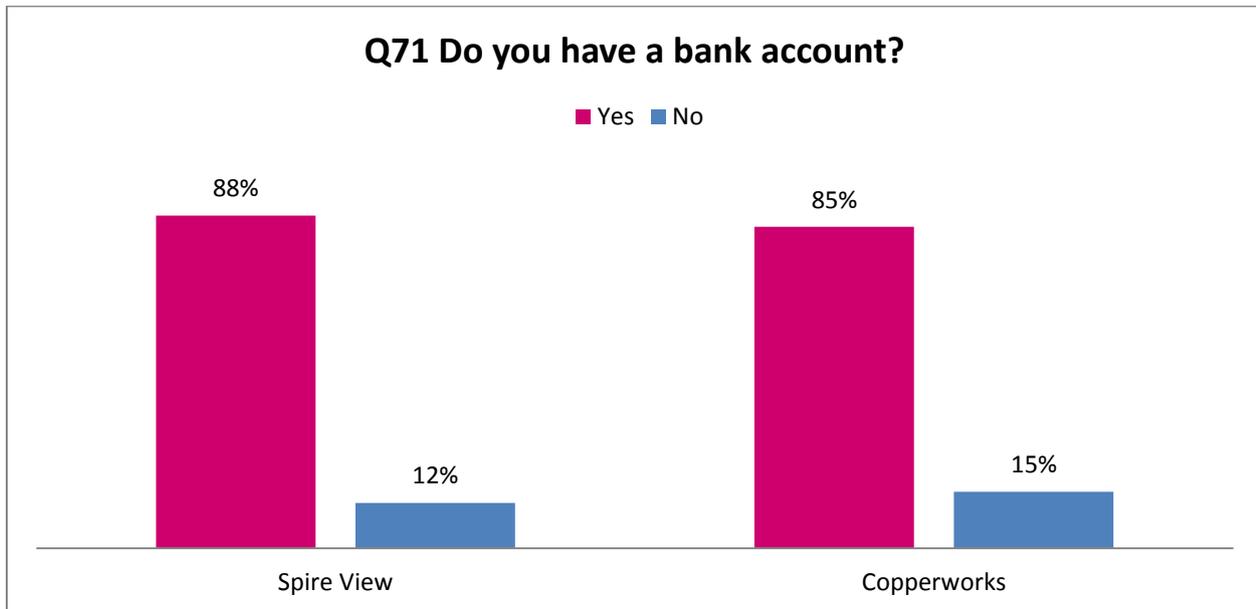
Base: Spire View tenants, n=225; Copperworks tenants, n=162

14.6 Universal credit/ bank accounts (Q70)

Levels of awareness that the Universal Credit will replace housing benefits and other benefits from October 2013 are fairly low. Just 18% of Spire View and 27% of Copperworks tenants are aware of this.

14.7 Bank accounts (Q71)

Similar proportions of tenants in each organisation have a bank account (88% of Spire View tenants and 85% of Copperworks tenants). Of those that have a bank account, 96% of Spire View and 88% of Copperworks respondents said that they have a debit card for their bank account.



Base: Spire View tenants, n=225; Copperworks tenants, n=162

14.8 Disability (Q73/74)

Four out of ten (40%) of respondents in each organisation said that either they or a member of the household has a disability. The nature of the disability is similar across organisations with the majority (51%) stating that the disability is a mobility or physical disability.

It is notable that the proportion of Copperworks tenants who stated that the nature of the disability was mental ill health was more than twice the proportion that said this in Spire View (28% for Copperworks compared to 12% in Spire View).

A significant proportion in both organisations said they had some 'other' type of disability. The majority of these related to some chronic or long term illness such as cancer, diabetes, heart or breathing problems.

Q74 What is the nature of the disability?		
	Spire View	Copperworks
Mobility/ physical disabilities	51%	51%
Mental ill health	12%	28%
Difficulties with hearing	6%	0%
Being frail due to old age	4%	0%
Difficulties with sight	2%	3%
Learning difficulties	1%	0%
Dementia	1%	0%
Other	39%	28%

14.9 Ethnicity (Q75)

Finally, in terms of ethnicity, the majority of respondents in both organisations were of White Scottish ethnic origin (93% of Spire View and 81% of Copperworks).

Copperworks tenants were from a greater range of ethnic origins, with 7% of African origin, 3% of Black origin and 3% of Polish origin.

Q75 Can you tell me which of the following groups do you consider you belong to?		
	Spire View	Copperworks
White Scottish	93%(210)	81% (131)
White English	0% (1)	1% (1)
White British	0%	1% (1)
White Irish	0%	1% (2)
Polish	1% (2)	3% (5)
Any other white ethnic group	1% (2)	1% (2)
Any mixed or multiple ethnic group	1% (2)	0%
Pakistani, Pakistani Scottish or Pakistani British	0%	1% (2)
Indian, Indian Scottish or Indian British	0% (1)	1% (1)
African, African Scottish or African British	2% (4)	7% (11)
Caribbean, Caribbean Scottish or Caribbean British	1% (2)	0%
Black, Black Scottish or Black British	0%	3% (5)
Other African, Caribbean or Black	0% (1)	1% (1)

7 tenants from Spire View and 4 from Copperworks indicated that they have suffered from harassment due to an inequalities issues such as their age, race, sexuality or disability.

15. OWNER SATISFACTION SURVEY

15.1 Overall satisfaction (Q1)

- All owners who responded to the survey said that they were satisfied with Spire View Housing Association, 5 were very satisfied and the remaining owner was fairly satisfied.
- Of the 45 owners from Copperworks Housing Cooperative who responded to the survey, 39 were satisfied with Copperworks (22 were very satisfied and 17 were fairly satisfied). Of the remaining 6, 3 said that they were neither satisfied nor dissatisfied, 1 said that they were fairly dissatisfied, 1 was very dissatisfied and 1 responded that they didn't know.

15.2 Information and communication (Q4-Q9)

- All Spire View owners said they were very or fairly satisfied with the way the Association keeps them informed about its activities and services. In comparison, 42 respondents from Copperworks were satisfied with how well they were kept informed about the activities and services of Copperworks. Out of the remaining 3 respondents, 1 was neither satisfied nor dissatisfied while 2 said that they didn't know.
- Newsletters, followed by letters were the most used and preferred communication types for owners from Spire View. Copperworks indicated that newsletters and letters were the most popular means of communication. In addition to this 5 respondents from Copperworks said that they would like to receive information through some form of meeting.
- All 6 respondents from Spire View said that they read the Association's newsletter. These 6 owners also agreed that the newsletter is easy to read, interesting and that it informs them about the work of the association. In Copperworks, 39 people read the newsletter, with all respondents in agreement that it was easy to read and interesting. Only one respondent indicated that they did not think that the newsletter kept them informed about the work of the Co-operative.
- In terms of internet access, 2 Spire View owners have broadband internet access through a home computer, while the remaining 4 respondents have no internet access at all. Of the owners from Spire View who were able to access the internet, 1 respondent said that they would like to receive information via the website and 1 would like to receive information via e-mail.
- 11 respondents from Copperworks said that they have broadband internet access at home, while 33 had no internet access at all and 1 respondent said that they had internet access through a mobile device. Of the respondents who had some form of internet access from Copperworks 1 said that they would like to be provided with information via e-mail while the rest indicated that they wouldn't like to be provided with information online.

15.3 Owner participation (Q10-Q15)

- All 6 respondents from Spire View were very satisfied in terms of the way the Association takes account of their views over matters which concern them. When asked what they would like to be consulted on, 5 out of 6 respondents said that they were not interested in becoming involved. The remaining respondent indicated that they would like to be consulted about day to day repairs and maintenance issues.
- 40 out of 45 respondents said that they were satisfied that Copperworks takes account of their views with 21 very satisfied and 19 fairly satisfied. Out of the remaining 5 respondents, 4 said that they were neither satisfied nor dissatisfied and 1 said that they didn't know. When asked what they would like to be consulted on 12 said that they would like to be consulted on issues affecting the wider neighbourhood, 7 said housing policies, 4 said customer service issues, 3 said day to day repairs and maintenance issues. 31 respondents from Copperworks said that they were not interested in becoming involved.
- Owners were asked about the level of consultation that they would like to be involved in, to which 5 from Spire View said they would like to be consulted about things which affect them directly while 1 responded that they would wish to be advised but not consulted on changes to services. 37 respondents from Copperworks said that they would like to be consulted on changes which affect them directly, 6 did not want to be contacted at all and 2 wished to be advised but not consulted on changes to services.
- When asked how they would like to give their views, 5 respondents from Spire View said that they didn't know with the remaining one saying that they would like to give their view via e-mail. The response from Copperworks indicated that 8 owners would like to give their views by taking part in face to face surveys. 3 said they would like to take part in local meetings, 2 said they would like to give their views in writing and 1 said they would like to attend open days. The remaining participants responded that they didn't know or that none of the options given were appropriate.

15.4 Customer Care (Q16-Q25)

- All owners from Spire View were very satisfied with the quality of customer care provided when they have contact with a member of Spire View staff. 35 out of 45 respondents from Copperworks said that they were satisfied with the overall customer care provided by any member of the Copperworks staff (21 were very satisfied, 14 were fairly satisfied). From the remaining 10, 3 said that they were neither satisfied nor dissatisfied and 7 said that they don't know.
- The 6 respondents from Spire View also said that it was very easy to get to the offices as well as saying that they found the opening hours very convenient. 37 respondents from Copperworks said that it was either very or fairly easy to get to the Copperworks

offices with 39 saying that the opening hours were either very or fairly convenient. Of the remaining respondents from Copperworks, 3 found it neither easy nor difficult to get to the office and 2 found the opening hours to be neither convenient nor inconvenient. The rest responded 'don't know'

- All owners said that they were very satisfied that Spire View treats them fairly. 42 owners were satisfied that Copperworks treats them fairly while the remaining 3 said that they were neither satisfied nor dissatisfied.
- 3 respondents had contacted Copperworks to make a payment or to enquire about payments or charges. When asked about the member of staff that they dealt with, all were satisfied that the member of staff introduced themselves, was willing to listen, friendly courteous and helpful, had the knowledge to help and was sensitive to their needs and feelings. When asked about the information and advice given, all respondents were satisfied that the information they were given was accurate and easy to understand, that they got as much information as was needed, that the Association did what they said they would and they were kept up to date with the progress of their enquiry. All respondents were satisfied with the outcome of their enquiry.

15.5 Services (Q26-Q33)

- 5 out of 6 owners said that they would know how to make a complaint about any aspect of the service that Spire View provides. 42 out of 45 owners said the same thing about Copperworks.
- When asked about their level of satisfaction with the quality of the services provided by Spire View, all 6 respondents said that they were very satisfied. Owners were then asked to give their three top priorities in terms of the services which were most important to them. 3 said that providing support for vulnerable tenants was most important while each of providing an effective repairs service, keeping rents and charges affordable and doing more to deal with neighbourhood issues was highlighted as important by 1 owner.
- When the owners from Copperworks were asked about their level of satisfaction with the quality of services 36 said that they were satisfied, 3 said that they were neither satisfied nor dissatisfied, 4 said they didn't know and 2 said that they were dissatisfied. When asked to specify the services which were most important to them, the three most important were keeping rents and charges affordable (35 people had included it in their top 3), dealing with people who don't pay their rent or factoring charge (18 people had included it in their top 3) and telling residents more about the activities of the Co-operative (16 had included it in their top 3).
- The owners were asked how satisfied they were with some of the specific services that Spire View provide. All owners were very satisfied with the environmental improvement works, 5 were very satisfied with Spire View organising social events or trips for

residents and 5 respondents were satisfied with the social events and trips. The remaining resident responded that they were neither satisfied nor dissatisfied.

- When asked how satisfied they were with some of the specific services that Copperworks provides the service with the highest satisfaction was the social events and trips for residents with 11 members who said that they were very satisfied. The estate caretaking service was one of two services that owners were dissatisfied with, 1 respondent said that they were very dissatisfied with this service. The other service which got a negative response was the grass cutting service with 2 respondents who said that they were dissatisfied with the service, however there were also 19 respondents who expressed satisfaction with the grass cutting service.
- In terms of the weekly money advice service offered by both Copperworks and Spire View, only 1 Spire View owner was aware of this service while only 17 out of 45 Copperworks owners were aware of this service. Of these respondents, none had used the service.
- The owners from Spire View were also asked if they would like to be given the chance to participate in planned maintenance programmes to which 4 respondents said yes, 1 said no and 1 said that they weren't sure. When Copperworks asked the same question, 15 participants said yes, 20 said no and 10 said that they didn't know.

15.6 Factoring and value for money (Q54-Q57)

- In relation to the responsibilities under the Deed of Condition, all owners from Spire View were aware of these while 43 owners from Copperworks knew about these.
- When asked about whether they received enough information about how their factoring fee is decided all respondents from Spire View said yes. Only 33 from Copperworks said yes to this question.
- All 6 owners from Spire View said that they feel that their rent is good value for money. 4 replied that they thought their fees were very good value for money, with the 2 remaining owners saying that the fees are good value for money. 4 respondents from Copperworks said that they thought that their rent is very good or good value for money, 9 said that they thought that their fees were poor or very poor value. 11 said that the fees were neither good nor bad value and 1 respondent said that they didn't know.

15.7 The neighbourhood (Q58-Q63)

- All 6 Spire View respondents said that they thought that their neighbourhood is a good place to live. 5 said that it was very good while the remaining owner said that it was a fairly good place to live. 44 respondents from Copperworks said that their neighbourhood was

either a very or fairly good place to live. The remaining respondent said that it was neither a good nor bad place to live.

- Owners were asked to rate their satisfaction with various aspects of their neighbourhood. The results are as follows (the value in the table indicates the number of owners):

How satisfied are you with the following aspects of your neighbourhood?										
	Very satisfied		Fairly satisfied		Neither satisfied nor dissatisfied		Fairly dissatisfied		Very Dissatisfied	
	Spire View	Copperworks	Spire View	Copperworks	Spire View	Copperworks	Spire View	Copperworks	Spire View	Copperworks
Car parking facilities	0	28	1	12	5	4	0	1	0	0
Children's play facilities	4	15	0	7	1	19	1	3	0	1
The maintenance of any common areas/ landscaping	5	26	1	8	0	9	0	1	0	1
Your feeling of safety during the day	6	36	0	9	0	0	0	0	0	0
Your feeling of safety at night	5	34	1	11	0	0	0	0	0	0
Street lighting	6	32	0	13	0	0	0	0	0	0
Local shops	5	20	1	7	0	7	0	11	0	0
Community facilities	5	21	0	20	1	4	0	0	0	0
Road safety	5	21	1	22	0	2	0	0	0	0

- The respondents were asked if there were any particular issues. Dog fouling was the only issue indicated to be a problem in Spire View with 1 owner saying that it was an issue. The other 5 respondents said that there was nothing that they would consider to be a particular problem. There were 2 issues highlighted as serious problems in Copperworks, these were litter and rubbish in the street which 5 people suggested was a serious problem and dog fouling which 13 people indicated to be a serious problem. When asked if there were any other particular issues in the community 1 respondent said that disruptive teenagers were a problem while the rest said that there were no additional problems.

15.8 Household information (Q64-Q75)

- Of the owners in Spire View there were 2 respondents aged between 45 and 54, 3 respondents aged between 60 and 64 and 1 aged between 65 and 74. In Copperworks there were 9 respondents over 75, 11 between 65 and 74 and 10 between 60 and 64.

There are also 4 respondents between 55 and 59, 5 between 45 and 54, 5 between 35 and 44 and 1 respondent aged between 25 and 34.

- In terms of household composition within Spire View, 2 were single adult households and 4 were two adult households with no children. Within Copperworks there were 20 single adult households and 25 were two adult households.
- 1 participant from Spire View said that either they or a member of their household had a long term disability with their disability described to be concerned with mobility. 9 respondents from Copperworks indicated that either they or a member of their household had a disability. 4 of these said that the disability was mobility related, 2 had hearing difficulties, 1 was dealing with mental illness and 1 was frail due to old age.
- 5 out of 6 owners from Spire View said they were white Scottish and 1 owner said they were 'other white' ethnic origin. 44 respondents from Copperworks considered themselves to be white Scottish with one respondent describing themselves as 'African, African Scottish or African British'.

Appendix 1

Spire View Survey Questionnaire

Appendix 2

Copperworks Survey Questionnaire

Appendix 3

Technical Report Summary



TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P485
Project name	Spire View and Copperworks Customer Satisfaction Survey
Objectives of the research	<ol style="list-style-type: none"> 1. To test and obtain customers views on the level of service and customer satisfaction with our key services to tenants, owners and housing applicants 2. To identify customer views and priorities for service improvements to help us to plan and improve quality of services 3. To give customers a say in the services provided and in how these are delivered; 4. To identify shortcomings, problems and gaps in services 5. To test opinions and satisfaction with the way Spire View and Copperworks engage with tenants/owners and identify tenants/owners preferred sources of communication, levels of interest in becoming involved in the organisations and how well customers think the organisations take account of their views 6. To establish baseline data for the full range of the Spire View and Copperworks customers in different length of tenancy, levels of overcrowding or under occupation in the various property types and establish tenants future housing plans /aspirations 7. Clear income survey of tenants to test the affordability of rents, 8. Test tenants views on whether able and willing to pay more rent to see major repairs investment carried out sooner /improvements in service 9. Test tenants views on the standard of repair and décor of their home when they first took up occupancy 10. Test customer views on satisfaction with the general area and estate caretaking service e.g. backcourt maintenance and appearance, satisfaction with stair cleaning service 11. Views/awareness of wider role activities and social events run by Spire View and Copperworks. 12. To benchmark against customer satisfaction survey results carried out by other registered social landlords.
Target group	Tenants and owners of each organisation

Target sample size	Sample Size	Copperworks Housing Co-operative	
		Tenants	Owners
	No of customers	272	81
	No of interviews	162	45
	Sample Size	Spire View Housing Association	
		Tenants	Owners
	No of customers	551	19
	No of interviews	225	6
Achieved sample size	Achieved target sample size.		
Date of fieldwork	9 th to 30 th May 2012		
Sampling method	Interviews spread across organisation stock with contact attempted with all customers.		
Data collection method	Interviews were undertaken with the tenant or their partner within each household. All responses were recorded on a paper questionnaire and the data entered into a survey analysis package by a team of data processors.		
Response rate and definition and method of how calculated	Spire View – 41% response rate (231 interviews from 570 customers). Copperworks – 59% response rate (207 interviews from 353 customers).		
Any incentives?	No		
Number of interviewers	6 interviewers were working on this.		
Interview validation methods	10% of each interviewers work was back checked to ensure that interviews have been completed accurately and in line with ISO 20252 standards.		
Showcards or any other materials used?	Showcards used as per instructions on questionnaire		
Weighting procedures (if applicable)	Not applicable		
Estimating and imputation procedures (if applicable)	Not applicable		
Reliability of findings	Data accurate overall to +/-5% overall for Spire View Data accurate to +/-4.4% for Copperworks (based upon the 95% level of confidence and a 50% estimate)		