



Research Report



STAR Survey Lite From Panel Recruitment

Prepared for: Wandsworth Council

Prepared by: Steve Handley

STAR Survey Lite From Panel Recruitment

Prepared for: Wandsworth Council

Prepared by: Steve Handley, Associate Director

Date: April 2014



Produced by BMG Research

© Bostock Marketing Group Ltd, 2015

www.bmgresearch.co.uk

Project: 9301

Registered in England No. 2841970

Registered office:

7 Holt Court North
Heneage Street West
Aston Science Park
Birmingham
B7 4AX
UK

Tel: +44 (0) 121 3336006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

Market Research Society Company Partner

British Quality Foundation Member

The provision of Market Research Services in accordance with ISO 20252:2012

The provision of Market Research Services in accordance with ISO 9001:2008

Investors in People Standard - Certificate No. WMQC 0614

Interviewer Quality Control Scheme (IQCS) Member Company

Registered under the Data Protection Act - Registration No. Z5081943

The BMG Research logo is a trade mark of Bostock Marketing Group Ltd

Table of Contents

1	Introduction.....	4
1.1	Methodology	4
1.2	Data and reporting.....	4
2	Benchmarking of results.....	6
3	Tracking of perceptions.....	9
4	Housing and Services	12
4.1	Overall satisfaction.....	12
4.2	Would Residents Recommend Wandsworth Borough Council as a Landlord?.....	15
4.3	Value for money.....	19
4.4	Homes and neighbourhoods	21
4.5	Repairs and maintenance	25
4.6	Listening to and responding to tenants.....	28
5	Customer priorities and suggestions for improvements.....	31
5.1	Priorities.....	31
6	Appendix 1: Sample profile	Error! Bookmark not defined.
7	Appendix 2: Comparison to inner London landlords	33
8	Appendix 3: Contact and communication	35
8.1	Contact with Wandsworth Council.....	35
9	Appendix 4: Survey questionnaire.....	38
10	Appendix 5: Statement of Terms	46

Table of Figures

Figure 1: Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? (All responses)	12
Figure 2: Satisfaction with overall service provided by the landlord (All responses)	14
Figure 4: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely - Tenants.....	16
Figure 5: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely - Leaseholders	17
Figure 6: Satisfaction with the service provided by Wandsworth Council by promoter groups (All responses).....	18
Figure 7: Satisfaction that rent/service charges provides value for money (All responses) .	19
Figure 8: Satisfaction with the overall condition of the home (All responses).....	21
Figure 11: Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? (All responses).....	25
Figure 12: Generally, how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? (All responses)	28
Figure 13: Satisfaction that the landlord listens to your views and acts upon them 2011-2014 (All responses).....	29
Figure 14: Which of the following services would you consider to be priorities? (All responses)	31
Figure 15: Thinking about the services Wandsworth Council provides, what are the three main things they could do to improve the housing services they provide to you? (Coded responses, all mentions)	32
Figure 16: Have you contacted the Council in the last 12 months? (All responses).....	35
Figure 17: What was the last contact about? (All who have had Council contact)	36
Figure 18: Were you satisfied with the final outcome? (All who have had Council contact) .	37

Table of Tables

Table 1: Wandsworth Council – Satisfaction indicators among General Needs tenants compared to national benchmarks	6
Table 2: Wandsworth Council – Satisfaction indicators among General Needs tenants compared to London benchmarks	7
Table 4: Tracking of perceptions among all residents 2011-2014.....	9
Table 5: Tracking of tenant perceptions 2011-2014	10
Table 6: Tracking of leaseholder perceptions 2011-2014	11
Table 7: Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? (All responses)	13
Table 8: Satisfaction that rent/service charges provides value for money (All responses) ...	20
Table 9: Satisfaction with the overall condition of the home (All responses).....	21
Table 10: Satisfaction with neighbourhood as a place to live (All responses).....	23
Table 11: Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All responses)	24
Table 12: Satisfaction with the way landlord deals with repairs and maintenance 2011-2014 (All responses).....	25
Table 14: Satisfaction with specific landlord cleaning and maintenance services (All responses)	27
Table 15: Generally, how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? (All responses)	29
Table 16: Views on involvement and engagement (All responses).....	30
Table 17: Wandsworth Council – satisfaction indicators amongst General Needs tenants compared to inner London landlords	34

1 Introduction

1.1 Methodology

In January 2014 BMG Research was commissioned by Wandsworth Council to recruit a panel of tenants and leaseholders willing to take part in regular consultation activities. To do this, a random sample of 10,000 tenants and leaseholders were selected and sent a letter outlining the nature of the proposed Housing Link panel and providing notification that BMG would call to ask them to join the panel. This letter also gave residents the opportunity to opt out of being contacted.

A total of 1,200 panel members were to be recruited from this sample, split between 800 tenants and 400 leaseholders, reflecting the proportion of these two tenures within the Wandsworth Council customer base. Targets were also set by estate type, property type, age, gender and ethnicity in order to produce a representative panel for future consultation.

Recruitment calls were made by BMG Research during late February and throughout March 2014 with a total of 1,206 individuals completing the recruitment survey. The questions within this survey established key information about the individuals willing to join the panel, but also recorded aspects of customer satisfaction relating to the home, the neighbourhood and general landlord services. Several of these satisfaction indicators were consistent with the question set recommended for this purpose by HouseMark.

1.2 Data and reporting

This report summarises the responses given by tenants and leaseholders to the satisfaction indicator questions included in the panel recruitment exercise. These views are based on a sample size of 1216 interviews. A breakdown of these interviews by tenancy type, plus the associated confidence intervals based on the incidence of these tenancies within the Wandsworth Council customer base are shown in the table below.

	Completed	Total population	Maximum confidence interval
All	1216	25,729	+/-2.74
Tenants	816	16566	+/-3.35
Leaseholders	400	9163	+/-4.79

To correct minor imbalances in the recruited panel relative to the population of tenants and leaseholders, the survey data has been weighted by estate type and then by tenure. The estate type categories, which have both spatial and property type components ensures that the final data is representative. This is the weighting approach that has been applied in previous Housing Link research.

This document contains a concise summary of the key findings to emerge from this survey. It aims to highlight the positive messages in the data, plus any areas of concern that require further consideration. A full set of data tables are also available to refer to.

When a figure is shown in bold and underlined within a table this denotes that this figure is significantly different (determined by the t-test) to one or more opposing figures. The t-test is a statistical method used to evaluate the differences between two opposing groups. Results described as significant in this report will have been identified by this test as substantial variations in opinion.

The data used in this report are rounded up or down to the nearest whole percentage. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that do differ in this way should not have a variance which is any larger than 1%.

Throughout the report, in tables and in graphs, the symbol * is used to denote any figure that is less than 0.5%.

2 Benchmarking of results

In order to contextualise the survey findings the following two tables compare the key indicator scores for Wandsworth Council against the 2013 HouseMark England STAR average scores for both general needs tenants and subsequently leaseholders. Please note that these benchmark figures are derived from a mix of local authorities, ALMOS and housing associations.

With the exception of neighbourhood satisfaction, all the other levels of satisfaction recorded among tenants place perceptions of Wandsworth Council in the lower quartile.






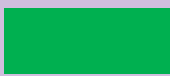


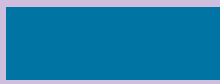



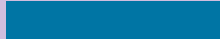











Table 1: Wandsworth Council – Satisfaction indicators among General Needs tenants compared to national benchmarks

Question	2014 %	HouseMark England STAR average 2013		
		Upper quartile	Median	Lower quartile
Satisfaction with the Service Provided	70 %	89%	85%	82%
Satisfaction with the Overall Quality of the Home	68 %	87%	83%	79%
Satisfaction with the Neighbourhood as a Place to Live	82 %	87%	85%	80%
Satisfaction that Rent Provides Value for Money	76 %	86%	81%	77%
Satisfaction with Repairs and Maintenance	63 %	85%	80%	75%
Satisfaction with the social housing provider Listening to Views and Acting Upon Them	60 %	74%	69%	64%

To put the views of Wandsworth tenants into further context it should be noted that HouseMark also provides general needs satisfaction data on a regional basis. These figures

for London are shown in the table below. This illustrates the tendency for tenant satisfaction in London to be lower than that recorded nationally. In fact this difference is generally around 10-percentage points compared to other regions. Using the London specific benchmark data, it is positive to note that satisfaction levels concerning the neighbourhood as a place to live and satisfaction that rent provides value for money are both above the median for London. Although it is more appropriate to benchmark against other London landlords rather than using data for England as a whole, it should be noted that the data for London landlords includes non-local authority landlords, i.e. housing associations and Arms Length Management Organisations (ALMOs). Even comparisons made with London benchmarking data therefore is not necessarily comparing like with like. However, comparison of Wandsworth Council’s key indicator scores with other inner London landlords is included in the Appendix section of this report.

Table 2: Wandsworth Council – Satisfaction indicators among General Needs tenants compared to London benchmarks

Question	2014 %	HouseMark London STAR average 2013		
		Upper quartile	Median	Lower quartile
Satisfaction with the Service Provided	70 % 	83% 	77% 	76% 
Satisfaction with the Overall Quality of the Home	68 % 	80% 	76% 	75% 
Satisfaction with the Neighbourhood as a Place to Live	82 % 	85% 	81% 	79% 
Satisfaction that Rent Provides Value for Money	76 % 	79% 	74% 	70% 
Satisfaction with Repairs and Maintenance	63 % 	77% 	71% 	67% 
Satisfaction with the social housing provider Listening to Views and Acting Upon Them	60 % 	65% 	62% 	59% 



STAR Survey Lite From Panel Recruitment

Among leaseholders, satisfaction with the neighbourhood is above average at 80%. Satisfaction with the quality of homes at 69% is below the lower quartile, with all other satisfaction levels between the lower quartile and the median.

Table 3: Wandsworth Council – Satisfaction indicators among Leaseholders

Question	2014 %	HouseMark England STAR average 2013		
		Upper quartile	Median	Lower quartile
Satisfaction with the Service Provided	55 %	71%	63%	53%
Satisfaction with the Overall Quality of the Home	69 %	87%	82%	76%
Satisfaction with the Neighbourhood as a Place to Live	80 %	82%	77%	70%
Satisfaction that Service Charge Provides Value for Money	43 %	54%	50%	37%
Satisfaction with Repairs and Maintenance	44 %	55%	49%	43%
Satisfaction with the social housing provider Listening to Views and Acting Upon Them	43 %	55%	43%	36%

There are no London benchmarks available specific to leaseholders, so further benchmarking in this respect is not possible.

3 Tracking of perceptions

The nearest equivalent survey among panel members was completed in February 2013. In this panel survey a total of 417 tenants' and 239 leaseholders' questionnaires were completed by telephone. However, as these sample sizes are approximately half the size of those generated in the 2014 panel recruitment, a more robust comparison is with the previous full panel recruitment exercise completed in 2011. In this exercise, 1,207 interviews were completed (758 tenants and 449 leaseholders), allowing a like for like comparison of the two data sets.

The tables below show levels of satisfaction in 2011 and in 2014 among all residents and then by tenure. Among all residents there has been a marginal increase in those expressing satisfaction with the extent to which their rent or service charge provides value for money (+3 percentage points). For the other core indicators the satisfaction evident in 2014 is largely consistent with that seen in 2011.

Table 4: Tracking of perceptions among all residents 2011-2014

Question	2007 panel recruitment ¹	2011 panel recruitment	2014 panel recruitment	% point change from 2011
Satisfaction with the Service Provided	68%	65%	65%	0
Satisfaction with the Overall Quality of the Home	68%	66%	68%	+2
Satisfaction with the Neighbourhood as a Place to Live	77%	79%	81%	+2
Satisfaction that Rent / Service Charge Provides Value for Money	54%	61%	64%	+3
Satisfaction with Repairs and Maintenance	N/A	57%	56%	-1
Satisfaction with Wandsworth Council Listening to Views and Acting Upon Them	N/A	56%	54%	-2

Among tenants the proportion satisfied with the overall service provided by their landlord is unchanged since 2011 at 70%. However, alongside this, satisfaction that rent provides value

¹ Some differences in question wording and scales are to be found between 2007 and subsequent recruitment projects

STAR Survey Lite From Panel Recruitment

for money has actually increased by 4-percentage points. Both satisfaction with the overall quality of homes and satisfaction with the neighbourhood have increased by 3-percentage points. Given the importance that tenants attribute to repairs and maintenance in surveys of this type, a drop of 2-percentage points in satisfaction with how the repairs service is perceived should be noted. However, this fall is within the maximum confidence interval of the tenants' data set of 3.35%. While this drop is not statistically significant, a positive direction of travel in relation to repairs and maintenance is desirable.

Table 5: Tracking of tenant perceptions 2011-2014

Question	2007 panel recruitment	2011 panel recruitment	2014 panel recruitment	% point change from 2011
Satisfaction with the Service Provided	72%	70%	70%	+0
Satisfaction with the Overall Quality of the Home	67%	65%	68%	+3
Satisfaction with the Neighbourhood as a Place to Live	76%	79%	82%	+3
Satisfaction that Rent Provides Value for Money	60%	72%	76%	+4
Satisfaction with Repairs and Maintenance	N/A	65%	63%	-2
Satisfaction with Wandsworth Council Listening to Views and Acting Upon Them	N/A	62%	60%	-2

Among leaseholders the percentage satisfied with the service provided overall by Wandsworth Council has fallen by 3-percentage points to 55% despite a 3-percentage point increase in satisfaction with the condition of homes. This latter indicator is one that leaseholders are able to more directly influence themselves. Satisfaction with the other elements of the Council's service is static among leaseholders.

Table 6: Tracking of leaseholder perceptions 2011-2014

Question	2007 panel recruitment	2011 panel recruitment	2014 panel recruitment	% point change from 2011
Satisfaction with the Service Provided	64%	58%	55%	-3
Satisfaction with the Overall Quality of the Home	70%	66%	69%	+3
Satisfaction with the Neighbourhood as a Place to Live	77%	81%	80%	-1
Satisfaction that Service Charge Provides Value for Money	45%	44%	43%	-1
Satisfaction with Repairs and Maintenance	N/A	43%	44%	+1
Satisfaction with Wandsworth Council Listening to Views and Acting Upon Them	N/A	45%	43%	-2

The fact that the data in Tables 4 to 6 do not show any major declines in resident perceptions of Wandsworth Council as a landlord helps to put the predominantly below average / lower quartile satisfaction levels in Tables 1 and 3 into perspective. However, it is reasonable to consider whether innovations and service improvements in the 2011-2014 period should have generated improved perceptions or whether a near 'steady-state' position is a fair reflection of recent service delivery. It should also be added that these results should be seen in the context of major economic pressures and cuts to local government budgets. So where satisfaction levels have been sustained among tenants and leaseholders, this may represent a considerable achievement against this budgetary backdrop.

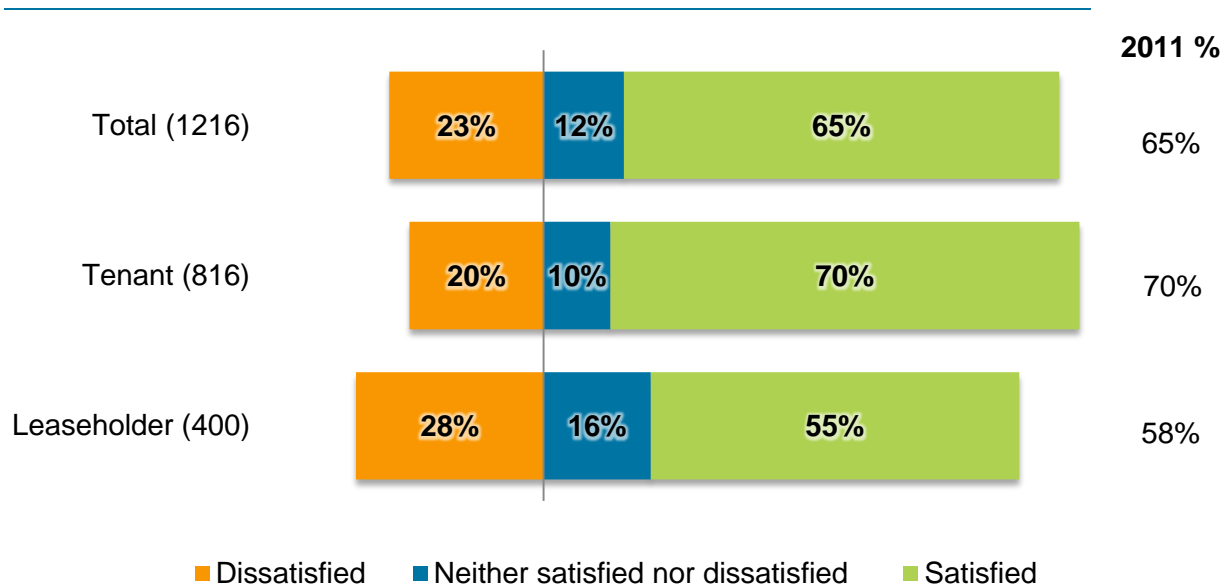
4 Housing and Services

4.1 Overall satisfaction

Note that for benchmarking purposes tenants' satisfaction levels will be compared to data for London landlords. The equivalent data is not available for leaseholders; satisfaction levels amongst leaseholders and all residents will be compared to national levels.

When considering the overall service that Wandsworth Council provides as a landlord, 65% of those completing the survey expressed satisfaction. Looking at responses by tenure shows that among tenants 70% express satisfaction which is a lower quartile position compared to the latest 2013 HouseMark London benchmarks (median: 77% satisfied, lower quartile 76%). One in five tenants (20%) express dissatisfaction with the services provided by their landlord. Among leaseholders this dissatisfaction rises to 28%, with 55% expressing some level of satisfaction. This 55% finding is 7-percentage points below the HouseMark England median for leaseholders (63%).

Figure 1: Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? (All responses)



Unweighted base in parentheses

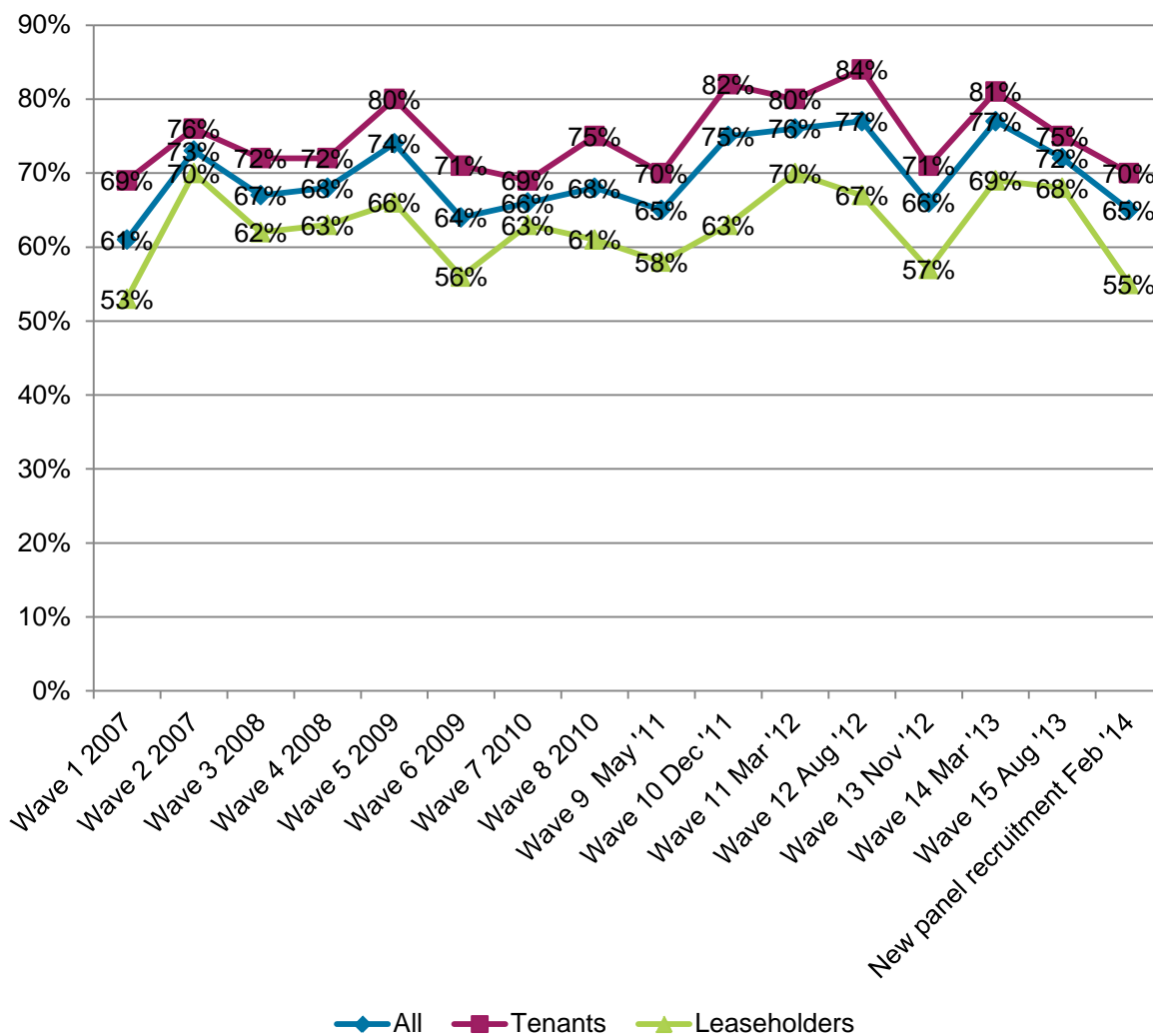
The full range of responses given at this question are shown in the table below. This shows that three in ten tenants (29%) give the most positive response possible of 'very satisfied' when considering the overall service provided by Wandsworth Council as their landlord.

Table 7: Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? (All responses)

Year		Total (1216)	Tenant (816)	Leaseholder (400)
2014	Very satisfied	22%	29%	9%
	Fairly satisfied	43%	41%	46%
	Neither satisfied nor dissatisfied	12%	10%	16%
	Fairly dissatisfied	14%	12%	17%
	Very dissatisfied	9%	8%	12%
	Summary: Satisfied	65%	70%	55%
	Summary: Dissatisfied	23%	20%	28%
2011	Summary: Satisfied	65%	70%	58%
	Summary: Dissatisfied	21%	19%	25%
2007	Summary: Satisfied	68%	72%	64%
	Summary: Dissatisfied	20%	17%	23%

Wandsworth Council has run a Housing Link panel in order to facilitate regular consultation with tenants and leaseholders since 2007. In all the surveys that have been completed among a general sample of the panel, a question about satisfaction with the overall service provided by Wandsworth Council as a landlord has been included. This has provided a longitudinal data set on this measure that allows the data from this survey to be put in context. The individual surveys completed since 2007 all have differing sample sizes and associated sampling errors and the 1,206 sample size in this panel recruitment exercise will be one of the more robust in statistical terms. This caveat should be kept in mind when interpreting Figure 2 below. The 2014 satisfaction levels among both tenants and leaseholders are below those recorded in 2013 and are in line with those recorded in November 2012 and 2011 when the most recent comparable recruitment survey was conducted.

Figure 2: Satisfaction with overall service provided by the landlord (All responses²)



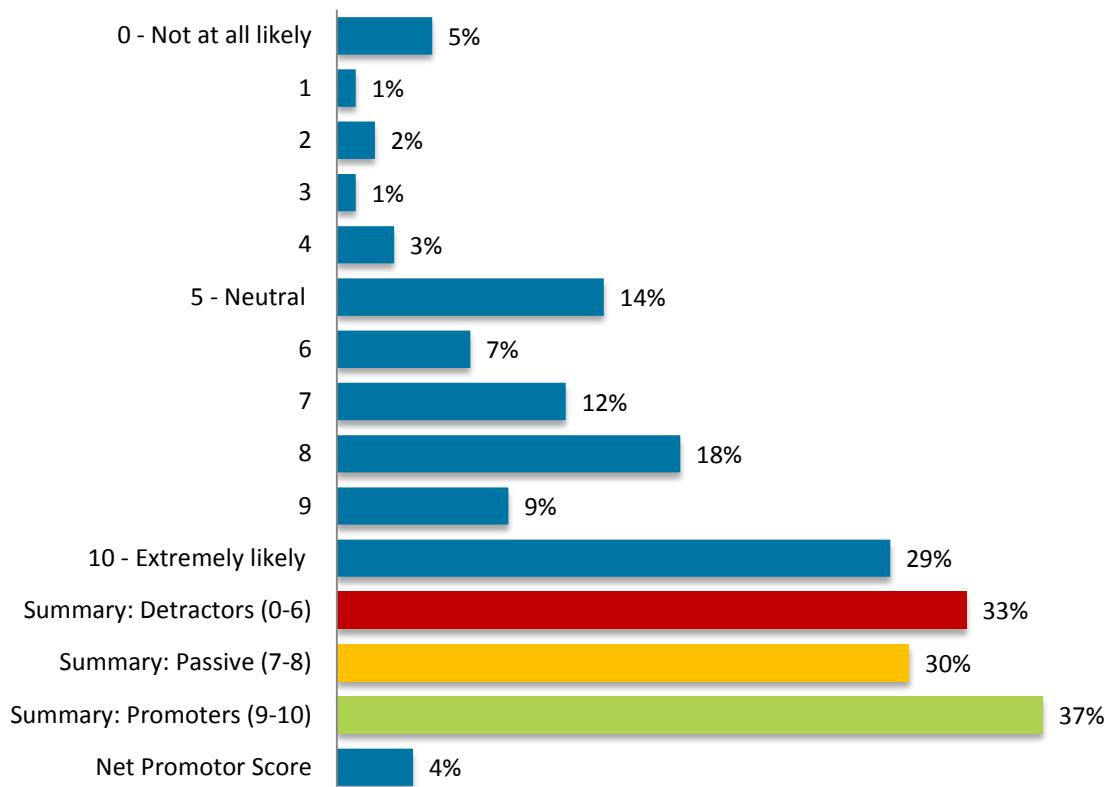
² Figures are taken from several different surveys, as follows: wave 1 = repairs; wave 2 = estate services; wave 3 = ASB; wave 4 = communications; wave 5 = non-housing services; wave 6 = participation; wave 7 = green issues; wave 8 = tenant services; authority and service standards; wave 9 = housing management; wave 10 = repairs; wave 11 = ASB; wave 12 = estate services; wave 13 = participation; wave 14 = status lite; wave 15 = communications.

4.2 Would Residents Recommend Wandsworth Borough Council as a Landlord?

All tenants and leaseholders were also asked to rate how likely they would be to recommend Wandsworth Council as a landlord to friends and family on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely. The answers to this question can then be grouped into three categories: Promoters (9-10), Passives (7-8), and Detractors (0-6). This analysis allows us to calculate a Net Promoter Score (NPS), which is done by subtracting the Detractors from the Promoters. This analysis is commonly used in the commercial sector to gauge customer loyalty to the brand, and in the social housing sector serves as a useful alternative to overall satisfaction by showing how likely tenants are to recommend their landlord to their family and friends.

Three in ten Wandsworth residents (29%) are extremely likely to recommend Wandsworth Council as a landlord to family and friends, whilst only one in twenty (5%) would not be at all likely to recommend them. Over one third (37%) can be classed as Promoters, whilst a further third (33%) can be classed as Detractors and the remaining 30% are Passive. This yields a net promoter score of +4 percentage points.

Figure 3: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely – All residents

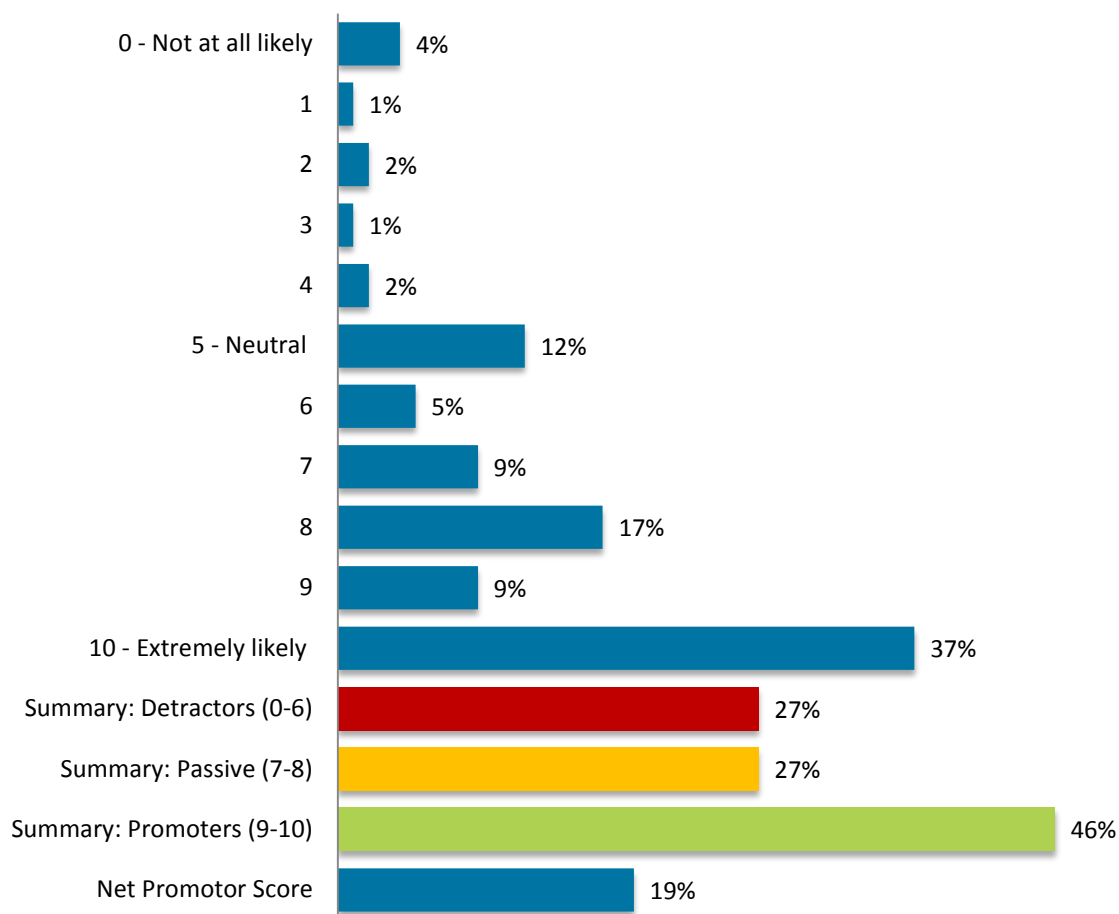


Unweighted base:

STAR Survey Lite From Panel Recruitment

As can be seen in the chart below, 37% of all tenants are extremely likely to recommend Wandsworth Council as a landlord to family and friends, while at the other end of the spectrum, just 4% would not recommend them at all. Overall, 46% of tenants can be classed as Promoters, 27% as Detractors and 27% as Passive. This produces a Net Promoter Score of +19 percentage points. Based on other housing surveys completed by BMG Research a net promoter score in the high teens is slightly above average.

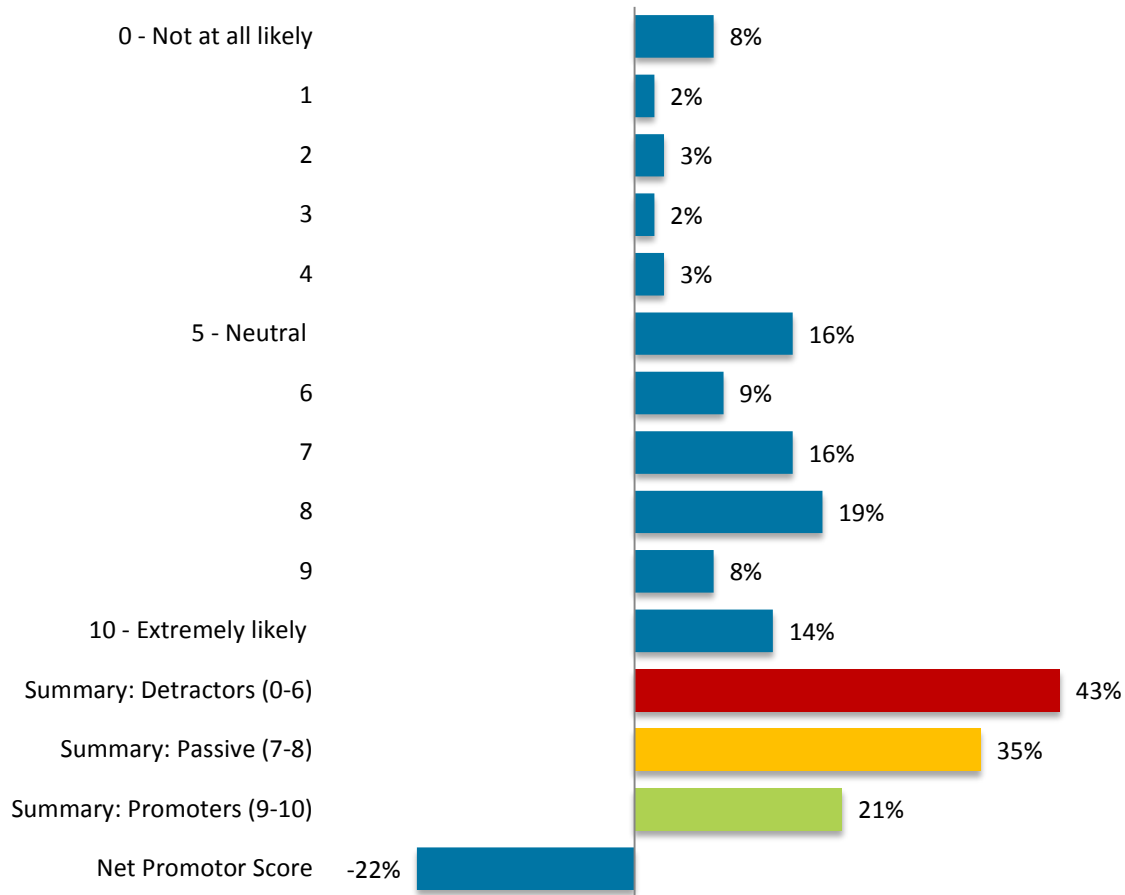
Figure 4: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely - Tenants



Unweighted base: 816

Among leaseholders the proportion who give the most positive response of extremely likely is notably lower at 14%. Overall, the proportion of leaseholders who are classed as Detractors (43%) exceeds the proportion who can be classed as Promoters (21%). As a result, among leaseholders, a negative Net Promoter Score of minus 22-percentage points is produced. This corresponds with the lower overall satisfaction among leaseholders.

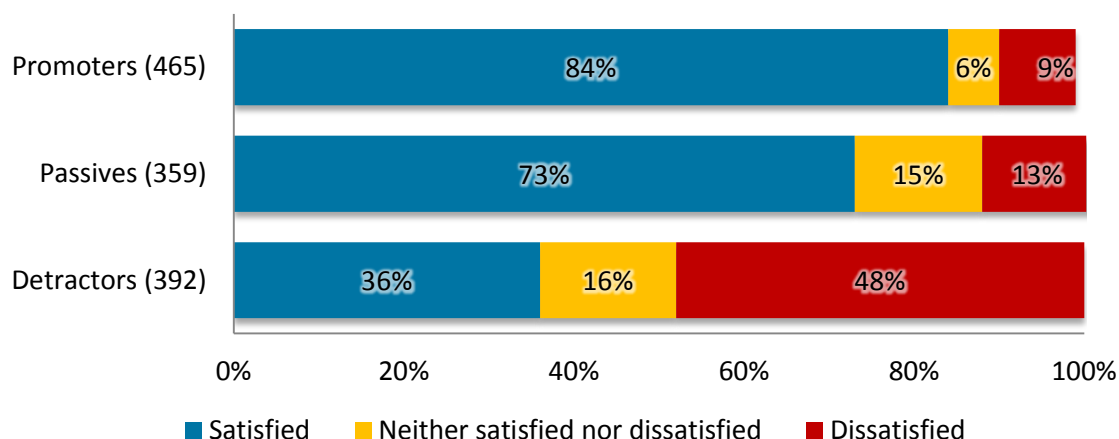
Figure 5: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely - Leaseholders



Unweighted base: 400

All those who are defined as either Promoters or Passives express high levels of overall satisfaction with the service they receive from Wandsworth Council (84% and 73% satisfied respectively). Conversely, those classified as Detractors are significantly less likely to be satisfied with the service they receive, with only a third (36%) satisfied and nearly half (48%) dissatisfied.

Figure 6: Satisfaction with the service provided by Wandsworth Council by promoter groups (All responses)



Unweighted sample bases in parentheses

Among those classed as Promoters, the most common reasons given for recommending Wandsworth Council as a landlord are as follows:

- Overall good service / happy / generally satisfied (53%);
- A nice place to live (16%);
- Council provide good value for money / low Council Tax (12%);
- Always act on resident requests (6%);
- The communal area / environment is clean / tidy (5%);
- Quick responses to issues (4%);
- Listen to residents (4%);
- A clear understanding / empathy for residents (4%); and,
- Happy with property provided (2%).

Focusing in among the Detractors, i.e. those who would not be likely to recommend the Council as a landlord to friends and family, the most common reasons for this are below. It should be noted that two of these top ten responses are seemingly positive in tone. This may be because the Detractor category includes those giving a score of 6, which some respondents may perceive as an above average rating.

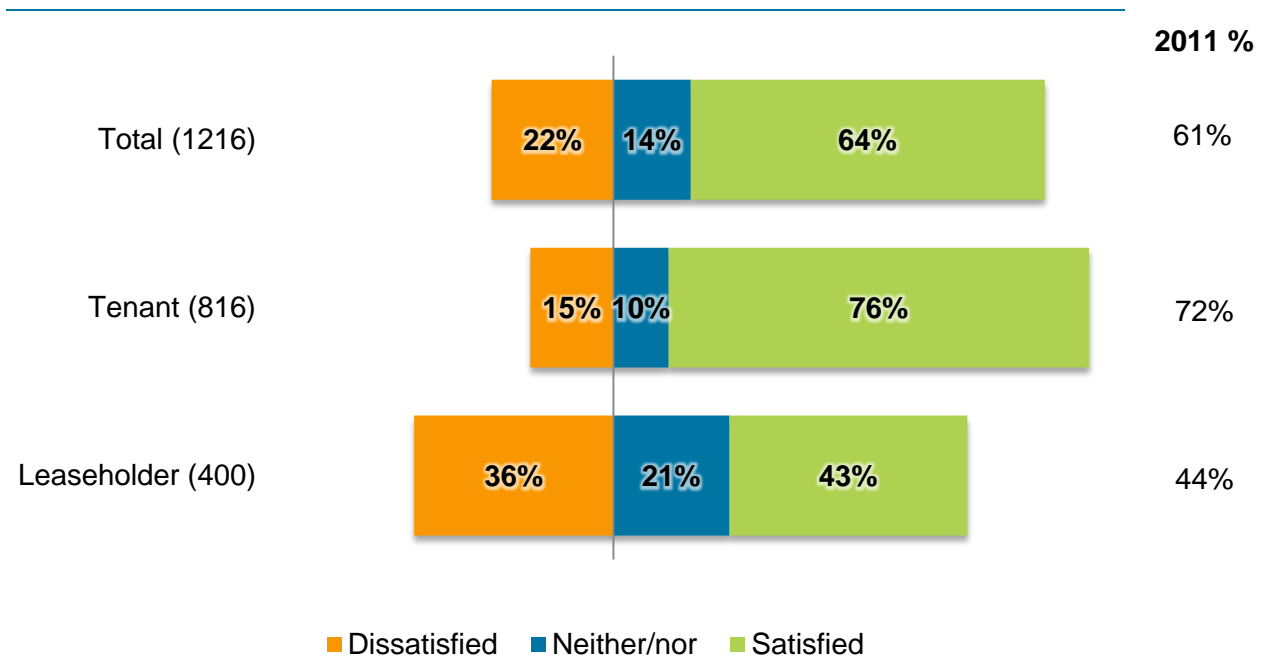
- Overall poor service / unhappy / generally dissatisfied (14%);
- Overall good service / happy / generally satisfied (8%);
- A lack of understanding / empathy from Council (8%);
- More improvements need to be made / work still needs to be done (7%);
- Council provide good value for money / low Council Tax (7%);
- Never act on resident requests (6%);
- Poor levels of communication (6%);
- Slow responses to issues (6%);
- Anti-social behaviour / neighbourhood issues (6%); and,
- Environment / communal areas untidy / not maintained (6%)

4.3 Value for money

When considering the value for money their rent provides, 76% of tenants express satisfaction. The latest HouseMark data on this measure shows a median of 81% of tenants being satisfied and a lower quartile of 77%. Therefore, while a majority of Wandsworth tenants do hold positive views on the value for money their rent offers this satisfaction is comparatively low relative to the national benchmark. However, satisfaction is above the London median of 74%. This is despite Wandsworth Council rents being higher than the average amongst the 33 London Local Authorities.³

Among leaseholders the lower satisfaction with the value their service charge offers is mirrored by the national data. However, the 43% of Wandsworth leaseholders who express satisfaction with the value for money provided by their service charge is below the 50% median within the 2013 HouseMark benchmarking data. Without regional benchmarking data it is not possible to make comparisons with other London landlords.

Figure 7: Satisfaction that rent/service charges provides value for money (All responses)



Unweighted base in parentheses

Looking at the responses given on the five point scale respondents used to answer this question shows that 14% of leaseholders are very dissatisfied with the value for money their service charge offers compared to 6% of tenants.

³ DCLG Table 704 Registered Social Landlord Average Weekly Rents
<http://www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/rentslettings/livatables/>

Table 8: Satisfaction that rent/service charges provides value for money (All responses)

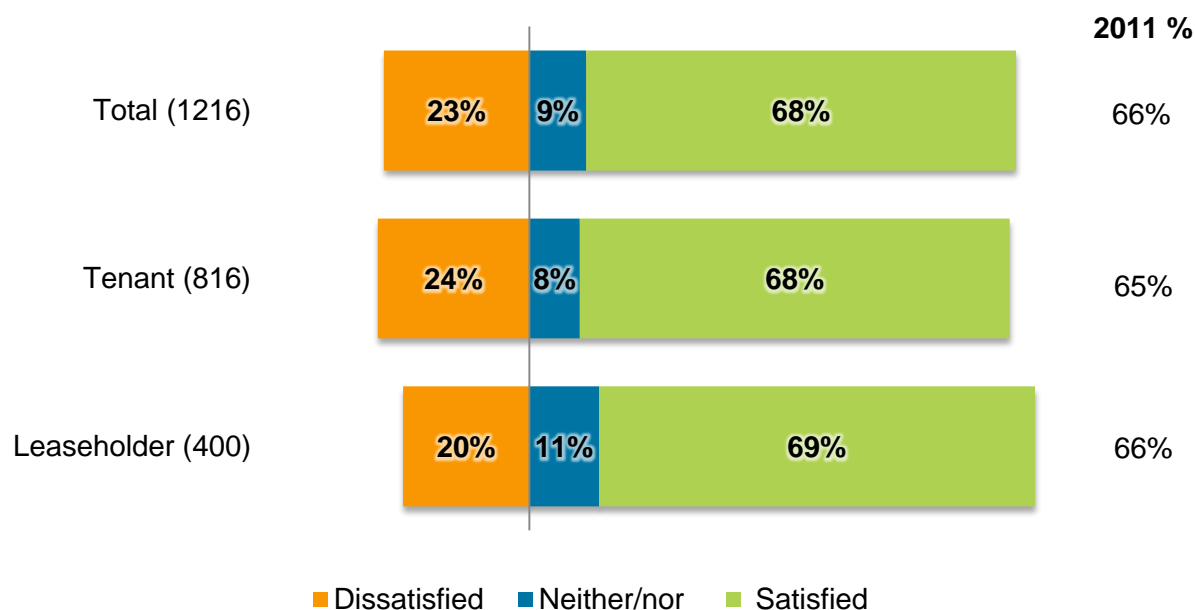
Year		Total (1216)	Tenant (816)	Leaseholder (400)
2014	Very satisfied	24%	33%	9%
	Fairly satisfied	40%	43%	34%
	Neither satisfied nor dissatisfied	14%	10%	21%
	Fairly dissatisfied	14%	9%	22%
	Very dissatisfied	9%	6%	14%
	Summary: Satisfied	64%	76%	43%
	Summary: Dissatisfied	22%	15%	36%
2011	Summary: Satisfied	61%	72%	44%
	Summary: Dissatisfied	25%	18%	38%
2007	Summary: Good	54%	60%	45%
	Summary: Poor	27%	21%	34%

As might be expected those who express dissatisfaction with particular aspects of the service that Wandsworth Council provide as a landlord are more likely to be dissatisfied with the value for money it offers. For example, among those dissatisfied with the way their landlord deals with repairs and maintenance 41% express satisfaction in relation to value for money, compared to 78% among those satisfied with repairs and maintenance. Similarly, among those dissatisfied with the condition of their home 46% are satisfied that their rent or service charge provides value for money compared to 72% among those satisfied with their home.

4.4 Homes and neighbourhoods

When asked to rate the overall condition of their home the views of tenants and leaseholders are largely consistent, with 68% and 69% respectively expressing satisfaction. Both proportions are below the latest HouseMark benchmarks which show a median satisfaction among tenants of 83% and of 82% among leaseholders.

Figure 8: Satisfaction with the overall condition of the home (All responses)



Unweighted bases in parentheses

Table 9: Satisfaction with the overall condition of the home (All responses)

Year		Total (1216)	Tenant (816)	Leaseholder (400)
2014	Very satisfied	27%	29%	23%
	Fairly satisfied	41%	39%	45%
	Neither satisfied nor dissatisfied	9%	8%	11%
	Fairly dissatisfied	13%	13%	11%
	Very dissatisfied	10%	11%	9%
	Summary: Satisfied	68%	68%	69%
	Summary: Dissatisfied	23%	24%	20%
2011 ⁴	Summary: Satisfied	66%	65%	66%
	Summary: Dissatisfied	23%	26%	20%
2007	Summary: Satisfied	68%	67%	70%
	Summary: Dissatisfied	18%	20%	16%

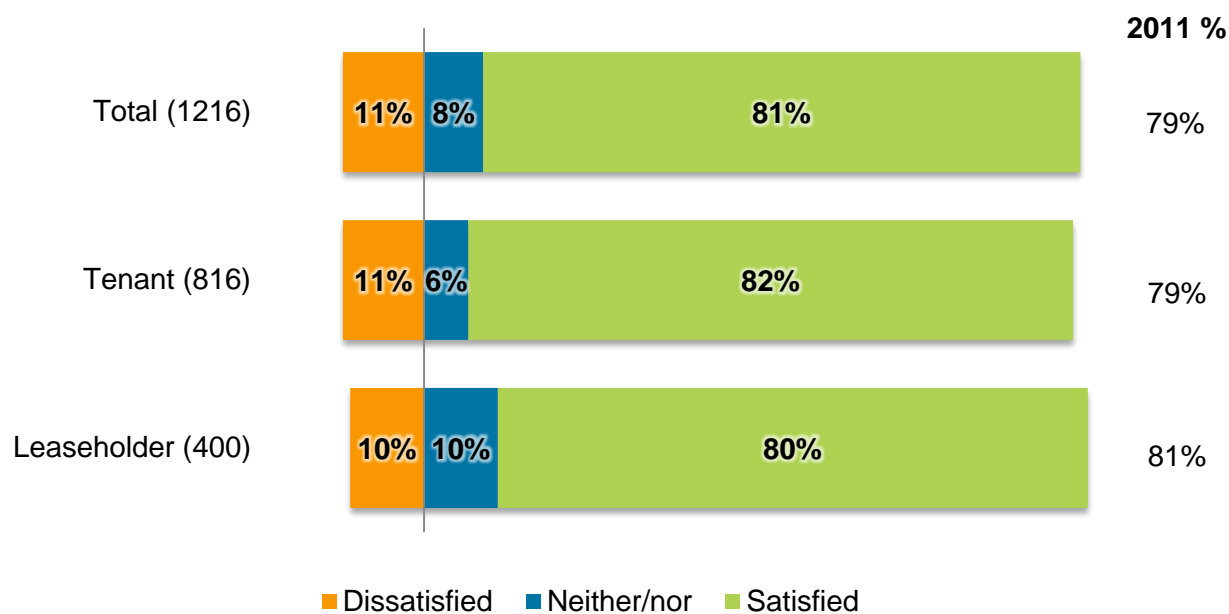
⁴ Question in 2011 and 2007 related to general condition of the property (as opposed to 'overall condition of the home' in 2014)

STAR Survey Lite From Panel Recruitment

Further analysis by estate type shows that those living in street properties are significantly more likely than those living in other estate types to express dissatisfaction with the condition of their home (35%). Among this group just over half (52%) express satisfaction compared to 66% of those in high density inner estates, 72% of those in high density outer estates and 74% among those in small estate and infills. No significant variation is evident by property type (flat, house, maisonette).

When considering their neighbourhood as a place to live there is no notable variation between the satisfaction expressed by tenants (82%) and leaseholders (80%). For tenants this satisfaction level is below the national HouseMark median of 85% but above the regional median of 81%. Leaseholders' perceptions of the local neighbourhood are more positive than the national HouseMark median of 77%. There is no regional leaseholder data available to make comparisons with London landlords.

Figure 9: Satisfaction with neighbourhood as a place to live (All responses)



Unweighted base in parentheses

Among tenants the highest proportion of residents chose the most positive response of very satisfied in relation to their neighbourhood (45%). Among leaseholders 36% gave this most positive response.

Table 10: Satisfaction with neighbourhood as a place to live (All responses)

Year		Total (1216)	Tenant (816)	Leaseholder (400)
2014	Very satisfied	42%	45%	36%
	Fairly satisfied	40%	37%	44%
	Neither satisfied nor dissatisfied	8%	6%	10%
	Fairly dissatisfied	6%	6%	7%
	Very dissatisfied	5%	5%	3%
	Summary: Satisfied	81%	82%	80%
	Summary: Dissatisfied	11%	11%	10%
2011 ⁵	Summary: Satisfied	79%	79%	81%
	Summary: Dissatisfied	13%	14%	11%
2007	Summary: Satisfied	77%	76%	77%
	Summary: Dissatisfied	14%	15%	13%

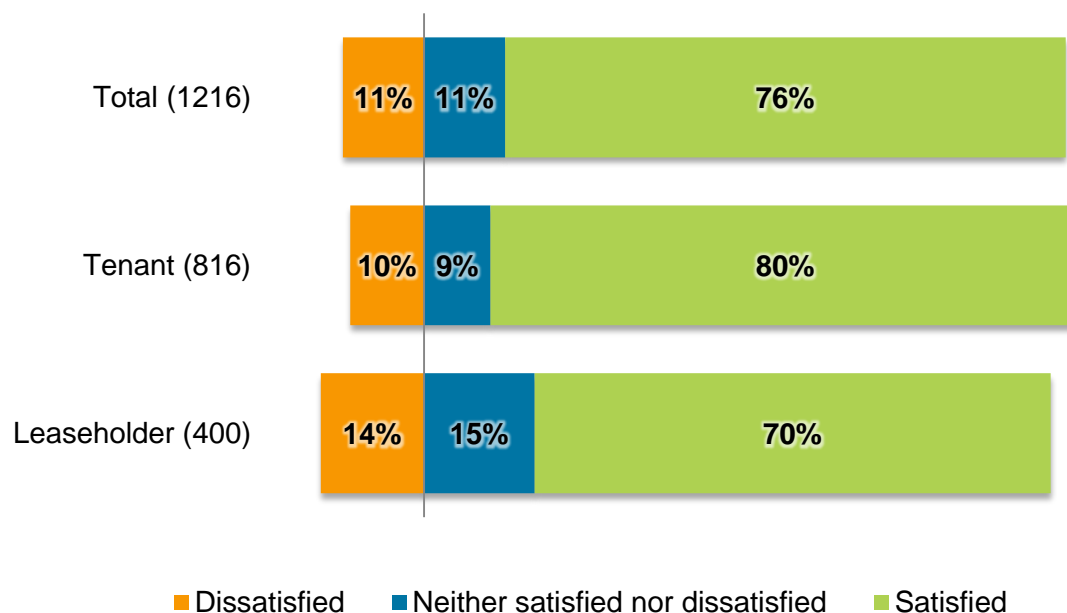
Looking at responses in more detail shows that neighbourhood satisfaction is highest among those in street properties (89%) and small estate and infills (also 89%). Among those living in high density outer and high density inner estates neighbourhood satisfaction drops significantly to 81% and 74% respectively.

⁵ Question in 2011 and 2007 related to general condition of the property (as opposed to 'overall condition of the home' in 2014)

STAR Survey Lite From Panel Recruitment

Thinking more generally, 76% of all survey respondents are satisfied with the way Wandsworth Council is running the local area. Among tenants, 80% express satisfaction at this question, 10-percentage points above the 70% of leaseholders who give the same response.

Figure 10: Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All responses)



Unweighted bases in parentheses

The level of dissatisfaction among tenants and leaseholders on this issue only varies by 4-percentage points, with leaseholders more likely than tenants to have a neutral view on how well the Council is running the local area (15% cf. 9%).

Table 11: Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All responses)

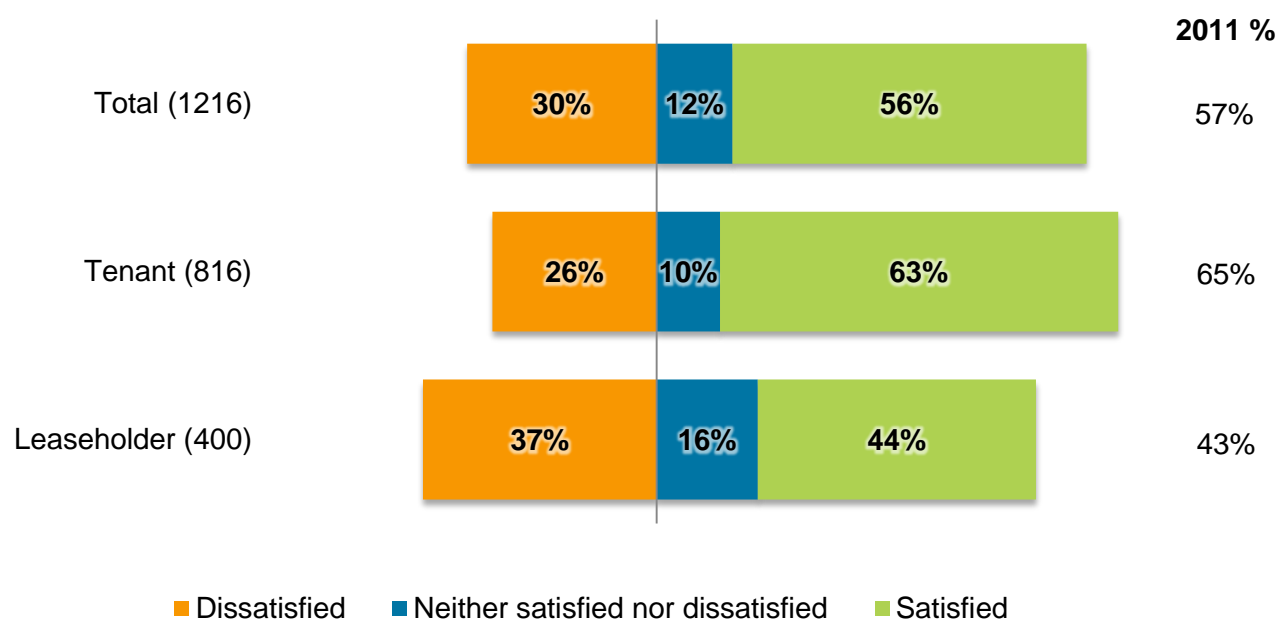
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ No opinion
Total (1216)	30%	46%	11%	8%	4%	1%
Tenant (816)	36%	44%	9%	6%	3%	2%
Leaseholder (400)	19%	51%	15%	10%	4%	1%

Further analysis shows that while satisfaction does not vary by estate type, those living in street properties most commonly express dissatisfaction with how Wandsworth Council is running their local area (16%). In terms of age, it is those aged 65 and over who most commonly feel satisfied with the Council. Among this age group 85% express satisfaction compared to 72% among those aged 35-54.

4.5 Repairs and maintenance

On the key issue of repairs and maintenance, 56% of all respondents are satisfied generally with how Wandsworth Council deals with this. Among tenants this satisfaction reaches 63%. The HouseMark England STAR median 2013 for tenant satisfaction with repairs and maintenance is 80% nationally and 71% regionally, suggesting that there is scope for improving perceptions of this service. Among Leaseholders the 44% who are satisfied with how repairs and maintenance are dealt with is below the national HouseMark median for leaseholders of 49%, but just above the lower quartile position of 43%.

Figure 11: Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? (All responses)



Unweighted bases in parentheses

As illustrated by the table below, these 2014 satisfaction levels remain consistent with those recorded in 2011.

Table 12: Satisfaction with the way landlord deals with repairs and maintenance 2011-2014 (All responses)

	Satisfied 2011%	Dissatisfied 2011 %	Satisfied 2014 %	Dissatisfied 2014 %	Satisfaction % point change
Total	57%	29%	56%	30%	-1
Tenants	65%	26%	63%	26%	-2
Leaseholders	43%	33%	44%	37%	+1
Unweighted sample bases vary					

STAR Survey Lite From Panel Recruitment

The full range of responses given at this question in 2014 are shown below. The fact that a third (33%) of tenants give the most positive response of very satisfied in relation to repairs and maintenance does suggest that there are instances where high quality service is being perceived to be delivered. However, it should be an objective to reduce the levels of dissatisfaction with repairs and maintenance among both tenants and leaseholders going forward.

Table 13: Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? (All responses)

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
Total (1216)	25%	31%	12%	14%	16%	2%
Tenant (816)	33%	29%	10%	13%	13%	1%
Leaseholder (400)	10%	35%	16%	14%	22%	3%

To help inform these efforts, the key reasons underpinning perceptions of the Wandsworth Council repairs service were captured in the survey. Among those expressing satisfaction with the repairs service, the most common reasons for this are:

- Quick response (27%);
- They listen to our needs / act on our issues (18%);
- Generally happy / satisfied / everything is fine (10%);
- They do a good job (10%).

Among those with some level of dissatisfaction with the repairs service the most common explanations are:

- Work still needs to be carried out (29%);
- Slow response to issues (28%);
- Little or no response from Council (15%);
- Poor workmanship (13%);
- They do not listen to our needs / or take action to resolve issues (11%).

These comments would suggest that more timely responses to repairs requests and managing expectations about completion times should be the initial focus of improving the repairs service.

For the more specific maintenance activities that Wandsworth Council undertakes tenants are more commonly satisfied than leaseholders as demonstrated by the table below. Among both tenants and leaseholders the lowest satisfaction is evident in relation to the cleaning services for internal communal areas (60% among tenants, 41% among leaseholders)

Table 14: Satisfaction with specific landlord cleaning and maintenance services (All responses)

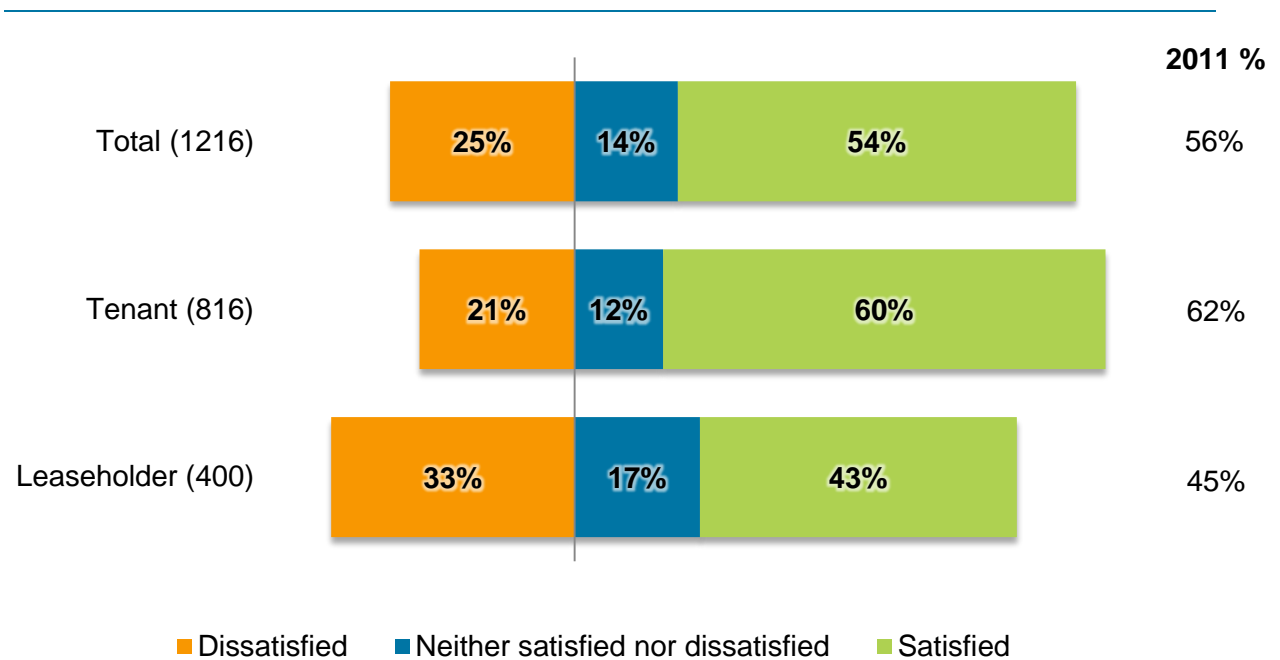
% satisfied	2014			2011		
	Total	Tenants	Leaseholders	Total	Tenants	Leaseholders
Grounds maintenance for external communal areas (i.e. gardening)	61%	66%	53%	63%	67%	57%
Cleaning services for internal communal areas	54%	60%	41%	54%	59%	45%
Cleaning services for external communal areas	65%	71%	53%	63%	67%	56%
Unweighted sample base	1216	816	400	1207	758	449

Clearly some of these services are more relevant to those in particular types of property. For example, these services may not be applicable to residents in street properties. So it is encouraging to note that satisfaction with the cleaning services for internal communal areas is highest among those that live in flats at 58%. This pattern is also evident in relation to external communal areas, as 67% of those living in flats are satisfied with this service.

4.6 Listening to and responding to tenants

The extent to which individuals feel like their landlord listens to their views and acts upon them is a core HouseMark indicator. This replaces previous question wording which asked to what extent individuals felt their views were taken into account. Among tenants, six in ten (60%) feel that their views are listened to and acted upon. This proportion is below the latest HouseMark regional median of 62% but is above the lower quartile of 59% among other London landlords. Among leaseholders views on this issue are more polarised with 43% satisfied that their landlord listens to their views and acts upon them and 33% dissatisfied in this respect. The satisfied proportion is exactly in line with the HouseMark national median for leaseholders (also 43%).

Figure 12: Generally, how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? (All responses)



Unweighted bases in parentheses

As is evident in the table below, these 2014 satisfaction levels remain consistent with those recorded in 2011. However, leaseholder dissatisfaction with this service has increased by six percentage points, though it is noteworthy that the question wording has changed since 2011: in 2011 the question asked about satisfaction that views are being taken into account.

Figure 13: Satisfaction that the landlord listens to your views and acts upon them 2011-2014 (All responses)⁶

	Satisfied 2011%	Dissatisfied 2011 %	Satisfied 2014 %	Dissatisfied 2014 %	Satisfaction % point change
Total	56%	23%	54%	25%	+2
Tenants	62%	21%	60%	21%	0
Leaseholders	45%	27%	43%	33%	-2
Unweighted sample bases vary					

The full range of responses across the five point question scale are shown by the table below.

Table 15: Generally, how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? (All responses)

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/No opinion
Total (1216)	21%	33%	14%	11%	14%	7%
Tenant (816)	26%	34%	12%	8%	13%	7%
Leaseholder (400)	11%	32%	17%	18%	15%	8%

Looking at responses in more detail shows that those in street properties are most commonly dissatisfied that their landlord listens to their views and acts upon them (36%). While the reason for this cannot be deduced from this data set, it is possible that engagement activities and the resulting action from Wandsworth Council are potentially less visible to these residents relative to those living on the more geographically clustered estates. Residents in street properties are less likely than those on estates to be part of Residents Associations.

⁶ Wording in 2011 related to 'views being taken into account'

STAR Survey Lite From Panel Recruitment

The data in the table below provides some context around the issue of tenant engagement and involvement. Three-quarters (76%) of residents agree that they are kept informed about things that might affect them as either a tenant or leaseholder. On this basis, the majority appear to feel that they receive sufficient information from Wandsworth Council as their landlord. Alongside this, just over half (56%) of survey respondents agree that they know how they can get involved in decisions about what happens their area. This proportion is 58% among tenants and 52% among leaseholders

However, a quarter (25%) of respondents are not interested in being involved in decisions about their local area. Among tenants this proportion rises to 28%, while among leaseholders 19% agree that this is the case. This finding suggests that a level of disengagement with the Council's involvement activities is always likely to be apparent.

Table 16: Views on involvement and engagement (All responses)

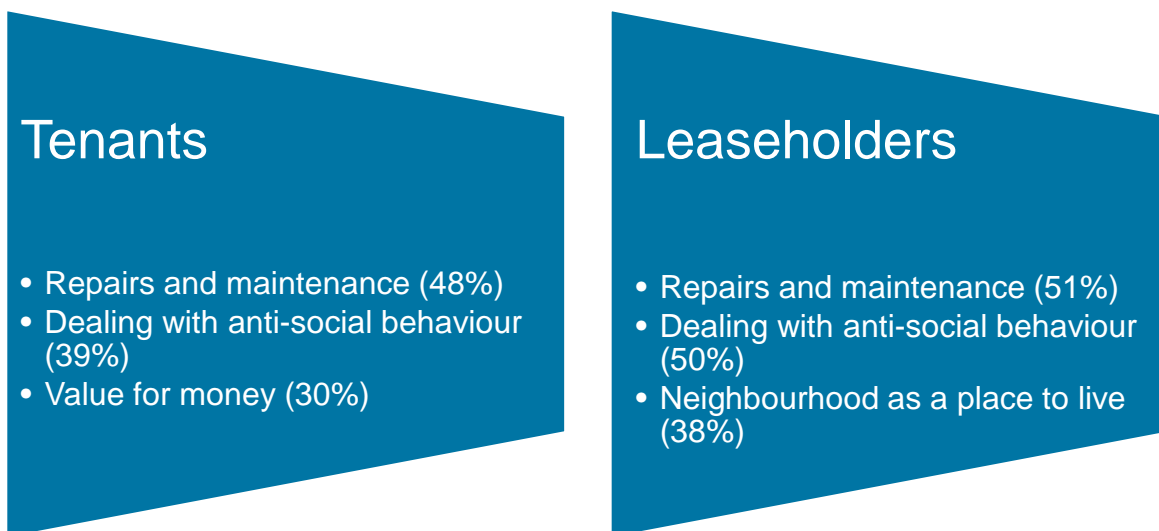
% Agree	Total	Tenants	Leaseholders
I know how I can get involved in decisions about what happens in my area if I choose to	56%	58%	52%
I am not interested in being involved in decisions about my area	25%	28%	19%
My landlord keeps me informed about things that might affect me as a tenant/leaseholder	76%	78%	72%
I am aware of my landlord's published service standards	54%	59%	46%
Unweighted sample base	1216	816	400

5 Customer priorities and suggestions for improvements

5.1 Priorities

In order to provide an indication of where residents would like to see Wandsworth Council focus its efforts and resources, all survey respondents were asked which of ten services they would consider priorities. Those answering this question could select up to three services from the list that was read out to them. As shown below, the most common priority among both tenants and leaseholders is repairs and maintenance. There is also a consensus among both tenants and leaseholders that dealing with anti-social behaviour should be a priority, with both groups most commonly choosing this as the second highest priority. Among tenants value for money was the third most commonly selected priority, while among leaseholders it was the neighbourhood as a place to live. Although value for money was the third most commonly selected priority for tenants, it should be noted that a higher proportion of leaseholders (32%) also cited this as a priority.

Figure 14: Which of the following services would you consider to be priorities? (All responses)

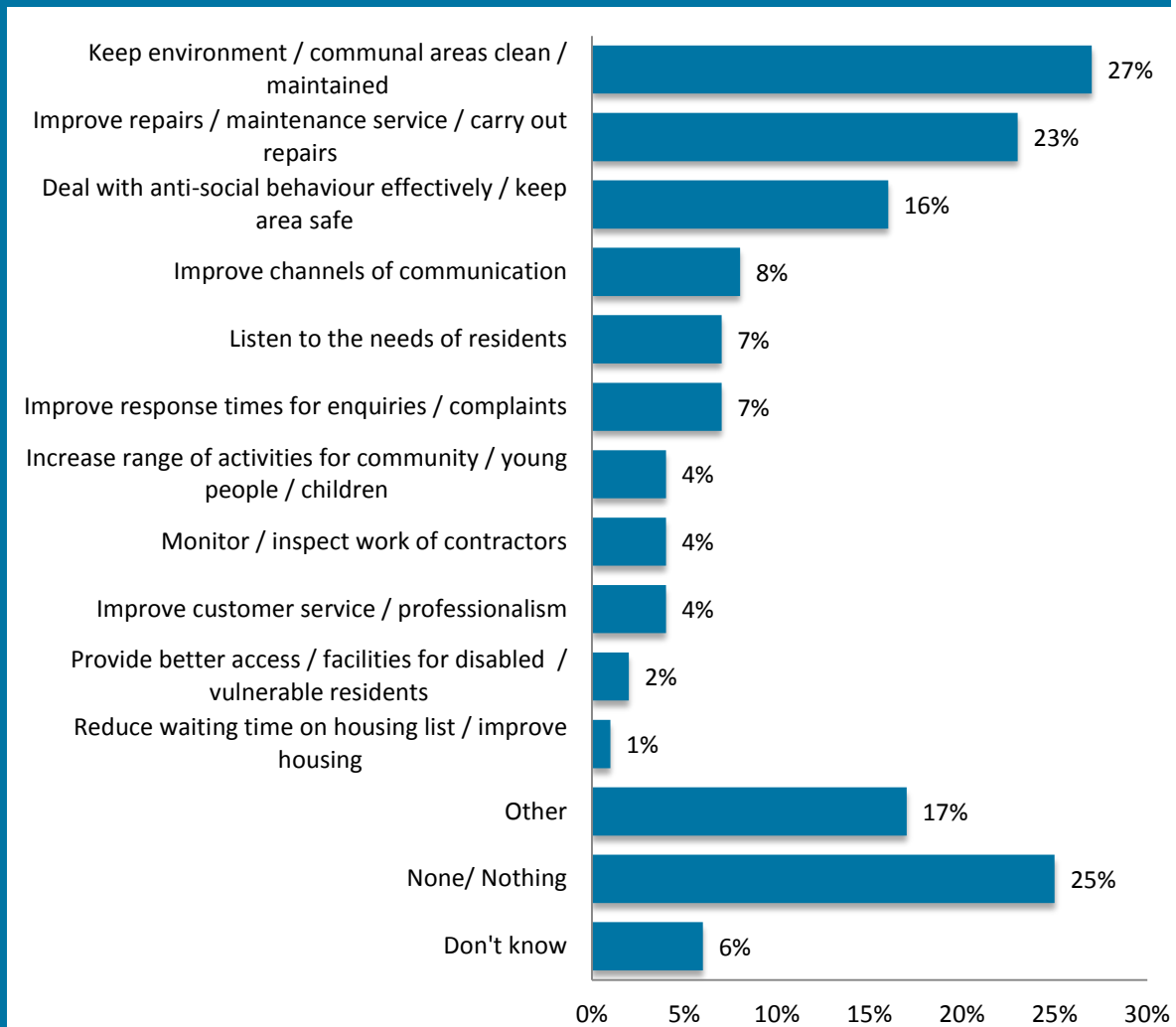


	Total (1216)	Tenant (816)	Leaseholder (400)
Keeping residents informed	22%	21%	23%
The overall quality of your home	23%	26%	17%
Listening to residents' views and acting upon them	25%	23%	28%
Repairs and maintenance	49%	48%	51%
Dealing with anti-social behaviour	43%	39%	50%
Your neighbourhood as a place to live	30%	26%	38%
Value for money for your rent/service charge	31%	30%	32%
Support and advice on claiming welfare benefits, money advice and paying rent	7%	10%	2%
The Wandsworth Emergency Control Service	17%	16%	18%
The sheltered housing officer service	2%	2%	0%
Don't know	6%	7%	3%

The primary importance given to the repairs service is a common finding in research conducted on behalf of social landlords. Closely monitoring the quality of the repairs service and the extent to which it meets the expectations of those who use it is recommended.

Within the panel recruitment survey there was also an open question where respondents could state in their own words up to three things that Wandsworth Council could do to improve the housing services they provide. After the completion of fieldwork, the verbatim responses that were given were grouped into common themes so that the types of improvements required by tenants and leaseholders could be quantified. As shown by the figure below among all respondents the most commonly suggested improvements relate to keeping the environment / communal areas clean and well maintained (27%), closely followed by repairs and maintenance (23%). Making improvements relating to anti-social behaviour was the third most common suggestion overall (16%). It should also be noted that 25% of respondents chose not to make any suggestions at this question or said that no improvements were needed.

Figure 15: Thinking about the services Wandsworth Council provides, what are the three main things they could do to improve the housing services they provide to you? (Coded responses, all mentions)



6

Unweighted base: 1216 Appendix 2: Comparison to inner London landlords

To put the views of Wandsworth tenants into further context, the following table provides a comparison of satisfaction with Wandsworth Council' services to inner London landlords' scores. Using this inner London specific benchmark data, it is positive to note that satisfaction levels concerning the neighbourhood as a place to live, satisfaction that rent provides value for money and satisfaction that Wandsworth Council listens to views and acts upon them are all at or above the upper quartile threshold for inner London landlords. However, a noteworthy caveat is that the data used to calculate the inner London benchmarks incorporates results from both general needs tenants and residents of housing for older people. This is an important distinction given the widely established difference in satisfaction ratings between these two customer groups. Likewise, it should still be noted that the data for inner London landlords includes non-local authority landlords, i.e. housing associations and Arms Length Management Organisations (ALMOs).

Table 17: Wandsworth Council – satisfaction indicators amongst General Needs tenants compared to inner London landlords

Question	2014 %	HouseMark Inner London STAR average 2013		
		Upper quartile	Median	Lower quartile
Satisfaction with the Service Provided	70 %	80%	75%	71%
Satisfaction with the Overall Quality of the Home	68 %	77%	71%	67%
Satisfaction with the Neighbourhood as a Place to Live	82 %	80%	76%	72%
Satisfaction that Rent Provides Value for Money	76 %	76%	73%	69%
Satisfaction with Repairs and Maintenance	63 %	76%	67%	65%
Satisfaction with the social housing provider Listening to Views and Acting Upon Them	60 %	60%	54%	48%

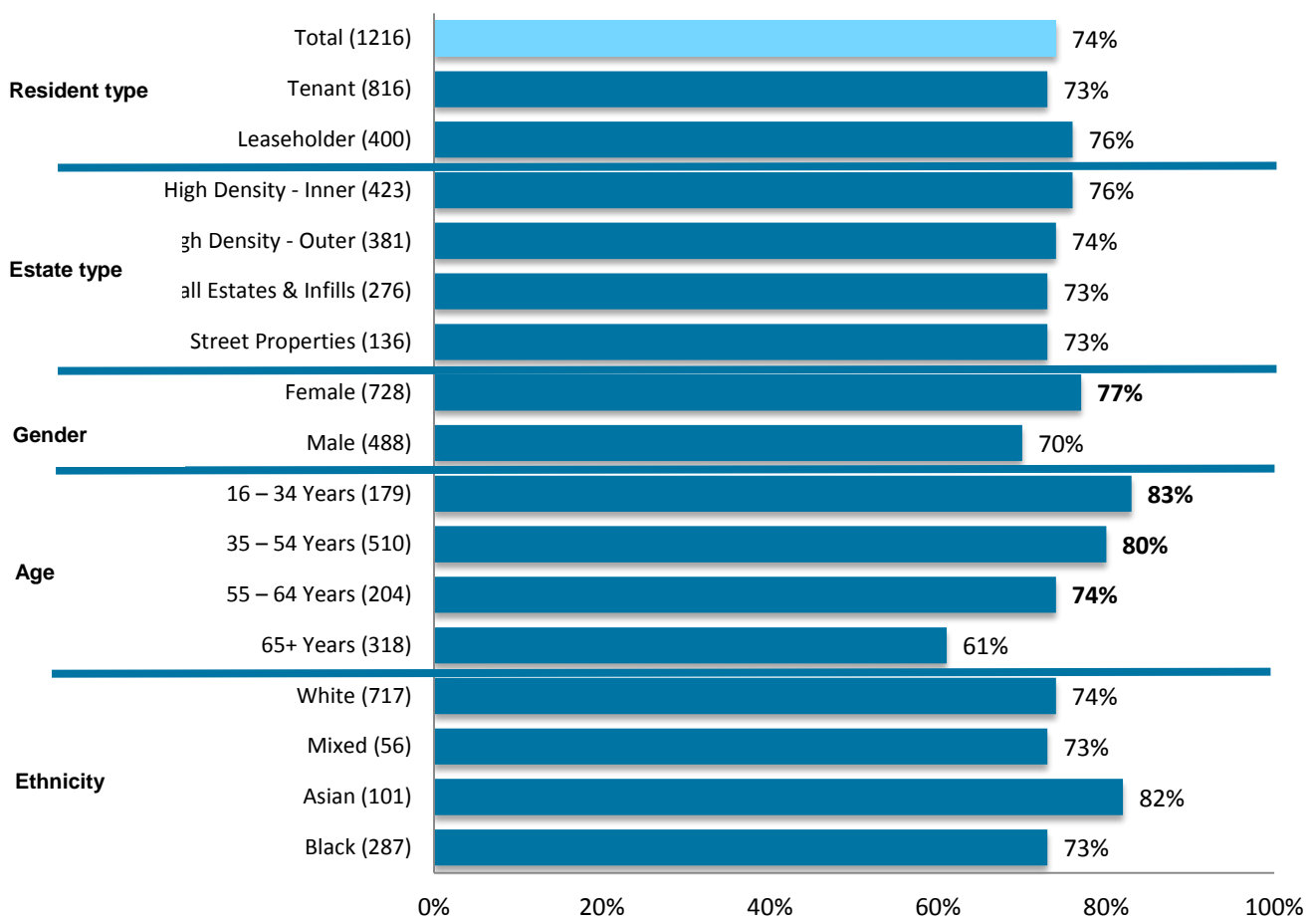
7 Appendix 3: Contact and communication

7.1 Contact with Wandsworth Council

Among those who completed this survey, almost three quarters (74%) have contacted Wandsworth Council during the last 12 months. On this basis it would appear that the Council has a considerable opportunity to shape how it is perceived by residents, through providing a high quality service upon contact. Conversely, poor contact handling and a failure to manage expectations when such a high proportion have contact with Wandsworth Council is likely to have a detrimental effect on how it is perceived as a landlord.

Figure 13 shows the proportion of residents by tenure, estate type and by demographic variables who have contacted the Council. Females are significantly more likely than males (77% cf. 70%) to have made contact over the last year. Responses by age show that the likelihood of having made contact falls with age from 83% among those aged 16-34 to 61% of those aged 65 and over. This may reflect higher service expectations and demands among younger tenants relative to their older counterparts.

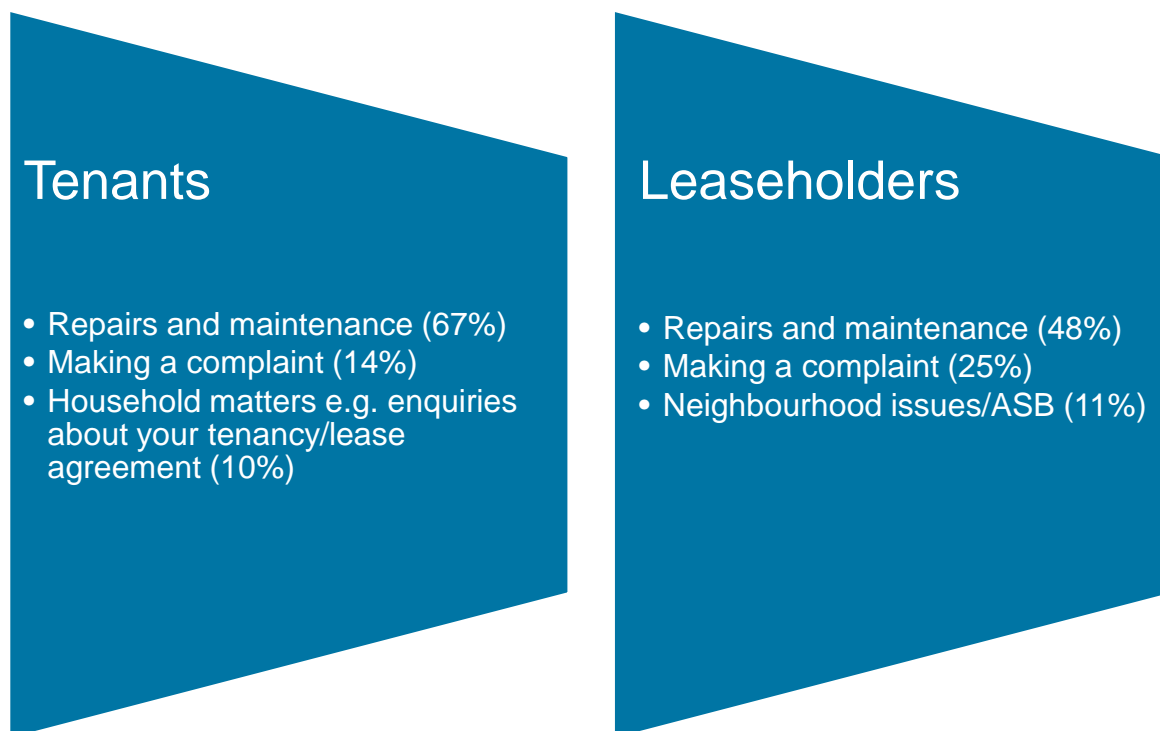
Figure 16: Have you contacted the Council in the last 12 months? (All responses)



Unweighted sample bases in parentheses

Among both tenants and leaseholders the most common reason for making contact with Wandsworth Council during the last 12 months was repairs and maintenance, followed by wishing to make a complaint. On this basis, understanding how these two types of contact are handled will provide wider insight into the level of customer service Wandsworth Council provides in relation to in-bound communications.

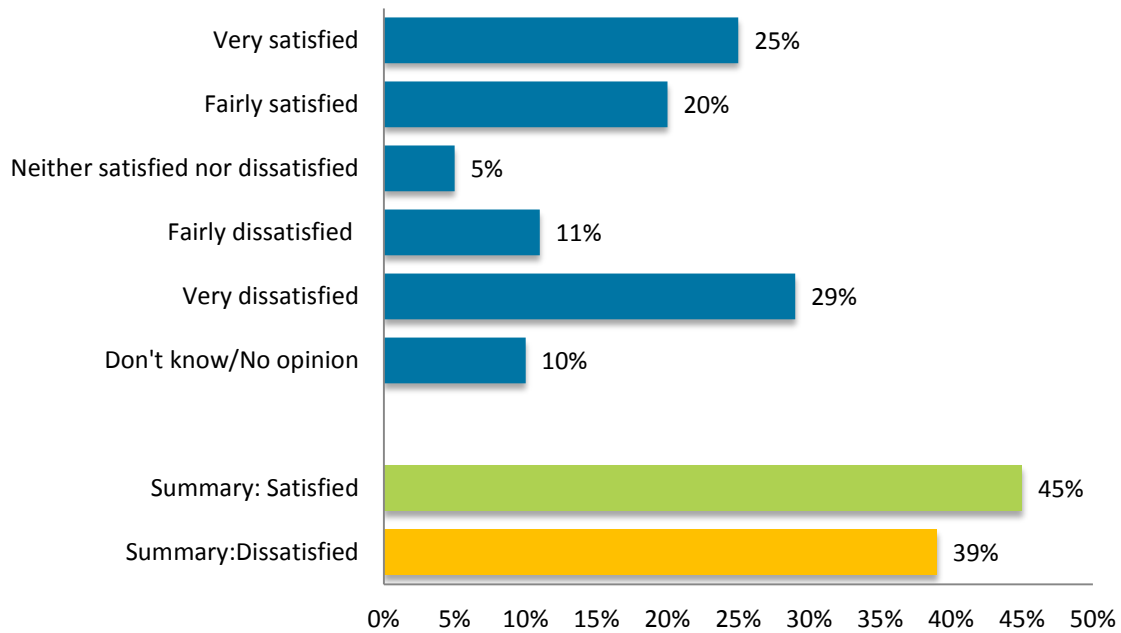
Figure 17: What was the last contact about? (All who have had Council contact)



	Total (902)	Tenant (598)	Leaseholder (304)
Household matters e.g. enquiries about your tenancy/lease agreement	10%	10%	9%
Transfer/Exchange	2%	3%	0%
Neighbourhood issues/ASB	6%	4%	11%
Garden/communal areas	6%	3%	10%
Repairs	60%	67%	48%
Making a complaint	18%	14%	25%
Other	11%	10%	14%
Can't remember	1%	1%	1%

Among those who have contacted Wandsworth Council during the last 12 months, 45% expressed satisfaction with the final outcome, while 39% were dissatisfied. Among the remainder 5% gave a neutral response of neither satisfied nor dissatisfied, and a further 10% did not express an opinion. Satisfaction with the outcome of contact is likely to be largely dependent on the reason for the contact. On this basis, measuring the quality of contact handling on outcome delivery alone may hide somewhat the positive aspects of contact already being delivered such as responsiveness, staff being knowledgeable and updates being provided throughout a process.

Figure 18: Were you satisfied with the final outcome? (All who have had Council contact)



Unweighted base: 902

No significant variation in levels of dissatisfaction are evident by demographic factors such as age and gender.

8 Appendix 4: Survey questionnaire

Pro_9301

Version 1

**Wandsworth Council
Panel Recruitment 2014 and STAR Lite Survey Questionnaire**

INTERVIEWER NAME:				INTERVIEW DATE:						
INTERVIEWER I.D. NUMBER				INTERVIEW DAY:						
				MON 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6	SUN 7

RECORD DATABASE REF NUMBER FROM CONTACTS: _____

ASK TO SPEAK TO THE NAMED CONTACT #TenantName#.

Good morning/afternoon/evening. My name is and I am calling from BMG Research, an independent research company commissioned by Wandsworth Council to carry out independent surveys of council residents. You will have received a letter recently from Wandsworth Council informing you that they have asked BMG to conduct research amongst tenants and leaseholders of council properties in the borough concerning their opinions of housing services provided. It is important for the council to understand how residents feel about the services they are providing so that they can be sure that they are delivering them in the way and to the standard that residents want.

Wandsworth Council are very keen to understand the needs and opinions of tenants and leaseholders in the borough and have asked BMG to develop a panel of residents who are interested in taking part in further research on their behalf. This would mean that you would be contacted about three times a year and asked questions on various housing related topics.

This first survey will take 10 - 15 minutes to complete and all of the answers you give me will be treated in the strictest confidence. Your own responses will not be passed back to Wandsworth Council; they will only receive the overall responses from this survey grouped together. By taking part in this survey you will be providing information that can be used by Wandsworth Council to improve the service they provide to their residents.

INTERVIEWER: If quotas are full and you cannot include a willing respondent:

Read out:

In order that the panel is representative of residents as a whole we must invite people of different backgrounds and situations. Unfortunately, we cannot invite you to participate on this occasion as we have recruited enough people (e.g. in your age group).

Would it be possible for us to contact you again if the opportunity to participate arose in the future?

Yes No

- **NOTE: IF CHALLENGED PLEASE LEAVE THE TELEPHONE AND CONTACT DETAILS FOR:
Kay Willman, Policy and Performance Officer Wandsworth Council, Tel: 020 8871 6596**

Pro_9301

Version 1

IF NOT CONVENIENT, ARRANGE TIME / DAY FOR CALL BACK**Q1** Am I speaking to (named contact)..... or his/her partner? **CODE ONE ONLY**

Yes	1	Go to Q2
No	2	Ask to speak to relevant person

READ OUT: It is essential to the council that they include people from all parts of the community in the research that they conduct so that everyone is represented. Could you tell me a little about yourself first?

Q2 Gender **CODE ONE ONLY**

Female	1
Male	2

Q3 Would you mind telling me which of the following age bands you fall into? **READ OUT AND CODE ONE ONLY**

16 – 24	1
25 – 34	2
35 – 44	3
45 – 54	4
55 – 59	5
60 – 64	6
65 – 74	7
75 +	8
Refused	9

Q4 Of the following ethnic groups, to which one would you say you belong? **READ OUT AND CODE ONE ONLY**

White:	
English/Welsh/Scottish/Northern Irish/British	1
Irish	2
Gypsy or Irish Traveller	3
Other White background Write in _____	4
Mixed/Multiple ethnic groups:	
White & Black Caribbean	5
White & Black African	6
White & Asian	7
Other Mixed/Multiple ethnic background Write in _____	8
Asian or Asian British:	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Other Asian background Write in _____	13
Black/African/Caribbean/Black British:	
Caribbean	14
African	15
Other Black/African/Caribbean background Write in _____	16
Other ethnic group	
Arab	17
Other ethnic group Write in _____	95

STAR Survey Lite From Panel Recruitment

Pro_9301

Version 1

Refused	98

Q5a Do you have a longstanding illness, disability or infirmity? **CODE ONE ONLY**

Yes	1	Go to Q5b
No	2	Go to Q6
Refused	3	Go to Q6

Q5b Does this limit your activities in any way? **CODE ONE ONLY**

Yes	1	Go to Q5c
No	2	Go to Q5d
Refused	3	Go to Q5d

Q5c In what way does this limit your activities? **WRITE IN VERBATIM**

--

Q5d If the housing department is not aware of this disability and/or communication that might arise from this, do we have your permission to pass on this information in order to update the council's records? **CODE ONE ONLY**

Yes	1
No	2

Housing and Services

Thank you for providing these details so that you can join the Council's panel of residents. Could I now ask you some questions about your housing and the services you receive from Wandsworth Council? Wandsworth Council's housing department provides day-to-day housing management services including repairs, block and estate cleaning, grounds maintenance, removing graffiti and dealing with complaints of anti-social behaviour amongst other things.

Q6 Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? **READ OUT AND CODE ONE ONLY**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

Pro_9301

Version 1

Q7 Overall how satisfied or dissatisfied are you with...? **READ OUT AND CODE ONE ONLY FOR EACH**

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
The overall condition of your home	1	2	3	4	5
That your rent/service charge provides value for money	1	2	3	4	5
The next question relates to your neighbourhood. This could be your estate or the immediate area where you live.					
Your neighbourhood as a place to live	1	2	3	4	5

The housing department has responsibility for the repairs inside a tenant's home and for repairs to blocks and communal areas

Q8a Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? **READ OUT AND CODE ONE ONLY**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

Q8b Why do you say that? **WRITE IN VERBATIM**

Q9 Overall how satisfied or dissatisfied are you with the following services provided by your landlord? **READ OUT AND CODE ONE ONLY FOR EACH**

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	N/A
Grounds maintenance for external communal areas (i.e. gardening)	1	2	3	4	5	6
Cleaning services for internal communal areas	1	2	3	4	5	6
Cleaning services for external communal areas	1	2	3	4	5	6

Q10 Have you contacted the Council in the last 12 months? **CODE ONE ONLY**

Yes	1	Go to Q11
No	2	Go to Q13
Can't remember	3	Go to Q13

Q11 What was the last contact about?

Household matters e.g. enquiries about your tenancy/lease agreement	1
Transfer/Exchange	2
Neighbourhood issues/ASB	3
Garden/communal areas	4
Repairs	5
Making a complaint	6
Other	7
Can't remember	8

Q12 Were you satisfied with the final outcome?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know/No opinion	6

Communication and information

Q13 Generally, how satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? **READ OUT AND CODE ONE ONLY**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know/No opinion	6

Q14 Overall how would you rate your level of agreement with each of the following statements where 1 represents completely agree and 5 completely disagree? **READ OUT AND CODE ONE ONLY FOR EACH**

	Agree strongly	Somewhat agree	Neither/nor	Somewhat disagree	Disagree strongly	N/A
I know how I can get involved in decisions about what happens in my area if I choose to	1	2	3	4	5	6
I am not interested in being involved in decisions about my area	1	2	3	4	5	6
My landlord keeps me informed about things that might affect me as a tenant/leaseholder						
I am aware of my landlord's published service standards						

General

Pro_9301

Version 1

Q15a How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely?
PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Not at all likely	Detractors						Passive		Promoters		
	0	1	2	3	4	5	6	7	8	9	Extremely likely 10

Q15b Why do you say that? **PLEASE PROBE FULLY BUT DO NOT PROMPT. PLEASE TRY TO GET AS MUCH DETAIL AS POSSIBLE – WHY IS SERVICE GOOD OR BAD, IS THERE A PARTICULAR ISSUE WHICH HAS DRIVEN THE RESPONSE OR IS IT AN ONGOING EXPERIENCE, FOR EXAMPLE?**

Q16 Which of the following services would you consider to be priorities? **READ OUT AND CODE UP OT THREE ONLY**

Keeping residents informed	1
The overall quality of your home	2
Listening to residents' views and acting upon them	3
Repairs and maintenance	4
Dealing with anti-social behaviour	5
Your neighbourhood as a place to live	6
Value for money for your rent/service charge	7
Support and advice on claiming welfare benefits, money advice and paying rent	8
The Wandsworth Emergency Control Service	9
IF SHELTERED HOUSING AT SUPPORT PROVIDER ON DATABASE: the sheltered housing officer service	10

Q17 Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know/No opinion	6

Q18 Thinking about the services Wandsworth Council provides, what are the three main things they could do to improve the housing services they provide to you? Please try to name **up to** three but **no more** than three. **WRITE IN VERBATIM UP TO THREE ONLY**

	1
	2

STAR Survey Lite From Panel Recruitment

Pro_9301

Version 1

	3
96 NOTHING 97 DON'T KNOW	

READ OUT: In order to ensure we have interviewed a representative sample of local residents, I'd like to ask you a few more questions about yourself. All of your answers will remain strictly confidential.

Q19 For how long have you lived in your present home? **READ OUT AND CODE ONE ONLY**

Under 1 year	1
1 – 2 years	2
3 – 5 years	3
6 – 10 years	4
11 – 20 years	5
21 or more years	6
Can't remember	7

Q20 How many people live in your household? **WRITE IN THE BOX**

Q21 How many people living in your household are aged under 16? **WRITE IN THE BOX**

Q22 And how many people living in your household are aged 60 or over? **WRITE IN THE BOX**

Q23 What is your current working status? **READ OUT AND CODE ONE ONLY FOR EACH.**

Employee in full-time job (30 hours plus per week)	1
Employee in part-time job (under 30 hours per week)	2
Self employed full time or part-time	3
Government supported training	4
Unemployed and available for work	5
Wholly retired from work	6
Full time education at school, college or university	7
Looking after family/ home	8
Permanently sick/ disabled	9
Doing something else Specify _____	95

Q24 Are you currently a member of a Residents' Association? **CODE ONE ONLY**

Yes	1
No	2

Q25 Do you make use of the housing department or local area office? **CODE ONE ONLY**

Yes	1

Pro_9301

Version 1

No	2
----	---

Q26a Are you registered to use the housing department's on-line services? **CODE ONE ONLY**

Yes	1	Go to Q27a
No	2	Go to Q26b

Q26b Do you have access to the Internet at home? **CODE ONE ONLY**

Yes	1
No	2

Q27a What is your e-mail address? **WRITE IN VERBATIM**

98 Ref

Q28b And do we have your permission to pass on this information in order to update the council's records? **CODE ONE ONLY**

Yes – permission granted	1
No – permission refused	2

Q29 And finally, would it be possible to contact you in the future, by e-mail, for other research? **CODE ONE ONLY**

Yes	1
No	2

Thank you very much for taking the time to answer my questions. Just to remind you my name is XXXX and I have been calling from BMG Research.

You will be sent a letter in the next few weeks to confirm that you have joined the Wandsworth Council panel of residents. This will be for information only, you will not need to do anything at this point.

As a market research agency BMG Research complies with the Market Research Society's Code of Conduct. This ensures that your replies will be treated confidentially. If you want to check that BMG Research is a genuine market research agency please call the Market Research Society's freephone number – 0500 396 999 – Office hours only.

9 Appendix 5: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

