

Research Report



New Tenants Survey 2015

Prepared for: Wandsworth Council

Prepared by: Francis Bolton

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1 Introduction

1.1 Background

In 2011, BMG Research carried out a telephone survey of new tenants of Wandsworth Council, designed to measure perceptions of the housing process and of the service received since moving in. This latest wave of research amongst new tenants is based largely on the questionnaire used in 2011; however, an additional section was included to measure new tenants' plans for the next 3-5 years, in terms of whether they want/expect to remain in the same property; to own or rent their home; and to stay in the area or move elsewhere.

1.2 Methodology

BMG was sent a database of 497 tenants who had started their tenancy between 1 August 2014 and 31 July 2015. Letters were sent to these tenants (on Wandsworth Council headed paper) notifying them of the research in advance.

Tenants were then telephoned and invited to complete the survey over the phone.

In total, 172 interviews were completed between 22 September and 19 October 2015. All remaining available contacts (i.e. those who had not completed an interview, refused to do so, etc) were called at least 20 times.

The figure of 172 interviews is subject to a maximum standard error of $\pm 6.1\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the total population of new tenants, if a census had been conducted, to within 6.1% of the percentages reported.

For this reason, sample sizes when splitting the data by key subgroups – e.g. management team, dwelling type, etc - are often low. Analysis by key subgroups is generally only shown where there is a statistically significant difference between the groups. The word 'significant' is only used in this report to mean statistically significant.

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%.

In tables throughout this report, any figure underlined and in bold is significantly higher than at least one other figure in the same row.

In addition to this written report, data tabulations have also been produced which present the data as a whole.

2 Key findings

2.1 Overall perceptions of the Council

New tenants' perceptions of the Council as a landlord remain mostly positive, with 83% satisfied. Most (80%) are also satisfied with how the Council is running the area, again broadly in line with the 2011 results.

2.2 Perceptions of the service received

Perceptions of the helpfulness of staff during the initial contact, and the helpfulness/politeness of staff since moving in, have fallen significantly compared to the 2011 findings, although it should be borne in mind that around three-quarters of new tenants still give positive ratings on these measures. Similarly, the proportion saying that the application process could be improved through more polite staff/better customer service has also increased significantly.

Perceptions of the more 'formal' stages of the application process remain mostly positive: these stages include the phone call preceding the offer letter; the offer letter itself; the accompanied viewing; and the sign-up meeting. It therefore appears that any efforts to improve customer service should be targeted at other stages of the process, for instance the period preceding the offer. When asked to assess the process overall, as opposed to the stages referred to above, perceptions on the following measures are all significantly lower than in 2011: ease of understanding how the process worked; how an offer would be made; knowing who to contact with queries; and ease of contacting a member of staff. It should be noted, however, that the majority of new tenants still give positive ratings on these measures.

The proportion who feel that the application process could be improved through taking less long has also increased significantly compared to 2011, as has the proportion requiring more contact/feedback. These are likely to be linked given that in a longer process there is likely to be a need for more progress updates.

2.3 Perceptions of the property

Seven in ten (70%) are satisfied with the property they were offered and in which they now live. However, this represents a significant fall compared to 2011 when 82% were satisfied. The main driver of dissatisfaction is poor condition/state of repair of the property (mentioned by 53% of those dissatisfied).

2.4 Future plans

Most new tenants appear likely to remain in Wandsworth Council homes for the foreseeable future. Asked about their plans for the next 3-5 years, four in ten (39%) new tenants expect to own their current home through the Right to Buy scheme. There

are a number of other factors that indicate that most new tenants will remain in Wandsworth Council homes over this period: nearly all (94%) expect to remain in the Borough; none of those interviewed plan to move into the private rental sector; and just 10% expect to own a different home.

2.5 Use of online services

Whilst three-quarters (77%) of new tenants have access to the Internet at home, just 38% of this group are registered to use the Council's online services, suggesting that there is scope to increase take-up of these services. In keeping with this, just 4% of new tenants first contacted the housing service online to apply for housing.

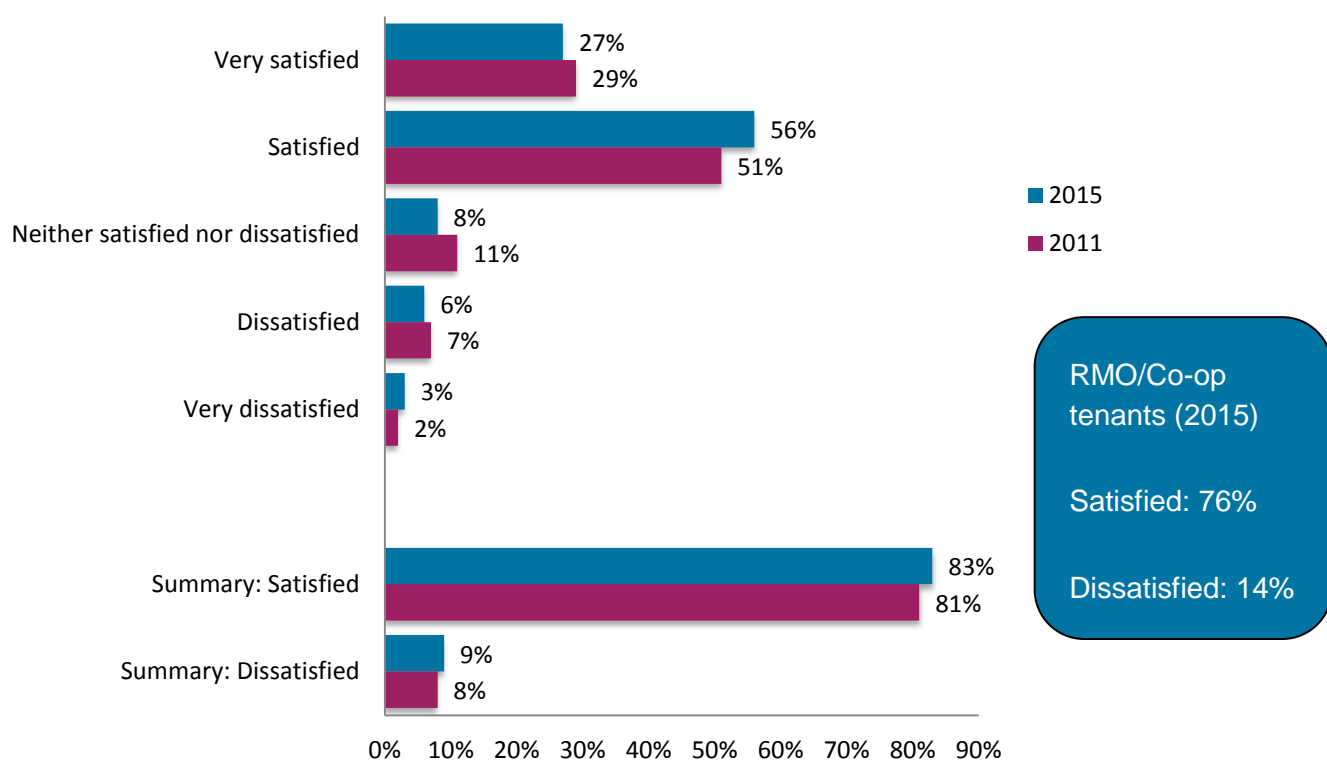
3 Overall perceptions of the Council

Before moving on to new tenants' perceptions of their new home and the process before moving in, tenants were first of all asked for their overall perceptions of the Council.

New tenants' perceptions of the Council as a landlord remain mostly positive, with 83% satisfied and 9% dissatisfied – findings broadly in line with the 2011 results. There are no significant differences in perceptions on this measure when comparing subgroups such as disabled vs. non-disabled, different estate types, and dwelling types.

These findings can also be benchmarked against the results of the postal survey of the Council's RMO/Co-op customers carried out by post earlier in 2015. In this survey, 76% of tenants were satisfied and 14% dissatisfied. Whilst this survey was carried out using a different methodology, this does suggest that new tenants' perceptions of their landlord are more positive than the tenant base as a whole.

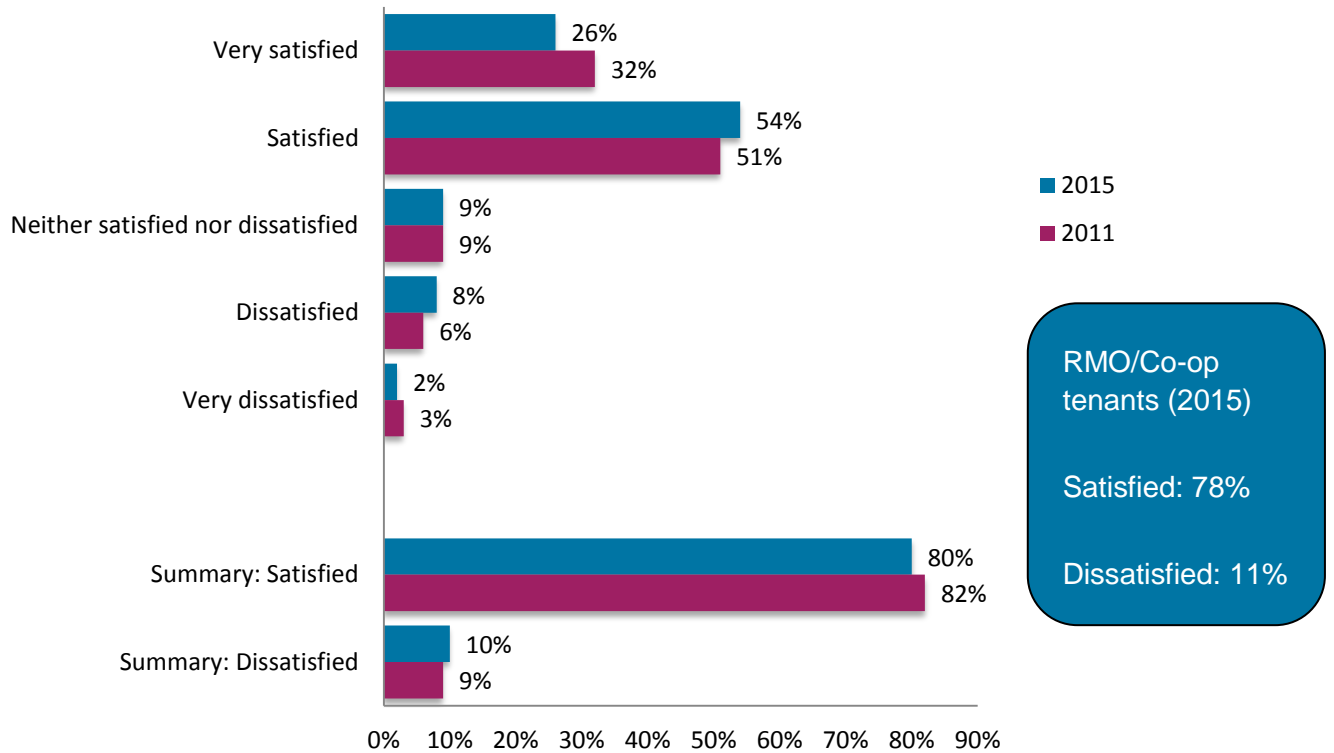
Figure 1: Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? (All responses)



Unweighted sample bases: 172 (2015), 251 (2011)

New tenants were then asked to consider more broadly the way in which the Council is running the local area. Again, most (80%) are satisfied on this measure, broadly in line with the 2011 findings. Whilst the proportion who are very satisfied has fallen (minus 6 percentage points), this change is not statistically significant. These findings are also in line with the survey of RMO/Co-op customers carried out earlier in the year.

Figure 2: Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All responses)

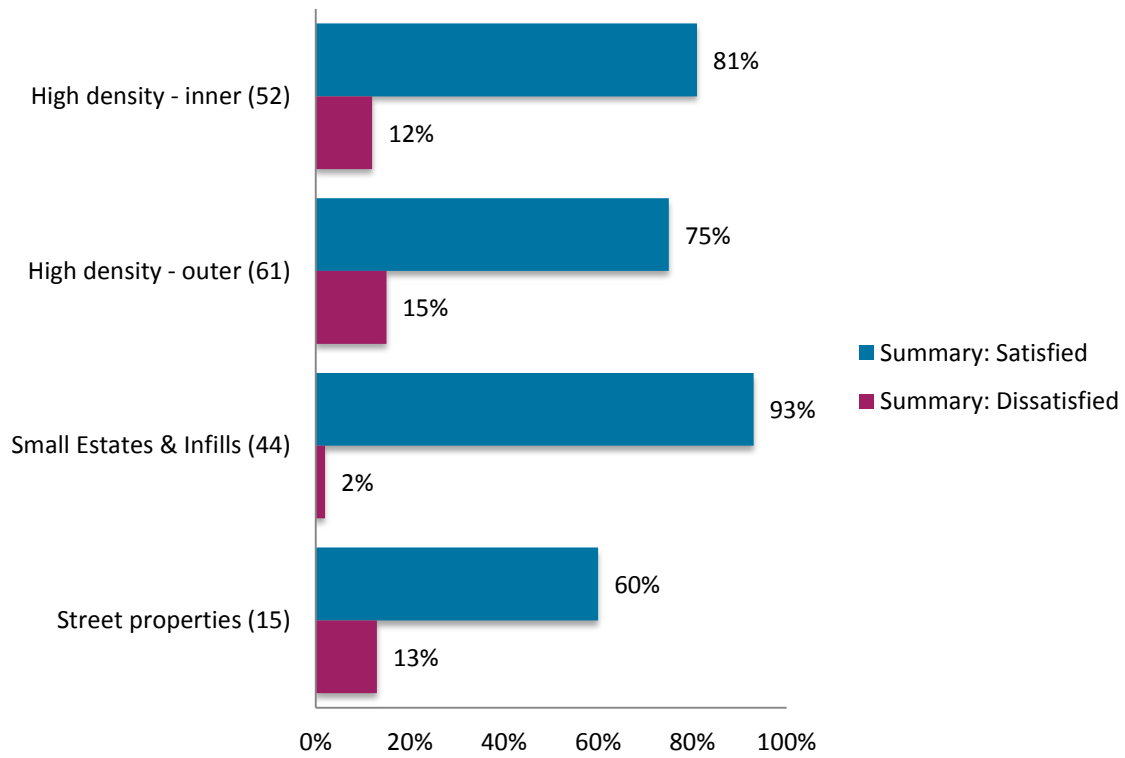


Unweighted sample bases: 172 (2015), 251 (2011)

Breaking this data down by estate type, those living in small estates and infills are significantly more likely to be satisfied with how the Council runs the local area compared to those in high density-outer estates (93% cf. 75%).

Satisfaction is lowest amongst new tenants of street properties - however, with just 15 respondents, differences between this group and other estate types on this measure are not statistically significant.

Figure 3: Satisfaction with the way Wandsworth Council is running the local area - By estate type (Based on all responses)



Unweighted sample bases in parentheses

4 Application process

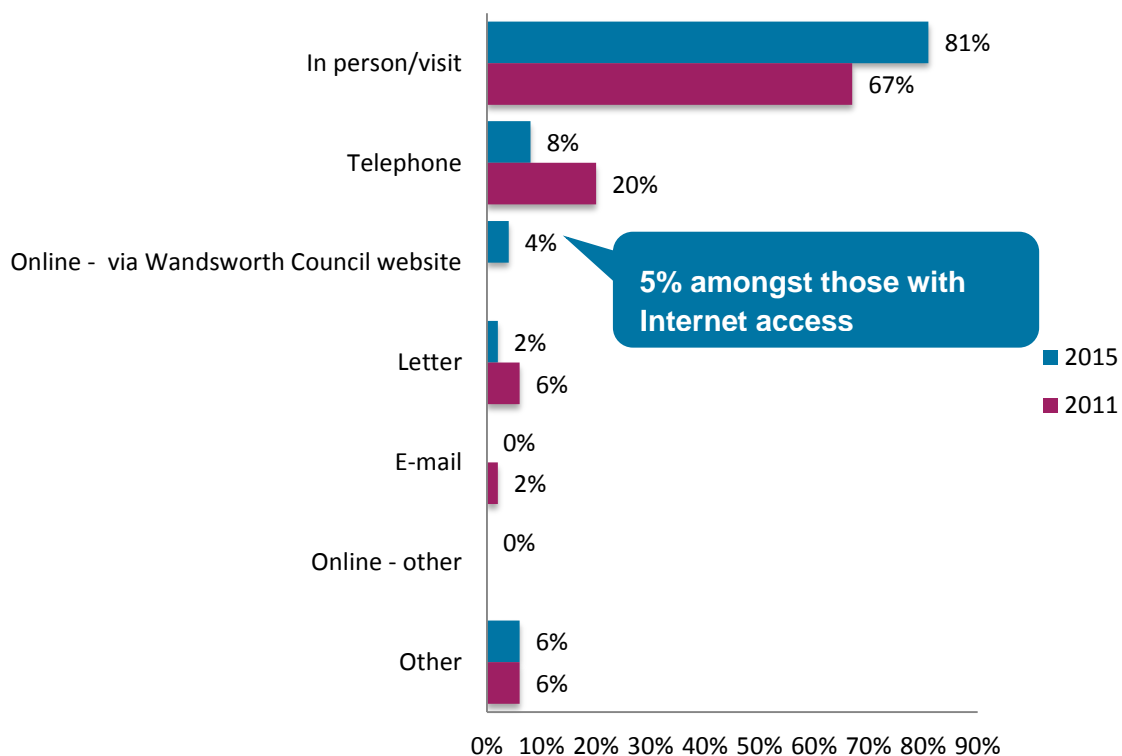
New tenants were then asked a series of questions relating to their experience of applying for housing with the Council. Residents were first asked how they had first contacted the housing service to apply for housing. Most did so in person (81%). Compared to the 2011 findings, there has been a significant shift towards this method of applying for housing, away from telephone contact – although in person was also the most popular means of contact in 2011 at 67%.

As the figure below indicates, contacts online or via email account for only a small proportion of initial contacts, even amongst those with Internet access.

It should be noted that the question relates only to the initial application-related contact; it may be that a number of initial informal approaches are made in person, with final applications made by post/online/etc.

The options of 'Online – via Wandsworth Council website' and 'Online – other' were not available on the 2011 survey.

Figure 4: How did you first contact the housing service to apply for housing? (All responses)



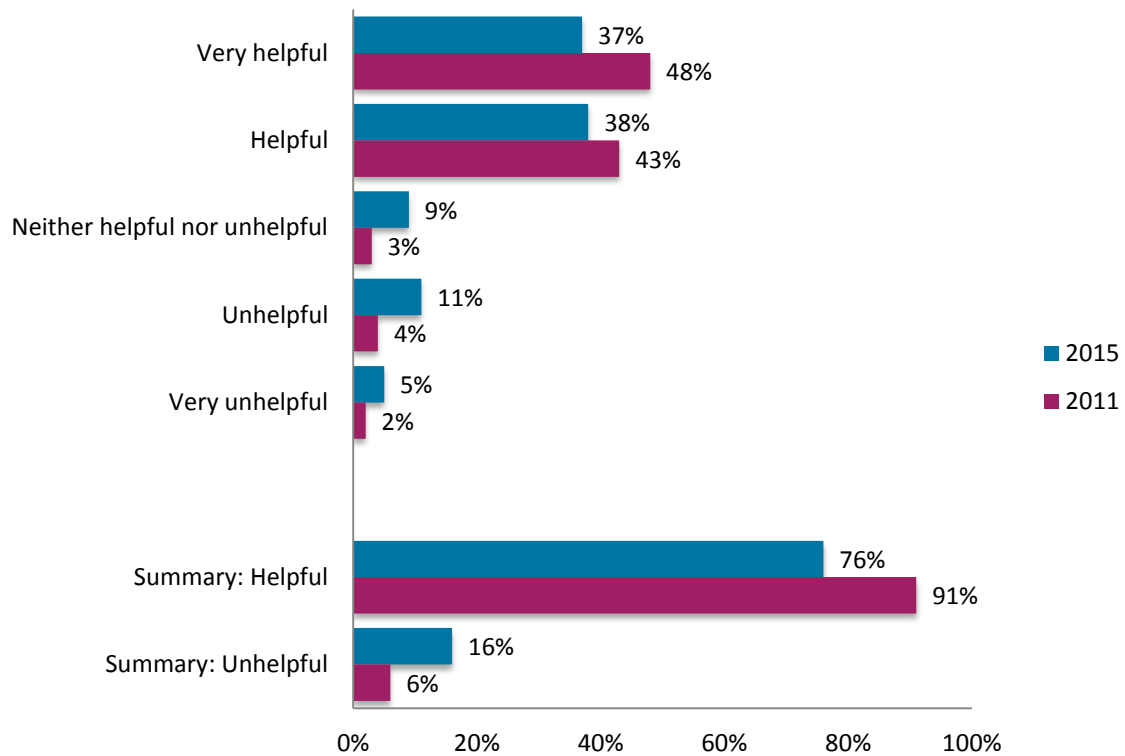
Unweighted sample bases: 172 (2015), 251 (2011)

In relation to this same contact, new tenants were then asked how helpful they found the staff member. Whilst three-quarters (76%) found the staff member helpful, this represents a significant decline in perceptions since 2011, when 91% gave this

response. Moreover, the proportion rating the staff member 'Very helpful' has also fallen significantly (from 48% in 2011 to 37% now).

By contrast, 16% found the staff member unhelpful.

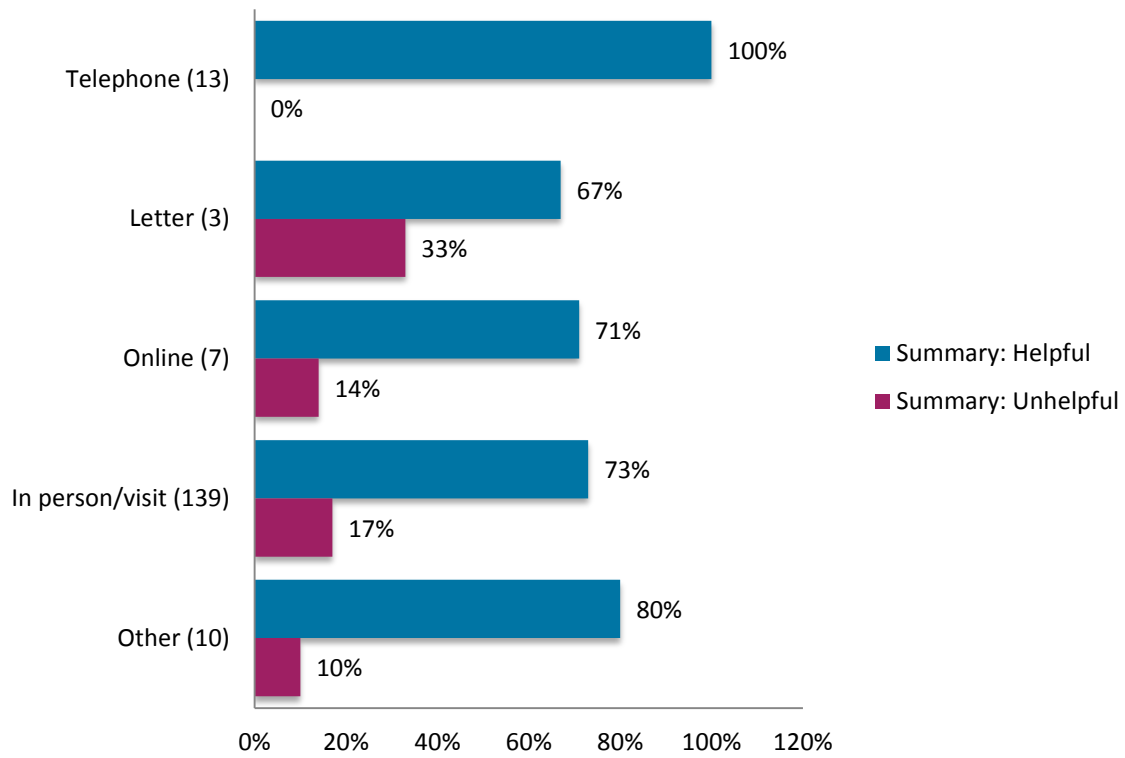
Figure 5: How helpful did you find the staff member during your first contact? (All responses)



Unweighted sample bases: 172 (2015), 251 (2011)

There are no significant differences on how staff are rated for helpfulness when the data is split by contact type. These findings are given below for reference but other than for in person/visit sample sizes are low and should therefore be treated with caution.

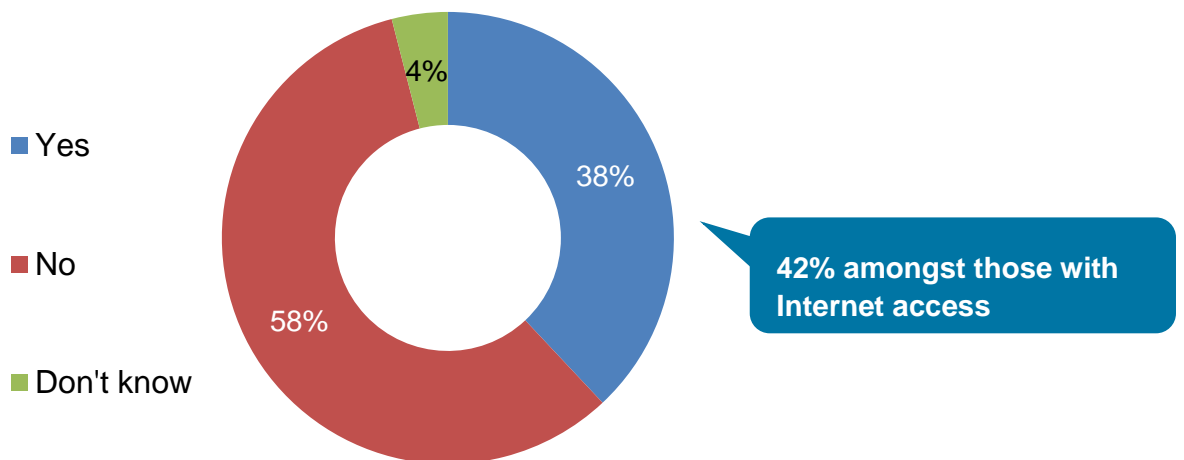
Figure 6: Helpfulness of staff - By contact type (Based on all responses)



Unweighted sample bases in parentheses

For the first time on this wave, new tenants were also asked if they would have liked an option to complete their application form online. The majority (58%) do not. Even when analysing the data just by those with Internet access, 42% say they would have liked this option but 53% say they would not.

Figure 7: Would you have liked an option to complete your application form online? (All responses)



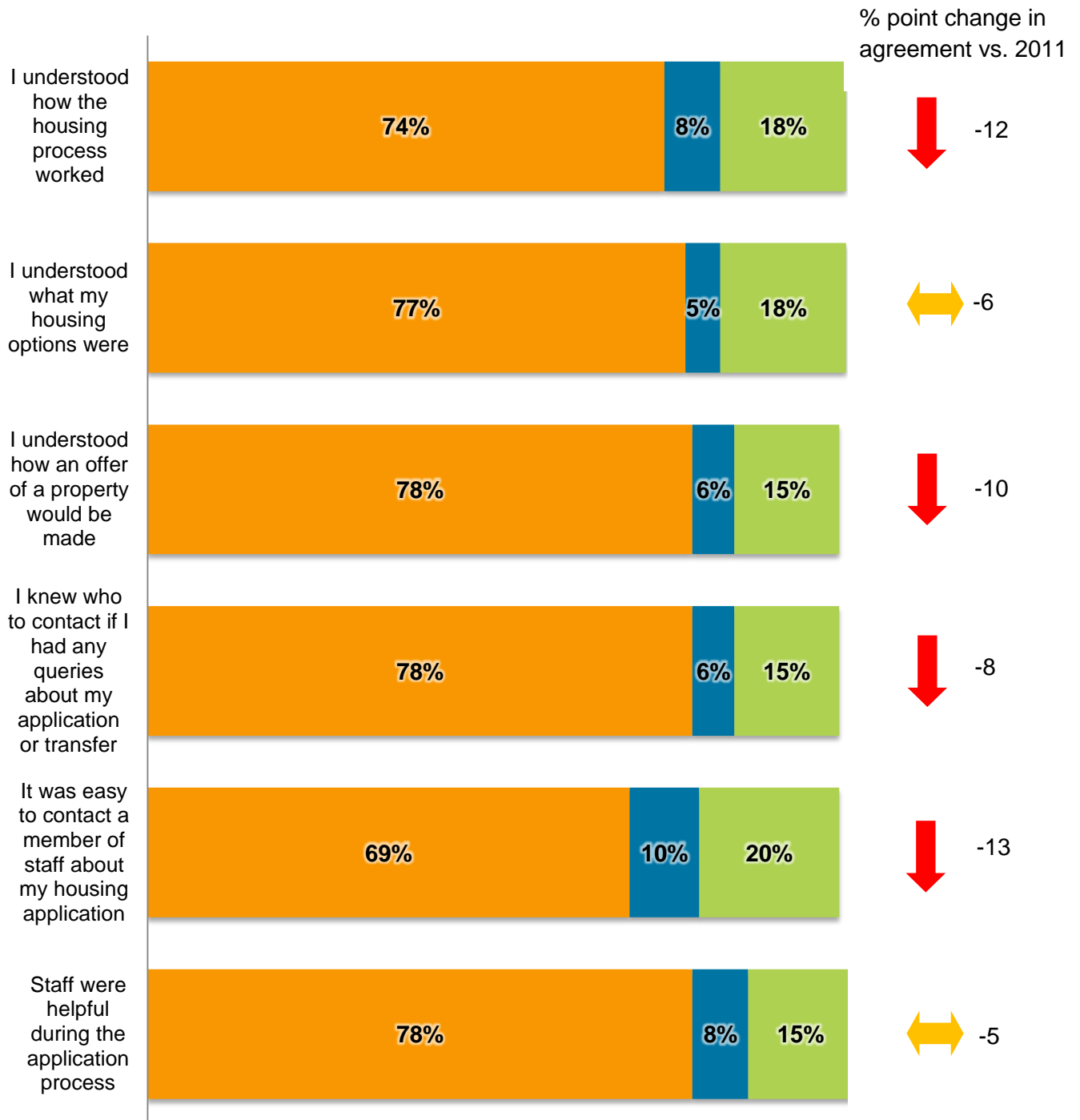
Unweighted sample base: 172

New tenants were then asked a series of questions designed to establish how clear and transparent they found the application process; and how easy it was to deal with housing service staff during the process. As the figure below indicates, around three-quarters rate the service received positively on the given statements. However, perceptions are slightly less positive on ease of contacting a member of staff about the housing application, where 69% agree that this was easy and 20% disagree.

The figure of 78% agreeing that staff were helpful is in line with the findings discussed above on helpfulness of staff on the initial contact, when 76% rated the staff as helpful.

Compared to 2011, as the figure below indicates perceptions in terms of the proportions agreeing with these statements have fallen significantly. These changes are all statistically significant except for “Understanding what my housing options were” and “Staff were helpful during the application process”.

Figure 8: Overall, please say whether you agree or disagree with the following statements (All responses)

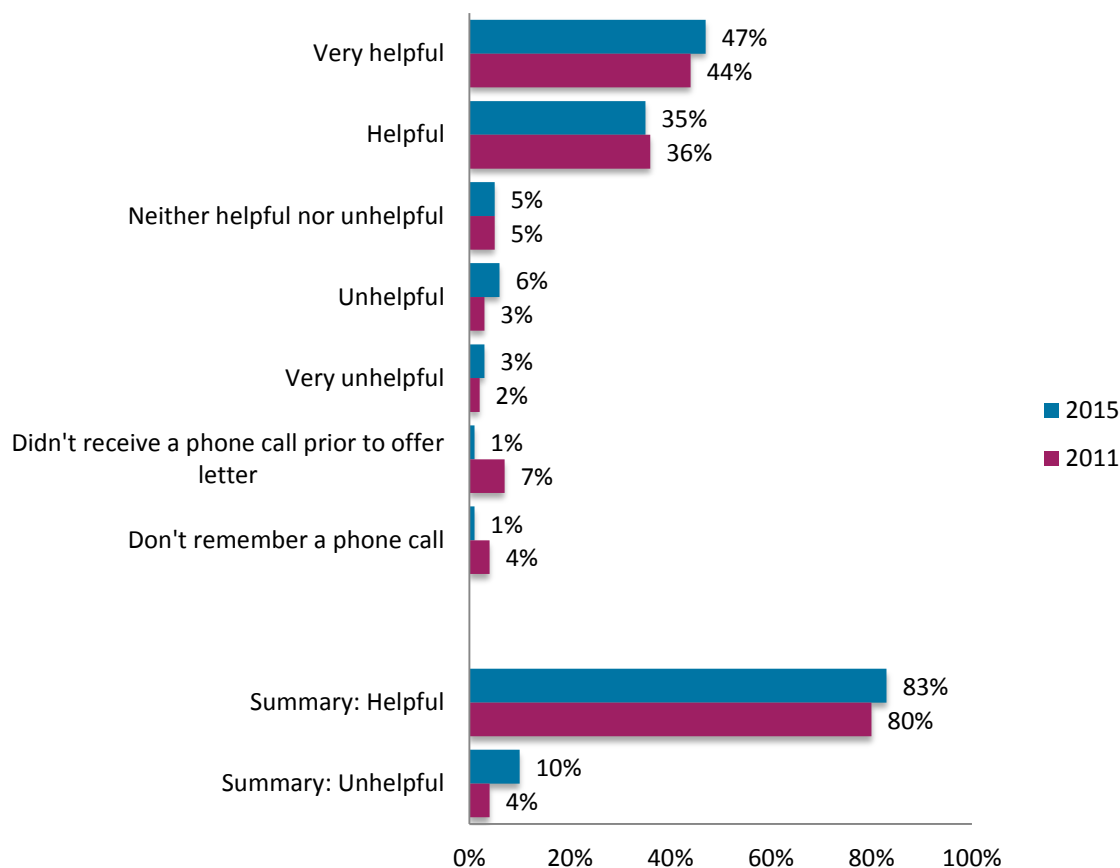


■ Summary: Agree
 ■ Neither agree nor disagree
 ■ Summary: Disagree

Unweighted sample base: 172

Those offered a home are first called by a member of staff prior to an offer letter being issued. Most (83%) found this call helpful, broadly in line with 2011 findings (80% rating the call as helpful).

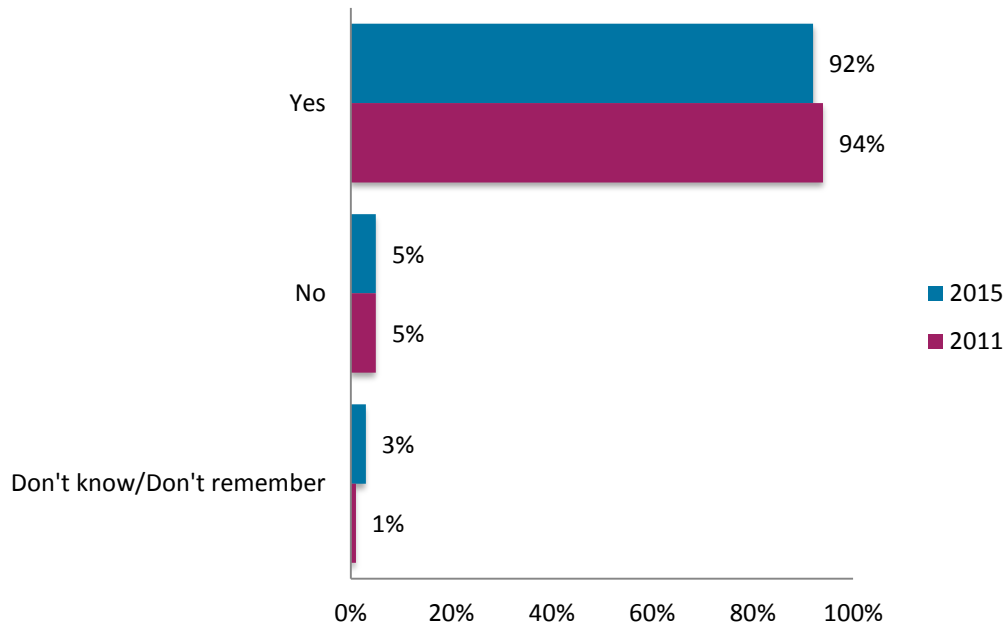
Figure 9: You may remember that you were contacted by phone about a possible offer prior to receiving an offer letter; how helpful did you find this call? (All responses)



Unweighted sample bases: 172 (2015), 251 (2011)

Most (92%) also found the information contained in the offer letter easy to understand. Again, this is broadly in line with the 2011 findings.

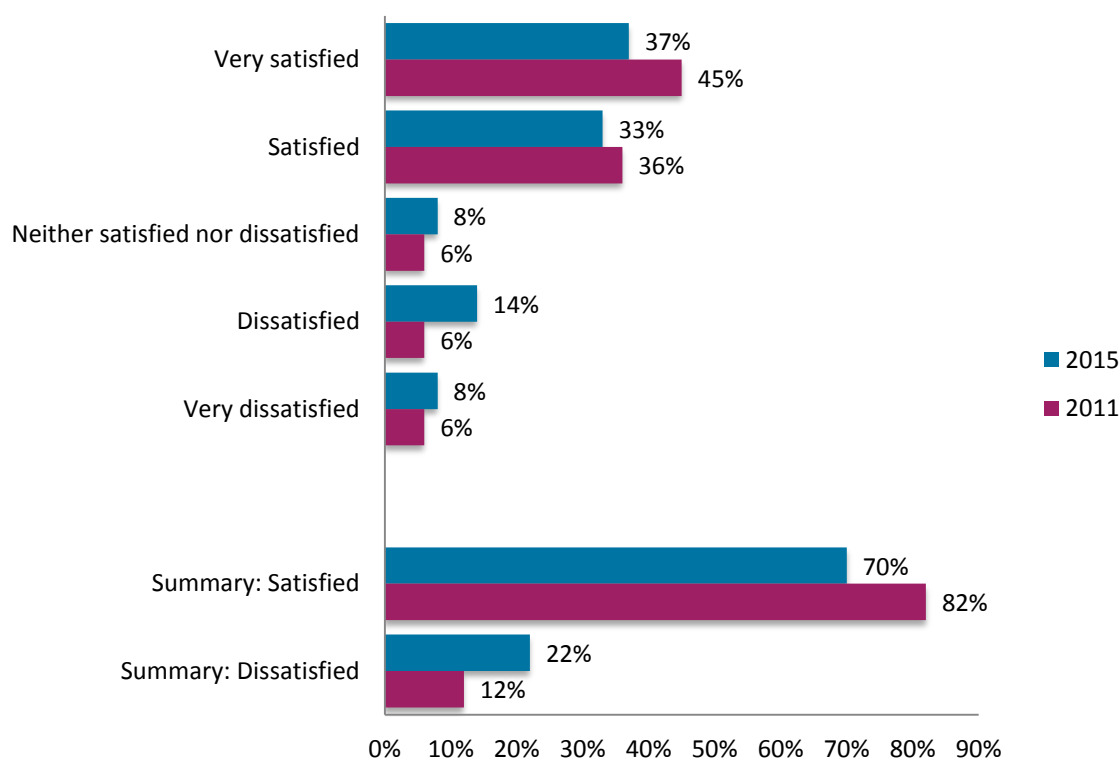
Figure 10: Was the information contained in your offer letter easy to understand? (All responses)



Unweighted sample bases: 172 (2015), 251 (2011)

New tenants were also asked how satisfied they are with the property they were offered (and in which they now live). It should be noted that the question text has changed from “Were you satisfied to accept the property you were offered and now live in?” to the wording shown below. Comparisons between the two waves on this question should therefore be treated with a degree of caution; however, satisfaction has dropped significantly from 82% to 70%, with dissatisfaction significantly higher than previously at 22%.

Figure 11: How satisfied were you with the property you were offered at the time and now live in? (All responses)

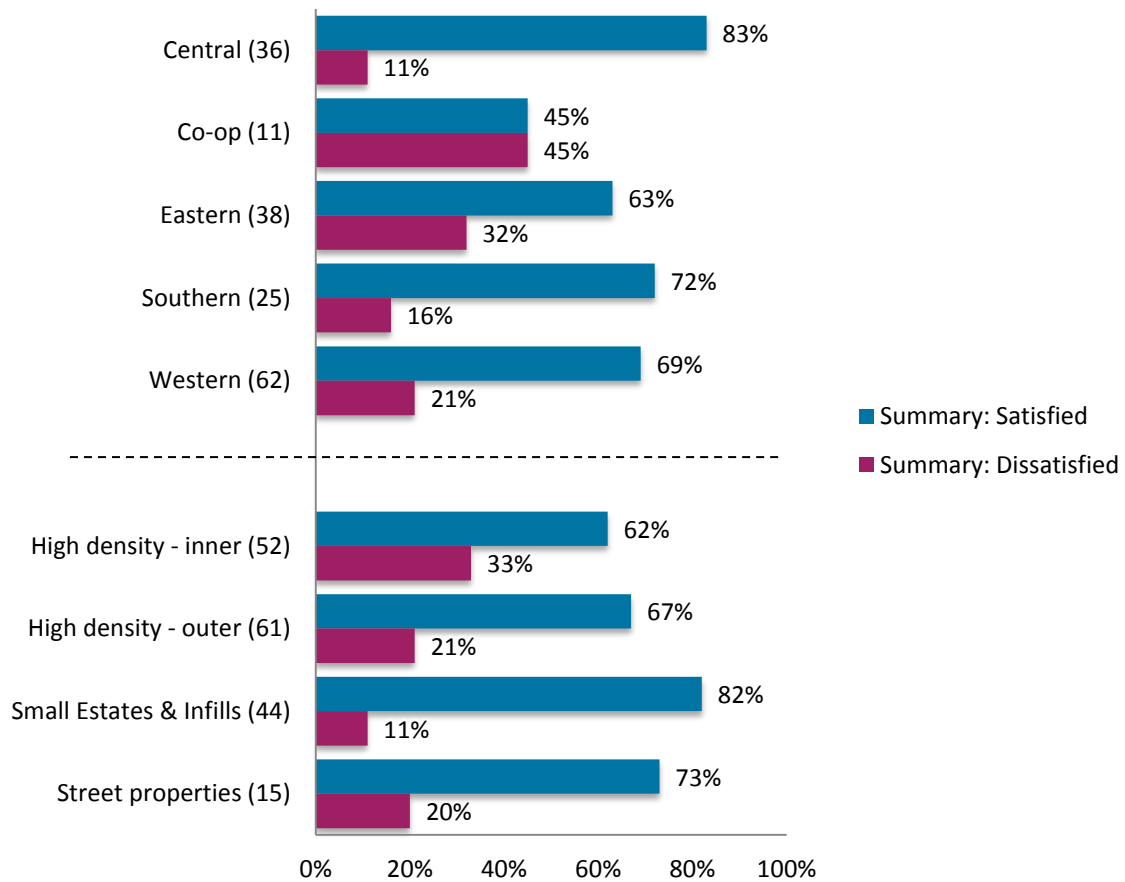


Unweighted sample bases: 172 (2015), 251 (2011)

Breaking these responses down further, there are no significant differences by dwelling type. However, by management team, dissatisfaction is significantly higher amongst tenants of properties managed by the Eastern team compared to the Central team (32% cf. 11%). Satisfaction is also relatively low amongst Co-op area tenants, but this finding is based on just 11 responses.

This finding may be driven by the fact that, in this dataset, the Eastern team manage a relatively high proportion of high density - inner properties. Perceptions amongst tenants of these properties are significantly worse compared to tenants of small estates and infills, as the figure below indicates. However, as discussed below dissatisfaction with the property is primarily driven by shortcomings in the property itself, rather than the local area.

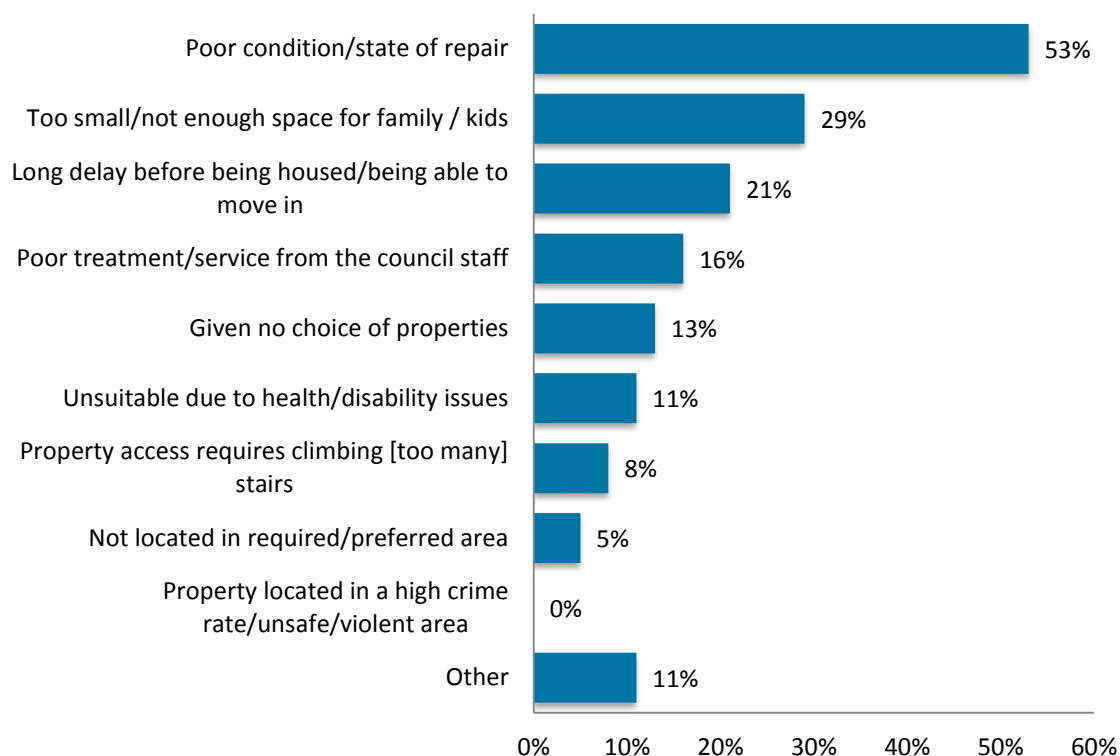
Figure 12: Satisfaction with the property - By management team and estate type (Based on all responses)



Unweighted sample bases in parentheses

Those dissatisfied with their property were asked why, as an open-ended question. These findings should be treated with caution as they are based on just 38 responses. However, the main reason for dissatisfaction is the condition or state of repair of the property (mentioned by 53%), followed by lack of space (29%).

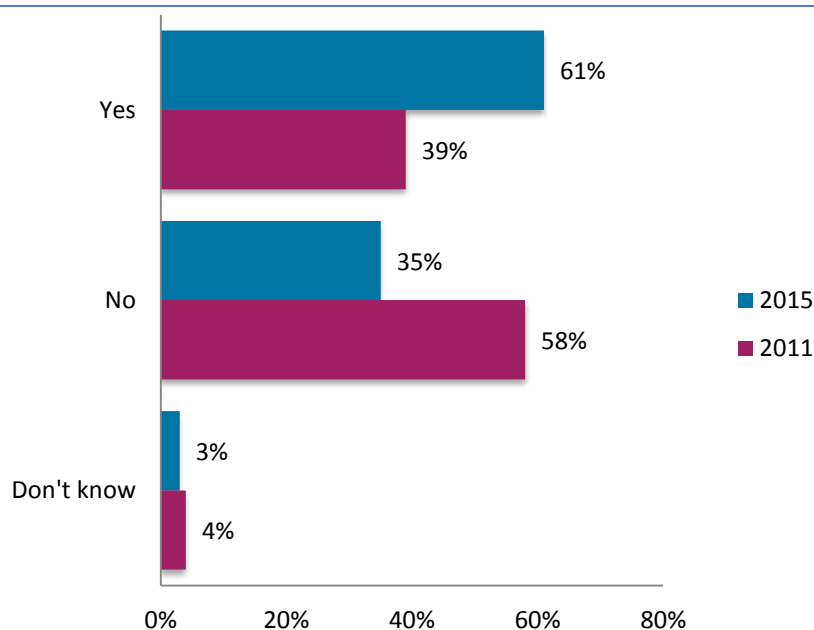
Figure 13: If you were dissatisfied or very dissatisfied, please explain why (All dissatisfied/very dissatisfied with their property)



Unweighted sample base: 38

New tenants were also asked if the application process can be improved. Over half (61%) believe it can, and this represents a significant increase compared to 2011, when 39% thought this was the case.

Figure 14: In your view could the application process be improved? (All responses)

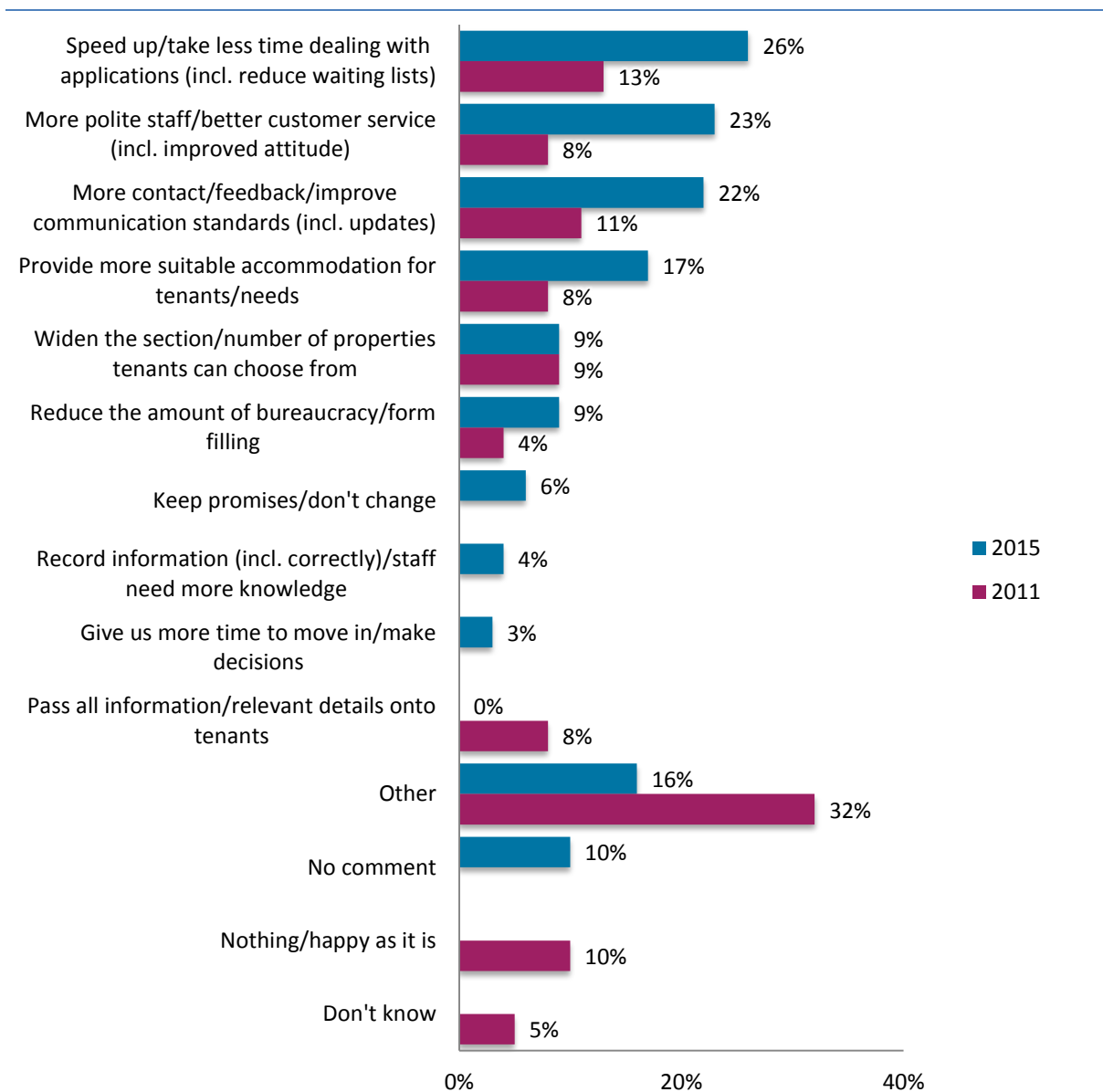


Unweighted sample bases: 172 (2015), 251 (2011)

Those feeling the application process could be improved were asked, as an open-ended question, for their suggestions on how this could be achieved. The leading answers given relate to speeding up applications, more polite staff/better customer service, more contact/feedback, and more suitable accommodation. All these are mentioned more in the latest wave compared to 2011. The increase in the proportion believing that the application process needs to speed up, and the increase in the proportion requiring more contact/feedback, are likely to be linked given that in a longer process there is likely to be a need for more progress updates.

The increase in the proportion who want more polite staff/better customer service may be linked to the decline in the proportion who felt the staff member they first dealt with was helpful, discussed earlier in this section.

Figure 15: If you feel the application process could be improved, please tell us how (All who feel the application process could be improved)

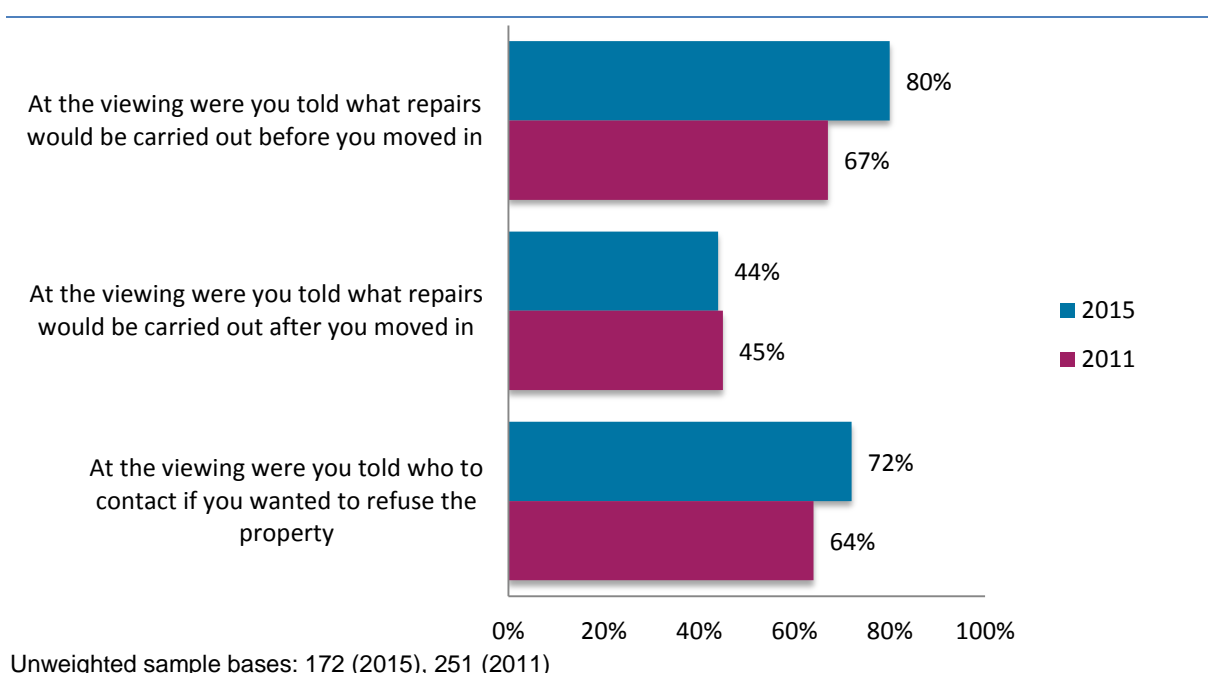


Unweighted sample bases: 105 (2015), 97 (2011)

5 Viewing the property

New tenants were asked a series of three questions relating to whether they were given relevant information at their accompanied viewing of the property. The proportion told what repairs would be carried out before moving in has increased significantly to 80% (from 67% in 2011). Whilst the proportion told what repairs would be carried out after moving in remains lower, at 44%, this may simply reflect a lower proportion of properties requiring repairs at this stage in the process. Almost three-quarters (72%) were told who to contact if they wanted to refuse the property.

Figure 16: Were you given any of the following information during your accompanied viewing of the property? – Proportion answering Yes (Based on all responses)



Those whose viewing was conducted by the Western area team are significantly more likely to say that they were told what repairs would be carried out after they moved in, compared to viewings conducted by the Central team. With sample sizes by team low, there are no other significant differences, and the findings for Co-op, Sheltered, and Southern viewings should be treated with particular caution.

Table 1: Proportion given information at accompanied viewing – By team conducting the viewing (Based on all responses)

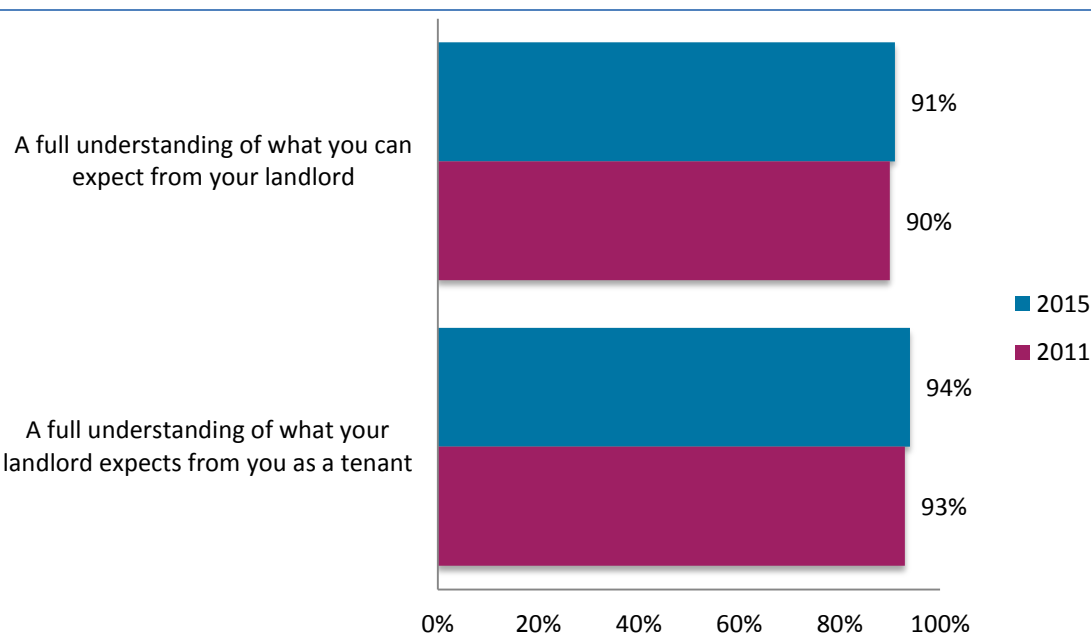
	Total (172)	Central (32)	Co-op (10)	Eastern (36)	Sheltered Housing Officer (24)	Southern (19)	Western (51)
Told what repairs would be carried out BEFORE moving in	80%	84%	70%	75%	71%	89%	82%
Told what repairs would be carried out AFTER moving in	44%	28%	40%	50%	46%	32%	<u>55%</u>
Told who to contact to refuse property	72%	75%	40%	75%	67%	79%	75%

6 Sign-up

The final formal stage of the process is a sign-up meeting, where new tenants sign their tenancy agreement, receive a welcome pack, and have the opportunity to get answers to any other questions they may have.

As with the 2011 findings, nearly all agree that the meeting gave them a full understanding of what they can expect from their new landlord and, reciprocally, a full understanding of what their landlord expects from them (91% cf. 94%).

Figure 17: Proportion saying that the meeting where they had to sign their new tenancy agreement gave them... (Based on all responses)

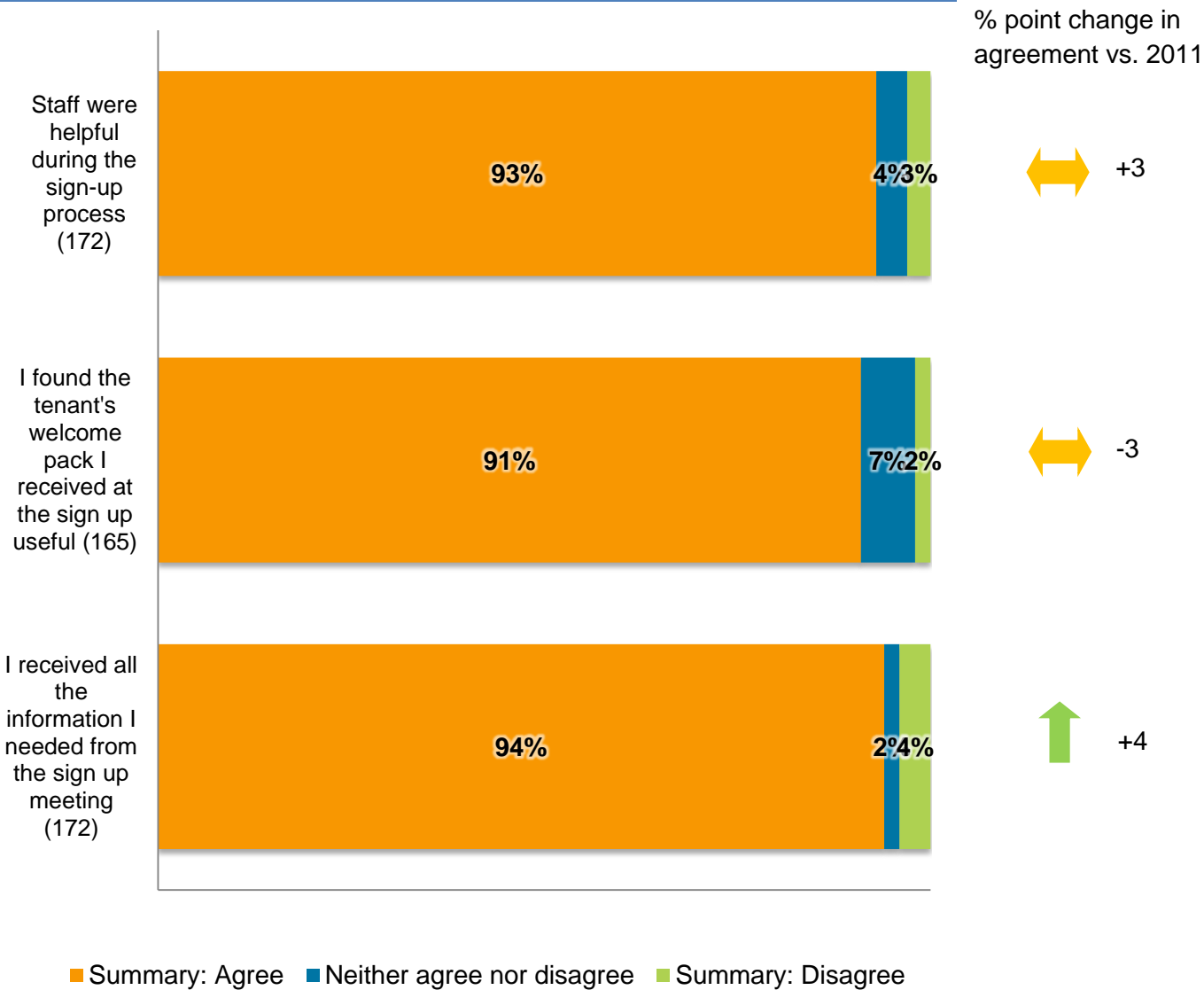


Unweighted sample bases: 172 (2015), 251 (2011)

Similarly, nearly all (96%) say they received a welcome pack, compared to 97% in 2011.

Over nine in ten also agree that staff were helpful during the sign-up process; that the welcome pack was useful; and that they received all the information they needed from the sign-up meeting. These findings are in line with the 2011 results, except that the proportion agreeing that they received all the information they needed – already high at 90% in 2011 – has increased significantly to 94%.

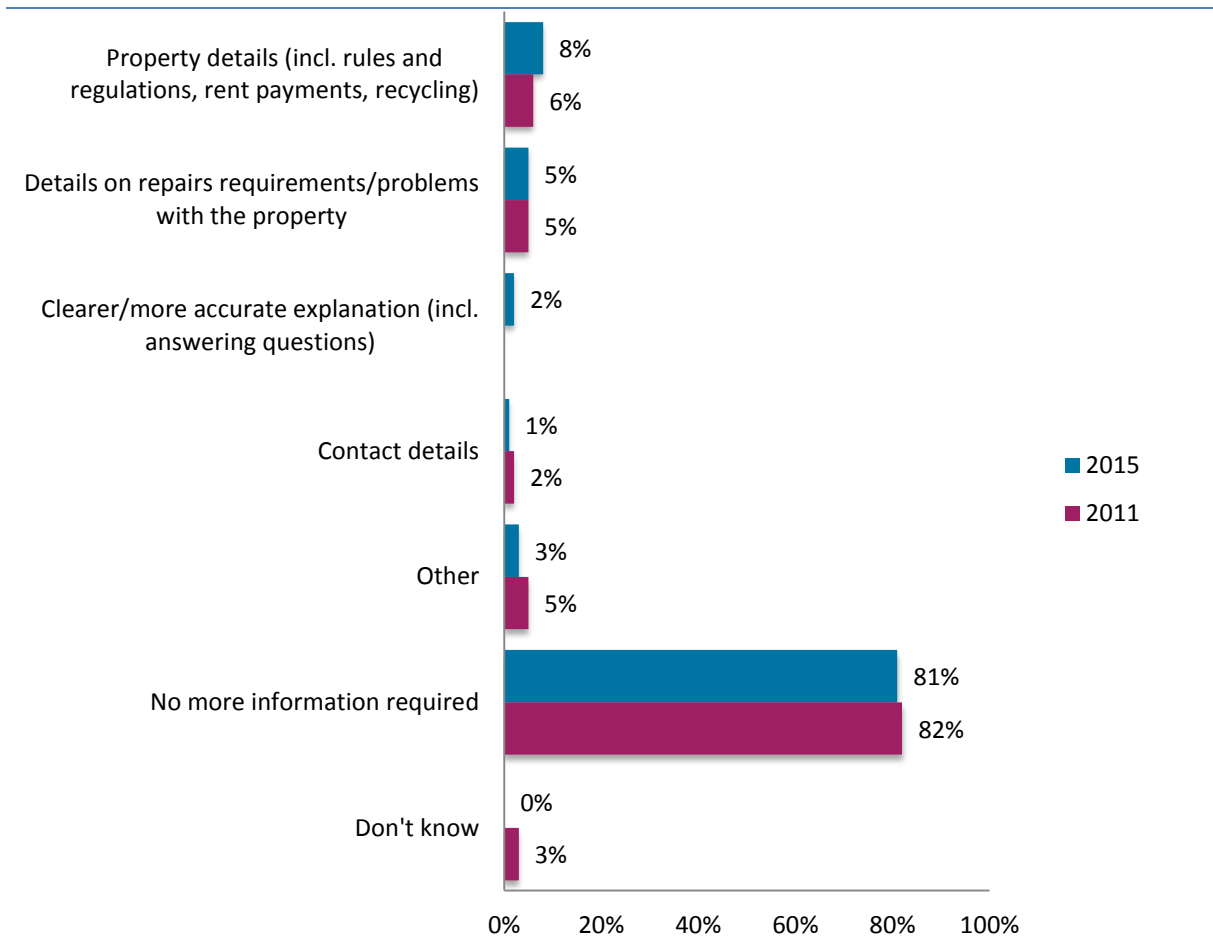
Figure 18: Please indicate whether you agree or disagree with the following statements (Based on all responses, except for welcome pack statement which excludes those who do not recall receiving the welcome pack)



Unweighted sample bases in parentheses

New tenants were asked if there is any additional information they would have found useful at the sign-up meeting. As discussed above, most say they received all the information they needed, and in keeping with this most (81%) say there is no additional information that would have been useful. This is in line with the 2011 findings.

Figure 19: Please specify any additional information you would have found useful at the sign up meeting (All responses)



Unweighted sample bases: 172 (2015), 251 (2011)

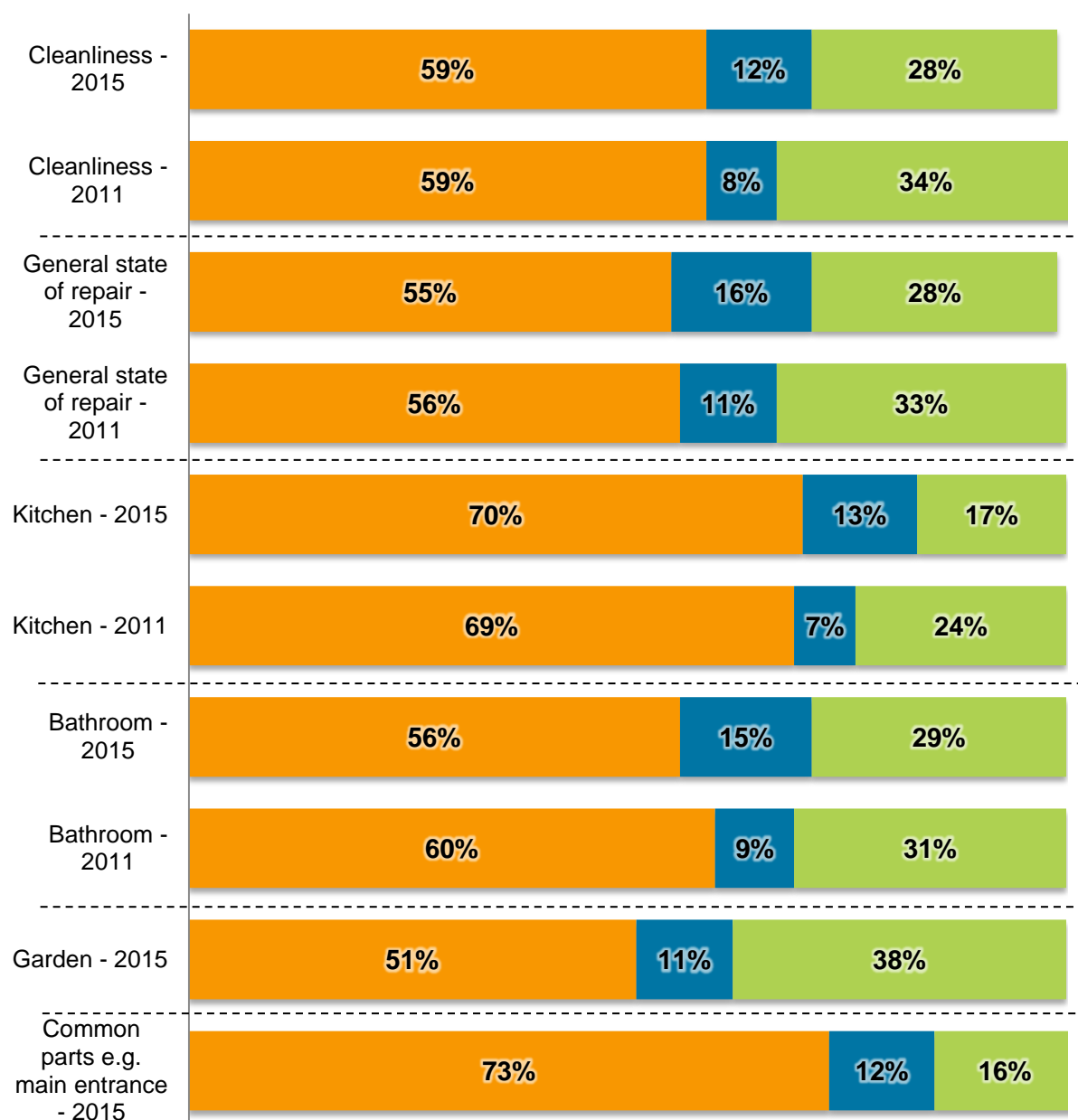
7 New home

Moving on to the property itself, new tenants were asked to rate the condition of various aspects of their property, on the day they moved in.

Perceptions are most positive for kitchen (70% rating condition as good) and least positive for gardens (51%, amongst those living in properties with a garden). The proportion rating each aspect as good is in line with the 2011 findings; however, the proportion rating each aspect as poor has fallen, significantly in the case of kitchens (17% rating this as poor cf. 24% in 2011).

Comparisons against 2011 are not included here for gardens and common parts, as the findings are not directly comparable. A 'not applicable' option was introduced for both these options for the 2015 survey, meaning that tenants of properties without these facilities are excluded from the 2015 findings below.

Figure 20: How would you describe the general condition of your new home on the day you moved in? (All responses, excluding not applicable for garden/common parts)



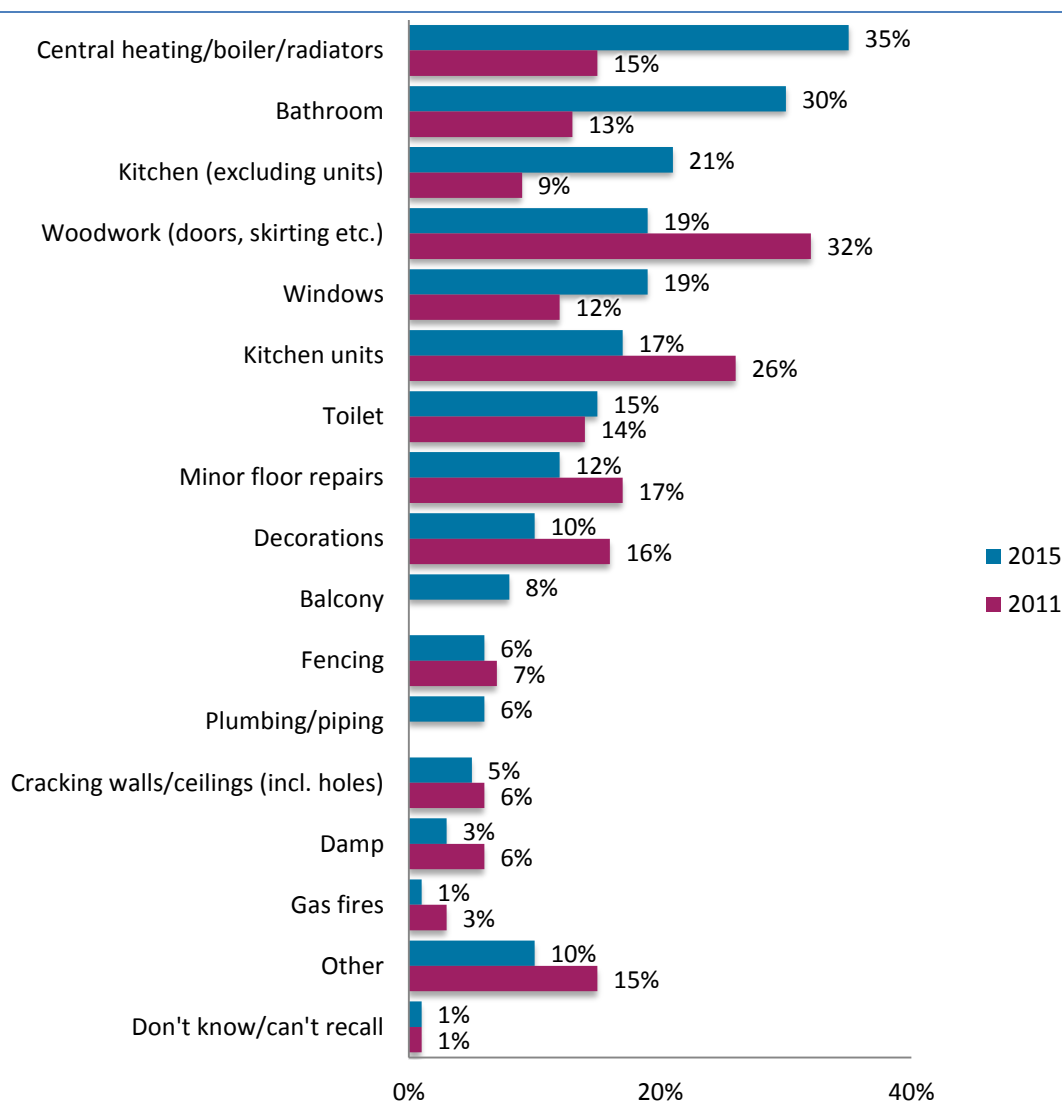
■ Summary: Good
 ■ Neither good nor poor
 ■ Summary: Poor

Unweighted sample bases: 55 (Garden), 154 (Common parts), 172 (all other 2015 questions), 251 (2011)

On the theme of the condition of the property, new tenants were asked if they had to follow up on any repairs which were due to take place soon after they moved into their home. Half (50%) say they did, broadly in line with the 2011 findings when 43% gave this answer.

Of the agreed repairs that new tenants have needed to follow up, the most common relate to central heating/boiler/radiators (35%) and bathroom (30%). Instances where new tenants have followed up these repairs have increased significantly compared to 2011, as have repairs to kitchens (exc. units). However, significantly fewer have had to follow up repairs to woodwork, which was identified as the main issue in the 2011 findings.

Figure 21: Please indicate what AGREED repairs you had to follow up on (All who had to follow up on repairs)

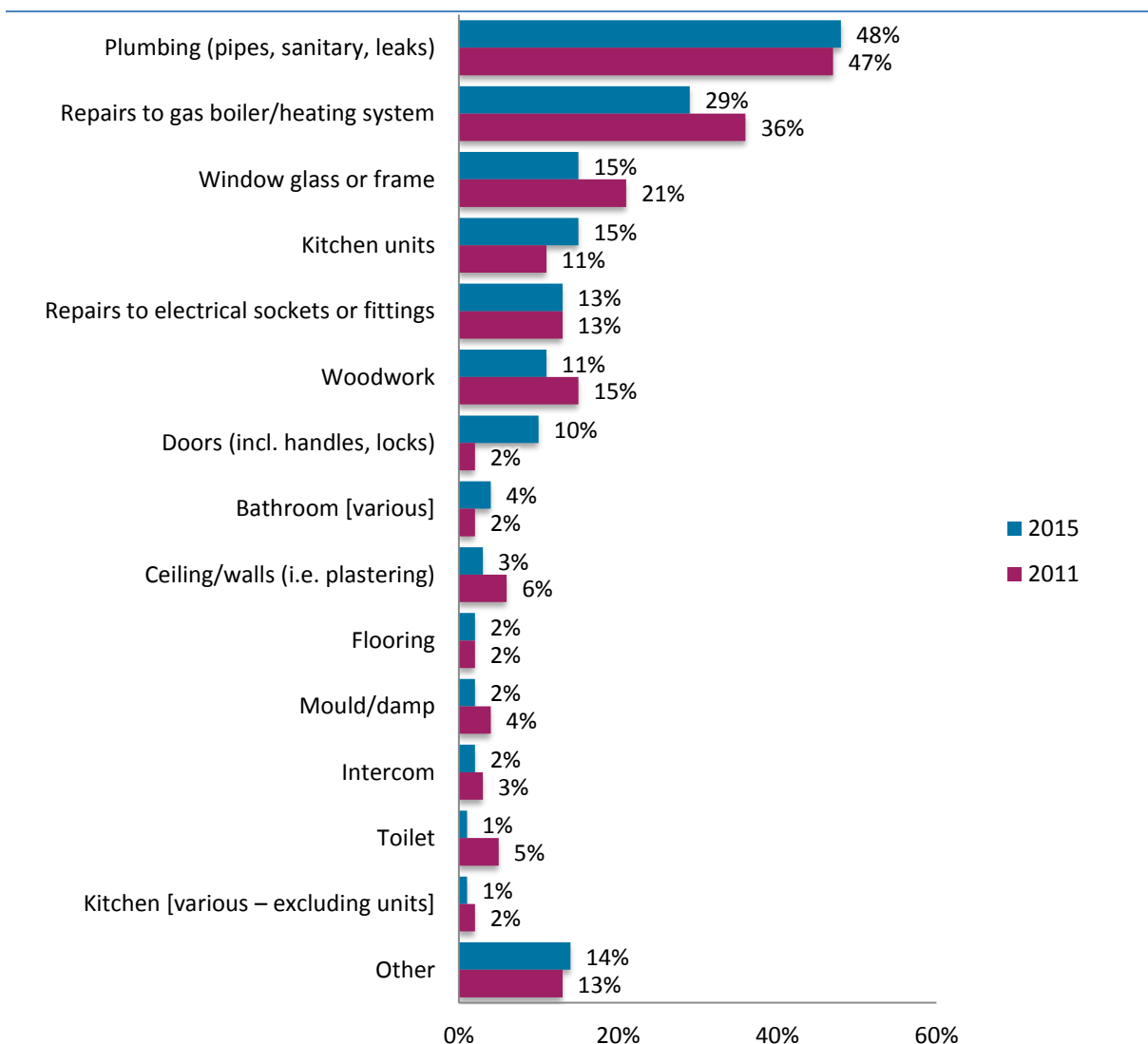


Unweighted sample bases: 86 (2015), 109 (2011)

Over half (53%) have had to report new repairs to their home within the first two months of moving in. Again, this is broadly in line with the 2011 findings (50%).

The profile of the repairs required is also similar to 2011, with plumbing repairs and repairs to the boiler/heating system the most common repairs (48% cf. 29%).

Figure 22: Please indicate what NEW repairs you had to follow up on (All who had to report new repairs to their home within the first 2 months of moving in)



Unweighted sample bases: 91 (2015), 126 (2011)

8 Communications since moving in

Most (81%) have had a tenancy visit from their housing officer since moving in. This represents a significant improvement compared to 2011, when 63% gave this response.

Of those who say they have not received a tenancy visit, just 32% say they have had a welcome letter since moving in. This finding is based on just 28 responses so should be treated with a measure of caution.

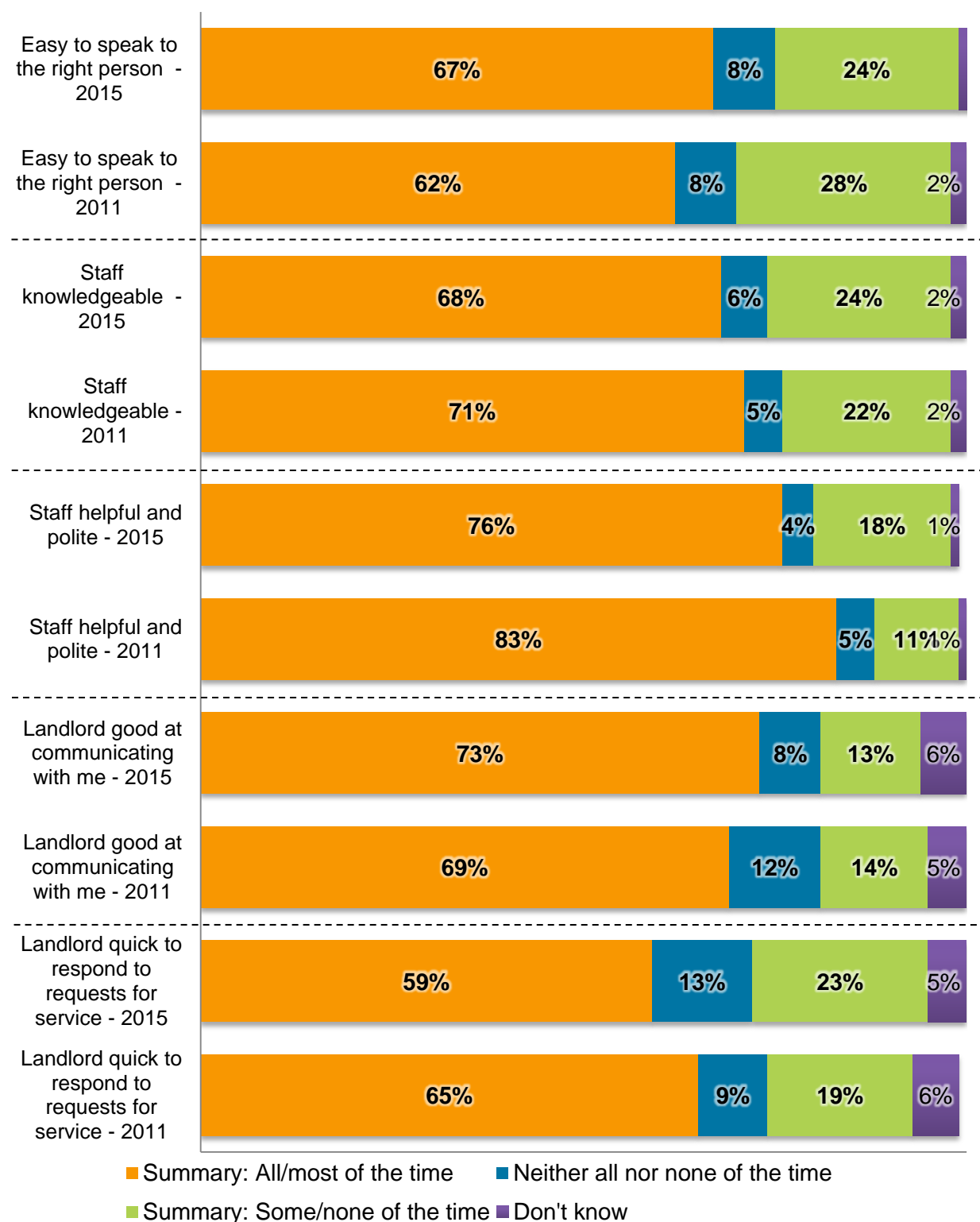
New tenants were asked for their perceptions of the customer service that they receive now. The majority of tenants believe that the service meets each of the given criteria all or most of the time. However, around a quarter say that the service meets the following criteria only some or none of the time: ease of speaking to the right person, knowledge of staff, and speed of response to requests for service.

The proportion saying that staff are helpful and polite all or most of the time has fallen significantly compared to 2011 (76% cf. 83%). This echoes the fall in the proportion saying that staff were helpful on first contact, discussed earlier in this report. However, it should be noted that:

- Three-quarters (76%) still believe that staff are helpful and polite all/most of the time; and,
- Just 1% believe that staff are helpful and polite *none* of the time.

There are no significant differences in perceptions on these measures by key sub-groups such as property management team, etc.

Figure 23: Please choose the response that best fits your view on the following statements (All responses)



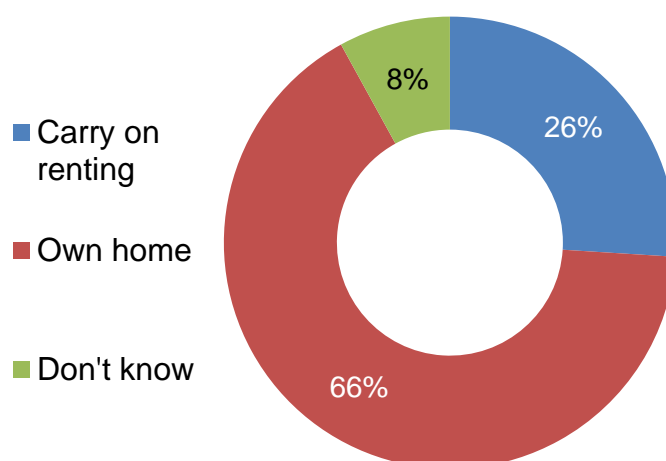
Unweighted sample bases: 172 (2015), 251 (2011)

9 Future plans

A new set of questions was asked to establish new tenants' future plans for where they want to live; whether they will continue to rent; and if so, whether this is likely to be from Wandsworth Council. The questions are designed to help the Council predict future churn amongst this group of tenants.

Two-thirds (66%) would prefer to own their own home in 3-5 years' time. However, when asked what type of housing they *expect* to live in in 3-5 years' time, this figure drops to 49%. Unsurprisingly given current property values in the area, this indicates a gap between aspirations and expectations in terms of future housing.

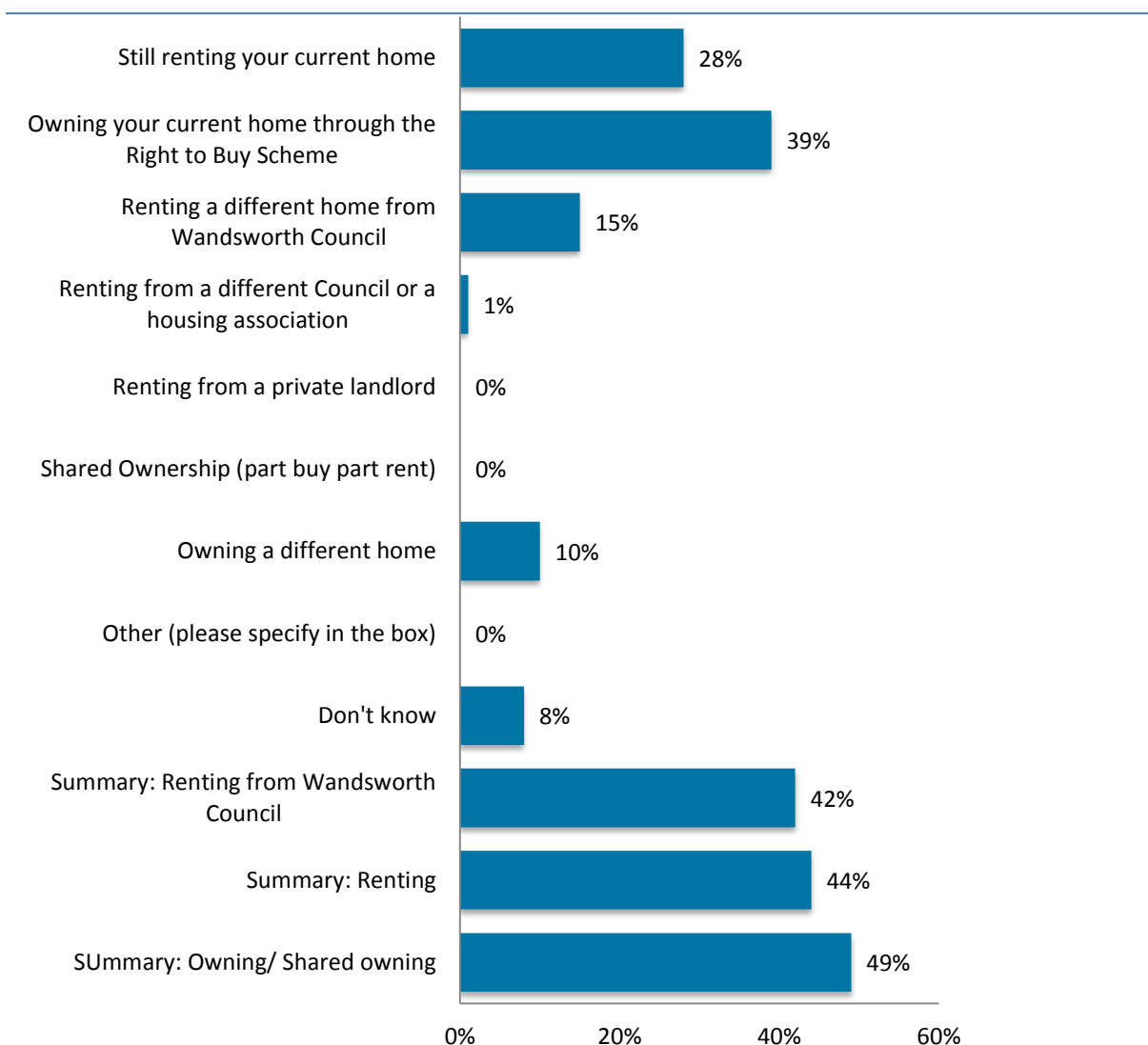
Figure 24: Regardless of what property you live in, in 3-5 years time would you prefer still to be renting or to own your own home? (All responses)



Unweighted sample base: 172

When asked what type of housing they expect to live in in 3-5 years' time, the answer most given by new tenants is that they expect to own their current home via the Right to Buy scheme. Nearly four in ten (39%) give this response; just 10% expect to buy a different home. With 28% saying that they expect still to be renting their current home, this means that approximately two-thirds expect to remain in their current home (whether as owners or tenants). In total, 42% expect still to be renting from Wandsworth Council.

Figure 25: In 3-5 years time, what type of housing do you EXPECT to live in? (All responses)



Unweighted sample base: 172

Breaking this data down further, there are no significant differences in future plans by different dwelling/estate types. However, by property management team, tenants of homes managed by the Central team are significantly more likely to expect still to be renting their current home, compared to Eastern residents (42% cf. 16%). Due to the low sample sizes involved, there are no other significant differences on the figures shown below.

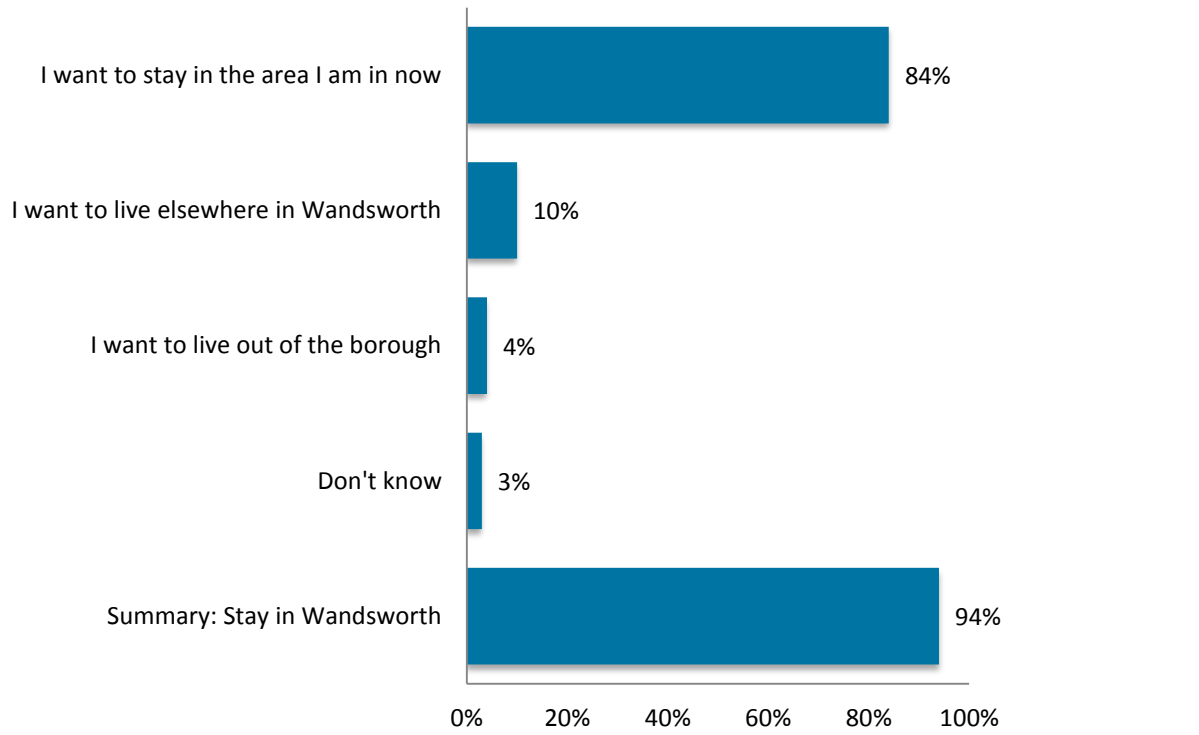
Table 2: In 3-5 years time, what type of housing do you EXPECT to live in? – By property management team (All responses)

	Total (172)	Central (32)	Co-op (10)	Eastern (36)	Sheltered Housing Officer (24)	Southern (19)	Western (51)
Still renting your current home	28%	42%	9%	16%	20%	34%	42%
Owning your current home through the Right to Buy Scheme	39%	39%	18%	53%	32%	37%	39%
Renting a different home from Wandsworth Council	15%	11%	9%	21%	20%	11%	11%
Renting from a different Council or a housing association	1%	0%	0%	0%	0%	3%	0%
Owning a different home	10%	3%	64%	3%	12%	8%	3%
Don't know	8%	6%	0%	8%	16%	6%	6%
Summary: Renting from Wandsworth Council	42%	53%	18%	37%	40%	45%	53%
Summary: Renting	44%	53%	18%	37%	40%	48%	53%
Summary: Owning/ Shared owning	49%	42%	82%	55%	44%	45%	42%

New tenants were also asked where they expect to be living in 3-5 years' time. Including the responses of those who say at the previous question that they still expect

to be living in their current home, 84% say they want to stay in the area they live in now. Nearly all (94%) expect to stay in Wandsworth.

Figure 26: Which of the following statements best reflects the area where you expect to live in 3-5 years time? (All responses)

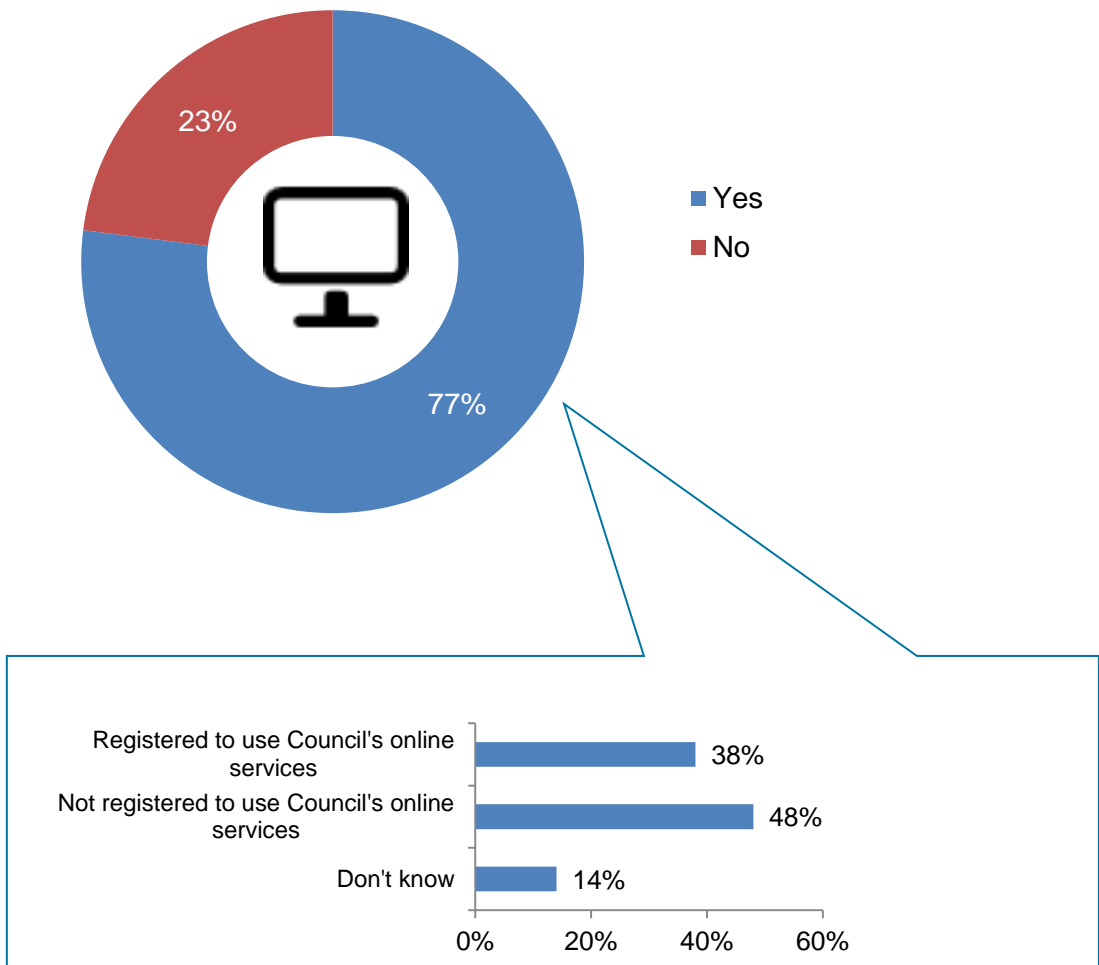


Unweighted sample base: 172

10 Internet access and being registered to use the Council's online services

Three-quarters (77%) of new tenants have access to the Internet at home. Of this group, just 38% - or 34% of all new tenants – are registered to use the Council's online services, suggesting that there is scope to increase take-up of these services.

Figure 27: Do you have access to the Internet at home? (All responses) / Are you registered to use the Council's online services? (All with Internet access at home)



Unweighted sample bases: 172 (all responses), 133 (all with internet access at home)

11 Appendix 1: 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

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 carrying out a survey on behalf of Wandsworth Council Housing and Community Services Department. You will have received a letter recently from Wandsworth Council informing you that they have asked BMG to conduct research amongst new tenants (those who have been tenants for up to one year) of Council properties in the Borough concerning their experience of the housing process.

The 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.

- **NOTE: IF CHALLENGED PLEASE LEAVE THE TELEPHONE AND CONTACT DETAILS FOR:**
Kirsty Munro, Policy and Performance Officer Wandsworth Council, Tel: 020 8871 7047.

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 Q27
No	2	Ask to speak to relevant person

Q27 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
Satisfied	2
Neither satisfied nor dissatisfied	3
Dissatisfied	4
Very dissatisfied	5

- Q28 Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? READ OUT AND CODE ONE ONLY.**

Very satisfied	1
Satisfied	2
Neither satisfied nor dissatisfied	3
Dissatisfied	4
Very dissatisfied	5

Applying for Housing

Could I now ask you some questions about your experience of applying for housing with Wandsworth Council?

- Q2 How did you first contact the housing service to apply for housing? READ OUT AND CODE ONE ONLY**

Telephone	1
E-mail	2
Letter	3
Online - via Wandsworth Council website	4
Online - other (specify)	6
In person/visit	5
Other please specify _____	95

- Q3 How helpful did you find the staff member during your first contact? READ OUT AND CODE ONE ONLY**

Very helpful	1
Helpful	2
Neither helpful nor unhelpful	3
Unhelpful	4
Very unhelpful	5

- Q3a Would you have liked an option to complete your application form online?**

Yes	1
No	2
Don't know	3

- Q4 Overall please say whether you agree or disagree with the following statements: READ OUT AND CODE ONE ONLY FOR EACH**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I understood how the housing process worked	1	2	3	4	5
I understood what my housing					

options were	1	2	3	4	5
I understood how an offer of a property would be made	1	2	3	4	5
I knew who to contact if I had any queries about my application or transfer	1	2	3	4	5
It was easy to contact a member of staff about my housing application	1	2	3	4	5
Staff were helpful during the application process	1	2	3	4	5

Q5 You may remember that you were contacted by phone about a possible offer prior to receiving an offer letter; how helpful did you find this call? READ OUT AND CODE ONE ONLY

Very helpful	1
Helpful	2
Neither helpful nor unhelpful	3
Unhelpful	4
Very unhelpful	5
Didn't receive a phone call prior to offer letter	6
Don't remember a phone call	7

Q6 Was the information contained in your offer letter easy to understand? CODE ONE ONLY

Yes	1
No	2
Don't know	3
Don't remember	4

Q7 How satisfied were you with the property you were offered at the time and now live in? READ OUT AND CODE ONE ONLY

Very satisfied	1	Go to Q9
Satisfied	2	Go to Q9
Neither satisfied nor dissatisfied	3	Go to Q9
Dissatisfied	4	Go to Q8
Very dissatisfied	5	Go to Q8

Q8 If you were dissatisfied or very dissatisfied, please explain why WRITE IN VERBATIM

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Q9 In your view could the application process be improved? CODE ONE ONLY

Yes	1	Go to Q10
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No	2	Go to Q11
Don't know	3	Go to Q11

Q10 If you feel the application process could be improved, please tell us how. **WRITE IN VERBATIM**

Viewing the property

Q12 Were you given any of the following information during your accompanied viewing of the property? **READ OUT AND CODE ONE ONLY FOR EACH**

	Yes	No	Don't know
At the viewing were you told what repairs would be carried out before you moved in?	1	2	3
At the viewing were you told what repairs would be carried out after you moved in (i.e. non priority items)?	1	2	3
At the viewing were you told who to contact if you wanted to refuse the property?	1	2	3

Sign-up

Q13 Do you feel that the meeting where you had to sign your new tenancy agreement gave you...? **READ OUT AND CODE ONE ONLY FOR EACH**

	Yes	No	Don't know
a.) A full understanding of what you can expect from your landlord	1	2	3
b.) A full understanding of what your landlord expects from you as a tenant	1	2	3

Q14a Did you receive a welcome pack with information for new tenants at your tenancy sign up meeting? **CODE ONE ONLY**

	Yes	No	Don't know
a.)	1	2	3

Q16 Please indicate whether you agree or disagree with the following statements: **READ OUT AND CODE ONE ONLY FOR EACH**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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Staff were helpful during the sign-up process	1	2	3	4	5
I found the tenant's welcome pack I received at the sign up useful	1	2	3	4	5
I received all the information I needed from the sign up meeting	1	2	3	4	5

Q17 Please specify any additional information you would have found useful at the sign up meeting: WRITE IN VERBATIM

No more information required	96
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Your new home

Q19 How would you describe the general condition of your new home on the day you moved in: READ OUT AND CODE ONE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Not Applicable
Cleanliness	1	2	3	4	5	
General state of repair	1	2	3	4	5	
Kitchen	1	2	3	4	5	
Bathroom	1	2	3	4	5	
Garden (if your home has one)	1	2	3	4	5	6
Common parts if your home has one (e.g. main entrance, lifts, corridors, etc.)	1	2	3	4	5	6

Q20 Did you have to follow up on any repairs AGREED to be completed soon after you moved into your home? (These are non-priority repairs that the tenant would have been informed about during the property viewing but would have been agreed to not have been completed before they moved in) CODE ONE ONLY

Yes	1	Go to Q21
No	2	Go to Q22
Don't know	3	Go to Q22
Not applicable	4	Go to Q22

IF CODED 1 AT Q20 CONTINUE AT Q21. OTHERS GO TO Q22

Q21 Please indicate what AGREED repairs you had to follow up on READ OUT AND CODE ALL THAT APPLY

Decorations	1
Minor floor repairs	2
Woodwork (doors, skirting etc.)	3
Kitchen units	4
Kitchen (excluding units)	11
Fencing	5
Central heating/boiler/radiators	7

Toilet	8
Bathroom	6
Windows	9
Other (please specify)	95

Q22 Did you have to report any NEW repairs to your home within the first two months of moving in? (Repairs that arose after the tenant moved in and were not repairs agreed at during the viewing to be done before or soon after the tenant moved in) **CODE ONE ONLY**

Yes	1	Go to Q23
No	2	Go to Q24
Don't know	3	Go to Q24

IF CODED 1 AT Q22 CONTINUE AT Q23. OTHERS GO TO Q24

Q23 Please indicate what NEW repairs you had to follow up on READ OUT AND CODE ALL THAT APPLY

Repairs to electrical sockets or fittings	1
Repairs to gas boiler/heating system	2
Window glass or frame	4
Woodwork	5
Kitchen units	6
Plumbing (pipes, sanitary, leaks)	7
Other (please specify)	95

Q24 Have you had a tenancy visit by your housing officer since moving in? CODE ONE ONLY

Yes	1	Go to Q26
No	2	Go to Q25a
Don't know	3	Go to Q26

Q25a Have you had a welcome letter since moving in? CODE ONE ONLY

Yes	1
No	2
Don't know	3

Q26 Please choose the response that best fits your view on the following statements: READ OUT AND CODE ONE ONLY FOR EACH

	All of the time	Most of the time	Neither all nor none of the time	Some of the time	None of the time	Don't Know
It is easy to speak to the right person when I have a housing inquiry.	1	2	3	4	5	6
Staff are knowledgeable when I	1	2	3	4	5	6

contact them.						
Staff are helpful and polite.	1	2	3	4	5	6
My landlord is good at communicating with me.	1	2	3	4	5	6
My landlord is quick to respond to my requests for service.	1	2	3	4	5	6

Q37 Regardless of what property you live in, in 3-5 years time would you prefer still to be renting or to own your home? **CODE ONE ONLY**

Carry on renting	1
Own home	2
Don't know	3

Q38 In 3-5 years time, what type of housing do you **EXPECT** to live in? **READ OUT AND CODE ONE ONLY**

Still renting your current home	1	Go to Q29
Owning your current home through the Right to Buy Scheme	2	Go to Q29
Renting a different home from Wandsworth Council	3	Go to Q39
Renting from a different Council or a housing association	4	Go to Q39
Renting from a private landlord	5	Go to Q39
Shared Ownership (part buy part rent)	6	Go to Q39
Owning a different home	7	Go to Q39
Other (please specify)	8	Go to Q39
Don't know (DO NOT READ OUT)	9	Go to Q39

Q39 Which of the following statements best reflects the area where you expect to live in 3-5 years time? **READ OUT, CODE ONE ONLY**

I want to stay in the area I am in now	1
I want to live elsewhere in Wandsworth	2
I want to live out of the borough	3
Don't know (DO NOT READ OUT)	4

Profile Information

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?

Q29 A. Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include any problems related to old age. **READ OUT AND CODE ONE ONLY**

B. And is there anyone else in your household whose day to day activities are limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include any problems related to old age. **READ OUT AND CODE ONE ONLY**

	A. SELF	B. OTHER
YES – LIMITED A LOT	1	1
YES – LIMITED A LITTLE	2	2
NO	3	3
DON'T KNOW	4	4

IF CODED 1 OR 2 AT Q29A OR B CONTINUE AT Q30. OTHERS GO TO Q31

Q30 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 – permission granted	1
No – permission refused	2

Q31 What is your current working status? **READ OUT AND CODE ONE ONLY.**

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

Q32 Do you have access to the Internet at home? **CODE ONE ONLY**

Yes	1
No	2

Q33 Are you registered to use the Council's 's on-line services? **CODE ONE ONLY**

Yes	1
No	2
Don't know	3

Q34 What is your e-mail address? **WRITE IN VERBATIM**

98 Ref/Don't have e-mail address

Q35 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

Q36 Are you currently a member of a Residents' Association? **CODE ONE ONLY**

Yes	1
No	2

READ OUT: Wandsworth Council values their tenants' opinions. Residents can help improve the services that the council offers. If you are interested in getting involved in any form of resident involvement, i.e. mystery shopping, Residents Association Committees, etc. please contact your area team and ask to speak to your resident participation officer.

Do you need anything else?

If you require any further information please contact your area housing team on the following numbers (see below) or go to the housing and community services department website pages at www.wandsworth.gov.uk/housing

Central Area: 020 8871 5333

12 Appendix 2: Profile information

The following table outlines the demographic profile of the sample.

Table 3: Profile table

Disability - respondent	Tenants %	Tenants base
Yes – limited a lot	14%	24
Yes – limited a little	10%	17
No	74%	127
Don't know	2%	4
Disability – someone else in household		
Yes – limited a lot	5%	9
Yes – limited a little	4%	7
No	91%	156
Don't know	0%	0
Current working status		
Employee in full-time job (30 hours plus per week)	18%	31
Employee in part-time job (under 30 hours per week)	26%	44
Self employed full time or part-time	9%	15
Government supported training	0%	0
Unemployed and available for work	11%	19
Wholly retired from work	6%	10
Full time education at school, college or university	3%	5
Looking after family/ home	15%	26
Permanently sick/ disabled	12%	20
Doing something else	1%	2
Current member of a Residents' Association		
Yes	6%	11
No	94%	161

Appendix 3: 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) and The International Standard for Information Security Management ISO 27001:2013.

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.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

