



Research Report

STAR Survey Lite 2018

Prepared for: Wandsworth Council

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Prepared for: Wandsworth Council

Prepared by: Steve Handley, Research Director

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Registered in England No. 2841970

Registered office:

BMG Research
Beech House
Greenfield Crescent
Edgbaston
Birmingham
B15 3BE
UK

Tel: +44 (0) 121 3336006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

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1 Introduction

1.1 Methodology

In summer 2018 Wandsworth Council commissioned BMG Research to collect HouseMark's STAR survey indicators from a representative sample of both tenants and leaseholders. Previously these indicators were collected via a panel of tenants and leaseholders who regularly engaged in research activity. However, this approach has now been discontinued to allow more flexible and cost effective research, meaning that this survey was based on sampling from the entirety of the tenant and leaseholder populations. All interviews were completed by telephone.

HouseMark suggests that populations of 10,000+ should employ surveys that generate a confidence interval of +/-3%. On this basis 1,000 interviews among tenants were commissioned, with 1,002 completed in June and July 2018. These interviews were completed from a representative sample of 5000 contacts drawn at random from the tenant population, stratified by Managing Team/Co-op and property type

The smaller leaseholder population means that a +/-4% level of confidence was required. To hit this threshold 560 telephone interviews were required. However, the Council does not hold up to date telephone contact information for all leaseholders so all available contacts with a telephone number were used to secure the required number of interviews. However, the telephone approach yielded 361 interviews. In response to this, any leaseholders yet to complete the survey who had an email address were sent an invitation to complete the survey online. This yielded a further 176 interviews, passing the 560 target overall. The response rate to the online survey was 28%. Although email address records among leaseholders is low, this response rate does suggest that email surveys could be a more productive means on engagement if these records can be updated.

Please note that the distribution of contacts with a telephone number was consistent with the overall leaseholder population by management team, property type and estate, meaning that the telephone approach remained a valid one despite the fact not all leaseholders could be contacted.

This research used the customer satisfaction measures contained in the 2016 survey, enabling the Council to track progress on these measures, but also included new measures on fire safety information.

1.2 Data and reporting

This report summarises the responses given by tenants and leaseholders to the 2018 STAR survey questions. To correct minor imbalances of the achieved interviews relative to the population of tenants and leaseholders, the survey data for each tenure group has been weighted by managing team and property type. The estate type categories, which have both spatial and property type components ensures that the final data is representative.

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 Tracking of perceptions

Comparisons are made throughout this report against data from 2007, 2011, 2014, 2015 and 2016. However, it should be noted that the results prior to 2016 were collected when members of a representative panel of tenants and leaseholders were consulted. In this survey a representative sample of each tenure group was interviewed from the wider Council stock.

The tables below show levels of satisfaction tracked by wave by tenure. Among tenants, satisfaction with the service provided, value for money, repairs and maintenance as well as listening to views and acting upon them have all decreased significantly since 2016.

Table 1: Tracking of tenant perceptions 2007-2018

Question	2007 panel recruitment	2011 panel recruitment	2014 panel recruitment	2015 panel survey	2016 survey	2018 survey	% point change from 2016
Satisfaction with the Service Provided	72%	70%	70%	74%	76%	68%	-8
Satisfaction with the Neighbourhood as a Place to Live	76%	79%	82%	84%	82%	83%	+1
Satisfaction that Rent Provides Value for Money	60%	72%	76%	75%	79%	72%	-7
Satisfaction with Repairs and Maintenance	N/A	65%	63%	63%	68%	62%	-6
Satisfaction with Wandsworth Council Listening to Views and Acting Upon Them	N/A	62%	60%	60%	65%	56%	-9

The 2018 results for leaseholders remain relatively consistent with the levels seen in 2016. Although not a significant decrease from 2016, leaseholders satisfaction with the neighbourhood as a place to live continues to decrease and is significantly lower than the high of 86% seen in 2015.

Table 2: Tracking of leaseholder perceptions 2007-2018

Question	2007 panel recruitment	2011 panel recruitment	2014 panel recruitment	2015 panel recruitment	2016 survey	2018 survey	% point change from 2016
Satisfaction with the Service Provided	64%	58%	55%	59%	55%	52%	-3
Satisfaction with the Neighbourhood as a Place to Live	77%	81%	80%	86%	80%	75%	-5
Satisfaction that Service Charge Provides Value for Money	45%	44%	43%	48%	40%	45%	+5
Satisfaction with Repairs and Maintenance	N/A	43%	44%	47%	47%	48%	+1
Satisfaction with Wandsworth Council Listening to Views and Acting Upon Them	N/A	45%	43%	42%	46%	38%	-8

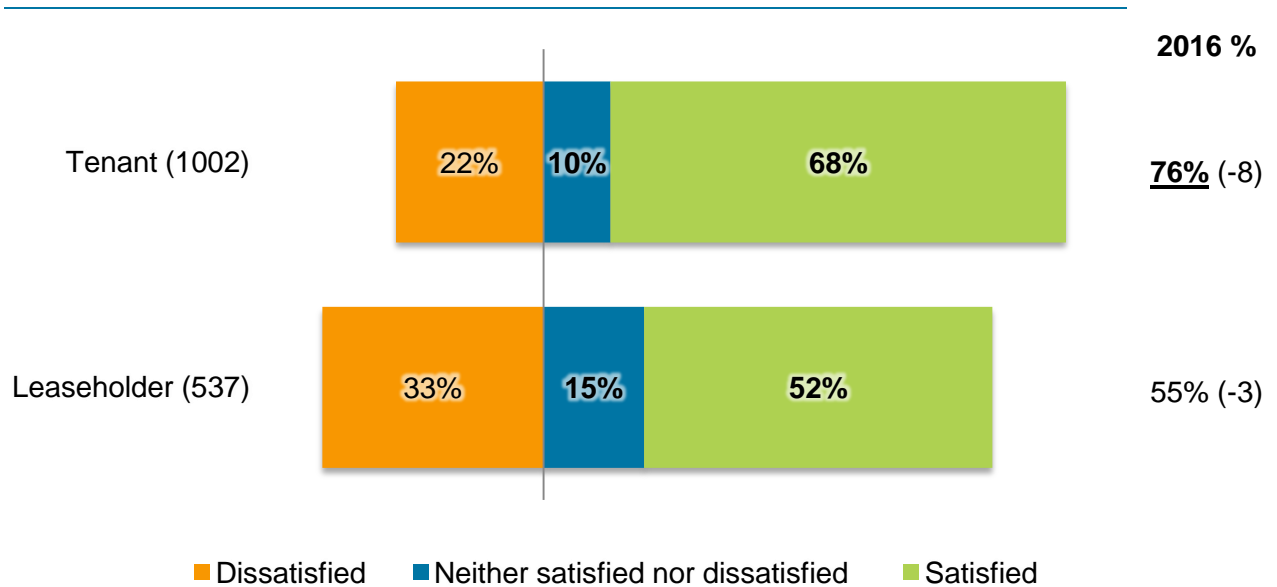
3 Housing and Services

3.1 Overall satisfaction

When considering the overall service that Wandsworth Council provides as a landlord, 68% of tenants express satisfaction. This is 8% points lower than in 2016 which is a significant decrease. Beneath this headline indicator approaching a third of tenants (32%) give the most positive response possible of very satisfied.

Among leaseholders, 52% are satisfied overall with the service they receive which is relatively consistent with that seen in 2016 (55%), with a third (33%) dissatisfied.

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 tenants are much more likely than leaseholders to give the most positive response possible of 'very satisfied' when considering the overall service provided by Wandsworth Council as their landlord. At the other end of the scale the proportion giving the most negative response of very dissatisfied is similar among both tenure groups.

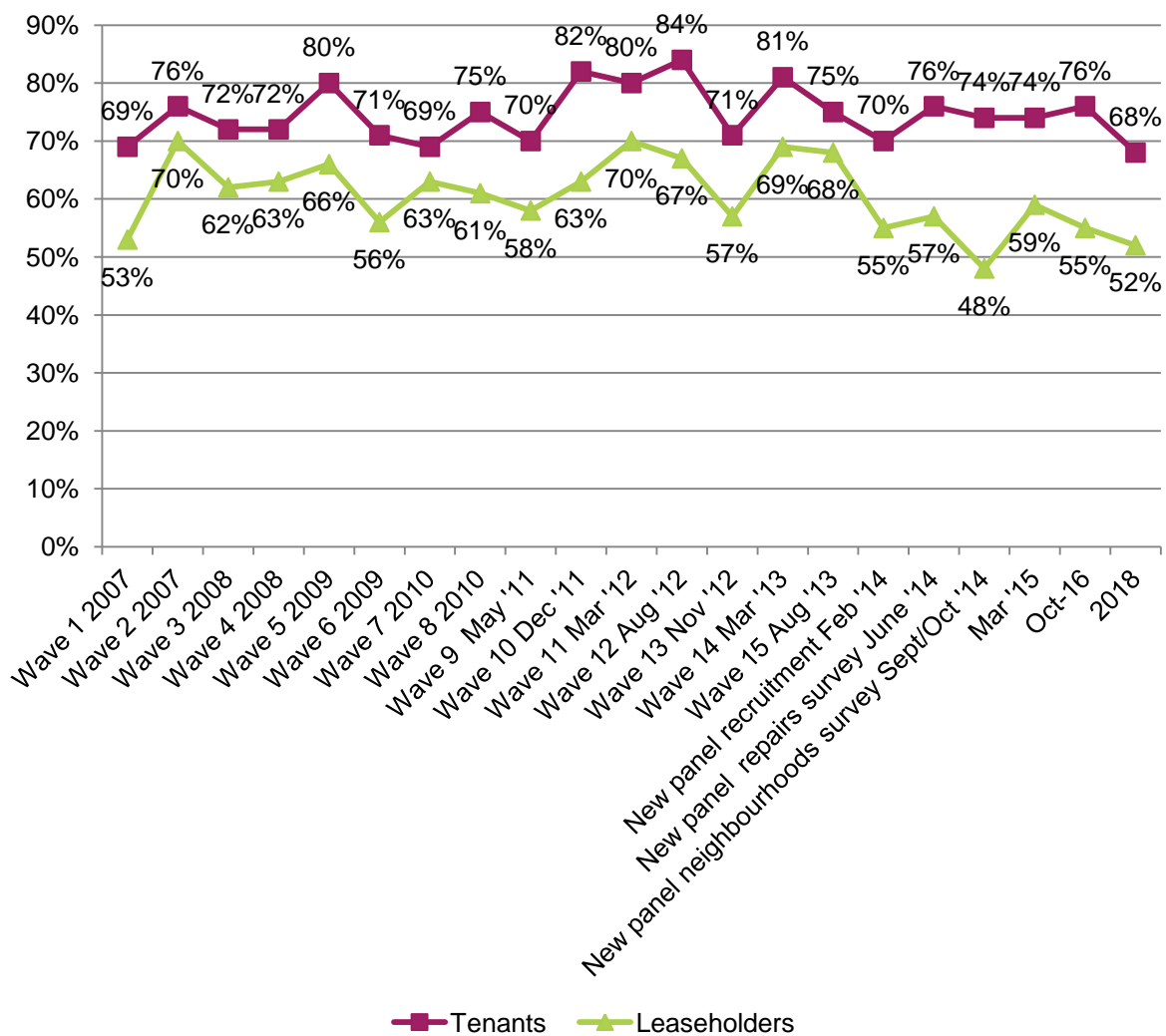
Table 3: Taking everything into account, how satisfied or dissatisfied are you with the services provided by your landlord? (All responses)

Year		Tenants (1002)	Leaseholders (537)
2018	Very satisfied	32%	13%
	Fairly satisfied	36%	39%
	Neither satisfied nor dissatisfied	10%	15%
	Fairly dissatisfied	10%	16%
	Very dissatisfied	12%	16%
	Summary: Satisfied	68%	52%
	Summary: Dissatisfied	22%	33%
2016	Summary: Satisfied	76%	55%
	Summary: Dissatisfied	17%	30%
2015	Summary: Satisfied	74%	59%
	Summary: Dissatisfied	15%	25%
2014	Summary: Satisfied	70%	55%
	Summary: Dissatisfied	20%	28%
2011	Summary: Satisfied	70%	58%
	Summary: Dissatisfied	19%	25%
2007	Summary: Satisfied	72%	64%
	Summary: Dissatisfied	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. While the panel approach has now been discontinued to give a more flexible/reactive research approach, this longitudinal data set is retained below for reference.

The individual surveys completed since 2007 all have differing sample sizes and associated sampling errors. This caveat should be kept in mind when interpreting Figure 2 overleaf. No clear trend is apparent in overall satisfaction with the Council as a landlord.

Figure 2: Satisfaction with overall service provided by the landlord (All responses¹)



Probing the 2018 results in more detail shows no significant variation by property type in overall satisfaction among either tenants or leaseholders. Among tenants satisfaction peaks at 73% among those who have been tenants for 1 to 2 years, and drops to 61% among those who have been tenants for 6 to 10 years. Among leaseholders satisfaction is significantly lower amongst those in the Eastern managing team (38% cf. 60% Central and 55% both Southern and Western teams).

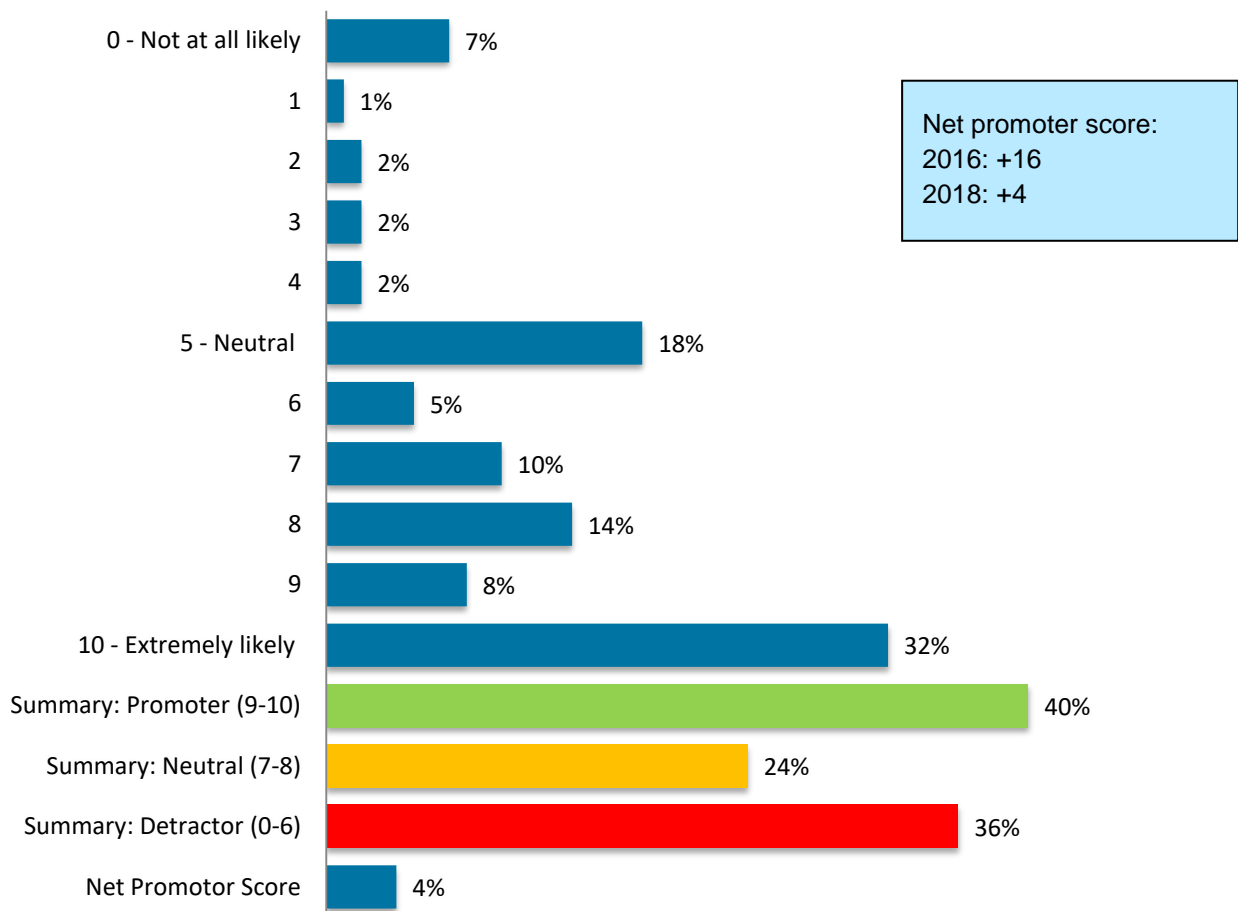
¹ Figures are taken from several different surveys, as follows: wave 1 = repairs; wave 2 = estate services; wave 3 = ASB; wave 4 = communications; wave 5 = non-housing services; wave 6 = participation; wave 7 = green issues; wave 8 = tenant services; authority and service standards; wave 9 = housing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

3.2 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.

As can be seen in the chart below, 32% of all tenants are extremely likely to recommend Wandsworth Council as a landlord to family and friends (rating of 10 chosen), while at the other end of the spectrum, just 7% would not recommend them at all. Overall, 40% of tenants can be classed as Promoters, 36% as Detractors and 24% as Neutral compared to 45%, 29% and 26% respectively in 2016. This produces a Net Promoter Score of +4 percentage points (+16 in 2016).

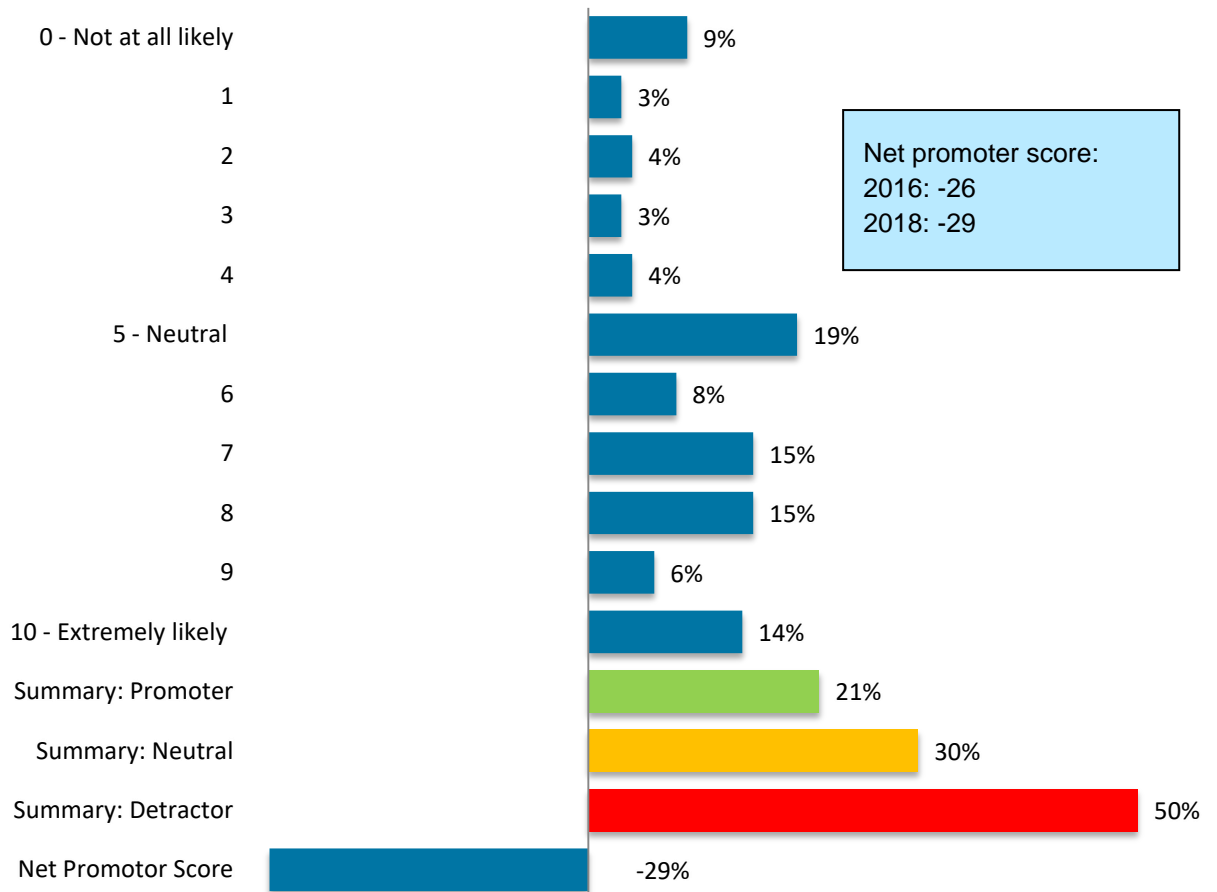
Figure 3: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely - Tenants



Unweighted base: 1002

Among leaseholders the proportion who give the most positive response of extremely likely to recommend is notably lower at 14%. As was seen in 2016, overall, the proportion of leaseholders who are classed as Detractors (50%) exceeds the proportion who can be classed as Promoters (21%). As a result, among leaseholders, a negative Net Promoter Score of minus 29 percentage points is produced.

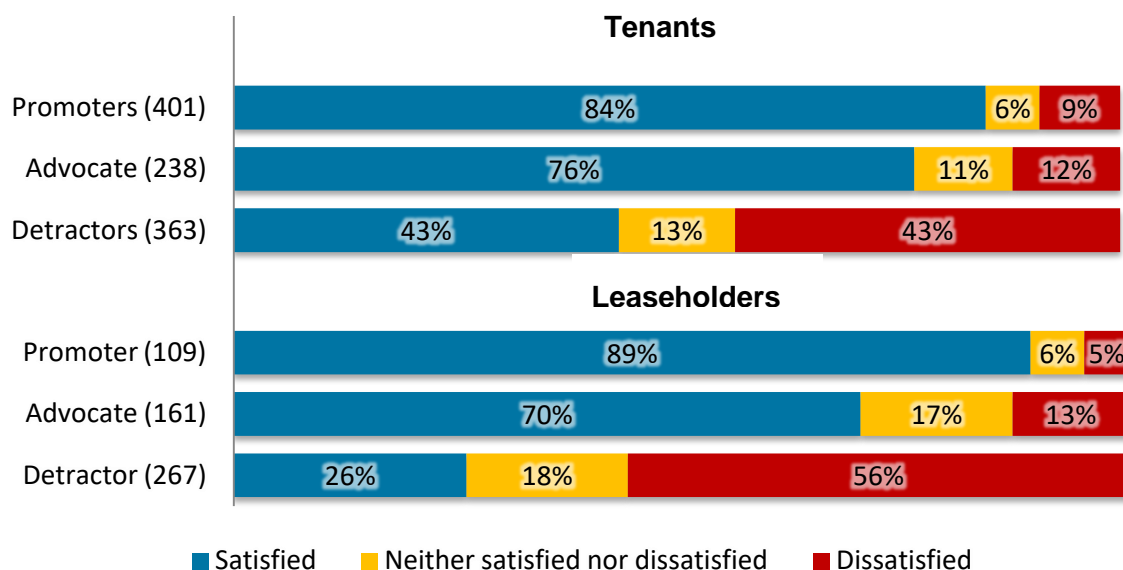
Figure 4: How likely would you be to recommend Wandsworth Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely - Leaseholders



Unweighted base: 537

All those who are defined as either Promoters or Advocates express high levels of overall satisfaction with the service they receive from Wandsworth Council (84% and 76% satisfied respectively among tenants and 89% and 70% respectively among leaseholders). Conversely, those classified as Detractors are significantly less likely to be satisfied with the service they receive, with only 43% of these tenants and 26% of these leaseholders satisfied.

Figure 5: Satisfaction with the service provided by Wandsworth Council by promoter groups (All responses)



Unweighted sample bases in parentheses

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

- Overall good service / happy / generally satisfied (59%);
- A nice place to live (12%);
- Long term tenant (11%);
- Council provide good value for money / low council tax (9%);
- Better than other housing associations/councils/areas of London/UK (9%);
- Quick responses to issues / always act on resident requests (7%).

Among **leaseholders** classed as Promoters, the most common reasons for advocacy are:

- Overall good service / happy / generally satisfied (70%);
- Council provide good value for money / low council tax (24%);
- A nice place to live (8%);
- Quick responses to issues / always act on resident requests (7%);
- The communal area/environment is clean/tidy (7%).

Focusing on 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 occasionally these 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.

Tenants:

- They're okay (neither bad nor good/room for improvement) (19%);
- Overall poor service / unhappy / generally dissatisfied (14%);
- Poor levels of communication (7%);
- Long time waiting for repairs or maintenance/slow responses to issues (7%);
- A lack of understanding / empathy from council (incl. don't listen to residents) (6%);
- Overall good service / happy / generally satisfied (6%).

Leaseholders:

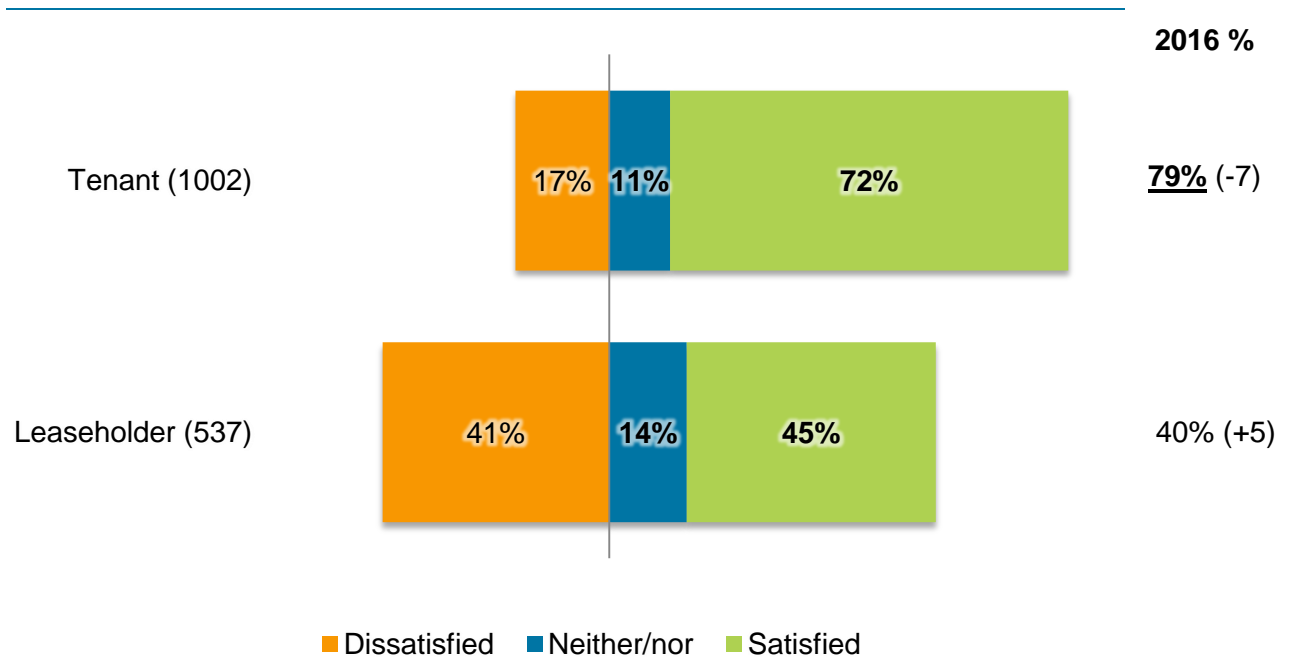
- Overall poor service / unhappy / generally dissatisfied (19%);
- Poor levels of communication (15%);
- They're okay (neither bad nor good/room for improvement) (12%);
- Long time waiting for repairs or maintenance/slow responses to issues (9%);
- Charges are too high / not good value for money (7%);
- Overall good service / happy / generally satisfied (7%).

3.3 Value for money

When considering the value for money their rent provides, 72% of tenants express satisfaction. This is a significant decrease from the 79% recorded in 2016. Only 17% of tenants are dissatisfied to any extent with the value of their rent.

In line with the normal pattern on the core satisfaction metrics, a lower proportion of leaseholders are satisfied with the value for money of their service charge. The 45% of Wandsworth leaseholders who express satisfaction on this measure is an increase from the 40% seen 2 years ago, although not significant. This now means less leaseholders express dissatisfaction than satisfaction with service charges.

Figure 6: 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 18% of leaseholders are very dissatisfied with the value for money their service charge offers compared to just 8% of tenants.

Table 4: Satisfaction that rent/service charges provides value for money (All responses)

Year		Tenants (1002)	Leaseholders (537)
2018	Very satisfied	34%	15%
	Fairly satisfied	39%	30%
	Neither satisfied nor dissatisfied	11%	14%
	Fairly dissatisfied	9%	24%
	Very dissatisfied	8%	18%
	Summary: Satisfied	72%	45%
	Summary: Dissatisfied	17%	41%
2016	Summary: Satisfied	79%	40%
	Summary: Dissatisfied	14%	44%
2015	Summary: Satisfied	75%	48%
	Summary: Dissatisfied	16%	38%
2014	Summary: Satisfied	76%	43%
	Summary: Dissatisfied	15%	36%
2011	Summary: Satisfied	72%	44%
	Summary: Dissatisfied	18%	38%
2007	Summary: Good	60%	45%
	Summary: Poor	21%	34%

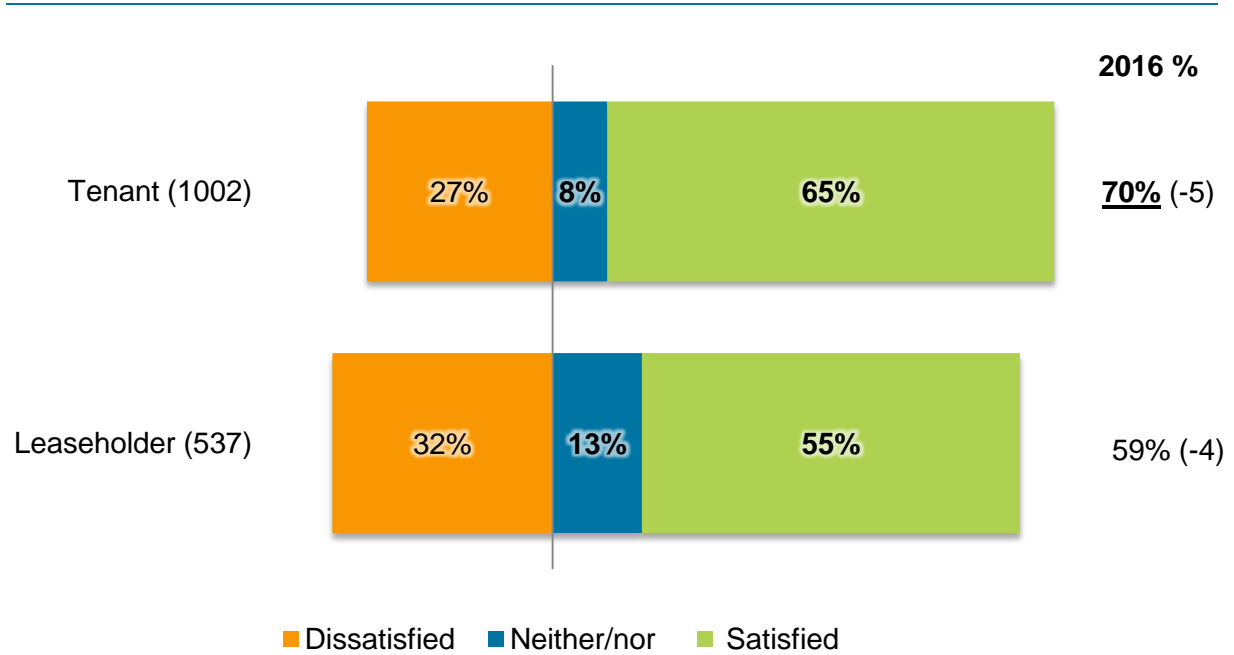
Tenants who live in flats are most likely to be satisfied with the value for money their rent provides (74% cf. 70% house and 67% maisonette). For leaseholders, those in the Eastern managing team were less likely to be satisfied with the value for money their rent provides and those in the Western team the most likely (36% cf. 55%). Also for leaseholders satisfaction rose with the number of bedrooms from 41% amongst those with 2 or less bedrooms to 54% amongst those with 3 or more bedrooms.

Furthermore, 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 tenants dissatisfied with the way their landlord deals with repairs and maintenance 52% express satisfaction in relation to value for money, compared to 84% among those satisfied with repairs and maintenance. Similarly, among those dissatisfied with the condition of their property 48% are satisfied that their rent or service charge provides value for money compared to 85% among those satisfied with their property.

3.4 Homes and neighbourhoods

When asked to rate the overall condition of their property 65% of tenants gave a positive response compared to 55% of leaseholders. The results from 2016 are also shown in the figure below. As can be seen there has been a significant decrease amongst tenants in satisfaction from 70% to 65%. There has also been a 4% point decrease amongst landlords in satisfaction, although this is not significant.

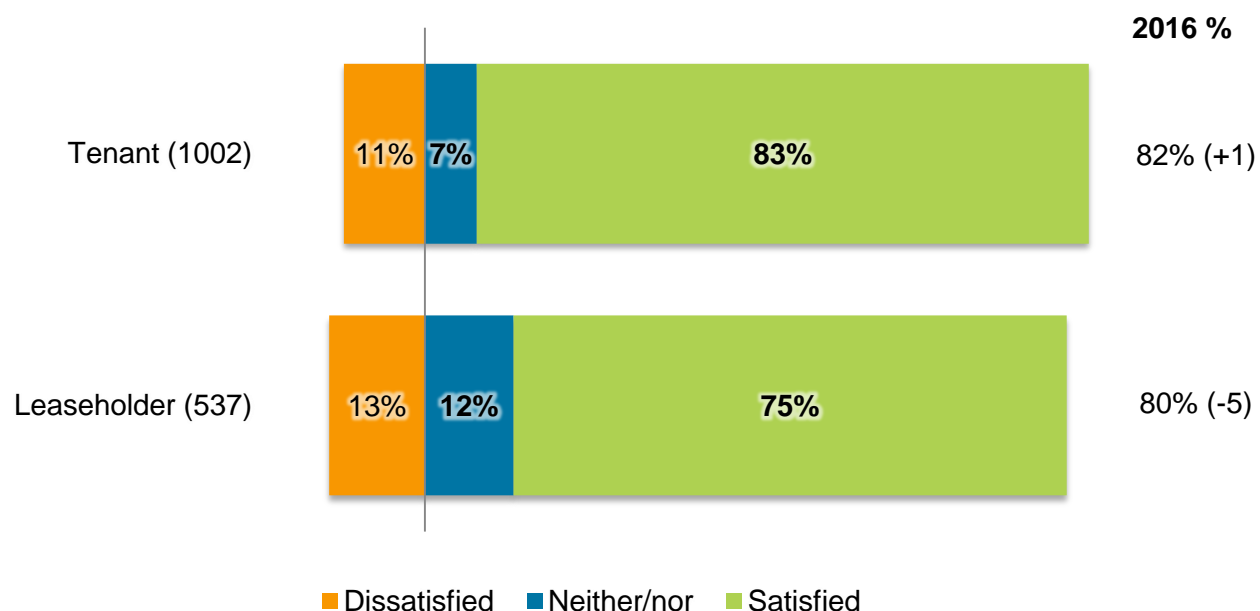
Figure 7: Satisfaction with the general condition of the property (All responses)



Unweighted bases in parentheses

When considering their neighbourhood as a place to live 83% of tenants express satisfaction compared to 75% of leaseholders. While tenant satisfaction with this element has remained consistent, for leaseholders this has decreased by 5% points although this is not a significant decrease.

Figure 8: Satisfaction with neighbourhood as a place to live (All responses)



Unweighted base in parentheses

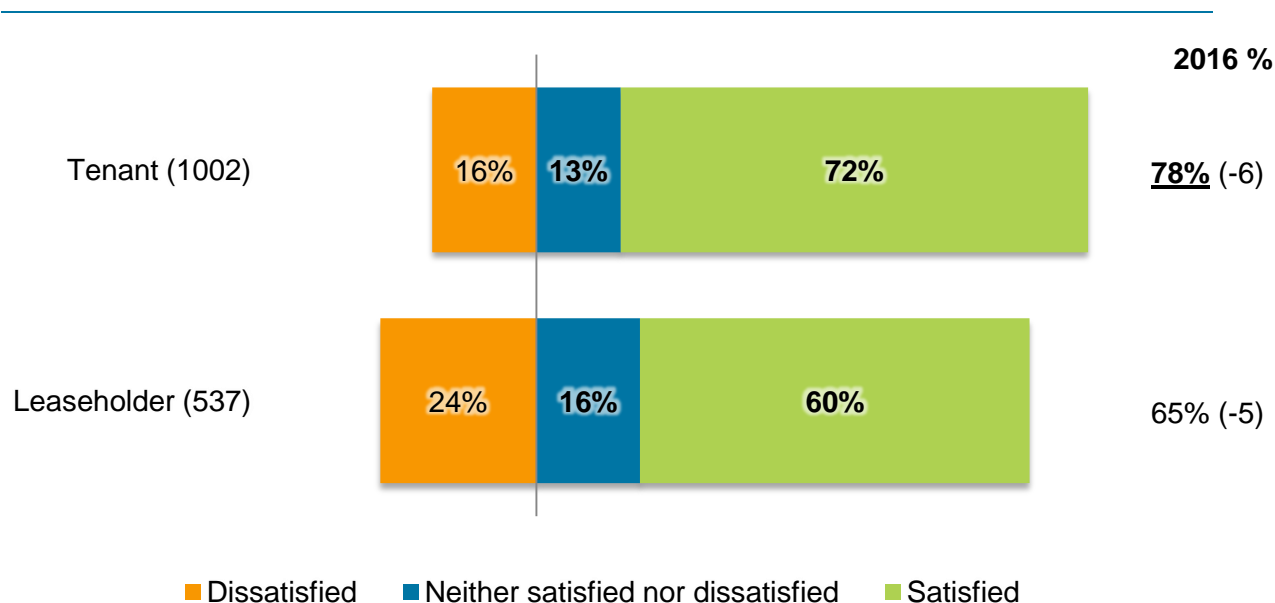
As the table below indicates, within the overall levels of satisfaction recorded almost half of all tenants (46%) give the most positive response possible of very satisfied in response to their neighbourhood as a place to live. Leaseholders are less likely than tenants to say that they are very satisfied (37%). Although for leaseholders there is not a significant decrease in satisfaction from 2016, satisfaction with their neighbourhood as a place to live continues to decrease.

Table 5: Satisfaction with neighbourhood as a place to live (All responses)

Year		Tenants (1002)	Leaseholders (537)
2018	Very satisfied	46%	37%
	Fairly satisfied	36%	37%
	Neither satisfied nor dissatisfied	7%	12%
	Fairly dissatisfied	5%	9%
	Very dissatisfied	6%	5%
	Summary: Satisfied	83%	75%
	Summary: Dissatisfied	11%	13%
2016	Summary: Satisfied	82%	80%
	Summary: Dissatisfied	12%	11%
2015	Summary: Satisfied	84%	86%
	Summary: Dissatisfied	10%	11%
2014	Summary: Satisfied	82%	80%
	Summary: Dissatisfied	11%	10%
2011	Summary: Satisfied	79%	81%
	Summary: Dissatisfied	14%	11%
2007	Summary: Satisfied	76%	77%
	Summary: Dissatisfied	15%	13%

Thinking more generally, 72% of all tenants are satisfied with the way Wandsworth Council is running the local area compared to 60% of leaseholders. The satisfaction among tenants at this question is significantly lower than that recorded in 2016 (78%). Satisfaction among leaseholders has also decreased from the levels recorded in 2016 although this is not a significant decrease. A quarter of leaseholders are dissatisfied with the way Wandsworth Council runs their local area (24%).

Figure 9: 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

A full breakdown of responses across the five point scale is shown in the table below.

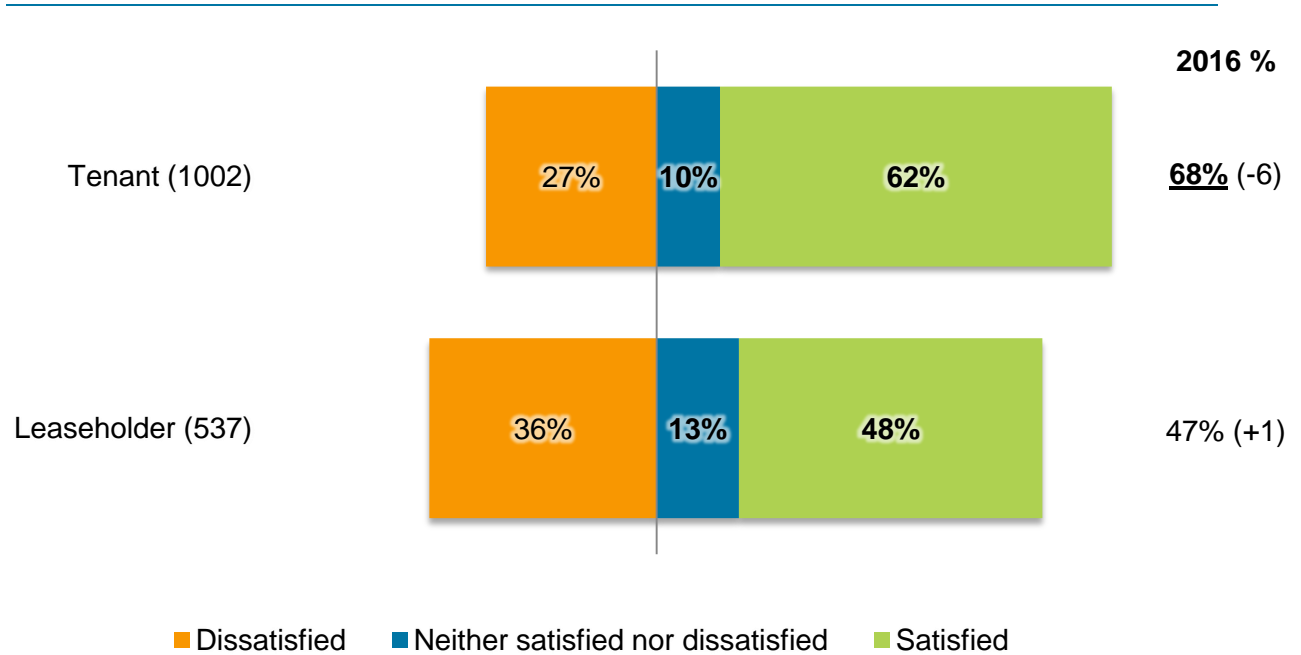
Table 6: Satisfaction with how Wandsworth Council is running your local area (All responses)

Year		Tenants (1002)	Leaseholders (537)
2018	Very satisfied	26%	15%
	Fairly satisfied	45%	45%
	Neither satisfied nor dissatisfied	13%	16%
	Fairly dissatisfied	8%	15%
	Very dissatisfied	8%	9%
	Summary: Satisfied	72%	60%
	Summary: Dissatisfied	16%	24%
2016	Summary: Satisfied	78%	65%
	Summary: Dissatisfied	14%	22%
2015	Summary: Satisfied	77%	69%
	Summary: Dissatisfied	13%	17%
2014	Summary: Satisfied	80%	70%
	Summary: Dissatisfied	10%	14%

3.4 Repairs and maintenance

On the key issue of repairs and maintenance, 62% of tenants are satisfied compared to 68% in 2016 which is a significant decrease. Among leaseholders, fewer than half (48%) are satisfied which is consistent with the 2016 results.

Figure 10: 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, excluding 2016 where there was an increase in tenant satisfaction levels, results are broadly in line with those recorded previously for both tenants and leaseholders.

Table 7: Satisfaction with the way landlord deals with repairs and maintenance (All responses)

Year		Tenants (1002)	Leaseholders (537)
2018	Very satisfied	32%	14%
	Fairly satisfied	30%	34%
	Neither satisfied nor dissatisfied	10%	13%
	Fairly dissatisfied	12%	15%
	Very dissatisfied	15%	21%
	Don't know	2%	3%
	Summary: Satisfied	62%	48%
	Summary: Dissatisfied	27%	36%
2016	Summary: Satisfied	68%	47%
	Summary: Dissatisfied	25%	39%
2015	Summary: Satisfied	63%	47%
	Summary: Dissatisfied	29%	39%
2014	Summary: Satisfied	63%	44%
	Summary: Dissatisfied	26%	37%
2011	Summary: Satisfied	65%	43%
	Summary: Dissatisfied	26%	33%

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

- Quick response (24%);
- Carried out maintenance / repairs (22%);
- They do a good job (17%);
- Generally happy/satisfied /everything is fine/no complaints (16%);
- They listen to our needs / act on our issues (9%).

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

- General difficulties / problems getting repairs done (38%);
- Work still needs to be carried out (13%);
- Little or no response from Council (incl. no follow-up on complaints) (12%);
- Communal areas are not maintained well (incl. cleaning) (10%).

Looking at leaseholder responses in relation to repairs in a similar way shows repairs satisfaction relates to:

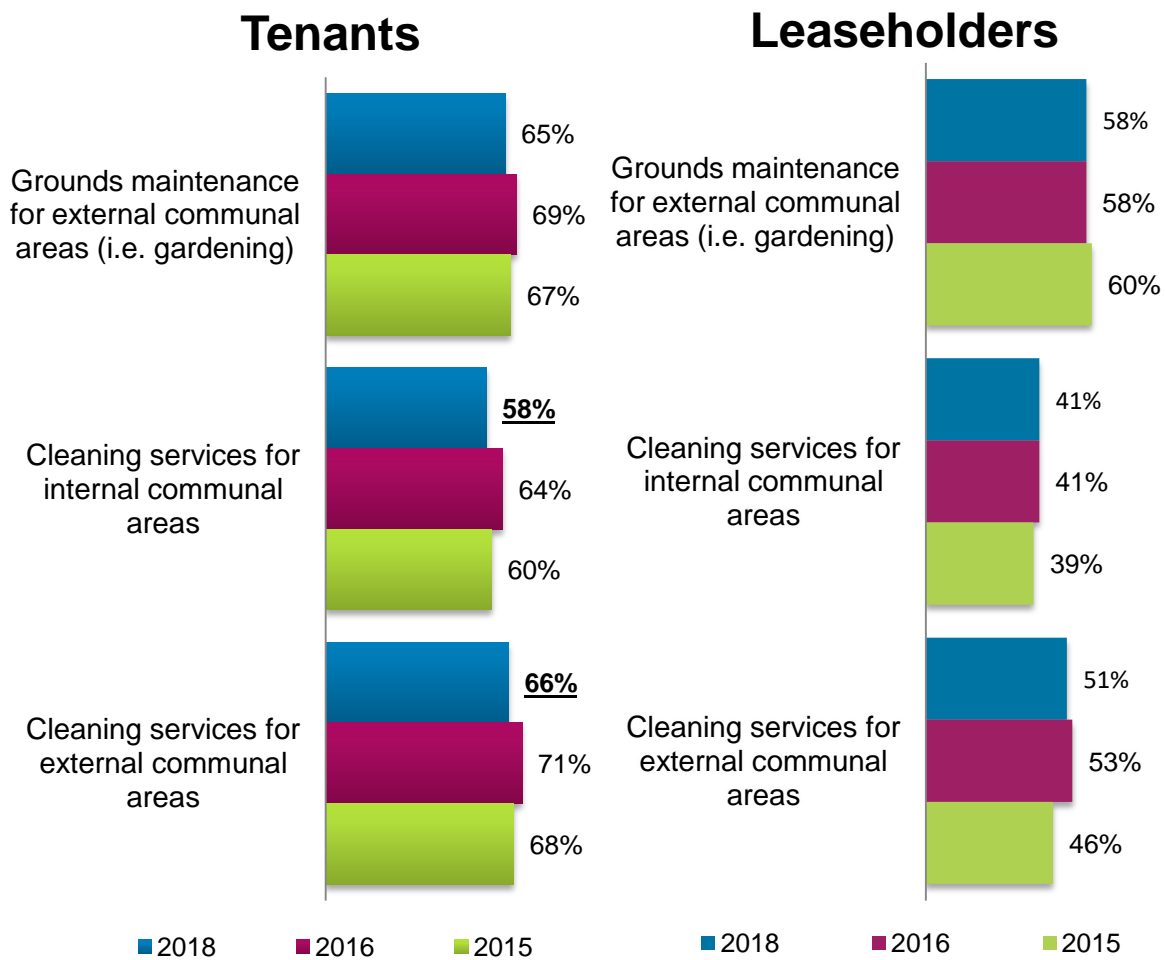
- Quick response (25%);
- Generally happy/satisfied /everything is fine/no complaints (24%);
- Carried out maintenance / repairs (17%).

While leaseholder dissatisfaction in this area of service delivery is most commonly attributed to:

- General difficulties/problems getting repairs done (25%);
- Slow response to issues (24%);
- They do not listen to our needs or take action to resolve issues (18%);
- Work still needs to be carried out (17%).

For the more specific maintenance activities that Wandsworth Council undertakes, the proportion satisfied has decreased since 2016 for tenants with cleaning services decreasing significantly. For leaseholders satisfaction for the more specific maintenance activities remains consistent with 2016. Satisfaction is highest with external grounds maintenance services (65% of tenants and 58% of leaseholders satisfied) and the cleaning of external communal areas (66% of tenants, 51% of leaseholders).

Figure 11: Proportion satisfied with specific landlord cleaning and maintenance services (All responses)

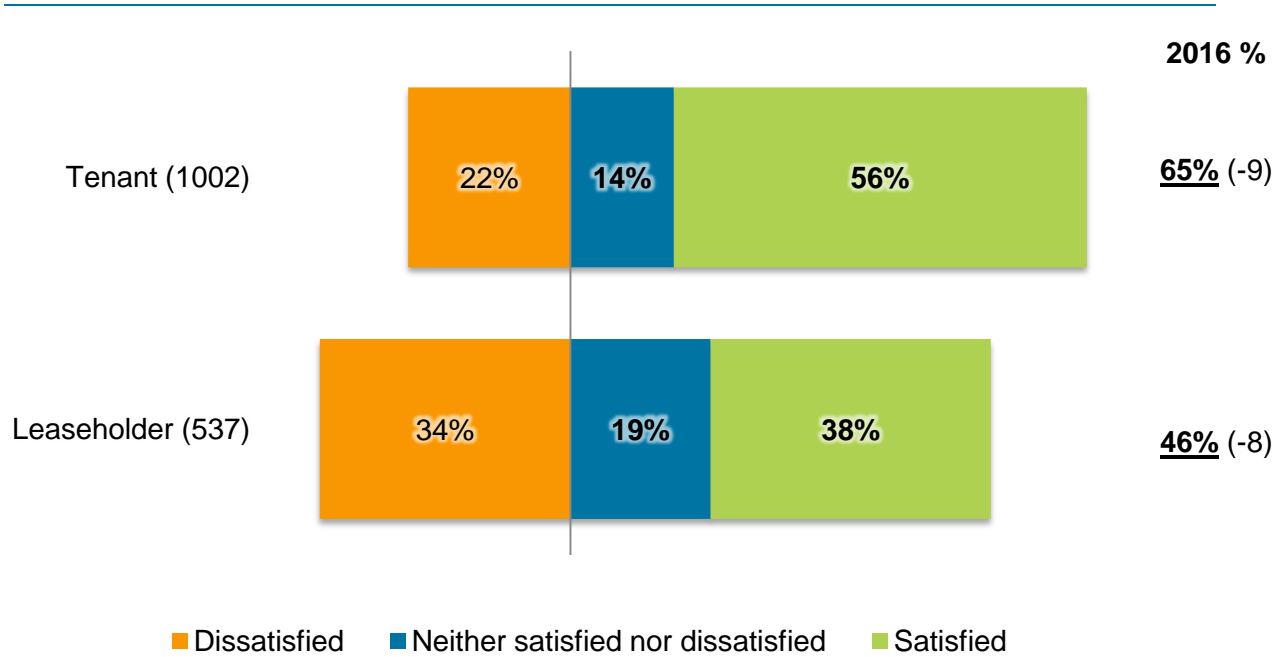


2018 sample base: tenants 1002, leaseholders: 537

3.5 Listening to and responding to tenants

Among tenants, close to three in five (56%) feel that their views are listened to and acted upon. This is a significant decrease of 9% points from the satisfaction levels seen in 2016. Among leaseholders, views on this issue are more polarised with 38% satisfied that their landlord listens to their views and acts upon them and 34% dissatisfied in this respect.

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

The table below places these latest satisfaction levels in historical context.

Table 8 Satisfaction that the landlord listens to your views and acts upon them (All responses)²

Year		Tenant (1002)	Leaseholder (537)
2018	Very satisfied	28%	12%
	Fairly satisfied	28%	26%
	Neither satisfied nor dissatisfied	14%	19%
	Fairly dissatisfied	9%	15%
	Very dissatisfied	14%	19%
	Don't know	8%	10%
	Summary: Satisfied	56%	38%
Summary: Dissatisfied	22%	34%	
2016	Summary: Satisfied	65%	46%
	Summary: Dissatisfied	17%	31%
2015	Summary: Satisfied	60%	42%
	Summary: Dissatisfied	20%	36%
2014	Summary: Satisfied	60%	43%
	Summary: Dissatisfied	21%	33%
2011	Summary: Satisfied	62%	45%
	Summary: Dissatisfied	21%	27%

Further analysis shows that, of the tenants data in particular, younger residents tend to be less likely to say they are satisfied that their landlord listens to their views and acts upon them (50% of those aged 16 to 44 cf. 63% of those aged 65+). 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 aimed at older residents, leaving those in the younger generation to feel little sense of involvement with the council.

² Wording in 2011 related to 'views being taken into account'

The data in the table below provides some context around the issue of tenant engagement and involvement. Over three fifths of tenants (61%) and over a half of leaseholders (54%) agree that they are kept informed about things that might affect them. On this basis, although the majority appear to feel that they receive sufficient information from Wandsworth Council as their landlord this has decreased significantly since 2016 for both tenants and leaseholders. Alongside this, 51% of tenants agree that they know how they can get involved in decisions about what happens in their area if they choose to. The equivalent proportion among leaseholders is 45%. Although leaseholders is in-line with that found in 2016 (47%) this has decreased significantly for tenants from 56% in 2016. This may suggest further awareness raising is needed among both tenants and leaseholders regarding involvement opportunities.

Table 9: Views on involvement and engagement (All responses)

% Agree	Tenants				Leaseholders			
	2015	2016	2018	% point change	2015	2016	2018	% point change
I know how I can get involved in decisions about what happens in my area if I choose to	58%	56%	51%	-5	60%	47%	45%	-2
I am not interested in being involved in decisions about my area	31%	35%	33%	-2	26%	23%	23%	0
My landlord keeps me informed about things that might affect me as a tenant/leaseholder	73%	70%	61%	-9	69%	69%	54%	-15
I am aware of my landlord's published service standards	58%	58%	49%	-9	50%	44%	33%	-9
Unweighted sample base	440	1007	1002		201	528	537	

The data on awareness of service standards in the table above provides some wider context for the results in this survey. The fact that only just over half of tenants (54%) and just over a third of leaseholders (36%) are aware of published service standards does suggest there is a risk among sizeable proportions of each tenure group that when interacting with the Council they do not have a realistic view of the level of service to expect. Leaseholders awareness of their landlord's published service standards continues to decrease from 50% in 2015 to 36% in 2018.

4 Customer priorities and suggestions for improvements

4.1 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 listed 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 remains repairs and maintenance. The primary importance given to the repairs service is a common finding in research conducted on behalf of social landlords.

Beneath this keeping residents informed is the next highest priority among tenants along with listening to residents' views and acting upon them. In 2016 value for money and dealing with ASB were amongst the top 3 priorities. In 2018 value for money was just outside the top 3 priorities at 28%.

The second priority for leaseholders is their neighbourhood as a place to live followed by listening to residents' views and acting on them. Listening to residents' views and acting on them was also the third priority in 2016 and is mentioned by a higher proportion of leaseholders compared to tenants (38% cf. 29%). Value for money, which was the second highest priority for leaseholders in 2016 was the fourth highest priority in 2018 at 36%.

Figure 13: Which of the following services would you consider to be priorities? (All responses)

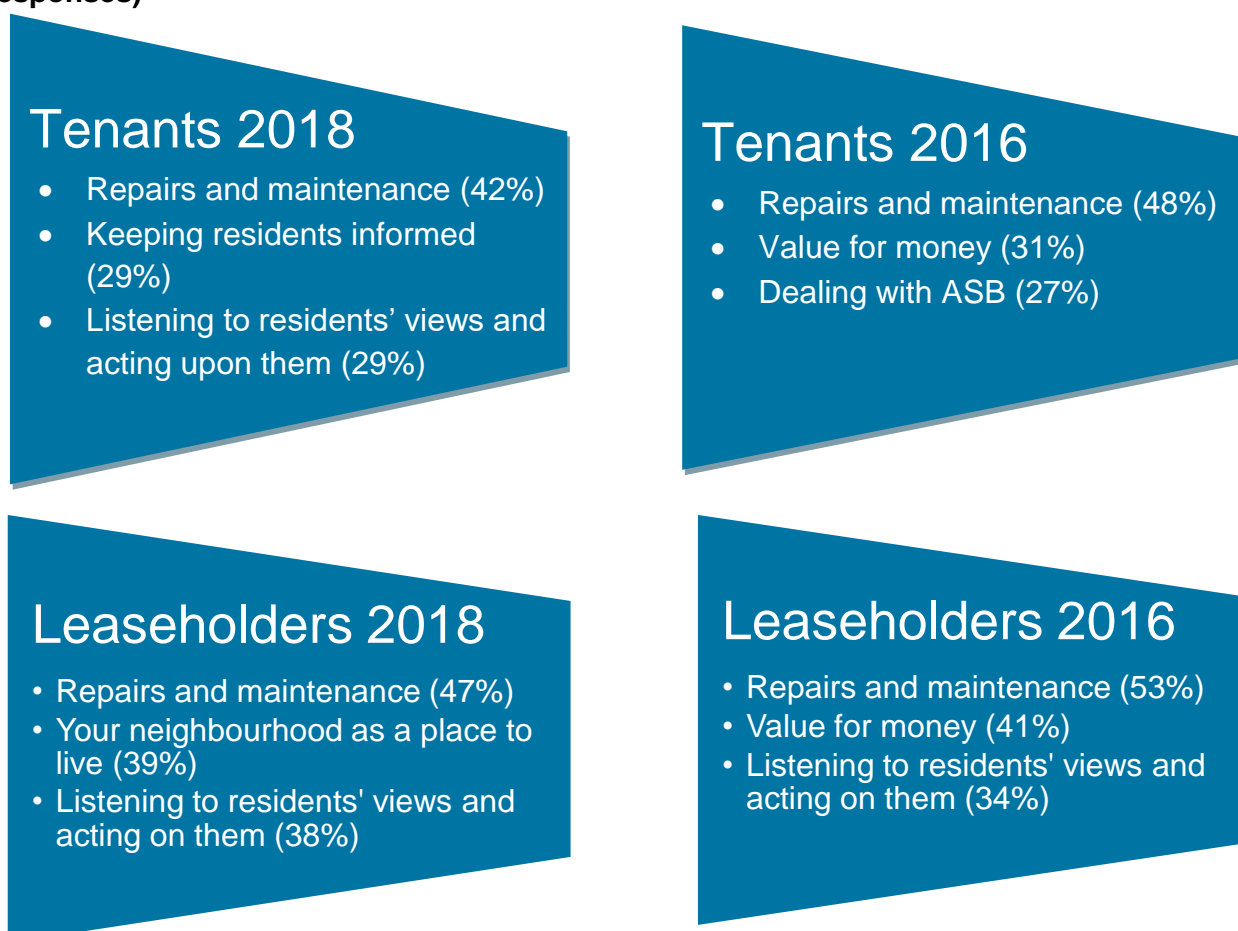


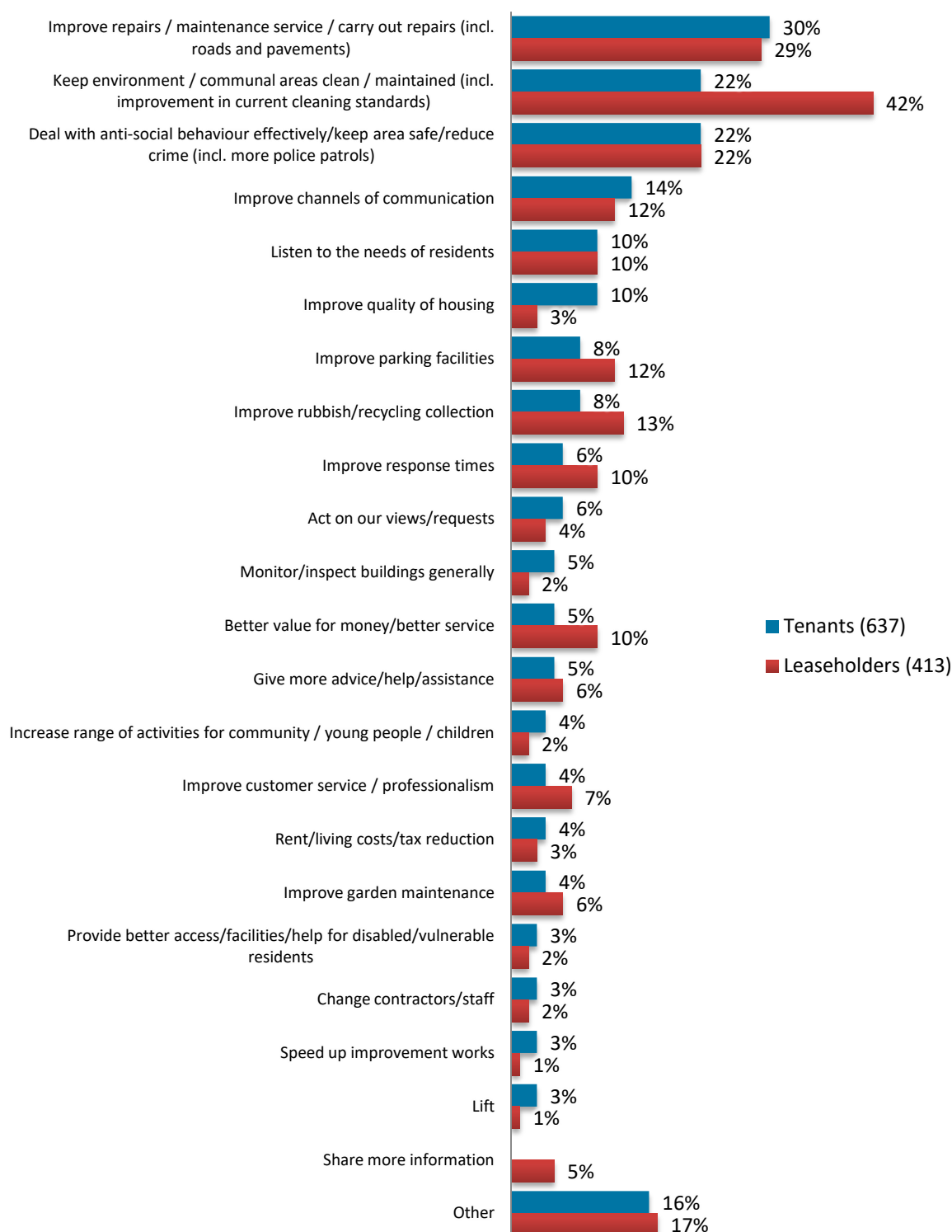
Table 10: Services would consider to be priority (All responses)

	Tenants (1002)	Leaseholder (537)
Repairs and maintenance	42%	47%
Keeping residents informed	29%	30%
Listening to residents' views and acting upon them	29%	38%
Value for money for your rent/service charge	28%	36%
The overall quality of your home	27%	21%
Your neighbourhood as a place to live	26%	39%
Dealing with anti social behaviour	23%	28%
The Wandsworth Emergency Control service	21%	16%
Support and advice on claiming welfare benefits, money advice and paying rent/service charge	15%	4%
Don't know	10%	4%

The tenant and leaseholder surveys also contained 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.

Among the suggestions that were given by both tenure groups the importance of repairs and maintenance comes through most clearly along with keeping communal areas clean and well maintained. Dealing with anti-social behaviour effectively also comes through strongly for both tenants and leaseholders.

Figure 14: 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? (Tenants or Leaseholders, coded responses, all mentions of 3% or more)



Unweighted bases in parentheses

5 Contact and communication

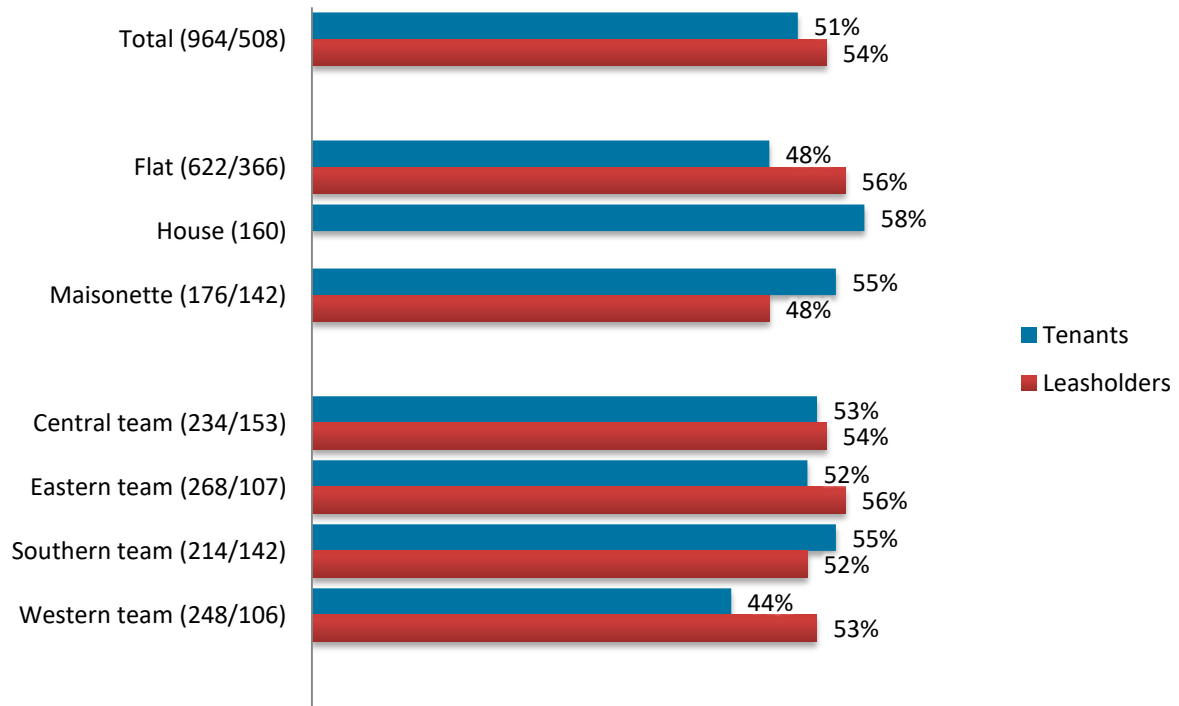
5.1 Contact with Wandsworth Council

During the last 12 months 51% of tenants and 54% of leaseholders have contacted the Wandsworth Council Housing and Regeneration department.

Amongst tenants, those in houses were significantly more likely than those in flats to have contacted the Housing and Regeneration department (58% cf. 48%) and those tenants in the Southern managing team were also significantly more likely to contact them than those in the Western team (55% cf. 44%).

For leaseholders there were no significant differences by property type or managing team.

Figure 15: Breakdown of contact in the last 12 months - % who made contact (Valid responses)



Unweighted sample bases in parentheses (tenants/leaseholders)

Don't know responses not shown

Among both tenants and leaseholders the most common reason for making contact during the last 12 months was repairs, followed by wishing to make a complaint. This was also the case in 2016. On this basis, understanding how these two types of contact are handled will provide wider insight into the level of customer service the department provides in relation to in-bound communications.

Figure 16: What was the last contact about? (All who have contacted the housing and community services department)

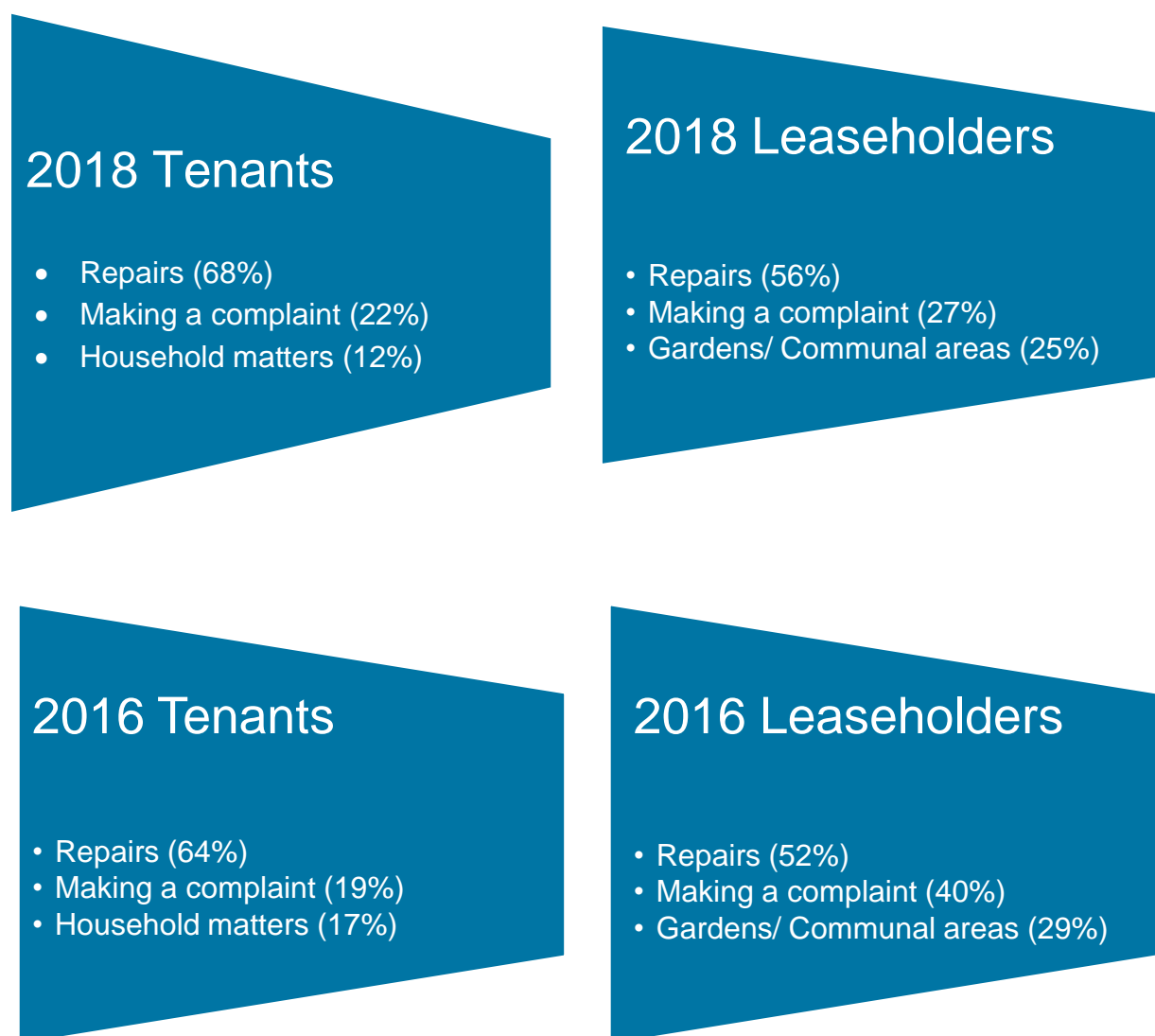


Table 11: Last contact about (All who have contacted the housing and community services department)

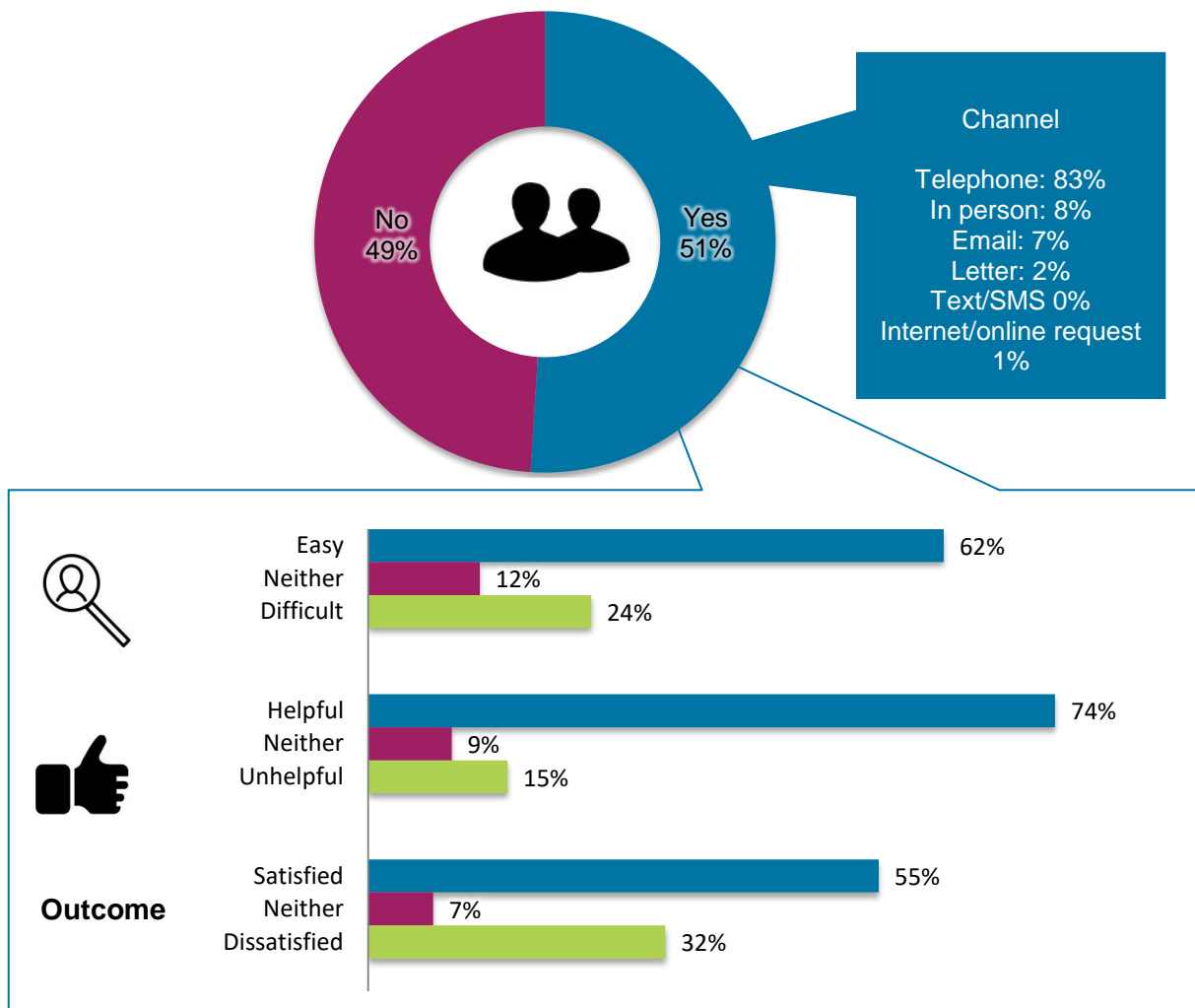
	Tenants (488)	Leaseholders (272)
Repairs	68%	56%
Making a complaint	22%	27%
Household Matters e.g. enquiries about your tenancy/lease agreement	12%	14%
Neighbourhood issues/ Anti-social behaviour	11%	24%
Garden/communal areas	10%	25%
Transfer/Exchange	6%	2%
Other	14%	17%

5.2 Customer contact experiences

Among the 51% of tenants who contacted the Council Housing and Regeneration department with a query in the last 12 months. Four in five (83%) did so using the phone. This remains the dominant contact channel followed by in person (8%). Digital contact by tenants i.e. by email, SMS or online was minimal at 8%.

Close to two thirds (62%) said they found it easy to find the right person; three quarters (74%) said staff were helpful and overall 55% were satisfied with the final outcome achieved. In surveys of this type views on outcomes typically are lower than the ratings given to the specific elements of contact handling.

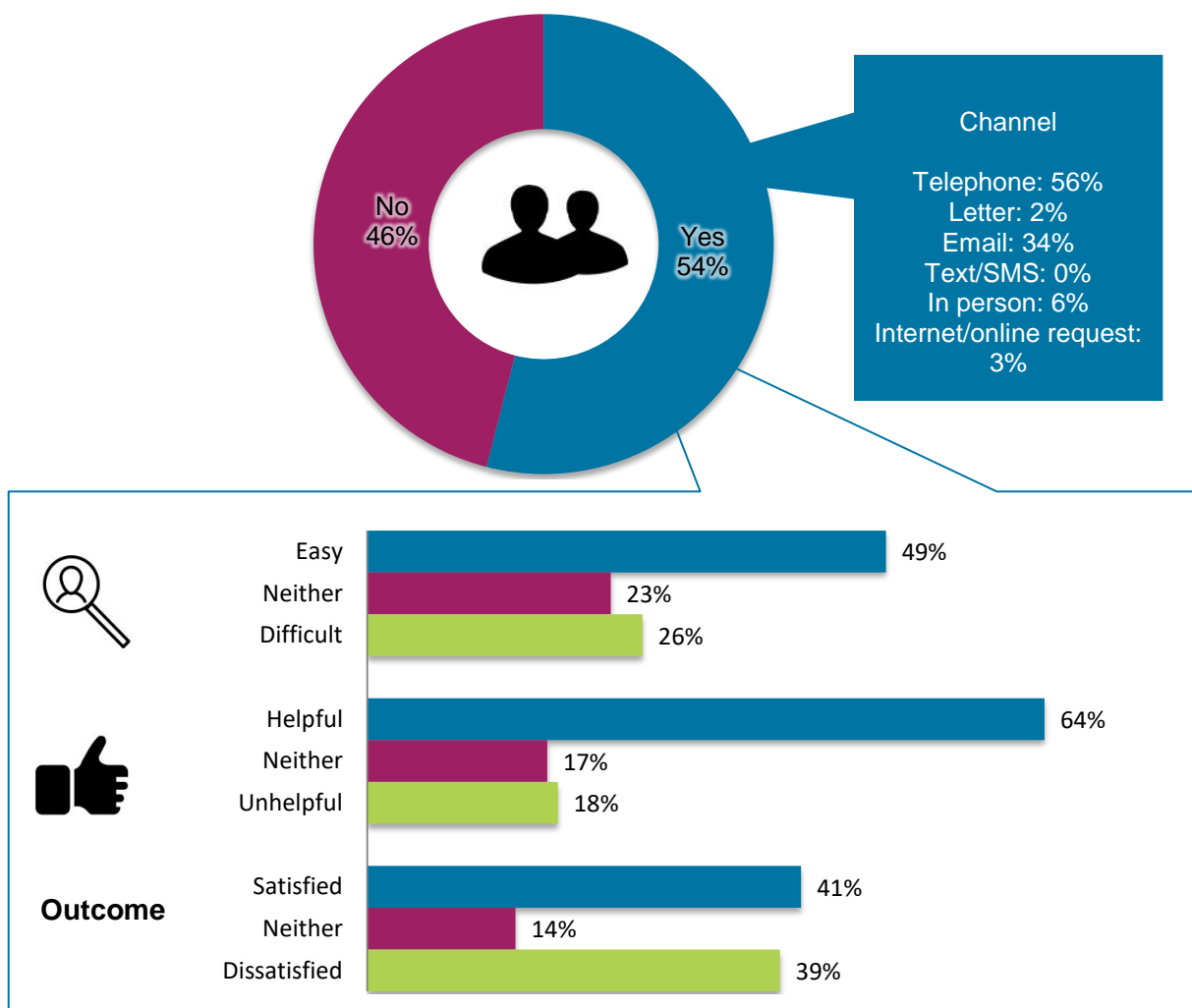
Figure 17: Tenant contact experiences (All responses)



Have you contacted the housing and regeneration department in the last 12 months? Was getting hold of the right person...? How helpful were the staff you had contact with? Were you satisfied with the final outcome?

Among leaseholders, while contact by telephone is most common (56%), a third (34%) made their last contact via e-mail compared to just 7% of tenants. Fewer leaseholders provide positive responses relative to tenants regarding how easy it was to find the right person to deal with their issue (49%) and the helpfulness of staff (64%). Views on the outcome achieved during leaseholder contact are less positive, with 41% satisfied with their outcome and 39% dissatisfied.

Figure 18: Leaseholder contact experiences (All responses)



Have you contacted the housing and regeneration department in the last 12 months? Was getting hold of the right person...? How helpful were the staff you had contact with? Were you satisfied with the final outcome?

The table overleaf shows how the ratings of the service received by those making contact with the Housing and Regeneration Department in the last 12 months compared to the ratings recorded in 2015 and 2016.

For tenants, the feedback on contact experiences is lower than the levels seen previously, in particular with regards to ease of finding the right person (72% in 2016 cf. 62% in 2018) and staff helpfulness (83% in 2016 cf. 74% in 2018).

Given the confidence intervals on the leaseholder sub samples (i.e. those who have made contact) there are no significant differences in feedback on contact experiences year on year. However ease of finding the right person does appear to have a downward trend.

Table 12: Customer contact experiences (All responses)

		Tenants	Leaseholder
Getting hold of the right person			
2018	Easy	62%	49%
2016	Easy	72%	55%
2015	Easy	72%	63%
Helpfulness			
2018	Very helpful	44%	25%
	Helpful	30%	39%
	Neither	9%	17%
	Unhelpful	6%	11%
	Very unhelpful	9%	7%
	Summary: Helpful	74%	64%
	Summary: Unhelpful	15%	18%
2016	Summary: Helpful	83%	69%
	Summary: Unhelpful	10%	14%
2015	Summary: Helpful	80%	68%
	Summary: Unhelpful	8%	18%
Outcome			
2018	Very satisfied	34%	15%
	Fairly satisfied	21%	26%
	Neither satisfied nor dissatisfied	7%	14%
	Fairly dissatisfied	10%	14%
	Very dissatisfied	22%	25%
	Don't know	6%	7%
	Summary: Satisfied	55%	41%
	Summary: Dissatisfied	32%	39%
2016	Summary: Satisfied	61%	40%
	Summary: Dissatisfied	29%	45%
2015	Summary: Satisfied	56%	45%
	Summary: Dissatisfied	32%	42%

The ongoing lower levels of positivity among leaseholders regarding their contact experiences may reflect higher service expectations rather than differences in the service they receive compared to tenants, but this hypothesis can neither be proved or disproved by this dataset.

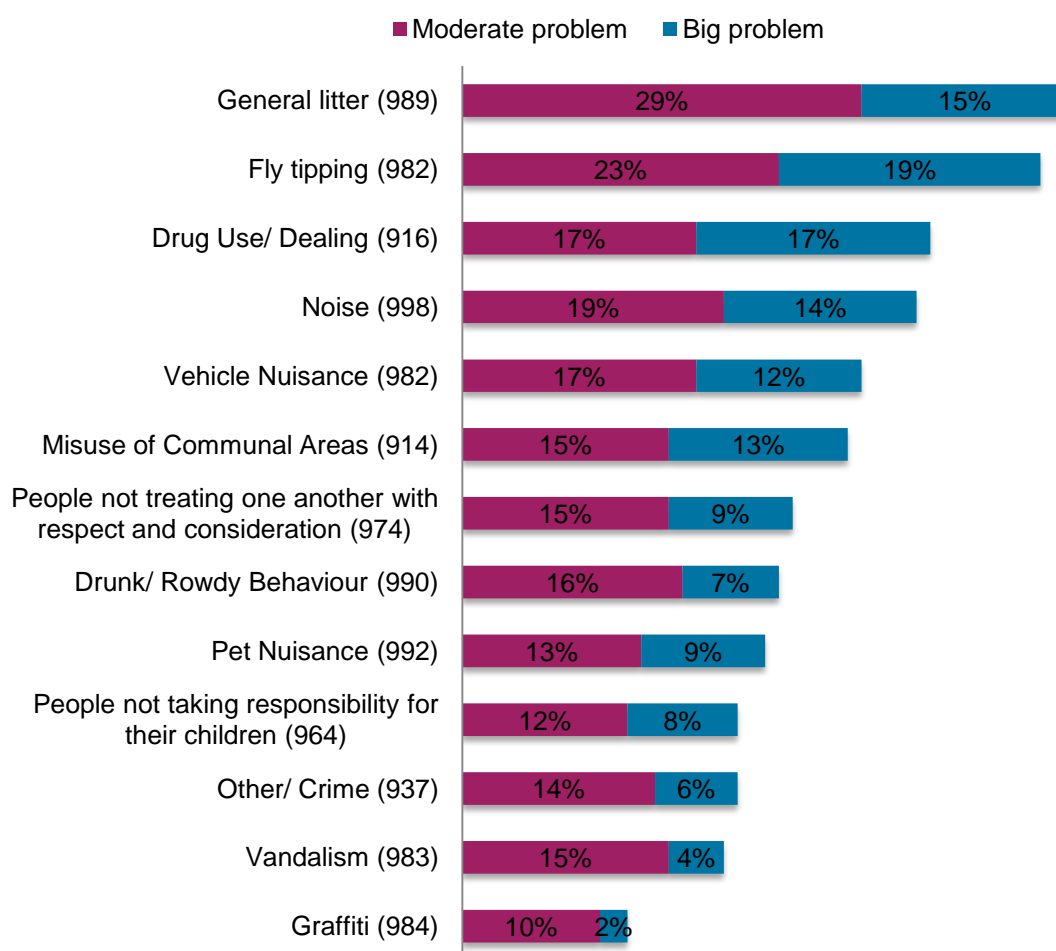
6 Neighbourhood issues

All respondents were asked to consider a list of neighbourhood problems, and to indicate to what extent they feel these problems are a big problem, a moderate problem, or not a problem within their neighbourhood. The responses on tenants and leaseholders will be examined in turn below.

6.1 Tenants

The neighbourhood issue most commonly identified as a problem by tenants is general litter. In total just under half (44%) mention this as a problem, including 15% who suggest it is a major problem. On this cleanliness theme 43% of tenants also mention fly-tipping as a problem to some extent, while a third (34%) mention drug use/dealing. Importantly, none of the listed issues are described as a problem by a majority of tenants.

Figure 19: To what extent are any of the following a problem in your neighbourhood? – Tenants (Valid responses)



Unweighted bases in parentheses

Don't know responses not shown

The table below drills down to where neighbourhood issues are described as a big problem by Managing Team /Co-op. Significantly higher figures than average are shown in bold. This suggests a slightly higher tendency for tenants in the Eastern area and Western area to cite some issues as a big problem.

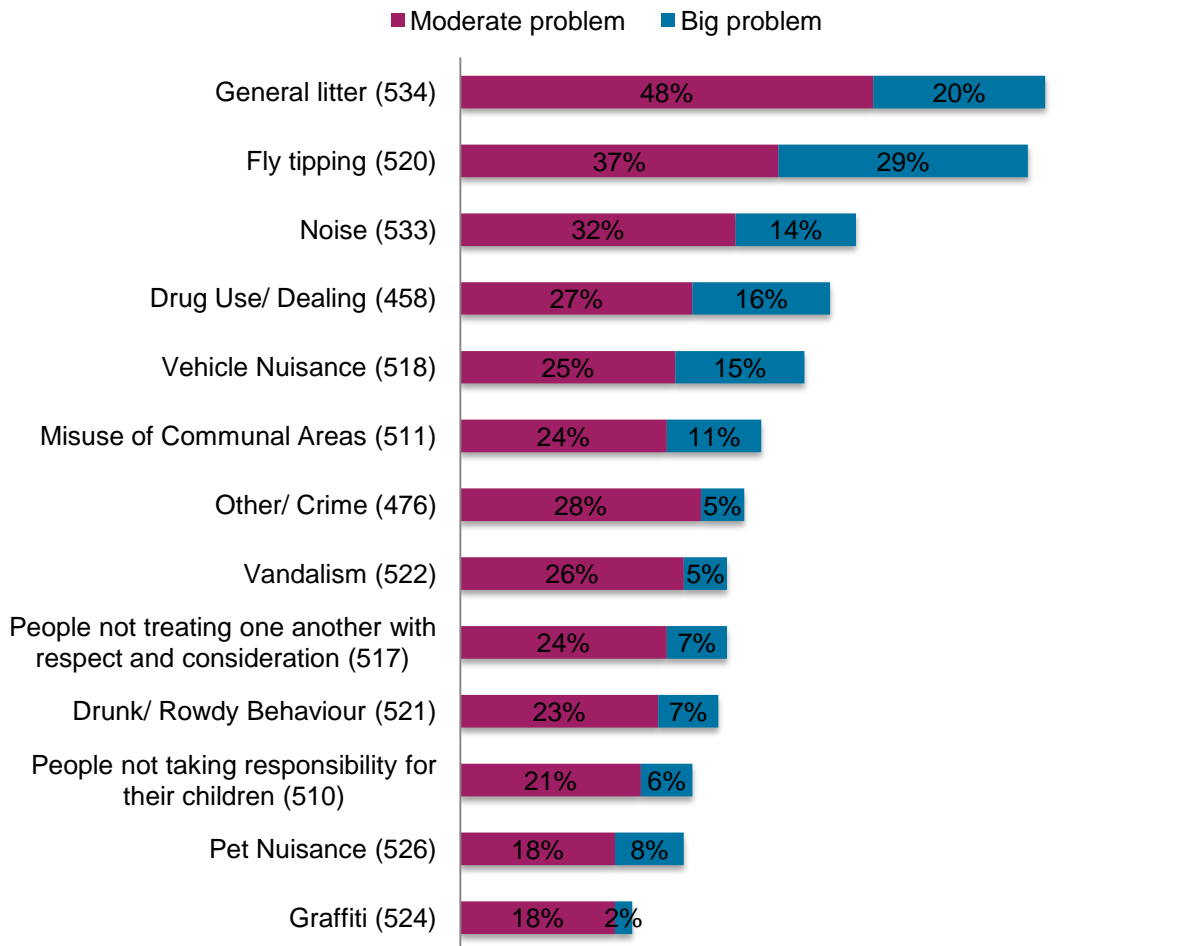
Table 13: Proportion viewing as a big problem by Managing Team/ Co-op (Tenant valid responses)

	Central Team	Eastern Team	Southern Team	Western Team
General litter	13%	15%	16%	15%
Fly tipping	14%	19%	19%	25%
Noise	12%	15%	13%	14%
Pet Nuisance	10%	9%	6%	10%
Vandalism	3%	6%	4%	5%
Graffiti	2%	2%	2%	1%
Drug Use / Dealing	16%	25%	9%	18%
Vehicle Nuisance	10%	9%	12%	17%
Drunk / Rowdy Behaviour	4%	8%	5%	9%
Misuse of Communal Areas	10%	16%	8%	15%
People not taking responsibility for their children	7%	10%	6%	10%
People not treating one another with respect and consideration	11%	11%	6%	9%
Other / Crime	5%	11%	4%	5%

6.2 Leaseholders

Leaseholders most commonly identify the same three issues of general litter, fly tipping and noise as problems to some extent in their neighbourhood as in 2016. Notably a majority of leaseholders cite general litter (68%) and fly-tipping as a problem (66%), whereas fewer than half of tenants gave similar responses.

Figure 20: To what extent are any of the following a problem in your neighbourhood? – Leaseholders (Valid responses)



Unweighted bases in parentheses

Don't know responses not shown

The table below drills down to where neighbourhood issues are described as a big problem by Managing Team /Co-op. Significantly higher figures than average are shown in bold. This suggests a slightly higher tendency for leaseholders in the Eastern area to cite some issues as a big problem.

Table 14: Proportion viewing as a big problem by Managing Team/ Co-op (Leaseholders valid responses)

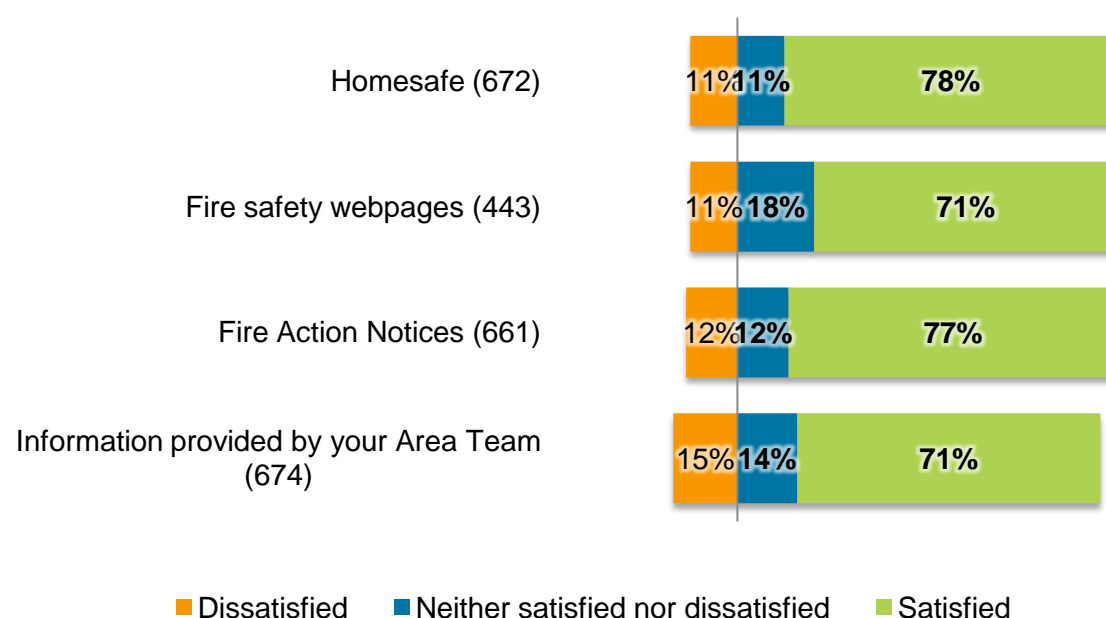
	Central Team	Eastern Team	Southern Team	Western Team
General litter	16%	18%	25%	20%
Fly tipping	24%	27%	31%	34%
Noise	15%	18%	9%	14%
Pet Nuisance	8%	12%	7%	5%
Vandalism	5%	7%	4%	6%
Graffiti	1%	3%	3%	1%
Drug Use / Dealing	13%	35%	7%	12%
Vehicle Nuisance	12%	16%	12%	20%
Drunk / Rowdy Behaviour	5%	10%	6%	7%
Misuse of Communal Areas	-6%	23%	8%	9%
People not taking responsibility for their children	-3%	12%	6%	6%
People not treating one another with respect and consideration	-3%	15%	7%	5%
Other / Crime	4%	10%	4%	4%

7 Fire safety

7.1 Tenants

Overall, tenants express high levels of satisfaction with the fire safety information that has been provided to them by their landlord with over seven in ten tenants stating they are satisfied with all elements. The Homesafe information was rated highest by tenants (78%), closely followed by Fire action notices (77%). The fire safety questions were not incorporated into the survey until 2018, meaning that year on year comparisons cannot be made.

Figure 21: How satisfied or dissatisfied are you with the fire safety information your landlord provides about your home? (Valid responses)



Unweighted bases in parentheses

Don't know responses not shown

There were no significant differences in levels of satisfaction by property type or managing team.

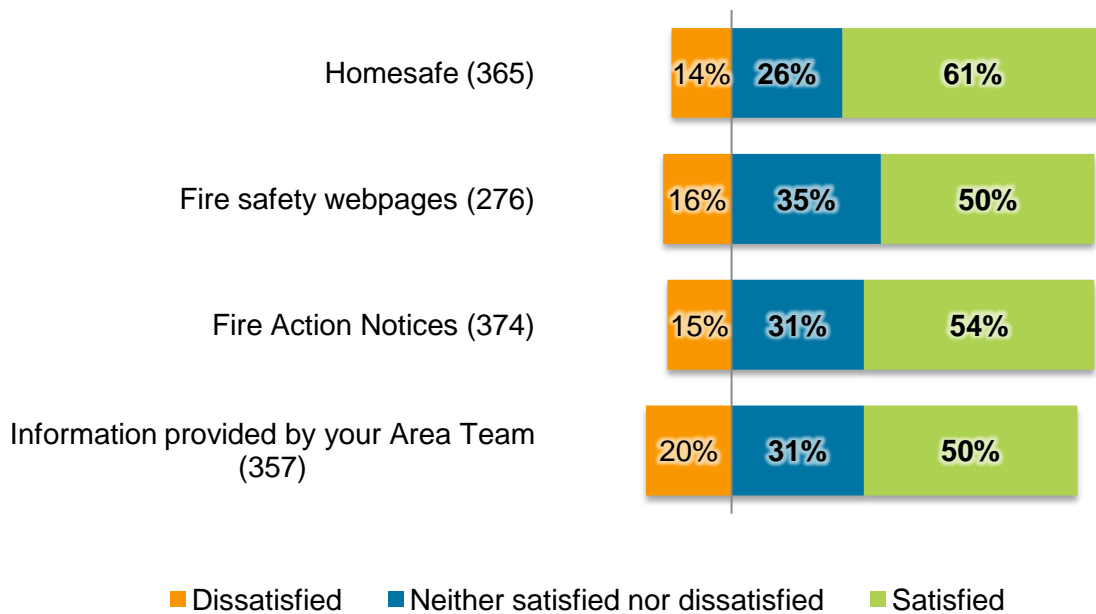
Tenants expressing dissatisfaction with any of the fire safety information elements that they have received from their landlord were asked to elaborate on their reasons for this. The main reasons given for tenant dissatisfaction were:

- Haven't received information (44%);
- Not enough signs/notices (17%);
- Wasn't aware/told (14%);
- Other fire safety measures (10%).

7.2 Leaseholders

Overall, satisfaction with the fire safety that has been provided to them by their landlord is notably lower among leaseholders than tenants. This is largely due to an increase in leaseholders stating they are neither satisfied nor dissatisfied as opposed to leaseholders being more dissatisfied with these elements. Leaseholders are most satisfied with the Homesafe information provided (61%), with satisfaction levels for fire safety webpages, fire action notices and information provided to them by their Area Team all being around half.

Figure 22: How satisfied or dissatisfied are you with the fire safety information your landlord provides about your home? (Valid responses)



Unweighted bases in parentheses

Don't know responses not shown

Leaseholders in the Southern managing team were more likely than average to express dissatisfaction with Homesafe (20%), the fire safety webpages (24%) and the information provided by their area team (28%).

Leaseholders expressing dissatisfaction with any of the fire safety information elements that they have received from their landlord were asked to elaborate on their reasons for this. As with tenants, the most common reason for expressing dissatisfaction was the fact that they hadn't received any information (31%)

Other main reasons given for dissatisfaction were:

- Haven't seen anything (20%);
- Not enough signs/notices (17%);
- Wasn't aware/told (14%).

Leaseholders in the Southern managing team also expressed dissatisfaction with other fire safety measures (14%).

Appendix 1: Survey questionnaire

Wandsworth Council
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 #ResidentName#.

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. It is important for the council to understand how council residents feel about the services it is providing so that it can be sure that it is delivering them in the way and to the standard that residents want.

The survey will take 10 - 15 minutes to complete and all of the answers you give me will be treated in the strictest confidence.

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website

INTERVIEWER TO DETERMINE IF RESPONDENT WANTS WEBSITE ADDRESS BEFORE PROVIDING IT OR IF IT IS TO BE SENT VIA EMAIL.

TO BE INCORPORATED INTO THE SCRIPT IF EMAIL REQUIRED.

(www.bmgresearch.co.uk/privacy)

Please note that this call may be monitored or recorded for training purposes.

ASK Can I confirm that you are happy to participate in the survey?

Record on script 'YES'

- **NOTE: IF CHALLENGED PLEASE LEAVE THE TELEPHONE AND CONTACT DETAILS FOR: Rachel Field, 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 Q2
No	2	Ask to speak to relevant person

Housing and Services

Could I now ask you some questions about your housing and the services you receive from Wandsworth Council? Wandsworth Council’s housing management service provides day-to-day housing management including repairs, block and estate cleaning, grounds maintenance, removing graffiti and dealing with complaints of anti-social behaviour amongst other things.

Q2a 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

Q3 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

Q4a Overall how satisfied or dissatisfied are you with the following? **READ OUT AND CODE ONE ONLY FOR EACH**

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

ASK Q4b IF CODE 4 OR 5 FOR ANY PART OF Q4a

Q4b Can you explain why you are dissatisfied with [INSERT]? **WRITE IN VERBATIM. 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?**

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

Q5a 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

Q5b Why do you say that? **WRITE IN VERBATIM. 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?**

Q6A 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

ASK Q6b IF CODE 4 OR 5 FOR ANY PART OF Q6a

Q6b Can you explain why you are dissatisfied with [INSERT]?

WRITE IN VERBATIM. 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?

Communication and Information

Q7 Have you contacted the housing and regeneration department in the last 12 months?
CODE ONE ONLY

Yes	1	Go to Q8
No	2	Go to Q13
Can't remember	3	Go to Q13

Q8 What was this contact about?

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

Q9 How did you last contact the housing and regeneration department? **READ OUT AND CODE ONE ONLY**

Telephone	1
Letter	2
Email	3
Text/SMS	4
In Person	5
Internet/online request	6

Q10 When you last had contact, was getting hold of the right person.....? **READ OUT AND CODE ONE ONLY**

Easy	1
Difficult	2
Neither	3
Can't remember	4

Q11 How helpful were the staff you had contact with.....? **READ OUT AND CODE ONE ONLY**

Very helpful	1
Helpful	2
Neither	3
Unhelpful	4
Very unhelpful	5
Can't remember	6

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

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

Information on fire safety for residents can be found in the Homesafe booklet provided to all new tenants and on the Council’s webpages. Fire Action Notices are also provided in our blocks.

Q14 How satisfied or dissatisfied are you with the fire safety information your landlord provides about your home? **READ OUT AND CODE ONE ONLY**

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	N/A
Homesafe	1	2	3	4	5	6
Fire safety webpages	1	2	3	4	5	6
Fire Action Notices	1	2	3	4	5	6
Information provided by your Area Team	1	2	3	4	5	6

ASK IF CODED 4 OR 5 FOR ANY PART OF Q14

Q14b Can you explain why you are dissatisfied with the fire safety information your landlord provides?**WRITE IN VERBATIM. PLEASE PROBE FULLY BUT DO NOT PROMPT.**

Q15 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	1	2	3	4	5	6
I am aware of my landlord's published service standards	1	2	3	4	5	6

Rents and Service Charges

The Finance Department has responsibility for providing advice and support and ensuring that rent and service charges are paid on time

Q16 Thinking about your rent and income, how satisfied or dissatisfied are you with the advice and support you receive from the Finance Department with the following?

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	N/A
Claiming housing benefit and other welfare benefits	1	2	3	4	5	6
Managing your finances and paying rent/service charges	1	2	3	4	5	6

General

Q17a 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

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

Q17b 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?**

Q18 Thinking about your local neighbourhood, how much of a problem are the following...? **READ OUT AND CODE ONE ONLY FOR EACH**

	Big problem	Moderate problem	Not a problem	Don't know
General litter	1	2	3	4
Fly tipping	1	2	3	4
Noise	1	2	3	4
Pet Nuisance	1	2	3	4
Vandalism	1	2	3	4
Graffiti	1	2	3	4
Drug Use/ Dealing	1	2	3	4
Vehicle Nuisance	1	2	3	4
Drunk/ Rowdy Behaviour	1	2	3	4
Misuse of Communal Areas	1	2	3	4
People not taking responsibility for their children	1	2	3	4
People not treating one another with respect and consideration	1	2	3	4
Other/ Crime	1	2	3	4

Q19 Which of the following services would you consider to be priorities?

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/service charge	8
The Wandsworth Emergency Control service	9
<u>IF SHELTERED HOUSING: the sheltered housing officer service</u>	10

Q20 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
	3
96 NOTHING 97 DON'T KNOW	

Q21 Are you currently a member of a Residents' Association? **CODE ONE ONLY**

Yes	1
No	2

Q22 Do you have access to the Internet at home? **CODE ONE ONLY**

Yes	1
No	2

Q23 Would it be possible to contact you in the future, by e-mail, for other research? Your e-mail address will be passed to Wandsworth Council for this purpose, but all of your survey responses would remain confidential. **CODE ONE ONLY**

Yes	1
No	2

Q24 What is your e-mail address? **WRITE IN VERBATIM**

98 Ref

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.

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.

Appendix 2: 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.

With more than 20 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.

