

# Tenant Satisfaction Survey 2016

Final Report including Annex 1

**AYRSHIRE HOUSING**

February 9, 2017

Authored by: Alan Kennedy, Knowledge Partnership

## **CONTENTS**

Summary of key satisfaction results	Page 1
Executive summary	Page 2-4
Introduction	Page 5-7
Overall tenant satisfaction	Page 8-9
Housing quality	Page 10-13
Repairs service	Page 14-17
Participation, information, contact & complaints	Page 18-23
Neighbourhood management	Page 24-28
Value for money and tenant finances	Page 29-31
Tenant priorities and service improvement	Page 32-34
Annex 1	Page 35

**TABLE A - SUMMARY OF KEY SATISFACTION RESULTS FROM TENANT SATISFACTION SURVEY 2016**

<u>ARC indicator number</u>	<u>Measure</u>	<u>% tenants very and fairly satisfied 2013 (postal survey 590 replies)</u>	<u>% tenants very and fairly satisfied 2016 (face to face survey 580 replies)</u>	<u>Scottish RSL sector average 2015-16 (source ARC data May 2016)</u>
Indicator 1	Satisfaction with Ayrshire Housing's overall service	88%	92%	90%
Indicator 16	Satisfaction with repairs service	84%	92%	92%
Indicator 10	Satisfaction with quality of home	82%	88%	88%
Indicator 9	Satisfaction with re-let standard of home	80%	89%	92%
Indicator 29	Rating of rent as very good or fairly good value for money	82%	87%	79%
Indicator 17	Satisfaction with management of neighbourhood by Ayrshire Housing	79%	91%	86%
Indicator 3	Satisfaction with being kept informed about services and decisions	88%	93%	92%
Indicator 6	Satisfaction with opportunities to participate in decision making	75%	83%	82%

## Executive Summary

This tenant satisfaction survey was carried out by Knowledge Partnership on behalf of Ayrshire Housing using an interviewer led questionnaire. The survey was administered during November and December 2016 and by the conclusion of the survey period, 580 tenants had completed an interview, comprising 40% of all tenants.

### Overall satisfaction

- Taking everything into account, 92% of tenants are satisfied with services overall in 2016 whilst 4% are dissatisfied. In 2013, 88% of tenants were satisfied overall, whilst the RSL sector average (2015-16) for overall satisfaction was 90%.
- Tenant satisfaction varies by dwelling type e.g. 57% of tenants living in high rise properties are satisfied overall compared with 94% of tenants living in houses.
- In general, tenants living in areas such as Mossblown and Dalrymple tend to be more satisfied overall than other tenants; tenants living in the Girvan and Prestwick areas are the least satisfied.

### Housing quality

- Most tenants (88%) are satisfied with housing quality (7% are dissatisfied). The 2016 figures for satisfaction are somewhat ahead of those reported in 2013 (82% satisfied) and are also the same as the RSL average (88%).
- Housing quality satisfaction is variable according to the type of dwelling the tenant lives in e.g. amongst high rise households, 86% of tenants are satisfied with housing quality which contrasts with a figure of 93% for those tenants living in maisonette properties.
- Nine in ten tenants (89%) of tenants who have moved into their home in the last year were satisfied with the condition of their property when moving in. This compares favourably with the 2013 figure (80% satisfied) and is only slightly behind the RSL sector average (92%)

### Repairs service

- Most tenants (92%) are satisfied with the repairs service (last year only) whilst 5% are dissatisfied. In 2013, 84% of tenants were satisfied on this measure suggesting tenants are more satisfied with repairs in 2016. The RSL average for repairs satisfaction is 92%.
- Tenants living in Dalrymple and the Maybole area the most satisfied with the repairs service, while those who are least satisfied live in the Girvan area, high rise properties, and 4-in-a-block housing.
- Tenants are satisfied with most aspects of their last repair, e.g. 97% are satisfied with worker attitude and 94% are satisfied with workers leaving the home in a clean and tidy condition following a repair.

### Participation, information and contact

- On the measure of participating in the housing decisions made by Ayrshire Housing, 83% of tenants are satisfied (75% in 2013). Compared with the last survey, there has been a strong improvement in this aspect of service.
- Ninety three percent (93%) of tenants are satisfied with how they are kept informed by their landlord (88% in 2013).

- Nine in ten tenants (95%) on average are satisfied with the process of contacting Ayrshire Housing e.g. ease of contacting and staff helpfulness. The strong performance on this aspect of service has been carried through from an equally positive result in 2013.

#### Complaints handling

- Eight percent (8%) of tenants say that they have complained to their landlord in the last year, and on average, 74% of these tenants are satisfied with how their complaint was handled (18% were dissatisfied including 25% who were dissatisfied with the outcome of their complaint).

#### Neighbourhoods

- Ninety one percent (91%) of tenants are satisfied with the management of their neighbourhood by Ayrshire Housing (5% are dissatisfied). The satisfaction level in 2016 is well ahead of the figure reported in 2013 (79% satisfied) and is better than the RSL average (86%).
- The main neighbourhood issues that cause concern for tenants are parking, rubbish disposal, common area maintenance and vandalism.

#### Rent value

- Eighty seven percent (87%) of tenants rate value for money of rents as good in 2016; 6% say rent value is poor and 7% answered neither good nor poor value. In 2013, 82% rated rent as good value whilst the RSL average is 79%.
- Rent value is closely associated with how tenants rate housing quality and their view of the repairs service i.e. positive views on these areas tend to be equated with a higher rating of value for money.

#### Priorities

- Tenants top 5 service priorities are repairs and maintenance, housing quality, maintaining good neighbourhoods, being kept informed, and their landlord listening to them and acting upon their requests.

#### **Action items**

We observe the following as possible areas for further investigation or action:

- The minority of tenants who suggested change or improvement to the service supplied by Ayrshire Housing tended to focus their comments on improving the repair service, upgrades to housing, and staff communications.
- Specific repair service improvements were identified around service quality, speed of repair, and communications regarding repair.
- Satisfaction with housing quality has moved from 82% in 2013 to 88% today. However tenants are still keen to see upgrades, be this new windows or repairs/upgrades to existing windows, better external doors, and new/upgraded kitchens.
- Staff are generally viewed positively by tenants but a minority commented on suggested improvements around staff communicating better or engaging with tenants more in the local community.

- In relation to neighbourhoods, it may be worth considering how Ayrshire Housing might work with partners such as the local authorities to address issues with parking, rubbish dumping, vandalism and drug use, given that there will be limited scope for the company to address these matters unilaterally. It may be necessary to examine any issues arising within high rise stock in particular, as the tenants living in these properties were particularly likely to report issues with rubbish disposal and parking as well as close security and door entry systems.
  
- Finally, in terms of value for money, whilst the overall figure is positive, tenants living in high rise homes or those who are not in receipt of housing benefit were less likely than other groups to rate rent as good value.

## Introduction

This tenant satisfaction survey was carried out by Knowledge Partnership on behalf of Ayrshire Housing using an interviewer led questionnaire. The survey was administered during November and December 2016 and by the conclusion of the survey period, 580 tenants had completed an interview, comprising 40% of all tenants.

### Survey Responses

A profile of the main characteristics of the survey responses is presented below, beginning with property type (table B)<sup>1</sup>. Table B illustrates the proportion of all responses to the survey (% all surveys) that were associated with each type of Ayrshire Housing property. For example, across 580 survey returns, 66% were supplied by tenants living in houses, 24% by tenants living in tenement properties etc. Comparing the survey sample (table B) with Ayrshire Housing's data for all stock (% population) indicates that all property types are represented in the survey responses.

Table B – Survey sample by property type (base 580)

<u>Property type</u>	<u>% all surveys</u>	<u>% population</u>	<u>Property type</u>	<u>% all surveys</u>	<u>% population</u>
House	66%	67%	High Rise	2%	2%
Tenement	24%	23%	4 in a block	1%	2%
Maisonette/other	7%	6%	<b>Count</b>	<b>580</b>	<b>1,462</b>

Table C shows the tenants that completed the survey by main area and illustrates for example that 52% of those responding to the survey lived in Ayr, 5% in the Crosshill area etc. The column headed '% population' shows the proportion of all tenants living in that area (this information is provided for comparison purposes).

Table C – Survey sample by main area (base 580)

<u>Main area</u>	<u>% all surveys</u>	<u>% population</u>	<u>Main area</u>	<u>% all surveys</u>	<u>% population</u>
Ayr	52%	51%	Mossblown area	9%	8%
Crosshill area	5%	6%	Maybole area	6%	6%
Dalrymple	1%	1%	Prestwick area	14%	15%
Girvan area	12%	12%	<b>Count</b>	<b>580</b>	<b>1,462</b>

In table D we illustrate the survey sample (% all surveys) and tenant population by age. This shows for example that 25% of all surveys were completed with tenants aged 45 to 54 compared with 25% of all tenants who are in that age group.

Table D – Survey sample by tenant age (base 580)

<u>Age</u>	<u>% all surveys</u>	<u>% population</u>	<u>Age</u>	<u>% all surveys</u>	<u>% population</u>
16 to 24	4%	4%	55 to 64	20%	19%
25 to 34	14%	15%	65 to 74	13%	11%
35 to 44	17%	19%	75 plus	8%	6%
45 to 54	25%	25%	<b>Count</b>	<b>580</b>	<b>1,462</b>

<sup>1</sup> The property definitions used in table B are those required by the Scottish Government for ARC reporting purposes. The 'High Rise' property type shown in table B relates to a single block of flats located in Ayr

## Ethnic origin

Most tenants surveyed were 'White', with 93% declaring themselves to be 'White Scottish', and 5% saying they were 'White British'. Two percent (2%) of those surveyed comprised another ethnic background i.e. Irish, Polish, another White ethnic background, and 'another background'.

## Assistance with housing costs

Just under three quarters of surveyed tenants (73%) were in receipt of full or part housing benefit/Universal Credit whilst 26% received no housing benefit/Universal Credit (1% declined to say).

## Other characteristics of the survey sample

Annex 1 provides information on some other key characteristics of the survey sample.

## Data accuracy and level of analysis

It is possible to estimate the accuracy of the tenant survey data with reference to a statistic called 'margin of error'. The margin of error is the amount by which the quoted survey statistics could vary from the population statistics if a census (as opposed to a survey) had been carried out. On the basis of a response level of 580 questionnaires, and assuming an available tenant population of approx. 1,462, the margin of error for the data quoted in this report is +-3% which is well within the target margin of error set by the Scottish Housing Regulator (being +-5%).

## Weighting

The results presented in this draft report are unweighted.

## Report layout

This report initially sets out the Scottish Social Housing Charter (Annual Return on the Charter-ARC) survey feedback and then presents data for the other questions that were posed in the survey. For each question, figures are provided alongside the relevant commentary. The tenant questionnaire contained a number of follow on questions where the respondent was asked to comment on a service. As the comments made by tenants could be quite extensive, we have summarised, coded and grouped these for reporting purposes within the full survey report<sup>2</sup>.

## Comparisons

Throughout the report we have made comparisons where possible with Ayrshire Housing's 2013 tenant satisfaction survey and with the RSL sector weighted averages as reported in the 2015-16 ARC submissions. In relation to the 2013 survey, we would note that this was carried out using a postal survey method and that this method can result in lower satisfaction scores than is sometimes the case with face to face surveying (which was the method used in 2016). However, in our view, whilst differences in methodology may account for some of the percentage changes seen in the 2016 figures, most of this variance is likely to be the result of improvements in customer service and housing standards given that a number of the result variances are greater than the anticipated margin of error (+-3%).

## Area definition

In the 2016 survey results, we have presented geographic data by 'area'. The areas used in this report are as follows:

- Ayr (meaning Ayr town)
- Girvan area (comprising Ballantrae, Barr, Girvan and Maidens)

---

<sup>2</sup> The full survey report contains four annexes containing all survey comments



- Mossblown area (comprising Mossblown, Tarbolton and Coylton)
- Maybole area (comprising Maybole and Kirkoswlad)
- Crosshill area (comprising Crosshill, Dailly and Kirkmichael)
- Prestwick area (comprising Prestwick, Dundonald, Monkton and Symington)
- Dalrymple (comprising the village of Dalrymple)

#### Rounding

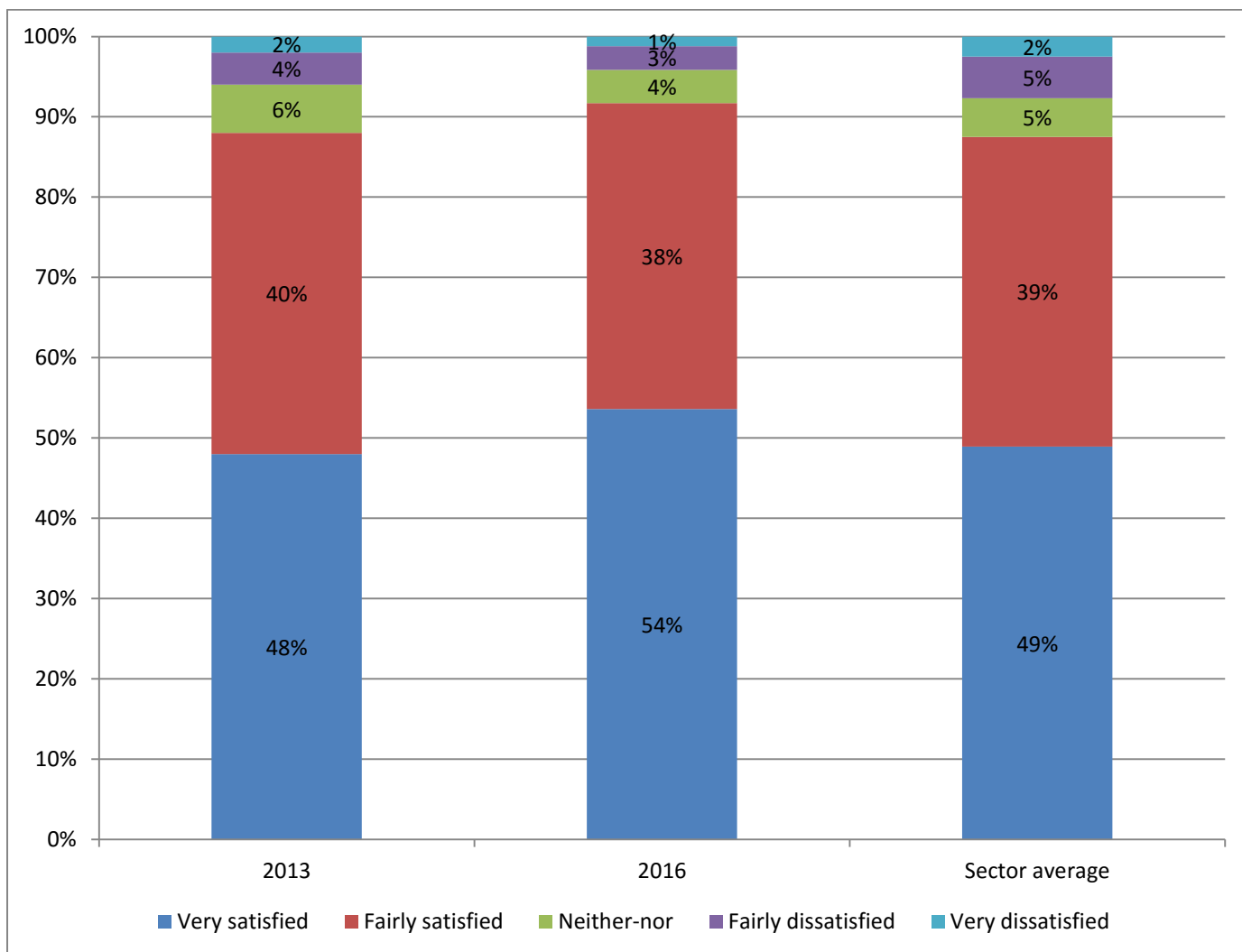
Note that as a result of rounding, some figures in the charts and tables contained within this report may not add exactly to 100%.

## Overall Tenant Satisfaction

Figure 1 sets out the level of tenant satisfaction with the overall service provided by Ayrshire Housing and illustrates that 92% of tenants are satisfied in 2016. The comparable satisfaction figure for 2013 was 88%. Amongst all RSLs submitting data to the Annual Return on the Charter (ARC) for 2015-16, the sector average satisfaction level recorded was 90%<sup>3</sup>. On comparative basis therefore, Ayrshire Housing is performing ahead of the survey results for 2013 (by 4% points) and is also slightly ahead of the sector average.

Figure 1 –Satisfaction with the overall service provided by Ayrshire Housing (base 580)

*Q-Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Ayrshire Housing?*

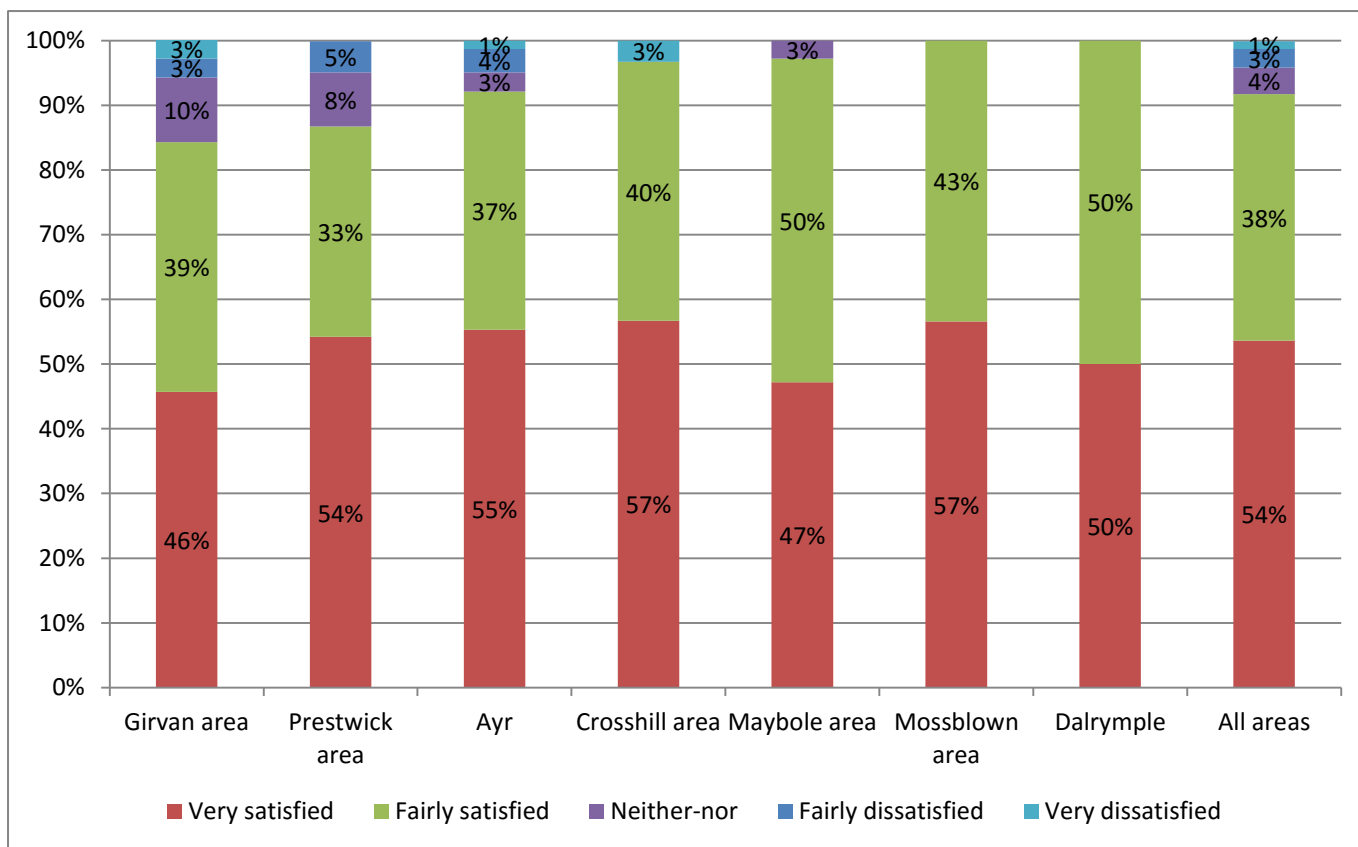


<sup>3</sup> RSL sector average is the weighted average for all housing association ARC results

Figure 2 illustrates tenant satisfaction by area and indicates a narrow range of results from 85% satisfied in the Girvan area to 100% satisfied in Dalrymple<sup>4</sup>.

Figure 2 –Satisfaction with the service provided by Ayrshire Housing by area (base 580)

Q-Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Ayrshire Housing?



### Overall satisfaction by property type

Analysis of overall tenant satisfaction by property type reveals high levels of satisfaction across most property types i.e. four in a block (100% satisfaction); houses (94%); tenements (89%) and maisonettes (88%). In contrast only 57% of tenants surveyed in high rise blocks are satisfied with services overall<sup>5</sup>.

### Tenant dissatisfaction

Tenant dissatisfaction with services overall is 4% (figure 1) and is mainly associated with tenants living in Ayr, and the Girvan and Prestwick areas. Dissatisfaction is also associated with tenants who have been living in their homes for more than one year, and with those who live in high rise and maisonette properties.

As a follow on to survey question 1 (overall satisfaction) tenants were asked if there was anything that should be changed or improved about the service provided by Ayrshire Housing. The list of improvement items is set out in figure 24 under the section of the report entitled ‘tenant priorities and service improvements’. In summary however, the main improvements highlighted by tenants at the beginning of the survey were concerned with repairs, property upgrades and staff communications (annex 5 of the full survey report provides a breakdown of coded improvement comments by area).

<sup>4</sup> Treat Dalrymple with caution as this only comprises 4 surveyed tenants

<sup>5</sup> We would suggest some caution when interpreting the survey results for four in a block and high rise block survey results for this measure as these are based on small sample sizes i.e. 6 and 14 tenants respectively.

## Housing Quality

Overall tenant satisfaction with the quality of housing is set out in figure 3 and reveals that 88% of tenants are satisfied with their home whilst approx. 7% are dissatisfied in 2016. The current year figures for this measure are somewhat better those found during the 2013 survey (82% satisfied). Compared with the RSL sector average (88% satisfied), Ayrshire' housing quality satisfaction is at the 'norm'.

Figure 3 –Satisfaction with housing quality overall (base 580)

Q- Overall, how satisfied or dissatisfied are you with the quality of your home?

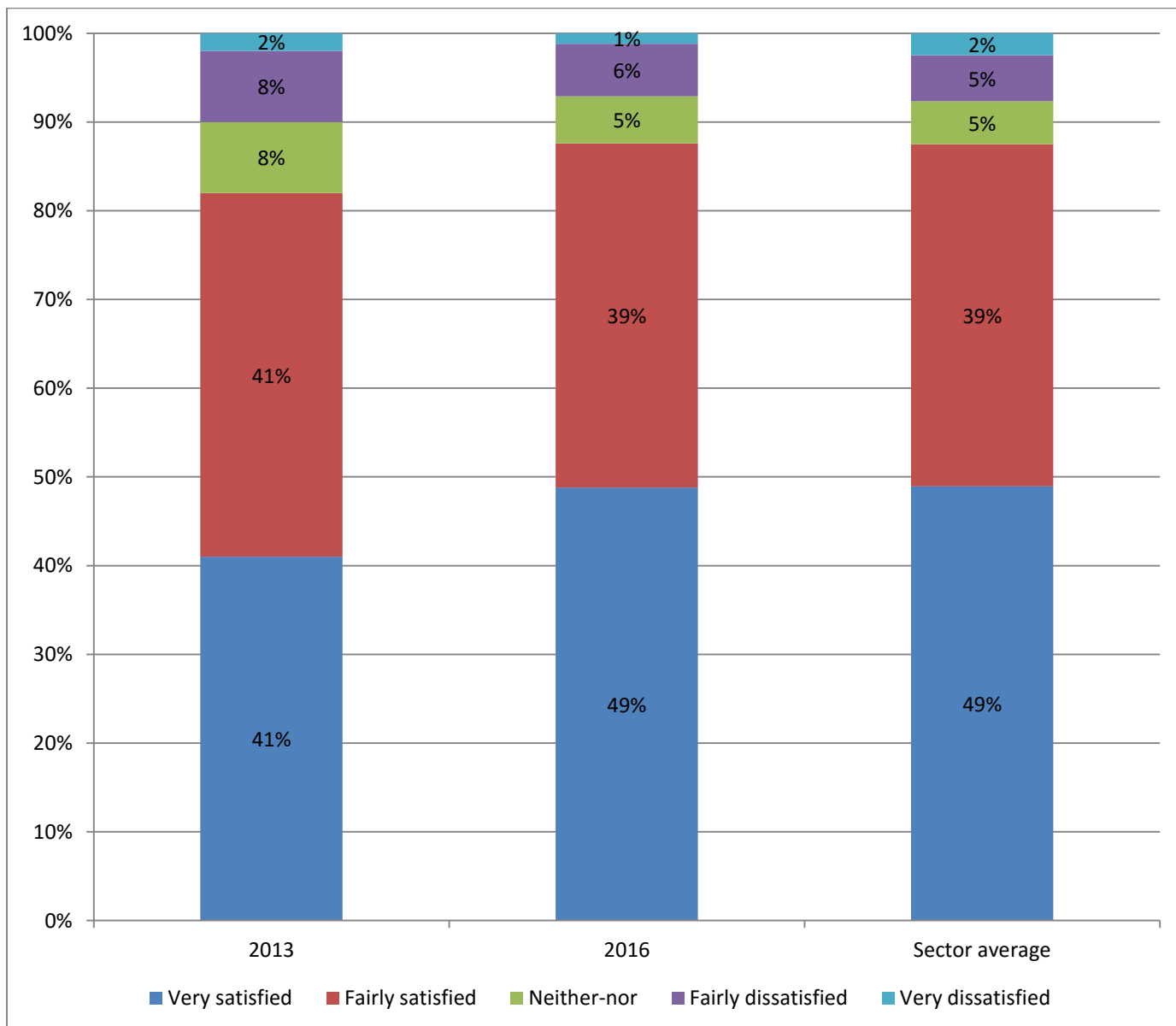


Figure 4 sets out the results for housing quality satisfaction by property type and highlights good levels of satisfaction for most formats. The main property types expressing dissatisfaction with the quality of housing are maisonettes/others (8% dissatisfied), houses (8%) and tenements (7%).

Figure 4 –Satisfaction with housing quality by property type (base 580)

Q- Overall, how satisfied or dissatisfied are you with the quality of your home?

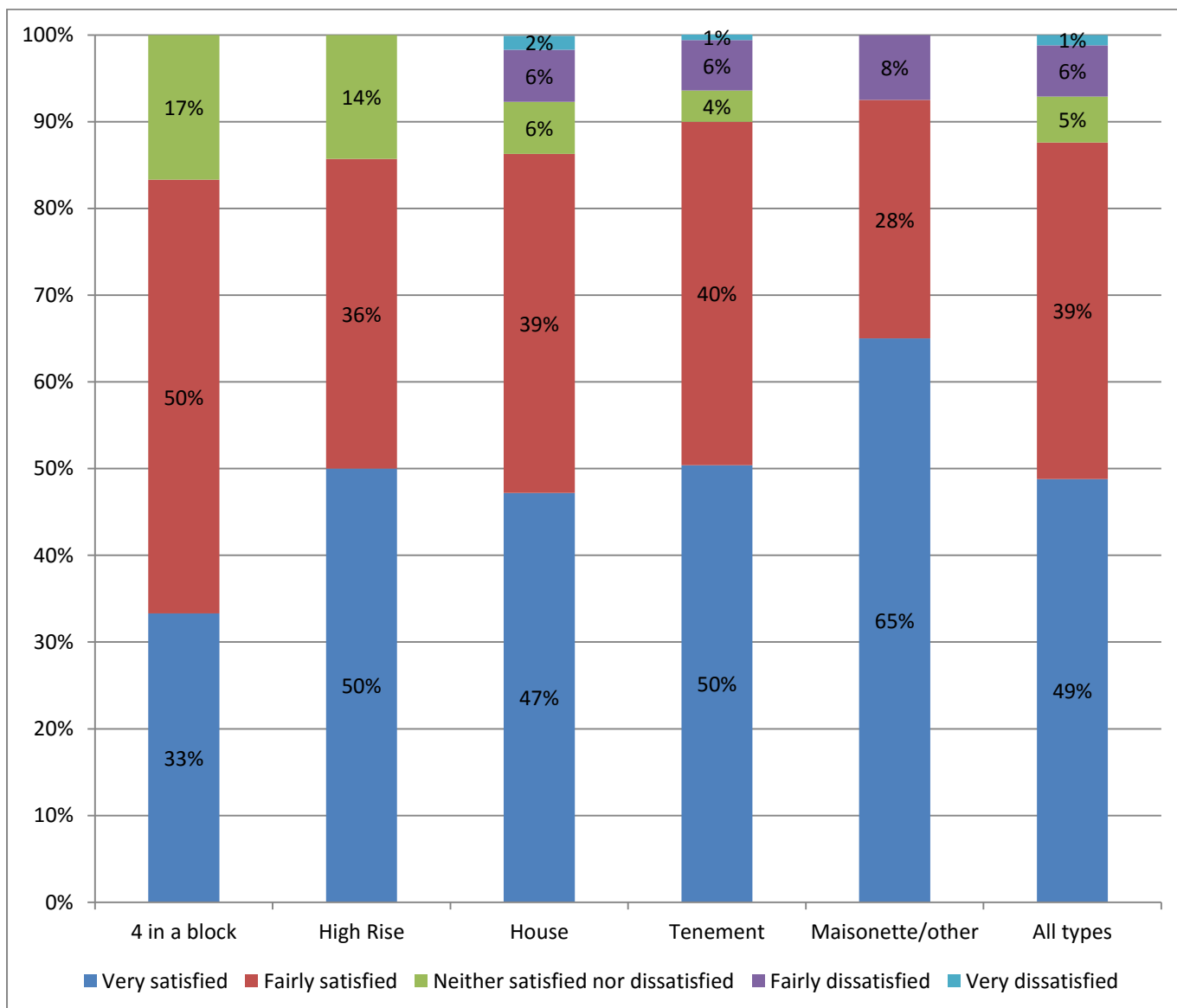


Table 1 highlights housing quality perceptions by household component. This analysis shows that most tenants (eight or more out of ten) are satisfied with features such as their kitchen, bathroom and heating system. In contrast around 2/3<sup>rd</sup> of tenants (67%) are satisfied with their windows whilst one in three is dissatisfied.

Table 1 – Housing satisfaction by component (base 580)

Q - Are you satisfied with the following aspects of your home?

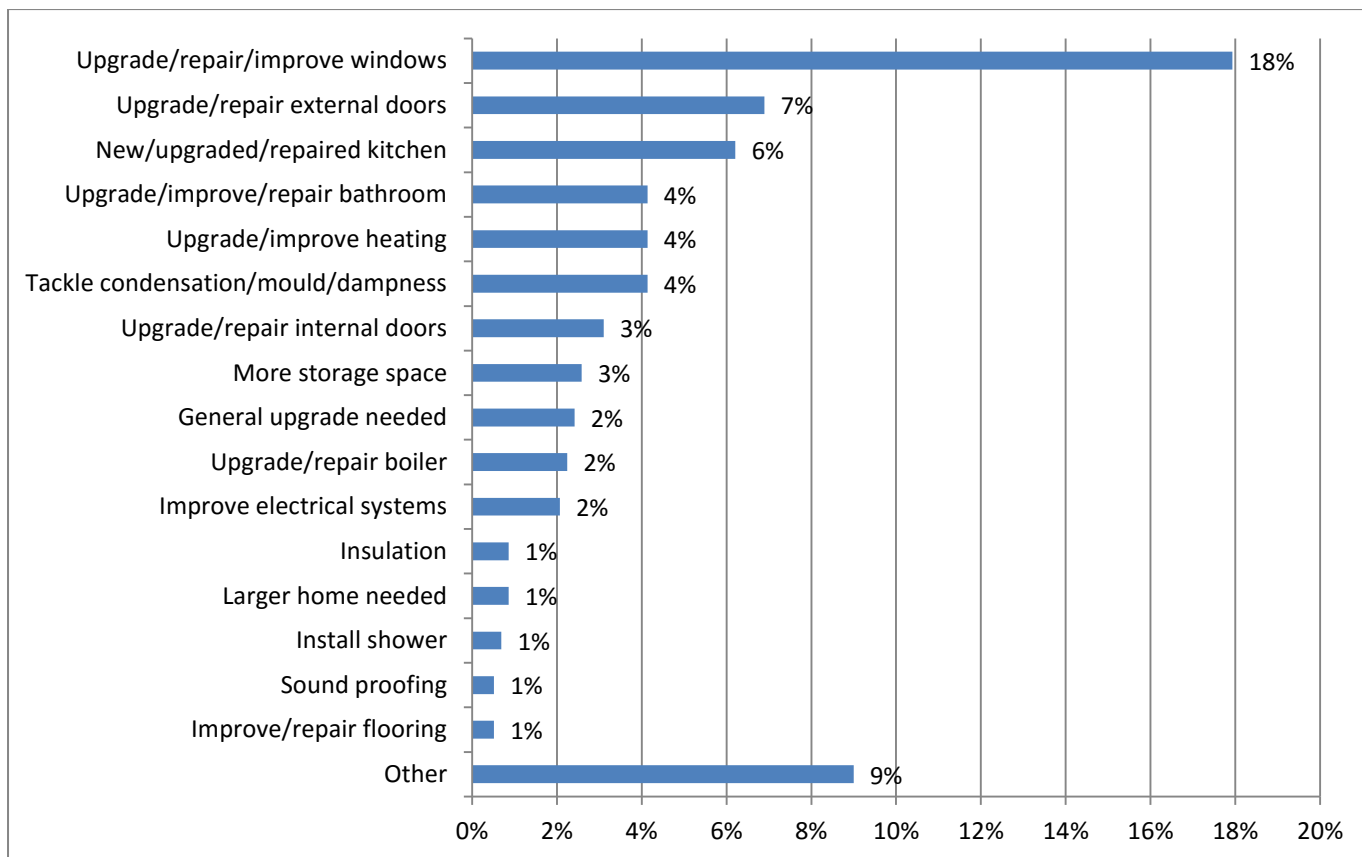
Component	Yes	No	No opinion
Your windows	67%	32%	1%
External doors	77%	23%	-
Your kitchen	78%	21%	1%
Your bathroom	82%	18%	-
Heating system	84%	16%	-
Electrical supply	87%	12%	1%

## Property improvements

Tenants were asked to say if there was anything that might help improve their home and the results of this enquiry are summarised in figure 5<sup>6</sup>. This shows that one in five tenants (18%) would like to see their windows upgraded, repaired or renewed whilst 7% would like external doors upgraded or repaired. Annex 2 of the full survey report sets out coded property improvement requests by area.

Figure 5 - (base 580)

*Q- Is there anything that you would like to see improved about your home?*



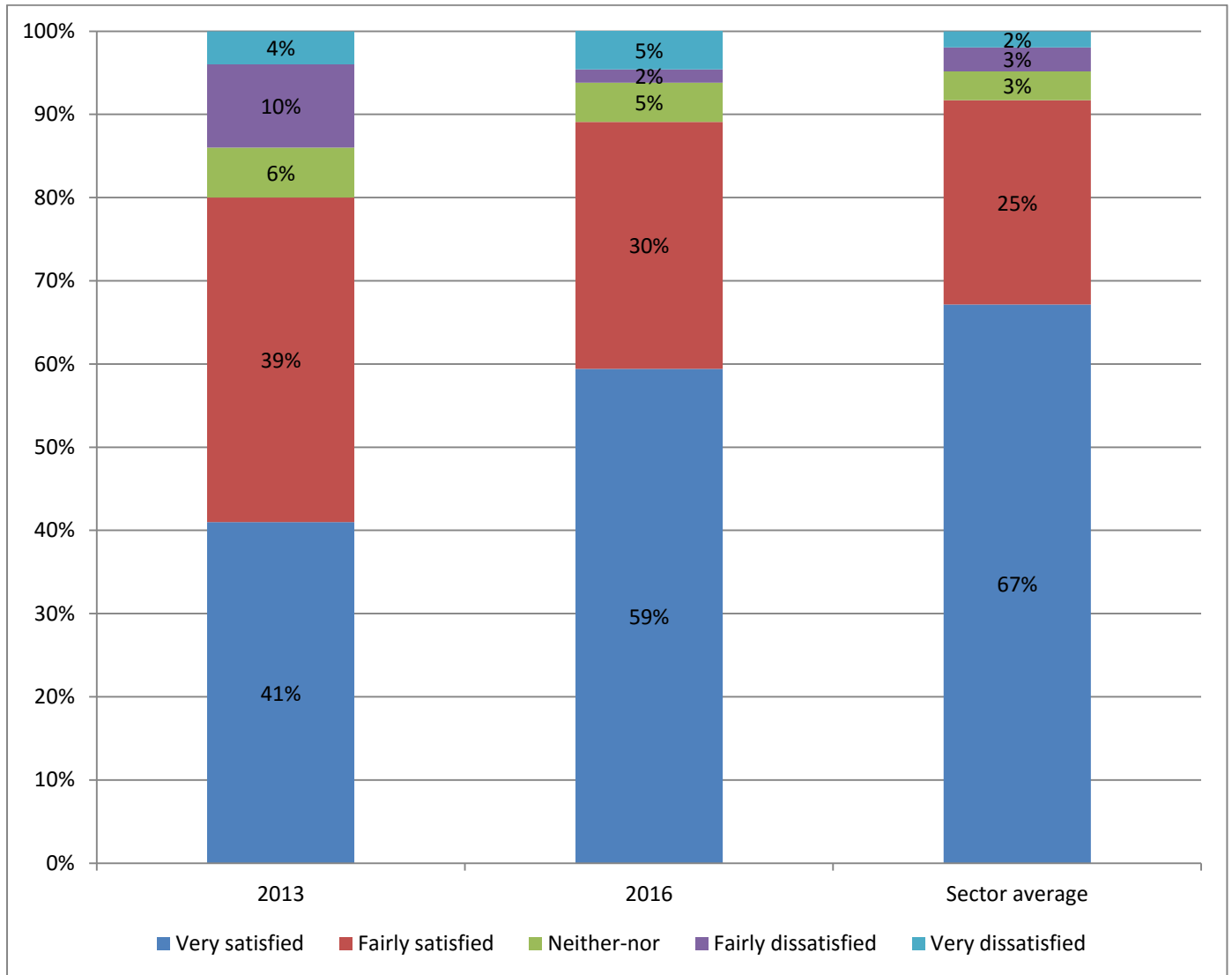
## Re-let standards

Amongst those tenants (11%) that had moved into their home in the last year, 89% were satisfied with the condition of their home whilst 7% were dissatisfied (figure 6). These figures for 2016 compare favourably with the results posted in 2013 which showed that 80% of tenants were satisfied on this measure and 14% were dissatisfied.

<sup>6</sup> 294 tenants made a suggested improvement (51%)

Figure 6 –Satisfaction with re-let standards (base 64)

Q- Thinking about when you moved in, how satisfied or dissatisfied were you with the standard of your home?



Re-let standards issues

Considering those aspects that re-let tenants thought could be improved about their home, the following items are highlighted:

- Improving electrical systems
- Improving/upgrading bathrooms
- Upgrading windows
- Sound proofing
- Improving doors.

Analysis of the views of those tenants who were dissatisfied with re-let conditions indicates issues for these 4 tenants with:

- Windows, sound proofing and condensation
- Heating systems and bathrooms
- Kitchen layout and sockets
- Windows and front door.

## Repairs Service

Tenant perspectives on the repairs service are shown in figure 7 and reveal that in 2016, 92% of tenants who received a repair in the last year are very/fairly satisfied with the service whilst 5% are dissatisfied. Comparing Ayrshire Housing's results for the current period with the survey figure for 2013 indicates that satisfaction has improved markedly (from 84% satisfied in 2013). Compared with the RSL sector average (92% satisfied), Ayrshire Housing's repairs satisfaction is the same as the sector 'norm'.

Figure 7 –Repairs service satisfaction (base - 467 - repair last year only)

Q- Thinking about the LAST time you had repairs or maintenance carried out, how satisfied or dissatisfied were you with the repairs and maintenance service provided by Ayrshire Housing?

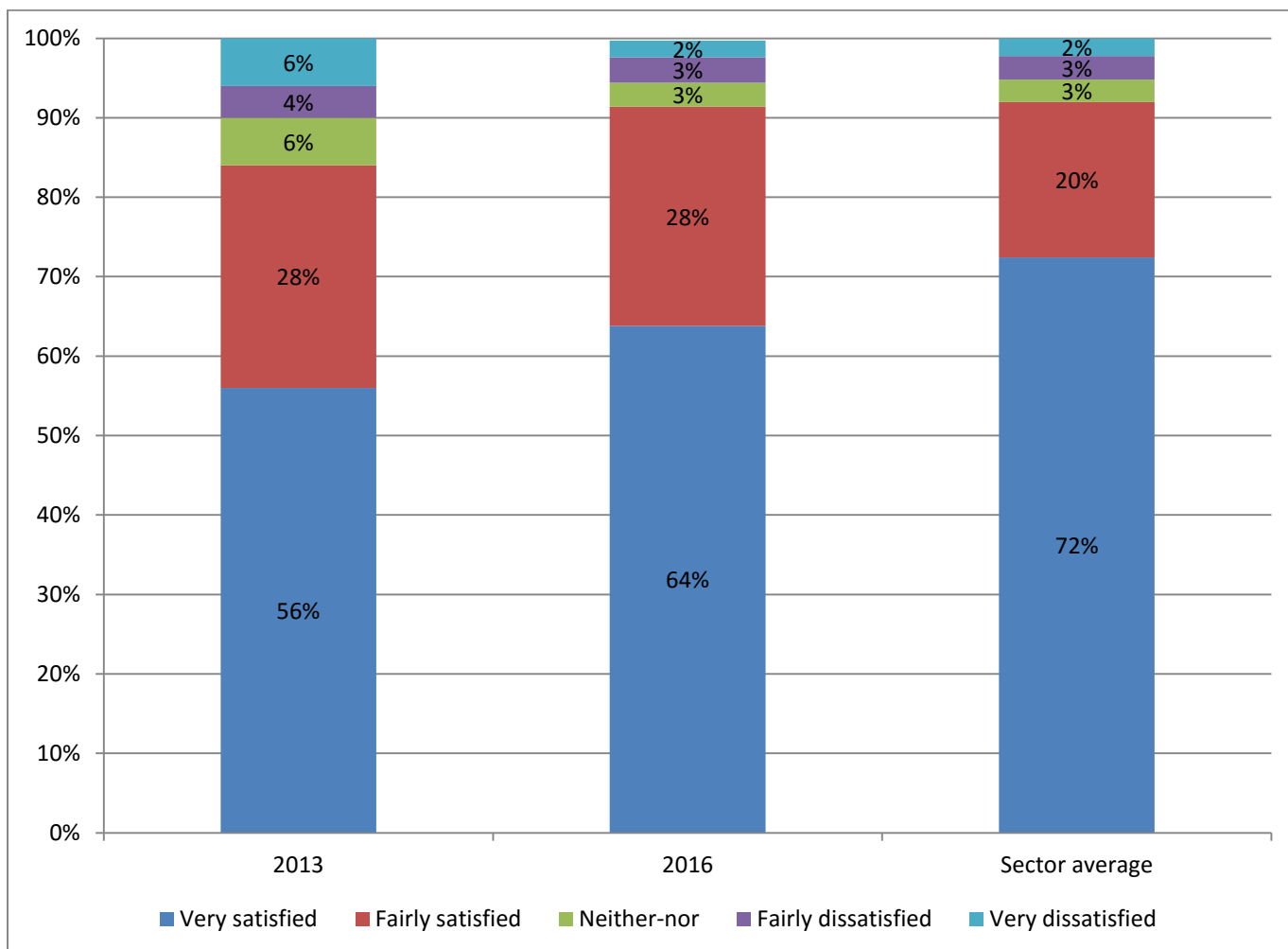


Table 2 illustrates repairs service satisfaction (all repairs) by tenant grouping and highlights which types of customer are more likely to be satisfied than others. This shows that the most satisfied tenants are those who living in Dalrymple, Maybole area and the Mossblown area, whilst the least satisfied are those living in the Girvan area, in Ayr, and in high rise and tenement properties, and in 4 in a block.



Table 2 – Repairs satisfaction by tenant grouping (area or property type; base 580 all-time repairs)

Grouping	Very satisfied	Fairly satisfied	Neither-nor	Fairly dissatisfied	Very dissatisfied	Never had a repair
Dalrymple	25%	75%	-	-	-	-
Maybole area	50%	47%	3%	-	-	-
Mossblown area	53%	42%	6%	-	-	-
Prestwick area	57%	37%	-	5%	1%	-
Crosshill area	63%	30%	-	-	7%	-
House	61%	29%	3%	3%	2%	2%
Maisonette etc	65%	25%	8%	-	3%	
Ayr	66%	21%	2%	3%	2%	6%
Tenement	58%	29%	2%	3%	1%	7%
High Rise	43%	43%	7%	7%	-	-
Girvan area	51%	33%	10%	3%	3%	-
4 in a block	67%	17%	-	-	17%	-
<b>All repairs</b>	<b>60%</b>	<b>29%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>

#### Reporting a repair

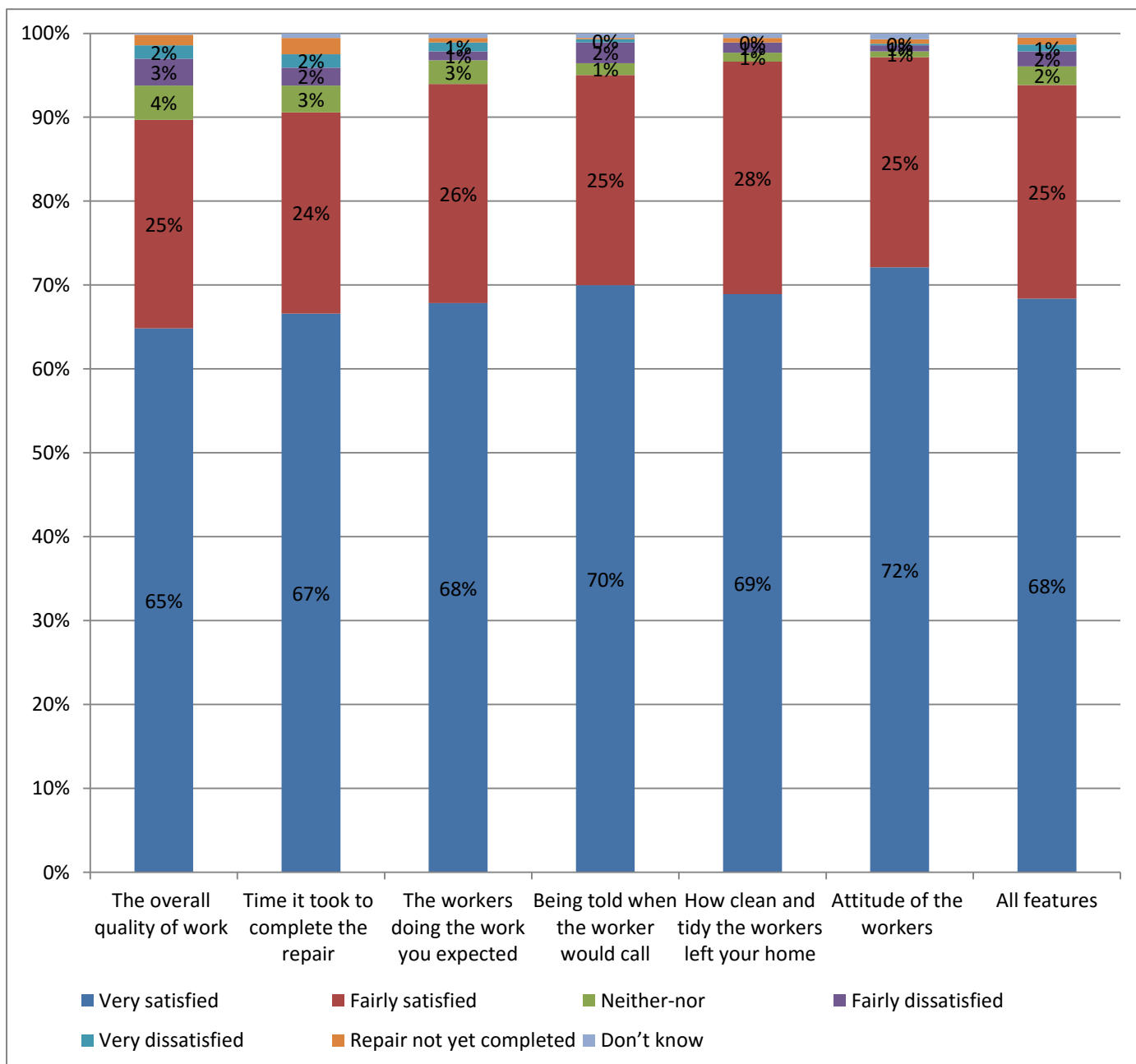
Almost all tenants, thinking about their last repair, said that it had been very or fairly easy to report their repair (97% agreed this was the case). In the 2013 survey, 95% of tenants agreed that was easy to report a repair to Ayrshire Housing.

#### Repair process

Tenants who had received repairs over any time frame were asked to comment on their level of satisfaction with a range of elements of this service. The results for this question are set out in figure 8 and show that on average, 93% of tenants were satisfied with their last repair whilst 4% were dissatisfied. The two elements of service which tenants said were the least satisfactory were ‘the overall quality of the work completed’ (90% satisfied) and ‘the time taken to complete the repair (90%), whilst the most satisfactory component of the service was worker attitude (97%).

Figure 8 –Repairs service satisfaction (base - 563<sup>7</sup> – repair any-time)

Q- Again, thinking about the last time you had repairs carried out, how satisfied or dissatisfied were you with the following?



### Repair appointments

Eighty one percent (81%) of tenants recalled that they had been given an appointment to carry out their last repair and of this group almost all thought that this appointment had been kept to by the contractor.

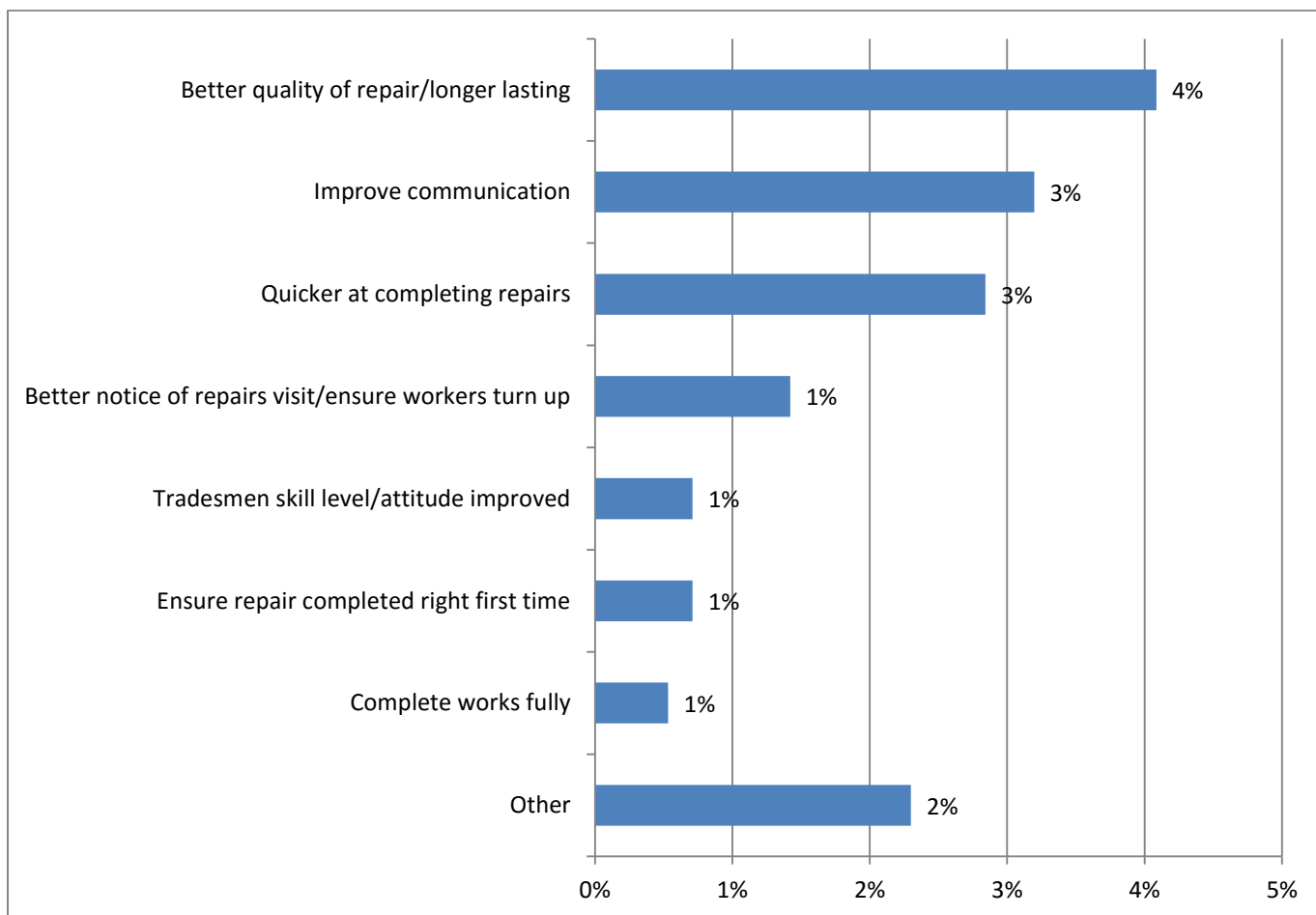
### Repair service improvements

Seventy one tenants (13%) made one or more suggestions for improving the repair service. As illustrated in figure 9, those tenants who thought the service needed improvement mainly referred to having better quality repairs (4%), better communication around repairs (3%) and the provision of a quicker service (3%).

<sup>7</sup> 17 tenants said they had never received a repair

Figure 9 - (base 563 – excludes tenants who have not had any repairs)

Q- What do you think needs to be improved about the repair service?



Some illustrative tenant comments that relate to the theme of ‘better quality repairs’ are set out below:

Q- What do you think needs to be improved about the repair service?

- ‘Gas men have said the boiler is not filled to work properly and pipes are not boxed in’ (Mossblown area tenant)
- ‘There’s dampness in bedroom; have had them out but it’s getting worse’ (Ayr tenant)
- ‘Sometimes repairs are simplified; the contractor will only do what they ask, but more is often needed. So, the repair is not done properly in the first place’ (Prestwick area tenant)

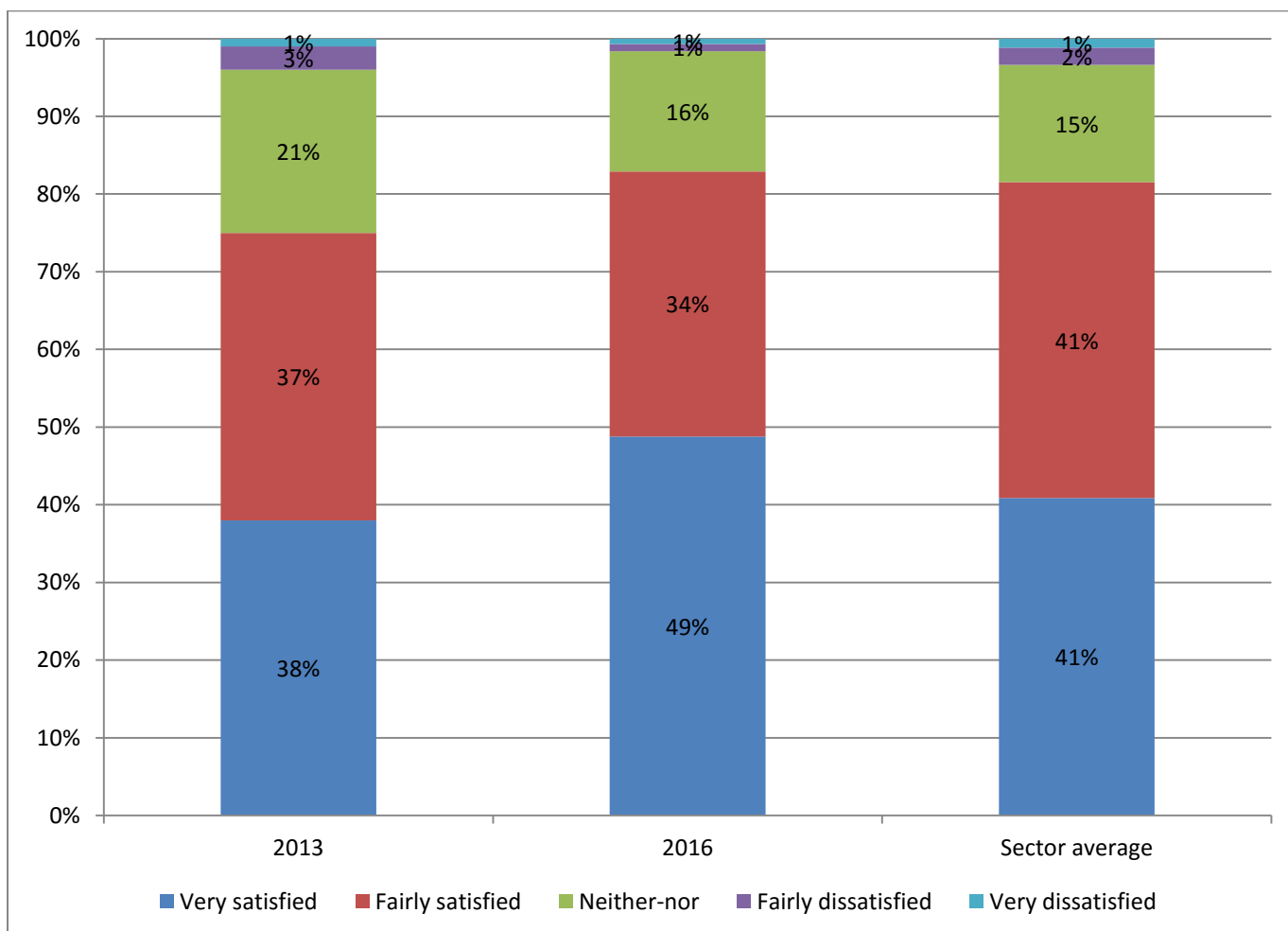
Annex 3 of the full survey report provides a full listing of tenants’ suggested repair service improvements coded by area.

## Participation, Information, Contact and Complaints

In 2016, 83% of tenants were satisfied with opportunities to participate whilst 2% was dissatisfied (and 16% replied 'neither satisfied nor dissatisfied') (figure 10). Tenant satisfaction on this measure has improved by 8% points when compared to the 2013 survey and is also 1% point ahead of the RSL sector average (82%).

Figure 10 –Participation (base 580)

Q- How satisfied or dissatisfied are you with opportunities given to you to participate in Ayrshire Housing' decision making process?



### Participation analysed

Table 3 provides a breakdown by tenant grouping (tenant age, property format, location and length of tenancy) of tenant satisfaction with 'opportunities to participate' and shows some variation particularly around the response category of 'neither satisfied nor dissatisfied' which we interpret as being associated with some lack of awareness of the opportunities that exist to participate in decision making.

Based on the information presented in table 3, older tenants and those living in Dalrymple, Prestwick area and the Crosshill area are more likely to say they are satisfied with participation and the least likely to reply 'neither-nor' to this question. By contrast, those groups who are more likely to answer 'neither-nor' and who therefore may be less aware of any participation options comprise: tenants who have lived in their home for less than one year; younger tenants; those who live in the Girvan area; and those living in a maisonette, high rise or 4 in a block property.

Table 3 –Participation by tenant grouping (base 580)

Q- How satisfied or dissatisfied are you with opportunities given to you to participate in Ayrshire Housing’s decision making process?

Grouping	Very satisfied	Fairly satisfied	Neither-nor	Fairly dissatisfied	Very dissatisfied
Dalrymple	50%	50%	-	-	-
Aged 75 plus	64%	27%	7%	-	2%
Prestwick area	58%	33%	8%	-	1%
Crosshill area	50%	37%	13%	-	-
Aged 55 to 64	52%	34%	9%	3%	1%
Maybole area	36%	50%	14%	-	-
House	48%	37%	13%	1%	-
Mossblown area	38%	47%	15%	-	-
Aged 25 to 34	42%	43%	14%	1%	-
Tenant > 1year	49%	34%	15%	1%	1%
Tenement	56%	27%	15%	1%	1%
Aged 35 to 44	52%	30%	17%	-	1%
Ayr	53%	29%	16%	1%	1%
Aged 45 to 54	42%	40%	18%	-	1%
Tenant < 1year	44%	34%	22%	-	-
Aged 65 to 74	54%	23%	23%	-	-
Aged 16 to 24	39%	35%	26%	-	-
Girvan area	36%	37%	24%	1%	1%
Maisonette/other	50%	20%	28%	-	3%
High Rise	7%	57%	29%	-	7%
4 in a block	17%	33%	50%	-	-
<b>All tenants</b>	<b>49%</b>	<b>34%</b>	<b>16%</b>	<b>1%</b>	<b>1%</b>

#### Communication housing plans

Most tenants would prefer to hear about Ayrshire Housing’s housing improvement plans via newsletter articles (64% would chose this method) whilst 48% agree that this information could also be sent in letters. Only a minority of tenants (7%) would prefer to attend meetings, receive staff visits or use e-mail as a means of obtaining information about any housing plans. Three percent (3%) would like to be informed about any housing plans by telephone.

#### Information exchange with Ayrshire Housing

In addition to inviting tenant opinion on participation and communication activity, tenants were also asked for their views on Ayrshire Housing’s information provision and the results are set out in figure 11 and figure 12. Figure 11 shows that in 2016, 93% of tenants were satisfied on the measure of ‘being kept informed’ by their landlord. This result is somewhat better than the one achieved in 2013 (88% satisfied) and is also slightly ahead of the sector average (92%) for this measure.

Figure 12 shows the themes around which Ayrshire Housing could provide more information to tenants and illustrates the top three items as being future plans (19% said information could be offered on this topic), repairs policy (15%) and energy advice (15%).

Figure 11 – Information on services and decisions (base 580)

Q- How good or poor do you feel Ayrshire Housing is at keeping you informed about their services and decisions?

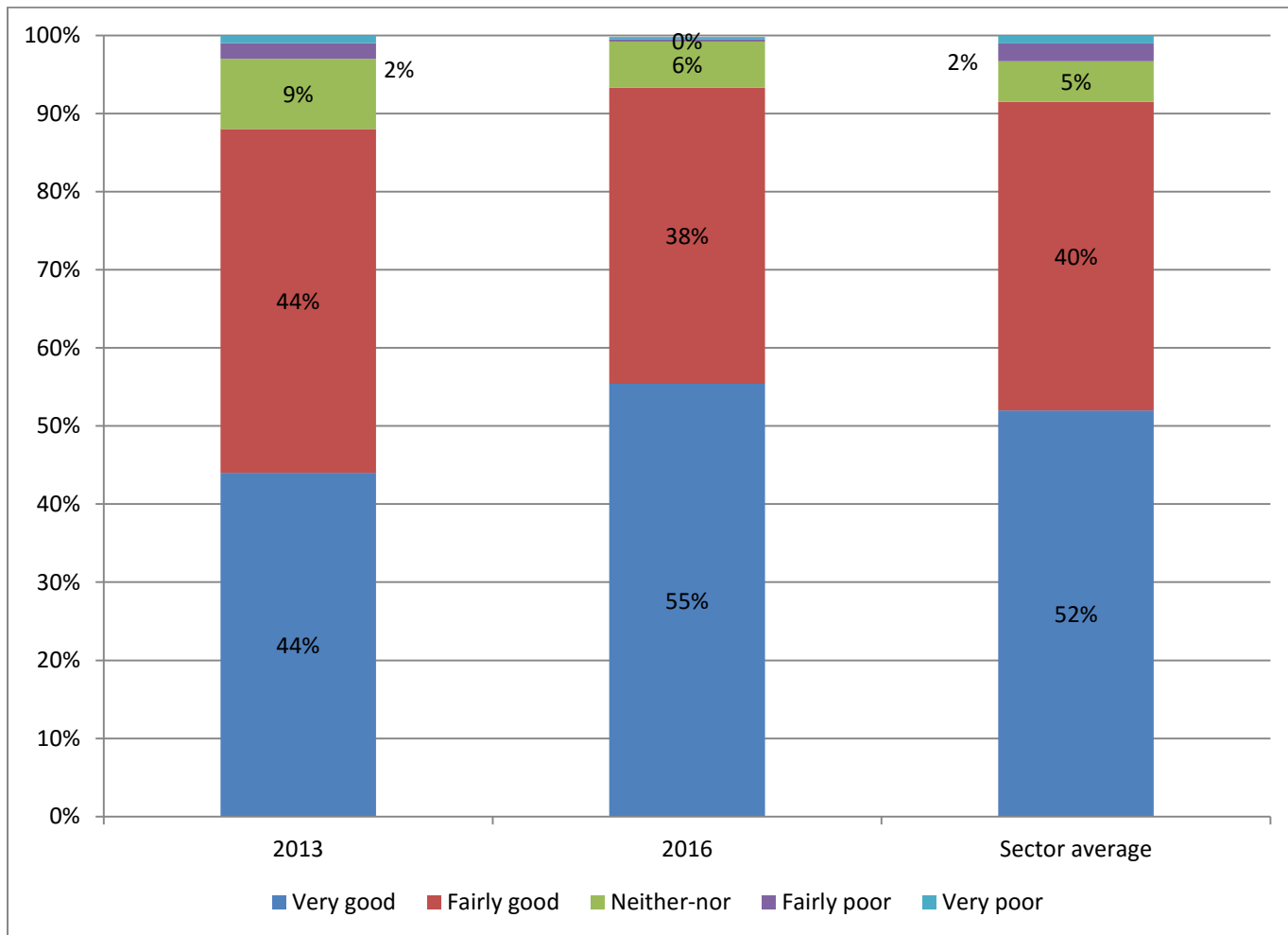
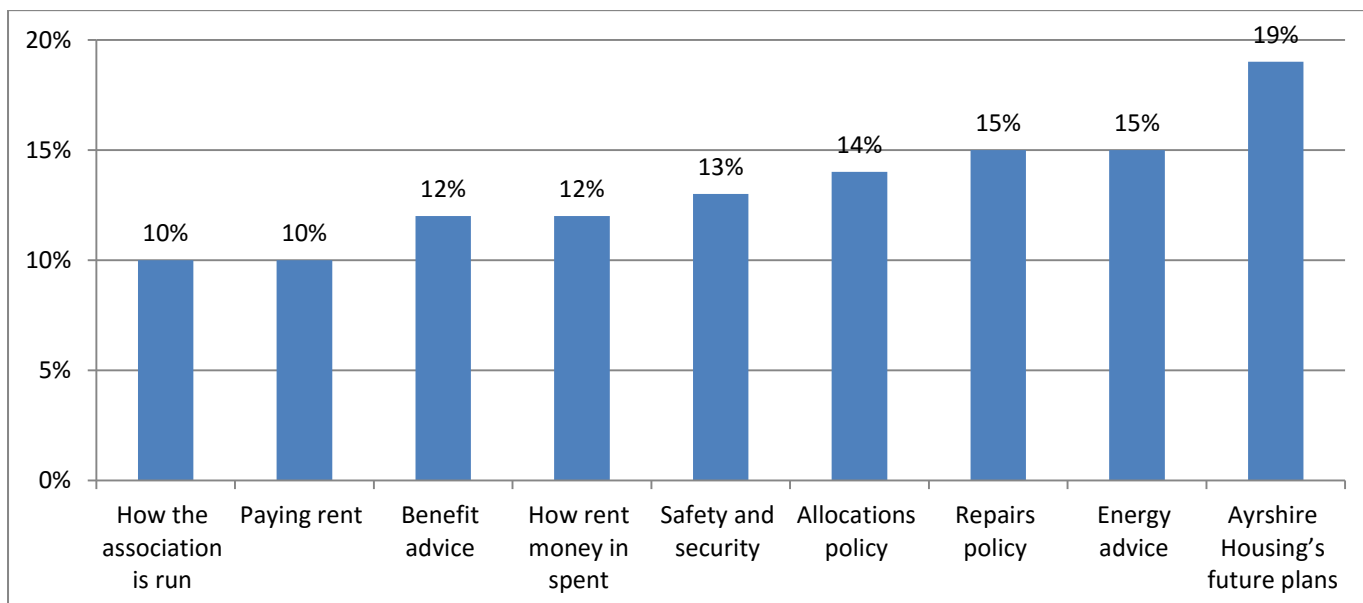


Figure 12 – Information themes (base 580)

Q- Do you think Ayrshire Housing should be providing more information to its tenants about any of the following items on this list?

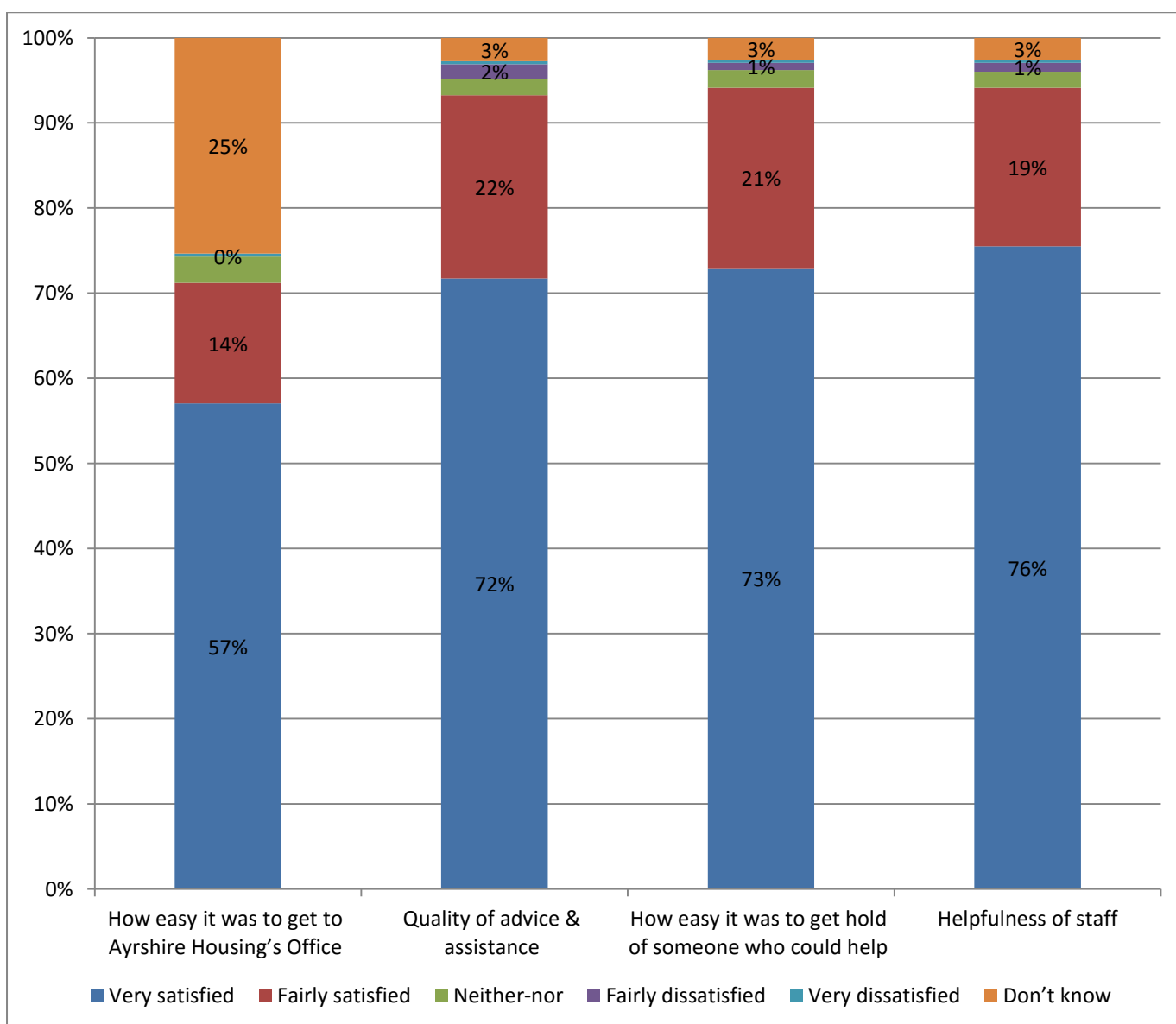


## Contacting Ayrshire Housing

Telephone is the principal means by which tenants contact Ayrshire Housing (86% of tenants' most recent contact was by this method) and the main reason for tenants to contact their landlord is to report a repair (78% have recently contacted for this reason). Other methods by which tenants have contacted Ayrshire Housing are by visiting the office (5%) and in writing (4%) while other reasons to make contact include enquiring about rent payments (5%), to apply for a transfer, ask about arrears etc (3%). Overall, tenant satisfaction with office contact is high with 95% of tenants being satisfied with the helpfulness of staff, and 94% satisfied with the ease of contacting staff (figure 13). In the 2013 survey 95% of tenants were satisfied with staff helpfulness, and 91% said they were satisfied with how easy it was to contact their landlord. On the basis of this comparison, Ayrshire Housing staff have maintained a high level of customer satisfaction around office contact.

Figure 13 – Contact experience – all contact methods (base 580)

Q- Thinking about your most recent contact with Ayrshire Housing, how satisfied or dissatisfied were you with the following?



### Internet access

Seventy one percent (71%) of tenants currently have Internet access although the level of access is closely associated with age i.e. in general younger tenants are more likely to have access ( by way of example, 98% of tenants aged 25 to 34 have Internet access compared with 22% of tenants aged 75 and over).

Amongst those tenants who have Internet access, most use a variety of platforms to surf the web, send e-mails etc i.e. 52% access the Internet using a PC/laptop; 59% via a mobile phone; 58% use a tablet, and 16% a smart TV. Most Internet users access the web on a daily basis (81%), whilst 15% use the Internet more than once a week. Four percent (4%) of tenants access the Internet once a week or on a less frequent basis.

### Complaint processes

Seventy two percent (72%) of tenants are aware that Ayrshire Housing has a complaints procedure; this compares with 64% awareness in 2013 suggesting an 8% point improvement in awareness over the past 3 years.

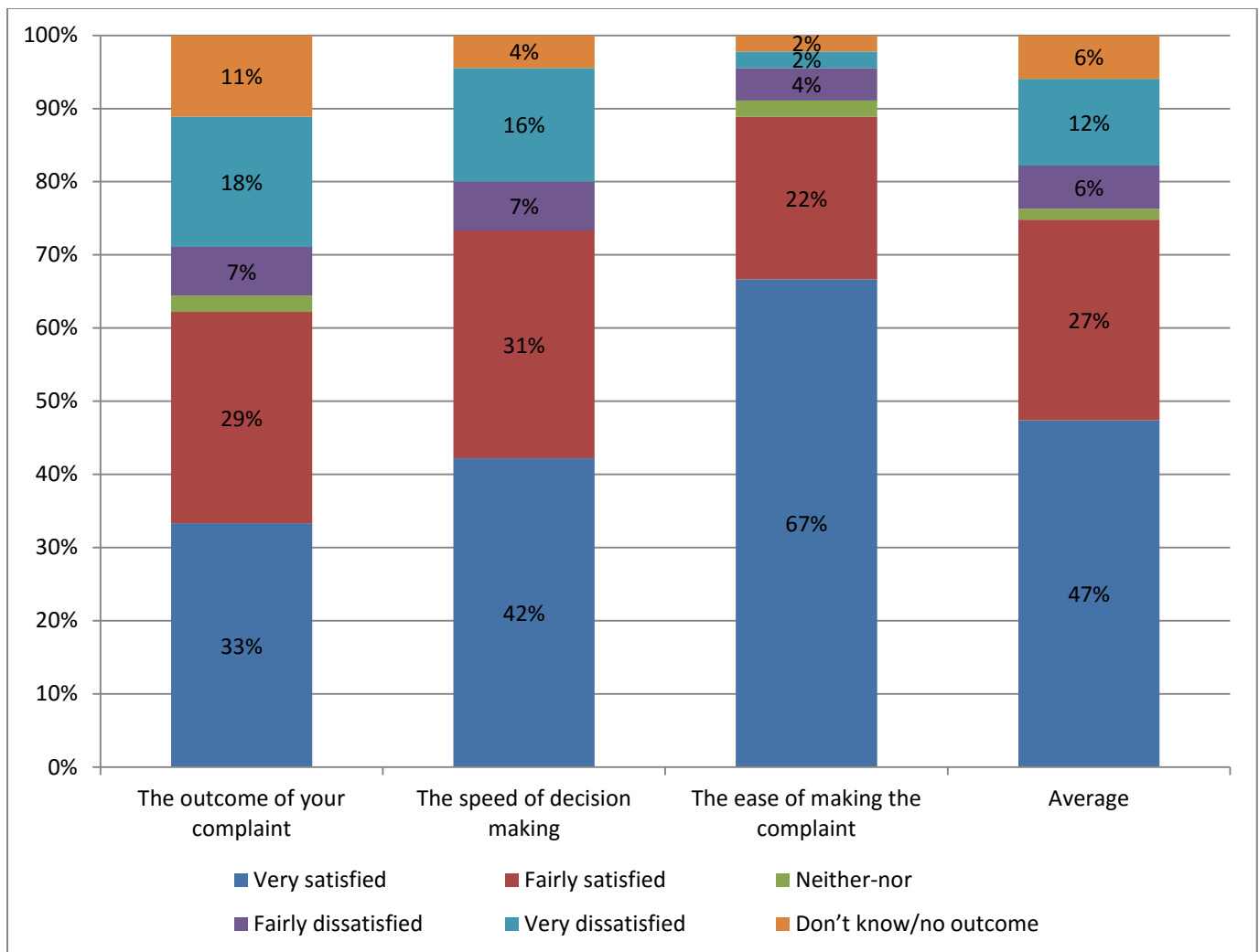
Eight percent of tenants (8%) say that they have used the complaints procedure to complain to Ayrshire Housing about its services during the last 12 months. Although the survey questionnaire did not ask complainants about the type of complaint they had made, we can suggest that this may be connected with housing quality matters and issues of neighbourhood management given that amongst tenants who have complained, 12% of this group are dissatisfied with the quality of their home and 13% are dissatisfied with neighbourhood management (both of these 'dissatisfied figures' are at least double the rate for those tenants who have not complained).

Those tenants who had made a complaint (8%) were asked to say how satisfied or otherwise they had been with how their complaint had been handled by Ayrshire Housing and the results of this enquiry are set out in figure 14. On average, 74% of tenants were satisfied with how their complaint was handled while 18% were dissatisfied. The most satisfactory element of the process from the tenant's perspective is ease of making the complaint (89% satisfied) whilst the least satisfactory feature is the outcome of the complaint with 62% of tenants satisfied (and 25% dissatisfied).



Figure 14 – Complaints handling (base 45)

Q- Thinking about the most recent complaint you made to Ayrshire Housing about its services how satisfied were you with?



## Neighbourhood Management

Figure 15 illustrates that in 2016, 91% of tenants were satisfied with the management of their neighbourhood by Ayrshire Housing, whilst 5% were dissatisfied (4% responded 'neither-nor'). The figure reported in 2016 is 12% points better than that recorded during the 2013 survey (79%) although at least part of this change will be attributable to tenants moving their opinion from 'neither satisfied nor dissatisfied' to satisfied in 2016.

Figure 15 – Neighbourhood management (base 580)

Q- Overall, how satisfied or dissatisfied are you with Ayrshire Housing's management of the neighbourhood you live in?

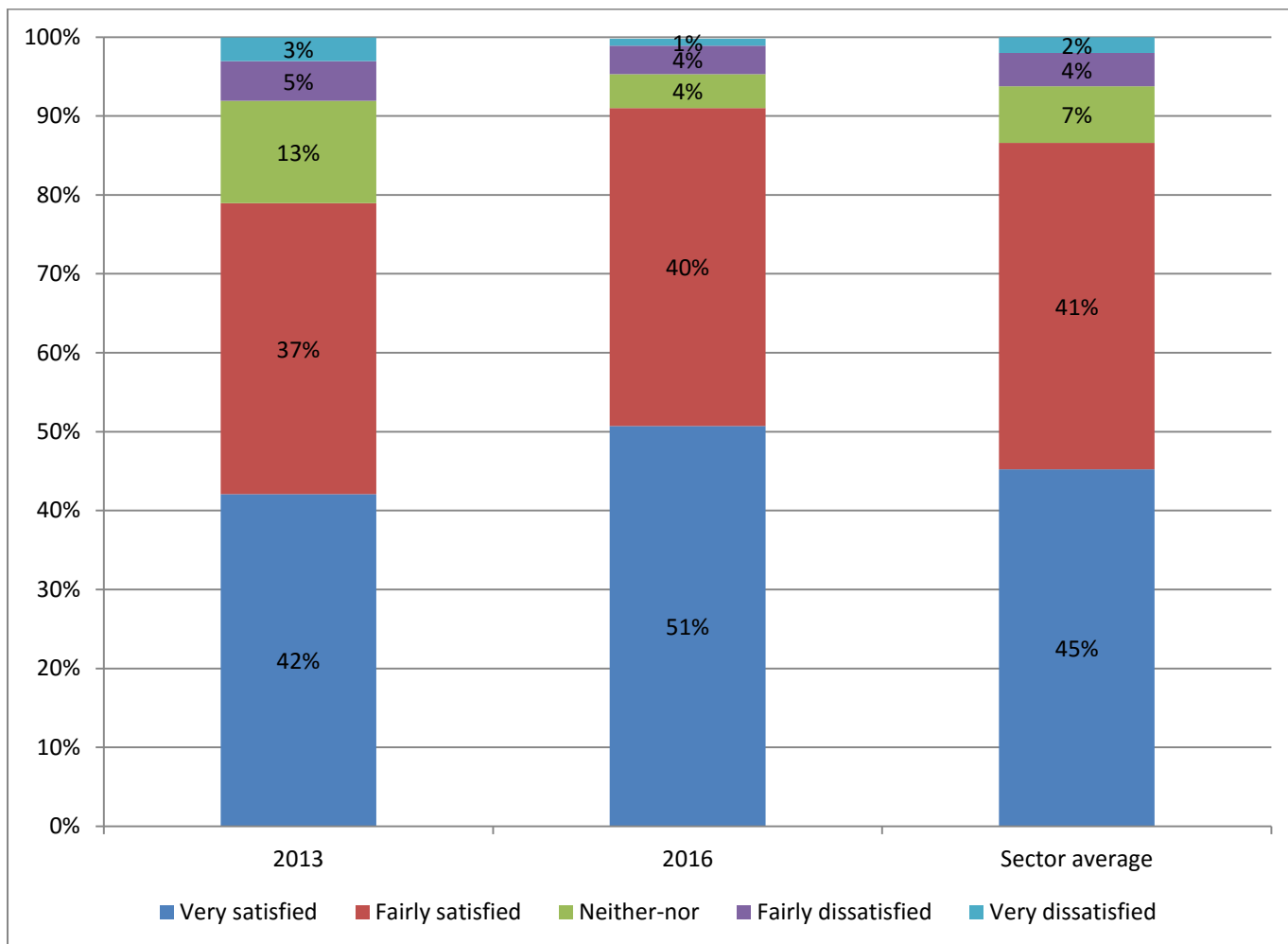
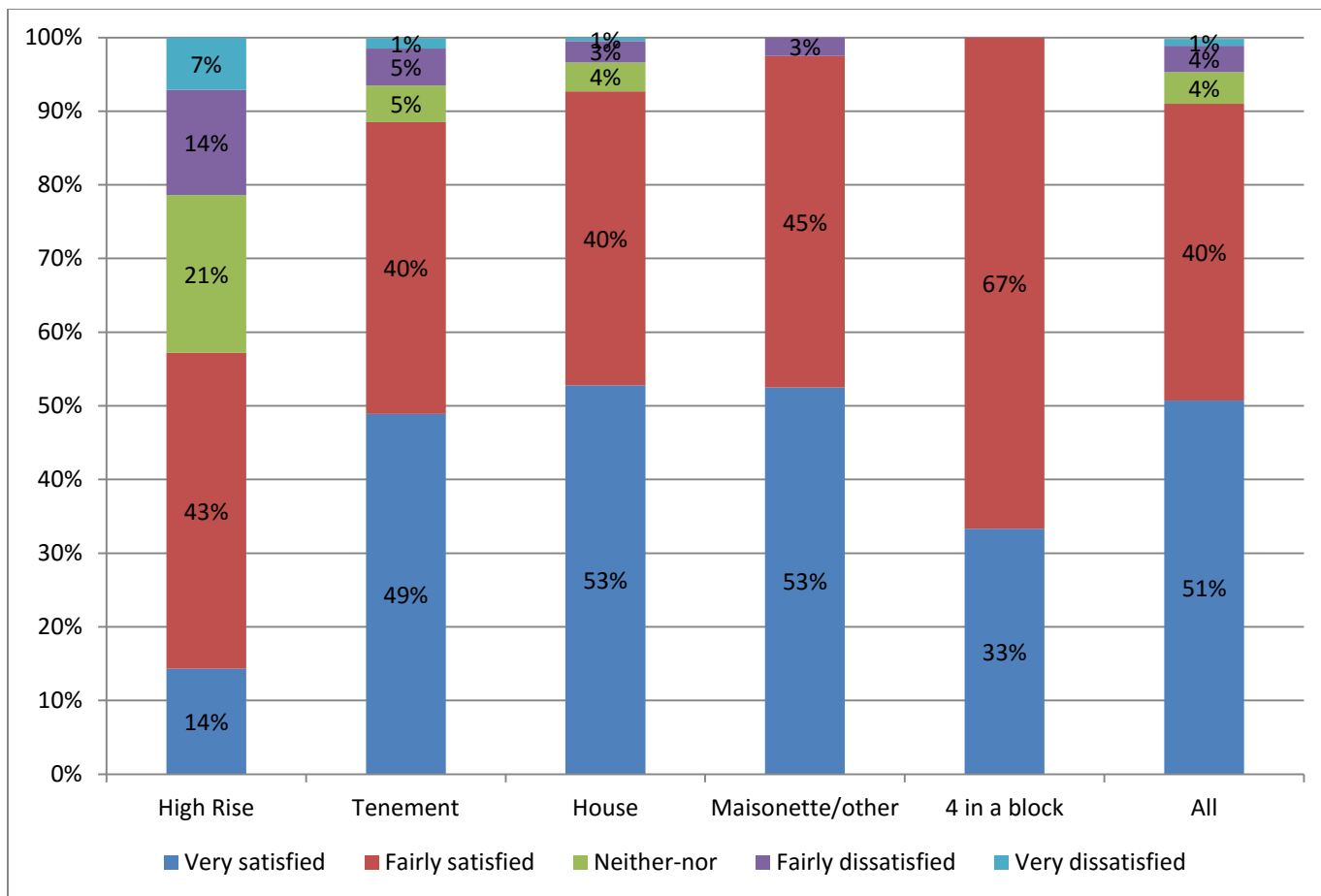


Figure 16 shows neighbourhood satisfaction by property type and highlights that tenants living in high rise properties are the least satisfied with neighbourhood management (57% satisfied) whilst the most satisfied are those living in 4 in a block homes (100%)<sup>8</sup>.

<sup>8</sup> Note small sample sizes - 6 tenants for 4 in a block and 14 tenants for high rise properties

Figure 16 – Neighbourhood management by property type (base 580)

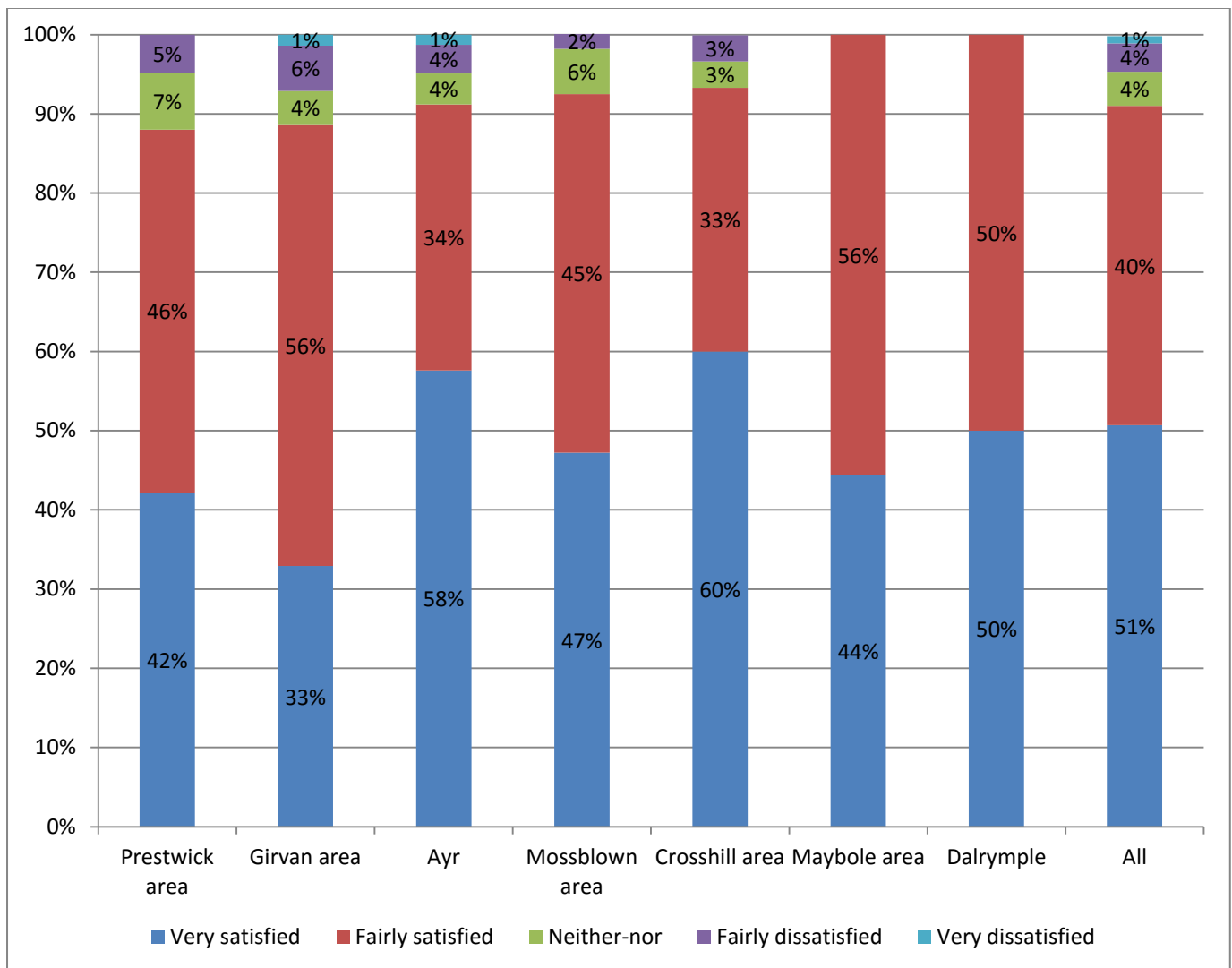
Q- Overall, how satisfied or dissatisfied are you with Ayrshire Housing’s management of the neighbourhood you live in?



In figure 17, the Prestwick and Girvan areas are highlighted as the least satisfied areas on the measure of satisfaction with neighbourhood management whilst the most satisfied areas are Maybole and Dalrymple.

Figure 17 – Neighbourhood management by main area (base 580)

Q- Overall, how satisfied or dissatisfied are you with Ayrshire Housing’s management of the neighbourhood you live in?

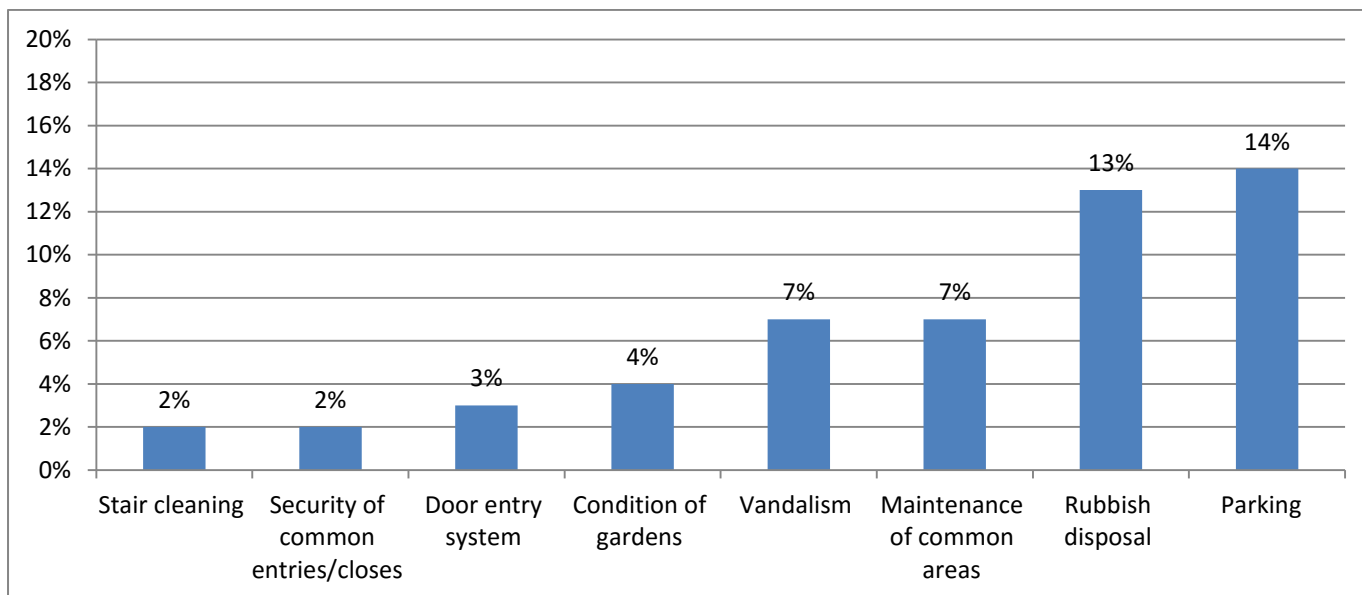


## Neighbourhood problems

Tenants were presented with a listing of eight neighbourhood problems and asked to identify any that were an issue for the area where they lived. As highlighted in figure 18, the main neighbourhood problems across all areas are parking (14%), rubbish disposal (13%), common area maintenance (7%) and vandalism (7%).

Figure 18 –Neighbourhood issues all areas (base 580) – serious or minor problems

*Q- How serious do you believe the following problems are in the area or development that you live in?*



## Neighbourhood analysis

Analysis of the area wide data presented in figure 18 shows high degree of variation in how the problems of parking, rubbish disposal etc are experienced. Below we examine neighbourhood problems by property type and area.

### *Property type*

- High rise properties in Ayr are the most likely to indicate serious/minor problems with their neighbourhood. For example, 43% of these tenants said that there were problems with close security, whilst 36% indicated that rubbish disposal was an issue (13% for all property types). Tenants living in high rises also suggested local problems with parking (29%), vandalism (29%), common area maintenance (21%) and door entry systems (21%)
- For tenants living in tenements the key neighbourhood issues were rubbish disposal (24%), parking (16%), common area maintenance (11%), vandalism (9%) and door entry systems (8%)
- Tenants living in maisonettes indicate that parking (18%), rubbish disposal (13%) and common area maintenance (13%) are the main problems affecting their area
- For 4 in-a-block properties, the single biggest neighbourhood problem is parking (17%)
- For tenants living in houses the main problems are parking (12%), rubbish disposal (8%) and the condition of neighbours' gardens (5%).

### *Main location*

- For tenants living in Ayr, the main neighbourhood issues identified were rubbish disposal (11%), parking (11%), common area maintenance (7%) and vandalism (7%). As the town of Ayr accounts for the majority of Ayrshire Housing's tenement stock and all of the high rise properties, the local neighbourhood problems will in part be associated with these property types
- In the Crosshill area, the single largest neighbourhood issue is parking (20%) for tenants living in houses and maisonettes
- For Girvan area tenants, 26% indicated a problem with rubbish disposal whilst 17% said that parking and vandalism were problems locally
- In the Maybole area, 6% of tenants said there were issues with rubbish disposal and common area maintenance
- For tenants living in the Mossblown area, the three main neighbourhood problems were parking (15%), the condition of gardens (11%) and the maintenance of common areas (6%)
- Amongst the four tenants surveyed in Dalrymple, there were no neighbourhood issues that were recorded as a major concern.

## Value for Money and Tenant Finances

Tenant perspectives on value for money are shown in figure 19 and reveal that in 2016, 87% of tenants rate value for money of rents as either very or fairly good. Comparing the results for this question with those for 2013 shows a small amount of movement in this figure with 82% saying rent was 'good' value in 2013. The RSL sector average for value for money is shown as 79% and on this comparison Ayrshire Housing is performing 8% points ahead of the sector as a whole.

Figure 19 – Rent value for money (base 580)

Q- Taking into account the accommodation and services Ayrshire Housing provides, do you think the rent for this property represents good or poor value for money? Is it...?

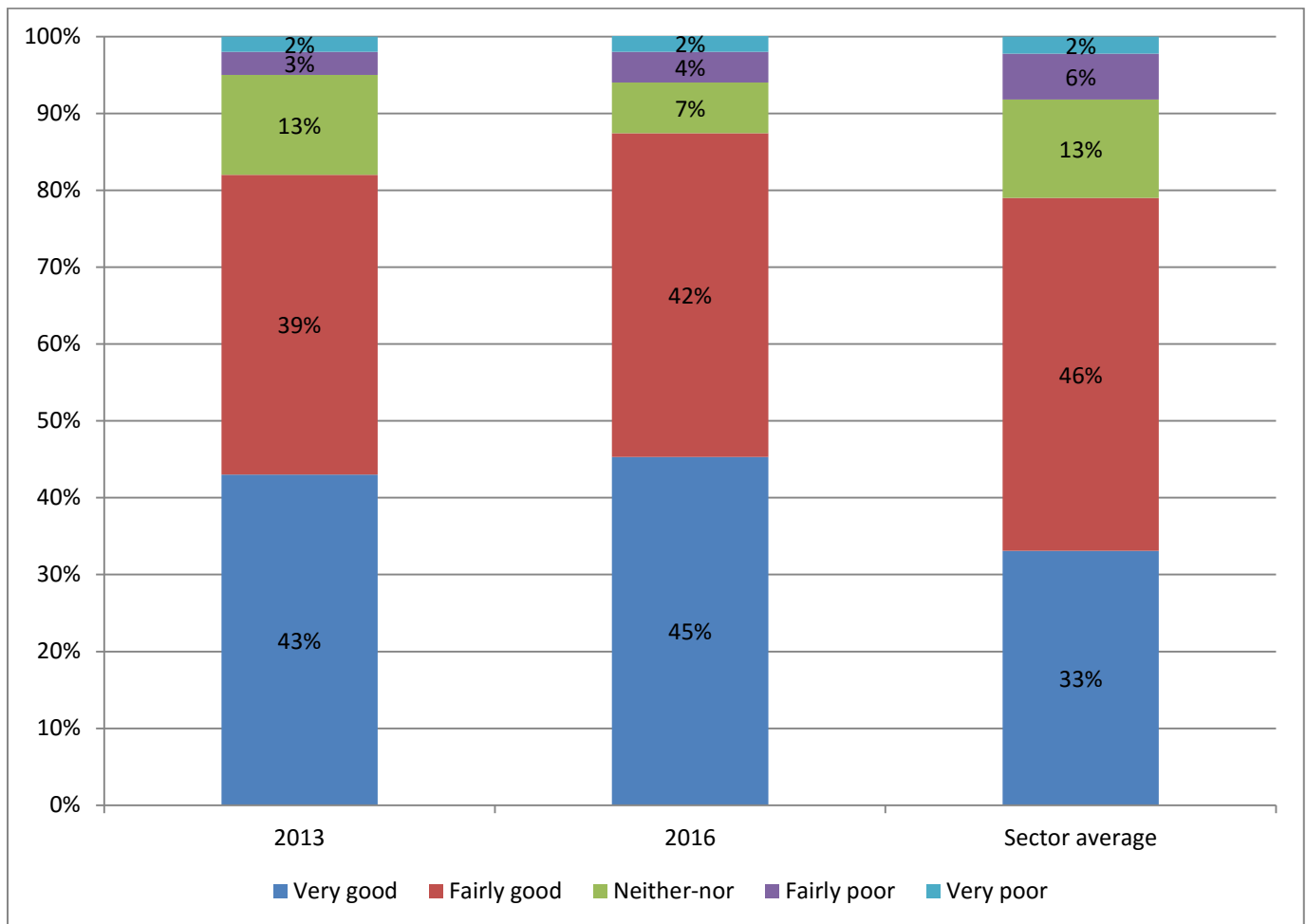


Table 4 sets out value for money perspectives by property type and tenant benefit status. This illustrates for example that tenants living in 4 in a block properties are the most satisfied with rent value whilst the least satisfied are those living in high rise properties and maisonettes/other homes. As might be anticipated tenants not in receipt of housing benefit (No HB) are less likely to rate rent value as good when compared to tenants who receive full or part housing benefit (HB).

Table 4 – Rent value for money by tenant grouping (base 580)

Q- Taking into account the accommodation and services Ayrshire Housing provides, do you think the rent for this property represents good or poor value for money? Is it...?

Format and HB status	Very good	Fairly good	Neither-nor	Fairly poor	Very poor
4 in a block	33%	67%	-	-	-
Tenement	45%	46%	6%	1%	1%
Full HB	51%	39%	6%	2%	2%
Part HB	41%	47%	3%	8%	1%
House	47%	40%	6%	5%	2%
No HB	35%	46%	9%	7%	3%
High Rise	21%	57%	21%	-	-
Maisonette/other	43%	35%	13%	5%	5%
<b>All</b>	<b>45%</b>	<b>42%</b>	<b>7%</b>	<b>4%</b>	<b>2%</b>

We have examined which elements of Ayrshire Housing’s service seem to be most closely linked to the tenants’ rating value for money. This examination shows that there is a clear association between how tenants rate housing quality (figure 20) and their last repair (figure 21) and how they view value for money.

In figure 20 for example, as tenants’ rating of value for money moves from very good through to very poor (horizontal access) so does their satisfaction with housing quality e.g. 93% of tenants who say rent is very good value rate are very/fairly satisfied with housing quality compared with 34% who say that rent is very poor value. A similar association is identified in the tenants’ rating of their last repair e.g. 95% of tenants who rate rent value as very good are satisfied with their last repair compared to 42% who say that rent is very poor value (figure 21).

Figure 20 – Rent value for money compared with housing quality satisfaction (base 580)

Q- Is rent good value v is housing quality satisfactory?

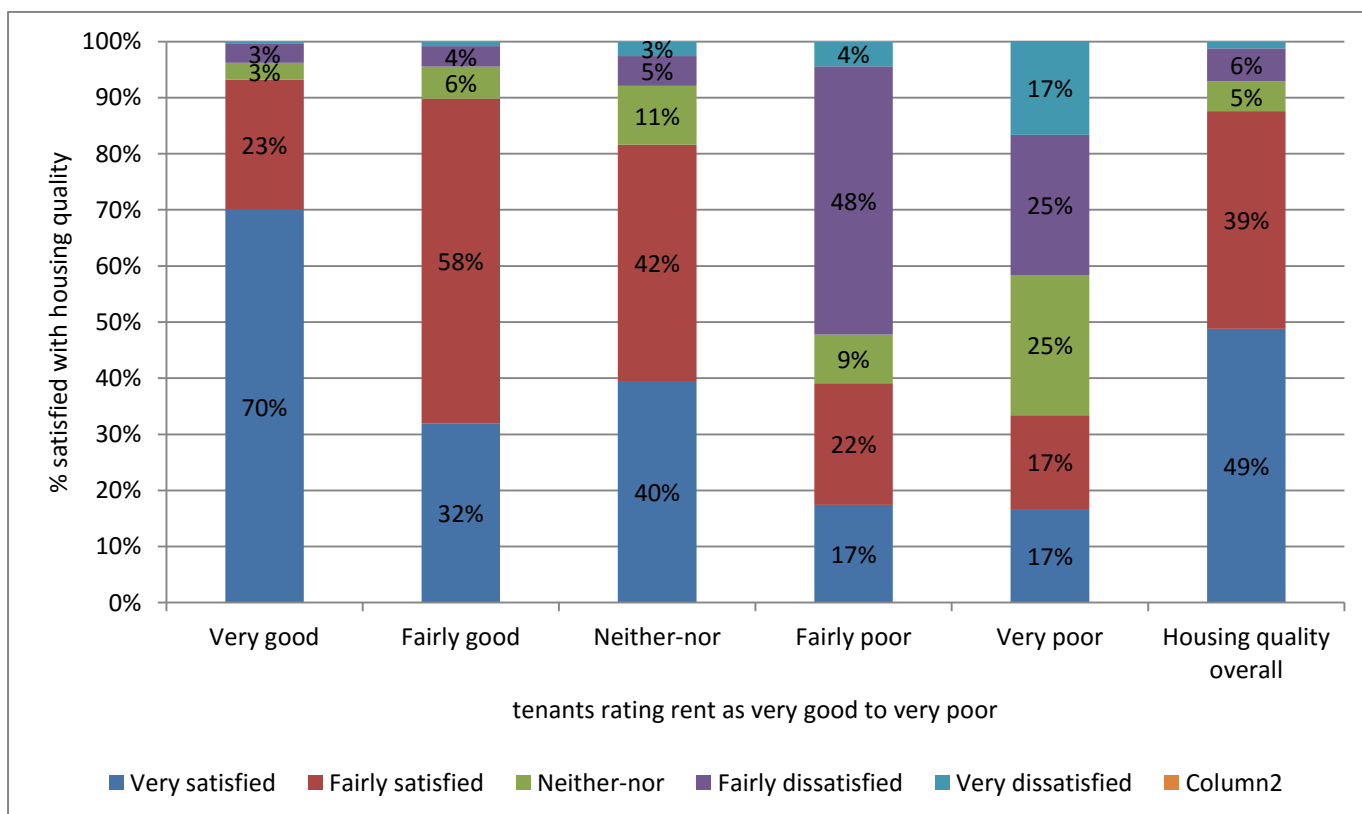
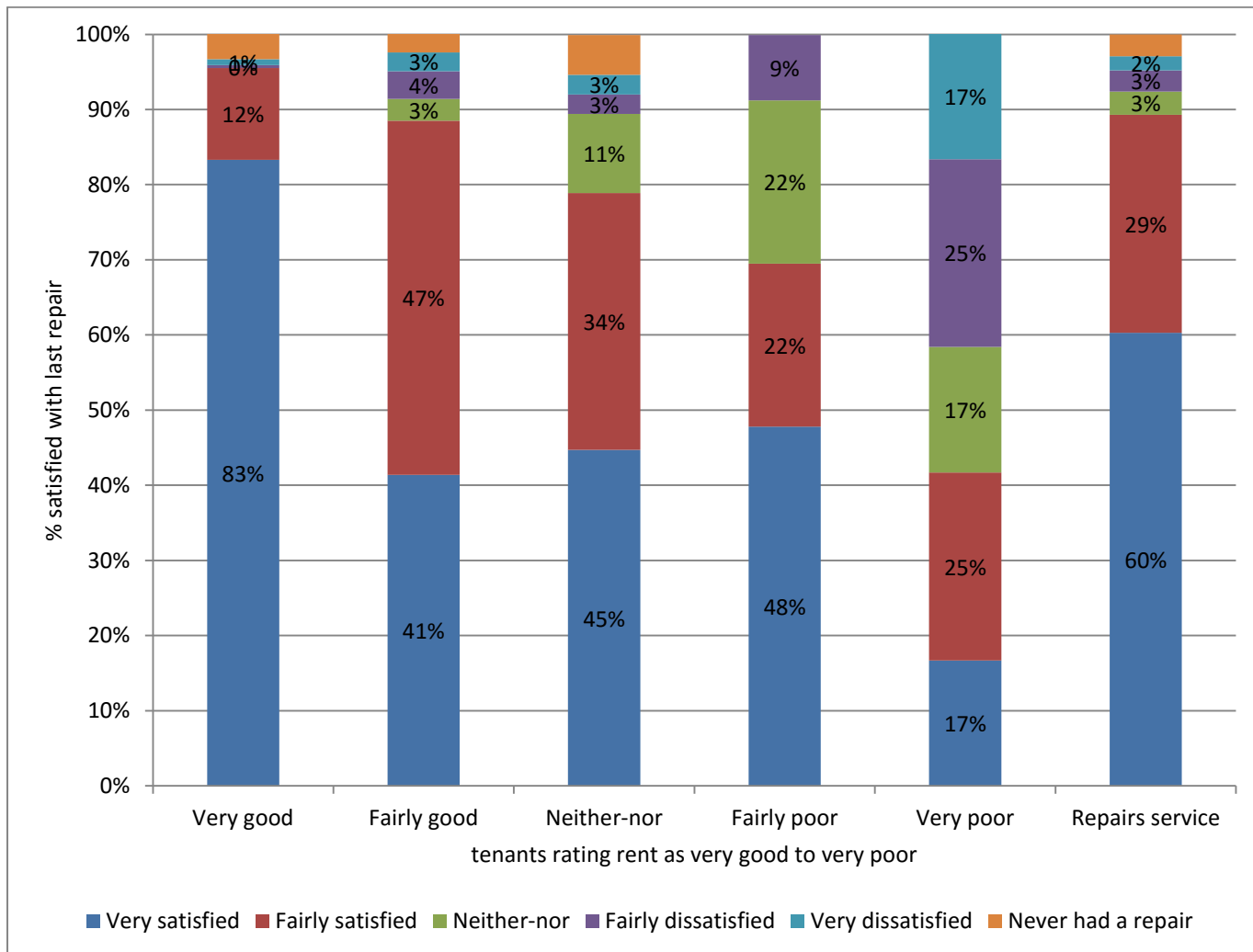




Figure 21 – Rent value for money compared with repair service satisfaction (base 580)

Q- Is rent good value v was last repair satisfactory?



Tenant finances

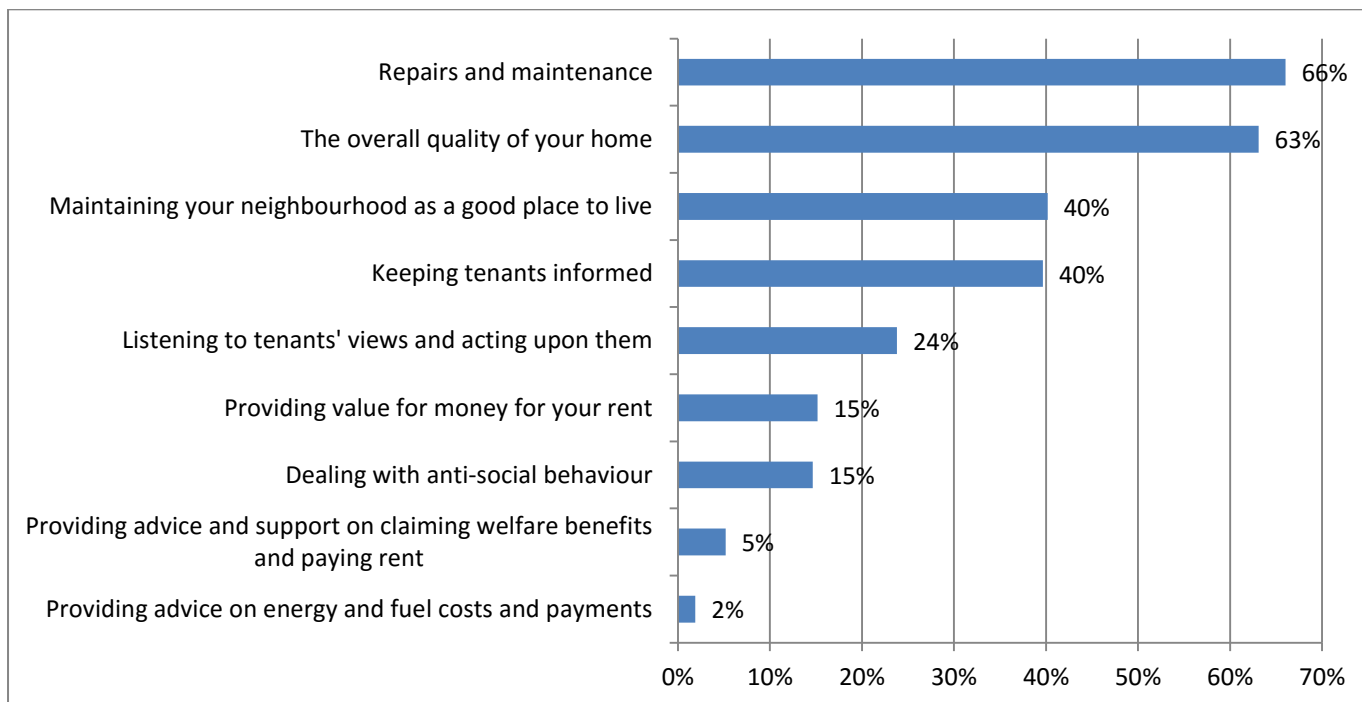
Most tenants (96%) indicated that they had a bank account. Twelve percent (12%) would be interested in opening a credit union bank account (20% in 2013).

## Tenant Priorities & Service Improvement

At the end of the survey, tenants were asked ‘What should be Ayrshire Housing’s top 3 priorities?’ The results are set out in figure 22 and indicate that the 2 main priorities are repairs and maintenance (66%) and providing a good quality home (63%). These top 2 priorities are followed by providing effective neighbourhood management, and keeping tenants informed (40% each).

Figure 22 – Ayrshire Housing’s Priorities (base 580)

*Q- Which of the following services do you think that Ayrshire Housing should have as its top three priorities?*



### Service improvements

Sixteen percent of tenants (16%) indicated that there were a range of areas where the service provided by Ayrshire Housing did not meet their needs. These areas are set out in figure 23 and illustrates that the top 5 issues are:

- Repair service quality
- House upgrades
- Tackling anti-social behaviour/problem neighbours
- Improving repairs based communication
- Improving staff communication generally

Keeping the items set out in figure 23 in perspective, we would note that 2.1% of tenants suggesting an issue with repairs quality equates to twelve tenants. The full list of coded service improvements is shown in annex 4 of the full report.

At the start of the survey, tenants were also asked if there was anything they would like to see changed or improved about the service provided by Ayrshire Housing and the comments made by tenants are listed in figure 24 (based on 95 tenant replies or 16%). As with figure 23, improvements to repairs and property upgrade issues are near the top of tenants’ priorities although once again the proportion of tenants requiring change is quite small. The full listing of service changes is provided at annex 5 of the full report.

Figure 23 – Service areas not meeting expectations (base 580)

Q- In which areas does their service not meet your expectations?

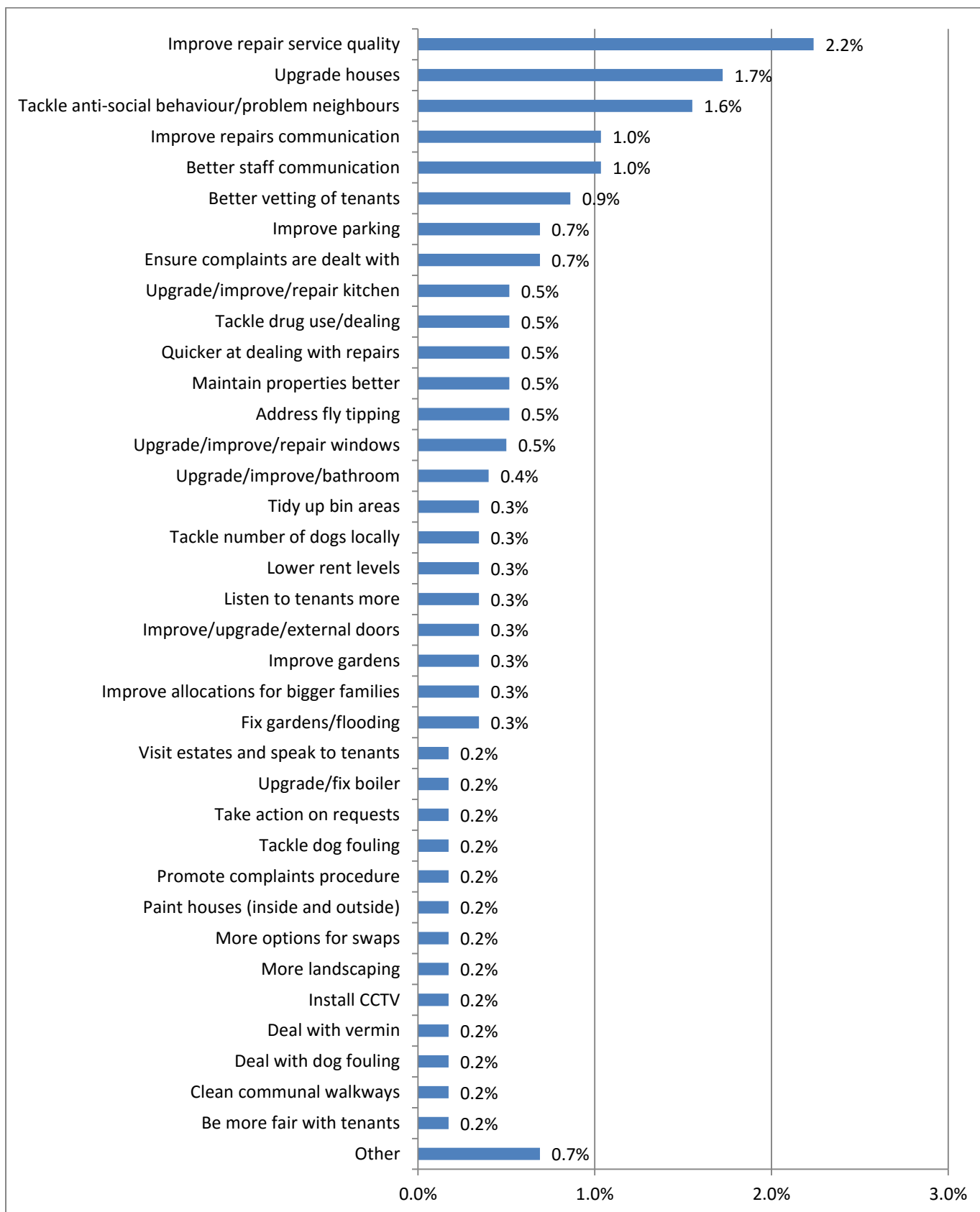
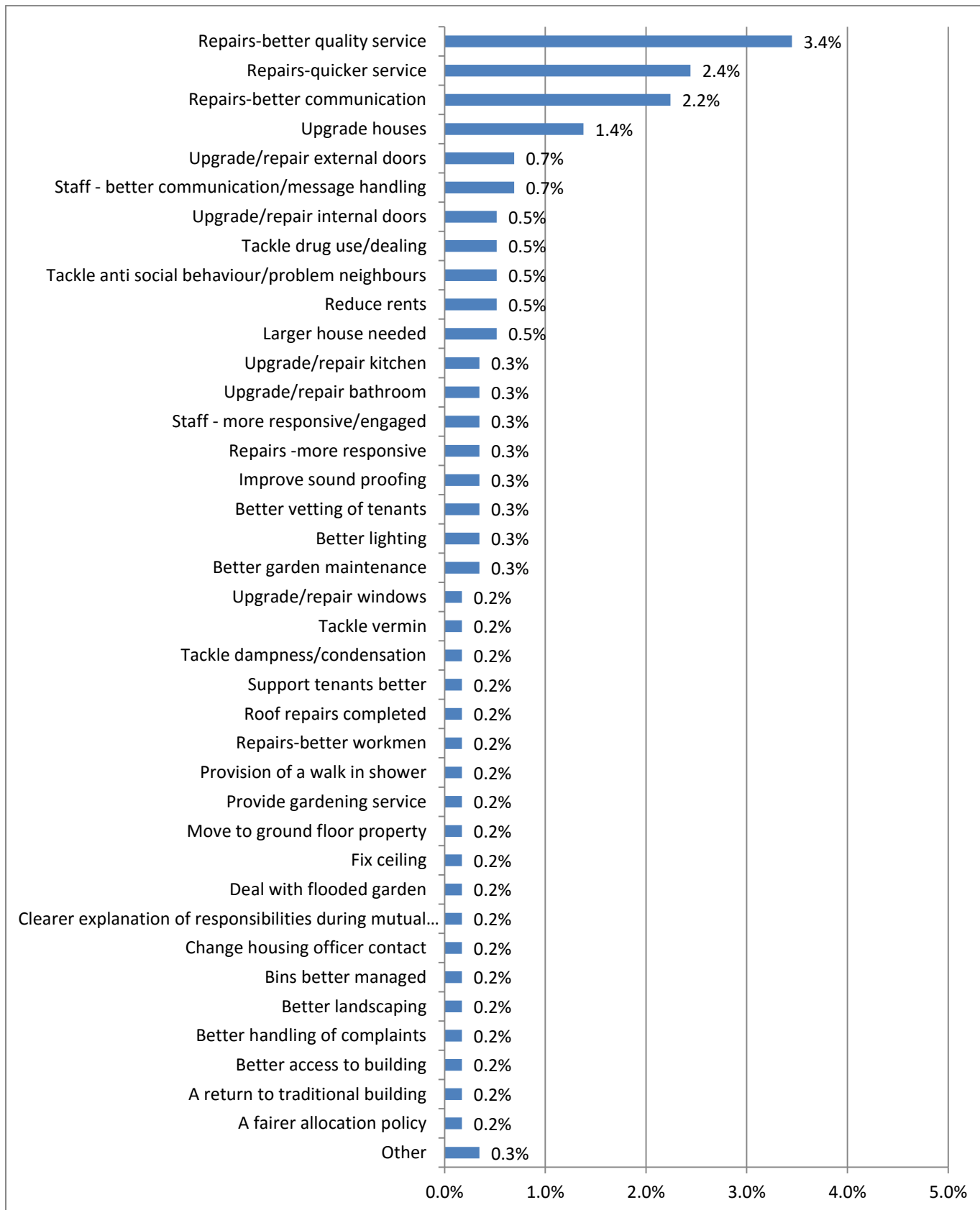


Figure 24 – Areas for change or improvement (base 580)

Q- Is there anything you would like to see change or improved about the service you receive from Ayrshire Housing?



**Annex 1 – Survey sample (580 interviews) broken down by Town and Number of Apartments**

<b>Town</b>	<b>% all interviews</b>	<b>Apartment size</b>	<b>% all Interviews</b>
Ayr	52.4%	2apt 1p	3.6%
Ballantrae	1.9%	2apt 2p	23.8%
Barr	0.3%	2apt 2p wheelchair	0.2%
Coylton	3.6%	3apt 3p	4.0%
Crosshill	0.9%	3apt 3p wheelchair	0.2%
Dailly	2.9%	3apt 4p	35.2%
Dalrymple	0.7%	3apt 4p split	2.4%
Dundonald	4.8%	3apt 4p wheelchair	0.2%
Girvan	9.3%	4apt 4p	2.1%
Kirkmichael	1.4%	4apt 5p	8.1%
Kirkoswald	0.7%	4apt 6p	15.7%
Maidens	0.5%	4apt 6p wheelchair	0.2%
Maybole	5.5%	4apt wheelchair	0.2%
Monkton	0.3%	5apt 6p	0.5%
Mossblown	0.7%	5apt 7p	1.7%
Prestwick	3.4%	5apt 8p	1.7%
Symington	0.2%	6apt 8p	0.3%
Tarbolton	4.8%	<b>Total</b>	<b>580</b>
Troon	5.5%		
<b>Total</b>	<b>580</b>		