

Glasgow Housing Association - Tenant Satisfaction Survey 2017/18

Between August and October 2017, BMG Research conducted 2,833 interviews amongst Glasgow Housing Association tenants from a stratified random sample of 7,000 addresses. The data presented has been weighted by property type within Area and by number of bedrooms within Area.

Scottish Social Housing Charter indicators

- Indicator 1:** Overall satisfaction with GHA is 2% points higher compared to the 2016/17 findings, at 91% - this represents a significant improvement. Satisfaction is significantly higher amongst tenants in the North East compared to the North West (92% cf. 89%). By archetype, the same is true of tenants living in MSFs compared to those in APF/tenement/deck access properties (93% cf. 89%). By age group, 95% of tenants aged 65+ are satisfied, significantly higher compared to those aged under 65 (89%). The Key Driver Analysis shows that emotive measures such as whether GHA is seen to care, listen, treat tenants fairly and understand tenants' needs are all strong influencers on tenants' overall satisfaction with GHA. Perceptions on the way GHA deal with repair and maintenance and how GHA are improving the quality of homes also strongly influence tenants' overall perceptions of GHA. Similarly, the repairs service (84% stating it as important) and major home improvements (54%) are indicated to be the most important services to tenants.
- Indicator 3:** In line with the 2016/17 finding, nine in ten (90%) feel GHA is good at keeping them informed about services and decisions. By area, this proportion rises significantly amongst North East tenants to 92% which also represents a significant improvement compared to 2016/17 (+3%). By archetype, 88% of APF/tenement/deck access tenants rate GHA as good, significantly lower compared to each of the other archetypes.
- Indicator 6:** At 77%, satisfaction with the opportunities to participate in GHA's decision making process is significantly 4% points higher compared to the 2015/16 and 2016/17 findings. Satisfaction is markedly higher amongst North East tenants (82%), whilst significantly lower in the South (73%). Satisfaction has also increased significantly compared to the 2016/17 findings amongst North East and North West tenants (both up by 7% points).
- Indicator 10:** Just under nine in ten tenants are satisfied with the quality of their home (88%), this remains unchanged from the 2016/17 findings. Satisfaction is significantly higher amongst North East tenants (90%) compared to those in the North West (87%) and South (86%). By archetype, satisfaction rises significantly for those in multi-storey flats (93%), however drops significantly for those in APF/tenement/deck access properties (84%).
- Indicator 17:** Satisfaction with the way GHA manages neighbourhoods has remained stable since the 2016/17 SSHC survey (88% cf. 87%). Satisfaction is now significantly higher amongst North East tenants (90%) compared to South and North West tenants (both 87%), with the proportion of North East tenants satisfied up significantly compared to 2016/17 (+5% points).
- Indicator 29:** Those who feel their rent represents good value for money has remained stable since the 2016/17 (83% cf. 84%). Whilst across all areas the proportions who feel their rent represents good value for money is similar, North West tenants are significantly more likely to feel their rent represents poor value for money compared to those in the South and North East (10% cf. 8% cf. 8%), and those in the South are significantly less likely to feel their rent represents good value for money compared to 2016/17 (84% cf. 89%).

Image of GHA

- Perceptions are highest towards GHA having friendly and approachable staff (91%), with little change in the all the measures rated compared to the 2016 findings. Those living in the North East area are the most likely to have positive perceptions towards the image of GHA, holding significantly higher levels of agreement compared to the total in all measures except those regarding the House Letting Policy.
- 43% of tenants can be defined as promoters of GHA whilst 17% are defined as detractors; this leaves an overall NPS score of +26. This is 3-points higher than the NPS score recorded in the 2016 survey. By area, North East tenants have the highest NPS (+36), followed by those in the South (+26) and those in the North West (+15), whilst there is an indication that 1-parent families have the lowest NPS (+8).

Housing and neighbourhood

- 86% of tenants agree that their house meets their needs, this mirrors the level indicated in the 2016/17 survey. Those living in a 4-in-a-block/house (89%) or MSFs (90%) are significantly more likely to agree whilst those in an APF/Tenement/Deck Access property are significantly less likely to agree (83%). By area, agreement levels increase markedly amongst North East tenants (88%) however drop for those in the South (84%).
- Nine in ten (90%) are satisfied with their neighbourhood as a place to live, which is significantly higher than in 2016/17 (88%). Satisfaction is consistently high across the three areas however the North East has seen a significant increase since the 2016/17 survey (90% cf. 87%).
- Two thirds (67%) of tenants say they feel safe walking alone in their neighbourhood after dark, whilst 9% feel unsafe. Females (12%), those living in an APF/tenement/Deck access property (11%) and those aged 16 to 34 (12%) are most likely to feel unsafe walking in the neighbourhood alone at night.

Repairs and maintenance

- 90% of tenants are satisfied with the way GHA deals with day to day repairs and maintenance. This is significantly higher than the satisfaction score recorded in the 2016/17 survey (86%). There have also been significant increases from the 2016/17 survey for those in the North East (90% cf. 83%) and the North West (89% cf. 85%). Tenants living in MSFs (92%) or aged 65+ (96%) are significantly more likely than the total to be satisfied with the way GHA deals with repairs and maintenance.
- For those who had a responsive repair in the last 12 months (50%), tenants were most pleased with the attitude of the workers (95%), how easy it was to report the repair (94%), being told when the workers would call (94%), the helpfulness of the person who took the repair (94%) and the appointment being kept (94%), whilst they were least pleased with the repair being done right the first time (86%) and being kept informed about progress of the repair (89%).
- The biggest changes in perceptions compared to 2016/17 were for the repair being done right the first time (86% cf. 92%), length of time taken to complete the job (90% cf. 87%) and the time taken between reporting the repair and work starting on it (92% cf. 89%).

Environmental services

- All three of the services provided by the Environmental Team have seen significant increases since the previous year; environmental services has seen a 5-percentage point increase from 79% to 84%, cleaning services has seen a 4-percentage point jump from 81% to 85% and security services has risen from 88% to 92%.

- Those in the North East this year are significantly more likely to be satisfied with the environmental services than they were the previous year (86% cf. 77%). The same can be said for those in the South area (83% cf. 78%). Tenants living in MSFs (93%) and male tenants (87%) are significantly more likely to be satisfied with the environmental services than the total average (84%), whilst 1-parent families (76%), those in an APF/tenement/deck access property (80%) and females (82%) are least likely to be satisfied.

Communication and participation

- 90% of tenants feel GHA is good at keeping them informed about things that might affect them as a resident. This is a 3-percentage point significant increase since the previous year, which is primarily driven by significant increases from North East (90% cf. 87%) and North West tenants (89% cf. 86%).
- Over seven in ten (72%) tenants feel that GHA takes account of their views either a little or a lot. This is broadly in line with the previous year's survey.
- Face to face surveys (51%) and postal surveys (26%) are the methods most commonly preferred to get involved with GHA. Although, one in four stated that they stated they wouldn't prefer any of the options available to get involved (25%).
- 83% of tenants currently find out information about GHA through letters, with 81% preferring to use this method, whilst 72% currently find out information about GHA through The Key, 60% would prefer using this method. For the latter, three in ten (31%) state they always read 'The Key' magazine whilst over half (53%) say they usually read it. Of the tenants who have read or seen the magazine, 76% find 'The Key' useful, which is similar to 2016/17 (77%).
- Two thirds of tenants contacted the GHA in the last 12 months (67%), most commonly by phone (59%) or in person (11%) and most commonly about repairs (65%). When thinking about the last contact made with GHA, the elements of the customer service tenants were most happy with staff being polite, approachable and helpful (94%) and the opportunity to have a say (92%), and least happy with the query being resolved on first contact (83%) and being kept informed of progress with the enquiry (83%).

Complaint Handling

- Just 2% of tenants have made a complaint about a GHA service in the last 12 months. This rises significantly amongst sheltered tenants (9%), and 2-parent families (4%). 92% of complaints were made directly to GHA. Of those who made a complaint, half thought the way their complaint was handled was poor (51%), whilst six in ten thought: the outcome of the complaint was poor (59%); the frequency of updates was poor (60%); the speed of response was poor (62%) and the quality of information provided was poor (62%).

Financial inclusion

- Paying the gas, electricity and other fuel bills is the payment tenants have the most difficulty paying, with 21% saying they find it difficult to pay to some degree (Very often, quite often, or occasionally). Over four in five tenants say they never struggle to pay for food (84%).
- Thinking about rent payments, those in APF/tenement/deck access properties (2%), in the North West (2%), on partial housing benefit (3%), no housing benefit (2%) or have a household income between £10,400 and £15,599 (3%) are most likely to state they find it difficult to pay their rent very often.

Digital inclusion

- Four in ten (41%) tenants state that they don't use the internet. This is significantly higher amongst sheltered tenants (73%), those in the South (46%), those aged 65+ (74%), and those in a single person household (53%).
- For those that do use the internet, 56% say they use it at home, whilst just under a quarter (23%) said they use it for leisure/ social purposes.