

Island Homes Action Plan Satisfaction Survey Report

January 2010

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1. Executive Summary

1.1 Introduction and methodology

Following the completion of the action plan, Island Homes wished to survey its residents to assess how improvements made to services are impacting residents and how this, in turn, is affecting their satisfaction levels.

For the purpose of this report, the six sections of the action plan surveyed are listed below:

- access to the service and customer focus
- meeting the diverse needs of our residents
- stock investment, repairs and gas servicing
- management of rent and service charges
- achieving value for money
- performance management and resident involvement

These were grouped into three graphs under the following headings:

- Forums and Customer Care (graph shown on page 5)
- Information provided to residents (graph shown on page 6)
- Services provided to residents (graph shown on page 7)

All Island Homes residents were encouraged to complete the survey and residents were given the opportunity to respond to the questions in a range of ways to ensure the highest possible rate of completion:

- By post
- By telephone
- Online (via website)
- Face-to-face with staff

Responses were gathered over a five week period between December 2009 and February 2010.

To ensure the widest possible representation of all groups in the diverse community, home visits were carried out to elderly and vulnerable residents to enable them to participate, a full translation service was provided and special focus groups were held at the end of prayer sessions within the Bengali community.

1.2 Overall opinions of Island Homes Housing Association

Residents, in general, were satisfied with the services provided by Island Homes. Even with repairs, the area of the service that residents were least happy with, there was an 80% satisfaction rate, excluding those who responded that they were neither satisfied nor dissatisfied. Leasehold and rent and service charge management were next, achieving approximately 85% satisfaction, with the remainder achieving around or above 90%.

Satisfaction with information was high across the board, with 90% or above being achieved in all areas with the exception of major works information, at less than 85%. Satisfaction with the various forums was not quite as high, but was still over 85% in all cases except the Tenant and Resident Associations (TRAs), which achieved a satisfaction level just over half at 52.3%.

Although this survey is not directly comparable with a STATUS survey, these results are nevertheless very encouraging and equally insightful.

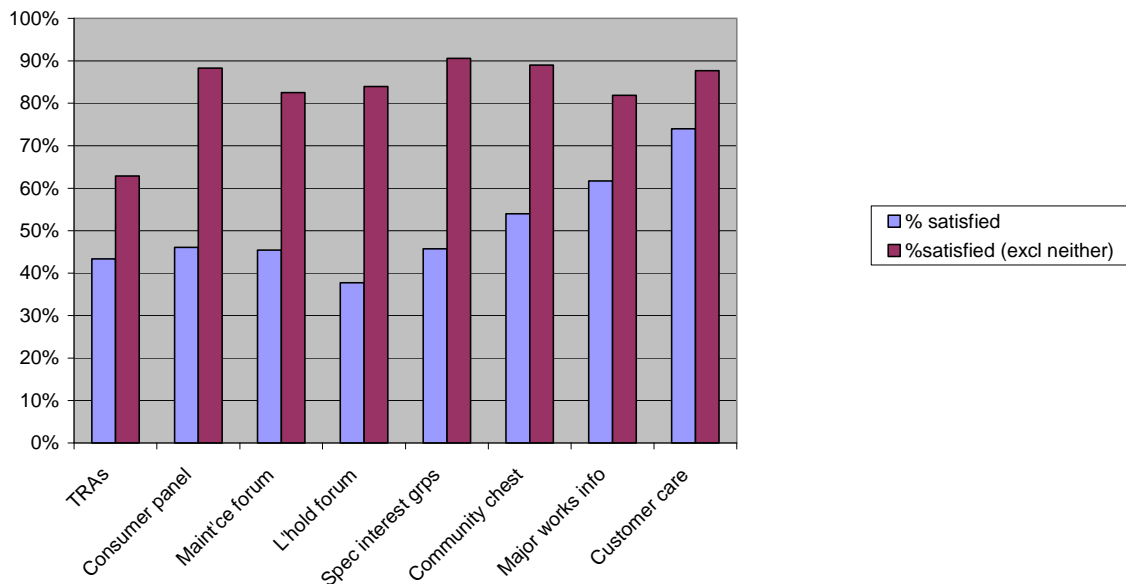
1.3 Response rates

601 questionnaires were completed compared to the overall Island Homes population of 1,965 residents, which represents a 30.6% response rate and gives a confidence interval of +/- 3.33% at the 95% level. This means that, if a satisfaction level of 50% was achieved, we would be 95% confident that the true level of satisfaction was in the range 50% +/- 3.33%, i.e. between 46.67% and 53.33%.

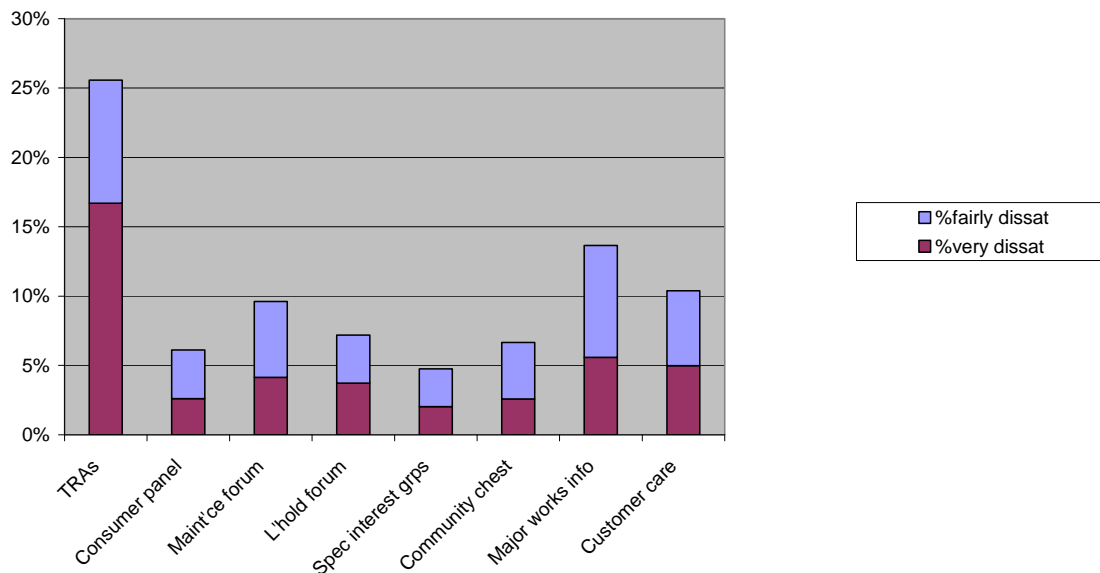
2. Overall Opinions of Island Homes

2.1 Overall satisfaction and dissatisfaction with the service provided

Satisfaction with forums and customer care



Dissatisfaction with forums and customer care



The results from the survey show that overall resident satisfaction with Island Homes' Forums and Customer Care is 88%.

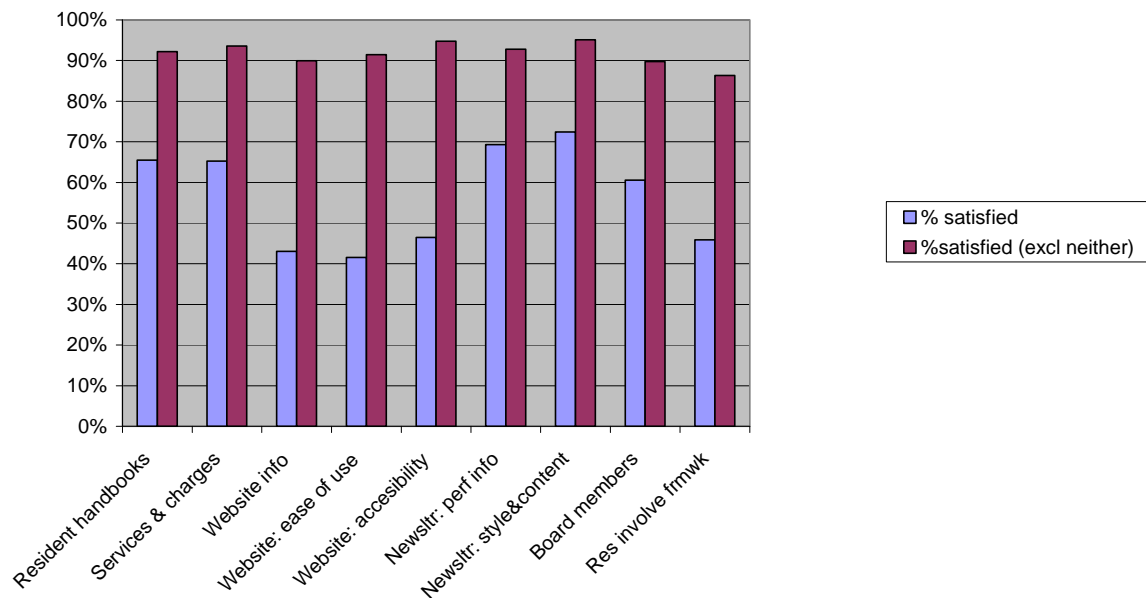
The majority of residents are happy with the Customer Care provided to them, with 88% saying they are fairly or very satisfied and just 12% saying they are fairly or very dissatisfied.

Overall satisfaction was high with the range of opportunities currently available for residents to influence service delivery, with fewer than 5% of residents saying they are fairly or very dissatisfied with the Consumer Panel, Maintenance Forum, Leaseholder Forum and Special Interest Groups. Tenant and Resident Associations are the exception, with 37% of residents saying they are fairly or very dissatisfied.

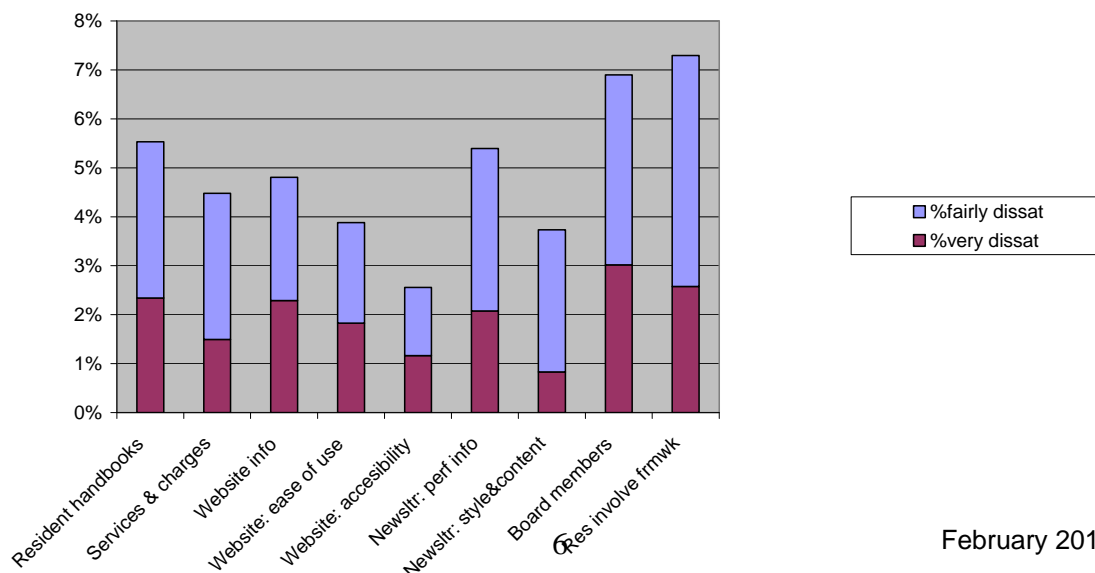
Results from the survey suggest that a high proportion of residents do not have an opinion on the range of projects and activities funded by the Community Chest. However, of those that did, satisfaction was high with just 11% saying they are fairly or very dissatisfied.

The majority of residents (82%) said they are fairly or very satisfied with the information provided about the Major Works Programme.

Satisfaction with information about



Dissatisfaction with information about



The survey results show that, overall, resident satisfaction with the information provided by Island Homes is 92%.

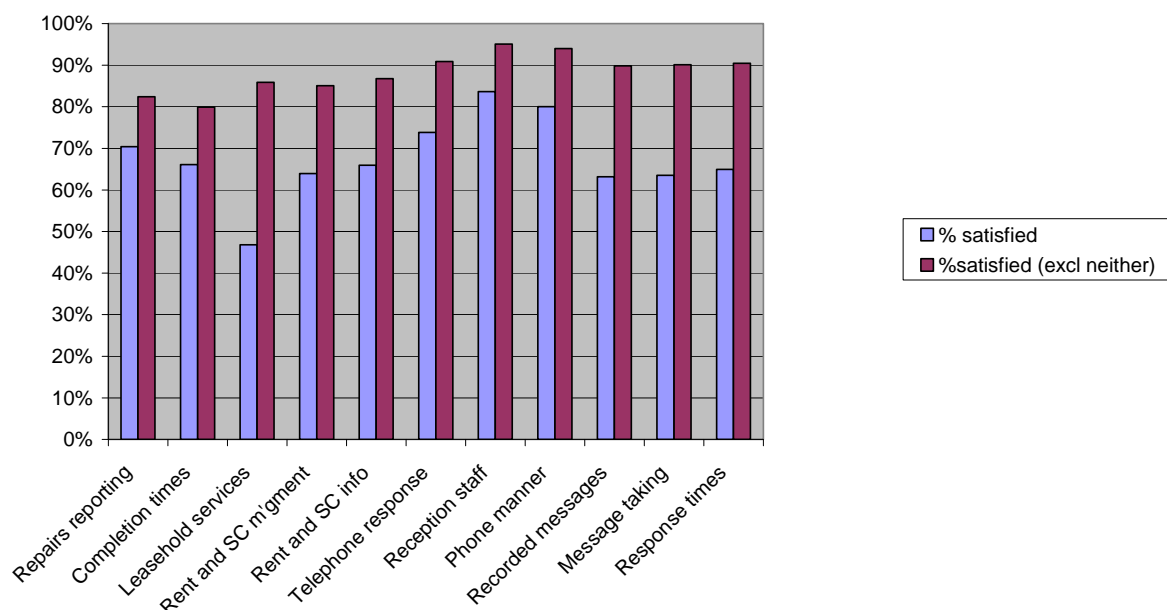
In terms of information provided, over 90% of residents were satisfied with the information provided in the following publications: Resident Handbook, information leaflets in reception areas and resident newsletters. Resident newsletters were particularly well received, with 93% saying they are satisfied with the performance information provided in newsletters and 95% saying they are satisfied with their style and content. Residents are happy with the information provided about residents and non-resident Board members, with 90% saying they are fairly or very satisfied.

Results from the survey show that the vast majority of residents are happy with Rent and Service Charge management and the information provided about Rent and Service Charges, with over 85% saying they are fairly or very satisfied with services in this area.

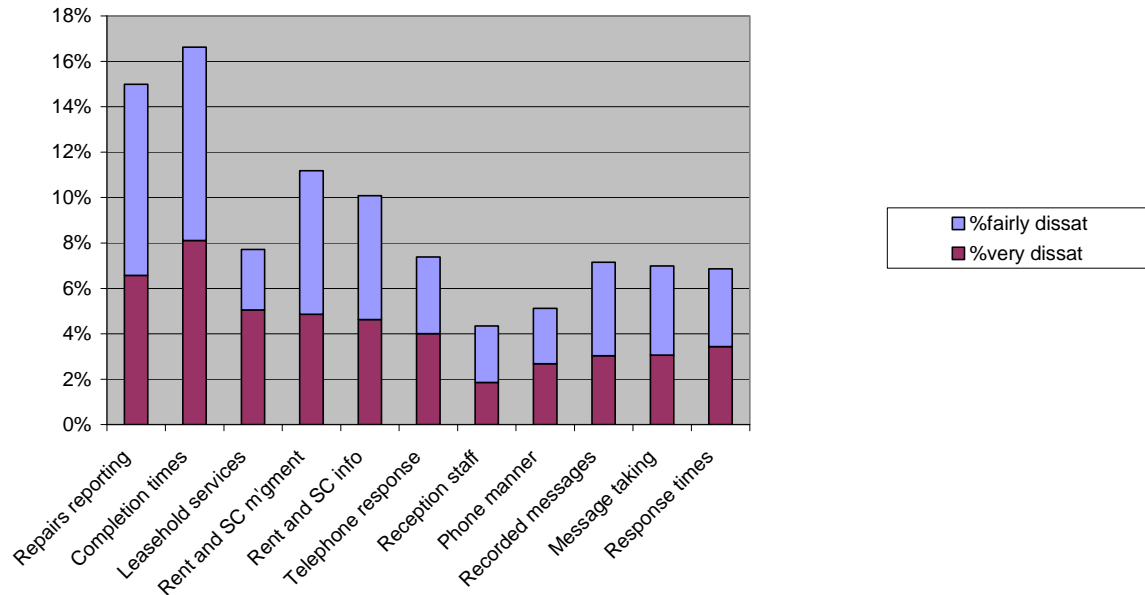
The figures suggest that a high proportion of residents either do not use the website or do not have an opinion on it, but of those who did, satisfaction among residents with the information provided and the ease of finding information on the website is high, with over 90% of residents saying they are fairly or very satisfied.

A high proportion of residents said they were neither satisfied nor dissatisfied with the information provided in the Resident Involvement Framework. Of those that did have an opinion, satisfaction was high with 86% saying they are fairly or very satisfied.

Satisfaction with service



Dissatisfaction with service



Results from the survey show that overall resident satisfaction with the service provided by Island Homes is 88%.

Overall residents are happy with Island Homes' repairs service, with over 80% saying they were fairly or very satisfied with Repairs Reporting and time to complete repairs.

Only a proportion of residents were able to rate Leasehold Services, but satisfaction proved high among leaseholders, with 86% saying they are fairly or very satisfied.

Overall satisfaction was high with Rent and Service Charge Management and the information provided about Rent and Service Charges, with over 85% saying they were satisfied with the service provided in this area.

On the whole, residents were particularly happy with staff's telephone response, answering and messaging service and accuracy of message taking with over 90% saying they were satisfied.

3. Conclusions and further actions

When drawing overall conclusions in relation to this research, we are pleased with the 33% response rate achieved and are very grateful to all the residents who participated. However, we appreciate that the views expressed are not representative of everyone on the Island. While we will continue in our attempts to gain feedback from a higher percentage of residents going forward, the results obtained to date are able to highlight how improvements are having a real impact on front line services.

Satisfaction with services

The fact that satisfaction with reception staff scored highest within the service section is a key aspect of these findings, it is encouraging that the majority of residents are benefiting from training measures put in place to improve customer care.

In terms of Leasehold Services, the survey has confirmed that this is still an area of weakness. However, we are anticipating that the improvements put in place following the launch of a specialist Home Ownership Team will see satisfaction rise in the coming months.

Satisfaction with information

The fact that the majority of our residents are satisfied with the information provided by Island Homes, is also an encouraging result, especially given the amount of information that we have been required to provide in recent months. We will continue to develop the formats that are being well received (Resident Newsletter and Handbooks) and look at ways to improve the accessibility of information in other areas (website for example) so that they can become more widely utilised going forward.

We must also look at how to make information relating to the Resident Involvement Framework more assessable, as a high proportion of residents are neither satisfied nor dissatisfied. This may be the result of residents feeling that they have insufficient knowledge to make a judgement in this area.

Satisfaction with forums and panels

Finally, we can conclude that, overall, our forums and panels are working well for those that choose to access them but that there is room to improve satisfaction when it comes to Tenant and Resident Associations (TRAs) and the role that they play on the Island. We also need to make sure that we actively promote the work of the Community Chest to allow more residents to feel the benefits of this funding.

Areas for improvement

Whilst we feel that we have demonstrated quite strongly how improvements in services have led to a good level of satisfaction, we recognise that there are

still improvements to be made. The results of the survey show that satisfaction with the repairs service and with service charges (pertaining to both general needs and leasehold residents) is weaker than in other areas. This is in accordance with our expectations, and changes are already underway which we expect to further improve the experience of our customers: both Property Services and Leasehold Services departments have recently been restructured under the leadership of experienced, newly appointed managers. This has already led to a number of improvements in working practices, and further improvements will be implemented over the coming year, which will have a positive effect on service quality, and hence satisfaction, as these systems are embedded.

The high level of 'neither satisfied nor dissatisfied' responses to questions about forums suggests that we could do more to promote these services, especially as those who expressed an opinion generally rated them highly. Again, we have done much to improve this situation recently and we expect to see awareness of and participation in these services increasing over the following months.

This survey has highlighted areas that need to be improved and, whilst we feel we are moving in the right direction, we cannot afford to be complacent. Therefore, we will continue to seek feedback on our services to ensure that these changes are having the desired effect and to assist in the identification of future priorities. We plan to repeat this survey in December 2010, to assess the impact of these changes.

Appendix A – The Questionnaire

Appendix B – Profile Data

Appendix C – Data Table

Question	% satisfied	%satisfied (excl neither)	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	%fairly dissat	%very dissat
1 (A) Repairs reporting	72.27%	84.65%	137	293	87	42	36	7.06%	6.05%
(B) Time taken to complete repairs	68.25%	81.71%	108	294	97	43	47	7.30%	7.98%
(C) Leasehold Services	46.97%	87.21%	41	184	221	11	22	2.30%	4.59%
(D) Rent and Service Charge management	64.48%	85.78%	92	282	144	36	26	6.21%	4.48%
(E) Information provided about Rent and Service Charges	66.84%	87.61%	118	271	138	28	27	4.81%	4.64%
(F) Telephone response times	74.57%	91.18%	131	303	106	17	25	2.92%	4.30%
(G) Helpfulness and politeness of staff at reception	83.90%	95.19%	246	249	70	13	12	2.20%	2.03%
(G) Helpfulness and politeness of staff on the telephone	80.43%	93.78%	170	237	72	12	15	2.37%	2.96%
(H) Accuracy of recorded telephone messages	64.96%	90.66%	87	282	161	20	18	3.52%	3.17%
(I) Accuracy of message taking	64.77%	90.55%	102	262	160	19	19	3.38%	3.38%
(I) Satisfaction with response times	66.54%	90.62%	83	255	135	14	21	2.76%	4.13%

2 (A) The information in resident handbooks	63.13%	91.21%	141	222	177	20	15	3.48%	2.61%
(B)The information leaflets about our services and service charges	63.30%	93.57%	138	226	186	14	11	2.43%	1.91%
(C) The information provided on our website	42.78%	89.19%	64	167	281	15	13	2.78%	2.41%
(D) Ease of finding information on our website	41.59%	90.36%	60	165	292	14	10	2.59%	1.85%
(E)Accessibility of our website (large font, translation, other formats)	46.15%	93.89%	81	165	271	10	6	1.88%	1.13%
(F)The performance information provided in our newsletters	70.46%	93.05%	157	258	143	18	13	3.06%	2.21%
(G)The style and content of our newsletters	74.19%	95.00%	201	236	129	16	7	2.72%	1.19%
(H)Information about resident and non-resident Island Homes Board members	64.50%	90.84%	182	185	165	21	16	3.69%	2.81%
(I)The information provided about our Resident Involvement Framework	44.15%	82.68%	79	174	267	28	25	4.89%	4.36%
3 (A)Tenant and Resident Associations	37.65%	52.03%	67	151	160	68	133	11.74%	22.97%
(B) Consumer Panel	48.22%	87.99%	65	206	254	21	16	3.74%	2.85%
(C) Maintenance Forum	46.71%	84.03%	71	192	250	26	24	4.62%	4.26%
(D) Leaseholder Forum	40.79%	85.12%	42	164	263	17	19	3.37%	3.76%
(E) Special Interest Grps	49.91%	92.20%	91	181	250	13	10	2.39%	1.83%

4) How satisfied are you with the range of activities and projects currently funded by the Community Chest?	58.73%	91.23%	120	213	202	20	12	3.53%	2.12%
5) How satisfied are you with the information that has been provided about the Major Works Programme?	63.90%	83.78%	112	265	140	40	33	6.78%	5.59%
6) How would you rate our customer care?	75.47%	88.42%	181	262	86	26	32	4.43%	5.45%