

Background to the Survey

We were commissioned by **Albyn Housing Society** to carry out their 2012 tenant satisfaction survey. Two questionnaires were designed in partnership with Albyn. The survey was sent out to those with email addresses on the 5th March and then postal survey packs were sent out to tenants and owners who did not have email addresses or had not responded to the online survey by the 10th March. The survey was left open until the end of April. However, because of the poor response rate for tenants a telephone boost for 400 interviews was undertaken during the first three weeks in May. As a result a total of 832 tenant interviews and 108 owner interviews were achieved.

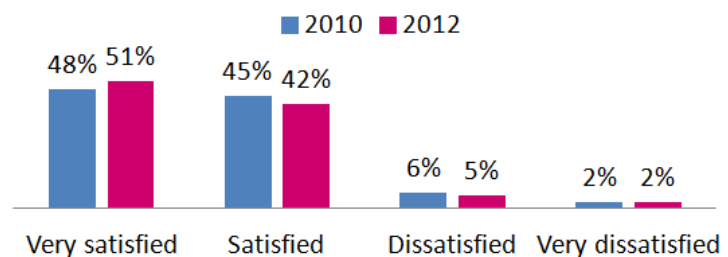
This newsletter provides a summary of the findings from the tenant satisfaction survey.

Overall Satisfaction

The survey opened by asking you how satisfied you were with the Association as your landlord. Over 9 in 10 of you said you were satisfied in this respect (93%) compared to 7% of you who were dissatisfied.

Overall satisfaction has remained the same since Albyn’s last tenant survey undertaken in 2010. However, the proportion of you who were ‘very satisfied’ has increased from 48% in 2010 to 51%.

Q1 Taking everything into account, how satisfied are you with the services Albyn provide?



Value for Money

Rent charge

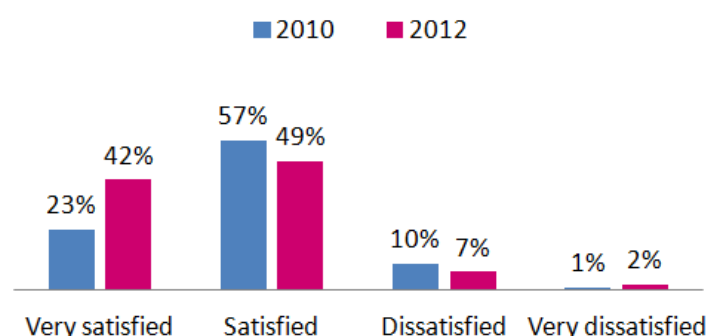
Over 9 in 10 of you said you were very satisfied or satisfied with the value for money of your rent charge compared to 9% who were dissatisfied or very dissatisfied.

Compared to 2010 the proportion stating they were very satisfied or satisfied has increased from 80% in 2010 to 91% in 2012.

Service charge

The majority of you said you were satisfied with the value for money of your service charge (79%). And 78% said you received enough information about how the charges you pay are calculated.

Q27 Overall, how satisfied are you with your rent as value for money?



Customer Service

Making your views known to Albyn

94% of you said you were satisfied or very satisfied that you are able to make your views known to Albyn when you want to.

Listening to views and acting upon them

Over 8 in 10 of you said you were satisfied or very satisfied that Albyn listens to your views and acts upon them. This is slightly less than in 2010 where 90% were satisfied in this respect.

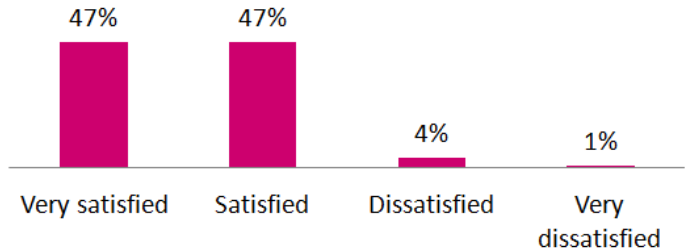
Treating tenants fairly

Almost all of you (91%) were of the opinion that Albyn treats you fairly.

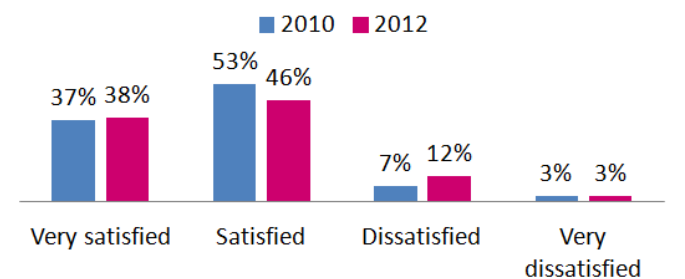
Likelihood of recommending Albyn to others

We also asked you how likely you would be to recommend Albyn to your friends and family. Over 9 in 10 of you (91%) said you were very or fairly likely to recommend Albyn to others.

Q3 How satisfied are you that you can make your views known to Albyn when you want to?



Q4 How satisfied are you that Albyn listen to your views and act upon them?



Communication

Q21 How would you prefer us to keep you informed about our services generally?

Base: n=826	No.	%
Letters	654	79%
Newsletters	294	36%
Email	159	19%
Handbooks	82	10%
Public meetings	54	7%
Texting	51	6%
Facebook	19	2%
Twitter	2	0%
Other	30	4%

Internet access

Less than half of you (47%) said you had access to the internet.

Preferred communication methods

We asked you how you would prefer Albyn to get in touch with you about your tenancy. Letters were the most popular method, followed by contact by telephone.

Following on from this, we asked you about the communication types you prefer Albyn to use to keep you informed about services in general.

Again, letters was the most popular communication type, followed by newsletters and information by email. It should be noted that interest in attending public meetings was low with only 7% of you stating your prefer this communication method.

General Services

Satisfaction with services

We asked you how satisfied you were with the services that Albyn provides. Overall satisfaction was highest regarding help with finances and benefits:

- Support for claiming benefits (96%)
- Support for paying rent and managing finances (96%)

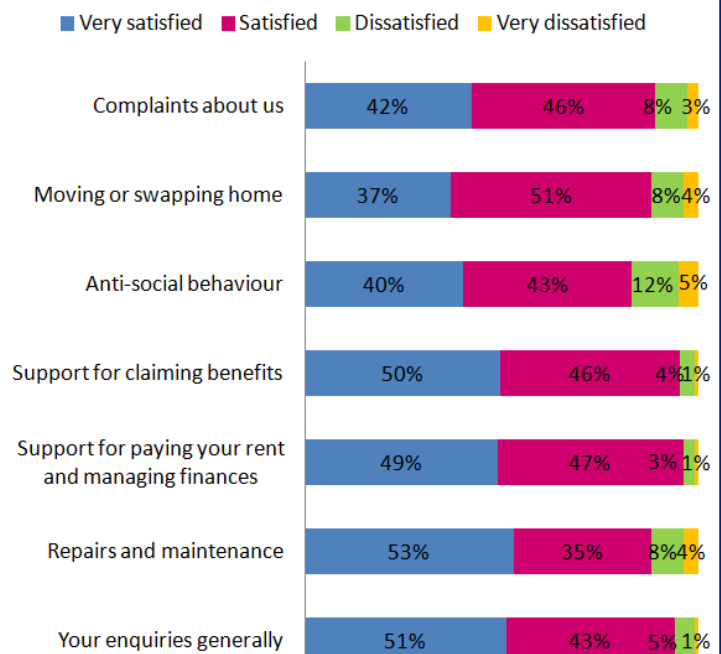
On the other hand, dissatisfaction was highest in terms of:

- Anti social behaviour (17%)
- Moving or swapping home (12%)
- Repairs and maintenance (12%)

Service priorities

Following on from this, we asked you to identify how important each of these services were to you. Services considered most important included the quality of the home (89% stating 'very important, Repairs and maintenance (86%) and anti social behaviour (80%)

Q22 How satisfied are you with the way we deal with.....?



Being Involved

Q24 Which areas of our work would you like to be asked your views on?

Base: n=795		
	No.	%
Repairs and maintenance	366	46%
Tenancy issues	277	35%
Rents	248	31%
Customer Services	192	24%
House design	166	21%
Newsletters and information	153	19%
Estate management	143	18%
Future business plans	118	15%
I don't mind if my views are not asked	371	47%
Other	14	2%

Q25 How would you like to give us your views?

Base: n=786		
	No.	%
In surveys like this one	452	58%
Being part of a local forum	50	6%
By being on a panel of tenants interested in particular topics	49	6%
By joining a local residents group	48	6%
By being a member of Albyn	44	6%
By being a tenant representative for my area	41	5%
I don't want to be asked my views	298	38%

Consultation topics

We asked you a couple of questions about tenant participation which is a key priority for Albyn. Firstly, we asked about topics you would like to be consulted on. Just under half of you (47%) said you did not mind if your views were not asked at all. Where you were interested in becoming involved, you told us that the following topics were of most interest to you:

- Repairs and maintenance (46%)
- Tenancy issues (35%)
- Rents (31%)

Preferred consultation methods

Over half of you said that you prefer to give your views in surveys (58%). Just under 4 in 10 of you said you do not want to be asked for your views.

The Neighbourhood

Satisfaction with the home

88% of you said you were satisfied with your home compared to 11% who were dissatisfied.

Overall Satisfaction with the Neighbourhood

In terms of the neighbourhood just under 9 in 10 of you (89%) said you were very satisfied or satisfied with your neighbourhood as a place to live compared to 11% who were dissatisfied or very dissatisfied.

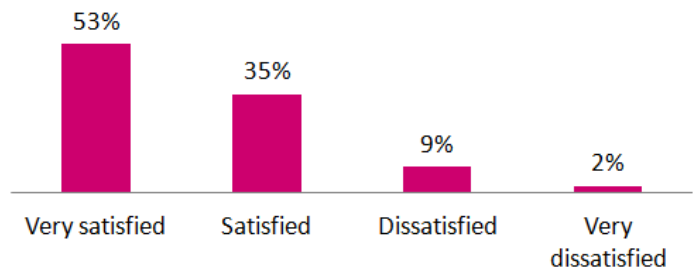
Priorities for improvement to the neighbourhood

Just under 3 in 10 of you (29%) said that your neighbourhood was fine and you did not have any priorities for improvement. Where tenants gave suggestions on what Albyn could do to improve their neighbourhood this tended to be regarding dealing with anti social behaviour, street cleanliness and litter, landscaping or fencing improvements and facilities for children.

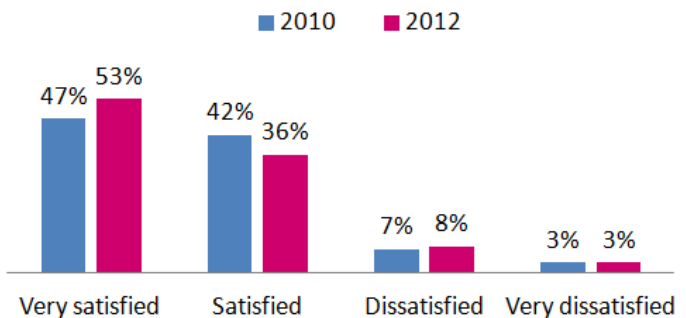
Neighbourhood problems

You told us that the two biggest problems in your neighbourhood were lack of play facilities for children (22% stating serious problem) and rubbish or litter lying around (14%).

Q30 Overall, how satisfied are you with the quality of your home?



Q32 Overall, how satisfied are you with your neighbourhood as a place to live?



Finances

Home contents insurance

Over half of you said you had home contents insurance which you pay to protect your possessions in their own home (57%).

The main reasons given for not having home contents insurance were because it was too expensive (45%), not a priority (27%) or that you had not thought about it at all (24%).

Financial problems

Finally we asked you about any financial problems you may have encountered recently. The three biggest concerns you told us about were:

- Having to cut back on non essential purchases (45%)
- Reducing energy use (42%)
- Cutting back on food bills (38%)

NEXT STEPS

Thanks to all of you who took part in the survey. Albyn is currently in the process of developing an action plan based upon these results and will get back to tenants in due course regarding this. If you require any further information on the survey please contact Research Resource on 0141 641 6410 or email us at info@researchresource.co.uk.