

# Research Report



## Tenant Satisfaction Survey 2017

Prepared for: Rotherham Metropolitan  
Borough Council

Prepared by: BMG Research

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# Tenant Satisfaction Survey 2017

**Prepared for: Rotherham Metropolitan Borough Council**

**Prepared by: Jack Harper, Research Manager**

**Date: May 2017**

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**Produced by BMG Research**

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# 1 Introduction

## 1.1 Background

Following on from the tenant satisfaction in 2016, as part of its ongoing commitment to seek the views of its tenants, Rotherham Metropolitan Borough Council commissioned BMG Research to carry out a postal survey to establish customer satisfaction with the organisation across key service areas, including core services to be compared against the HouseMark STAR framework.

## 1.2 Methodology

Following the same methodology that was used in 2016, a postal survey to a random sample of 4,500 tenants comprising a letter, questionnaire and reply paid envelope was sent out in February 2017. One additional reminder mailing (comprising a letter, questionnaire and reply paid envelope) was sent to tenants who had not responded by the agreed deadline. In addition to this, tenants were also offered the option to complete the survey online, either via email (where email addresses were held for sampled tenants) or via a URL and unique reference number on the covering letter.

In total, 1,254 tenant questionnaires were returned, representing a response rate of 28%. Based on a population of 20,360, a sample of 1,254 is subject to a maximum confidence interval of  $\pm 2.68\%$  at the 95% confidence level on an observed statistic of 28%. This means that if all tenants had returned a survey a figure of 28% in this report would have actually been between 25.32% and 30.68%.

**Table 1: Returns and response rate**

Stock size	Mailing size	Total returns	Response rate	Confidence interval
20,360	4,500	1,254	28%	+/-2.68%

The questionnaire used largely featured questions from the 2016 survey with some additional tailored questions added designed by RMBC and BMG Research. The questionnaire can be found in Appendix B.

In order to ensure that the survey results reflect the views of tenants, the tenant data was weighted prior to analysis by property type (bedsit/maisonette, bungalow, flat, or house), area (Rother Valley South, Rother Valley West, Rotherham North, Rotherham South, Wentworth North, Wentworth South, and Wentworth Valley), and number of bedrooms (one, two, three or more). This weighting corrects the relative imbalances within the returns. The unweighted and weighted sample profile can be located in Appendix A.

The data used in this report is 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 the abbreviation 'cf.' is used as shorthand for 'compared to' when examining the data, especially among different sample groupings.

In addition to this written report, data tabulations have also been produced which present the data as a whole.

The written report is based on valid responses, i.e. if a respondent did not answer a question, or answered it incorrectly they were excluded from the analysis for that question.

## 2 Executive summary

### 2.1 Overall perceptions

Overall, most (85%) are satisfied with the overall housing service provided by Rotherham Metropolitan Borough Council, whilst the level of dissatisfaction with the overall service provided has dropped significantly (8% cf. 11%). The key driver analysis undertaken illustrates the importance the repairs and maintenance service has on a tenants overall satisfaction with the service provided, along with their perceptions of whether they are being listened to.

Another key measure of overall perceptions is tenants' willingness to recommend their housing provider, for this there has been a significant increase in the Net Promoter Score for Rotherham Metropolitan Borough Council Housing Service from 5 in 2016 to 18 in 2017. General perceptions of Council Housing have also improved significantly since 2016, particularly in relation to reputation and trust.

### 2.2 Areas for success

As previously stated, overall perceptions of the Housing Service have improved since 2016. There have also encouragingly been significant improvements on tenant's perceptions relating to: the value for money rent provides, the grounds maintenance service, the overall estate service provided, the value for money of the estate service, the opportunity to make views known and keeping tenants informed. Comparison of the findings against the HouseMark benchmark peer group shows that levels of satisfaction fall in line or above the peer group median for all the HouseMark 'core' questions rated with the exception of listening to views and acting upon them.

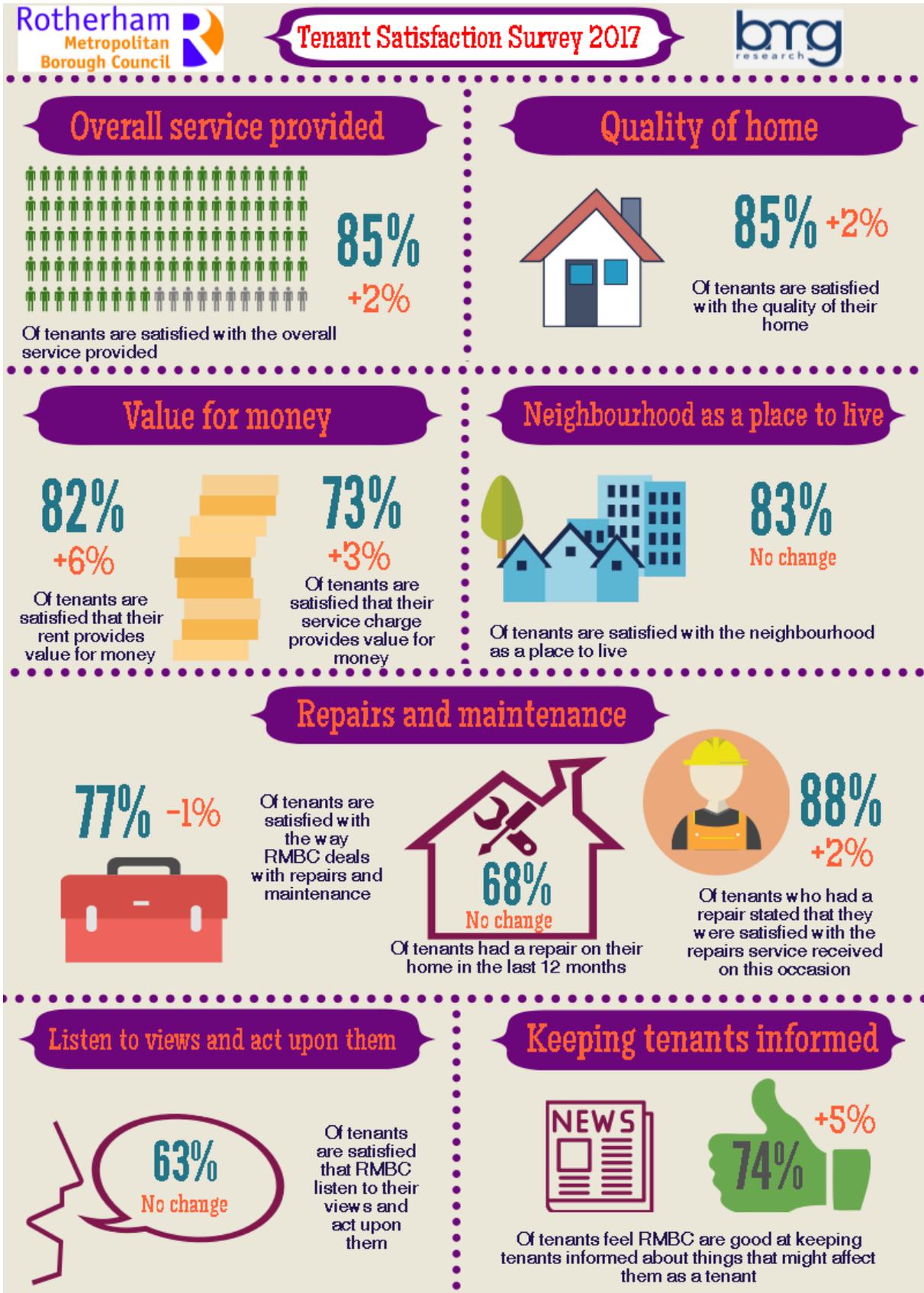
### 2.3 Areas for focus

Although, in the main, tenant perceptions around the grounds maintenance / estate service provided have improved, there are however, significant variations in opinion between geographical areas. In particular, those residents in Wentworth South typically appear to hold poor perceptions relative to those perceptions indicated by tenants in Wentworth Valley. Further exploratory work may be needed to further understand why tenants in differing geographical areas, who may receive a similar service, hold such varying points of view.

As found in 2016, out of the seven HouseMark core questions rated, satisfaction is lowest for listening to tenants' views and acting upon them (63%), indeed this finding compares poorly against the HouseMark peer group falling below the group median (67%). As perceptions for other communication measures around the opportunity to make views known and keeping tenants informed have markedly improved, further exploratory work is needed to understand why tenants' perceptions for this measure remain comparatively poor.

Tenants' awareness of the facts around Universal Credit still appear to be worryingly low; when presented with a list of facts about Universal Credit, two in three of those in receipt of housing benefit are not aware of any of them. Although the roll out of

Universal Credit will affect different tenants at different times, it still appears this is a relatively unknown topic amongst tenants.

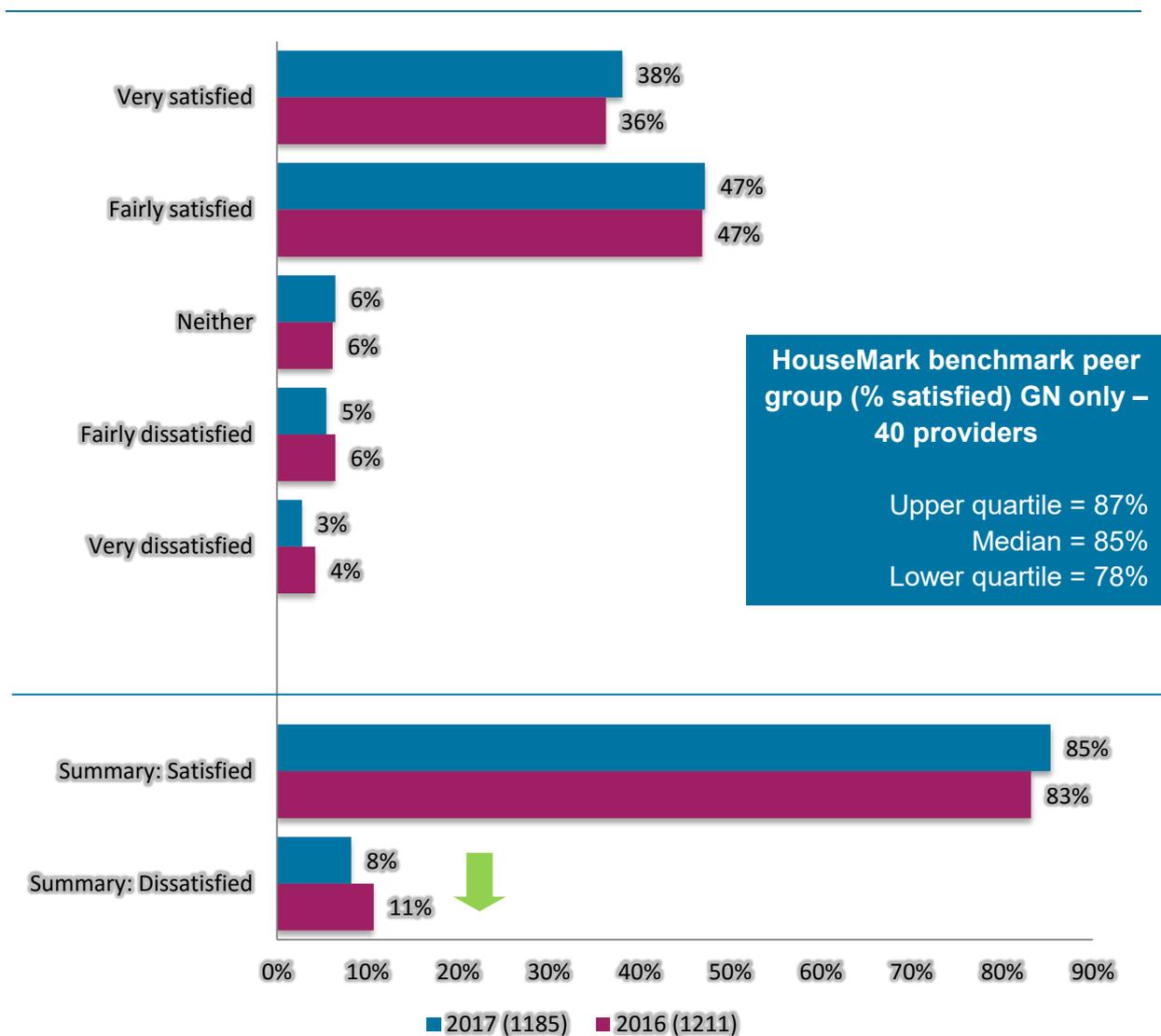


### 3 Housing services

#### 3.1 Overall satisfaction with service provided

All respondents were asked how satisfied they are with the service provided by their landlord. Most tenants are satisfied with the overall service provided by Council Housing (85%), with nearly four in ten very satisfied (38%). Fewer than one in ten are dissatisfied (8%), significantly below the level recorded in 2016 (11%). Comparison against the HouseMark benchmark peer group shows satisfaction levels fall favourably in line with the median.

**Figure 1: Q1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by your landlord? (Valid responses)**

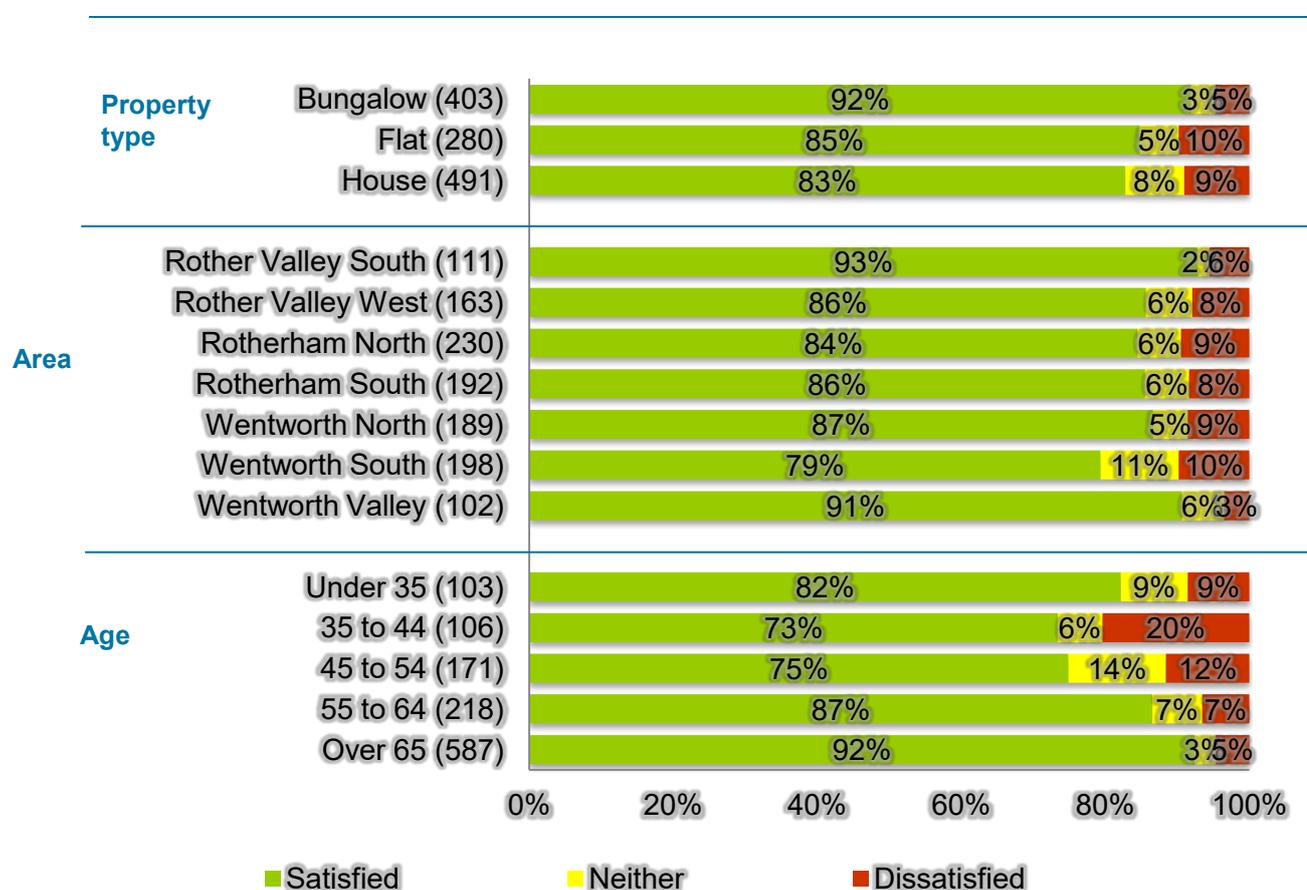


Sample bases shown in brackets

Beneath this headline finding analysis of satisfaction levels for the overall service provided by key sub-groups finds:

- Those tenants who live in a bungalow indicate significantly higher levels of satisfaction than tenants who live in either a house or flat;
- Tenants living in Rother Valley South record significantly higher levels of satisfaction compared to Rotherham North and Wentworth South; tenants living in Wentworth Valley are also significantly more likely to be satisfied compared to Wentworth South;
- By age, satisfaction is lowest amongst those aged 35 to 44 (73%). Notably, 82% of those aged 35 or under are satisfied with the overall service provided resulting in 15% point increase since 2016.

**Figure 2: Satisfaction with the overall service provided by key subgroups (Valid responses)**



Sample bases shown in brackets

### 3.1.1 Key Drivers Analysis

A method of establishing the key factors that lie behind tenant satisfaction is Key Driver Analysis (KDA). In essence, this KDA seeks to determine the key influences on overall satisfaction.

We reflect the importance as an index value in which 1.0 is equal to the average importance across all factors. A level of 2.0 implies that the factor in question is twice as important as the average. “Key Drivers” are factors that have high importance.

#### 3.1.1.1 Method of Assessing Key Driver Importance

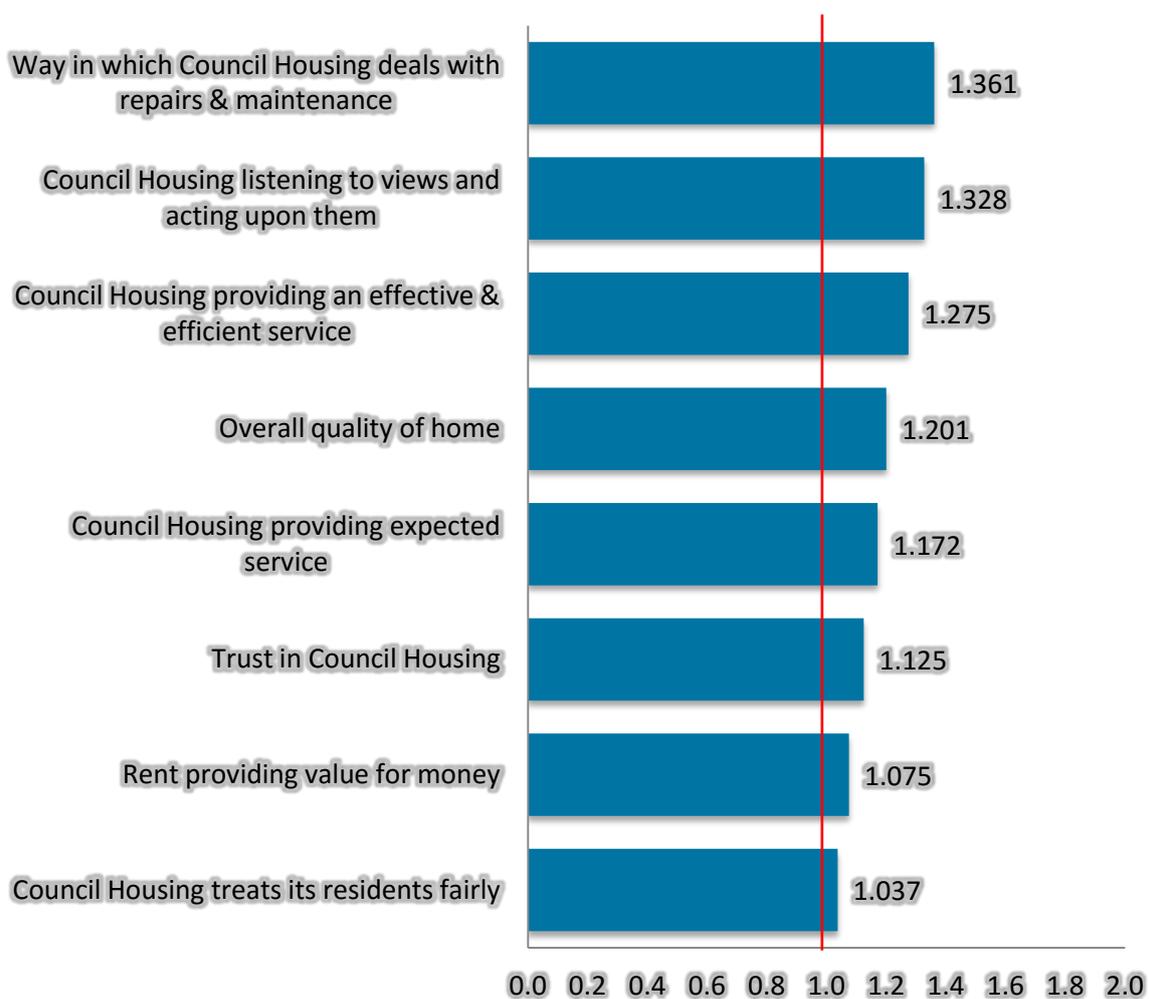
KDA seeks to find the independent variables that have the most influence on a dependent variable (DV) by assessing the statistical correlation between residents’ ratings on each of the independent variables and their ratings of the DV. This correlation is based on the proportion of variation in the DV (satisfaction with the service provided by your landlord) that could statistically be “accounted for” or “explained” by related variation in the IV’s (all indicators included in the analysis). If the correlation is high, then the service will be “important” in the sense of the analysis. If it is low, it will imply that the service is less important. The rationale for this is that a high level of correlation implies the likelihood that improving satisfaction levels for the individual service will in turn improve overall tenants’ satisfaction. If there is little or no correlation, this offers no evidence that improving the service might have any impact on overall satisfaction.

As a result of this analysis, the independent variables are ranked in order of being key drivers for the DV. The KDA was based on all rating scale type questions in the survey. The objective was to find the relative impact of individual aspects on satisfaction with the (overall) service provided by Council Housing.

#### 3.1.1.2 Key drivers of overall satisfaction

The figure overleaf highlights factors that are of above-average importance in determining tenants’ satisfaction with the overall service provided by Council Housing. As this indicates there are a number of factors associated with tenant satisfaction. However, repairs and maintenance emerges as the top driver of satisfaction; as discussed in Section 3.3 this is also the service most selected by tenants as a priority. Other service aspects linked to satisfaction with Council Housing, such as listening to views and acting on them / providing an effective and efficient service, are also likely to be related at least in part to how well tenants consider the repairs and maintenance service is delivered.

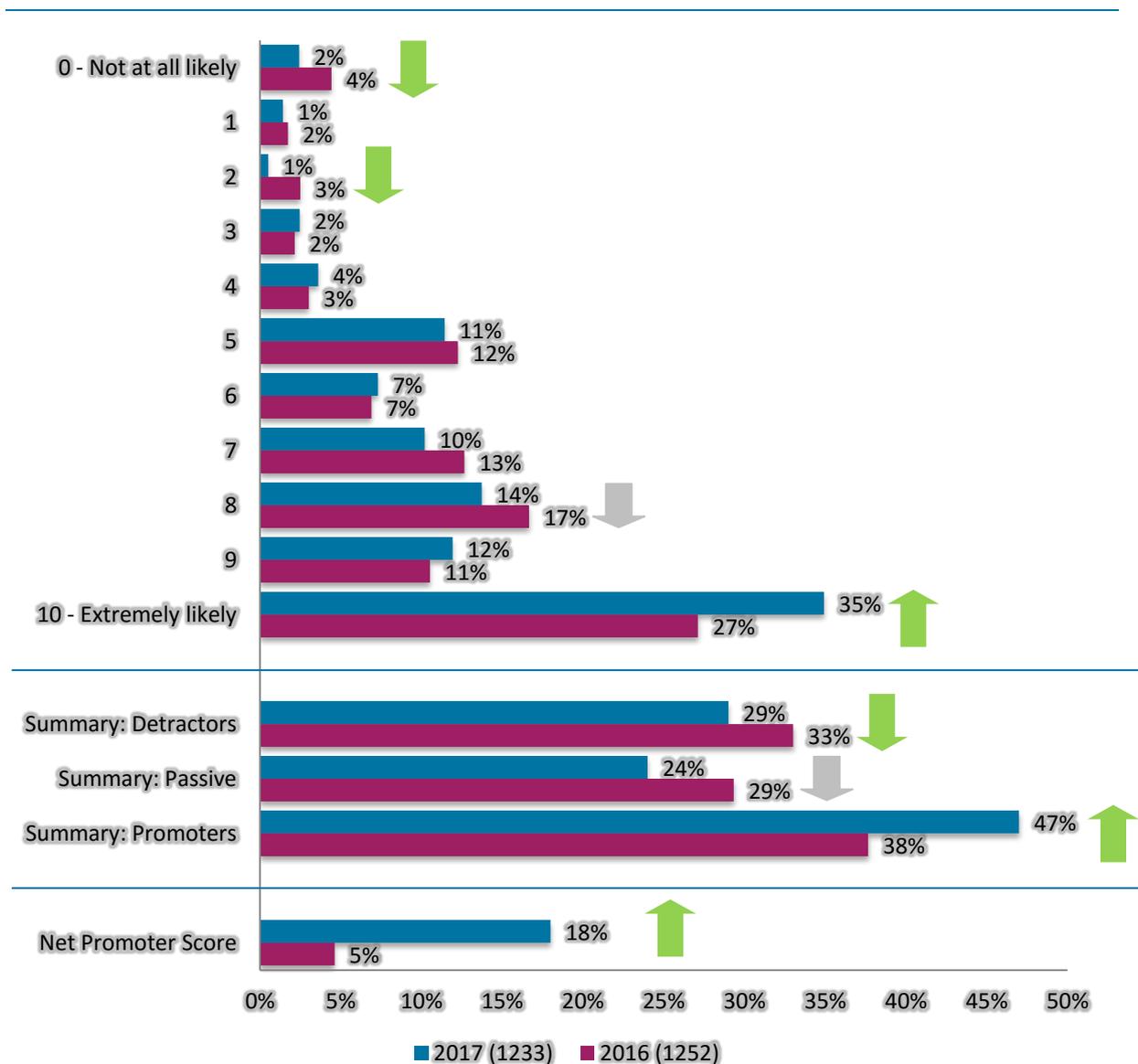
**Figure 3: Key drivers of satisfaction with overall service provided**



### 3.2 Tenant advocacy

Another key measure of overall perceptions is tenants' willingness or otherwise to recommend their housing provider. In the figure below, a net promoter score (NPS) is calculated from the proportion who give a score of 9 or 10 - 'promoters' who are very likely to recommend their landlord – minus those less likely ('detractors' who score 0-6). With 47% classified as promoters and 29% as detractors, this yields an NPS of +18%. This represents a significant increase compared to the 2016 NPS (+5%); still more encouragingly, this is primarily driven by a significant increase in the proportion giving a score of 10.

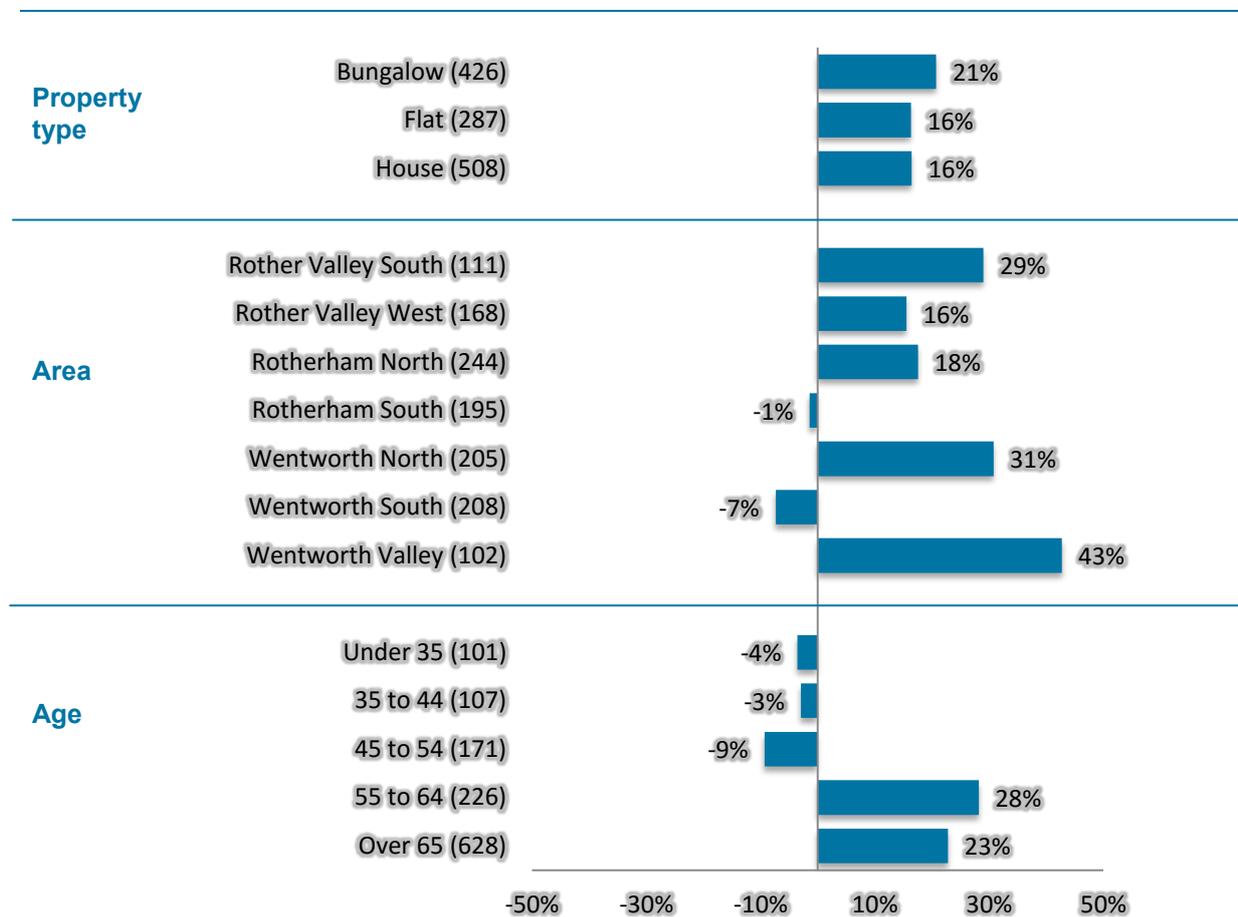
**Figure 4: Q7 On a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend your landlord to family and friends if they needed accommodation? (Valid responses)**



Unweighted sample base = 1252

Comparison of the net promoter score by key subgroups shows similar findings to satisfaction with the overall service provided; older tenants and those living in bungalows record the highest NPS, as do tenants living in Wentworth Valley, Wentworth North, and Rother Valley South.

**Figure 5: Net promoter score by key subgroups (Valid responses)**



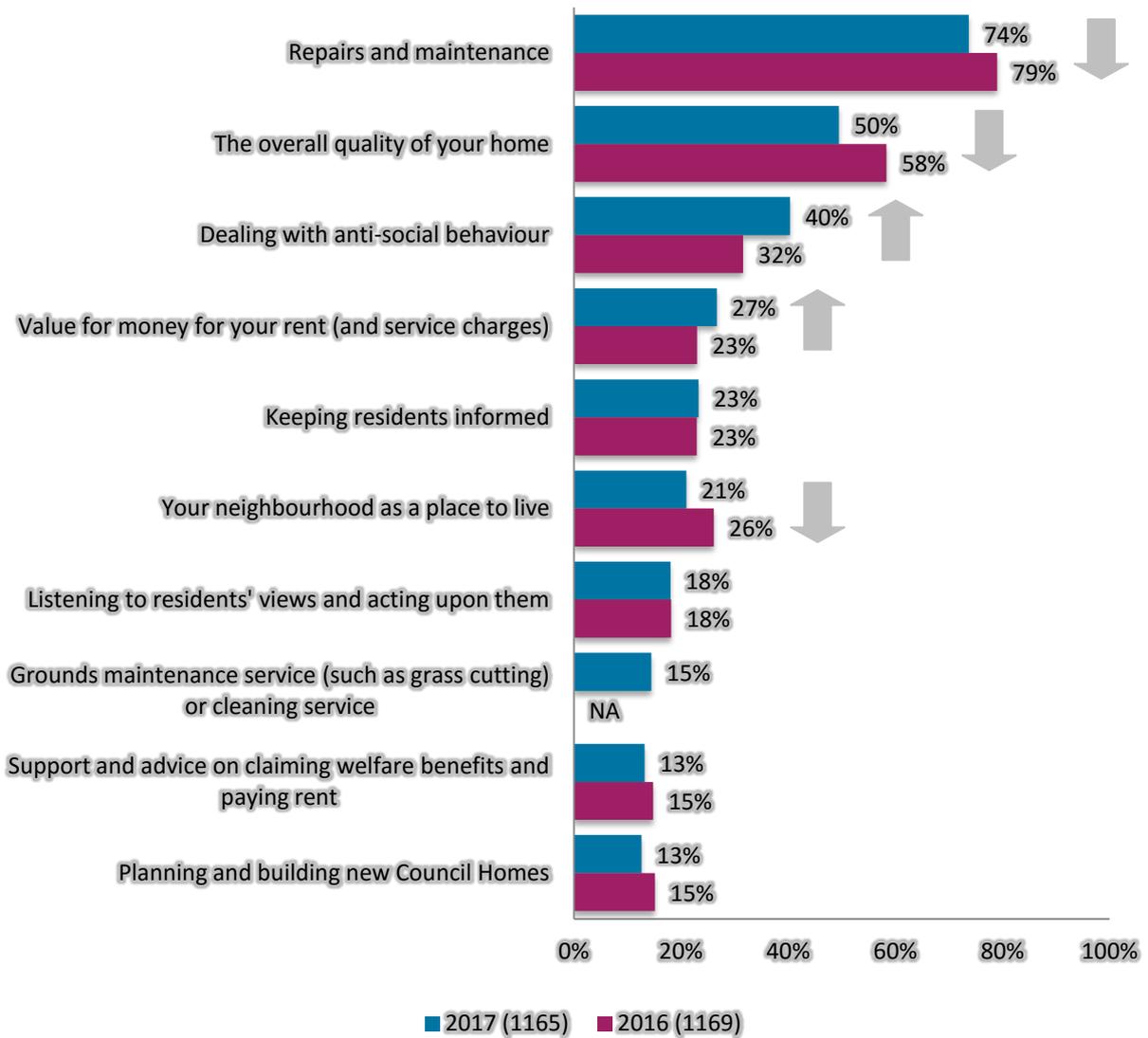
Sample bases shown in brackets

### 3.3 Service priorities

To enable Rotherham Metropolitan Borough Council Housing Service to focus on the areas that matter most to tenants, tenants were asked which services they would consider to be priorities, from the list overleaf. Respondents were asked to select up to three options as priorities. Repairs and maintenance is much the most selected priority amongst tenants. This is a typical finding, replicated, for example, by the findings of HouseMark's analysis of the key drivers of satisfaction (*STAR benchmarking service: Analysis of findings 2013/14*), which indicates that repairs and maintenance has the biggest influence on overall satisfaction. This is followed by quality of home, which was also found in the key drivers analysis in section 3.1.1 to be a key driver of overall satisfaction. A further key priority, some way ahead of the remaining services listed, is dealing with anti-social behaviour (40%).

Despite fluctuations in the responses given compared to 2016, the hierarchy of priorities given is similar for both iterations.

**Figure 6: Q10 Which of the following services would you consider to be priorities?  
(Valid responses)**



Sample bases shown in brackets

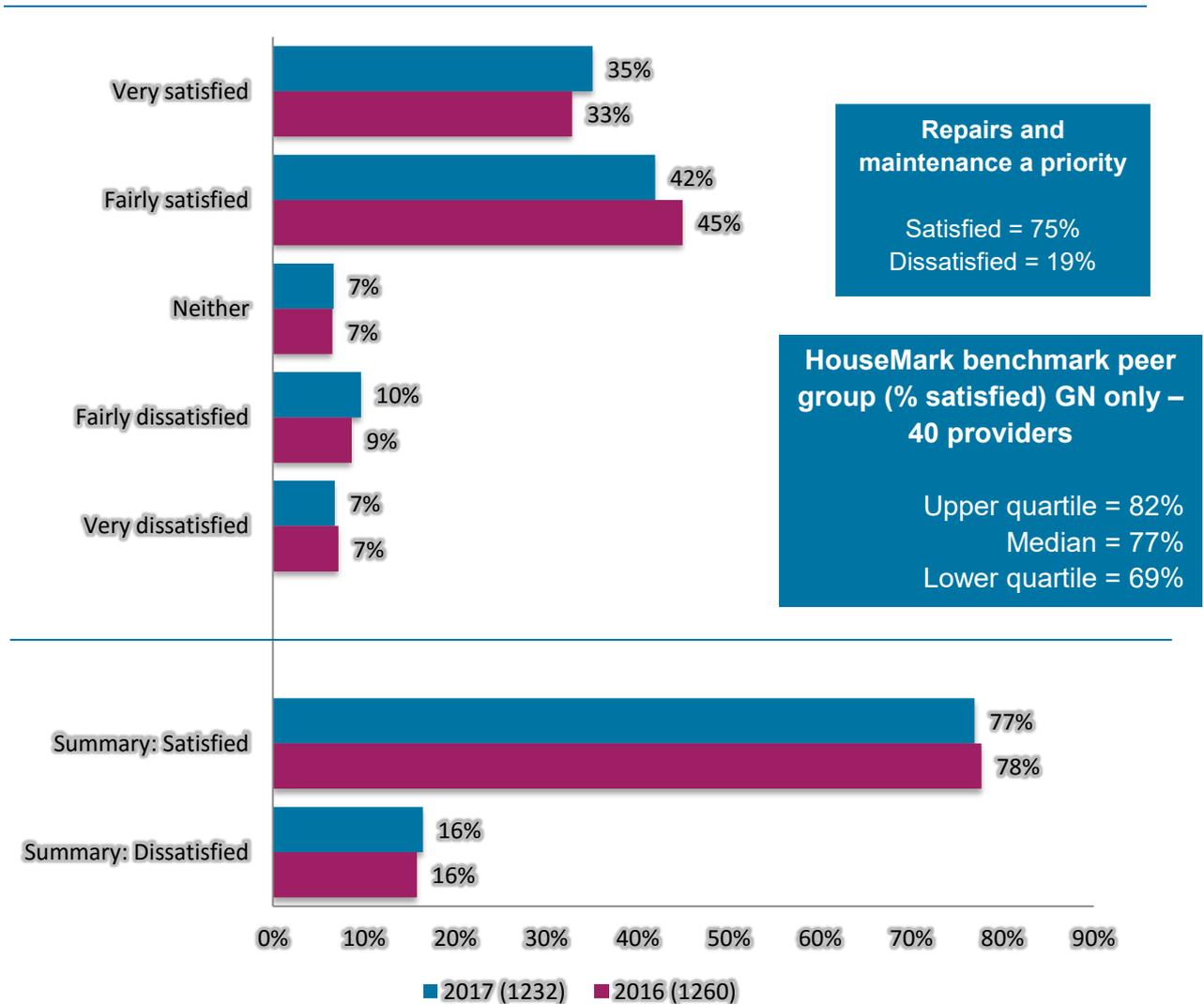
## 4 Repairs and maintenance

### 4.1 Repairs and maintenance

Nearly eight in ten tenants are satisfied with the way Council Housing deals with repairs and maintenance (77%), with one in three stating they are very satisfied with this service (35%). Around one in six indicate some degree of dissatisfaction (16%). These findings are in line with the 2016 results. When comparing the finding against the HouseMark benchmark peer group, satisfaction levels fall exactly in line with the group median.

Satisfaction with this key service is significantly lower amongst those for whom repairs and maintenance is a priority; however it should also be noted that three-quarters (75%) of this group are satisfied.

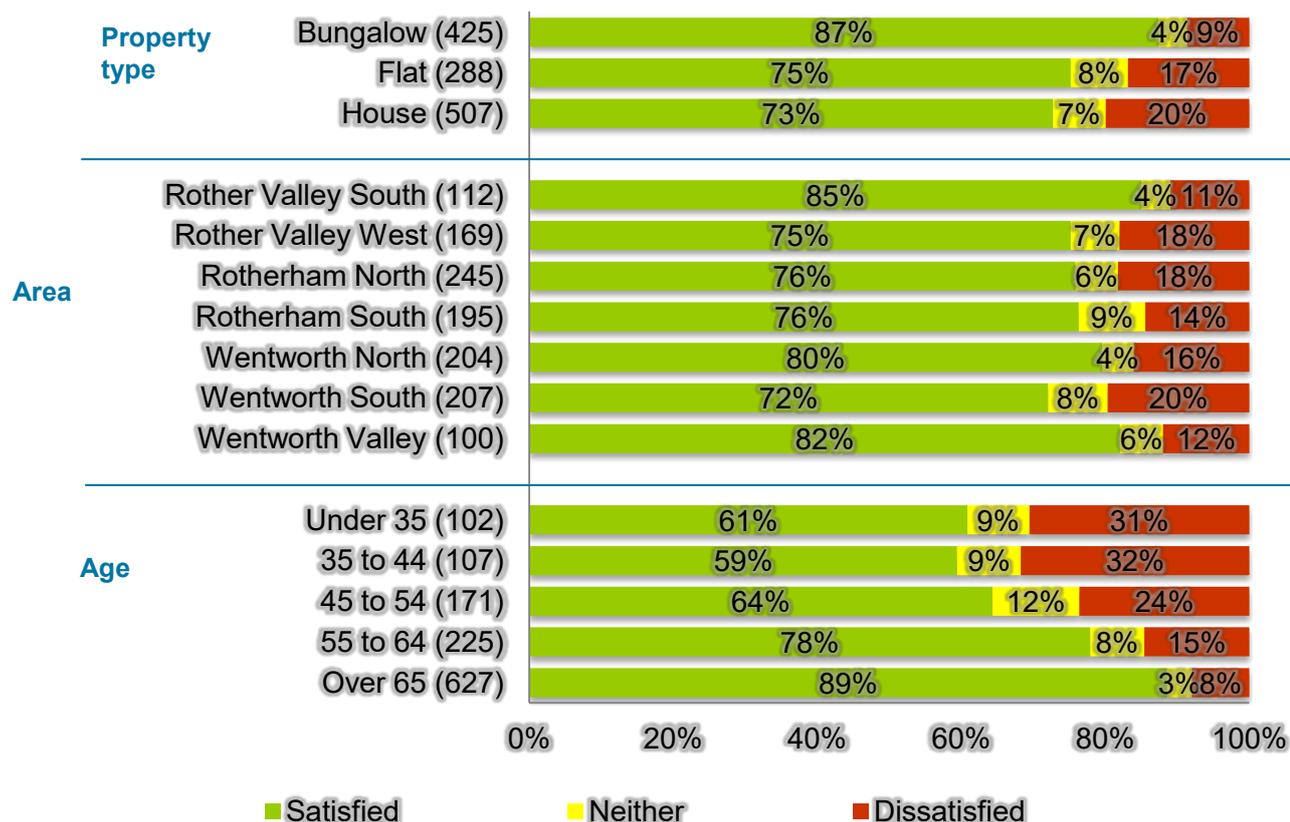
**Figure 7: Q3 Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? (Valid responses)**



Sample bases shown in brackets

When analysing levels of satisfaction and dissatisfaction with the repairs and maintenance service by key subgroups we find significantly higher levels of satisfaction, compared to the average, amongst tenants living in bungalows; in Rother Valley South; and aged 65+. Conversely, satisfaction is significantly below the average amongst tenants living in houses and aged 54 and under.

**Figure 8: Satisfaction with repairs and maintenance by key subgroup (Valid responses)**



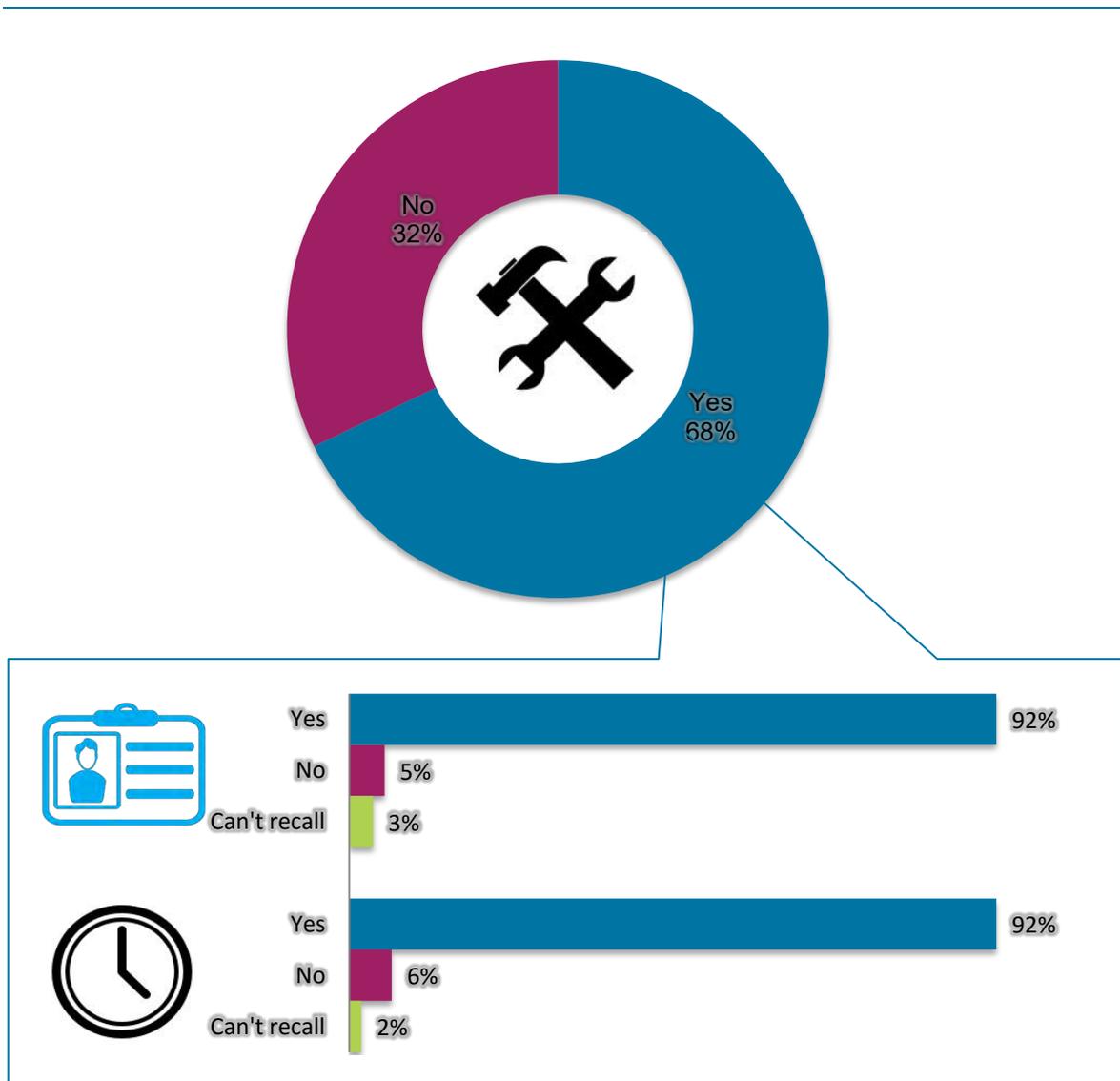
Sample bases shown in brackets

#### 4.1.1 Responsive repairs carried out in the last 12 months

All tenants were asked to indicate if they have had any repairs completed at their home in the last 12 months. Around two in three tenants indicate that they have had a repair completed in the last 12 months (68%), the same figure reported in 2016. A significantly higher level of repairs compared to the overall figure is apparent amongst tenants living in houses (72%), and Rother Valley West (76%).

Among those with experience of the repairs process in the last 12 months more than nine in ten (92%) say that the repairs contractor showed proof of identification and that the repair appointment was kept (also 92%). These findings are in line with the 2016 findings (both 93%).

**Figure 9: Q26 Have you had any repairs to your home in last 12 months? / Q27 Did the contractor show proof of identity? / Q28 Was the repair appointment kept? (Valid Response)**

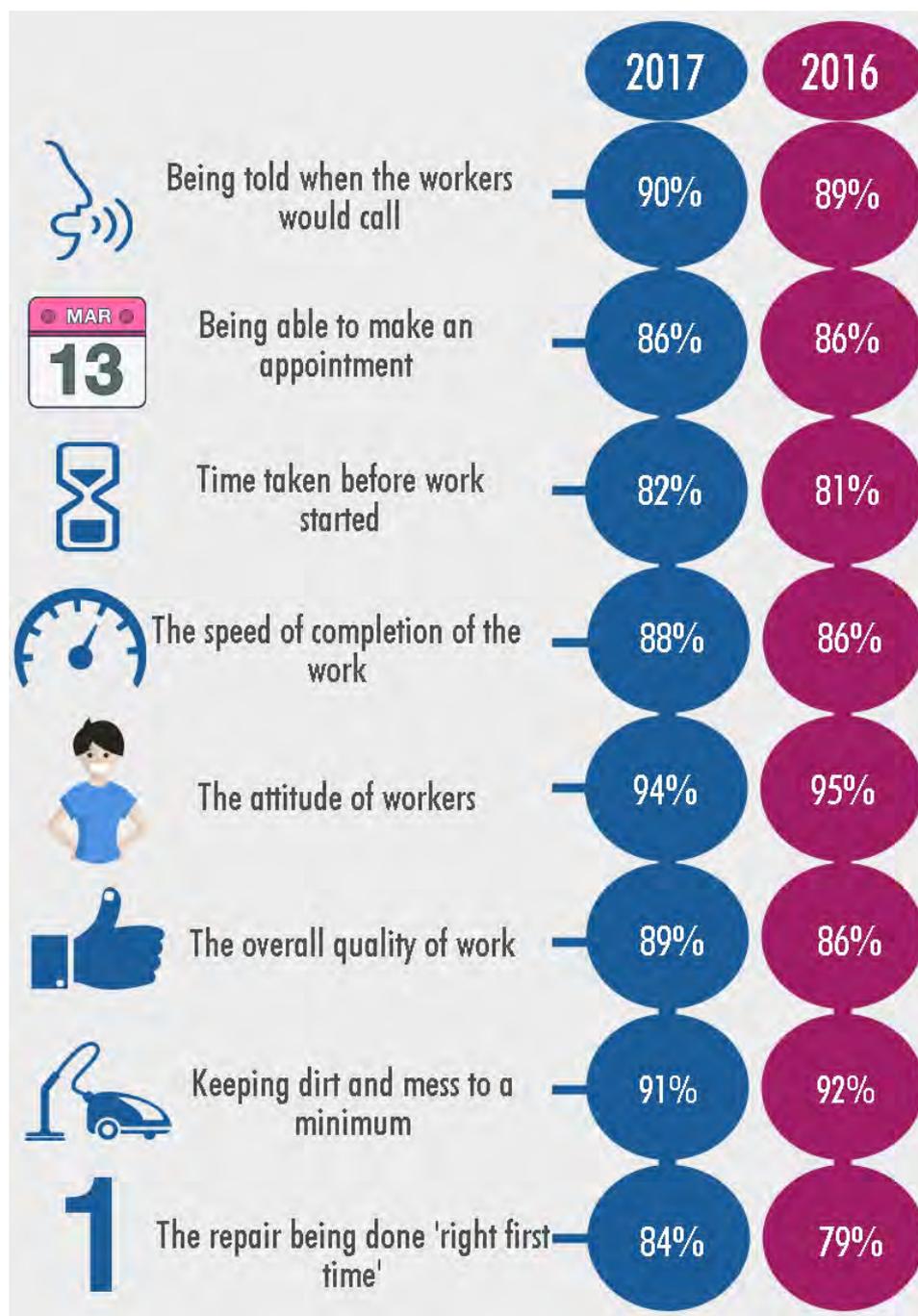


Sample base = 1242 / 832 / 828

### 4.1.2 Satisfaction with the response repairs service

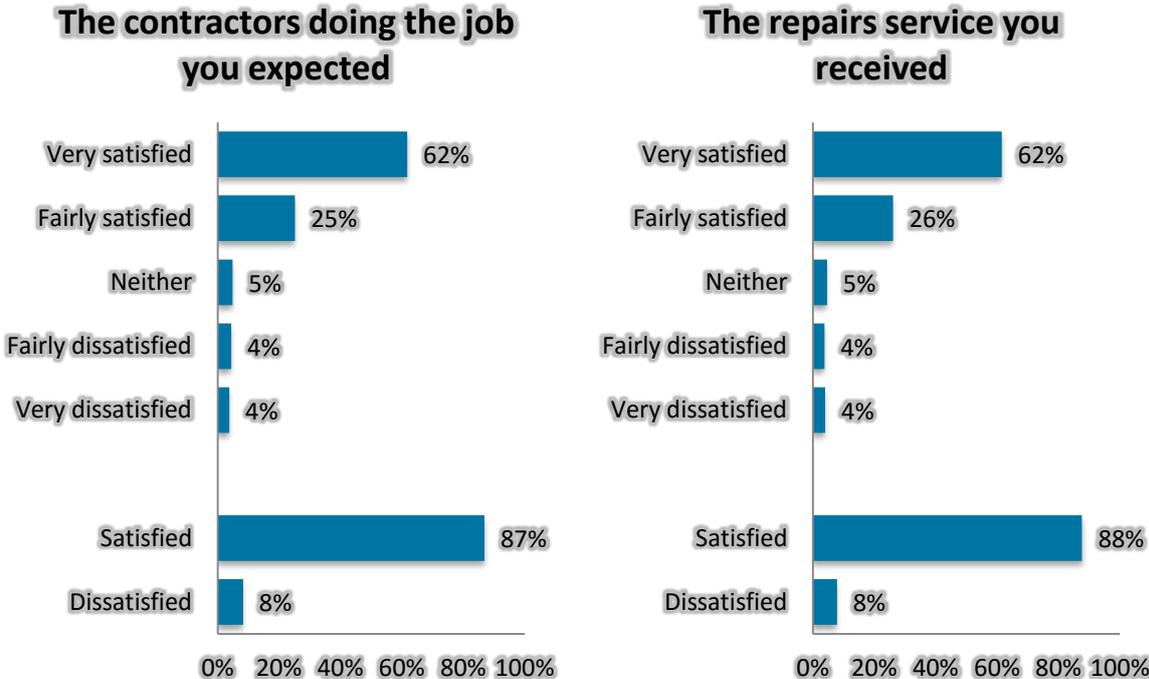
All respondents who had a repair completed in the previous 12 months were asked how satisfied or dissatisfied they were with various aspects of the repair. Generally the feedback is highly positive. With 94% indicating satisfaction, tenants were most satisfied with the attitude of the workers. Previously, the repair being done right first time was the weakest area in terms of repairs perceptions, but the proportion satisfied on this measure has increased significantly (+5% points). There are no other significant changes in satisfaction compared to 2016.

**Figure 10: Q29. Thinking about the last repair completed, how satisfied or dissatisfied were you with the following...? -% satisfied (Valid response where repair completed in last 12 months)**



Reflecting the positive feedback above on the completion of repairs, 87% of those using the repairs service in the last 12 months were satisfied that the contractors did the job expected and 88% were satisfied with the repairs service they received on this occasion. Satisfaction levels are similar to those recorded in 2016 (85% and 86% respectively).

**Figure 11: Satisfaction with contractors and repairs service (Valid response where repair completed in last 12 months)**



Unweighted sample base: 832/828

### 4.1.3 Key drivers of the response repairs service received

Using the same technique outlined in section 3.1.1, the figure below highlights factors that are of above-average importance in determining tenants' satisfaction with the repairs service received on this occasion. The top three key drivers on this basis are: the contractors doing the job expected; the overall quality of work; and the repair being done right first time.

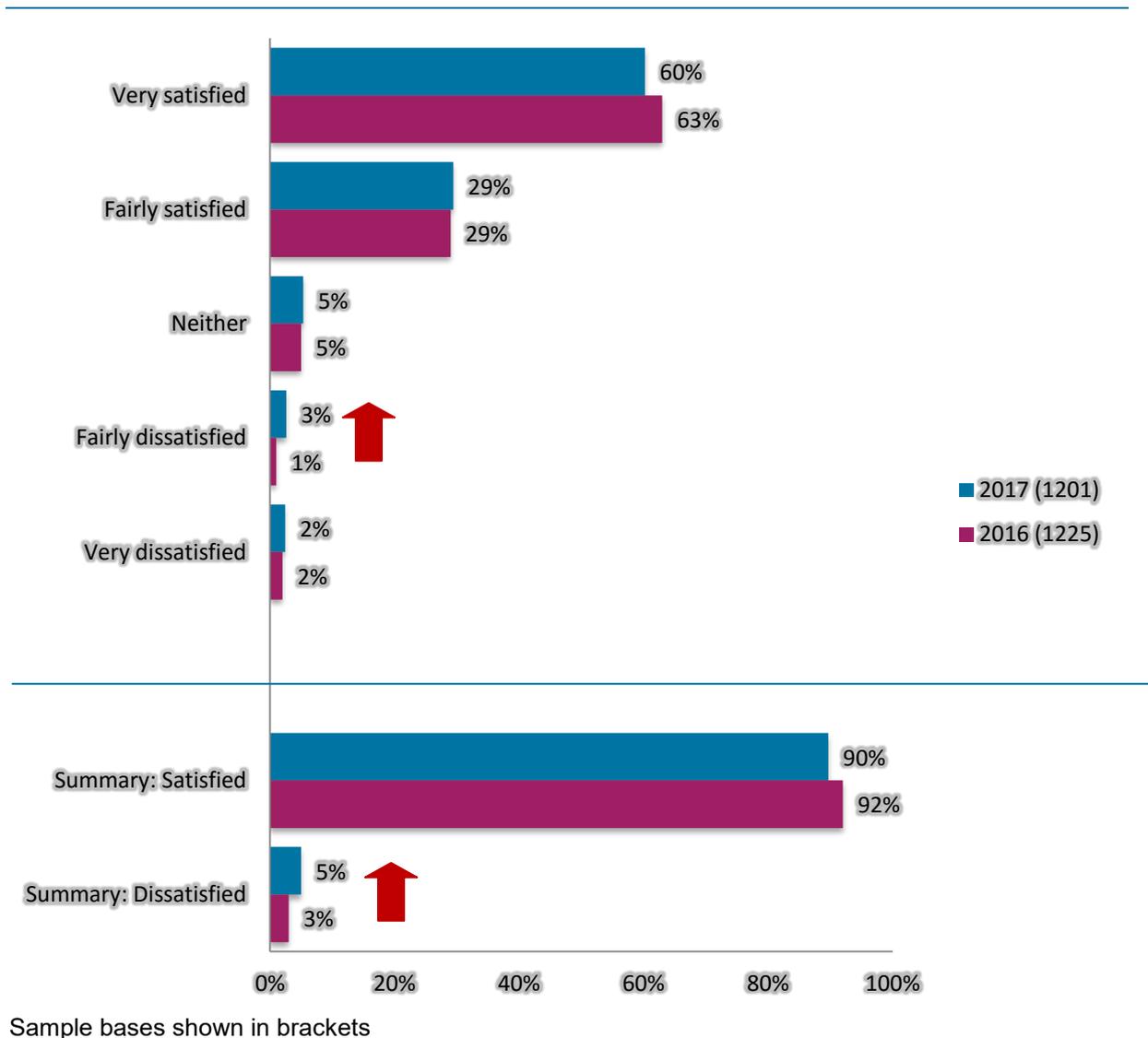
**Figure 12: Key drivers of satisfaction with the repairs service received**



## 4.2 Gas servicing

Continuing the theme of maintenance, nine in ten tenants are satisfied with the gas servicing arrangements their landlord provides (90%), including six in ten (60%) who are very satisfied. Whilst dissatisfaction has increased significantly on this measure, dissatisfaction remains low at 5%.

**Figure 13: Q8 How satisfied or dissatisfied are you with gas servicing arrangements? (Valid responses)**

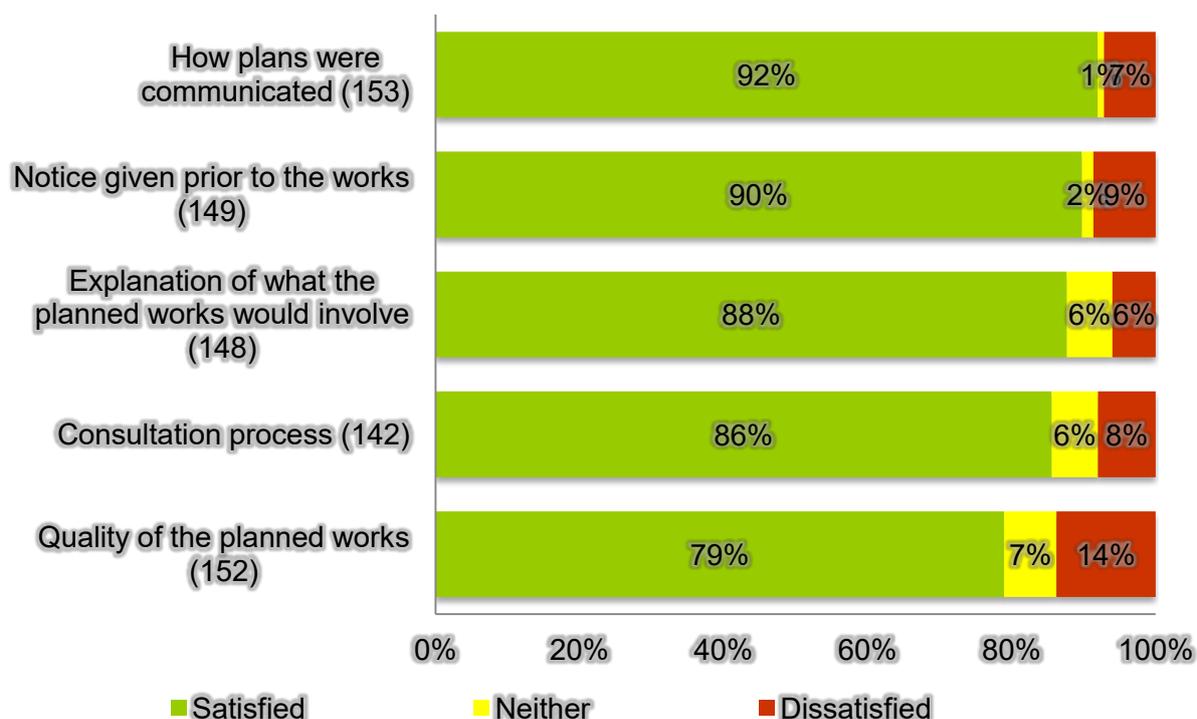


### 4.3 Planned maintenance

As new questions on this wave of the survey, tenants were asked about their experience of planned maintenance works. In total, **13%** have had planned works or maintenance (such as refurbishments, new kitchens or bathrooms) carried out in their home in the last 2 years. There are no significant differences in claimed levels of planned works by property type, although Rother Valley West tenants are significantly more likely to state they have had works carried out compared to Rotherham North (17% cf. 10%).

This group was then asked to rate five aspects of the works carried out. Most (86% - 92%) were satisfied with the four aspects relating to communication and consultation prior to the works taking place. Whilst almost eight in ten (79%) were also satisfied with the quality of the planned works perceptions on this measure are less positive, with 14% also dissatisfied.

**Figure 14: Q31 How satisfied or dissatisfied were you with the following? (Valid response where planned works or maintenance carried out in the last two years)**



Sample bases shown in brackets

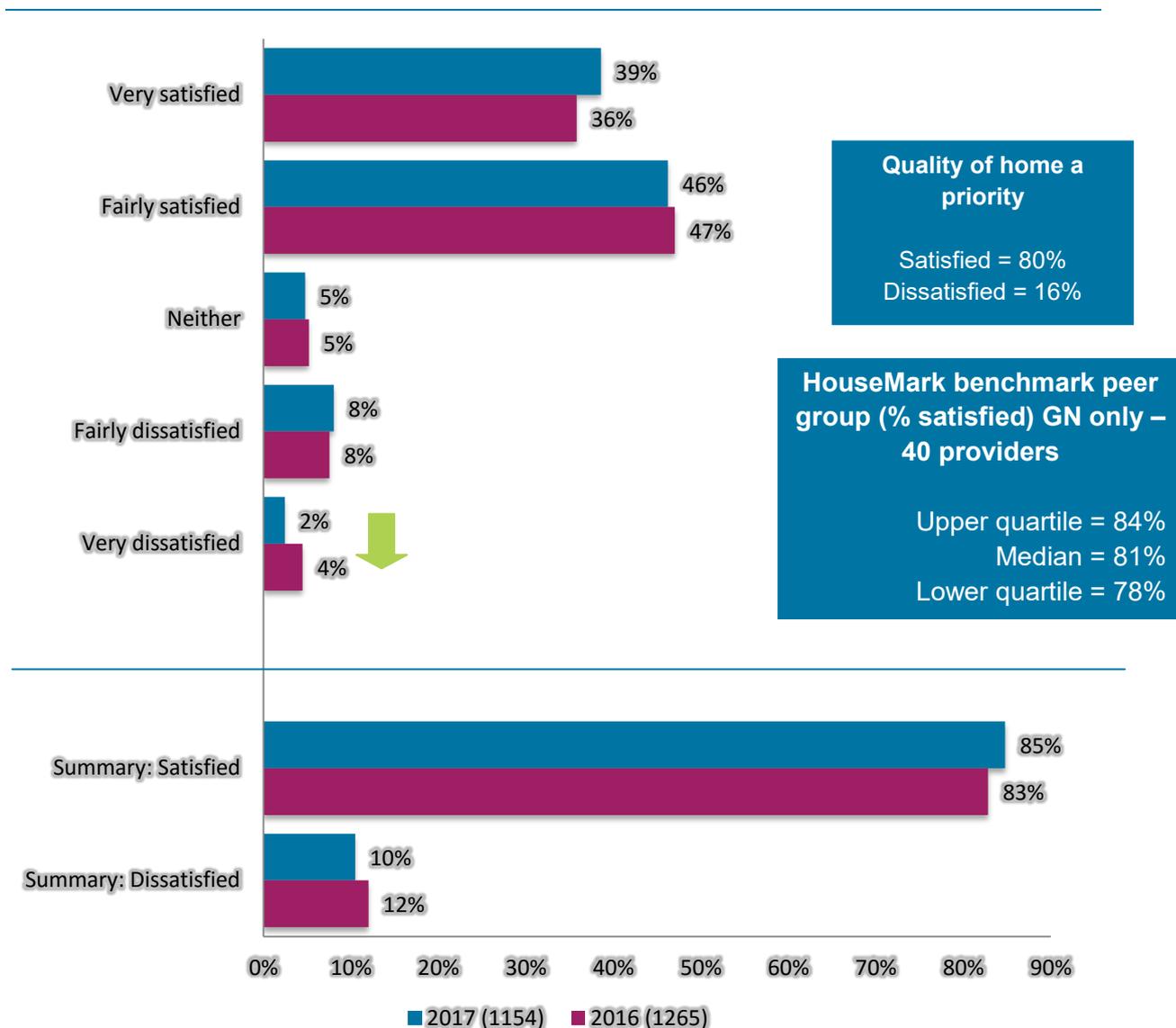
## 5 Home

### 5.1 Quality of home

Most tenants are satisfied with the overall quality of their home (85%), with approaching four in ten very satisfied (39%). Only 10% indicate dissatisfaction with the overall quality of their home. Perceptions on this measure are similar to the 2016 findings. When comparing the findings against the HouseMark benchmark peer group, encouragingly levels of satisfaction fall within the peer group upper quartile.

Amongst those for whom quality of home is a priority, perceptions are significantly less positive, although most (80%) of this group are nonetheless satisfied.

**Figure 15: Q2/1. How satisfied or dissatisfied are you with...? : The overall quality of your home? (Valid responses)**

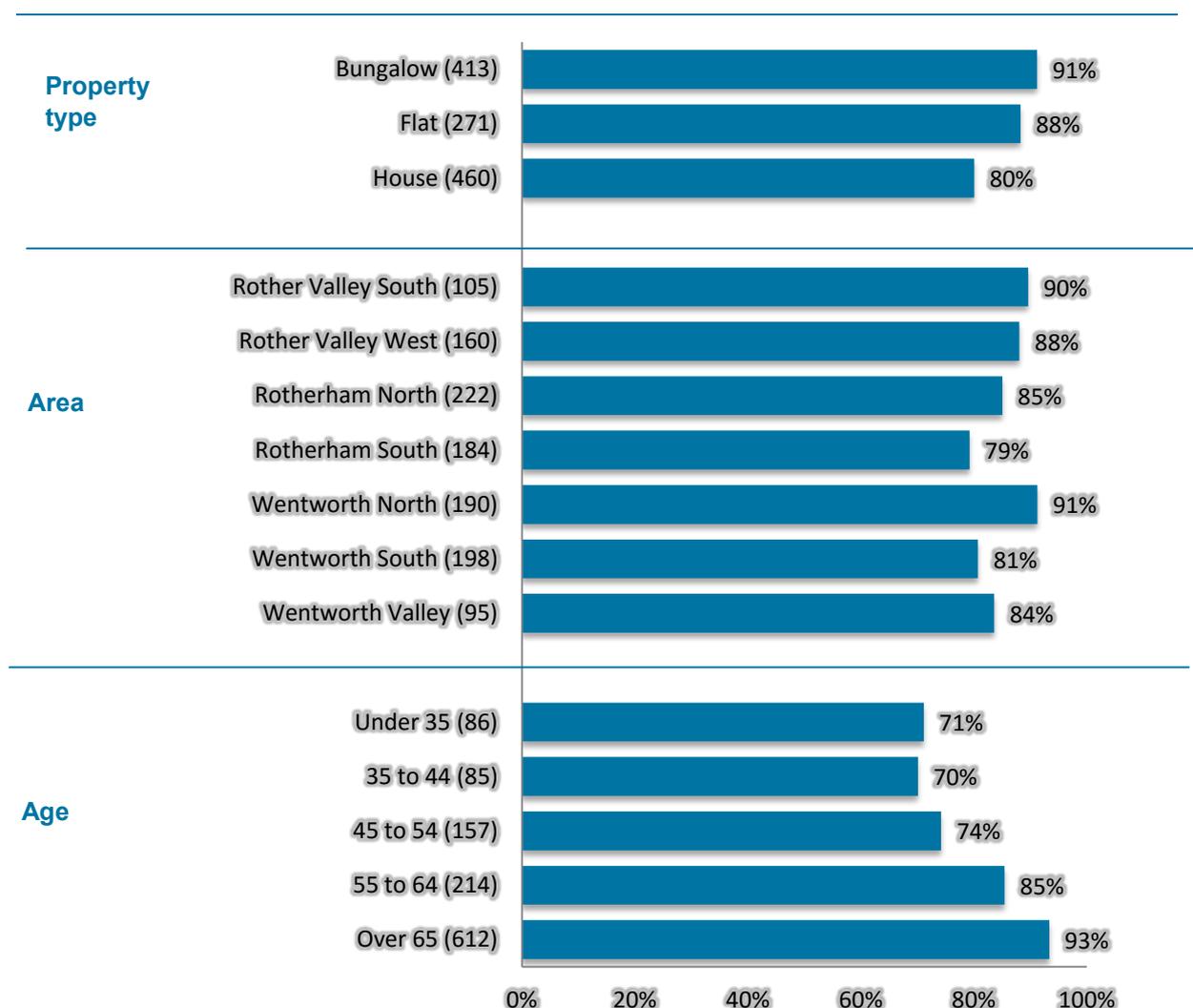


Sample bases shown in brackets

As illustrated in the chart below, analysis of satisfaction levels with the quality of home shows:

- Tenants living in bungalows and flats indicate significantly higher levels of satisfaction with the quality of home than tenants living in houses;
- Satisfaction is significantly higher compared to the overall figure amongst Wentworth North tenants, and significantly lower in Rotherham South;
- As with other measures satisfaction is significantly lower amongst tenants aged 54 and under.

**Figure 16: Proportion satisfied with the overall quality of home by subgroup (Valid responses)**



Sample bases shown in brackets

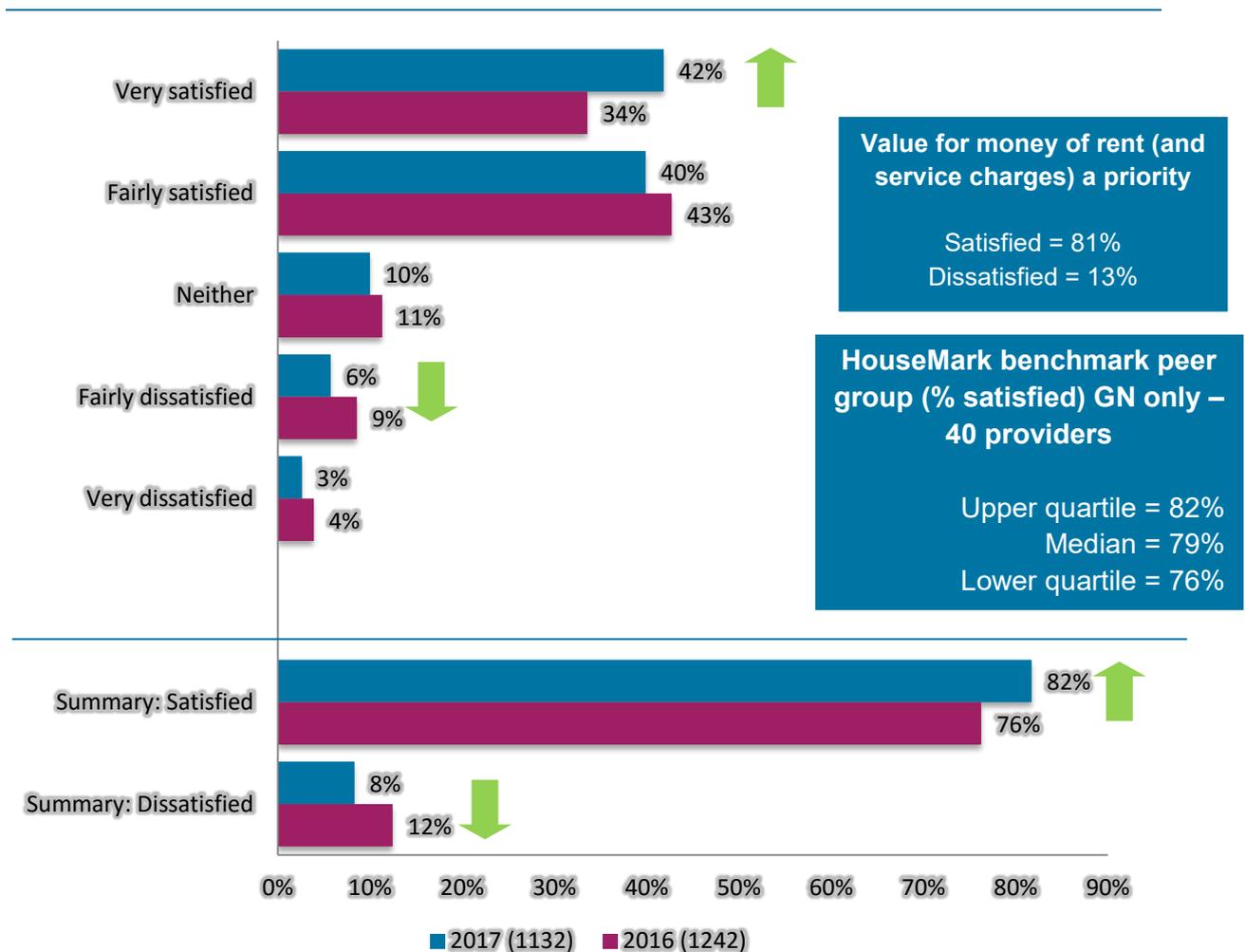
## 6 Value for money

### 6.1 Rent provides value for money

All tenants were asked how satisfied or dissatisfied they are with the value for money their rent provides. More than eight in ten (82%) are satisfied, with fewer than one in ten (8%) dissatisfied. Satisfaction with the value for money of rent has increased significantly compared to 2016 (+6% points); still more encouragingly this has been driven entirely by an increase in the proportion very satisfied (+8% points). Dissatisfaction is also down significantly (-4% points). When comparing the findings against the HouseMark benchmark peer group, levels of satisfaction fall in line the peer group upper quartile boundary.

Amongst those for whom value for money of rent / service charges is a priority, satisfaction levels are in line with the average at 81%, although this group is significantly more likely to be dissatisfied (13% cf. 8% overall).

**Figure 17: Q2/3. How satisfied or dissatisfied are you with...? : That your rent provides value for money (Valid responses)**

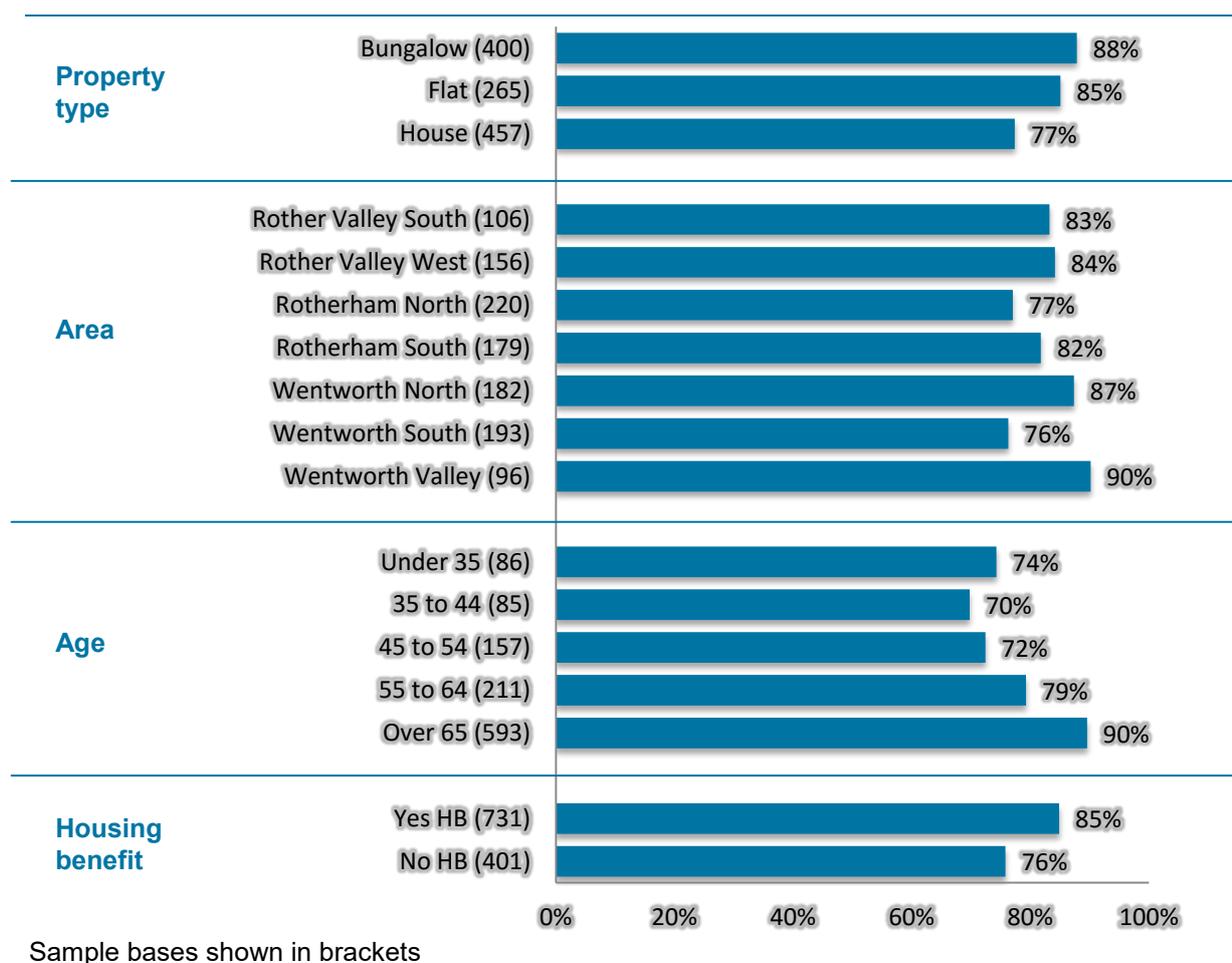


Sample bases shown in brackets

Analysis of satisfaction levels that rent provides value for money by key sub groups shows that:

- Tenants living in bungalows and flats indicate significantly higher levels of satisfaction with the quality of home than tenants living in houses;
- Tenants living in Wentworth North and Wentworth Valley are significantly more likely to be satisfied compared to those living in Rotherham North / Wentworth South;
- Tenants aged 65+ record significantly higher levels of satisfaction compared to any other age group;
- As is usually the case, tenants who receive housing benefit are significantly more satisfied that their rent provides value for money than those tenants who do not. The fact that some recipients of housing benefit may currently have this paid directly to their landlord may be a factor in influencing value for money perceptions. If this proves to be the case, the roll out of Universal Credit, which will require benefits to be paid to the individual rather than the landlord, may detrimentally influence value for money perceptions in the future.

**Figure 18: Proportion satisfied that rent provides value for money (Valid responses)**

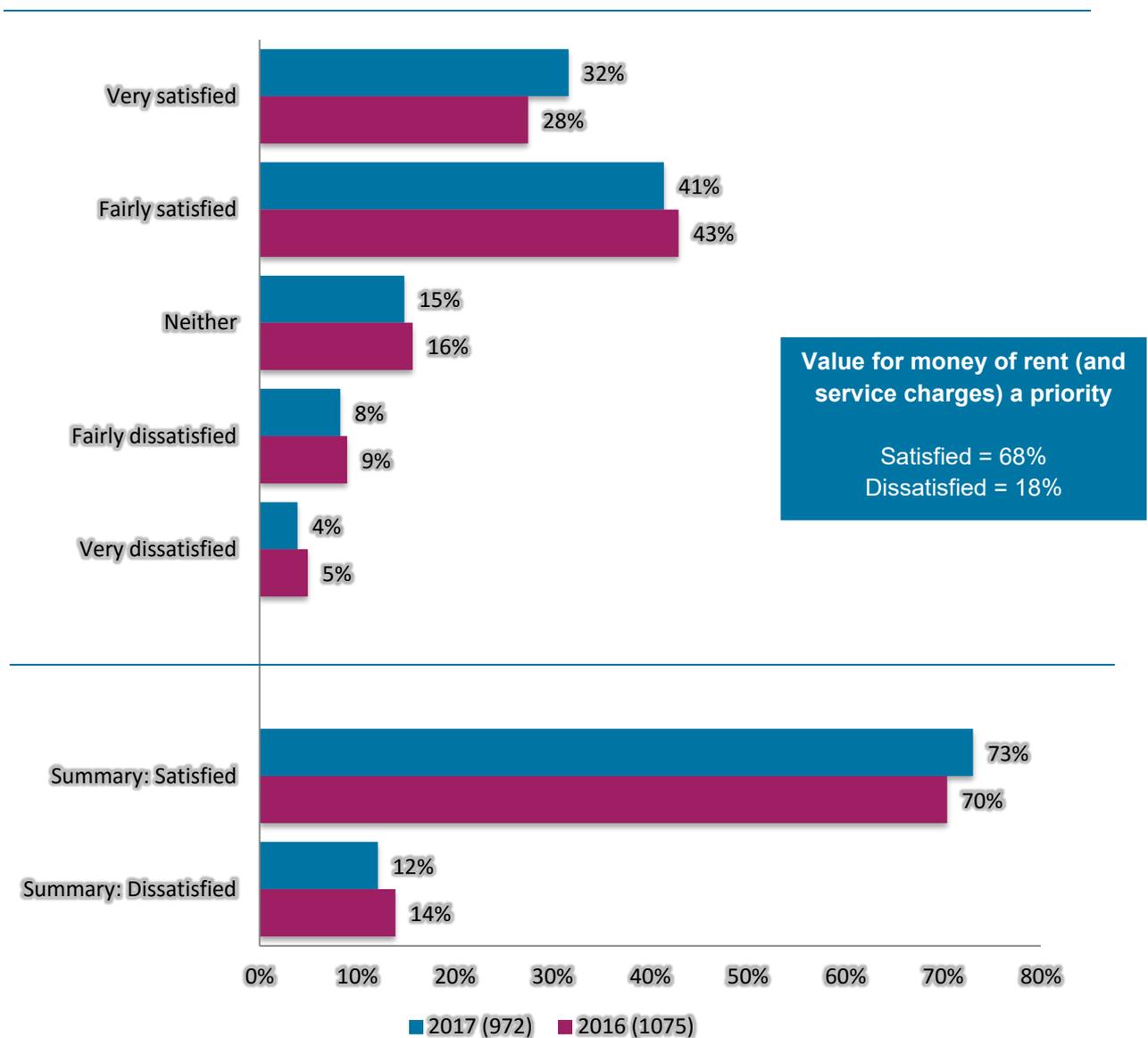


## 6.2 Service charge provides value for money

Almost three-quarters of tenants who pay a service charge are satisfied that it represents value for money (73%), with just over three in ten indicating the highest level of satisfaction (32%). 12% are dissatisfied with the value for money of their service charges. As with value for money of rent there are signs of improving perceptions on this measure, with the proportion very satisfied up significantly compared to 2016 (+4% points).

Amongst those for whom value for money of rent / service charges is a priority, perceptions are significantly less positive (68% satisfied, 18% dissatisfied). Whilst value as a priority was phrased in the questionnaire in a way that give more prominence to rent, it appears likely that many tenants conscious of the value for money of their rent would have the same attitude in relation to their service charges.

**Figure 19: Q2/4. How satisfied or dissatisfied are you with...? : That your service charges provide value for money (Valid responses – not applicable removed)**

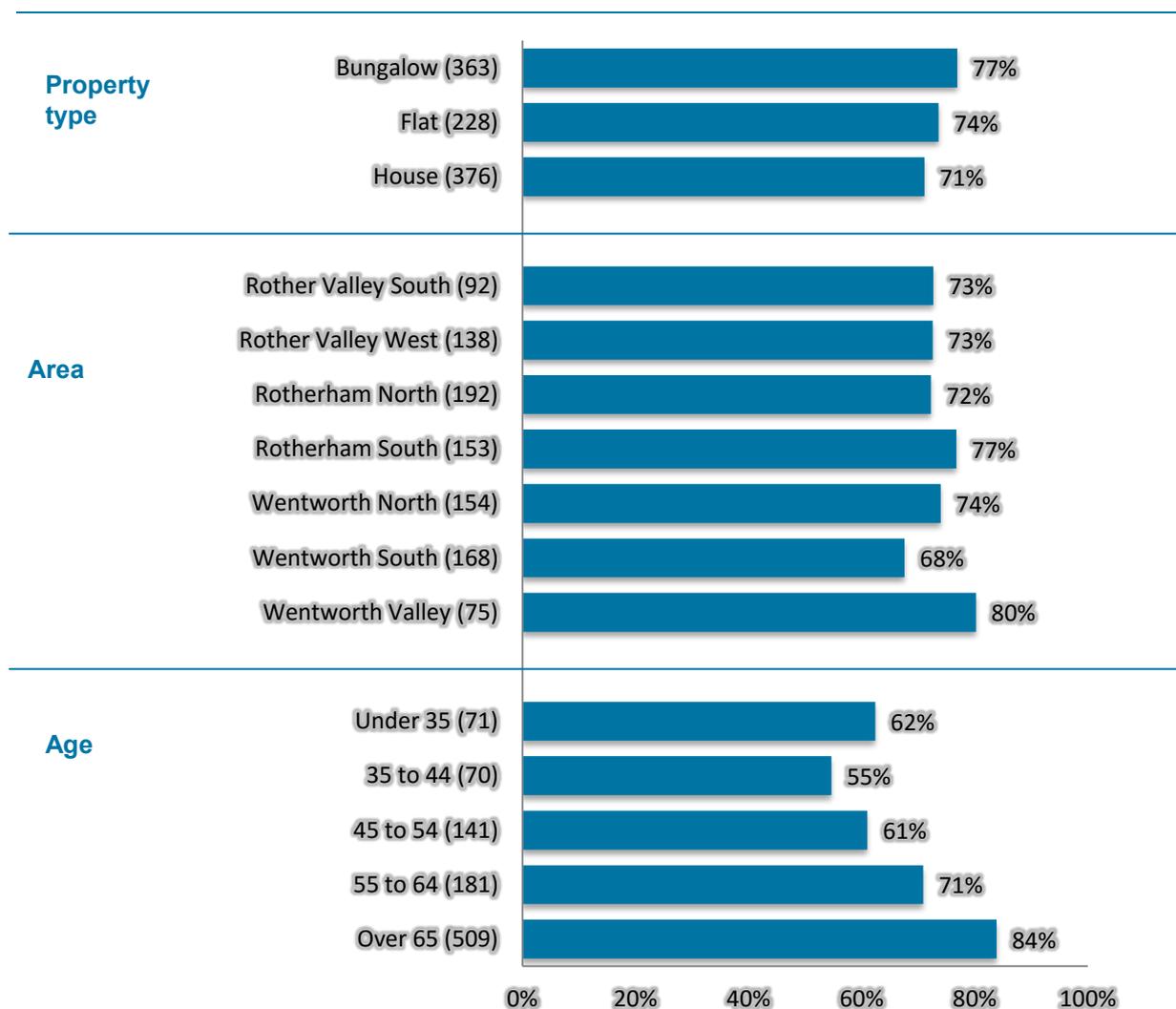


Sample bases shown in brackets

As illustrated below, when analysing satisfaction levels that service charges provide value for money by key demographic groups it finds:

- There are no significant differences in the proportion satisfied by property type, although tenants living in bungalows do give a significantly higher proportion of 'very satisfied' responses compared to flats / houses (41% cf. 26% cf. 29%);
- Tenants living in Wentworth Valley are significantly more satisfied with the value for money of their service charges compared to tenants living in Wentworth South;
- As with rent providing value for money, tenants aged 65+ record significantly higher levels of satisfaction compared to any other age group.

**Figure 20: Proportion satisfied that service charges provides value for money (Valid responses)**



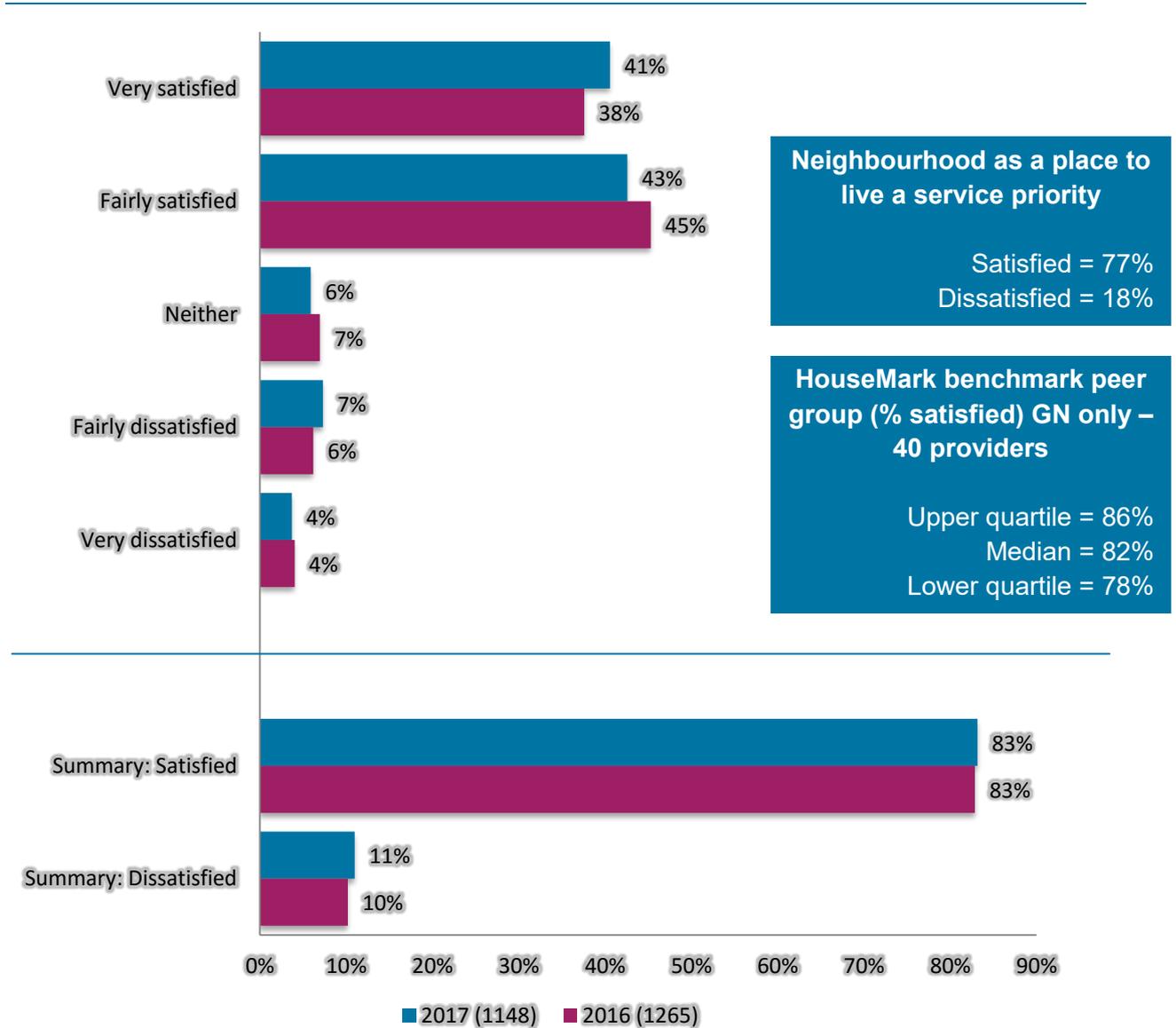
Sample bases shown in brackets

## 7 Neighbourhood perceptions and estate services

### 7.1 Neighbourhood as a place to live

As found in 2016, more than eight in ten tenants are satisfied with their neighbourhood as a place to live (83%), including almost four in ten who are very satisfied (41%). Conversely, one in ten tenants (11%) are dissatisfied with their neighbourhood as a place to live. Satisfaction with the neighbourhood as a place to live drops significantly to 77% for those who view it as a service priority. Comparison against the HouseMark benchmark peer group shows that levels of satisfaction fall favourably above the peer group median.

**Figure 21: Q2/2. How satisfied or dissatisfied are you with...? : Your neighbourhood as a place to live (Valid responses)**

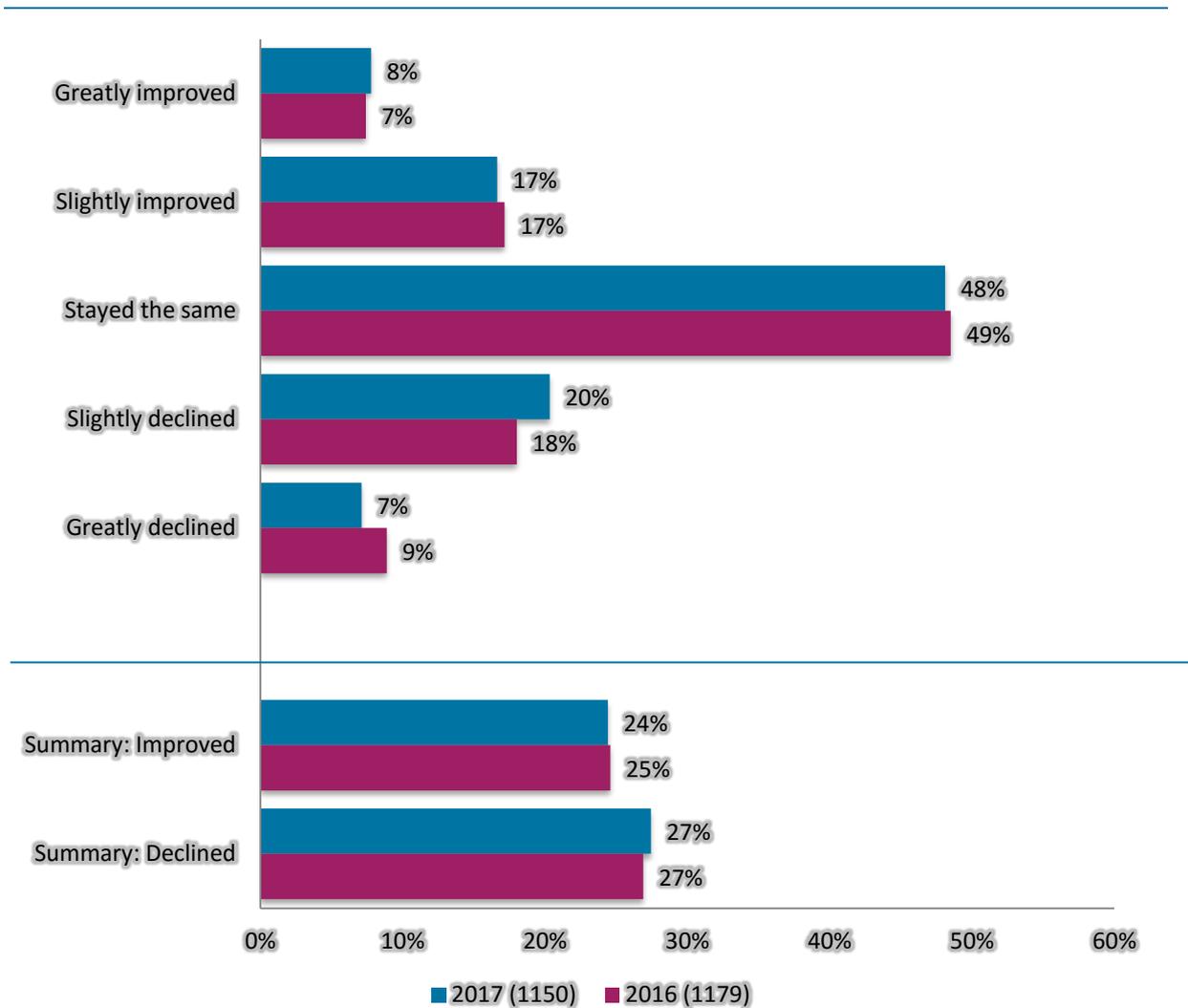


Sample bases shown in brackets

## 7.2 Neighbourhood improvements

All tenants were also asked whether in the last three years they would say that their neighbourhood has improved or declined. After removing those tenants who stated that they have not lived in the neighbourhood for the last 3 years, as found in 2016, there is an equal balance between those who feel that their neighbourhood has improved (24%) and declined (27%). The most common single response however, is that their neighbourhood has stayed the same over the last three years (48%).

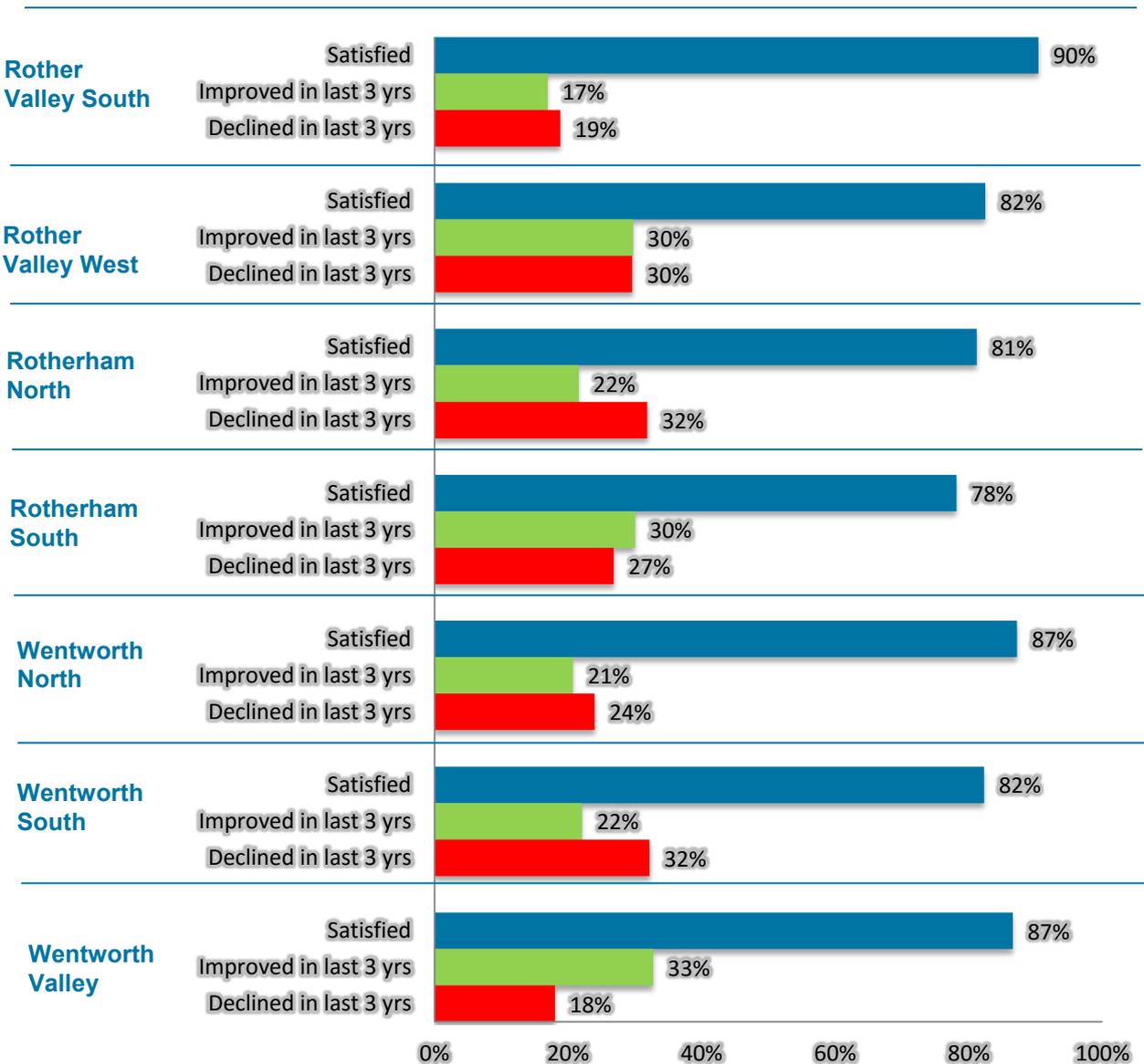
**Figure 22: Q23. In the last three years, would you say your neighbourhood has improved or declined? (Valid responses – non applicable removed)**



Sample bases shown in brackets

Exploring neighbourhood perceptions by geographical area shows that those living in Rotherham South are significantly less satisfied with the neighbourhood as a place to live, however contrastingly three in ten tenants in this area also indicate that the neighbourhood has improved in the last three years. Thinking about net improvements within areas, the largest net improvement is indicated by tenants in Wentworth Valley (+15), whilst the both Rotherham North and Wentworth both have net improvement scores of (-10).

**Figure 23: Q2/2. Satisfaction with the neighbourhood as a place to live? /Q23. In the last three years, would you say your neighbourhood has improved or declined? (Valid responses)**

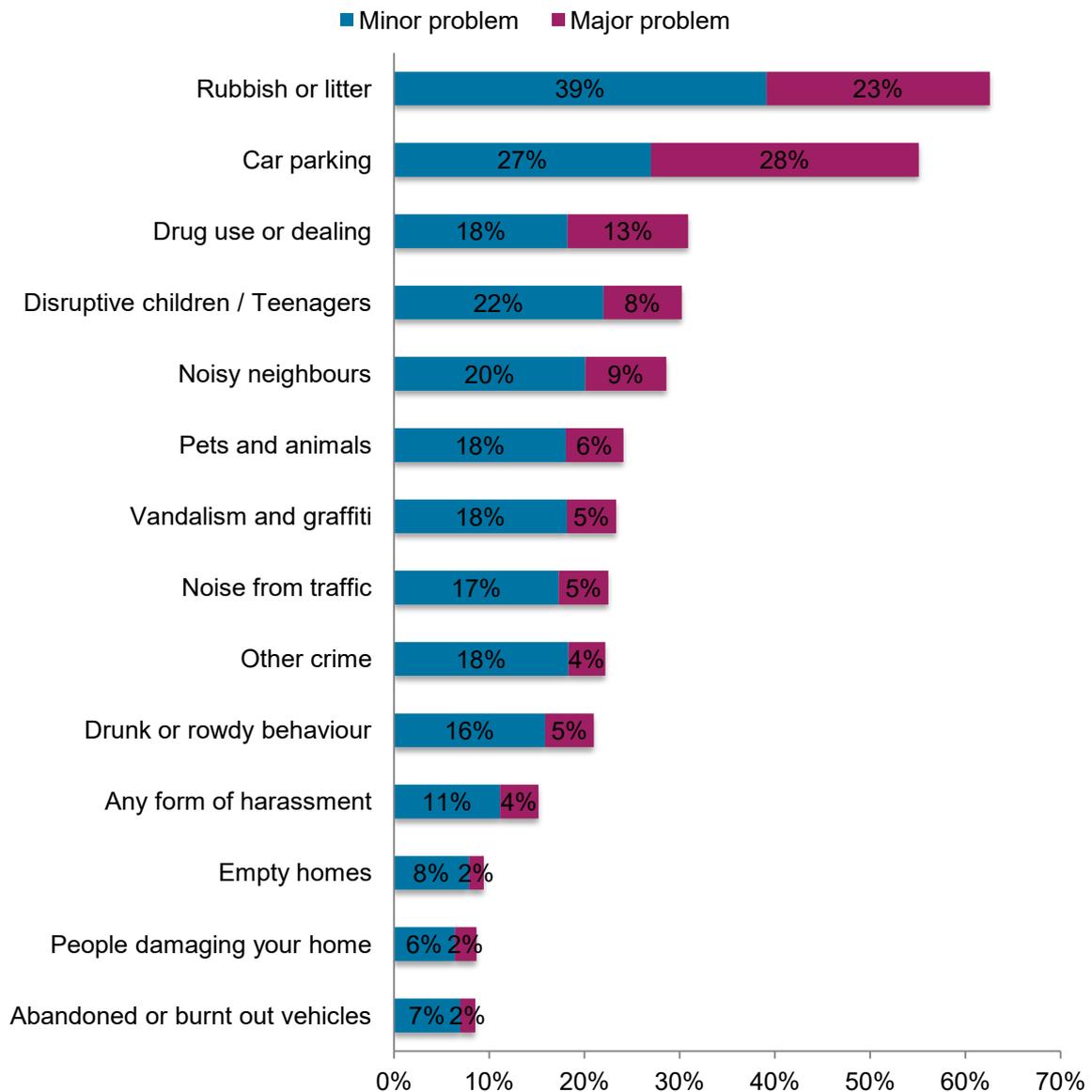


Unweighted sample bases vary

### 7.3 Neighbourhood problems

All respondents were asked to consider a list of 14 neighbourhood problems, and to indicate to what extent they feel these problems are a major, minor, or not a problem within their neighbourhood. As shown below, the issue most commonly identified as a problem is rubbish or litter. In total, two in three tenants (63%) mention this as a problem, including 23% who suggest it is a major problem. A majority (55%) also indicate that car parking is a problem to some extent, with 28% stating this is a major problem. In all instances, with the exception of people damaging properties and abandoned or burnt out vehicles, when compared against the 2016 findings there has been a significant decline in the proportion of tenants stating these to be a problem within their neighbourhood.

**Figure 24: Q22 To what extent are any of the following a problem in your neighbourhood? (Valid Response)**



Valid sample bases vary

Exploring perceptions of neighbourhood issues by geographical area finds that those in Rotherham South are most likely to experience rubbish or litter problems, those in Rotherham North are most likely to experience noisy neighbours or drunk or rowdy behaviour, and those in Wentworth South are most likely to experience problems with pets and animals.

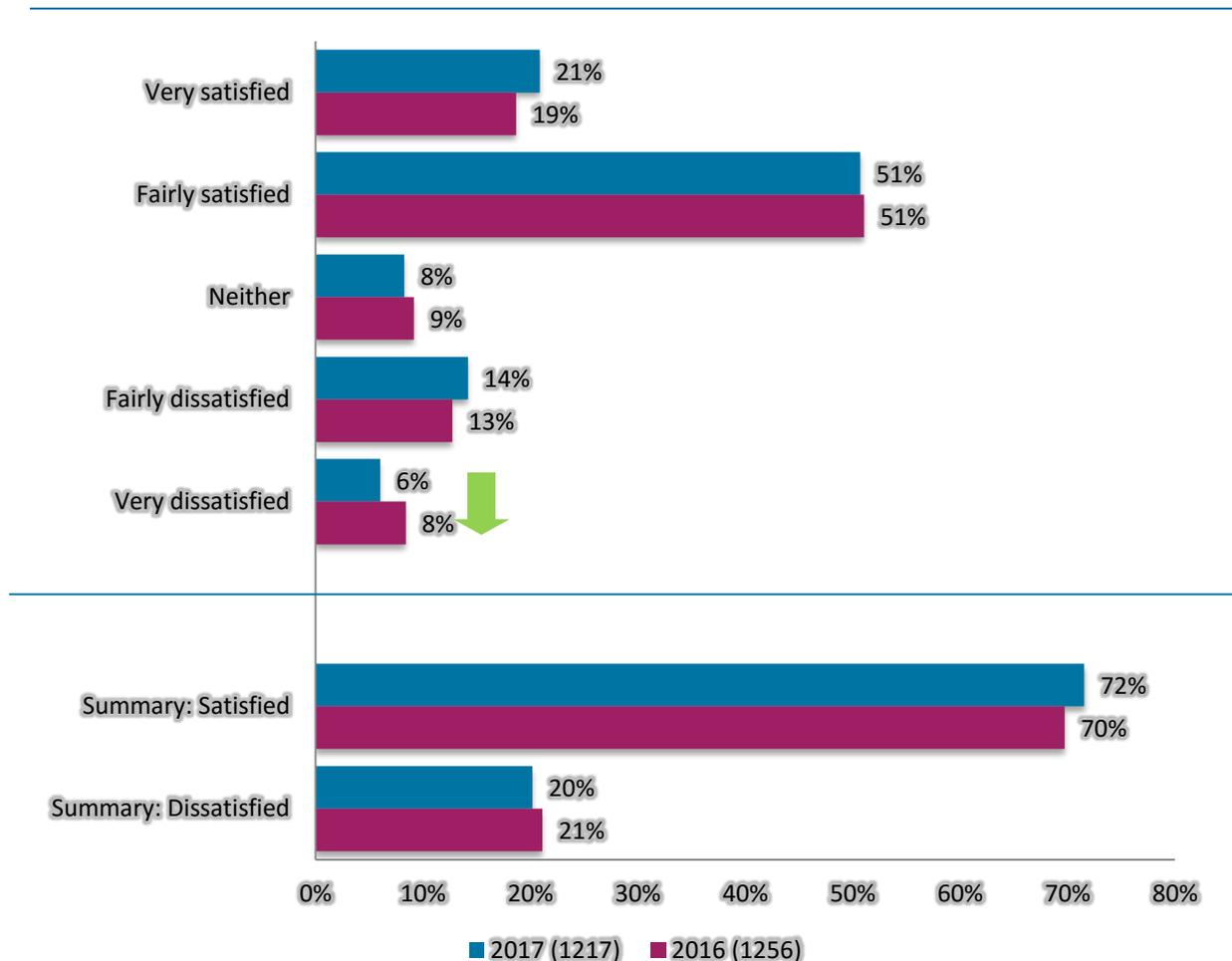
**Table 2: Perceptions of key neighbourhood issues by area (Valid responses)**

(% Major or Minor problem)	Rother Valley South (113)	Rother Valley West (173)	Rotherham North (248)	Rotherham South (198)	Wentworth North (209)	Wentworth South (210)	Wentworth Valley (103)
Car parking	52%	61%	54%	57%	52%	54%	57%
Rubbish or litter	56%	64%	59%	70%	58%	66%	62%
Noisy neighbours	18%	24%	36%	31%	20%	33%	29%
Pets and animals	21%	23%	21%	22%	24%	33%	21%
Disruptive children / Teenagers	21%	35%	34%	30%	27%	29%	32%
Any form of harassment	12%	14%	18%	17%	11%	16%	18%
Drunk or rowdy behaviour	16%	20%	26%	21%	14%	22%	23%
Vandalism and graffiti	15%	27%	28%	24%	15%	27%	21%
People damaging your home	8%	10%	11%	11%	2%	9%	12%
Drug use or dealing	23%	33%	36%	32%	23%	36%	23%
Abandoned or burnt out vehicles	12%	12%	11%	8%	3%	10%	4%
Other crime	25%	24%	25%	18%	18%	26%	18%
Noise from traffic	25%	20%	27%	19%	20%	22%	27%
Empty homes	8%	9%	12%	8%	6%	11%	10%
<b>None of these</b>	21%	16%	17%	15%	24%	11%	22%

## 7.4 Overall appearance of neighbourhood

All tenants were asked how satisfied or dissatisfied they are with the overall appearance of the neighbourhood. As found previously, seven in ten tenants are satisfied with the appearance of their neighbourhood (73%), whilst one in five indicate some degree of dissatisfaction with the appearance of their neighbourhood (20%).

**Figure 25: Q19. How satisfied or dissatisfied are you with the overall appearance of your neighbourhood? (Valid responses)**



Sample bases shown in brackets

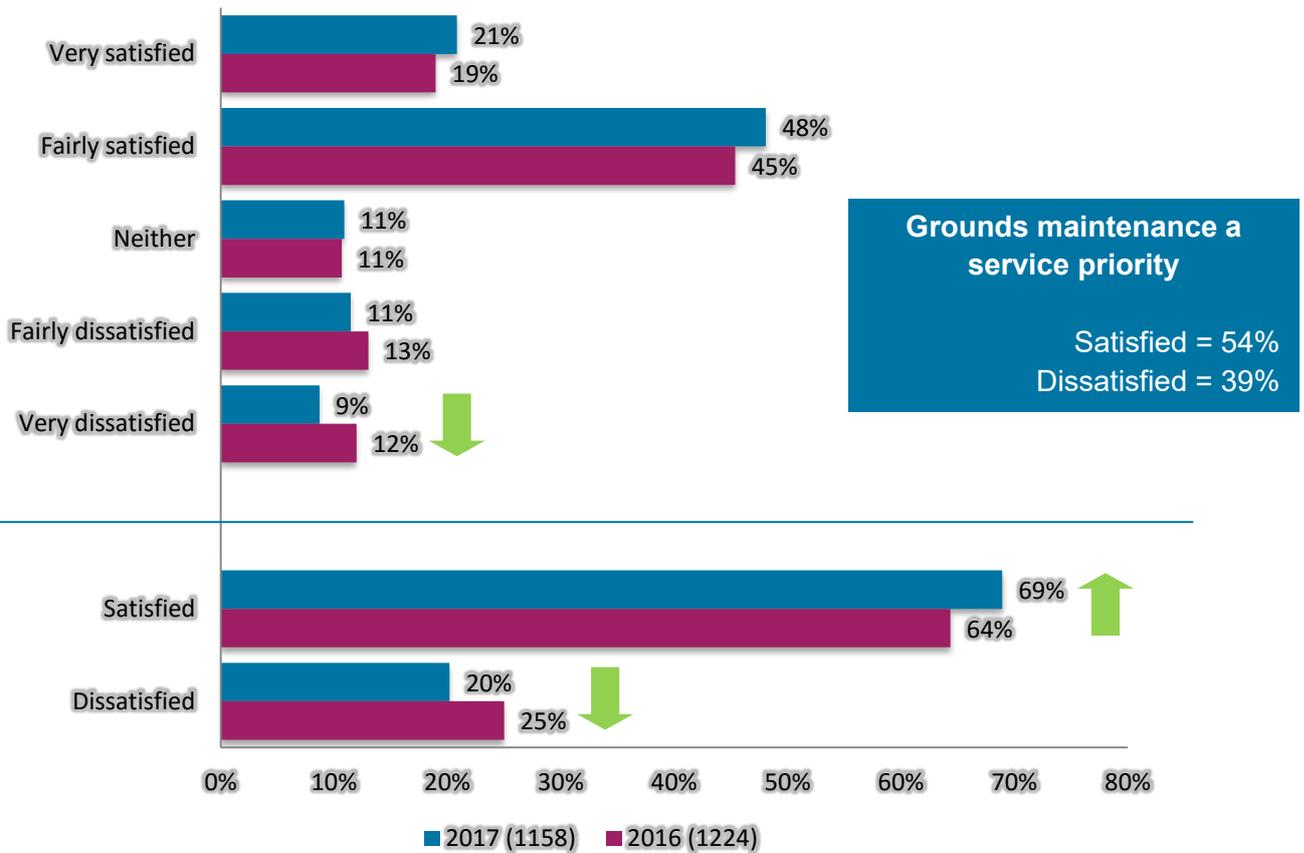
By geographical area, satisfaction rises to 78% for those in Wentworth North and 79% for those in Wentworth Valley, whilst dissatisfaction levels peak at 24% those in Rother Valley West and Rotherham North.

As found in 2016, further analysis shows that among those who express dissatisfaction with their neighbourhood as a place to live, a clear majority of 71% are dissatisfied with the overall appearance of their neighbourhood. In comparison, just 11% of those satisfied with their neighbourhood express dissatisfaction in relation to neighbourhood appearance. This suggests that the appearance of neighbourhoods is strongly interrelated with wider neighbourhood perceptions.

### 7.5 Grounds maintenance

Overall, over two thirds of tenants (excluding those who said this question was not applicable to them) express satisfaction with grounds maintenance in their area (69%), whilst two in ten express some level of dissatisfaction. Encouragingly, when compared against the 2016 finding there has been a significant increase in the proportion satisfied and a significant decrease in the proportion dissatisfied. For those tenants who grounds maintenance as a service priority however, levels of satisfaction rise to 54% and levels of dissatisfaction drop to 39%.

**Figure 26: Q17. How satisfied or dissatisfied are you with the grounds maintenance, such as grass cutting, in your area? (Valid responses – non applicable removed)**

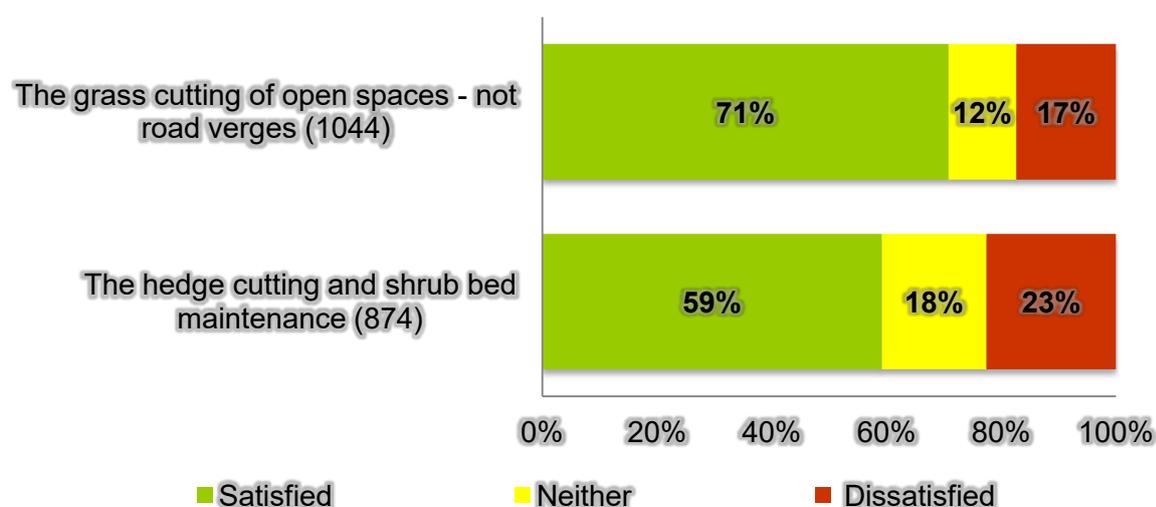


Sample bases shown in parenthesis

There are limited differences in satisfaction with the grounds maintenance service by area with the only significant difference found being Wentworth South tenants are markedly more dissatisfied with the grounds maintenance service than Wentworth Valley tenants (24% cf. 14%).

Exploring further the perceptions tenants hold for the difference aspects of grounds maintenance, we find that tenants are more satisfied with the grass cutting of open spaces (71%) than they are the hedge cutting and shrub bed maintenance (59%). Although, with a higher proportion stating they are neither satisfied nor dissatisfied, and a lower number of tenants opting to provide a valid response to the question, there is an indication that tenants may not be aware what the grounds maintenance team do regarding hedge cutting and shrub bed maintenance.

**Figure 27: Q18. Thinking about the grounds maintenance service in your area, how satisfied or dissatisfied are you with the following...? (Valid Response – not applicable removed)**



Sample bases shown in brackets

Echoing the finding found previously, those tenants in Wentworth South are least satisfied with both the grass cutting of open spaces, and the hedge cutting and shrub bed maintenance.

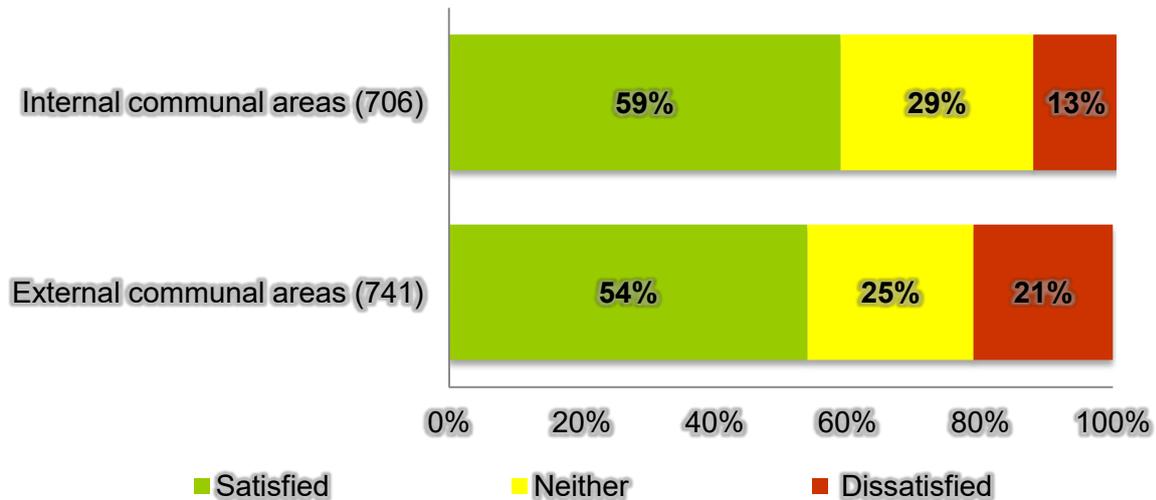
**Table 3: Thinking about the grounds maintenance service in your area, how satisfied or dissatisfied are you with the following...? by area (Valid responses)**

Area	The grass cutting of open spaces (not road verges)			The hedge cutting and shrub bed maintenance		
	Satisfied	Dissatisfied	Net satisfaction	Satisfied	Dissatisfied	Net satisfaction
<b>Rother Valley South</b>	72%	18%	+54	66%	19%	+47
<b>Rother Valley West</b>	66%	21%	+45	54%	24%	+30
<b>Rotherham North</b>	75%	14%	+60	60%	22%	+38
<b>Rotherham South</b>	72%	17%	+54	60%	26%	+34
<b>Wentworth North</b>	77%	14%	+63	66%	20%	+46
<b>Wentworth South</b>	62%	22%	+39	47%	27%	+20
<b>Wentworth Valley</b>	71%	16%	+55	72%	13%	+59

## 7.6 Cleaning

There are limited differences in the satisfaction levels indicated by tenants for internal and external communal areas, with around four in seven tenants indicating satisfaction. A total of 13% of tenants express dissatisfaction with the cleaning of internal communal areas, while a two in ten (21%) give the same response in relation to external communal areas. These findings are similar to those found in 2016.

**Figure 28: Q19. How satisfied or dissatisfied are you with the cleaning of the following...? (Valid Response – not applicable removed)**



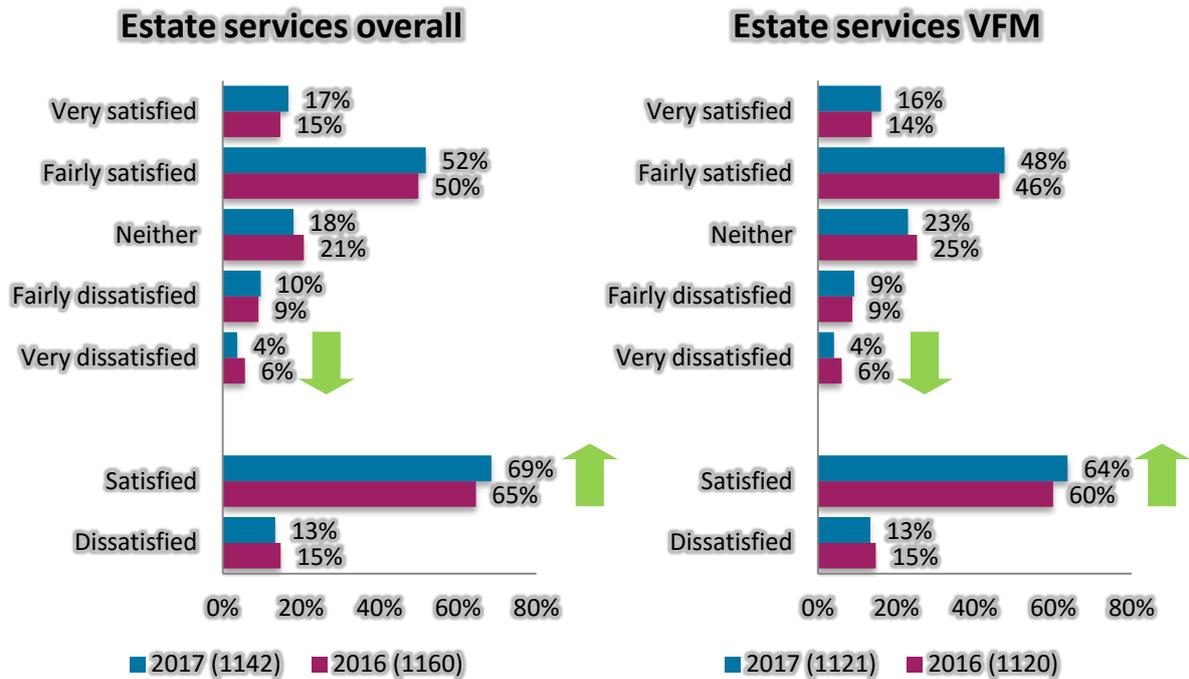
Sample bases shown in brackets

Tenants in Wentworth North indicated significantly higher levels of satisfaction for the cleaning of internal communal areas (72%) and external communal areas (63%), levels of satisfaction are similar across all other areas.

### 7.7 Satisfaction with estate services overall

Approaching seven in ten (69%) tenants are satisfied with the overall estate services provided, whilst two in three (64%) are satisfied with the value for money the estate services provide. As found with levels of satisfaction for the grounds maintenance service, there have been significant increases in the proportion of tenants satisfied with both the overall estate service provided and the value for money this provides.

**Figure 29: Q20/21. Satisfaction with Estate services (Valid Response – not applicable removed)**



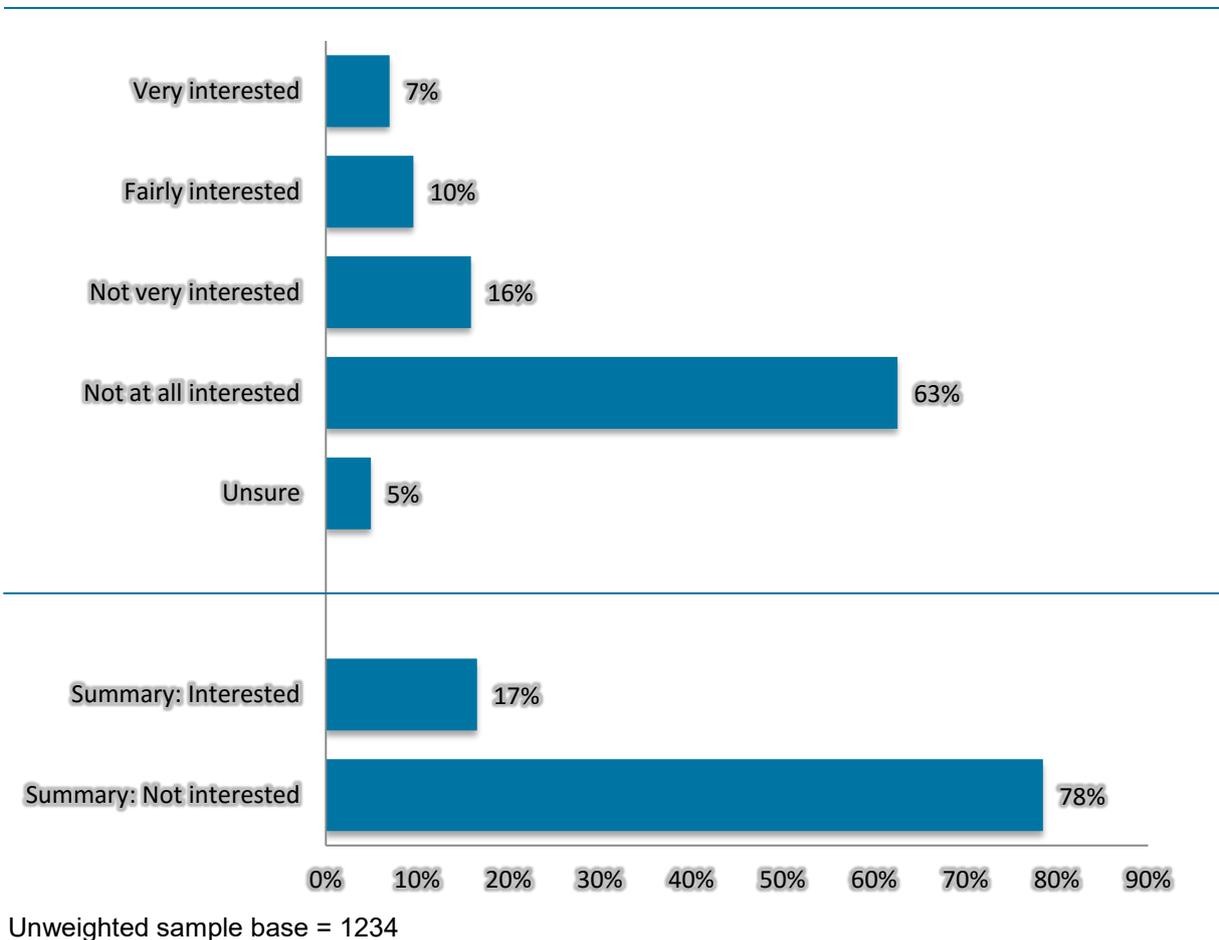
Sample bases shown in brackets

Exploring these findings by geographical area finds that those living in Wentworth Valley indicate significantly higher levels of satisfaction (80%) with the value for money provided by the estate services, whilst those living in Wentworth South indicate significantly lower levels of satisfaction (56%). There is also a marked difference between these two areas for the levels of satisfaction indicated for the estate service overall (Wentworth South 64% cf. Wentworth Valley 77%).

### 7.8 Town Centre Homes

To ascertain levels of interest of moving to town centre housing, all respondents were told: ‘As part of the town centre regeneration plan Rotherham Council is developing more new homes in the town centre’, they were then asked how interested they would be in moving to a town centre home. As the findings show below, a sizeable minority of 17% would be interested in moving to a town centre property, with 7% very interested. If we crudely escalate this finding up to the stock size, this amounts to roughly 3,500 tenants interested in moving to a town centre home and roughly 1,400 tenants very interested. Interest is highest amongst: those living a flat (25%); those in Rotherham South (27%); families (28%); those aged under 35 (30%), 35 to 44 (28%), and 45 to 54 (26%); and, non-white British tenants (54%).

**Figure 30: Q9. How interested would you be in moving to a town centre home? (Valid responses)**



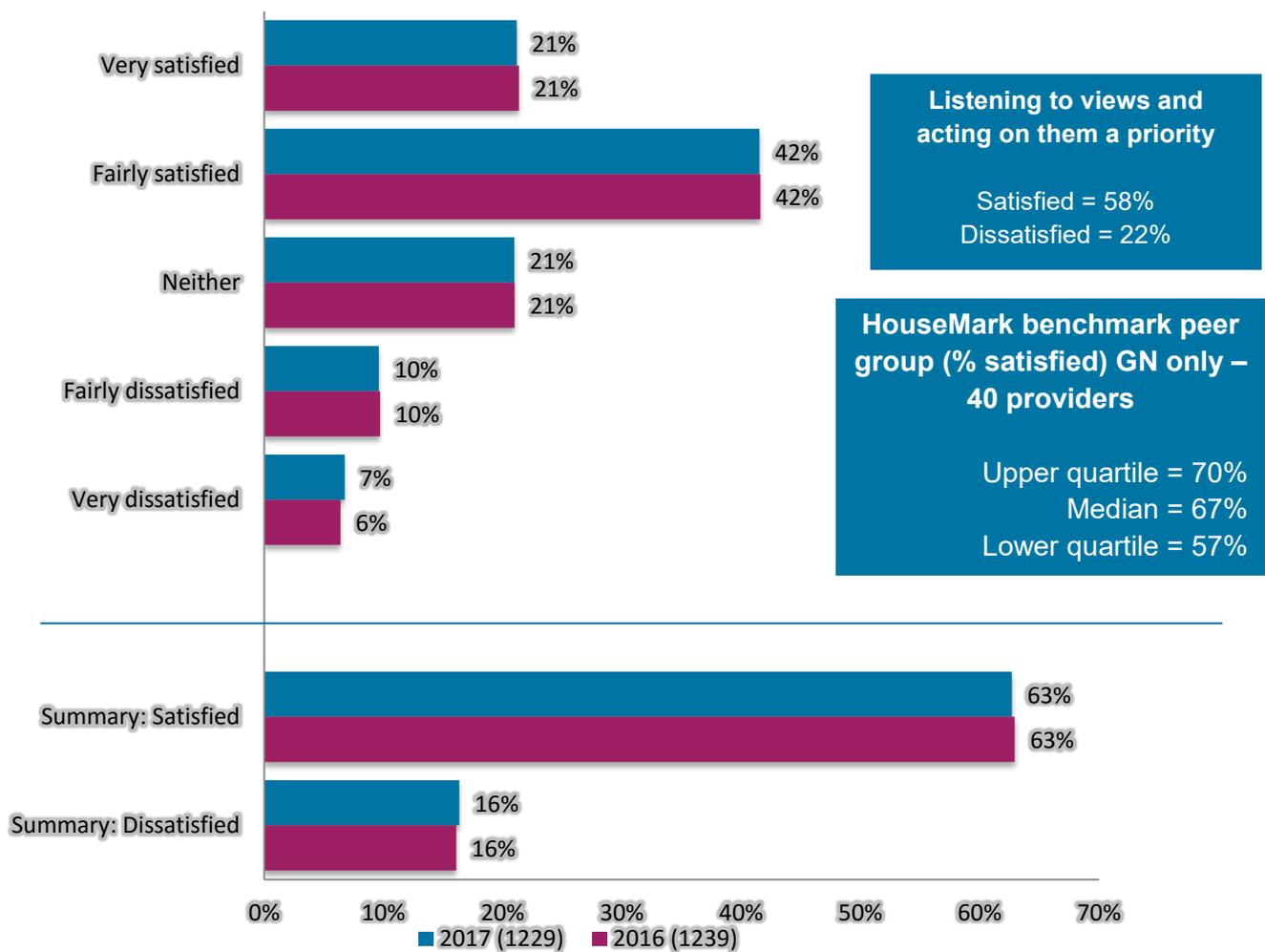
## 8 Communication

### 8.1 Listening to views and acting upon them

Just under two in three tenants indicate that they are satisfied that Council Housing listens to their views and acts upon them (63%); this is the lowest level of satisfaction indicated by tenants for the seven HouseMark core questions rated. It should be noted that this is partially due to the high proportion of tenants stating that they are neither satisfied nor dissatisfied rather than indicating high levels of dissatisfaction. These findings are almost unchanged compared to 2016. Comparison against the HouseMark benchmark peer group shows satisfaction levels fall below the peer group median.

Amongst those for whom listening to views and acting on them is a priority, satisfaction is slightly lower, and dissatisfaction is significantly higher (22% dissatisfied cf. 16% overall).

**Figure 31: Q4 How satisfied or dissatisfied are you that Council Housing listens to your views and acts upon them? (Valid responses)**

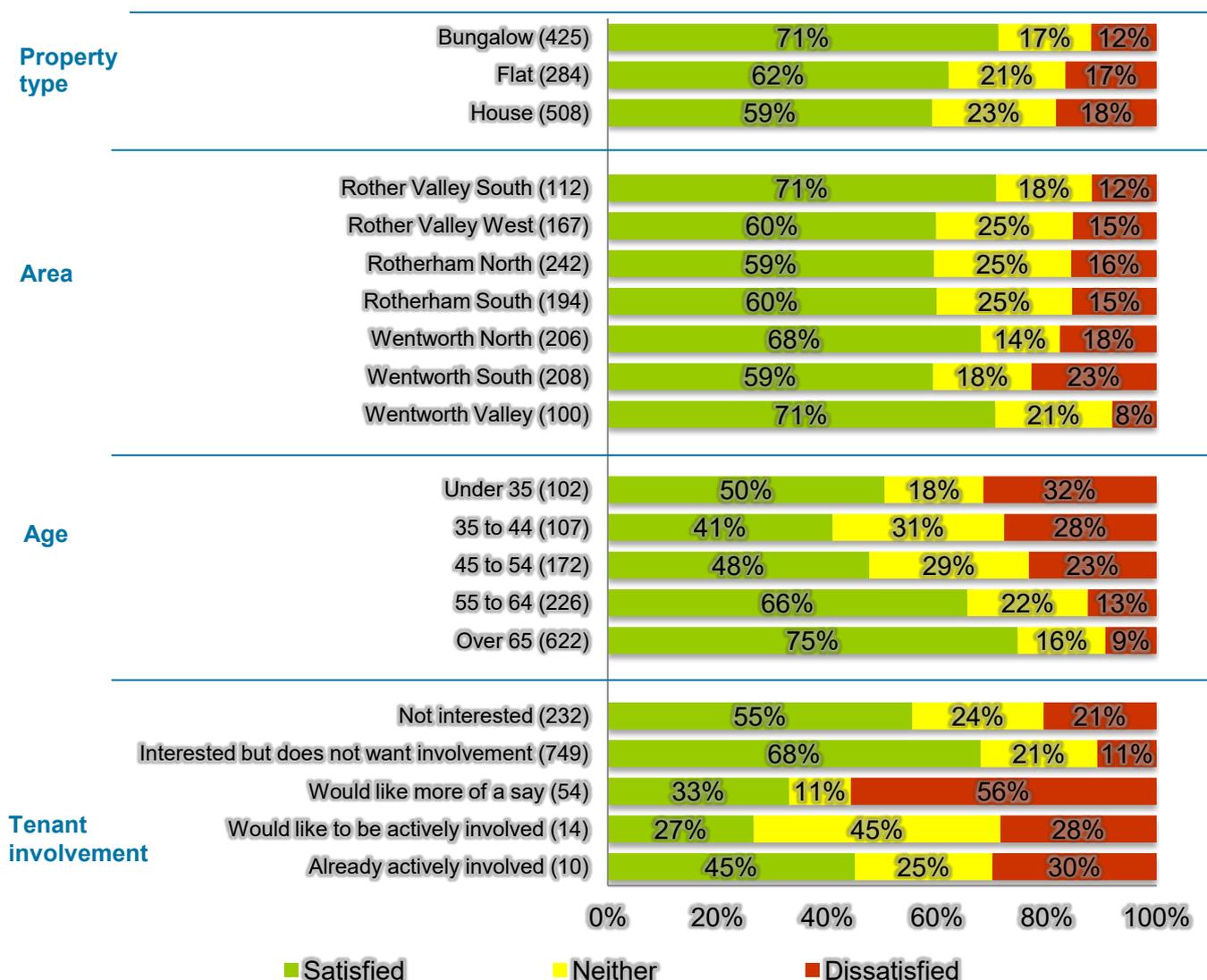


Sample bases shown in brackets

Beneath these headline findings, as illustrated below, analysing satisfaction levels that Council Housing listens to views and acts upon them by key sub groups shows that:

- Tenants living in a bungalow are most likely to indicate satisfaction;
- Closely linked to this, tenants aged 55-64 / 65+ are significantly more likely to be satisfied compared to younger age groups;
- Tenants living in Rother Valley South are significantly more likely to be satisfied on this measure compared to Rotherham North / Wentworth South. (It should also be noted that Wentworth Valley residents are much the most likely to be very satisfied, at 33%);
- Those who state that they would like more of a say are more likely to be dissatisfied that Council Housing listens to views and acts on them than satisfied (56% cf. 33%). This is also the case for those who would like to be actively involved, but the base size for this group is low (14 responses).

**Figure 32: Q4 How satisfied or dissatisfied are you that Council Housing listens to your views and acts upon them? By subgroup (Valid responses)**



Sample bases shown in brackets

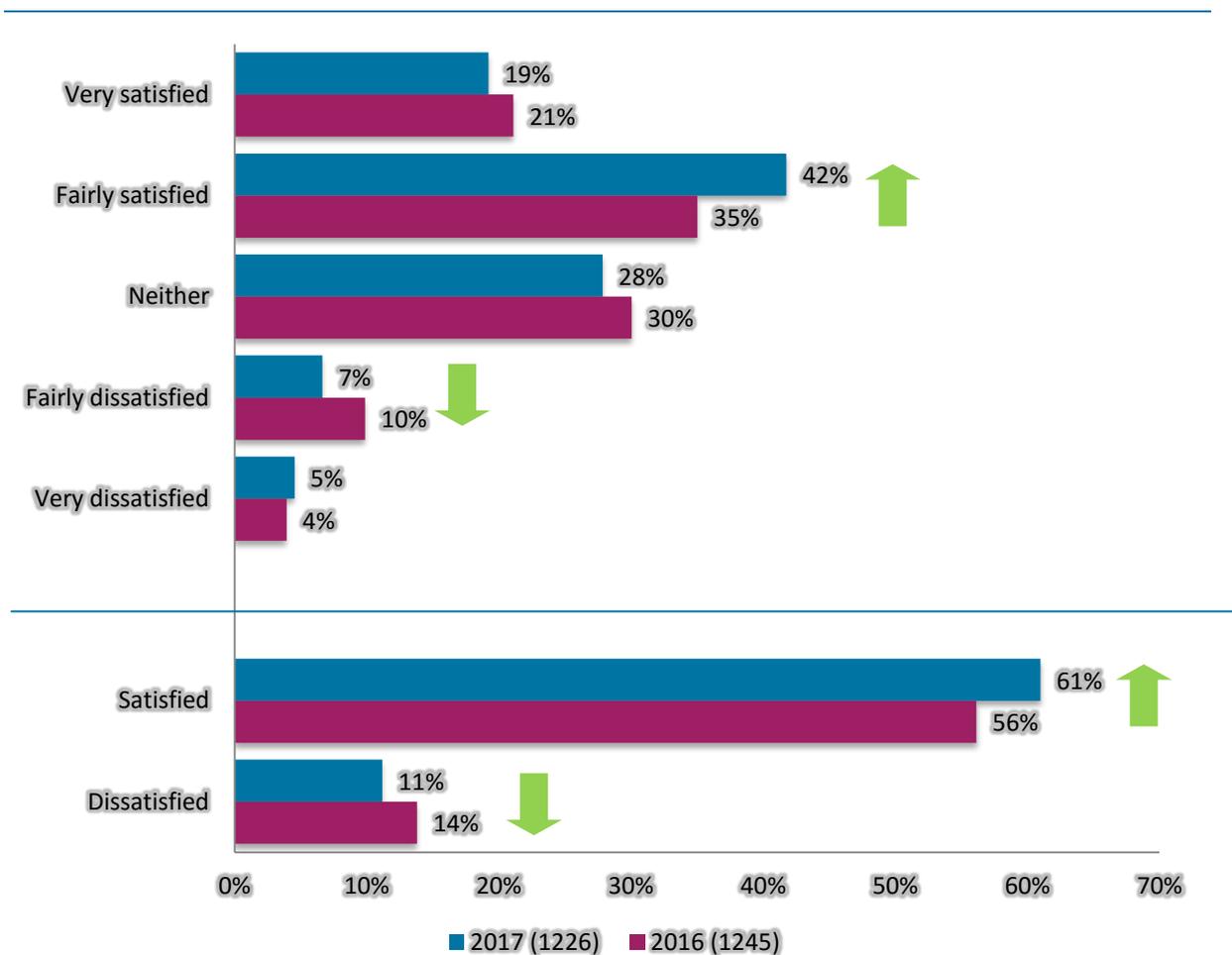
## 8.2 Opportunity to make views known

Six in ten tenants (61%) are satisfied that Council Housing gives them the opportunity to make their views known, with one in five stating they are very satisfied (19%). As with the previous finding for listening to views and acting upon them, a relatively high proportion of tenants indicate they are neither satisfied nor dissatisfied with the opportunity to make their views known.

Whilst satisfaction on this measure has increased significantly compared to 2016 (+5% points), the proportion very satisfied has fallen slightly (-2% points).

Amongst those who would like to be more involved / have more of a say in Council Housing, or who are already actively involved, satisfaction levels are significantly lower (41% satisfied, with 37% dissatisfied). This mirrors the findings on listening to views and acting on them discussed above. Whilst this group of tenants is small (Section 8.5), this finding does suggest that Council Housing will need to raise awareness of the involvement opportunities currently available and / or satisfy tenants that these give tenants the chance to make a difference.

**Figure 33: Q5 How satisfied or dissatisfied are you that your landlord gives you the opportunity to make your views known? (Valid responses)**



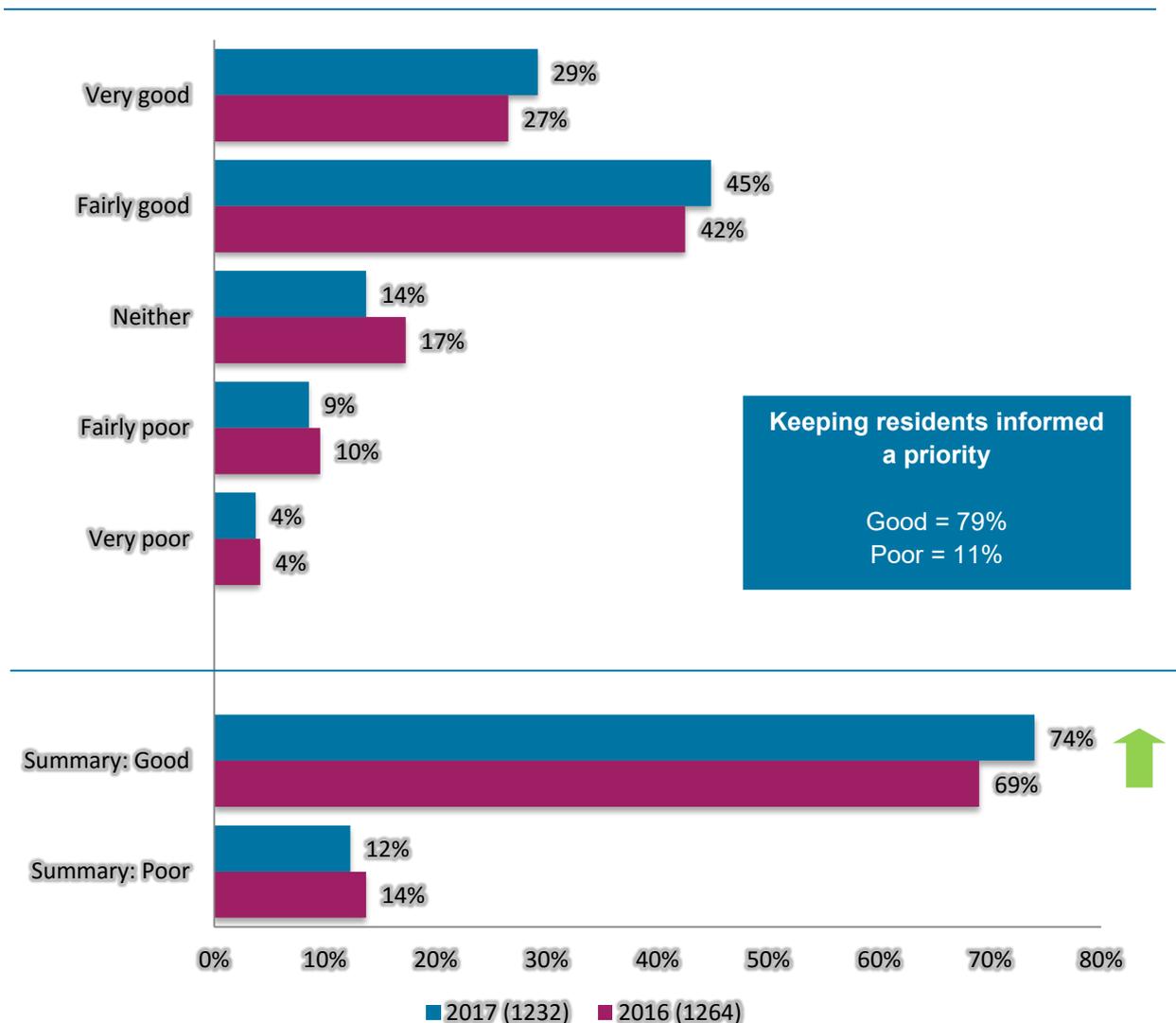
Sample bases shown in brackets

### 8.3 Keeping tenants informed

Tenants were asked how good or poor they feel Council Housing is at keeping them informed about things that might affect them as residents. Approaching three-quarters (74%) feel Council Housing are good at keeping them informed, a significant improvement compared to 2016 (69%). Just 12% rate Council Housing as poor. In comparison to the previous finding shown in section 8.1 (listening to views and acting upon them), this finding appears slightly more positive - although this could be seen as a less demanding criterion, involving as it does a one-way flow of information rather than two-way interaction between the landlord and tenants.

It is also encouraging that amongst those for whom being kept informed is a priority, the proportion rating Council Housing as good is significantly higher (79% cf. 74% overall); moreover this is driven entirely by a higher proportion rating Council Housing as very good (36% cf. 29% overall).

**Figure 34: Q6 How good or poor do you feel your landlord is at keeping you informed about things that might affect you as a resident? (Valid responses)**

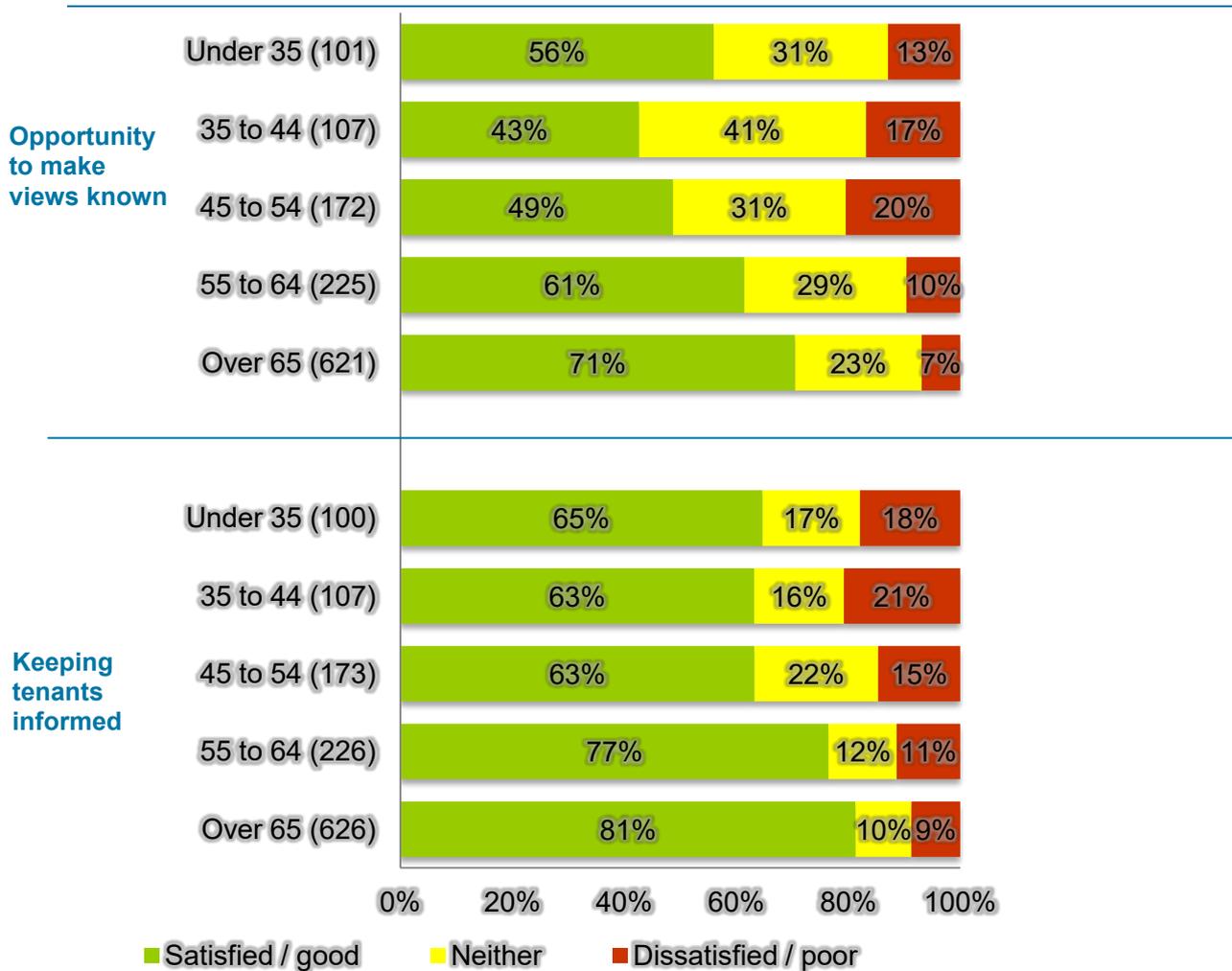


Sample bases shown in brackets

### 8.4 Communication measures by age

Exploring levels of satisfaction for the two communication measures outlined previously by age shows for all measures satisfaction levels are significantly higher amongst tenants aged 55 or over, compared to the three youngest age groups.

**Figure 35: Q5 How satisfied or dissatisfied are you that your landlord gives you the opportunity to make your views known? Q6 How good or poor do you feel your landlord is at keeping you informed about things that might affect you as a resident? By age (Valid responses)**

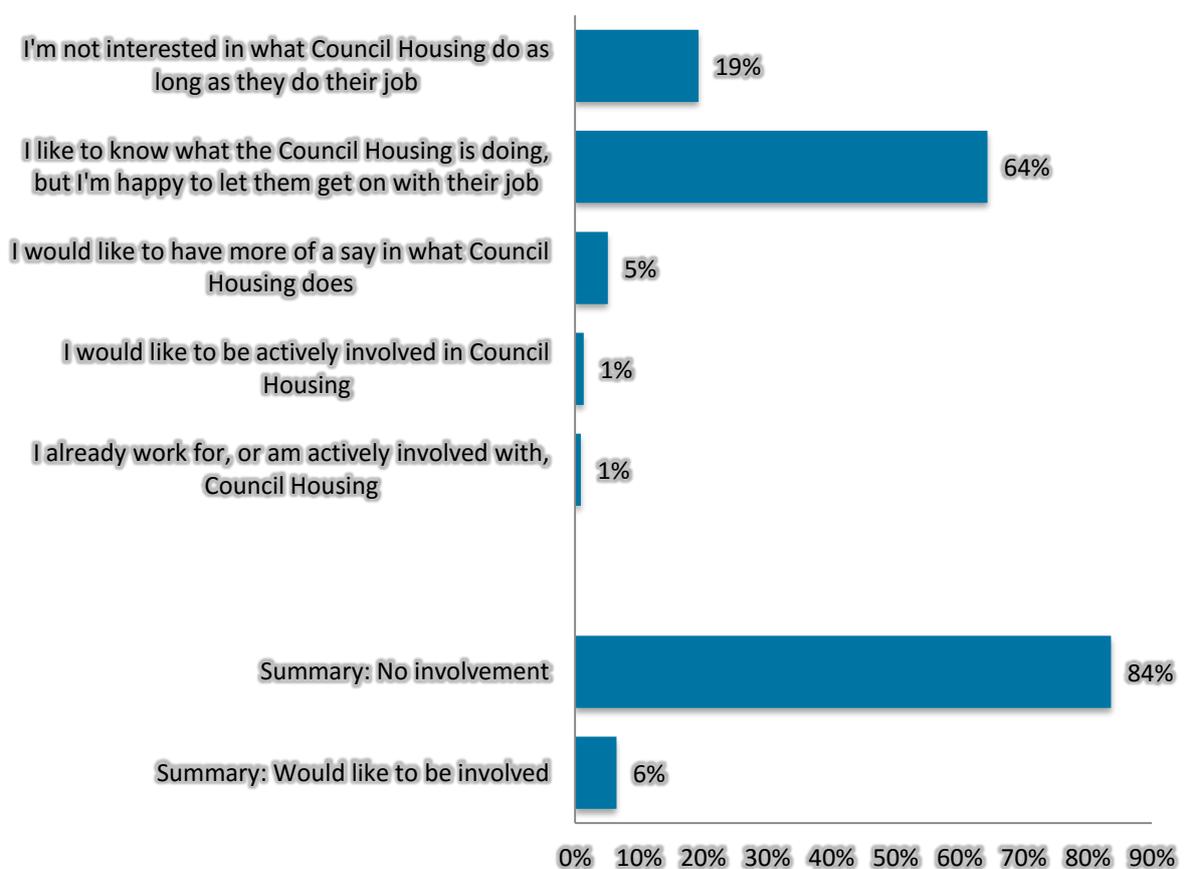


Sample bases shown in brackets

### 8.5 Tenant involvement

As a new question on this iteration of the research, tenants were asked which of a list of statements most corresponds to their level of interest in being involved with Council Housing. Most (84%) select statements that indicate they do not wish to be involved in this way; just 6% indicate they would like to be more involved. Those interested in having more of a say were asked to state the ways in which they are interested in becoming involved. Just 23 respondents provided a valid response to this suggesting when unprompted there is a lack of awareness amongst tenants for what opportunities exist for tenant involvement.

**Figure 36: Q12. Which of the following statements do you agree with? (Valid responses)**

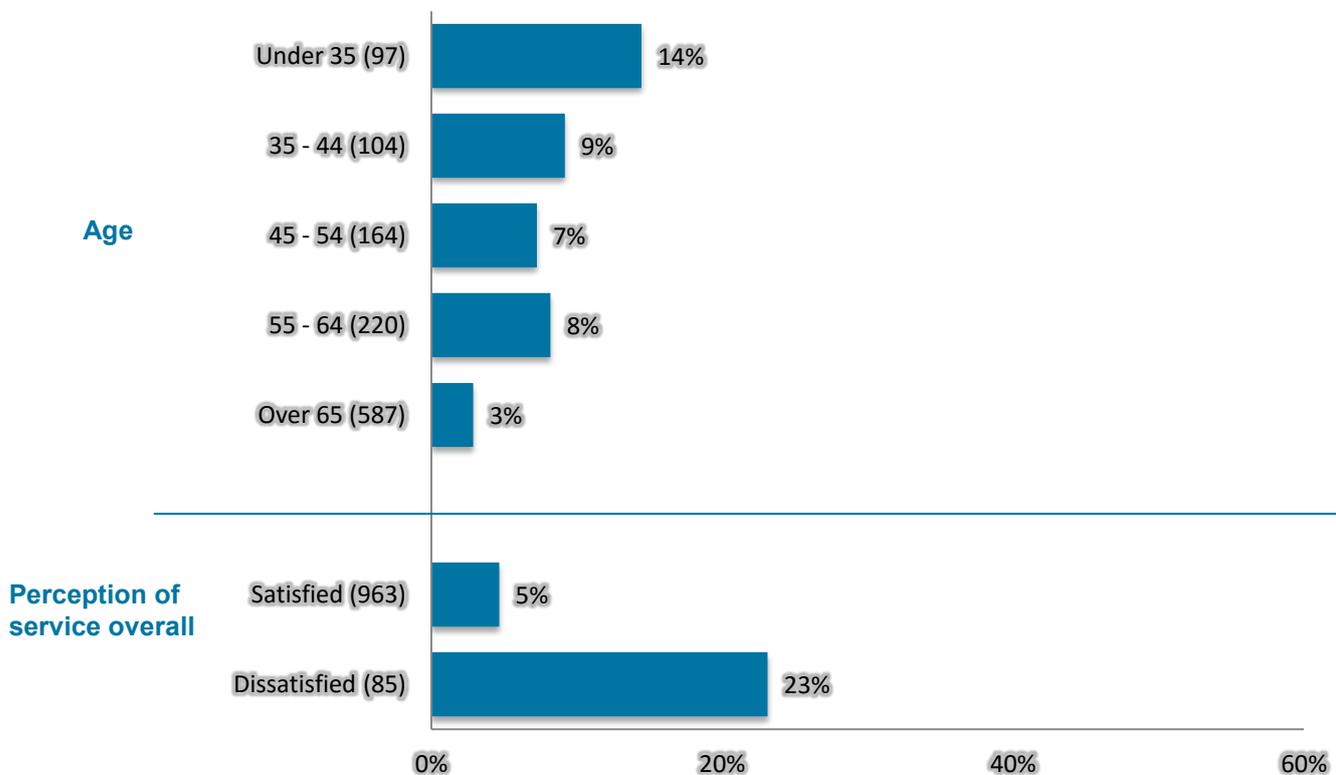


Unweighted sample base = 1172

Interest in getting involved is similar across different areas, although Rotherham North and Wentworth South tenants are significantly more likely to be interested in this compared to Wentworth Valley (8% cf. 8% cf. 2%). However, there are marked differences by age, with tenants aged under 35 significantly more likely compared to the average to be interested (14%), and tenants aged 65+ significantly less likely (3%).

Interest in getting involved is also significantly higher amongst tenants dissatisfied with the service provided overall (23%) compared to those who are satisfied (5%). This is a consistent pattern across the individual services provided, e.g. quality of home, repairs and maintenance, etc, with tenants dissatisfied with these services more likely than other tenants to express an interest in getting involved.

**Figure 37: Proportion interested in getting involved - By age group and perception of Council Housing (Valid response)**



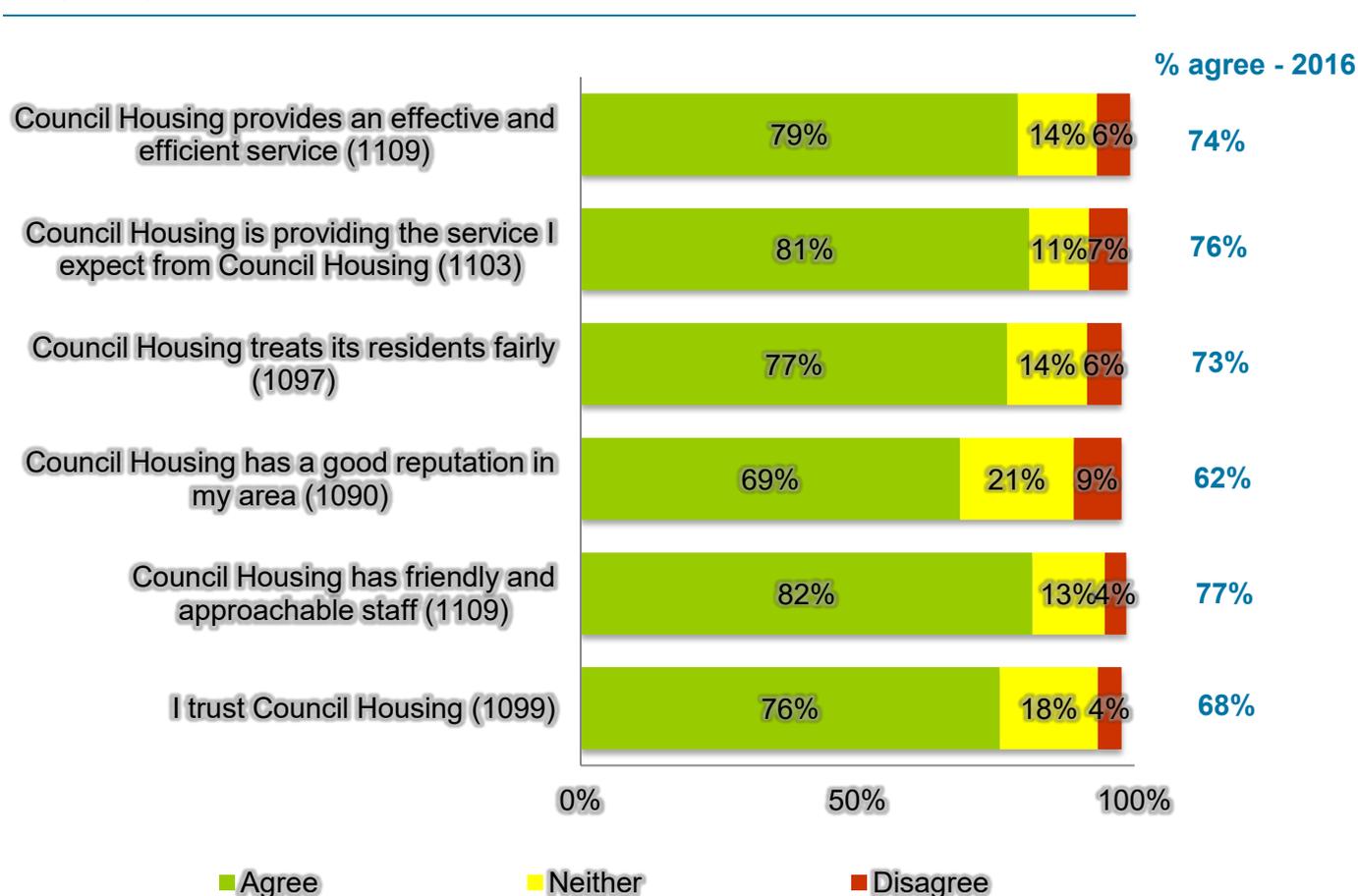
Sample bases shown in brackets

## 9 Perceptions

All respondents were asked to what extent they agree or disagree with six statements relating to tenants' perceptions of Council Housing. As shown below, at 82%, the statement tenants agree with most is that Council Housing has friendly and approachable staff. A similar proportion agree that Council Housing is providing the service they expect (81%). By comparison, at 69%, the statement tenants agree with least is that Council Housing has a good reputation in my area, although it should be noted that disagreement levels remain similarly low (9% or less) for all six statements rated.

The 2016 figures for agreement are also shown below as a comparison. Encouragingly, agreement on all measures has increased significantly over this period.

**Figure 38: Q11. To what extent do you agree or disagree with the following...? (Valid Response)**



Sample bases shown in brackets

## 10 Advice and support

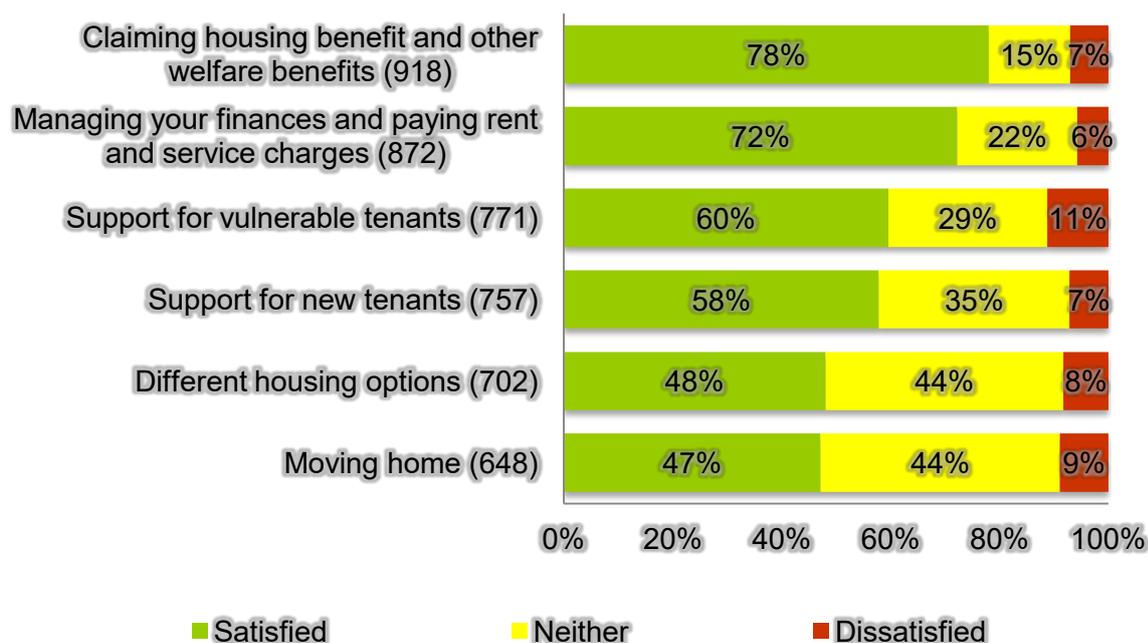
All respondents were asked how satisfied or dissatisfied they are with the advice and support they receive from Council Housing on a series of measures. Satisfaction is highest in relation to claiming housing benefit and other welfare benefits (78% satisfied) and managing finances / paying rent and service charges (72%). Whilst satisfaction is considerably lower in relation to moving home (47%) and different housing options (48%), it should be noted that no more than 11% are dissatisfied with any of the categories of advice and support provided.

The findings for relevant advice and support services can also be analysed by those for whom “support and advice on claiming welfare benefits and paying rent” is a priority. Amongst this group, satisfaction with the following is slightly higher than the average:

- Claiming housing benefit and other welfare benefits: 81% satisfied cf. 78% overall;
- Managing finances and paying rent and service charges: 76% satisfied cf. 72% overall.

These two statements were also included on the 2016 survey. On this comparison, satisfaction on both measures has increased significantly, by +5% points for claiming housing benefit and other welfare benefits, and by +4% points for managing finances and paying rent / service charges.

**Figure 39: Q17 Thinking about your rent and income, how satisfied or dissatisfied are you with the advice and support you receive from your landlord with the following...? (Valid Response – non applicable removed)**

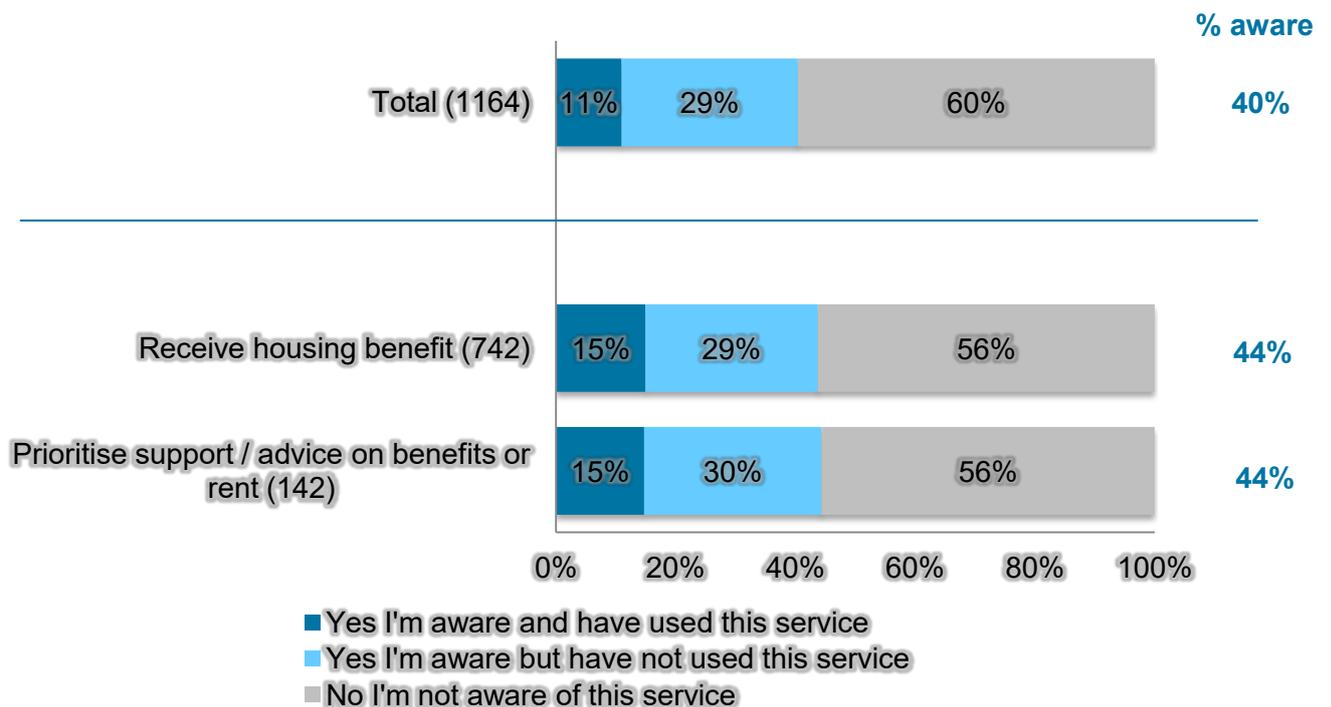


Sample bases shown in brackets

As a new question on this iteration of the research, tenants were asked if they were aware that they can request Tenancy Support if they are unable to pay their rent. Four in ten (40%) are aware of this service, including 11% who have used the service.

Groups for whom this service may be particularly relevant are those receiving housing benefit, and those who identify support / advice on benefits or rent as a priority. Amongst both of these groups 44% are aware of the service; in the case of those receiving housing benefit this is a significantly higher level of awareness compared to the overall figure.

**Figure 40: Q15. Are you aware that you can request Tenancy Support if you are unable to pay your rent? (All respondents)**



Sample bases shown in brackets

# 11 Communication

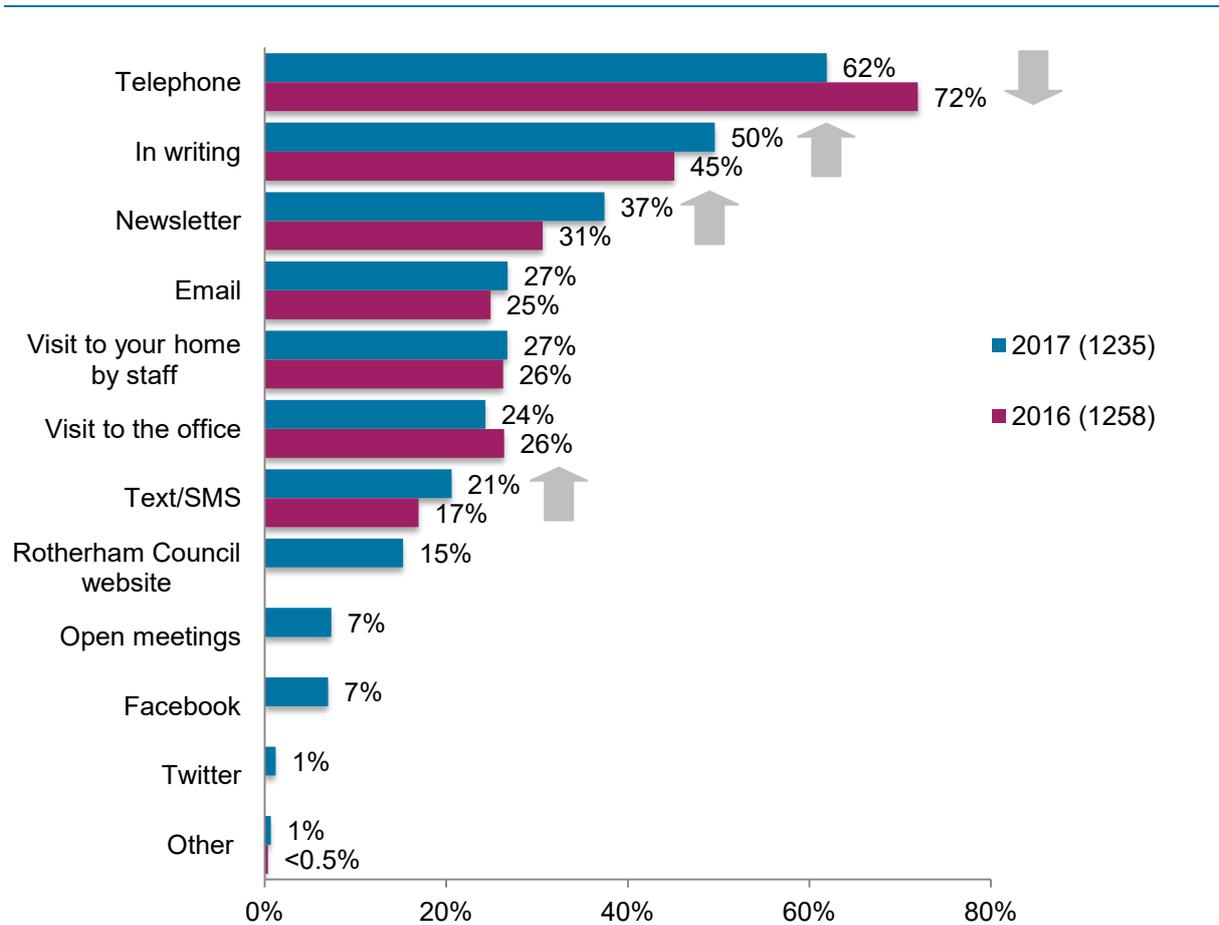
## 11.1 Communication preference

All tenants were asked which of a given list of methods of being kept informed and contacting their landlord, they are happy to use. Tenants were able to select as many options as they felt were appropriate at this question. As with the 2016 findings, tenants' most preferred method of communication is telephone (62%) and in writing (50%), even though the proportion mentioning telephone has fallen significantly compared to 2016 (-10% points). The proportion mentioning in writing, newsletter, and text / SMS has increased significantly, although text / SMS is still the least mentioned form of communication.

Extra responses for Rotherham Council website, open meetings, Facebook, and Twitter were added on this iteration of the research, and chosen by relatively few tenants as the figure below demonstrates.

Amongst those who read all or nearly all the newsletter, 51% mention newsletter as a preferred means of communication at this question, second only to telephone (65%).

**Figure 41: Q24. Which of the following methods of being kept informed and getting in touch with your landlord are you happy to use? (Valid responses)**



Sample bases shown in brackets

Telephone and writing are key channels for all age groups as the table below indicates. However, email is also mentioned by almost half (or more) of tenants aged under 35 / 35-44, significantly more compared to other groups. All significant differences compared to the overall figure are shown in the table below.

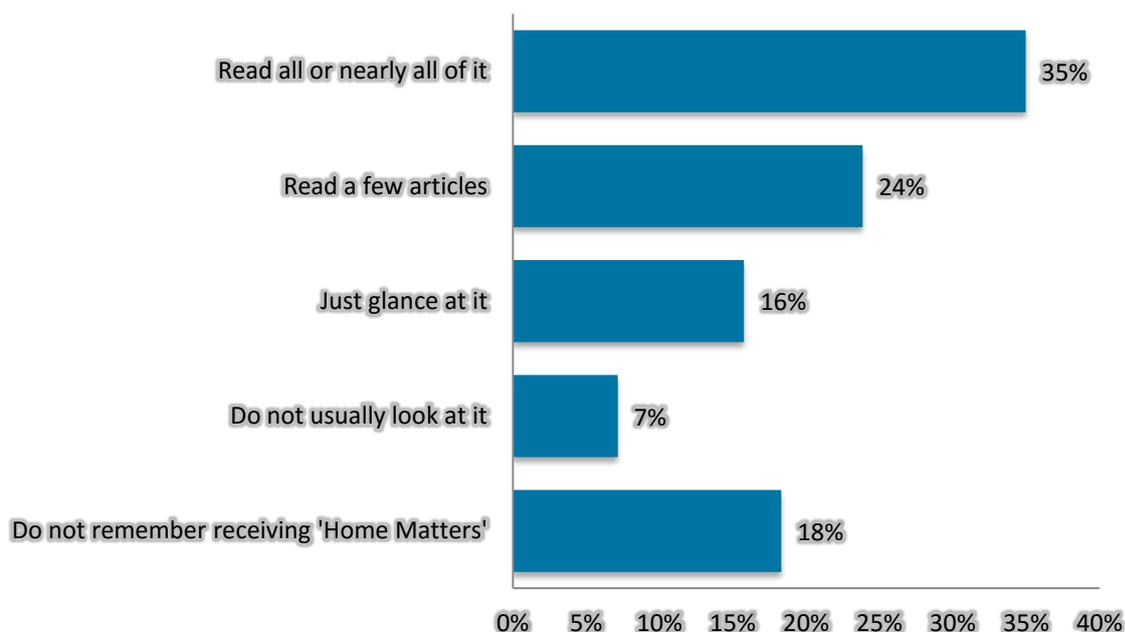
It is also noteworthy that tenants aged under 35 mention more channels of communication compared to other groups (4.0 on average), whilst tenants aged 65+ mention the fewest (2.3 on average). As well as indicating younger tenants' greater use of electronic media, this may also reflect the findings discussed in Section 8.5, which indicated significantly higher levels of interest in getting involved amongst tenants aged under 35 compared to those aged 65+.

**Table 4: Q24. Which of the following methods of being kept informed and getting in touch with your landlord are you happy to use? - By age group (Valid responses)**

	Under 35 (103)	35 - 44 (107)	45 - 54 (173)	55 - 64 (228)	65+ (624)
Telephone	58%	46%	57%	62%	68%
In writing	69%	56%	51%	50%	43%
Newsletter	37%	36%	40%	42%	35%
Email	57%	49%	32%	30%	12%
Visit to your home by staff	25%	18%	29%	28%	28%
Visit to the office	31%	23%	27%	26%	21%
Text/SMS	53%	34%	28%	20%	8%
Rotherham Council website	33%	30%	21%	14%	6%
Open meetings	7%	6%	8%	10%	6%
Facebook	23%	14%	9%	5%	2%
Twitter	6%	2%	1%	1%	<0.5%
Other	1%	0%	1%	1%	1%

As a new question, tenants were asked how much of *Home Matters* they usually read. Tenants are most likely to state that they read all or nearly all of it (35%), or that they read a few articles (24%). However, 7% do not usually look at the magazine and almost one in five (18%) do not remember receiving it.

**Figure 42: Q25. How much of 'Home Matters', the quarterly tenant magazine, would you say you usually read? (All respondents)**



Unweighted sample base: 1220

By age group, tenants aged 65+ are significantly more likely to read all or nearly all of *Home Matters* compared to the overall figure (47% cf. 35%). The lower levels of readership amongst those aged under 35 / 35-44 are partly driven by a higher proportion of these groups who state that they do not remember reading the magazine; however, tenants aged under 35 are significantly more likely compared to the average to state that they do not usually look at the magazine (17%).

All figures significantly higher than the overall figure are highlighted below.

**Table 5: Q25. How much of 'Home Matters', the quarterly tenant magazine, would you say you usually read? - By age (All respondents)**

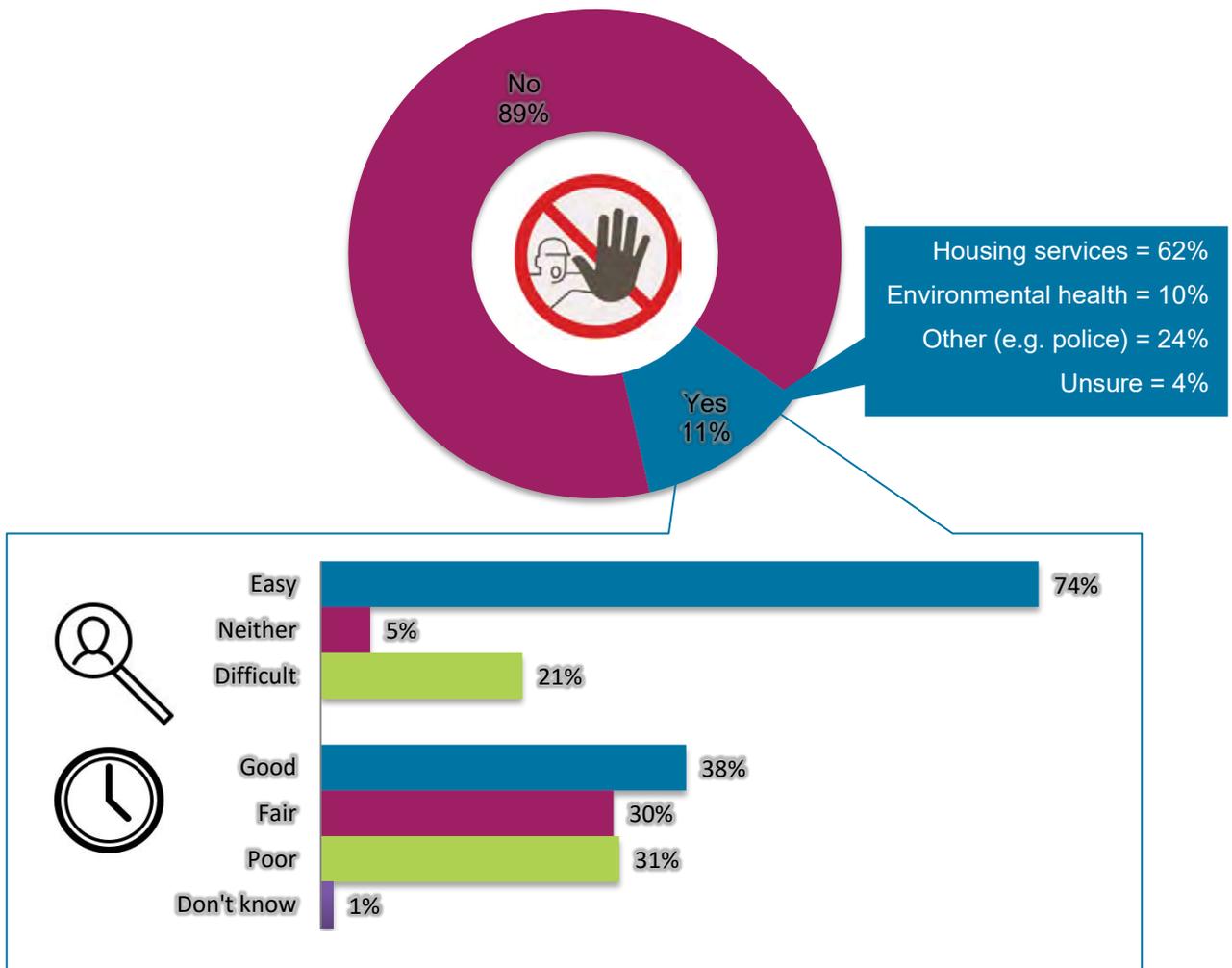
	Under 35 (102)	35 - 44 (104)	45 - 54 (169)	55 - 64 (226)	65+ (619)
Read all or nearly all of it	14%	20%	27%	33%	<b>47%</b>
Read a few articles	17%	22%	21%	<b>29%</b>	25%
Just glance at it	13%	14%	<b>26%</b>	17%	13%
Do not usually look at it	<b>17%</b>	11%	9%	7%	4%
Do not remember receiving 'Home Matters'	<b>39%</b>	<b>33%</b>	18%	14%	12%

## 12 Anti-social behaviour

### 12.1 Reported anti-social behaviour in the last 12 months

Around one in ten tenants (11%) indicate that they have reported anti-social behaviour to Council Housing in the last 12 month. However, just 62% reported the ASB complaint to Housing services, equating to 6% of respondents. The remainder of this section will focus on these tenants alone. Of those tenants who reported anti-social behaviour to Housing services in the last 12 months three in four (72%) found it easy to contact a member of staff to report the anti-social behaviour, although four in ten (38%) thought the time it took for them to be initially interviewed about the complaint was good.

**Figure 43: Q32. Have you reported any anti-social behaviour to your landlord in the last 12 months? / Q34. At the beginning, how easy or difficult was it to contact a member of staff to report your anti-social behaviour complaint? Q35. How would you rate how quickly you were initially interviewed about your complaint (either in person or over the phone)? (Valid Response) / (Those who reported ASB to Housing Services in the last 12 months)**

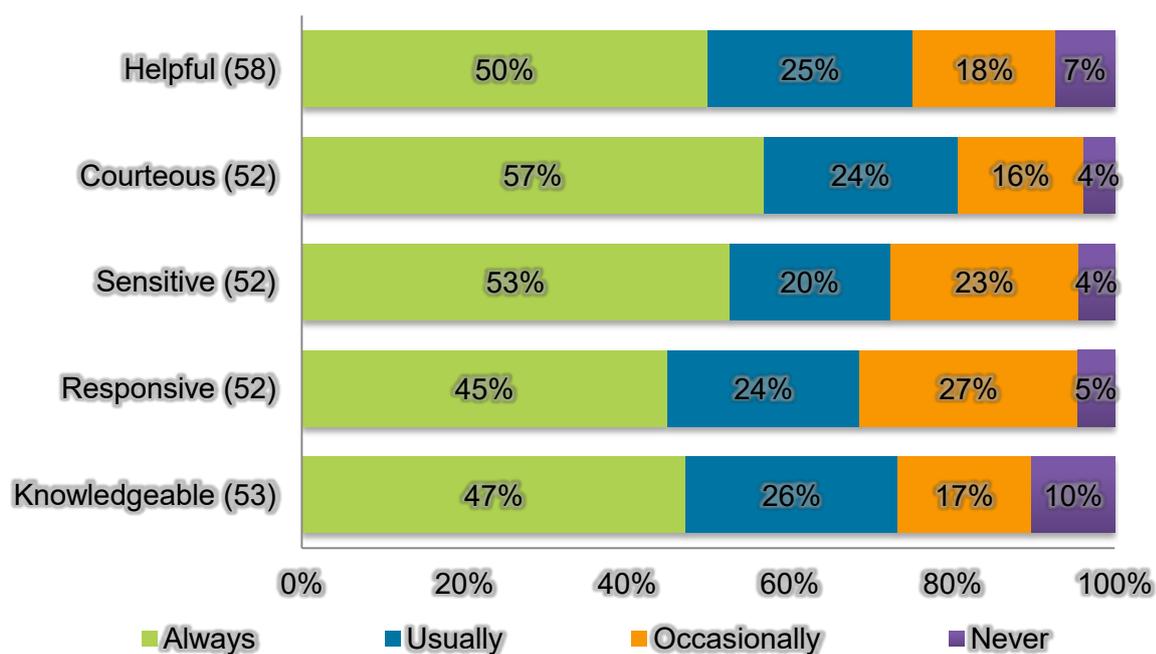


Sample base = 1232 / 72 / 71

## 12.2 Opinion of member of staff

When exploring views on the member of staff who dealt with the anti-social behaviour case, perceptions appear to be relatively positive; Around half thought the member of staff was always helpful (50%), courteous (57%), sensitive (53%), responsive (45%), and knowledgeable (47%). Only a few respondents (<10%) stated that the member of staff was never either of those traits listed.

**Figure 44: Q36. How would you describe the member of staff dealing with your anti-social behaviour complaint? (Those who reported ASB to Housing Services in the last 12 months)**

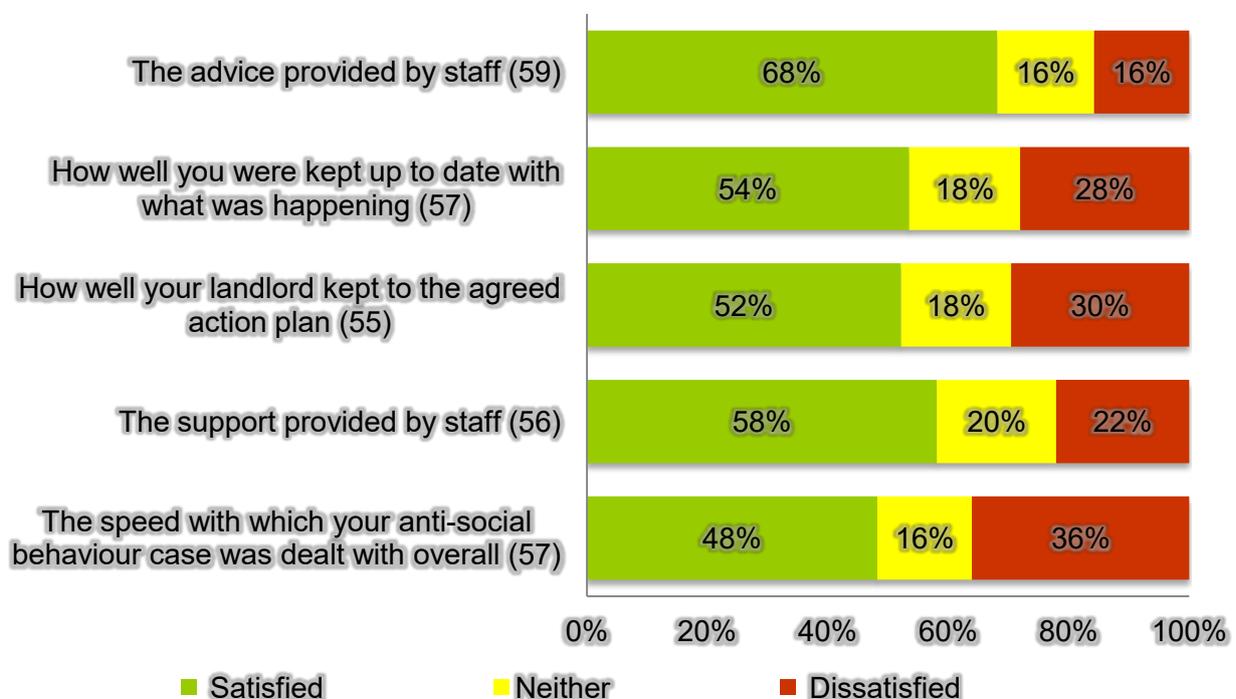


Sample bases shown in brackets

### 12.3 Satisfaction with aspects of anti-social behaviour service

Of those who reported ASB to Housing Services in the last 12 months, following on from the previous finding, satisfaction is highest for the advice provided by staff (68%) and the support provided by staff (58%). Whilst around half indicate satisfaction for how well they were kept up to date (54%), how well Housing Services kept to the agreed action plan (52%), and the speed with which the ASB was dealt with overall (48%). For the latter, over one in three (36%) are dissatisfied with this aspect, although this is not an uncommon finding, and these results compare favourably against other Social Housing Providers for whom we undertake tenant satisfaction surveys on behalf of.

**Figure 45: Q42 How satisfied or dissatisfied were you with the following aspects of the anti-social behaviour service...? (Those who reported ASB to Housing Services in the last 12 months)**

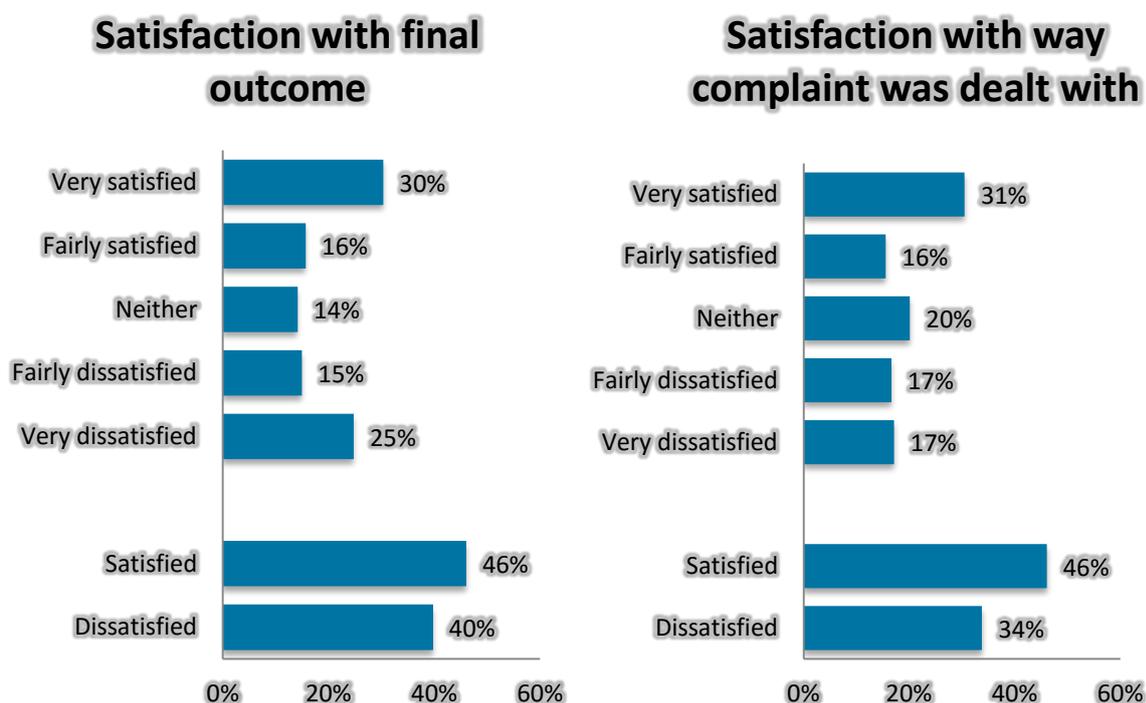


Sample bases shown in brackets

## 12.4 Final outcome of anti-social behaviour complaint

Overall, more tenants who reported ASB to Housing Services were satisfied with the final outcome that was achieved than were dissatisfied (46% cf. 40%). As is commonly found on the issue of anti-social behaviour reporting, tenants rarely separate their satisfaction with the complaint handling from the outcome achieved. Therefore the level of satisfaction with the way their complaint was dealt with overall (46%) is extremely similar to the views expressed in relation to the final outcome.

**Figure 46: Q43/44 Overall, how satisfied or dissatisfied are you with the final outcome of your anti-social behaviour complaint/with the way your complaint was dealt with? (Valid responses)**

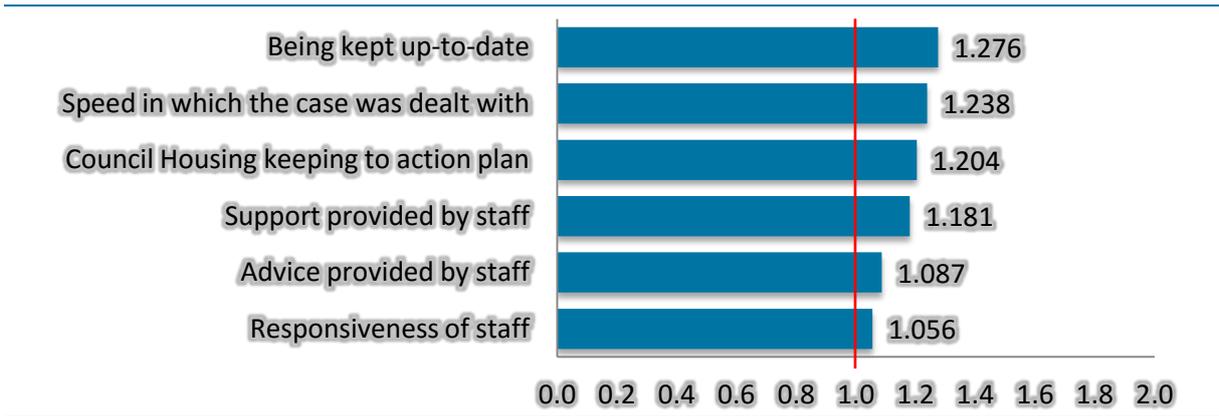


Unweighted sample base: 70 / 71

**12.4.1 Key drivers of how the ASB case was dealt with**

Using the same technique outlined in section 3.1.1, the figure below highlights factors that are of above-average importance in determining tenants' satisfaction with the way in which the anti-social behaviour case was dealt with. This outlines the importance of managing tenants' expectations of the length of time it will take to go through an ASB case, keeping to the agreed action plan, and then keeping tenants updated throughout the process.

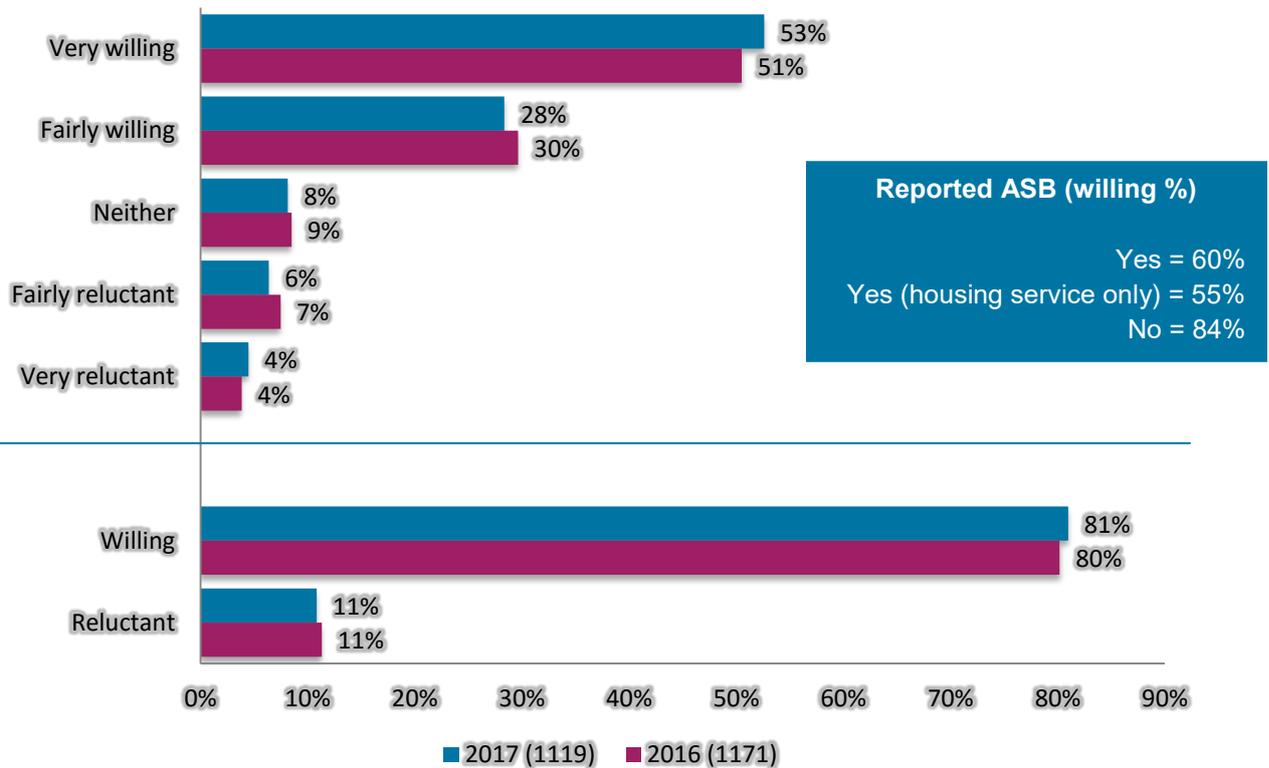
**Figure 47: Key drivers of satisfaction with how the ASB case was dealt with**



### 12.5 Willingness to report anti-social behaviour

All tenants irrespective of any previous ASB reporting were asked how willing they would be to report anti-social behaviour to Council Housing in the future. As found in 2016, four in five of all tenants (81%) state that they would be willing to report anti-social behaviour, including half (53%) who would be very willing to do so. It is interesting to observe that just 60% of those tenants who have reported ASB in the last 12 months would be willing to report ASB in the future, and just 55% of those who reported it to Housing Service.

**Figure 48: Q45. How willing would you be to report any anti-social behaviour to Council Housing in the future? (Valid responses)**



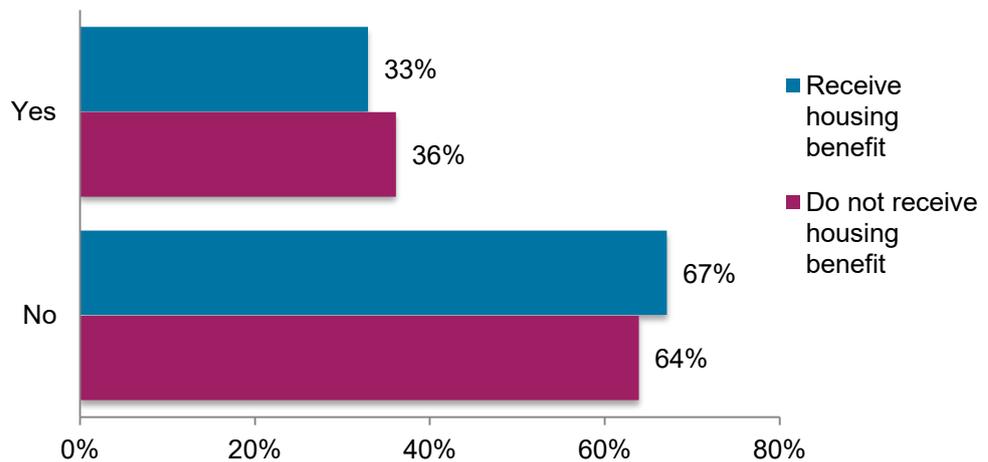
Unweighted sample base: 1171

## 13 Universal Credit

### 13.1 Awareness of personal responsibility for paying rent

All respondents were asked if they knew that once Universal Credit has been introduced that they will be personally responsible for paying rent directly to Rotherham Metropolitan Borough Council. As shown below only one in three (33%) tenants who currently receive housing benefit know that they will be personally responsible for paying rent directly to Council Housing when Universal Credit has been introduced. This is the same figure recorded in 2016; it remains the case that further awareness raising work is needed to help make tenants who are most likely to be affected by the introduction of Universal Credit aware of their responsibilities.

**Figure 49: Q41 Did you know that once Universal Credit has been introduced you will be personally responsible for paying your rent directly to Council Housing? (Valid responses)**

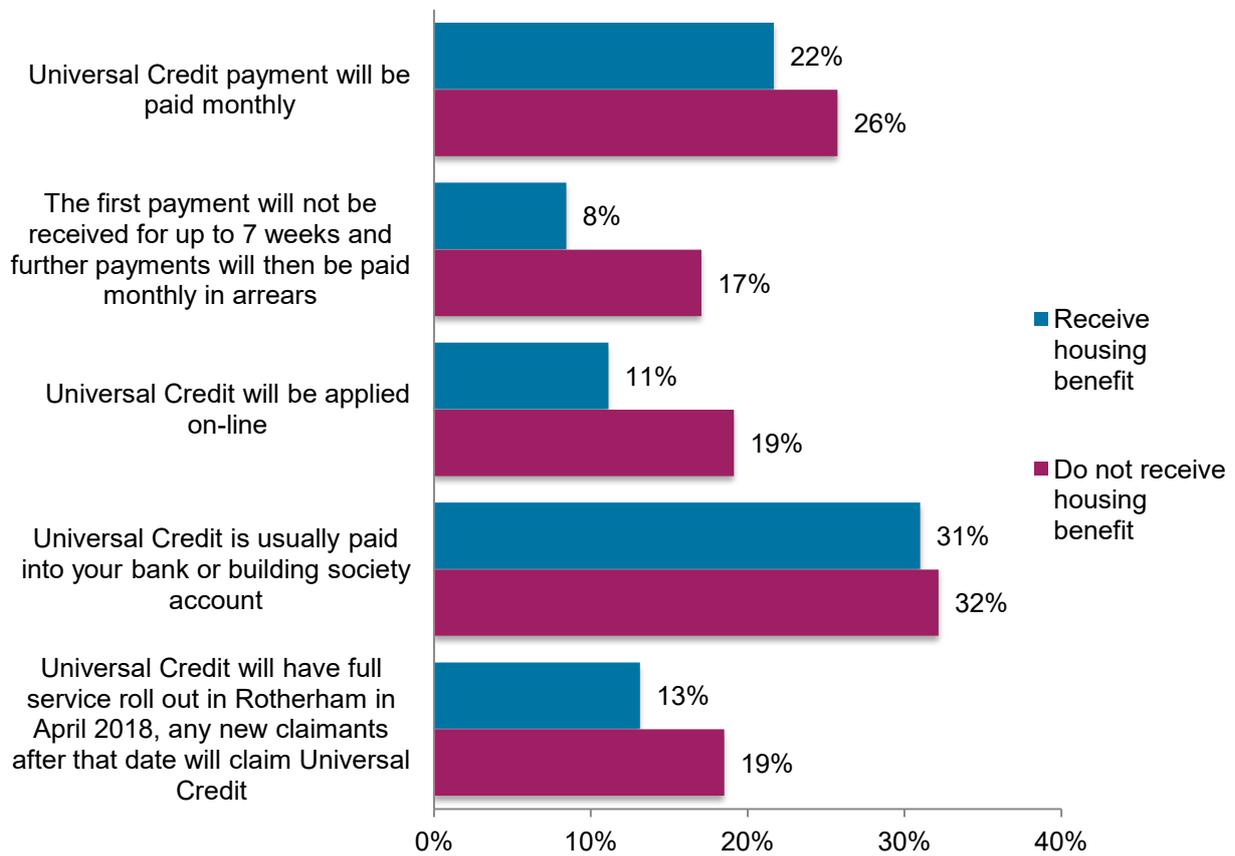


Unweighted sample bases: Receive housing benefit (572), Do not receive housing benefit (341)

### 13.2 Awareness of various aspects of Universal Credit

Respondents were then given five facts about Universal Credit and asked to state which ones they were aware of before today. Over one in five (22%) of those who receive housing benefit are aware that UC payments will be made monthly, and almost one in three (31%) are aware that payments will usually be deposited in their bank or building society account. Awareness of the 7-week delay in the first payment, the fact that Universal Credit will be applied online, and the date of roll out in Rotherham is very low amongst those in receipt of housing benefit (8-13%). Two-thirds (65%) of those receiving housing benefit are not aware of any of the facts listed below. This low level of awareness emphasises the need for further awareness raising work around the implications of the introduction of Universal Credit for tenants who are most likely to be affected by it.

**Figure 50: Q42 Before today, which of the following facts about Universal Credit were you aware of? (Valid responses)**

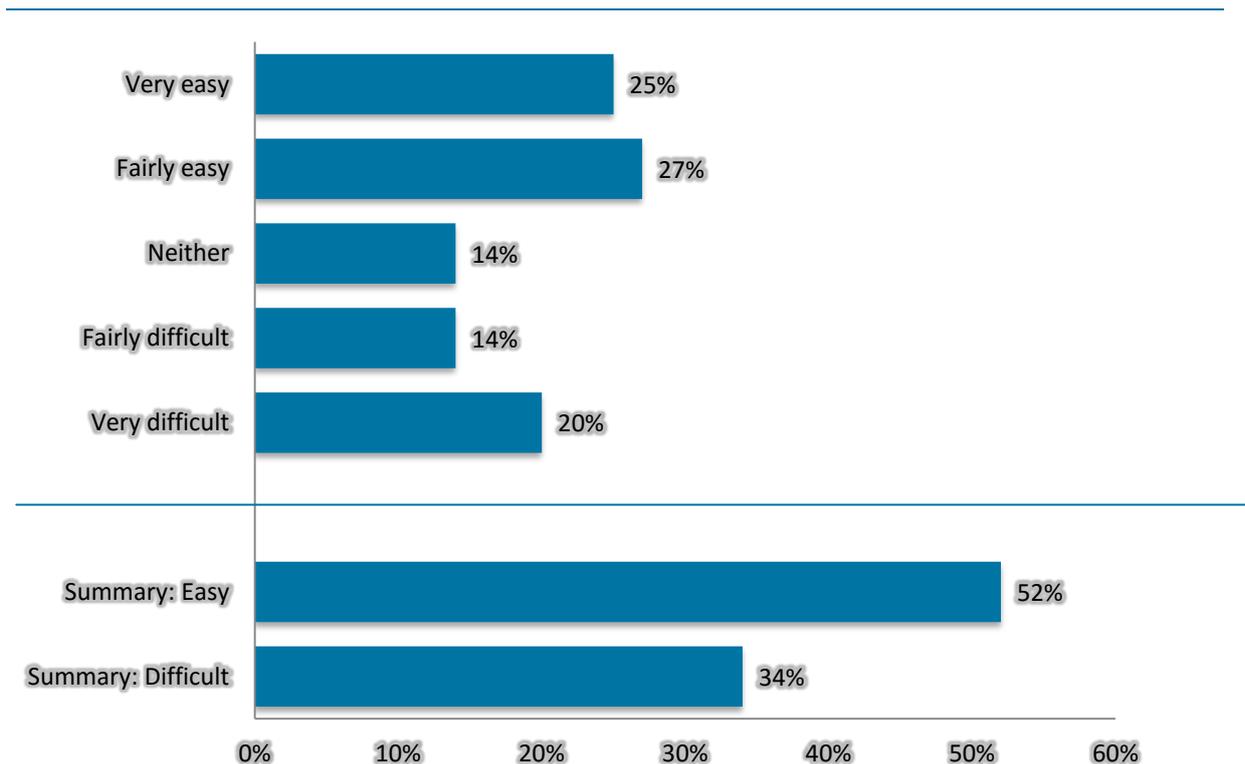


Unweighted sample bases: Receive housing benefit (422 - 457), Do not receive housing benefit (252 - 264)

### 13.3 Ease of paying rent

Just over half of all tenants who receive housing benefit indicate that it would be easy for them to receive their housing benefit and pay their rent directly to Council Housing (52%), whilst one in three (34%) indicate that they would find it difficult. These findings are similar to 2016, when 49% stated this would be easy and 33% difficult.

**Figure 51: Q43 If you currently have your housing benefit paid directly to your landlord, how easy or difficult would it be for you to receive your housing benefit and pay your rent directly to Council Housing? (Valid responses – receive housing benefit only)**

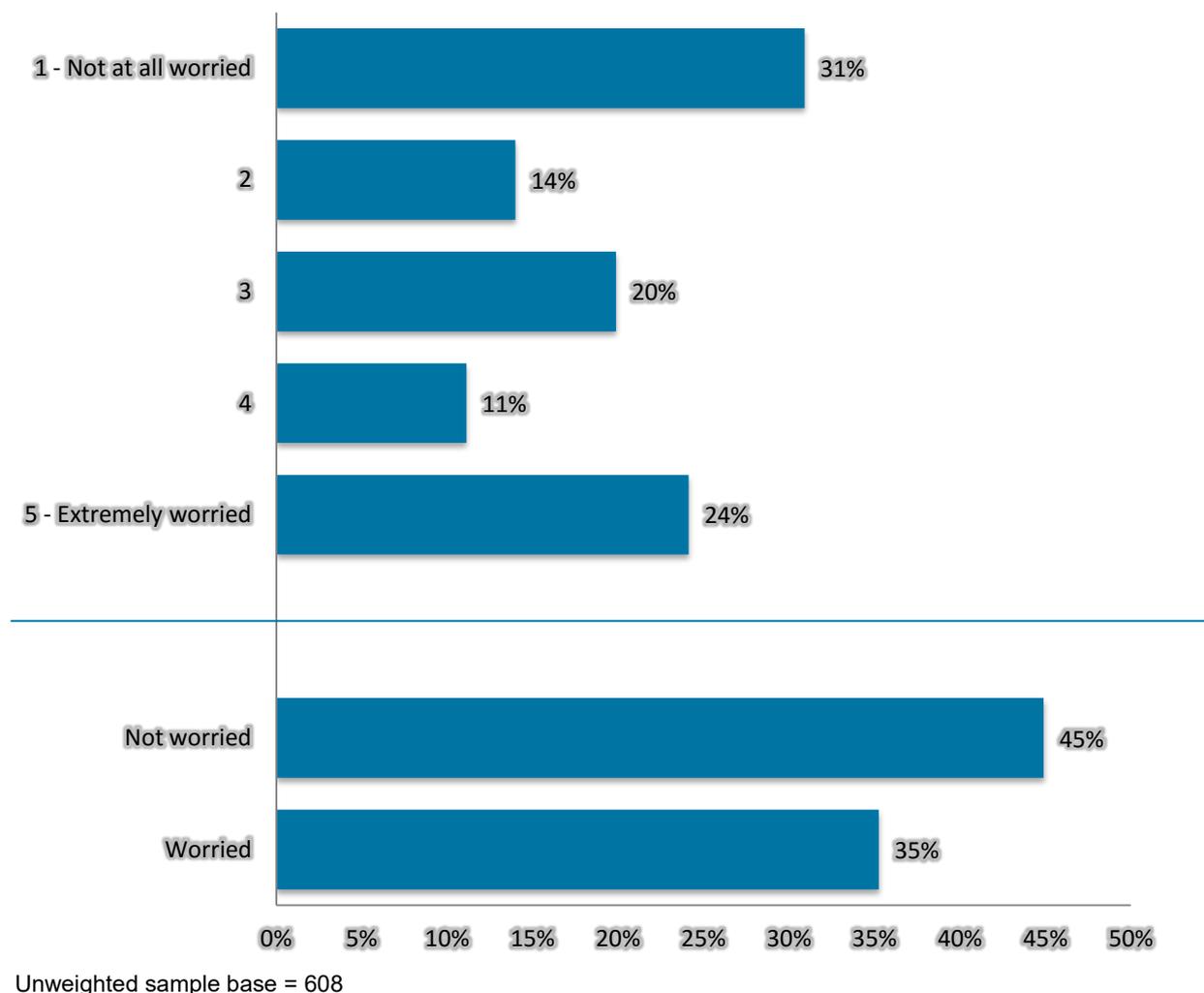


Unweighted sample base = 557

### 13.4 Managing own finances

Over one in three (35%) tenants who receive housing benefit state that they are worried (4 or above) about having to manage their own finances and pay all their rent, with almost a quarter (24%) very worried. This is in line with the 2016 findings (36% worried, 24% very worried). As indicated previously in this section, support may be needed to those residents who are most likely to be affected by Universal Credit.

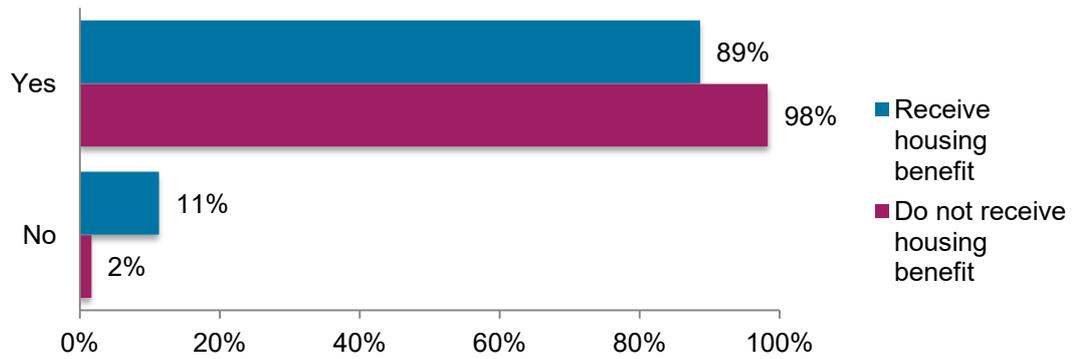
**Figure 52: Q44 On a scale of 1 to 5, where 1 is not at all worried and 5 is extremely worried, how worried are you about having to manage all your finances and pay all your rent? (Valid Responses – receive housing benefit only)**



### 13.5 Bank account

As with the 2016 findings, around one in ten (11%) of tenants who receive housing benefit do not have a bank account. As these tenants are most likely to be affected by Universal Credit, support will be needed to help them set up a bank account so they can accept Universal Credit payments.

**Figure 53: Q45 Do you have a bank account? (Valid responses)**

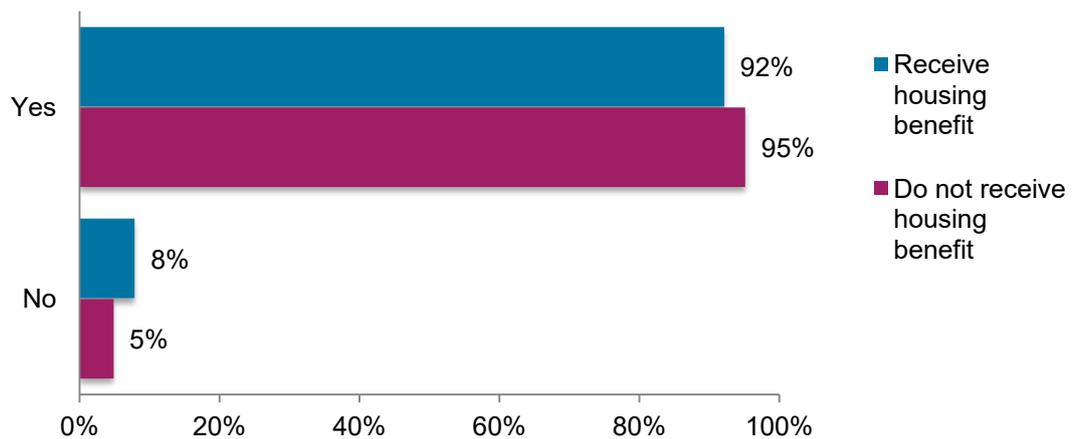


Unweighted sample bases: Receive housing benefit (650), Do not receive housing benefit (367)

Those respondents who stated that they have a bank account were asked if that bank account has the ability to use Direct Debit. Over nine in ten (92%) of those who receive housing benefit indicate that their bank accounts have the ability to use Direct Debit.

In total, therefore, 18% of housing benefit claimants either say they have no bank account, or only a bank account that does not have Direct Debit enabled.

**Figure 54: Q46 If yes, does your bank account have the ability to use Direct Debit? (Valid responses, those with a bank account)**



Unweighted sample bases: Receive housing benefit (571), Do not receive housing benefit (360)

## Appendix A: Unweighted / weighted Sample profile

**Table 6: Unweighted / weighted sample profile**

Property type	Unweighted		Weighted
	Count	%	%
Base	1254		
Bedsit/ Maisonette	12	1%	1%
Bungalow	435	35%	23%
Flat	291	23%	24%
House	516	41%	51%
<b>Number of bedrooms</b>	<b>Count</b>	<b>%</b>	
Base	1254		
1 or fewer	375	30%	24%
2	437	35%	32%
3 or more	442	35%	43%
<b>Area</b>	<b>Count</b>	<b>%</b>	
Base	1254		
Rother Valley South	113	9%	8%
Rother Valley West	173	14%	11%
Rotherham North	248	20%	21%
Rotherham South	198	16%	17%
Wentworth North	209	17%	17%
Wentworth South	210	17%	19%
Wentworth Valley	103	8%	8%
<b>Family status</b>	<b>Count</b>	<b>%</b>	
Base	1254		
Couple/ Single No U18s	443	35%	36%
Single	700	56%	53%
Families	107	9%	11%
<b>Age</b>	<b>Count</b>	<b>%</b>	
Base	1254		
Under 35	103	8%	10%
35 to 44	107	9%	10%
45 to 54	174	14%	16%
55 to 64	229	18%	18%
Over 65	641	51%	45%

## Appendix B: Questionnaire

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## Tenant satisfaction survey 2017





**Chance to win a Samsung Galaxy Tablet**

Please take a moment to read these instructions carefully before answering the questionnaire.

- 1) The questionnaire should be completed by the tenant at this address, or their partner / spouse or carer
- 2) Please use black or blue ink and mark your answer with a cross in the box [X]
- 3) Completely 'colour in' any boxes crossed in error
- 4) Please only write comments when asked and print your answers clearly in the boxes provided.

**HOUSING AND SERVICES**  
Understanding how you feel about your home and the services you receive is important to the Council as Council Housing.

**Q1** Taking everything into account, how satisfied or dissatisfied are you with the service provided by Council Housing? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**Q2** How satisfied or dissatisfied are you with .....?  
PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH OF THE FOLLOWING

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
The overall quality of your home	<input type="checkbox"/>					
Your neighbourhood as a place to live	<input type="checkbox"/>					
That your rent provides value for money	<input type="checkbox"/>					
That your service charges provide value for money	<input type="checkbox"/>					

1

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**Q3** Generally, how satisfied or dissatisfied are you with the way Council Housing deals with repairs and maintenance? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**Q4** How satisfied or dissatisfied are you that Council Housing listens to your views and acts upon them? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**General services**

**Q5** How satisfied or dissatisfied are you that Council Housing gives you the opportunity to make your views known? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**Q6** How good or poor do you feel Council Housing is at keeping you informed about things that might affect you as a resident? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very good	Fairly good	Neither	Fairly poor	Very poor
<input type="checkbox"/>				

**Q7** On a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend Council Housing to family and friends if they needed accommodation? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Not at all likely										Extremely likely
0	1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>										

**Q8** How satisfied or dissatisfied are you with gas servicing arrangements? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
<input type="checkbox"/>					

Pro\_1018\_v1

**Q9** As part of the town centre regeneration plan Rotherham Council is developing more new homes in the town centre. How interested would you be in moving to a town centre home? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very interested      Fairly interested      Not very interested      Not at all interested      Unsure

If you want to know more about the homes planned for the town centre please email [strategichousing@rotherham.gov.uk](mailto:strategichousing@rotherham.gov.uk)

**Service Priorities**

**Q10** Which of the following services would you consider to be priorities? **PLEASE PUT A CROSS (X) IN NO MORE THAN THREE BOXES**

Keeping residents informed .....	<input type="checkbox"/>	Value for money for your rent (and service charges) .....	<input type="checkbox"/>
The overall quality of your home .....	<input type="checkbox"/>	Support and advice on claiming welfare benefits and paying rent .....	<input type="checkbox"/>
Listening to residents' views and acting upon them.....	<input type="checkbox"/>	Planning and building new Council Homes .....	<input type="checkbox"/>
Repairs and maintenance .....	<input type="checkbox"/>	Grounds maintenance service (such as grass cutting) or cleaning service .....	<input type="checkbox"/>
Dealing with anti-social behaviour.....	<input type="checkbox"/>		
Your neighbourhood as a place to live ....	<input type="checkbox"/>		

**Perceptions**

**Q11** To what extent do you agree or disagree with the following? **PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH OF THE FOLLOWING**

	Agree strongly	Agree	Neither	Disagree	Disagree strongly
Council Housing provides an effective and efficient service	<input type="checkbox"/>				
Council Housing is providing the service I expect from Council Housing	<input type="checkbox"/>				
Council Housing treats its residents fairly	<input type="checkbox"/>				
Council Housing has a good reputation in my area	<input type="checkbox"/>				
Council Housing has friendly and approachable staff	<input type="checkbox"/>				
I trust Council Housing	<input type="checkbox"/>				

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**Tenant involvement**

**Q12** Which of the following statements do you agree with? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

- |  |                          |  |                          |
|--|--------------------------|--|--------------------------|
| I'm not interested in what Council Housing do as long as they do their job ..                          | <input type="checkbox"/> | I would like to be actively involved in Council Housing.....           | <input type="checkbox"/> |
| I like to know what the Council Housing is doing, but I'm happy to let them get on with their job..... | <input type="checkbox"/> | I already work for, or am actively involved with, Council Housing..... | <input type="checkbox"/> |
| I would like to have more of a say in what Council Housing does.....                                   | <input type="checkbox"/> | Don't know .....   | <input type="checkbox"/> |

**Q13** If you are interested in having more of a say, or becoming actively involved, please write in the box below ways in which you are interested in becoming involved.

**Advice and support**

**Q14** How satisfied or dissatisfied are you with the advice and support you receive from Council Housing with the following? PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH OF THE FOLLOWING

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
Claiming housing benefit and other welfare benefits	<input type="checkbox"/>					
Managing your finances and paying rent and service charges	<input type="checkbox"/>					
Moving home	<input type="checkbox"/>					
Support for new tenants	<input type="checkbox"/>					
Support for vulnerable tenants	<input type="checkbox"/>					
Different housing options	<input type="checkbox"/>					

**Q15** Are you aware that you can request Tenancy Support if you are unable to pay your rent? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

- |  |                          |  |                          |                                  |                          |
|--|--------------------------|--|--------------------------|----------------------------------|--------------------------|
| Yes I'm aware and have used this service | <input type="checkbox"/> | Yes I'm aware but have not used this service | <input type="checkbox"/> | No I'm not aware of this service | <input type="checkbox"/> |
|--|--------------------------|--|--------------------------|----------------------------------|--------------------------|

Pro\_1018\_v1

## Estate Service

**Q16** How satisfied or dissatisfied are you with the overall appearance of your neighbourhood? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**Q17** How satisfied or dissatisfied are you with the grounds maintenance, such as grass cutting, in your area? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
<input type="checkbox"/>					

**Q18** Thinking about the grounds maintenance service in your area, how satisfied or dissatisfied are you with the following...? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
The grass cutting of open spaces (not road verges)	<input type="checkbox"/>					
The hedge cutting and shrub bed maintenance	<input type="checkbox"/>					

**Q19** How satisfied or dissatisfied are you with the cleaning of the following? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
Internal communal areas	<input type="checkbox"/>					
External communal areas	<input type="checkbox"/>					

**Q20** How satisfied or dissatisfied are you with the overall estate services provided by Council Housing? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
<input type="checkbox"/>					

**Q21** How satisfied or dissatisfied are you with the value for money of overall estate services provided by Council Housing? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
<input type="checkbox"/>					

Pro\_1018\_v1

**Neighbourhood**

**Q22 To what extent are any of the following a problem in your neighbourhood?  
PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH OF THE FOLLOWING**

	Major problem	Minor problem	Not a problem
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rubbish or litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noisy neighbours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pets and animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disruptive children / Teenagers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any form of harassment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drunk or rowdy behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism and graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People damaging your home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug use or dealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abandoned or burnt out vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise from traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Empty homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q23 In the last three years, would you say your neighbourhood has improved or declined?  
PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Greatly improved	Slightly improved	Stayed the same	Slightly declined	Greatly declined	Not applicable
<input type="checkbox"/>					

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**Contact and communication**

**Q24** Which of the following methods of being kept informed and getting in touch with Council Housing are you happy to use? PLEASE PUT A CROSS (X) IN AS MANY AS APPLY

- Email .....  Open meetings .....
- Telephone .....  Newsletter .....
- Text/SMS .....  Rotherham Council website .....
- In writing .....  Facebook .....
- Visit to the office .....  Twitter .....
- Visit to your home by staff .....  Other (please write in the box below) ..

**Q25** How much of 'Home Matters', the quarterly tenant magazine, would you say you usually read? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

- |                                 |                          |                          |                              |  |
|---------------------------------|--------------------------|--------------------------|------------------------------|--|
| Read all or nearly<br>all of it | Read a few<br>articles   | Just glance at it        | Do not usually<br>look at it | Do not remember<br>receiving 'Home<br>Matters' |
| <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/>                       |

**REPAIRS AND MAINTENANCE**  
Information about repairs and maintenance helps Council Housing to improve the service they provide.

**Q26** Have you had any repairs to your home in the last 12 months? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

- |                          |           |                          |           |
|--------------------------|-----------|--------------------------|-----------|
| Yes                      |           | No                       |           |
| <input type="checkbox"/> | Go to Q27 | <input type="checkbox"/> | Go to Q30 |

**Q27** Did the contractor show proof of identity? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| Yes                      | No                       | Can't recall             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Q28** Was the repair appointment kept? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| Yes                      | No                       | Can't recall             |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



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**ANTI-SOCIAL BEHAVIOUR**

Gathering information about anti-social behaviour complaints will help Council Housing to appropriately deal with them.

**Q32** Have you reported anti-social behaviour to Council Housing in the last 12 months?  
PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Yes

Go to Q33

No

Go to Q40

**Q33** Who did you report your anti-social behaviour complaint to? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Housing Services	Environmental Health (Community Protection Service)	Other (e.g. Police)	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q34** At the beginning, how easy or difficult was it to contact a member of staff to report your anti-social behaviour complaint? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very easy	Fairly easy	Neither	Fairly difficult	Very difficult
<input type="checkbox"/>				

**Q35** How would you rate how quickly you were initially interviewed about your complaint (either in person or over the phone)? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Good	Fair	Poor	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q36** How would you describe the member of staff dealing with your anti-social behaviour complaint? PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH OF THE FOLLOWING

	Always	Usually	Occasionally	Never
Helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sensitive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledgeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Q37** How satisfied or dissatisfied were you with the following aspects of the anti-social behaviour service?  
PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH OF THE FOLLOWING

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
The advice provided by staff	<input type="checkbox"/>				
How well you were kept up to date with what was happening throughout your anti-social behaviour case	<input type="checkbox"/>				
How well Council Housing kept to the agreed action plan	<input type="checkbox"/>				
The support provided by staff	<input type="checkbox"/>				
The speed with which your anti-social behaviour case was dealt with overall	<input type="checkbox"/>				

**Q38** Overall, how satisfied or dissatisfied are you with the final outcome of your anti-social behaviour complaint? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**Q39** Overall, how satisfied or dissatisfied are you with the way your anti-social behaviour complaint was dealt with? PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

**Q40** How willing would you be to report any anti-social behaviour to Council Housing in the future?  
PLEASE PUT A CROSS (X) IN ONE BOX ONLY

Very willing	Fairly willing	Neither	Fairly reluctant	Very reluctant
<input type="checkbox"/>				

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**Universal Credit**

**If you are of a working age, a new benefit called Universal Credit is being introduced across the UK. Universal Credit merges together some existing benefits (including housing benefit) and tax credits. If you are claiming Universal Credit, you will need to pay your council rent from this payment.**

**Q41** Did you know that once Universal Credit has been introduced you will be personally responsible for paying your rent directly to Council Housing? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Yes.....  No.....

**Q42** Before today, which of the following facts about Universal Credit were you aware of? **PLEASE PUT A CROSS (X) IN ONE BOX FOR EACH**

	Yes	No
Universal Credit payment will be paid monthly	<input type="checkbox"/>	<input type="checkbox"/>
The first payment will not be received for up to 7 weeks and further payments will then be paid monthly in arrears	<input type="checkbox"/>	<input type="checkbox"/>
Universal Credit will be applied on-line	<input type="checkbox"/>	<input type="checkbox"/>
Universal Credit is usually paid into your bank or building society account	<input type="checkbox"/>	<input type="checkbox"/>
Universal Credit will have full service roll out in Rotherham in April 2018, any new claimants after that date will claim Universal Credit	<input type="checkbox"/>	<input type="checkbox"/>

**Q43** If you currently have your housing benefit paid directly to Council Housing, how easy or difficult would it be for you to receive your housing benefit and pay your rent directly to Council Housing? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Very easy	Fairly easy	Neither	Fairly difficult	Very difficult	Not applicable
<input type="checkbox"/>					

**Q44** On a scale of 1 to 5, where 1 is not at all worried and 5 is extremely worried, how worried are you about having to manage all your finances and pay all your rent? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Not at all worried					Extremely worried
1	2	3	4	5	
<input type="checkbox"/>					

**Q45** Do you have a bank account? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Yes.....  No.....

**Q46** If yes, does your bank account have the ability to use Direct Debit or Standing Orders? **PLEASE PUT A CROSS (X) IN ONE BOX ONLY**

Yes.....  No.....

**Thank you for taking the time to complete this questionnaire. Please return it as requested in the envelope provided as soon as possible or by Friday 10th March to BMG Research.**

## Appendix: 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) and The International Standard for Information Security Management ISO 27001:2013.

### **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 25 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.

