



# New Gorbals Housing Association

## Tenant Satisfaction Survey

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# New Gorbals Housing Association

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## Tenant Satisfaction Survey 2018

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# 1. EXECUTIVE SUMMARY

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## 1.1 Introduction

- New Gorbals Housing Association commissioned Research Resource to carry out a customer satisfaction survey on their behalf.
- A total of 400 interviews were undertaken by telephone with a sample of the Association's tenants between the 24<sup>th</sup> August and 21<sup>st</sup> September 2018.
- This is a 40% response rate from a representative sample of 1,000 of the Association's tenants and provides data accurate of +/- 4.5% accuracy, based upon a 50% estimate and 95% level of confidence.
- All research was undertaken in line with the Market Research Society Code of Conduct and Research Resources ISO20252 accredited policies and procedures.
- This executive summary highlights the key findings from this programme of research.

## 1.2 Key Charter Indicators

- The table over the page shows the results for the Scottish Housing Regulator key indicators for the Scottish Social Housing Charter Annual Return for New Gorbals Housing Association.
- The results in the table over the page show the levels of satisfaction reported in the Association's 2013, 2015 and 2018 tenant satisfaction surveys. The trend column shows the difference between 2015 and 2018. This column indicates where there has been a statistically significant change between 2015 and 2018, as is shown in the key below.
- The final column show wider benchmarking to contextualise results against the Scottish Average for the Annual Return on the Charter 2017/18.

Key		
Significant increase (+4.6% or greater) 	No significant change (+/-4.5% or less) 	Significant decrease (-4.6% or more) 

As shown, for the majority of Charter indicators, there has been no significant change compared to 2015, with the increases in satisfaction seen between 2013 and 2015 sustained.

Just two Charter indicators have seen significant changes. Satisfaction with opportunities to participate has seen a significant increase rising from 87% to 93%. However, satisfaction with the last repair carried out has decreased significantly, decreasing from 92% to 86%.

<b>Scottish Housing Regulator indicators (Tenants only)</b>					
	<b>2013</b>	<b>2015</b>	<b>2018</b>	<b>Change (2015-2018)</b>	<b>Scottish Average</b>
Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by New Gorbals Housing Association? (% very/ fairly satisfied)	84%	92%	<b>90%</b>	<b>-2%</b>	<b>90%</b>
How good or poor do you feel New Gorbals is at keeping you informed about their services and decisions? (%very good/ fairly good)	88%	92%	<b>91%</b>	<b>-1%</b>	<b>92%</b>
How satisfied or dissatisfied are you with the opportunities given to you to participate in New Gorbals decision making process? (% very/ fairly satisfied)	77%	87%	<b>93%</b>	<b>+6%</b>	<b>86%</b>
Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs and maintenance service provided by New Gorbals? (% very/ fairly satisfied)- <b>Those who have reported a repair in the last 12 months</b>	80%	92%	<b>86%</b>	<b>-6%</b>	<b>92%</b>
Overall, how satisfied or dissatisfied are you with the quality of your home? (% very/ fairly satisfied)	82%	85%	<b>87%</b>	<b>+2%</b>	<b>88%</b>
Taking into account the accommodation and services New Gorbals provides, to what extent do you think that the rent for this property represents good or poor value for money? Is it... (% very good value/ fairly good value)	71%	83%	<b>82%</b>	<b>-1%</b>	<b>83%</b>
Overall, how satisfied or dissatisfied are you with New Gorbals management of the neighbourhood you live in?	86%	91%	<b>88%</b>	<b>-3%</b>	<b>88%</b>

## 2. METHODOLOGY

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### 2.1 Introduction

This report represents and discusses the findings to emerge from a survey undertaken by Research Resource on behalf of New Gorbals Housing Association in order to provide an assessment of tenant satisfaction on key Charter indicators.

### 2.2 Methodology and sample size

After consultation with New Gorbals, a questionnaire was agreed which fully met the information needs and requirements in relation to the key Charter indicators it was desired to cover.

The survey was undertaken utilising a telephone methodology with Research Resource's trained and experienced interviewers.

A total of 400 interviews were undertaken between the 24<sup>th</sup> August and 21<sup>st</sup> September 2018. This is a 40% response rate from a representative sample of 1,000 of the Association's tenants which was drawn for the research. Interviews were spread across each area of the Association's stock to ensure coverage of all stock types and a representative sample was achieved. This provides data accurate of +/- 4.5% accuracy, based upon a 50% estimate and 95% level of confidence.

All research was undertaken in line with the Market Research Society Code of Conduct and Research Resources ISO20252 accredited policies and procedures.

### 2.3 Survey Analysis and Reporting

This report summarises the key findings of this research. In order to provide context to the survey, we have also drawn comparison of the key indicators to New Gorbals last satisfaction surveys which were carried out in 2013 and 2015.

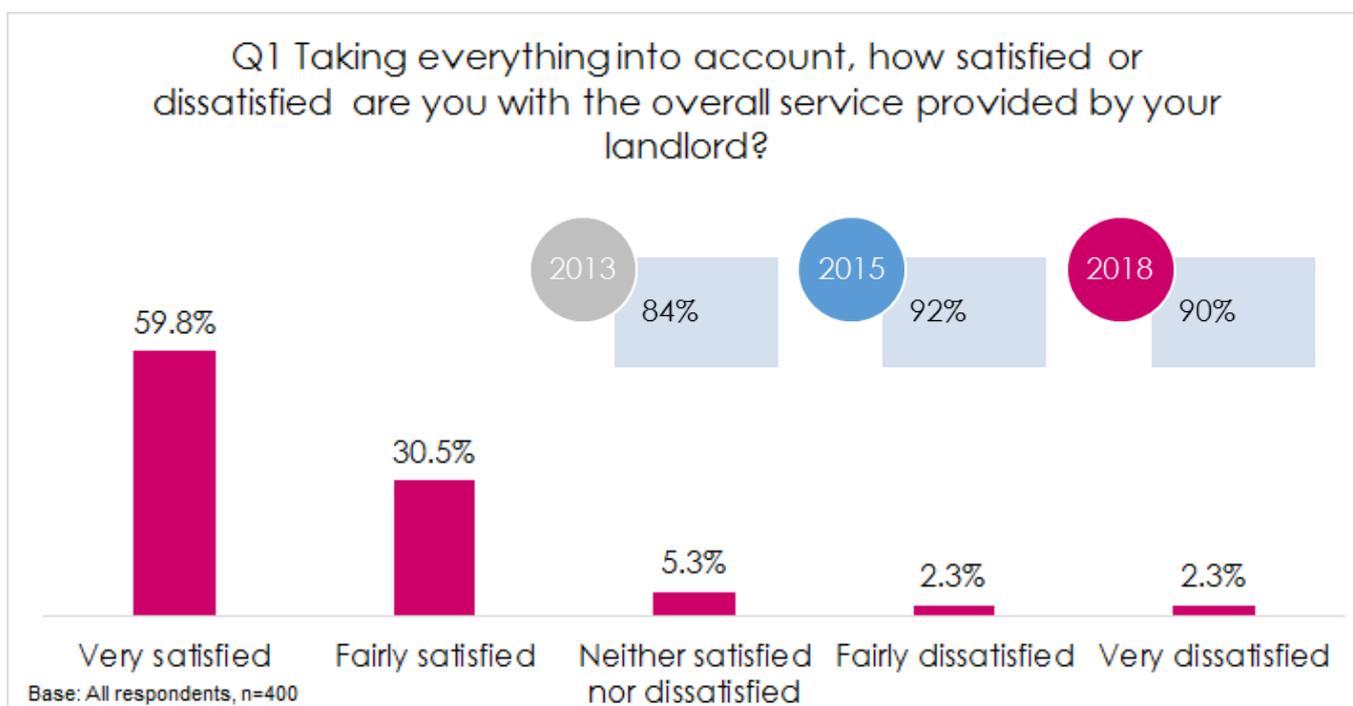
For satisfaction or rating scale questions, not all percentages sum to 100% due to rounding.

A number of open questions were asked in the survey allowing respondents to explain the reasons for the responses they gave. For analysis purposes these have been grouped up into common themes. For these questions, the percentages may round to more than 100%. This is due to the fact that multiple responses may have been given.

### 3. OVERALL SATISFACTION

#### 3.1 Satisfaction with the overall service provided by New Gorbals (Q1)

The survey began by asking respondents how satisfied or dissatisfied they were with the overall service provided by New Gorbals Housing Association. Nine in 10 respondents (90.3%) said they were very or fairly satisfied with the overall service provided by their landlord compared to 5.3% who were neither satisfied nor dissatisfied and 4.6% who were fairly or very dissatisfied with the service provided. Compared to the 2015 tenant satisfaction survey results, overall satisfaction with the service provided by New Gorbals Housing Association has decreased marginally from 92% to 90%. However, satisfaction remains significantly higher than the 84% satisfaction reported in 2013.



Those who stated that they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied (n=39) were asked to provide their reasons as to why they felt this way, their responses have subsequently been coded into common themes and displayed in the table below. The main reason for feeling this way was that respondents felt the repairs service was poor, for example, in terms of time for completion of work and the quality of workmanship with 16 out of 39 respondents expressing this view (41%). Other common reasons included, complaints not being dealt with or the Association not listening to tenant's views (18%) and tenants feeling that communal areas could be better maintained e.g. stairs, closes, grass cutting (18%).

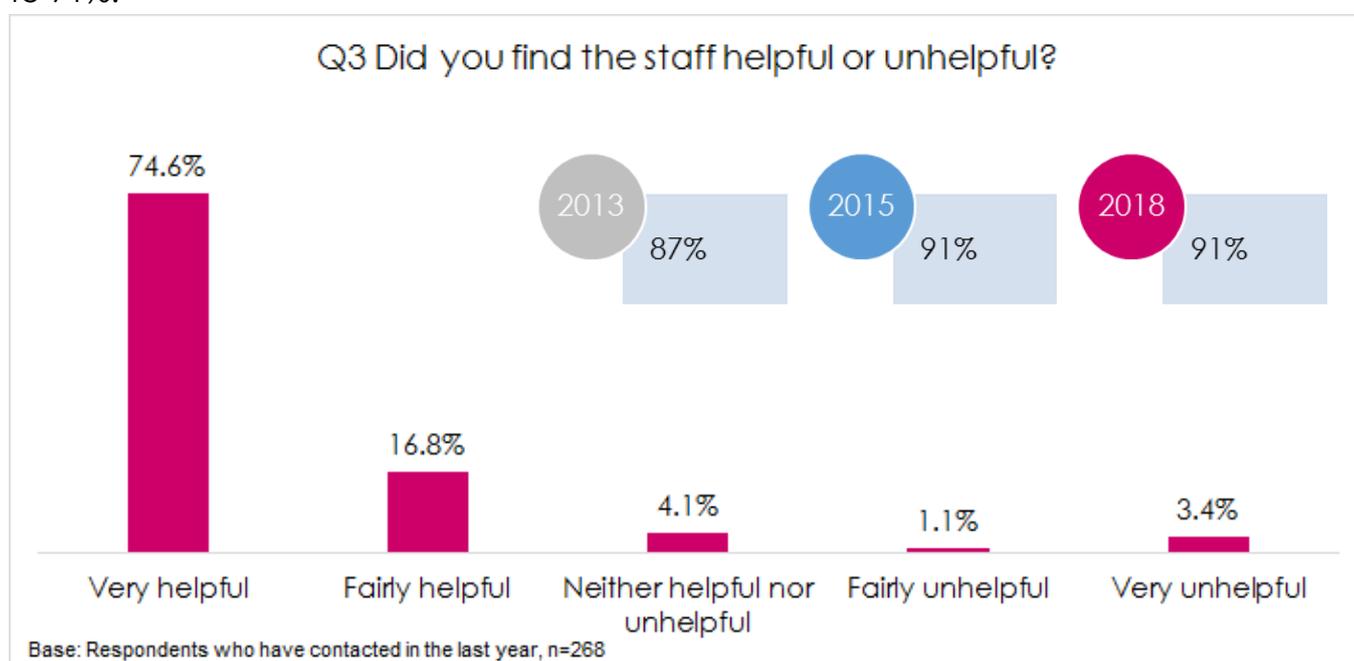
<b>Q1 Can you please explain why you are not satisfied with the overall service provide by New Gorbals Housing Association</b>		
<b>Base: Respondents who were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the overall service provided by their landlord, n=39</b>	<b>No</b>	<b>%</b>
Poor repairs service e.g. time for completion/ quality of workmanship	16	41%
Complaints not being dealt with/ don't listen to our views	7	18%
Poor communal maintenance e.g. stair/ close/ grass cutting	7	18%
Lack of communication/ response	5	13%
Area untidy with litter/ rubbish	5	13%
Home is in need of repairs	4	10%
Lack of security/ don't feel safe	2	5%
Would like to move/ transfer but can't	1	3%
Home requires upgraded/ improvements	1	3%

## 4. CONTACT & ENGAGEMENT

### 4.1 Contacting your landlord (Q2/3)

Two thirds of respondents (67%) said they contacted the Association in the last 12 months with a query other than to pay rent or service charges.

The majority of tenants (91.4%) who contacted the Association in the last 12 months found the staff very or fairly helpful, compared to 4.5% who found them very or fairly unhelpful. This has stayed the same since 2015 when 91% of those who had been in touch stated that they found staff helpful. Compared to the 2013 survey the proportion of respondents who found staff very or fairly helpful has increased from 87% to 91%.



Those who found the staff either neither helpful nor unhelpful, fairly unhelpful or very unhelpful (n=23) when they contacted the Association were asked for their views as to why they felt this way. Their responses have been coded into common themes and are listed in the table below.

Q3 If unhelpful, can you please explain why?		
Base: Respondents who found staff unhelpful, n=23		
	No	%
Takes too long to get things done/ issue is still ongoing	6	26%
Staff can't do anything about the issue (e.g. rehousing, dog fouling, rent)	6	26%
Receive conflicting information from staff	4	17%
Some are helpful some are not, depends who you get	3	13%
Staff not supportive	2	9%
Other	2	9%

## 4.2 Communications (Q4/Q5)

Tenants were then asked which methods of being kept informed and getting in touch with your landlord would they be happy to use. As shown, telephone was the method respondents were most happy to use (92%) followed by newsletter (54%) and visiting the office (48%). These were also the top three methods noted in 2015.

There has been a significant increase in the proportion of tenants who would be happy to use the New Gorbals website (increased from 2% to 8%) and New Gorbals App (increased from 1% to 8%). Although this is a significant increase in tenants wanting to use the website and App the figures are still very low.

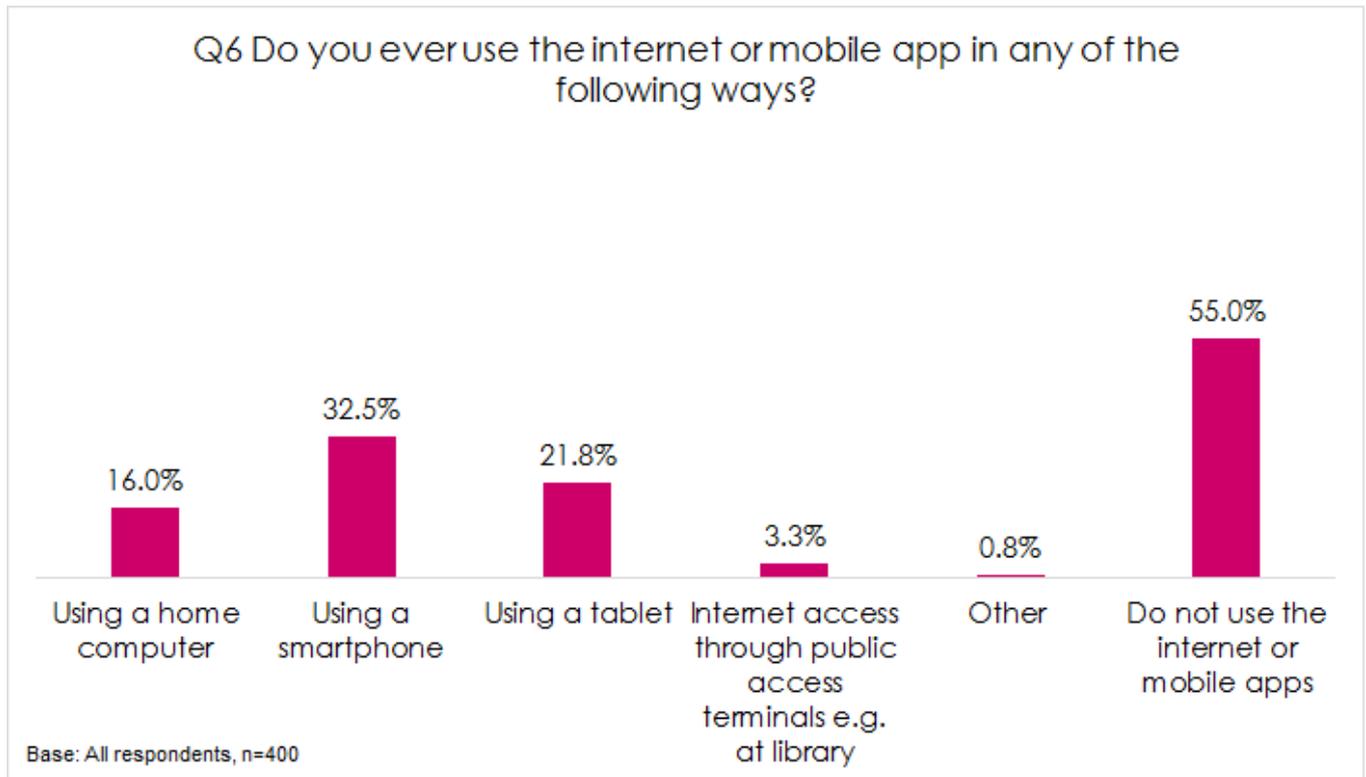
<b>Q4 Which of the following methods of being kept informed and getting in touch with your landlord are you happy to use?</b>		
<b>Base: All respondents, n=400</b>	<b>No</b>	<b>%</b>
Telephone	368	92.0%
Newsletter	215	53.8%
Visit to the office	191	47.8%
In writing	87	21.8%
Visit to your home by staff	70	17.5%
Text/SMS	63	15.8%
Email	58	14.5%
New Gorbals Website	31	7.8%
Public meetings	31	7.8%
New Gorbals App	30	7.5%
Facebook, twitter or other social media	11	2.8%
Other	3	0.8%

In terms of the method tenants would prefer their landlord to use when contacting them, the majority (78%) said they would like them to use the telephone, 13% said they would prefer the Association contact them in writing. This is very similar to the proportion who stated they would prefer these methods in 2015.

<b>Q5 And which of these methods would you prefer your landlord use to contact you?</b>		
<b>Base: All respondents, n=400</b>	<b>No</b>	<b>%</b>
Telephone	313	78.3%
In writing	53	13.3%
Email	11	2.8%
Text/SMS	9	2.3%
Newsletter	7	1.8%
Visit to the office	4	1.0%
New Gorbals App	1	0.3%
Visit to your home by staff	1	0.3%
Other	1	0.3%

### 4.3 Use of internet or mobile apps (Q6)

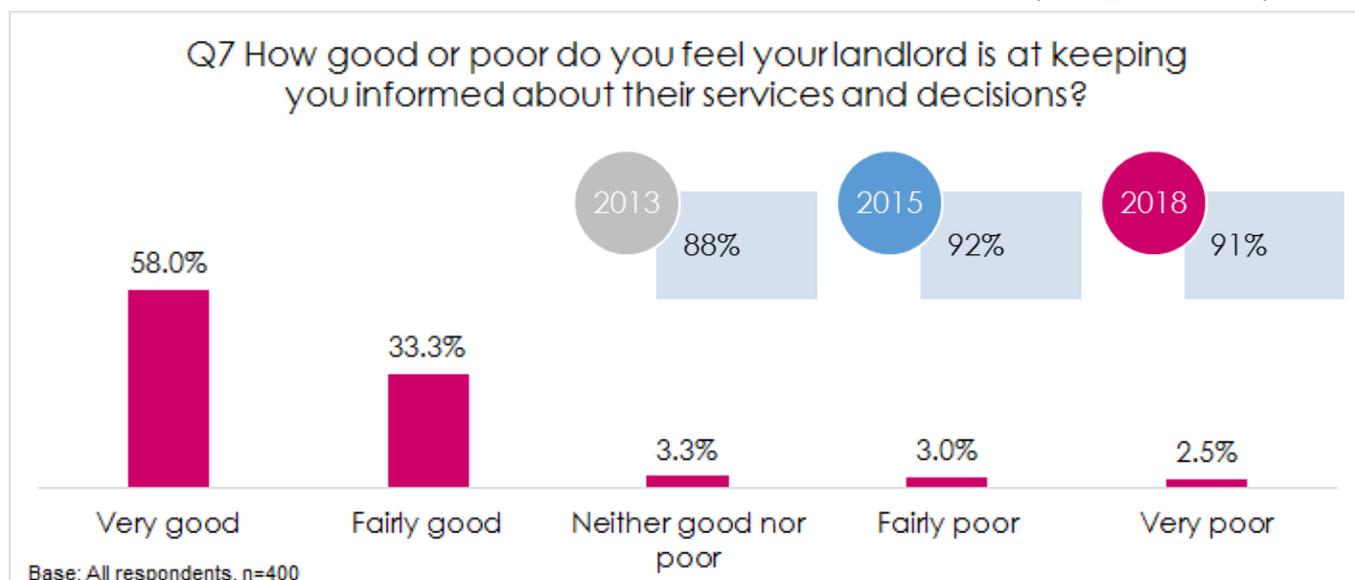
Just under half of respondents (45%) said they used the internet or mobile apps in some way. This is very similar to 2015 when 47% stated they use the internet or mobile apps, however, the method by which respondents access the internet has changed with the greatest proportion of tenants (33%) accessing the internet using a smartphone. This has increased from 29% in 2015.



There were significant trends by age in terms of internet access with 84% of respondents aged under 25 using the internet and mobile apps compared to just 15% of those aged 75+. Moreover, younger respondents were significantly more likely to access the internet using a smartphone whereas older respondents were more likely to do so using a home computer or a tablet.

#### 4.4 Keeping tenants informed (Q7)

In terms of keeping tenants informed, 365 out of 400 tenants (91.3%) said that their landlord was very or fairly good at keeping them informed about their services and decisions, compared to 5.5% who felt they were fairly or very poor in this respect. The proportion of tenants who said the Association was very or fairly good at keeping them informed about their services and decisions has increased from 88% in 2013 to 91%.



Those who said the Association was neither good nor poor, fairly poor or very poor at keeping them informed (n=35) were asked to explain how they felt this way. Of these tenants, 17 said they felt the Association was poor at keeping them informed as they have never heard anything, or been kept informed and 14 said there was a lack of information given.

Q7 Can you please explain why you do not think New Gorbals is good at keeping you informed?		
Base: Respondents who were dissatisfied with being kept informed, n=35	No	%
Never heard anything/ not kept informed	17	49%
Lack of information given	14	40%
Don't listen to our views	4	11%
Don't know	3	9%
Other	3	9%
Only receive newsletter/ it is a waste of money	1	3%

## 4.5 Awareness and interest in participation opportunities (Q8/Q9)

Following on from this tenants were then asked about their awareness of, and interest in various ways they could become involved in the Association. Tenants were most aware that they could complete occasional surveys (75%), they could become a Committee member of New Gorbals (59%), that they could become a member of New Gorbals (59%), that they could attend social activities/ fun days (59%).

Interest in taking part in tenant participation opportunities was lower with 38% of respondents stating they would not be interested in taking part in any of these activities. However, where tenants were interested, this tended to be where tenants would be interested completing occasional surveys (59%) or attending social activities and fun days (17%).

The proportion of respondents aware of participation opportunities has stayed similar to 2015, however, interest in participating has increased significantly (doubled) with 62% now interested in getting involved in some way compared to 31% in 2015.

<b>Q8 Are you aware of / interested in the following ways in which tenants can become involved in New Gorbals Housing Association?</b>				
	<b>2015 (n=402)</b>		<b>2018 (n=400)</b>	
	<b>% aware</b>	<b>% interested</b>	<b>% aware</b>	<b>% interested</b>
Becoming a member of New Gorbals	69%	9%	59%	8%
Becoming a Committee member of New Gorbals	66%	9%	59%	7%
Attending the Tenant Panel	62%	7%	48%	8%
Examining and reviewing the work of the Association	49%	6%	30%	7%
Attending social activities/ fun days	65%	10%	59%	17%
Attending a public meeting	65%	8%	55%	11%
Attending a smaller discussion group	58%	7%	45%	9%
Assisting with some community work	54%	8%	41%	8%
Completing occasional surveys	62%	20%	75%	59%
Attending the AGM	59%	7%	48%	9%
None	15%	69%	19%	38%

Those who were not interested in participating more in the Association were then asked why they felt this way, 4 in 10 respondents (40%) said they were not interested in participating more due to poor health or a disability. 28% simply said they were not interested and 20% said they were not interested due to work commitments. The main reasons given for not participating more are very similar to 2015.

<b>Q9 Why are you not interested in participating more in the Association?</b>		
	<b>2015 (n=279)</b>	<b>2018 (n=152)</b>
Health / disability issues	43%	40%
Not interested	31%	28%
Work commitments	15%	20%
Childcare commitments	8%	7%
Not enough time	3%	1%
Other	3%	8%
Don't think I have anything to contribute	1%	8%
Not aware of any meetings/ opportunities to participate	1%	1%
Lack confidence in speaking up	1%	3%
Don't understand enough about the work of New Gorbals	-	2%
Transport issues	-	1%
Too old	-	2%

#### **4.6 Consultation Topics (Q10)**

All tenants were then asked about a range of topics they might be interested in becoming more involved or consulted on. Just over half of respondents (58%) showed no interest in becoming involved, however, 36% of respondents said they would be interested in becoming involved in the Association's plans for modernisation work to their home, 32% said they would like to be more involved in the role of New Gorbals in dealing with anti-social behaviour issues and 31% would be interested in finding out more about the role of New Gorbals in managing their estate.

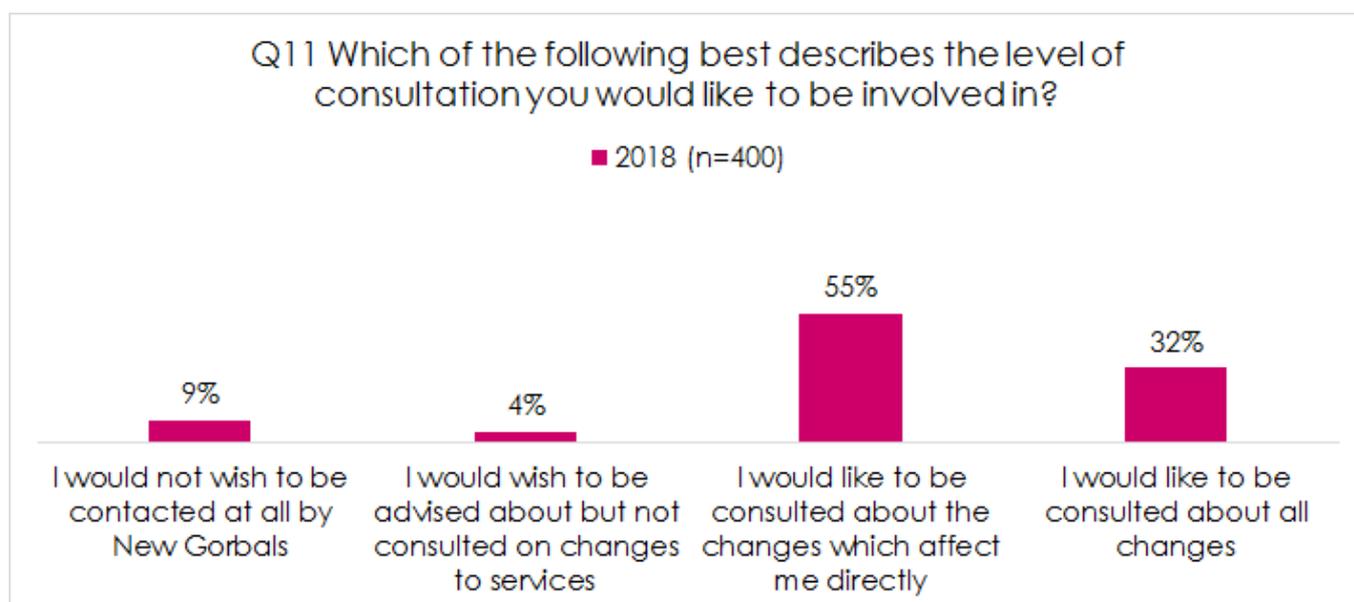
30% showed interest in how their rent is calculated and 30% showed interest in the repairs service.

The proportion of tenants interested in becoming more involved or consulted on the topics listed below is broadly similar to the 2015 survey.

Q10 Looking at this card, would you be interested in becoming more involved in or being consulted on any of the following?		
	2015 (n=402)	2018 (n=400)
New Gorbals plans for modernisation work to your home	39%	36%
The role of New Gorbals in dealing with Anti-Social Issues	33%	32%
The role of New Gorbals in managing your Estate	30%	31%
How your rent charge is calculated	34%	30%
The Repairs service	33%	30%
Organising community events	24%	26%
Other (please specify)	0%	1%
None	48%	58%

#### 4.7 Preferred level of consultation (Q11)

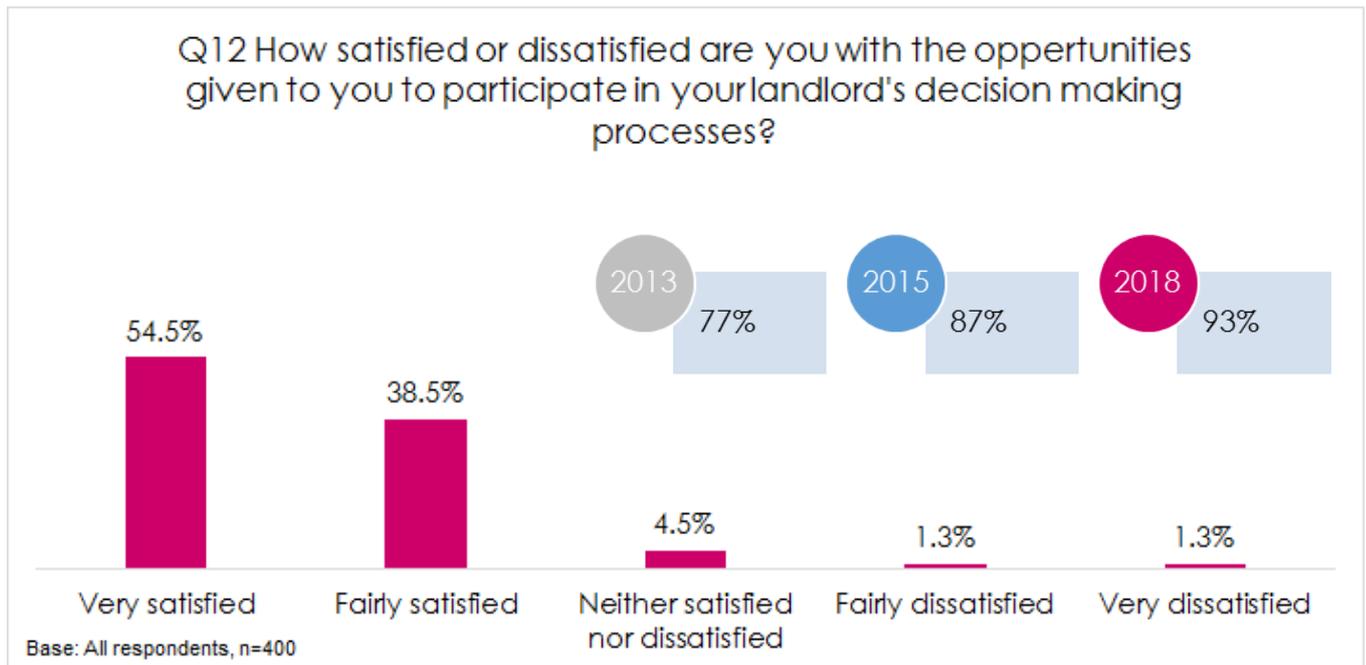
Tenants were asked to select from a list of options which best describes the level of consultation they would like to have with the Association. Just over half of respondents (55%) said they would like to be consulted about the changes that directly affect them, 32% said they would like to be consulted on all changes, 4% said they would like to be advised about but not consulted on changes to services and 9% said they would not like to be contacted at all by New Gorbals.



#### 4.8 Opportunities to participate (Q12)

Over 9 in 10 respondents (93%) were very or fairly satisfied with the opportunities given to them to participate in their landlord's decision making processes, compared to 2.6% of tenants (n=10) who were fairly or very dissatisfied.

Satisfaction with the opportunities given to tenants to participate in New Gorbals decision making process has increased significantly, rising from 77% in 2013 to 87% in 2015 and then again to 93% in 2018.

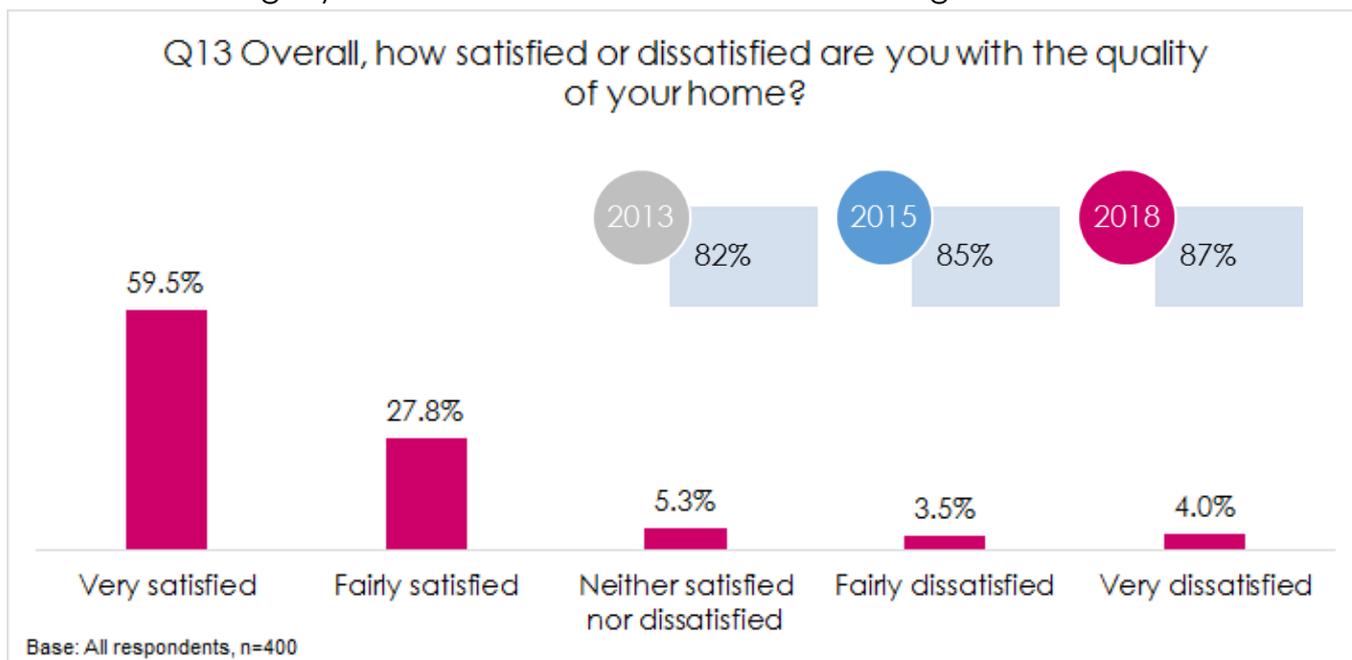


Where respondents said they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the opportunities given to them to participate, they were asked to explain why they were not satisfied. Many of these comments related to the fact that the tenants did not know about the opportunities available or that they simply weren't interested. A small number of specific comments were noted in relation to the fact that opportunities were not suitable for those that work as they were not in the evening and a couple noted occasions when they have voiced an opinion and have felt that it hasn't been taken into account (for example relating to complaints or the rent consultation).

## 5. CURRENT HOME

### 5.1 Satisfaction with the quality of the home (Q13)

Respondents were then asked how satisfied or dissatisfied they were with the quality of their home. 87.3% of tenants said they were very or fairly satisfied with the quality of their home compared to 7.5% who were very or fairly dissatisfied. The proportion of respondents who said they were very or fairly satisfied with the quality of their home has increased slightly from 82% in 2013 to 85% in 2015 and again to 87% in 2018.



Where tenants said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the quality of their home (n=51), the main reasons were that tenants felt their home was in need of repairs (28 tenants), tenants had problems with their heating or boiler system (11 tenants) or tenants felt their home was too small (7 tenants).

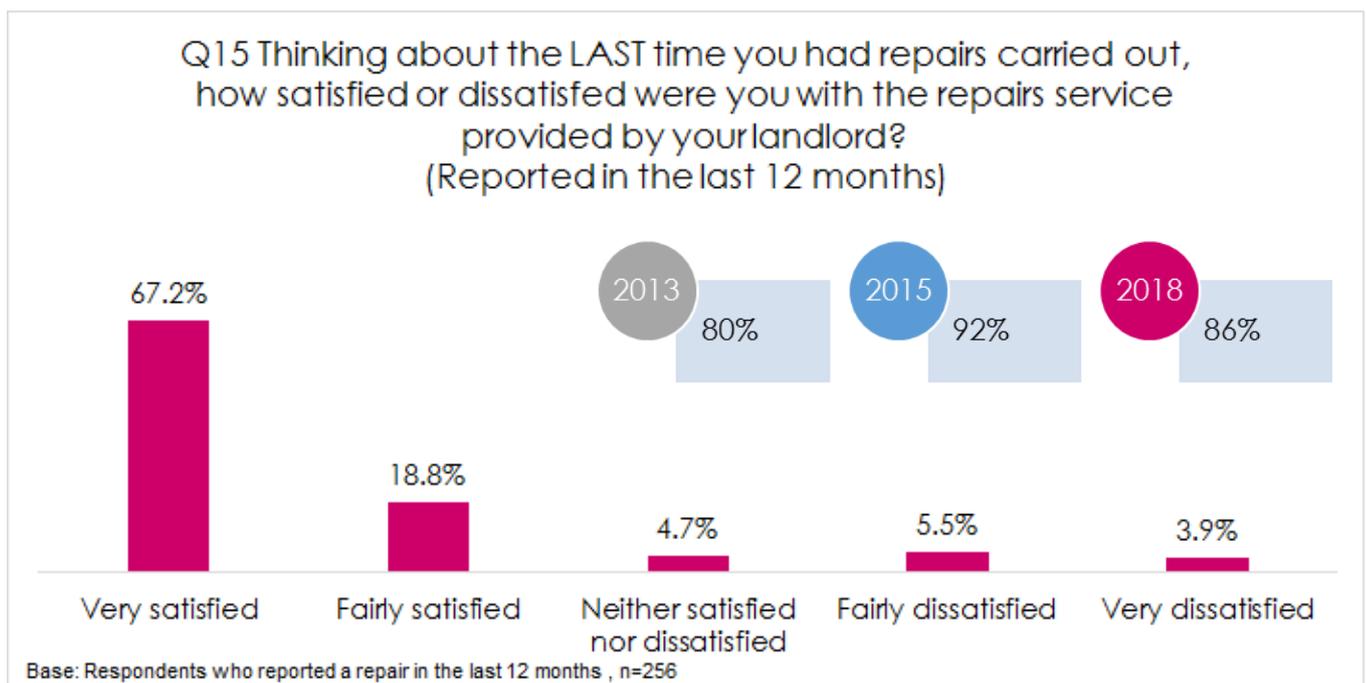
Q13 Can you please explain why you are not satisfied with the quality of your home?		
Base: Respondents who were dissatisfied with the quality of their home, n=51	No	%
Home is in need of repairs	28	55%
Need upgrades/ improvements e.g. kitchen/ bathroom	11	22%
Home is too small/ poor size	7	14%
Dampness/ mould issues	5	10%
Problems with heating/ boiler system	4	8%
Poor insulation	4	8%
Other	5	10%

Analysis of satisfaction with quality of the home by area showed that the highest level of satisfaction was reported by tenants living in the Friary (100% satisfaction) and new build properties (91% satisfied) whereas satisfaction was lower for those living in ex GHA properties (85% satisfied) and ex Scottish Homes properties (84% satisfied).

## 5.2 Satisfaction with the repairs service (Q15)

The Scottish Social Housing Charter has an indicator on satisfaction with repairs and maintenance. The guidance is that all tenants are asked about their satisfaction with the last repair and tenants are then asked if they have reported a repair in the last 12 months. The indicator response is then reported as those satisfied with their last repair, for those who have reported a repair in the last year.

Just under 9 in 10 respondents who had repairs carried out in the last 12 months (86%) said they were very or fairly satisfied with the repairs service provided by New Gorbals. This has decreased from 92% in 2015 but is significantly up when compared to the 80% level of satisfaction reported in 2013.



Tenants who said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the repairs service (n=36) said that this was due to the timescale being too long to complete the repair (14 tenants), poor quality of workmanship (10 tenants) and the job being incomplete (10 tenants).

<b>Q15 Can you please explain why you were not satisfied with the LAST repair you had carried out by New Gorbals HA? (Reported in the last 12 months)</b>		
<b>Base: Respondents who were dissatisfied, n=36</b>	<b>No</b>	<b>%</b>
Timescale took too long to complete repair	14	39%
Poor quality of workmanship	10	28%
Job incomplete/ still ongoing problem	10	28%
Had to come out on more than one visit	4	11%
No follow up/ had to chase them up	3	8%

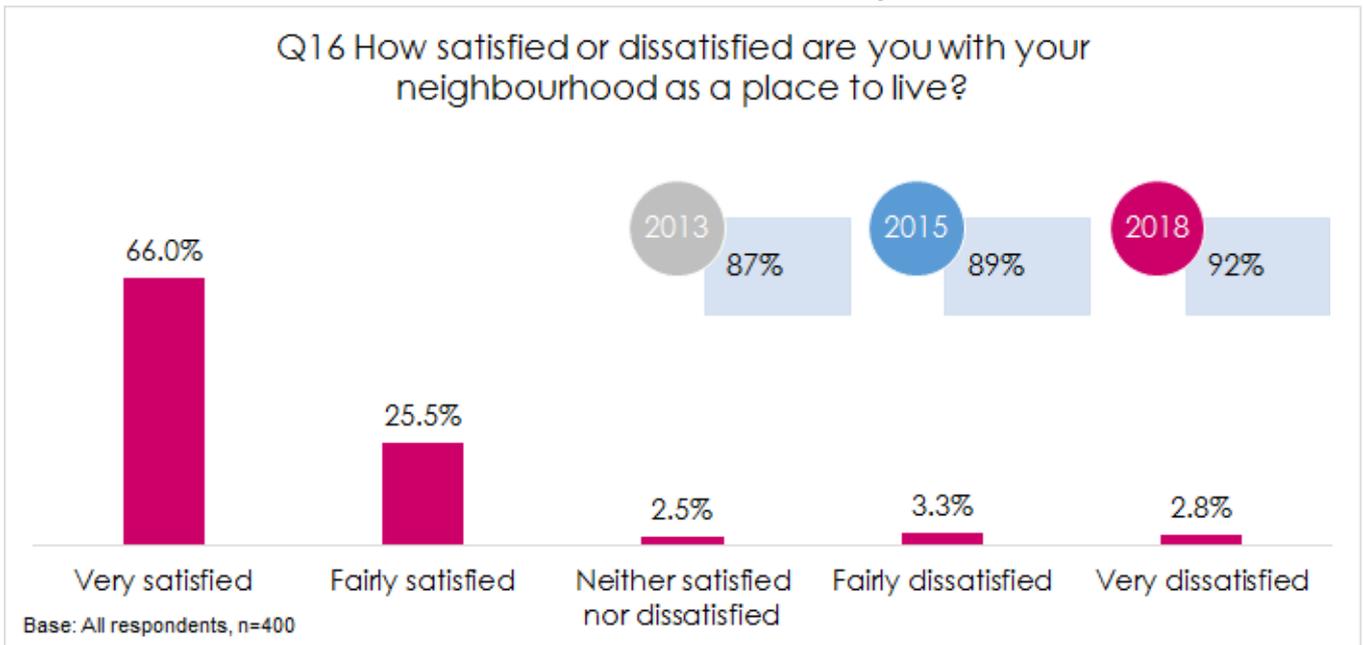
Analysis of satisfaction with the last repair shows that satisfaction was lower for tenants in new build properties (84% satisfied) and those living in ex Scottish Homes properties (84% satisfied) than those living in ex GHA properties (90% satisfied) or the Friary (100% satisfied).

Moreover, dissatisfaction was highest for those living in a high rise property where 80% were satisfied with their last repairs and 14% dissatisfied.

## 6. NEIGHBOURHOOD MANAGEMENT

### 6.1 Neighbourhood as a place to live (Q16)

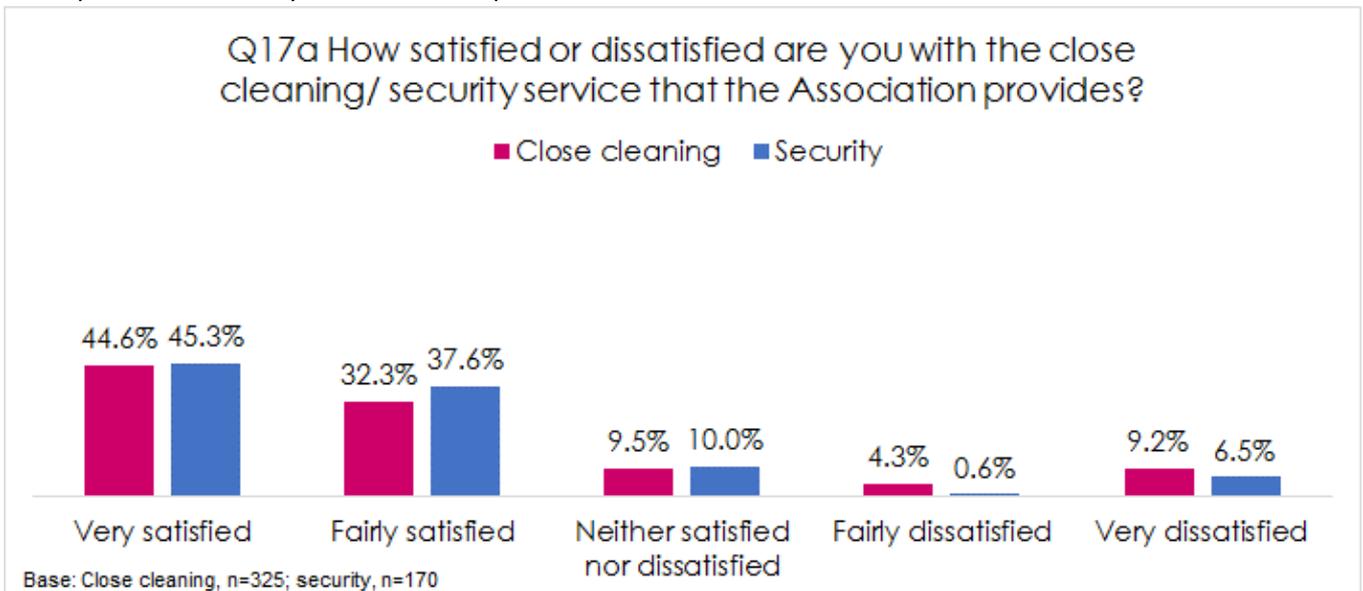
In terms of the neighbourhood as a place to live, just over 9 in 10 respondents (91.5%) said they were very or fairly satisfied with their neighbourhood compared to 6.1% who were very or fairly dissatisfied. Satisfaction with the neighbourhood as a place to live has increased since 2013 from 87% to 89% in 2015 and again to 92% in 2018.



## 6.2 Satisfaction with estate services (Q17)

In relation to estate services, respondents were asked how satisfied they were with the close cleaning and security services provided by the Association. Where respondents said that they did not know or that the service was not applicable to them they have been excluded from the analysis. As shown, just under 8 in 10 respondents (77%) said they were fairly or very satisfied with the close cleaning service compared to 14% who were fairly or very dissatisfied. In terms of the security service, 83% were very or fairly satisfied compared to 7% who were dissatisfied.

The previous surveys did not ask about these services separately so there is no comparative analysis of these questions.



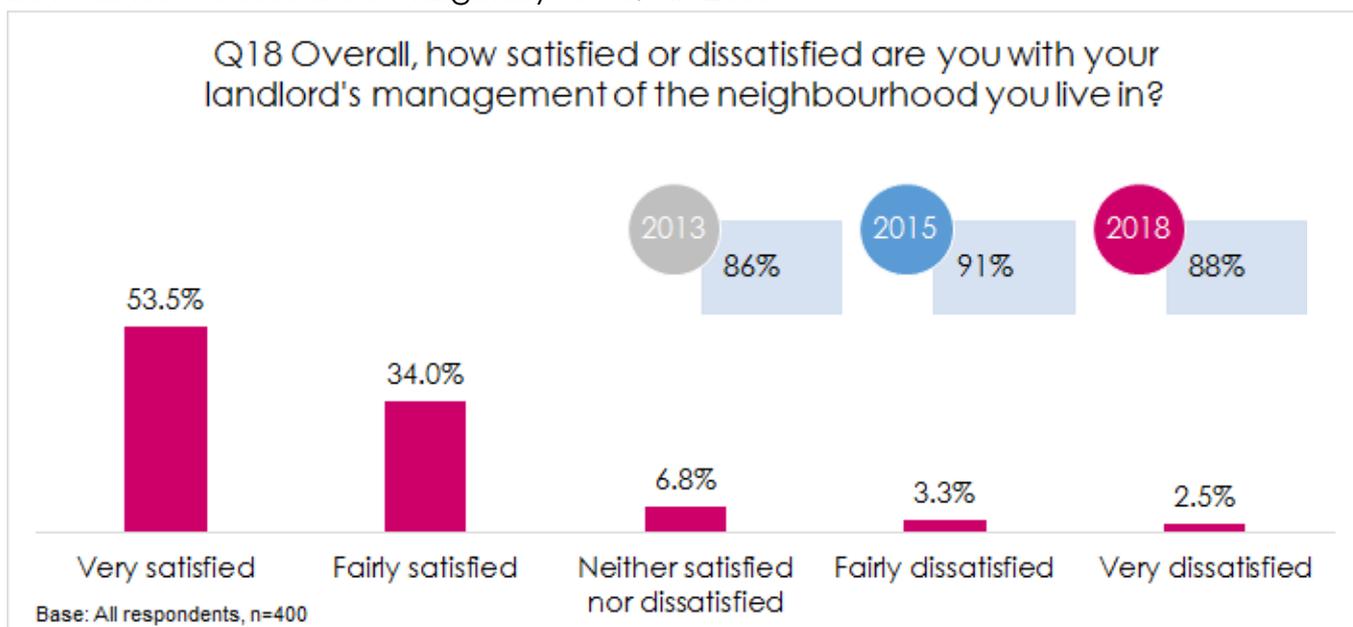
Where respondents were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with either of these services they were asked to explain why.

For close cleaning, 75 out of 325 tenants stated one of these responses. The vast majority of responses (71 tenants) related to the standard of the close cleaning service with comments made about the fact it was not done correctly, often enough, dirty mops were used or that the landings and stairs were not swept.

In terms of security, 29 out of 170 tenants stated that they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied. The key issues raised were about the fact that security was not always around or that security doors are broken, vandalised or jammed open.

### 6.3 Neighbourhood management (Q18)

Respondents were then asked how satisfied or dissatisfied they were with the landlord's management of the neighbourhood they live in. Just under 9 in 10 respondents (87.5%) said they were very or fairly satisfied with New Gorbals management of their neighbourhood, compared to 5.8% who were fairly or very dissatisfied and 6.8% who were neither satisfied nor dissatisfied. Compared to the 2013 survey, satisfaction with New Gorbals management of the neighbourhood increased from 86% to 91% in 2015 but has now decreased marginally to 88% in 2018.



Tenants who said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied (n=50) were asked to explain why they were not satisfied with New Gorbals management of the neighbourhood they live in. The main reasons were that tenants had problems with anti-social behaviour or neighbours (11 tenants), bins were left out (8 tenants) and where tenants felt the area is untidy (8 tenants).

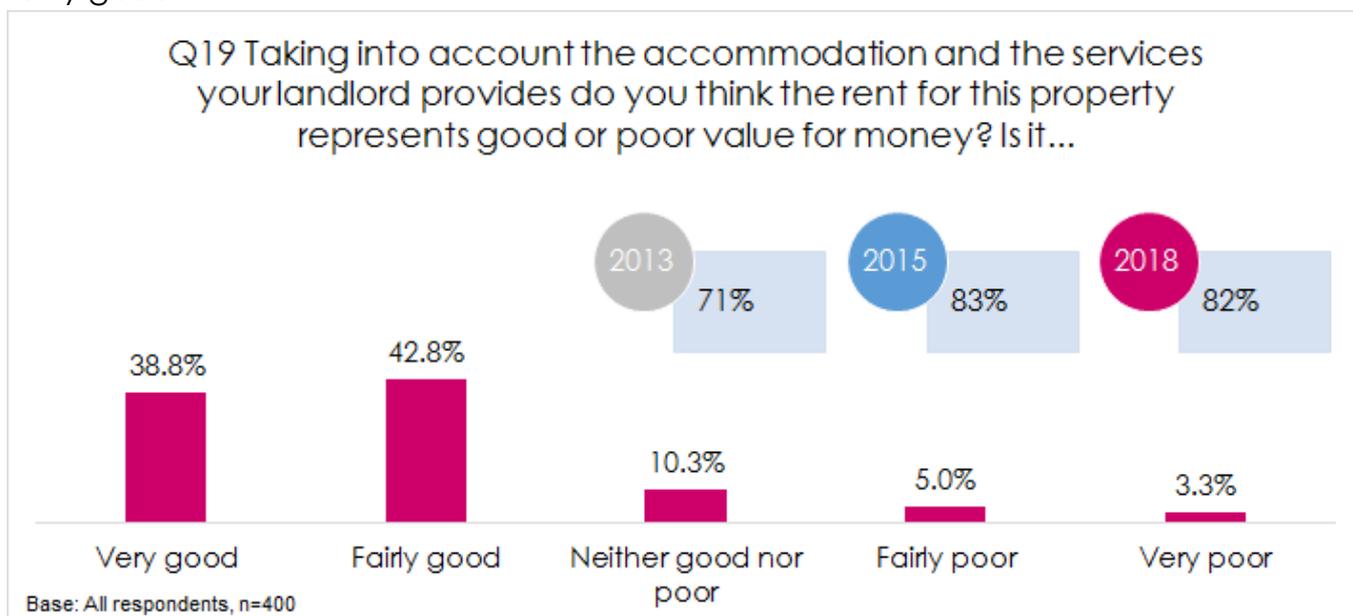
Q18 Can you please explain why you are not satisfied with New Gorbals management of the neighbourhood you live in?		
Base: Respondents who were dissatisfied with the management of the neighbourhood they live in, n=50	No	%
Problems with anti-social behaviour/ anti-social neighbours	11	22%
Bins left out/ rubbish everywhere	8	16%
Area is untidy	8	16%
Dog fouling issues	7	14%
Lack of security	7	14%
Parking problems	5	10%
Other	5	10%
Nothing gets done/ don't know what they do	4	8%
Problems with slabs/ pavements	3	6%
Communal services poor e.g. grass cutting	2	4%
Vet tenants	1	2%

## 7. WELFARE REFORM AND RENT PAYMENT

### 7.1 Value for money (Q19)

In terms of value for money, over 8 in 10 respondents (81.6%) were of the opinion that their rent represents very or fairly good value for money, compared to 8.3% who felt their rent represents very or fairly poor value for money and 10.3% who felt it represents neither good nor poor value.

In terms of the 2013 survey, value for money increased from 71% to 83% in 2015 and has not changed significantly in 2018, sitting at 82% rating value for money as either very or fairly good.

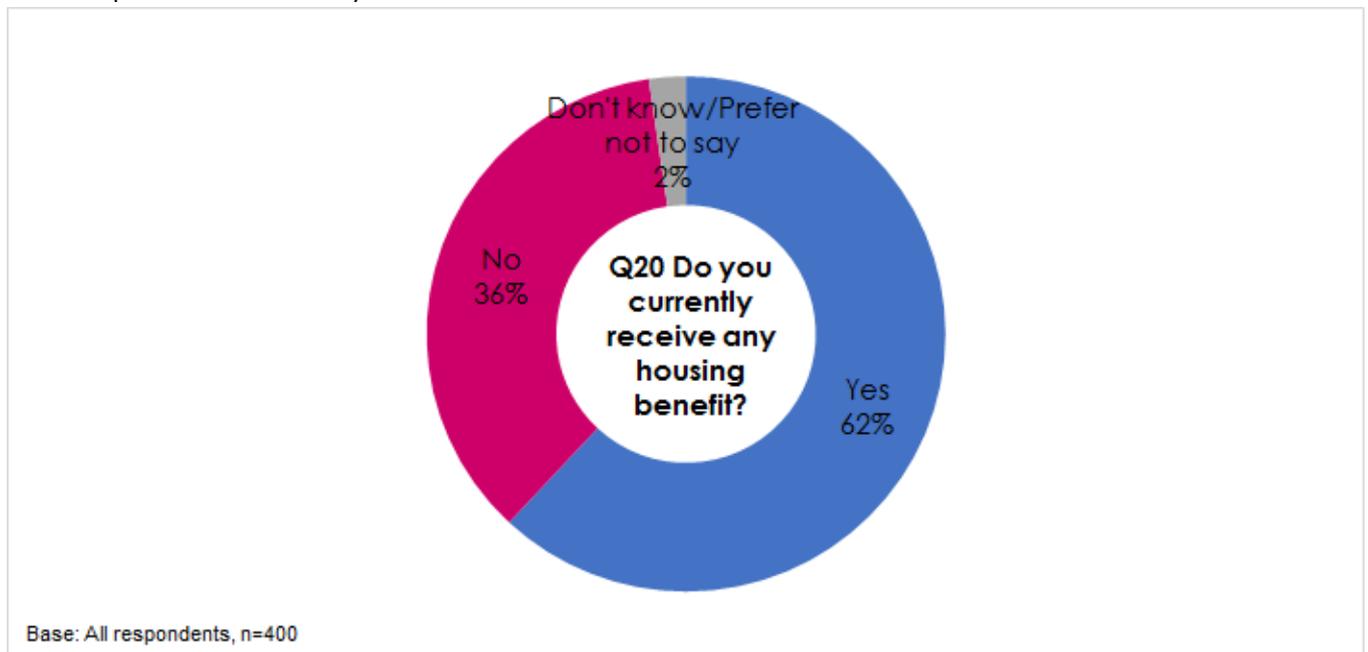


Those who said their rent was neither good nor poor, fairly poor or very poor value for money (n=74) were asked to explain why did not think their rent was good value for money, the most common reasons given were that it is expensive or keeps increasing (41 tenants) or that poor services are received (14 tenants).

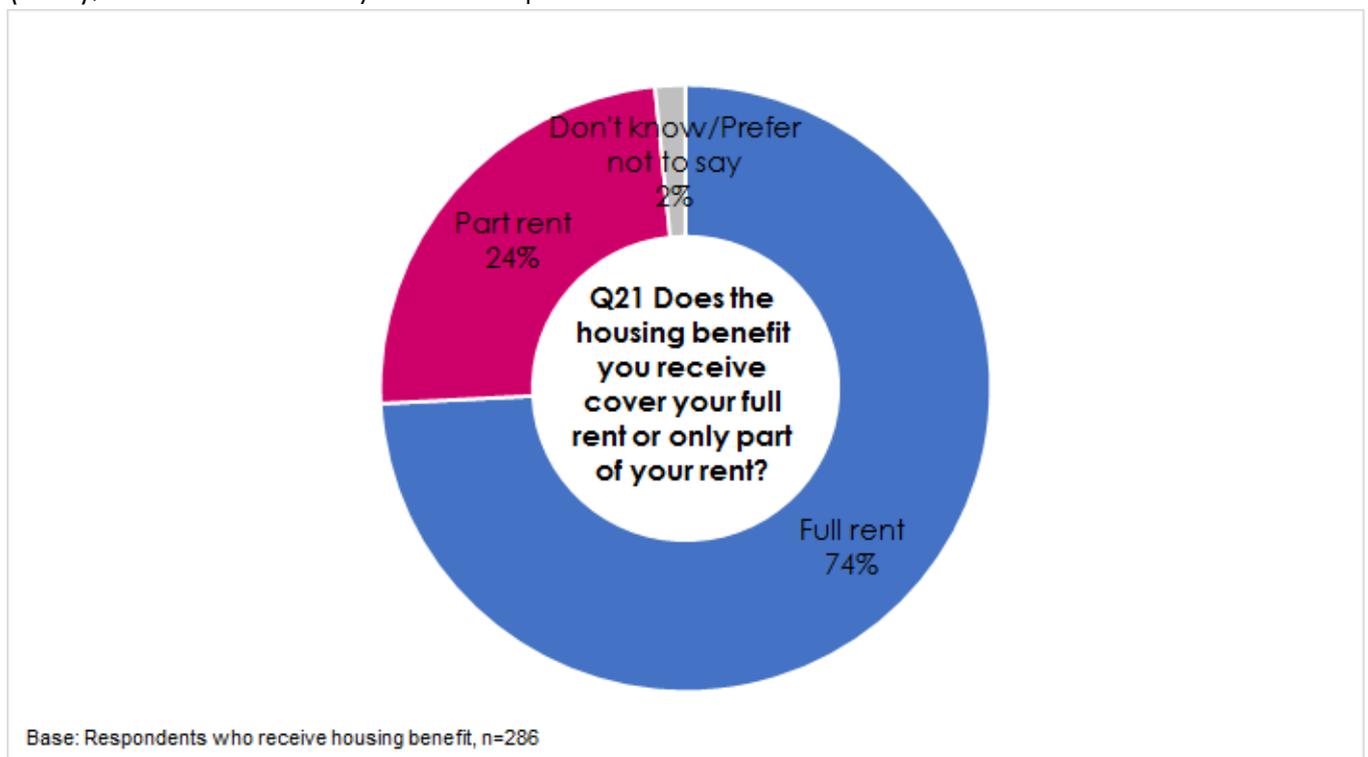
Q19 Can you please explain why you do think your rent is good value for money?		
Base: Respondents who felt their rent did not represent good value for money, n=74	No	%
It is too expensive/ keeps increasing	41	55%
Poor services we receive	14	19%
Don't pay rent	7	10%
Home is in need of repairs	7	10%
Poor size of home	7	10%
Don't know/ nothing to compare it to	3	4%
High compared to other HA/ Council properties	3	4%
Other	3	4%

## 7.2 Housing benefit (Q20/21)

Just over 6 in 10 (62%) of survey respondents said that they were in receipt of housing benefit, 36% said they did not receive housing benefit and 2% were unsure or said they would prefer not to say.

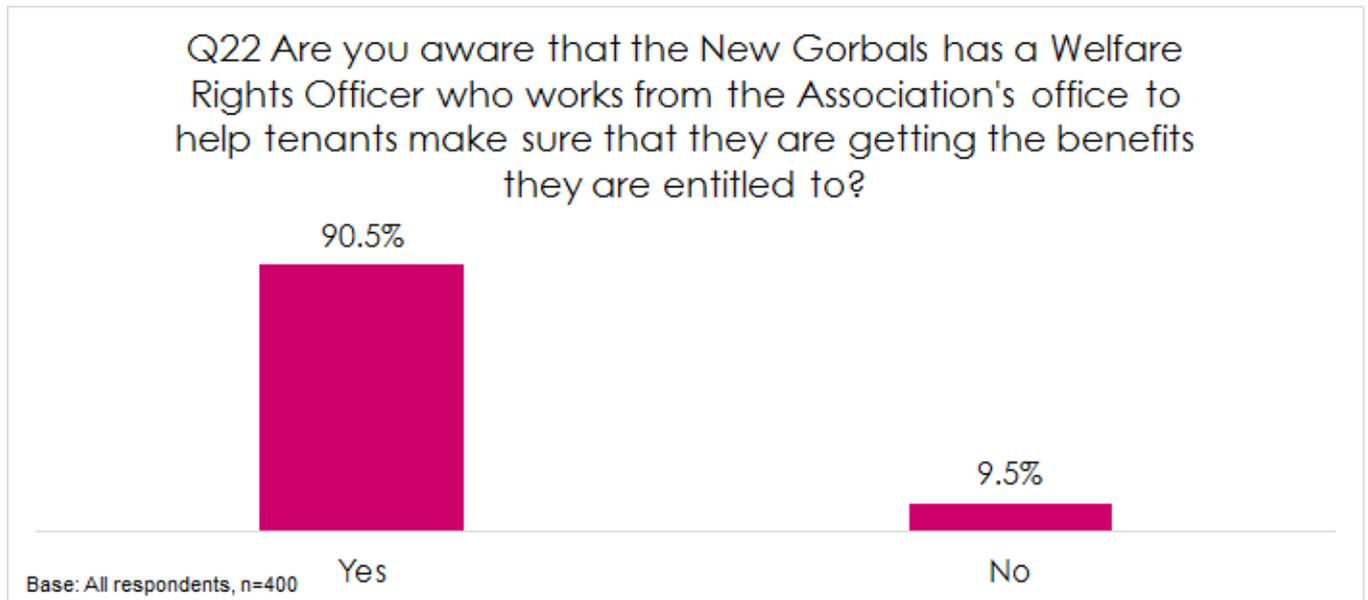


The majority of tenants in receipt of housing benefit said that this covered their full rent (74%), 24% said this only covered part of their rent.



### 7.3 Welfare Rights Officer (Q22)

Tenants were then asked if they were aware that New Gorbals has a Welfare Rights Officer to help tenants make sure they are getting the benefits they are entitled to. Over 9 in 10 respondents (91%) said they were aware of this service. This has increased very significantly from 73% in 2015.



## 8. TENANTS PRIORITIES

### 8.1 Service priorities

The questionnaire included a question which asked tenants to rate their three top priorities for the Association's services. This revealed that two thirds of tenants felt the repairs service was a top, second or third priority (67%) followed by the overall quality of the home (64%) and value for money for rent (30%).

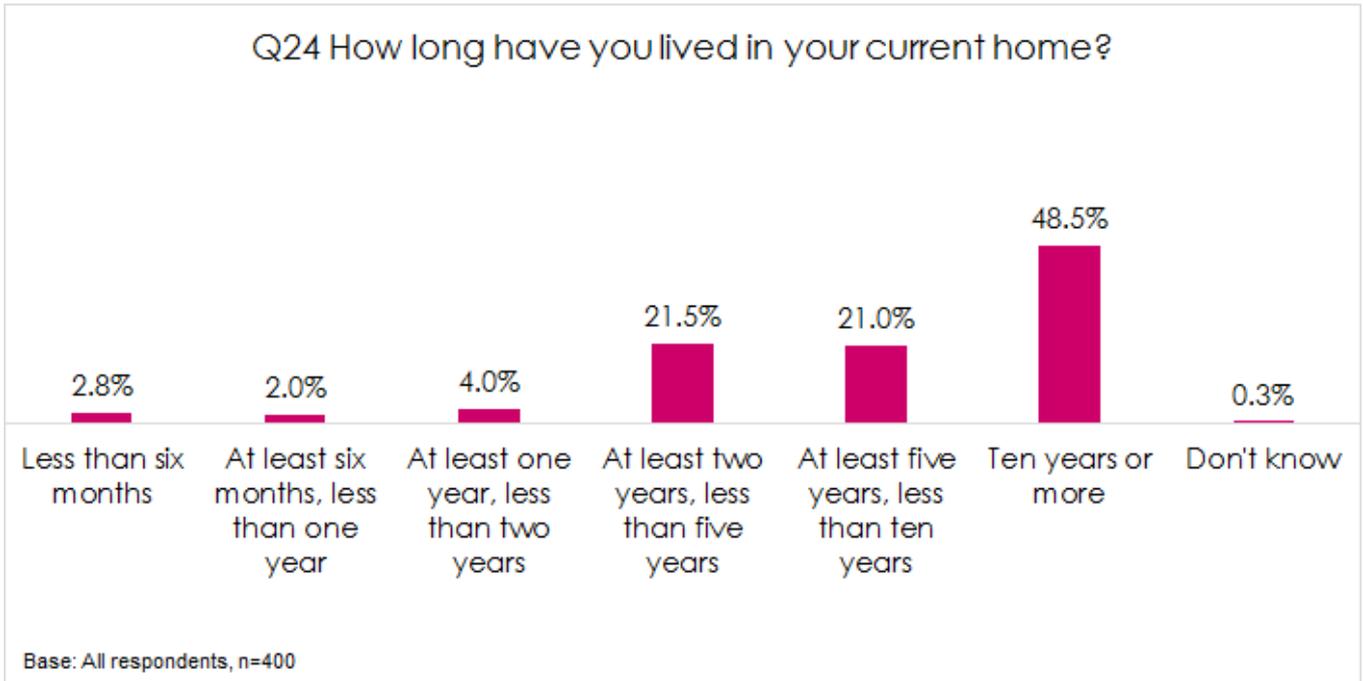
Compared to the 2015 survey results, the top two priorities of repairs service and overall quality of the home have remained consistent. Value for money has increased in priority from 21% in 2015 to 30% in 2018.

Q23 Which of the following services would you consider to be your top three priorities?				
Base: All respondents, n=400	Top priority	2nd priority	3rd priority	Overall
The repairs service	24.0%	28.3%	14.3%	67%
The overall quality of your home	32.0%	20.5%	11.3%	64%
Value for money for your rent	9.5%	8.8%	11.8%	30%
Dealing with anti-social behaviour	9.5%	9.5%	10.3%	29%
Estate services e.g. cleaning and security	5.8%	7.8%	12.8%	26%
Management of the neighbourhood	3.3%	6.8%	9.8%	20%
Keeping tenants informed	9.3%	4.5%	4.8%	19%
Listening to tenants views and acting on them	2.8%	5.8%	9.3%	18%
Helpfulness of Association staff	2.3%	4.0%	8.5%	15%
Providing opportunities to participate in decision making	-	1.5%	4.0%	6%
Don't know	1.8%	1.8%	1.8%	5%
Ease of contacting the Association	-	1.0%	1.8%	3%

## 9. ABOUT YOU AND YOUR HOUSEHOLD

### 9.1 Length of stay in current home (Q24)

Respondents were asked how long they have lived in their current home. This revealed that 5% of respondents had lived in their home less than a year, 26% had lived in their home between 1 and 5 years, 21% had lived in their home between 5 and 10 years and 49% had lived in their home more than 10 years.



### 9.2 Age and gender (Q25)

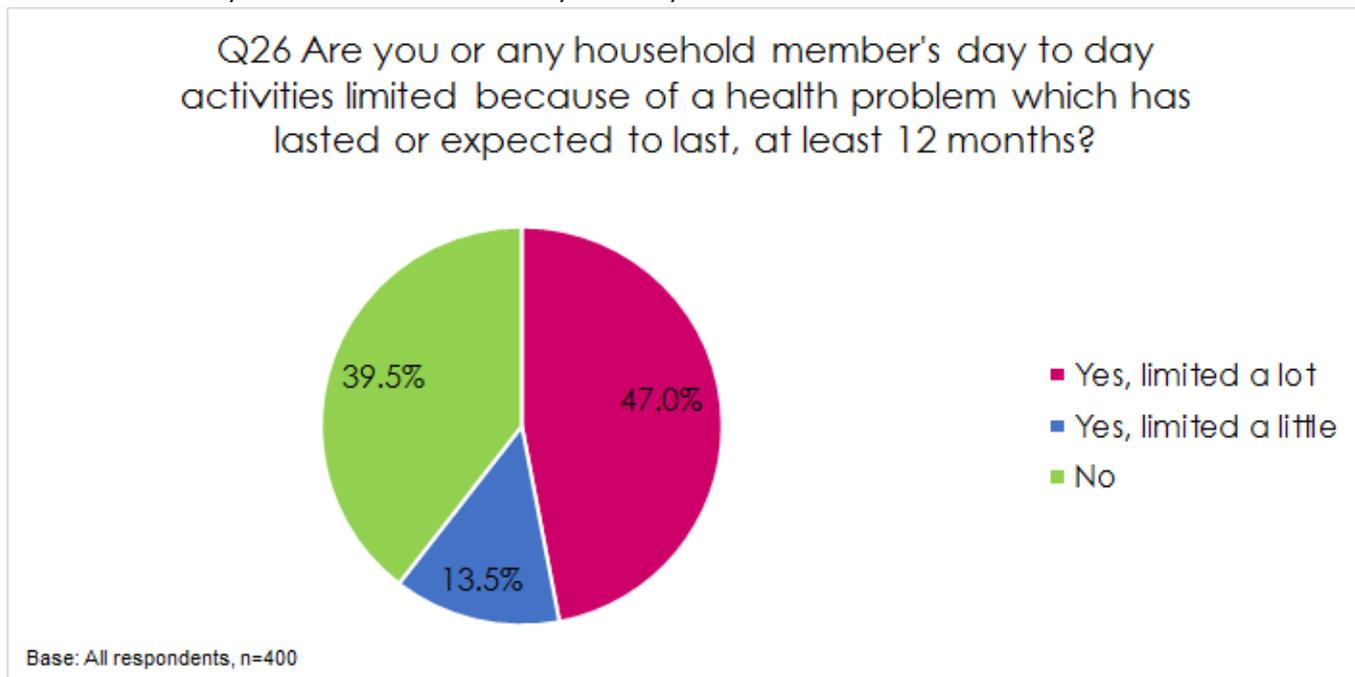
More females (58%) were interviewed across the course of the survey than males (42%).

The age profile of respondents is shown below and revealed that 11% of respondents were aged 16-34, 35% were aged 35-54, 41% were aged 55-74 and 14% of respondents were aged 75 and over.

Q25- Main tenant- age		
Base: Respondents, n=386	No	%
16-24	6	1.6%
25-34	36	9.3%
35-44	50	13.0%
45-54	83	21.5%
55-64	81	21.0%
65-74	77	19.9%
75 +	53	13.7%

### 9.3 Disability status (Q26)

In terms of disability status, 60% of respondents said they or someone in their household had a disability which limits their day to day activities a little or a lot.



### 9.4 Ethnicity (Q27)

The vast majority of respondents were of white Scottish (73%) or Other British (13%) ethnicity.

<b>Q27 What is your ethnic group?</b>		
<b>Base: All respondents, n=400</b>	<b>No</b>	<b>%</b>
Scottish	291	72.8%
Other British	51	12.8%
African	15	3.8%
Prefer not to say	11	2.8%
Irish	9	2.3%
Any other white background	6	1.5%
White and Black African	5	1.3%
Any other Asian/Asian Scottish/Asian British background	4	1.0%
Polish	2	0.5%
Indian	2	0.5%
White and Asian	1	0.3%
Any other mixed/multiple ethnic background	1	0.3%
Chinese	1	0.3%
Any other ethnic group	1	0.3%

## APPENDIX 1: SURVEY QUESTIONNAIRE

"Hello, my name is [STATE NAME]. I'm calling on behalf of Research Resource who have been asked by the New Gorbals Housing Association to interview their tenants about the housing and housing related services they provide. You should have received a letter to let you know I might visit. Would you be able to spare some time to answer some questions?"

### [IF WILLING TO PARTICIPATE...]

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at New Gorbals Housing Association will know what answers you have given without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. Can I confirm that you are happy to take part in the survey?

**S1** Are you either the main tenant or a joint tenant for this property?

Yes	No
1	2
<b>[PROCEED WITH INTERVIEW]</b>	<b>[ASK TO SPEAK TO MAIN TENANT IF AVAILABLE OR ARRANGE TIME TO RETURN IF NOT CURRENTLY AVAILABLE]</b>

"All of the questions in this survey will be about your landlord – New Gorbals Housing Association."

**Q1** Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by your landlord? **[SHOWCARD]**

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	No opinion
1	2	3	4	5	6
<b>[IF CODE 3,4,5]</b> Can you please explain why you are not satisfied with the overall service provided by New Gorbals Housing Association?					

### CONTACT & ENGAGEMENT

**Q2** Have you contacted your landlord in the last 12 months with a query other than to pay rent or service charges?

Yes	No
1	2
<b>[GO TO Q3]</b>	<b>[GO TO Q4]</b>

**Q3** Did you find the staff helpful or unhelpful? **[SHOWCARD]**

Very helpful	Fairly helpful	Neither . . .	Fairly unhelpful	Very unhelpful
1	2	3	4	5
If unhelpful, can you please explain why?				

**Q4** Which of the following methods of being kept informed and getting in touch with your landlord are you happy to use? **[SHOWCARD]**

**Q5** And which one of these methods would you prefer your landlord use to contact you? **[SHOWCARD]**

	<b>Q4 - HAPPY TO USE</b> <i>Please circle all that apply</i>	<b>Q5 - PREFER LANDLORD USE</b> <i>Please circle one box</i>
Email	1	1
New Gorbals Website	2	2
New Gorbals App	3	3
Telephone	4	4
Text / SMS	5	5
In writing	6	6
Visit to the office	7	7
Visit to your home by staff	8	8
Public meetings	9	9
Newsletter	10	10
Facebook, twitter or other social media	11	11
Other – please state	12	12

**Q6** Do you ever use the internet or mobile apps in any of the following ways? **ALL THAT APPLY**

Using a home computer	1
Using a smartphone	2
Using a tablet	3
Internet access through public access terminals e.g. at library	4
Other (please specify)	5
Do not use the internet or mobile apps	6

**Q7** How good or poor do you feel your landlord is at keeping you informed about their services and decisions? **[SHOWCARD]**

Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
1	2	3	4	5
<b>[IF CODE 3,4,5]</b> Can you please explain why you do not think New Gorbals is good at keeping you informed?				

**Q8** a) Are you aware of the following ways in which tenants can become involved in New Gorbals Housing Association?

b) Whether or not you have participated in these activities in the past, would you be interested in participating in any of these in the future?

	a) aware	b) interested
Becoming a member of New Gorbals	1	1
Becoming a Committee member of New Gorbals	2	2
Attending the Tenant Panel	3	3
Examining and reviewing the work of the Association	4	4
Attending social activities/ fun days	5	5
Attending a public meeting	6	6
Attending a smaller discussion group	7	7
Assisting with some community work	8	8
Completing occasional surveys	9	9
Attending the AGM	10	10
None	11	11 <b>[ASK Q9]</b>

**Q8c** You said you would potentially be interested in getting involved in the future. Are you happy that we pass over your name and area of interest to New Gorbals Community Engagement Team so that they can give you more information about this? All your other answers will remain completely confidential.

Yes	1
No	2

**Q9. [ASK ONLY TENANTS WHO STATED 'NONE' at Q8b, OTHERS GO TO Q10]**

Why are you not interested in participating more in the Association?

Childcare commitments	1
Work commitments	2
Health / disability issues	3
Not interested	4
Don't think I have anything to contribute	5
Lack confidence in speaking up	6
Don't understand enough about the work of New Gorbals	7
Not aware of any meetings/ opportunities to participate	8
Transport issues	9
Other – please specify	10

**Q10** Looking at this card, would you be interested in becoming more involved in or being consulted on any of the following? **[CIRCLE ALL THAT APPLY]**

How your rent charge is calculated	1
The Repairs service	2
The role of New Gorbals in managing your Estate	3
New Gorbals's plans for modernisation work to your home	4
The role of New Gorbals in dealing with Anti-Social Issues	5
Organising community events	6
Other (please specify)	7
None	8

**Q11** Which of the following best describes the level of consultation you would like to be involved in?

I would not wish to be contacted at all by New Gorbals	1
I would wish to be advised about but not consulted on changes to services	2
I would like to be consulted about the changes which affect me directly	3
I would like to be consulted about all changes	4

**Q12** How satisfied or dissatisfied are you with the opportunities given to you to participate in your landlord's decision-making processes? **[SHOWCARD]**

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
1	2	3	4	5
<b>[IF CODE 3,4,5]</b> Can you please explain why are not satisfied with the opportunities given to you to participate in New Gorbals's decision making processes?				

## CURRENT HOME

*"And thinking about your home now..."*

**Q13** Overall, how satisfied or dissatisfied are you with the quality of your home?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
1	2	3	4	5
<b>[IF CODE 3, 4 OR 5]</b> Can you please explain why you are not satisfied quality of your home?				

**Q14** Have you had any repairs carried out in this property in the last 12 months?

Yes	No
1	2

**Q15** Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by your landlord?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
1	2	3	4	5

**[IF CODE 3, 4 OR 5]** Can you please explain why you are not satisfied with LAST repair you had carried out by New Gorbals HA?

## NEIGHBOURHOOD MANAGEMENT

**Q16** How satisfied or dissatisfied are you with your neighbourhood as a place to live?

Very satisfied	Fairly satisfied	Neither . . .	Fairly dissatisfied	Very dissatisfied
1	2	3	4	5

**Q17a** How satisfied or dissatisfied are you with the close cleaning service that the Association provides?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ not applicable
1	2	3	4	5	6

**[IF CODE 3, 4 OR 5]** Can you please explain why you are not satisfied with the estate services provided by New Gorbals HA?

**Q17b** How satisfied or dissatisfied are you with the security services that the Association provides? [NB This is relevant for high flats only]

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ not applicable
1	2	3	4	5	6

**[IF CODE 3, 4 OR 5]** Can you please explain why you are not satisfied with the estate services provided by New Gorbals HA?

**Q18** Overall, how satisfied or dissatisfied are you with your landlord's management of the neighbourhood you live in?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
1	2	3	4	5
<b>[IF CODE 3, 4 OR 5]</b> Can you please explain why you are not satisfied with New Gorbals management of the neighbourhood you live in?				

## WELFARE REFORM AND RENT PAYMENT

**Q19** Taking into account the accommodation and the services your landlord provides, do you think that the rent for this property represents good or poor value for money? Is it . . .

Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
1	2	3	4	5
<b>[IF CODE 3, 4 OR 5]</b> Can you please explain why you do not think your rent is good value for money?				

**Q20** Do you currently receive any housing benefit or help with housing costs through Universal Credit?

Yes	No	Don't know / Prefer not to say
1	2	3
<b>[GO TO Q21]</b>	<b>[GO TO Q22]</b>	<b>[GO TO Q22]</b>

**Q21** Does the housing benefit/ housing element of Universal Credit you receive cover your full rent or only part of your rent?

Full rent	Part rent	Don't know / Prefer not to say
1	2	3

**Q22** Are you aware that the New Gorbals has a Welfare Rights Officer who works from the Association's office to help tenants make sure that they are getting the benefits they are entitled to?

Yes	No
1	2

## TENANT PRIORITIES

**Q23 Which of the following services would you consider to be your top three priorities? [SHOWCARD]**

	Top	2nd	3rd
Keeping tenants informed	1	1	1
The overall quality of your home	2	2	2
Providing opportunities to participate in decision making	3	3	3
The repairs service	4	4	4
Dealing with anti-social behaviour	5	5	5
Estate services e.g. cleaning and security	6	6	6
Value for money for your rent	7	7	7
Ease of contacting the Association	8	8	8
Helpfulness of Association staff	9	9	9
Listening to tenants views and acting on them	10	10	10
Management of the neighbourhood	11	11	11

## ABOUT YOU AND YOUR HOUSEHOLD

*"I'm going to ask you a few questions about yourself and anyone else who lives here. I just wanted to remind you that this survey is anonymous, and you don't have to answer any of these questions if you don't want to."*

**Q24** How long have you lived in your current home?

	<i>Please circle one box</i>
Less than six months	1
At least six months, less than one year	2
At least one year, less than two years	3
At least two years, less than five years	4
At least five years, less than ten years	5
Ten years or more	6
Don't know	7

**Q25** Please tell me the age and gender of everyone who lives with you in your household

	Age (Exact)	Gender (M/F)
Main tenant		
Partner (if any)		
Person 3		
Person 4		
Person 5		
Person 6		

*Transgender or transsexual individuals may select either male or female, whichever they believe is correct, irrespective of the details recorded on their birth certificate.*

**Q26** Are you or any household member's day-to-day activities limited because of a health problem which has lasted, or is expected to last, at least 12 months?

Yes, limited a lot	Yes, limited a little	No
1	2	3

**Q27** What is your (and your partner's) ethnic group? **[SHOWCARD]**

	Main Tenant	Partner
<b>White</b>		
- Scottish	1	1
- Other British	2	2
- Irish	3	3
- Polish	4	4
- Gypsy / Traveller	5	5
- Any other white background	6	6
<b>Mixed / multiple ethnic groups</b>		
- White and Black Caribbean	7	7
- White and Black African	8	8
- White and Asian	9	9
- Any other mixed / multiple ethnic background	10	10
<b>Asian / Asian Scottish / Asian British</b>		
- Indian	11	11
- Pakistani	12	12
- Bangladeshi	13	13
- Chinese	14	14
- Any other Asian / Asian Scottish / Asian British background	15	15
<b>Black / African / Caribbean / Black Scottish / Black British</b>		
- African	16	16
- Caribbean	17	17
- Any other Black / Black Scottish / Black British background	18	18
<b>Other ethnic group</b>		
- Arab / Arab Scottish / Arab British	19	19
- Any other ethnic group	20	20
<b>Prefer not to say</b>	21	21

**Do you have any other comments you wish to make about the Association and its services?**

**[INTERVIEWER: RECORD FULLY]**

**THANK YOU AND CLOSE**

## APPENDIX 2: TECHNICAL REPORT SUMMARY



### TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

<b>Project number</b>	<b>P978</b>
<b>Project name</b>	<b>New Gorbals Tenant Satisfaction Survey</b>
<b>Objectives of the research</b>	The aim of the research was to undertake a survey of tenants in order to provide an interim assessment of tenant satisfaction relating to key Charter indicators.
<b>Target group</b>	Tenants of the Association
<b>Target sample size</b>	The aim was to achieve a total of 400 interviews with tenants, 40% response rate.
<b>Achieved sample size</b>	A total of 400 tenant interviews were achieved.
<b>Date of fieldwork</b>	Interviews were undertaken between the 24 <sup>th</sup> August and 21 <sup>st</sup> September 2018
<b>Sampling method</b>	Interviews spread across organisation stock.
<b>Data collection method</b>	Telephone methodology
<b>Response rate and definition and method of how calculated</b>	Not applicable
<b>Any incentives?</b>	No
<b>Number of interviewers</b>	8
<b>Interview validation methods</b>	10% of each interviewers work was back checked to ensure that interviews have been completed accurately and in line with ISO 20252 standards.
<b>Showcards or any other materials used?</b>	Not applicable
<b>Weighting procedures</b>	Not applicable
<b>Estimating and imputation procedures</b>	Not applicable