



# New Gorbals Housing Association

## Tenant Satisfaction Survey

September 2021

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# New Gorbals Housing Association

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## Tenant Satisfaction Survey 2021

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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.
- 400 interviews were undertaken by telephone with a sample of the Association's tenants between the 4<sup>th</sup> and the 31<sup>st</sup> August 2021.
- This is a 40% response rate from a representative sample of 1,000 of the Association's tenants and provides data accurate of +/- 4.2% 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, 2018 and 2021 tenant satisfaction surveys. The trend column shows the difference between 2018 and 2021. This column indicates where there has been a statistically significant change between 2018 and 2021, as is shown in the key below.
- The final column shows wider benchmarking to contextualise results against the Scottish Average for the Annual Return on the Charter 2020/21.

Key		
Significant increase (+5% or greater) 	No significant change (+/-5% or less) 	Significant decrease (-5% or more) 

As shown, for the majority of Charter indicators, there has been no significant change compared to 2018 and where there has been a change these are significant increases in satisfaction for keeping tenants informed, value for money and management of the neighbourhood, which have all seen an increase of 6 percentage points.

Scottish Housing Regulator indicators (Tenants only)						
	2013	2015	2018	2021	Change (2018-2021)	Scottish Average 2020/21
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%	90%	<b>89%</b>	-1%	89%
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%	91%	<b>97%</b>	+6%	92%
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%	93%	<b>94%</b>	+1%	87%
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%	86%	<b>84%</b>	-2%	90%
Overall, how satisfied or dissatisfied are you with the quality of your home? (% very/ fairly satisfied)	82%	85%	87%	<b>87%</b>	=	87%
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%	82%	<b>88%</b>	+6%	83%
Overall, how satisfied or dissatisfied are you with New Gorbals management of the neighbourhood you live in?	86%	91%	88%	<b>94%</b>	+6%	86%

## 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 4<sup>th</sup> and 31<sup>st</sup> August 2021. 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.

The following table show the sample profile broken down by unit age, property type, condition, area and ethnicity compared to the population. As can be seen, the interview profile is relatively in line with the overall tenant population profile. The profile of interviews has good coverage of all areas, and we are therefore comfortable that the coverage of the tenant population is sufficiently close that weighting of survey data is not required.

Property type	Population		Sample		Difference
	No.	%	No.	%	
Flat	273	19.4%	80	20.0%	0.6%
Four in a Block	1	0.1%	0	0.0%	-0.1%
High Rise	421	29.9%	105	26.3%	-3.7%
House	33	2.3%	12	3.0%	0.7%
Maisonette	124	8.8%	38	9.5%	0.7%
Tenement Flat	555	39.4%	165	41.3%	1.8%
<b>Grand Total</b>	<b>1407</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>0.0%</b>

Property type description	Population		Sample		Difference
	No.	%	No.	%	
Cabin flat	31	2.2%	4	1.0%	-1.2%
Deck Access - 1st Floor and Above	33	2.3%	9	2.3%	-0.1%
Deck Access - Ground Floor	23	1.6%	5	1.3%	-0.4%
Flat	485	34.5%	126	31.5%	-3.0%
House	37	2.6%	12	3.0%	0.4%
Livingwell - Caledonia	9	0.6%	4	1.0%	0.4%
Livingwell - Devon	12	0.9%	5	1.3%	0.4%
Livingwell - Silverfir	21	1.5%	7	1.8%	0.3%
Maisonette	161	11.4%	59	14.8%	3.3%
Multi - 0 -8	205	14.6%	39	9.8%	-4.8%
Multi - 9 - 15	21	1.5%	4	1.0%	-0.5%
Multi 16 & above	27	1.9%	10	2.5%	0.6%
Over 55 - 7 High	112	8.0%	41	10.3%	2.3%
Shared Ownership	14	1.0%	2	0.5%	-0.5%
Supported Accommodation	2	0.1%	0	0.0%	-0.1%
Tenement - 1st Floor and Above	131	9.3%	46	11.5%	2.2%
Tenement - Ground Floor	55	3.9%	17	4.3%	0.3%
Wheelchair Designed	28	2.0%	10	2.5%	0.5%
<b>Grand Total</b>	<b>1407</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>0.0%</b>

Unit age	Population		Sample		Difference
	No.	%	No.	%	
1919-1944	68	4.8%	25	6.3%	1.4%
1945-1964	293	20.8%	53	13.3%	-7.6%
1965-1982	368	26.2%	130	32.5%	6.3%
1983-2002	212	15.1%	57	14.3%	-0.8%
Post 2002	454	32.3%	131	32.8%	0.5%
Pre 1919	12	0.9%	4	1.0%	0.1%
<b>Grand Total</b>	<b>1407</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>0.0%</b>

Condition code	Population		Sample		Difference
	No.	%	No.	%	
Early New Build	4	0.3%	2	0.5%	0.2%
GHA Stock Transfer	439	31.2%	96	24.0%	-7.2%
Improved	280	19.9%	106	26.5%	6.6%
Lettable	3	0.2%	1	0.3%	0.0%
New Build	651	46.3%	185	46.3%	0.0%
Not Specified	7	0.5%	3	0.8%	0.3%
Unimproved	23	1.6%	7	1.8%	0.1%
<b>Grand Total</b>	<b>1407</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>0.0%</b>

Area code	Population		Sample		Difference
	No.	%	No.	%	
1 Hutchesontown	337	24.0%	122	30.5%	6.5%
2 Queen Elizabeth Square	123	8.7%	39	9.8%	1.0%
3 Crown Street	148	10.5%	34	8.5%	-2.0%
4 Gorbals East	232	16.5%	68	17.0%	0.5%
5 Laurieston	247	17.6%	75	18.8%	1.2%
6 Riverside	272	19.3%	46	11.5%	-7.8%
7 Oatlands	48	3.4%	16	4.0%	0.6%
<b>Grand Total</b>	<b>1407</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>0.0%</b>

Ethnicity	Population		Sample*		Difference
	No.	%	No.	%	
White British/ English/ Irish/ Scottish	1128	80%	313	78%	-1.9%
Other	259	18%	87	22%	3.3%
Prefer not to say/ unknown	21	1%	0	0%	-1.5%
<b>Grand Total</b>	<b>1407</b>	<b>100.0%</b>	<b>400</b>	<b>100.0%</b>	<b>0.0%</b>

Ethnicity sample profile taken from survey response and not the tenants database

A total of 400 interviews provides data accurate of +/- 4.2% 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, 2015 and 2018 and also to the Scottish average for 2020/21 taken from 2020/21 ARC.

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

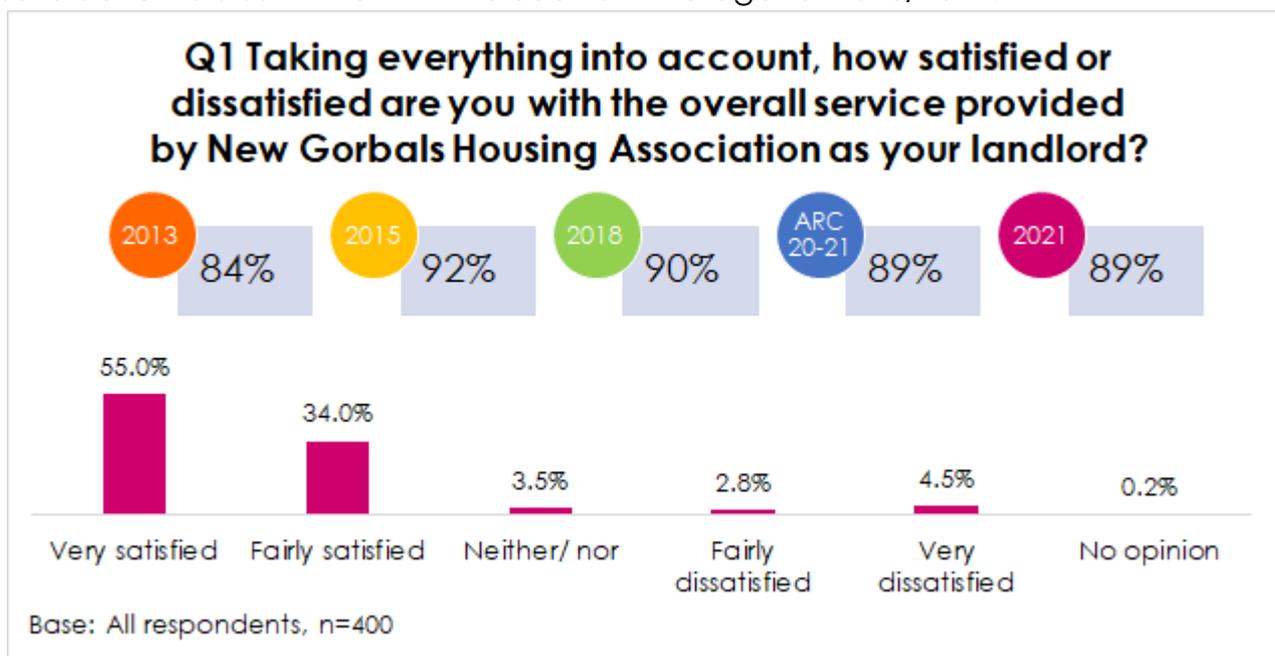
A number of open questions were asked in the survey allowing respondents to explain the reasons for the responses they gave. For analysis purposes these have been grouped up into common themes. For these questions, the percentages may round to more than 100%. This is due to the fact that multiple responses 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. Just under 9 in 10 respondents (89%) said they were very or fairly satisfied with the overall service provided by their landlord compared to 5% who were neither satisfied nor dissatisfied and 7% who were fairly or very dissatisfied with the service provided. Satisfaction has not changed significantly compared to the 2018 (90%) and 2015 (92%) surveys. Overall satisfaction is also in line with the Scottish Average for 2020/2021.



Analysis by area reveals that overall satisfaction ranged from 85% for Laurieston tenants to 97% for those living in the Crown Street area (97%). Property type analysis reveals that those living in maisonettes were least satisfied with the overall service (84%) and those living in houses (92%), flats (91%) and tenements (90%) were most satisfied.

Those who stated that they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied (n=43) 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 reasons for feeling this way were where respondents were on the housing list for a new home or want to move (33%) or spoke of repairs issues or regarding the quality of their home (28%).

<b>Q1b Can you please explain why you are not satisfied with the overall service provided?</b>		
<b>Base: Not satisfied with overall service, n=43</b>	<b>No.</b>	<b>%</b>
On the housing list for a new home/ want or need to move	14	32.6%
Repairs issues/ quality of home	12	27.9%
Dissatisfaction with staff/ customer service	5	11.6%
Anti-social behaviour	4	9.3%
Cleanliness of area/ bins overflowing/ issues with rubbish	2	4.7%
Require adaptations which have not been done	2	4.7%
Other	5	11.6%
No comment	2	4.7%

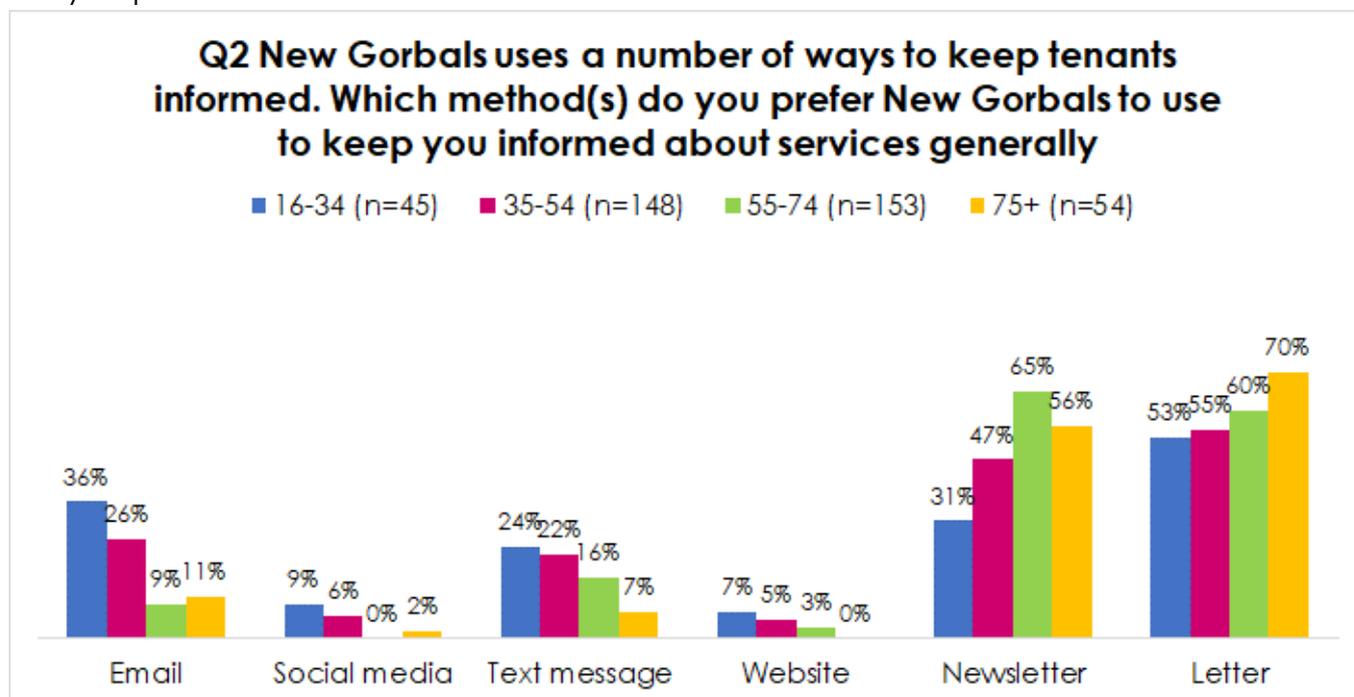
## 4. CONTACT & ENGAGEMENT

### 4.1 Communications (Q2)

New Gorbals uses a number of ways to keep tenants informed. Over half of respondents (59%) prefer the Association to use letters to keep them informed about services generally and 53% prefer the Association to use newsletters.

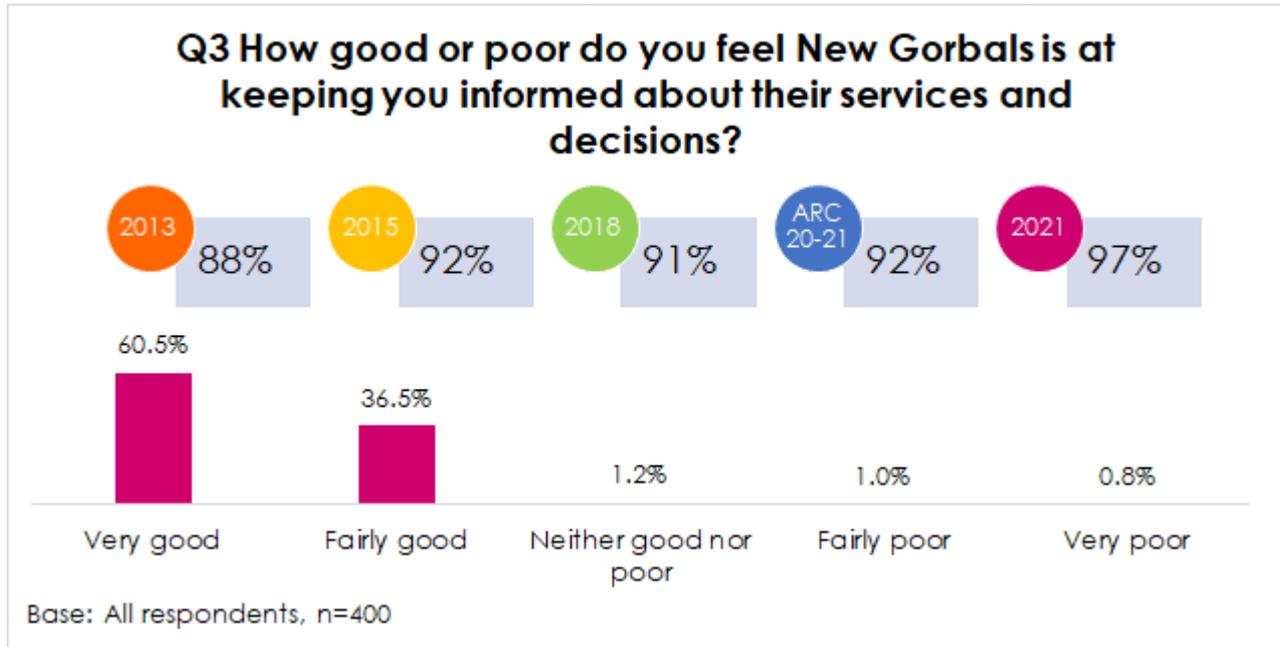
Q2 Which method(s) do you prefer New Gorbals to use to keep you informed about services generally? ALL THAT APPLY		
Base: All respondents, n=400	No.	%
Letter	236	59.0%
Newsletter	214	53.5%
Email	75	18.8%
Text message	72	18.0%
Phone	17	4.2%
Website	15	3.8%
Social media	14	3.5%
Face to face	2	0.5%
App	1	0.2%
Via warden	1	0.2%

Analysis by age shows that email, social media, text messaging and contact via the Association's website, all generally decrease with age. Older respondents are more likely to prefer more traditional forms of communication such as newsletters and letters.



## 4.2 Keeping tenants informed (Q3)

In terms of keeping tenants informed, 97% said that New Gorbals was very or fairly good at keeping them informed about their services and decisions, compared to 2% who felt they were fairly or very poor in this respect and 1% who said they were neither good nor poor. 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 91% in 2018 to 97% in 2021. It is also higher than the Scottish average for 2020/21 (92%).



Those who said the Association was neither good nor poor, fairly poor or very poor at keeping them informed (n=12) were asked to explain how they felt this way. The main reason for feeling this way was where respondents felt they did not receive enough information or hear enough from the Association.

### 4.3 Awareness and interest in participation opportunities (Q4)

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 join a resident group (47%), join the Association's Management Committee (46%) or complete repairs satisfaction surveys or mini tenant satisfaction surveys (44%). Just over 4 in 10 respondents (41%) were not aware of any of these activities which is more than was reported in 2018 (19%). It should be noted that the list of activities in the 2021 survey differs from those in the 2018 survey.

<b>Q4 Awareness and interest in tenant participation opportunities</b>		
<b>Base: All respondents, n=400</b>	<b>Aware</b>	<b>Interest</b>
Joining a resident group	47.2%	14.5%
Joining the Association's Management Committee	46.0%	8.8%
Repairs satisfaction surveys/ mini tenant satisfaction surveys	43.8%	24.8%
Participating in occasional focus groups	36.2%	11.0%
Via social media (Facebook and Twitter)	22.8%	5.2%
Via the website	21.8%	5.8%
Close meetings, if requested	14.0%	7.8%
Other	-	1.2%
Not aware/ not interested	40.8%	64.2%

Interest in taking part in tenant participation opportunities was lower with 64% of respondents stating they would not be interested in taking part in any of these activities (38% in 2018). However, where tenants were interested, this tended to be where tenants would be interested in completing repairs satisfaction surveys/ mini tenant satisfaction surveys (25%) joining a resident group (15%).

#### 4.4 Reasons for not becoming more involved (Q6/7)

Those who were not interested in participating more in the Association were then asked why they felt this way, over 4 in 10 respondents (42%) said they were simply not interested in participating more, 20% cited health or disability issues preventing them from taking part and 12% mentioned work commitments.

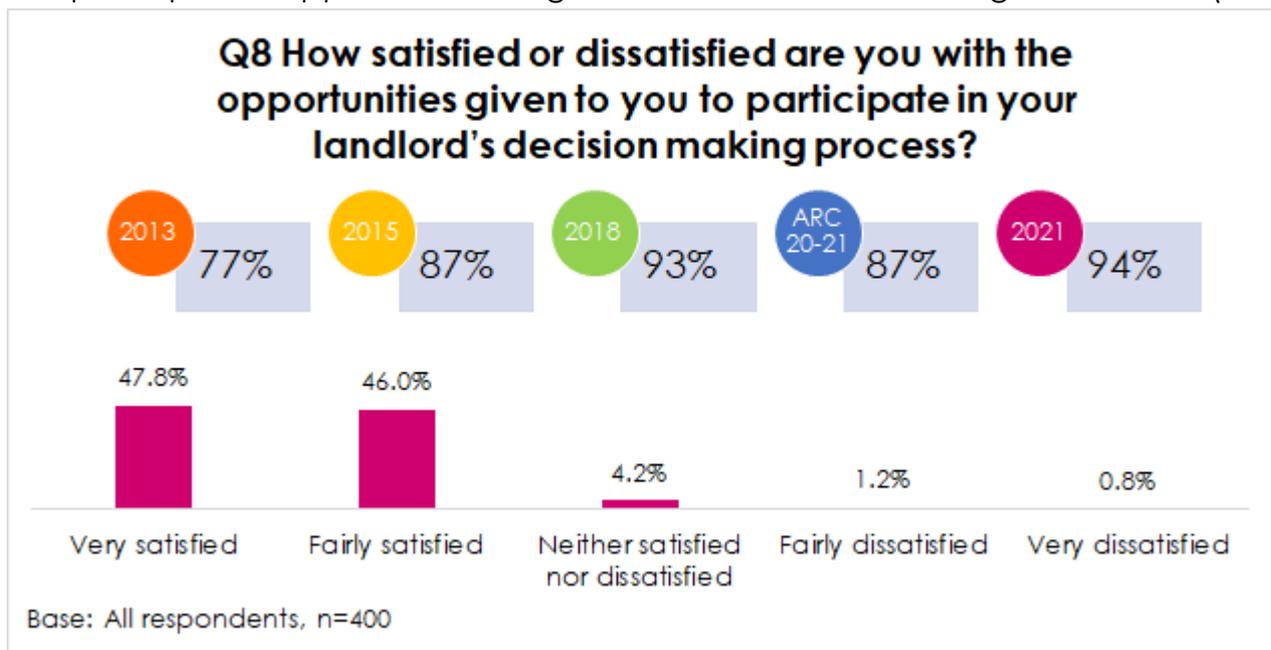
<b>Q6 What, if anything, stops you becoming more involved with the Association?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Not interested	167	41.8%
Health / disability issues	81	20.2%
Work commitments	48	12.0%
Childcare commitments	32	8.0%
Happy with things as they are	29	7.2%
Not aware of any meetings/ opportunities to participate	24	6.0%
N/A would like to be involved	18	4.5%
Nothing, I am already involved	7	1.8%
Don't think I have anything to contribute	5	1.2%
Do not know how to get involved, although I would like to	5	1.2%
Age related reasons	4	1.0%
Don't understand enough about the work of the Association	3	0.8%
Caring responsibilities/	3	0.8%
Planning to move away	2	0.5%
Too busy	2	0.5%
Will think about it	2	0.5%
Language barrier	2	0.5%
Lack confidence in speaking up	1	0.2%
Don't think they listen anyway	1	0.2%
Personal circumstances	1	0.2%

Nine out of ten tenants believe the Association does enough to get tenants involved (90%).

## 4.5 Opportunities to participate (Q8)

Over 9 in 10 respondents (94%) were very or fairly satisfied with the opportunities given to them to participate in their landlord's decision-making processes, compared to 2% of tenants (n=8) who were fairly or very dissatisfied.

Satisfaction with the opportunities given to tenants to participate in New Gorbals decision making process increased significantly from 77% in 2013 to 87% in 2015 and then again to 93% in 2018 and then remained consistent at 94% in 2021. Satisfaction with participation opportunities is higher than the Scottish Average for 2020/21 (87%).



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. Almost all comments related to the fact that the tenants did not know about the opportunities available (28%) or that they would like to see the Association promoting opportunities better (44%).

Q8b Can you explain how New Gorbals could improve the opportunities given to you to participate in their decision-making processes?		
Base: All respondents, n=400	No.	%
Need to promote opportunities better/ let tenants know what's going on	11	44.0%
Not aware of participation opportunities	7	28.0%
Other	5	20.0%
Don't know	4	16.0%

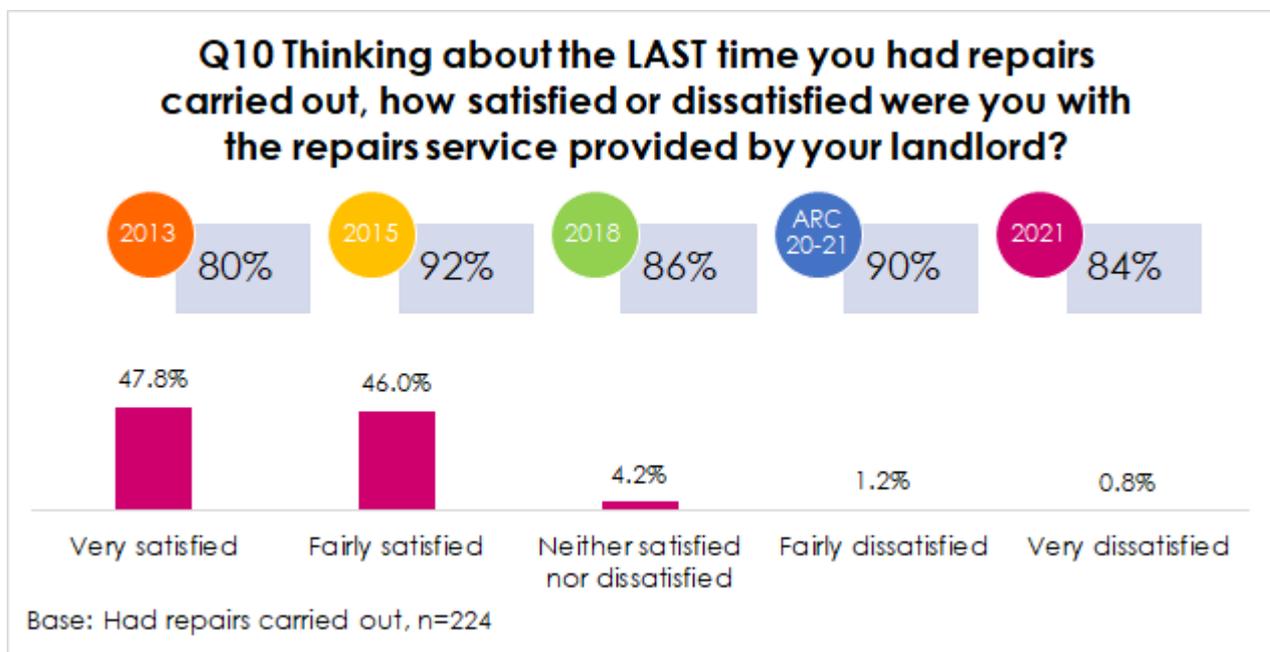
## 5. REPAIRS AND HOUSING QUALITY

### 5.1 Satisfaction with the repairs service (Q9/10)

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 over half of respondents had repairs carried out in the last 12 months (56%). Of these individuals, 84% said they were very or fairly satisfied with the repairs service provided by New Gorbals. This has not changed significantly from 86% in 2018 but is significantly less when compared to the 92% level of satisfaction reported in 2015 and more than was reported in 2013 (80%). Overall satisfaction with the repairs service is less than the Scottish Average for 2020/21 which is 90%.

It should be noted that the Scottish Average for the ARC is not directly comparable to the survey result as it is permitted, for the ARC return, to use transactional survey data which is collected more frequently and often much more positive than satisfaction with the repairs service collected in this overall satisfaction survey.



Tenants in this survey 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 poor quality repairs or trying to fix and not replacing items (14 tenants), regarding ongoing repair issues or repairs not being resolved on the first visit (11 tenants) and where tenants were unhappy with repairs timescales (9 tenants).

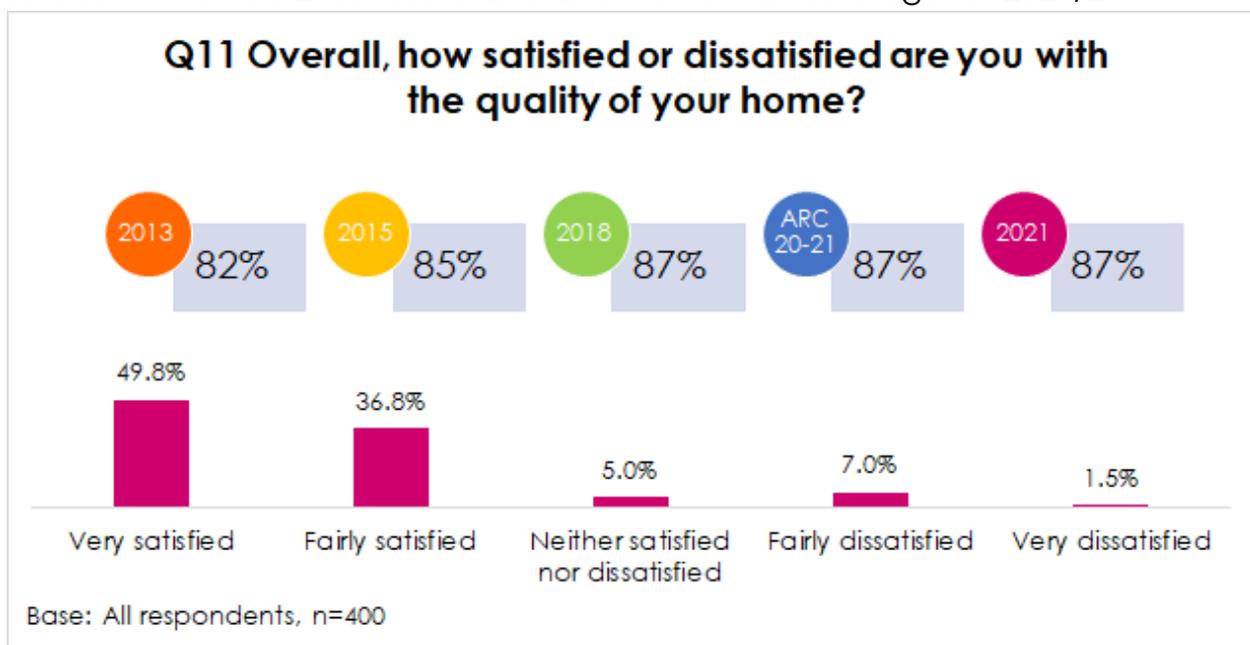
<b>Q10b Can you please explain how New Gorbals could have improved your satisfaction with the last repair you had carried out?</b>		
<b>Base: Not satisfied with repairs service, n=36</b>	<b>No.</b>	<b>%</b>
Poor quality repairs / trying to fix and not replacing items	14	38.9%
Ongoing repairs issues/ not being resolved on first visit	11	30.6%
Quicker repairs/ come out sooner	9	25.0%
Lack of communication	3	8.3%
Not installing the correct items e.g. wrong door, wrong colour of glass etc	3	8.3%
Arrive on time/ keep appointments	2	5.6%
Other	4	11.1%
Don't know	1	2.8%

Analysis of satisfaction with the last repair shows that dissatisfaction was higher for tenants in houses (33% of 12 dissatisfied) than those living in tenement flats (11% of 92 dissatisfied) and living in high rise flats (10% of 52 dissatisfied).

Moreover, analysis by area reveals that all 23 tenants living in Queen Elizabeth Square were satisfied with repairs service. On the other hand, those living in areas Crown Street (20% of 35 tenants) and in Gorbals East (20% of 15 tenants) had the highest proportion of dissatisfaction.

## 5.2 Satisfaction with the quality of the home (Q11)

Respondents were then asked how satisfied or dissatisfied they were with the quality of their home. 87% of tenants said they were very or fairly satisfied with the quality of their home compared to 9% who were very or fairly dissatisfied. The proportion of respondents who said they were very or fairly satisfied with the quality of their home is consistent with the 2018 results and also the Scottish Average for 2020/21.



Analysis by property type reveals that tenants living in flats (96% of 80 tenants) were most likely to be satisfied with the quality of their home and those in maisonettes were least satisfied (79% of 38 tenants). Area based analysis reveals that all 34 tenants living in Crown Street were satisfied with the quality of their home. On the other hand dissatisfaction was highest amongst tenants living in Laurieston (12% of 75 tenants) and Gorbals East (12% of 68 tenants).

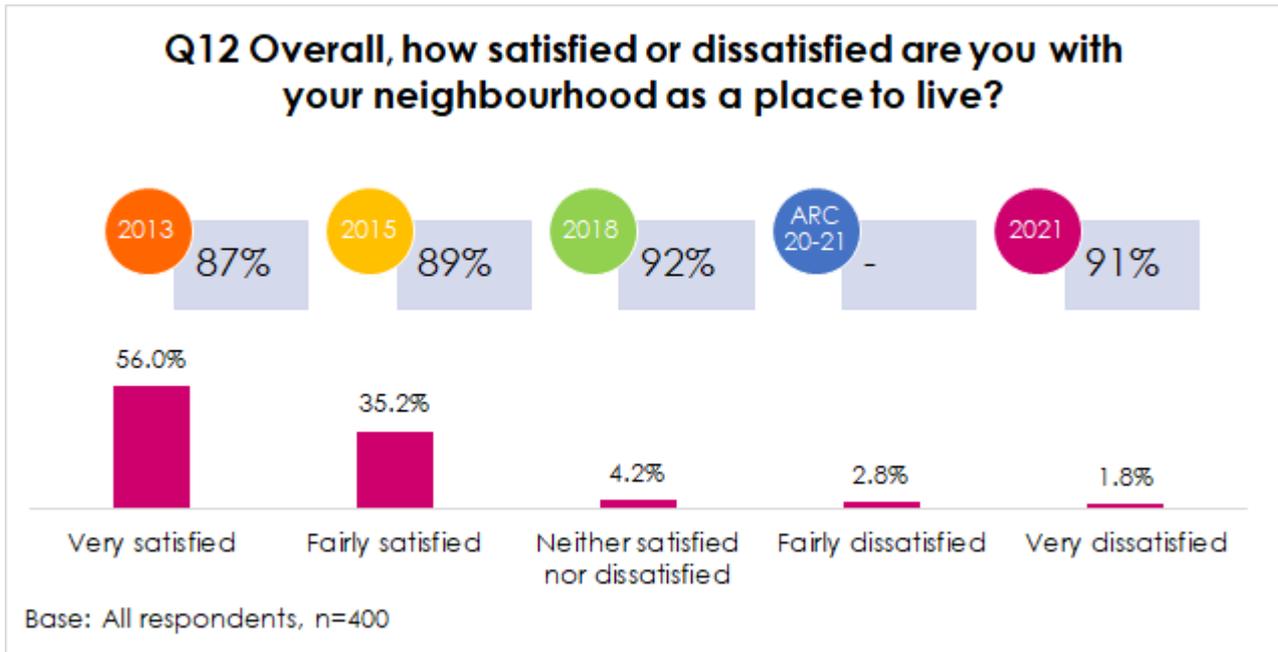
Where tenants said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the quality of their home (n=54), the main reasons were that tenants felt their home required upgrades such as new bathrooms or kitchens (22 tenants) or had outstanding repairs issues (17 tenants).

Q11b Can you please explain why you are not satisfied with the quality of your home?		
Base: Not satisfied with quality of home, n=54	No.	%
Upgrades required e.g. new bathroom, kitchen	22	40.7%
Repairs needed/ poor quality	17	31.5%
Property is too small	5	9.3%
House does not suit mobility needs/ adaptations	4	7.4%
Cold house/ difficult to heat/ draughts	3	5.6%
Lack of storage space	2	3.7%
Poor sound insulation	2	3.7%
Plastering needed	2	3.7%
Problems with damp	2	3.7%
Other	2	3.7%

## 6. NEIGHBOURHOOD MANAGEMENT

### 6.1 Neighbourhood as a place to live (Q12)

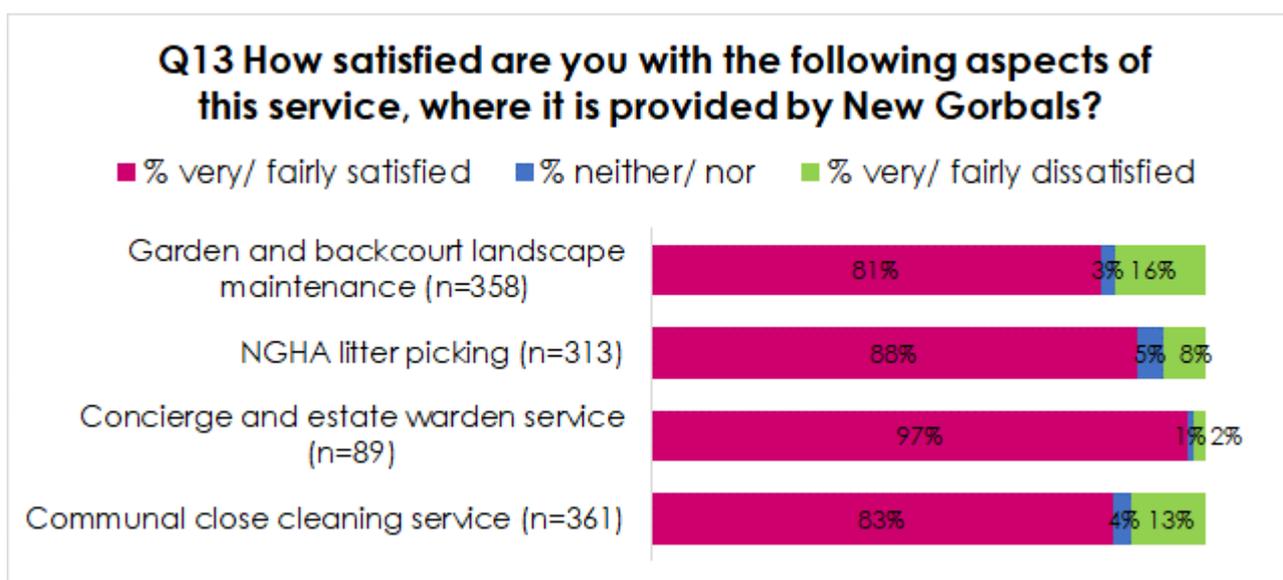
In terms of the neighbourhood as a place to live, just over 9 in 10 respondents (91%) said they were very or fairly satisfied with their neighbourhood compared to 5% who were very or fairly dissatisfied and 9% who were neither satisfied nor dissatisfied. Satisfaction with the neighbourhood as a place to live has increased since 2013 from 87% to 89% in 2015 to 92% in 2018 and remained consistent at 91% in 2021.



It is interesting to note that overall satisfaction with the neighbourhood as a place to live does not vary by area.

## 6.2 Satisfaction with estate management services (Q13/14)

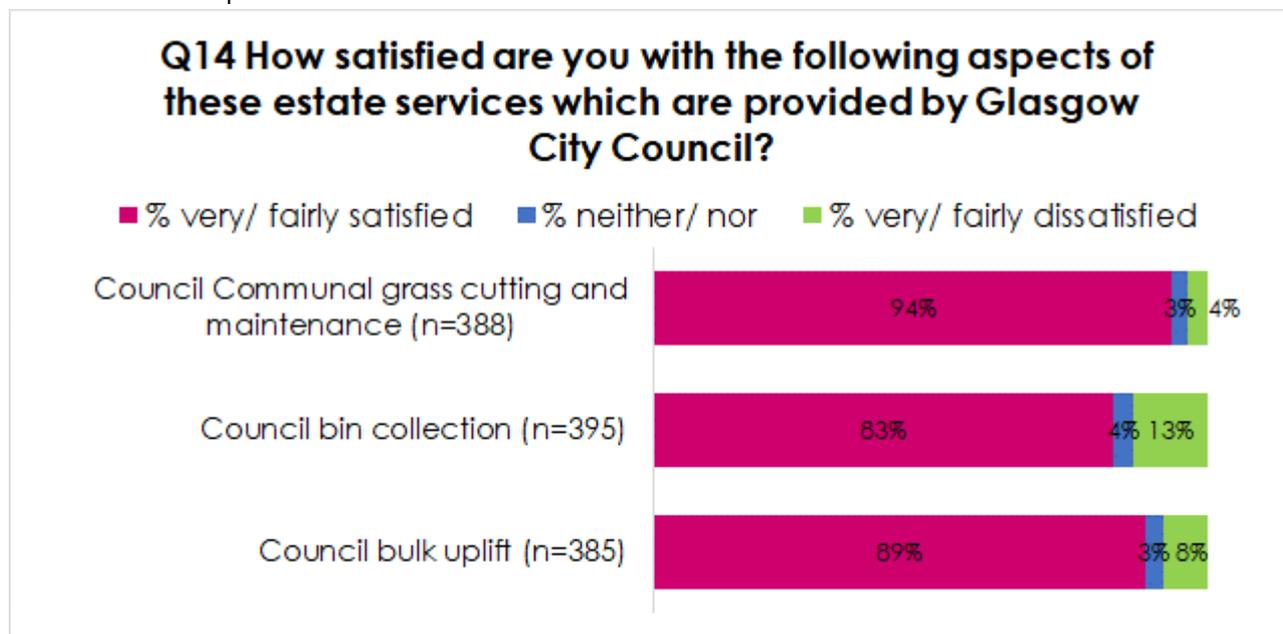
In relation to estate services, respondents were asked how satisfied they were with the estate management services provided by the Association. Where respondents said that they did not know or that the service was not applicable to them they have been excluded from the analysis. As shown in the following chart, satisfaction was highest regarding the concierge and estate warden service with 97% of tenants who receive this service and gave an opinion being either very or fairly satisfied. On the other hand, fewer respondents were satisfied with garden and backcourt landscape maintenance (81%).



Where respondents were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with any of these services they were asked to explain why. Just under 4 in 10 of these individuals spoke about close closes not being cleaned to a good standard (38%), 23% mentioned problems with litter, rubbish or bins and 16% mentioned the area or back courts needing tidied up.

Q13e If dissatisfied with any of the above, please tell us why?		
Base: Not satisfied with neighbourhood services, n=92		
	No.	%
Close is poorly cleaned/ could be better	35	38.0%
Problems with litter/ rubbish/ bins	21	22.8%
Area/ back courts need tidied up	15	16.3%
Services not being done properly/ lack of services during Covid/ not doing a good job	14	15.2%
Gardens/ landscaping not being maintained/ no grass cutting	13	14.1%
Problems with dog fouling	4	4.3%
Uneven paving	2	2.2%
Other	3	3.3%

Following on from this, respondents were asked to rate how satisfied or dissatisfied they were with various estate services that are provided by Glasgow City Council. Over 9 in 10 respondents were satisfied with Council communal grass cutting and maintenance (94%), 83% were satisfied with council bin collection and 89% were satisfied with council bulk uplift.



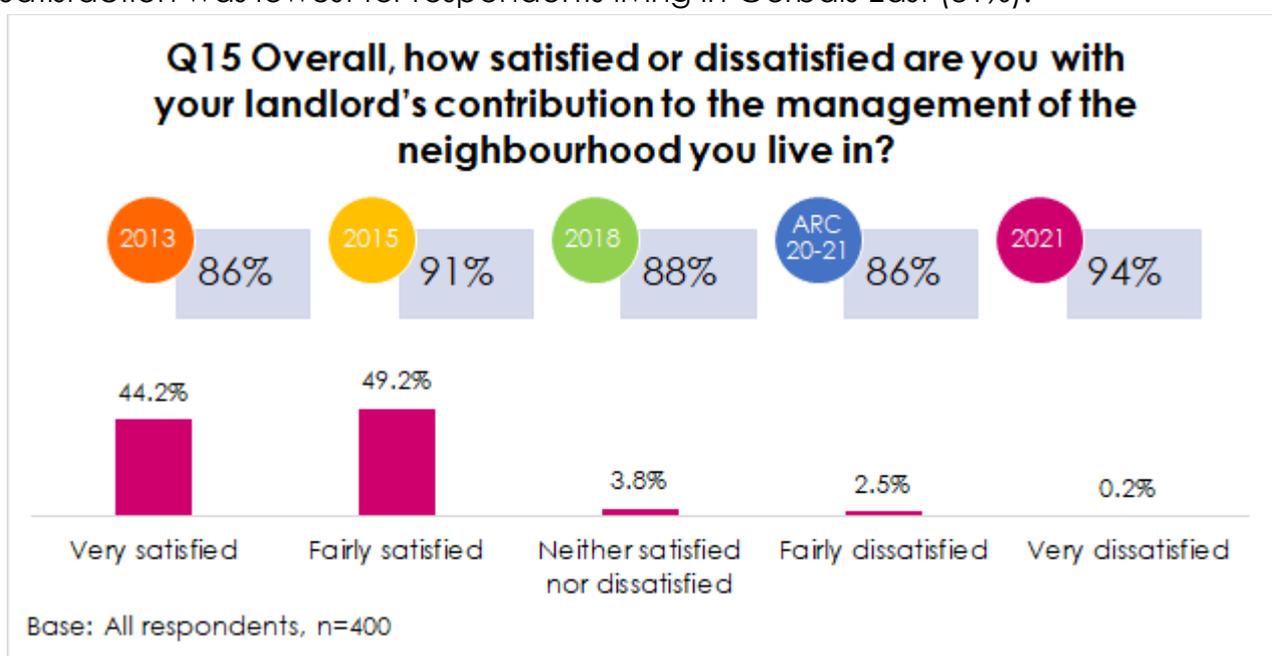
Where respondents were dissatisfied with any of these services, they were asked to explain their reasons for feeling this way. Over 4 in 10 respondents (42%) mentioned problems with bin areas, rubbish or litter and over one third (35%) were dissatisfied with bin collections which they did not feel were frequent enough or spoke about communication issues such as bin collection days changing and not being informed.

<b>Q14e If dissatisfied with any of the above, please tell us why?</b>		
<b>Base: Not satisfied with GCC services, n=66</b>	<b>No.</b>	<b>%</b>
Problems with bin areas/ rubbish/ litter	28	42.4%
Bin collections not as frequent/ change of days/ don't know when they are	23	34.8%
Bulky items not being lifted/ charges for bulk uplift	11	16.7%
Grass/ landscaping not being done properly/ leaving a mess	7	10.6%
Services not being done properly/ not good enough	6	9.1%

### 6.3 Contribution to neighbourhood management (Q15)

Respondents were then asked how satisfied or dissatisfied they were with the landlord's contribution to the management of the neighbourhood they live in. More than 9 in 10 respondents (94%) said they were very or fairly satisfied with New Gorbals contribution to the management of their neighbourhood, compared to 3% who were fairly or very dissatisfied and 4% who were neither satisfied nor dissatisfied. Overall satisfaction in this respect is at its highest level to date and is higher than the Scottish average for 2020/21 (86%).

All respondents living in Oatlands were satisfied in this respect, 99% of those living in Riverside were satisfied and 98% of tenants living in area Hutchestown were satisfied with the Association's contribution to the management of the neighbourhood. Satisfaction was lowest for respondents living in Gorbals East (81%).



Tenants who said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied (n=26) were asked to explain why they were not satisfied with New Gorbals management of the neighbourhood they live in. The main reason was where tenants felt the area needs tidied up or would like to see rubbish dealt with (39%).

Q15b Can you explain how your satisfaction with your landlord's contribution to the management of the neighbourhood could be improved?		
Base: Not satisfied with estate management, n=26	No.	%
Area needs tidied up/ deal with rubbish	10	38.5%
Estate inspections/ someone to come out	3	11.5%
Deal with ASB	3	11.5%
Other	6	23.1%
Don't know	5	19.2%

## 7. VALUE FOR MONEY OF RENT AND FINANCIAL MANAGEMENT

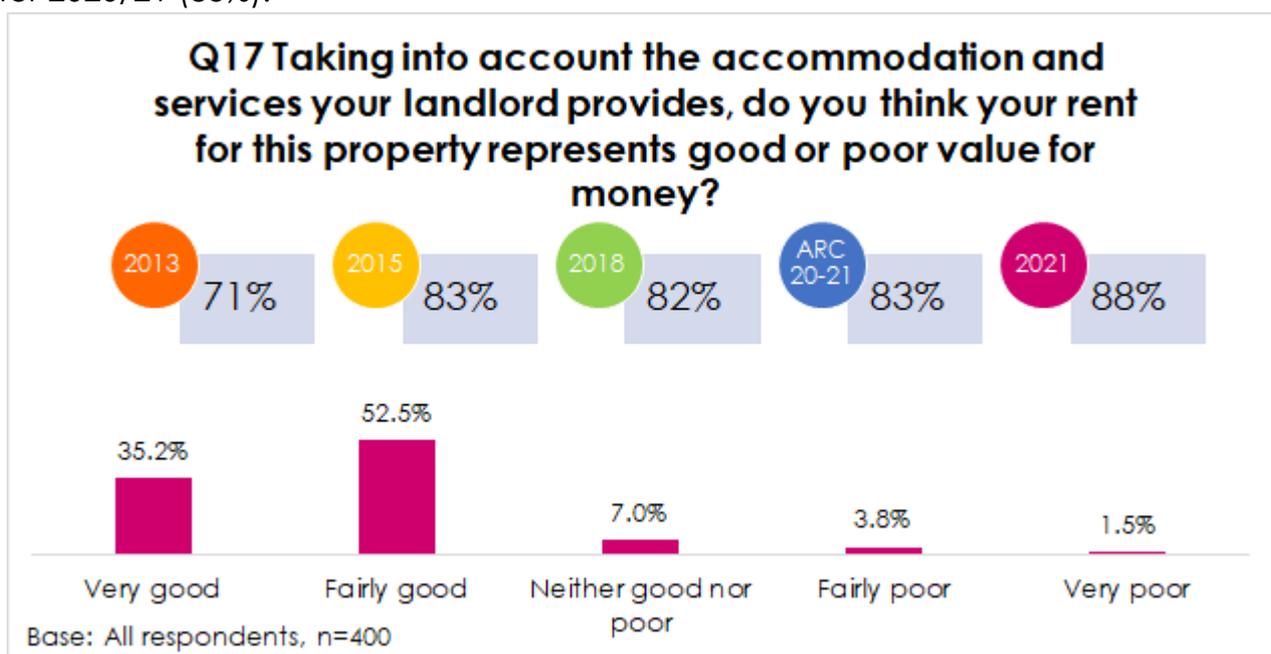
### 7.1 Priorities for ensuring value for money (Q16)

The questionnaire included a question which asked tenants to rate the top three things that should be considered when ensuring value for money. This revealed that 8 in 10 tenants felt good quality services was a priority (80%) followed by the length of time tenants have to wait for services (54%) and improving tenants' homes (54%).

Q16 New Gorbals believes that value for money is 'delivering the best possible outcomes using the resources available to their maximum effect'. What do you think it is most important that is considered when ensuring value for money? PLEASE SELECT UP TO 3		
Base: All respondents, n=400	No.	%
Providing good quality of services	319	79.8%
Length of time tenants have to wait for services	217	54.2%
Improving tenants' homes	217	54.2%
How affordable rents are	196	49.0%
Ensuring good communication	164	41.0%
Customer care	144	36.0%
Other - Dealing with ASB	1	0.2%

### 7.2 Value for money (Q17)

In terms of value for money, over 8 in 10 respondents (88%) were of the opinion that their rent represents very or fairly good value for money, compared to 5% who felt their rent represents very or fairly poor value for money and 7% who felt it represents neither good nor poor value. The proportion of tenants who said their rent represents good value for money is at its highest level to date and is higher than the Scottish Average for 2020/21 (83%).



Those who said their rent was neither good nor poor, fairly poor or very poor value for money (n=49) were asked to explain why did not think their rent was good value for money, the most common reasons given were where tenants felt the quality of homes needs to be improved (22%) or that the rent is too expensive (20%).

<b>Q17b Can you explain how New Gorbals could improve the value for money of your rent?</b>		
<b>Base: Not satisfied with value for money, n=49</b>	<b>No.</b>	<b>%</b>
Need to improve the quality of homes	11	22.4%
Not good value, too expensive	10	20.4%
Frequent rent increases	8	16.3%
Rent is expensive for the size of property	6	12.2%
Rent does not reflect quality of services received	4	8.2%
Rents are different for same size home	2	4.1%
More expensive than other landlords	1	2.0%
Other	5	10.2%
Don't know	2	4.1%

## 8. SHAPING THE FUTURE

### 8.1 Service priorities (Q18)

The questionnaire included a question which asked tenants to rate what they believe is most important to them as a tenant of New Gorbals Housing Association. Tenants could select multiple options at this question. Most important for tenants was to receive a high-quality repairs service (93%), followed by the surrounding neighbourhood being well kept (91%) and for their home to be kept to a good standard (90%).

<b>Q18 Please tell me what is most important to you as a tenant of New Gorbals Housing Association. [ALL THAT APPLY]</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
I get a prompt, high quality repairs service	371	92.8%
The surrounding neighbourhood is well kept	364	91.0%
My home is kept to a good standard	360	90.0%
The Association listens to tenants	336	84.0%
The Association keeps tenants informed of what is happening	264	66.0%
The rent is kept at a reasonable level and comparable with other landlords in the area	260	65.0%
Tenants are able to influence the decisions made about the services provided by the Association	186	46.5%
The Association is active in the communities it serves	177	44.2%
The Association deals effectively with anti-social behaviour and neighbour nuisance	176	44.0%

## 8.2 What do New Gorbals do best? (Q19)

Tenants were then asked to specify what they believed New Gorbals does best. The open-ended responses to this question were coded into common themes. The top responses were:

- 1) Provide a good repairs service (24%)
- 2) Everything/ overall service is good (13%)
- 3) Good communication/ information (11%)
- 4) Good customer service/ quick response to issues/ good staff (11%)

<b>Q19 Thinking about the overall service provided by New Gorbals, what do you think they do best?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Good repairs service/ maintenance of properties	97	24.2%
Don't know	81	20.2%
Everything/ overall service is good	53	13.2%
Good communication/ information	43	10.8%
Good customer service/ quick response to issues/ good staff	42	10.5%
Support for tenants	32	8.0%
Area well maintained/ kept clean	25	6.2%
Listen to tenants	10	2.5%
Building new homes	4	1.0%
It's ok/ fine	3	0.8%
Close cleaning	3	0.8%
Other	9	2.2%
Nothing	14	3.5%

### 8.3 What could New Gorbals do to improve their overall service (Q20)

Following on from this, respondents were asked what they believed New Gorbals could do to improve their overall service. One in five respondents were unsure (20%) and 34% said there was nothing they could do better. The top three suggestions were:

- 1) To Communicate better/ listen to tenants (7%)
- 2) Improve the repairs service (6%)
- 3) Clean up the area/ back courts (5%)

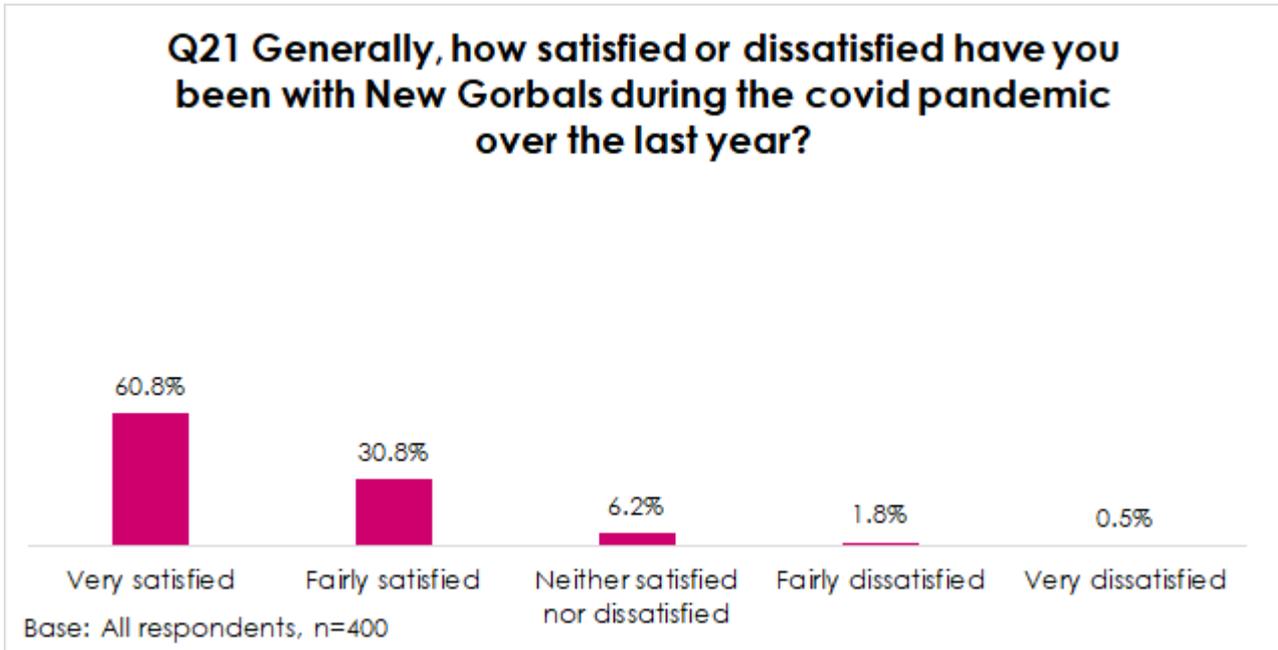
<b>Q20 And if there was one thing that New Gorbals could do to improve their overall service, what would it be?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Don't know	80	20.0%
Communicate better/ listen to tenants	27	6.8%
Improvements to repairs service	24	6.0%
They do a great job/ happy/ good services	19	4.8%
Clean up the area/ back courts	18	4.5%
Upgrades to properties	16	4.0%
Improvements to close cleaning/ stair cleaning	15	3.8%
Bin areas cleaned/ deal with rubbish and litter	13	3.2%
Allocation of homes	12	3.0%
Landscaping/ grass cutting/ area better maintained	10	2.5%
Rent review/ freeze rent	6	1.5%
Deal with ASB	6	1.5%
Improvements to customer service	4	1.0%
Estate inspections	4	1.0%
Customer service improvements	3	0.8%
Parking issues	2	0.5%
Open up the offices again	2	0.5%
Other	17	4.2%
Nothing	136	34.0%

## 9. COVID PANDEMIC

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### 9.1 Satisfaction with New Gorbals HA during the Covid Pandemic (Q21)

The next section of the questionnaire asked tenants about the Association's handling of the pandemic. Over 9 in 10 tenants (92%) were either very or fairly satisfied with the Association during the pandemic over the last year. On the other hand, just 2% were dissatisfied and 6% were neither satisfied nor dissatisfied.



## 9.2 Information sources on changes to New Gorbals services (Q22/23)

The vast majority of tenants said they received information on changes to New Gorbals services during the pandemic via letter (82%). A further 20% said they received a phone call.

<b>Q22 How did you get information on changes to New Gorbals services available? ALL THAT APPLY</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Letter	327	81.8%
Phone call	79	19.8%
Newsletter	22	5.5%
Email	10	2.5%
Social Media	9	2.2%
Website	7	1.8%
No information given	3	0.8%
Text	1	0.2%
Posters	1	0.2%
Staff visit	1	0.2%

In terms of how tenants would prefer to get information on changes to the services provided from their landlord, 8 in 10 tenants said their preference was for letters from the Association (80%). This was followed by the Association's newsletter (26%) and telephone calls from the Association (24%).

<b>Q23 How would you prefer to get information on changes to the services provided from New Gorbals?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Letters from the Association	319	79.8%
The Association's newsletter	104	26.0%
Telephone calls from the Association	94	23.5%
Text message	19	4.8%
Email	16	4.0%
Website	15	3.8%
Social Media (e.g. Facebook, Twitter etc)	12	3.0%
Face to face	2	0.5%
Posters	1	0.2%

### 9.3 Wellbeing phone call (Q24/25)

Four in ten respondents (40%) received a phone call from New Gorbals regarding their wellbeing during lockdown and the vast majority (97%) said it was helpful. Respondents were asked to explain why they considered the phone call to be helpful or not. 3 in 10 comments were where tenants said it was helpful or nice of the Association to call them (30%) and 24% said the Association offered them help or support. A further 11% said it showed that the Association care or were thinking of their tenants and 10% said they were offered help with food or shopping.

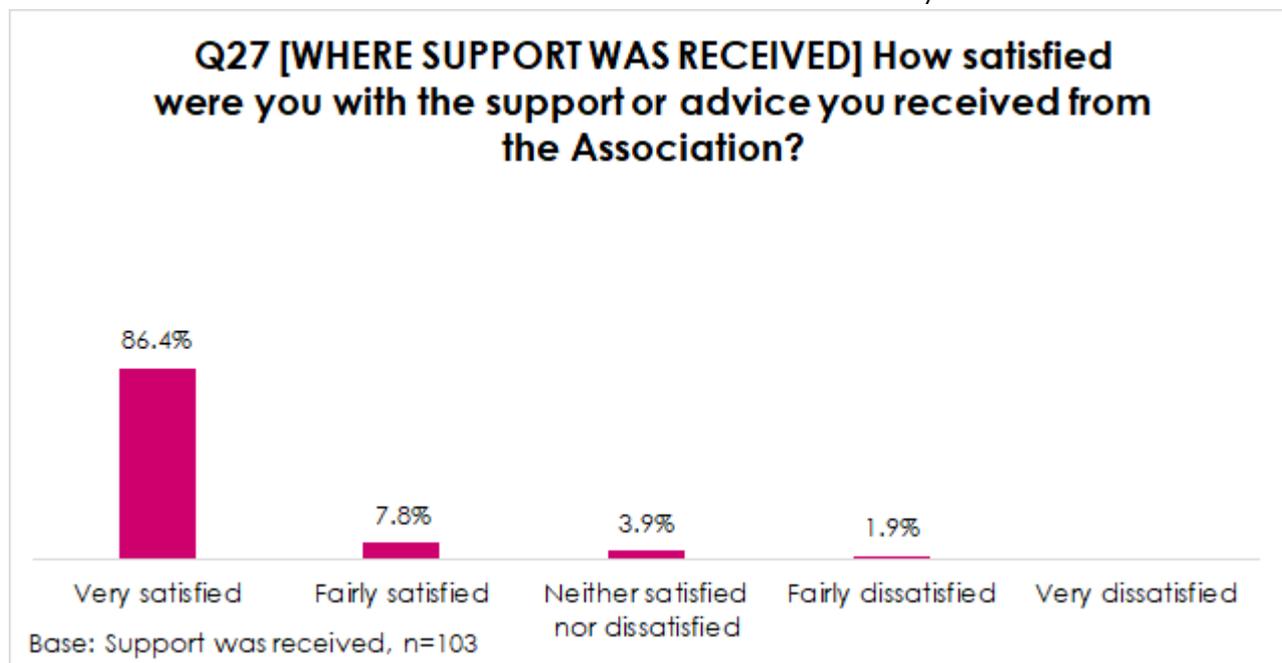
<b>Q25 Would you explain why you say that?</b>		
<b>Base: Received a phone call, n=158</b>	<b>No.</b>	<b>%</b>
It was great/ helpful/ nice of them	47	29.7%
They offered me help/ support	38	24.1%
It showed they care/ were thinking of us	17	10.8%
I was offered help with food/ given food packages	16	10.1%
It was reassuring/ good to know the support was there if I needed it	14	8.9%
They called to see if I was ok/ needed anything	13	8.2%
Made me aware of what support was available	6	3.8%
I was offered help with fuel costs	3	1.9%
I was given rent support	3	1.9%
I didn't need any help/ I didn't ask for help	2	1.3%
They asked me how I was/ called me regularly	1	0.6%
Other	6	3.8%
Can't remember/ don't know	3	1.9%

### 9.4 Support during the pandemic (Q26/27)

The vast majority of respondents (74%) had not received any advice or support during the pandemic. On the other hand, over 1 in 5 (21%) had received assistance with food. A full breakdown of the types of support received is shown in the table below:

<b>Q26 During the Pandemic, New Gorbals have supported, funded or directly provided a number of support services. Have you received any of the following during the pandemic? [READ OUT AND SELECT ALL THAT APPLY]</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
No advice or support received	295	73.8%
Assistance with food (e.g. food bank or hot meals provided)	82	20.5%
Assistance with digital equipment	12	3.0%
Financial assistance	11	2.8%
Welfare rights assistance	11	2.8%
Help with gas/ electricity/ heating	7	1.8%
Rent arrears assistance	6	1.5%
Employment or Personal Development Advice	2	0.5%
Help with prescriptions	2	0.5%
Assistance with clothing	1	0.2%
Other (please specify)	8	2.0%

Where support was received, tenants were asked to say how satisfied or dissatisfied they were with the support or advice they received from the Association. Over 9 in 10 tenants (94%) were either very or fairly satisfied in this respect compared to 4% who were neither satisfied nor dissatisfied and 2% who were fairly dissatisfied.



### 9.5 Office closure other contact methods (Q28-30)

Tenants were asked whether the office being closed due to Covid has changed how they contact the Association. Over 8 in 10 respondents (85%) said they usually phone the Association so their contact with them is no different and a further 10% said they haven't need to contact them, so it has made no difference. On the other hand, 4% said they now phone instead of visiting, 1% now email instead of visiting and 1 respondent said they now phone or email instead of visiting. Only 2 respondents said they prefer to visit so haven't been in touch when they normally would.

<b>Q28 Has the office being closed due to Covid changed how you contact New Gorbals?</b>		
<b>Base: All respondents, n=400</b>		
	<b>No.</b>	<b>%</b>
I usually phone so my contact is no different	340	85.0%
I haven't needed to contact them, so it has made no difference	38	9.5%
I now phone instead of visiting	15	3.8%
I now email instead of visiting	4	1.0%
I prefer to visit so haven't been in touch when I normally would have done	2	0.5%
Phone or email instead of visiting	1	0.2%

Moving forward, and to ensure social distancing, the Association may be encouraging contact methods other than face to face. Tenants were asked to select from a list of options, which method they would prefer to use instead of face to face when contacting the Association. Almost all respondents said they would prefer to contact via telephone (95%). No or very few respondents aged 55 and over would prefer to use text message (5 tenants), WhatsApp (1 tenant) or video calls (no tenants).

<b>Q29 How would you prefer to contact New Gorbals?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
By telephone	380	95.0%
Email	49	12.2%
Text message	20	5.0%
WhatsApp	8	2.0%
Via website	6	1.5%
Video call e.g. Facetime, Zoom	5	1.2%
By letter	4	1.0%
Don't know	1	0.2%
None - I prefer face to face/ office visit/ home visit	3	0.8%

Finally, tenants were asked if they would like someone from the Association to contact them about a range of issues. Over three quarters did not want someone to contact them (77%). On the other hand, 14% wanted someone from the Association to contact them about repairs, 4% about adaptations and 3% about a repairs issue or improvement.

<b>Q30 Would you like someone from New Gorbals to contact you about any of the following? If you do, we will pass this over along with your name and address. All your other responses will be completely anonymous and confidential.</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
On repairs	54	13.5%
Adaptations	15	3.8%
About a repairs issue/ improvements	12	3.0%
About something else (please explain)	9	2.2%
About antisocial behaviour	7	1.8%
About feeling lonely or isolated	6	1.5%
About changes in your household	4	1.0%
Concerns about your income	3	0.8%
About paying your rent	2	0.5%
About referral to the Co-operative's Welfare Benefits Service	2	0.5%
About energy efficiency advice	1	0.2%
Support with getting online or accessing technology	1	0.2%
No support required	307	76.8%

## 10. ABOUT YOU AND YOUR HOUSEHOLD

### 10.1 Age (Q31)

The age profile of respondents is shown below and revealed that 11% of respondents were aged 16-34, 37% were aged 35-54, 38% were aged 55-74 and 14% of respondents were aged 75 and over. This is a similar profile to the 2018 tenant satisfaction survey.

<b>Q31 What age are you?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
16-24	6	1.5%
25-34	39	9.8%
35-44	69	17.2%
45-54	79	19.8%
55-64	81	20.2%
65-74	72	18.0%
75+	54	13.5%

### 10.2 Household composition (Q32)

Over half of tenants said they lived in their home alone (57%), 18% lived with one other adult, 5% lived in a household with 3 or more adults, 11% were 1 parent families and 8% were 2 parent families.

<b>Q32 Which of these describes your household composition?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Single adult	228	57.0%
Two adults	70	17.5%
Three or more adults, 16 or over	19	4.8%
1 parent family with 1 child under 16	22	5.5%
1 parent family with 2 children under 16	12	3.0%
1 parent family with 3 or more children under 16	9	2.2%
2 parent family with 1 child under 16	6	1.5%
2 parent family with 2 children under 16	14	3.5%
2 parent family with 3 or more children under 16	11	2.8%
Other	9	2.2%

### 10.3 Employment status (Q33)

Just under 3 in 10 respondents (29%) were in paid work (either full time, part time or self-employed). On the other hand, 29% were retired, 25% were long term sick or disabled, 8% were unemployed and 6% were at home looking after the family.

<b>Q33 How would you describe (a) your occupational status; (b) your partner's occupational status at present?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Full time paid work (35 or more hours more week)	20.0%	7.0%
Part time paid work (less than 35 hours per week but more than 16 hours per week)	8.2%	1.5%
Part time paid work (less than 16 hours per week)	0.2%	0.2%
Full time education	1.8%	0.2%
Unemployed	7.5%	1.2%
Long term sick / disabled	25.0%	2.5%
Looking after family	5.5%	3.5%
Retired	29.2%	6.8%
In education	0.2%	-
Self employed	1.0%	0.2%
Carer	1.2%	1.0%
No partner	-	75.8%

### 10.4 Long term health conditions (Q34)

In terms of disability status, 55% of respondents said they or someone in their household had a health condition or disability that has lasted or is expected to last at least 12 months. Just under 3 in 10 said this was regarding a physical disability (29%) and 22% said it was a long-term illness, disease or condition.

<b>Q34 Do you, or anyone in your household have any of the following conditions which have lasted, or are expected to last, at least 12 months? [CODE ALL THAT APPLY]</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
Physical disability	116	29.0%
Long term illness, disease or condition	89	22.2%
Mental health condition	48	12.0%
Developmental disorder (for example, Autistic Spectrum Disorder or Asperger's Syndrome)	12	3.0%
Deafness or partial hearing loss	2	0.5%
Blindness or partial sight loss	2	0.5%
Learning difficulty (for example dyslexia)	2	0.5%
Blindness or partial sight loss	1	0.2%
Other condition, please write in	15	3.8%
No condition	181	45.2%

## 10.5 Ethnicity (Q35)

The vast majority of respondents were of white Scottish (72%) or other British (4%) ethnicity, 6% of respondents were African and 4% were other ethnic groups.

<b>Q35 What is your ethnic group?</b>		
<b>Base: All respondents, n=400</b>	<b>No.</b>	<b>%</b>
White Scottish	288	72.0%
White Other British	16	4.0%
White Irish	9	2.2%
White Polish	7	1.8%
Other white ethnic group	6	1.5%
Any mixed or multiple ethnic groups	1	0.2%
Pakistani, Pakistani Scottish or Pakistani British	9	2.2%
Indian, Indian Scottish or Indian British	1	0.2%
Other	7	1.8%
African, African Scottish or African British	23	5.8%
Other	1	0.2%
Black, Black Scottish or Black British	4	1.0%
Other	8	2.0%
Arab, Arab Scottish or Arab British	5	1.2%
Other	15	3.8%

## APPENDIX 1: SURVEY QUESTIONNAIRE



RRID:

Project number	P1175
Project name	New Gorbals Housing Association Tenant Satisfaction Survey 2021

**INTRODUCTION (Read out)** 'Hello, my name is \_\_\_\_\_. I am undertaking a survey for **New Gorbals Housing Association** to find out tenants' views on the service they receive. The survey also asks a few questions about you and your household. This information is only used to create an overall picture of the profile of tenants housed by the Association and will help them develop services to meet those needs. The survey will take about 15 minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at **New Gorbals** 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. Calls will be recorded for quality control purposes. Can I confirm that you are happy to take part in the survey?

**INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE RECORD RESPONDENT RRID AND SURNAME ACCURATELY- ENSURE RRID MATCHES SAMPLE DATABASE**

**INTERVIEWER DECLARATION:**

*I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent consented to participate in the research.*

### Overall satisfaction

- 1. Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by New Gorbals Housing Association as your landlord?**

Very satisfied	1	Go to Q2
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q1b
Fairly dissatisfied	4	
Very dissatisfied	5	
No opinion	6	Go to Q2
<b>Q1b Can you please explain why you are not satisfied with the overall service provided?</b>		

### Information and Participation

- 2. New Gorbals uses a number of ways to keep tenants informed. Which method(s) do you prefer New Gorbals to use to keep you informed about services generally? ALL THAT APPLY**

Email	1
Social media	2
Text message	3
Website	4
Newsletter	5
Letter	6
Other (please specify)	7

- 3. How good or poor do you feel New Gorbals is at keeping you informed about their services and decisions?**

Very good	1	Go to Q4
Fairly good	2	
Neither good nor poor	3	Go to Q3b
Fairly poor	4	
Very poor	5	
<b>Q3b – If not good, can you explain how New Gorbals could improve how they keep you informed about their services and decisions? [CODES 3, 4, 5]</b>		

- 4. New Gorbals provide a range of ways in which tenants can participate in their decision making processes. A) Can you tell me firstly if you were aware of these ways in which you could get involved? B) Then, can you tell me which methods would you be most interested in New Gorbals using to consult with you about issues that may affect you? (as many that apply)**

	Aware	Interested
Via the website	1	1
Via social media (Facebook and Twitter)	2	2
Repairs satisfaction surveys/ mini tenant satisfaction surveys	3	3
Joining the Association's Management Committee	4	4
Joining a resident group	5	5

Participating in occasional focus groups	6	6
Close meetings, if requested	7	7
Other (please advise)	8	8
Not aware	9	
Not interested		9

**5. [if code 4, 5, 6 at Q4b] Are you happy that we pass over your interest in getting involved in these ways to the Association so that they can get in touch with more information. All your other answers will be completely anonymous and confidential.**

Yes	1
No	2

**6. What, if anything, stops you becoming more involved with the Association? [INTERVIEWER: DO NOT PROMPT]**

Childcare commitments	1
Work commitments	2
Health / disability issues	3
Not interested	4
Don't think I have anything to contribute	5
Do not know how to get involved, although I would like to	6
Lack confidence in speaking up	7
Don't understand enough about the work of the Association	8
Not aware of any meetings/ opportunities to participate	9
Don't think they listen anyway	10
Happy with things as they are	11
Other – please specify	12
Nothing, I am already involved	13

**7. Do you think New Gorbals does enough to get tenants involved?**

Yes	1
No	2

**8. How satisfied or dissatisfied are you with the opportunities given to you to participate in your landlord's decision making process?**

Very satisfied	1	Go to Q9
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q8b
Fairly dissatisfied	4	
Very dissatisfied	5	
<b>Q8b Can you explain how New Gorbals could improve the opportunities given to you to participate in their decision making processes.</b>		

**[INTERVIEWER: READ OUT]** Turning now to the Association's reactive, day to day repairs service, can I ask you...

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

Yes	1	Go to Q10
No	2	Go to Q11

**10. 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	1	Go to Q11
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q10b
Fairly dissatisfied	4	
Very dissatisfied	5	

**Q10b. Can you please explain how New Gorbals could have improved your satisfaction with the last repair you had carried out?**

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

Very satisfied	1	Go to Q12
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q11b
Fairly dissatisfied	4	
Very dissatisfied	5	

**Q11b Can you please explain why you are not satisfied with the quality of your home?**

**The Neighbourhood**

**12. Overall, how satisfied or dissatisfied are you with your neighbourhood as a place to live?**

**[INTERVIEWER NOTE: Neighbourhood is defined as the street in which the tenant lives and the immediate surrounding area.]**

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

**13. New Gorbals provide an estate management service. How satisfied are you with the following aspects of this service, where it is provided by New Gorbals?**

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied	Don't know/ NA
Garden and backcourt landscape maintenance	1	2	3	4	5	6
NGHA litter picking	1	2	3	4	5	6
Concierge and estate warden service	1	2	3	4	5	6
Communal close cleaning service	1	2	3	4	5	6

**If dissatisfied with any of the above, please tell us why?**

**14. How satisfied are you with the following aspects of these estate services which are provided by Glasgow City Council?**

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied	Don't know/ NA
Council Communal grass cutting and maintenance	1	2	3	4	5	6
Council bin collection	1	2	3	4	5	6
Council bulk uplift	1	2	3	4	5	6

**If dissatisfied with any of the above, please tell us why?**

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

Very satisfied	1	Go to Q16
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	Go to Q15b
Very dissatisfied	5	

**Q15b Can you explain how your satisfaction with your landlord's contribution to the management of the neighbourhood could be improved?**

**Value for money for rent and financial management**

**16. New Gorbals believes that value for money is 'delivering the best possible outcomes using the resources available to their maximum effect'. What do you think it is most important that is considered when ensuring value for money? PLEASE SELECT UP TO 3**

How affordable rents are	1	Go to Q17
Providing good quality of services	2	
Length of time tenants have to wait for services	3	
Ensuring good communication	4	
Customer care	5	
Improving tenants' homes	6	
Anything else? (please describe)	7	

**17. [SSHC] Taking into account the accommodation and services your landlord provides, do you think your rent for this property represents good or poor value for money?**

Very good	1	Go to Q18
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Fairly good	2	Go to Q17b
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
<b>Q17b Can you explain how New Gorbals could improve the value for money of your rent?</b>		

**Shaping the future**

**18. Please tell me what is most important to you as a tenant of New Gorbals Housing Association. [ALL THAT APPLY]**

My home is kept to a good standard	1
I get a prompt, high quality repairs service	2
The rent is kept at a reasonable level and comparable with other landlords in the area	3
The surrounding neighbourhood is well kept	4
The Association listens to tenants	5
Tenants are able to influence the decisions made about the services provided by the Association	6
The Association keeps tenants informed of what is happening	7
The Association is active in the communities it serves	8
The Association deals effectively with anti-social behaviour and neighbour nuisance	9

**19. Thinking about the overall service provided by New Gorbals, what do you think they do best?**

**20. And if there was one thing that New Gorbals could do to improve their overall service, what would it be?**

**Covid Pandemic**

**21. Generally, how satisfied or dissatisfied have you been with New Gorbals during the covid pandemic over the last year?**

Very satisfied	1	Go to Q22
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	

**22. How did you get information on changes to New Gorbals services available? ALL THAT APPLY**

Social Media	1	Go to Q23
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website	2	
Email	3	
Letter	4	
Phone call	5	
Other (please specify)	6	

**23. How would you prefer to get information on changes to the services provided from New Gorbals?**

Social Media (e.g. Facebook, Twitter etc)	1	Go to Q24
Text message	2	
website	3	
The Co-operative's newsletter	4	
Letters from the Co-operative	5	
Telephone calls from the Co-operative	6	
Other (please specify)	7	

**24. Did you receive a phone call from New Gorbals regarding your wellbeing during lockdown?**

Yes	1	Go to Q25
No	2	Go to Q26

**25. Was it helpful?**

Yes	1	Go to Q26
No	2	
<b>Would you explain why you say that?</b>		

**26. During the Pandemic, New Gorbals have supported, funded or directly provided a number of support services. Have you received any of the following during the pandemic? [READ OUT AND SELECT ALL THAT APPLY]**

Financial assistance	1	Go to Q27
Assistance with food (e.g. food bank or hot meals provided)	2	
Assistance with digital equipment	3	
Assistance with clothing	4	
Welfare rights assistance	5	
Rent arrears assistance	6	
Employment or Personal Development Advice	7	
Other (please specify)	8	
No advice or support received	9	Go to Q28

**27. [WHERE SUPPORT WAS RECEIVED] How satisfied were you with the support or advice you received from the Association?**

Very satisfied	1	Go to Q28
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	Go to Q27b
Very dissatisfied	5	
<b>27b Can you explain why you were dissatisfied?</b>		

**28. Has the office being closed due to Covid changed how you contact New Gorbals?**

I now phone instead of visiting	1
I now email instead of visiting	2
I prefer to visit so haven't been in touch when I normally would have done	3
I usually phone so my contact is no different	4
I haven't needed to contact them so it has made no difference	5
Other (please specify)	6

**[INTERVIEWER READ OUT] I'd now like to think about the future as we gradually move out of lockdown and to a more 'normal' life.**

**29. Moving forward, and to ensure social distancing, the Association may be encouraging contact methods other than face to face. How would you prefer to contact New Gorbals?**

By telephone	1
Email	2
Via website	3
Text message	4
WhatsApp	5
Video call e.g. Facetime, Zoom	6
Other contact with staff (please specify)	7

**30. Would you like someone from New Gorbals to contact you about any of the following? If you do, we will pass this over along with your name and address. All your other responses will be completely anonymous and confidential.**

On repairs	1
About paying your rent	2
Concerns about your income	3
About changes in your household	4
About feeling lonely or isolated	5
About referral to the Co-operative's Welfare Benefits Service	6
About energy efficiency advice	7
Support with getting online or accessing technology	8
About something else (please explain)	9
No support required	10

## YOU AND YOUR HOUSEHOLD

Finally, I'd like to ask you some questions about your household. This information is strictly confidential and will not be passed onto the Association with any reference to your address or name. This information is only used to create an overall picture of the type of residents who live in the area.

### 31. What age are you?

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7

### 32. Which of these describes your household composition?

Single adult	1
Two adults	2
Three or more adults, 16 or over	3
1 parent family with 1 child under 16	4
1 parent family with 2 children under 16	5
1 parent family with 3 or more children under 16	6
2 parent family with 1 child under 16	7
2 parent family with 2 children under 16	8
2 parent family with 3 or more children under 16	9
Other (please specify)	10

### 33. How would you describe the occupational status of you and your partner/spouse at present?

	You	Partner
Full time paid work (35 or more hours more week)	1	1
Part time paid work (less than 35 hours per week but more than 16 hours per week)	2	2
Part time paid work (less than 16 hours per week)	3	3
Full time education	4	4
Government training programme	5	5
Unemployed	6	6
Long term sick / disabled	7	7
Looking after family	8	8
Retired	9	9
Other – specify	10	10
No partner		11

**34. Do you, or anyone in your household have any of the following conditions which have lasted, or are expected to last, at least 12 months? [CODE ALL THAT APPLY]**

Deafness or partial hearing loss	1
Blindness or partial sight loss	2
Learning disability (for example Down's Syndrome)	3
Learning difficulty (for example dyslexia)	4
Developmental disorder (for example, Autistic Spectrum Disorder or Asperger's Syndrome)	5
Physical disability	6
Mental health condition	7
Long term illness, disease or condition	8
Other condition, please write in	9
No condition	10

**35. What is your ethnic group?**

<b>WHITE</b>	
White Scottish	1
White Other British	2
White Irish	3
White Gypsy/ Traveller	4
White Polish	5
Other white ethnic group	6
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>	
Any mixed or multiple ethnic groups	7
<b>ASIAN, ASIAN SCOTTISH OR ASIAN BRITISH</b>	
Pakistani, Pakistani Scottish or Pakistani British	8
Indian, Indian Scottish or Indian British	9
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	10
Chinese, Chinese Scottish or Chinese British	11
Other	12
<b>AFRICAN,</b>	
African, African Scottish or African British	13
Other	14
<b>CARIBBEAN OR BLACK</b>	
Caribbean, Caribbean Scottish or Caribbean British	15
Black, Black Scottish or Black British	16
Other	17
<b>OTHER ETHNIC GROUP</b>	
Arab, Arab Scottish or Arab British	18
Other	19

**36. The Association may hold small focus group meetings in the future to discuss in further detail some of the topics raised in this survey. Would you be interested in participating in these focus groups? Please be aware if you are interested then the Association may contact you in the future.**

Yes	1
No	2

**Thank you very much for completing the questionnaire.**

**Would you like to take a note of our website where you will see our privacy notice which will tell you more about how we use the information you provide?**

## APPENDIX 2: TECHNICAL REPORT SUMMARY



### TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

<b>Project number</b>	<b>P1175</b>
<b>Project name</b>	<b>New Gorbals Tenant Satisfaction Survey 2021</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 4 <sup>th</sup> of August and 31 <sup>st</sup> August 2021
<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 interviewer's work was validated by remote listening 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
<b>Reliability of findings</b>	Data accurate overall to +/-5%, based upon a 50% estimate and 95% level of confidence.