

Loretto Housing – Tenant Satisfaction Survey 2017/18

In August to October 2017, BMG Research completed 380 face-to-face interviews after targeting all 941 addresses. The data presented has been weighted by property type within local authority and number of bedrooms.

Scottish Social Housing Charter indicators

- **Indicator 1:** 88% of Loretto tenants are satisfied with the overall service provided by Loretto Housing, which is slightly higher than in 2016/17 (86%). Satisfaction remains high across all tenancy types; mainstream (86%), sheltered (91%), supported (95%). Those in Falkirk are significantly more likely to be satisfied compared to the total (99% cf. 88%). Satisfaction in North Lanarkshire has seen a significant decrease since the previous year (79% cf. 96%) whilst South Lanarkshire has seen a significant increase (94% cf. 80%). When asked, tenants most important service is indicated to be the repairs service (60% mentioned it as important), major home improvements (40%) and the housing officer service (39%).
- **Indicator 3:** Mirroring the 2016 result, over nine in ten tenants feel Loretto is good at keeping them informed of their services and decisions (92%) and just 5% feel they are poor at keeping them informed. There are limited differences in the results for this measure between socio-demographic groups.
- **Indicator 6:** 86% of tenants are satisfied with the opportunities given to participate in Loretto's decision making process, which is significantly lower than the previous year's findings (91%). This appears to be driven by significantly lower levels of satisfaction indicated by those in Renfrewshire (83% cf. 93%), as well as an indication (although not significant) that those in Glasgow (81% cf. 87%) and North Lanarkshire (77% cf. 87%) are now less satisfied.
- **Indicator 10:** Satisfaction with the quality of home has seen a significant increase from 2016 (94% cf. 89%). Those in Renfrewshire (96% cf. 86%) and South Lanarkshire (97% cf. 87%) both saw significant increases compared to the previous year's results, whilst satisfaction drops significantly amongst those living in North Lanarkshire (86%).
- **Indicator 17:** Perceptions of Loretto's management of the neighbourhood have slightly increased since 2016 (86% cf. 84%). In terms of tenancy type, mainstream tenants are significantly more likely to be satisfied with the management of their neighbourhood compared to the previous year (87% cf. 80%) whereas sheltered tenants are significantly less likely to be (78% cf. 97%). Those in North Lanarkshire are least satisfied (70%) with Loretto's management of the neighbourhood, although this represents a slight increase since 2016 (65%).
- **Indicator 29:** 86% of tenants said they feel rent provides good value for money, a 3-percentage point increase from 2016, however this isn't significant. There has however been a significant increase in the proportion of those saying it provides very good value for money (49% cf. 38%). Tenants in South Lanarkshire are significantly more positive towards the value for money their rent provides compared to the previous year (90% cf. 75%). Those in employment (76%) and those in multi-adult households (80%) are least likely to feel their rent represents good value for money.

Image of Loretto

- Perceptions are highest towards Loretto having friendly & approachable staff (92%), that Loretto offers good choice in the services it provides (90%), that Loretto treats tenants in a fair and sensitive way (88%), and Loretto is an efficient landlord (87%).
- Tenants living in Falkirk are significantly more likely to feel Loretto listens to its tenants (90% cf. 80%) and that they are improving homes (98% cf. 85%), whilst tenants in North Lanarkshire typically hold negative views about the image of Loretto relative to the other areas.
- The Net Promoter Score for Loretto in 2017 is +39 with 55% defined as promoters and 16% defined as detractors. This is 4 points higher than in 2016 (+35). Those living in Falkirk (+71), aged 55-64 (+56) or male tenants (+52) indicate the highest NPS, whilst those in multi-adult households (+23), or Glasgow tenants (+25) indicate the lowest.

Housing and neighbourhood

- 93% agree that their home meets their household's needs, a significant increase compared to 2016 (88%). Levels of agreement rise significantly for those living in a tenement (94%).
- Just under nine in ten are satisfied with their neighbourhood as a place to live (88%), which is similar to 2016 (89%). There is no significant variation by area in overall satisfaction however those aged 55-64 are significantly more likely to be satisfied (98%) whilst those aged 45-54 are significantly less likely to be (81%).
- Two in three feel safe in their neighbourhood after dark (68%), whilst 11% feel unsafe, this was similar in 2016. Female tenants (15%), those in multi-adult households (16%) those in North Lanarkshire (21%) and those in Renfrewshire (19%) are most likely to feel unsafe after dark in their neighbourhood.

Repairs and maintenance

- Overall, nine in ten are satisfied with the way Loretto deal with the day to day repairs and maintenance (89%), a 4-percentage point increase since 2016. Tenants living in Falkirk have seen a significant increase since the previous year (96% cf. 85%).
- Tenants who had a repair in the last 12 months (52%) hold the most positive views towards the attitude of the workers (94%), how easy it was to report the repair (92%), the helpfulness of the person who took the repair (92%), keeping appointments (90%), and being told when the worker would call (90%). Perceptions are lowest for the overall satisfaction with the service received (80%), being kept informed about the progress of the report (82%) and the repair being done right the first time (82%), although the latter has increased by 10-percentage points compared to 2016.
- Around one in three (35%) stated that they had improvement works in the last 12 months, most commonly a new kitchen (21%). Perceptions for the maintenance works are highest for the attitude of workers (97%) and the speed with which work was completed (95%), whilst the lowest were the speed with which snagging was completed in (89%) and the support and advice provided by the Local Housing Office (91%).

Environmental service

- Around three in four are satisfied with the grass cutting service (76%) and the close cleaning service provided (72%). There has been a significant increase in satisfaction with the close cleaning service since 2016 (72% cf. 61%), whilst there is an indication that tenants are also more satisfied with the grass cutting service (76% cf. 72%). Tenants in Falkirk are significantly less likely to be satisfied with

the grass cutting service compared to the total (61%) whilst those in Glasgow are significantly more likely to be satisfied (89%).

Communication & participation

- Nine in ten tenants (90%) feel that Loretto is good at keeping them informed about things that might affect them as a resident, which mirrors the result in 2016. Tenants in Falkirk are significantly more likely to be satisfied compared to the total (98% cf. 90%).
- Over three in four (76%) feel that Loretto take account of tenants' views a little or a lot, this proportion has steadily increased since 2015 (2015 = 65%, 2016 = 72%).
- Face to face surveys (62%) and postal surveys (20%) are the methods most commonly preferred to get involved with Loretto. Just over one in ten (11%) stated they wouldn't prefer any of the options available to get involved.
- 85% of tenants currently find out information about Loretto through letters, with 71% preferring to use this method, whilst 79% currently find out information about Loretto through Loretto News, 72% would prefer using this method. Regarding the latter, four in ten state (44%) that they always read Loretto News, whilst a further 45% say they usually read it. For those that read it (89%), just under eight in ten (79%) find it useful, which is slightly lower than in 2016 (83%).
- Just over seven in ten tenants contacted Loretto in the last 12 months (72%), most commonly by telephone (62%) and most commonly about repairs (61%). During this contact, perceptions are highest for the staff being polite, approachable and helpful (93%) and the promptness of answering calls (93%), however lowest for query being resolved on first contact (76%) and being kept informed of progress (76%). Tenants in Renfrewshire are significantly more likely than the total to be satisfied with the overall service provided in regards to their customer service experience (91% cf. 81%).

Complaint handling

- 7% of Loretto tenants indicated that they complained about a Loretto service, this rises significantly amongst those in Glasgow (12%). 97% of these complaints were made directly to Loretto. Although due to the low base (22) these findings should be treated as indicative only, around four in ten thought: the outcome of the complaint was poor (40%); the frequency of updates was poor (38%); the speed of response was poor (45%) and the quality of information provided was poor (40%).

Financial inclusion

- Very few tenants find it difficult to meet costs very often: rent (>1%); fuel bills (2%); food (0%); and Council tax (>1%).

Digital inclusion

- Two thirds of tenants state that they use the internet (67%), which is mostly at home (65%). The biggest increase since 2016 is using the internet for leisure/ social purposes (14%), seeing a 10-percentage point increase since the previous year (4%).