

Cube Housing Association – Tenant Satisfaction Survey 2017/18

In August to October 2017, BMG Research completed 602 face-to-face interviews from a stratified random sample of 1,500 addresses. The data presented has been weighted by archetype and number of bedrooms within area.

Scottish Social Housing Charter indicators

- **Indicator 1:** 87% of Cube tenants are satisfied with the overall service provided by Cube, which is the same as the level observed in 2016, although there has been a decline in the proportion stating they are very satisfied (49% cf. 36%). By area, satisfaction is significantly lower amongst tenants living in the Broomhill area (79%), although levels of dissatisfaction for this cohort are similar to the total sample (7% cf. 6% overall). Satisfaction is also lowest amongst those aged 45 to 54 (81%). The Key Drivers Analysis indicates that overall satisfaction is strongly influenced by perceptions that Cube cares and listens to its tenants and is seen to be an efficient landlord. Perception of services such as Cube's management of the neighbourhood and the way Cube deals with day to day repairs also strongly influence tenants' overall satisfaction. The latter service is also indicated by tenants to be the most important service with 79% of tenants stating the repairs service is important and 55% stating major home improvements to be important.
- **Indicator 3:** Perceptions that Cube is good at keeping tenants informed about their services and decisions have improved significantly since 2016 from 88% to 92%. Nearly all West Dunbartonshire tenants (98%) feel that Cube is good keeping them informed, there are limited differences in the proportions observed between other socio-demographic groups.
- **Indicator 6:** 82% of tenants are satisfied with the opportunities to participate in Cube's decision making processes, this represents an upward trend since 2015 (73%, 2016 – 80%). By area, satisfaction drops significantly for Broomhill tenants (69%) and rises significantly for West Dunbartonshire tenants (90%).
- **Indicator 10:** Nine in ten tenants are satisfied with the quality of their home (90%), although the difference is not significant there is a slight indication that satisfaction has declined compared to 2016 (93%). By area, nearly all West Dunbartonshire tenants are satisfied (99%), satisfaction drops significantly to 85% for those living in Wyndford which also represents a significant decline compared to the previous year (-8%), whilst satisfaction with quality of home has significantly increased amongst Broomhill tenants compared to 2016 (94% cf. 84%). By property type, those living in a deck access property hold significantly lower perceptions for the quality of their home than those living in a house or post 1946 tenements (76% cf. 95% & 98% respectively).
- **Indicator 17:** Approaching nine in ten tenants are satisfied with Cube's management of the neighbourhood (89%), which is significantly higher than in 2016 (86%). Although satisfaction has risen slightly across all areas, the proportion satisfied has risen significantly amongst West Dunbartonshire tenants whereby now nearly all tenants are satisfied with Cube's management of the neighbourhood (99%).
- **Indicator 29:** Overall the proportion of those who feel their rent represents good value for money has continued to rise since 2013 (2013: 62%, 2015: 67%, 2016: 73%, 2017: 75%). The proportion of tenants who feel that their rent provides good value for money drops markedly to 64% amongst

Broomhill tenants however increases significantly for those living the 'other' area (85%). Indeed, for the latter cohort the proportion who feel their rent represents good value for money has increased significantly since 2016 (+10). Unlike other indicator findings, there is a high variation in the proportion who feel their rent represents good value between socio-demographics with perceptions lowest amongst two-parent families (58%), those in employment (62%), those in a MSF (72%) and those aged between 45 and 54 (66%).

Image of Cube

- Perceptions are highest that Cube has friendly & approachable staff (90%), Cube is improving homes (89%), Cube is improving services (86%), Cube is an efficient landlord (86%), Cube treats tenants in a fair and sensitive way (86%), and Cube offers good choice in the services it provides (86%). Tenants living in the 'other' area typically hold the most positive views of Cube, whilst those in Wyndford are significantly less likely to agree that Cube cares about its tenants (75%), Cube is improving homes (85%), Cube treats tenants in a fair and sensitive way (83%) and Cube offers good choice in the services it provides (83%).
- The Net Promoter Score for Cube in 2017 is +20, with 40% defined as promoters and 20% defined as detractors. This is significantly lower than in 2016 (+35), which is mainly due to the higher proportion of 'promoters' previously (53%). Those living in a deck access property (+4), Broomhill (+10) or Wyndford (+9) indicate the lowest NPS, whilst those in a house (+41), or the 'other' area (+51) indicate the highest.

Housing and neighbourhood

- Similar to 2016, 88% agree that their home meets their household's needs. Those living in a deck access property (78%), in Wyndford (84%), or families (80%) are least likely to agree that their home meets their needs.
- Over nine in ten are satisfied with their neighbourhood as a place to live (91%), which is significantly higher than in 2016 (86%). There is no significant variation by area in overall satisfaction however those in Wyndford are significantly more satisfied than in 2016 (89% cf. 80%).
- Two in three feel safe in their neighbourhood after dark (65%), whilst 13% feel unsafe, this was similar in 2016. Those in Wyndford (17%), females (17%) and those aged 45 to 54 (20%) are most likely to feel unsafe after dark in their neighbourhood.

Repairs and maintenance

- Overall, nine in ten are satisfied with the way Cube deals with the day to day repairs and maintenance (90%). Encouragingly, since 2016, there has been a significant decline in the proportion dissatisfied (5% cf. 8%), whilst there is an indication that satisfaction is rising also (90% cf. 88%). Tenants living in the 'other' area are significantly more satisfied than in 2016 (94% cf. 87%).
- Tenants who had a repair in the last 12 months (45%) hold the most positive views with how easy it was to report the repair (93%), being told when workers would call (92%), the helpfulness of the person who took the repair (93%), keeping appointments (92%), the attitude of the workers (94%), and leaving the premises neat and tidy (94%). Perceptions are lowest for the repair being done right first time (82%), whilst the biggest change in perception is with workers clearly showing ID badges (88% cf. 95% in 2016).
- Four in ten (43%) tenants indicated having improvements works carried out, most commonly a new bathroom (31%). Perceptions for the maintenance works are highest for being told when work would start (92%), the amount of notice given before work was due to start (94%), keeping the appointments

to carry out the work (91%), and the attitude of workers (91%), and lowest for the speed with which the work was completed (79%) and the speed with which any snagging was completed (76%) which are most likely to be highly correlated. Those who had a new kitchen hold lower perceptions for being told when work would start (83%), the amount of notice given before work was due to start (81%), keeping the appointments to carry out the work (77%), the attitude of works (76%) and leaving the area neat and tidy (73%), whilst the speed of work appears most problematic for those who had a new bathroom.

Environmental service

- In line with 2016, approaching nine in ten are satisfied with the service provided by the environmental team (87%). Satisfaction rises significantly amongst Wyndford tenants (90%).
- For those who receive a caretaker service, perceptions have worsened significantly across all measures: ease of contacting caretaking service (83% good cf. 96% in 2016); general attitude / helpfulness of staff (88% cf. 97%); speed of response of caretaking staff (83% cf. 97%); time of day caretakers are on duty (81% cf. 92%); cleanliness of communal areas (83% cf. 91%) and, quality / standard of work done (88% cf. 91%). The comments made by tenants for other open ended responses mention a change to this service which might be driving this change and therefore should be explored further.

Communication & participation

- Nine in ten tenants (90%) feel that Cube is good at keeping them informed about things that might affect them as a resident, which is significantly higher than in 2016 (87%).
- Over three in four (78%) feel that Cube take account of tenants' views a little or a lot, this proportion has steadily increased since 2015 (2015 = 71%, 2016 = 74%).
- Face to face surveys (46%) and postal surveys (17%) are the methods most commonly preferred to get involved with Cube. Although, three in ten stated that they had no preference (27%).
- 85% of tenants currently find out information about Cube through letters, with 80% preferring to use this method, whilst 74% currently find out information about Cube through Cube News, 59% would prefer using this method. Regarding the latter, just one in four state (26%) that they always read Cube News, which is significantly lower than in 2016 (36%). For those that read it (84%), three in four find it useful (74%) which is markedly lower than in 2016 (80%).
- Two thirds of tenants contacted the Cube in the last 12 months (67%), most commonly by phone (59%) or in person (12%) and most commonly about repairs (62%). During this contact, perceptions are highest for the staff being polite, approachable and helpful (92%) and the opportunity to have a say (91%), however perceptions are lowest for query being resolved on first contact (78%), being kept informed of progress (78%), and the outcome and the service provided (82%). The largest change in perceptions is with being able to talk to a member of staff in a private place or private room (81% cf. 96%).

Complaint handling

- 4% of Cube tenants indicated that they complained about a Cube service, this rises significantly amongst those in houses (7%), those in the other area (9%) and those aged 45 to 54 (7%). 95% of these complaints were made directly to Cube. Although due to the low base (26) these findings should be treated as indicative only, over half thought: the complaint was handled poorly (58%); the outcome of the complaint was poor (63%); the frequency of updates was poor (58%); the speed of response was poor (53%) and the quality of information provided was poor (54%).

Financial inclusion

- Very few tenants find it difficult to meet costs very often: rent (1%); fuel bills (2%); food (1%); and Council tax (2%). Families (4%) and those whose annual income is £20,800 or more (6%) are most likely to find it difficult to meet their rent very often.

Digital inclusion

- Four in ten tenants state that they do not use the internet (41%), which is most likely those in a deck access property (55%), or those aged 55 or over (55 to 64 = 54%, 65 or over = 74%). With increased usage of smart phones internet access on the go has increased since 2016 (19% cf. 12%), whilst access at home has decreased (52% cf. 57%).