



Final Research report



STATUS Survey 2009

Prepared for: Coastline Housing



STATUS Survey 2009

Prepared for: Coastline Housing

Prepared by: BMG Research

January 2010



Produced by BMG Research

© Bostock Marketing Group Ltd, 2010

www.bmgresearch.co.uk

Project No.: 7688

Registered in England No. 2841970

Registered office:

7 Holt Court North
Heneage Street West
Aston Science Park
Birmingham
B7 4AX
UK

Tel: +44 (0) 121 3336006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

Market Research Society Company Partner

ESOMAR Member (The World Association of Research Professionals)

British Quality Foundation Member

Market Research Quality Standards Association (British Standards Institute) BS7911 for Market Research -
Certificate No. FS76713

Investors in People Standard - Certificate No. WMQC 0614

Interviewer Quality Control Scheme (IQCS) Member Company

Registered under the Data Protection Act - Registration No. Z5081943

Table of Contents

1	Executive summary	10
2	Key Findings	12
2.1	Introduction and methodology	12
2.2	General Needs and Sheltered Tenants	12
2.2.1	Overall satisfaction with Coastline Housing	12
2.2.2	The quality of the home	12
2.2.3	The condition of the property	12
2.2.4	Value for money for rent and service charges	13
2.2.5	Satisfaction with advice, support and enquiries	13
2.2.6	What do tenants consider to be most important?	13
2.2.7	Satisfaction with the neighbourhood	13
2.2.8	Neighbourhood problems	13
2.2.9	Contact with Coastline Housing	13
2.2.10	Reason for contact	13
2.2.11	Getting hold of the right person	14
2.2.12	Helpfulness of staff	14
2.2.13	Ability of staff to deal with the problem	14
2.2.14	Satisfaction with the final outcome	14
2.2.15	Satisfaction with the repairs and maintenance service	14
2.2.16	Opportunities for participation in management and decision-making	14
2.2.17	Keeping tenants informed	14
2.2.18	Taking into account tenants' views	15
2.2.19	Reporting ASB	15
2.2.20	Getting hold of the right person	15
2.2.21	Helpfulness of staff	15
2.2.22	Ability of staff to deal with the problem	15
2.2.23	Likelihood of moving in the next three years	15
2.3	Tenants in Sheltered complex units	15
2.3.1	Satisfaction with services provided by Coastline Housing	15
2.3.2	Housing and services	15
2.3.3	Satisfaction with advice and support provided	16

2.3.4	What do sheltered tenants consider to be most important?	16
2.3.5	Neighbourhood as place to live	16
2.3.6	Neighbourhood problems	16
2.3.7	Tenants receiving home help or care services	16
2.3.8	Emergency call system	16
2.3.9	Scheme manager	17
2.3.10	Contact with Coastline Housing	17
2.3.11	Formal complaints procedure	17
2.3.12	Overall satisfaction with the repairs and maintenance service	17
2.3.13	Completing a repair	17
2.3.14	Satisfaction with aspects of the repairs service	17
2.3.15	Taking into account sheltered tenants views	17
2.3.16	Keeping sheltered tenants informed	17
2.3.17	Reporting ASB	18
3	Introduction	19
3.1	Background and method	19
3.2	Methodology	19
4	Comparison and context	22
4.1	Introduction	22
4.2	Change over time	22
4.3	Satisfaction levels	23
5	Benchmarking against national and local organisations	24
5.1.1	Coastline Housing – regional comparisons	25
5.1.2	Coastline Housing – National comparisons	26
5.1.3	National comparisons	27
6	General Needs Tenants	29
6.1	Overall satisfaction with Coastline Housing	29
6.2	The quality of the home	32
6.3	The condition of the property	34
6.4	Value for money for rent	36
6.5	Satisfaction with advice, support and enquiries	38
6.6	What do tenants consider to be most important?	40
6.7	Satisfaction with the neighbourhood	41
6.8	Neighbourhood problems	43

6.9	Contact with Coastline Housing.....	46
6.10	Method of contact	47
6.11	Reason for contact	49
6.12	Contact experience.....	50
6.12.1	Getting hold of the right person	50
6.12.2	Helpfulness of staff.....	51
6.12.3	Ability of staff to deal with the problem.....	52
6.12.4	Satisfaction with the final outcome	53
6.13	Satisfaction with the repairs and maintenance service.....	54
6.14	Aspects of the repairs service	58
6.15	Methods for information and consultation.....	59
6.16	Opportunities for participation in management and decision-making.....	60
6.17	Keeping tenants informed.....	63
6.18	Taking into account tenants' views.....	63
6.19	Reporting Anti-Social Behaviour.....	63
6.19.1	Reporting ASB.....	63
6.19.2	ASB report experience	63
6.19.3	Getting hold of the right person	63
6.19.4	Helpfulness of staff.....	63
6.19.5	Ability of staff to deal with the problem.....	63
6.20	Satisfaction with aspects of reporting the ASB.....	63
6.21	Future plans.....	63
6.21.1	Likelihood of moving in the next three years	63
6.21.2	Tenure of the home respondent is likely to move to.....	63
6.22	Other comments made by respondents	63
6.23	Profile Information	63
7	Sheltered Complex Tenants	63
7.1	Introduction.....	63
7.1.1	Access and Disability	63
7.1.2	Disability and wheelchair use	63
7.1.3	Access to buildings.....	63
7.2	Satisfaction with services provided by Coastline Housing.....	63
7.3	Housing and services	63
7.3.1	Satisfaction with advice and support provided	63

7.4	What do tenants consider to be most important?	63
7.5	The neighbourhood/local area	63
7.5.1	Neighbourhood as place to live	63
7.5.2	Neighbourhood problems	63
7.6	Home help and care services	63
7.6.1	Tenants receiving home help or care services	63
7.7	Emergency call system.....	63
7.7.1	Usage of emergency call system	63
7.7.2	Satisfaction with the emergency call system	63
7.8	Scheme manager	63
7.8.1	Satisfaction with the scheme manager.....	63
7.9	Contact with Coastline Housing.....	63
7.9.1	Method of contact.....	63
7.9.2	Reason for contact	63
7.9.3	Contact experience	63
7.9.4	Formal complaints procedure.....	63
7.10	Repairs and maintenance.....	63
7.10.1	Overall satisfaction with the repairs and maintenance service.....	63
7.10.2	Completing a repair	63
7.10.3	Satisfaction with aspects of the repairs service.....	63
7.11	Keeping sheltered tenants informed.....	63
7.12	Taking into account sheltered tenants' views	63
7.13	Methods for information and consultation.....	63
7.14	Reporting Anti-Social Behaviour.....	63
7.14.1	Reporting ASB.....	63
7.15	Other comments made by sheltered complex respondents	63
7.16	Profile Information	63

Table of Figures

Figure 1 Satisfaction with landlord since 1994.....	22
Figure 2 Satisfaction with opportunities for participation since 2000/01	23
Figure 3 Satisfaction with overall service provided by Coastline Housing (Valid responses)	29
Figure 4 Satisfaction with overall service provided by Coastline Housing – General needs tenants only (Valid responses).....	31
Figure 5 Satisfaction with overall service provided by Coastline Housing – Sheltered tenants only (Valid responses)	31
Figure 6 Satisfaction with the quality of the home (Valid responses)	32
Figure 7 Satisfaction with the quality of the home (Valid responses)	33
Figure 8 General condition of the property (Valid responses)	34
Figure 9 Satisfaction with the general condition of the property (Valid responses)	35
Figure 10 Value for money for rent (Valid responses)	36
Figure 11 Satisfaction with the value for money of rent (Valid responses)	37
Figure 12 Satisfaction with aspects of the service provided by Coastline Housing (Valid responses)	38
Figure 13 Satisfaction with aspects of the service provided by Coastline Housing - How enquiries are dealt with generally (Valid responses)	39
Figure 14 What tenants consider to be most important (Valid responses)	40
Figure 15 Satisfaction with the neighbourhood (Valid responses).....	41
Figure 16 Satisfaction with the neighbourhood (Valid responses).....	42
Figure 17 Rating of opinion of Coastline’s reputation (Valid responses)	44
Figure 18 Agreement with certain statements about Coastline Housing (Valid responses) .	45
Figure 19 Contact with Coastline Housing (Valid responses).....	46
Figure 20 Method by which contacted Coastline Housing (Respondents who contacted Coastline Housing).....	47
Figure 21 Whether or not telephone enquiry was dealt with first time (Respondents who contacted Coastline Housing)	48
Figure 22 Reason for contacting Coastline Housing (Respondents who contacted Coastline Housing).....	49

Figure 23 Ease of getting hold of the right person (Respondents who contacted Coastline Housing).....	50
Figure 24 Helpfulness of staff (Respondents who contacted Coastline Housing)	51
Figure 25 Ability of staff to deal with the problem (Respondents who contacted Coastline Housing).....	52
Figure 26 Satisfaction with the final outcome (Respondents who contacted Coastline Housing).....	53
Figure 27 Level of satisfaction with the repairs and maintenance service (Valid responses)	54
Figure 28 Satisfaction with the repairs and maintenance service – General needs tenants only (Valid responses)	55
Figure 29 Satisfaction with the repairs and maintenance service – Sheltered tenants only (Valid responses)	55
Figure 30 Whether or not had repairs completed in last 12 months (Valid responses)	57
Figure 31 Rating of aspects of the repair service (Respondents who have had a repair completed)	58
Figure 32 Preferred methods for information and consultation (Valid responses)	59
Figure 33 Satisfaction with opportunities for participation in management and decision-making (Valid responses)	60
Figure 34 Satisfaction with opportunities for participation in management and decision-making (Valid responses)	62
Figure 35 Whether or not read last issue of ‘Coast lines’ magazine (Valid responses)	63
Figure 36 How good or poor ‘Coast lines’ magazine is at keeping tenants informed (Those who had read the last issue of ‘Coast lines’).....	63
Figure 37 Keeping tenants informed (Valid responses).....	63
Figure 38 Keeping tenants informed (Valid responses).....	63
Figure 39 Level of satisfaction that tenants’ views are being taken into account (Valid responses)	63
Figure 40 Level of satisfaction that tenants’ views are being taken into account – General needs tenants only (Valid responses).....	63
Figure 41 Level of satisfaction that tenants’ views are being taken into account – Sheltered tenants only (Valid responses).....	63
Figure 42 Ease of getting hold of the right person (Respondents who had reported ASB) ..	63
Figure 43 Helpfulness of staff (Respondents who had reported ASB)	63
Figure 44 Ability of staff to deal with the problem (Respondents who had reported ASB)....	63
Figure 45 Satisfaction with aspects of reporting the ASB (Respondents who had reported ASB).....	63
Figure 46 Likelihood of moving in the next three years (Valid responses)	63
Figure 47 Tenure of the home respondent is likely to move to (Valid responses)	63

Figure 48 Overall satisfaction with services provided by Coastline Housing (Valid responses)	63
Figure 49 Satisfaction with aspects of the home (Valid responses)	63
Figure 50 Satisfaction with aspects of the service provided by Coastline Housing (Valid responses)	63
Figure 51 What do sheltered tenants consider to be most important (Valid responses).....	63
Figure 52 Satisfaction with the neighbourhood (Valid responses)	63
Figure 53 Receipt of home help or care services (Valid responses)	63
Figure 54 Use of the emergency call system in the last 12 months (Valid responses).....	63
Figure 55 Satisfaction with the emergency call system (Sheltered Tenants using emergency call system)	63
Figure 56 Contact with Coastline Housing (Valid responses)	63
Figure 57 Contact method (Sheltered Tenants contacting Coastline Housing in last 12 months)	63
Figure 58 Level of satisfaction with the repairs and maintenance service (Valid responses)	63
Figure 59 Rating of aspects of the repair service (Sheltered Tenants who have had a repair completed in the last 12 months)	63
Figure 60 Keeping sheltered tenants informed (Valid responses)	63
Figure 61 Level of satisfaction that sheltered tenants' views are being taken into account (Valid responses)	63
Figure 62 Preferred methods for information and consultation (Valid responses)	63

Table of Tables

Table 1 Returns and response rate	20
Table 2 Comparison with national data (valid responses only).....	24
Table 3: Associations with 2,500 – 3,000 general needs customers – South region.....	25
Table 4: Associations with 2,500 – 3,000 general needs customers – National data.....	26
Table 5: National data – tenant satisfaction (2009)	27
Table 6 Satisfaction with the overall service provided by neighbourhood area (Valid responses)	30
Table 7 Satisfaction with the quality of the home by neighbourhood area (Valid responses)	33
Table 8 Satisfaction with the general condition of the property by neighbourhood area (Valid responses)	35
Table 9 Satisfaction with the value for money of rent by neighbourhood area (Valid responses)	37
Table 10 Satisfaction with the neighbourhood as a place to live by neighbourhood area (Valid responses)	42
Table 11 Neighbourhood problems (Valid responses).....	43
Table 12 Contact with Coastline Housing by neighbourhood area (Valid responses)	46
Table 13 Satisfaction with the way the housing association deals with repairs and maintenance by neighbourhood area (Valid responses)	56
Table 14 Satisfaction with opportunities for participation in management and decision-making by neighbourhood area (Valid responses)	60
Table 15 Keeping tenants informed by neighbourhood area (Valid responses)	63
Table 16 Level of satisfaction that tenants' views are being taken into account by neighbourhood area (Valid responses)	63
Table 17 Have reported ASB to Coastline Housing in last 12 months by neighbourhood area (Valid responses)	63
Table 18 Likelihood of moving in the next three years by neighbourhood area (Valid responses)	63
Table 19 Other comments made by respondents.....	63
Table 20 Profile table	63
Table 21 Profile table continued.....	63
Table 22 Profile table continued.....	63

Table 23 Profile table continued.....	63
Table 24 Profile table continued.....	63
Table 25 Access to buildings (Valid responses)	63
Table 26 Neighbourhood problems (Valid responses).....	63
Table 27 Satisfaction with aspects of the scheme manager (Valid responses).....	63
Table 28 Other comments made by sheltered respondents	63
Table 29 Profile table	63
Table 30 Profile table continued... ..	63
Table 31 Profile table continued.....	63

1 Executive summary

The following section of the report provides an overview of the opinions expressed by all tenants of Coastline Housing. A postal satisfaction survey of customers was carried out between October and December 2009. In total, 3,318 questionnaires and letters were mailed out to general needs and sheltered tenants (2,815 general needs and 503 sheltered). In addition, 142 were also mailed out to sheltered tenants living in sheltered complex units. Two reminder mailings were sent out to those customers who did not or could not respond to the initial mailing.

In total 1,556 general needs and sheltered tenants' questionnaires were returned, and this is subject to a maximum standard error of $\pm 2.5\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 2.5% of the percentages reported.

In addition, 78 sheltered tenants' questionnaires were returned, and this is subject to a maximum standard error of $\pm 11.1\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 11.1% of the percentages reported.

More than four in five (87.4%) general needs and sheltered tenants combined are satisfied with the overall service provided by Coastline Housing, whereas just under one in twenty (4.3%). In contrast, more than eight in ten (85.9%) sheltered *complex* tenants are satisfied with the overall service provided by Coastline Housing.

When the results are broken out by tenant type, it can be seen that there is a higher rate of satisfaction amongst sheltered tenants (95.6% are satisfied) than general needs residents (85.9%).

Nine in ten (90%) needs tenants are satisfied with the overall quality of their home while only 5% are dissatisfied. When split out by tenant type, the results for sheltered tenants are even more remarkable with 96% satisfied with the overall quality of their home, compared with 89% of general needs residents. These are extremely gratifying findings for Coastline Housing.

In terms of the repairs and maintenance service, more than four fifths of tenants are satisfied (83.9% of general needs and 95.3% of sheltered tenants) which is an encouraging finding for Coastline Housing and one that should be disseminated to both its customers and employees.

The majority (86%) of general needs tenants are satisfied that the rent for their property represents value for money, while 5% are dissatisfied. For sheltered tenants, this increases to 95% who are satisfied that they receive value for money whilst only 2% are dissatisfied. Again these are both encouraging results for Coastline, especially so in light of the current economic climate.

Generally, there is a high level of satisfaction with how enquiries are dealt with generally (more four fifths are satisfied – 82% general needs and 91% sheltered); however, 6% of general needs tenants remain dissatisfied with this aspect of service

provision and this is perhaps something that Coastline may wish to conduct further research into in the future.

Satisfaction with neighbourhood is also high with more than four in five general needs (85%) and more than nine in ten (94%) sheltered tenants satisfied with their neighbourhood as a place to live. Conversely, 8% of general needs and 4% of sheltered tenants are dissatisfied with their neighbourhood.

More than four fifths (82% general needs; 81% sheltered) of tenants have been in contact with Coastline over the last 12 months, the majority of whom found it easy to get hold of the right person (75%), the staff member they spoke to helpful (91%) and able to deal with their problem (81%) and who were satisfied with the final outcome of their contact (76%). Again, these are very encouraging findings for Coastline.

Looking at communication with tenants, just over two thirds (68.5%) of general needs tenants are satisfied that Coastline Housing takes their views into account, while 6.5% are dissatisfied. For sheltered tenants the results are even better with more than three quarters (77.8%) satisfied.

Generally then, the results are very positive with relatively high proportions indicating satisfaction across a large number of services. Satisfaction is especially high with the overall service provided and the quality of the home.

There is a relatively high level of ambivalence with taking general needs tenants' views into account (15.3%) and this proportion should be targeted if Coastline Housing seeks to increase the level of satisfaction in this area.

BMG's recommendations for Coastline would be first and foremost to cascade down to its tenants *and* employees the more positive findings to come out of this survey, such as the high satisfaction levels for the three key indicators (overall satisfaction, the repairs and maintenance service, and views taken into account) and also to emphasise the high levels of satisfaction with overall quality of the home and with neighbourhood.

Coastline does, however, need to look more closely into why a fairly high proportion of its customers who contacted them (one in eight – 12%) found it difficult to get hold of the right person and then found the staff member who they spoke to unable to deal with their problem, especially so given that the vast majority of those respondents who did make contact found the staff member helpful (91%). There seems to be, therefore, no lack of willingness to help but there is, perhaps, an opportunity here to increase or provide fresh training for frontline staff.

In addition, Coastline should look at targeting the fairly high proportion of its residents who either had no opinion or were ambivalent towards the question of how satisfied they are that their views are taken into account, and this could be done by increasing the opportunities for residents to give their views either directly to staff or through other 'mini' surveys.

2 Key Findings

2.1 Introduction and methodology

As part of its ongoing commitment to seek the views of its tenants, in July 2009 Coastline Housing commissioned BMG Research (BMG) to carry out a postal survey amongst its customers. The overall objective of the survey was to gain levels of customer satisfaction with Coastline in key service areas.

A postal satisfaction survey of customers was carried out between October and December 2009. In total, 3,318 questionnaires and letters were mailed out to general needs and sheltered tenants (2,815 general needs and 503 sheltered). In addition, 142 were mailed out to sheltered complex tenants. Two reminder mailings were sent out to those customers who did not or could not respond to the initial mailing.

In total 1,556 general needs and sheltered tenants' questionnaires were returned, and this is subject to a maximum standard error of $\pm 2.5\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 2.5% of the percentages reported.

In addition, 78 sheltered tenants' questionnaires were returned, and this is subject to a maximum standard error of $\pm 11.1\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 11.1% of the percentages reported.

2.2 General Needs and Sheltered Tenants

2.2.1 Overall satisfaction with Coastline Housing

More than four in five (87.4%) tenants are satisfied with the overall service provided by Coastline Housing, with half (50.3%) very satisfied. In contrast just under one in twenty (4.3%) are dissatisfied and a further 8.3% neither satisfied nor dissatisfied. Perhaps not unexpectedly, sheltered residents are more satisfied with the overall service provided by Coastline than their general needs counterparts (95.6% cf. 85.9%).

2.2.2 The quality of the home

Nine in ten (90%) tenants are satisfied with the overall quality of their home. Conversely, 5% are dissatisfied. Sheltered tenants are, again, significantly more likely to be satisfied than general needs residents (96% cf. 89%).

2.2.3 The condition of the property

One in fourteen (7%) tenants are dissatisfied with the general condition of their property while a smaller proportion (5%) is neither satisfied nor dissatisfied. Once again, sheltered tenants are significantly more likely to be satisfied than general needs residents (95% cf. 87%).

2.2.4 Value for money for rent and service charges

The majority (88%) of both general needs and sheltered tenants combined are satisfied that the rent for their property represents value for money, while 5% are dissatisfied. Broken down by tenancy type, 95% of sheltered residents are satisfied compared with 86% of general needs tenants – a significant difference.

2.2.5 Satisfaction with advice, support and enquiries

For each of the aspects regarding advice, support and enquires, the proportions of respondents who are satisfied exceeds the proportions who are dissatisfied. The relatively high proportion of respondents highlighting no opinion for some aspects suggests that Coastline Housing may wish to review how it publicises its activities in these areas.

2.2.6 What do tenants consider to be most important?

Tenants were presented with seven attributes and asked which they consider to be the three most important. The majority (78%) of tenants included repairs and maintenance within the three attributes they consider to be most important, while almost three fifths (56%) highlighted the overall quality of their home.

2.2.7 Satisfaction with the neighbourhood

Almost nine in ten tenants (86%) are satisfied with their neighbourhood as a place to live, while 8% are dissatisfied and a further 6% ambivalent. Sheltered residents are significantly more likely to express satisfaction with their neighbourhood than general needs tenants (94% cf. 85%).

2.2.8 Neighbourhood problems

All tenants were provided with a list of 13 possible neighbourhood issues and were asked to indicate how much of a problem, if at all, they are in their local neighbourhood. Encouragingly for Coastline Housing, for most of the issues, the majority of tenants consider they are not a problem at all.

Car parking is identified as a very big problem by 25% of tenants with a further 21% saying it is a fairly big problem (combined total = 46%), while rubbish or litter is identified as a very big problem by 7% of tenants with a further 14% saying it is a fairly big problem (combined total = 21%).

All respondents were further asked whether they thought Coastline's reputation to be good or poor. The vast majority (83%) think that the reputation of Coastline is good while a further 14% are ambivalent. This means that only 2% of all tenants consider Coastline's reputation to be poor.

2.2.9 Contact with Coastline Housing

The majority (82% general needs; 81% sheltered) of respondents indicated they had been in contact with Coastline Housing over the last twelve months while 14% have not. The majority (84%) contacted Coastline via the telephone.

2.2.10 Reason for contact

Two thirds (68%) of general needs tenants made contact about repairs. A further 10% made contact about rent / housing benefit.

2.2.11 Getting hold of the right person

The majority (75%) of tenants who had been in contact with Coastline Housing found getting hold of the right person easy, whereas 12% found it difficult.

2.2.12 Helpfulness of staff

The vast majority of tenants (91%) found the member of staff helpful, whereas just 3% found them unhelpful.

2.2.13 Ability of staff to deal with the problem

Tenants who had been in contact with Coastline Housing in the last twelve months were then asked whether or not staff had been able to deal with their problem or issue. More than four fifths (81%) indicated that the member of staff had been able to deal with their problem, whereas 12% had found them unable to do so.

2.2.14 Satisfaction with the final outcome

Three quarters (76%) reported they were satisfied with the final outcome of their last contact with Coastline Housing. Conversely, 16% expressed dissatisfaction and a further 7% were neither satisfied nor dissatisfied.

2.2.15 Satisfaction with the repairs and maintenance service

More than four fifths (85.6%) of tenants are satisfied, with half (51.7%) feeling very satisfied. Again, and not unexpectedly, sheltered residents are more satisfied with the repairs and maintenance service provided by Coastline than their general needs counterparts (95.3% cf. 83.9%).

Seven in ten (70%) indicated they had had a repair completed. The majority (at least 88%) of respondents who have had a repair completed over the past 12 months consider each of the aspects of the repairs and maintenance service they were asked to comment on as good.

2.2.16 Opportunities for participation in management and decision-making

All tenants were asked if they were satisfied with the opportunities for participation in management and decision-making provided by Coastline.

Around two thirds (65%) of tenants are satisfied that Coastline Housing provides them with opportunities to participate in management and decision-making. In contrast 3% are dissatisfied. Once again, sheltered tenants are significantly more likely to be satisfied than general needs residents (71% cf. 65%).

2.2.17 Keeping tenants informed

Nine in ten (89%) tenants think that Coastline Housing is good at keeping them informed, with just 4% who think they are poor. Once again, sheltered tenants are significantly more likely to give a higher rating than general needs residents (92% cf. 88%).

2.2.18 Taking into account tenants' views

Seven in ten (69.9%) tenants are satisfied that Coastline Housing takes their views into account compared with just 6.0% who are dissatisfied. Sheltered residents are once again more likely to give a higher rating than general need residents (77.8% cf. 68.5%).

2.2.19 Reporting ASB

Around one in seven (14%) tenants has reported ASB to Coastline Housing. General needs tenants are significantly more likely to have reported ASB than sheltered residents (15% cf. 10%).

2.2.20 Getting hold of the right person

Just over half (54%) found getting hold of the right person easy, whereas three in ten (30%) found it difficult. The remainder (17%) found it neither difficult nor easy, or could not remember.

2.2.21 Helpfulness of staff

Just over two thirds (69%) of tenants who had been in contact with Coastline Housing about anti-social behaviour indicated that the member of staff had been helpful (69% each sheltered and general needs tenants), while 19% thought staff were unhelpful and 10% found the member of staff to be neither helpful nor unhelpful.

2.2.22 Ability of staff to deal with the problem

Around half (49%) indicated that the member of staff had been able to deal with their problem (57% sheltered; 48% general needs), while just over a third (35%) found that staff were unable to do so. The remainder (17%) either found the member of staff to be neither able nor unable to deal with the problem, or could not remember.

2.2.23 Likelihood of moving in the next three years

Around one in seven respondents (15%) indicated that they are fairly or very likely to move from their current home in the next three years. The largest proportion of tenants who are fairly or very likely to move home in the next three years consider that they will rent that home from Coastline Housing (64%).

2.3 Tenants in Sheltered complex units

2.3.1 Satisfaction with services provided by Coastline Housing

More than eight in ten (85.9%) are satisfied with the overall service provided by Coastline Housing while just 8.9% are dissatisfied.

2.3.2 Housing and services

All sheltered tenants were asked to rate their level of satisfaction and dissatisfaction with aspects of their home. Satisfaction is extremely high with all aspects but particularly so with the quality and general condition of the home.

2.3.3 Satisfaction with advice and support provided

All tenants were asked to indicate their level of satisfaction and dissatisfaction with aspects of the service provided by Coastline Housing, such as advice provided, how enquiries are dealt with generally and support provided.

The majority of tenants are satisfied with all aspects of the service provided by Coastline. Satisfaction is highest, however, with advice on rent payments and, most encouragingly for Coastline, how enquiries are dealt with generally.

2.3.4 What do sheltered tenants consider to be most important?

Sheltered tenants were presented with ten attributes and asked which they consider to be the three most important. The majority of tenants indicated that repairs and maintenance (66%) and keeping tenants informed (45%) are the two most important to them, followed by the alarm call system (41%).

2.3.5 Neighbourhood as place to live

Sheltered tenants were asked to rate their satisfaction overall with their neighbourhood as a place to live. The majority (92%) of tenants are satisfied with just 4% dissatisfied.

2.3.6 Neighbourhood problems

All sheltered tenants were provided with a list of 13 possible neighbourhood issues, ranging from litter and rubbish in the streets to car parking and asked to indicate how much of a problem in their local neighbourhood they are.

For all but one of the issues, the majority of respondents consider they are not a problem at all.

Car parking is identified as a very big problem by 22% of tenants with a further 17% saying it is a fairly big problem (combined total = 39%), while rubbish and litter is also identified as a very big problem by 6% of tenants with a further 14% saying it is a fairly big problem (combined total = 20%).

2.3.7 Tenants receiving home help or care services

Two fifths (39%) of sheltered tenants (or someone in their household) receives some form of home help or care services.

2.3.8 Emergency call system

Almost all tenants (99%) state that they have the emergency call service. More than two in five (43%) tenants had used the service in the past 12 months.

Of those sheltered tenants using the emergency call system (just 30 respondents), most (23 residents) said their call was answered by emergency call staff, while 4 tenants had their call answered by the scheme manager.

Around seven in ten tenants are either fairly satisfied or very satisfied with both the speed of response of staff to answer their call and with the helpfulness of staff.

2.3.9 Scheme manager

More than nine in ten (92%) tenants state that they have a scheme manager.

The majority of tenants are satisfied with all aspects of their scheme manager. The lowest proportion satisfied was found for promotion of social activities.

2.3.10 Contact with Coastline Housing

Just under half (48%) of all sheltered tenants indicated they had been in contact while 50% had not. More than half (55%) of these contacted Coastline by telephone.

All sheltered tenants who had been in contact with Coastline Housing were asked a number of questions about their contact experience. The majority (75%) found getting hold of the right person easy, while a similar proportion (83%) indicated that the member of staff had been helpful and 77% indicated that the member of staff had been able to deal with their problem.

More than eight in ten (82%) reported they were satisfied with the final outcome of their last contact with Coastline Housing.

2.3.11 Formal complaints procedure

Just over six in ten (62%) sheltered tenants are aware that Coastline Housing has a formal complaints procedure.

2.3.12 Overall satisfaction with the repairs and maintenance service

The majority of sheltered tenants (97.4%) are satisfied with the way Coastline Housing deals with repairs and maintenance, with just 2.6% of respondents dissatisfied.

2.3.13 Completing a repair

All sheltered tenants were then asked if they had any repairs completed over the last 12 months. Three quarters (77%) indicated they had, whereas a fifth (20%) stated the opposite.

2.3.14 Satisfaction with aspects of the repairs service

Encouragingly, the majority of respondents who have had a repair completed over the past 12 months (58 respondents) are satisfied with all aspects of the repairs and maintenance system, with more than nine in ten satisfied with every aspect and very little dissatisfaction reported for any aspect.

2.3.15 Taking into account sheltered tenants views

Seven in ten (70.2%) sheltered tenants are satisfied that Coastline Housing takes their views into account, while just 9.1% (7 respondents) are dissatisfied.

2.3.16 Keeping sheltered tenants informed

More than eight in ten (84%) sheltered tenants think that Coastline Housing is good at keeping them informed.

2.3.17 Reporting ASB

All sheltered tenants were asked to indicate whether or not they have experienced any ASB whilst at home in the past 12 months. One in twelve (8%) tenants has experienced ASB.

3 Introduction

3.1 Background and method

As part of its ongoing commitment to seek the views of its tenants, in September 2009 Coastline Housing commissioned BMG Research (BMG) to carry out a postal survey amongst its customers. The overall objective of the survey was to gain levels of customer satisfaction with Coastline in key service areas. More specifically, however, the objectives of the research are outlined below:

- To assess levels of satisfaction with the housing services offered to its customers;
- To identify areas of the service which require improvement and examine the future needs and aspirations of tenants;
- To enable the Housing Association to benchmark the results of the survey against those of other housing organisations;
- To continue to provide baseline data to inform the organisation's approach to Best Value; and
- To establish the socio-economic and demographic profile of tenants.

The data were collected in accordance with the Department for Communities and Local Government (DCLG) and National Housing Federation (NHF) guidance.

3.2 Methodology

A postal satisfaction survey of customers was carried out between October and December 2009 and here it should be noted that the fieldwork window included the two postal strikes which had an impact on responses rates of up to 3%. In total, 3,318 questionnaires and letters were mailed out to general needs and sheltered tenants (2,815 general needs and 503 sheltered). In addition, 142 questionnaires were also mailed out to sheltered tenants living in sheltered complex units. Two reminder mailings were sent out to those customers who did not or could not respond to the initial mailing.

In total 1,556 general needs and sheltered tenants' questionnaires were returned (a combined response rate of 47%), and this is subject to a maximum standard error of $\pm 2.5\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 2.5% of the percentages reported.

In addition, 78 sheltered tenants' questionnaires were returned, and this is subject to a maximum standard error of $\pm 11.1\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 11.1% of the percentages reported.

The questionnaire used for general needs and sheltered tenants was the National Housing Federation's Standardised Tenant Satisfaction questionnaire (4NA), known as STATUS. For sheltered complex tenants version 4NE was used. The use of

STATUS allows comparison with the performance of other social housing providers. In addition to the STATUS questions, localised question areas were also included.

In order to ensure that the survey results reflect the views of all tenants the general needs and sheltered data were weighted prior to analysis by the four areas (Rural, Redruth, Helston and Camborne) and also by tenants type (general needs and sheltered). This weighting corrects the relative housing stock imbalances within the returns.

The number of returns, response rate and confidence interval for each element is provided in the table below.

Table 1 Returns and response rate

	Returns	Mailed out	Response rate	Confidence interval
General Needs	1,209	2,815	43%	+/-2.8%
Sheltered	347	503	69%	+/-5.3%
Combined	1,556	3,318	47%	+/-2.5%
Sheltered complex	78	142	55%	+/-11.1%

As illustrated in the table above, the total general needs and sheltered tenants sample is subject to a maximum standard error of +/-2.5% at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the resident population, if a census had been conducted, to within 2.5%.

In addition, the total general needs only tenants sample is subject to a maximum standard error of +/-2.8% at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the resident population, if a census had been conducted, to within 2.8%.

According to the new STATUS guidance, the margin of error for the total stock and/or general needs stock needs to be +/-4.0%. As can be seen from the above table, the Coastline sample has a margin of error of +/-2.8% for general need and +/-2.5% for total stock and is therefore well within guidance.

The data used in this report are rounded up or down to the nearest whole percentage. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that do differ in this way should not have a variance which is any larger than 1%.

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

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

4 Comparison and context

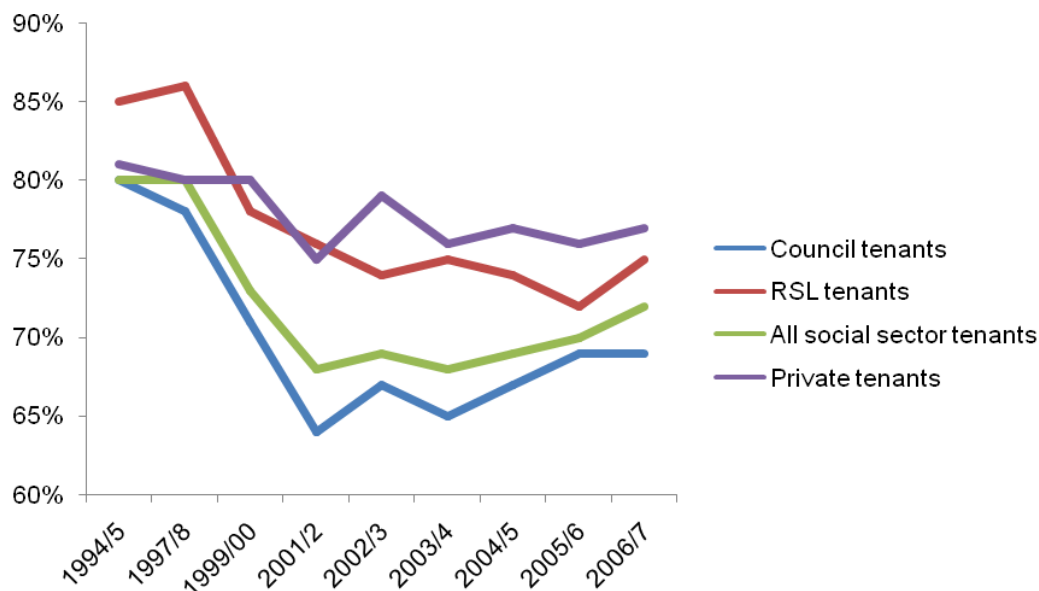
4.1 Introduction

Before the results of the survey are examined in detail it is necessary to examine the wider context in the social housing sector. The Survey of English Housing (SEH) undertaken annually by the department of Communities and Local Government collects information from 20,000 households about their housing. From this annual survey key trends can be identified which are, at least in part, relevant to the findings of this particular survey.

4.2 Change over time

As Figure 1 illustrates, that while overall satisfaction with landlords has declined markedly over the last decade it is now beginning to increase slowly for tenants in the social sector.

Figure 1 Satisfaction with landlord since 1994

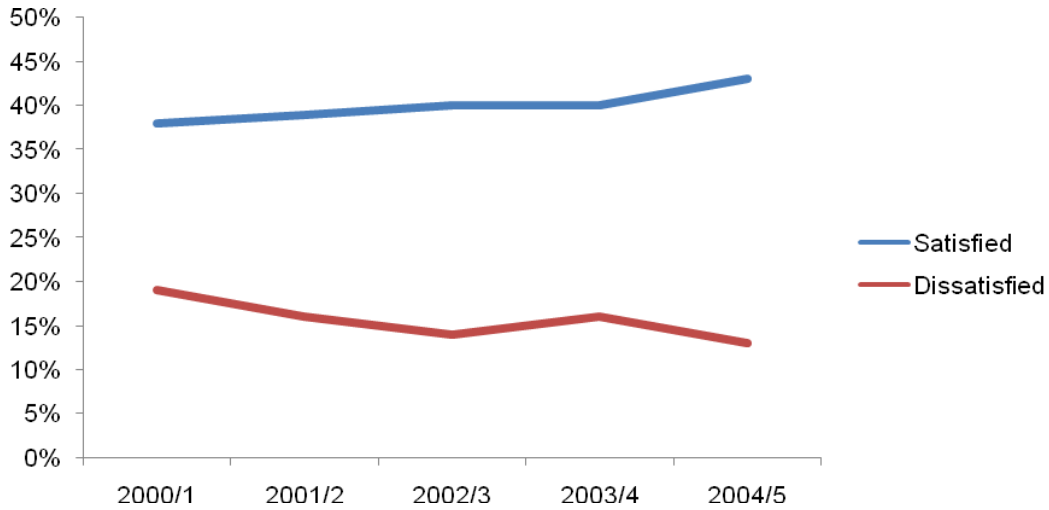


Source: Survey of English Housing

Source

Over the past five years satisfaction with opportunities for participation in management and decision making has steadily risen.

Figure 2 Satisfaction with opportunities for participation since 2000/01



Sour

ce: Survey of English Housing

4.3 Satisfaction levels

Anecdotally, satisfaction levels tend to be driven by levels of satisfaction with the repair and maintenance service, satisfaction with home, satisfaction with neighbourhoods and general needs tenants' perception on whether their rent represents good value for money. Furthermore, satisfaction with a service is derived from the interaction between residents' expectations of that service and their actual experience of it.



Customer satisfaction is therefore improved either by improving the experience of customers through enhancements in performance or through the management of expectations. It is often the case with 'repairs and maintenance service' for social landlords that the low level of satisfaction is caused, not so much by poor performance as by high expectations.

In addition, the demographic composition of an association's tenant stock could also have an impact on the levels of satisfaction with the service provided by the landlord. Anecdotal evidence, from working with a number of social landlords, shows that Black and Minority Ethnic groups (BME), families and younger residents tend to be less satisfied with their landlord. This, at least in part, could be attributed to their higher expectation levels (see figure above).

5 Benchmarking against national and local organisations

We have selected three key measures of performance and compared Coastline's results with the national averages obtained from the most recent survey of English Housing data (2006/07). Comparisons will be made on all Housing Association tenants who provided a valid response. These comparisons will be based on *general needs tenants only*.

Coastline performs at above average levels when compared with national data for both satisfaction with the landlord overall and with the repairs and maintenance service. However, Coastline performs slightly lower than national average for satisfaction with the neighbourhood (see table below).

Table 2 Comparison with national data (valid responses only)

Satisfaction with key aspects of service				
	General needs tenants		National average (2006/07)	
	Very satisfied %	Total satisfaction %	Very satisfied %	Total satisfaction %
Satisfaction with neighbourhood	47	85	48	87
Overall satisfaction with Coastline	47	86	31	72
Satisfaction with the way in which Coastline deals with repairs and maintenance	47	84	38	73
Unweighted sample base:	Varied		Varied	

5.1.1 Coastline Housing – regional comparisons

In terms of satisfaction with the overall service provided, at 85.9% Coastline Housing is above the regional average (81.6%). For repairs and maintenance, Coastline Housing has a score (83.9%) that is also above the regional average (77.2%).

Table 3: Associations with 2,500 – 3,000 general needs customers – South region

RSL name	Regulation region	GN managed stock	Year of Tenant satisfaction survey	Tenant satisfaction with overall service %	Tenant satisfaction with repairs & maintenance service %
Coastline Housing	South	2,824	2009	85.9	83.9
Broxbourne Housing Association Ltd	South	2,650	2008	89.0	87.5
Co-operative Development Society Ltd	South	2,648	2008	77.4	74.9
East Dorset Housing Association Ltd	South	2,630	2006	83.0	81.0
Estuary Housing Association Ltd	South	2,597	2006	72.0	68.6
Friendship Care and Housing	South	2,969	2007	75.2	80.3
Hastoe Housing Association Ltd	South	2,635	2008	79.7	69.8
Hermitage Housing Association Ltd	South	2,902	2007	77.8	77.0
Hexagon Housing Association Ltd	South	2,556	2008	71.2	68.1
Kings Forest Housing Ltd.	South	2,856	2006	79.0	75.0
Medina Housing Association Ltd	South	2,592	2008	89.2	86.3
Mole Valley Housing Association	South	2,944	2008	83.0	62.0
North Devon Homes Ltd.	South	2,560	2007	87.6	84.7
Ocean Housing Ltd	South	2,849	2008	89.0	88.0
Rother Homes Ltd	South	2,592	2008	89.8	84.0
Severn Vale Housing Society Ltd	South	2,614	2007	83.7	80.8
South Wight Housing Association Ltd	South	2,549	2006	82.0	83.0
Springboard Housing Association Ltd	South	2,896	2008	78.3	66.8
Swan (Essex) Housing Association Ltd	South	2,521	2008	76.0	68.5
Tor Homes	South	2,546	2008	88.0	85.0
Toynbee Housing Association Ltd	South	2,982	2008	72.0	62.0
Westcountry Housing Association Ltd	South	2,551	2008	86.3	80.8
Average for selection				81.6	77.2

5.1.2 Coastline Housing – National comparisons

In terms of satisfaction with the overall service provided, at 85.9% Coastline Housing is above the average for Housing Associations with 2,500 – 3,000 general needs customers (83.7%). For repairs and maintenance, Coastline Housing has a score (83.9%) which is also above the average for Housing Associations with 2,500 – 3,000 general needs customers (79.0%).

Table 4: Associations with 2,500 – 3,000 general needs customers – National data

RSL name	Regulation region	GN managed stock	Year of Tenant satisfaction survey	Satisfaction with overall service %	Satisfaction with repairs & maintenance service %
Coastline Housing	South	2,824	2009	85.9	83.9
Accent Nene Limited	North	2,616	2009	84.3	81.3
Cestria Community Housing	North	2,570	2009	84.9	75.5
East Dorset Housing Association Limited	South	2,630	2006	83.0	81.0
Gedling Homes	North	2,439	2008	83.4	77.3
Lee Valley Housing Association Limited	North	2,567	2009	82.0	81.0
Maritime Housing Association	North	2,940	2008	75.0	65.0
North Devon Homes Ltd.	South	2,560	2007	87.6	84.7
Orbit Group Limited	North	2,607	2007	83.0	75.5
Tor Homes	South	2,546	2008	88.0	85.0
Average for selection				83.7	79.0

5.1.3 National comparisons

In terms of satisfaction with the overall service provided, at 85.9% Coastline Housing is above the national average (80.4%). For repairs and maintenance, Coastline Housing has a score well above the national average (76.0%) and for satisfaction with views being taken into account Coastline is also above the national average (62.8%).

Table 5: National data – tenant satisfaction (2009)

National Summary - Tenant Satisfaction Measures			
	Tenant satisfaction with overall service	Tenant satisfaction with views taken into account	Tenant satisfaction with repairs & maintenance service
	2009	2009	2009
National mean	80.4%	62.8%	76.0%
National median	81.6%	62.3%	77.5%
National top quartile	86.0%	69.0%	83.0%
National top tenth centile	89.8%	76.0%	86.2%
National bottom quartile	76.0%	55.0%	70.1%
National bottom tenth centile	69.3%	51.0%	64.0%
Coastline Housing	85.9%	68.5%	83.9%

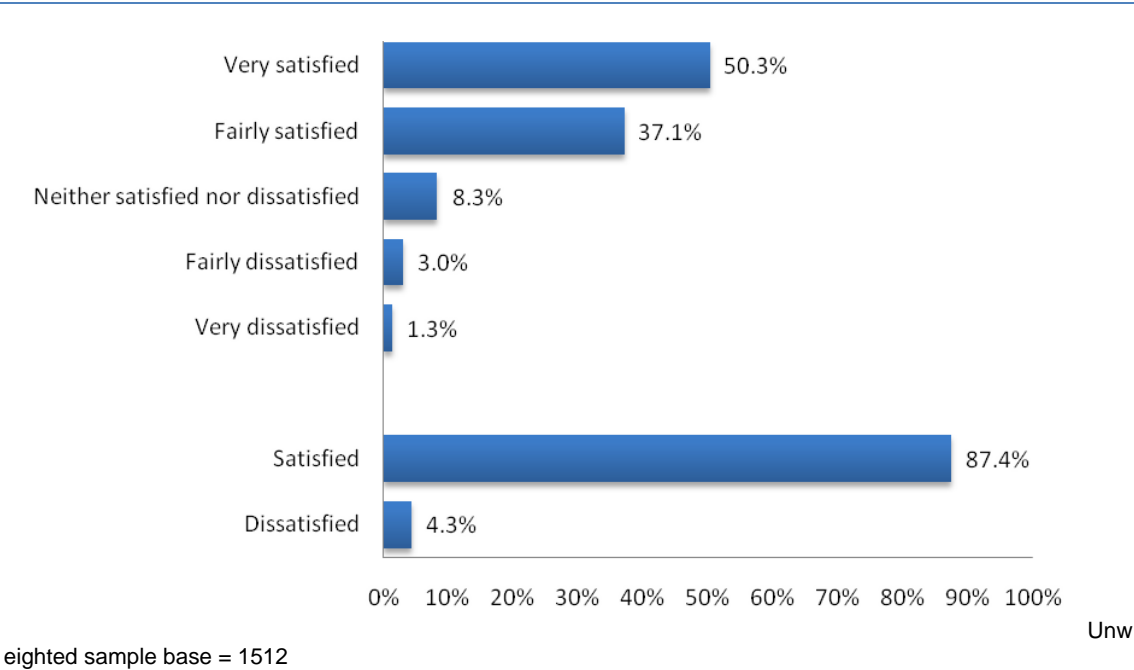
6 General Needs Tenants

6.1 Overall satisfaction with Coastline Housing

All respondents were asked to rate their level of satisfaction or dissatisfaction with the overall service provided by Coastline Housing.

More than four in five (87.4%) tenants are satisfied with the overall service provided by Coastline Housing, with half (50.3%) very satisfied. In contrast just under one in twenty (4.3%) are dissatisfied and a further 8.3% neither satisfied nor dissatisfied.

Figure 3 Satisfaction with overall service provided by Coastline Housing (Valid responses)



The following table shows levels of overall satisfaction by area. The data shows that there are remarkably few differences between the four areas but with tenants of Helston slightly more likely to be satisfied.

Table 6 Satisfaction with the overall service provided by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1512]	87.4%	8.3%	4.3%	+83.1%
Helston [444]	89.4%	5.6%	5.0%	+84.4%
Camborne [441]	86.3%	9.5%	4.2%	+82.1%
Redruth [459]	87.2%	8.9%	3.9%	+83.3%
Rural [168]	87.8%	7.8%	4.4%	+83.4%

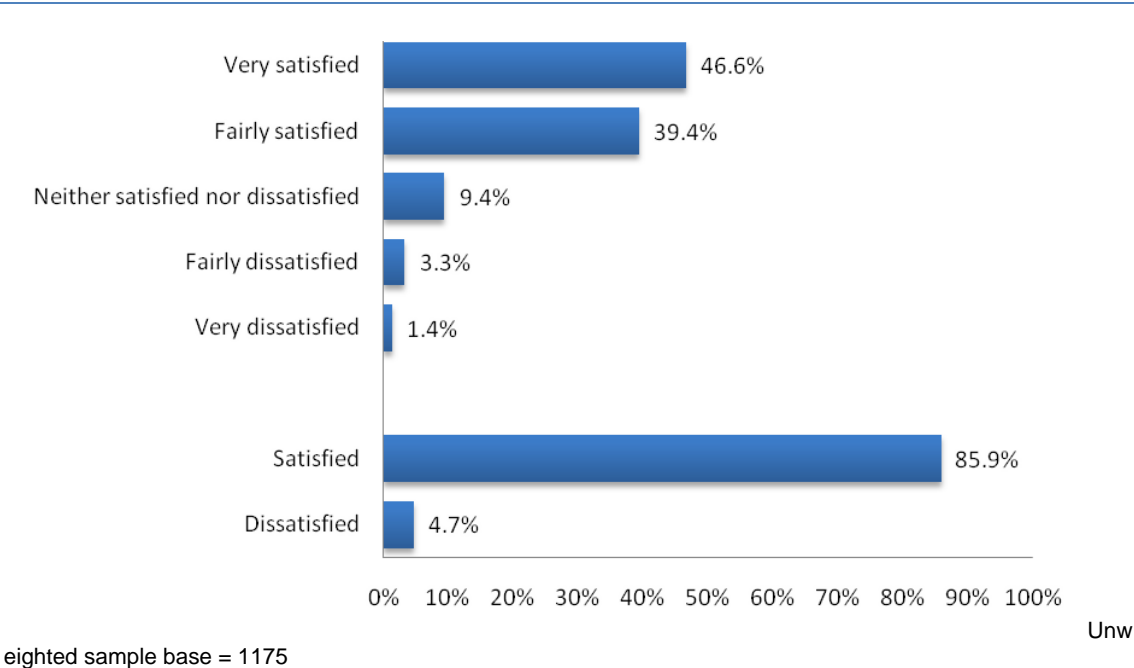
Older respondents (65+) are significantly more likely to be satisfied with the overall service provided by their housing association (94% compared with 82% of those aged under 65). Those fully retired from work (95%) are also more likely to be satisfied, thus reinforcing the finding that older respondents are more likely to be satisfied with the overall service provided by Coastline.

Those living in single person households aged 60 and over (94%) are significantly more likely to be satisfied than those in multi adult households, single occupancy households aged under 60, and families (87%, 84%, and 73% respectively).

Significantly, almost a third (31%) of respondents who are dissatisfied that their views are being taken into account by Coastline Housing are dissatisfied with the overall service it provides. Amongst respondents who expressed dissatisfaction with the repairs and maintenance service, 32% are dissatisfied with the overall service. Similarly, more than a third (36%) of respondents dissatisfied with the quality of their home are dissatisfied with the overall service from Coastline Housing.

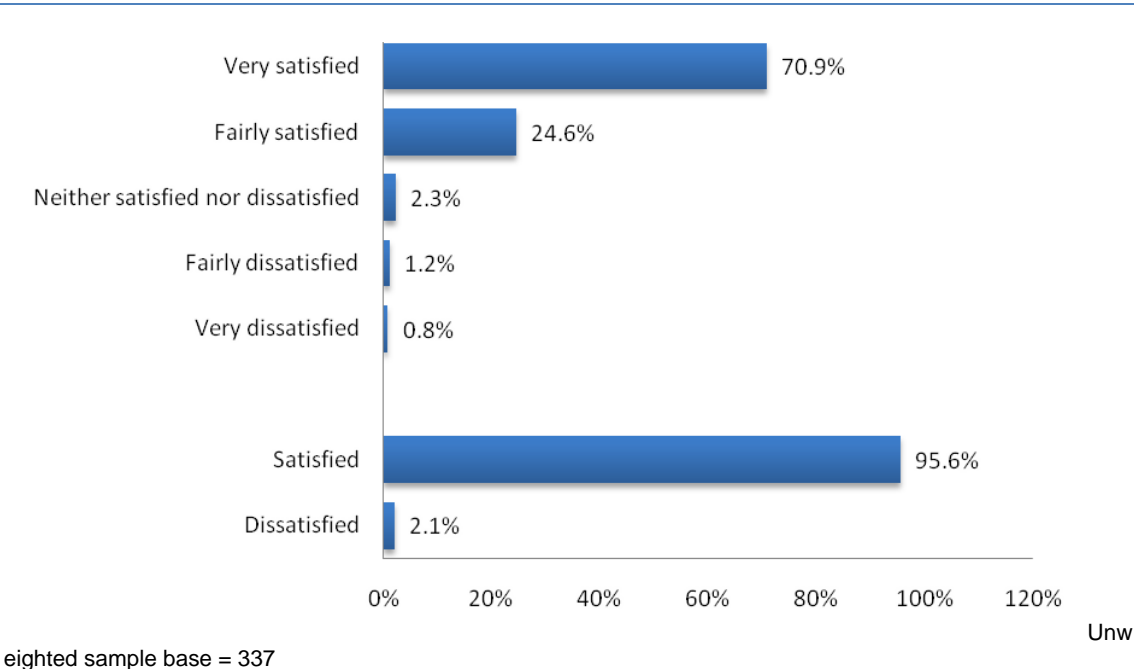
The following figures (over the page) show satisfaction scores presented separately for general needs and sheltered tenants. These show that, not unexpectedly, sheltered residents are more satisfied with the overall service provided by Coastline than their general needs counterparts.

Figure 4 Satisfaction with overall service provided by Coastline Housing – General needs tenants only (Valid responses)



ighted sample base = 1175

Figure 5 Satisfaction with overall service provided by Coastline Housing – Sheltered tenants only (Valid responses)



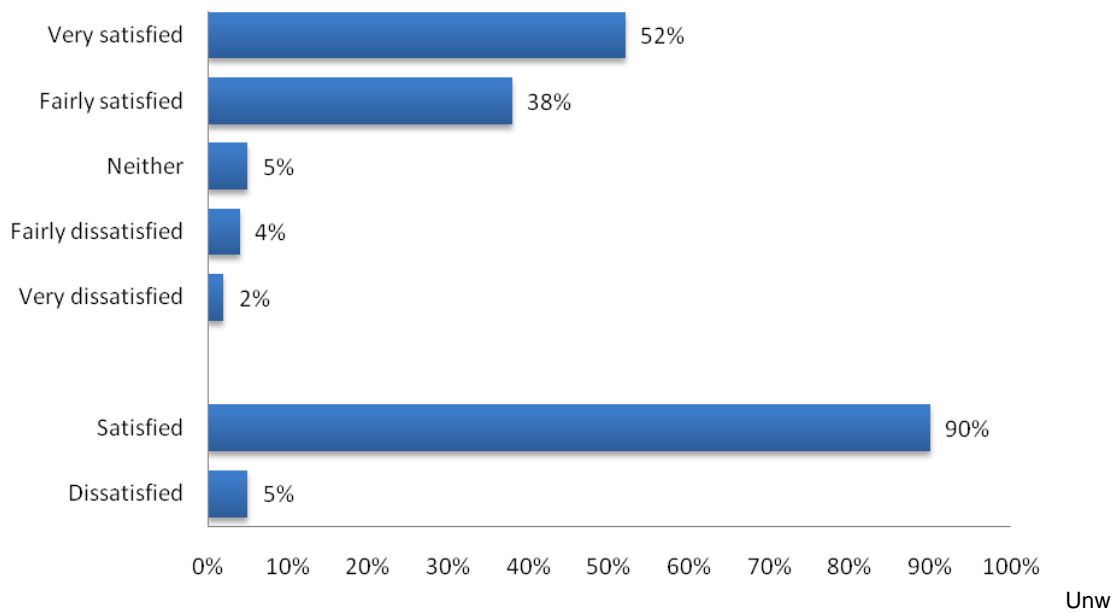
ighted sample base = 337

6.2 The quality of the home

All respondents were asked to rate how satisfied or dissatisfied they are with the quality of their home.

Nine in ten (90%) tenants are satisfied with the overall quality of their home. Conversely, 5% are dissatisfied.

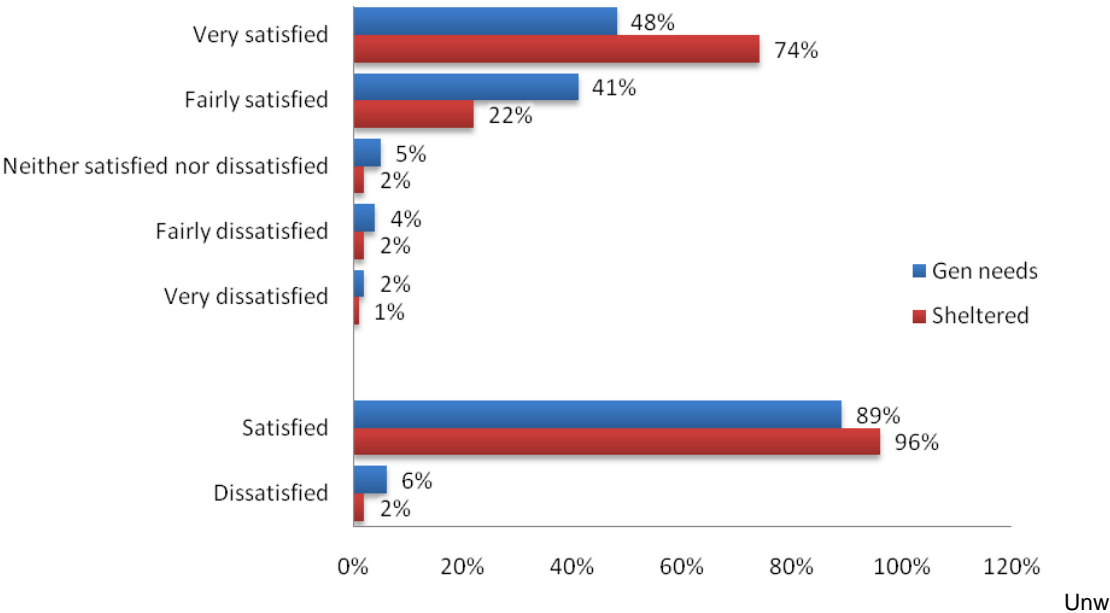
Figure 6 Satisfaction with the quality of the home (Valid responses)



ighted sample base = 1508

Sheltered tenants are, again, significantly more likely to be satisfied than general needs residents (96% cf. 89%).

Figure 7 Satisfaction with the quality of the home (Valid responses)



Weighted sample bases: General needs: 1170, Sheltered: 338

Spatially, there is very little difference between areas.

Table 7 Satisfaction with the quality of the home by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1508]	90%	5%	5%	+85%
Helston [441]	91%	4%	5%	+86%
Camborne [445]	90%	5%	5%	+85%
Redruth [454]	90%	5%	5%	+85%
Rural [168]	90%	5%	6%	+84%

Once again, older respondents are significantly more likely to be satisfied with the quality of their home than younger (98% of those aged 65+ and 93% of 55-64 year olds compared with 82% of 35-54 year olds and 67% of those aged 16-34). Specifically, those aged 16-34 and those aged 35-54 are the most likely to be dissatisfied in this regard (16% and 10% are dissatisfied in each group).

Those living in single person households aged 60 and over (96%) are again significantly more likely to be satisfied than those in single occupancy households aged under 60, families and multi adult households (90%, 92% and 92% respectively).

Those who are economically inactive are significantly more likely than those who are active to be satisfied with the quality of their homes (92% cf. 83%) reflecting, perhaps, the older age groupings here.

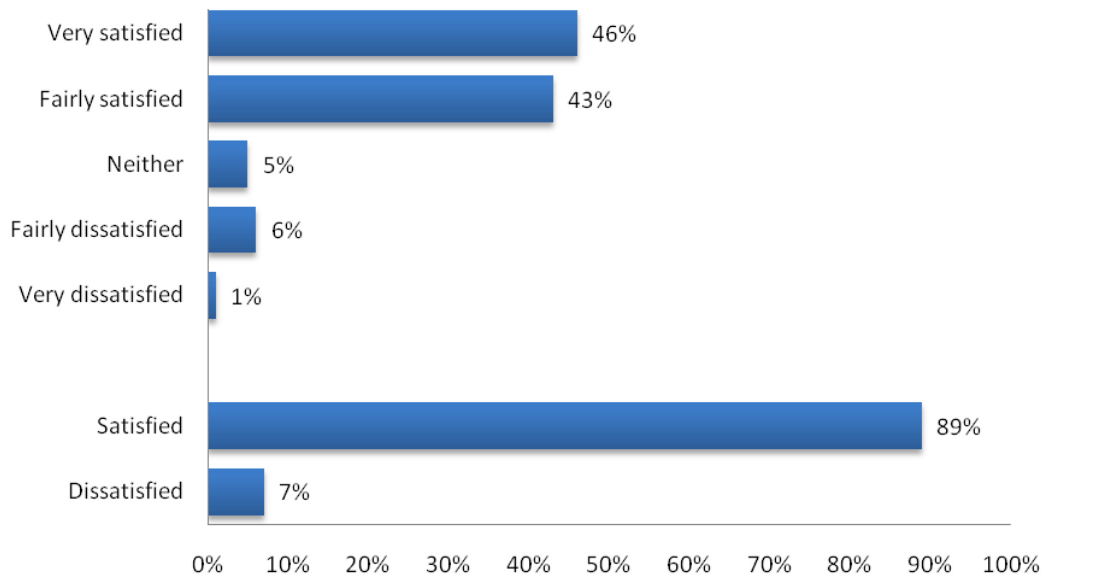
Significantly, three fifths (59%) of respondents who are dissatisfied with the *condition* of their home are dissatisfied with the quality of their home. Amongst respondents who expressed dissatisfaction with the overall service provided by Coastline Housing, 46% are dissatisfied with the quality of their home. Similarly, 36% of respondents who are dissatisfied that their views are being taken into account by Coastline Housing are dissatisfied with the overall quality of their home.

6.3 The condition of the property

Respondents were asked to rate their level of satisfaction with the general condition of their property. Almost nine in ten tenants (89%) are satisfied with the general condition of their property.

One in fourteen (7%) tenants are dissatisfied with the general condition of their property while a smaller proportion (5%) is neither satisfied nor dissatisfied.

Figure 8 General condition of the property (Valid responses)

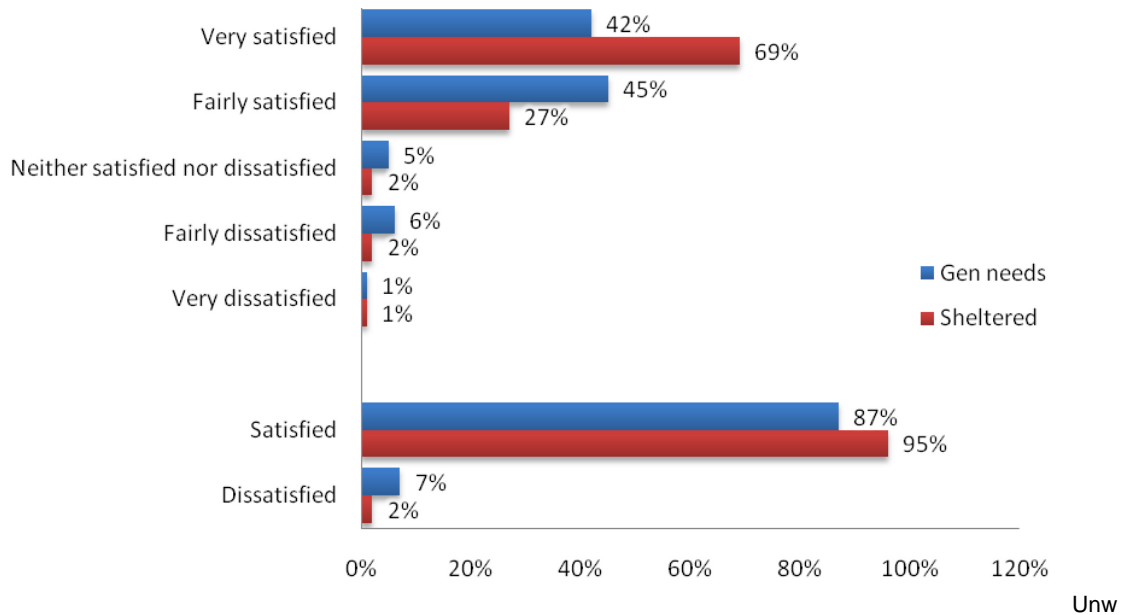


Weighted sample base = 1443

Unw

Once again, sheltered tenants are significantly more likely to be satisfied than general needs residents (95% cf. 87%).

Figure 9 Satisfaction with the general condition of the property (Valid responses)



Weighted sample bases: General needs: 1124, Sheltered: 319

Geographical analysis shows that while there are no significant differences between levels of satisfaction across areas, those living in Helston are most likely to be satisfied with the condition of their property.

Table 8 Satisfaction with the general condition of the property by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1443]	89%	5%	7%	+82%
Helston [425]	92%	3%	6%	+86%
Camborne [421]	88%	5%	6%	+82%
Redruth [435]	89%	4%	7%	+82%
Rural [162]	86%	6%	8%	+78%

Once again, satisfaction levels are significantly higher amongst those aged 65 and over (97%) and those aged 55-64 (93%) compared with 79% of those aged 35-54 and 70% of 16-34 year olds. For this indicator, those most likely to be dissatisfied are those aged 16-34 and 35-54, 15% and 14% respectively of whom are dissatisfied with the general condition of their property. This is again reinforced by the finding that those living in single occupancy households aged 60 and over (96%) are significantly

more likely to be satisfied than those from families, single person households aged under 60 and multi adult households (71%, 89% and 90% respectively).

Respondents with a longstanding illness or disability in the household are also significantly more likely to be satisfied in this regard (90% cf. 86% those without a disability).

Significantly, the majority (95%) of respondents who are satisfied with the overall service provided by Coastline are satisfied with the general condition of their property. Amongst respondents who expressed dissatisfaction with the overall service provided by Coastline Housing however, half (50%) are dissatisfied with the condition of their home.

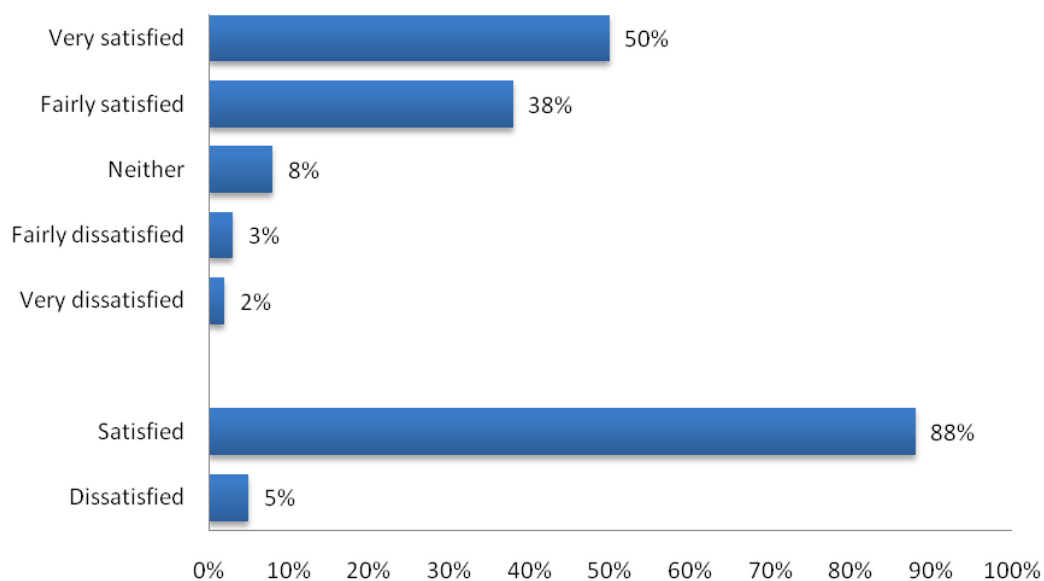
Amongst respondents dissatisfied with the repairs and maintenance service, 34% are also dissatisfied with the general condition of their property.

6.4 Value for money for rent

All tenants were asked to indicate their level of satisfaction with the value for money for their rent.

The majority (88%) of both general needs and sheltered tenants combined are satisfied that the rent for their property represents value for money, while 5% are dissatisfied.

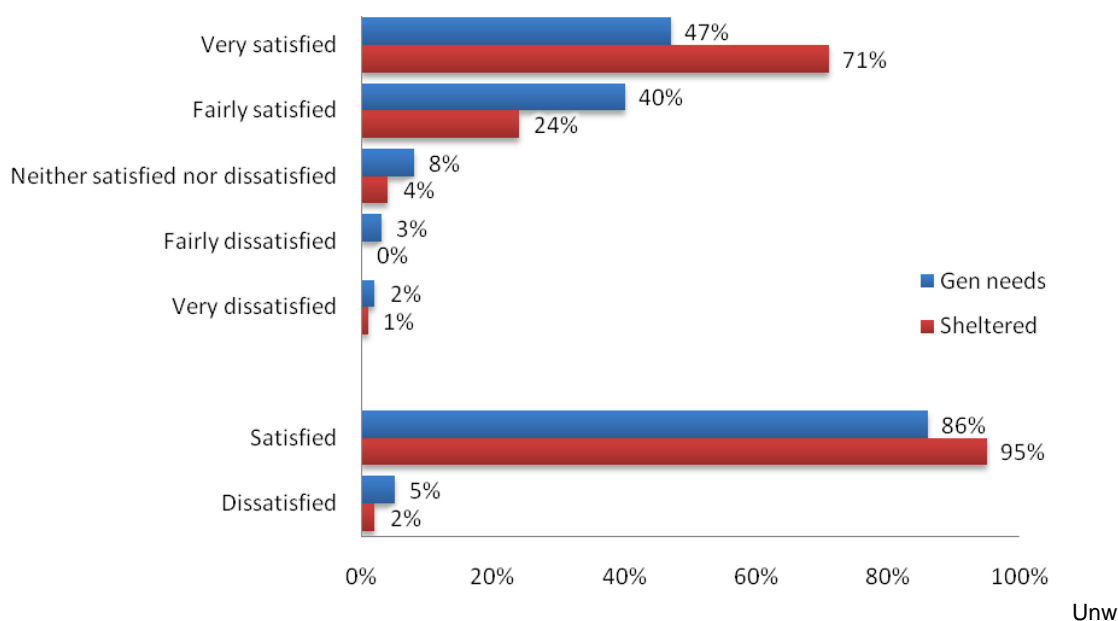
Figure 10 Value for money for rent (Valid responses)



Unweighted sample base = 1416

Broken down by tenancy type, 95% of sheltered residents are satisfied compared with 86% of general needs tenants – a significant difference.

Figure 11 Satisfaction with the value for money of rent (Valid responses)



eighted sample bases: General needs: 1110, Sheltered: 306

Spatial analysis shows that once again there are no significant differences between the areas, although Rural areas are where respondents are more likely to be satisfied.

Table 9 Satisfaction with the value for money of rent by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1416]	88%	8%	5%	+83%
Helston [418]	89%	6%	5%	+84%
Camborne [412]	86%	9%	5%	+81%
Redruth [434]	87%	8%	5%	+82%
Rural [152]	90%	7%	3%	+87%

Non-working age (65 and over) respondents are also significantly more likely to be satisfied (95% compared with 82% of those aged under 65). Specifically, those most likely to be dissatisfied (significantly so) are those aged 16-34 (11%). Again, this is supported by the finding that those who are fully retired (96%) are significantly more likely to be satisfied than those from other employment groups.

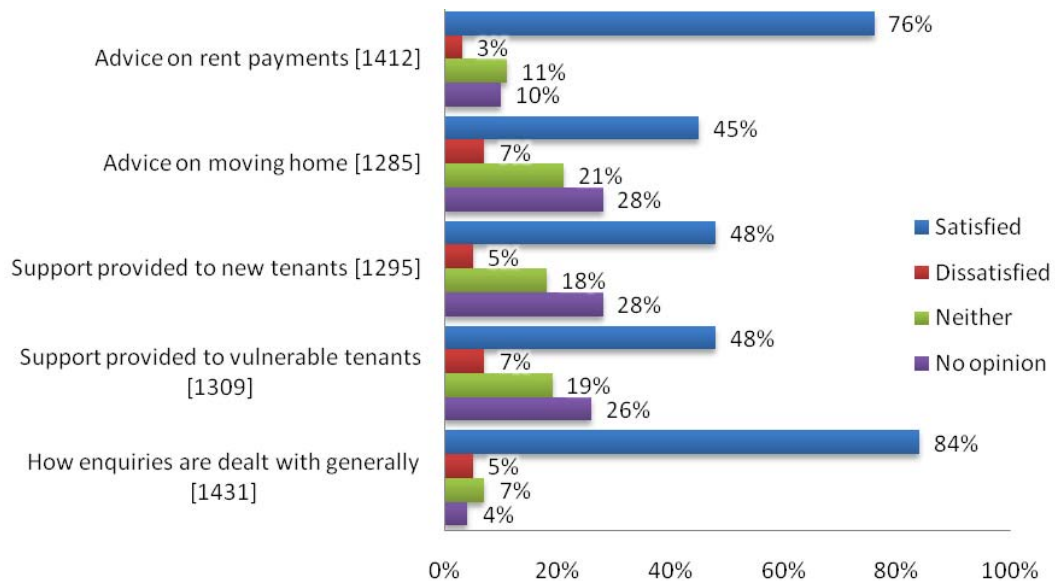
Significantly, just under a third (31%) of respondents who are dissatisfied with the overall service provided by Coastline Housing are dissatisfied with the value for

money the rent they pay represents. Amongst respondents who are dissatisfied that their views are being taken into account by Coastline Housing, 31% are dissatisfied with the value for money their rent represents.

6.5 Satisfaction with advice, support and enquiries

All tenants were asked to indicate their level of satisfaction and dissatisfaction with aspects of advice and support provided by Coastline Housing, along with how enquires are dealt with generally. The results are summarised in the following figure.

Figure 12 Satisfaction with aspects of the service provided by Coastline Housing (Valid responses)



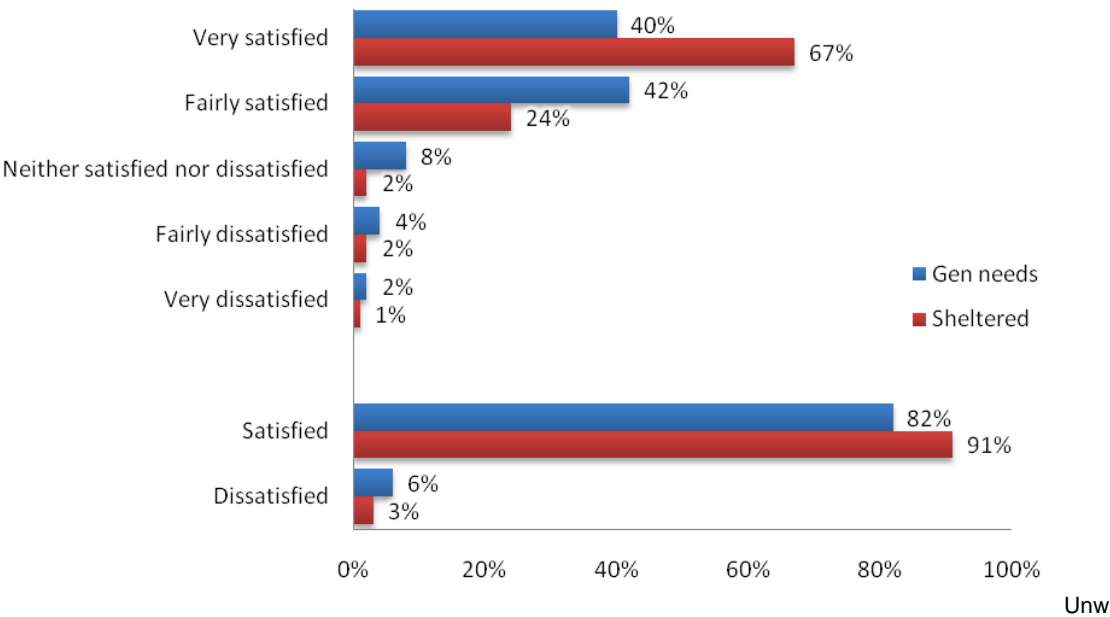
Unweighted sample bases in brackets

For each of the aspects, the proportions of respondents who are satisfied exceeds the proportions who are dissatisfied. The relatively high proportion of respondents highlighting no opinion for some aspects suggests that Coastline Housing may wish to review how it publicises its activities in these areas.

Whilst 51% of tenants expressed satisfaction with the support provided to new tenants, amongst those who have held a tenancy with Coastline Housing for one year or less this rises to 78%, indicating that the support Coastline offers to its new tenants is striking the right chord.

Looking at how enquiries are dealt with generally in more detail, it can be seen that sheltered tenants are more likely to be satisfied than their general needs counterparts.

Figure 13 Satisfaction with aspects of the service provided by Coastline Housing - How enquiries are dealt with generally (Valid responses)



Weighted sample bases: General needs: 1118, Sheltered: 313

Residents who are dissatisfied that their views are taken into account, however, are significantly more likely to be dissatisfied with how enquiries are dealt with generally than those who are satisfied (31% cf. 2%).

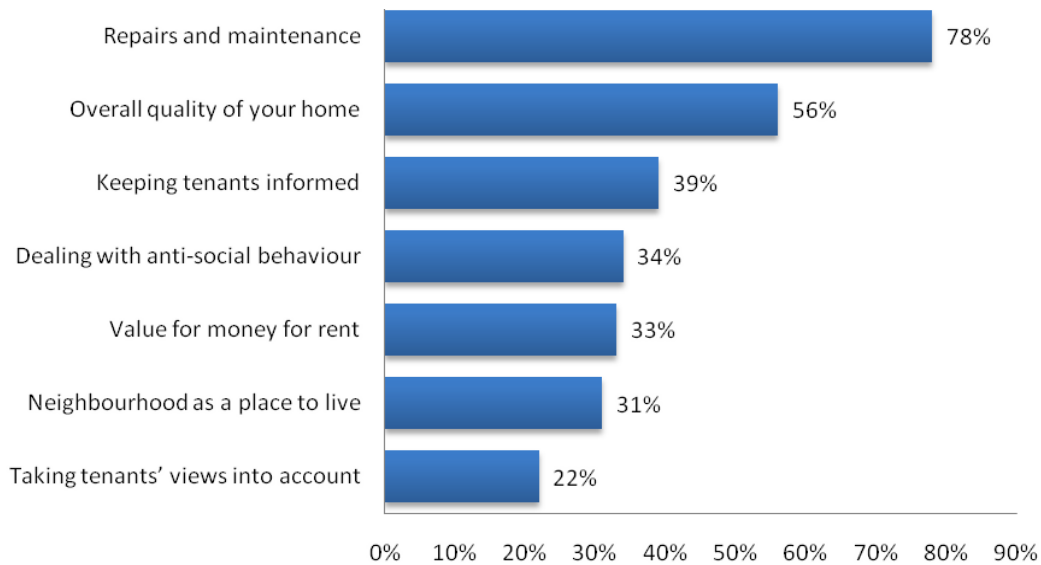
6.6 What do tenants consider to be most important?

All tenants were presented with seven attributes and asked which they consider to be the three most important.

As the following figure illustrates, the majority (78%) included repairs and maintenance within the three attributes they consider to be most important (82% sheltered; 78% general needs), while almost three fifths (56%) highlighted the overall quality of their home. This report has already noted that 90% of tenants are satisfied with the overall quality of their home, whilst only 5% are dissatisfied.

Two fifths (39%) of respondents included keeping tenants informed while a further third (34%) dealing with anti-social behaviour within the three attributes they consider most important.

Figure 14 What tenants consider to be most important (Valid responses)



Weighted sample base = 1481

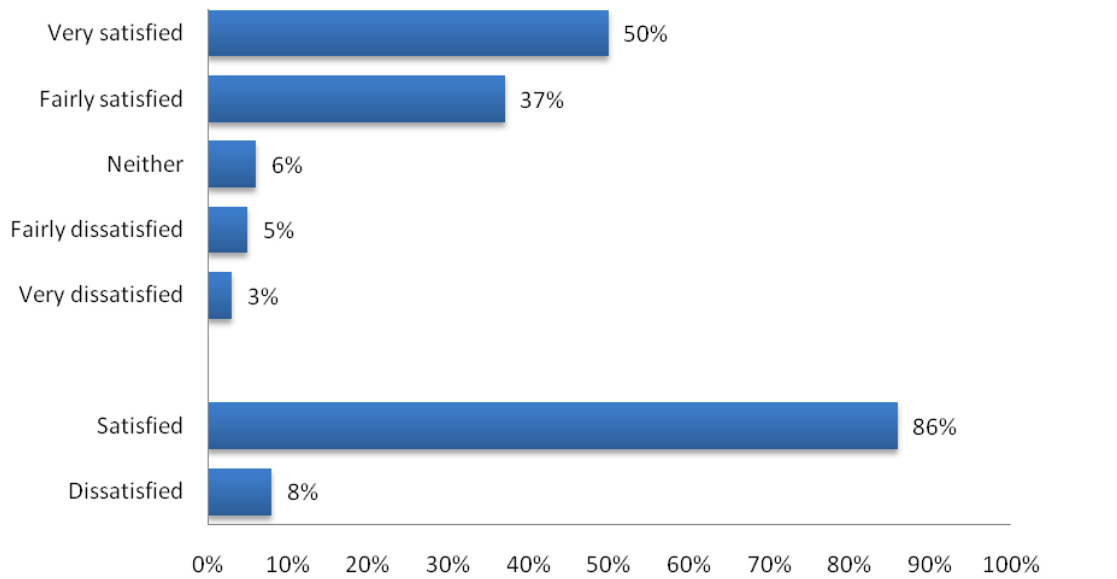
Unw

6.7 Satisfaction with the neighbourhood

All respondents were asked to rate their level of satisfaction or dissatisfaction with their neighbourhood as a place to live.

Almost nine in ten tenants (86%) are satisfied with their neighbourhood as a place to live, while 8% are dissatisfied and a further 6% ambivalent.

Figure 15 Satisfaction with the neighbourhood (Valid responses)

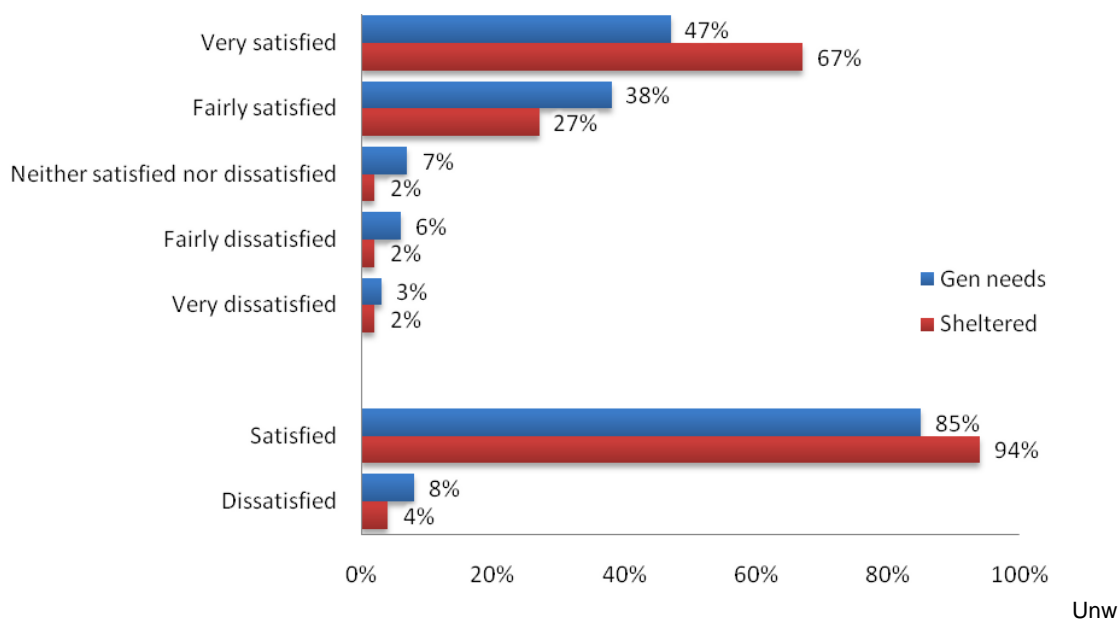


Weighted sample base = 1448

Unw

Sheltered residents are significantly more likely to express satisfaction with their neighbourhood than general needs tenants (94% cf. 85%).

Figure 16 Satisfaction with the neighbourhood (Valid responses)



eighted sample bases: General needs: 1130, Sheltered: 318

Analysis by area shows that the highest levels of satisfaction are in Rural areas. Camborne residents are statistically significantly more likely to be dissatisfied than residents from the Helston and Rural areas.

Table 10 Satisfaction with the neighbourhood as a place to live by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1448]	86%	6%	8%	+78%
Helston [429]	91%	5%	4%	+87%
Camborne [419]	83%	6%	11%	+72%
Redruth [437]	83%	9%	8%	+75%
Rural [163]	93%	2%	5%	+88%

Non-working age respondents (those aged 65+) are again the most likely to be satisfied (94% compared with 80% of those aged under 65). Again this is supported by the finding that those living in single occupancy households aged 60 and over (94%) are significantly more likely to be satisfied than those from single person

households aged under 60, families and multi adult households (77%, 75% and 89% respectively).

Significantly, a quarter (25%) of respondents who are dissatisfied that their views are being taken into account by Coastline Housing are dissatisfied with the neighbourhood as a place to live. Amongst respondents who expressed dissatisfaction with the overall service 38% are dissatisfied with the neighbourhood as are 28% of tenants who are dissatisfied with the quality of their home.

Just under three in ten (28%) of tenants who have reported anti social behaviour (ASB) are dissatisfied with their neighbourhood as a place to live, compared to just 4% of tenants who have not reported ASB. This is a statistically significant finding.

6.8 Neighbourhood problems

All tenants were provided with a list of 13 possible neighbourhood issues and were asked to indicate how much of a problem, if at all, they are in their local neighbourhood. Encouragingly for Coastline Housing, for most of the issues, the majority of tenants consider they are not a problem at all.

Car parking is identified as a very big problem by 25% of tenants with a further 21% saying it is a fairly big problem (combined total = 46%).

Rubbish or litter is identified as a very big problem by 7% of tenants with a further 14% saying it is a fairly big problem (combined total = 21%).

Disruptive children/teenagers are identified as a very big problem for 7% of tenants with a further 12% identifying them as a fairly big problem (combined total = 19%).

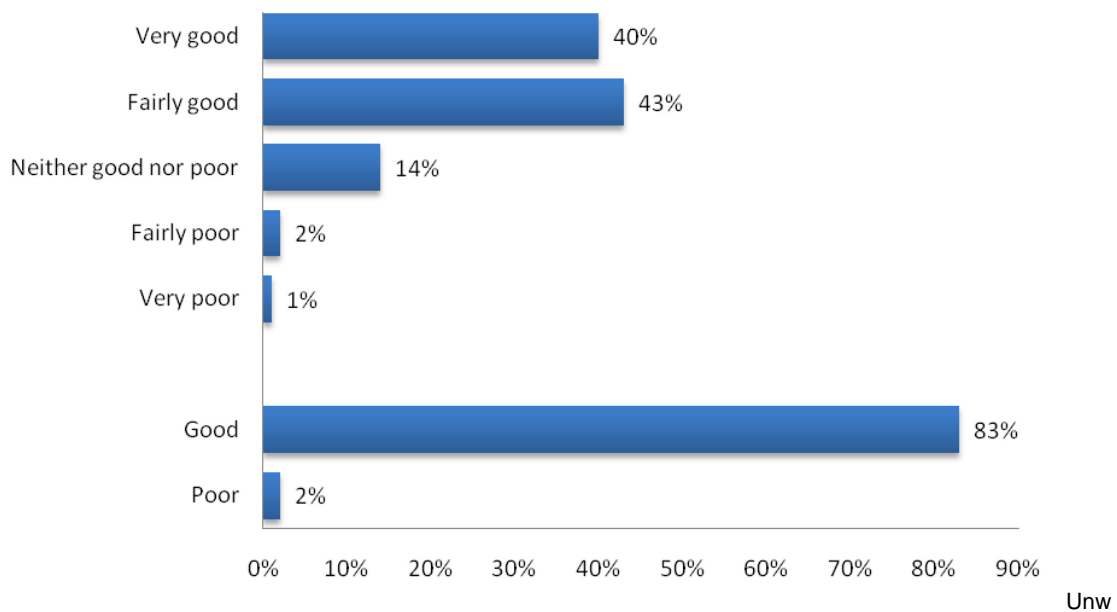
Table 11 Neighbourhood problems (Valid responses)

Issue	Very big problem	Fairly big problem	Not a very big problem	Not a problem at all
	%	%	%	%
Rubbish or litter [1406]	7%	14%	40%	39%
Noisy neighbours [1371]	6%	9%	34%	50%
Pets and animals [1372]	4%	7%	30%	58%
Disruptive children / teenagers [1363]	7%	12%	35%	47%
Racial or other harassment [1337]	2%	2%	16%	81%
Drunk or rowdy behaviour [1356]	4%	8%	30%	57%
Vandalism and graffiti [1344]	3%	5%	27%	66%
People damaging your property [1351]	3%	5%	22%	71%
Drug use or dealing [1340]	3%	4%	20%	73%
Abandoned or burnt out vehicles [1338]	1%	1%	11%	87%
Other crime [1317]	2%	4%	26%	68%
Noise from traffic [1343]	3%	6%	27%	64%
Car parking [1421]	25%	21%	22%	32%

Unweighted sample bases in brackets

All respondents were further asked whether they thought Coastline’s reputation to be good or poor. The vast majority (83%) think that the reputation of Coastline is good (40% very good) while a further 14% are ambivalent. This means that only 2% of all tenants consider Coastline’s reputation to be poor. Sheltered residents seem to have a better opinion (92% think Coastline’s reputation is good compared with 82% of general needs tenants) but this is mainly due to fewer sheltered respondents rating Coastline as neither good nor poor than general needs – 7% sheltered residents ambivalent cf. 16% general needs.

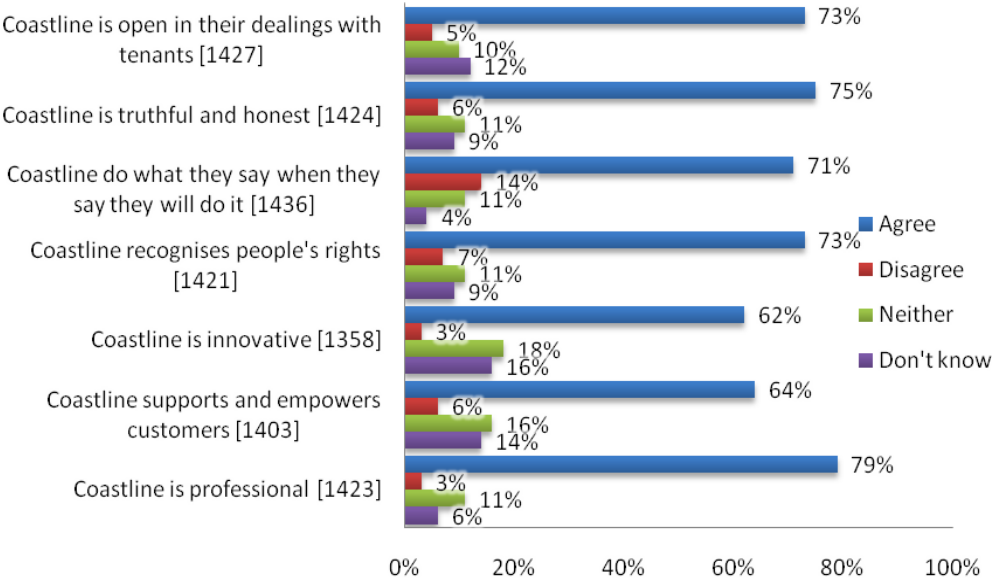
Figure 17 Rating of opinion of Coastline’s reputation (Valid responses)



ighted sample base = 1506

All respondents were then presented with a list of seven statements concerning Coastline Housing and asked to rate their level of agreement with each one.

Figure 18 Agreement with certain statements about Coastline Housing (Valid responses)



Unweighted sample bases in brackets

For each of the statements, the proportions of respondents who agree far exceeds the proportions who disagree.

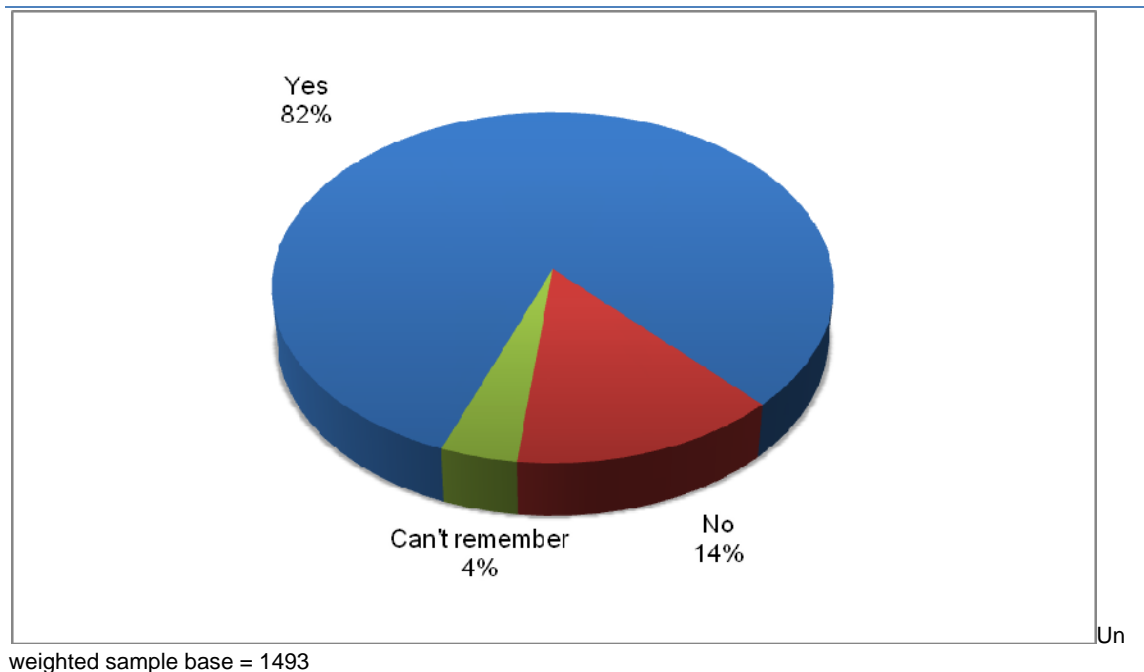
The satisfaction ratings for each statement are as follows:

- Coastline Housing is open in their dealings with tenants - 73%;
- Coastline Housing is truthful and honest - 75%;
- Coastline Housing do what they say when they say they will do it - 71%;
- Coastline Housing recognises people’s rights - 73%;
- Coastline Housing is innovative - 62%;
- Coastline Housing supports and empowers customers - 64%;
- Coastline Housing is professional - 79%.

6.9 Contact with Coastline Housing

All tenants were asked whether or not they had been in contact with Coastline Housing over the last twelve months. The majority (82% general needs; 81% sheltered) of respondents indicated they had been in contact with Coastline Housing over the last twelve months while 14% have not.

Figure 19 Contact with Coastline Housing (Valid responses)



Analysis by area shows that the area in which the lowest proportion of residents had made contact with Coastline is Camborne.

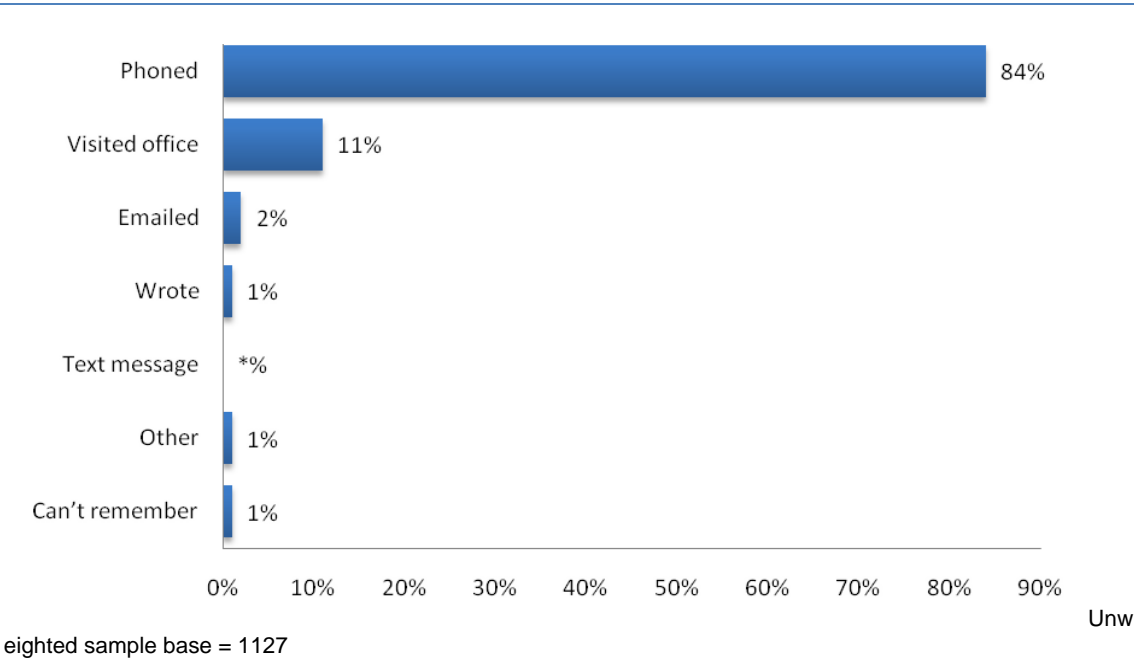
Table 12 Contact with Coastline Housing by neighbourhood area (Valid responses)

	Has contacted %	Has not contacted %
Total [1493]	82%	14%
Helston [433]	85%	12%
Camborne [437]	79%	16%
Redruth [456]	81%	15%
Rural [167]	87%	10%

6.10 Method of contact

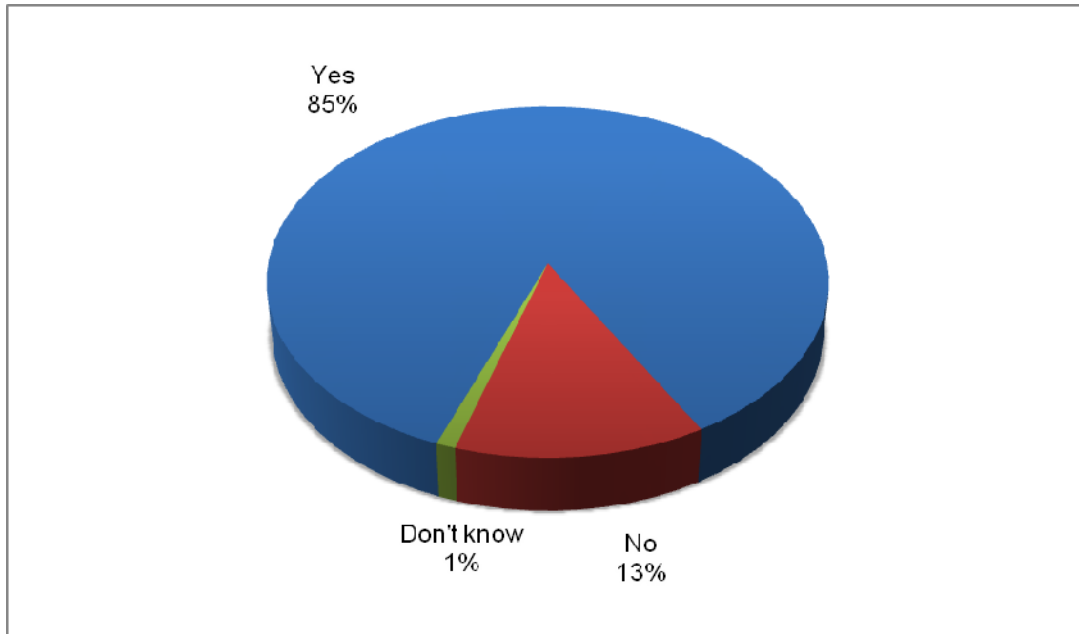
All tenants who made contact with Coastline Housing were asked how they had made contact. The majority (84%) contacted Coastline Housing via the telephone while one in nine (11%) visited an office.

Figure 20 Method by which contacted Coastline Housing (Respondents who contacted Coastline Housing)



Those who had telephoned Coastline (84% of all respondents) were asked if their enquiry was dealt with first time. The majority (85%) said their enquiry was dealt with first time while one in eight (13%) said that it was not, rising to 25% of those aged 16-34.

Figure 21 Whether or not telephone enquiry was dealt with first time (Respondents who contacted Coastline Housing)



Unweighted sample base = 928

Respondents who indicated their enquiry was *not* dealt with first time were further asked if they were told or were expecting someone from Coastline to call them back with the answer to their query. Four in five (81%) said they *were* told or were expecting someone from Coastline to call them back with the answer to their enquiry (80% general needs; 96% sheltered) while 14% said the obverse.

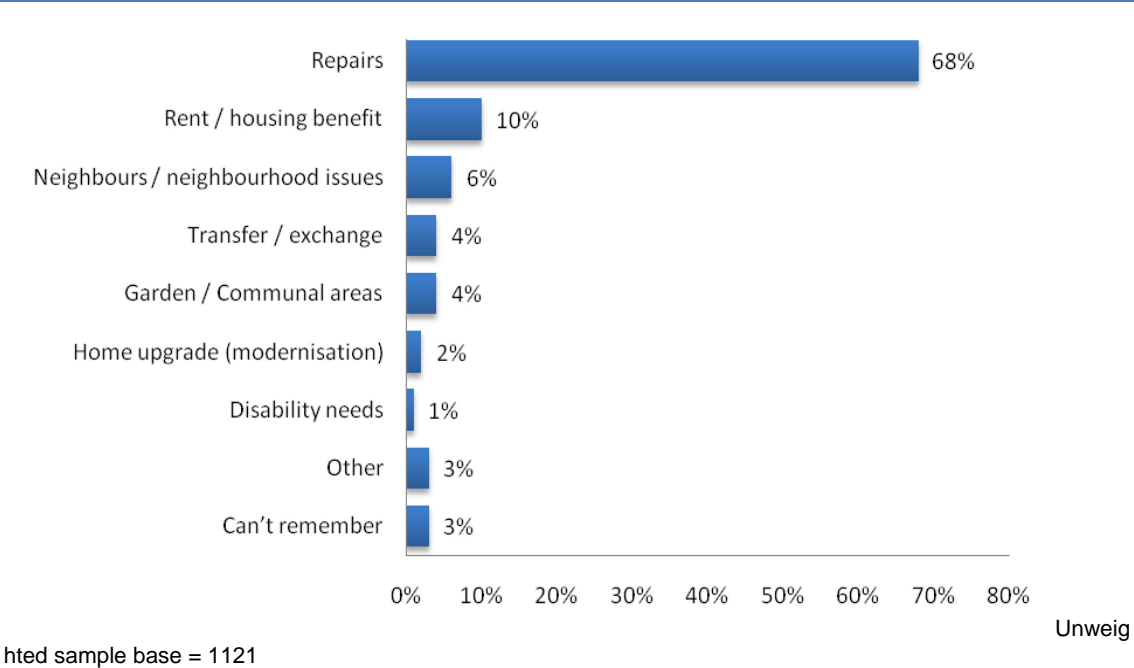
Of those who *were* told or were expecting someone from Coastline to call them back with the answer to their query were then asked if they were called back within one working day. A quarter (26%) said they were called back within one working day while 71% were not. Caution should be used when interpreting these results, however, as the sample base for this question was so low – just 88 respondents.

6.11 Reason for contact

All tenants who had made contact with Coastline Housing were asked the reason for this.

Two thirds (68%) of residents made contact about repairs (general needs; 76% sheltered). A further 10% made contact about rent / housing benefit.

Figure 22 Reason for contacting Coastline Housing (Respondents who contacted Coastline Housing)



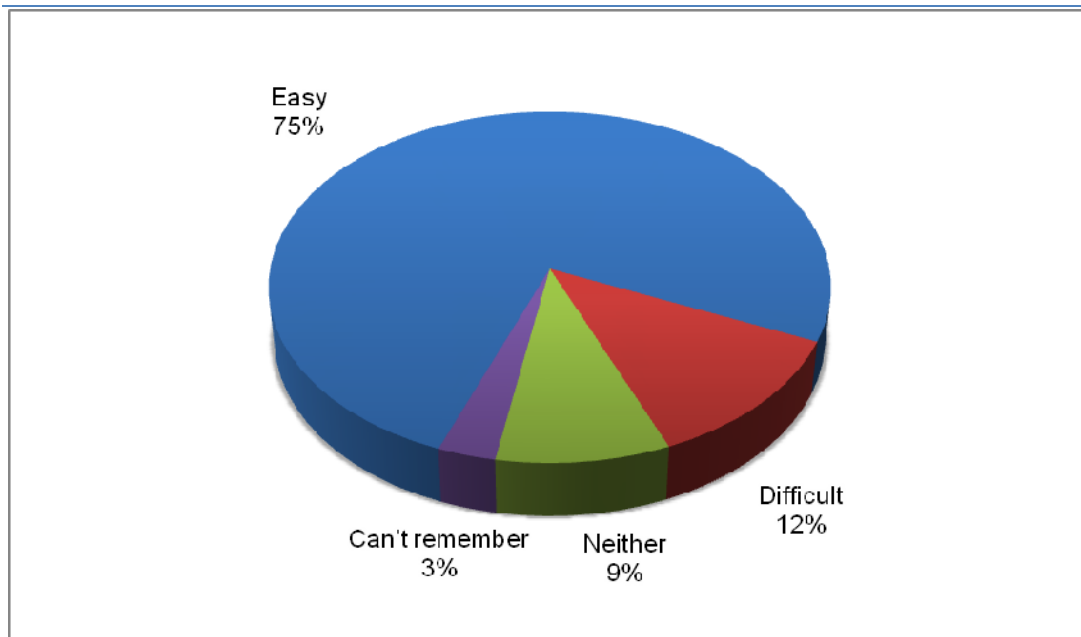
6.12 Contact experience

All tenants who had been in contact with Coastline Housing in the last twelve months were asked a number of questions about their contact experience.

6.12.1 Getting hold of the right person

The majority (75%) of tenants who had been in contact with Coastline Housing found getting hold of the right person easy, whereas 12% found it difficult. A further 9% found it neither easy nor difficult.

Figure 23 Ease of getting hold of the right person (Respondents who contacted Coastline Housing)



Unweighted sample base = 1203

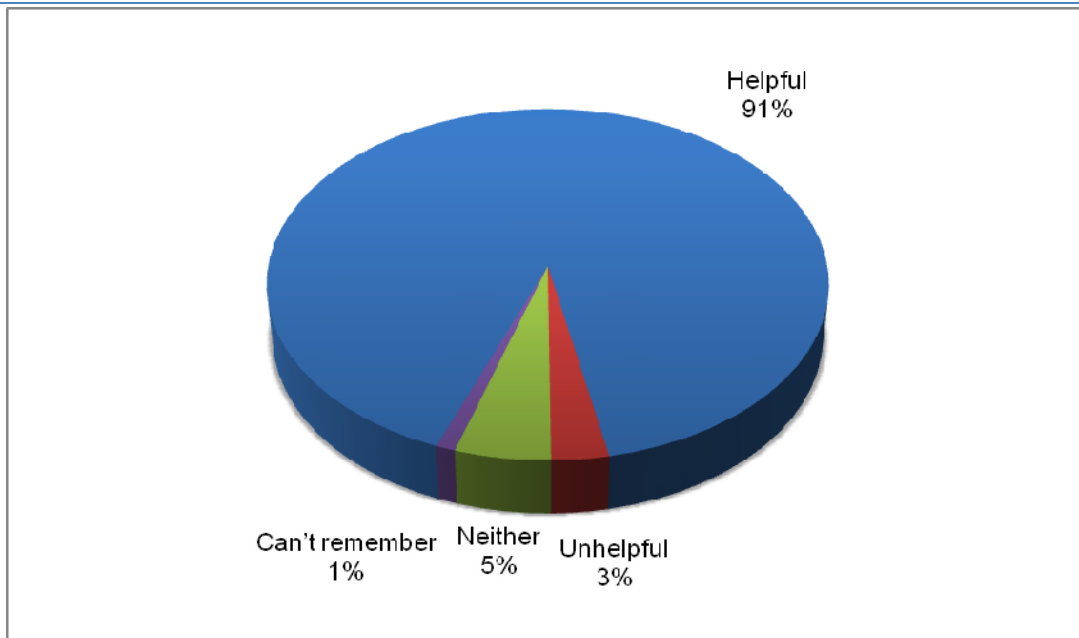
Amongst sheltered residents the proportion who contacted Coastline rises to 84% while for general needs tenants the proportion (74%) is closer to the survey average.

Significantly, 52% of respondents who are dissatisfied that Coastline Housing takes their views into account found getting hold of the right person difficult. Similarly, 43% of those dissatisfied with the repairs and maintenance service and 36% dissatisfied with overall service highlighted this.

6.12.2 Helpfulness of staff

The vast majority of tenants (91%) found the member of staff helpful, whereas just 3% found them unhelpful. A further 5% found them neither helpful nor unhelpful.

Figure 24 Helpfulness of staff (Respondents who contacted Coastline Housing)

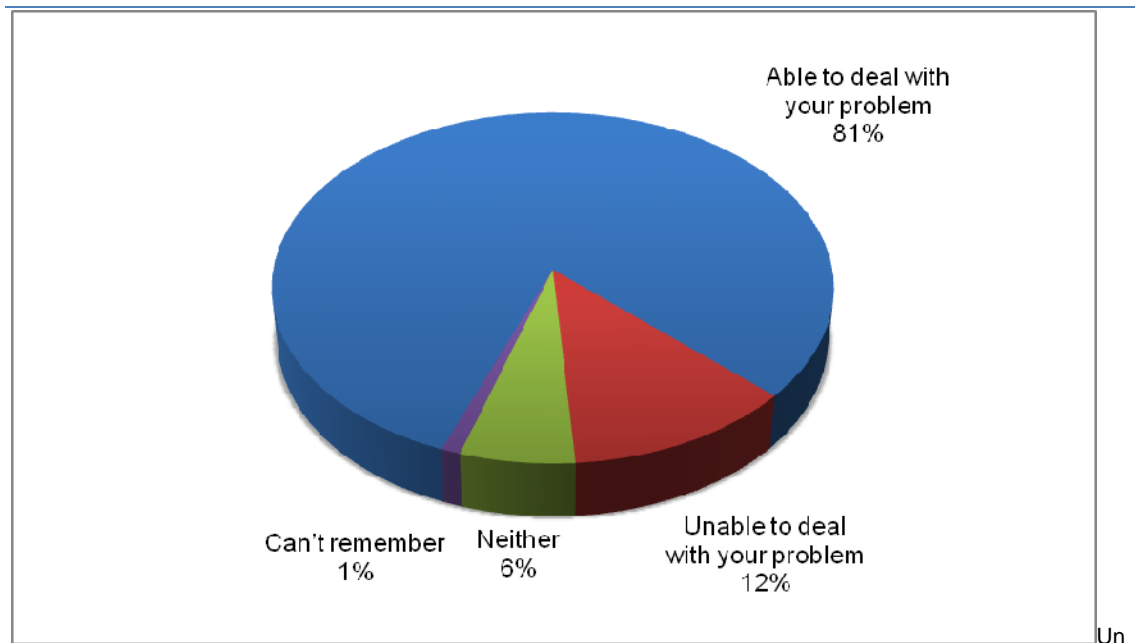


Unweighted sample base = 1204

6.12.3 Ability of staff to deal with the problem

Tenants who had been in contact with Coastline Housing in the last twelve months were then asked whether or not staff had been able to deal with their problem or issue. More than four fifths (81%) indicated that the member of staff had been able to deal with their problem, whereas 12% had found them unable to do so. For the remaining 7%, the member of staff had been neither able nor unable to help, or the respondent could not remember.

Figure 25 Ability of staff to deal with the problem (Respondents who contacted Coastline Housing)



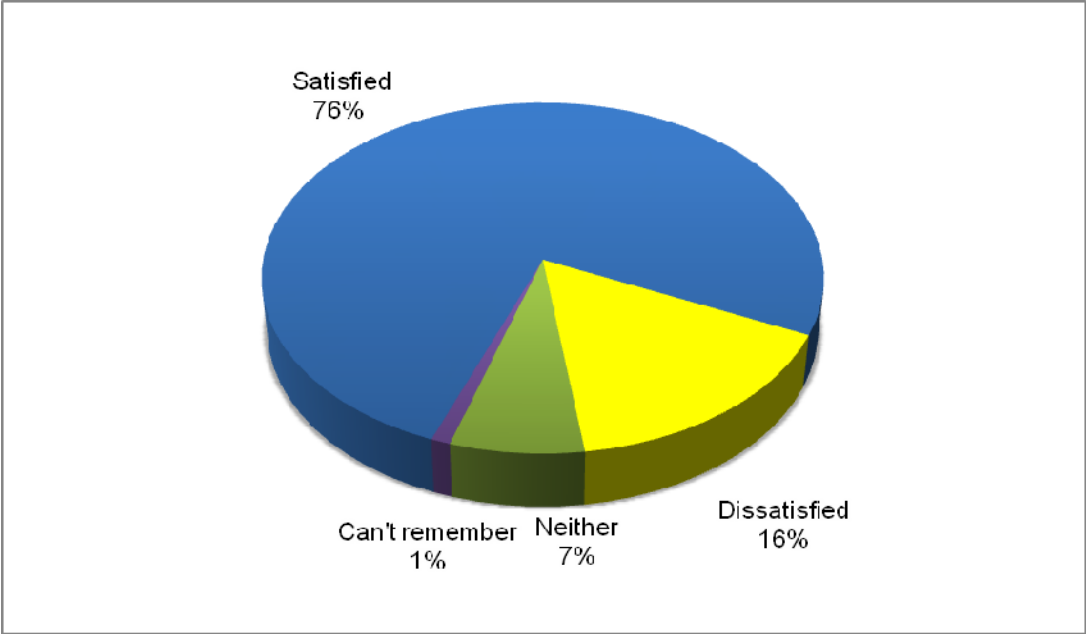
weighted sample base = 1200

General needs residents are significantly more likely than sheltered to have found the staff member unable to deal with their problem (12% cf. 8%), while 47% of respondents who are dissatisfied that Coastline Housing takes their views into account indicated likewise. Similarly, 50% of those dissatisfied with the repairs and maintenance service highlighted this, as did 55% of those who are dissatisfied with the overall services provided by Coastline Housing.

6.12.4 Satisfaction with the final outcome

Tenants were also asked to rate their satisfaction with the final outcome. Three quarters (76%) reported they were satisfied with the final outcome of their last contact with Coastline Housing. Conversely, 16% expressed dissatisfaction and a further 7% were neither satisfied nor dissatisfied.

Figure 26 Satisfaction with the final outcome (Respondents who contacted Coastline Housing)



Unweighted sample base = 1201

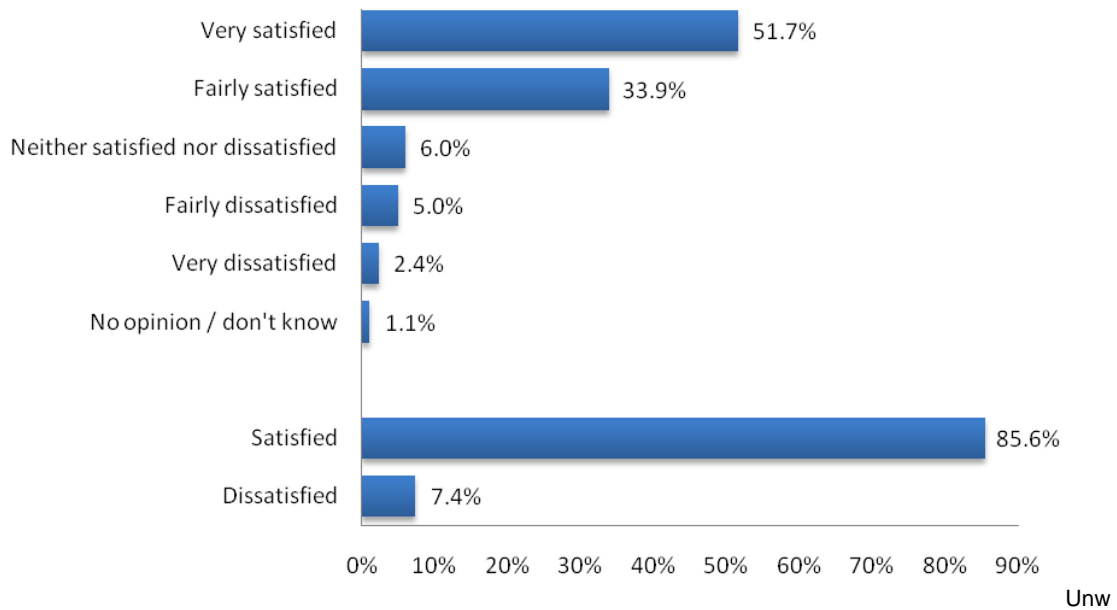
Again, general needs residents are significantly more likely than sheltered to express dissatisfaction (17% cf. 10%). Furthermore, 62% of respondents who are dissatisfied that Coastline Housing takes their views into account indicated likewise. Similarly, 69% of those dissatisfied with the repairs and maintenance service are dissatisfied with the final outcome, as are 74% of those who are dissatisfied with the overall services provided by Coastline Housing.

6.13 Satisfaction with the repairs and maintenance service

All respondents were asked to rate their level of satisfaction with the way in which Coastline Housing deals with repairs and maintenance.

More than four fifths (85.6%) of tenants are satisfied, with half (51.7%) feeling very satisfied.

Figure 27 Level of satisfaction with the repairs and maintenance service (Valid responses)



ighted sample base = 1528

The following figures (over the page) show satisfaction scores presented separately for general needs and sheltered tenants. These show that, again not unexpectedly, sheltered residents are more satisfied with the repairs and maintenance service provided by Coastline than their general needs counterparts.

Figure 28 Satisfaction with the repairs and maintenance service – General needs tenants only (Valid responses)

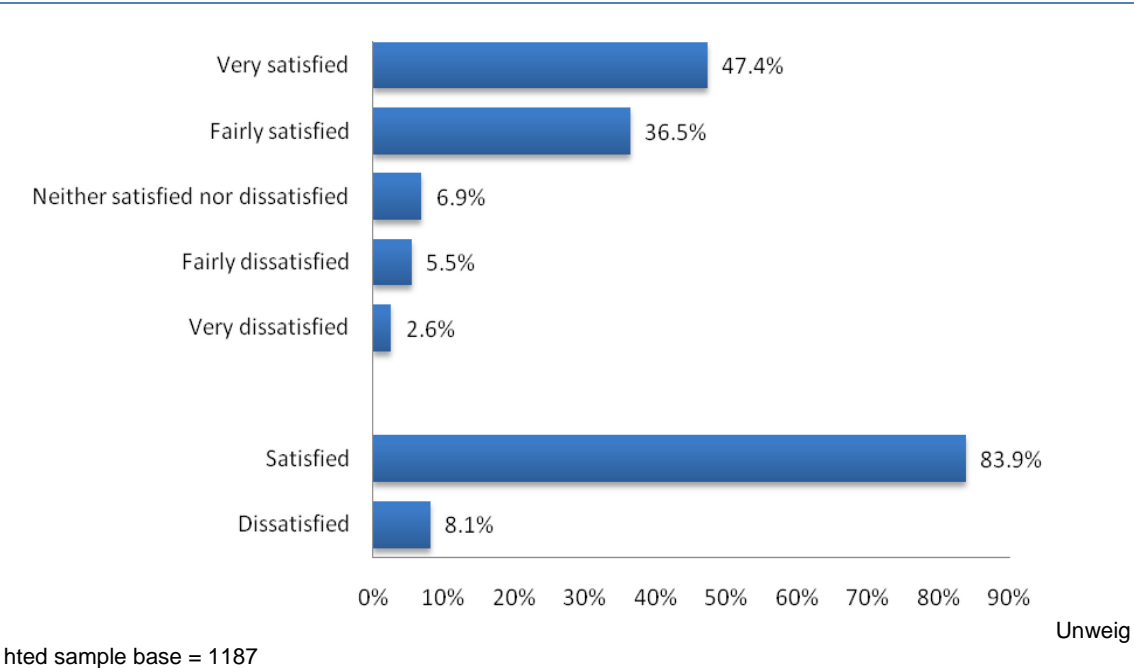
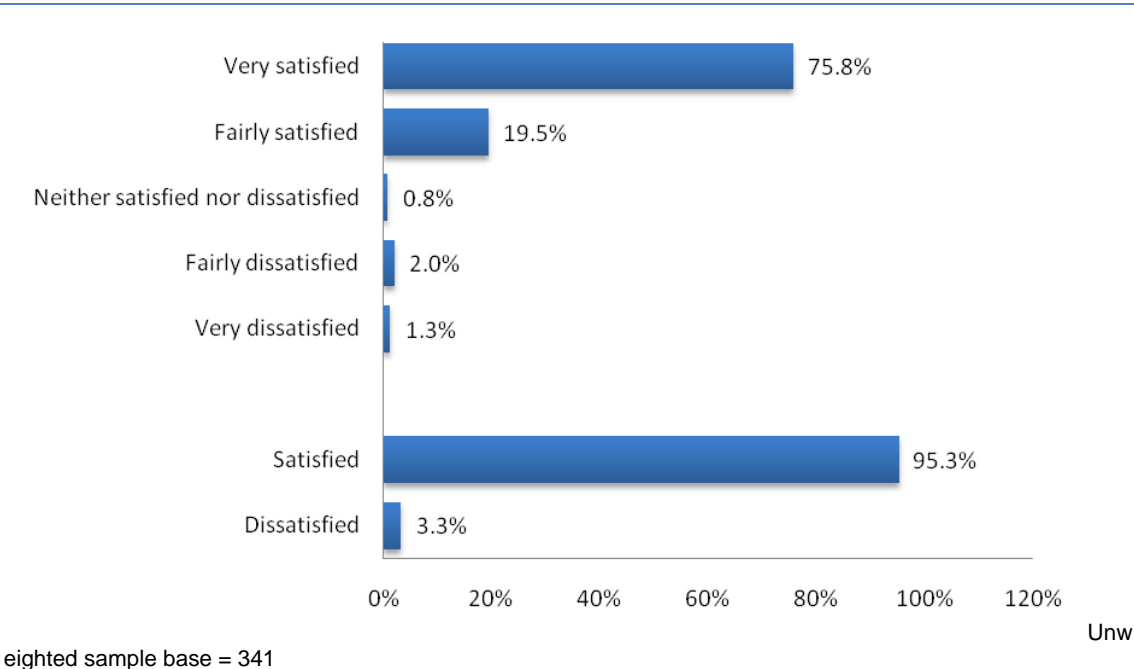


Figure 29 Satisfaction with the repairs and maintenance service – Sheltered tenants only (Valid responses)



Spatially, levels of satisfaction with the repairs and maintenance service are slightly higher amongst respondents from the Helston area, while Camborne sees the highest level of dissatisfaction.

Table 13 Satisfaction with the way the housing association deals with repairs and maintenance by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1528]	85.6%	6.0%	7.4%	+78.2%
Helston [446]	88.8%	4.1%	5.8%	+83.0%
Camborne [447]	84.5%	5.2%	8.9%	+75.6%
Redruth [466]	84.8%	7.2%	7.3%	+77.5%
Rural [169]	85.7%	7.1%	6.5%	+79.2%

Non-working age respondents (those aged 65 and over) are significantly more likely to be satisfied with the way in which Coastline Housing deals with repairs and maintenance (95%) compared with 78% of those aged under 65. Specifically, those in the 16-34 age group are significantly more likely to be dissatisfied (22% are dissatisfied).

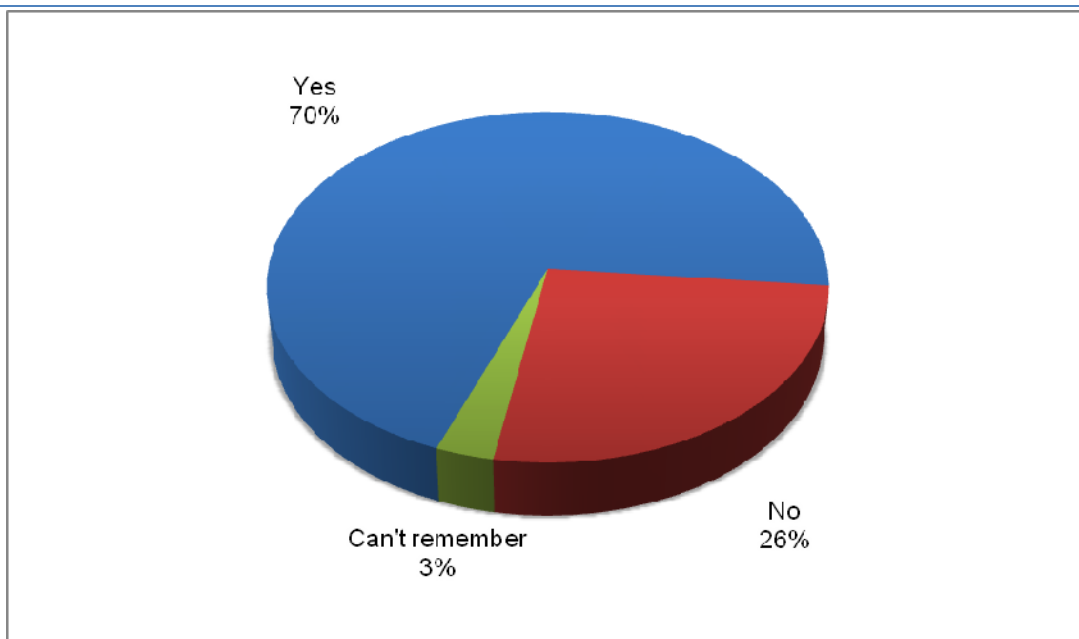
In terms of household composition, those living in single occupancy households aged 60 and over (94%) are significantly more likely to be satisfied than those from families, single person households aged under 60, and multi adult households (66%, 82% and 86% respectively).

Those residents who are satisfied with the overall service provided by Coastline are significantly more likely to be satisfied with the repairs and maintenance service (93%). Conversely, however, respondents who expressed dissatisfaction with the overall service are significantly more likely to express dissatisfaction (55% cf. 3% satisfied). Similarly, approaching half (42%) of respondents dissatisfied with the quality of their home are dissatisfied with the repairs and maintenance service, as are 39% of respondents dissatisfied with the general condition of their property.

All tenants were then asked if they had had any repairs completed over the previous 12 months. Seven in ten (70%) indicated they had had a repair completed. Helston residents were slightly more likely to have had a repair completed than those living in Rural, Camborne or Redruth (74% cf. 72%, 70% and 68% respectively). Sheltered residents are significantly more likely to have had repairs completed than their general needs counterparts (79% cf. 69%).

Those living in single occupancy households aged under 60 (64%) are least likely to have had a repair completed than those from single person households aged 60 and over, families, and multi adult households (67%, 73% and 75% respectively).

Figure 30 Whether or not had repairs completed in last 12 months (Valid responses)

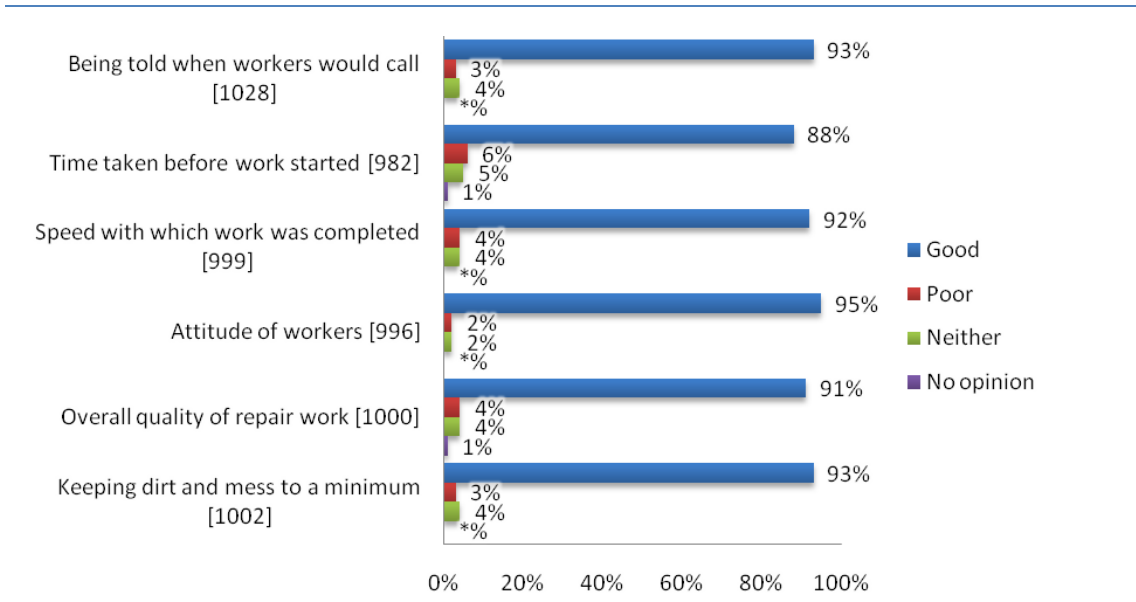


Unweighted sample base = 1480

6.14 Aspects of the repairs service

As the following figure illustrates, the majority of respondents who have had a repair completed over the past 12 months (70% of all general needs tenants) consider each of the aspects of the repairs and maintenance service they were asked to comment on as 'good'.

Figure 31 Rating of aspects of the repair service (Respondents who have had a repair completed)



hted sample bases vary

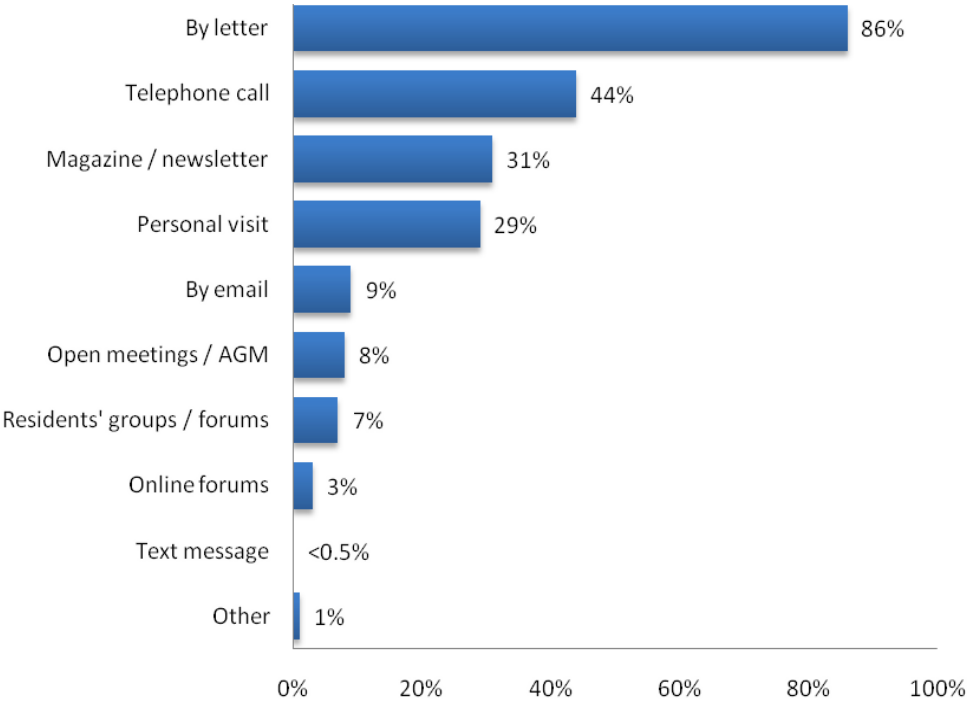
Unweig

The aspect of the repairs and maintenance service receiving the highest 'poor' ratings is the time taken before work started but even for this only 6% of all respondents rate it as poor. Most encouraging is the 95% of tenants who rate the attitude of workers as good and this is a finding that Coastline can not only take heart from but should also disseminate to its tenants and employees.

6.15 Methods for information and consultation

All tenants were asked how they would prefer to be informed and consulted about issues that may affect them. The majority prefer to be informed and consulted via letter.

Figure 32 Preferred methods for information and consultation (Valid responses)



Unwei

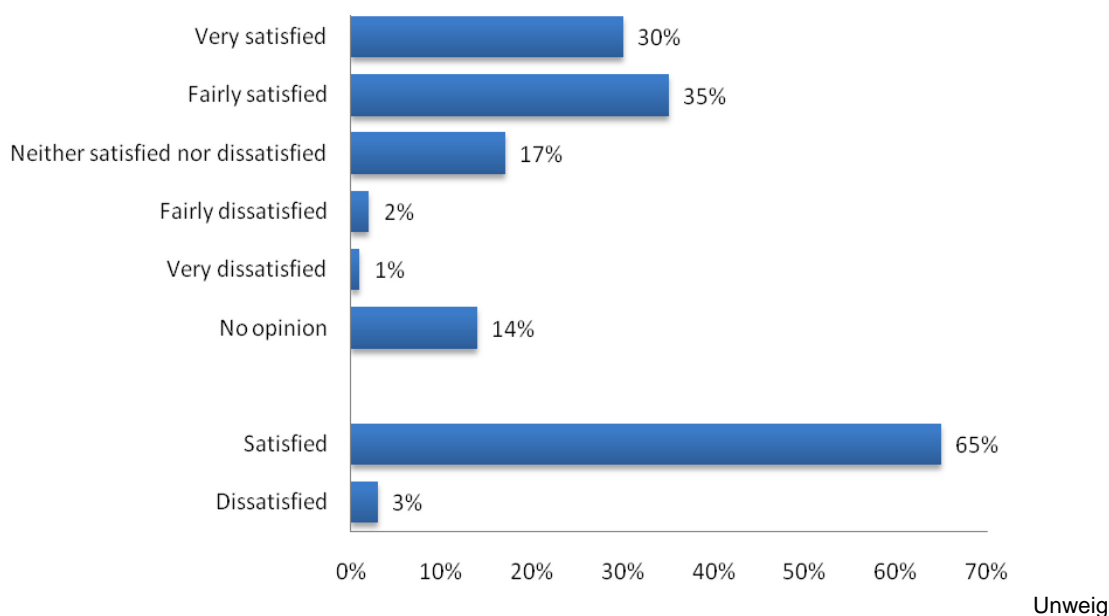
ghted sample base = 1515

6.16 Opportunities for participation in management and decision-making

All tenants were asked if they were satisfied with the opportunities for participation in management and decision-making provided by Coastline.

Around two thirds (65%) of tenants are satisfied that Coastline Housing provides them with opportunities to participate in management and decision-making. In contrast just 3% are dissatisfied.

Figure 33 Satisfaction with opportunities for participation in management and decision-making (Valid responses)



hted sample base = 1498

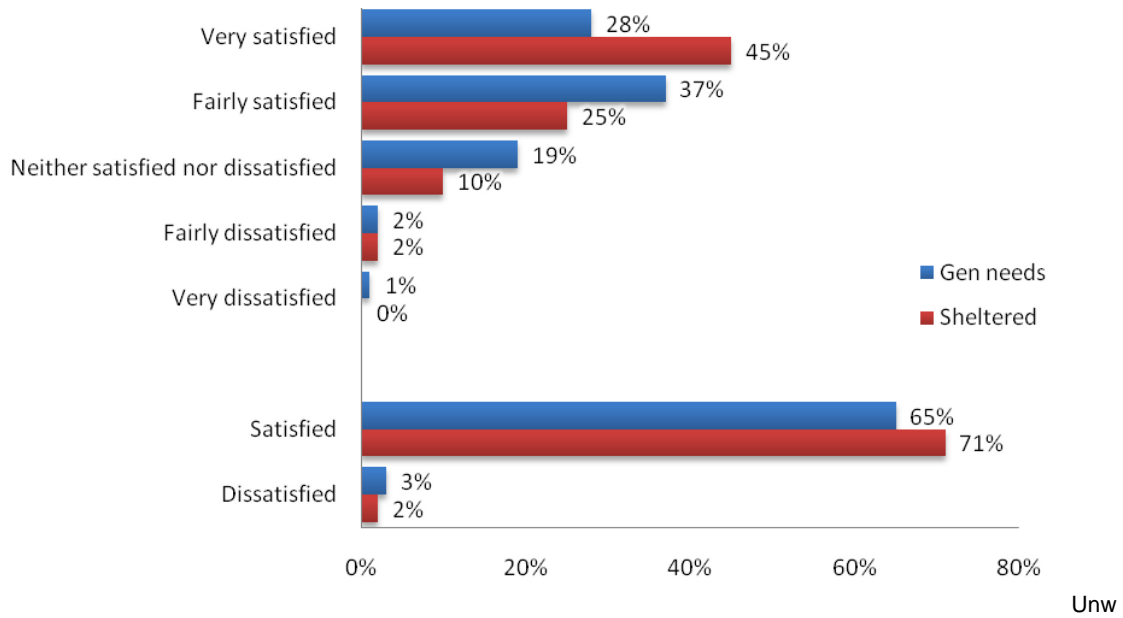
As the following table shows, there is very little difference in terms of area, although Rural residents are slightly more likely to be satisfied than those from other areas.

Table 14 Satisfaction with opportunities for participation in management and decision-making by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1498]	65%	17%	3%	+62%
Helston [442]	65%	17%	3%	+62%
Camborne [439]	65%	15%	3%	+62%
Redruth [456]	65%	19%	3%	+62%
Rural [161]	68%	19%	2%	+66%

Once again, sheltered tenants are significantly more likely to be satisfied than general needs residents (71% cf. 65%).

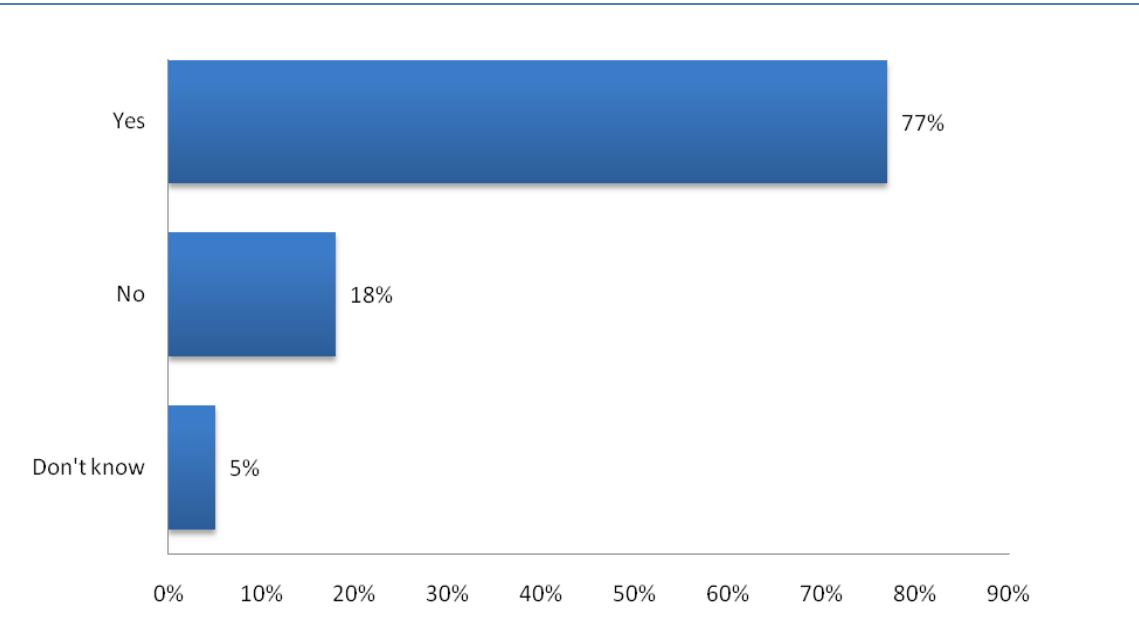
Figure 34 Satisfaction with opportunities for participation in management and decision-making (Valid responses)



eighted sample bases: General needs: 1168, Sheltered: 330

All respondents were asked if they read the last issue of Coastline’s magazine ‘Coast Lines’. Three quarters (77%) did read the last issue while 18% did not. Sheltered residents are slightly more likely to have read the last issue than general needs tenants (81% cf. 77%).

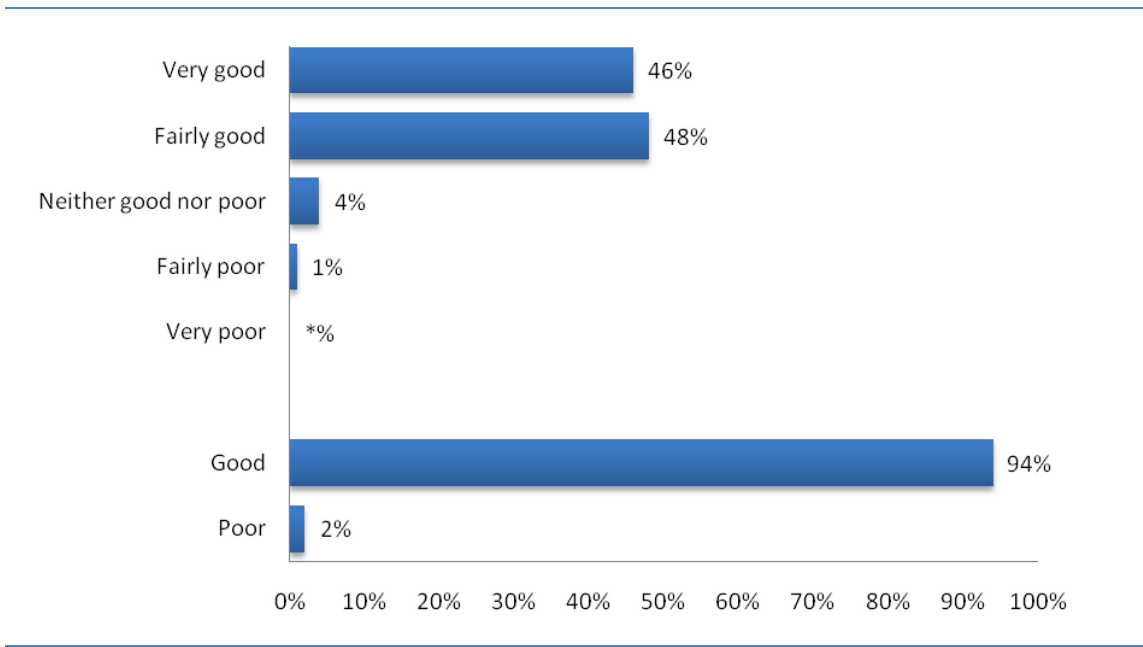
Figure 35 Whether or not read last issue of ‘Coast lines’ magazine (Valid responses)



Unweighted sample base = 1513

Those who had read the last issue of 'Coast Lines' were then asked to rate how good or poor they feel it is at keeping them informed about things that might affect them as tenants. The vast majority think it is good at keeping them informed (95% sheltered; 94% general needs tenants).

Figure 36 How good or poor 'Coast lines' magazine is at keeping tenants informed (Those who had read the last issue of 'Coast lines')



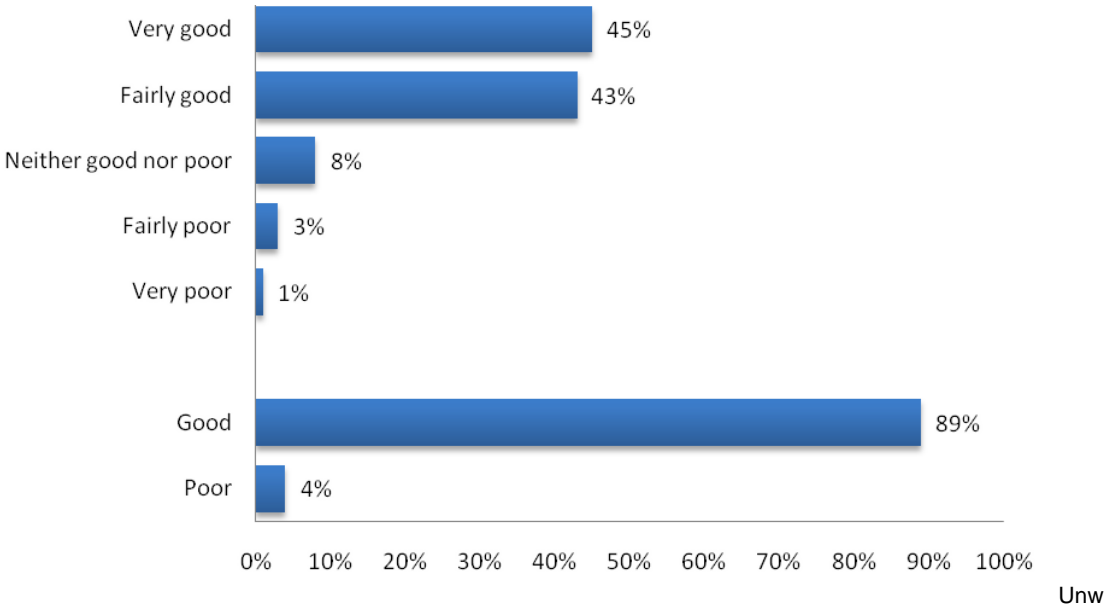
Unweighted sample base = 1142

6.17 Keeping tenants informed

All tenants were asked whether or not they feel their landlord is good at keeping them informed about things which might affect them as a tenant.

Nine in ten (89%) tenants think that Coastline Housing is good at keeping them informed, with more than two fifths (45%) who think it is very good at keeping them informed.

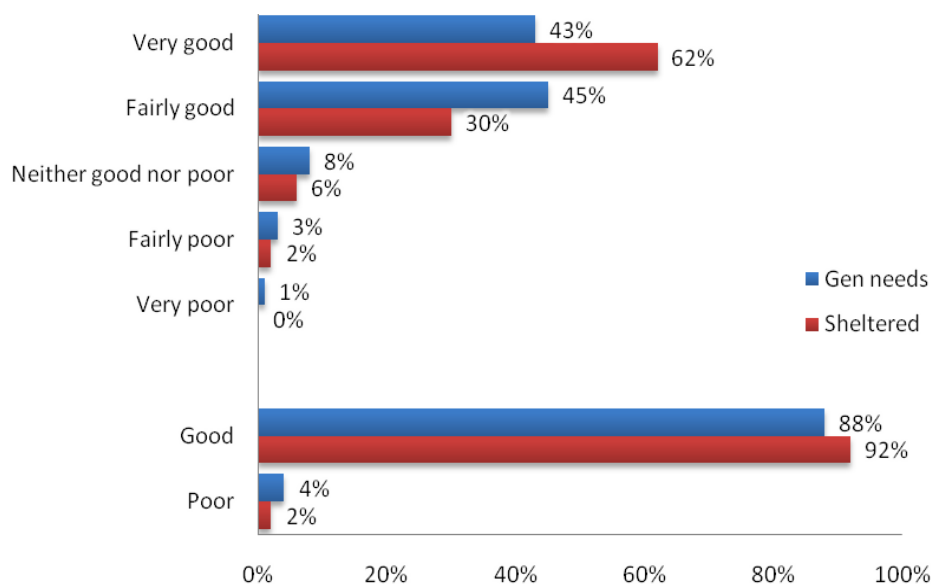
Figure 37 Keeping tenants informed (Valid responses)



eighted sample base = 1515

Once again, sheltered tenants are significantly more likely to give a higher rating than general needs residents (92% cf. 88%).

Figure 38 Keeping tenants informed (Valid responses)



Unwei

ghted sample bases: General needs: 1182, Sheltered: 333

Respondents living in the Helston area are slightly more likely to rate Coastline as good in this regard (91%).

Table 15 Keeping tenants informed by neighbourhood area (Valid responses)

	Good %	Neither %	Poor %	Net ratings %
Total [1515]	89%	8%	4%	+85%
Helston [445]	91%	5%	4%	+87%
Camborne [447]	88%	9%	4%	+84%
Redruth [460]	88%	8%	4%	+84%
Rural [163]	90%	7%	3%	+87%

Those aged 16-34 are more likely to give a lower rating (8% think Coastline Housing is poor at keeping them informed compared with 7% of those aged 35-54, 3% of 55-64 year olds and just 2% of those aged 65+).

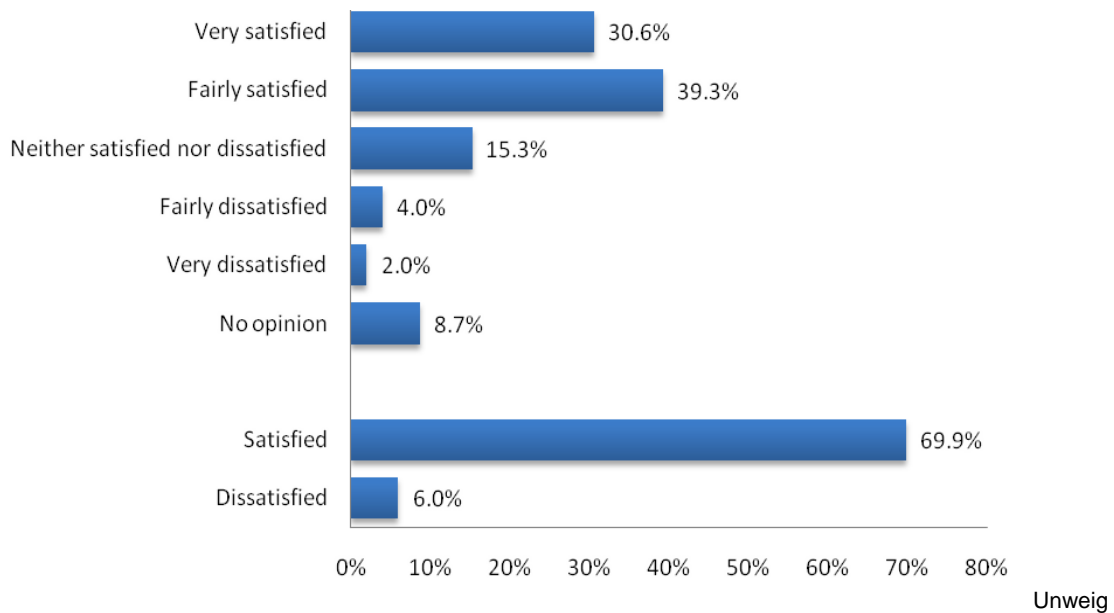
Significantly, 30% of respondents who are dissatisfied with the overall service think that Coastline Housing is poor at keeping them informed, while 34% of those dissatisfied that their views are taken into account also consider Coastline to be poor.

6.18 Taking into account tenants' views

All tenants were asked how satisfied or dissatisfied they are that Coastline Housing takes into account their views.

Seven in ten (69.9%) tenants are satisfied that Coastline Housing takes their views into account compared with just 6.0% who are dissatisfied.

Figure 39 Level of satisfaction that tenants' views are being taken into account (Valid responses)



hted sample base = 1508

The following figures (overleaf) show satisfaction scores presented separately for general needs and sheltered tenants. These show that sheltered residents are once again more likely to give a higher rating than general need residents.

Figure 40 Level of satisfaction that tenants' views are being taken into account – General needs tenants only (Valid responses)

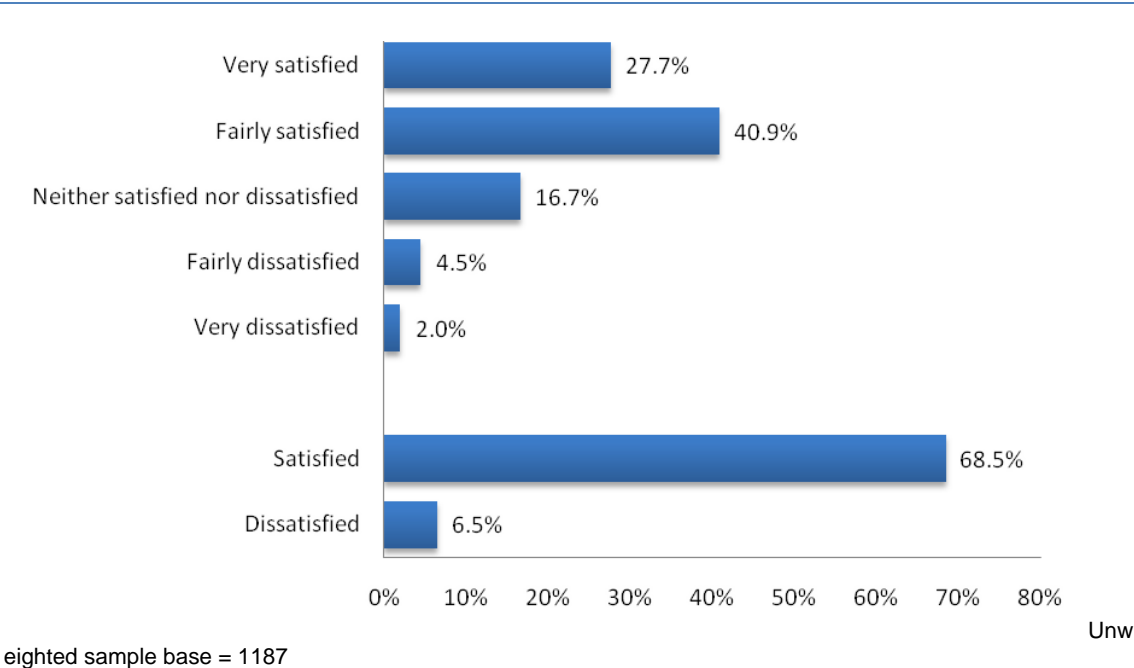
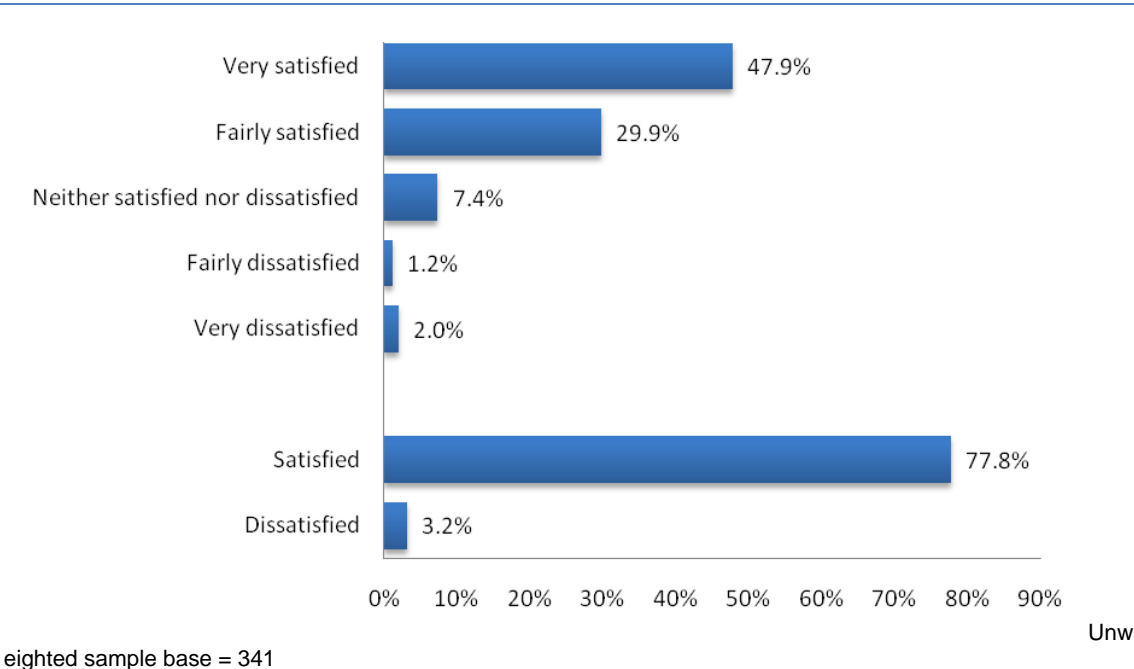


Figure 41 Level of satisfaction that tenants' views are being taken into account – Sheltered tenants only (Valid responses)



As the following table shows, the area in which respondents are least likely to be satisfied that their views are being taken into account is Helston (66.0%).

Table 16 Level of satisfaction that tenants' views are being taken into account by neighbourhood area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [1508]	69.9%	15.3%	6.0%	+63.9%
Helston [447]	66.0%	17.6%	4.9%	+61.1%
Camborne [439]	69.6%	13.7%	6.6%	+63.0%
Redruth [461]	72.3%	14.5%	6.6%	+65.7%
Rural [161]	70.4%	17.1%	5.3%	+65.1%

A significantly higher proportion of respondents aged 65 and over are satisfied that their views are taken into account by Coastline than amongst those aged under 65 (78% cf. 63%). Also significantly more likely to be satisfied are those with a disability in the household compared with those without (73% and 64% respectively).

Respondents from single occupancy households aged 60 and over are more likely to express satisfaction (77%) than those from families, single occupancy households aged under 60, and multi-adult households (49%, 64%, and 70% respectively).

Significantly, 44% of respondents who are dissatisfied with the overall service are dissatisfied that Coastline Housing takes their views into account.

6.19 Reporting Anti-Social Behaviour

The following section will examine a new section introduced to the general needs tenants STATUS questionnaire: anti-social behaviour (ASB). This section will examine levels of reporting ASB to Coastline Housing and also aspects of how the ASB report was dealt with. This report has previously highlighted that 34% of tenants chose dealing with ASB to be within the three aspects that are most important.

6.19.1 Reporting ASB

All tenants were asked to indicate whether or not they have reported any ASB to Coastline Housing in the past 12 months. Around one in seven (14%) tenants has reported ASB to Coastline Housing. Table 17 below shows that respondents living in the Camborne area (20%) are the most likely to have made an ASB report whilst Rural residents (5% have done so) are the least likely to have made an ASB report in the past 12 months.

Table 17 Have reported ASB to Coastline Housing in last 12 months by neighbourhood area (Valid responses)

	Have reported ASB %	Have not reported ASB %
Total [1488]	14%	86%
Helston [439]	10%	90%
Camborne [436]	20%	80%
Redruth [449]	18%	82%
Rural [164]	5%	95%

General needs tenants are significantly more likely to have reported ASB than sheltered residents (15% cf. 10%).

Amongst respondents who are dissatisfied with their neighbourhood as a place to live, 52% reported ASB to Coastline Housing, compared with just 10% of respondents satisfied with their neighbourhood. This is a statistically significant difference.

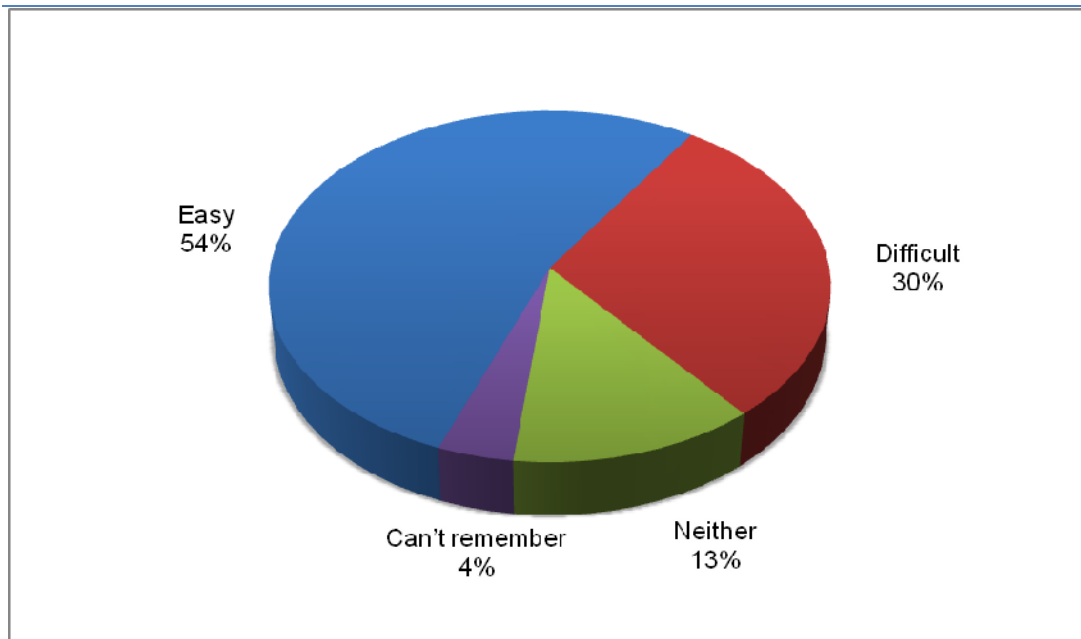
6.19.2 ASB report experience

Those tenants who had been in contact with Coastline Housing about anti-social behaviour (14% of all tenants) were asked a number of questions about their contact experience.

6.19.3 Getting hold of the right person

Just over half (54%) found getting hold of the right person easy, whereas three in ten (30%) found it difficult. The remainder (17%) found it neither difficult nor easy, or could not remember.

Figure 42 Ease of getting hold of the right person (Respondents who had reported ASB)



Unweighted sample base = 210

Sheltered residents are slightly more likely to have found it easy to get hold of the right person than general needs tenants (60% cf. 53%).

Interestingly, those residents describing themselves as permanently sick are significantly more likely to have found it difficult to get hold of the right person than those who are fully retired (39% cf. 14%). Whether this is just a perception or indeed a reality is perhaps something that Coastline may wish to explore further at some future time.

In terms of household composition, respondents from single occupancy households aged under 60 are significantly more likely to have found it difficult to get hold of the

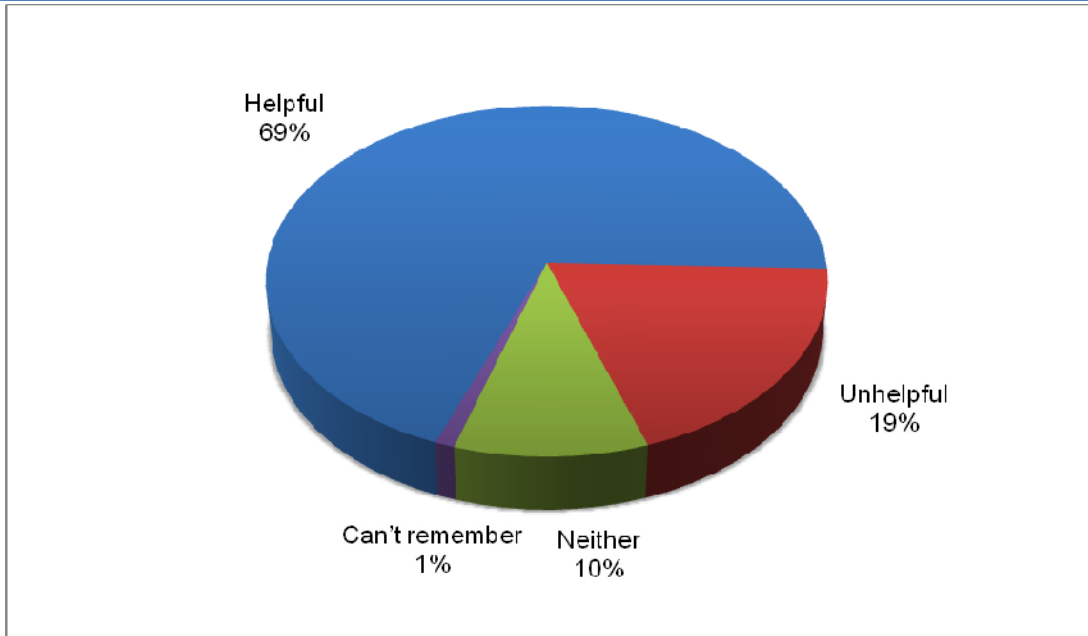
right person (47%) than those from families, multi-adult households, and single occupancy households aged 60 and over, and (25%, 22%, and 20% respectively).

Redruth residents were slightly more likely to find it difficult (40%) than those from Camborne (28%), Helston (22%) or Rural areas (0% - but beware small sample base of only 8 respondents).

6.19.4 Helpfulness of staff

Just over two thirds (69%) of tenants who had been in contact with Coastline Housing about anti-social behaviour indicated that the member of staff had been helpful (69% each sheltered and general needs tenants), while 19% thought staff were unhelpful and 10% found the member of staff to be neither helpful nor unhelpful.

Figure 43 Helpfulness of staff (Respondents who had reported ASB)



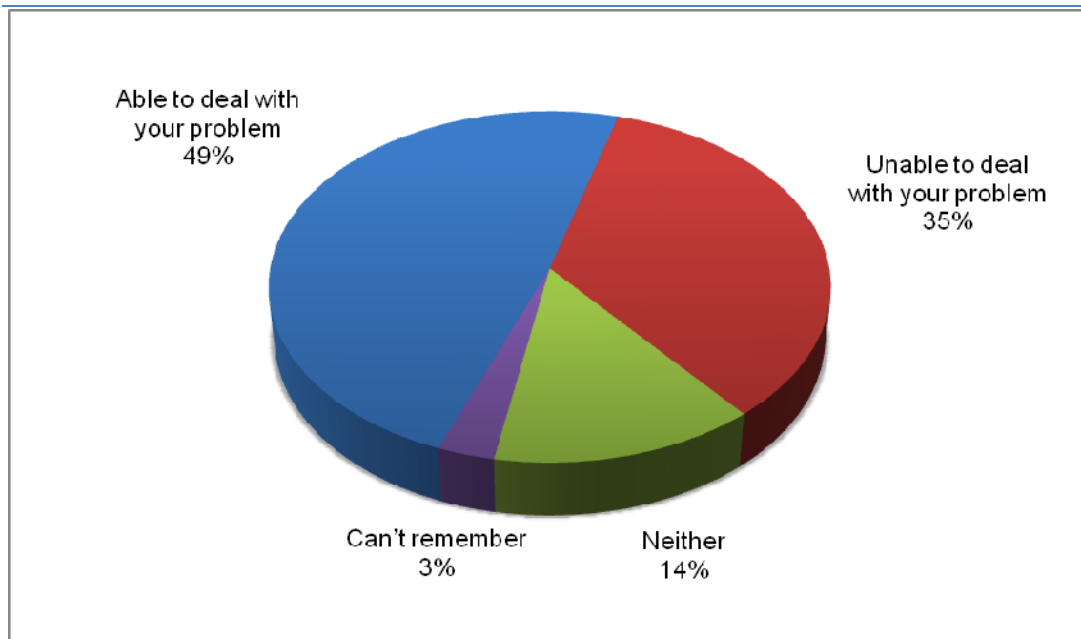
Unweighted sample base = 211

Again, permanently sick respondents are significantly more likely to indicate that the member of staff had been unhelpful than those who are fully retired (28% cf. 12%), while respondents from single occupancy households aged under 60 are again significantly more likely to have found staff unhelpful (36%) than those from families, single occupancy households aged 60 and over, and multi-adult households (16%, 16%, and 10% respectively).

6.19.5 Ability of staff to deal with the problem

Tenants were also asked whether or not the staff had been able to deal with their ASB problem or issue. Around half (49%) indicated that the member of staff had been able to deal with their problem (57% sheltered; 48% general needs), while just over a third (35%) found that staff were unable to do so. The remainder (17%) either found the member of staff to be neither able nor unable to deal with the problem, or could not remember.

Figure 44 Ability of staff to deal with the problem (Respondents who had reported ASB)



Unweighted sample base = 208

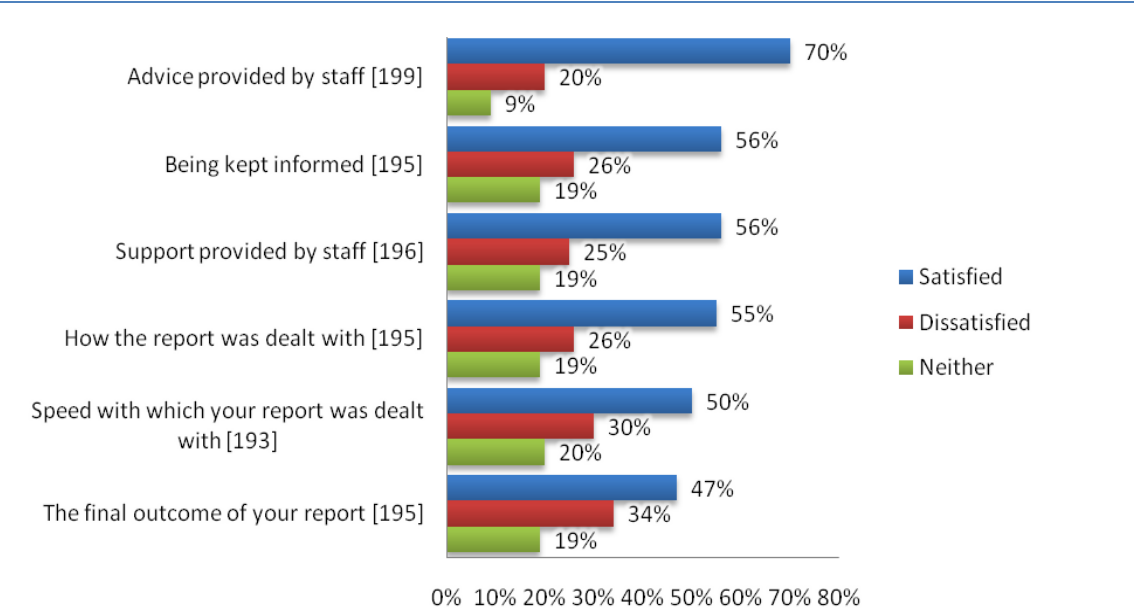
Those with a disability in the household are significantly more likely to indicate that the member of staff had been unable to deal with their problem than those without (40% cf. 25%), while permanently sick respondents are once more significantly more likely to indicate that the member of staff had been unable to deal with their problem than those who are fully retired (46% cf. 25%).

6.20 Satisfaction with aspects of reporting the ASB

Those respondents who had been in contact with Coastline Housing about anti-social behaviour (14% of all tenants) were then asked to comment on a number of aspects related to their ASB report. The results are summarised in the following figure. At least one in five of the respondents reporting ASB to Coastline Housing expressed dissatisfaction regarding some aspect. For the final outcome of their ASB report, a third of respondents are dissatisfied (34%) whilst almost half are satisfied (47%).

Clearly, satisfaction is highest with the advice provided by staff for which 70% are satisfied and 20% dissatisfied.

Figure 45 Satisfaction with aspects of reporting the ASB (Respondents who had reported ASB)



Unweighted sample bases in brackets

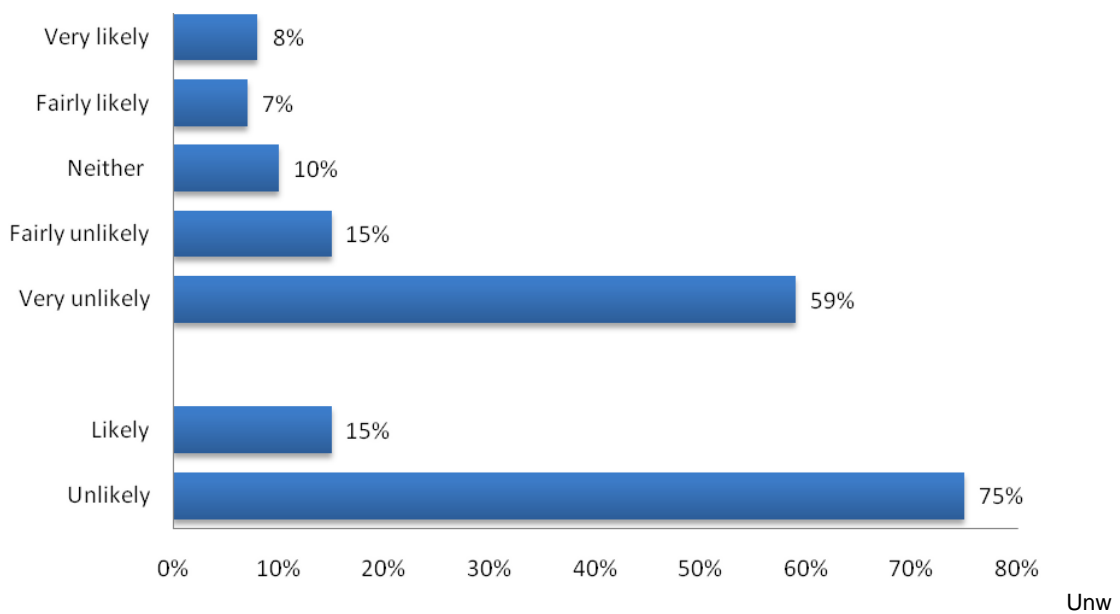
6.21 Future plans

6.21.1 Likelihood of moving in the next three years

Tenants were asked how likely or unlikely they are to move from their current home in the next three years. Those likely to move were also asked to indicate the housing tenure of their new home.

Around one in seven respondents (15%) indicated that they are fairly or very likely to move from their current home in the next three years.

Figure 46 Likelihood of moving in the next three years (Valid responses)



ighted sample base = 1508

General needs tenants (16%) are more likely than sheltered residents (12%) to indicate their likelihood of moving.

Spatial analysis shows that residents of the Redruth area are the most likely to state that they are likely to move in the next three years (19%) while those from Rural areas are least likely (10%).

Table 18 Likelihood of moving in the next three years by neighbourhood area (Valid responses)

	Likely %	Neither %	Unlikely %
Total [1508]	15%	10%	75%
Helston [440]	14%	10%	77%
Camborne [447]	17%	13%	70%
Redruth [453]	19%	9%	72%
Rural [168]	10%	8%	82%

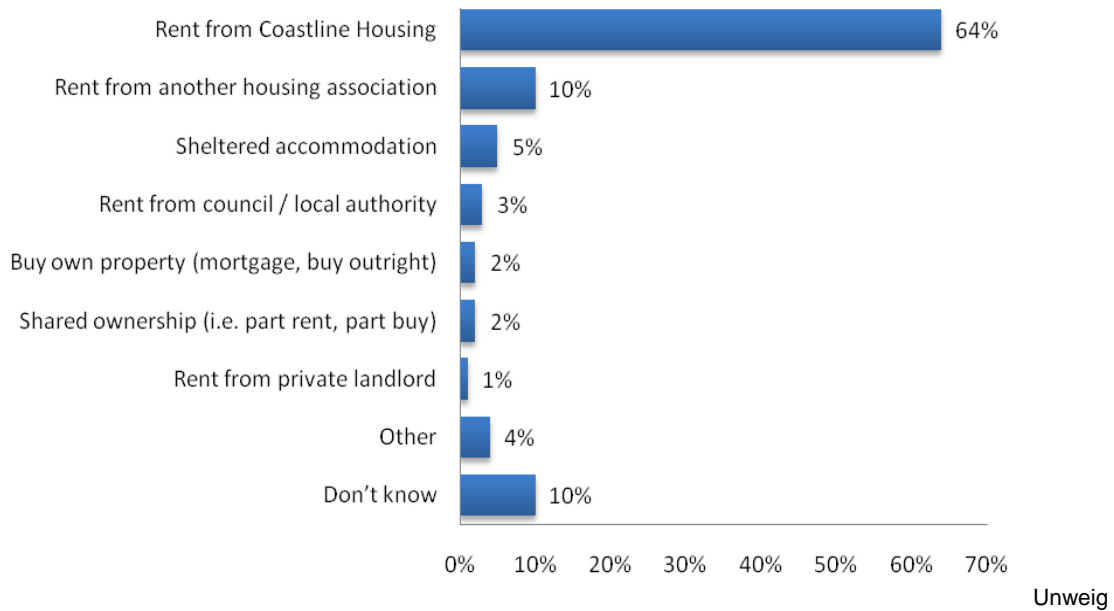
Those with a tenancy of between 1 and 2 years are most likely to move (34%) as are those in the youngest age group (16-34) 44% of whom are likely to move.

In addition, those who have reported ASB to Coastline Housing in the past 12 months are significantly more likely to move home in the next three years than those who have not (35% cf. 12%).

6.21.2 Tenure of the home respondent is likely to move to

The largest single proportion of tenants who are fairly or very likely to move home in the next three years consider that they will rent that home from Coastline Housing (64%). General needs tenants are significantly more likely to rent from Coastline than sheltered residents (67% cf. 44%).

Figure 47 Tenure of the home respondent is likely to move to (Valid responses)



6.22 Other comments made by respondents

All respondents were then asked if there was anything else they would like to say about their housing.

Table 19 Other comments made by respondents

	%
Very satisfied / happy with my home	28%
Staff are always helpful / friendly / polite	22%
Nothing is done about complaints	10%
Repairs take too long / would like quicker repairs	9%
Good place to live	8%
Need help with repairs / better general maintenance	7%
Need better communication with residents (don't listen)	6%
Bad neighbours	6%
Bathroom needs updating / repairing / need a new bathroom	5%
Property poorly maintained	5%
Need to deal with anti-social behaviour problems	5%
Accommodation needs updating / modernising	4%
Problems with damp / condensation / mould	4%
Kitchen needs updating / repairing / need a new kitchen	4%
Would like / need bigger accommodation / property is too small	4%
Tree pruning / garden service needs improving	4%
Need better quality workmanship	4%
Solve the parking problems / better parking facilities	4%
Generally poor level of service	4%
Generally dissatisfied with the property	3%
Heating needs repairs / install central heating / heating system is insufficient	3%
More / better disability aides	3%
Install a walk in shower / would like a shower	2%
Need better tenants / evict problem tenants	3%
Need relocation to ground floor accommodation / bungalow	3%
Poor quality repairs	3%
Lack of cleanliness / rubbish in the streets / deal with rubbish / litter problem	2%
Lack of space / storage space	2%
Staff are rude / have a poor attitude	2%
Guttering needs replacing / clearing	1%
Better cleaning of communal areas	1%
Need a garden	1%
Problems with sound proofing / would like sound proofing	1%
Windows need replacing / repairing / install double glazing	1%
Property needs regular inspection	1%
Interior needs redecorating	1%

Doors need repairing / replacing	*%
Regular painting of the exterior	*%
Improve / increase level of security	*%
Unfair that the unemployed/people on benefits get priority	*%

6.23 Profile Information

The following tables outline the unweighted demographic profile of the general needs and sheltered sample.

Table 20 Profile table

Length of tenancy	Tenants %	Tenants base
Under 1 year	6	85
1 – 2 years	7	104
3 – 5 years	11	165
6 – 10 years	16	242
11 – 20 years	21	331
21+ years	31	481
Don't know/Not provided	10	148
Length of time in home		
Under 1 year	6	93
1 – 2 years	9	134
3 – 5 years	12	185
6 – 10 years	17	259
11 – 20 years	23	352
21+ years	29	457
Don't know/Not provided	5	76
Household make-up		
One adult under 60	12	191
One adult aged 60 or over	34	528
Two adults both under 60	5	84
Two adults, at least one 60 or over	13	199
Three or more adults, 16 or over	6	95
1-parent family with child/ren, at least one under 16	6	85
2-parent family with child/ren, at least one under 16	8	118
Other	8	130
Not provided	8	126

Table 21 Profile table continued...

Ethnicity	Tenants %	Tenants base
White – British	87	1358
White – Irish	1	22
White – other	1	19
Mixed (White and Black Caribbean)	<0.5	2
Mixed (White and Asian)	<0.5	1
Asian - Indian	<0.5	1
Asian - other	<0.5	1
Chinese	<0.5	1
Cornish	2	28
Not provided	8	123
Gender		
Male	36	559
Female	53	826
Not provided	11	171
Disability in household		
Yes	56	868
No	37	578
Don't know/not provided	7	110

Table 22 Profile table continued...

Wheelchair user in household	Tenants %	Tenants base
Yes	7	101
No	86	1337
Not provided	8	118
Employment status		
Employee in full time job (30 hours or more per week)	8	122
Employee in part time job (less than 30 hours per week)	5	83
Self-employed (full- or part-time)	2	23
Government supported training	<0.5	3
Unemployed & available for work	3	51
Wholly retired from work	39	607
Full-time education at school etc.	1	8
Looking after the family or home	8	119
Permanently sick or disabled	18	273
Doing something else	1	18
Not provided	16	249
Age		
16 – 24 years	2	24
25 – 34 years	5	77
35 – 44 years	10	160
45 – 54 years	14	211
55 – 59 years	8	117
60 – 64 years	9	143
65 – 74 years	18	283
75 – 84 years	19	290
85+ years	7	102
Not provided	10	149

Table 23 Profile table continued...

Religion	Tenants %	Tenants base
None	21	319
Christian (all)	59	920
Buddhist	<0.5	7
Hindu	<0.5	1
Other	3	52
Prefer not to say	7	101
Not provided	10	156
Sexuality		
Heterosexual	58	902
Gay man	<0.5	5
Bisexual	<0.5	7
Other	2	34
Prefer not to say	17	258
Not provided	23	350
Receive Housing Benefit		
Yes	58	903
No	18	287
Don't know/not provided	24	366

Table 24 Profile table continued...

Sources of income	Tenants %	Tenants base
Earnings from employment	18	286
Pension from a former employer	14	217
State pension	47	730
Child benefit	15	240
Income support	24	374
Other state benefits	25	395
Tax credits	17	269
Interest from savings	2	30
Other kinds of regular allowance from outside the household	1	11
Other source	3	45
No source of income	<0.5	4
Not provided	10	149
Net income		
Up to £99 per week	12	188
£100 - £199 per week	38	593
£200 - £299 per week	18	275
£300 - £399 per week	4	69
£400 - £499 per week	2	27
£500 - £599 per week	1	12
£600 - £699 per week	<0.5	2
Not provided	25	390

7 Sheltered Complex Tenants

7.1 Introduction

The following section of the report provides an overview of the opinions expressed by tenants living in sheltered housing complex units. In total 78 responses were received for this segment of the survey.

7.1.1 Access and Disability

The following section examines sheltered tenants' needs and levels of access to their home and block.

7.1.2 Disability and wheelchair use

All sheltered complex tenants were asked whether anyone in their household has a longstanding illness, health problem or disability which limits their daily activities or the work they can do (including problems due to old age). Around eight in ten (78%) tenants answered yes to this question whilst one in five (19%) state that they do not have any health issues or disability affecting them or anyone in their household on a daily basis.

Around one in five (22%) sheltered complex tenants have someone in their household who uses a wheelchair.

7.1.3 Access to buildings

All sheltered complex tenants were asked to rate certain aspects of ease of access in and around their home. The majority of tenants feel that ease of access to the building (92%), ease of access inside the building (97%) and ease of access to their home (95%) is either fairly or very good.

Table 25 Access to buildings (Valid responses)

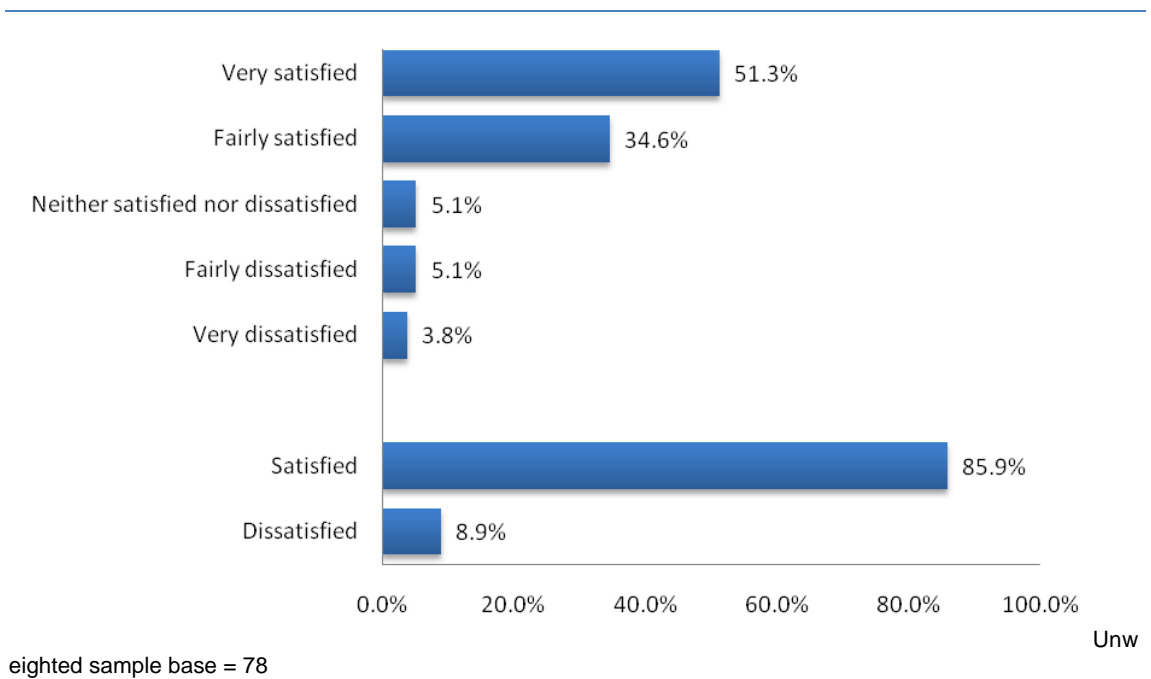
Ease of access....	Overall good (%)	Neither (%)	Overall poor (%)
To the building [74]	92	0	8
Inside the building [68]	97	0	3
To your home [73]	95	0	5

7.2 Satisfaction with services provided by Coastline Housing

Sheltered complex tenants were asked to rate their level of satisfaction with the services provided by Coastline Housing.

More than eight in ten (85.9%) are satisfied with the overall service provided by Coastline Housing while just 8.9% are dissatisfied.

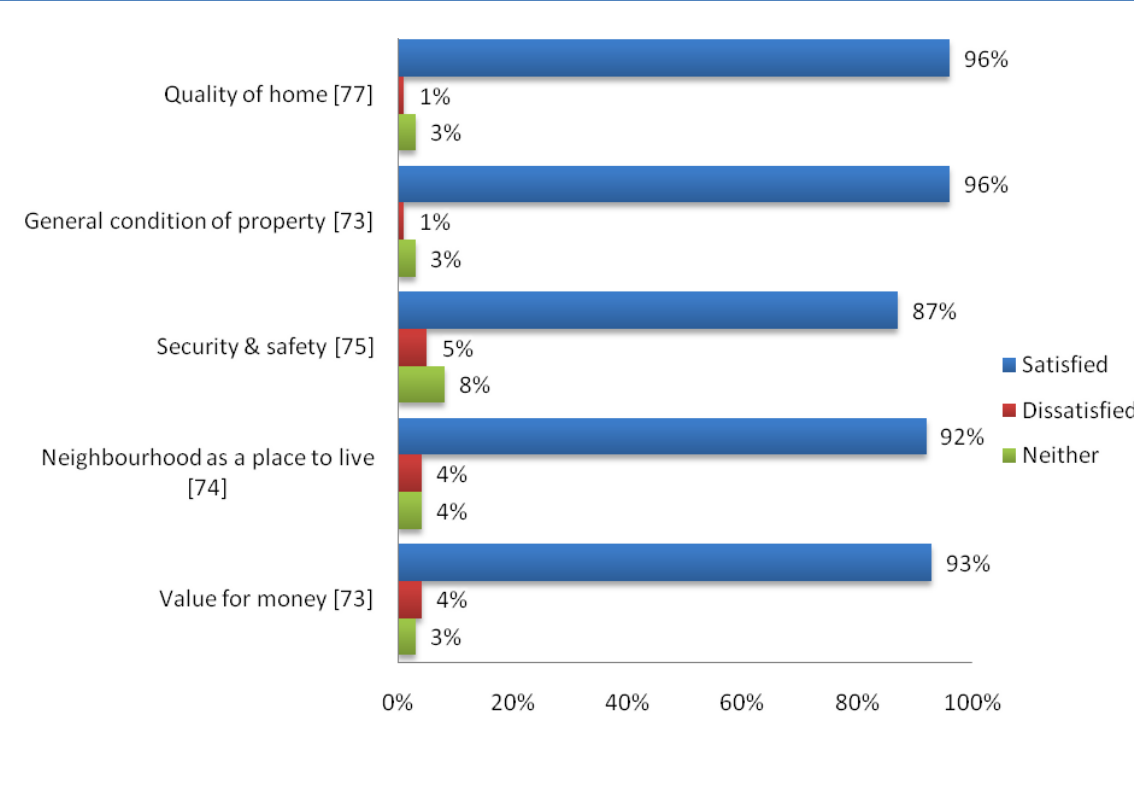
Figure 48 Overall satisfaction with services provided by Coastline Housing (Valid responses)



7.3 Housing and services

All sheltered complex tenants were asked to rate their level of satisfaction and dissatisfaction with aspects of their home. As may be seen from the following figure, satisfaction is extremely high with all aspects but particularly so with the quality and general condition of the home.

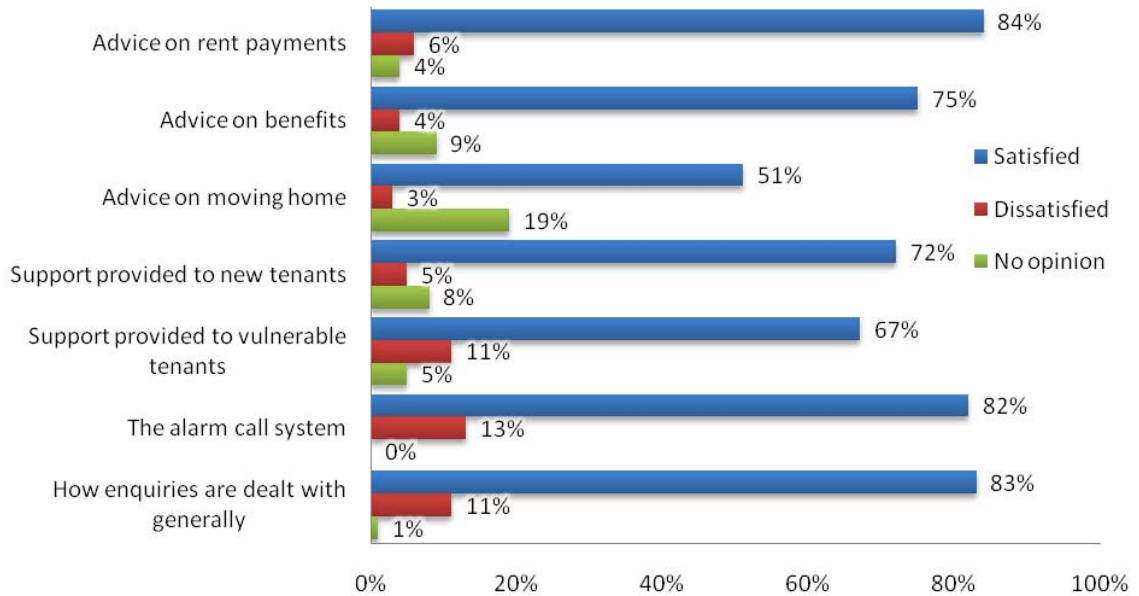
Figure 49 Satisfaction with aspects of the home (Valid responses)



7.3.1 Satisfaction with advice and support provided

All tenants were asked to indicate their level of satisfaction and dissatisfaction with aspects of the service provided by Coastline Housing, such as advice provided, how enquiries are dealt with generally and support provided.

Figure 50 Satisfaction with aspects of the service provided by Coastline Housing (Valid responses)



The majority of tenants are satisfied with all aspects of the service provided by Coastline. Satisfaction is highest, however, with advice on rent payments and, most encouragingly for Coastline, how enquiries are dealt with generally.

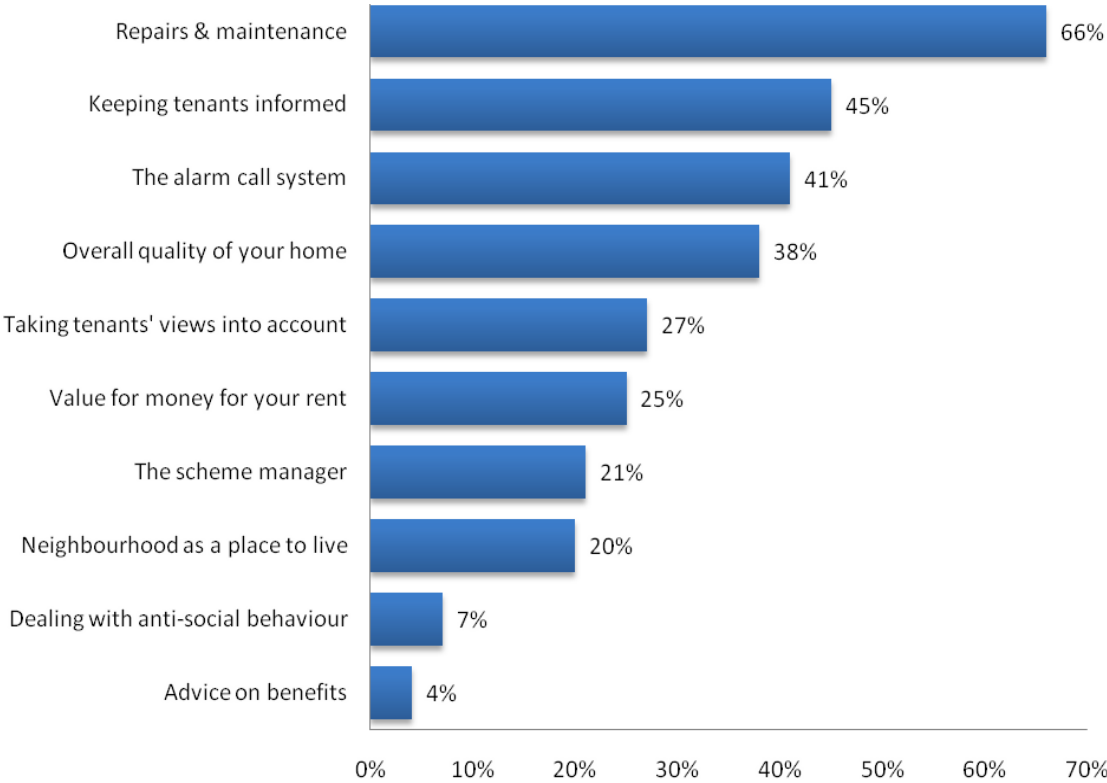
While dissatisfaction with any of the aspects presented is extremely low, it should be noted that for advice on moving home the proportion of respondents offering no opinion is fairly high and it is this rather than any great number of dissatisfied respondents that keeps the level of satisfaction lower than that which is desired.

7.4 What do tenants consider to be most important?

All sheltered complex tenants were presented with ten services and asked which they consider to be the three most important.

The majority of tenants indicated that repairs and maintenance (66%) and keeping tenants informed (45%) are the two most important to them, followed by the alarm call system (41%).

Figure 51 What do sheltered tenants consider to be most important (Valid responses)



Unweighted sample base = 71

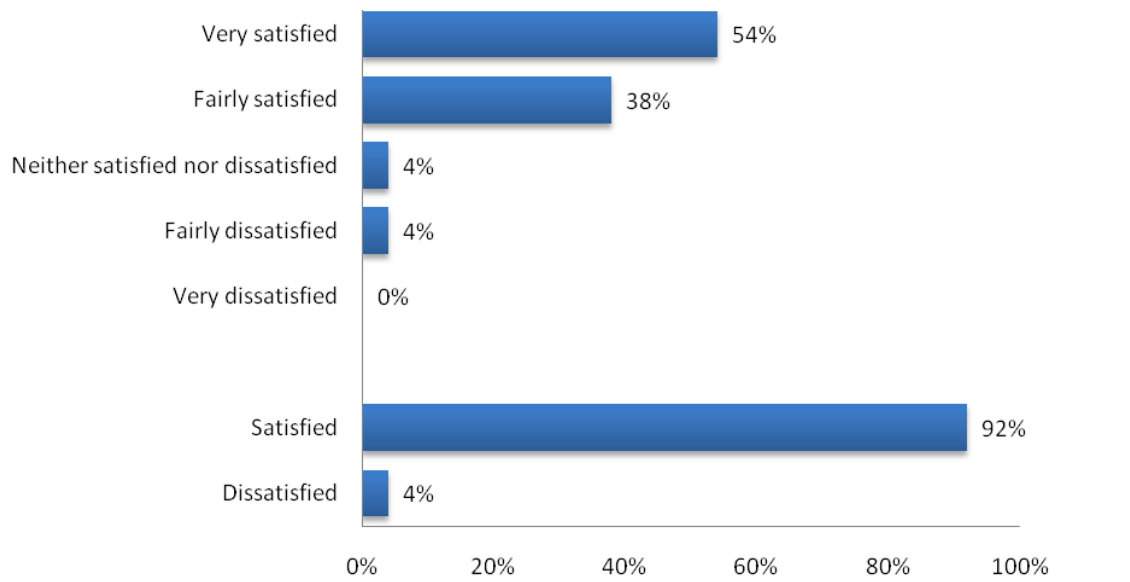
7.5 The neighbourhood/local area

This section will examine sheltered complex tenants' views on their neighbourhood, including perceived problems in their local area.

7.5.1 Neighbourhood as place to live

Tenants were asked to rate their satisfaction overall with their neighbourhood as a place to live. The majority (92%) of tenants are satisfied with just 4% dissatisfied.

Figure 52 Satisfaction with the neighbourhood (Valid responses)



ighted sample base = 74

Unw

7.5.2 Neighbourhood problems

All sheltered complex tenants were provided with a list of 13 possible neighbourhood issues, ranging from litter and rubbish in the streets to car parking and asked to indicate how much of a problem in their local neighbourhood they are.

For all but one of the issues, the majority of respondents consider they are not a problem at all.

Car parking is identified as a very big problem by 22% of tenants with a further 17% saying it is a fairly big problem (combined total = 39%).

Rubbish and litter is also identified as a very big problem by 6% of tenants with a further 14% saying it is a fairly big problem (combined total = 20%).

Table 26 Neighbourhood problems (Valid responses)

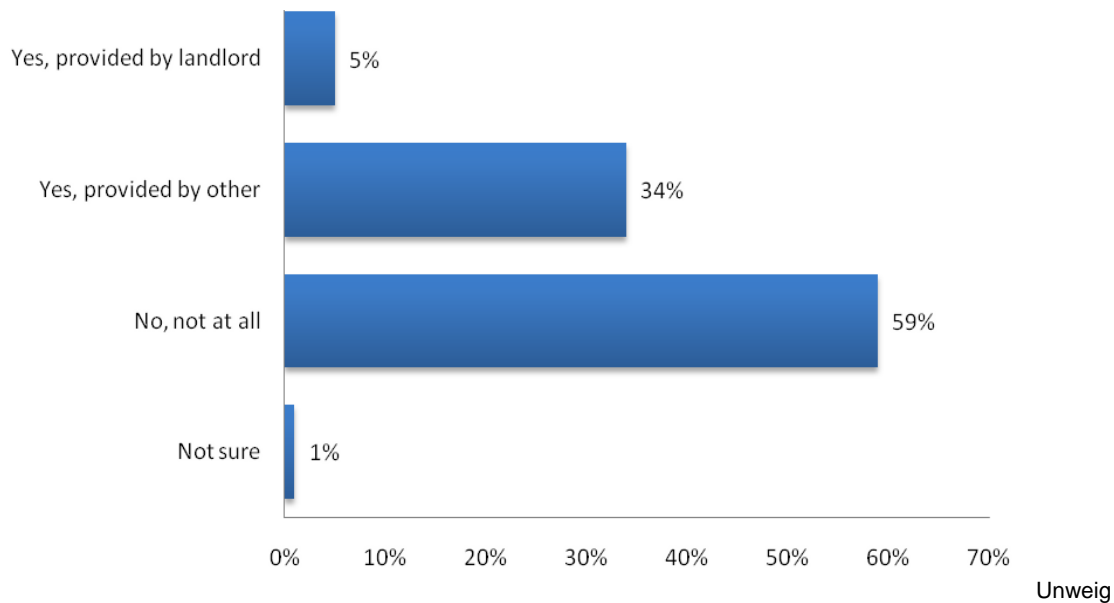
Issue	Very big problem	Fairly big problem	Not a very big problem	Not a problem at all
	%	%	%	%
Rubbish or litter	6%	14%	13%	67%
Noisy Neighbours	5%	2%	22%	72%
Pets and animals	2%	2%	17%	79%
Disruptive children/teenagers	0%	0%	15%	85%
Racial or other harassment	0%	0%	9%	91%
Drunk or rowdy behaviour	3%	3%	17%	76%
Vandalism and graffiti	0%	2%	11%	88%
People damaging your property	0%	0%	11%	89%
Drug use or dealing	0%	6%	4%	91%
Abandoned or burnt out vehicles	0%	0%	4%	96%
Other crime	0%	4%	7%	89%
Noise from traffic	0%	2%	12%	86%
Car parking	22%	17%	14%	48%
Unweighted sample bases vary				

7.6 Home help and care services

7.6.1 Tenants receiving home help or care services

Two fifths (39%) of sheltered complex tenants (or someone in their household) receives some form of home help or care services.

Figure 53 Receipt of home help or care services (Valid responses)



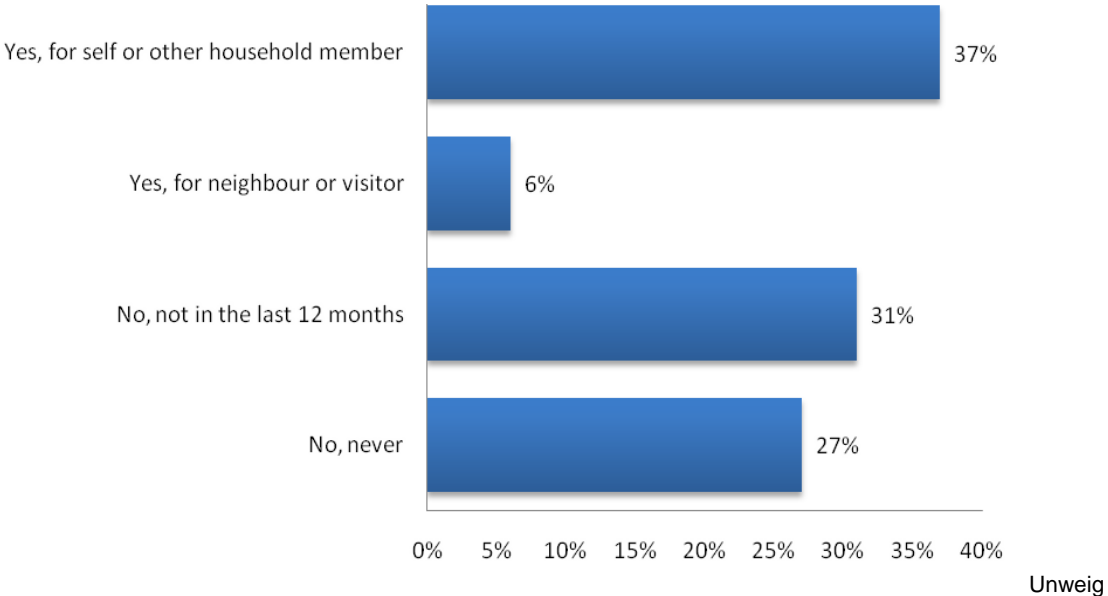
7.7 Emergency call system

7.7.1 Usage of emergency call system

Tenants were asked if they have an emergency call system in their home. Almost all tenants (99%) state that they do have this service.

Tenants were asked whether anyone in their household had used the service in the last 12 months. More than two in five (43%) sheltered complex tenants had used the service in the past 12 months.

Figure 54 Use of the emergency call system in the last 12 months (Valid responses)



hted sample base = 71

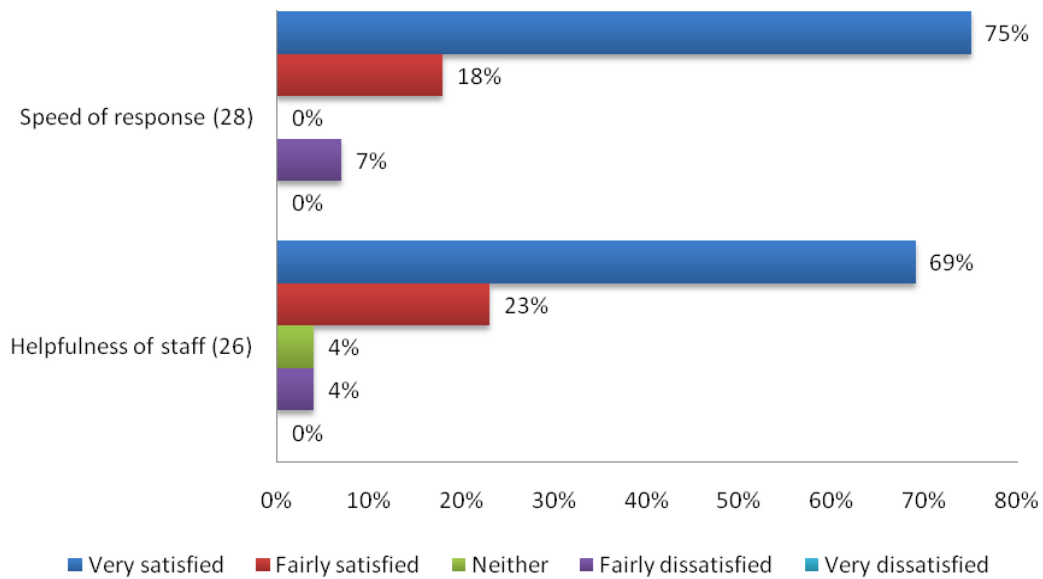
Of those tenants using the emergency call system (just 30 respondents), most (23 residents) said their call was answered by emergency call staff, while 4 tenants had their call answered by the scheme manager.

7.7.2 Satisfaction with the emergency call system

Tenants who have used the emergency call system were further asked about their satisfaction or dissatisfaction with certain aspects of the service.

Around seven in ten tenants are either fairly satisfied or very satisfied with both the speed of response of staff to answer their call and with the helpfulness of staff.

Figure 55 Satisfaction with the emergency call system (Sheltered Tenants using emergency call system)



eighted sample bases in brackets

Unw

7.8 Scheme manager

More than nine in ten (92%) tenants state that they have a scheme manager.

7.8.1 Satisfaction with the scheme manager

The majority of tenants are satisfied with all aspects of their scheme manager. The lowest proportion satisfied was found for promotion of social activities.

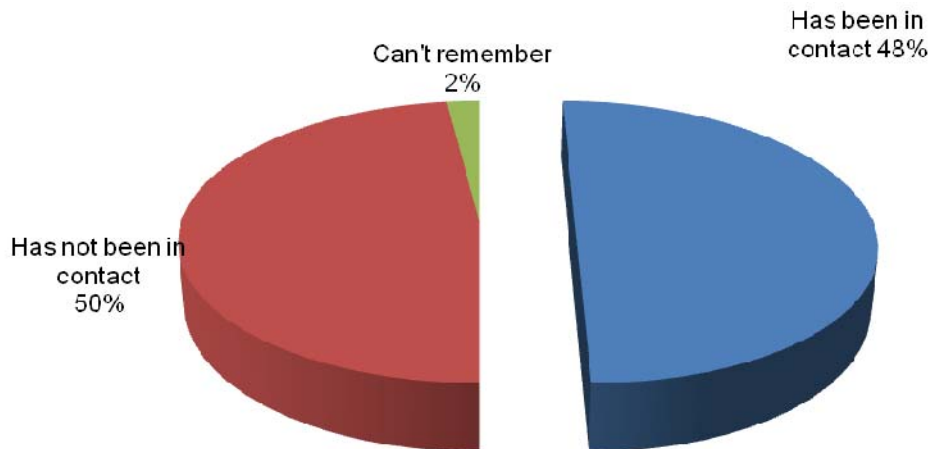
Table 27 Satisfaction with aspects of the scheme manager (Valid responses)

Aspects of scheme manager	Satisfied %	Neither %	Dissatisfied %	No opinion %	Net rating %
Frequency of contact	85%	4%	8%	4%	+77%
Face-to-face contact	82%	9%	7%	2%	+75%
Contact via intercom	78%	6%	6%	10%	+72%
Helpfulness	89%	2%	8%	2%	+81%
Promotion of social activities	71%	12%	8%	8%	+63%
Overall	80%	6%	12%	2%	+68%

7.9 Contact with Coastline Housing

All respondents were asked whether or not they had been in contact with Coastline Housing over the last twelve months. Just under half (48%) of all sheltered complex tenants indicated they had been in contact while 50% had not.

Figure 56 Contact with Coastline Housing (Valid responses)



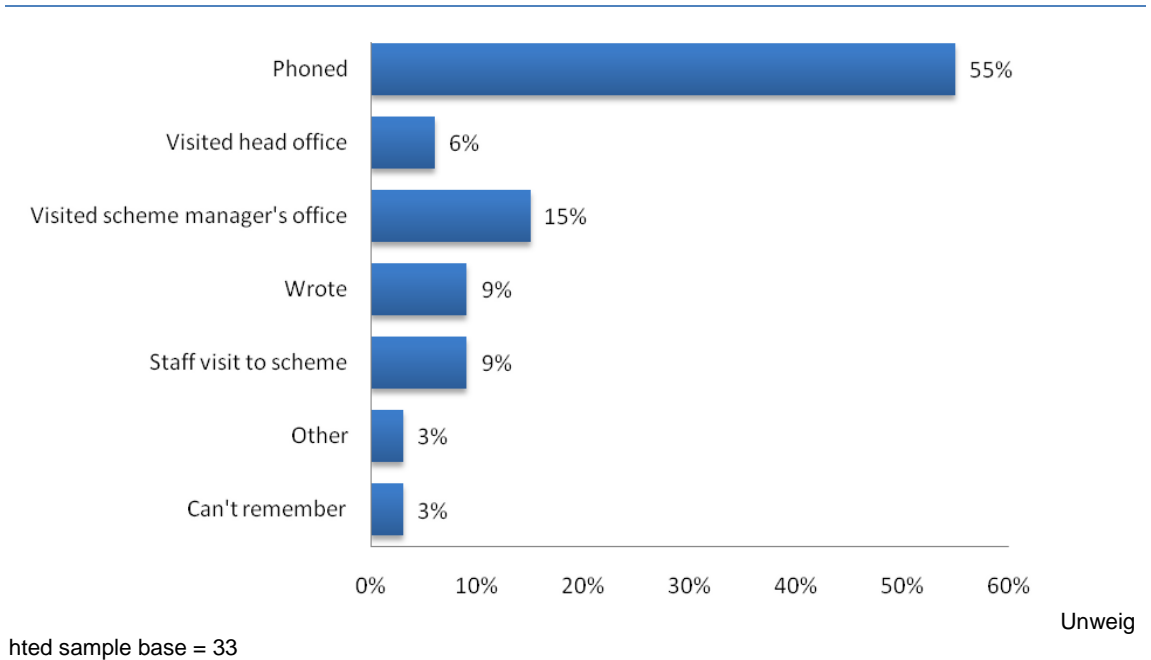
sample base = 72

Unweighted

7.9.1 Method of contact

All respondents who made contact with Coastline Housing were asked how they had made contact. More than half (55%) contacted Coastline by telephone.

Figure 57 Contact method (Sheltered Tenants contacting Coastline Housing in last 12 months)



7.9.2 Reason for contact

All sheltered complex tenants who had made contact with Coastline Housing in the last 12 months were asked the reason for this. Almost three fifths (58%) made contact about repairs while one in ten (10%) contacted Coastline about rent/housing benefit.

7.9.3 Contact experience

All sheltered complex residents who had been in contact with Coastline Housing (36 respondents) were asked a number of questions about their contact experience. The majority (75%) found getting hold of the right person easy, while a similar proportion (83%) indicated that the member of staff had been helpful and 77% indicated that the member of staff had been able to deal with their problem.

More than eight in ten (82%) reported they were satisfied with the final outcome of their last contact with Coastline Housing.

7.9.4 Formal complaints procedure

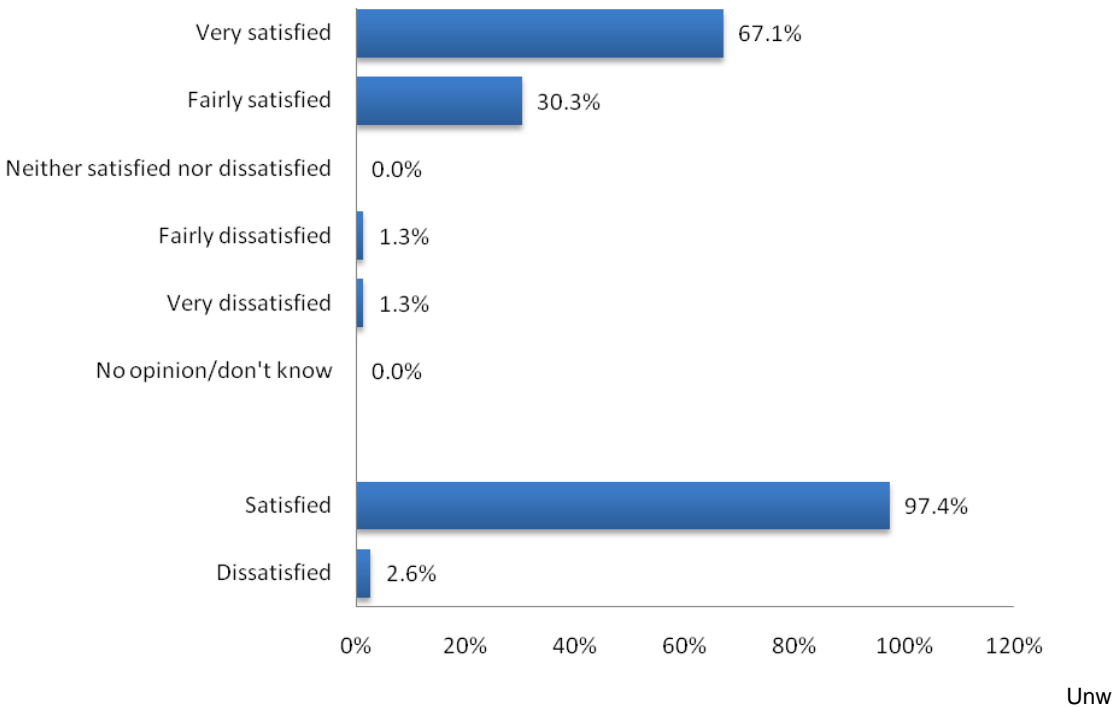
Just over six in ten (62%) sheltered complex tenants are aware that Coastline Housing has a formal complaints procedure.

7.10 Repairs and maintenance

7.10.1 Overall satisfaction with the repairs and maintenance service

All sheltered complex tenants were asked to rate their level of satisfaction with the way in which Coastline Housing deals with repairs and maintenance. The majority of sheltered tenants (97.4%) are satisfied with the way Coastline Housing deals with repairs and maintenance.

Figure 58 Level of satisfaction with the repairs and maintenance service (Valid responses)



ighted sample base = 76

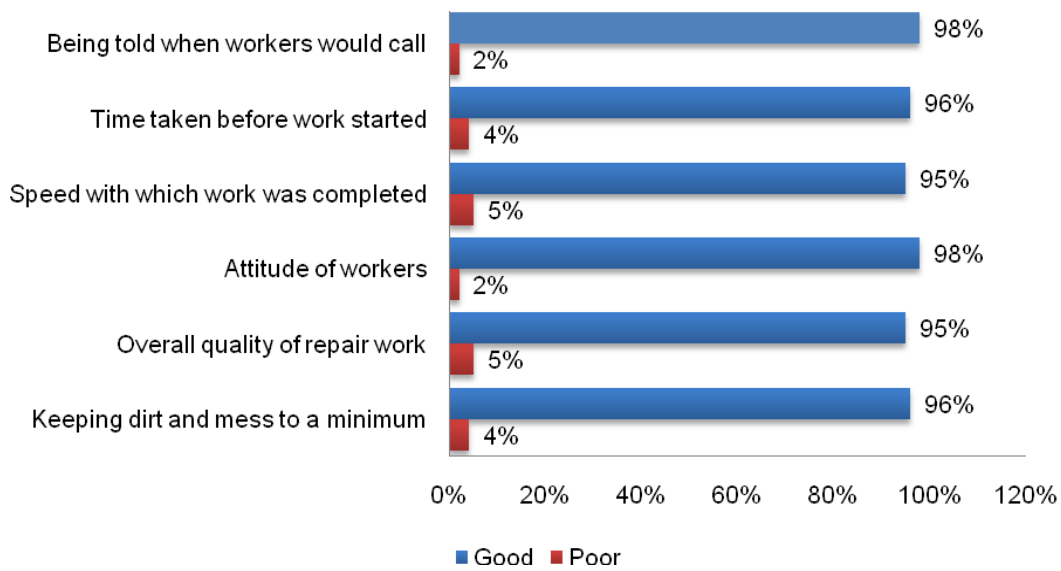
7.10.2 Completing a repair

All sheltered complex tenants were then asked if they had any repairs completed over the last 12 months. Three quarters (77%) indicated they had, whereas a fifth (20%) stated the opposite.

7.10.3 Satisfaction with aspects of the repairs service

Encouragingly, the majority of respondents who have had a repair completed over the past 12 months (58 respondents) are satisfied with all aspects of the repairs and maintenance system, with more than nine in ten satisfied with every aspect and very little dissatisfaction reported for any aspect.

Figure 59 Rating of aspects of the repair service (Sheltered Tenants who have had a repair completed in the last 12 months)



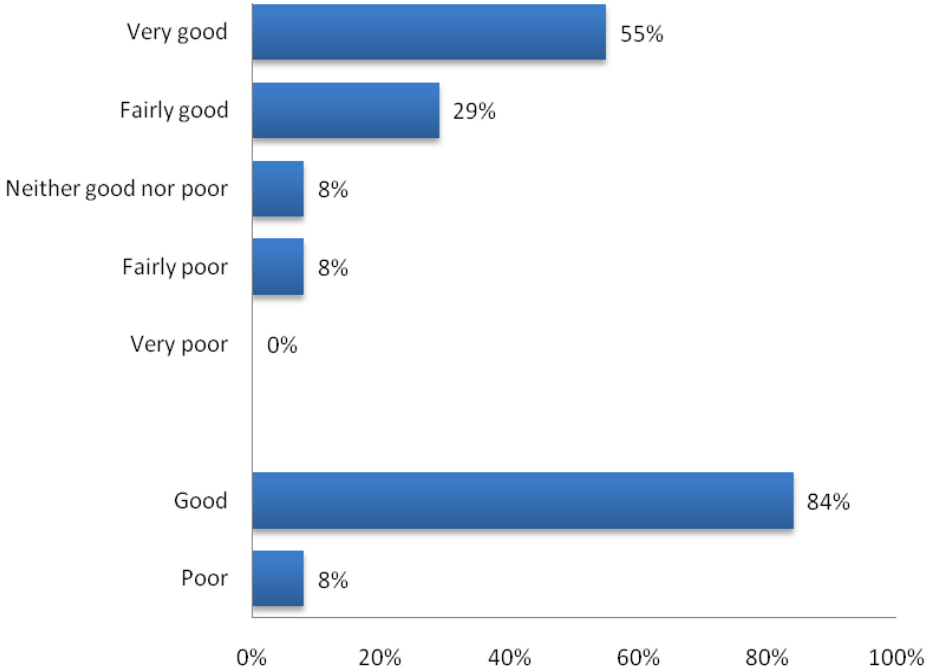
Unweighted sample bases vary

7.11 Keeping sheltered tenants informed

All sheltered complex tenants were asked whether or not they feel their landlord is good at keeping them informed about things which might affect them as a tenant.

More than eight in ten (84%) think that Coastline Housing is good at keeping them informed.

Figure 60 Keeping sheltered tenants informed (Valid responses)



ghted sample base = 76

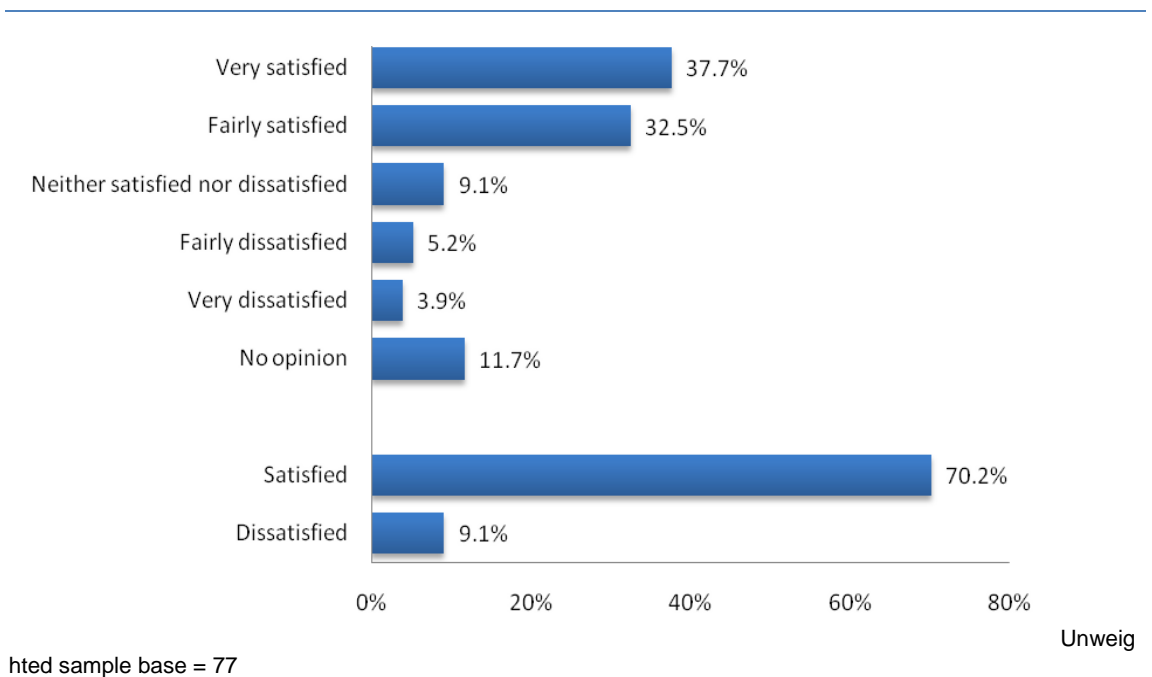
Unwei

7.12 Taking into account sheltered tenants' views

All sheltered complex tenants were asked how satisfied or dissatisfied they are that Coastline Housing takes into account their views.

Seven in ten (70.2%) tenants are satisfied that Coastline Housing takes their views into account, while just 9.1% (7 respondents) are dissatisfied.

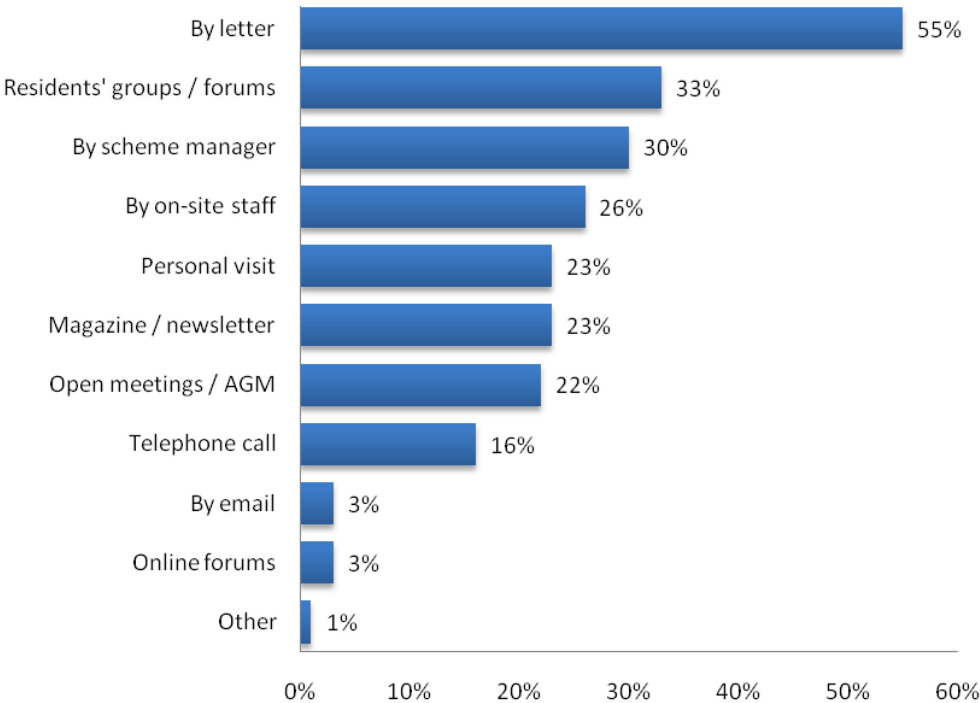
Figure 61 Level of satisfaction that sheltered tenants' views are being taken into account (Valid responses)



7.13 Methods for information and consultation

All sheltered complex tenants were asked how they would prefer to be informed and consulted about issues that may affect them. The majority prefer to be informed and consulted by letter (55%).

Figure 62 Preferred methods for information and consultation (Valid responses)



Unw

ighted sample base = 77

7.14 Reporting Anti-Social Behaviour

The following section will examine a new section introduced to the sheltered tenants STATUS questionnaire: anti-social behaviour (ASB). This section will examine levels of reporting ASB to Coastline Housing and also aspects of how the ASB report was dealt with.

7.14.1 Reporting ASB

All sheltered complex tenants were asked to indicate whether or not they have experienced any ASB whilst at home in the past 12 months. One in twelve (8%) tenants has experienced ASB, which corresponds to just 6 respondents, and of these five had reported it to Coastline. Three are happy with the way Coastline dealt with their report while two are not.

7.15 Other comments made by sheltered complex respondents

All sheltered complex tenants were given the opportunity to comment about their home or the services their landlord provides. In total, 30% of tenants made a comment.

Table 28 Other comments made by sheltered respondents

Comment	%
Very satisfied / happy with my home	10%
Staff are always helpful / friendly / polite	4%
Repairs take too long/would like quicker repairs	3%
Tree pruning / garden service needs improving	3%
Need relocation to ground floor accommodation/bungalow	1%
Nothing is done about complaints	1%
Heating needs repairs/install central heating/heating system is insufficient	1%
Need better quality workmanship	1%
Install a walk-in shower/would like a shower	1%
Bad neighbours	1%
Need to deal with anti-social behaviour problems	1%
Other	9%
No comment	5%
Not provided	65%

7.16 Profile Information

The following tables outline the unweighted demographic profile of the sheltered complex units tenants sample.

Table 29 Profile table

Length of tenancy	Tenants %	Tenants base
Under 1 year	12	9
1 – 2 years	13	10
3 – 5 years	22	17
6 – 10 years	19	15
11 – 20 years	15	12
21+ years	17	13
Not provided	3	2
Length of time in home		
Under 1 year	15	12
1 – 2 years	19	15
3 – 5 years	19	15
6 – 10 years	19	15
11 – 20 years	19	15
21+ years	5	4
Not provided	3	2
Household make-up		
One adult under 60	4	3
One adult aged 60 or over	83	65
Two adults, both under 60	1	1
Two adults, at least one 60 or over	12	9
Ethnicity		
White - British	89	69
White - Irish	4	3
White - other	1	1

Not provided	6	5
--------------	---	---

Table 30 Profile table continued...

Gender	Tenants %	Tenants base
Male	42	33
Female	56	44
Not provided	1	1
Disability in household		
Yes	78	61
No	19	15
Don't know	1	1
Not provided	1	1
Wheelchair user in household		
Yes	22	17
No	68	53
Not provided	10	8
Employment status		
Employee in part time job	1	1
Unemployed and available for work	3	2
Wholly retired from work	85	66
Permanently sick or disabled	8	6
Not provided	4	3
Age		
16 – 24 years	1	1
55 – 59 years	1	1
60 – 64 years	8	6
65 – 74 years	21	16
75 – 84 years	33	26
85+ years	35	27
Not provided	1	1
Receives housing benefit		

STATUS Survey 2009

Yes	67	52
No	9	7
Don't know/Not provided	24	19

Table 31 Profile table continued...

Religion	Tenants %	Tenants base
None	8	6
Christian (all denominations)	78	61
Buddhist/other	2	2
Prefer not to say	4	3
Not provided	8	6
Sexuality		
Heterosexual	62	48
Other	3	2
Prefer not to say	9	7
Not provided	27	21
Sources of income		
Earnings from employment or self-employment	1	1
Pension from a former employer	22	17
State pension	81	63
Income support	30	23
Other state benefits	22	17
Tax credits	10	8
Interest from savings	6	5
Other	5	4
Not provided	10	8
Net income		
Up to £99 per week	8	6
£100 - £199 per week	41	32
£200 - £299 per week	18	14
£300 - £399 per week	3	2
£400 - £499 per week	1	1
Not provided	30	23



Because people matter, we listen.

With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely distributed

