



# Highland Council

## Tenant Satisfaction Survey

May 2021

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# Highland Council

## Tenant Satisfaction Survey 2021

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Date: 18/05/2021

# 1. EXECUTIVE SUMMARY

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## INTRODUCTION

- Highland Council commissioned Research Resource to carry out a tenant satisfaction survey on their behalf.
- A total of 1,001 interviews were carried out with Highland Council tenants in order to assess satisfaction with the Council's Housing Service and the services it provides. Interviews took place between the 31<sup>st</sup> of March and the 9<sup>th</sup> of May 2021. 1,001 interviews provide data accurate to  $\pm 3\%$ .
- Analysis of the participant profile shows that the survey sample is representative by geography and property type. This provides robust and representative data upon which the Council can be confident about making decisions.
- This executive summary highlights the key findings from this programme of research.

## SCOTTISH HOUSING REGULATOR INDICATORS

The following table shows the results for the Scottish Housing Regulator indicators for Highland Council, compared to the Council's previous tenant satisfaction survey undertaken in 2018. Since the 2018 survey was conducted:

- Overall satisfaction with the services provided by Highland Council has increased, from 78% to 86%.
- The proportion of tenants who were of the opinion the Council were good at keeping them informed has increased, from 69% to 93%.
- Satisfaction with opportunities to participate has increased from 56% to 94%.
- Satisfaction with the quality of the home has not changed significantly, rising slightly from 75% to 77%.
- Satisfaction with Highland Council's contribution to the management of the neighbourhood has increased, from 68% to 88%.
- The proportion of tenants who were of the opinion the rent for their property represents good value for money has not changed significantly, rising slightly from 88% to 89%.

The table also compares Highland Council's 2021 survey results with the ARC 2019/2020 Local Authority average. This shows that Highland Council are performing above the LA average across five indicators, most significantly with regards to satisfaction with opportunities to participate (14% points above average) and are underperforming with regard to just one indicator, the quality of the home, where Highland Council's satisfaction level is 77% compared to a LA average of 81%.

Scottish Housing Regulator indicators			
	2018	2021	LA ARC 2019/20
1 - Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Highland Council's Housing Service? (% very/ fairly satisfied)	78.1%	85.91%	82.14%
2 - How good or poor do you feel Highland Council's Housing Service is at keeping you informed about their services and decisions? (%very good/ fairly good)	69.0%	92.51%	85.94%
5 - How satisfied or dissatisfied are you with the opportunities given to you to participate in Highland Council's Housing Service's decision making process? (% very/ fairly satisfied)	55.7%	93.81%	79.43%
7 - Overall, how satisfied or dissatisfied are you with the quality of your home? (% very/ fairly satisfied)	75.2%	77.22%	80.50%
13 - Overall, how satisfied or dissatisfied are you with Highland Council's Housing Service's contribution to the management of the neighbourhood you live in?	68.0%	88.01%	85.04%
25 - Taking into account the accommodation and services Highland Council's Housing Service provides, to what extent do you think that the rent for this property represents good or poor value for money? Is it... (% very good value/ fairly good value)	87.69%	88.92%	84.17%

## KEY FINDINGS

The following points summarise the key findings to emerge from Highland Council's Tenant Satisfaction Survey 2021:

- Over 8 in 10 tenants (86%) were very or fairly satisfied with the overall service provided by Highland Council Housing Service as their landlord.
- Tenants were most likely to use letters (70%) and newsletters (63%) to obtain information.
- Just over 9 in 10 tenants (93%) were of the opinion that the Council's Housing Service was very or fairly good at keeping them informed about their services and decisions.
- 57% of tenants were aware of at least one activity in which they could become involved in their landlord's decision-making processes. Awareness was highest in terms of:
  - Tenant Group meetings (48%)
  - Rent consultation (32%).
- Just over 1 in 10 tenants (12%) stated they would be interested in participating in at least one activity. Tenants were most likely to be interested in:
  - Online surveys (5%)
  - Rent consultation (5%)
  - Tenant Group meetings (5%).
- Just over 9 in 10 respondents (94%) were very or fairly satisfied with the opportunities given to them to participate in the Council's Housing Services decision-making processes.

- Overall, 82% of all respondents were very or fairly satisfied with the way the Council's Housing Service deals with repairs.
- Just under 4 in 10 respondents (38%) stated they have had a repair carried out in their property within the last 12 months.
- Respondents who had a repair carried out in the last 12 months were asked how satisfied or dissatisfied they were with various aspects of the repair service they received. Satisfaction was high, ranging from 88% with regards to the quality of repairs undertaken to 96% with regards to the ease of reporting their repair, the helpfulness of Council staff involved and protection measures taken.
- Satisfaction with aspects of the home ranged from 70% with regards to the bathroom to 83% with regards to the heating system and the external appearance of the building.
- Just under 8 in ten respondents (77%) were very or fairly satisfied with the quality of their home.
- 88% of respondents were very or fairly satisfied with the Council's Housing Services contribution to the management of the neighbourhood they live in.
- Just under 9 in 10 tenants (89%) were of the opinion that the rent for their property represents very or fairly good value for money.
- About two thirds of tenants (68%) who pay full or partial rent said they find their rent payments very or fairly easy to afford.

## 2. INTRODUCTION, OBJECTIVES AND METHODOLOGY

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### 2.1 Introduction

This report represents and discusses the findings to emerge from Highland Council's Tenant Satisfaction Survey 2021.

### 2.2 Background and objectives

The aim of the research was to seek tenants' views on the services that Highland Council Housing Services provides as a landlord, how well it performs these services and to help identify areas where the service can be improved. Specifically, the research was designed to provide customers views on the following:

- The quality of information provided by Highland Council,
- Quality of the home and the neighbourhood,
- The repairs and maintenance service,
- Tenant involvement/ opportunities for participation,
- Rent and value for money.

It is against this background that Research Resource were commissioned to carry out Highland Council's 2021 Tenant Satisfaction Survey.

### 2.3 Research Method

We note that the Ipsos MORI guidance prepared on behalf of the Regulator debates the use of a range of different methodologies for carrying out the survey, including postal, online, telephone and face to face survey methods. However, given the requirement to achieve data accurate to  $\pm 3\%$  and ensuring a representative sample of tenants, and for the safety of tenants and researchers during the Covid-19 pandemic, it was decided that the tenant survey would be carried out by telephone.

It should be noted that this methodology is different from the 2018 survey methodology used when the survey was carried out using a postal survey methodology.

## 2.4 Questionnaire design

After consultation with Highland Council's Housing Service's representatives, a survey questionnaire was agreed which fully met the information needs and requirements of the organisation and included all issues of importance for tenants.

In developing the questionnaire, the following issues were considered:

- The information needs listed in the survey brief,
- The Scottish Social Housing Charter indicators upon which Highland Council is required to report,
- Research Resource experience in relation to customer satisfaction surveying.

## 2.5 Sample Size

The aim of the survey was to achieve a robust level of data upon which the Council can have confidence making decisions upon and to maximise the response to the survey.

Overall, a total of 1,001 interviews were achieved with Highland tenants. Tenant interviews were spread across each area of the Council's stock to ensure coverage of all stock types. This provides data accurate to  $\pm 3\%$  (based upon a 50% estimate at the 95% level of confidence).

The guidance from the Scottish Housing Regulator states that in all surveys, particularly postal surveys, some groups are more likely than others to respond. This means that certain subgroups will be under-represented, and others will be over-represented in the final achieved sample (i.e. all the people who responded). Weighting ensures that received responses are representative of the whole survey population. The guidance suggests that social landlords will be likely to have suitable information on the population in terms of dwelling type and the number of bedrooms.



The tables below show the sample profile broken down by geography and property type compared to the population. As can be seen below, the interview profile is relatively in line with the overall population profile with respect to these characteristics. We are comfortable that the coverage of the tenant population is sufficiently close that weighting of survey data is not required. The data reported is therefore unweighted.

Council Area	No of tenants	% of tenants	No of interviews	% of interviews
Badenoch And Strathspey Area	509	3.7%	39	3.9%
Caithness Area	1996	14.6%	145	14.5%
Inverness Area	4239	30.9%	313	31.3%
Lochaber Area	1346	9.8%	95	9.5%
Nairn Area	686	5.0%	49	4.9%
Ross And Cromarty Area	3536	25.8%	260	26.0%
Skye And Lochalsh Area	486	3.5%	34	3.4%
Sutherland Area	907	6.6%	66	6.6%
<b>Grand Total</b>	<b>13705</b>	<b>100.0%</b>	<b>1001</b>	<b>100.0%</b>

Property type	No of tenants	% of tenants	No of interviews	% of interviews
2 In A Block 2 Storey Flat	131	1.0%	5	0.5%
4 In A Block 2 Storey Flat	1171	8.5%	65	6.5%
6 In Block 2 Storey Flat	95	0.7%	5	0.5%
8 In A Block 2 Storey Flat	64	0.5%	7	0.7%
Bedsit	12	0.1%	1	0.1%
Bungalow - 1 Storey	3201	23.4%	297	29.7%
Homeless Accommodation - Property	1	0.0%	0	0.0%
House 1-1/2 Storey	1109	8.1%	85	8.5%
House 3 Storeys	2	0.0%	0	0.0%
Maisonette	336	2.5%	21	2.1%
Other Flats <2 Storeys	863	6.3%	51	5.1%
Other Flats>2 Storeys	739	5.4%	36	3.6%
Standard House 2 Storey	5981	43.6%	428	42.8%
<b>Grand Total</b>	<b>13705</b>	<b>100.0%</b>	<b>1001</b>	<b>100.0%</b>

## 2.6 Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced telephone interviewers. All interviewers are experienced in undertaking tenant satisfaction surveys for Housing Associations and Local Authorities. Interviewing took place between the 31<sup>st</sup> of March and the 9<sup>th</sup> of May 2021.

## 2.7 Survey Analysis and Reporting

This report presents the findings of the survey.

Comparisons have been drawn to the Council's previous survey from in 2018.

Survey data has been analysed and reported on by key variables agreed with the Council. Where any significant trends or issues are found for any one key group, this is detailed in the survey report.

Throughout this report the figures show the results as percentages and base numbers are shown.

Percentages are rounded up or down to one decimal place. Not all percentages sum will to 100% due to rounding. Rounding can also cause percentages described in the supporting text or summarising 'overall satisfaction' (i.e. adding very satisfied and fairly satisfied responses together) to differ from the charts by 1% when two percentages are added together. For this reason, the key Charter indicator responses are shown to two decimal places for accuracy.

Where respondents could select more than one response to a question the percentages will sum to more than 100%.

## 2.8 Report Structure

This document details the key findings to emerge from Highland Council's 2020 Tenant Satisfaction Survey.

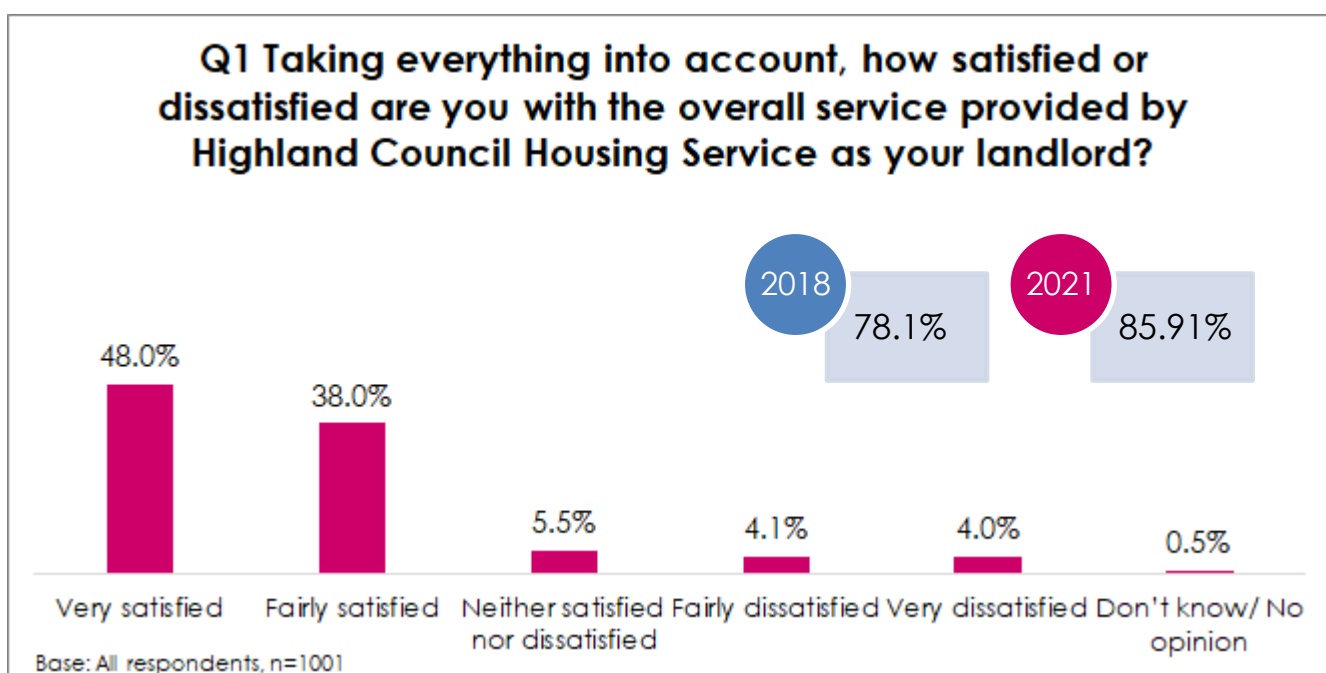
CHAPTER 3.	OVERALL SATISFACTION
CHAPTER 4.	COMMUNICATION AND PARTICIPATION
CHAPTER 5.	THE REPAIR AND MAINTENANCE OF YOUR HOME
CHAPTER 6.	NEIGHBOURHOOD MANAGEMENT
CHAPTER 7.	RENT AND VALUE FOR MONEY
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### 3. OVERALL SATISFACTION

#### 3.1 Satisfaction with the overall service provided by Highland Council (Q1)

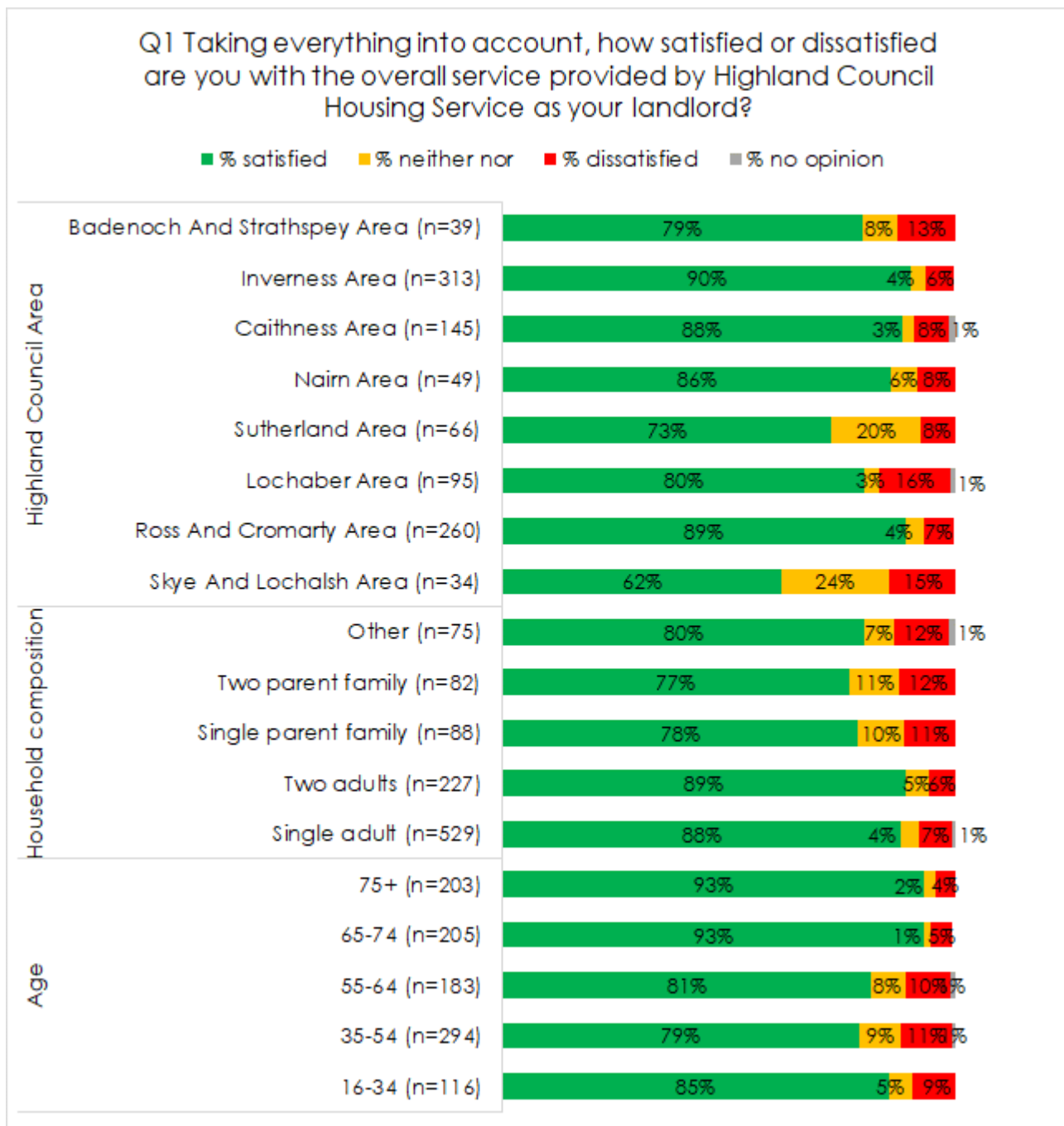
The survey opened by asking tenants how satisfied or dissatisfied they were with the overall service provided by Highland Council Housing Service as their landlord. Just over 17 out of 20 tenants (86%) were very or fairly satisfied in this respect, compared to 6% who were neither satisfied nor dissatisfied and 8% who were very or fairly dissatisfied.

This has increased since 2018 when 78% of respondents said they were either very or fairly satisfied with the overall service provided by Highland Council Housing Service as their landlord.



Analysis by key demographics reveals:

- Tenants aged 65 and over (93%) were significantly more likely to be satisfied with the overall service provided than tenants aged 35-54 (79%),
- Single adult (88%) and two adult households (89%) were most likely to be satisfied in this respect, while families and households with children under the age of 16 (77%) were least likely to be satisfied (77% of two parent families and 78% of single parent families were satisfied),
- Those living in the Inverness (90%) and Ross and Cromarty (89%) areas were most likely to be satisfied with the overall service, whereas those living in Skye and Lochalsh (62%) were least likely to be satisfied. It should be noted that the number of respondents in this area was lower than elsewhere so this finding should be treated with caution.



### 3.2 Reasons given for not being satisfied with overall service (Q2)

Respondents who were not satisfied with the overall service provided by the Council's Housing Services were then asked to explain why this was. Tenants were most likely to say this was due to repairs and housing quality issues:

- Issues with the repairs service e.g. poor workmanship/ timescale for completion (21%),
- Home requires upgrades/ improvements e.g. kitchen/ bathroom (19%),
- Home in poor state of repair (19%).

<b>Q2 Can you please explain why you said you were not satisfied with the overall landlord service provided by Highland Council Housing Services?</b>		
<b>Base: Respondents, n=136</b>	<b>No.</b>	<b>%</b>
Poor repairs service e.g. quality of workmanship/ timescale for completion	28	20.6%
Home requires upgrades/ improvements e.g. kitchen/ bathroom	26	19.1%
Home is in need of repairs	26	19.1%
Don't listen to our views/ deal with issues	22	16.2%
Lack of communication/ not kept updated	21	15.4%
Poor roads/ pavements	19	14.0%
Outside maintenance required e.g. grass/ painting	15	11.0%
Poor heating system/ expensive to run	14	10.3%
Issues with dampness/ mould	10	7.4%
Not dealing with ASB/ ASN	7	5.1%
Other	5	3.7%
Lack of parking facilities	2	1.5%

## 4. COMMUNICATION AND PARTICIPATION

### 4.1 Communication sources (Q3)

Respondents were asked to state which sources of information they use to obtain information about the Council's housing services. Tenants were most likely to state they use letters (70%) and newsletters (63%) to obtain information. Interestingly, almost one in five respondents (18%) use email to get information, 10% use the Council's website and 8% use Text message.

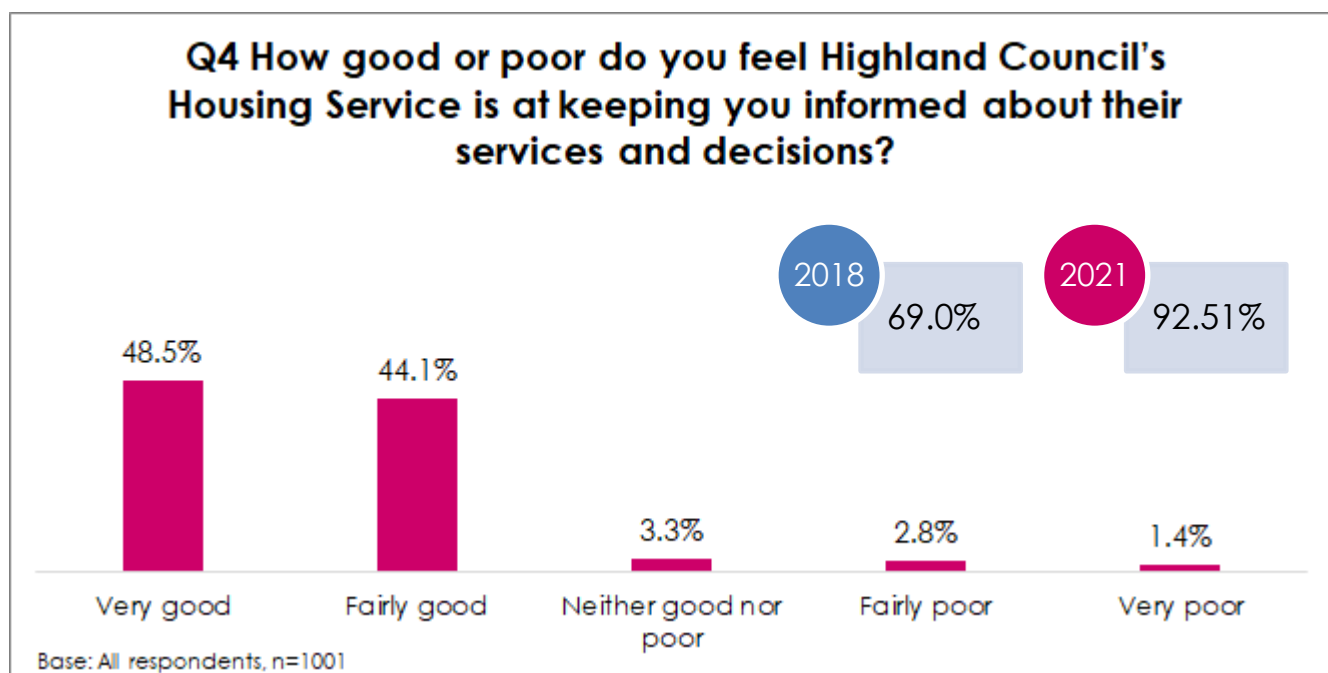
Q3 Which of the following sources of information do you use to obtain information about the Council's housing services?		
Base: All respondents, n=1001	No.	%
Letters	705	70.4%
Newsletters	632	63.1%
Email	178	17.8%
Website	97	9.7%
Text	82	8.2%
Telephone	46	4.6%
Facebook	42	4.2%
Other	9	0.9%
Tenant Meetings	6	0.6%
Twitter	6	0.6%
Face to face	3	0.3%
Don't know	2	0.2%
Leaflet	2	0.2%

There is a clear correlation between age and using electronic sources to obtain information. As can be seen from the table below, as age increases, the proportion of tenants using email, the Council's website, Text or Facebook to obtain information decreases. Whereas younger respondents are less likely to prefer more traditional sources of information such as letters and newsletters compared to older respondents.

Q3 Which of the following sources of information do you use to obtain information about the Council's housing services? by age					
	16-34	35-54	55-64	65-74	75+
Base: all respondents	116	294	183	205	203
Letters	59%	65%	70%	78%	78%
Newsletters	47%	53%	67%	73%	74%
Email	<b>36%</b>	<b>30%</b>	14%	7%	4%
Website	<b>19%</b>	<b>19%</b>	8%	2%	1%
Text	<b>17%</b>	<b>13%</b>	6%	4%	2%
Telephone	3%	4%	4%	2%	8%
Facebook	<b>12%</b>	7%	2%	2%	-
Other	1%	1%	-	2%	1%
Tenant Meetings	-	1%	1%	1%	-
Twitter	-	2%	-	-	-
Face to face	-	0%	1%	1%	-
Don't know	2%	-	-	-	-
Leaflet	-	-	-	-	1%

## 4.2 Keeping tenants informed (Q4/5)

Just over 9 in 10 tenants (93%) were of the opinion that the Council's Housing Service was very or fairly good at keeping them informed about their services and decisions, compared to 3% who stated neither good nor poor and 4% who felt the Council were very or fairly poor in this respect. This has increased significantly compared to 2018 when 69% of respondents rated the Housing Service as good at keeping them informed.

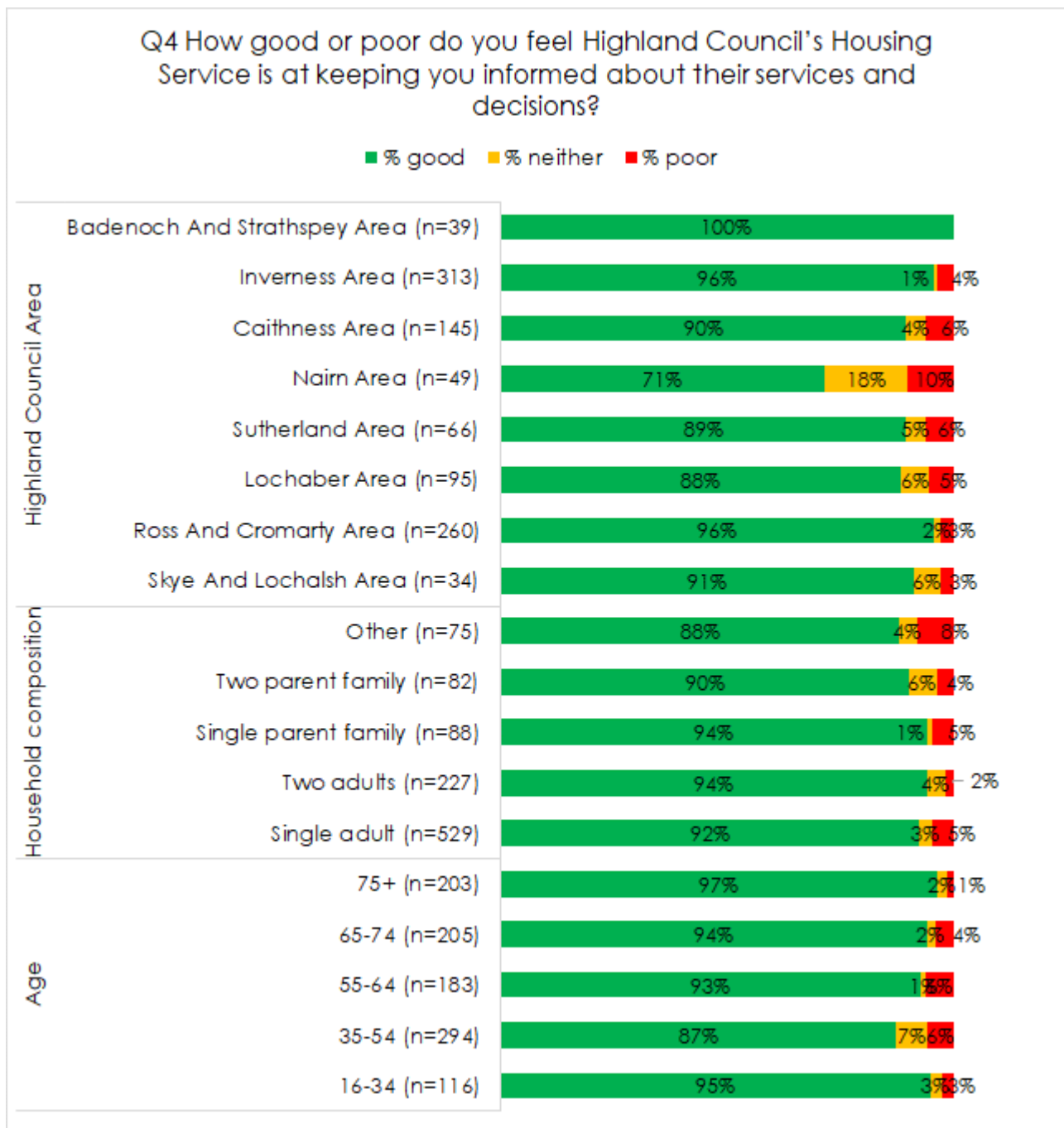


Tenants who felt the Council's Housing Service were not good at keeping them informed about their services and decisions were then asked to explain why this was. Tenants were most likely to say they felt that there was a general lack of communication or information provided (80%).

<b>Q5 Can you please explain why you said that you feel Highland Council's Housing Service are not good at keeping you informed about their services and decisions?</b>		
<b>Base: Respondents, n=75</b>	<b>No.</b>	<b>%</b>
Lack of communication/ information	60	80.0%
Only receive newsletter	10	13.3%
Other	5	6.7%
Don't listen to our views	4	5.3%
Don't know	3	4.0%

Further analysis by key demographics reveals:

- Older tenants aged 75 and over (97%) were more likely to state the Council's Housing Services were very or fairly good at keeping them informed about services and decisions.
- Two adult (94%) and single parent households (94%) were more likely to state Housing Services were good in this respect than those in the 'other' household group (88%).
- Respondents in Badenoch and Strathspey (100%) were most likely to state that the Housing Service was very or fairly good at keeping them informed whereas those in the Nairn area were least likely to state this (71%).

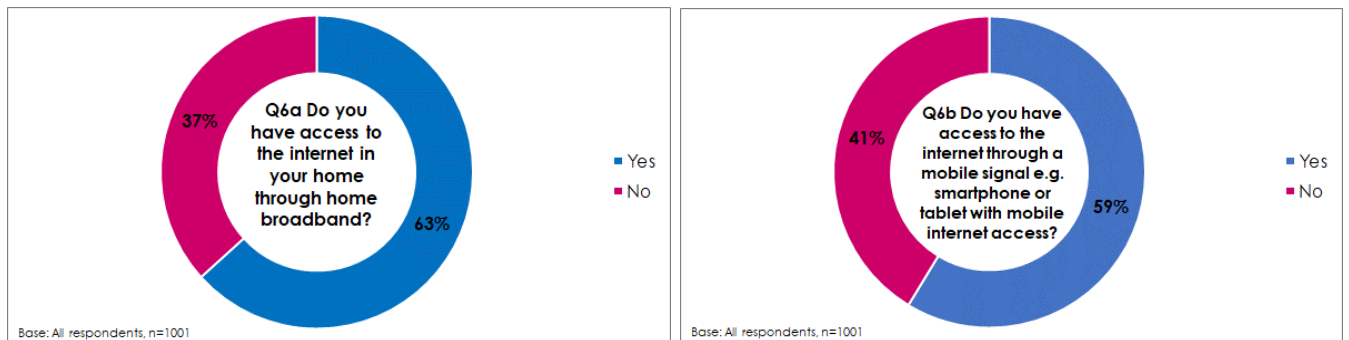




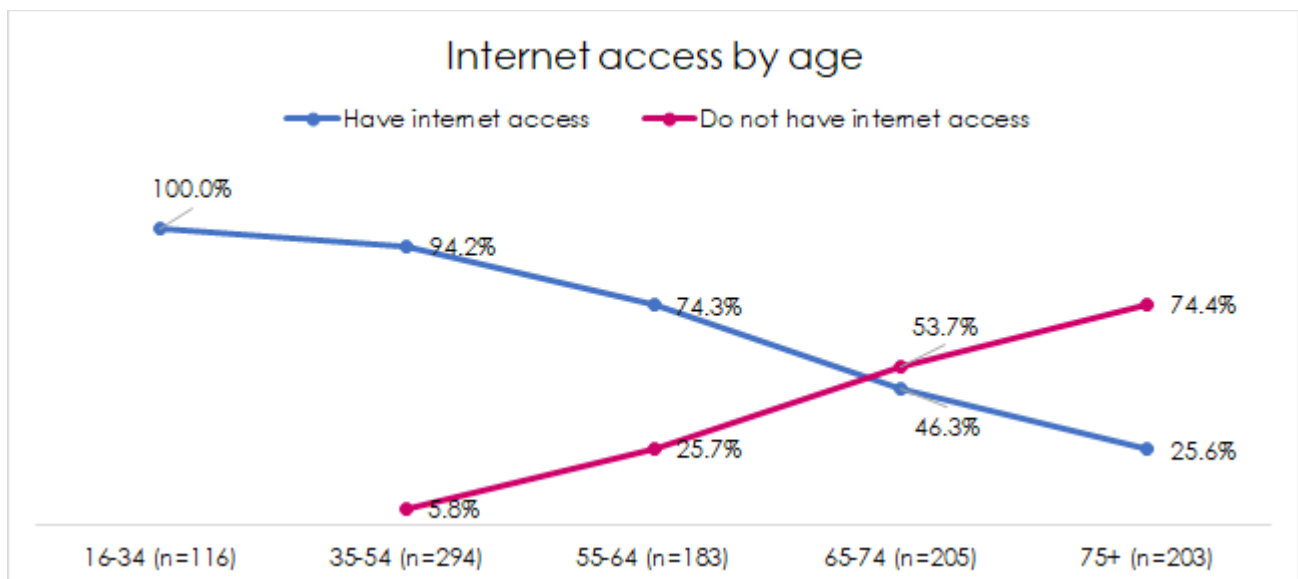
### 4.3 Internet access (Q6/7)

When asked about internet access, 63% of respondents stated that they have access to the internet in their home through home broadband and 59% stated that they have access to the internet through a mobile signal.

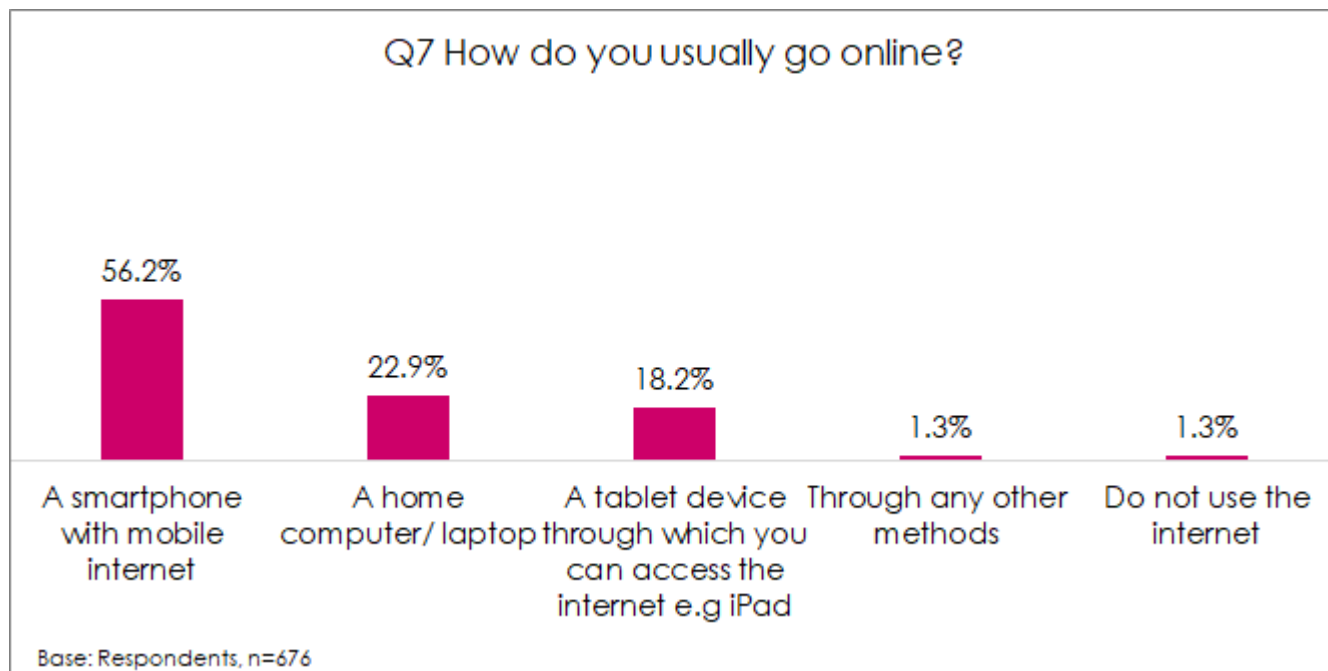
Overall, 68% of respondents have internet access via either or both methods.



When analysed by age, it is clear that there is a significant correlation between age and likelihood of having internet access. For example, in the 16-34 year old age group, 100% of respondents have internet access. As age increases, the likelihood of having internet access decreases with internet access falling to 26% for tenants aged 75+.



Those who have internet access were asked how they usually go online. As shown below, this is most commonly done using a smartphone with mobile internet.



Again, analysis shows strong links to age and the method of accessing the internet with younger respondents most likely to access the internet using a smartphone (92%) whereas older respondents were more likely to access the internet using a home computer or laptop (44%).

<b>Q7 How do you usually go online?</b>					
	<b>16-34</b>	<b>35-54</b>	<b>55-64</b>	<b>65-74</b>	<b>75+</b>
Base: those with internet access	116	277	136	95	52
A smartphone with mobile internet	92%	69%	40%	19%	17%
A home computer/ laptop	3%	17%	33%	38%	44%
A tablet device through which you can access the internet e.g. iPad	4%	13%	22%	35%	35%
Through any other methods	-	-	3%	5%	-
Do not use the internet	-	1%	2%	3%	4%

#### 4.4 Awareness of, and interest in, participation opportunities (Q8)

Respondents were read a list of participation opportunities that tenants can be involved in to help improve the services provided from their landlord, and were asked to name the activities they were aware of, and also any activities that they would be interested in taking part in.

Just over half of respondents (57%) were aware of at least one activity that they could get involved in. Awareness was highest in terms of Tenant Group meetings (48%), taking part in the Rent Consultation (32%) and Area Tenant Forums (19%).

Just over one in ten respondents (12%) stated they would be interested in participating in at least one activity. Tenants were most likely to be interested in taking part in online surveys (5%), responding to the rent consultation (5%) and Tenant Group meetings (5%).

<b>Q8 The Association undertakes a number of activities to involve residents in its decision-making processes. A) Are you aware of the following ways in which you could become involved in Highland Council's Housing Service to help improve their services? B) Whether or not you have participated in these activities in the past, would you be interested in participating in any of these in the future to help the Council improve their housing services?</b>				
<b>Base: All respondents, n=1001</b>	<b>A) Aware</b>		<b>B) Interested</b>	
	<b>No.</b>	<b>%</b>	<b>No.</b>	<b>%</b>
Tenant Group meetings	483	48.3%	45	4.5%
Register of interested tenants who are consulted on a range of issues	156	15.6%	18	1.8%
Rent consultation	323	32.3%	48	4.8%
Area Tenant Forums	194	19.4%	28	2.8%
Drop in sessions	161	16.1%	17	1.7%
Rate your Estate tenant inspections	102	10.2%	18	1.8%
Online surveys	166	16.6%	52	5.2%
Attend Housing & Property Committee meetings as Tenant Rep	122	12.2%	13	1.3%
Join the Scrutiny Panel	151	15.1%	14	1.4%
Join the Finance Group	92	9.2%	12	1.2%
Be a Community Voice representing the views of your community	115	11.5%	24	2.4%
None	430	43.0%	880	87.9%

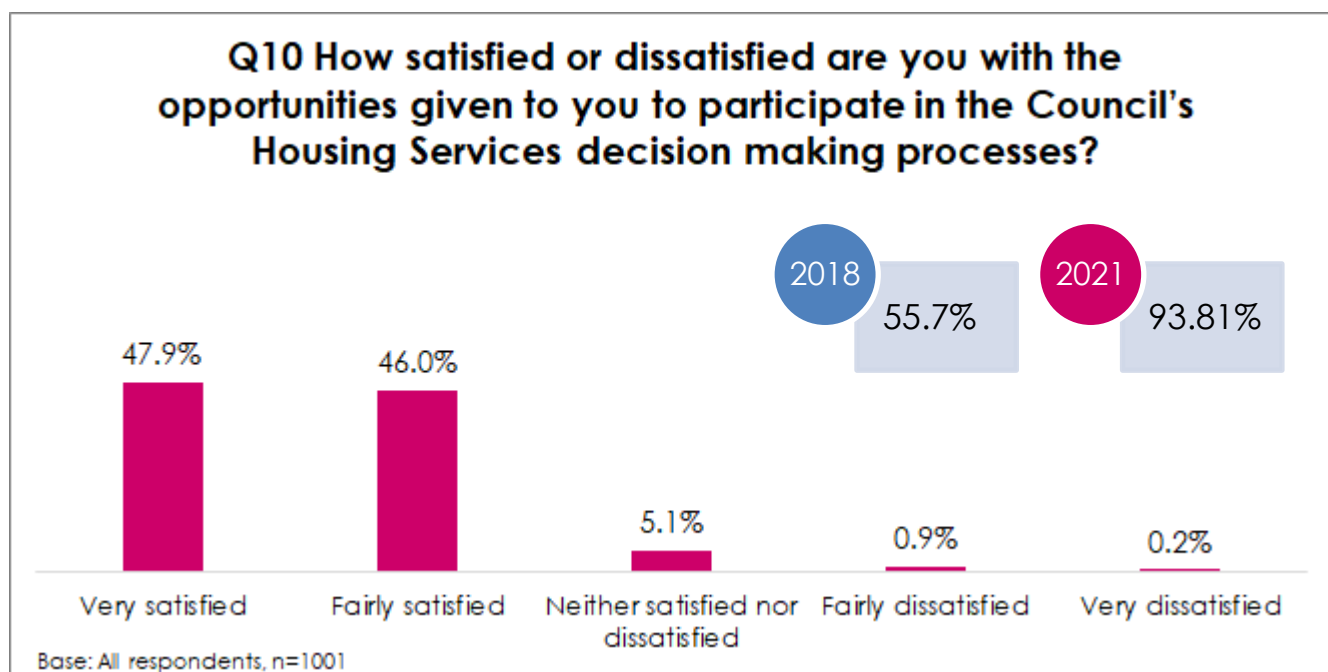
#### 4.5 Reasons for not becoming more involved in the Council's Housing Service (Q9)

Tenants were most likely to cite that they simply were not interested in participating more (45%) health and disability issues (28%) or work commitments (16%) as reasons that stop them becoming more involved with the Council's Housing Service.

<b>Q9 What, if anything, stops you participating more with the Council's Housing Service?</b>		
<b>Base: All respondents, n=1001</b>	<b>No.</b>	<b>%</b>
Not interested	446	44.6%
Health / disability issues	277	27.7%
Work commitments	162	16.2%
Childcare commitments	57	5.7%
Don't think I have anything to contribute	55	5.5%
Nothing- I already participate	38	3.8%
Not aware of any meetings/ opportunities to participate	37	3.7%
Other	28	2.8%
Lack confidence in speaking up	8	0.8%
Transport issues	8	0.8%
Don't understand enough about the work of the Council's housing services	1	0.1%

#### 4.6 Satisfaction with participation opportunities (Q10/11)

Over 9 in 10 respondents (94%) were very or fairly satisfied with the opportunities given to them to participate in the Council's Housing Services decision-making processes. 5% stated they were neither satisfied nor dissatisfied and 1% stated that they were very or fairly dissatisfied. This is a significant increase compared to the 56% who were very or fairly satisfied in 2018.



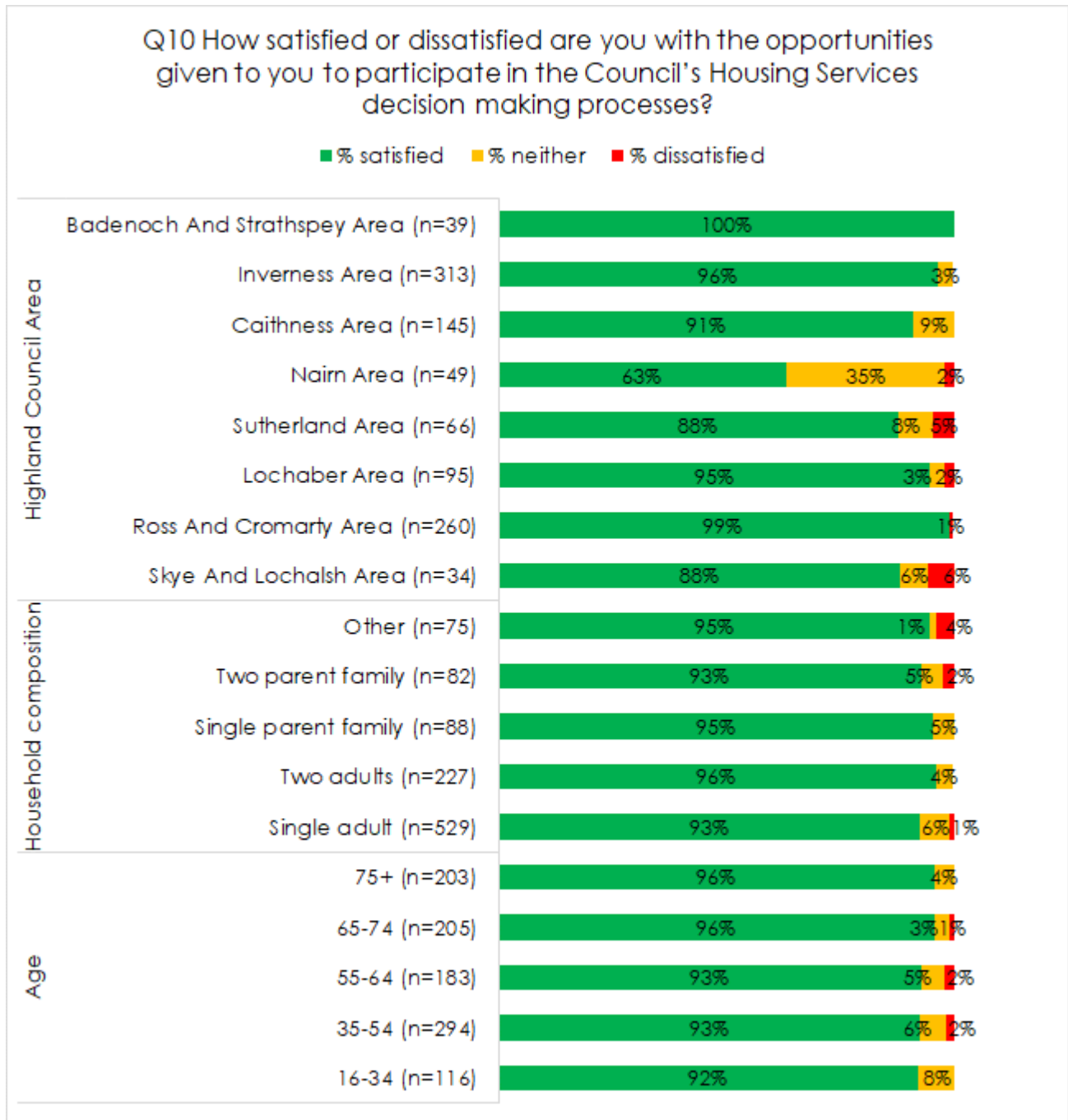
Tenants who were not satisfied with the opportunities given to them to participate in their landlord's decision-making processes were then asked to explain why this was. Tenants were most likely to say this was due to being unaware of the opportunities available (57%), followed by tenants stating they were not sure or had never thought about getting involved (29%).

**Q11 You said you are not satisfied with the opportunities given to you to participate in the Council's Housing Services decision making processes. Can you explain why you said that?**

Base: Respondents, n=62	No.	%
Didn't know/ not aware of opportunities	35	56.5%
Never thought about it/ don't know	18	29.0%
Don't listen to our views	4	6.5%
Not interested	3	4.8%
Other	2	3.2%

Analysis of satisfaction levels with opportunities to participate by key demographics reveals:

- There were not significant differences in satisfaction with the opportunities to participate by either age or household composition.
- In terms of area, the highest levels of satisfaction with respect to the opportunities to participate were seen in Badenoch and Strathspey (100%) and Ross and Cromarty (99%) whereas the lowest level of satisfaction was seen in the Nairn area (63%).

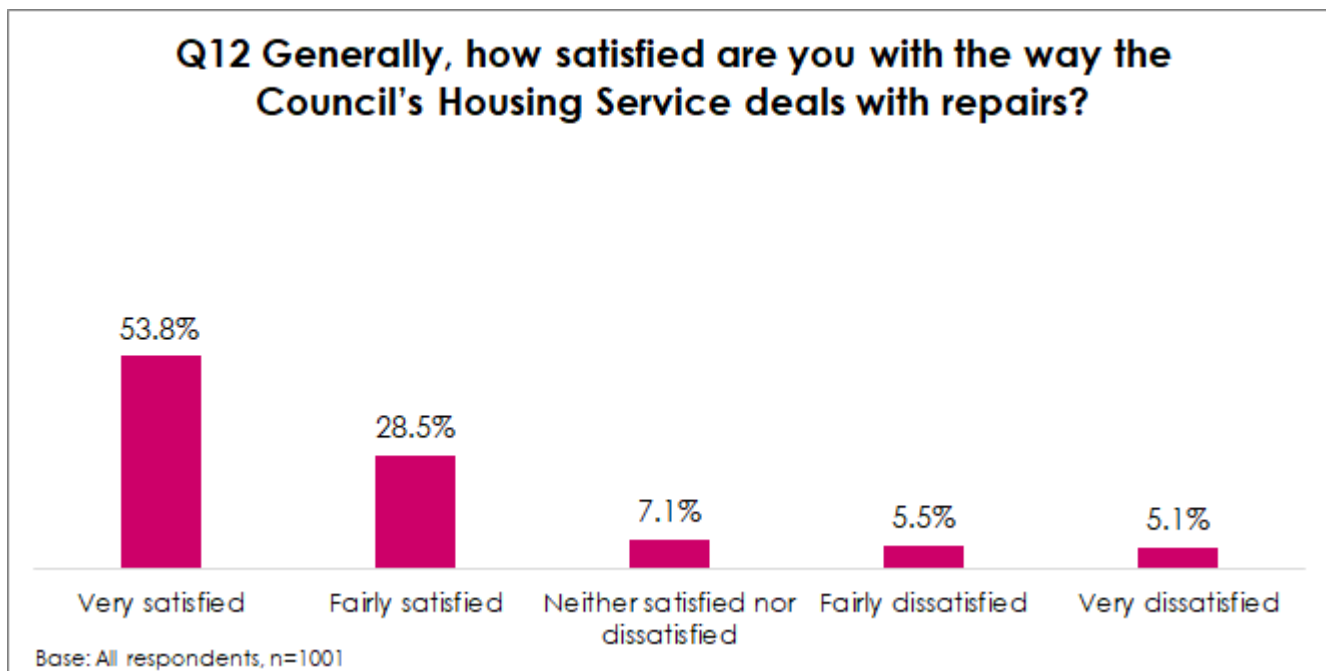


## 5. THE REPAIR AND MAINTENANCE OF YOUR HOME

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### 5.1 Satisfaction when dealing with repairs (Q12)

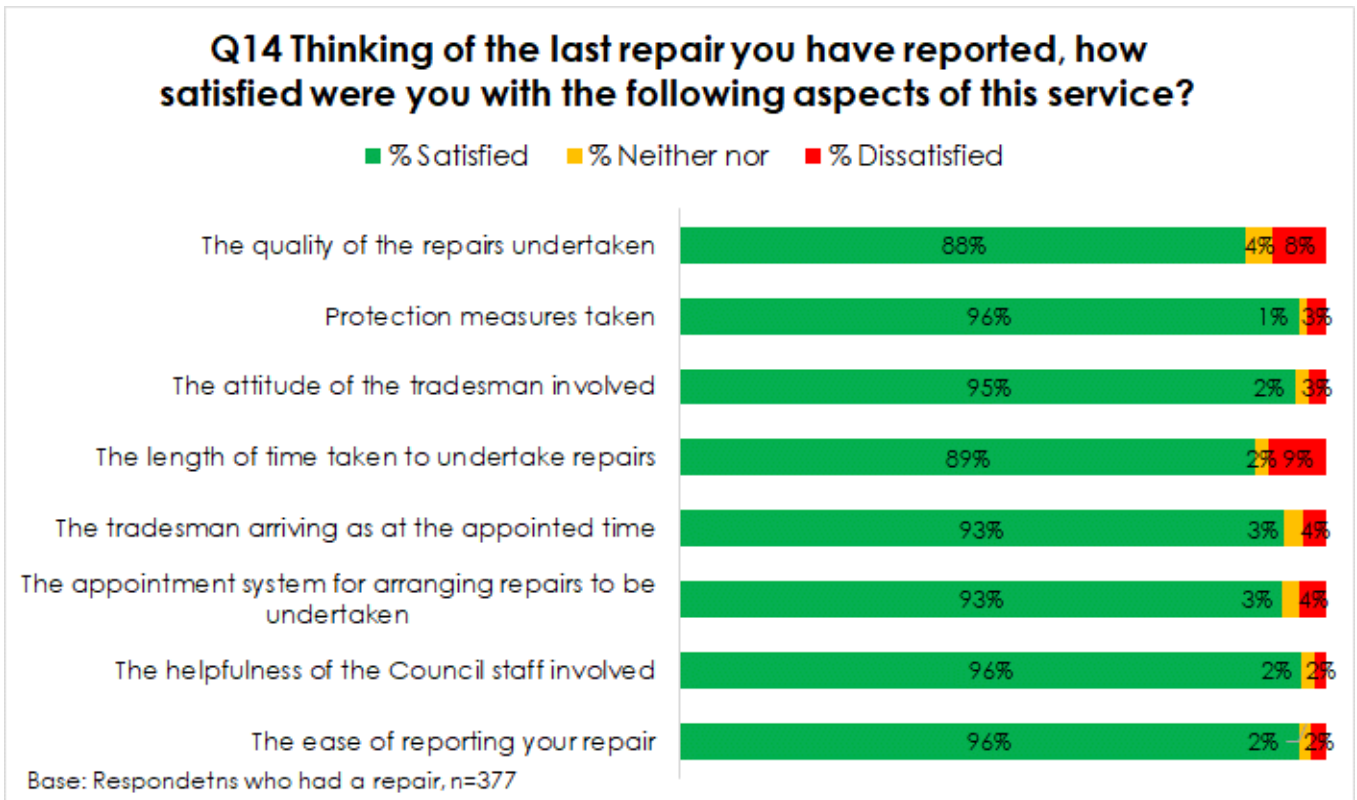
Firstly, in terms of the overall question, from all tenants surveyed, when asked about their satisfaction with the way the housing service deal with repairs, 82% were very or fairly satisfied in this respect, compared to 7% who were neither satisfied nor dissatisfied and 11% who were very or fairly dissatisfied.



## 5.2 Satisfaction with aspects of the repairs service (Q14)

Respondents who had a repair carried out in the last 12 months (38%) were then asked how satisfied or dissatisfied they were with various aspects of the repair service they received. Satisfaction was high, ranging from 88% with regards to the quality of repairs undertaken to 96% with regards to the ease of reporting, helpfulness of Council staff involved and the protection measures taken.

It is worth noting that for much of the last 12 months, the Council has been providing an emergency only repairs service, in line with Covid restrictions.





### 5.3 Suggestions for improvement to the repairs service (Q15)

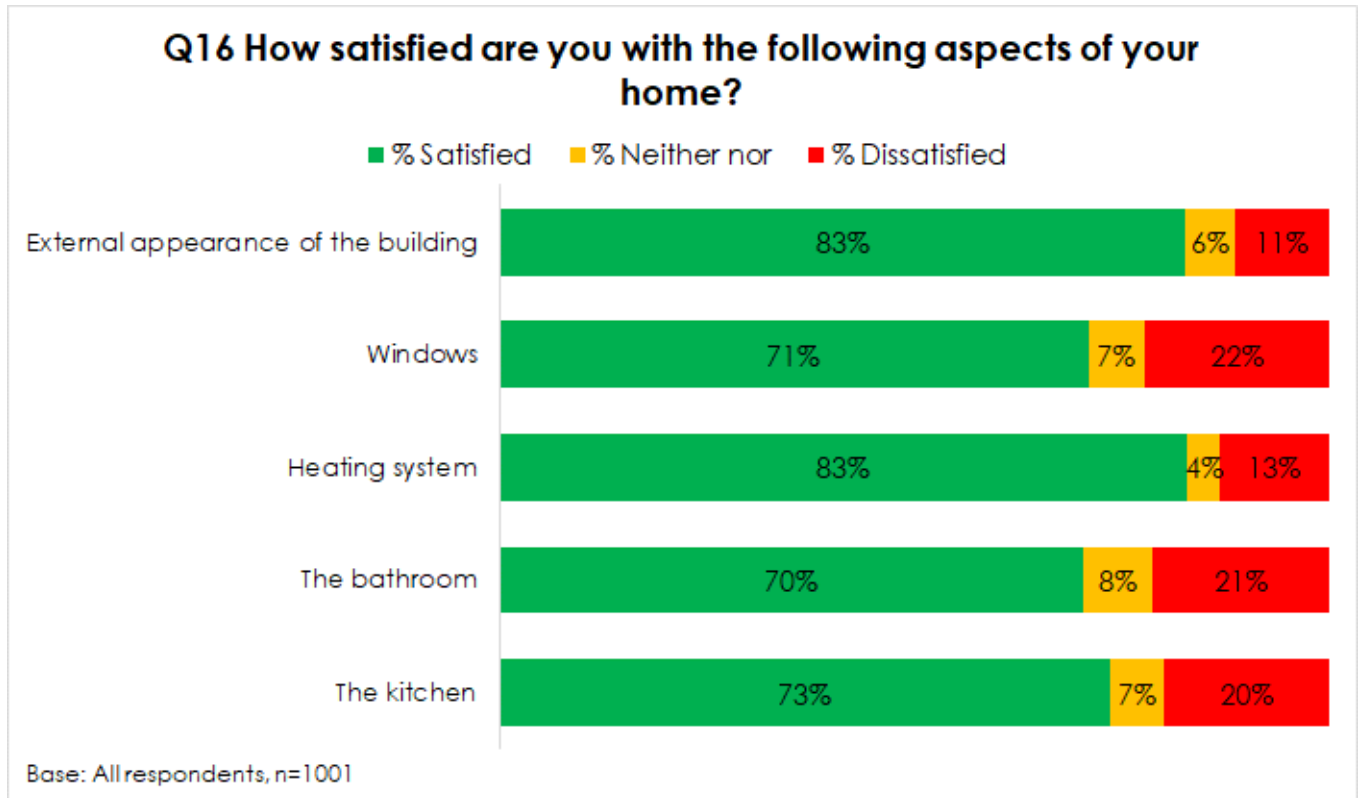
Respondents who had a repair carried out in the last 12 months were asked for suggestions for improvement. Where a suggestion was provided, this was most likely to be in relation to quicker timescales to start and complete repairs (7%) and improvements to the communication about repairs/ appointment system (7%) and improving the quality of workmanship (6%).

Over half of respondents (57%) did not make any suggestions for improvement.

<b>Q15 What, if anything, could have been done to improve the repairs process?</b>		
<b>Base: Respondents, n=62</b>	<b>No.</b>	<b>%</b>
None/ nothing	214	56.8%
Quicker timescales to complete	27	7.2%
Better communication/ appointment system	25	6.6%
Better quality of workmanship	23	6.1%
It is fine/ good	19	5.0%
Happy with service	18	4.8%
Complete job on first visit	15	4.0%
Ongoing issues/ repair not complete	15	4.0%
Don't know	15	4.0%
Replace instead on constant patch up jobs	11	2.9%
Improve attitude from contractors	8	2.1%
Other	7	1.9%
Follow up inspections	2	0.5%

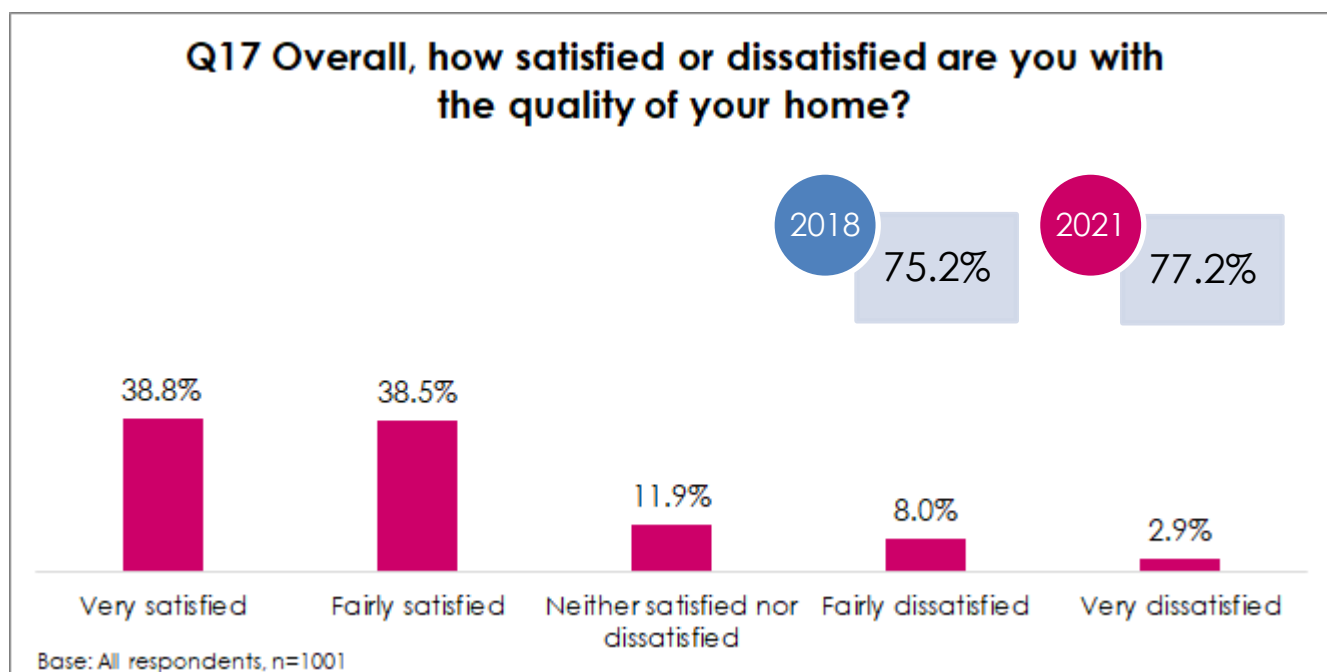
## 5.4 Satisfaction with aspects of the home (Q16)

All respondents were then asked how satisfied or dissatisfied they were with various aspects of their home. Satisfaction was high, ranging from 70% with regards to the bathroom to 83% with regards to the heating system and the external appearance of the building.



## 5.5 Quality of the home (Q17/18)

Just over three quarters of respondents (77%) were very or fairly satisfied with the quality of their home. 12% said they were neither satisfied nor dissatisfied and 11% said that they were very or fairly dissatisfied. This has only seen a marginal increase from 2018 when 75% of respondents were very or fairly satisfied with the quality of their home.

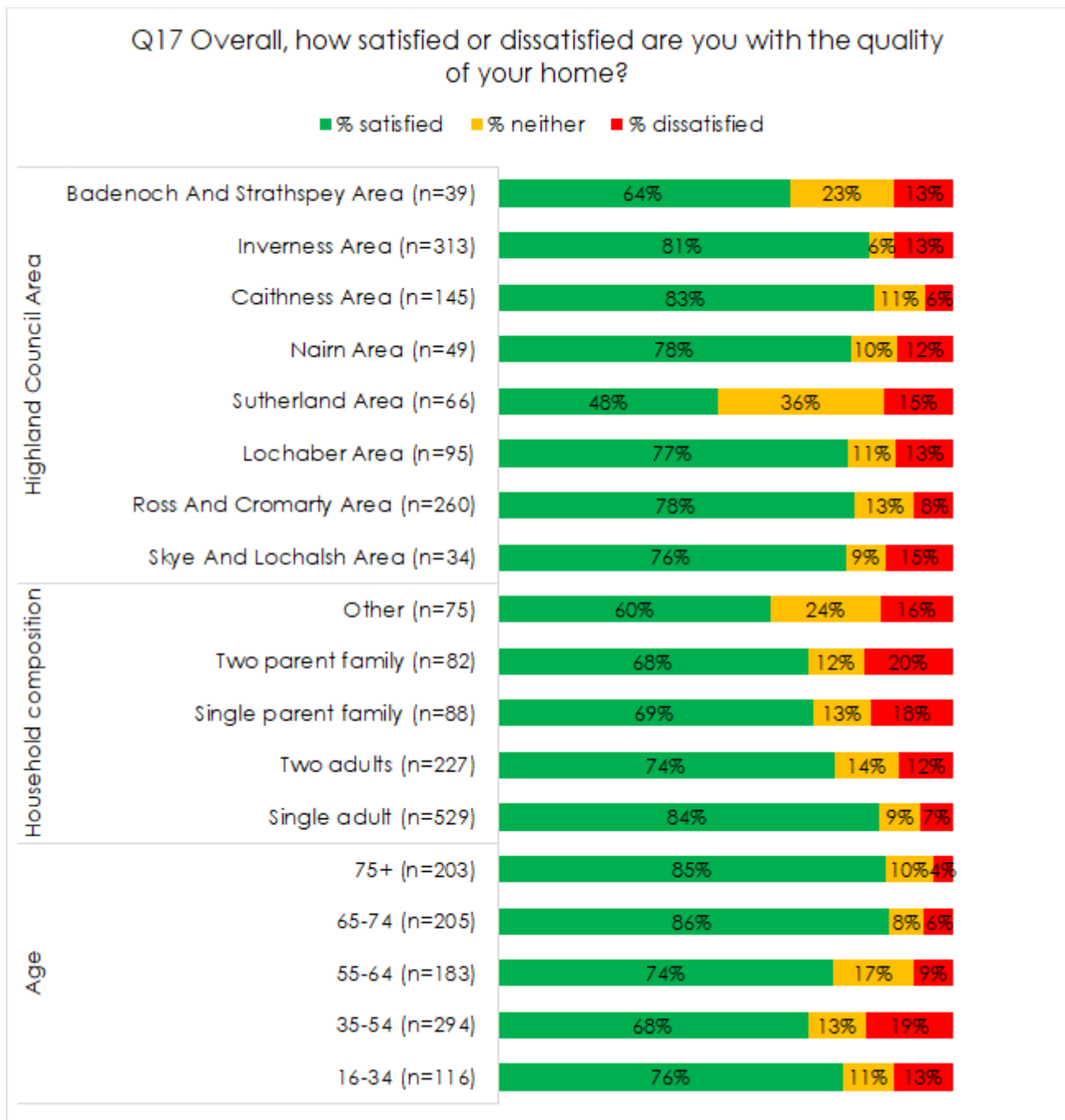


When asked to explain why they were not satisfied with the overall quality of their home, the main reason given was that the home requires upgrades or improvements e.g. kitchen/ bathroom or windows (73%). This was followed by the home in need of repairs (24%) and then comments about the heating system specifically, for example that the heating system is poor or expensive to run (23%).

<b>Q18 You said you were not satisfied with the overall quality of your home. Can you please explain why?</b>		
<b>Base: Respondents, n=228</b>	<b>No.</b>	<b>%</b>
Home requires upgrades/ improvements e.g. kitchen/ bathroom/ windows	167	73.2%
Home is in need of repairs	55	24.1%
Poor heating system/ expensive to run	53	23.2%
Building needs maintained e.g. painting/ gutters	43	18.9%
Problems with dampness/ mould	28	12.3%
Home needs adapted for disability	8	3.5%
Other	3	1.3%

Further analysis by key demographics reveals the following:

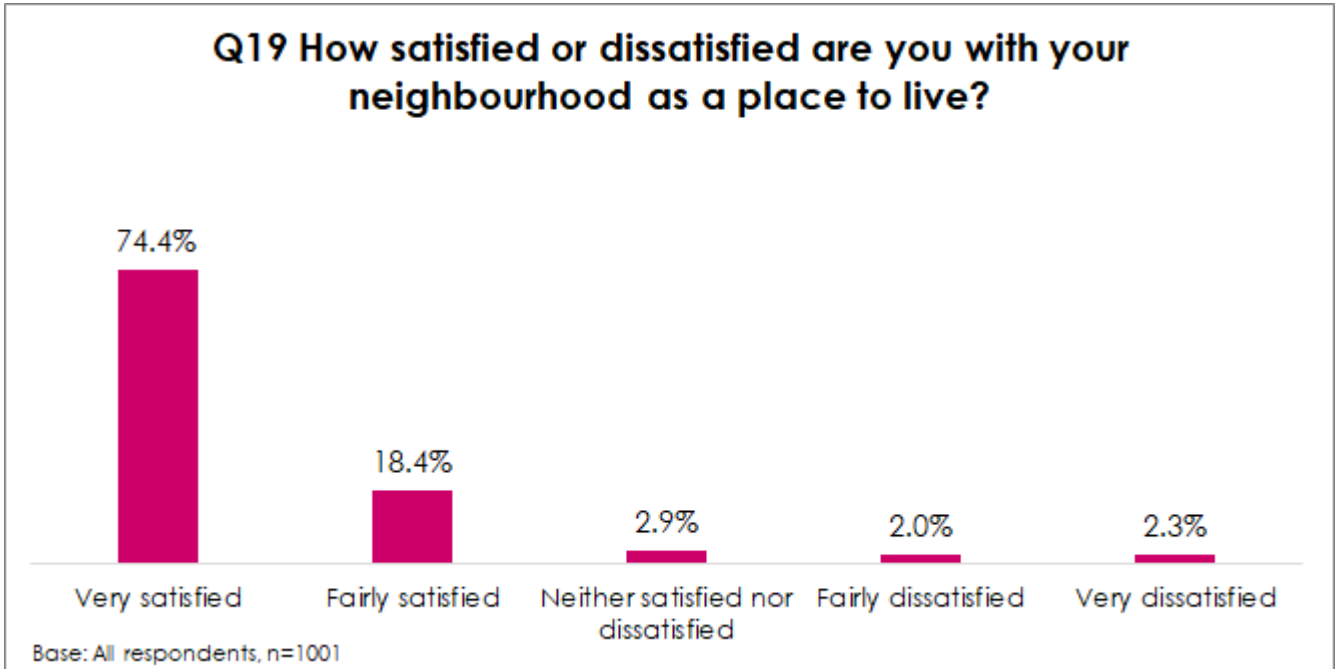
- As age increases, satisfaction with the quality of the home also increases. As can be seen from the chart below, 85% of tenants aged 75 and over and 85% of those aged 65-74 were satisfied with the quality of their home. Respondents aged 35-54 were least likely to be satisfied (68%).
- Tenants who lived in a single adult household (84%) were most likely to be satisfied whereas single parent families (69%) and two parent families (68%) were less likely to be satisfied.
- Those living in the Sutherland area were least likely to be satisfied with the quality of their home (48%) and those living in Caithness were most likely to be satisfied (83%).



## 6. NEIGHBOURHOOD MANAGEMENT

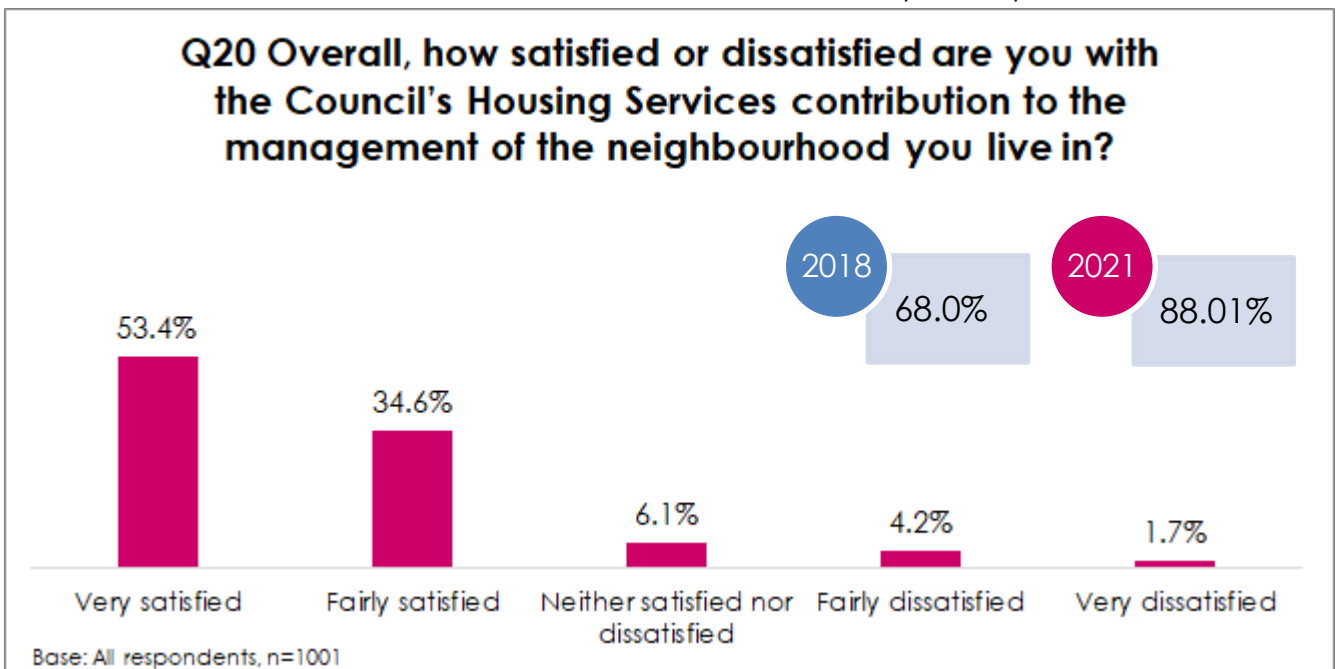
### 6.1 Satisfaction with neighbourhood as a place to live (Q19)

Thinking about their neighbourhood as a place to live, generally respondents were satisfied with 93% stating that they were very or fairly satisfied compared to 3% who said they were neither satisfied nor dissatisfied and 4% who were either fairly or very dissatisfied.



### 6.2 Satisfaction with contribution to the management of the neighbourhood (Q19/20)

Just under 9 in 10 tenants (88%) were very or fairly satisfied with the Council's Housing Services contribution to the management of the neighbourhood they live in. This is compared to 6% who were neither satisfied nor dissatisfied and 6% who were very or fairly dissatisfied.



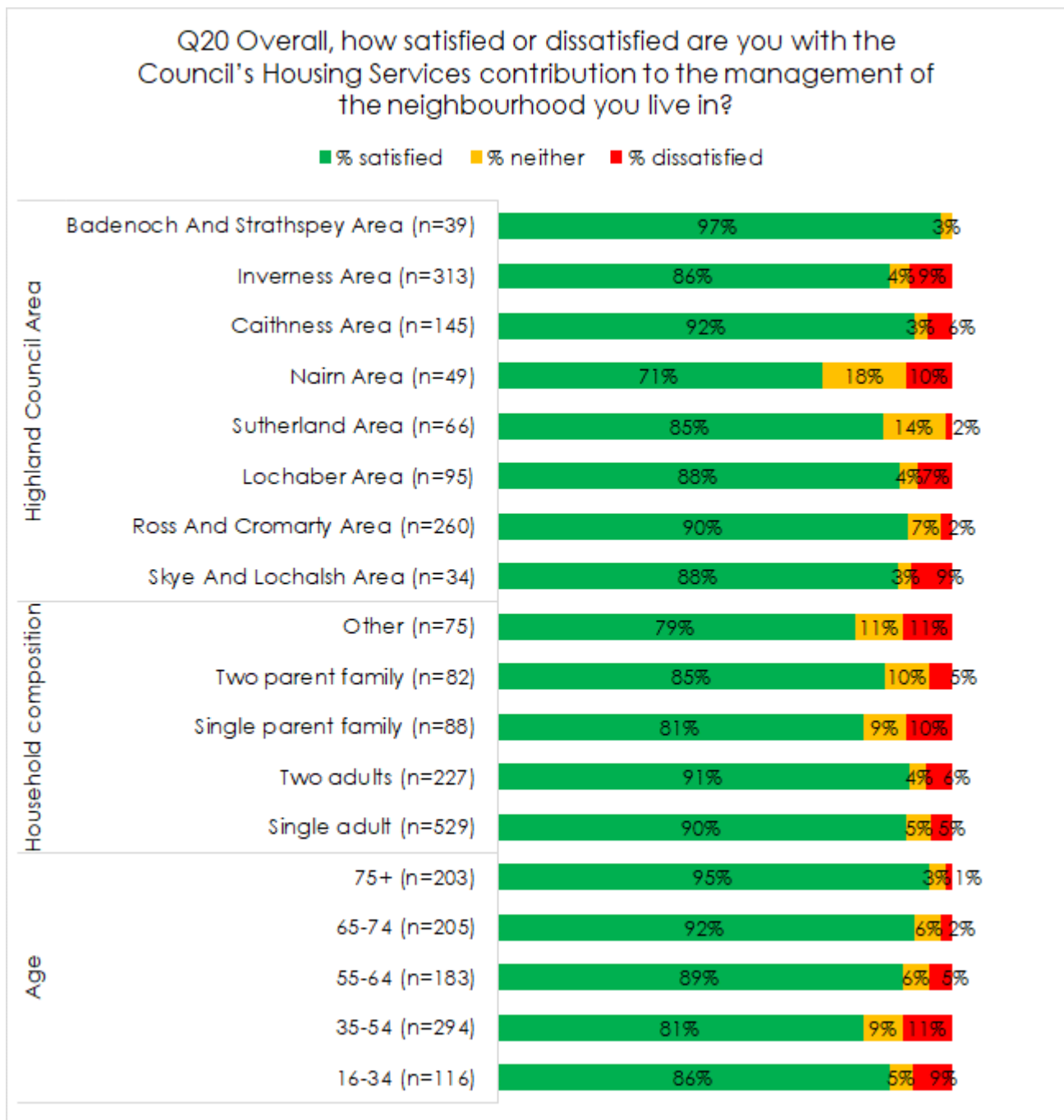
The proportion of tenants very or fairly satisfied with their landlord's contribution to the management of the neighbourhood they live in has increased significantly since the previous survey, from 68% in 2018 to 88% in 2021.

Those who were not satisfied with the Council's Housing Service's contribution to the management of the neighbourhood they live in were asked to explain why. As shown below, the most common reasons were that they feel the Council is not dealing with anti-social behaviour or anti-social neighbours (19%), that the housing service has a lack of visibility in the area (17%), that litter or rubbish needs cleaned up (15%) and that nothing gets done/ the area is rundown (15%).

<b>Q21 You said you were not satisfied with the Council's Housing Service's contribution to the management of the neighbourhood you live in. Can you please explain why?</b>		
<b>Base: Respondents, n=228</b>	<b>No.</b>	<b>%</b>
Not dealing with ASB/ ASN	23	19.2%
Need to do more for the area/ never see them	20	16.7%
Clean up litter/ rubbish	18	15.0%
Nothing gets done/ area rundown	18	15.0%
Need to vet tenants/ too many undesirables moving in	17	14.2%
Building needs maintained e.g. painting/ gutters	10	8.3%
Poor gardening service	9	7.5%
I don't know what they do in the neighbourhood	7	5.8%
Don't know	6	5.0%
Other	5	4.2%
Fix roads/ pavements	3	2.5%

Analysis by key demographics shows:

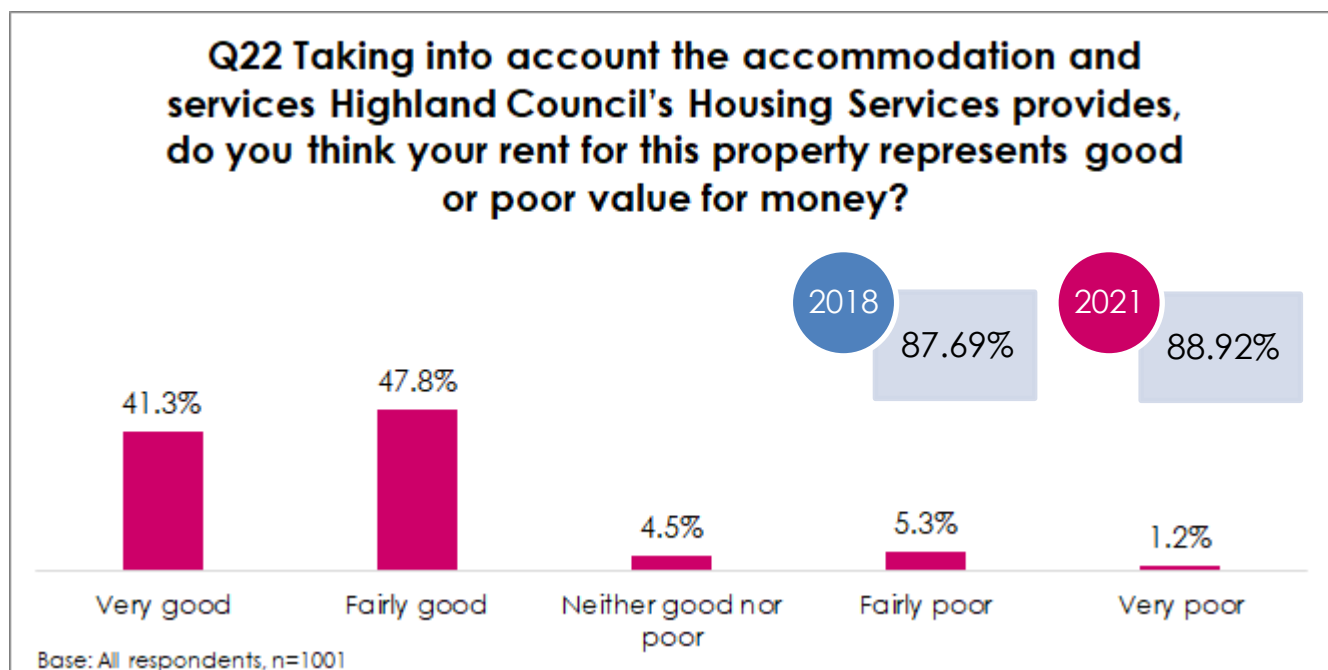
- Tenants aged 35-54 (81%) were significantly less satisfied with their landlord's contribution to the management of the neighbourhood they live in than tenants aged 75 and over (95%) and those aged 65-74 (92%),
- Households comprising of single adults (90%) or two adults (91%) were more likely to be satisfied in this respect than single parent families (81%) and two parent families (85%),
- Respondents living in Badenoch and Strathspey were most likely to be satisfied with the contribution to the management of the neighbourhood (97%) whereas those living in Nairn were least likely to be satisfied (71%).



## 7. RENT AND VALUE FOR MONEY

### 7.1 Value for money (Q22/23)

Just under 9 in 10 tenants (89%) were of the opinion that the rent for their property represents very or fairly good value for money, compared to 9% who felt it represented neither good nor poor value and 10% who felt it represented very or fairly poor value for money. This is not significantly different from 2018 when 88% of respondents stated that they believed their rent to represent either very or fairly good value for money.



The main reasons for saying that rent does not represent good value for money relate to housing quality and repairs with 29% stating that their home is in need of upgrades/ improvements, 26% feel that services such as repairs and maintenance are poor, 21% said they feel the quality or condition of the home is poor and then 20% said they feel that rent is expensive/ keeps increasing.

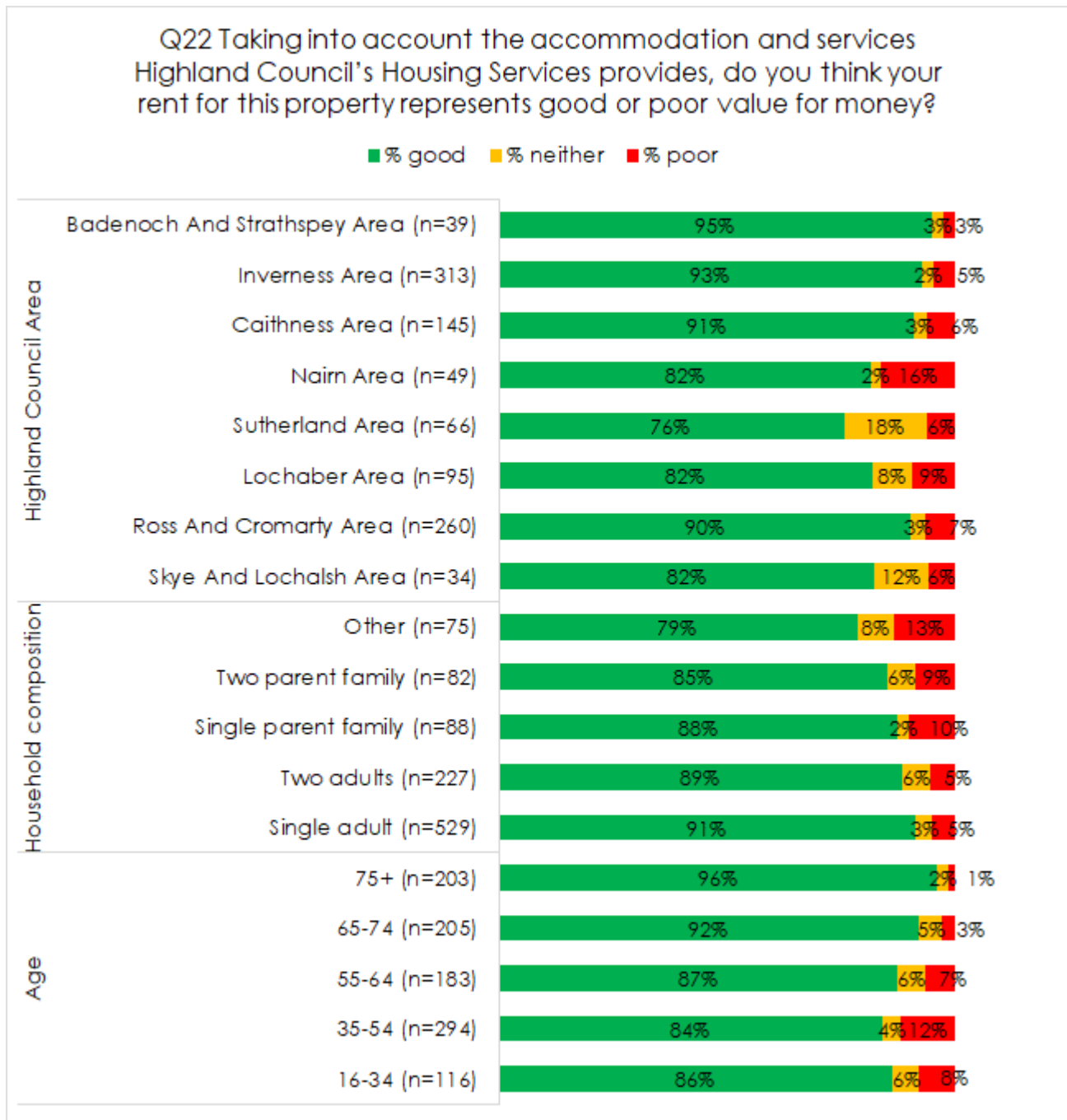
**Q23 You said you felt that your rent does not represent good value for money, can you please explain why?**

Base: Respondents, n=110	No.	%
Home in need of upgrades/ improvements	32	29.1%
Poor services e.g. repairs/ maintenance	28	25.5%
Poor quality/ condition of home	23	20.9%
It is expensive/ keeps increasing	22	20.0%
Home in need of repairs/ ongoing issues	10	9.1%
Expensive for size of house	7	6.4%
Not sure	4	3.6%
Poor area	3	2.7%
Other	2	1.8%

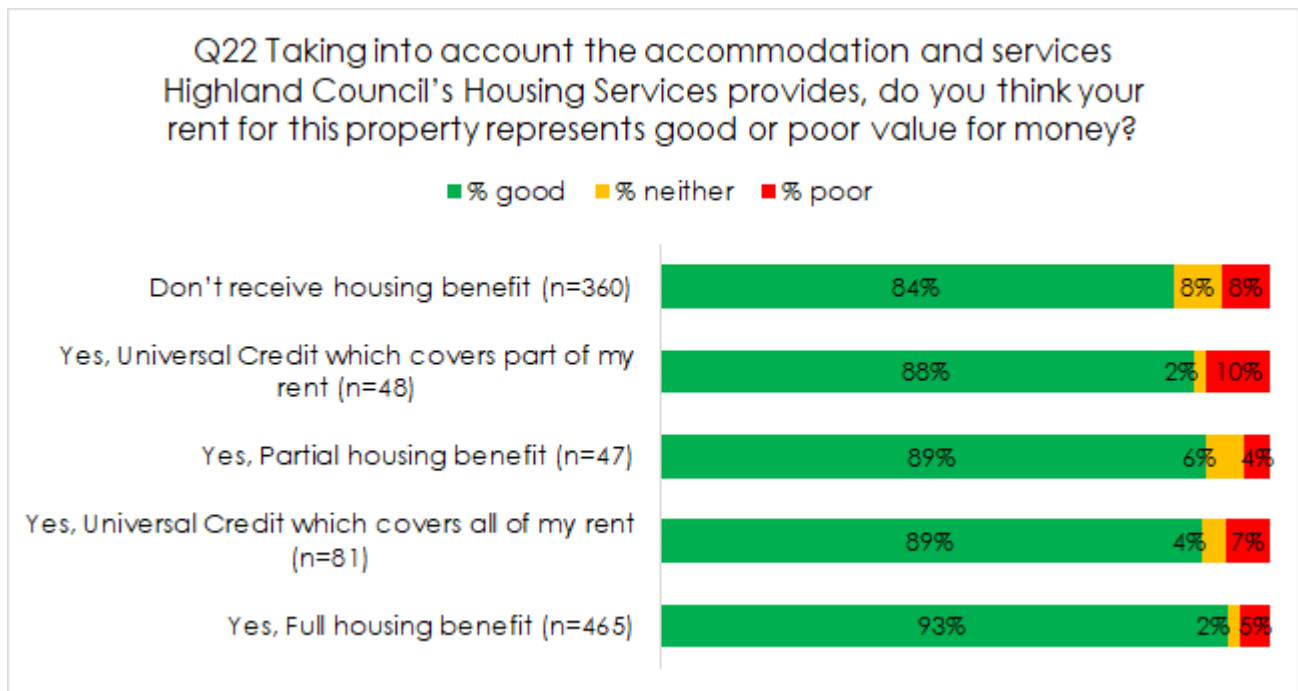


Analysis by key demographics reveals the following:

- As age increases, the proportion of tenants who feel their rent represents good value for money also increases, 96% of respondents aged 75 and over stated that their rent was good value for money compared to 84% of those aged 35-54 who stated their rent was good value for money,
- Single adults were the most likely to think their rent represents good value for money (91%), while two parent families (85%) and single parent families (85%) were less likely,
- Perception of value for money was most positive in the Badenoch and Strathspey area (95%) and least positive in the Sutherland area (76%).

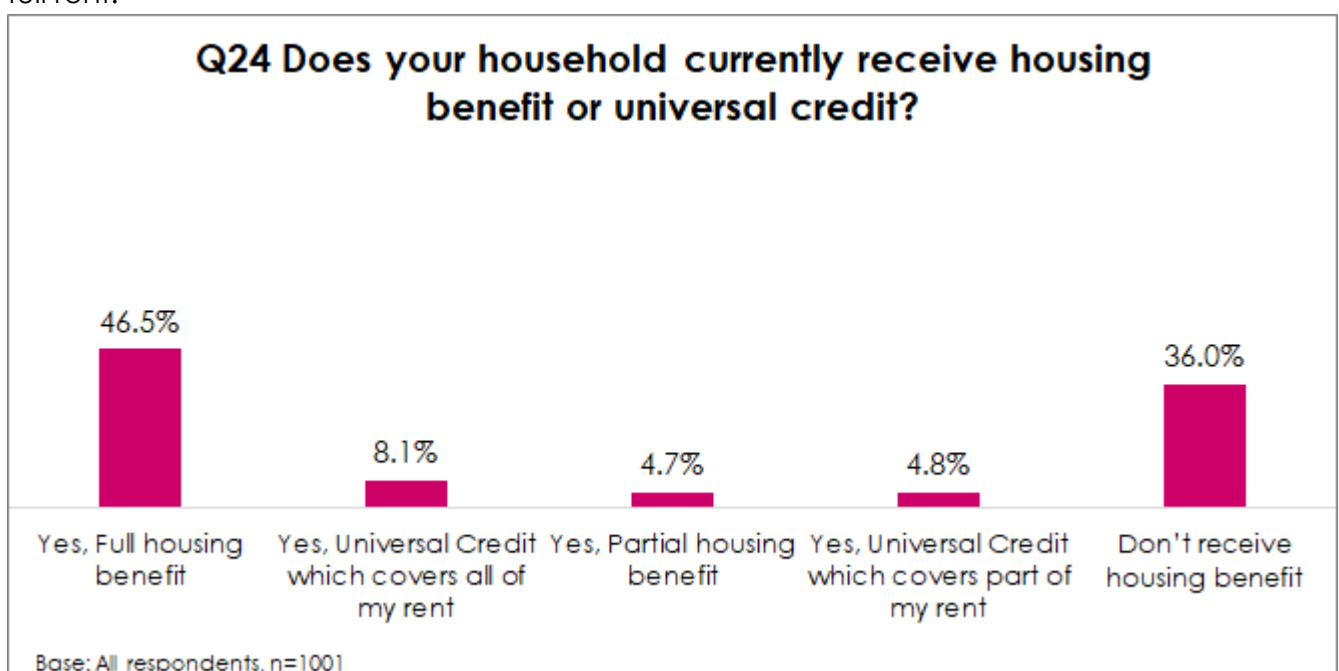


Further analysis reveals tenants who receive full housing benefit (93%) were most likely to say their rent represents good value for money whereas those who do not receive any housing benefit or Universal Credit were least likely to state that their rent was good value for money (84%).



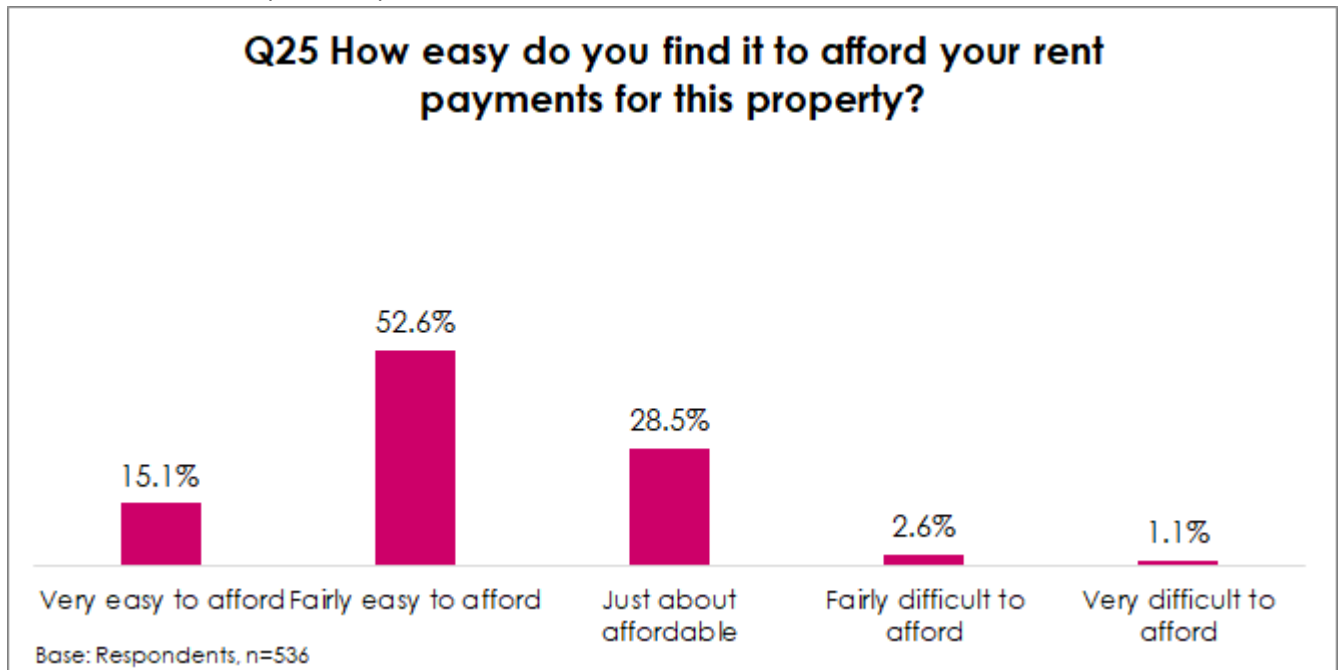
## 7.2 Housing benefit (Q24)

Just over half of respondents (51%) were in receipt of full housing benefit (47% full and 5% partial), 13% were in receipt of Universal Credit (8% that covers full rent and 5% which covers part of the rent payment) and 36% stated that they do not receive housing benefit and pay full rent.



### 7.3 Affordability of rent payments (Q25)

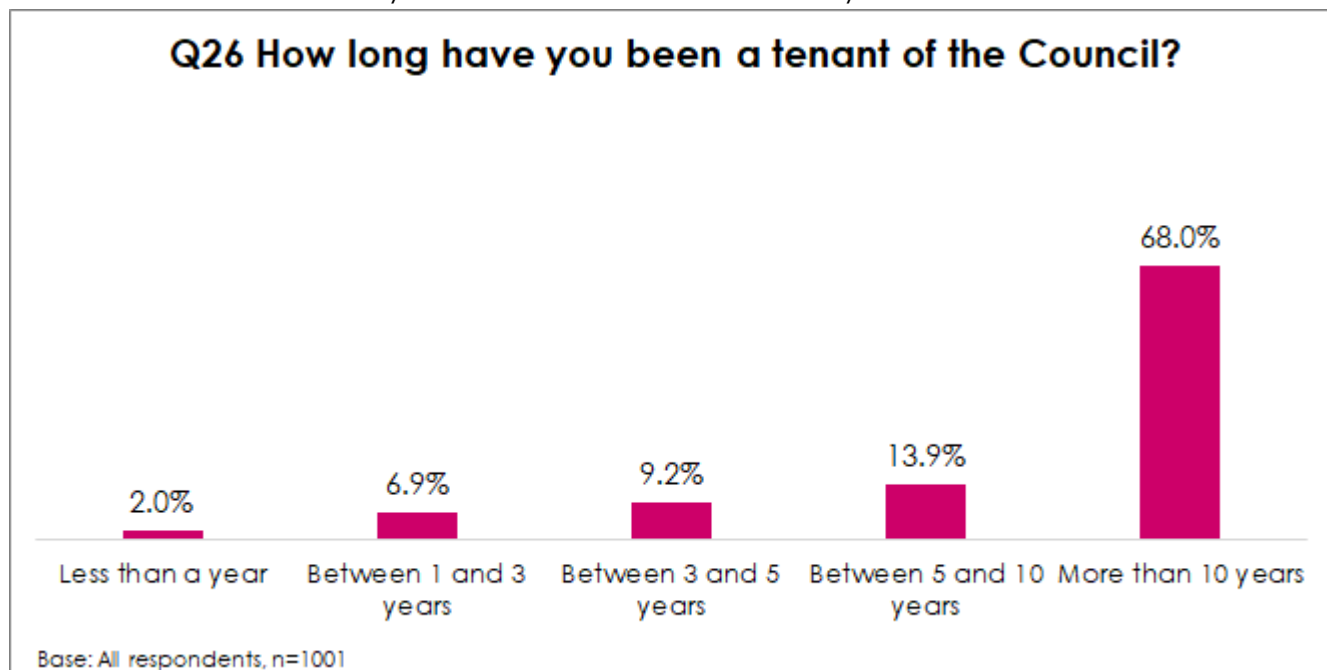
Tenants who pay either full or partial rent payments were asked how easy they find it to afford their rent payments. Just over two thirds of respondents (68%) said they find their rent payments very or fairly easy to afford, compared to 29% who find them just about affordable and 4% who find them very or fairly difficult to afford.



## 8. HOUSEHOLD INFORMATION

### 8.1 Length of tenancy (Q26)

Just under 1 in 10 respondents (9%) have been a tenant of the Council for less than 3 years, 23% for between 3 and 10 years and 68% for more than 10 years.



### 8.2 Age and Gender (Q27/28)

In terms of the age profile of respondents, 12% were aged 16-34, 29% between 35-54, 18% between 55-64 and 21% were aged 65-74 and 20% aged 75 and over.

Q27 Which age band best describes you?		
Base: All respondents, n=1001	No.	%
16-24	18	1.8%
25-34	98	9.8%
35-44	145	14.5%
45-54	149	14.9%
55-59	98	9.8%
60-64	85	8.5%
65-74	205	20.5%
75+	203	20.3%

Respondents were nearly twice as likely to be female (62%) than male (38%).

Q28 Which of the following describe how you think of yourself?		
Base: All respondents, n=1001	No.	%
Male	378	37.8%
Female	622	62.1%
In another way	1	0.1%

### 8.3 Household composition (Q37)

In terms of household composition, just over half of tenants (53%) lived in a single adult household, 23% in a household of two adults, 6% were one-parent families and 8% were two-parent families. 8% were of some 'other' type of household composition.

<b>Q29 How would you describe the composition of your household?</b>		
<b>Base: All respondents, n=1001</b>	<b>No.</b>	<b>%</b>
One adult under 60	185	18.5%
One adult aged 60 or over	344	34.4%
Two adults both under 60	79	7.9%
Two adults both over 60	89	8.9%
Two adults, at least one 60 or over	59	5.9%
Three or more adults, 16 or over	51	5.1%
1 parent family with children at least 1 under 16	88	8.8%
2 parent family with children at least 1 under 16	82	8.2%
Other	24	2.4%

## **Appendix 1**

### **Survey Questionnaire**

Project number	P1149
Project name	Highland Council Tenant Satisfaction Survey 2021

**INTRODUCTION (Read out)** 'Hello, my name is \_\_\_\_\_. I am undertaking a survey for **Highland Council Housing Service** to find out tenants' views on the service they receive. You should have seen the article in the recent tenant's newsletter. The survey will take about 15 minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at **the Council** will know your individual answers without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. This interview will be recorded for quality monitoring and training purposes. Can I confirm that you are happy to take part in the survey?

**INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE IN THE RESEARCH RECORD RESPONDENT RRID - ENSURE RRID MATCHES SAMPLE DATABASE**

**INTERVIEWER RECORD FROM DATABASE:**

RRID:

**INTERVIEWER DECLARATION:**

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

## OVERALL SATISFACTION

**1. Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Highland Council Housing Service as your landlord?**

Very satisfied	1	Go to Q3
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q2
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know/ No opinion	6	Go to Q3

**2. Can you please explain why you said you were not satisfied with the overall landlord service provided by Highland Council Housing Services? [NB, IF TENANT RESPONDS DISCUSSING SOMETHING OTHER THAN THE LANDLORD SERVICES E.G. BINS, LIGHTING, ROADS EXPLAIN THAT THE SURVEY IS ABOUT THE LANDLORD SERVICES PROVIDED BY THE COUNCIL I.E. THEIR HOME AND SERVICES RELATING TO THEIR HOME – GO BACK TO Q1 AND ENSURE RESPONSE RELATES TO THE LANDLORD SERVICE]**

## COMMUNICATION AND PARTICIPATION

**3. The Council's Housing Service use a range of methods to keep their tenants informed including sending newsletters, letters and leaflets to tenants and keeping tenants informed via the website, Facebook, Twitter and text message. Which of the following sources of information do you use to obtain information about the Council's housing services? [READ OUT LIST AND CODE ALL THAT APPLY]**

Letters	1	Go to Q4
Email	2	
Newsletters	3	
Tenant Meetings	4	
Website	5	
Twitter	6	
Facebook	7	
Text	8	
Other (please specify)	9	
Don't know	10	

**4. How good or poor do you feel Highland Council's Housing Service is at keeping you informed about their services and decisions?**

Very good	1	Go to Q6
Fairly good	2	
Neither good nor poor	3	Go to Q5
Fairly poor	4	
Very poor	5	



**5. Can you please explain why you said that you feel Highland Council's Housing Service are not good at keeping you informed about their services and decisions? [PROBE FULLY]**

--

**6. I'd now like to ask you about access to the internet?**

	Yes	No
Do you have access to the internet in your home through home broadband?	1	2
Do you have access to the internet through a mobile signal e.g. smartphone or tablet with mobile internet access?	1	2

**IF NO TO BOTH GO TO Q8**

**7. How do you usually go online? SELECT ONE ONLY**

A smartphone with mobile internet	1	Go to Q8
A home computer/ laptop	2	
A tablet device through which you can access the internet e.g iPad	3	
Through any other methods (please describe)	4	
Do not use the internet	5	

**8. READ OUT – ROTATE ORDER**

**A) Are you aware of the following ways in which you could become involved in Highland Council's Housing Service to help improve their services?**

**B) Whether or not you have participated in these activities in the past, would you be interested in participating in any of these in the future to help the Council improve their housing services?**

	a) aware	b) interested	
Tenant Group meetings	1	1	Go to Q9
Register of interested tenants who are consulted on a range of issues	2	2	
Rent consultation	3	3	
Area Tenant Forums	4	4	
Drop in sessions	5	5	
Rate your Estate tenant inspections	6	6	
Online surveys	7	7	
Attend Housing & Property Committee meetings as Tenant Rep	8	8	
Join the Scrutiny Panel	9	9	
Join the Finance Group	10	10	
Be a Community Voice representing the views of your community	11	11	
<b>None</b>	12	12	

**9. [ASK ALL] What, if anything, stops you participating more with the Council's Housing Service?**

Childcare commitments	<b>1</b>	Go to Q10
Work commitments	<b>2</b>	
Health / disability issues	<b>3</b>	
Not interested	<b>4</b>	
Don't think I have anything to contribute	<b>5</b>	
Lack confidence in speaking up	<b>6</b>	
Don't understand enough about the work of the Council's housing services	<b>7</b>	
Not aware of any meetings/ opportunities to participate	<b>8</b>	
Transport issues	<b>9</b>	
Other – please specify	<b>10</b>	
Nothing- I already participate	<b>11</b>	

**10. How satisfied or dissatisfied are you with the opportunities given to you to participate in the Council's Housing Services decision making processes?**

Very satisfied	1	Go to Q12
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q11
Fairly dissatisfied	4	
Very dissatisfied	5	

**11. You said you are not satisfied with the opportunities given to you to participate in the Council's Housing Services decision making processes. Can you explain why you said that?**

--

**THE REPAIR AND MAINTENANCE OF YOUR HOME**

**12. Generally, how satisfied are you with the way the Council's Housing Service deals with repairs?**

Very satisfied	1	Go to Q13
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	

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

Yes	1	Go to Q14
No	2	Go to Q16

**14. Thinking of the last repair you have reported, how satisfied were you with the following aspects of this service?**

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied
The ease of reporting your repair	1	2	3	4	5
The helpfulness of the Council staff involved	1	2	3	4	5
The appointment system for arranging repairs to be undertaken	1	2	3	4	5
The tradesman arriving as at the appointed time	1	2	3	4	5
The length of time taken to undertake repairs	1	2	3	4	5
The attitude of the tradesman involved	1	2	3	4	5
Protection measures taken	1	2	3	4	5
The quality of the repairs undertaken	1	2	3	4	5

**15. What, if anything, could have been done to improve the repairs process?**

[READ OUT] In 2019 – 2020 Highland Council Housing Services spent **£11.21m** investing in their houses and estates across the Highlands. This included **254** replacement kitchens, **277** new bathrooms, **330** new windows and doors and **596** new heating installs. **556** medical adaptations were also carried out and **£0.8m** spent on environmental improvements to housing estates.

**16. How satisfied are you with the following aspects of your home?**

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied
The kitchen	1	2	3	4	5
The bathroom	1	2	3	4	5
Heating system	1	2	3	4	5
Windows	1	2	3	4	5
External appearance of the building	1	2	3	4	5

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

Very satisfied	1	Go to Q19
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q18
Fairly dissatisfied	4	
Very dissatisfied	5	

**18. You said you were not satisfied with the overall quality of your home. Can you please explain why? [PROBE FULLY]**

## NEIGHBOURHOOD MANAGEMENT

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

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

**20. Overall, how satisfied or dissatisfied are you with the Council's Housing Services contribution to the management of the neighbourhood you live in? [Neighbourhood is the area which the landlord has defined as having responsibility for]**

Very satisfied	1	Go to Q22
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q21
Fairly dissatisfied	4	
Very dissatisfied	5	

**21. You said you were not satisfied with the Council's Housing Service's contribution to the management of the neighbourhood you live in. Can you please explain why? [PROBE FULLY]**

## RENT AND VALUE FOR MONEY

**22. Taking into account the accommodation and services Highland Council's Housing Services provides, do you think your rent for this property represents good or poor value for money?**

Very good	1	Go to Q24
Fairly good	2	
Neither good nor poor	3	Go to Q23
Fairly poor	4	
Very poor	5	

**23. You said you felt that your rent does not represent good value for money, can you please explain why?**

**24. Does your household currently receive housing benefit or universal credit?**

Yes, Full housing benefit	1	Go to Q26
Yes, Universal Credit which covers all of my rent	2	Go to Q25
Yes, Partial housing benefit	3	
Yes, Universal Credit which covers part of my rent	4	
Don't receive housing benefit	5	

**25. How easy do you find it to afford your rent payments for this property?**

Very easy to afford	1	Go to Q26
Fairly easy to afford	2	
Just about affordable	3	
Fairly difficult to afford	4	
Very difficult to afford	5	

**HOUSEHOLD INFORMATION**

Finally, I'd like to ask you some questions about your household. This information is strictly confidential and will not be passed onto your landlord with any reference to your address or name. This information is only used to create an overall picture of the type of tenants housed by the Council.

**26. How long have you been a tenant of the Council?**

Less than a year	1
Between 1 and 3 years	2
Between 3 and 5 years	3
Between 5 and 10 years	4
More than 10 years	5

**27. SHOWCARD Which age band best describes you?**

16-24	1
25-34	2
35-44	3
45-54	4
55-59	5
60-64	6
65-74	7
75+	8

**28. Which of the following describe how you think of yourself?**

Male	1
Female	2
In another way	3

**29. How would you describe the composition of your household?**

One adult under 60	1
One adult aged 60 or over	2
Two adults both under 60	3
Two adults both over 60	4
Two adults, at least one 60 or over	5
Three or more adults, 16 or over	6
1 parent family with children at least 1 under 16	7
2 parent family with children at least 1 under 16	8
Other (please specify)	9

- **Thank you very much for completing the questionnaire.**
- **Would you like to find out more about Research Resource, the interviewing process and how we use your data?**  
**[INTERVIEWER: IF YES] You can visit our website which has our Privacy Notice on it. Our web address is [www.researchresource.co.uk](http://www.researchresource.co.uk) and you will find our privacy notice at the bottom of this page.**

## **Appendix 2**

### **Technical Report Summary**

**TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH**

<b>Project number</b>	<b>P1149</b>
<b>Project name</b>	<b>Highland Council's Housing Service's TSS 2021</b>
<b>Objectives of the research</b>	The aim of the research was to seek tenants' views on the services that Highland Council's Housing Service provides, how well it performs these services and to help identify areas where the service can be improved.
<b>Target group</b>	Highland Council tenants.
<b>Target sample size</b>	The aim was to achieve a sufficient number of interviews to provide data accurate to $\pm 3\%$ .
<b>Achieved sample size</b>	A total of 1,001 tenant interviews were achieved.
<b>Date of fieldwork</b>	Interviewing took place between the 31 <sup>st</sup> of March and the 9 <sup>th</sup> of May 2021
<b>Sampling method</b>	Interviews spread across organisation stock.
<b>Data collection method</b>	Telephone interviews were undertaken with the tenant or their partner. All responses were recorded via tablet app.
<b>Response rate and definition and method of how calculated</b>	Not applicable.
<b>Any incentives?</b>	No.
<b>Number of interviewers</b>	9 interviewers were working on this.
<b>Interview validation methods</b>	10% of each interviewers' work was verified by remote listening to ensure that interviews have been completed accurately and in line with ISO 20252 standards.
<b>Showcards or any other materials used?</b>	Showcards were not used.
<b>Weighting procedures</b>	Not applicable.
<b>Estimating and imputation procedures</b>	Not applicable.
<b>Reliability of findings</b>	Data accurate overall to $\pm 3\%$ .