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2020 STAR Survey Results

Barrow's Housing Service - Barrow Borough Council

Final report
September 2020

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Project details

Title	2020 STAR Survey Results
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Key findings



TENANT SATISFACTION SURVEY 2020 KEY FINDINGS



Barrow's Housing Service commissioned M·E·L Research to survey a random selection of tenants so that we can see what goes well and what not so well. 1,740 tenants were invited to take part. 568 took part either online or by post (a response rate of 33%).

87% of tenants were satisfied with the service provided by Barrow's Housing Service



87% of tenants were satisfied with the overall repairs service provided the last time they had repairs carried out



87% of tenants were satisfied that Barrow's Housing Service provides a home that is safe and secure



85% of tenants were satisfied that their rent provides value for money



85% of tenants were satisfied that Barrow's Housing Service is easy to deal with



84% of tenants were satisfied with the overall quality of their home



79% of tenants were satisfied that Barrow's Housing Service listens to their views and acts upon them



76% of tenants were satisfied that their service charges provide value for money



Trends

The table below gives an overview of the 2020 results compared with the 2015 survey findings for the core questions. Satisfaction levels have decreased across all key measures since 2015, with satisfaction with the overall service provided falling 3% points. The greatest falls were with the overall quality of home and service charges providing value for money (both falling 7% points). Whilst satisfaction has fallen it is important to note that dissatisfaction levels, on the whole, have not increased.

	2015	2020	% point change since 2015
Overall service provided	90%	87%	-3%
Overall quality of home	91%	84%	-7%
Neighbourhood as a place to live	86%	83%	-3%
Rent provides value for money	88%	85%	-3%
Service charge provides value for money	83%	76%	-7%
Repairs and maintenance	91%	87%	-4%
Listens to views and acts upon them	80%	79%	-1%

Benchmarking

Whilst trend analysis shows that satisfaction has fallen since 2015, benchmarking the seven core questions and NPS against the national HouseMark data shows a positive picture. Results show that Barrow is performing above the median (the top 50% of organisations nationally) for overall service. Positively, three of the other questions are performing in the upper quartile (the top 25% of organisations). The exceptions, quality of home and neighbourhood as a place to live, are performing below the median when compared to other housing providers.

	HouseMark Benchmark 2018/19			Barrow's Housing Service 2020 (%)
	Upper quartile	Median	Lower quartile	
Overall service provided	89.00	86.00	81.00	87.09
Overall quality of home	87.18	83.90	80.00	83.64
Neighbourhood as a place to live	88.00	85.00	80.60	82.93
Rent provides value for money	86.90	83.00	77.70	85.35
Service charge provides value for money	76.00	69.70	62.15	76.07
Repairs and maintenance	84.05	79.00	73.44	86.99
Listens to views and acts upon them	74.20	69.05	63.58	78.55
NPS	39.85	26.25	15.00	34.93

■ = Upper quartile
 ■ = Above median
 ■ = Median
 ■ = Below median
 ■ = Lower quartile

Introduction

Background

M·E·L Research was commissioned to carry out the 2020 STAR (Survey of Tenants and Residents) for Barrow's Housing Service. This sought to provide a reliable measure of tenants' satisfaction and identify areas for improvement.

Method

The questionnaire design (Appendix A) follows the HouseMark STAR guidance, ensuring the collection of robust data on resident experiences and perceptions. The questionnaire used a set of core questions, along with a selection of extra questions focusing on several service areas consistent with the HouseMark guidance.

Residents were initially invited to take part in the survey by email and SMS. Following this, postal surveys were sent to those that had not responded and to those without email addresses. Those who received the postal version were also provided with a web link giving them the option to complete the survey online. Two weeks later a postal reminder was sent out to those who had not responded. The HouseMark review of the STAR framework, published in January 2020¹, acknowledged the increased use of mixed methodologies to maximise the inclusiveness of STAR surveys. Their consultation with tenants showed a preference to be surveyed in a way that suits them.

Fieldwork took place between June and July 2020, so Covid-19 has been the national context. We therefore ensured that resident reassurance and safety was highlighted throughout. It's also possible that this may affect people's responses.

Response rate and statistical reliability

We sent the survey to a random sample of 1,742 tenants - 70% of Barrow's housing stock.

A total of 568 completed questionnaires were returned, giving a response rate of 33%. Based on an overall stock size of 2,488, the results are therefore accurate to $\pm 3.6\%$ at the 95% confidence level. This means that if we surveyed every single resident, the results could be 3.6% above or below the figures reported (e.g. a 50% satisfaction rate could actually lie between 46.4% and 53.6%). However, where base sizes are smaller the margin of error would be wider and so those results should be

¹ HouseMark STAR features 2020. Available at: https://www.housemark.co.uk/media/2551/housemark-star-features_final.pdf

treated with greater caution. The table below summarises the number of completed interviews and margin of error.

Stock size	Sample (70%)	Responses	Response rate	Margin of error
2,488	1,742	568	33%	±3.6%

Appendix B shows the demographic profile of the sample.

Analysis and reporting

This report presents the results of Barrow’s Housing Service’s 2020 STAR Survey. We present the overall results for each question and include comparisons to the previous survey in 2015, where applicable, to show trends.

Weighting

As part of the analysis process the combined data (from email, SMS and postal) was weighted by length of tenancy. This ensures that it more accurately matches your overall housing stock. This procedure involved adjusting the profile of the sample data to bring it into line with the population of your stock. In the survey the final sample comprised 16% of tenants that have been with you for less than six years. However, 33% of your housing stock have joined you in the last six years.

Statistical tests

To provide further insight into the results, we’ve carried out sub-group analysis by different demographics and some other variables (e.g. age, disability, household type and housing management area). The results for these sub-groups have been presented only where they were statistically significant (at the 95% confidence level) and if the base sizes were 30 or more. Where there is a statistically significant difference between groups, this has been noted in the report as a “significant” difference. However, a significant difference may not necessarily mean that the difference is ‘important’. Any statistically significant differences between this year’s results and the 2015 survey period are also included in this report.

ACORN segmentation

Further analysis was also undertaken using ACORN segmentation. ACORN is a classification system that segments the UK population by analysing demographic data, social factors, population and consumer behaviour. Acorn is broken down into six categories, these are:

1. Affluent Achievers
2. Rising Prosperity:
3. Comfortable Communities

4. Financially Stretched
5. Urban Adversity
6. Not Private Households

Our sample of Barrow's housing stock falls into three of these categories; 3. Comfortable Communities, 4. Financially Stretched and 5. Urban Adversity. Any significant differences between these groups has also been noted in the report.

Presentation of data

Results are based on 'valid' responses and therefore where a respondent has selected 'not applicable' or left a question blank, these have been excluded from analysis for that question. The base size therefore shows the total number of respondents included in the analysis for each question.

Owing to the rounding of numbers, percentages displayed on graphs may not always add up to 100% and may differ slightly to the text. The figures provided in the text should always be used as the authoritative results. Also, some images highlight headline results and don't show the 'neither' option, so won't total 100%.

Please note, throughout the report where we mention Barrow or Barrow Borough Council, we are referring to the Council's Housing Services.

Results

1. Core questions

The following section details the results to HouseMark's STAR core questions. The core questions cover key measures of satisfaction and are the basis for comparisons with other housing providers.

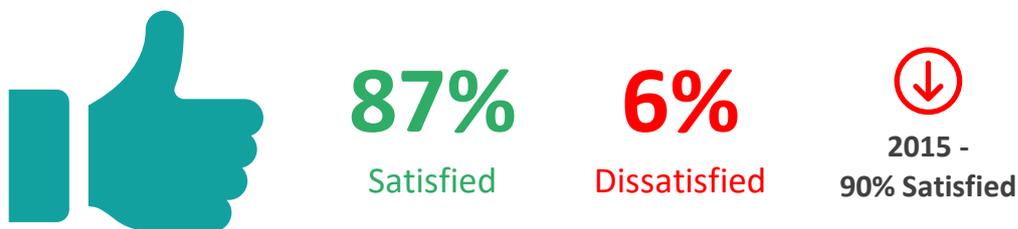
Overall service provided

Taking everything into account, 87% of tenants were satisfied with the overall service provided by Barrow's Housing Service, with a greater proportion 'very satisfied' (55%) as opposed to 'fairly satisfied' (32%). Just 6% reported some degree of dissatisfaction and the same proportion (6%) had no strong feelings either way.

Comparison with the previous survey period shows a slight fall in satisfaction, although this difference is not statistically significant.

Figure 1.1 Overall service provided

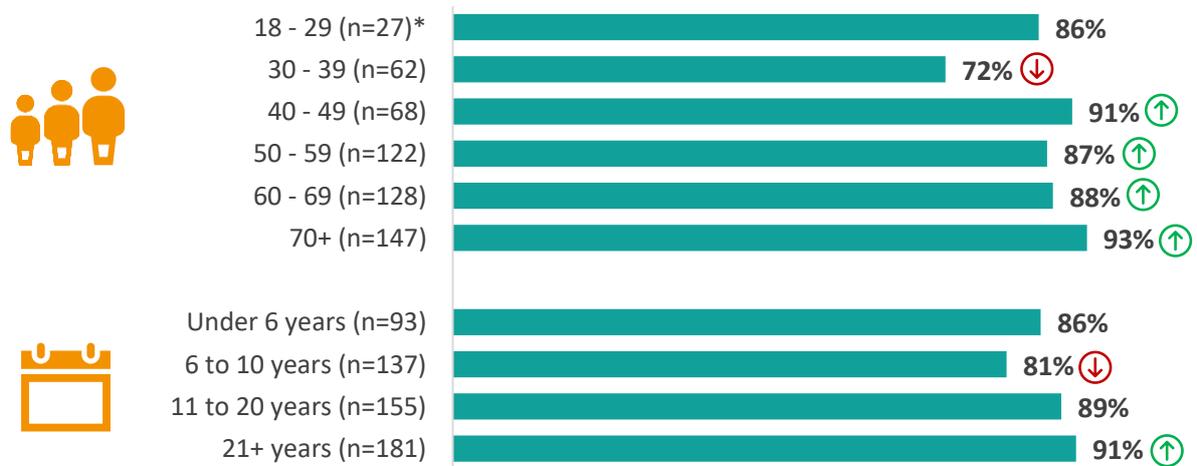
Base size: 566



Analysis of satisfaction levels for the overall services by sub-groups shows some significant differences:

- As is commonly the case, satisfaction is higher amongst the older age groups, with those aged 30-39 significantly less satisfied than older tenants.
- Tenants who have been with you a long time (21 years or more) were significantly more satisfied than those with a tenancy length of 6 to 10 years. Newer tenants (under 6 years) were also more satisfied. This is a typical pattern that we also see elsewhere.

Figure 1.2 Overall service provided by age and length of tenancy



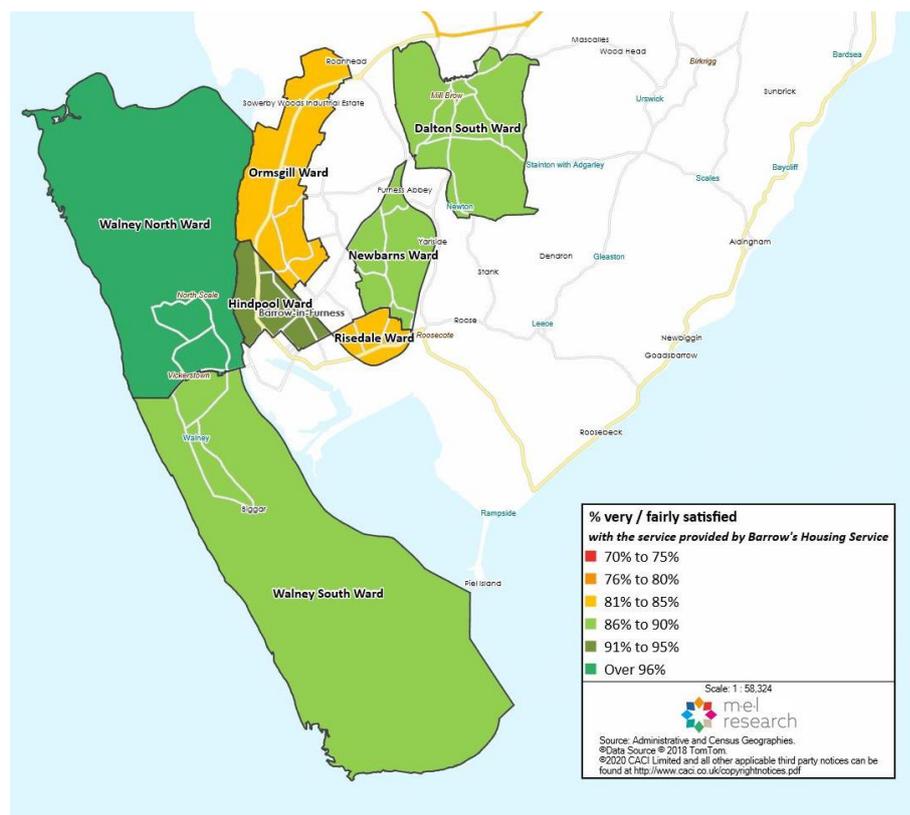
Arrows indicate statistically significant differences at the 95% confidence level, e.g. significantly lower for residents aged 30-39 compared to those aged 40+.

*Caution should be taken when interpreting the results due to the small sample size.

In order to understand differences in satisfaction by geography, Map 1.1 highlights differences in satisfaction with the overall service by Ward.

Results show that tenants in Walney North were the most satisfied, closely followed by those in Hindpool. Those in Risedale and Ormsgill were the least satisfied.

Map 1.1 Overall service provided by Ward



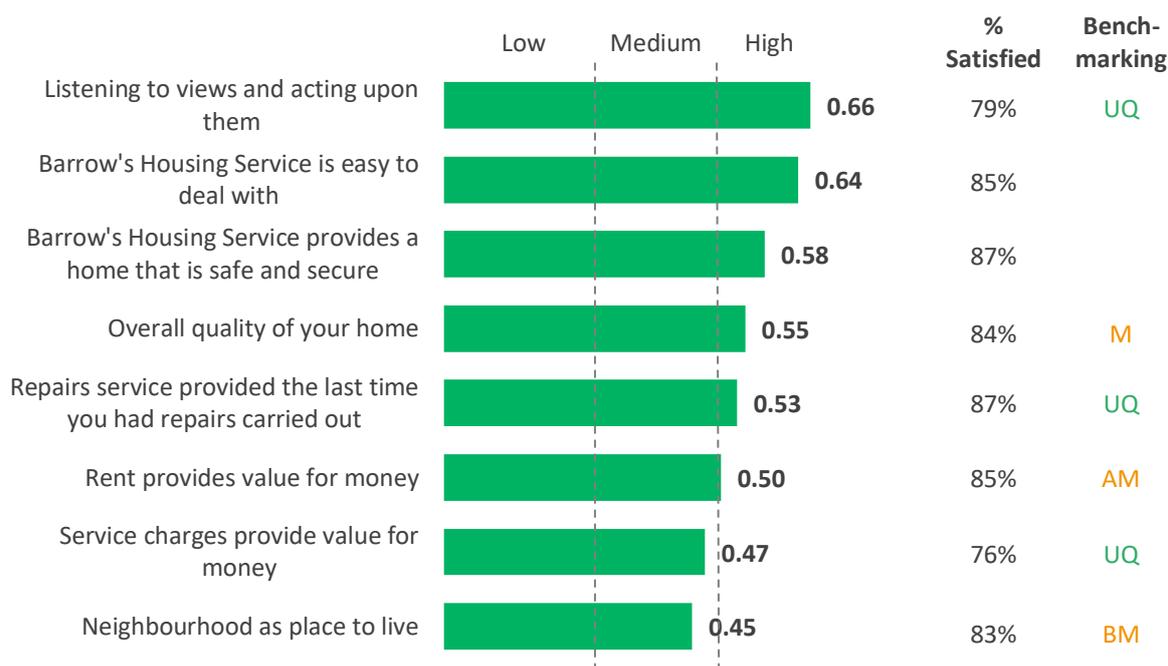
Key driver analysis

Satisfaction with the overall service provided has been further analysed using a statistical technique called key driver analysis, based on correlation testing. This helps to better understand the associations between key performance indicators and identify the relative impact that they have on each other. A correlational test will result in a score (correlation coefficient) between 0 and 1. Correlation coefficients that are closer to '1' indicate that a strong linear relationship exists between the two measures. This means that if a housing provider can improve performance on one measure, then it is likely that feedback will improve on the other measure too.

In the real world, it is highly unlikely that the types of survey questions that can be used will correlate at a factor more than 0.85. Another issue with this technique is that of causality – the technique alone cannot easily tell us which question influences which question (i.e. the 'chicken and egg' conundrum). In this sense, correlation testing is just a guide to indicate where attention should be diverted, and interpretation applied.

The bars in Figure 1.3 indicate the strength of the correlation, with the strongest ranking at the top. Anything over 0.5 suggests that a strong relationship exists between the two questions, and any number between 0.3 and 0.5 suggests a medium relationship. The current satisfaction and benchmarking position are presented next to each bar.

Figure 1.3 Results for satisfaction with overall service (key relationships)



Key: UQ= upper quartile M = median AM = above median BM = below median

Relations between the new and previous core questions and overall satisfaction were explored. Six out of the eight questions were shown to correlate highly with satisfaction with the overall service. The two areas which appear to have the strongest influence were satisfaction that **views are listened to and acted upon** and satisfaction with Barrow being **easy to deal with**. Satisfaction was relatively low for listening to views and acting upon them, but it was more a case of tenants being 'neither satisfied nor dissatisfied' than dissatisfied. Benchmarking (outlined in Section 12) also shows that Barrow performs well on this aspect. Satisfaction with Barrow being easy to deal had high levels of satisfaction.

In order to increase satisfaction with the overall service provided, the results of the key driver analysis show priority should be given in improving the way Barrow listens to and act upon residents' views and ensures they are easy to deal with; given the fact that these are highly correlated (>0.6) with overall satisfaction.

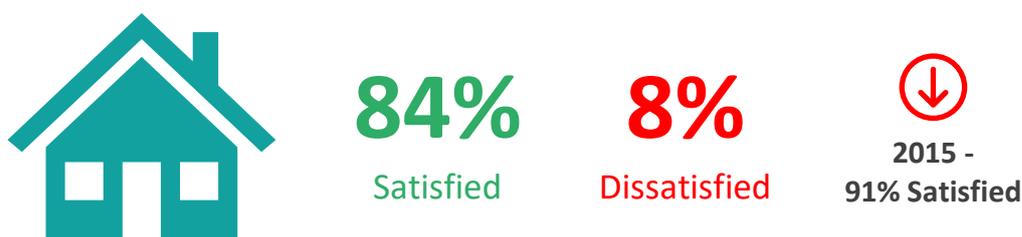
Overall quality of home

Over eight in ten (84%) tenants expressed satisfaction with the overall quality of their home, with 8% stating that they were dissatisfied. A further 8% had no strong feelings either way.

Comparison with 2015 shows a significant decrease in satisfaction of 7% points. However, whilst the proportion of those stating 'dissatisfied' grew (2% points), so did the proportion of those 'neither satisfied nor dissatisfied', by 5% points.

Figure 1.4 Overall quality of home

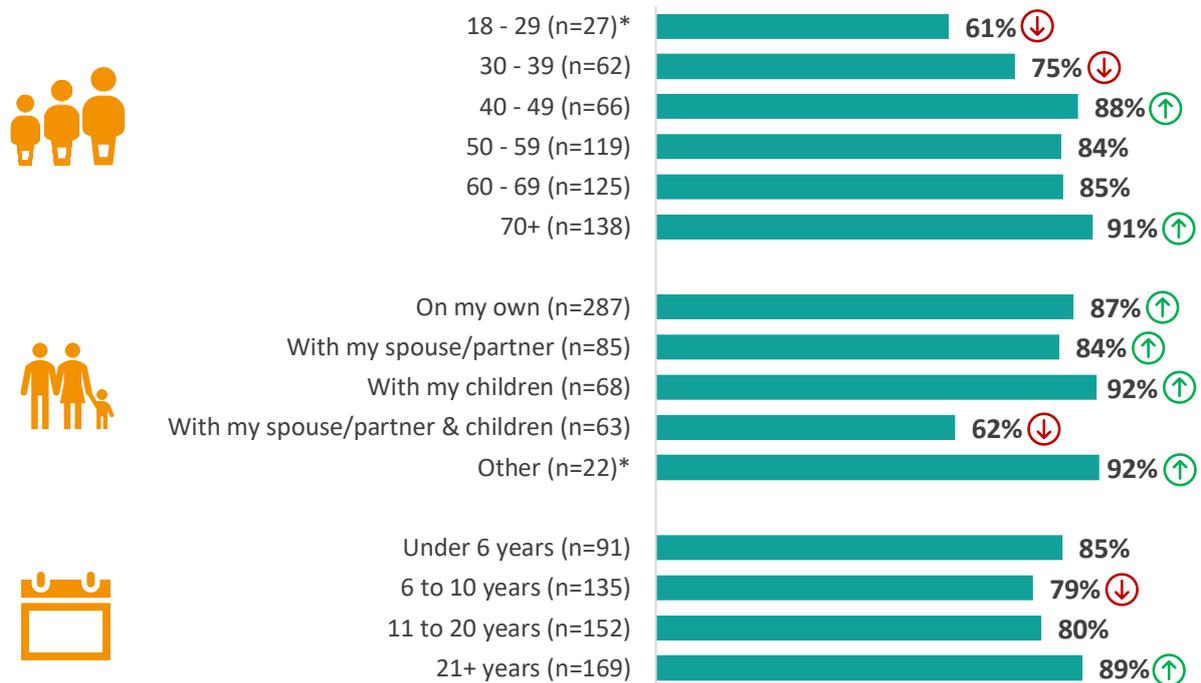
Base size: 547



Analysis of satisfaction levels for the overall quality of home by sub-group shows some significant differences:

- Younger tenants aged 18-39 were less satisfied with their homes than tenants aged 40-49 and 70 and over.
- Tenants living with their partner/spouse and children were significantly less satisfied than all other household types.
- Tenants who have been with you for 6 to 10 years were again less satisfied than those who have been with you longest (21 years or more).

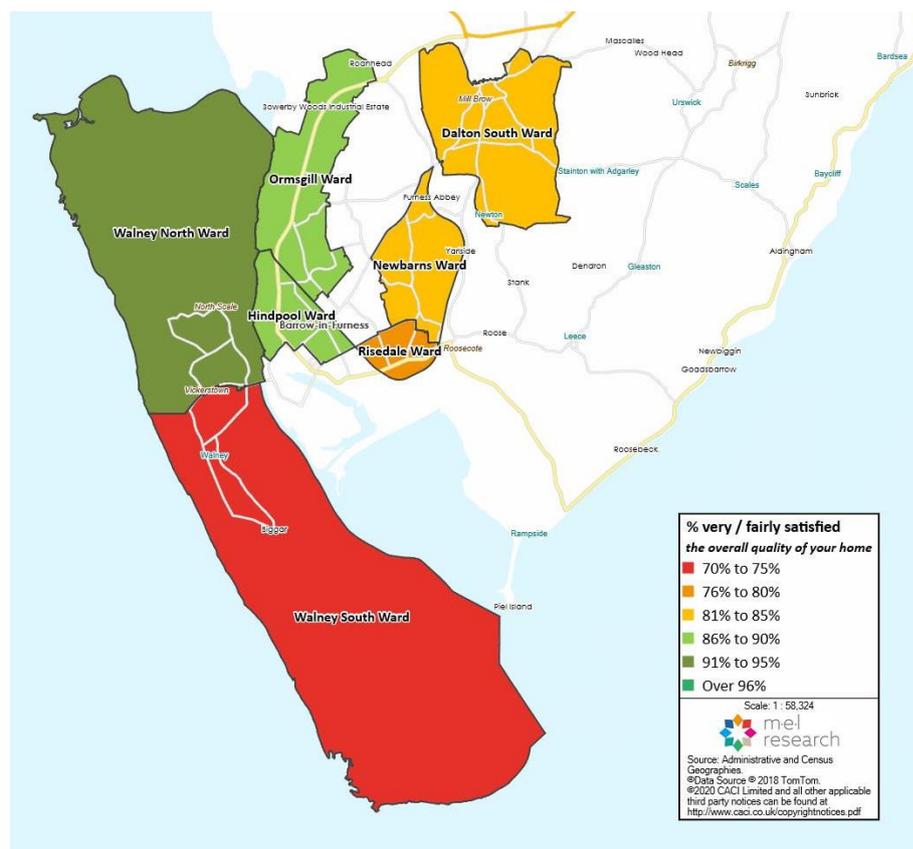
Figure 1.5 Overall quality of home by age, household type and length of tenancy



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Map 1.2 overleaf also highlights differences in satisfaction with the overall quality of home by Ward. Results show that tenants in Walney North and Hindpool were again the most satisfied. However, tenants in Walney South were least satisfied, along with those in Risedale.

Map 1.2 Overall quality of home by Ward



Providing a home that is safe and secure

Residents were asked to what extent they were satisfied that Barrow’s Housing Service provides a home that is safe and secure, a new core STAR question. Around nine in ten (87%) tenants expressed satisfaction, with over half (54%) ‘very satisfied’ and 33% ‘fairly satisfied’. Just 5% expressed dissatisfaction and 8% were neither satisfied nor dissatisfied.

Figure 1.6 Provides a home that is safe and secure

Base size: 525



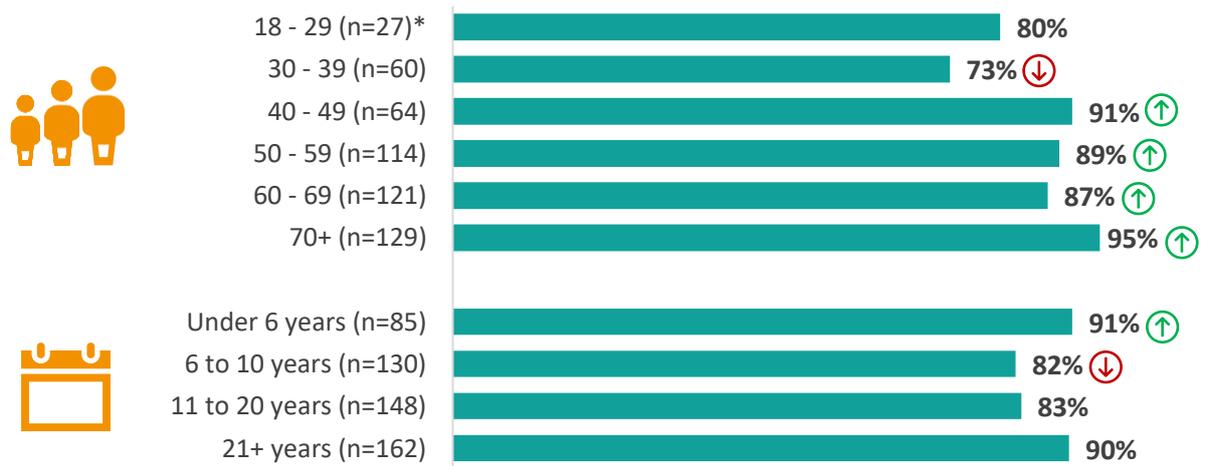
87%
Satisfied

5%
Dissatisfied

Analysis of satisfaction levels by sub-group shows some significant differences:

- Tenants aged 30-39 were less satisfied than older tenants aged 40 and over.
- Newer tenants, who have joined you in the last six years, were the most satisfied and significant more satisfied than those who have been with you between six and ten years.

Figure 1.7 Provides a home that is safe and secure by age and length of tenancy



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Easy to deal with

Residents were asked to what extent they were satisfied that Barrow's Housing Service is easy to deal with, another new core STAR question. Around six in seven (85%) tenants expressed satisfaction, with over half (56%) 'very satisfied' and 30% 'fairly satisfied'. Just 5% expressed dissatisfaction. One in ten (10%) had no strong feelings either way.

Figure 1.8 Easy to deal with

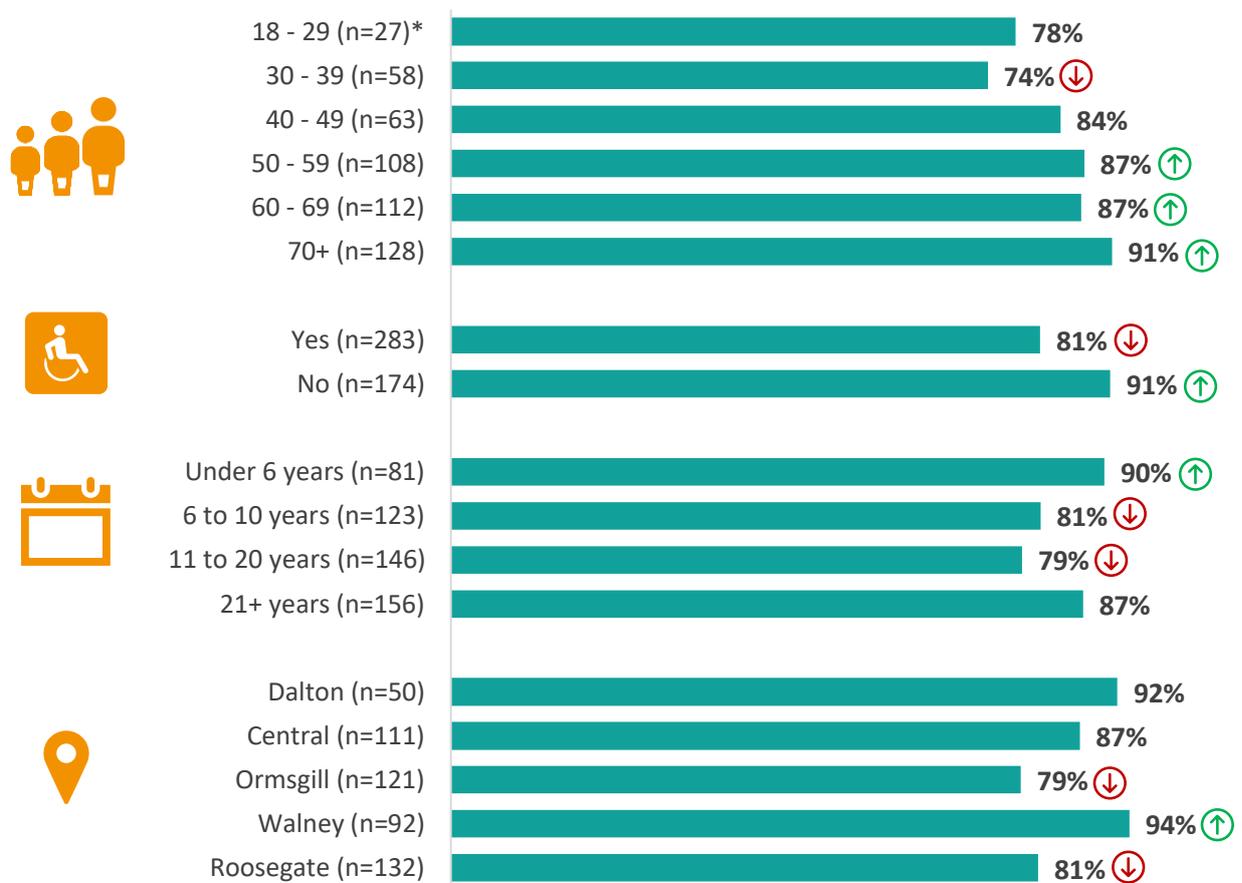
Base size: 506



Analysis of satisfaction levels by sub-group shows some significant differences:

- Tenants aged 30-39 were significantly less satisfied with Barrow being easy to deal with than older tenants aged 50 and over.
- Tenants with a disability reported lower levels of satisfaction compared to those without a disability.
- Newer tenants, who have joined you in the last six years, were the most satisfied and significantly more satisfied than those who have been with you between six and twenty years.
- Tenants in Walney were the most satisfied. They were significantly more satisfied than tenants in both Ormsgrill and Roosegate.

Figure 1.9 Easy to deal with by age, disability, length of tenancy and housing management area



Arrows indicate statistically significant differences at the 95% confidence level.

*Caution should be taken when interpreting the results due to the small sample size.

Repairs and maintenance

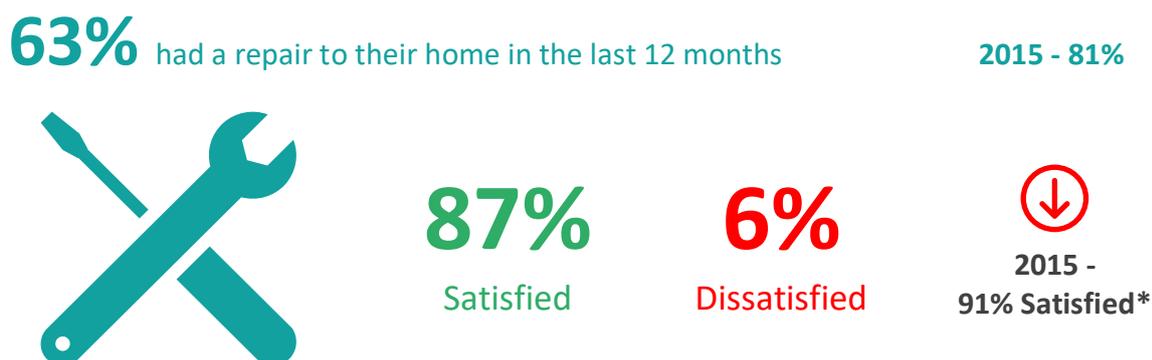
Over six in ten (63%) tenants reported that they had had a repair to their home in the last 12 months. This compares to 81% who reported that they had in 2015.

Those that had received a repair to their home were then asked their satisfaction with the overall repairs service provided by Barrow for their last repair. The vast majority (87%) were satisfied, with a greater proportion stating they were 'very satisfied' (61%) as opposed to 'fairly satisfied' (26%). 6% reported dissatisfaction and the remaining 7% were neither satisfied nor dissatisfied.

Comparison with the previous survey period shows a fall in satisfaction of 4% points. However, dissatisfaction has only increased by 1% point, with more tenants ambivalent in the current survey period.

Figure 1.10 Repairs and maintenance

Base size: 556

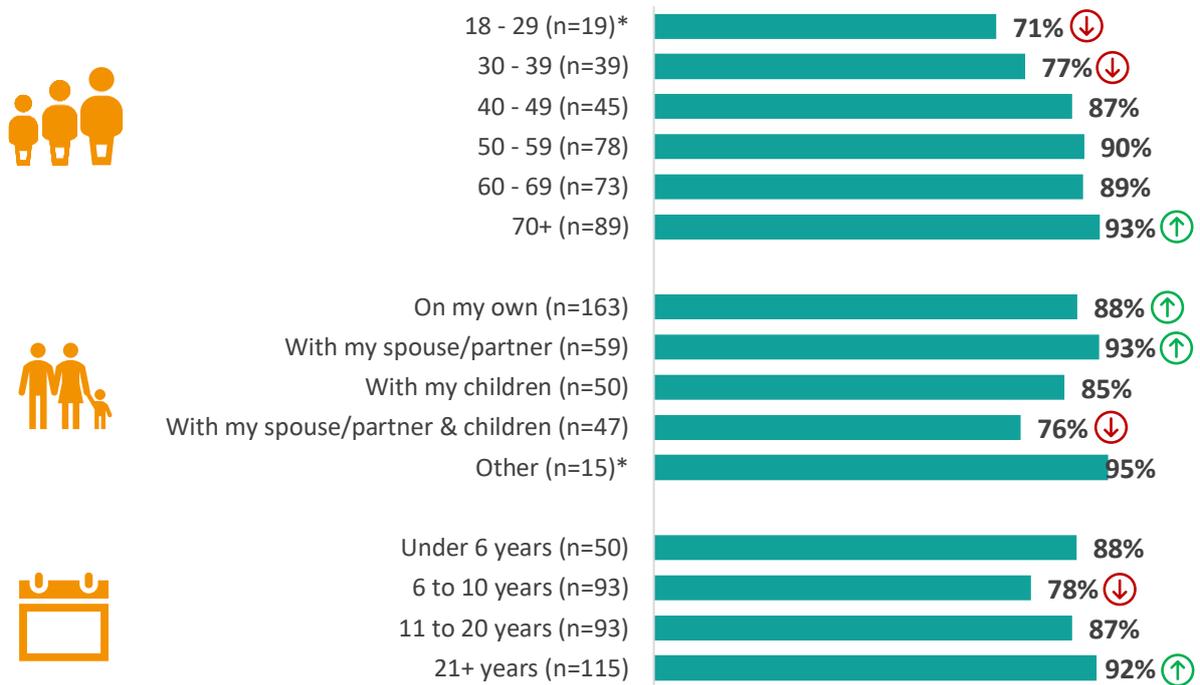


*Note: the question wording has changed since 2015, in line with the updated HouseMark STAR guidance.

Analysis of satisfaction levels with the repairs service, amongst those that had repairs in the last 12 months, shows some significant differences by sub-group:

- Younger tenants aged 18-39 were less satisfied with the service they received compared to tenants aged 70 and over.
- Single tenants and those in couples had higher levels of satisfaction than tenants living with a spouse/partner and children.
- Tenants who have been with you for 6 to 10 years were again less satisfied than those who have been with you longest (21 years or more).

Figure 1.11 Repairs and maintenance by age, household type and length of tenancy



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

2. Recommended questions

As well as the core questions, HouseMark has a selection of other questions that are recommended to be included in STAR surveys. The following section details the results to these questions.

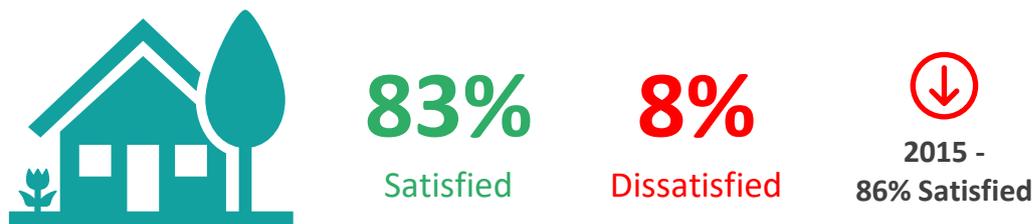
Neighbourhood as a place to live

Over eight in ten (83%) tenants reported being satisfied with their neighbourhood as a place to live, with just under half (49%) stating they were 'very satisfied' and 34% 'fairly satisfied'. Just under one in ten (8%) reported dissatisfaction with their neighbourhood and 9% were neutral.

Since 2015 there has been a 3%-point fall in satisfaction, though this is not statistically significant. Furthermore, dissatisfaction has actually *decreased* since 2015, by 2% points, with a greater proportion now stating that they are 'neither satisfied nor dissatisfied'.

Figure 2.1 Neighbourhood as a place to live

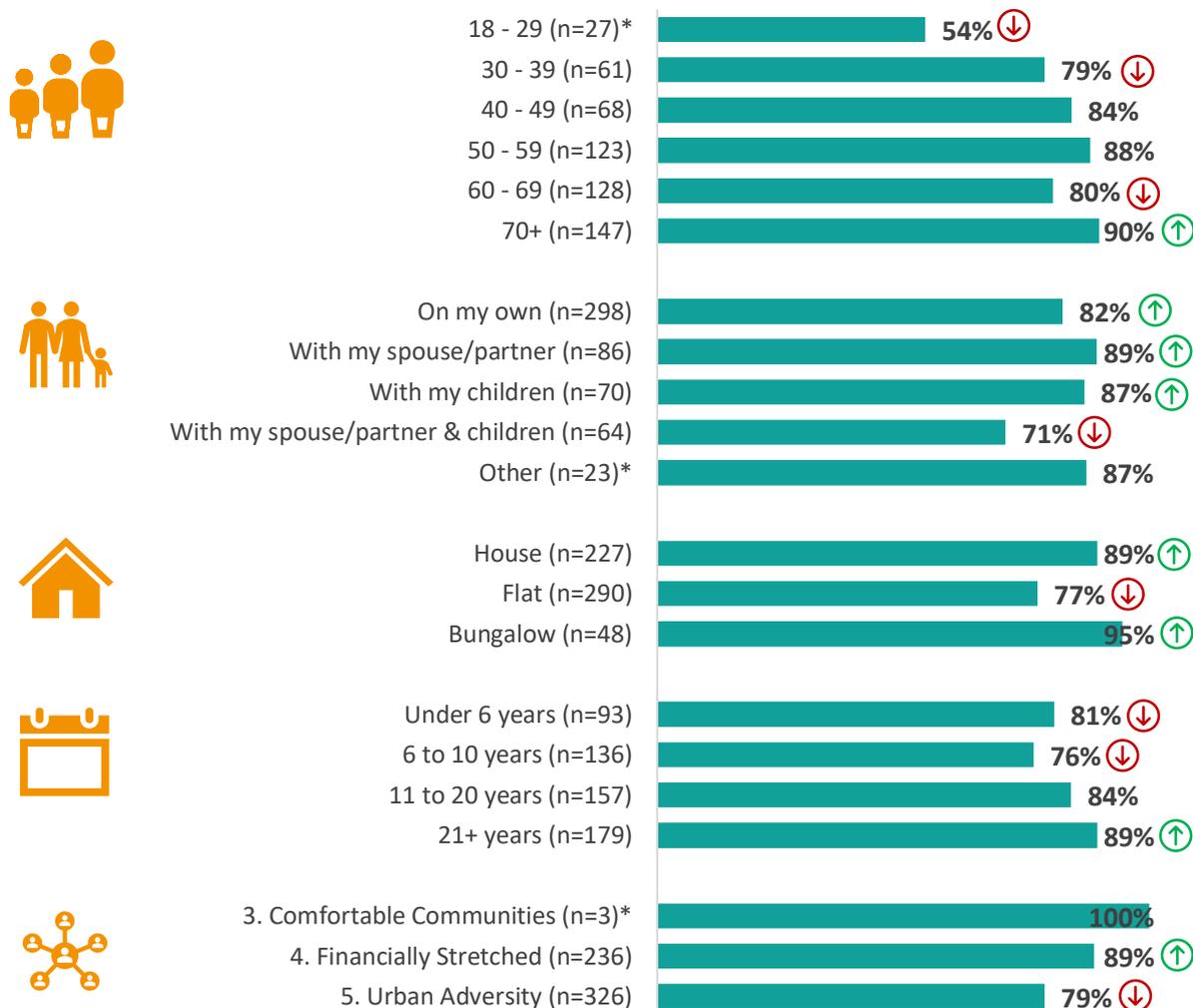
Base size: 565



Analysis of satisfaction levels with the neighbourhood as a place to live by sub-group shows some significant differences:

- Satisfaction generally increases with age, from 54% amongst those aged 18-29 satisfied, up to 90% of those aged 70 and over.
- Single tenants, couples, and single tenants living with their children had higher levels of satisfaction than tenants living with a spouse/partner and children.
- Tenants living in flats had significantly lower levels of satisfaction compared to those living in houses and bungalows.
- Tenants who have been with you for less than 10 years were less satisfied than those who have been with you longest (21 years or more).
- There is a significant difference in satisfaction between those categorised as 4. Financially Stretched (89%) and 5. Urban Adversity (79%).

Figure 2.2 Neighbourhood as a place to live by age, household type, property type, length of tenancy and ACORN classification

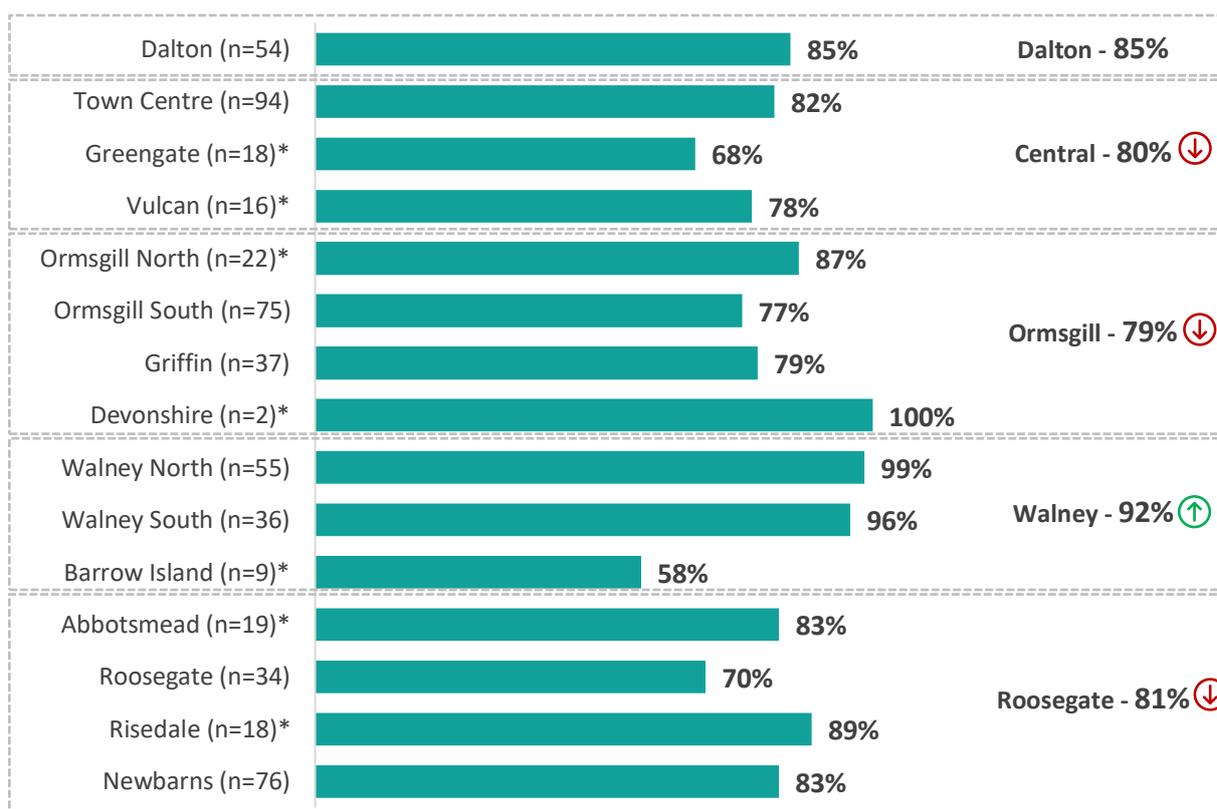


Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Further analysis by housing management area and sub-area also highlights differences in satisfaction (Figure 2.3 below). However, it must be noted that the sub-area results are indicative only, due to some small sample sizes by area.

Overall, tenants in Walney were significantly more satisfied with their neighbourhood as a place to live compared to tenants living in Central, Ormsgill or Roosegate.

Figure 2.3 Neighbourhood as a place to live by neighbourhood management area



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

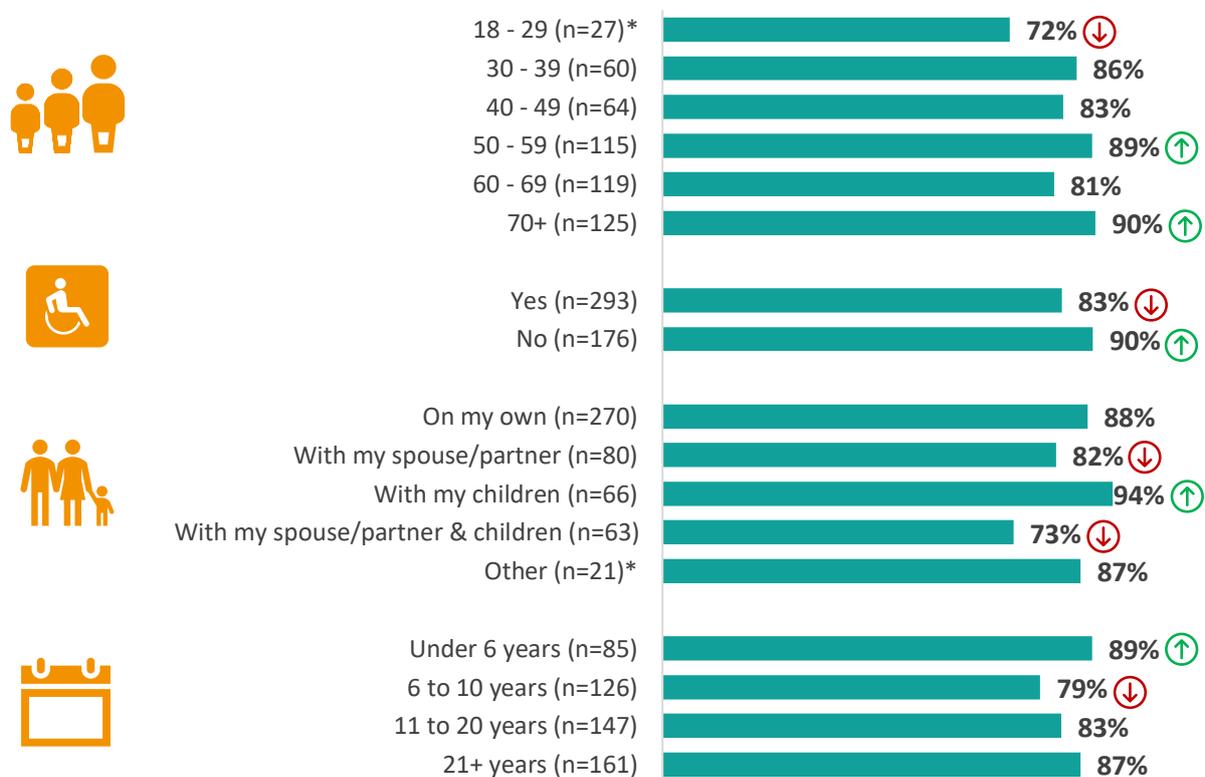
Map 1.3 also highlights differences in satisfaction with the neighbourhood by Ward.

Results show that tenants most satisfied with their neighbourhood as a place to live were living in Walney (North and South) and Dalton. Tenants less satisfied with their neighbourhood were in Ormsgill and Newbarns. It is worth noting that whilst maps are a good way of visualising satisfaction visually, the results outlined above for housing management area are more specific to Barrow’s Housing Service and will allow for more targeted interventions.

Analysis of satisfaction levels by sub-group shows some significant differences:

- Tenants aged 50-59 and 70 or over were the most satisfied. Tenants aged 18-29 were the most *dissatisfied*.
- Tenants with a disability were less satisfied than those without a disability.
- Single tenants living with their children had higher levels of satisfaction than tenants living with a spouse/partner and tenants living with a spouse/partner and their children.
- Newer tenants, who have joined you in the last 6 years were the most satisfied with their rent. They were significantly more satisfied than those who have been with you between 6 and 10 years.

Figure 2.5 Rent provides value for money by age, disability, household type and length of tenancy



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Service charges provides value for money

When asked about the value for money provided by their service charges, over three quarters (76%) expressed satisfaction while 5% reported dissatisfaction. 19% stated that they were neither satisfied nor dissatisfied. It is very common to find a higher proportion of tenants selecting the 'neither' option

for this question compared to other core questions. This may be due to tenants having a limited understanding of what service charges cover or whether they pay them.

Comparison with 2015 results show a significant decrease in satisfaction of 7% points. However, dissatisfaction levels remain the same, with more tenants having reported being 'neither satisfied nor dissatisfied' with the value for money provided by their service charges.

Figure 2.6 Service charges provide value for money

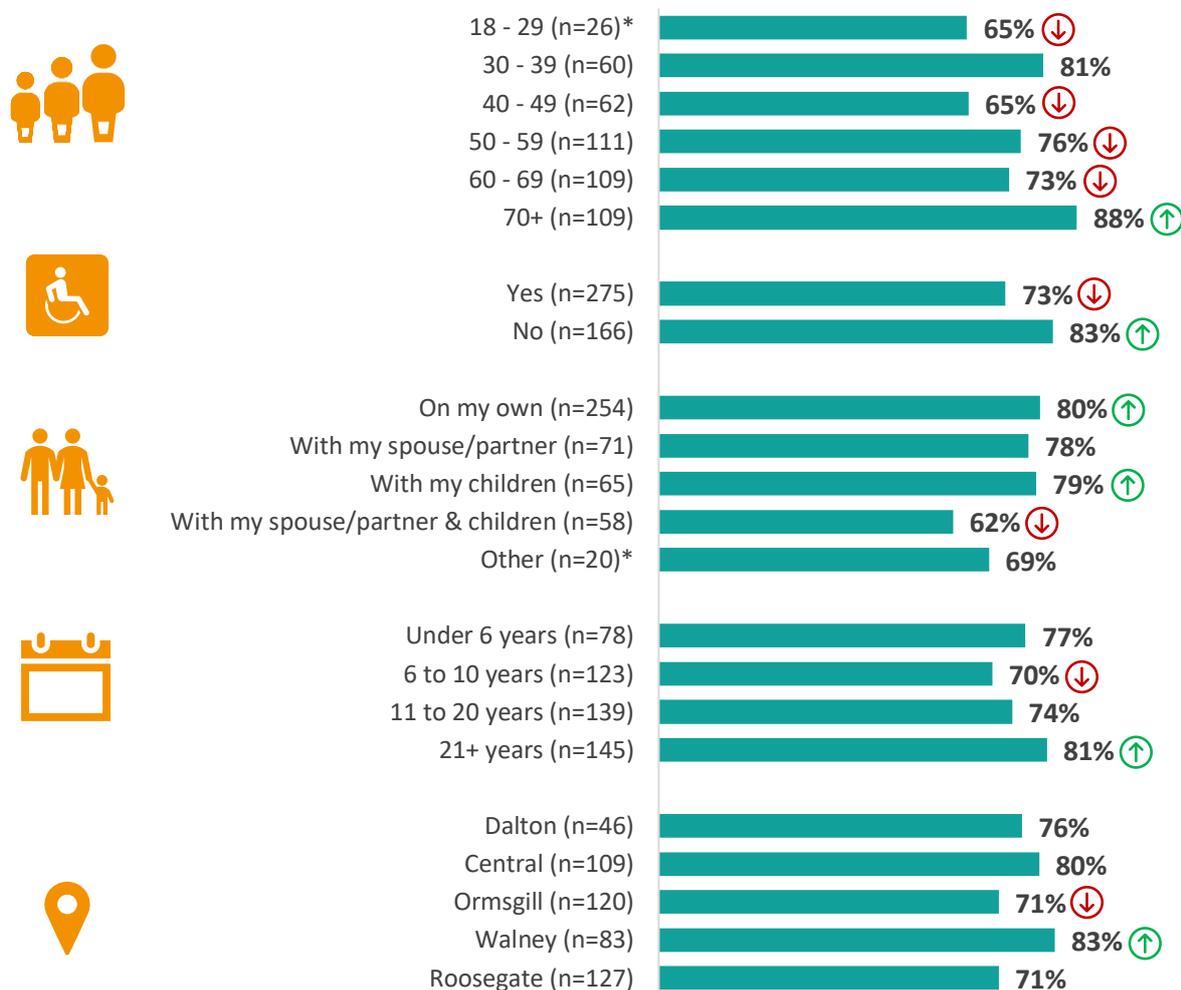
Base size: 485



Analysis of satisfaction levels by sub-group shows some significant differences:

- Tenants aged 70 or over were the most satisfied, and significantly more satisfied than those aged 18-29 and 40-69.
- Tenants with a disability were less satisfied than those without a disability.
- Single tenants, and single tenants living with their children had higher levels of satisfaction than tenants living with a spouse/partner and their children.
- Tenants who have been with you the longest were more satisfied than those who have been with you between 6 and 10 years.
- Analysis by housing management area shows that those in Walney were more satisfied than those in Ormsgill.

Figure 2.7 Service charges provides value for money by age, disability, household type, length of tenancy and housing management area



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Listening to views and acting upon them

Almost eight in ten (79%) tenants were satisfied that Barrow’s Housing Service listens to their views and acts upon them. Just under one in ten (9%) reported dissatisfaction and a further 12% stated that they were neither satisfied nor dissatisfied.

Comparison with 2015 results shows similar satisfaction levels.

Figure 2.8 Views listened to and acted upon

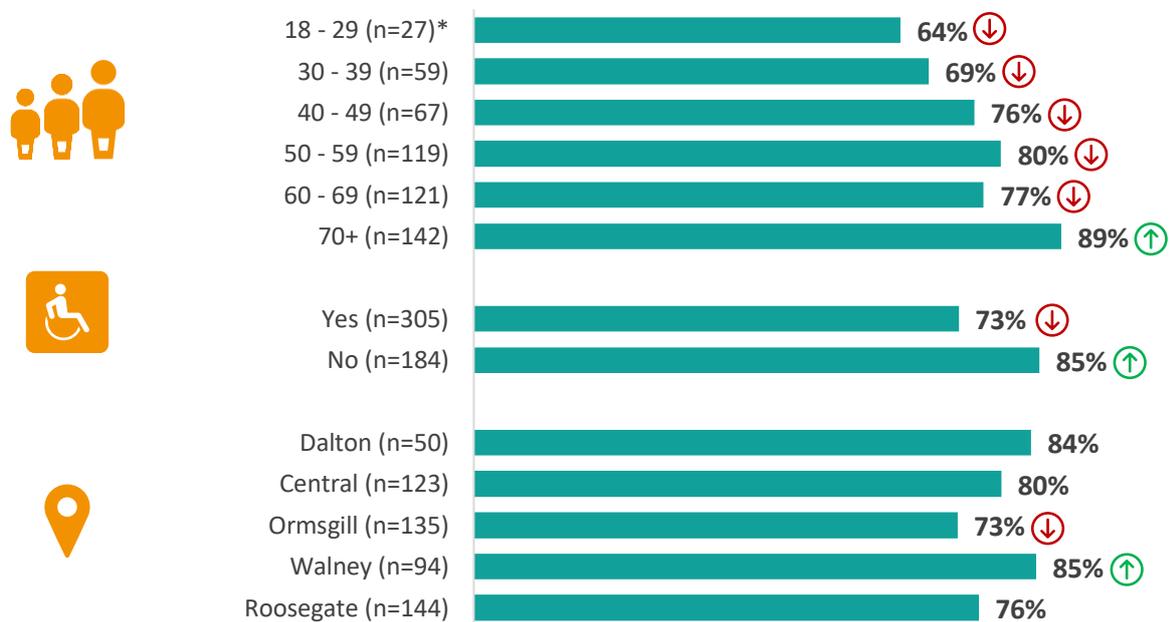
Base size: 546



Analysis of satisfaction levels by sub-group shows some significant differences:

- Tenants aged 70 or over were the most satisfied and were significantly more satisfied than any other age group.
- Tenants with a disability were less satisfied than those without a disability.
- Tenants in Ormsgill were the least satisfied, being significantly less satisfied than those in Walney.

Figure 2.9 Views listened to and acted upon by age, disability and housing management area



Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Opportunity to make views known

Seven in ten (70%) tenants were satisfied that Barrow's Housing Service gives them the opportunity to make their views known. 7% were dissatisfied and around a quarter (23%) were neither satisfied nor dissatisfied. It is common to find a large proportion stating 'neither satisfied nor dissatisfied' for this question as tenants may not have attempted to make their views known and therefore feel unable to provide a 'satisfied' or 'dissatisfied' response.

Comparison with 2015 shows a 3% point fall in satisfaction, which is not statistically significant. Furthermore, the proportion stating 'dissatisfied' remained the same (7%).

Figure 2.10 Opportunity to make views known

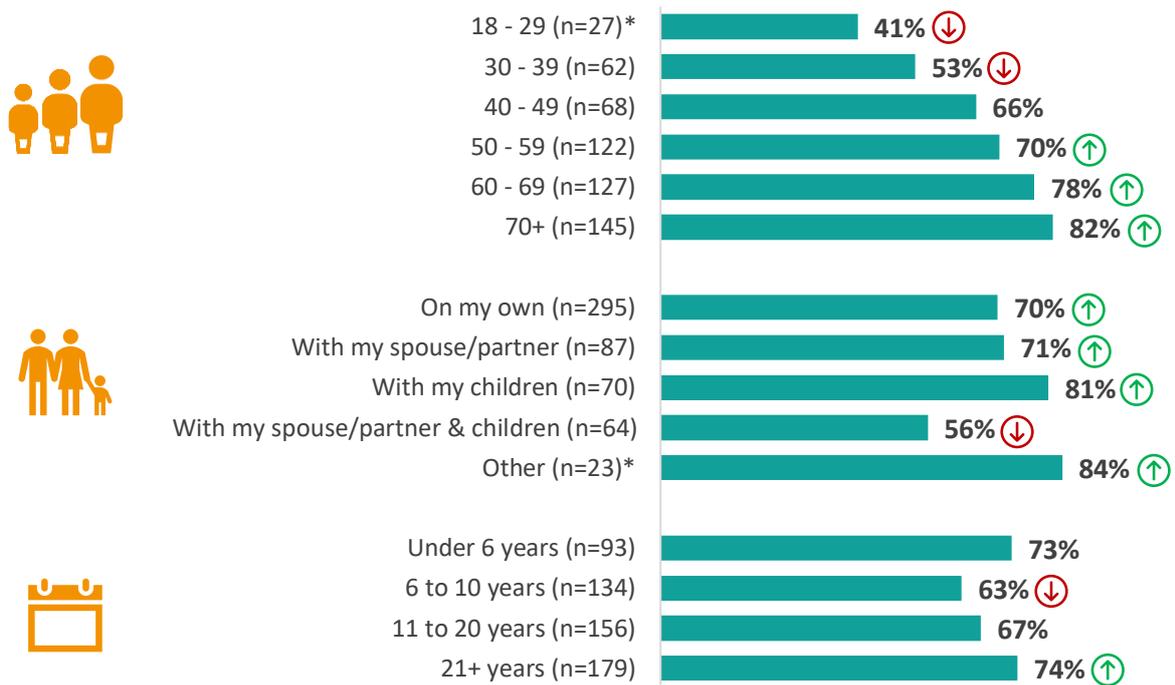
Base size: 562



Analysis of satisfaction levels by sub-group shows some significant differences:

- Satisfaction increased with age, from 41% for those aged 18-29 to 82% for those aged 70 and over.
- Tenants living with a spouse/partner and their children were the most dissatisfied - and significantly more dissatisfied than all other household types.
- Tenants who have been with you the longest were more satisfied than those who have been with you between 6 and 10 years.

Figure 2.11 Opportunity to make views known by age, household type and length of tenancy



Arrows indicate statistically significant differences at the 95% confidence level.

*Caution should be taken when interpreting the results due to the small sample size.

3. Perceptions of Barrow’s Housing Service

This section outlines the perceptions tenants have about Barrow’s Housing Service and their likelihood to recommend them as a landlord.

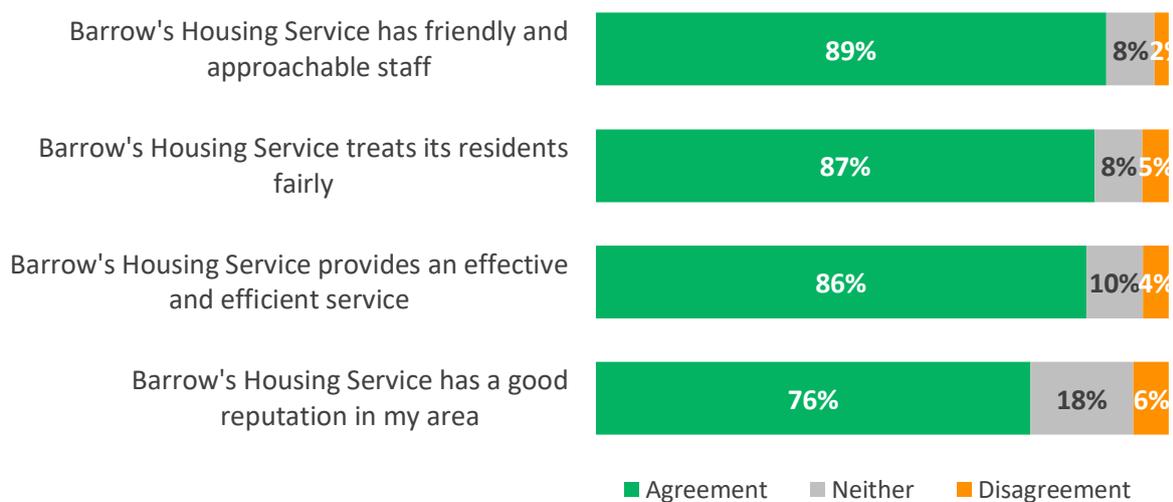
Perceptions of Barrow’s Housing Service

Respondents were asked to what extent they agreed or disagreed with a series of statements, to better understand their perceptions of Barrow’s Housing Service.

The highest level of agreement was with the statement ‘Barrow’s Housing Service has friendly and approachable staff’, with 49% agreeing strongly. The lowest level of agreement was with the statement ‘Barrow’s Housing Service has a good reputation in my area’, with a large proportion of respondents also neither agreeing nor disagreeing with this statement (18%).

Figure 3.1 Agreement with perception statements

Base size: 519-544



Sub-group analysis shows some significant differences by age, disability, household type and length of tenancy.



- Older tenants aged 70 and over were more likely to agree with all four statements compared to those aged 18-29 or 30-39. For example, 93% of those aged 70 and over agreed that Barrow treats its residents fairly, whilst 81% of those aged 18-29 and 72% of those aged 30-39 did.



- Tenants with a disability were less likely to agree that Barrow provides an effective and efficient service (81%) compared to those without a disability (91%).
- They were also more likely to disagree that Barrow treats its residents fairly (7% compared to 2%).



- Tenants living as a family with their spouse/partner and their children were less likely to agree with Barrow providing an effective and efficient service, having a good reputation and having friendly and approachable staff, compared to those that are single, a couple, or single with children.



- Tenants who have been with you the longest (21 years or more) held more positive perceptions and were more likely to agree with all four statements compared to those who have been with you between 6 and 10 years.

Likelihood to recommend (NPS)

All respondents were asked how likely or unlikely they would be to recommend Barrow's Housing Service to family or friends on a scale of 0 to 10, where 0 is 'not at all likely' and 10 is 'extremely likely' (Net Promoter Score question). The scores are categorised into the following groups:

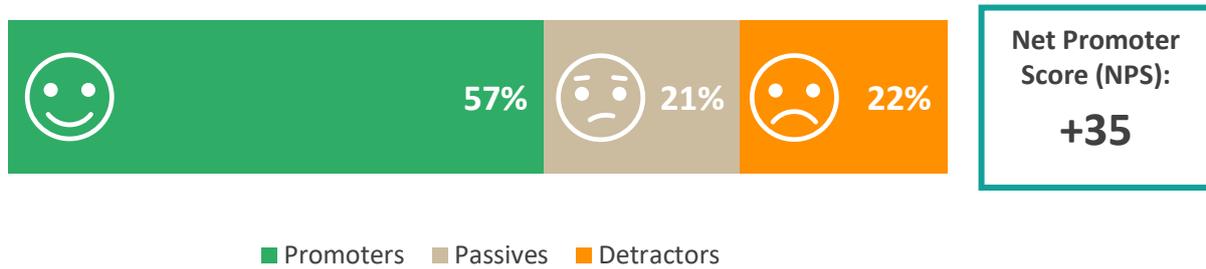
- Promoters** (score 9-10) – loyal enthusiasts who will promote and support Barrow, increasing your reputation.
- Passives** (score 7-8) – satisfied but unenthusiastic residents, who can easily become detractors, depending on circumstance.
- Detractors** (score 0-6) – unhappy residents who can damage Barrow's reputation and hold back development and growth through negative word-of-mouth.

The Net Promoter Score is calculated by taking the detractor percentage away from the promoter percentage and presented as a number which can range from -100 to +100.

The Net Promoter Score is a positive one. 57% of residents were promoters and 22% were detractors, resulting in an NPS score of +35 (57 minus 22). This means there are a greater number of loyal residents that will promote Barrow's Housing Service, than relatively unhappy residents.

Figure 3.2 Net Promoter Score for recommending Barrow as a landlord

Base size: 558

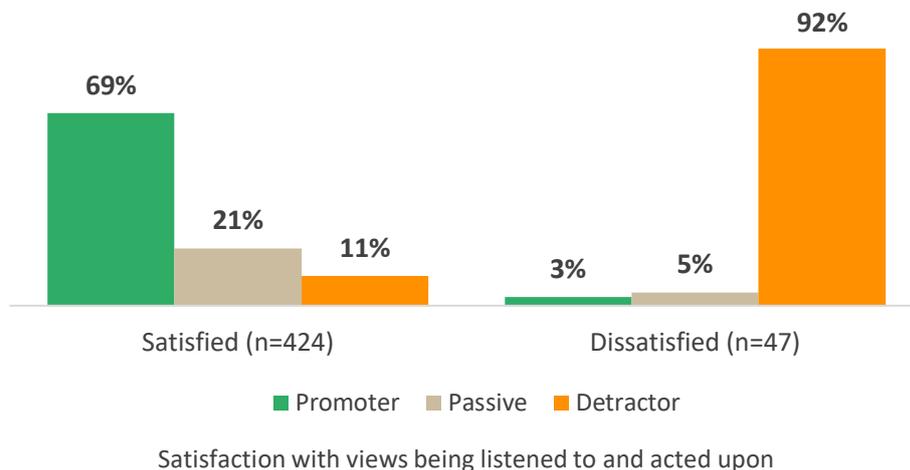


Relationship with listening to views

As outlined previously, satisfaction with listening to views and acting upon them is a key driver of overall satisfaction. However, another important relationship is between satisfaction with listening to views and acting upon them and the likelihood of recommending Barrow’s Housing Service to others (NPS).

As Figure 3.3 below shows, those who were satisfied that their views are listened to and acted upon were more likely to be a promoter of Barrow (69%), while those dissatisfied were more likely to be a detractor. Nine in ten (92%) of those dissatisfied fell into this category.

Figure 3.3 Views listened to and acted upon by NPS



4. Service priorities

We asked tenants to think about what services they feel are priorities. Tenants were given a list of eight different services and asked to provide their top three priorities.

Repairs and maintenance tops the list with almost nine in ten tenants (89%) considering it to be a priority. This is followed by the overall quality of your home (70%) and keeping residents informed (68%). Support and advice on claiming welfare benefits (51%) and the neighbourhood as a place to live (56%) were least prioritised.

Tenants clearly believe you should focus on property-related matters. Repairs and maintenance is almost always the top priority for tenants across the UK. It reiterates that the core service tenants wish to receive from you is a well-maintained, good-quality home.

Figure 4.1 Service priorities

Base size: 551

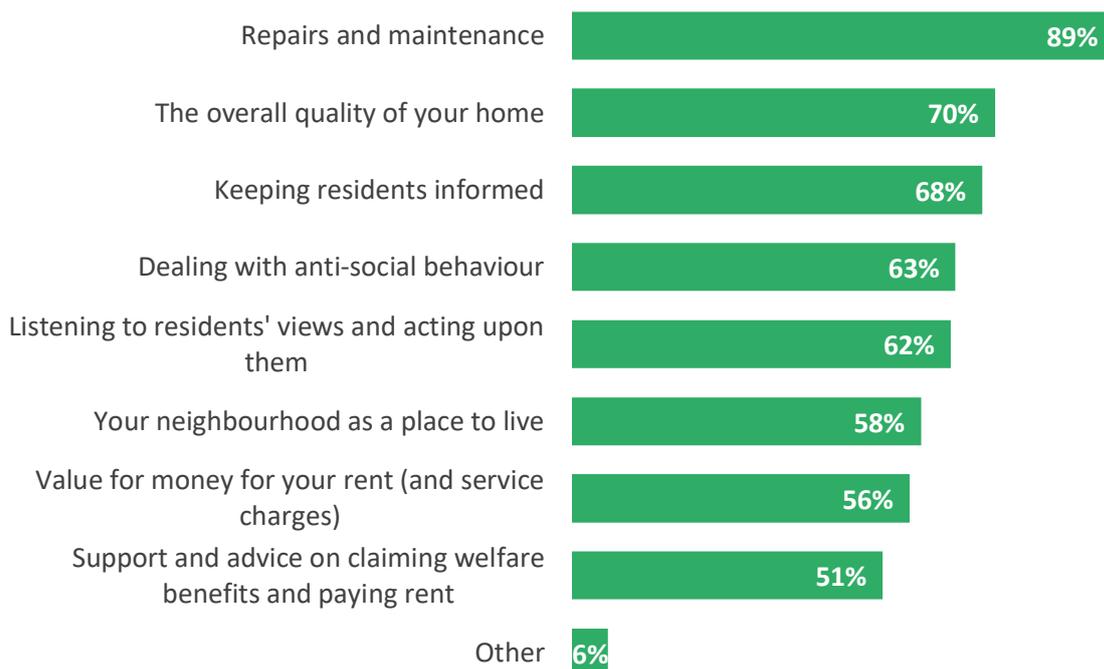


Table 4.1 overleaf shows the service priorities by housing management area. There were some differences between areas, with the top three priorities highlighted for each area. Tenants in Ormsgill were more concerned about dealing with anti-social behaviour and listening to residents' views and acting upon them. This correlates to the low satisfaction rate from those in Ormsgill for views being listened to and acted upon, as outlined previously. Tenants in Ormsgill were also more likely to have reported ASB in the last 12 months (compared to those in Dalton and Roosegate).

Table 4.1 Service priorities by housing management area

	Dalton (n=52)	Central (n=127)	Ormsgill (n=130)	Walney (n=97)	Roosegate (n=145)
Repairs and maintenance	90%	89%	84%	90%	95%
The overall quality of your home	76%	68%	66%	69%	74%
Keeping residents informed	67%	72%	65%	71%	62%
Dealing with anti-social behaviour	51%	65%	68%	58%	64%
Listening to residents' views and acting upon them	60%	60%	67%	64%	59%
Your neighbourhood as a place to live	58%	57%	55%	61%	57%
Value for money for your rent (and service charges)	66%	60%	49%	57%	54%
Support and advice on claiming welfare benefits and paying rent	31%	56%	53%	46%	54%
Other	4%	6%	7%	6%	5%

5. Repairs and maintenance

This section looks at tenants perceived condition of their home and their experiences of any repairs they have had carried out on their home in the last 12 months.

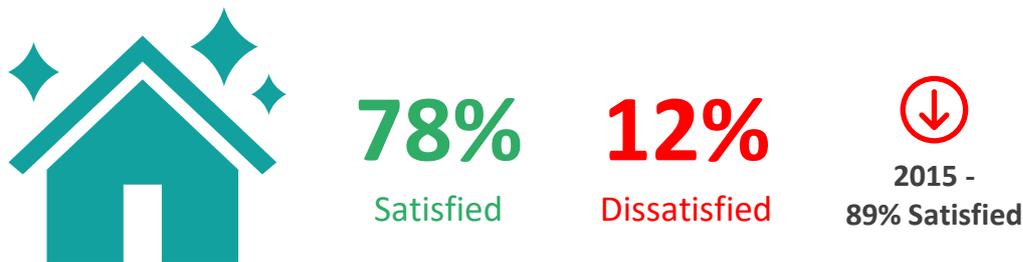
Overall condition of home

Almost eight in ten (78%) tenants were satisfied with the overall condition of their home. A greater proportion were 'fairly satisfied' (43%) as opposed to 'very satisfied' (34%). Over one in ten (12%) were dissatisfied and a similar proportion (11%) stated that they were neither satisfied nor dissatisfied.

Comparison with 2015 results shows a significant drop in satisfaction, from 89% to 78%. In the most recent survey period, dissatisfaction increased by 5% points and the proportion of those stating 'neither' increased by 7% points.

Figure 5.1 Overall condition of home

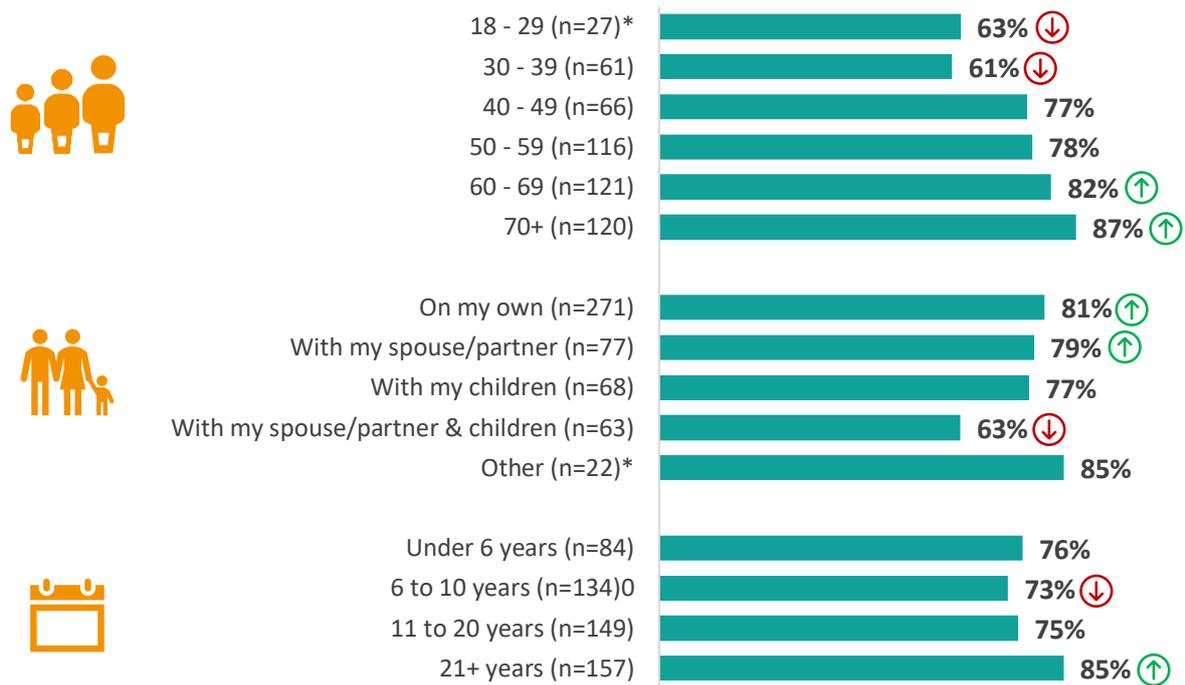
Base size: 520



Analysis of satisfaction levels by sub-group shows some significant differences:

- Satisfaction largely increased with age, from 63% for those aged 18-29 to 87% for those aged 70 and over.
- Tenants living with a spouse/partner and their children were the most dissatisfied - and significantly more dissatisfied than single tenants or tenants in couples.
- Tenants who have been with you the longest were more satisfied than those who have been with you between 6 and 10 years.

Figure 5.2 Overall condition of home by age, household type and length of tenancy



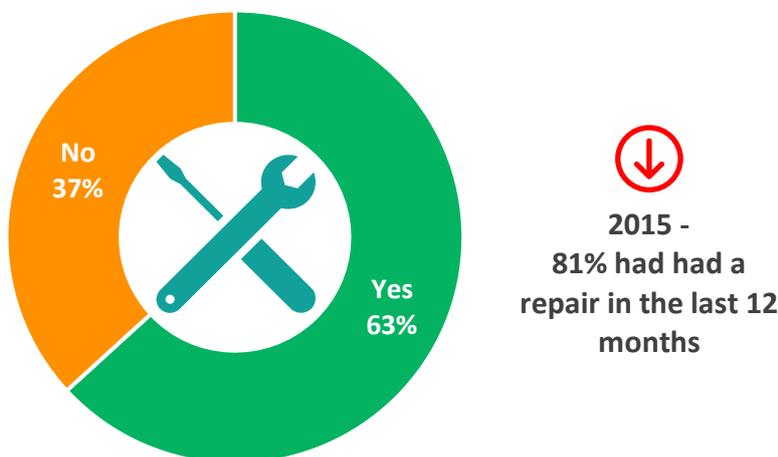
Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Repairs in the last 12 months

As previously outlined above, over six in ten (63%) tenants reported that they had had a repair to their home in the last 12 months. This compares to 81% who reported that they had in 2015.

Figure 5.3 Repairs in the last 12 months

Base size: 556



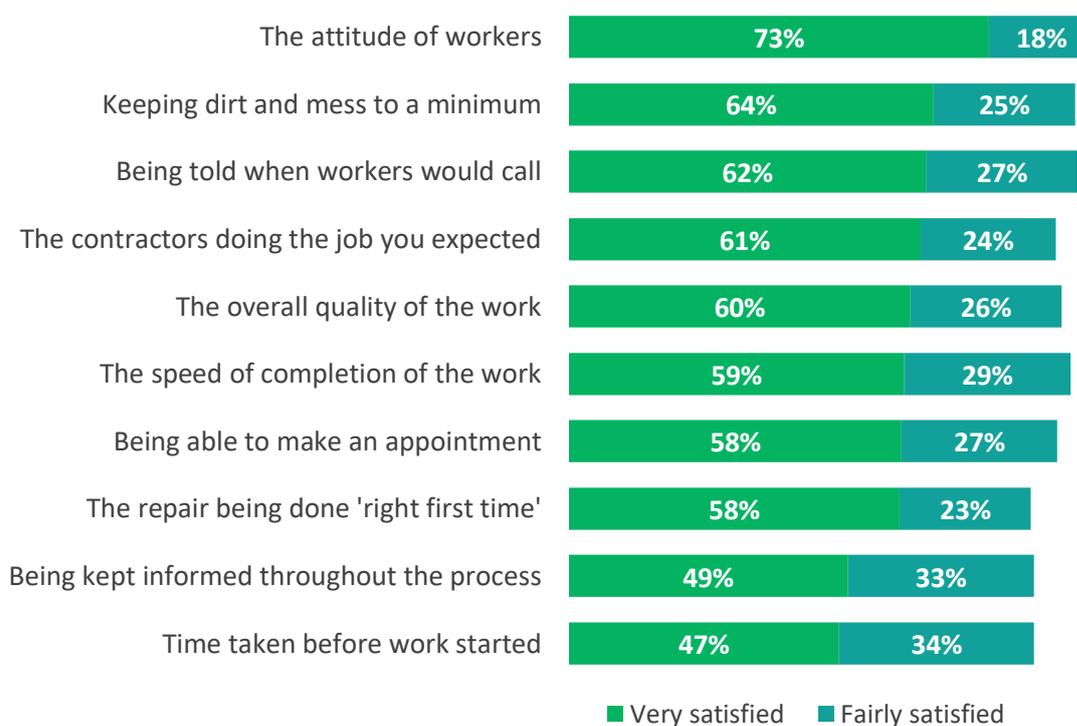
Satisfaction with the repairs and maintenance service

Tenants who had received repair or maintenance work on their home in the last 12 months were then asked how satisfied they were with various aspects of the service. The highest levels of satisfaction were with the attitude of workers (92%). Around nine in ten (88-89%) were satisfied with keeping dirt and mess a minimum, the speed of completion of the work and being told when workers would call.

At 81%, one of the lowest levels of satisfaction was with the repair being done 'right first time', with one in ten tenants (11%) dissatisfied with this aspect of the service. 81% were also satisfied with being kept informed throughout the process and the time taken before work started; though dissatisfaction was lower here, at 6%.

Figure 5.4 Satisfaction with aspects of the repairs and maintenance service

Base size: 316-341



Sub-group analysis shows some significant differences by age and length of tenancy.



- Tenants aged 30-39 were generally the least satisfied and older tenants aged 60 and over, the most. For example, 65% of those aged 30-39 were satisfied with the overall quality of the work. This compares to 91% of those aged 60-69 and 70+.



- As seen elsewhere, tenants who have been with you longest (21 years or more) were more satisfied with the service they have received than those who have been with you between 6 and 10 years.

Tenants were also asked whether the contractor showed proof of identity. Excluding those that couldn't remember, some 82% of tenants agreed that they had been shown proof of identity. This proportion has fallen since 2015, where 91% reported being shown proof.

Figure 5.5 Proof of identity

Base size: 306



82%
Yes

18%
No


2015 -
91% Yes

A larger proportion of tenants who had received a repair to their property in the last 12 months said that their appointment was kept (93%). This is more on par with the 2015 result.

Figure 5.6 Repair appointment kept

Base size: 325



93%
Yes

7%
No

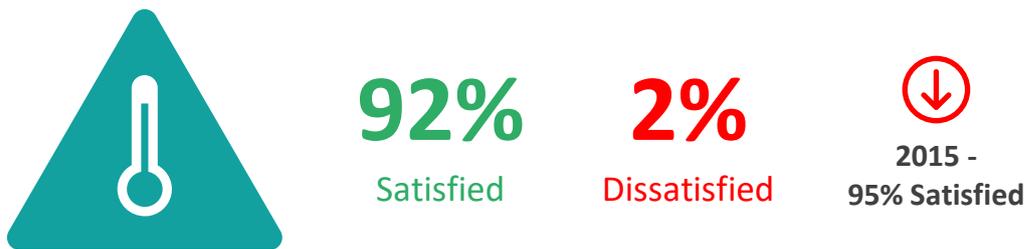

2015 -
94% Yes

Gas servicing arrangements

Finally, all tenants were asked if they were satisfied with the gas servicing arrangements. The vast majority (92%) of residents were satisfied, with almost seven in ten (69%) 'very satisfied'. Only 2% were dissatisfied, while 6% were neither satisfied nor dissatisfied. Satisfaction was slightly lower than in 2015, though more reported being neither satisfied nor dissatisfied, than dissatisfied.

Figure 5.6 Gas servicing arrangements

Base size: 556



6. Neighbourhood

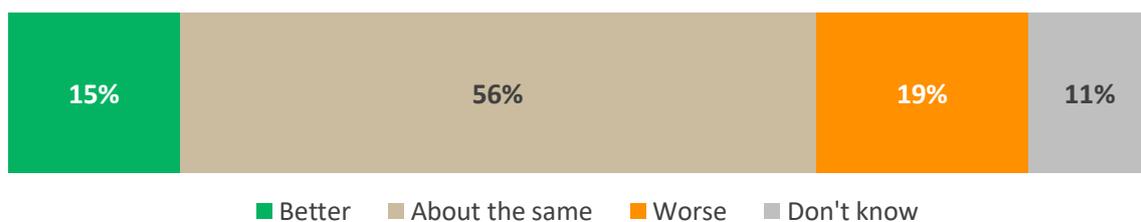
This section looks at tenants' attitudes to their neighbourhood and the extent of any problems they face within their area.

Neighbourhood improvement or decline?

Tenants were asked whether they think that their neighbourhood has got better or worse in the last three years. Over half of respondents (56%), said that they feel the neighbourhood has stayed the same in the last three years. Of some concern, however, is that more tenants feel their neighbourhood has gotten worse (19%) rather than better (15%).

Figure 6.1 Extent of improvement or decline in the neighbourhood

Base size: 561



Comparison by housing management area shows that residents in Walney and Dalton were more likely to feel that their neighbourhood has stayed about the same. Tenants in Central, Ormsgill and Roosegate were more likely to feel that their neighbourhood has declined.

Table 6.1 Extent of improvement or decline in the neighbourhood by housing management area

	Dalton (n=54)	Central (n=127)	Ormsgill (n=135)	Walney (n=99)	Roosegate (n=146)
Better	16%	14%	14%	16%	15%
About the same	69%	51%	46%	71%	55%
Worse	7%	22%	26%	7%	21%
Don't know	7%	13%	14%	6%	9%

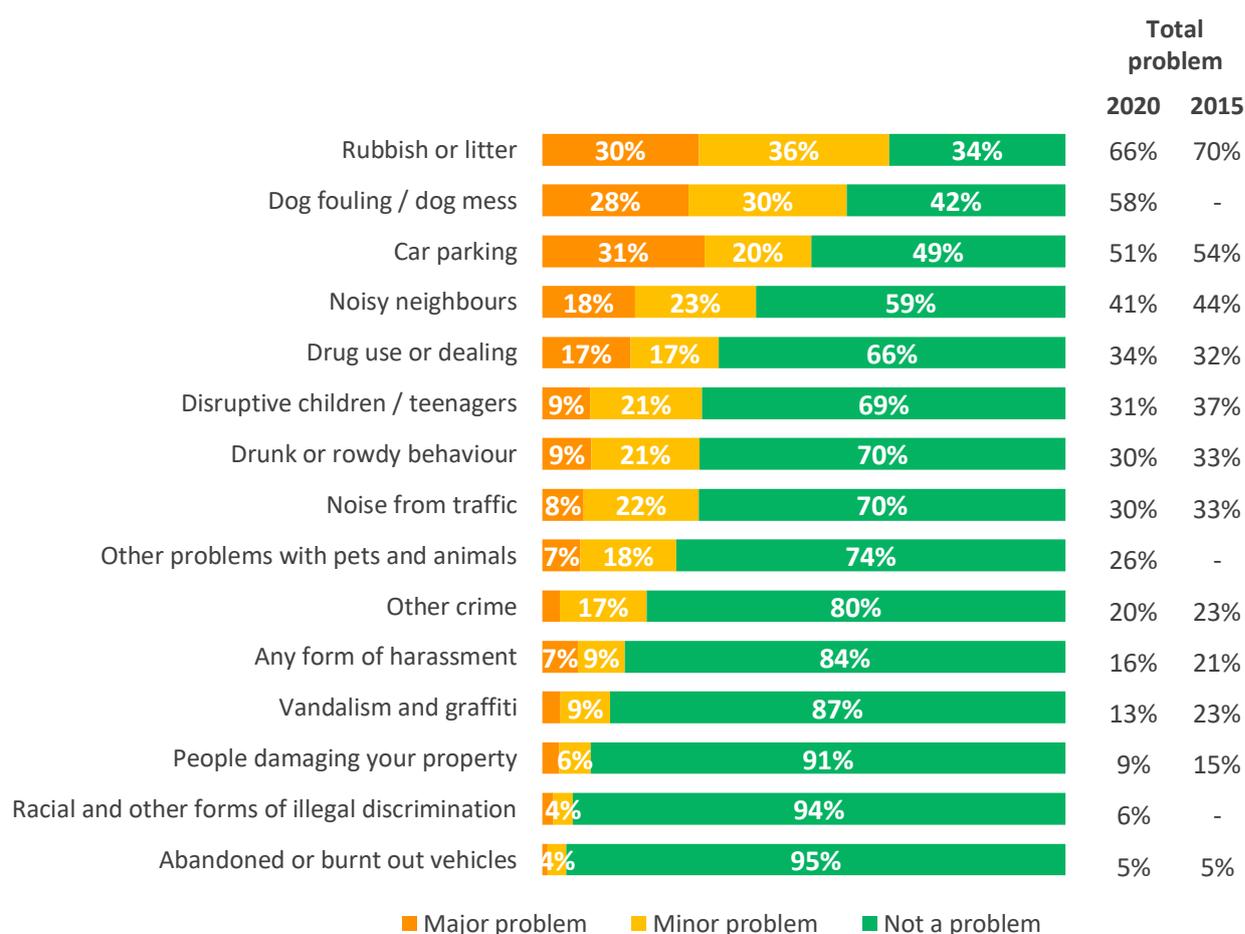
Problems in the neighbourhood

Tenants were presented with a list of potential problems and asked if these are a major or minor problem or not a problem in their neighbourhood. Rubbish or litter tops the list, with 66% of tenants stating this is a problem, closely followed by dog fouling or dog mess (58% see it as a problem) and car parking (a problem for 51%). However, car parking had the greatest proportion of tenants stating 'major problem' (31%). Less than one in ten tenants reported having a problem with abandoned or burnt out vehicles (5%), racial or other forms of illegal discrimination (6%) and people damaging their property (9%).

Positively, when compared to 2015 the proportion of tenants stating that problems exist in their neighbourhood has decreased, for the majority. The only exceptions were abandoned or burnt out vehicles (which remains the same) and drug use or dealing, which increased 2% points.

Figure 6.2 Extent to which the following are a problem in the neighbourhood

Base size: 464-506



In order to explore the specific problems by area, Table 6.2 below presents the top five neighbourhood problems for each of the five housing management areas. There were some key differences, for example whilst the top problem in most areas was rubbish or litter, in Dalton it was car parking.

Table 6.2 Top five problems in the neighbourhood by housing management area

Dalton	Central	Ormsgill	Walney	Roosegate
Car parking (59%)	Rubbish or litter (71%)	Rubbish or litter (70%)	Rubbish or litter (64%)	Rubbish or litter (70%)
Dog fouling/dog mess (46%)	Dog fouling/dog mess (65%)	Dog fouling/dog mess (59%)	Car parking (57%)	Car parking (63%)
Rubbish or litter (35%)	Noise from traffic (49%)	Noisy neighbours (49%)	Dog fouling/dog mess (53%)	Dog fouling/dog mess (58%)
Noise from traffic (25%)	Car parking (47%)	Drug use or dealing (49%)	Other problems with pets and animals (28%)	Noisy neighbours (22%)
Noisy neighbours (24%)	Noisy neighbours (47%)	Car parking (39%)	Noisy neighbours (22%)	Disruptive children/teenagers (22%)

7. Estate services

This section looks at tenants' satisfaction with the estate services provided by Barrow.

Overall appearance of neighbourhood

Tenants were asked their satisfaction with the overall appearance of their neighbourhood. Just under eight in ten (78%) tenants were satisfied, with most being 'fairly satisfied' (45%). Satisfaction is in line with the 2015 results. Furthermore, dissatisfaction has fallen since 2015 (8% compared to 16%), with more tenants reporting that they are 'neither satisfied nor dissatisfied'.

Figure 7.1 Overall appearance of neighbourhood

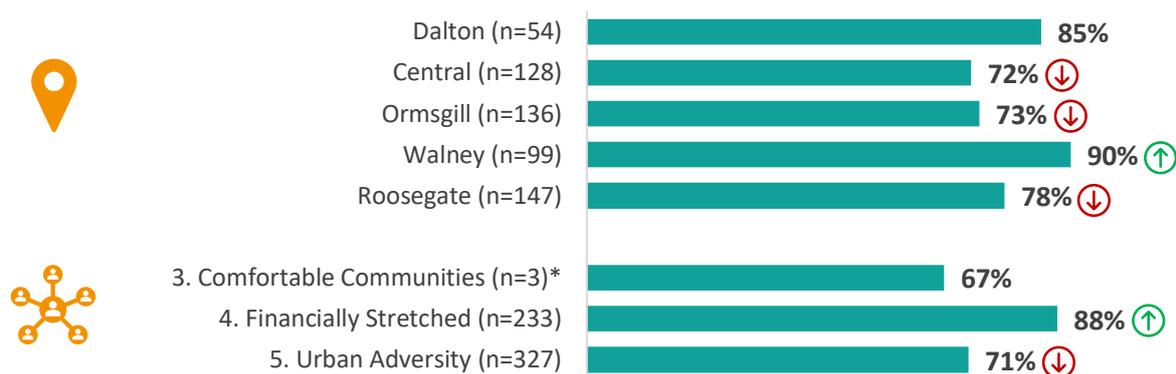
Base size: 564



Analysis of satisfaction levels by sub-groups shows some significant differences by housing management area:

- Tenants living in Walney were the most satisfied. They were significantly more satisfied than those living in Central, Ormsgill or Roosegate. This correlates with the previous results for satisfaction with the neighbourhood as a place to live.
- Tenants categorised as 4. Financially Stretched were significantly more satisfied than those classified as 5. Urban Adversity. Again, this correlated with the previous results for neighbourhood.

Figure 7.2 Overall appearance of neighbourhood by housing management area



Arrows indicate statistically significant differences at the 95% confidence level.

*Caution should be taken when interpreting the results due to the small sample size.

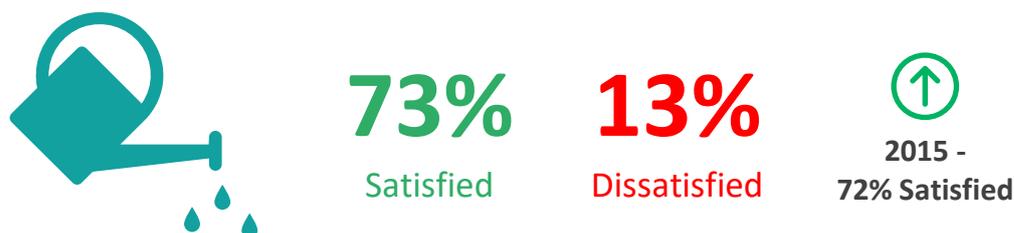
Grounds maintenance

Tenants were then asked about different aspects of estate services. Firstly, they were asked how satisfied they were with the grounds maintenance, such as grass cutting, in their area. Almost three quarters (73%) expressed satisfaction, with the same proportion ‘very satisfied’ and ‘fairly satisfied’ (37%). Over one in ten (13%) were dissatisfied and the same proportion were ambivalent (‘neither’).

Satisfaction is marginally higher than in 2015 with a greater fall in dissatisfaction (13% compared to 17%).

Figure 7.3 Grounds maintenance

Base size: 540



Analysis of satisfaction levels by sub-group shows some significant differences by housing management area:

- Tenants living in Ormsgill were the most satisfied. They were significantly more satisfied than those living in Roosegate. Tenants in Dalton also had low levels of satisfaction, though differences weren’t significant.

Figure 7.4 Grounds maintenance by housing management area



Arrows indicate statistically significant differences at the 95% confidence level.

Cleaning

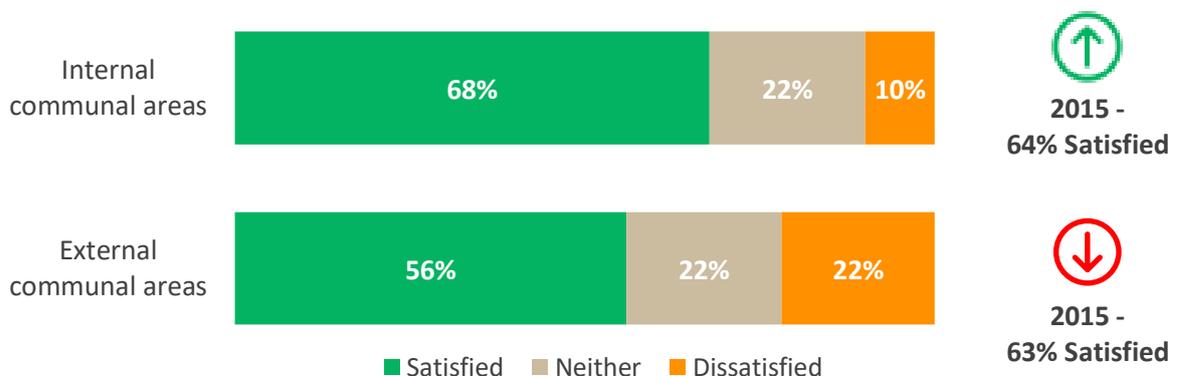
Tenants were then asked how satisfied they were with the cleaning of internal and external communal areas. Over two thirds of tenants (68%) were satisfied with the internal cleaning in their communal areas, whilst 56% were satisfied with the external cleaning. Over a fifth (22%) were dissatisfied with the cleaning of external areas.

Comparison to the previous survey period in 2015 shows an increase in satisfaction of 4% points for the cleaning of internal communal areas, though this difference is not significant. For external communal areas, satisfaction fell 7% points, which is a statistically significant difference.

Whilst we have to recognise the national context of the Coronavirus lockdown, and potential service disruptions during the lockdown phase, satisfaction has still decreased since 2015. This suggests ongoing issues with the cleaning of external communal areas, regardless of the current situation.

Figure 7.5 Cleaning of internal and external communal areas

Base size: 299-307



Analysis of satisfaction levels for cleaning of external communal areas by housing management area shows some significant differences:

- Low levels of satisfaction were observed in Dalton, Central and Roosegate. However, the main areas for investigation should be Central and Roosegate as in these areas dissatisfaction were highest, at 33% and 25% respectively.

Figure 7.6 Cleaning of external communal areas by housing management area



Arrows indicate statistically significant differences at the 95% confidence level.

*Caution should be taken when interpreting the results due to the small sample size.

Overall estate services

Finally, tenants were asked how satisfied they were with the overall estate services provided by Barrow. Over three quarters (77%) of tenants expressed satisfaction, with a slightly greater proportion ‘very satisfied’ (40%) as opposed to ‘fairly satisfied’ (37%). Just 6% were dissatisfied and 17% were neither satisfied nor dissatisfied.

Satisfaction is 4% points higher than in 2015, though this is not a significant increase. In 2015, 12% expressed dissatisfaction and 15% stated ‘neither’.

Figure 7.7 Grounds maintenance

Base size: 543



8. Contact and communication

This section explores tenants' views on the contact and communication they have had with Barrow's Housing Service, along with their experiences, in the last 12 months.

Being kept informed

Tenants were asked how good or poor they felt Barrow's Housing Service was at keeping them informed about things that might affect them as a resident. Eight out of ten tenants (81%) felt that Barrow was good at keeping them informed, with 42% saying 'very good'. Just 5% felt that Barrow was poor at keeping them informed and 14% were neutral.

Figure 8.1 Being kept informed by Barrow's Housing Service

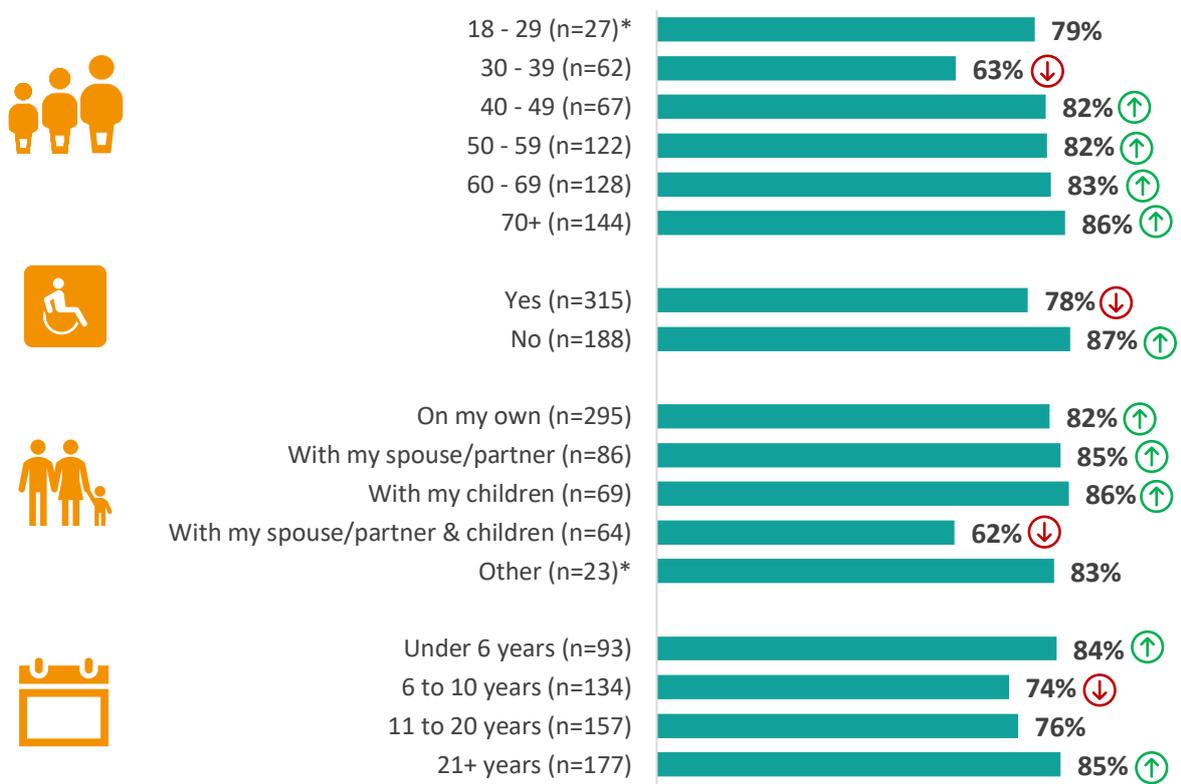
Base size: 564



Analysis of satisfaction levels with service charges providing value for money by sub-groups shows some significant differences:

- Tenants aged 30-39 were the least satisfied with being kept informed and were significantly less satisfied than older tenants aged 40 or older.
- Tenants with a disability were less satisfied than those without a disability.
- Single tenants, tenants in couples and single tenants living with their children had higher levels of satisfaction than tenants living with a spouse/partner and their children.
- Newer tenants and tenants who have been with you the longest were more satisfied than those who have been with you between 6 and 10 years.

Figure 8.2 Being kept informed by Barrow’s Housing Service by age, disability, household type and length of tenancy



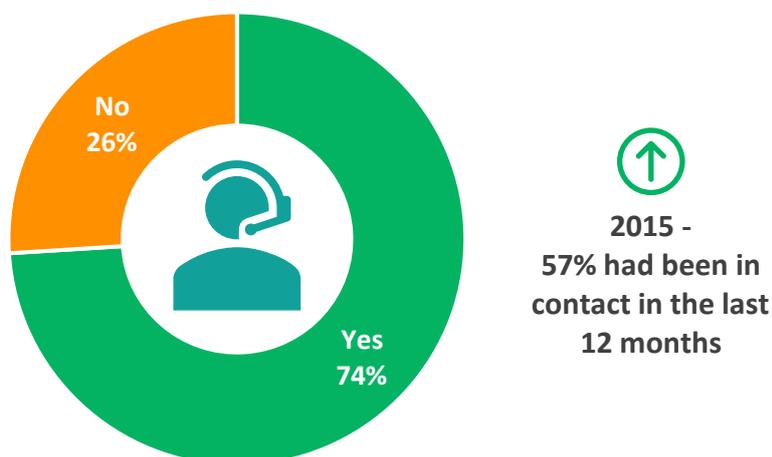
Arrows indicate statistically significant differences at the 95% confidence level.
 *Caution should be taken when interpreting the results due to the small sample size.

Contact in the last 12 months

Around three quarters of tenants (74%) said that they had been in contact with Barrow’s Housing Service in the last 12 months. This is a larger proportion than in 2015 (57%).

Figure 8.3 Contact in the last 12 months

Base size: 565



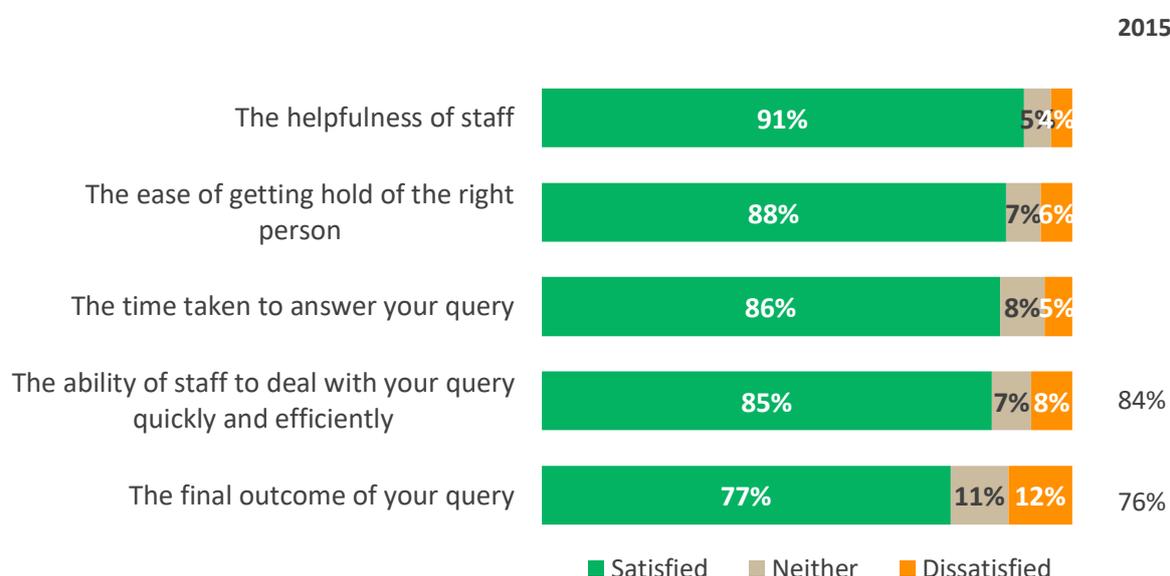
Satisfaction with contacting Barrow's Housing Service

Following this, tenants that had been in touch with Barrow's Housing Service in the last 12 months were asked to rate their satisfaction with different aspects of getting in touch.

The vast majority of those that had been in contact were satisfied with the various aspects they were asked about. For example, 91% were satisfied with the helpfulness of staff. The lowest levels of satisfaction were with the ability of staff to deal with the query quickly and efficiently (85%) and the final outcome of the query (77%). However, both of these aspects scored marginally higher than in 2015.

Figure 8.4 Satisfaction with contacting Barrow's Housing Service

Base size: 379-393



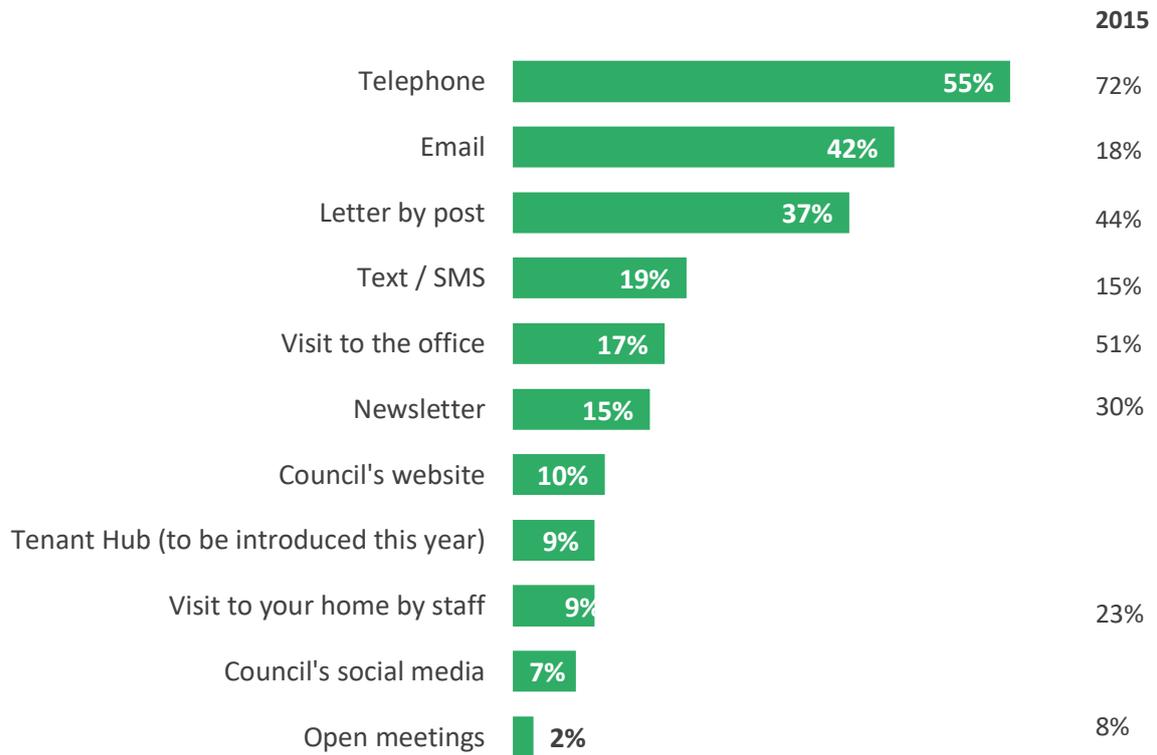
Preferred communication methods

Finally, tenants were provided with a list of communication methods and asked which of them they would be happy to use to be kept informed and to get in touch with Barrow. The most preferred method was telephone (55%), followed by email (42%) and letter by post (37%). The least preferred method was open meetings, with only 2% expressing that they would be happy to use this method.

When comparing this year's results to 2015, there has been a clear shift from face-to-face contact methods to online methods. For example, the proportion preferring email has risen 24% points and the proportion preferring a visit to the office has fallen 34% points.

Figure 8.5 Communication methods to be kept informed and get in touch with Barrow’s Housing Service

Base size: 564



- There were also some differences by age. Perhaps unsurprisingly, the top method for younger tenants (18-49) was email, whereas those aged 50 or over preferred telephone.

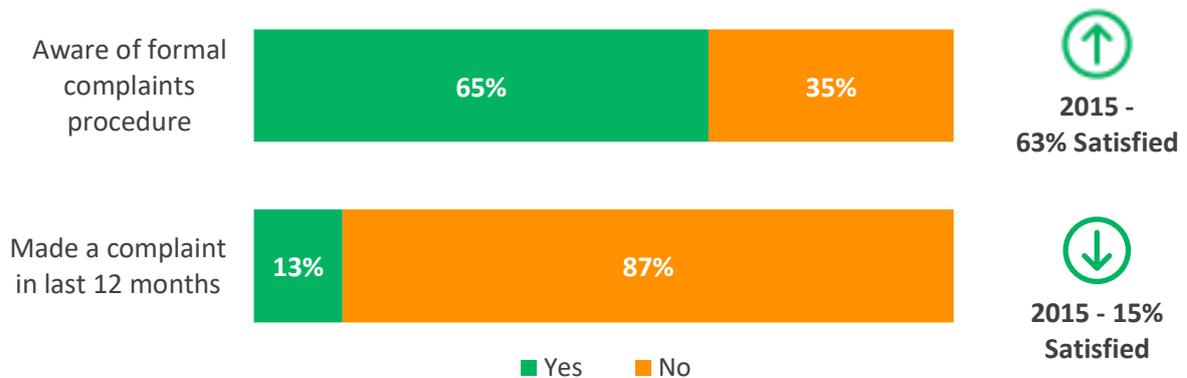
9. Complaints

We asked tenants if they were aware of Barrow’s formal complaints procedure and if they had made a complaint in the last 12 months.

Almost two thirds (65%) of tenants were aware that Barrow’s Housing Service has a formal complaints procedure. This is slightly higher than the proportion that were in 2015 (63%). Positively, even though there has been an increase in awareness of the process, fewer tenants have needed to use it, with just 13% making a complaint in the last 12 months. This compares to 15% in 2015.

Figure 9.1 Awareness and use of complaints procedure

Base size: 562 / 561



10. Anti-social behaviour

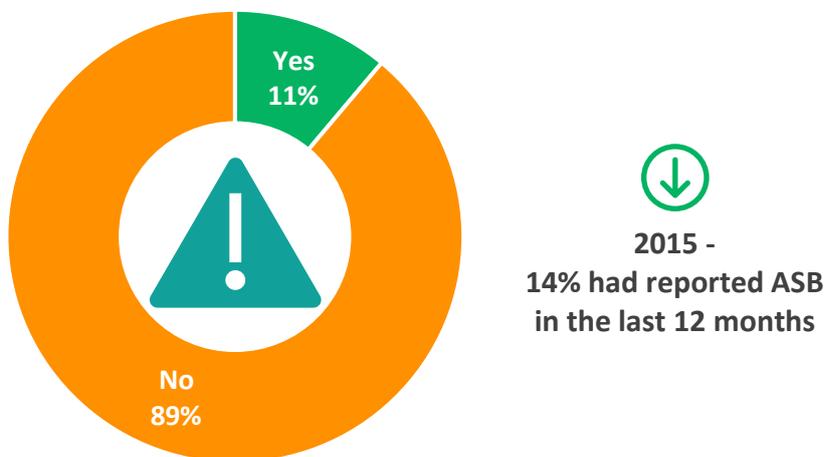
This section looks at tenants' experiences of any anti-social behaviour that they have reported to Barrow in the last 12 months.

Anti-social behaviour reporting

All respondents were asked if they had reported anti-social behaviour to Barrow's Housing Service in the last 12 months. Just over one in ten (11%) had, which is less than in 2015 (14%).

Figure 10.1 Reported ASB in the last 12 months

Base size: 560

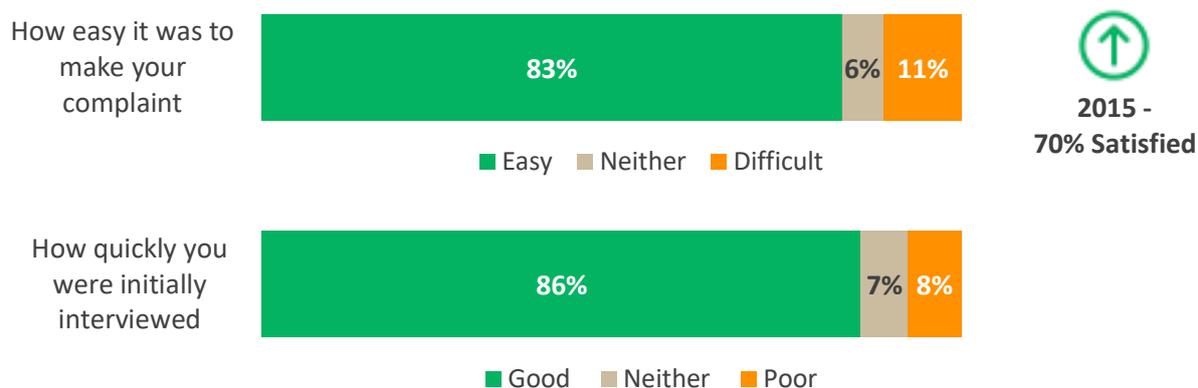


Ease and speed of reporting

From those that had reported anti-social behaviour in the last 12 months, the vast majority reported that it was easy for them to make their complaint (83%) with just 11% finding it difficult. Results also show an improvement in the ease of reporting ASB since 2015. Furthermore, an even greater proportion felt the speed with which they were first interviewed was good (86%).

Figure 10.2 Ease and speed of reporting ASB

Base size: 57, 55

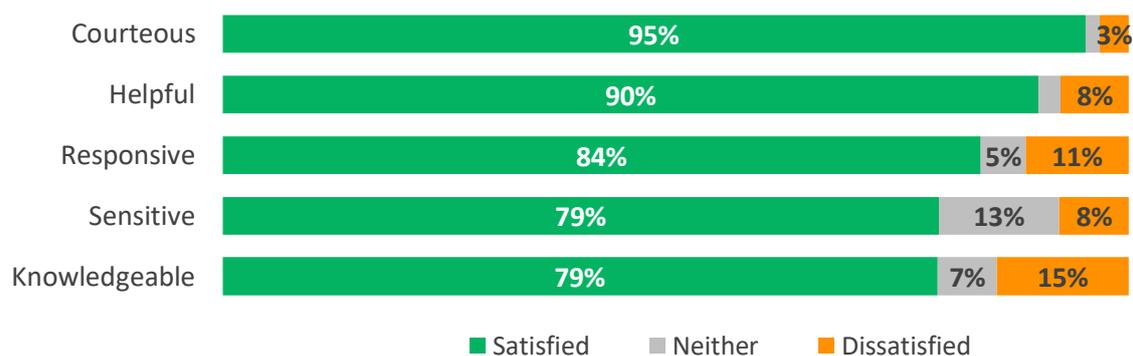


Opinion on staff

Tenants were also asked how satisfied they were with the staff member that dealt with their ASB complaint. The vast majority were satisfied that the staff member was courteous (95%) and helpful (90%), however were satisfied that they were responsive (84%), sensitive (79%) and/or knowledgeable (79%). Over one in ten were dissatisfied with the staff member being responsive (11%) and/or knowledgeable (15%).

Figure 10.3 Opinion on member of staff

Base size: 44-58



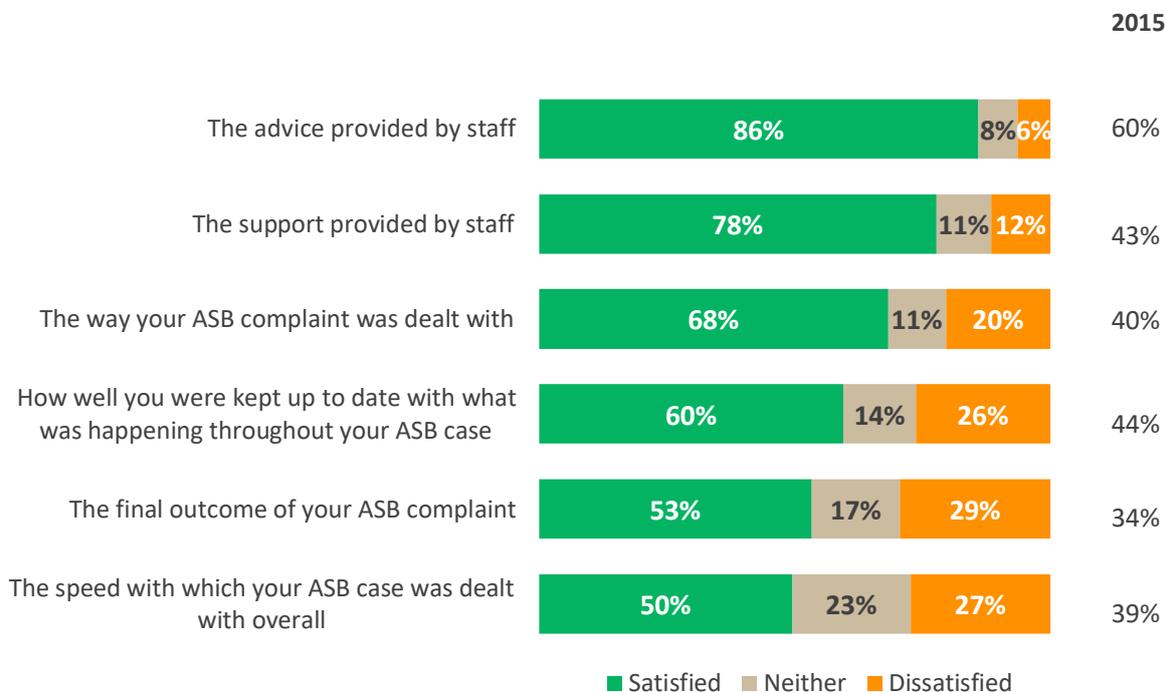
Satisfaction with aspects of the anti-social behaviour service

Satisfaction with different aspects of the ASB service ranged from 50% for the speed with which the ASB case was dealt with to 86% for the advice provided by staff. Whilst there were some high levels of dissatisfaction (20-29%), satisfaction with the ASB service has risen compared to 2015. Regardless of this increase though, there are some issues to address, particularly with the speed cases are dealt

with (27% dissatisfied) and the final outcome (29% dissatisfied). It may help to manage expectations when a case is reported to ensure the final outcome is satisfactory.

Figure 10.4 Satisfaction with aspects of reporting anti-social behaviour

Base size: 49-56

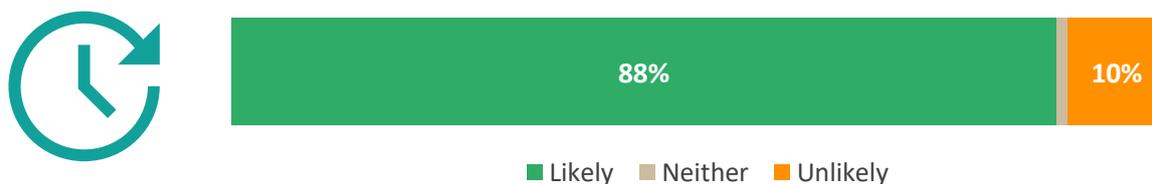


Likelihood to report anti-social behaviour in the future

Finally, of those tenants that had reported ASB in the last 12 months, 88% said that they would be likely to report it again to Barrow in the future, with 76% 'very likely'.

Figure 10.5 Likelihood to report ASB to Barrow's Housing Service in the future

Base size: 49-56



11. Wellbeing and the Coronavirus pandemic

This section focused on tenant wellbeing and the ongoing Coronavirus (Covid-19) pandemic, to explore if there is any additional support Barrow could be providing to tenants.

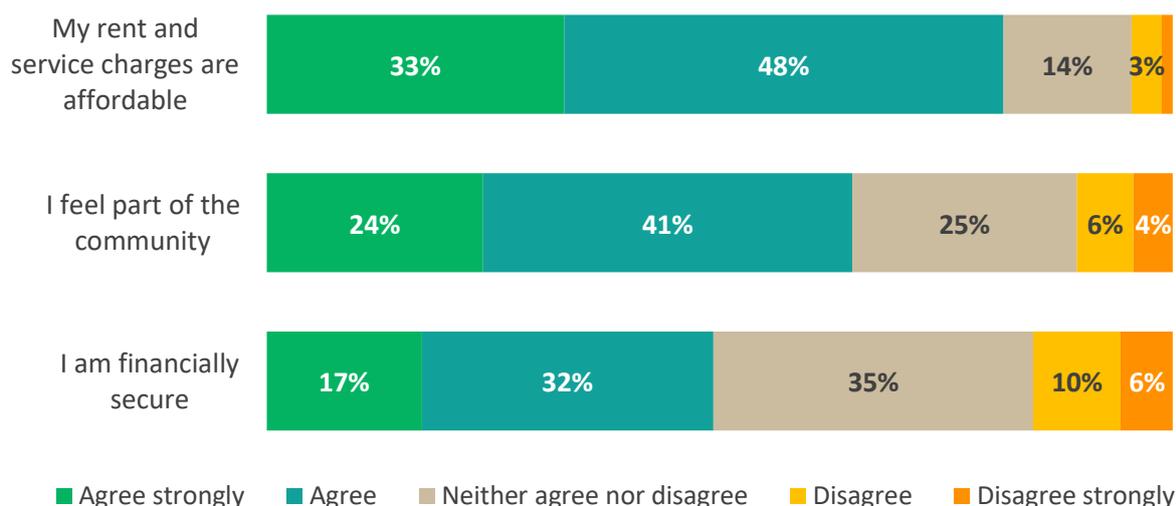
Wellbeing

In order to understand tenant wellbeing during this potentially difficult time, tenants were asked to what extent they agreed or disagreed with a set of statements.

Firstly, tenants were asked to what extent they agreed or disagreed that their rent and service charged are affordable. Over eight in ten (81%) agreed, whilst 14% neither agreed nor disagreed and 5% disagreed. This is generally in line with the findings for 'rent providing value for money' (where 85% were satisfied) and 'service charges providing value for money' (where 76% were satisfied).

Tenants were then asked if they agreed or disagreed with feeling part of the community. Just under two thirds (65%) agreed whilst a quarter (25%) neither agreed not disagreed. One in ten (10%) did not feel part of the community.

Finally, tenants were asked if they agreed or disagreed that they are financially secure. Agreement was lowest here, with just under half (49%) stating that they do feel financially secure. Most (35%) neither agreed nor disagreed with this statement and 16% disagreed.



Sub-group analysis shows some significant differences by age, disability, and Universal Credit status.



- Tenants aged 18-29 were significantly less likely to agree that their rent and service charges are affordable. This correlates with the earlier findings on value for money.
- Tenants aged 40-49 were the most likely to disagree that they are financially secure. 30% of them disagreed.
- Tenants aged 70 and over were the most likely to feel part of the community. They were significantly more likely to agree than those aged 18-29 or 50-69.



- Tenants with a disability were less likely to agree that they are financially secure and that they are part of the community than those without a disability.



- Tenants claiming Universal Credit were significantly more likely to *disagree* that they feel financially secure, compared to those not claiming Universal Credit.

Additional support

Tenants were then asked if there was any extra support that Barrow’s Housing Service could provide them and their family. A total of 68 valid comments were left. These have been grouped into themes which are presented in Table 11.1 below.

Table 11.1 Comments for additional support

Theme	Count
Repair needed/ refurb wanted	14
ASB/ neighbour issues	13
Grounds maintenance/ estate services (<i>e.g. support with gardening</i>)	11
Positive feedback (<i>e.g. happy with support received</i>)	7
More communication (<i>e.g. answer calls, call tenants to check on them</i>)	6
Parking/accessibility issues	3
Online services (<i>e.g. more online services, more accessible</i>)	2
Housing Benefit/ UC issues	2
Help with exchange/moving property	2
Rent/ service charge information	2
Dissatisfied with service during pandemic (<i>e.g. lack of help, insufficient PPE during gas check</i>)	2
Other	7

A selection of comments is shown below.

“Don't need any extra support but we do have some work that requires attention.”

“The street on the whole is mainly alright. Just the odd few tenants that spoil it, it's always the same culprits for every incident. That, along with rubbish, dog muck etc. Disrespectful neighbours.”

“Helping with garden needs (cutting of hedge).”

“Just keep doing a great job!”

12. Benchmarking

In order to put the current satisfaction levels into context, Table 12.1 below compares the results to the national data from HouseMark's 2018/2019 benchmarking data, which consists of 277 organisations (for general needs tenants).

The table compares results for the previous core questions (from 2018/19) and the Net Promoter Score (as data for the new core questions is not yet available). The table shows the lower, median and upper quartiles for each of the core questions, and where Barrow's Housing Service sits.

For overall service provided, results show that Barrow is performing above the median (the top 50% of organisations nationally). Positively, three of the other questions are performing in the upper quartile (the top 25% of organisations). These are; satisfaction with service charges providing value for money, the repairs and maintenance service, and listening to views and acting upon them. Satisfaction with rent providing value for money and the Net Promoter Score both score above the median.

There is some room for improvement though, as satisfaction with the overall quality of home and the neighbourhood as a place to live are both currently performing below the median. There is room to improve here to be more on-par with other housing providers.

Table 12.1: HouseMark benchmarking - 2018/2019 data

	HouseMark Benchmark 2018/19			Barrow's Housing Service 2020 (%)
	Upper quartile	Median	Lower quartile	
Overall service provided	89.00	86.00	81.00	87.09
Overall quality of home	87.18	83.90	80.00	83.64
Neighbourhood as a place to live	88.00	85.00	80.60	82.93
Rent provides value for money	86.90	83.00	77.70	85.35
Service charge provides value for money	76.00	69.70	62.15	76.07
Repairs and maintenance	84.05	79.00	73.44	86.99
Listens to views and acts upon them	74.20	69.05	63.58	78.55
NPS	39.85	26.25	15.00	34.93

■ = Upper quartile
 ■ = Above median
 ■ = Median
 ■ = Below median
 ■ = Lower quartile

Conclusions & recommendations

Core questions

Results show that across the core questions, satisfaction has fallen since 2015, however only satisfaction with the overall quality of home and service charges providing value for money fell significantly (7% points). This time, around nine in ten (87%) were satisfied with the overall service provided.

Looking at the key questions (which includes both new and old HouseMark core questions), satisfaction was **highest** for repairs and maintenance and providing a home that is safe and secure. Repairs and maintenance also performed in the upper quartile when benchmarked against housing providers nationally. Tenants also scored you highly for rent providing value for money and being easy to deal with.

The relatively **lowest** levels of satisfaction were with service charges providing value for money and listening to views and acting upon them. However, whilst trend analysis shows that satisfaction has fallen in these two areas, benchmarking shows that these two aspects fall into the upper quartile. In other words, most other providers also see lower scores in these areas.

Whilst satisfaction has fallen it is important to note that dissatisfaction levels, on the whole, have not increased. Dissatisfaction across the key questions ranged from 4% for rent providing value for money to 9% for listening to views and acting upon them. No more than one in ten were dissatisfied.

Perceptions and likelihood to recommend

Generally, your tenants hold positive perceptions about you. The vast majority agreed that you have friendly and approachable staff, treat residents fairly and provide an effective and efficient service. Almost six in ten (57%) also said they would be likely to recommend you as a landlord to their friends and family. There were some that were unsure, with around a fifth neither agreeing nor disagreeing that you have a good reputation in the area. These tenants were more likely to be detractors.

However, as the key driver analysis shows, satisfaction with the way residents' views are listened to and satisfaction with you being easy to deal with were most closely linked to overall satisfaction with how you deliver services. There was also a relationship between views being listened to and acted upon and likelihood to recommend. Therefore, it would be worth digging deeper into the reasons why tenants feel that their views are not listened to, acted upon, or both.

Priorities for the future

Tenants believe that your service priorities should be repairs and maintenance, the overall quality of your homes and keeping residents informed. Whilst repairs and maintenance was the top priority, feedback from those that have used the repairs service in the last 12 months was generally positive. Some areas for improvement though include the repair being done 'right first time', the time taken before work started and keeping residents informed throughout the process. These all score lowest.

For quality of home, we did see a significant drop in satisfaction. Satisfaction with the overall condition of the home also fell significantly. This reinforces the results of the Stock Condition Survey carried out in 2019 which found that whilst your stock is generally in good condition, there remain a number of properties which have components approaching the end of their usable life. It is likely that these components (e.g. kitchens and bathrooms in need of refurbishment) have had an effect on tenants' ratings of their homes.

The third priority for tenants was being kept informed. Results suggest that you are already doing a good job here, with 81% feeling that you are good at keeping them informed. Just 5% felt you were poor.

Some more service-specific priorities, which come through from the results include estate services (specifically grounds maintenance and cleaning, where dissatisfaction was high), ensuring those that get in contact are satisfied with the outcome of their query and managing expectations for ASB complaint outcomes.

Different perceptions by sub-groups

By sub-group, certain groups stand out as either perceiving or having a different level of service. Here are the key points that stand out:

- As we commonly see, **older residents were often more satisfied than younger ones**. For example, residents aged 70+ were significantly more satisfied with the overall service they receive, whereas younger residents were more dissatisfied.
- There were some areas where **disabled residents** expressed lower levels of satisfaction. These include Barrow being easy to deal with, views being listened to and acted upon and being kept informed.
- Those living in **families with a spouse/partner and children** were less satisfied with the overall quality of their home, their neighbourhood as a place to live and the opportunity to have their views known.

- Tenants that have been **with you between 6 and 10 years** were generally the least satisfied. We typically see this, where newer tenants are experiencing a 'honeymoon period' and older tenants hold loyalty, whilst those in the middle highlight issues.
- **By housing management area**, residents in Walney were usually the most satisfied and tenants in Ormsgill were usually least satisfied. Different neighbourhoods also had different priorities and faced different problems. Acknowledging and exploring these differences will allow a more targeted approach to improvements.

Appendix A: Survey



TENANT SATISFACTION SURVEY 2020

HELP SHAPE THE SERVICES YOU RECEIVE



WIN ONE OF THREE **£50! PRIZES**

If you tick the relevant box in the survey you will be entered into a prize draw with the chance to win one of three £50 Love2Shop vouchers.

Please read these instructions carefully before completing the survey.

- It should be completed by the tenant at this address, their partner/spouse or carer, on their behalf.
- Please carefully read the instructions for each question.
- Please check that you have answered all questions that apply to you.
- All responses will be confidential.
- Please return the completed questionnaire to M-E-L Research in the FREEPOST envelope provided, or complete it online at melresearch.co.uk/BarrowSTAR. When prompted, type in your ID number found at the top right corner of the letter.

Whilst services such as repairs and maintenance may have been reduced as a result of the coronavirus pandemic, we would like you to think about the service you have received from us as a whole, over the past 12 months.

OVERALL SERVICE

Q1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Barrow's Housing Service? **PLEASE TICK ONE BOX ONLY**

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

Q2 To what extent do you agree or disagree with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly
Barrow's Housing Service provides an effective and efficient service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Barrow's Housing Service treats its residents fairly	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Barrow's Housing Service has a good reputation in my area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Barrow's Housing Service has friendly and approachable staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q3 How satisfied or dissatisfied are you with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
That Barrow's Housing Service listens to your views and acts upon them	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
That Barrow's Housing Service is easy to deal with	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q4 How likely would you be to recommend Barrow's Housing Service to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? **PLEASE TICK ONE BOX ONLY**

<input type="checkbox"/>										
0 - Not at all likely	1	2	3	4	5	6	7	8	9	10 - Extremely likely

SERVICE PRIORITIES

Q5 Which of the following services would you consider to be priorities? **PLEASE TICK ALL THAT APPLY**

Keeping residents informed.....	<input type="checkbox"/> 1	Your neighbourhood as a place to live.....	<input type="checkbox"/> 6
The overall quality of your home	<input type="checkbox"/> 2	Value for money for your rent (and service charges)	<input type="checkbox"/> 7
Listening to residents' views and acting upon them	<input type="checkbox"/> 3	Support and advice on claiming welfare benefits and paying rent.....	<input type="checkbox"/> 8
Repairs and maintenance.....	<input type="checkbox"/> 4	Other (please specify below).....	<input type="checkbox"/> 9
Dealing with anti-social behaviour	<input type="checkbox"/> 5		

YOUR HOME

Q6 How satisfied or dissatisfied are you with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
The overall quality of your home	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The overall condition of your home	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
That Barrow's Housing Service provides a home that is safe and secure	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
That your rent provides value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
That your service charges provide value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

REPAIRS AND MAINTENANCE

Q7 How satisfied or dissatisfied are you with gas servicing arrangements? **PLEASE TICK ONE BOX ONLY**

Very satisfied	<input type="checkbox"/> 1	Fairly dissatisfied	<input type="checkbox"/> 4
Fairly satisfied	<input type="checkbox"/> 2	Very dissatisfied	<input type="checkbox"/> 5
Neither satisfied nor dissatisfied	<input type="checkbox"/> 3	Don't know / Not applicable.....	<input type="checkbox"/> 6

Q8 Have you had any repairs carried out in this property in the last 12 months? **PLEASE TICK ONE BOX ONLY**

Yes - GO TO Q9	<input type="checkbox"/> 1	No - GO TO Q13	<input type="checkbox"/> 2
-----------------------------	----------------------------	-----------------------------	----------------------------

Q9 Thinking about the **last** time you had repairs carried out, how satisfied or dissatisfied were you with the overall repairs service provided by Barrow's Housing Service on this occasion? **PLEASE TICK ONE BOX ONLY**

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

Q10 Thinking about the last repair, how satisfied or dissatisfied were you with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable
Being told when workers would call	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Being able to make an appointment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Being kept informed throughout the process	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Time taken before work started	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The speed of completion of the work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The attitude of workers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The overall quality of the work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Keeping dirt and mess to a minimum	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The repair being done 'right first time'	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The contractors doing the job you expected	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q11 Did the contractor show proof of identity? **PLEASE TICK ONE BOX ONLY**

Yes 1
 No 2
 Don't know 3

Q12 If you had an appointment for this repair, was it kept? **PLEASE TICK ONE BOX ONLY**

Yes 1
 No 2
 Not applicable 3

YOUR NEIGHBOURHOOD

Q13 How satisfied or dissatisfied are you with your neighbourhood as a place to live? **PLEASE TICK ONE BOX ONLY**

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

Q14 In the last three years, would you say your neighbourhood has got better or worse? **PLEASE TICK ONE BOX ONLY**

Better 1 Worse 3
 About the same 2 Don't know 4

Q15 To what extent are any of the following a problem in your neighbourhood? **PLEASE TICK ONE BOX FOR EACH ROW**

	Major problem	Minor problem	Not a problem
Car parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Rubbish or litter	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Noisy neighbours	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Dog fouling / dog mess	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Other problems with pets and animals	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Disruptive children / teenagers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Racial and other forms of illegal discrimination	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Any form of harassment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Drunk or rowdy behaviour	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Vandalism and graffiti	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
People damaging your property	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Drug use or dealing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Abandoned or burnt out vehicles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Other crime	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Noise from traffic	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

ESTATE SERVICES

Q16 How satisfied or dissatisfied are you with the overall appearance of your neighbourhood? **PLEASE TICK ONE BOX ONLY**

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

Q17 How satisfied or dissatisfied are you with the **grounds maintenance**, such as grass cutting, in your area? **PLEASE TICK ONE BOX ONLY**

Very satisfied 1 Fairly dissatisfied 4
 Fairly satisfied 2 Very dissatisfied 5
 Neither satisfied nor dissatisfied 3 Not applicable 6

Q18 How satisfied or dissatisfied are you with the cleaning of the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable
Internal communal areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
External communal areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q19 How satisfied or dissatisfied are you with the **overall estate services** provided by Barrow's Housing Service? **PLEASE TICK ONE BOX ONLY**

Very satisfied 1 Fairly dissatisfied 4
 Fairly satisfied 2 Very dissatisfied 5
 Neither satisfied nor dissatisfied 3 Not applicable 6

CONTACT AND COMMUNICATION

Q20 How good or poor do you feel Barrow's Housing Service is at keeping you informed about things that might affect you as a resident? **PLEASE TICK ONE BOX ONLY**

Very good..... 1 Fairly poor..... 4
 Fairly good..... 2 Very poor..... 5
 Neither good nor poor..... 3

Q21 How satisfied or dissatisfied are you that Barrow's Housing Service gives you the opportunity to make your views known? **PLEASE TICK ONE BOX ONLY**

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

Q22 Have you contacted Barrow's Housing Service in the last 12 months? **PLEASE TICK ONE BOX ONLY**

Yes - **GO TO Q23**..... 1 No - **GO TO Q24**..... 2

Q23 How satisfied or dissatisfied were you with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable
The ease of getting hold of the right person	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The helpfulness of staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The time taken to answer your query	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The ability of staff to deal with your query quickly and efficiently	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The final outcome of your query	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q24 Which of the following methods of being kept informed and getting in touch with Barrow's Housing Service are you happy to use? **PLEASE TICK ALL THAT APPLY**

Email..... 01 Open meetings..... 07
 Telephone..... 02 Newsletter..... 08
 Text / SMS..... 03 Council's website..... 09
 Letter by post..... 04 Council's social media (e.g. Twitter, Facebook)..... 10
 Visit to the office..... 05 Tenant Hub (to be introduced this year)..... 11
 Visit to your home by staff..... 06 Other (please specify below)..... 12

COMPLAINTS

Q25 Are you aware that Barrow's Housing Service has a formal complaints procedure? **PLEASE TICK ONE BOX ONLY**

Yes..... 1 No..... 2

Q26 Have you made a complaint to Barrow's Housing Service in the last 12 months? **PLEASE TICK ONE BOX ONLY**

Yes..... 1 No..... 2

ANTI-SOCIAL BEHAVIOUR

Q27 Have you reported anti-social behaviour to Barrow's Housing Service in the last 12 months?
PLEASE TICK ONE BOX ONLY

Yes - **GO TO Q28** 1 No - **GO TO Q33** 2

Q28 At the beginning, how easy or difficult was it to contact a member of staff to report your anti-social behaviour complaint? **PLEASE TICK ONE BOX ONLY**

Very easy 1 Fairly difficult 4
 Fairly easy 2 Very difficult 5
 Neither 3 Don't know 6

Q29 How satisfied or dissatisfied were you that the member of staff was... **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Helpful	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Courteous	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Sensitive	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Responsive	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Knowledgeable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Q30 How would you rate how quickly you were initially interviewed about your complaint (either in person or over the phone)? **PLEASE TICK ONE BOX ONLY**

Very good 1 Fairly poor 4
 Fairly good 2 Very poor 5
 Neither good nor poor 3 Don't know / not applicable 6

Q31 How satisfied or dissatisfied were you with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable
The advice provided by staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
How well you were kept up to date with what was happening throughout your anti-social behaviour complaint	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The support provided by staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The speed with which your anti-social behaviour case was dealt with overall	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The way your anti-social behaviour complaint was dealt with	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
The final outcome of your anti-social behaviour complaint	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q32 How likely would you be to report any anti-social behaviour to Barrow's Housing Service in the future? **PLEASE TICK ONE BOX ONLY**

Very likely 1 Fairly unlikely 4
 Fairly likely 2 Very unlikely 5
 Neither likely nor unlikely 3

YOUR WELLBEING AND THE CORONAVIRUS PANDEMIC

Q33 To what extent do you agree or disagree with the following? **PLEASE TICK ONE BOX FOR EACH ROW**

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Not applicable
My rent and service charges are affordable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
I am financially secure	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
I feel part of the community	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

Q34 We hope that you and your family are keeping safe and well in these challenging times.

Is there any extra support that Barrow's Housing Service could provide you and your family during this difficult time? **PLEASE WRITE IN BELOW**

Q35 Would you like someone from Barrow Borough Council to contact you about your support needs? This means your contact details will be passed on to them. **PLEASE TICK ONE BOX ONLY**

Yes 1 No 2

ABOUT YOU

Q36 What is your sex? **PLEASE TICK ONE BOX ONLY**

Male 1 Female 2 Prefer not to say 3

Q37 Which of the following age bands do you fall into? **PLEASE TICK ONE BOX ONLY**

18 - 19 1 50 - 59 5
 20 - 29 2 60 - 69 6
 30 - 39 3 70+ 7
 40 - 49 4 Prefer not to say 8

Q38 Are you or any household members' day to day activities limited because of a health problem which has lasted, or is expected to last, at least 12 months? **PLEASE TICK ONE BOX ONLY**

Yes, limited a lot 1 No 3
 Yes, limited a little 2 Prefer not to say 4

Q39 How would you describe your ethnicity? **PLEASE TICK ONE BOX ONLY**

White - English / Welsh / Scottish / Northern Irish / British 1 Mixed / multiple ethnic groups 5
 Any other White background 2 Any other ethnic group (please specify below) 6
 Asian / Asian British 3 Prefer not to say 7
 Black / African / Caribbean / Black British 4

Q40 Who lives in your household? PLEASE TICK ONE BOX ONLY

- | | | | | | |
|--------------------------------------|--------------------------|---|--|--------------------------|---|
| I live on my own | <input type="checkbox"/> | 1 | I live with my spouse / partner and our children | <input type="checkbox"/> | 4 |
| I live with my spouse / partner..... | <input type="checkbox"/> | 2 | Other (please specify below) | <input type="checkbox"/> | 5 |
| I live with my children | <input type="checkbox"/> | 3 | Prefer not to say | <input type="checkbox"/> | 6 |

Your responses to the main sections of this survey will be confidential.

Your responses to the above 'About you' section will help ensure Barrow's Housing Service has up-to-date information. If you are happy for M·E·L Research to share your answers to the 'About you' section with Barrow please tick the following box:

- Please tick (✓) if you do want M·E·L Research to share your details from the 'About you' section with Barrow Borough Council

Barrow Borough Council would also like to update it's tenants' contact details. If you are happy for Barrow's Housing Service to contact you in the future, please provide your email address and contact number below.

Your responses to this survey will not be linked to your email address or contact number; they will remain confidential.

Email address:

Contact number:

Barrow Borough Council may wish to contact you again to invite you to take part in further research about the subjects covered in this survey. If you would like to be re-contacted by the Council, we need your permission to pass on your contact details to them for this purpose.

If you give permission, we would only pass on your contact details; your answers to this survey remain confidential. The Council will only use your contact details to talk to you about further research and will not pass these on to anyone else.

Are you happy to be re-contacted? PLEASE TICK ONE BOX ONLY

- Yes - I am happy to be re-contacted..... 1 No - I do not want to be re-contacted..... 2

Finally, Barrow Borough Council is offering a prize draw for completing this survey with three chances to win! You could win one of three £50 Love2Shop vouchers. These can be spent at over 20,000 high street stores and online.

Are you happy to take part in the prize draw?

- Yes..... 1 No..... 2

This is the end of the survey. Thank you for your time. Your feedback is really valuable.

Please return your completed survey to M·E·L Research in the freepost envelope provided by 27th July 2020.

Appendix B: Respondent profile (unweighted)

Gender	Count	Percentage
Male	225	41%
Female	323	59%

Age	Count	Percentage
18 – 19	1	0%
20 – 29	26	5%
30 – 39	62	11%
40 – 49	68	12%
50 – 59	123	22%
60 – 69	128	23%
70+	148	27%

Disability	Count	Percentage
Yes, limited a lot	193	38%
Yes, limited a little	125	25%
No	188	37%

Ethnicity	Count	Percentage
White - English/ Welsh/ Scottish/ Northern Irish/ British	538	98%
Any other White background	6	1%
Asian/ Asian British	3	1%
Black/ African/ Caribbean/ Black British	0	0%
Mixed/ Multiple ethnic groups	2	0%
Any other ethnic group	3	1%

Household type	Count	Percentage
I live on my own	300	55%
I live with my spouse/ partner	87	16%
I live with my children	70	13%
I live with my spouse/ partner and our children	64	12%
Other	23	4%

Property type	Count	Percentage
House	228	40%
Flat	292	51%
Bungalow	48	9%

Length of tenancy	Count	Percentage
Under 6 years	93	16%
6 to 10 years	137	24%
11 to 20 years	157	28%
21+ years	181	32%

Housing Management Area	Count	Percentage
Dalton	54	10%
Central	129	23%
Ormsgill	137	24%
Walney	101	18%
Roosegate	147	26%

Housing Management Sub-areas	Count	Percentage
Abbotsmead	19	3%
Barrow Island	9	2%
Dalton	54	10%
Devonshire	2	0%
Greengate	18	3%
Griffin	38	7%
Newbarns	76	13%
Ormsgill North	22	4%
Ormsgill South	75	13%
Risedale	18	3%
Roosegate	34	6%
Town Centre	95	17%
Vulcan	16	3%
Walney North	55	10%
Walney South	37	7%



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