



Report to:

Northwards Board
10 November 2009

Item No:

12c

Title:	Annual Customer Satisfaction Survey 2009		
Date:	14 October 2009		
Author:	Mike Stevens	Tel No:	230 5827
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Confidential:	No		
For: (Please tick action required)	NOTING	DISCUSSION √	APPROVAL √
PURPOSE OF REPORT			
To present the results of the 2009 Annual Customer Satisfaction Survey. To recommend an Action Plan in the light of the results to Sub-Committee.			
RECOMMENDATION			
Sub-Committee are asked to note and comment on the results and approve the Action Plan.			
IMPLICATIONS			
Equality & Diversity:	Analysing survey results against demographic data helps ensure that services are relevant to all customers		
Financial:	None directly arising from this report		
Staffing:	None directly arising from this report		
Decency Target:	None directly arising from this report		
Governance:	Regular tests of customer opinion help us to ensure that the views of customers are fully taken into account		
Risk Assessment:	Carrying out an annual survey and analysing and acting on the results helps mitigate against the risk of failing to meet customers' expectations		

Equality Impact Assessment	
When a new policy, procedure or initiative is being submitted for approval an Equality Impact Assessment must have been completed. Please give details below.	
Function being assessed	N/A
Section	N/A
Date of assessment	N/A
Person Responsible for assessment	N/A
Is this a new or existing policy?	N/A
If there are significant implications in terms of equality please append a summary report.	N/A

Consultation/Consideration:

	Yes, No or N/A:	Name:	Date:
Sub-Committee:	No		
Area Panel:	No		
Task Groups:	No		
Ward Councillors:	No		

Background

- 1 The full results of the 2009 Annual Customer Satisfaction Survey are available on the governance website. A summary is attached to this report.
- 2 A number of Performance Indicators (PIs) are measured by this survey. These are highlighted in the summary. The summary also includes reference to perception/satisfaction PIs which are measured by other surveys.
- 3 Generally speaking the results are positive: including an increase in overall satisfaction by 4%. Satisfaction with the repairs service has increased, after a slight fall in 2008. Public confidence on ASB has increased, as has satisfaction on "estate environment" (although not in the latter case by as much as we would perhaps have hoped for). The community cohesion response is also positive - with slightly more people saying that their neighbourhood is a place where people from different backgrounds get on well together.
- 4 Satisfaction with the telephone service has increased significantly, which would suggest that the new contact centre has already had an impact.
- 5 Satisfaction with the neighbourhood wardens - tested for the first time in this survey - is also high at 81%.
- 6 It is slightly disappointing that satisfaction with opportunities to get involved has remained static at 66%, in spite of all the effort which has gone into this and the very real increase in ways to get involved (and the number of people involved). This is clearly an area where, although we are putting in a huge amount of effort and believe that we are doing the right things, this does not seem to be reflected in the increases in satisfaction that might perhaps have been expected. At the same time it should be noted that dissatisfaction on this indicator is at its lowest ever at 5%; and that the number saying that they are very satisfied has gone up slightly. Also, and as previously noted by Sub-Committee, the result remains by no means a poor

one when set in a wider context: it is much higher than the national average for council tenants (51%) and equals the median for ALMOs (66%). Nevertheless, we had hoped to increase satisfaction on this indicator and will want to reflect further on the result.

- 7 More work is clearly needed in relation to satisfaction amongst residents in low rise flats.
- 8 Having said that there are some areas where we would have like or had expected to do better, overall the results are positive and reflect the hard work of staff over the year in working to improve services and increase customer satisfaction.
- 9 A draft Action Plan is appended to this report.
- 10 Sub Committee are asked to note and comment on the survey results and approve the Action Plan.

Summary of Satisfaction / Perception Indicators 2009

(PI) denotes Performance Indicator

Overall Service

% tenants satisfied with the overall service provided by Northwards (PI)

2008 result	79%
2009 target	80%
2009 result	83%
2011 target	82%

Note: ALMOs upper quartile is 82%

On Call Service

% tenants satisfied overall with service received on last phone call (PI)

2008 result	83%
2009 result	88%

New phone answering satisfaction targets to be set against 2009 benchmark.

ASB and Crime

Public confidence in agencies such as Northwards involved in dealing with ASB and Crime issues which matter most (PI)

2008 result	55%
2009 target	55%
2009 result	60%
2011 target	55%

% of people perceiving ASB as a problem (PI)

2008 result	27%
2009 target	26%
2009 result	26%
2011 target	25%

% of people saying people not treating each other with respect and consideration in their neighbourhood

2008 result	42%
2009 result	42%

% of people saying they feel safe:

At home alone at night

2008 result	77%
2009 result	78%

Walking alone at night

2008 result	43%
2009 result	46%

At home alone in the day

2008 result	89%
2009 result	89%

Walking alone in the day

2008 result	77%
2009 result	82%

Estate Environment

Satisfaction with green and other open spaces, gardens, trees and hedges and fencing (PI)

2008 result	61%
2009 target	64%
2009 result	63%
2011 target	70%

Overall satisfaction with one's neighbourhood as a place to live (PI)

2008 result	76%
2009 target	77%
2009 result	76%
2011 target	80%

% of people saying their neighbourhood has

Improved

2008 result	24%
2009 result	23%

Deteriorated

2008 result	16%
2009 result	14%

Stayed the same

2008 result	54%
2009 result	56%

Resident Involvement

Satisfaction with opportunities to get involved (PI)

2008 result	66%
2009 target	68%
2009 result	66%
2011 target	71%

Note: 71% is ALMOs upper quartile

% saying that Northwards are good at keeping them informed about things that matter to them as a customer

2008 result	81%
2009 result	86%

% satisfied that Northwards takes their views into account

2008 result	70%
2009 result	70%

Note: question asked in a slightly different way in 2009.

Community Cohesion

% agreeing that their neighbourhood is a place where people from different backgrounds get on well together

2008 result	54%
2009 result	57%

Note: % disagreeing = 10% in 2008, 11 % in 2009

Caretaking

Satisfaction with environment in multi-storey blocks (PI)

2008 result	83%
2009 target	85%
2009 result	86%
2011 target	90%

Local office service

% tenants satisfied overall with service received on last visit

2008 result 78%

2009 result 78%

Repairs service

Overall satisfaction

2008 result 75%

2009 result 78%

Neighbourhood Wardens

% saying they had had contact with the wardens

2009 result 18%

Of these, % saying they were satisfied with the service provided

2009 result 81%

Note: These questions not asked before 2009; targets to be set using these results as a baseline.

Results for satisfaction PIs not derived from Annual Customer Satisfaction Survey

Retirement Housing – Overall Satisfaction

2008 result 93%

2009 target 94%

2009 result 94% *

2011 target 96%

* Based on annual Retirement Housing Survey July 2009

ASB – Complainant Satisfaction

2008 result	80%
2009 target	80%
2009 result	77% *
2011 target	TBC

* Based on 1st quarter results Apr – Jun 09

Rehousing – Overall Satisfaction of New Tenants

2008 result	87%
2009 target	88%
2009 result	87% *
2011 target	92%

* Based on 1st quarter result Apr-Jun 09

APPENDIX - ACTION PLAN

Customer Satisfaction Survey 2009 - Action Plan

ACTION 1: Review survey results in relation to ASB/Crime perception and confidence indicators. Agree any further actions needed and confirm targets going forward.

LEAD OFFICERS: Mike Stevens and Julie Wilson

OUTCOME: Results reviewed. Further actions agreed and documented and targets confirmed (including in relation to Neighbourhood Wardens).

TO BE COMPLETED BY: Report to C&C Sub Committee November 2009

ACTION 2: Review Community Cohesion survey result. Set target going forward.

LEAD OFFICER: Mike Stevens

OUTCOME: Result reviewed. Target set.

TO BE COMPLETED BY: Report to C&C Sub Committee November 2009

ACTION 3: Asset Management Sub-Committee to review survey results in relation to Repairs Service.

LEAD OFFICER: Larry Patrick

OUTCOME: Results reviewed by Sub Committee. Further actions agreed and documented.

TO BE COMPLETED BY: Report to AM Sub Committee October 2009

ACTION 4: Review Resident Involvement survey results. Agree any further actions needed and confirm targets going forward.

LEAD OFFICER: Claire Tyrrell

OUTCOME: Review results with Resident Involvement Forum and then Sub-Committee. Further actions agreed and documented and target agreed going forward.

TO BE COMPLETED BY: Report to C&C Sub Committee January 2010

ACTION 5: Establish Forum for Residents in Low-Rise Flats.

LEAD OFFICER: Sharon McBride

OUTCOME: Forum established and first meeting held.

TO BE COMPLETED BY: 31 January 2010

ACTION 6: Produce Ward-Based Analysis of Survey results and share with Area Panels, Councillors, Ward Coordinators and Sub-Committee Members.

LEAD OFFICER: Mike Stevens and Yvette Newton

OUTCOME: Analysis produced and shared. Comments recorded and any further actions agreed and documented.

TO BE COMPLETED BY: 31 January 2010

ACTION 7: Share survey results with staff and partners including contractors

LEAD OFFICER: Mike Stevens and Yvette Newton

OUTCOME: Survey results shared. Comments recorded and any further actions agreed and documented.

TO BE COMPLETED BY: January 2010

ACTION 8: Report back to Sub-Committee on the actions in this plan

LEAD OFFICER: Mike Stevens and Yvette Newton

OUTCOME: Report to Sub-Committee detailing progress/completion. Comments recorded and any further actions agreed and documented.

TO BE COMPLETED BY: Report to Sub-Committee February 2010