



SATISFACTION SURVEY PERFORMANCE REPORT

FOR QUARTER TWO 2009/10

HOME OWNERSHIP SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM



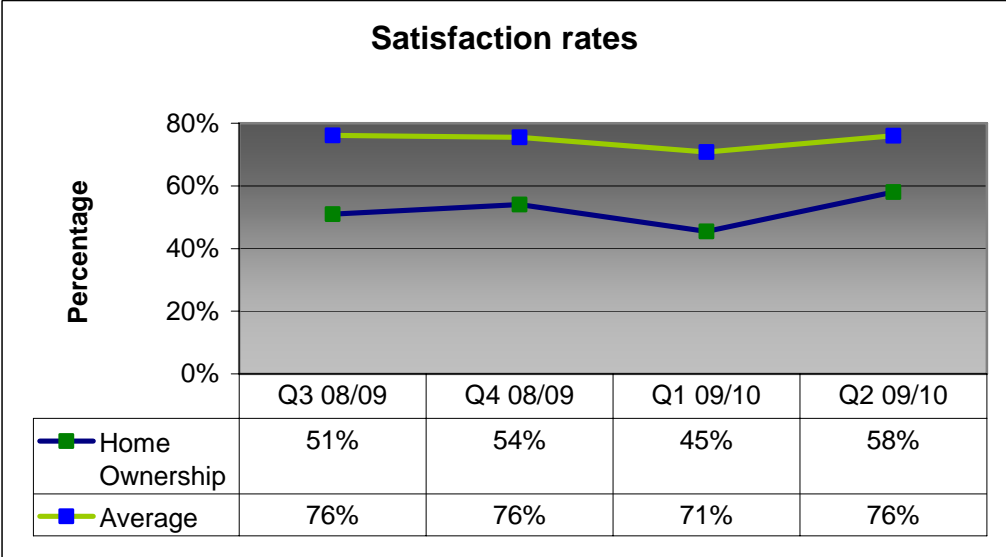
Ealing Homes
QUALITY • SERVICE • VALUE

Home Ownership Satisfaction Survey – Q2 (Jul-Sep) 2009/10

Main Findings

Satisfaction with service provided by the Home Ownership team

Overall satisfaction with the Home Ownership has increased to 58% this quarter, from 45% in the last quarter.



Average = based on average of all Ealing Homes surveys in the quarter

Profile of Dissatisfied Respondents

A summary of dissatisfied tenants:

- Very few dissatisfied respondents (13%) found it easy to get hold of the right person, when 57% of satisfied respondents found it easy.
- Only 6% dissatisfied respondents found staff helpful, compared with every satisfied respondent.
- 60% of satisfied respondents were happy with how their last query was dealt with, with just 30% of dissatisfied respondents feeling happy with their most recent query.
- 88% of satisfied respondents were satisfied with Ealing Homes overall, compared to 5% of dissatisfied respondents.
- The degree to which respondents felt informed by the Home Ownership team also differed, with 100% of satisfied respondents feeling fully informed and 37% for dissatisfied respondents.

Key Driver findings

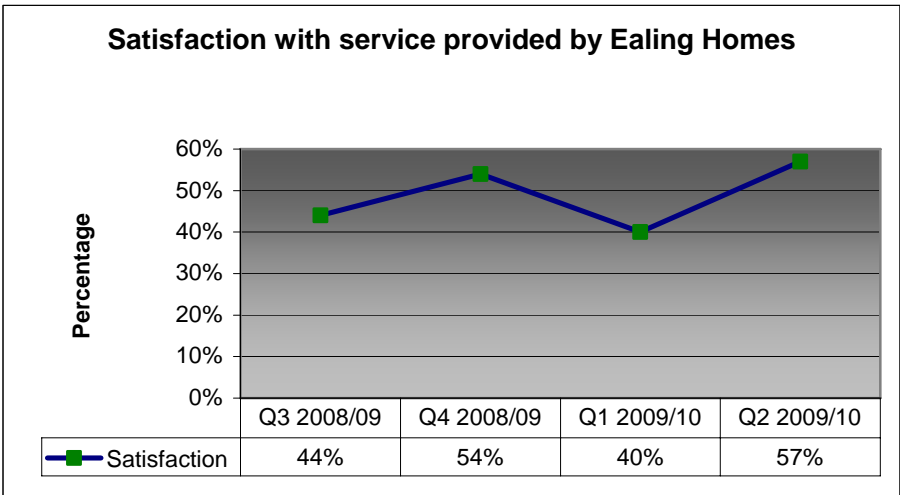
This section offers a more directed focus on the factors that show the strongest relationship to overall satisfaction. Though many factors are relevant to the service provided by the Home Ownership team, some have a much stronger link to overall satisfaction than others, and by identifying and targeting these areas a more effective service may be provided to residents which in turn should increase overall satisfaction.

Analysis was completed recently on the drivers that influence overall satisfaction with the Home Ownership service. Each question was assessed for its correlation to overall satisfaction, indicating areas that are important for Ealing Homes to achieve high satisfaction in to achieve high overall satisfaction. Strong correlations, which require the closest attention, were found in:

- Overall satisfaction with Ealing Homes
- Particular services: Concierge services, Anti-Social Behaviour, Cleaning, Repairs
- Information sources
- Particular advice and administration areas: Deeds of postponement, subletting
- Consultation notices
- Staff politeness

Satisfaction with service provided by the Ealing Homes

Overall satisfaction with Ealing Homes among leaseholders has increased to 57%, the highest figure in the past year. This rise in satisfaction with Ealing Homes overall is reflected in the increased level of satisfaction with Home Ownership services.



Satisfaction rating of the quality of the following services provided

An improvement in results for satisfaction with various services is evident this quarter. Significant improvement have been made with several services such ASB, Graffiti Removal, Cleaning and Litter Picking, but there has been a decline in very few services such as Concierge services, Caretaking and Pest control.

Service Area	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
ASB	67%	66%	63%	69%
Caretaking	66%	59%	68%	66%
CCTV	66%	61%	50%	55%
Cleaning	66%	59%	56%	68%
Concierge Services	74%	53%	78%	69%
Gardening	62%	51%	67%	71%
Graffiti Removal	88%	71%	88%	90%
Litter Picking	70%	71%	72%	76%
Pest Control	76%	68%	76%	71%
Repairs & Maintenance	52%	50%	49%	50%

Quality of information via different sources

Responses of 'Satisfactory' or better show satisfactory improvement with different information sources. There is improvement with all information sources but the Leaflets have reduced this quarter.

Source	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Internet	69%	80%	74%	79%
Key Issues magazine	90%	92%	89%	90%
Leaflets	85%	87%	83%	78%
Leaseholder forum	82%	85%	80%	89%
Leaseholder handbook	89%	92%	92%	93%

Home Ownership Advice & Administration

Responses of 'Satisfactory' show satisfaction with different advice and administration services. Satisfaction has improved with advice and administration services this quarter, except for Deeds of Postponement and subletting.

Home Ownership Services	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Subletting	75%	79%	75%	72%
Building Insurance	83%	93%	88%	91%
Deeds of Postponement	81%	80%	93%	77%
Alterations	75%	67%	65%	71%

Major Works Team

Responses of 'Satisfactory' or better show satisfaction with Major Works Team services. This quarter sees a series of reductions in satisfaction with the quality and comprehensibility of major works team notices.

Invoices and Consultation Notices for Works	Quality and Content			
	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Consultation Notices	72%	75%	72%	69%
Invoices	72%	73%	71%	70%
Works to Common Parts	59%	65%	52%	58%

Invoices and Consultation Notices for Works	Easy to Understand			
	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Consultation Notices	69%	70%	77%	66%
Invoices	71%	75%	71%	65%

Customer Service Ratings

There are variations in customer service satisfaction ratings with the Home Ownership team this quarter. Helpfulness improves to 81%, the highest it's been over four quarters while perceived politeness drops from 93% to 88%

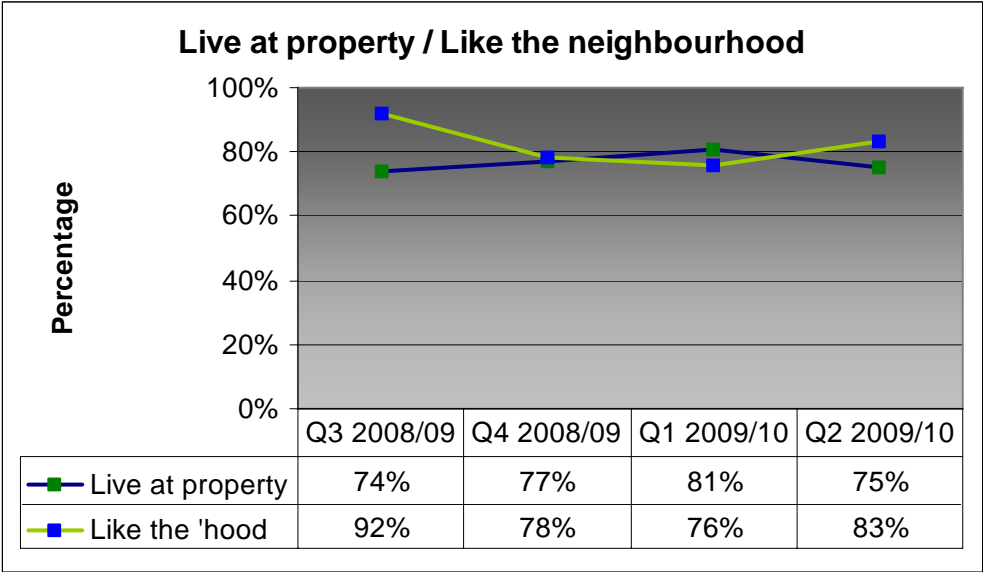


Other findings

The remaining questions were not found to be as significant as the questions in the preceding section in correlating to overall satisfaction. They are still nevertheless useful for identifying potential areas of dissatisfaction and trends in perceptions of the Home Ownership team’s performance.

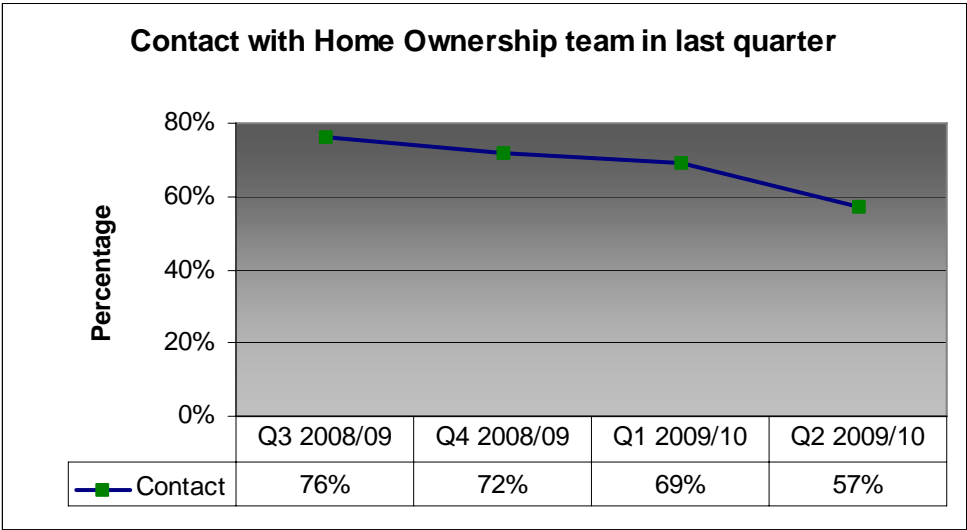
Resident at the property

The proportion of respondents who like the neighbourhood they live in has increased this quarter, up to 83% from a low of 76% of respondents. The proportion of respondents who live at the property has fallen to 75%.



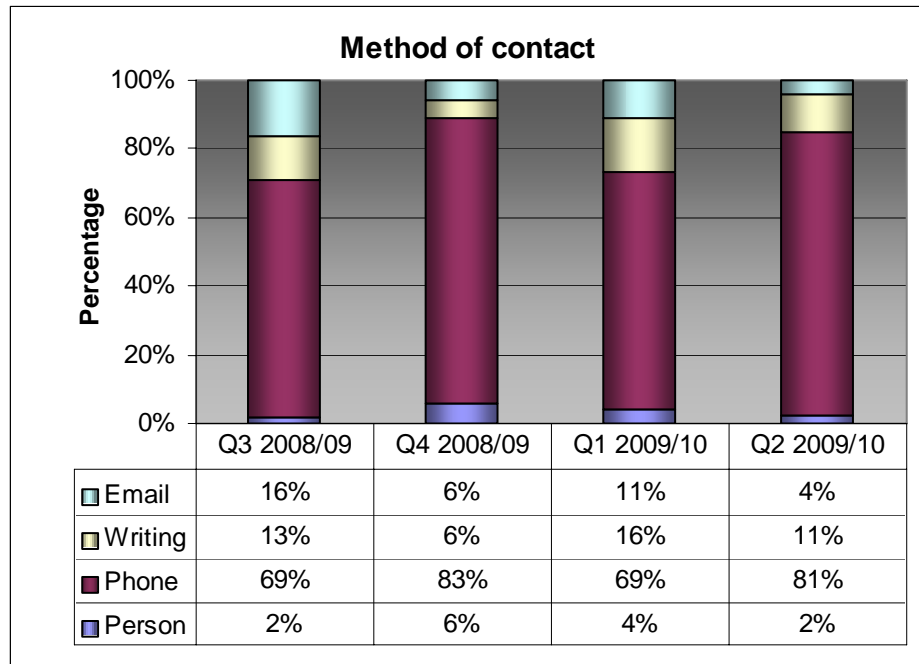
Contact with Home Ownership team

The percentage of respondents in recent contact with the Home Ownership team moves down to 57%.



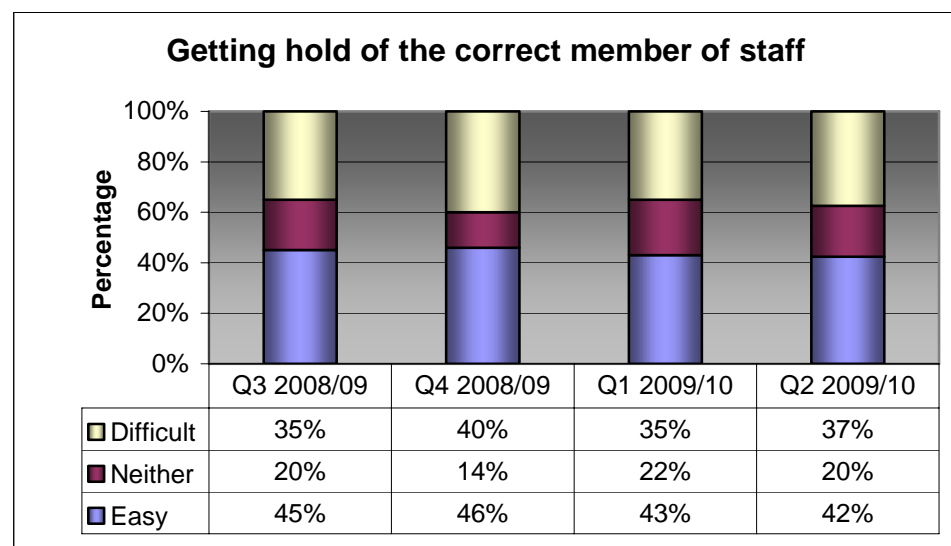
Method of Contacting with Home Ownership team

The preferred method of contact among the majority of respondents remains the telephone by a considerable margin this quarter.



Getting hold of the right member of staff

There is a slight decrease in the proportion of respondents who found it easy to get hold of the right member of staff this quarter, and a slight increase in those who found it difficult.



Service Charge Team

Responses of ‘Satisfactory’ or better show satisfaction with the Service Charge team’s services. Significant improvements in satisfaction are observed across the range of invoices.

Invoices and Service Charges	Quality and Content			
	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Estimated Invoices (sent in March)	75%	75%	69%	74%
Statements (sent half-year)	77%	83%	75%	81%
Final Accounts (sent in Sept)	70%	77%	67%	75%

Invoices and Service Charges	Easy to Understand			
	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Estimated Invoices (sent in March)	71%	80%	74%	77%
Statements (sent half-year)	77%	86%	71%	76%
Final Accounts (sent in Sept)	74%	76%	73%	78%

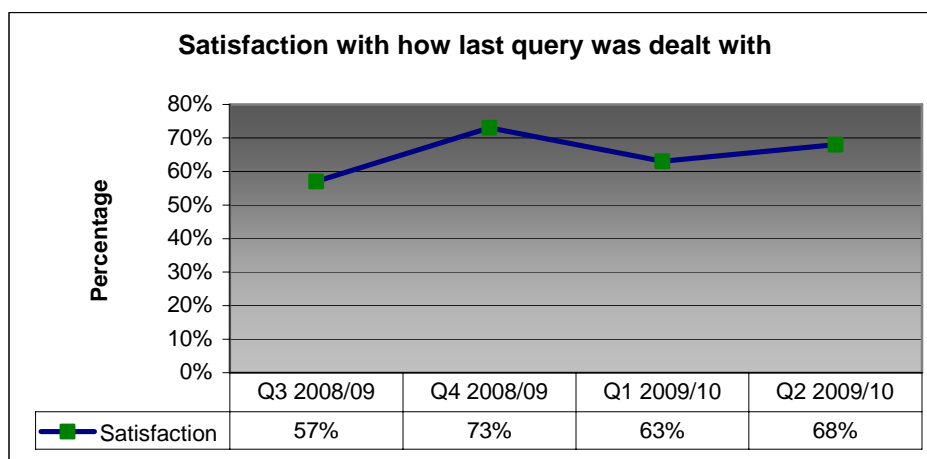
Involvement

The table shows satisfaction remains the same for respondent’s perceptions of being informed by the Home Ownership team, with reduction in perception of information from Ealing Homes generally.

Kept Informed by:	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Ealing Homes	79%	82%	81%	78%
Home Ownership	74%	76%	80%	80%

Satisfied with the way the last query was dealt with

68% of respondents were satisfied with the dealing of their last query, improving from 63% in the last quarter.



Feedback/Improvement/Actions

Areas of concern

The following are areas of concern:

- Satisfaction with all notices and invoices from both the Major Works team has fallen.
- Staff politeness drops to 88% from 93%.
- The percentage of respondents who rate getting hold of the right person as easy falls slightly to 42%.

Areas of improvement

The following are areas of improvement:

- Overall satisfaction has increased from 45% to 58%, whilst satisfaction with Ealing Homes among leaseholders has also shown a significant improvement from 40% to 57%
- The quality of information sources is satisfactory to respondents
- The advice and administration function is satisfactory to respondents
- Perceptions of staff helpfulness improves from 76% to 81%.
- Respondents feeling informed by the Home Ownership team remains the same this quarter at 80%
- Satisfaction with the last query made by respondents has increased from 63% to 68%.

Actions from Quarter 1

The following feedback was provided on quarter 1:

We are disappointed that satisfaction fell so dramatically in Q1, however this was not unexpected. We believe the main reason for this was the large number of major works consultation notices that were issued to leaseholders. Over 1000 leaseholders (20% of all leasehold properties) received Section 20 Notices advising them of planned works and their estimated cost. This invariably causes discontent.

In addition to this, all IT and telephone systems were affected by a virus for a 2-3 week period in May and June. The short term impact of this was the inability for leaseholders to contact Home Ownership and missed correspondence deadlines. The longer term impact was the delay in responding to issues due to the backlog that had built up.

Satisfaction may have also been affected by service charge estimates that were issued in April. Whilst this is an annual event and costs remained similar to the previous year, the invoice coupled with the current state of the economy and the major works notices may have added to a general sense of dissatisfaction.

Unfortunately, we do not expect to see a marked improvement in satisfaction for some time as Section 20 Notices for major works schemes continue to be issued with invoices to follow.

**Feedback
from Manager
for Quarter 2**

The following feedback was provided for quarter 2:

We are pleasantly surprised by the level of satisfaction in Q2. It falls below our target of 65% but is significantly higher than we had anticipated. During the period, a number of major works consultation notices and invoices were issued affecting almost 20% of the leasehold stock. Invariably, such notices and invoices result in low satisfaction. We were not anticipating a large improvement in satisfaction until spring.

We hope this trend continues and indeed we are making concerted efforts to ensure this in a number of ways.

First and foremost we have undertaken a detailed review of all Home Ownership KLOES to identify gaps. This was done with the involvement of all the section. We are now in the process of creating an improvement plan.

To address the relatively low satisfaction with leaflets we have reviewed all leaflets and updated most including Gas and Fire safety, Decent Homes, HMOs and lettings to ensure leaseholders receive the most current information about their responsibilities. We have also emphasized that they can buy into Ealing Homes contracts, e.g. Gas servicing, Fire inspections and Energy performance certificates, and internal Decent Homes works.

Our internet site is being reviewed on a monthly basis to ensure information is current, and a full update is scheduled to take place before March 2009.

We have also arranged and will be holding a first Leaseholder Conference in March 2009 with special guest speakers from LVT, Leasehold Advisory Service and Law for All. This will give leaseholders an opportunity to learn from independent experts about their rights and responsibilities.

Major works consultation notices have been revised to offer leaseholders both more information and in a clearer format. Invoices have also been revised and a Major works payment booklet has been created to clearly explain the full range of new and improved repayment options. Unfortunately due to legislation and the nature of major works and costs, it is difficult to obtain high satisfaction in this area. However, in a bid to further improve the quality of the information provided, we are planning focus groups with leaseholders to obtain direct feedback on document including estimated and actual invoices, and major works consultation notices and invoices.

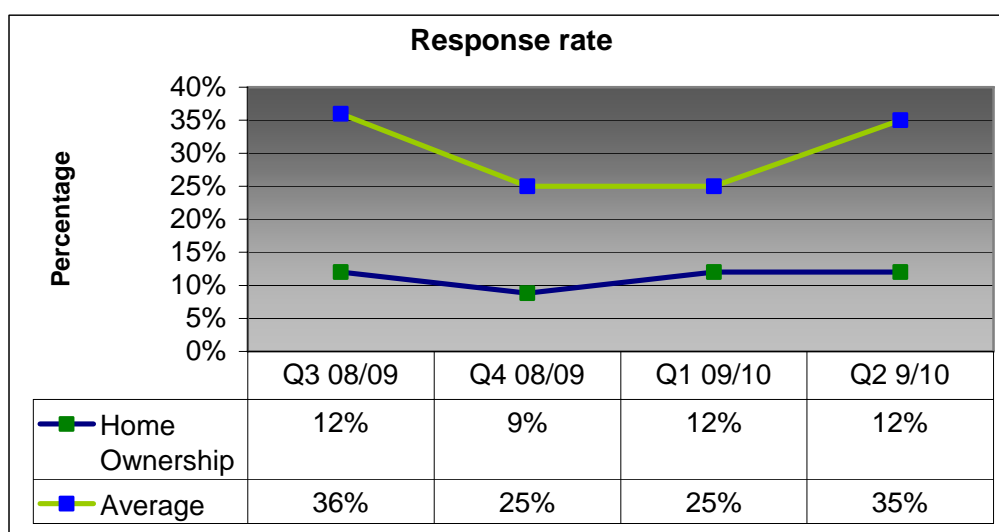
With regard to customer service rating we are pleased that the levels remain high but staff have been advised that performance needs to improve. This will be monitored by managers.

Finally, we hope that the introduction of the LSC will lead to an improvement in the ease of getting hold of the right person. Unfortunately this will not be until Jan/Feb.

Methodology

Method used The Customer satisfaction survey is based on the STATUS survey. Residents were chosen randomly by their postcode, and a postal survey was conducted. The survey was carried out during Quarter 2 2009/10. All responses to the survey have been included.

Response Rate The response rate for quarter 2 remains at 12% (69/600).



Average = based on average of all Ealing Homes surveys in the quarter

Diversity information

Diversity strand		Survey sample	Tenant population
Ethnicity		70% BME	66% BME
Disability		10%	30%
Gender		65% Female	63% Female
Age	21-39	26%	30%
	40-59	35%	38%
	60-70	19%	15%
	71+	17%	15%