



Winchester
City Council

CAB3434 (H) – Appendix 4 - Listening Better Survey

Report of Headline Results

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HOUSING FOR 
WINCHESTER

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Introduction

We were told in the summer tenant satisfaction survey that younger households are less happy with housing services compared to older tenants.

We are currently offering a variety of ways for tenants to give us their views. These options appear to appeal more to older tenants, which means we need to find other methods to find out from younger tenants how we need to change.

We want to know what methods would appeal or work best when talking to all tenants about how to improve the service they receive.

Methodology

The survey was sent to all tenants for whom Winchester City Council hold an email address to be completed online. It was an open survey on the Winchester City Council consultation page of the website. It was posted on the tenant Facebook page and given as a QR code to other engagement officers who may be in contact with tenants. Tenants who have requested a Polish translation received a further email in Polish.

The extra measures planned to reach those for whom an online survey isn't a preferred method of communication haven't been completed at this stage. This is important to take into consideration when reading the results as there will be a bias toward digital as views were asked through a digital avenue. Further work is also required to reach the under 35s. This may be in the form of a telephone survey.

An incentive was offered as a thank you for taking part.

The online consultation ran from 19/10/2023 to 20/11/2023.

The initial tenant email was sent to 4658 email addresses. Of these there was a successful delivery rate of 98.2%¹, an email open rate of 55.12%² and a click rate of 11.4%³. Two weeks after the initial email was sent a reminder email was sent. This email had an open rate of 51.5% and a click rate of 7.3%.

The online survey was completed by 492 respondents. (11% of total emails sent.)

When analysing the responses, the 'not answered' responses have been removed. The numbers have then been recalculated. The responses shown in this report represent the recalculated numbers and percentages. This will explain the change in totals throughout.

¹ 83 emails bounced back and 3 unsubscribed.

² The industry average for local government is 39.7% according to the email provider Mail Chimp.

³ Click tracking allows you to see if contacts have clicked the links in the email. The industry average for local government is 9.1% according to email provider Mail Chimp.

Survey results in full

1. Profiling Questions

The 'About you' questions were asked at the end of the survey but have been presented in this report before the main survey questions.

Chart 1 - Age

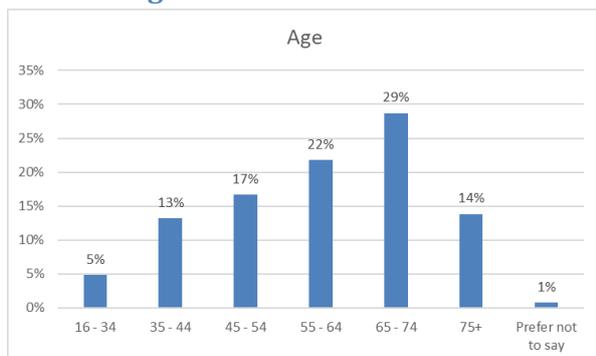


Chart 1.1 - Age profiling comparison to whole tenant population⁴

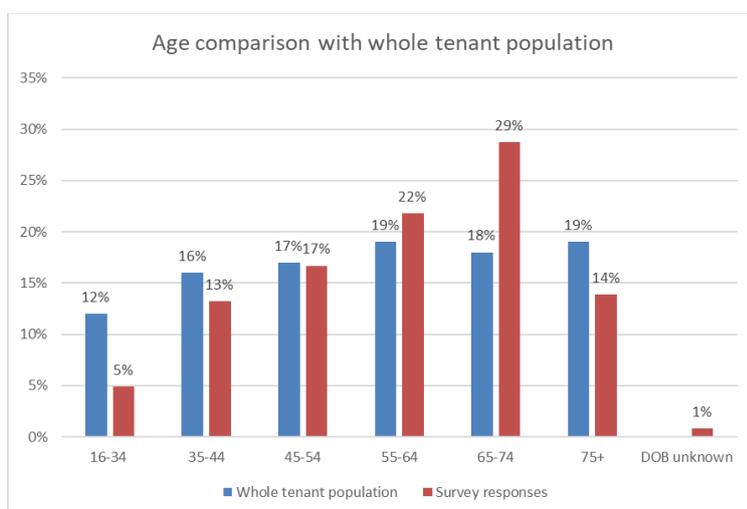


Chart 1.2 - How would you describe your household? With free text responses

How would you describe your household?	Percent
One adult under 60	10%
One adult aged 60 or over	31%
Two adults both under 60	11%
Two adults, at least one 60 or over	17%
Three or more adults, 16 or over	5%
1 parent family with child/ren; at least one under 16	9%
2 parent family with child/ren; at least one under 16	9%
Prefer not to say	2%
Other, please specify	5%

⁴ All Tenants Profiling prepared for or from Tenant Satisfaction Survey 2023

Chart 1.3 - Area and profiling comparison to whole tenant population⁵.

A definition of the areas is available in Appendix 1.

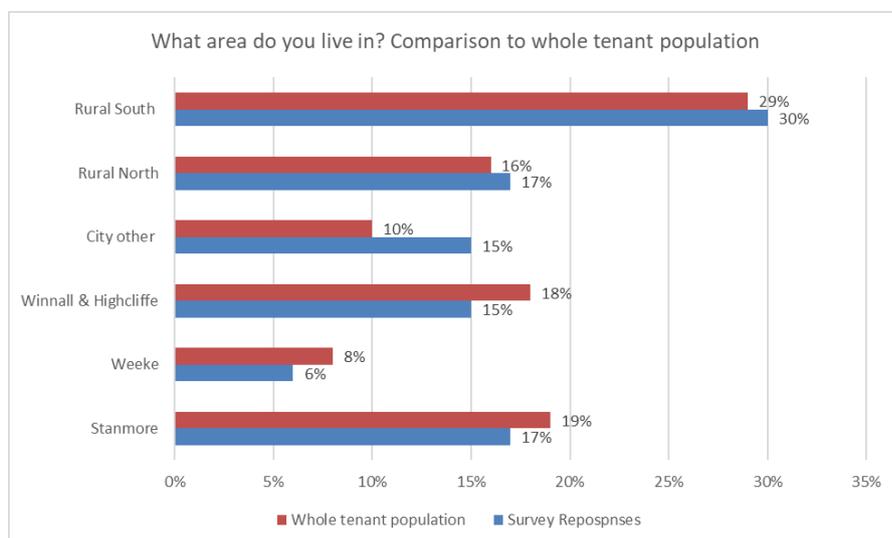


Chart 1.4 – What type of housing do you live in?

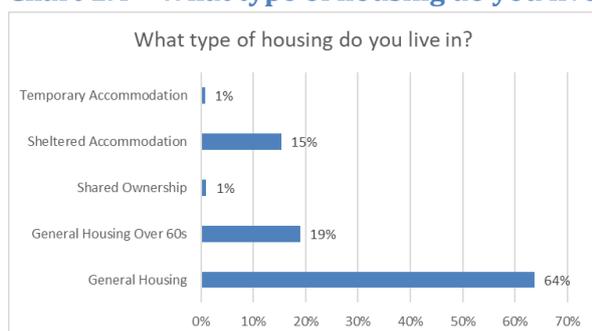
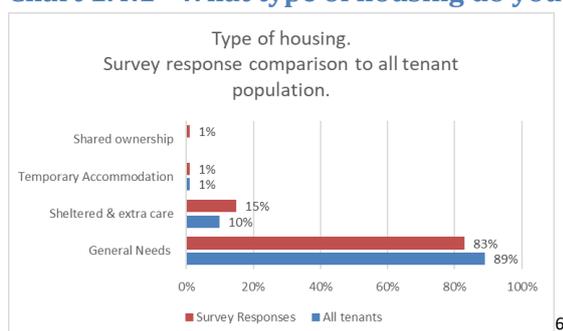


Chart 1.4.1 - What type of housing do you live in? Profiled by tenant population.



To retain confidentiality, due to the small numbers in some of the ethnic group categories, for this report, they have been combined under the broad categories below. The chart on the left highlights the survey responses. The chart on the right is a comparison to the whole tenant population⁷.

⁵ Area profiling as of Orchard report 12.05.20

⁶ Type of housing data prepared for or from Tenant Satisfaction Survey 2023

⁷ Ethnicity as of Business Objects Report 13.07.23

Chart 1.5 – Ethnic group – survey responses

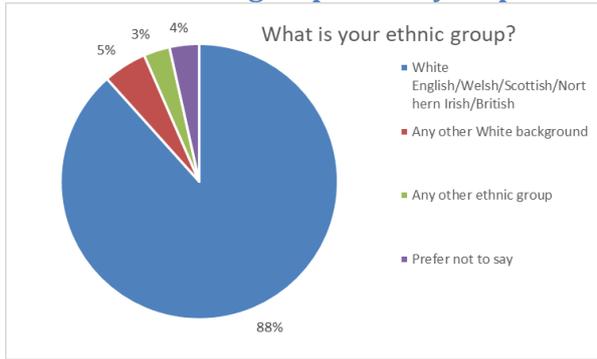
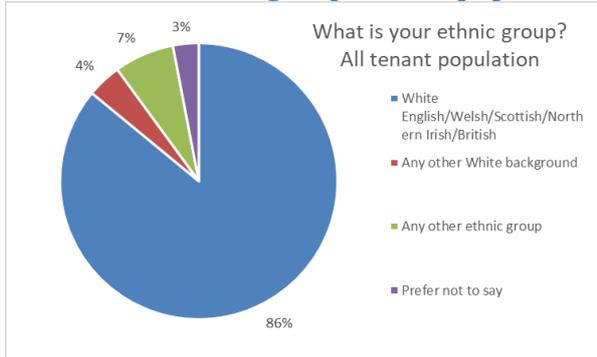
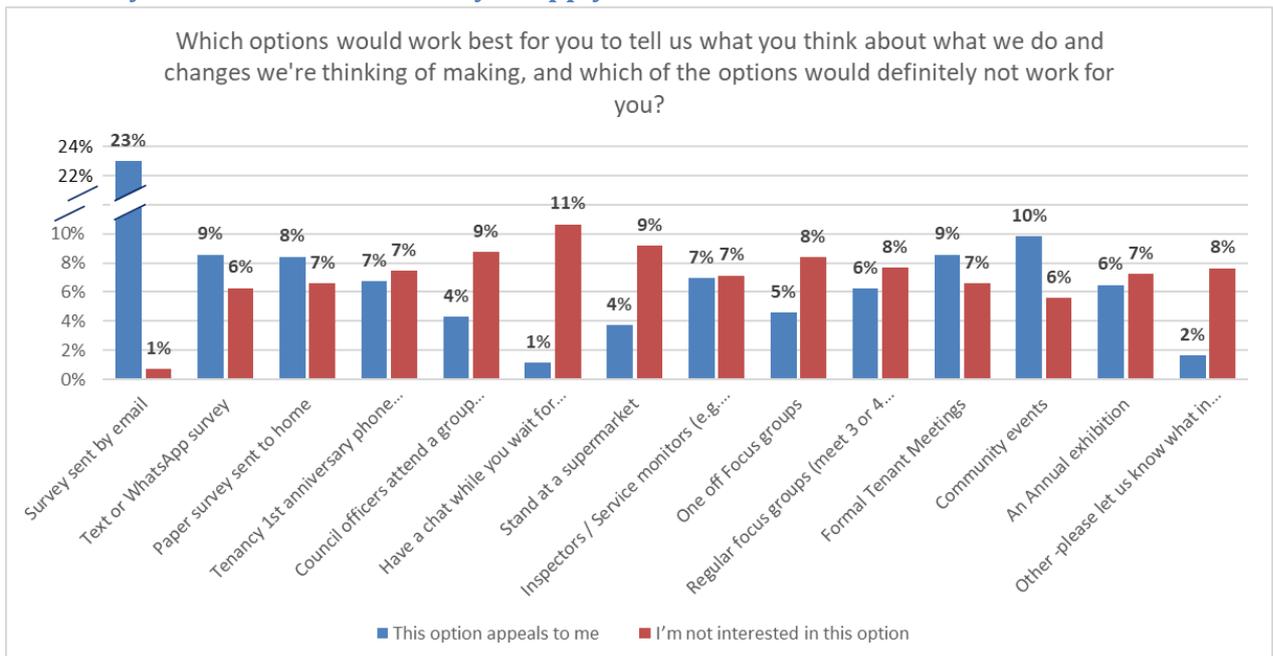


Chart 1.5.1 – Ethnic group – tenant population



2. What would appeal to you?

Chart 2. - Which options would work best for you to tell us what you think about what we do and changes we're thinking of making, and which of the options would definitely not work for you? Please select as many as apply.



Beneath the question ‘What options would work best for you?’ a drop-down menu was provided giving more information about some of the options.

Tenancy 1st anniversary phone call from WCC	A year after new tenants have moved in an officer calls to ask ‘How are things?’
Council officers attend a group you already go to - coffee, cake and chat	Council officers go along to a group tenants already attend e.g. parents and toddler, half term football, youth clubs, support groups, to ask ‘what works well, where do we need to improve?’
Have a chat while you wait for school pick up	Officers and an ice cream van wait outside schools to ask any tenants with children at the school ‘what works well, where do we need to improve?’
Stand at a supermarket	Officers wait outside local supermarkets to ask tenants – ‘what works well, where do we need to improve?’
Inspectors / Service monitors	<p>Work with the contract manager for the services to monitor the service and report how well it is being carried out.</p> <ul style="list-style-type: none"> • Cleaning • Grounds maintenance • Estate
One off Focus groups	Meets only once, usually for only a couple of hours, to discuss a specific topic e.g., energy saving homes, changes to the mutual exchange policy, changes to the garage letting policy, how we deal with complaints.
Regular focus group	<p>Meets 3 or 4 times a year to talk about a specific part of the housing service matched with the Government's new consumer standards. These are,</p> <ul style="list-style-type: none"> • Property safety and quality <ul style="list-style-type: none"> ○ Stock Quality ○ Decency ○ Health & Safety ○ Repairs & Maintenance ○ Adaptations • Tenancy matters <ul style="list-style-type: none"> ○ Allocations and lettings ○ Tenancy sustainment and evictions ○ Mutual exchanges ○ Anti-social behaviour ○ Garage lettings ○ Estate improvements • How the council listens to tenants views <ul style="list-style-type: none"> ○ Fairness and respect ○ Engagement with tenants ○ Performance information ○ Complaints • Neighbourhood and community

	<ul style="list-style-type: none"> ○ Maintenance of shared spaces, cleaning and grounds maintenance ○ Safer neighbourhoods ○ Domestic abuse
Formal Tenant Meetings	Attending formal established (TACT) face to face meetings where tenants can speak with council officers, service providers, decision makers and councillors and link in with the council committee structure.
Community events	Usually in response to local concerns, for example 'pop-up events' in relation to parking or anti-social behaviour.
An Annual exhibition	One big event with stands manned by council officers on topics such as Tenancy support, cost of living support measures, repairs and maintenance & neighbourhood services.

Following on from the previous question a further question was asked,

'Using the same options given above, please select the ONE option you would prefer above all others'.

The responses to this question have been profiled by age. The email option had so many returns in comparison to the other options that this has been displayed in a separate graph.

The percentages displayed in these graphs are grouped by age bracket.

Chart 2.2 - Email option only - select the ONE option you would prefer above all others.

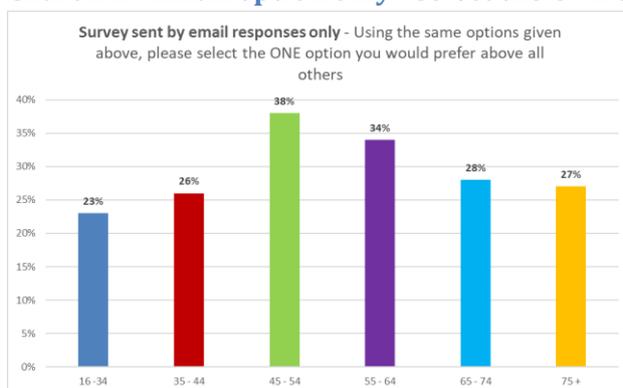


Chart 2.2.1 - Using the same options given above, please select the ONE option you would prefer above all others. All other options.

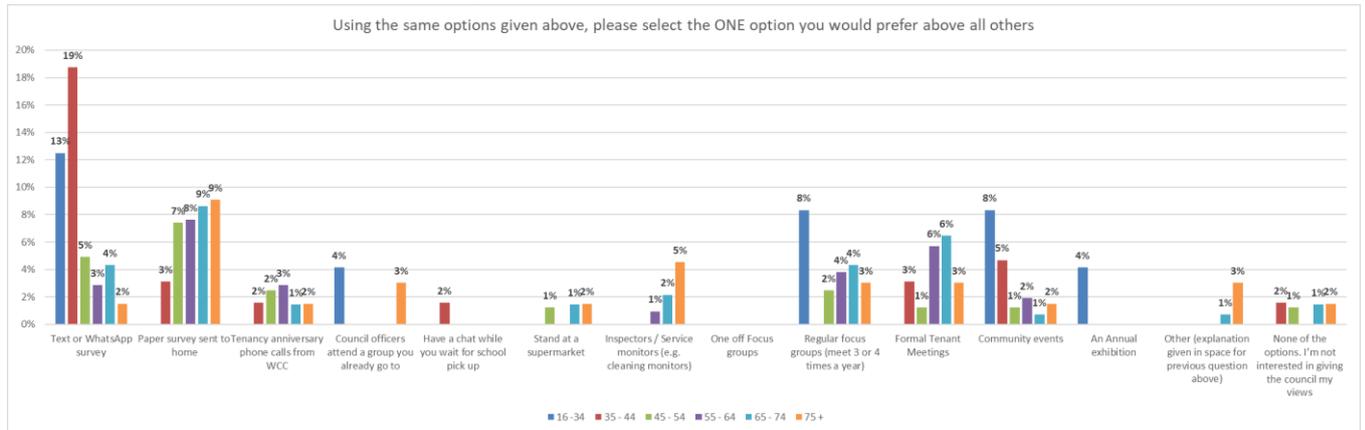


Chart 2.3 - Looking at the list below, what is most important to you when thinking about giving feedback? Select as many as applicable.

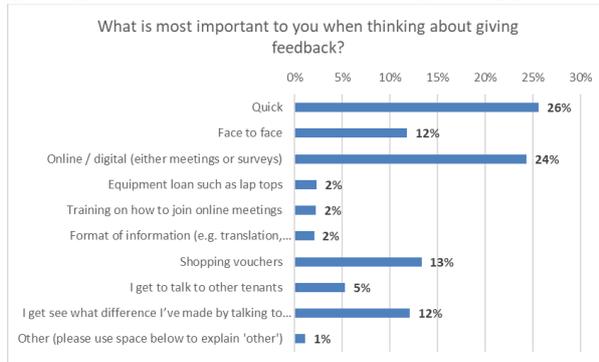


Chart 2.3.1 - Looking at the list below, what is most important to you when thinking about giving feedback? Select as many as applicable - profiled by age.

The percentages shown are by age category.

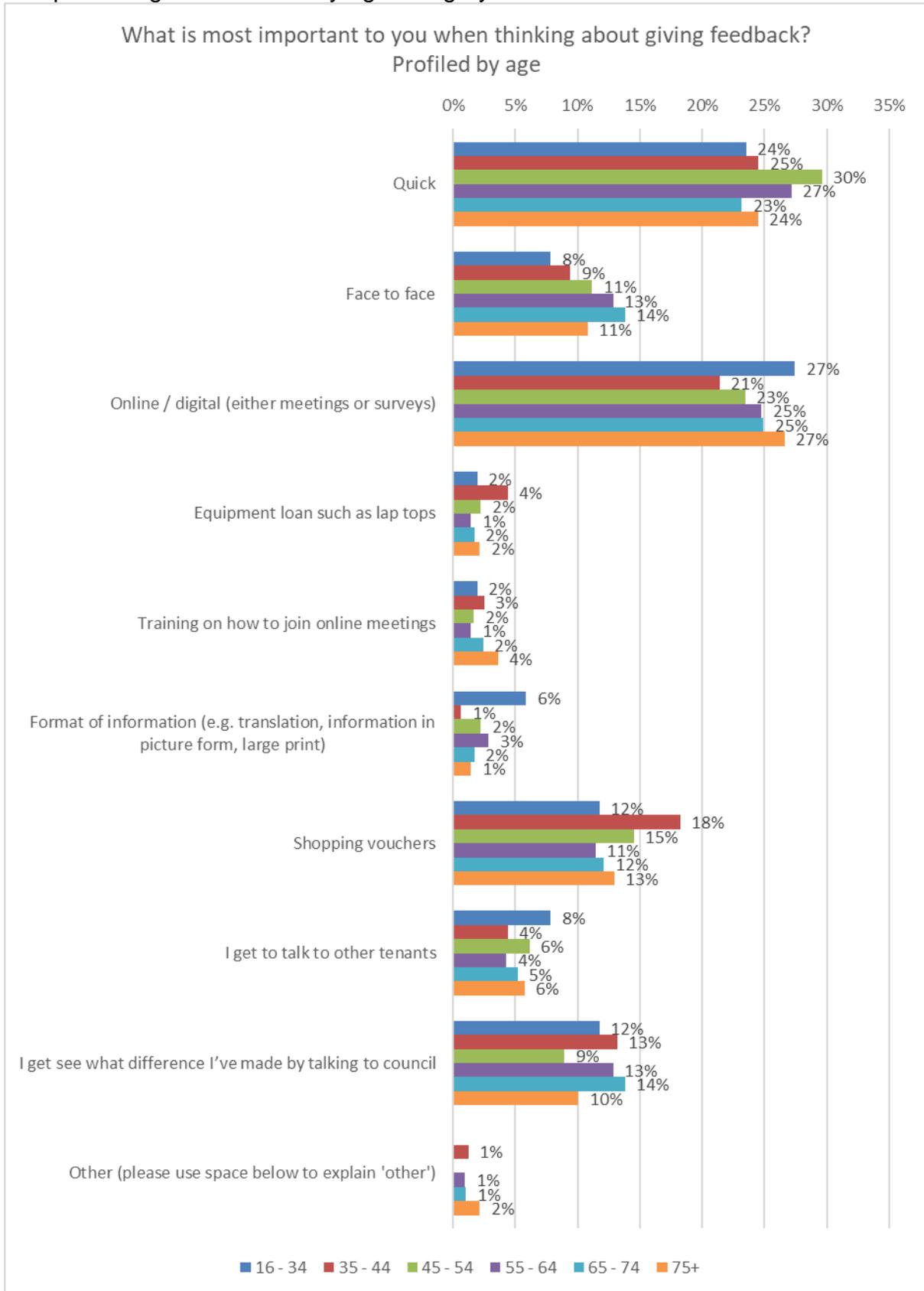


Chart 2.4 - What would get you to come along to FACE TO FACE / IN PERSON meetings?

This question asked respondents to select as many options as applied to them. There were sub-questions, displayed in charts below asking for further detail regarding time of day and what / where they mean when saying 'local'.

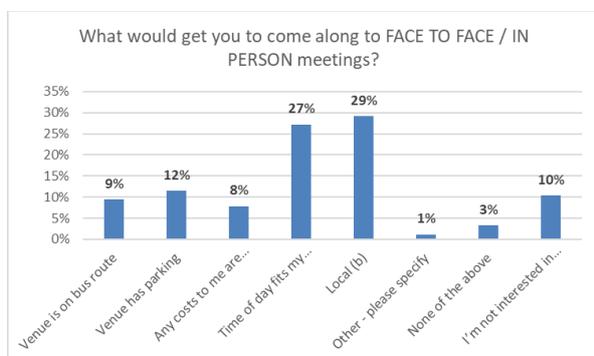


Chart 2.4.1 - Time of day that fits my commitments.

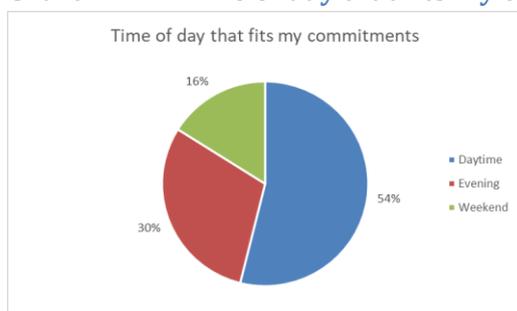


Chart 2.4.2 - Free text responses to the 'local' option.

A free text box was provided under the 'local' option 'Please say where this would need to be i.e. estate, village, town. The answers have been sorted into broad categories.

Misc.	6	
Estate	55	
Local building	17	
Winchester	93	
Village	21	
Sheltered block	6	
North Rural	4	
Southern Parishes	59	
Southern Parish locations with 3 or more mentions have also been categorised separately	No more than 2 mentions	12
	Alresford	10
	Bishops Waltham	13
	Colden Common	5
	Curdrige	3
	Denmead	3
	Swanmore	3
	Whiteley	3
Wickham	7	

Examples of Misc. responses include, At home and Anywhere.

The 'Estate' category includes 10 mentions of Kings Worthy, 14 Stanmore and 8 Weeke.

Winchester Central includes 8 mentions of the City Offices.

North Rural is made up of 2 mentions of Sutton Scotney and 2 Micheldever.

The greyed sections are the Southern Parishes broken down to specific locations.

Chart 2.4.3 What would get you to come along to FACE TO FACE / IN PERSON meetings? – Profiled by age.

This question has been profiled by age and displayed in age category to demonstrate what’s important to each group.

What would get you to come along to FACE TO FACE / IN PERSON meetings? Profiled by age.	16 -34	35 - 44	45 - 54	55 - 64	65 - 74	75 +
Venue is on bus route	13%	9%	7%	7%	9%	17%
Venue has parking	4%	11%	12%	11%	13%	12%
Any costs to me are reimbursed – travel, care costs	15%	9%	10%	8%	5%	7%
Time of day fits my commitments	27%	30%	31%	27%	27%	20%
Local	27%	24%	28%	31%	32%	30%
Other - please specify	0%	3%	1%	1%	0%	2%
None of the above	4%	2%	3%	3%	4%	3%
I’m not interested in coming to face to face meetings	10%	13%	10%	11%	9%	10%

3. Advisory Group

The following information was given on the survey, followed by three questions.

‘We are thinking about setting up an advisory group to check how well we find out what all tenants think.

Tenants would be invited to apply to be part of this group. Detailed information would be given on what’s expected of tenant representatives along with the aim of the group. Group members would be offered training to develop the skills they feel they may need to carry out their role.

We are thinking about offering a payment for being part of this group and therefore applicants will be expected to say how they would work with the council to the benefit of all tenants.’

Chart 3 – Does being part of the advisory group appeal to you?

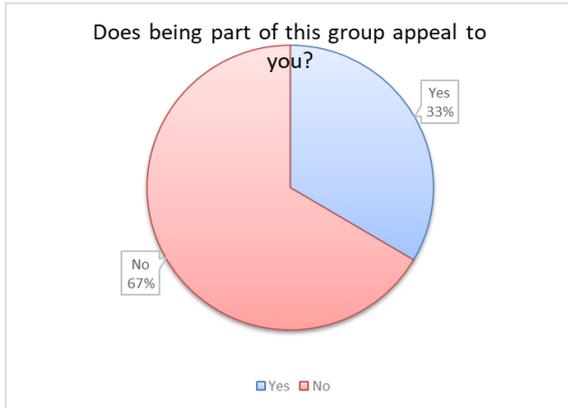


Chart 3.1 – Does being part of the advisory group appeal to you? - Yes responses profiled by age.

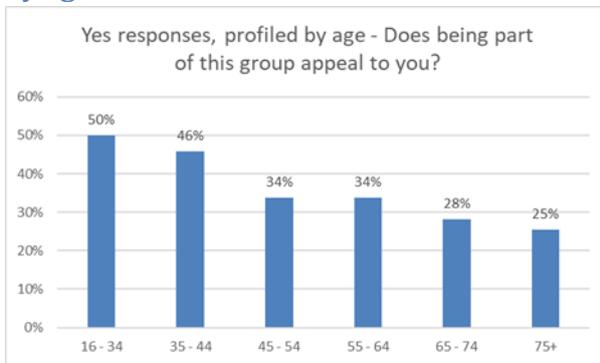


Chart 3.1.1 - Does being part of the advisory group appeal to you? - Yes responses profiled by household.

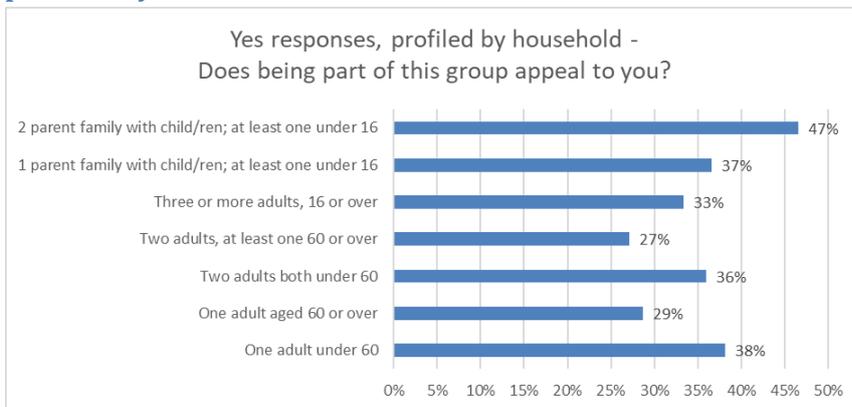


Chart 3.2 – Would you still be interested if the group was set up but without members being paid?



Chart 3.2.1 - Would you still be interested if the group was set up but without members being paid? – Yes responses profiled by age.

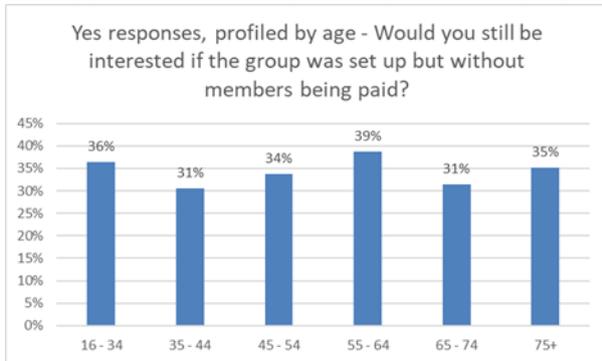


Chart 3.3 – Would you like us to send you more details if we go ahead?

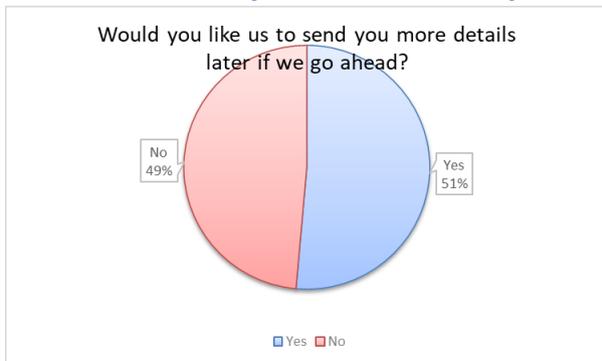
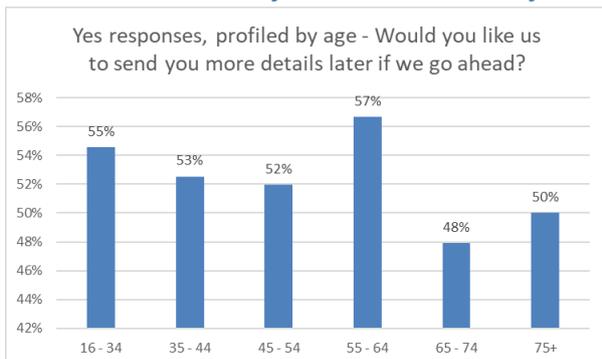


Chart 3.3.1 - Would you like us to send you more details if we go ahead? – Profiled by age



Appendix 1 - WCC District Engagement Activities area definitions

For many years housing have used district areas in preference to wards to compare the results of engagement activities as this was found to be more meaningful.

The areas used are

- Stanmore
- Weeke
- Winnall / Highcliffe
- City Other (Abbots Barton, Central Winchester, Hyde)
- Rural North
- Rural South

Changing which settlements are in which group would make data difficult to compare.

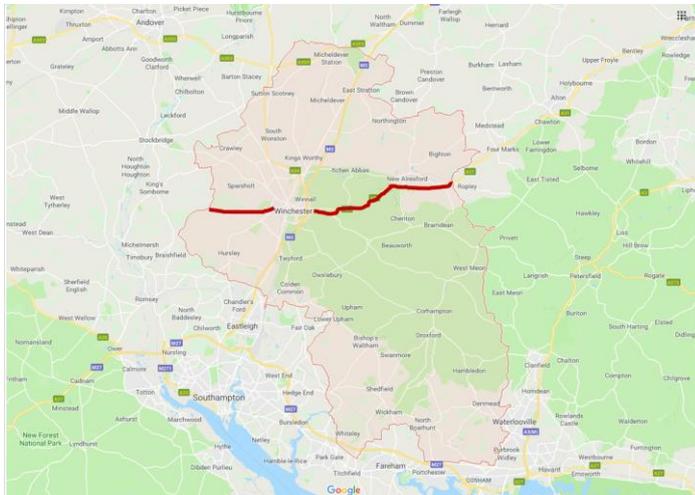
Tenants are provided the following information to determine which area they live.

Area Explanation / Definition

It is not always clear when looking at a list of defined areas where it is you live. Hopefully the explanations below help.

Do you live in Abbots Barton? This comes under City Other.

Not sure whether you live in the Rural North or South? Hopefully this map will make it clear for you. If you live above the bold line, you are Rural North. Below the bold line you are Rural South. If you are still unsure, have a look at the list below.



Rural North

Alesford, Bighton, Bishops Sutton, Crawley, East Stratton, Headbourne Worthy, Itchen Stoke, Itchen Valley, Kings Worthy, Littleton, Micheldever, South Wonston, Sparsholt, Sutton Scotney

Rural South

Bishops Waltham, Boarhunt, Bramdean, Cheriton, Colden Common, Compton, Curdridge, Denmead, Droxford, Durley, Exton, Hambledon, Hursley, Kilmeston, Meonstoke, Otterbourne, Owlesbury, Shedfield, Shirrel Heath, Soberton, Southwick & widely, Swanmore, Titchfield, Twyford, Upham, Waltham Chase, West Meon, Wickham