

Agenda Item 13

Housing Review Board

26 November 2009

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Tenant Profiling – ‘Getting to know you better’

Summary

This report presents the findings of our tenant profiling survey carried out between May and July 2009. The survey followed guidance given by the Audit Commission to complete our tenant profiling exercise.

The questionnaire titled ‘Getting to know you better’ was sent out to all sheltered and general needs households. The attached report gives an overview of the findings. We will endeavour to use this information to better tailor our housing services, and we will provide a further analysis and implications report to the Board at a future meeting.

Recommendation

That the findings of the survey are noted and that a further report is presented to the Board on the implications and use of the survey.

a) Reasons for Recommendation

To show both good practise and comply with the Audit Commission recommendations.

b) Alternative Options

To ignore the findings of the report.

c) Risk Considerations

That we cannot demonstrate we provide a fair service to all tenants.
That we cannot tailor our service to meet the needs of tenants.

d) Policy and Budgetary Considerations

A budget of £5,000 was approved in 2007/8 for this exercise.

e) Date for Review of Decision

A further report on the implications is presented to a future meeting of the Board.

1 Tenant Profiling

- 1.1 It is recognised good practice for social landlords to know their tenants in order that they can tailor housing services to meet the know needs and aspirations of customers. Prior to our Tenant Profiling work we had a basic understanding of tenants from the census and our various surveys undertaken in the past. We reported this to the Board a few years ago, but recognised the need to undertake a more in depth piece of work.

- 1.2 The Board has been involved in the development of the survey methodology, the design of the survey form, and how we communicate with tenants. This proved to be somewhat controversial in that several of the questions were considered to be intrusive and too personal. We eventually agreed a survey form and undertook a pilot of the survey form in Seaton. We have undertaken the survey work and analysis in-house to contain the costs of the exercise.
- 1.3 We have just completed an initial analysis of the survey returns and present these in **annex 1**. The survey report explains the response rate and presents the responses to survey questions in table and graphical form.
- 1.4 We are asking new tenants to complete the questionnaire in order that we can develop the database of information on tenants. Critically we need to demonstrate how we intend to use the information as there is little value in holding considerable amounts of data on tenants unless we put it to good use in terms of service improvements and adapting services to meet the specific and varied needs of individual tenants.
- 1.5 We do need to undertake some further analysis on the results of the survey and bring back a series of recommendations to the Board on how we intend to use the survey findings. We need to give some initial feedback to tenants who have been helpful in providing the information to us, and so we plan to report the high level findings in the Housing Standard and put the report on the website.

Legal Implications

There are no legal issues set out within the report requiring comment

Financial Implications

There is budgetary provision of £7,320 in the current financial year.

Consultation on Reports to the Executive

None

Background Papers

- Getting to know you better – Tenant Profiling Survey 2009
- Housing Review Board reports dated January 2007 and June 2007.

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