

feedback

Surveys, training and leaseholder engagement



London Borough of Camden

2012 Leaseholder Satisfaction Survey Report

January 2013

Survey report written by
Feedback Services – the satisfaction
survey service for social landlords

A specialist research agency sheltered housing by the

**NATIONAL
HOUSING
FEDERATION**

London Borough of Camden Leaseholder Survey 2012

carried out by: Feedback Services
during October and November 2012

Produced by Feedback Services

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Camden Council manage 5,649 leasehold properties, of which a sample of 1,800 were surveyed. 31% leaseholders responded to the survey (563) and this short report looks at the results from the survey separately to the full report on tenant satisfaction.

1.1 Key service areas

Service provided by the Council

Only a third of Camden's leaseholders are satisfied with the services provided by Camden. Just 5% of leaseholders said they are "very satisfied" with the services provided, 30% are "fairly satisfied" (52%). Half of leaseholders are dissatisfied with the services provided by the Council (49%), while a further 16% are undecided (neither satisfied nor dissatisfied).

Quality of the home

Three out of five of Camden's leaseholders are satisfied with the overall quality of the home (70%). One in seven leaseholders are "very" satisfied (14%), while most are "fairly" satisfied (46%). Almost a quarter of leaseholders are dissatisfied (23%), while 17% are neither satisfied nor dissatisfied with the quality of their home.

Repairs and maintenance service

One fifth of leaseholders are satisfied with the repairs and maintenance service (19%) at Camden, and virtually none are "very satisfied" with the service (3%).

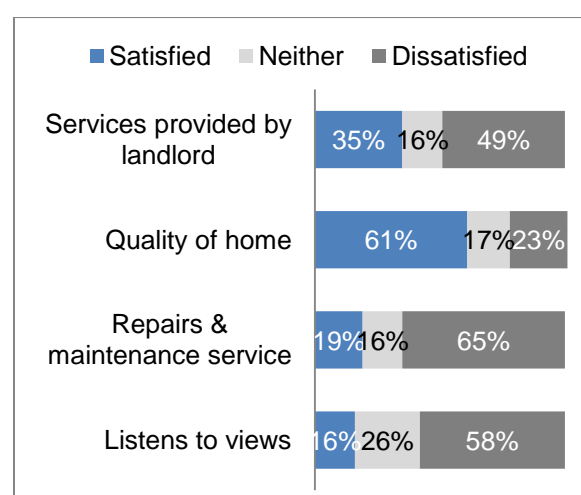
Two thirds of leaseholders are dissatisfied with the repairs and maintenance service (65%), with 37% of those "very dissatisfied". One in six leaseholders are neutral when it comes to rating the repairs service (16%).

Listens to views and acts on them

Only one in six leaseholders felt that Camden Council listens to their views

and acts upon them (16%), and few of those are "very satisfied" (3%). While many leaseholders are neither satisfied nor dissatisfied (26%), over half are actually dissatisfied (58%) – and 36% of those are "very dissatisfied".

Figure 1.1 : Satisfaction with key areas



Recommending the Council

Just over a quarter of leaseholders would recommend Camden Council to family or friends (27%). Few leaseholders said that they would be "very likely" to recommend the Council (8%), while more would be "fairly likely" (19%). Half of leaseholders felt they would be unlikely to recommend Camden Council (47%), while a quarter are undecided (26%).

1.2 Service charges

Value for money for the service charge

Only a fifth of leaseholders are satisfied with the value for money provided by the service charge (20%). Two thirds of leaseholders are dissatisfied (65%), with

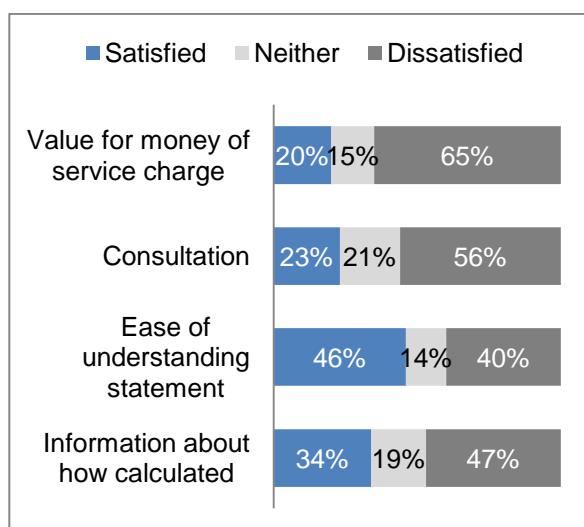
15% neither satisfied nor dissatisfied.

Consultation when setting service charges – Almost a quarter of leaseholders are satisfied with the consultation received when Camden sets the service charges (23%), while more than half are dissatisfied (56%).

Ease of understanding the service charge statement - A higher percentage of leaseholders find the service charge statement easy to understand (46%), however 40% said that they did not (14% neutral).

Information on how charges calculated - A third of leaseholders are satisfied with the information Camden gives about how the service charges are calculated (34%), however nearly half are not satisfied (47%) and 19% neither satisfied nor dissatisfied.

Figure 1.2 : Satisfaction with service charges



1.3 Communal areas

Cleaning of the communal areas

Around two out of five leaseholders are satisfied with the cleaning of the internal

(43%) and external (39%) communal areas. A higher percentage of leaseholders are dissatisfied (46% internal and 46% external).

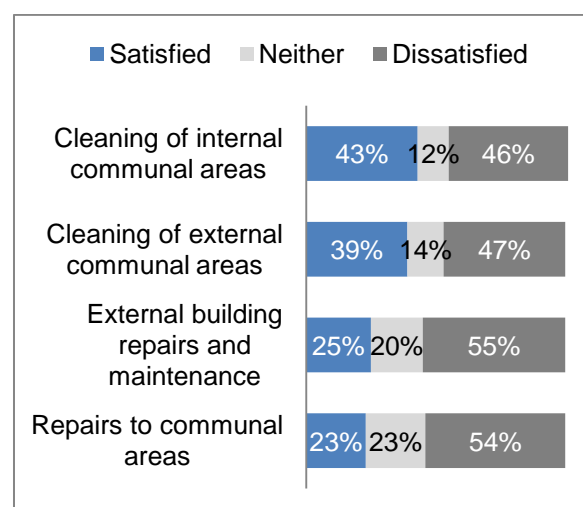
Repairs to external building areas

A quarter of leaseholders are satisfied with external building repairs and maintenance (25%). Over half are dissatisfied with the repairs service (55%) in this area, with 20% neutral when it comes to rating external building repairs.

Repairs to communal areas

Just under a quarter of leaseholders are satisfied with repairs to communal areas (23%), while more than half of leaseholders are dissatisfied with the service (54%).

Figure 1.3 : Satisfaction with communal areas and repairs



1.4 Contact with the Council

Three quarters of leaseholders had contacted Camden in the last 12 months with a query other than to pay their service charges (74%).

Getting hold of the right person

Only a quarter of leaseholders found getting hold of the right person easy (26%), with more than twice as many leaseholders finding it difficult to get hold of the right person (59%). A further 14% of leaseholders found it neither easy nor difficult.

Helpfulness of staff

Just as many leaseholders found staff helpful (40%) as unhelpful (39%) when they contacted them.

Dealing with the query in a reasonable time

Two fifths of leaseholders (40%) said that their query was answered within a reasonable time (60% not).

Internet access

The vast majority of Camden's leaseholders have access to the internet (84%).

Use of website

Just under two thirds of leaseholders had used Camden Council's website in the last six months (64%).

The majority of leaseholders who had used the website did so to look up information (79%), while two thirds looked up a contact number (66%). Just under half of the leaseholders had used the website to make a payment (46%), with slightly fewer completing an online form (43%).

1.5 Communication and Information

Keeping leaseholders informed

Three out of five leaseholders felt that the council keeps them informed (60%), of which 17% said that they were kept well informed and 42% said that they were kept fairly well informed. Over a quarter of leaseholders felt that the

Council only gives out a limited amount of information (27%) and 13% of leaseholders felt that the Council does not tell them much at all about what it does.

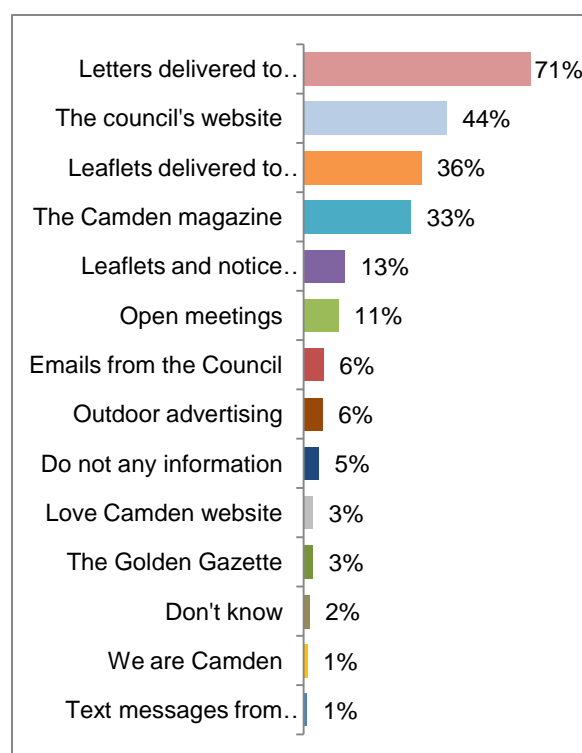
Getting information about Camden

Three quarters of leaseholders said that they get most of their information about the Council through letters delivered to their home (71%), while just under half use the Council's website (44%).

A third of leaseholders also said that they get information from leaflets delivered to their door (36%) or from the Camden magazine (33%).

Leaflets on notice boards and in Council buildings (13%) were popular sources of information for around one in five leaseholders, while one in ten gained information open meetings (11%). The remaining sources of information did not have as much reach (1% to 6%).

Figure 1.4 : Getting information about Camden



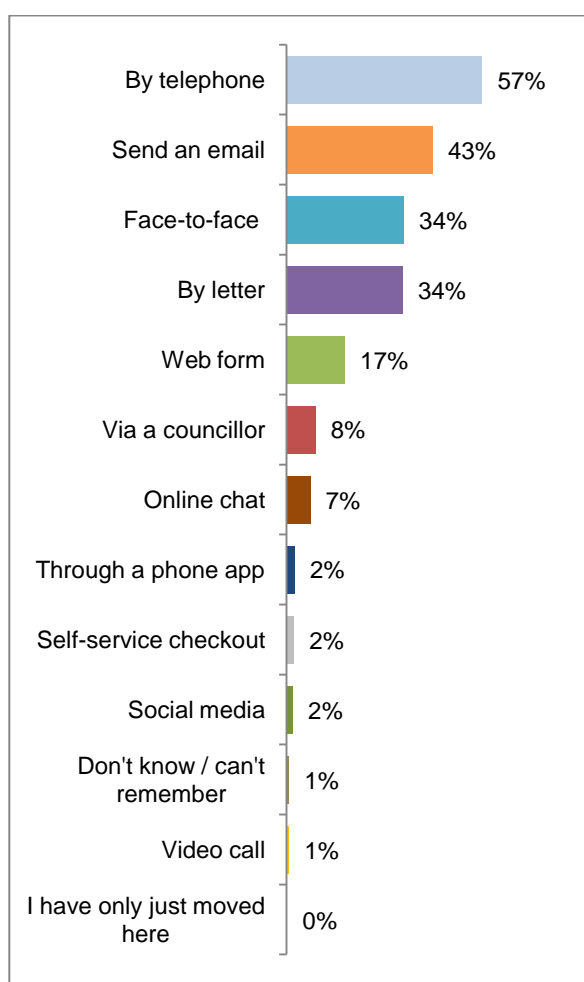
Preferred method of making contact

Over half of leaseholders are happy to use the telephone to make contact with the Council (57%), while a third prefer face to face contact with someone in a council office or building (34%) or by letter (34%).

Many leaseholders are happy to send an email (43%), while 17% would use a web form. Contacting a councillor was an option for 8% of leaseholders.

Relatively few leaseholders would use a video call, social media, a self-service checkout at a Council building or office, online chat, or a phone app to make contact (1% to 7%).

Figure 1.5 : Preferred method of contact



Cost of telephone calls

Two thirds of leaseholders are satisfied with the cost of contacting Camden Council by telephone (66%).

1.6 Antisocial behaviour

Just under a quarter of leaseholders said that they had reported antisocial behaviour to the Council in the last 12 months.

Half of leaseholders (49%) said that it was easy to contact staff to report anti-social behaviour to the Council (9% very easy and 40% fairly easy). However, almost as many leaseholders found it difficult (44%), with 7% of leaseholders finding it neither easy nor difficult.

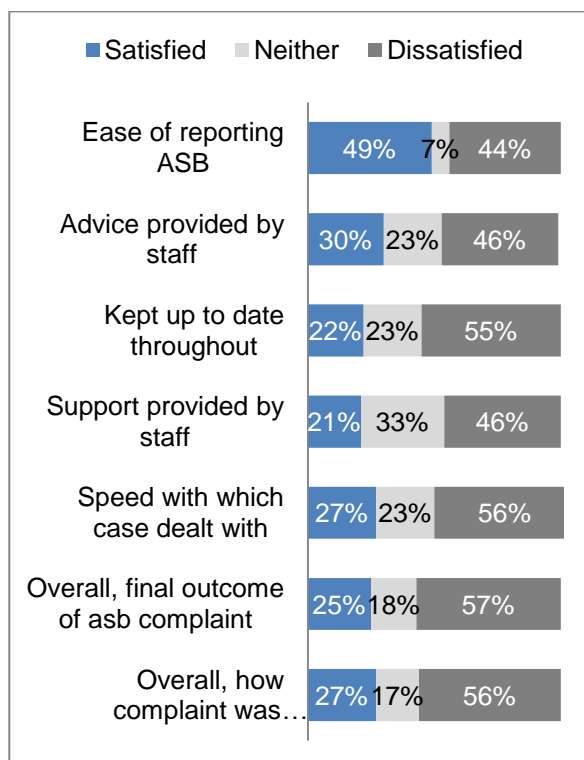
Satisfaction with anti-social behaviour service

Just under a third of the leaseholders were satisfied with the advice provided by staff (30%). Only a fifth of leaseholders are satisfied with the support provided by staff (21%) and how well they were kept up to date with what was happening. A higher percentage of leaseholders were satisfied with the speed the case was dealt with overall (27%).

Only a quarter of leaseholders are satisfied with the final outcome (25%) and how well Camden dealt with the anti-social behaviour complaint overall (27%).

A high percentage of leaseholders are dissatisfied with all of the aspects of the anti-social behaviour case (46% - 57%).

Figure 1.6 : Satisfaction with reporting anti-social behaviour



1.7 Complaints

A relatively high percentage of leaseholders said that they had made a complaint to Camden in the last 12 months (41%).

Satisfaction with complaints procedures

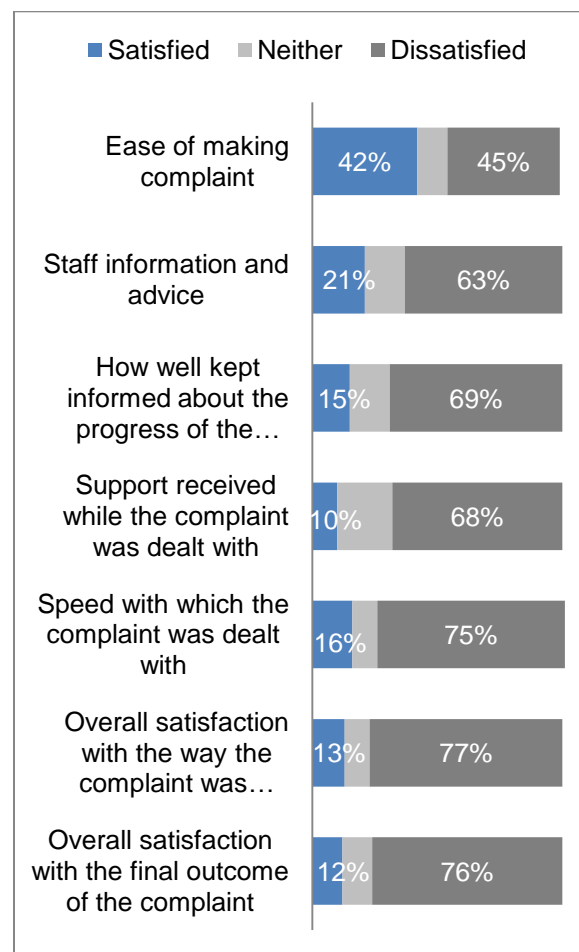
Just three out of seven leaseholders are satisfied with how easy it was to make the complaint (42%), while only a fifth were satisfied with the information and advice provided by staff (21%). High numbers of leaseholders were dissatisfied with the ease of reporting the complaint (45%) and the advice provided (62%).

Very few leaseholders who had made a complaint were satisfied with how well

they were kept informed about its progress (15%), the support they received (10%) and the speed with which the complaint was dealt with (16%). Far more leaseholders were dissatisfied with these aspects of the service (68% - 75%).

In terms of overall satisfaction with the service, few were satisfied with how the Council handled the complaint (13%) and the final outcome (12%), and three quarters of leaseholders were left dissatisfied (76% - 77%).

Figure 1.7 : Satisfaction with complaints procedures



1.8 Neighbourhood

Satisfaction with neighbourhood as a place to live

Over two thirds of leaseholders are satisfied with the neighbourhood as a place to live (71%), with a quarter of leaseholders “very satisfied” (26%). Just one in six leaseholders are dissatisfied with their neighbourhood (16%), while 11% are neither satisfied nor dissatisfied.

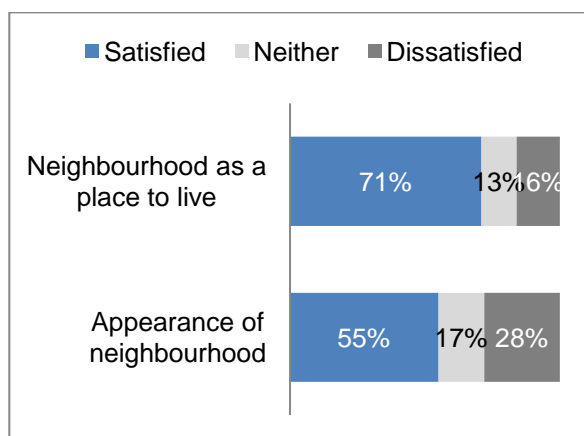
Improving or declining?

Just as many of Camden’s leaseholders felt that their neighbourhood had improved in the last three years (27%), as said it had declined (27%), while half of many leaseholders felt that it had stayed the same (47%).

Appearance of the neighbourhood

Over half of leaseholders are satisfied with the appearance of the neighbourhood (55%), although only 9% of leaseholders are “very satisfied”. Over a quarter of leaseholders are dissatisfied with the appearance of their neighbourhood (28%), while 17% are neither satisfied nor dissatisfied.

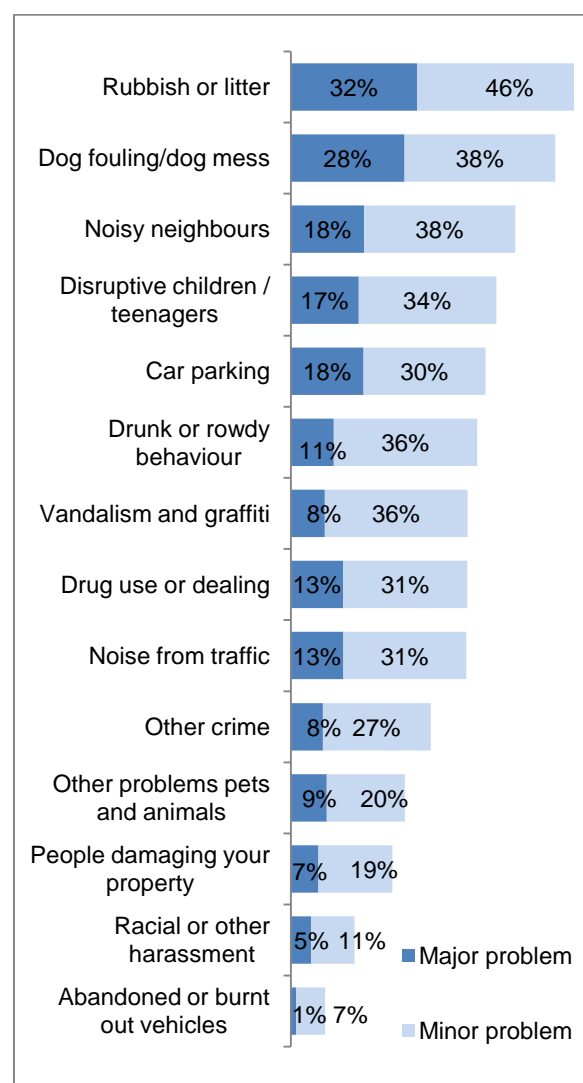
Figure 1.8 : Satisfaction with the neighbourhood



Local problems

Leaseholders were asked to what extent a range of issues were problems in their neighbourhood. Around a half of leaseholders had local problems (either minor or major) with drunk or rowdy behaviour (47%), car parking (49%), disruptive children or teenagers (51%) and noisy neighbours (56%), while problems with dog fouling/mess (66%) or rubbish or litter (78%) were affecting even more leaseholders.

Figure 1.9 : Local problems



Over two out of five leaseholders said that there are local problems with drug use or dealing (44%), noise from traffic (44%) or vandalism or graffiti (44%).

Problems with other crime (35%) was reported by around a third of leaseholders, while problems with pets (29%) and people damaging property were local problems for around a quarter or more of tenants.

Problems with harassment (16% racial or other) and abandoned vehicles (9%) were reported by fewer leaseholders.

It is important to note that many local problems are minor problems rather than major problems. Only two issues – dog fouling/dog mess (28%) and rubbish or litter (32%) are major problems for more than a fifth of the leaseholder population.

1.9 Estate services

Grounds maintenance

Over half of leaseholders said that they are satisfied with the grounds maintenance in their area (54%). A relatively small number of leaseholders are neutral (17% neither satisfied nor dissatisfied), while more (29%) are dissatisfied.

Estate services

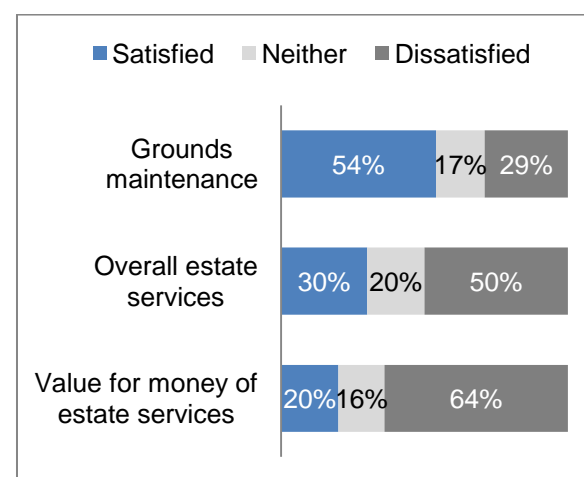
The survey found that just under a third of leaseholders are satisfied with the estate services overall (30%), with few of those “very satisfied” (4%). Half of leaseholders are dissatisfied (50%), while a fifth were neither satisfied nor dissatisfied (20%).

Value for money of estate services

Only a fifth of leaseholders are satisfied with the value for money they pay for the

estate services (20%). With a small number of leaseholders neutral (16% neither satisfied nor dissatisfied), two thirds are dissatisfied with the value for money they receive from this service (64%).

Figure 1.10 : Satisfaction with estate services



1.10 Changes to the benefit system

A high percentage of leaseholders are aware that the government is making changes to the benefits system as only 6% of all leaseholders said that they were unaware. Despite this 17% of those who are aware of the changes do not know if they will be affected.

Almost two thirds of leaseholders who are aware of the changes don't think that they or their family will be affected (62%). A few leaseholders think that they will be affected (16%).

1.11 Camden's role in supporting people to improve their health and wellbeing

Over three hundred leaseholders gave their thoughts on how Camden should help to support the health and wellbeing of its leaseholders (313 responses). A number of common themes emerged from the survey from leaseholders which echoed those of tenants.

1.12 Demographics

Age of leaseholders

A third of leaseholders (35%) are aged 60 or over, with half of leaseholders aged between 35 and 59 years old (52%). The survey found that only 13% of all leaseholders are aged under 35 years old.

Gender of leaseholders

Just over half of leaseholders (53%) are male, with slightly fewer female leaseholders (47%).

Ethnic origin

Three out of five of Camden's respondents are White British leaseholders (60%).

According to the housing regulator's definition, which includes White Irish and White Other, 40% of leaseholders are Black and Minority Ethnic (BME), with Any Other White leaseholders (17%) and White Irish leaseholders (6%) representing the two largest groups. The remaining leaseholders had a range of ethnic origins: African (3%), Indian (2%), Bangladeshi (2%), Chinese (2%), Any Other Asian background (2%), Caribbean (1%) and Arab (1%) groups.

Health problems

A fifth of leaseholders (21%) have a member of the household whose day to day activities are limited due to a health problem which has lasted, or is expected to last, at least 12 months. 10% of leaseholders said that their day to day activities are limited a lot and 11% said they are limited a little.

1.13 District Housing Office

Leaseholder satisfaction varied by district, with leaseholders in Camden Town, Hampstead and Holborn generally more satisfied than those in Gospel Oak and Kentish Town. The main differences between the five districts are:

- **Camden Town** leaseholders awarded higher ratings for overall services (41%), the home (67%), the helpfulness of staff (45%) and repairs to communal areas (29%). A higher percentage of leaseholders found the service charge statement easy to understand (51%) and were satisfied with the information on how it was calculated (40%). Estate services were rated the highest in Camden Town (42%) and linked to this were higher ratings for the cleaning of internal communal areas (49%) and repairs to communal areas (29%).
- More leaseholders in Camden Town would recommend the Council (38%) compared to other leaseholders (23% - 28%). Despite this leaseholders awarded one of the lowest ratings for the neighbourhood as a place to live (65%) and only half were satisfied with its appearance (49%).

- Leaseholders in **Gospel Oak** were also less satisfied with the neighbourhood as a place to live (65%) or its appearance (49%). They awarded the lowest ratings for estate services (24%), the cleaning of external communal areas (29%), and repairs to those areas (16%) and communal areas (18%).
- Hampstead** leaseholders awarded the highest ratings for the cleaning of internal (48%) and external (46%) communal areas.
- Leaseholders in **Holborn** rated the neighbourhood the highest place to live (80%) and 61% were satisfied with its appearance. They were the most satisfied with the repairs and maintenance service (26%) and repairs to external buildings (33%); however they felt the least informed (53%).
- Kentish Town** leaseholders awarded the highest rating for grounds maintenance (61%) and the second highest rating for the appearance of the neighbourhood (60%). Despite this, satisfaction with overall services was at its lowest in the district (26%) and lower ratings were also awarded for the quality of the home (51%), the cleaning of internal communal areas (35%) and overall estate services (25%).

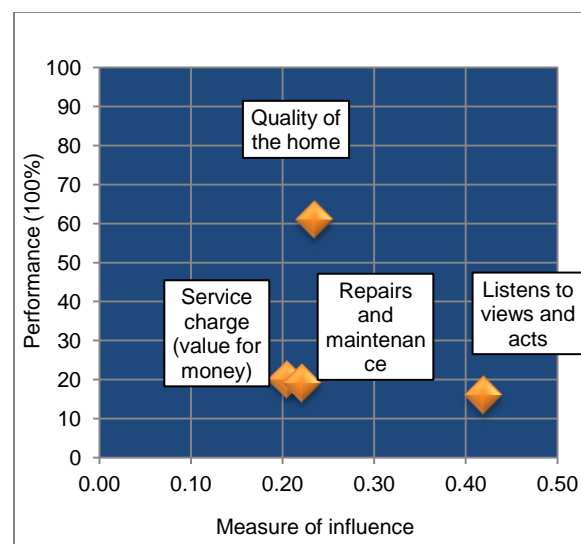
1.14 Key Driver Analysis

The most important driver for leaseholders is listening to their views and acting upon them. The repairs and maintenance service, quality of the home and value for money of the service charge are less influential on overall satisfaction. Satisfaction with the neighbourhood had no influence on

overall satisfaction with the Council.

The findings show the importance to leaseholders of being listened to.

Figure 1.11 : Key Driver Analysis



1.15 Change in satisfaction overtime

When current satisfaction is compared with an earlier survey (2009), satisfaction appears to have fallen considerably (7% to 22% lower).

Figure 1.12 : Change in satisfaction in the last three years

	2012	2009
Services provided by landlord	35%	44%
Quality of home	61%	70%
Neighbourhood as a place to live	71%	79%
Getting hold of the right person	26%	48%
Helpfulness of staff	40%	50%
Repairs & maintenance service	19%	26%
Listens to views	16%	29%

1.16 Comparison with tenants

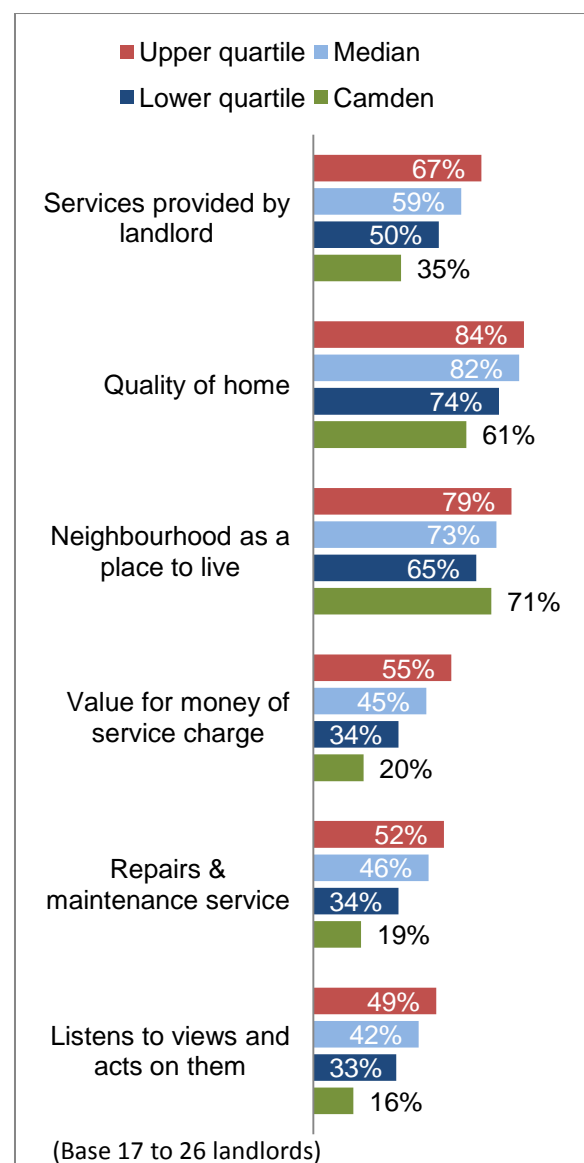
When the satisfaction of leaseholders is compared to that of tenants, leaseholders are considerably less satisfied. The difference between the two groups is particularly apparent when overall satisfaction with the Council is compared; 35% for leaseholders and 77% for tenants – a difference of 42%.

The majority of leaseholder ratings are generally some 10% to 30% lower than tenants. The only exceptions are the neighbourhood (8% lower) and the quality of home (9% lower) in contrast to satisfaction with the repairs and maintenance service which are considerably lower (48% lower).

1.17 Comparison with other landlords

When the ratings from Camden's leaseholders are compared with HouseMark's figures for all leaseholders for 2011/12 the overall level of satisfaction at Camden (35%) is 24% below the HouseMark average (59%) for leaseholders of both local authorities and housing associations. Satisfaction at Camden for comparable ratings is, with only one exception, considerably below average (21% to 27% lower) and the Council falls in the fourth quartile. Only satisfaction with the neighbourhood as a place to live is close to average (2% lower) and places the Council in the third quartile for this rating.

Figure 1.13 : HouseMark key STAR comparison for leaseholders (2011/12)



2.0 Conclusion

Leaseholders often rate satisfaction with their landlord at a much lower level than tenants, usually this is where expectations and aspirations are seen to not be sufficiently met by level of the services offered within the terms of a Lease agreement. The results from the 2012 STAR survey suggest that there has been little or no improvement in satisfaction amongst leaseholders in respect of services offered by Camden since the last survey in 2009 and there is still some work to be done by the Council to understand ways in which the needs and requirements of leaseholders can be satisfied.

The rating for services overall (35%) is at a lower level than the one recorded in 2009 (44%), and lower than other social landlords. The finding reflects other decreases in satisfaction with services in the last few years amongst leaseholders.

Key drivers of satisfaction

Leaseholders' satisfaction overall is very clearly influenced by the extent to which Camden actively listens to and acts upon their views – an area where currently only 16% of leaseholders are satisfied.

Satisfaction at district level

The results from leaseholders were analysed at district level and the survey found considerable differences in some areas, some of which may require further investigation once leaseholder demographics, property age and type, and particularly neighbourhood/environmental issues are taken into account.

Recommendations

Whilst limited to providing only those services outlined in the lease, more could be done to actively engage leaseholders in discussion over different ways in which their needs could be met. Camden needs to engage and consult with its leaseholders on a number of service areas and could potentially use the results from this survey as a basis for discussion.

Table 1. Leaseholder satisfaction by district office	Camden Town	Gospel Oak	Hampstead	Holborn	Kentish Town
Services provided by landlord	41%	35%	38%	39%	26%
Quality of home	67%	62%	61%	65%	51%
Value for money of service charge	18%	23%	20%	23%	17%
Consultation	27%	19%	25%	24%	21%
Ease of understanding statement	51%	46%	47%	44%	42%
Information about how calculated	40%	38%	35%	31%	29%
Neighbourhood as a place to live	65%	65%	72%	80%	75%
Appearance of neighbourhood	49%	47%	58%	61%	60%
Grounds maintenance	52%	51%	54%	53%	61%
Cleaning of internal communal areas	49%	39%	48%	42%	35%
Cleaning of external communal areas	41%	29%	46%	38%	41%
Overall estate services	42%	24%	29%	29%	25%
Value for money of estate services	21%	17%	18%	21%	22%
Getting hold of the right person	28%	21%	28%	26%	29%
Helpfulness of staff	45%	42%	39%	42%	37%
Answered within a reasonable time	42%	37%	44%	44%	36%
Repairs & maintenance service	23%	19%	17%	26%	15%
External building repairs and maintenance	26%	16%	28%	33%	23%
Repairs to communal areas	29%	18%	25%	27%	20%
Listens to views	18%	15%	17%	18%	12%
Informed	64%	58%	62%	53%	59%
Recommending	38%	25%	25%	28%	23%
ASB					
Ease of reporting ASB	41%	44%	50%	60%	50%
Advice provided by staff	27%	24%	41%	40%	24%
Kept up to date throughout	23%	13%	36%	24%	19%
Support provided by staff	14%	16%	40%	28%	15%
Speed with which case dealt with	24%	13%	38%	36%	25%
Overall, final outcome of ASB complaint	14%	17%	38%	33%	23%
Overall, how complaint was dealt with	23%	12%	48%	36%	22%
COMPLAINTS					
Ease of making complaint	48%	39%	40%	45%	43%
Staff information and advice	24%	12%	25%	24%	23%
How well kept informed about the progress of the complaint	14%	16%	16%	17%	15%
Support received while the complaint was dealt with	14%	7%	11%	10%	8%
Speed with which the complaint was dealt with	21%	17%	16%	17%	10%
Overall satisfaction with the way the complaint was handled by Camden Council	18%	9%	14%	17%	8%
Overall satisfaction with the final outcome of the complaint	17%	7%	14%	17%	7%

