

**Bracknell Forest Borough Council
Sounding Board Telephone Survey No 1**

Topline Findings based on 542 Respondents

Hello can I speak to

I'm calling on behalf of Bracknell Forest Borough Council. I'm from NWA Research. You recently agreed to join the Housing Sounding Board and take part in our housing consultation. We are carrying out the first survey by phone. It will take about 7 to 8 minutes and you will receive a £5 shopping voucher for taking part. All your answers will be treated in confidence. Would this be a convenient time to ask you a few questions?

Thank you very much.

We want to find out your views about the 'Your Homes' project, which used to be known as the Better Homes project. It's about the options for the future of housing and whether management of the housing stays with the council or transfers to a new local housing association.

First of all, can I just check what you recall about the Better Homes project –

Q1 Are you aware that the Council has to bring all its homes up to the Government's 'Decent Homes Standard' by 2010, and we have to find a way of funding this?

Yes..... 88% No.....12%

Q2 a) Do you remember receiving the 'Better Homes Newsletters' which explained the project ? (The last one was sent out in August)

Yes.....84.1% No.....8.5% Not sure.....7.4%

b) (If yes) How often do you read them? (Sample base: 456)

Always.....75.2% Sometimes.....23.2% Never.....1.5%

Q3 a) As you may know, the Council is consulting with tenants and leaseholders about whether homes should stay with the Council or transfer to a non profit making Bracknell Forest based housing association. Last April tenants and leaseholders were sent questionnaires called 'Test of Opinion' which asked which option they preferred. Can you recall receiving your questionnaire?

Yes.....85.6% No.....14.4%

b) (If yes) Did you fill in your questionnaire and return it ? (Sample base: 464)

Yes.....88.6% No.....4.3% Can't remember.....7.1%

ASK ALL

Q4 Can you recall/ are you aware what the outcome was, and what the Council decided?

Yes.....52.8% No.....32.5% Not sure.....14.8%

READ OUT:

The Council decided homes should stay with the Council, but also to let tenants and leaseholders know more about the option to transfer to a non profit making Bracknell Forest based housing association.

Q5 What , if anything, do you know about housing associations? (DO NOT PROMPT)

	Column %	
Q5. What, if anything do you know about housing associations?	Better services/housing experience	3.1%
	Good personal experience/exp. family/friends	4.2%
	Other positive comments	1.3%
	Rents are/will be higher	14.4%
	Bad personal experience/exp. friends/family	6.3%
	Services not as good as Council	3.7%
	Don't believe non-for-profit	1.1%
	Other negative comments	4.8%
	General comments on history/structure of HA	8.9%
	Personal experience/ exp. friends/family	4.6%
	Other neutral comments	3.0%
	Not a lot/very little	3.0%
	Nothing	52.4%
	Total	100.0%

READ TO ALL :

Can I give you some basic information about housing associations?

If tenants voted in favour of a transfer, a new local housing association or an existing housing association would own and manage rented housing without making a profit.

Housing Associations are not private organisations: they are regulated by the Housing Corporation which is government regulated.

If we transfer to a housing association your rent would be no higher than it would have been with the council.

Tenants have more of a say with representation on the management board. Existing tenants keep their 'right to buy' with the same discount entitlement.

Tenants have representatives on the Association's management board.

However, the council is also represented on the managing board but is not in control. The Council would no longer be your landlord.

Q6 What concerns, if any, do you have about transferring to a housing association? (PROBE FULLY) Anything else?
(DO NOT PROMPT. RECORD CONCERNS)

Rent increases	30.1%
Repairs might not get done	22.9%
Improvements might not get done	11.6%
My rights as a tenant may be weakened	4.1%
I could lose my right to buy.....	3.3%
I just prefer the Council as my landlord	20.5%
It might affect my Housing Benefit.....	2.0%
I don't like change	7.0%
I won't know who to complain to.....	1.3%
It's like privatisation	0.7%
Council staff losing their jobs.....	0.6%
Not dealing with the same staff that I like/feel secure with...	4.4%
Maintenance fees/service charges	1.7%
Used to Council as landlord.....	0.7%
HA not as accountable/same standard as Council	2.6%
Don't trust HA/idea	0.6%
Personal past experience/experience family/friends.....	2.0%
Other (WRITE IN).....	11.8%
Don't know	3.3%
No concerns.....	23.6%

Q7 Can I just check that you are aware of some of the main factors regarding the option of whether or not to transfer? Did you know -

a) **The Council currently has to give the government £9M each year from the money it collects from rents to pay for the cost of council housing in other towns and cities.**
Yes.....44.6% No.....55.4%

b) **If homes transferred to a non profit making Bracknell Forest based Housing Association, none of the money collected from rents would have to go to the government and all your rent money would be invested in improving homes and services to tenants in Bracknell.**
Yes.....32.3% No.....67.7%

c) **If homes stay with the Council, the Council will need to cut its budgets for other things such as schools and roads and redirect that money towards housing so it can carry out the improvements needed.**
Yes..... 58.1% No.....41.9%

d) **Transfer would mean improvements could be made to homes and services without affecting other Council services.**
Yes.....42.4% No.....57.6%

Q8 Can you tell me what your views are at the moment – do you think that housing should stay with the Council, transfer to a non profit making Bracknell Forest based housing association or have you not decided yet?

Stay with Council 34.9% – GO TO Q9
 Transfer to a Housing Association 32.8% - GO TO Q9
 Not decided yet..... 32.3%

Q8a ('IF NOT DECIDED YET, ASK)

What would help you to make that decision? (DO NOT PROMPT) (Sample base: 175)

q8a.coded

		Percent
Valid	More information	13.1
	Reassurance things not change/improvements made	5.2
	Attend meetings to ask questions/for tenants to talk	1.1
	Time to think	1.1
	Explain in deapth e.g. costs/timetables	1.1
	Specific question asked	1.5
	other	4.8
	DK/Not sure	4.4
	Total	32.3
Missing	System	67.7
Total		100.0

Q9 Finally, can I ask you two questions about your current housing service.

Taking everything into account how satisfied or dissatisfied are you with the overall service provided by your landlord?

READ OUT -

Very satisfied 43.2%
 Fairly satisfied 37.1%
 Neither satisfied nor dissatisfied 7.4%
 Fairly dissatisfied..... 5.0%
 Very dissatisfied 6.5%
 (Not sure/ don't know) 0.9%

Q10 Thinking about the housing services that your landlord provides, how satisfied or dissatisfied are you with the opportunities for participation in management and decision-making?

READ OUT -

Very satisfied 26.6%
 Fairly satisfied 41.9%
 Neither satisfied nor dissatisfied 13.8%
 Fairly dissatisfied..... 7.2%
 Very dissatisfied 3.7%
 (Not sure/ don't know) 6.8%

Thank you very much for talking to us today and for being part of the Housing Sounding Board.

Which voucher would you like

A Sainsbury's voucher.....77.9%
 A WH Smiths voucher.....22.1%

Rec'd		
Check		
Ent'd		
QC'd		

Your voucher will be sent to you within the next 4 weeks.

Thank you and goodbye.

Please note down any additional issues raised by respondent overleaf :