

KNOWING OUR CUSTOMERS

WIGAN AND LEIGH HOUSING

CUSTOMER PROFILE

NOVEMBER 2005

‘There is no quality without equality’



Contents

1. Introduction.
2. Summary Customer Profile.
3. Current Customers – Tenant Profile.
 - 3.1 Age and Household Profile.
 - 3.2 Gender Profile.
 - 3.3 Disability Profile.
 - 3.4 Ethnicity, Religion and Language Profiles.
 - 3.5 Sexuality Profile.
 - 3.6 Socio-Economic Profile.
4. Future Customers.
5. Using and Building on the Profile .

1. Introduction

Introduction

Excellent organisations need to understand the profile of their current and future customers in order to tailor their services to meet customer need and preferences. Knowing the customer profile is also essential in order to ensure services are delivered fairly to all groups.

Wigan and Leigh Housing (WALH) is a large arms length management organisation managing approximately 24,000 Council properties on behalf of Wigan Council. Our customers are generally tenants of our properties; applicants applying to be Council tenants; leaseholders living on our estates and homeless applicants requiring advice and support.

At WALH we have used various sources of information to build a broad profile of our customers. These include:-

- A 100% diversity survey of existing tenants carried out in 2004 and ongoing addition to the diversity survey by customer contact and when signing up new tenants. Currently diversity information is available on 30% of the tenant base.
- Information from a Status Satisfaction Survey of tenants in 2003 (due to be refreshed in 2006).
- Information from applicants applying for Council housing.
- Information from a borough wide 'Housing Needs Survey' completed in 2003.
- Information from the Census 2001.

Although the information is taken from a variety of sources and relating to different periods it does allow us to build a broad profile of customers.

In order to build a profile we have considered the following social groupings or identities.

- Age
- Gender
- Disability
- Ethnic background
- Religion
- Main language
- Sexuality
- Income.

The profile presented in this booklet is based on the information available as at November 2005. The Customer Profile will be refreshed bi-annually. The

information will be expanded and developed with each new addition. The size of the sample for most groupings means that the information is reasonably reliable at borough level. Information is available at Estate level but is not presented here because caution is needed when utilising the information because of the size of the sample in some areas.

The Customer Profile is available for a number of purposes:-

- To assist in setting equality monitoring targets
- To assist in refining and developing current services to meet the needs of all groups and individuals
- To assist in developing equality and diversity strategies for future development and direction of services.

If you would like to discuss the contents of this booklet in more detail, or suggest other relevant sources or information, contact Janice Barton, Director of Housing Needs at WALH on 01942 486510 or e-mail j.barton@walh.co.uk

2. Summary Customer Profile

2.1 Key Points from Tenant Profile – (November/December 2005)

Age Profile

- Age profile is available on 21,415 tenants of a 28,461 potential tenant base (75%).
- 41% of tenants on whom we hold information are above pensionable age (60 years)
- 18% are in the 75 + category
- 51% are in the 25-59 age category
- Only 7% are in the 16-24 age category
- Compared to the 2001 Census there is under representation amongst tenants of 16-24 year olds and over representation of 60-64, 65-74 and the 75 + age categories
- For all Council residents 28% are in the 0-17 age group.

Households

- 48% one person households
- 30% two person households
- 34% pensioner one person households
- One parent families with children under 16 (11.3%) out-number two parent households with children under 16 (7.9%).

Gender

- Gender information is available on 13,581 tenants (48% of the tenant base)
- 41% male (Census 2001 - 49%)
- 59% female (Census 2001 - 51%)

Disability

- 59% of tenants have a limiting long term illness, disability or infirmity.

Ethnicity

- Ethnicity information is available on 10,703 tenants (38% of the tenant base)
- White British 97.41%
- Black or Black British: African 0.59%
- White Irish 0.53%
- All other Census categories are represented but in small numbers.

Religion

- Religious information is available on 8,995 (32% of the tenant base)
- 91% Christian
- 7.6% no religion
- Most other religions represented.

Language

- Language information is available on 9,395 (33%) of the tenant base
- 99.7% state English as first language
- Wide variety of other languages represented but in small numbers including:-

Albanian
Arabic
Cantonese
Farsi
French
German
Italian
Turkish

Sexuality

- Sexuality information is available on 7,817 (27% of the tenant base)
- 99% heterosexual
- Other sexualities represented but in small numbers.

Socio-Economic Profile

- Only 19.6% classed themselves as in employment
- 45.9% receive state pension
- 37% receive income support.

2.2 **Future Customers Key Points from the Profile (Applicants)** **Applicant Base 6,213 as at December 2005**

Age

- Age profile is available for 6,204 applicants (99.8%)
- 46% in the 16-34 age category
- 32.4% in the 35-59 age category
- 20.8% in the 60 + age category

Gender

- 45% male
- 55% female

Disability

(Information needs further work)

Ethnicity

- Available for 4,703 (76% of applicant base)
- 96% White British
- All other Census ethnicities represented but in small numbers.

Religion

- Available for 3,445 applicants (55% of applicant base)
- 81% Christian
- Other religions represented

First Language

- Available for 4,124 applicants (66% of applicant base)
- 98% English
- Other languages represented

Sexuality

- Available for 3,946 applicants (64% of applicant base).
- 99% heterosexual
- Other sexualities represented.

Economic Profile

(not available at this time).

Section 3

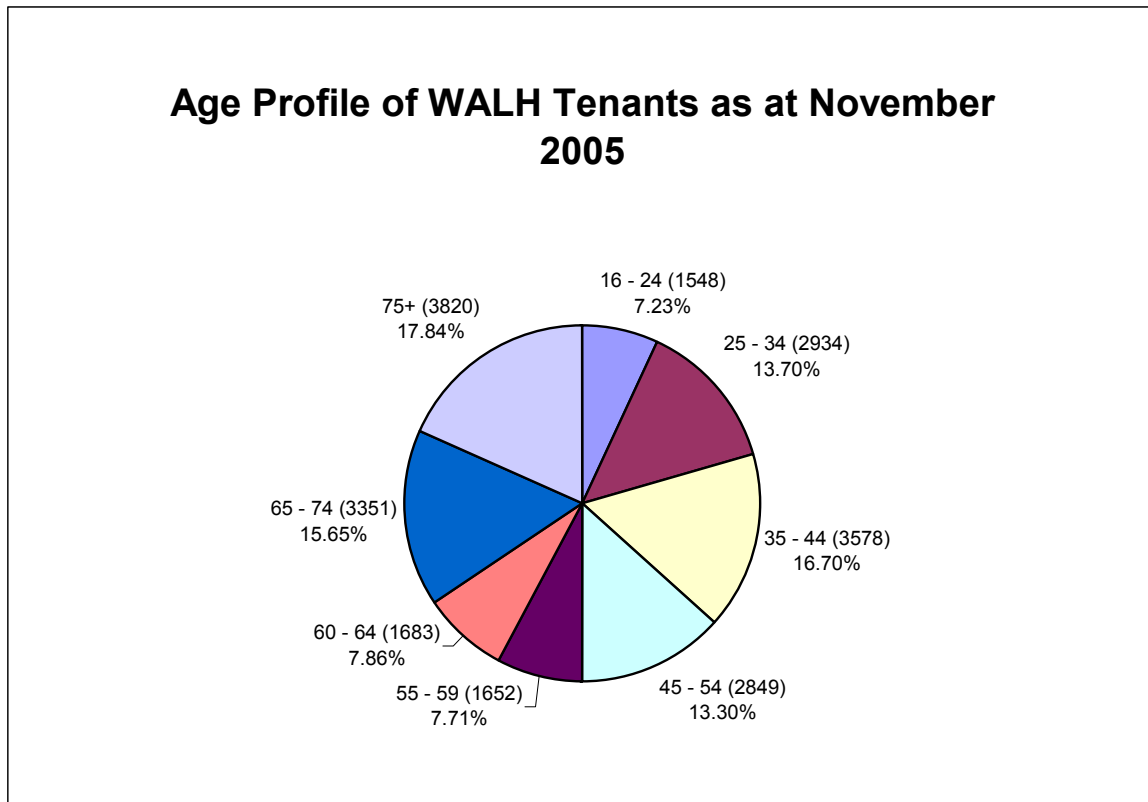
Current Customers –Tenant Profile

3.1 Age Profile and Household Composition

(i) Age Profile

As at November 2005 the age profile was available on 21,415 tenants from the potential 28,461 tenant base, i.e. 75%. The information is held for each of joint tenants therefore the potential tenant base is greater than the number of tenancies. The age profile is outlined in Figure 1 below.

Figure 1



Age Profile of WALH Tenants as at November 2005 (Diversity Information)

For those tenants on which information is held 41% were above pensionable age (8,854) with 17.8% (3820) in the 75+ age category. This obviously has implications for delivery of services both currently and in future, in terms of addressing the needs of an ageing tenant base.

51% (11,013) are in the 25 to 59 age category. This is the main age group where the head of the household would be expected to be in full time employment, although as explained in the socio-economic profile many are, in fact, dependant on benefits.

Only 7% of those for which age information is available are in the 16-24 age category. Although a tenancy cannot legally be granted to those under 18 years of age, licenses are granted to 16-18 year olds in a homeless situation.

Comparison with the borough population as a whole, (age 16 +) taken from the Census 2001, is shown in Figure 2 below.

Figure 2

Profile of Council Tenants Compared with the Age Profile for the Borough from the Census 2001 (16 – 75+ age group)

<u>Age</u>	<u>WALH Profile</u>		<u>Census 2001</u>	
	No.	%	No.	%
16-24	1,548	7.23	30,872	12.88
25-44	6,512	30.41	88,695	37.03
45-59	4,501	21.01	60,672	25.32
60-64	1,683	7.86	15,939	6.65
65-74	3,351	15.65	24,018	10.02
75+	3,820	17.84	19,418	8.10
TOTAL	21,415	100%	239,614	100%

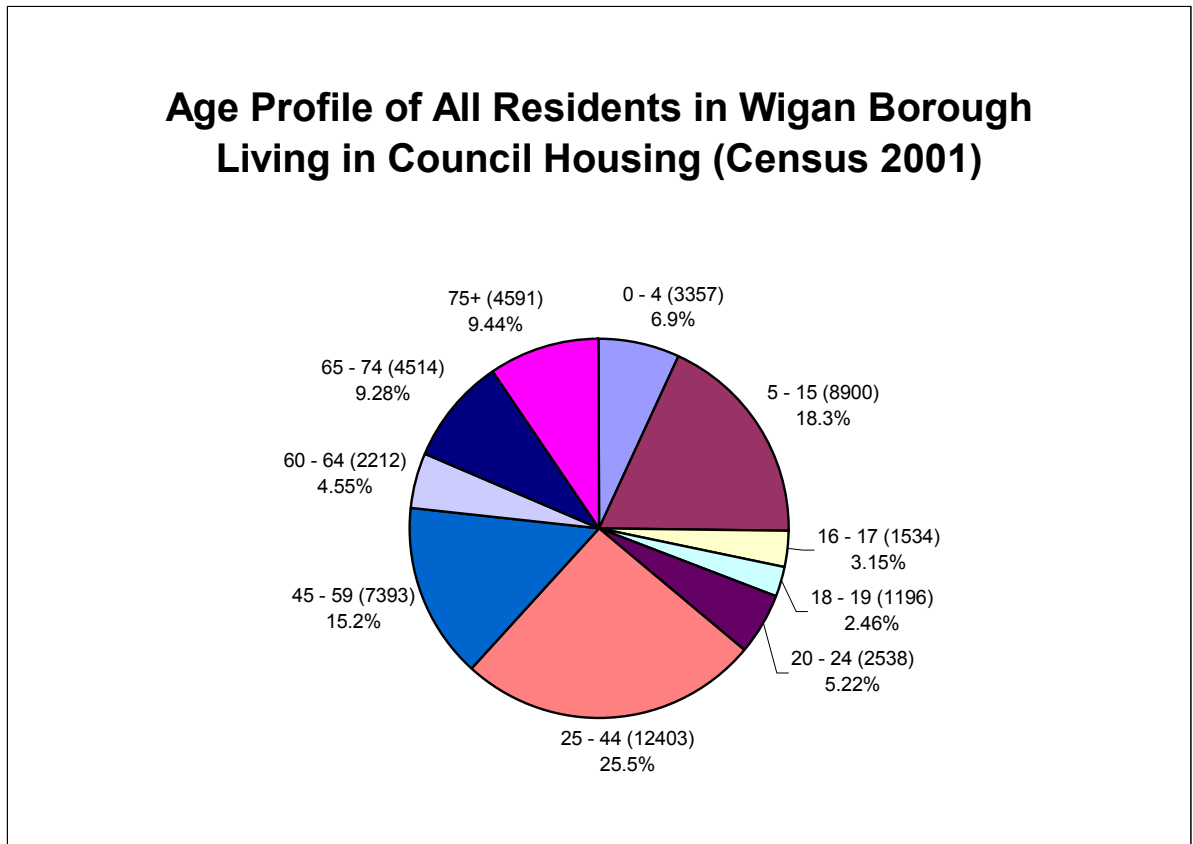
This comparison indicates under representation of the 16-24 age group amongst Council tenants which is predictable since most people do not become head of households at this age. There is under-representation of the 25-44 and 45-59 age groups amongst Council tenants compared to the borough as a whole and over-representation in the 60-64, 65-74 and 75 + age groups with the most significant difference in the 75 + age group.

The Census 2001, also provides the age profile for all people in the borough stating that they lived in accommodation rented from the Council. In total 48,638 (16%) stated that they lived in Council housing. The age profile is outlined in Figure 3 below.

When all residents including children, stating that they live in Council accommodation, are considered the 0-17 age group comprises 28% of the total i.e. (13,791 of 48,638).

Figure 3

Age Profile of all People in the Borough stating that they Lived in Accommodation Rented from the Council (Census 2001).



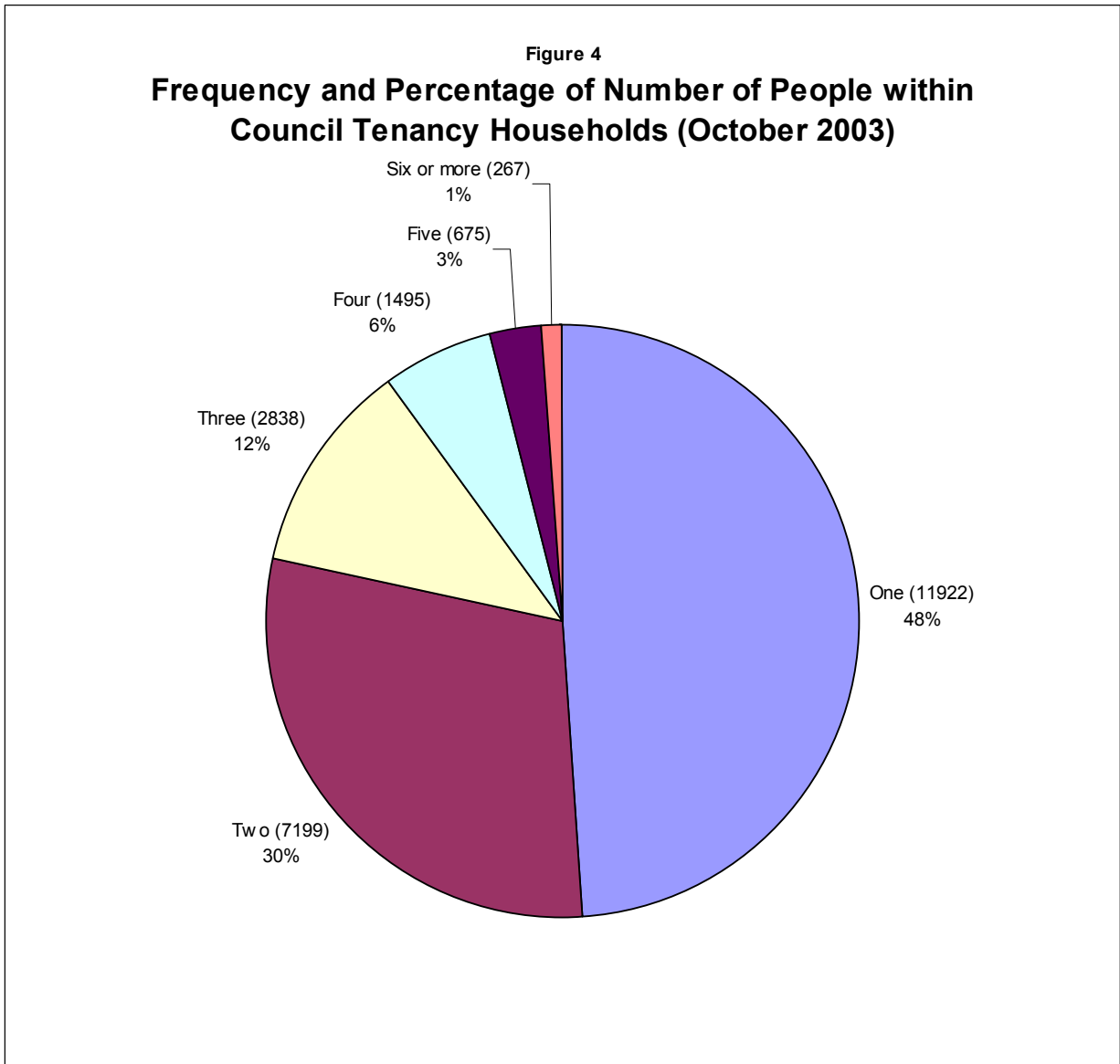
(ii) **Households**

The information on households is taken from the Status Survey of all Council tenants conducted in October 2003. The survey was conducted on 24,611 tenancies and achieved a response rate of 36.3% (8,925).

Figure 4 outlines the frequency and percentage of the number of people in Council tenancy households.

Figure 4

Frequency and Percentage of Number of People within Council Tenancy Households – (Status Survey 2003)

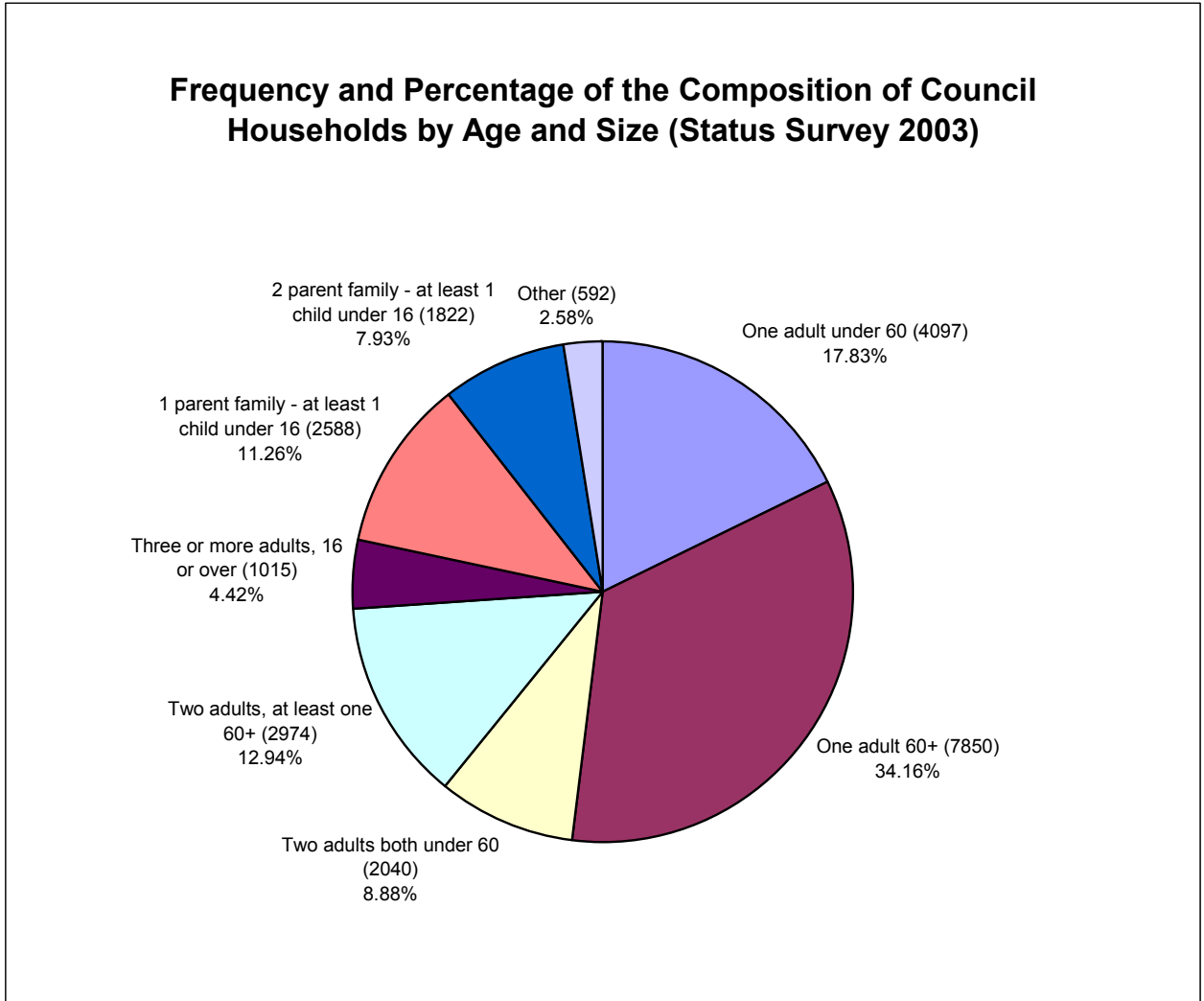


This indicates that one person households form the biggest percentage of households at 48% followed by two person households at 30%. Households with three plus members only account for 22%. It should be noted that there are 267 households with six or more members. Although a small number of these people are likely to have significant overcrowding problems.

Figure 5 outlines the frequency and percentage of the composition of households by age and size.

Figure 5

Frequency and Percentage of the Composition of Council Households by Age and Size (Status Survey 2003)



This indicates that the largest group of households are single adults aged 60 + (34.16%) followed by single adults under 60 (17.83%). One parent families with at least one child under 16 also exceed two parent families with at least one child under 16 (11.26% compared to 7.93%).

3.2. Gender Profile

As at November 2005 gender information was held for 13,581 tenants, 48% of the tenant base. Of those tenants 41% are male and 59% are female.

This can be compared with the borough profile of residents age 16 + taken from the 2001 Census. This profile is 49% males and 51% females.

Compared to the borough profile, females are therefore over-represented as Council tenants.

3.3. **Disability Profile**

As at November 2005 disability information was only held on 3,255 (11%) of the tenant base. These are tenants answering yes to the question on the diversity survey. *“Do you have a long term disability that prevents you from carrying out normal day to day activities?”*.

This appears to be an under representation of the likely true profile of disability if other information is considered.

The 2001 Census revealed that of the 239,614 residents of the borough aged over 16, (21%) classed themselves as having a limiting long term illness.

The Status Survey of Council tenants 2001 asked if any tenant had a limiting long term illness, disability or infirmity. Of those tenants answering the question, 59% (13,543) answered yes.

This is an area that requires more work to establish the true extent and the nature of the disability amongst tenants. It would, however, appear from the Status Survey that there is an over-representation of tenants with a disability compared to the borough average as a whole.

A more detailed survey, to establish the nature of their disability and how services can be tailored to individual need, has been sent to the 3,255 responding to the diversity survey stating they had a long term disability. Information from the more detailed survey will be presented in the next customer profile update.

3.4 **Ethnicity, Religion and Language Profiles**

(i) **Ethnicity**

As at November 2005 ethnicity information was held on 10,703 tenants 38% of the tenant base. Figure 6 outlines the breakdown of tenants by ethnicity and compares the profile to the 2001 Census for the borough as a whole and for those resident in Council accommodation.

Across all three sets of data, predictably, White British is the largest ethnic group at 97.4%.

In terms of Council tenant sample the next groups, although significantly smaller, are Black or Black British, African (0.59%), White Irish (0.53%) and White Other (0.49%). These percentages are also similar to Census percentages with the exception of Black, or Black British African which is higher (0.59% compared to the Census 2001 0.10%).

Most other Census listed ethnic groups are represented amongst tenants but in very small numbers.

Figure 6**Ethnicity Profile (Diversity Information – November 2005)**

Ethnicity	Council Tenants as at November 2005 (38% sample)		Census 2001 Ethnicity of those resident in Council Housing		Census 2001 Ethnicity of residents of the borough	
White: British	10,426	97.41	47712	98.13	294149	97.59
White: Irish	57	0.53	213	0.44	1744	0.58
White: Other	52	0.49	253	0.52	1613	0.54
Asian or Asian British: Bangladeshi	3	0.03	0	0.00	72	0.02
Asian or Asian British: Indian	7	0.07	36	0.07	681	0.23
Asian or Asian British: Pakistani	1	0.01	14	0.03	400	0.13
Asian or Asian British: Other	27	0.25	11	0.02	173	0.06
Black or Black British: African	63	0.59	74	0.15	302	0.10
Black or Black British: Caribbean	5	0.05	21	0.04	194	0.06
Black or Black British: Other	11	0.10	4	0.01	43	0.01
Mixed: White & Asian	4	0.04	83	0.17	387	0.13
Mixed: White & Black African	0	0.00	32	0.07	199	0.06
Mixed: White & Black Caribbean	7	0.06	89	0.18	416	0.14
Mixed other	3	0.03	31	0.07	296	0.10
Chinese	7	0.06	25	0.05	488	0.16
Any other ethnic group	30	0.28	22	0.05	258	0.09
Total	10,703	100.00	48620	100.00	301415	100.00

As for disability estate information is not presented because of the small numbers involved.

(ii) **Religion**

As at November 2005, religious information was available for 8,995 (32%) of the tenant base.

Figure 7 outlines the breakdown compared to data from the Census 2001 for the borough profile as a whole and that of those resident in Council housing.

Figure 7

Religious Profile (Diversity Information – November 2005)

Religion	<u>Council Tenants (32% Sample) as at November 2005</u>		<u>Borough Profile Census 2001 where religion given</u>		<u>Council House Residents as per Census 2001 where religion given</u>	
	No.	%	No.	%	No.	%
Christian	8,171	90.85	261,781	91.95	41,176	90.83
Buddhist	10	0.11	265	0.09	34	0.08
Hindu	2	0.02	508	0.18	18	0.04
Jewish	2	0.02	83	0.03	9	0.02
Muslim	36	0.40	1,008	0.35	82	0.18
Sikh	4	0.04	51	0.02	4	0.01
Other religion	85	0.94	274	0.10	51	0.11
No religion	685	7.62	20,726	7.28	3,959	8.73
TOTAL	8,995	100%	284,696	100%	45,333	100%

From the sample of 8,995 tenants the largest religious group is Christian at 90.85%. This is similar to the percentages in the Census. The next largest group at 7.62% are those stating they do not have a religion. Again this is similar to the Census percentage. For Council tenants the next largest group is other religion at 0.94% which is higher than Census percentage, and then Muslim at 0.4%.

All the other religious categories used at the Census are represented in Council tenants but in smaller numbers.

(iii) Language

As at November 2005 the main language was known for 9,395 tenants, i.e. 33%. Of those 9,369 (99.7%) stated their first language was English.

The alternative languages listed include:-

- Albanian
- Arabic
- Cantonese
- Farsi
- French
- German
- Italian
- Turkish

3.5. Sexuality Profile

As at November 2005 sexuality information was available for 7,817 (27.4%) of tenants. Figure 8 below indicates the sexuality given.

Figure 8 - Sexuality Profile (Diversity Information – November 2005)

Sexuality	<u>No.</u>	<u>%</u>
Heterosexual	7,711	98.64
Bisexual	37	0.48
Gay man	32	0.41
Gay woman	23	0.29
Other sexuality	14	0.18
TOTAL	7,817	100%

The largest group at 98.64% (7,711) is heterosexual followed by bisexual at 0.48% (37) Although in small numbers all sexuality's are represented.

3.6. Socio Economic Profile

Data from the Status Survey 2003 gives us some indication of the socio-economic background of our tenants.

Figure 9 outlines the profile of tenants in relation to their occupation profile.

Figure 9

Occupational Profile of Council Tenants – Status Survey 2003

	Frequency	Valid Percent
Employee in full-time job (30 hours or more per week)	2,625	12.3
Employee in part-time job (less than 30 hours per week)	1,356	6.4
Self-employed full or part time	190	0.9
Government supported training	58	0.3
Unemployed and available for work	1,145	5.4
Wholly retired from work	8,661	40.7
Full-time education at school, college or university	104	0.5
Looking after family/home	2,282	10.7
Permanently sick/disabled	4,568	21.5
Doing something else	274	1.3
TOTAL	21,263	100%

Only 4,171 tenants (19.61%) classed themselves as in employment. This compares with 65% of the borough population as a whole of working age from the 2001 Census.

Figure 10 also indicates the type of income received by Council tenants or their partners as stated in the 2003 Status Survey. Of the income sources given only 19.5% (4512) of households included income from employment, 45.9% (10,635) of households received income from a state pension and 37% (8585) of households received income support.

Figure 10

Income of Council Tenants and Partners – Status Survey 2003

	Frequency	<u>Valid %</u>	<u>% of households</u>
Earnings from employment or self employment	4,512	10.27	19.5
Pension from a former employer	4,058	9.24	17.5
State Pension	10,635	24.21	45.9
Child Benefit	4,384	9.98	18.9
Job Seeker's Allowance	926	2.11	4.0
Income Support	8,585	19.55	37.0
Disabled Living Allowance/Attendance Allowances	6,872	15.65	29.6
Other State Benefits	2,546	5.80	11.0
Interest from savings	760	1.73	3.3
Other regular allowance from outside household	136	0.31	0.6
Other sources	509	1.16	2.2
TOTAL	43,923	100%	

There is therefore a significantly higher proportion of people living in Council housing economically inactive and reliant on state benefits compared to the borough population as a whole.

SECTION 4

FUTURE CUSTOMERS

4.1 **Applicants for Council Housing**

In order to look at the profile of future customers for Council housing the profile of applicants on the waiting list for Council accommodation (excluding transfers) has been considered.

Information held on the main parties listed on an application has been considered e.g. main applicant and spouse/partner or a number of adults applying as joint tenants.

In total 6,204 applicants were considered as at December 2005.

(i) **Age Profile**

The age profile was available for 6,204 parties from the 6,213 applicants (99.8%) listed in December 2005. This is given below in Figure 11 and compared with the percentage for Council tenants.

Figure 11

Applicants for Council Housing by Age Profile

<u>Age</u>	Applicants		Tenancy Profile
	No.	%	%
16-24	1,501	24.19	7.23
25-34	1,397	22.52	13.70
35-44	1,074	17.32	16.70
45-54	625	10.07	13.30
55-59	315	5.08	7.71
60-64	301	4.85	7.86
65-74	594	9.57	15.65
75 +	397	6.40	17.84
TOTAL	6,204	100%	100%

The most significant point to note is the much higher proportion of applicants in the 16-34 age group (46.7%) compared with the Council tenant profile of 20.9%. Applicants aged 60 + account for 20.8% compared to 41% of the tenant profile.

(ii) **Gender Profile**

The gender profile of applicants is 55% female and 45% male compared to the tenancy profile of 59% female and 41% male.

This compares with the borough profile of residents age (16 +) of 49% males and 51% females. The applicant profile is therefore closer to the borough profile.

(iii) Disability Profile

The information provided on this issue requires further investigation.

(iv) Ethnicity

Ethnicity information was available for 4,703 applicants (76%). Figure 12 shows the ethnicity profile compared to the Council tenant and borough profile.

Figure 12

Ethnic Profile of Applicants

Ethnicity	Applicants at November 2005		Council Tenants as at November 2005 (38% sample)	Census 2001 Residents of the Borough
White: British	4486	95.39	97.41	97.59
White: Irish	24	0.51	0.53	0.58
White: Other	59	1.25	0.49	0.54
Asian or Asian British: Bangladeshi	2	0.04	0.03	0.02
Asian or Asian British: Indian	5	0.11	0.07	0.23
Asian or Asian British: Pakistani	3	0.06	0.01	0.13
Asian or Asian British: Other	29	0.61	0.25	0.06
Black or Black British: African	35	0.74	0.59	0.10
Black or Black British: Caribbean	5	0.11	0.05	0.06
Black or Black British: Other	5	0.11	0.10	0.01
Mixed: White & Asian	5	0.11	0.04	0.13
Mixed: White & Black African	5	0.11	0.00	0.06
Mixed: White & Black Caribbean	3	0.06	0.06	0.14
Mixed other	2	0.04	0.03	0.10
Chinese	6	0.13	0.06	0.16
Any other ethnic group	29	0.62	0.28	0.09
Total	4703	100.00	100.00	100.00

(iv) Religion

Of the 6,213 applicants, religion was given in 3,445 cases (61%). Figure 13 compares the religion to the tenant and Census profile.

Figure 13

Applicant Religion

Religion	<u>Applicants Work</u>		<u>Council House Residents as per Census 2001 where religion given</u>	<u>Borough Profile Census 2001</u>
	No.	%	%	%
Christian	2,765	80.26	90.85	90.83
Buddhist	5	0.15	0.11	0.08
Hindu	3	0.09	0.02	0.04
Jewish	0	0	0.02	0.02
Muslim	44	1.28	0.40	0.18
Sikh	1	0.03	0.04	0.01
Other Religion	19	0.55	0.94	0.11
No Religion	608	17.64	7.62	8.73
TOTAL	3,445	100%	100%	100%

The noticeable differences compared to the tenancy and Census profiles are the lower percentage of Christian (80.26% compared with a tenancy profile of 90.85%) and the higher proportions of no religion (17.64% compared to a tenant profile of 7.62%) and Muslim (1.28% compared to a tenant profile of 0.40%).

v) Language

Language details are provided on 4,124 cases, i.e. (66% of applicants). Of those 99% stated English as their first language, the same percentage as the tenant sample.

The alternative languages listed are:-

- Albanian
- Arabic
- Cantonese
- Farsi
- Italian
- Turkish

Again these are very similar to the tenant profile.

(vi) Sexuality

Sexuality information is available on 3,946 cases, 64%.

Figure 14 provides the breakdown compared to the tenant profile. The percentage breakdown of sexuality of applicants is very similar to that of tenants.

Figure 14

Sexuality of Applicants

<u>Sexuality</u>	Applicants		Tenants
	No.	%	%
Heterosexual	3,888	98.53	98.64
Bisexual	13	0.33	0.48
Gay Man	21	0.53	0.41
Gay Woman	18	0.46	0.29
Other Sexuality	6	0.15	0.18
TOTAL	3,946	100%	100%

5. Using and Building on the Profile

5.1 **Using the Profile**

Although the Customer Profile needs to be developed further it does provide a basic profile, at borough level.

Key services are analysed bi-annually, using the social identities discussed in the profile, against a number of indicators. These are:-

- Take up of services
- Satisfaction with services
- At least one key performance measure
- Termination/leaving the service

Although the information is not yet available across all key services good progress is being made.

The diversity monitoring information is reported bi-annually to Equality and Diversity Committee and the Boards of Wigan and Leigh Housing.

The services measured for diversity are those customer facing services for which there is a service plan.

As they are developed diversity monitoring and targets are being included in service plans and will form part of the quarterly monitoring of services with action points agreed as required.

As the Customer Profile is further developed at estate level then more local diversity monitoring will be possible.

The profile will also be used at an individual level to target services to individual needs, e.g. specific disability and language needs.

5.2 **Developing the Profile**

The attached action plan outlines proposals to further develop and utilise the customer profile.

Plan to Expand and use Customer profile Information

Task	<u>Lead Person</u>	<u>Others Involved</u>	<u>Timescale</u>	<u>Comments</u>
Continue to expand the profile utilising a range of available information	Director of Housing Needs	<ul style="list-style-type: none"> Equality & Diversity Team 	March 2006	Regular updates on progress to Equality and Diversity Committee.
Identify methods of increasing response rate on the diversity survey	Deputy Special Projects Manager	<ul style="list-style-type: none"> Equality & Diversity Team Relevant Members of SMT 	March 2006	Regular updates on progress to Equality and Diversity Committee.
Start to analyse service delivery based on profile information	Director of Housing Needs	<ul style="list-style-type: none"> Equality & Diversity Team Resource Accounting & HMIS Team Relevant Members of SMT 	Initial monitoring information – April 2005 and first six monthly monitoring for the period April to September 2006.	Quality and extent of monitoring information will be developed with each bi-annual update and fed into service plans.
Contact tenants for further information regarding individual needs and seek permission to share with partners as appropriate	Deputy Special Projects Manager	<ul style="list-style-type: none"> Equality & Diversity Team 	July 2005	Information received to be input onto the HMIS system.

Task	<u>Lead Person</u>	<u>Others Involved</u>	<u>Timescale</u>	<u>Comments</u>
Establish procedures for sharing relevant information with partners	Deputy Special Projects Manager	<ul style="list-style-type: none"> Equality & Diversity Team 	October 2005	Updated reports for April to September 2005 and updated profile will be shared with key partners.
Adopt internal processes to respond to individual needs e.g. language issues, disability etc.	Deputy Special Projects Manager	<ul style="list-style-type: none"> Equality & Diversity Team Relevant Members of SMT 	October 2005	<p>Good progress being made e.g.</p> <ul style="list-style-type: none"> Language lines at the contact centre Portable hearing loops for meetings, etc. Special requirements survey.