



## **Finding a Home: How are we performing?**

**June 2010**

The information detailed in this report will be analysed monthly by Landlord Services Management Team in order to measure Tamworth Borough Council's effectiveness and efficiency, from which to develop and improve the Finding a Home scheme.

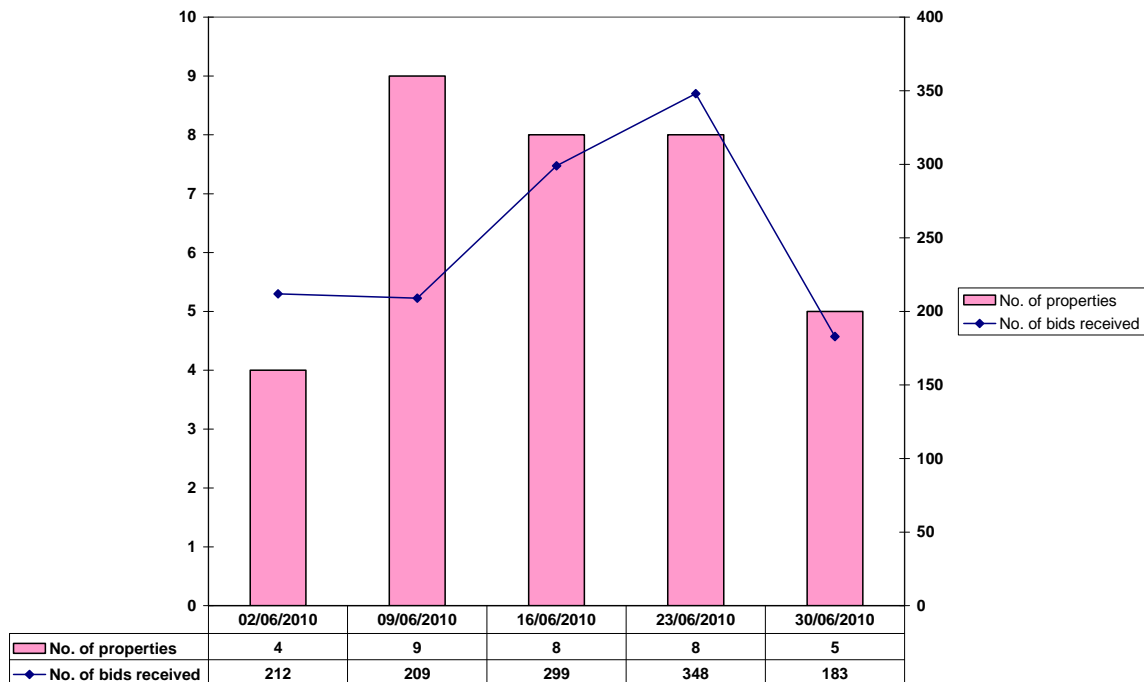
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## Supply and demand

The below graphs show information on properties advertised, and bids made during the month of May.

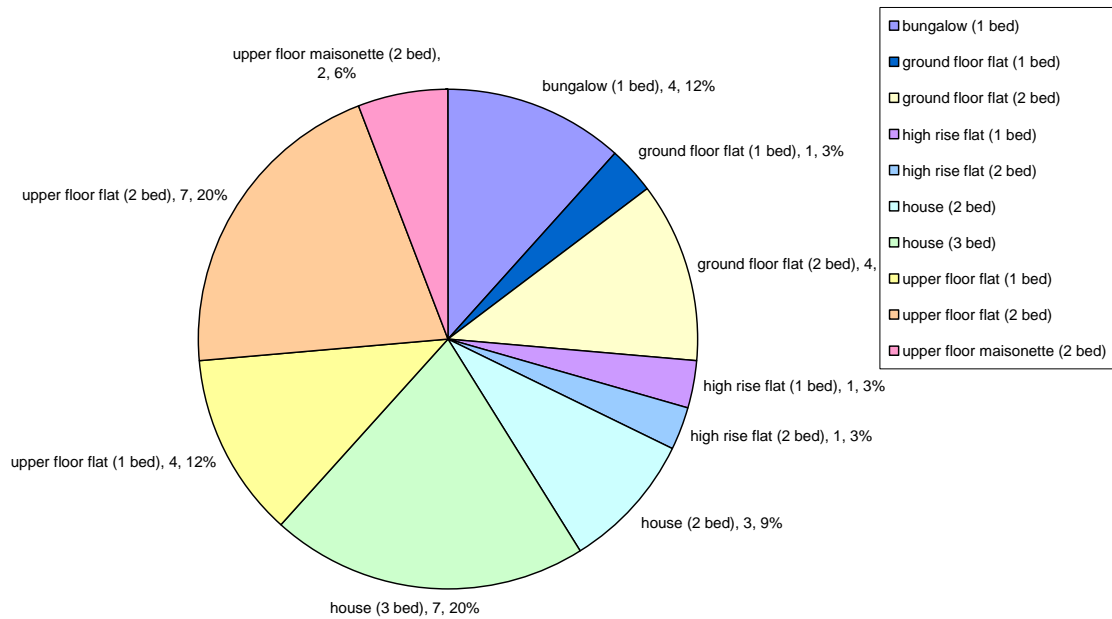
### Number of properties advertised & average no. of bids- June 2010



1. The information on this graph shows the number of properties advertised during the month of June 2010 and the average number of bids per property made on each cycle.

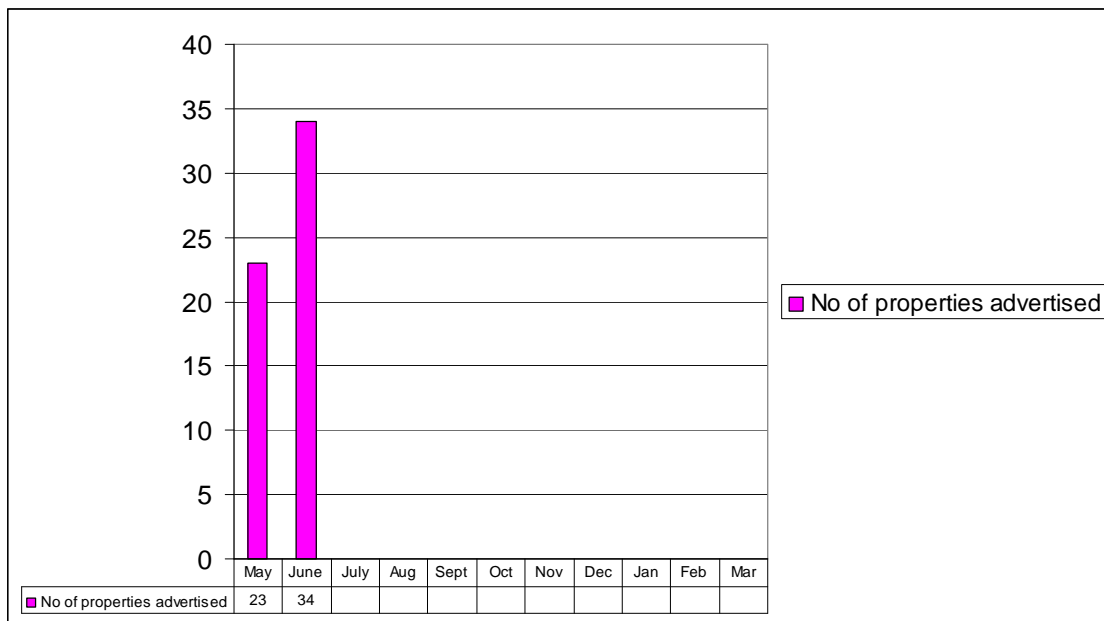
- A total of 34 properties were advertised in June.
  - A total of 1251 bids were received.
  - The average number of bids per property for May is 37.
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## Properties advertised in June 2010



2. The information in this graph shows a make up of the properties advertised in May, by property type.

## Number of properties advertised – comparing throughout the year

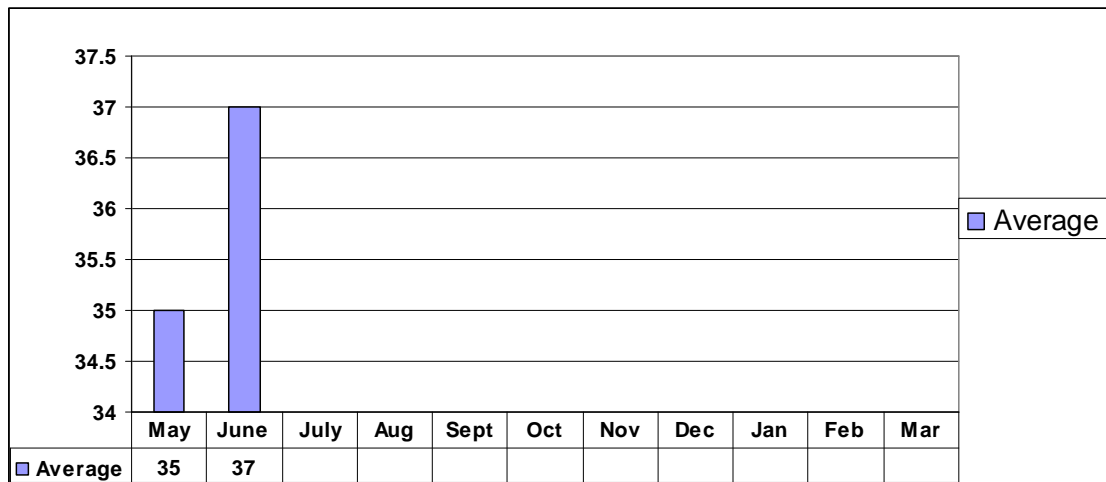


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From this information, we can see month on month the number of properties that have become available for letting.

By analysing this information, we can start to identify periods of time where properties are less likely to become available, i.e. Christmas. We can then plan to communicate in advance to our customers about periods of time when properties are less likely to become available, thus avoiding any disappointment or raised expectations.

**Average number of bids per property – comparing throughout the year.**



From this information, we can tell whether or not there is a continued demand/usage of our service.

Should **demand increase**, then it is clear that the advertisement and knowledge of the service is successful. However, this may lead to more customers being disappointed when they are not successful with bidding. We already know that we can never match customer demand with our stock availability. Therefore, should demand increase, an action plan will need to be developed to manage and contain demand and customer expectations.

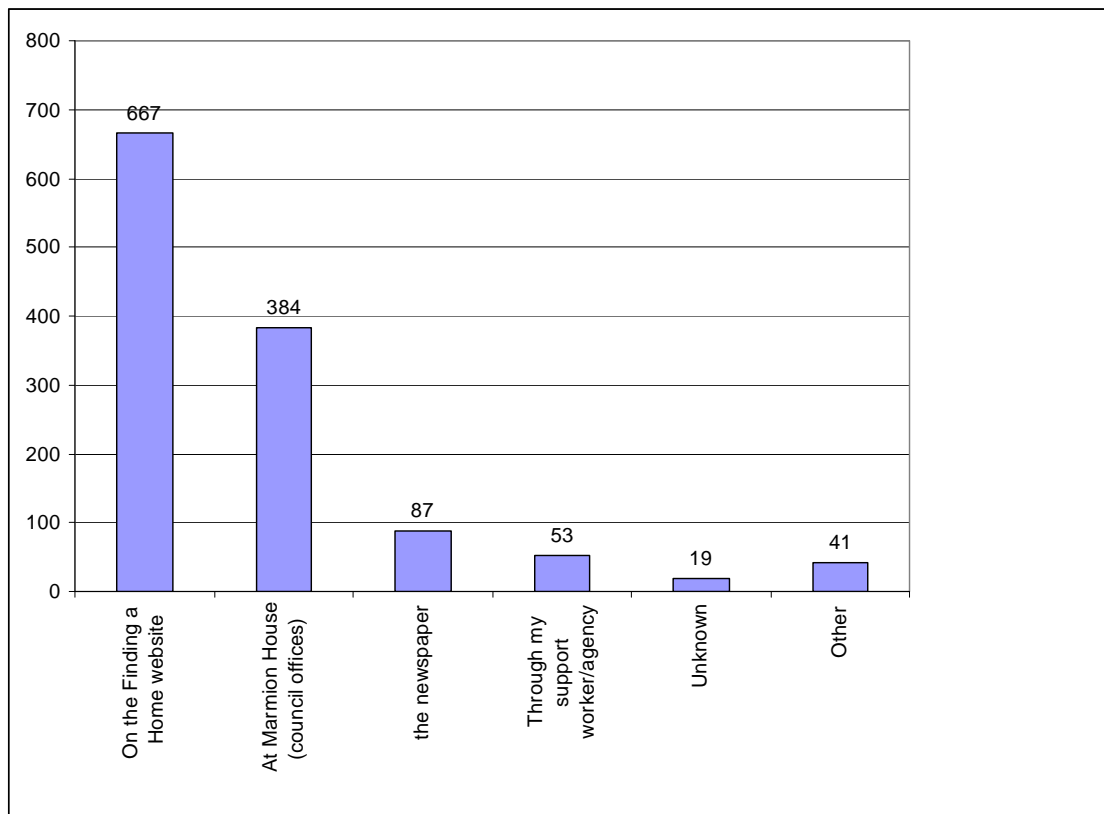
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## Accessibility of our service

From this information, we can tell how our customers are accessing the Finding a Home service.

By analysing this information, we can start to identify and develop the popular channels of access with our customers so we can start to develop our ideas and resources into making improvements within areas that will match our customers requirements.



Reason "Other" is broken down into:

Other: (not specified)	16
Other: I received a letter from Tamworth BC	11
Other: Tamworth BC placed bid	5
Other: Family member	3
Other: I had a previous tenancy	2
Other: Haven't seen property	1
Other: I used to live in Tamworth	1
Other: I was notified by Tamworth BC	1
Other: I registered	1

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**How customers found out about our service – comparing throughout the year**

<b>Reason:</b>	<b>May</b>	<b>June</b>
A letter from Tamworth Borough Council	8	11
At Marmion House (council offices)	161	384
Not specified	21	19
On the Finding a Home website	253	667
Other (not specified)	3	16
Proxy bid by Tamworth Borough Council	1	5
the newspaper	33	87
Through my support worker/agency	18	53
Through Tamworth Borough Council	3	1
Other	2	8

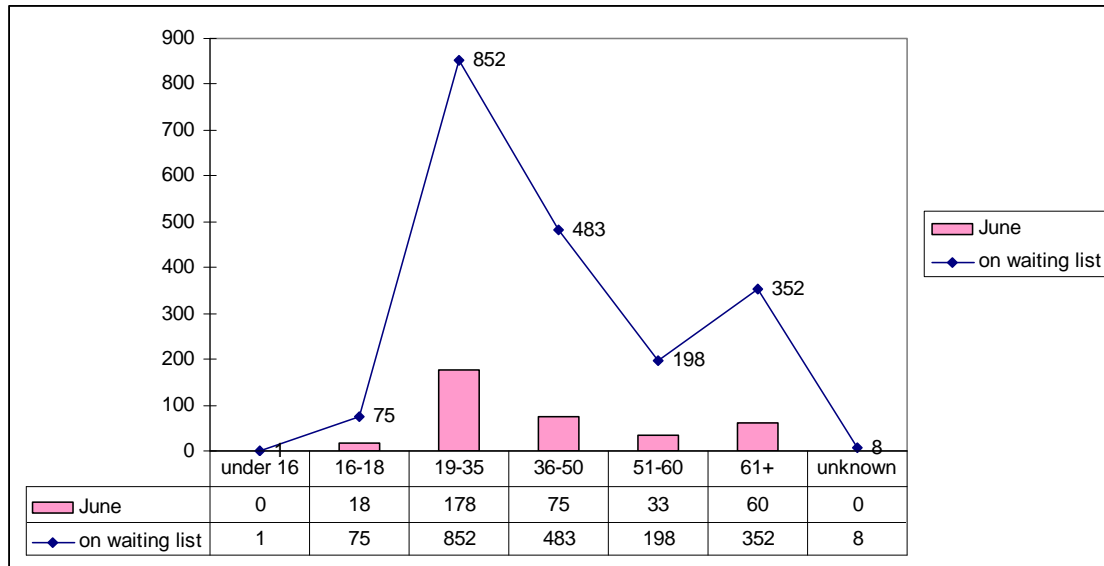
**Other reasons are broken down as follows:**

<b>Other reasons:</b>	<b>May</b>	<b>June</b>
Other: Family member	0	3
Other: Haven't seen property	0	1
Other: I used to live in Tamworth	0	1
Other: I had a previous tenancy	0	2
Other: I registered	0	1
From a Google search	1	0
Through Waterloo Housing Association	1	0

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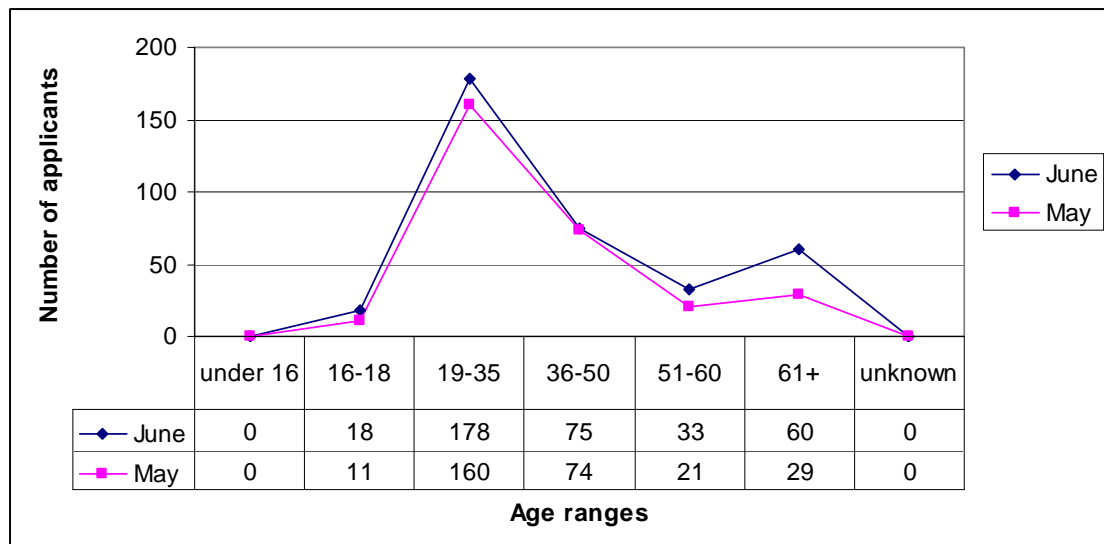
## Profiling our customers

### Age profile of applicants who placed a bid in June against number on waiting list



Total number of applicants who made a bid in June: 364

Total number of applicants on the waiting list: 1969 (as at 28/7/10).



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From this information we can tell the age groups of the customers using our service.

By analysing the above information, along with the information on property types that we have available and the number of applicants on the waiting list, we can start to identify if certain age groups are not using the service. If we identify that this is the case, an action plan must be developed to support these customers to access the service.

### Ethnicity of applicants who placed a bid in May

