

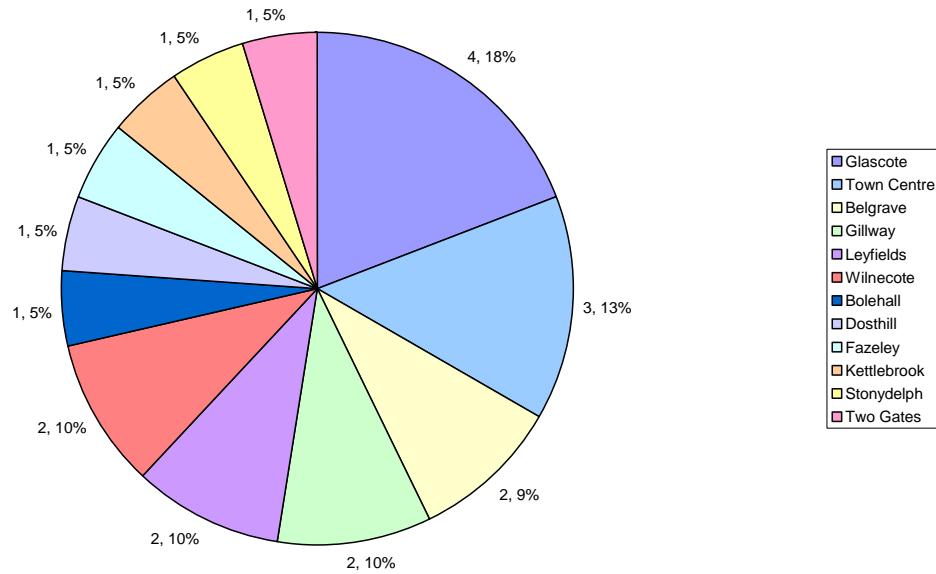


Finding a Home: How are we performing?

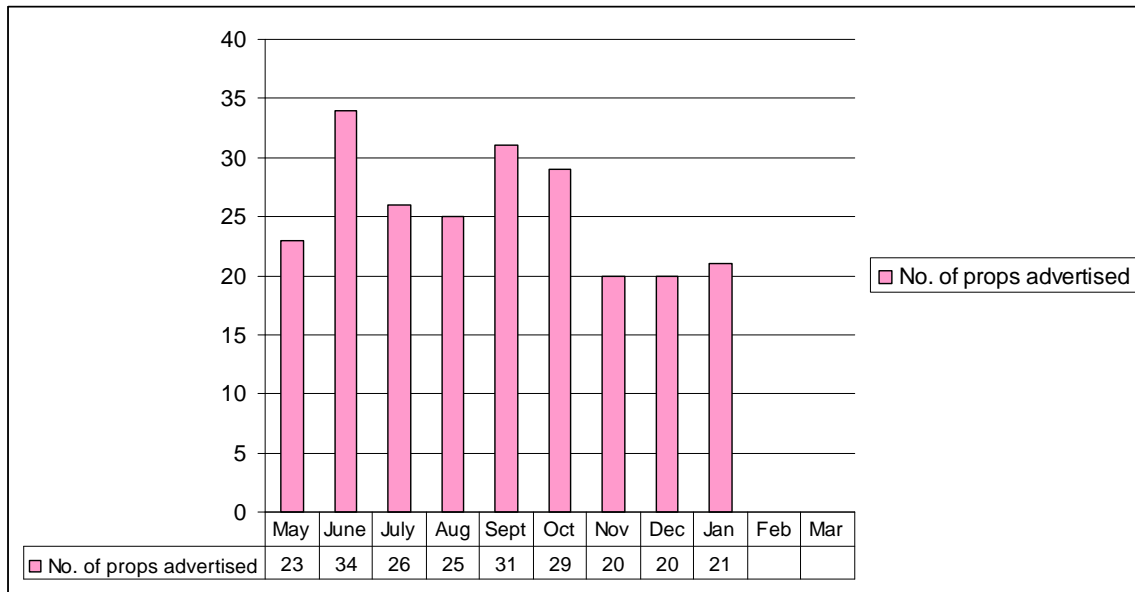
January 2011

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.

Properties advertised by area



Number of properties advertised – comparing throughout the year

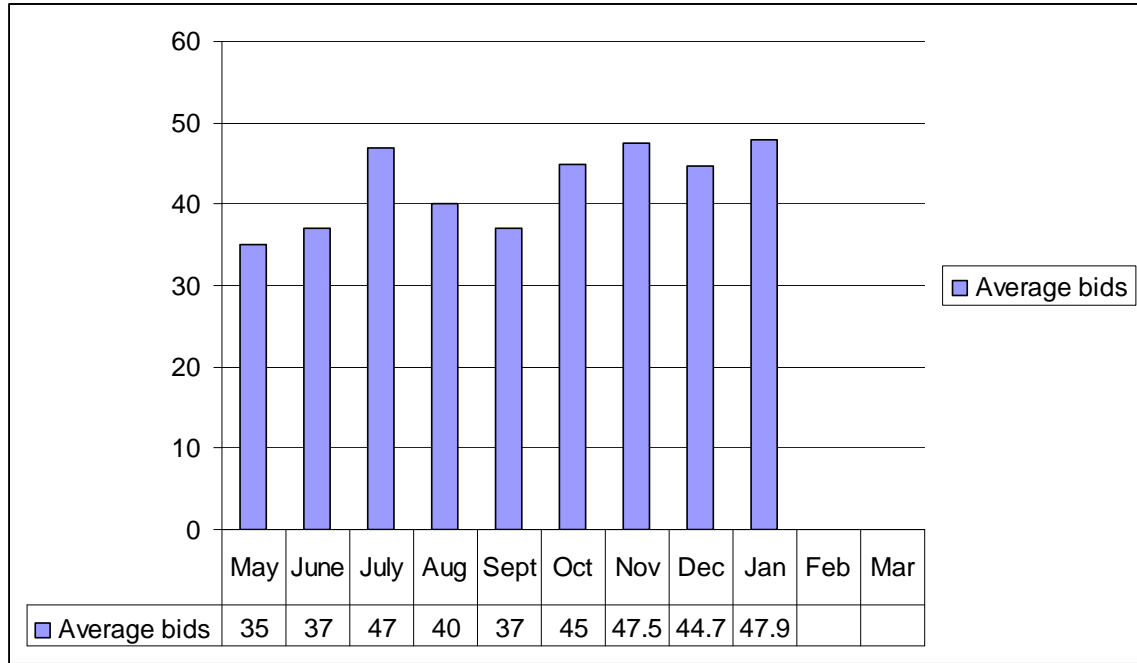


From this information, we can see month on month the number of properties that have become available for letting.

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.



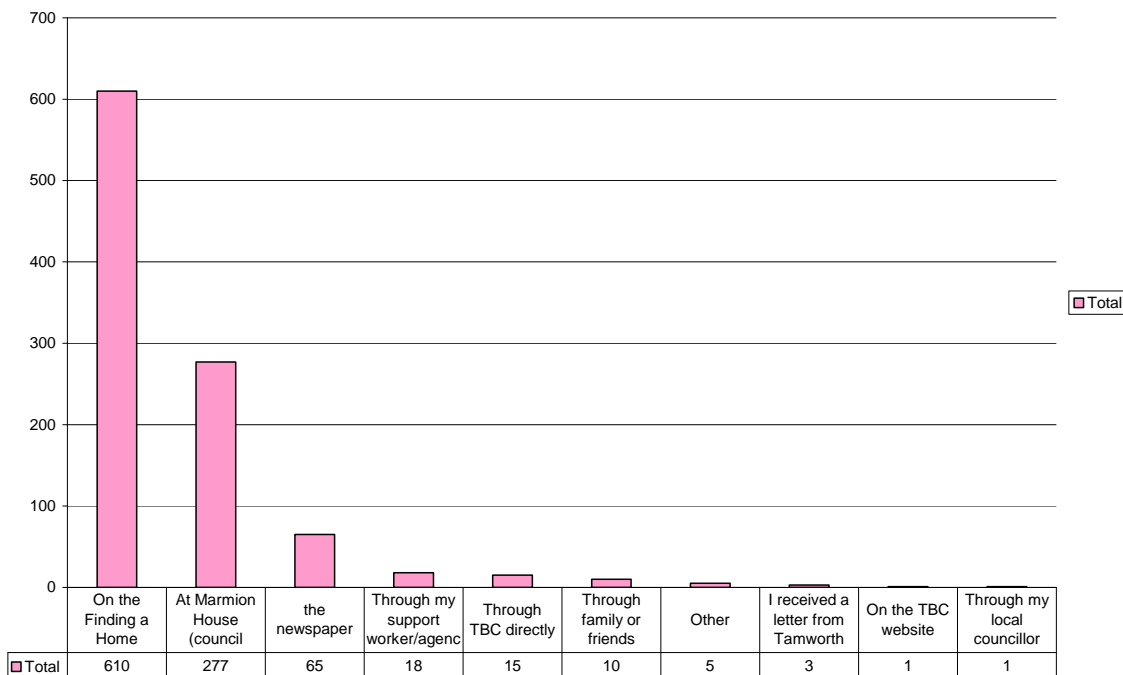
From this information, we can tell whether or not there is a continued demand/usage of our service.

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.

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.



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

Reason:	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
A letter from Tamworth Borough Council	8	11	2	0	0	0	0	0	3
At Marmion House (council offices)	161	384	413	331	342	359	309	262	277
Not specified	21	19	0	0	0	0	0	0	
On the Finding a Home website	253	667	639	554	619	707	528	507	610
Other (not specified)	3	16	7	3	6	19	11	6	5
Proxy bid by Tamworth Borough Council	1	5	1	1	8	15	10	7	0
the newspaper	33	87	112	74	127	132	65	61	65
Through my support worker/agency	18	53	47	44	46	46	21	40	18
Through Tamworth Borough Council	3	1	0	1	0	0	1	7	15
Other	2	8	0	2	8	0	0	0	

Other reasons are broken down as follows:

Other reasons:	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Other: Through a friend or family member	0	3	0	1	6	11	4	4	10
Other: Haven't seen property	0	1	0	0	0	0	0	0	0
Other: I used to live in Tamworth	0	1	0	0	2	0	0	0	0
Other: I had a previous tenancy	0	2	0	0	0	0	0	0	0
Other: From when I applied for housing	0	1	0	1	0	0	0	0	0
Through a web search	1	0	1	0	0	1	1	0	0
Through Waterloo Housing Association	1	0	0	0	0	0	0	0	0

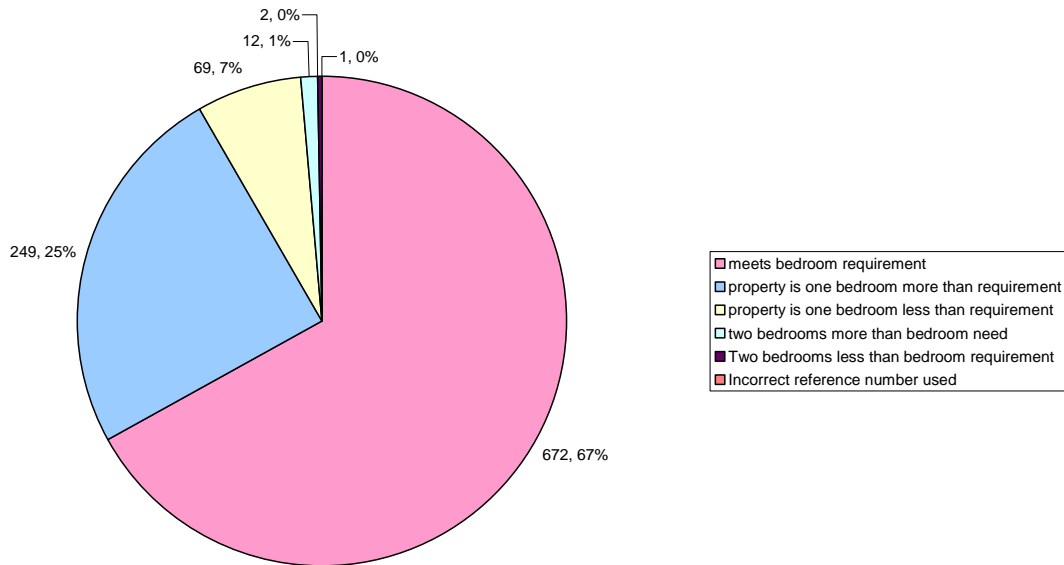
Eligibility

The below graphs show the percentage of bids placed that did or did not match the need of the applicant. These results will highlight where further review is required on the information the applicant is provided with; both before and during the bidding process.

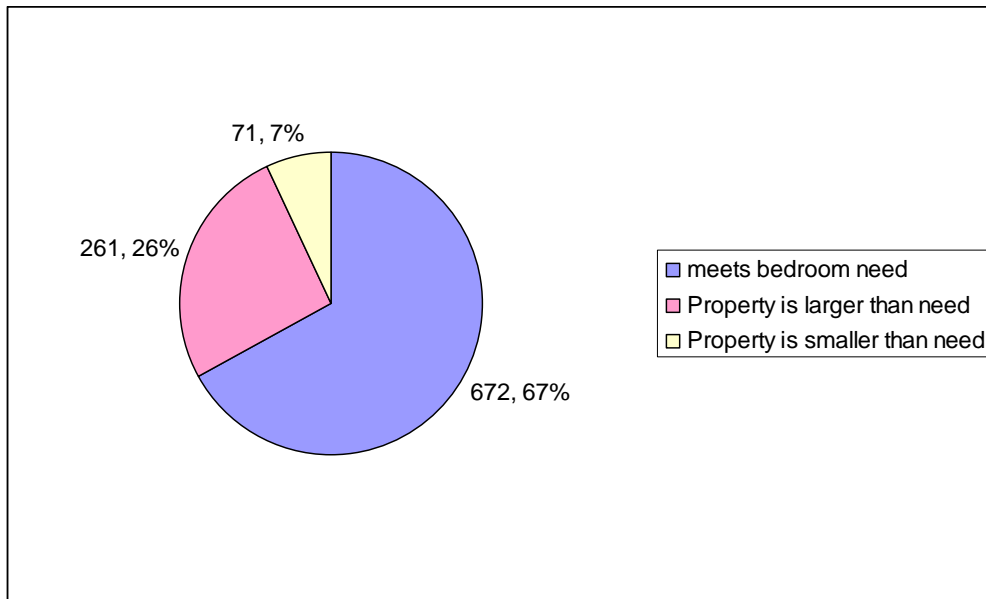
Bedroom requirements

The below graphs shows the bids made by applicants, categorized into whether the bid made matched the applicants bedroom requirement.

(Detailed)



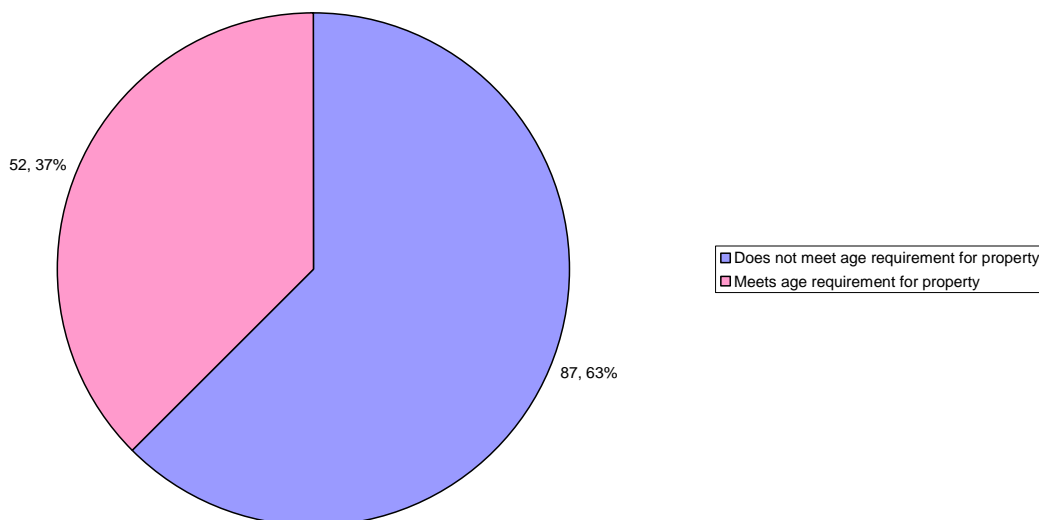
Overall



Age

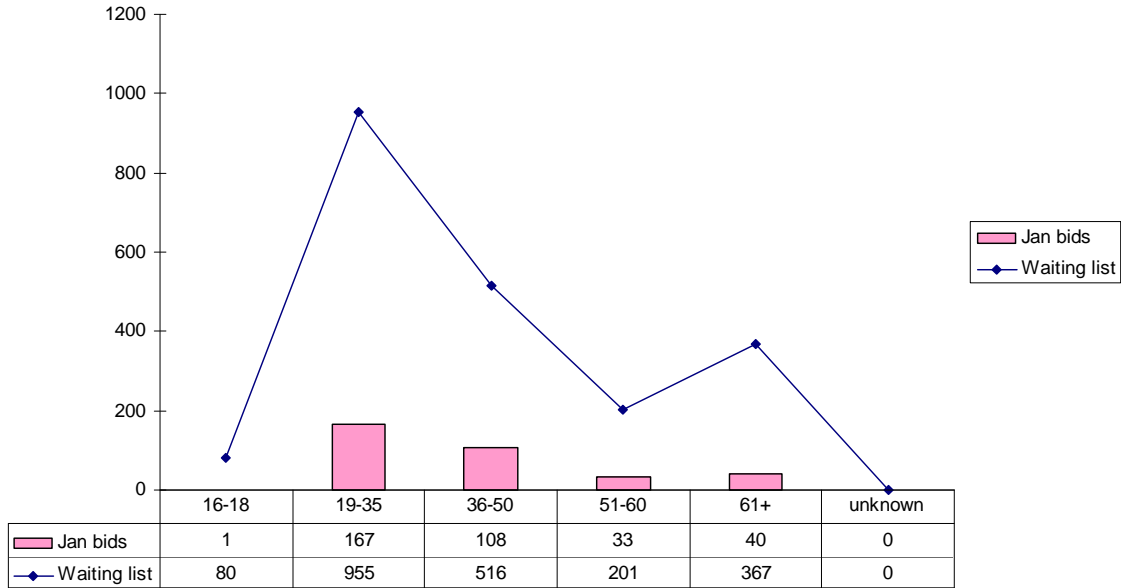
Sheltered and high rise properties have age restrictions for allocation. This information is conveyed through the eligibility table, and also by icons displayed in the advert.

The below information shows the number of bids made on age restricted properties, categorized into whether the applicant was eligible or not (by their current age).



Profiling our customers

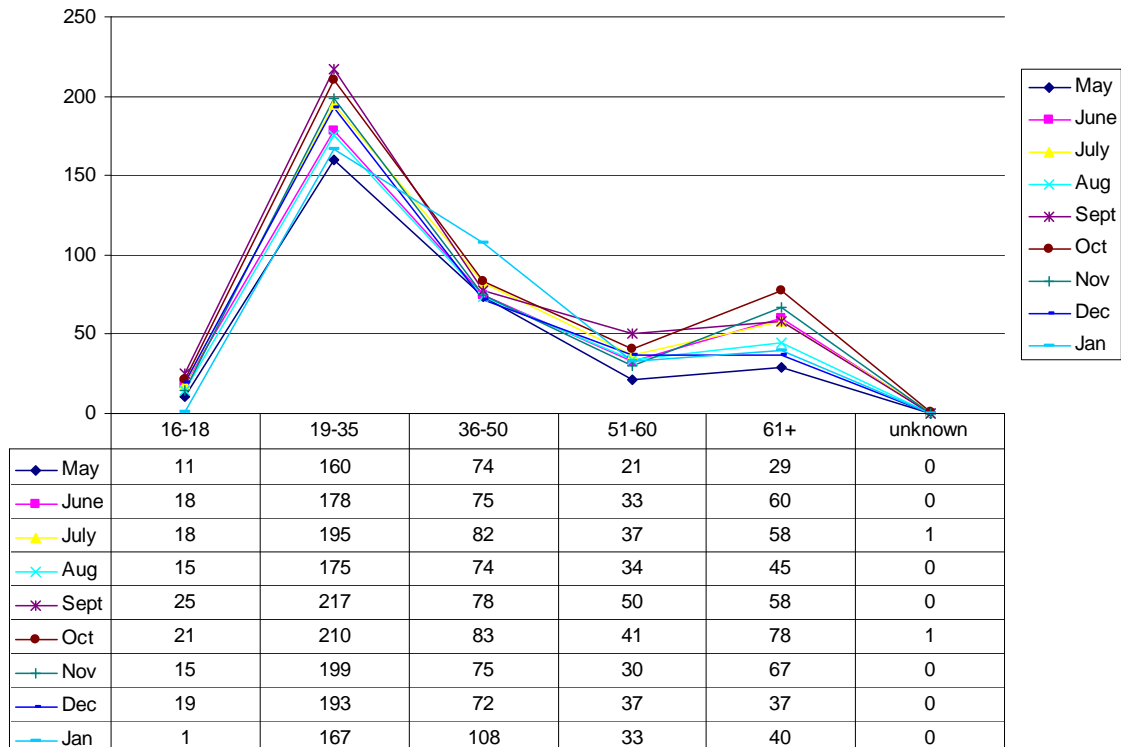
Age profile of applicants who placed a bid in January against number on waiting list



Total number of applicants who made a bid in January: 349

Total number of applicants on the waiting list: 2119 (as at 9/2/11)

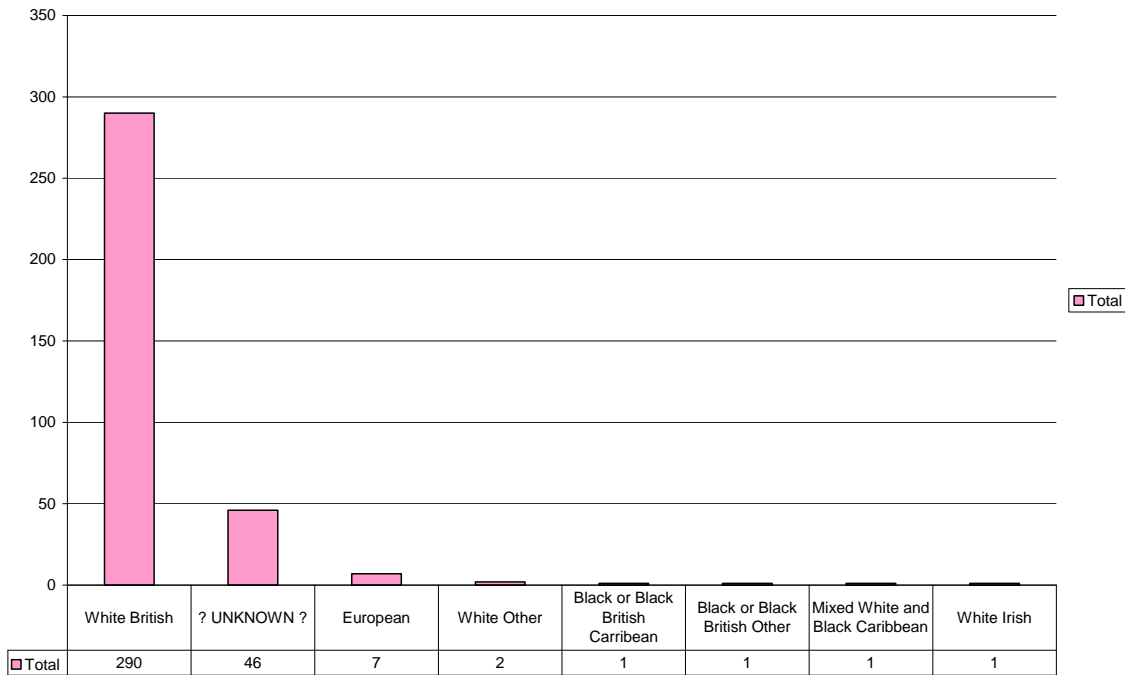
Across the year:



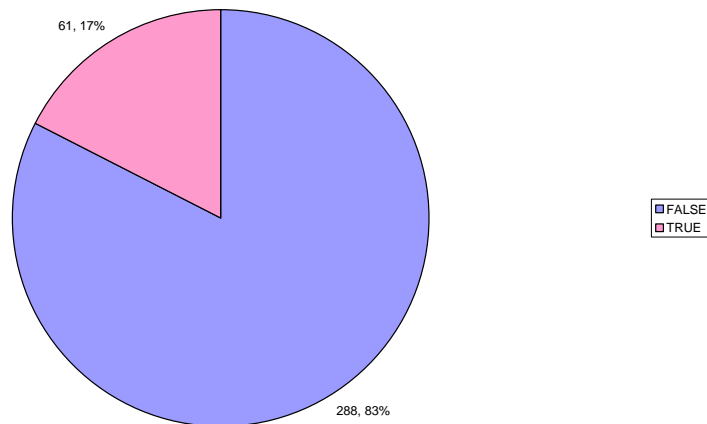
From this information we can tell the age groups of the customers using our service.

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 January



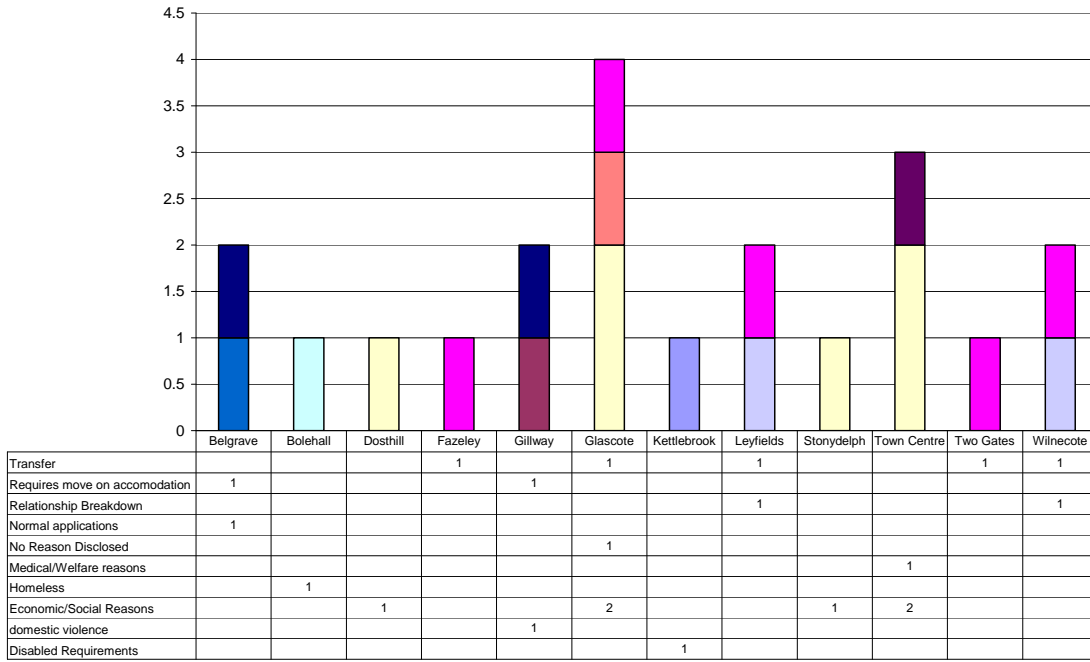
Bids received by current residence (inside or outside Tamworth)



Results of allocations in January

This section shows details on the applicants who were allocated the properties advertised in January.*

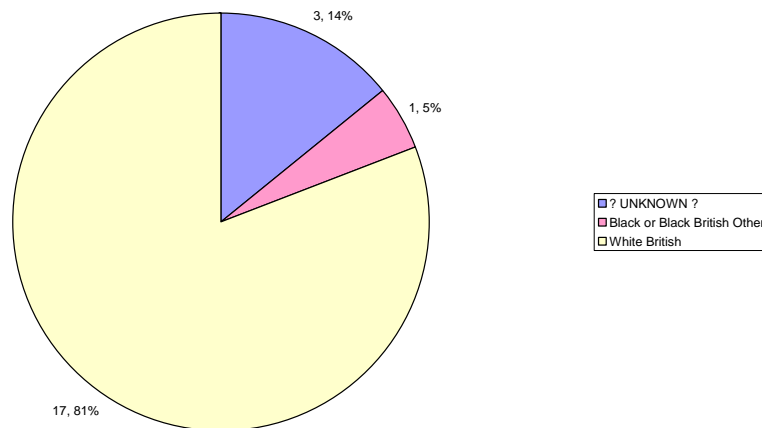
Allocation area and application reason



The graph below shows the results of the allocation area against the application reason. This will highlight any recurring trends, e.g. if one application type was consistently being re-housed in a particular area.

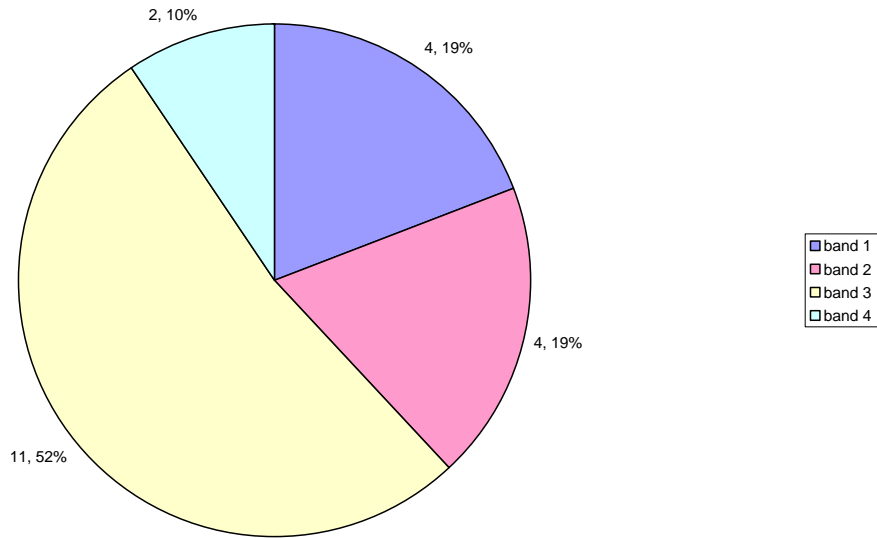
Allocation by ethnicity

The graph below shows the ethnicity of the allocated applicants for the properties advertised in January.



Allocation by band

The below graph shows the allocation of the January properties by band.



Allocation by residence

The below chart shows the allocation of the properties advertised in January, split into whether the applicant was a current resident of Tamworth at the time of allocation.

