



Norwich Housing Society

2019 Tenant Satisfaction Survey
Survey report

July 2019

Customer survey 2019

Prepared for: Norwich Housing Society

by: Acuity

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Produced by Acuity

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Executive Summary

Norwich Housing Society commissioned Acuity to carry out a tenant satisfaction survey. All tenants were included in the postal survey, which took place during June and July 2019. The results from the survey are very positive and generally compare favourably with previous surveys and those of other landlords. The survey recorded many high ratings including satisfaction with friendly and approachable staff (99%), the repairs service (98%), the quality of the home (96%) and the effective and efficient service (96%) – all of which are reflected in the finding that 96% of tenants are satisfied with the services provided by Norwich Housing Society.

Key findings

Overall satisfaction

A high percentage of tenants are satisfied with the services provided by Norwich Housing Society (96%), with Housing for Older People tenants more satisfied (97%) than the general needs tenants (71%), although it should be noted that there are very few general needs tenants.

The home

The majority of Norwich Housing Society's tenants are satisfied with the overall quality of their home (96%); general needs tenants have higher satisfaction (100%) than Housing for Older People tenants (96%). Satisfaction is the same as in 2016.

Value for money

Over nine out of ten tenants are satisfied with the value for money of their rent (94%) and this is higher than that of the service charge (88%).

The neighbourhood

Nine out of ten tenants are satisfied with the neighbourhood as a place to live (91%), with again Housing for Older People (91%) tenants more satisfied than the general needs tenants (83%). Most (95%) feel safe in their home and their neighbourhood (94%)

Estate services

The vast majority of tenants are satisfied with the appearance of their scheme (96%) while slightly fewer are satisfied with grounds maintenance (92%), the cleaning of the internal communal areas (95%) and external areas (91%).

Suggestions for improvement

A total of 97 comments were received suggesting possible improvements to service,

although a third are positive suggesting no improvement is needed. Of the other areas communication and contact make up a quarter of comments, with more visits and meetings wanted and to be kept informed of progress also mentioned. Grounds maintenance and local issues account for 20% of comments.

Perceptions of Norwich Housing Society

A high percentage of tenants find staff friendly and approachable (99%) while 96% feel the service is effective and efficient and 95% say it is the service they would expect. Slightly fewer say that staff deliver what they say (92%) while 94% say they trust the Society and 94% also think the Association has a good reputation in the area

Day-to-day repairs and maintenance service

An excellent 98% are satisfied with the repairs and maintenance service. Housing for Older People tenants (99%) are again more satisfied than general needs tenants (86%).

Satisfaction with the different aspects of their last repairs is also high with between 92% and 99% satisfied, the highest ratings being for the attitude of the workers and how they keep dirt and mess to a minimum. Overall satisfaction with the last completed repairs is 93%.

Communication and information

Nine out of ten tenants (92%) are satisfied that the Society keep them informed about things that might affect them. However, fewer are satisfied that the Society involves them in decision making (80%) and that it listens to their views and acts upon them (78%) – just 5% are dissatisfied but 17% are neither satisfied nor dissatisfied.

Housing for Older People housing schemes

Tenants in Housing for Older People schemes

are highly satisfied with the ease of access around their home and scheme, the facilities at their scheme and the emergency call system (96% to 98%). Most are satisfied with the frequency of contact from the scheme manager and the scheme overall (88% and 94% respectively). Fewer are satisfied with the visiting support provided by the Society (78%), although only 3% are dissatisfied.

Further analysis

Throughout the survey high levels of satisfaction are found and the findings are an endorsement of the commitment of Norwich Housing Society and its staff.

However, slightly lower levels of satisfaction are also found particularly related to communication issues with the involvement in decision making and listening to views and acting upon them among the lower ratings.

Net Promoter Score

Four out of five tenants are very loyal and happy to promote Norwich Housing Society to friends and family and are promoters (81%). However, 7% of tenants are detractors who are likely to have negative views about the organisation and another 12% are currently passive and could be persuaded one way or the other. The net promoter score for the Society is 74 which compares very well with other social housing providers.

Comparison with other landlords

It is possible to compare performance with other social landlords and for this report just the Housing for Older People ratings are used, which reflects the tenant population of the Society. The overall level of satisfaction at Norwich Housing Society for Housing for Older People is 97% and is 8% above the HouseMark median (87%) and the rating places Norwich Housing Society in the top quartile.

The levels of tenant satisfaction are above the current HouseMark averages and place the Association in the top quartile for satisfaction with the home, the neighbourhood as a place to live and the value for money by the rent and service charge paid.

The Society is in the second quartile for listening to views and acting upon them.

General needs and Housing for Older People tenants

Generally, the results from customer satisfaction surveys reveal that Housing for Older People tenants are more satisfied than general needs tenants; and, this is certainly the case at Norwich Housing Society with differences ranging from 7% to 26%; the only exception is for the quality of the home where 4% more general needs tenants are satisfied. On overall satisfaction 26% more Housing for Older People tenants are satisfied than general needs tenants.

Subgroups

It has been possible to look at the results of the survey from a variety of perspectives based on scheme, tenancy length and gender.

In terms of the different schemes there is little between them and no one scheme shows consistently higher satisfaction than another. The only exception is the general needs tenants at Nelson Street who are a little less satisfied, for example, on overall satisfaction the rating is between 92% and 100% on the Housing for Older People Schemes but just 60% at Nelson Street.

On the scheme appearance, cleaning and grounds maintenance, again, most are satisfied with Rotary Court, Leander Court, St Barnabas Court and Westwood House particularly satisfied whilst Fiddys Yard and Old School Court a little less so.

On tenancy length, again there is no particular pattern, although perhaps new tenants are a little more satisfied; this maybe because they are very pleased to have moved into their new Society home. The longer standing tenants are also more appreciative of the services, although less so with the value for money of the rent and service charge.

The female tenants tend to be a little more satisfied with the services received than the male tenants, 98% are satisfied overall compared to 92% male, 98% with their home (94% male)

and 99% with the repairs service (95% male), an exception is for the neighbourhood where they live where 94% of male tenants are satisfied compared with 88% female.

Recommendations

The Society's main challenge will be continuing to maintain the very high levels of satisfaction. The survey found very few areas where it could be said that there was a problem that needs urgent attention. However, from the comments made about possible improvements to service, the Society may wish to look at the following:

Communication – The lowest satisfaction is for listening to views and acting upon them (78%) and this is 7% lower than in 2016. The comments about improvements emphasise the need to listen more to tenants' needs and have more direct contact through visits or meetings, where possible, and to feedback better on issues. There is some suggestion that on occasions staff do not call back when promised and they are not kept informed of progress with a query. This is one area which could be looked at in more detail.

Estate service – Issues on the estates are a concern to some with grounds maintenance and general maintenance of the communal areas mentioned in need of improvement. Some also complain of issues with car parking and the need for better security on the schemes, although very few feel unsafe either on their schemes or in their homes. However, achieving the highest standards of communal maintenance will be appreciated.