



STAR survey 2016
SURVEY REPORT

August 2016





Executive summary

Norwich Housing Society commissioned Acuity to carry out a tenants' satisfaction survey. All tenants were included in the postal survey, which took place during June and July 2016. Out of 290 tenants, 208 responded giving a response rate of 72%.

The results from the survey demonstrate that the great majority of tenants are satisfied with the Society and satisfaction in key areas is level with or better than three years ago. Overall satisfaction with the services provided by the Association is at 95%, with very high ratings also awarded for the quality of the home (96%) and the neighbourhood (94%). The satisfaction ratings found are evidence of strong performance at the Society and a credit to staff, management and the Board.

Key findings

Overall services: The vast majority of the Society's tenants are satisfied with the overall service provided by the Association (95%), a slight increase (up by 1%) on the previous survey which was carried out in 2013. Very few tenants are dissatisfied with the overall service (1%).

Recommending Norwich Housing Society: Four out of five tenants were positive about the association and indicated that they would promote the Society to friends and family (81%), while one in twelve are considered detractors (8%).

Perceptions: Virtually all of the tenants agree that staff are friendly and approachable (98%) and that the Society provides an efficient and effective service (95%). A high percentage of residents felt that the Society would act upon the findings in this survey (87%). Very few residents expressed negative views.

The home: The vast majority of tenants are satisfied with the overall quality of the home (96%), similar to the previous survey three years ago (95%). Just 2% of tenants are dissatisfied with the overall quality of the home, the same as in 2013.

Neighbourhood: Over nine out of ten tenants are satisfied with the neighbourhood as a place to live (94%), the same as in 2013. Very few tenants are dissatisfied with the neighbourhood as a place to live (5%), 2% higher than 2013.

Value for money: Around nine out of ten tenants are satisfied with the value for money of the rent (93%) and with their service charges (88%). One in fourteen is dissatisfied with the VFM of their service charge (7%). VFM satisfaction has increased slightly since 2013 for rent (3% higher) and the service charges (5% higher).

Customer services: The vast majority of tenants were satisfied with the overall experience last time they contacted the Society (94%). Virtually all of the tenants said that they had no difficulty contacting the Society (99%), while more than nine out of ten were able to speak



to the right person (94%). With equally high numbers said that they received a response that was helpful (95%), friendly (98%) and they were treated fairly (95%).

Satisfaction with the final outcome of their query (91%) and the time taken (92%) were also very high.

Repairs and maintenance: More than nine out of ten tenants are satisfied with the overall repairs and maintenance service (94%), 3% higher than in 2013. For those tenants who had had a repair carried out in the last year, 95% were satisfied with the repair work. Satisfaction with specific aspects of the experience ranged from 98% (keeping dirt and mess to a minimum) to 87% (time taken before work started). Satisfaction with the contractors' attitude, the quality of the work and reporting the repair were all very high (96% - 97%). Satisfaction was slightly lower for the speed of completion, being kept informed and getting jobs 'right first time' (92% - 94%) and nine out of ten respondents were satisfied with the being able to make an appointment and being told when workers would call (90%).

Satisfaction with the last completed repair has increased (+4%) over the past three years. This reflects increases in satisfaction with individual aspects of the repair of between 2% and 6%.

Scheme services: More than nine out of ten respondents expressed a positive view about scheme services (93%). Very few tenants expressed a negative view. Satisfaction with individual aspects of the service was highest with internal cleaning (96%) and the appearance of the scheme (92%). Satisfaction was also high for grounds maintenance and external cleaning (86% and 87% respectively).

There appears to have been a significant increase in satisfaction with scheme services overall (up 16%) since the last survey. The increase is driven by considerable increases in satisfaction with the cleaning of internal and external communal areas (14% and 15% respectively) as well as the appearance of the scheme (+11%) and grounds maintenance (+8%).

Sheltered housing: The vast majority of HfOP tenants expressed a positive view about the scheme where they live overall (97%). Just 1% expressed a negative view. Satisfaction with other aspects of sheltered housing ranged from 97% (emergency alarm system) and 95% (safety and security), 94% (ease of access). Satisfaction was almost as high for the visiting support service and support plans (both 92%), followed by scheme facilities (89%) and frequency of contact with scheme manager (87%).

Satisfaction with sheltered services has increased in all aspects except for satisfaction with facilities which has decreased slightly.



Communication and information: 85% of tenants expressed a positive view when asked if the Society listens to tenants' views and acts upon them. 3% expressed a negative view. Satisfaction in this area has increased by 12% since 2013, while dissatisfaction has fallen by 10%.

One in six tenants is interested in finding out more about getting involved with the Society (17%). Contact in writing (75%) is most popular with tenants, followed by scheme meetings (52%) and home visits (39%). Around one in seven like to be kept informed by email and thirty-seven respondents (around 18%) provided email addresses for the Society to use to communicate with them

Other services: Six out of seven residents are satisfied with the advice the society offers on rents and benefits and with the way it deals with anti-social behaviour (86% to 87%). Slightly fewer residents are satisfied with the way handling of improvements and complaints (both 84%). Eight out of ten are satisfied with the handling of neighbour disputes and internal transfers (both 82%).

Further analysis

Lower levels of satisfaction

The survey found a few service areas with lower levels of satisfaction, where satisfaction drops noticeably below 90%, suggesting that these might be areas for the Association to focus on:

- Communications – listening to views and acts (85%), doing enough to involve tenants (80%)
- Other services – dealing with neighbour disputes (82%), transfers (82%), improvements to the home (84%) and dealing with complaints (84%)
- Scheme services - grounds maintenance (86%)

Alternatively, the Society could focus on areas where dissatisfaction is highest. As ratings are generally very high there are few areas where more than one in twenty or more tenants are dissatisfied:

- Dealing with neighbour disputes (9%)
- Moving home (internal transfers due to health reasons) (9%)
- VFM SC (7%)
- Improvements (6%)
- Complaints (6%).

Change over time

Overall satisfaction with landlord services has increased by 1% since the previous survey (2013) and is now at 95%. Satisfaction had in many areas increased by more than five



percentage points (overall scheme services, complaint handling, external cleaning, internal cleaning, listens & acts, appearance of scheme, involving tenants, improvements, handling of ASB reports, emergency call system, sheltered scheme overall, grounds maintenance, act on findings, kept informed, visiting support, advice on rent & service charge, effective and efficient service, dealing with neighbour disputes, quality of repair and advice on benefits.

The latest survey found no areas where satisfaction has fallen. There were a few areas where satisfaction was 1% lower than the 2013 (home, scheme facilities, being able to speak to the right person), however the difference is marginal and does not suggest any statistically significant fall in satisfaction.

Comparison with other landlords

The Society has a very strong performance when compared with the most recent data published by HouseMark and SPBM benchmarking for general needs and HfOP tenants.

When compared with the levels of satisfaction reported by HouseMark members for the seven STAR core measures the Society's HfOP ratings are in the top quartile for all measures and Net Promoter Score (NPS). General needs ratings are also in the top quartile for NPS and all measures apart from satisfaction with neighbourhood, which is in the second quartile.

When compared with a peer group of smaller housing providers the Society's satisfaction ratings for HfOP tenants are above the median (second quartile) for all measures apart from VFM service charges (3rd quartile) and Net Promoter Score (3rd quartile). General needs tenants' satisfaction ratings are in the top quartile for overall satisfaction, repairs and maintenance and Net Promoter Score. Ratings are in the second quartile for VFM and listening to tenants' views. Ratings are in the third quartile for quality of home and neighbourhood.

Key strands of diversity and other influences

Satisfaction with different services has been analysed by the key strands of diversity and other attributes. The survey found some differences which may need exploring – such as differences between different schemes and scheme types, age and length of tenancy.

Recommendations

The findings from the survey are very positive, with high ratings for the home and neighbourhood, VFM and repairs. Overall satisfaction remains at the same high level or better than that found in 2013. The Society has many promoters and the survey found few areas where over one in twenty of tenants are dissatisfied.

It is recommended that the Society reviews the few areas highlighted in the survey where satisfaction falls below the higher ratings found for the home and the neighbourhood, in



particular dealing with transfers, ASB, neighbour disputes and complaints – all areas with a strong correlation with overall satisfaction. The open comments provide even more insight into customer satisfaction and should be used alongside the results to inform planning and improve the level of services delivered by the Society.