



Survey of Tenants and Residents (STAR) 2021



Making Lives Better

Executive Summary

The STAR survey is traditionally sent to customers of Hafod's general needs and WHP properties every year to establish an indication of satisfaction with our services over a 12 month period.

In 2019 the incentive to win £100 was removed with the expectation that answers would become more truthful, by removing any bias caused by the possibility of monetary gain. Surveys were also made anonymous but included certain demographic questions for the first time to allow us to analyse who is responding to the survey.

As part of the rent policy settlement for 2020/21 to 2024/5, all social landlords agreed a series of 4 "wider rental agreement" initiatives. One of these initiatives was to "...undertake a standardised tenant satisfaction survey and provide the data for publication on a central website to assist tenants in scrutinising and comparing landlord performance.

As such, the Welsh Government required us to carry out a new survey (containing 12 core questions, detailed on slide 9) in time for submission and publication of results in April 2022.

This year, our focus for STAR has been the 12 core questions set by Welsh Government.

We invited our General Needs, WHP & Retirement Scheme Housing customers to take part and received 482 responses to the survey (11% response rate),

The sample returned for General Needs Housing (436) was large enough for a 95% confidence rate and 5% margin of error.

The samples returned for WHP and Retirement Scheme customers were not sufficient to provide us with a confidence interval of less than 20%, rendering the returns invalid. As such, the focus of this report will be the feedback received from General Needs Customers.

(an explanation of the confidence interval / level can be found on slide 8)

Tenure	Number of surveys issues	Number of surveys returned	Confidence interval with a 95% confidence rate	Valid response rate to allow for a 5% confidence interval
General Needs	3800	436 (11% return)	5%	Yes
WHP	410	20 (5% return)	20%	No
Retirement Scheme	97	26 (27% return)	20%	No

The questionnaire was sent via post and included a self-addressed envelope for returns and instructions on how to complete the questionnaire online. Customers were also emailed online links to complete the survey where we held an email address for them. Links were also published to social media and sent via email to respondents to encourage more responses. This year, other than posts on social media, and one email reminder, no postal targeted non-response follow up techniques were used after the initial mailing. In previous years, up to three postal and email prompts were sent to each customer who did not submit a response by the closing date. Customers were sent the Surveys on 1st August 2020 and had until the 31st August 2020 to complete and return their surveys.

Customers were asked to indicate certain demographics, to enable us to determine what area, age group and gender responses we received from. By not including tenancy number and post code from the questionnaire, we were able to preserve respondent anonymity (unless the customer specifically indicated they wished to be contacted after the survey).

Demographic information

The demographic information indicates that:

- 62% of responses were received from either Cardiff or Bridgend
- 84% of the responses were from respondents over 45 years of age
- 61% of respondents were women

Full information concerning customer demographics responding to the survey can be accessed on slide 10

Results from the survey follow on the next slides:



**Overall
Satisfaction**

67%



**Net promoter
score**

7.62

(2020 = 3.89)

Overall satisfaction has increased from **63%** in 2020 to **67%** in 2021

Our Net Promoter score has increased from **3.89 to 7.62** in the last year. Net Promoter Score seeks to determine customer loyalty; Scores range from -100 to +100. A positive score indicates that an organisation has more promoters than detractors in their customer base. A score of 0-49 is considered “good” 50-69 as “excellent” and 70+ as “world class”.

Customers were invited to provide feedback (on a blank sheet) within the survey. The General Survey returns included over 200 comments. 19 positive and 200 negative / service requests. Service request information has been passed over to Customer services to action.

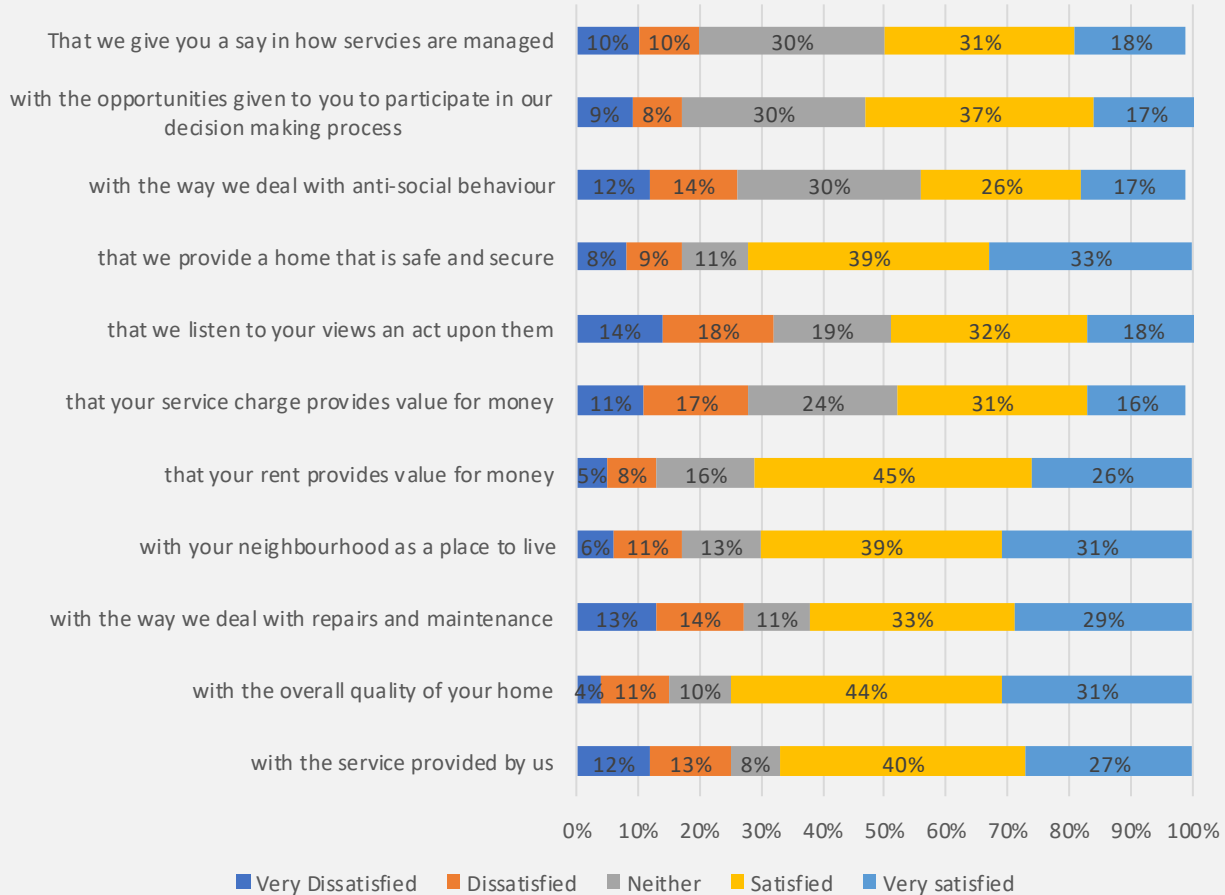
Main themes (negative) reported were:

- Lack of communication
- Incomplete repairs
- Standard of property
- Anti-Social Behaviour & Estate issues

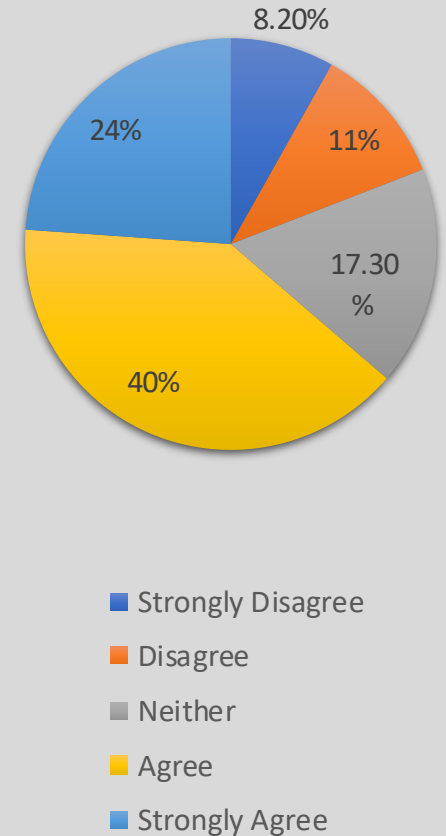
A full list of all comments received can be found in **Appendix A** to this report.

STAR Question	2021	2020
How satisfied are you:		
with the service provided by us	67%	63%
with the overall quality of your home	75%	67%
with the way we deal with repairs and maintenance	62%	66%
with your neighbourhood as a place to live	70%	75%
that your rent provides value for money	71%	65%
that your service charge provides value for money	48%	46%
that we listen to your views and act upon them	50%	51%
that we provide a home that is safe and secure	72%	68%
with the way we deal with anti-social behaviour	43%	26%
with the opportunities given to you to participate in our decision making process	54%	Not asked
That we give you a say in how services are managed	50%	Not asked
To what extent do you agree with the following:		
I trust Hafod	64%	67%

How satisfied are you:



I trust Hafod



Summary and appendices

We need to be aware of numerous changes in scores since last year, however we must be mindful of the disruption caused to all services throughout 2020 /2021 due to the Covid-19 pandemic and the impact this may have had on the results. Although satisfaction remains low, it would be inappropriate to draw strong conclusions due to the events of the past 2 years. Especially considering that the survey is one which captures a customers' perception of Hafod as opposed to reviewing satisfaction with a service a customer has recently received.

Whilst overall satisfaction of 67%, our NPS score and other service area satisfaction levels seem to have increased since 2020. It should be noted that the 2020 data (63% overall satisfaction) also fell into the 95% confidence rate with a margin of error of 5. With our margin of error of 5, we can be 95% "sure" that if we had received an answer from all customers between 62% (67-5) and 72% (67+5) would have picked that answer.

Margin of error reveals the imprecision inherent in survey data. Survey data provides us with a range, not a specific number.

This report was reviewed with our Customer Scrutiny Panel on the 3rd November 2021 in order to ensure we have captured and listened to the customer voice appropriately. The Panel have requested (due to a number of members unable to attend the meeting on the 3rd November) that they each have an opportunity to digest the report and provide feedback on the results into areas of concern / areas they wish further feedback / scrutiny. Following on from this feedback a list of priorities / actions will be developed for review.

Members will then be asked to consider the information set out and whether or not the corrective measures planned are sufficient, or whether additional work should be conducted to investigate or deliver improvements in areas of low satisfaction.

Appendices:

Appendix A – Qualitative feedback (Positive and Negative)

Appendix B – Raw Data (including WHP & Retirement Scheme responses)



Confidence interval / level explanation

- The **confidence interval** (also called margin of error) is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 4 and 47% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% (47-4) and 51% (47+4) would have picked that answer.
- The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.
- When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between 43% and 51%. The wider the confidence interval you are willing to accept, the more certain you can be that the whole population answers would be within that range.

STAR 2021 Core Questions

How satisfied are you:

- with the service provided by us
- with the overall quality of your home
- with the way we deal with repairs and maintenance
- with your neighbourhood as a place to live
- that your rent provides value for money
- that your service charge provides value for money
- that we listen to your views and act upon them
- that we provide a home that is safe and secure
- with the way we deal with anti-social behaviour
- with the opportunities given to you to participate in our decision-making process
- That we give you a say in how services are managed

To what extent do you agree with the following:

- I trust Hafod

Demographics

Area	% of STAR returns	% of stock
Bridgend	27%	29%
Cardiff	35%	32%
V.O.G	20%	17%
Merthyr	3%	5%
RCT	18%	15%
Newport	0%	0.19%
Torfaen	1%	3%

Gender	% of STAR returns	% of total customers
Male	30%	33%
Female	61%	67%
Blank	9%	

Age	% of STAR returns	% of stock
18-24	0.7%	4%
24-34	6%	17%
35-44	10%	20%
45-54	20%	23%
55-64	26%	17%
65-74	25%	11%
75+	13%	7%