



Cornwall Rural Housing Association Limited

Resident Satisfaction 2018
Summary Report

Cornwall Rural Housing Association (CRHA) commissioned Acuity to carry out a residents' satisfaction survey. All residents were included in the postal survey, which took place between April and May 2018.

Of the 330 residents, 171 responded giving a response rate of 52%. The latest survey found very high levels of satisfaction with the Association, with many ratings higher than two years ago.

Key findings

Overall services

The vast majority (95%) of residents are satisfied with the overall service provided by CRHA.



When asked how CRHA can improve its service, half of the residents who responded mentioned the repairs service and improvement works.

Perceptions



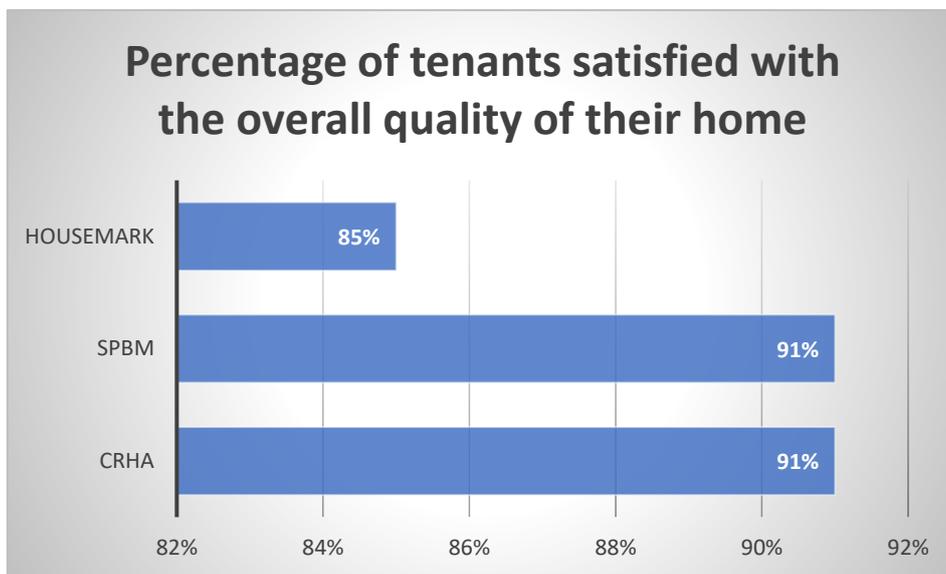
95% of residents believe that CRHA provides an effective and efficient service and delivers the service they expect from their landlord.

Ratings were also in the 90's for friendly and helpful staff (96%), treating residents fairly (93%), trust (92%) and having a good reputation (91%).

87% of residents felt that CRHA would act on the findings from the survey.

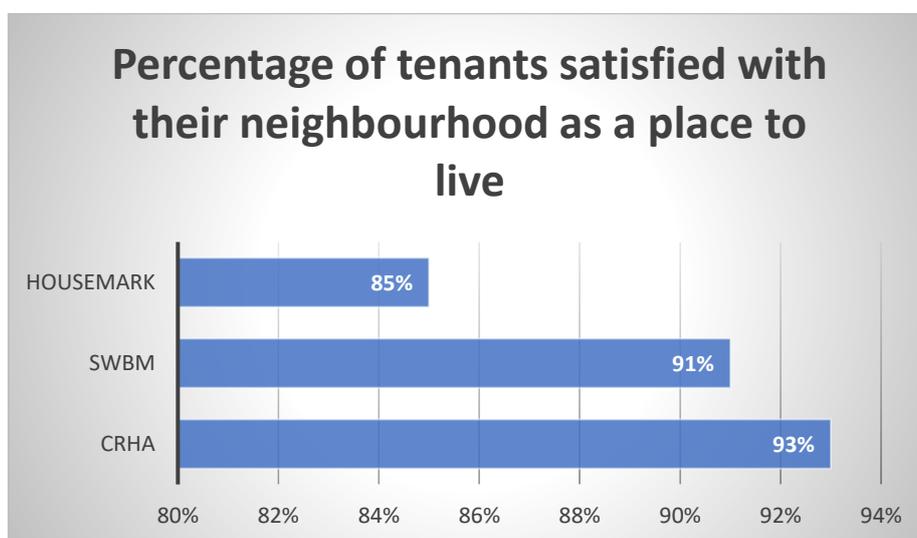
Home and neighbourhood

The vast majority of CRHA's residents are satisfied with the overall quality of the home (91%), 1% higher than two years ago.



Neighbourhood and local problems

A very high percentage of residents are satisfied with the neighbourhood as a place to live (93%).



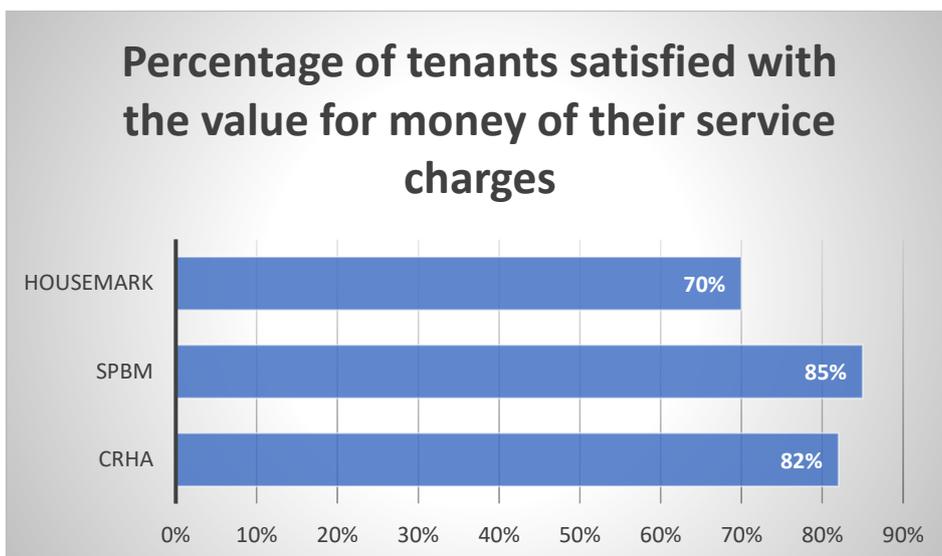
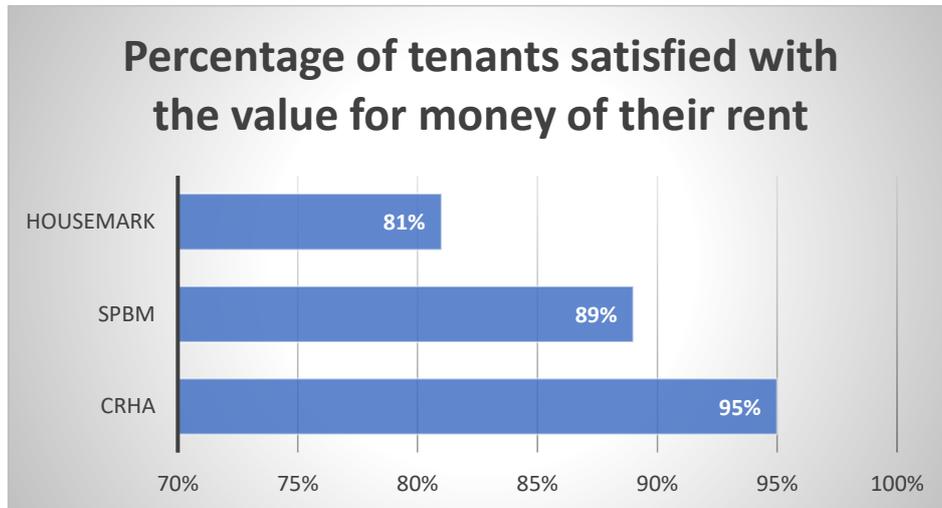
Residents were given the opportunity to highlight any local problems they are experiencing which they felt CRHA should be aware of. Very few residents provided information on local problems suggesting few have any issues.

For those that did mention problems the only issues mentioned by more than one resident were problems relating to dogs, car parking, noise from children and speeding traffic.

A small number of postcodes had more than one resident reporting issues. CRHA will be investigating those issues.

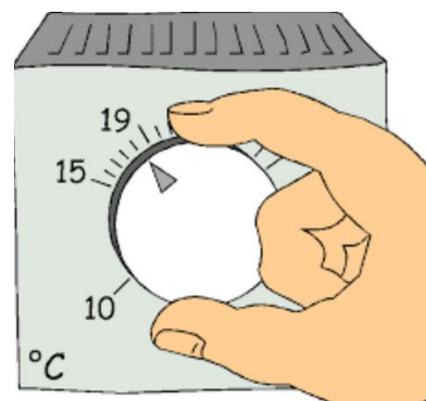
Value for money

Nearly all residents are satisfied with the value for money of the rent (95% - 5% higher than 2016), and 82% are satisfied with the service charge (81% in 2016).



Heating systems

The majority of residents said their heating system keeps them warm (70%). However only around half felt that their heating system provides value for money (48%) or that they could afford to run their heating system (55%).



Customer services

Nine out of ten residents were satisfied with the overall experience last time they contacted the office (91%, which is 2% higher than in 2016).

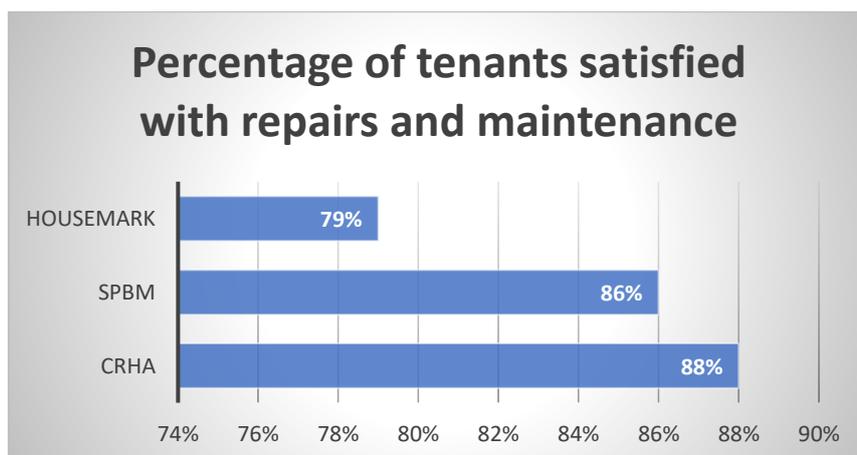
A high percentage of residents said that they had no difficulty contacting CRHA (98%) and received a friendly (96%) and helpful (94%) response, and were treated fairly (94%).



Six out of seven residents felt that their enquiry was dealt with within a reasonable time (86% - 6% higher), while slightly fewer felt they were kept informed (83% - 7% higher); and 88% were satisfied with the final outcome of their query (7% higher).

Repairs and maintenance

The majority of residents are satisfied with the overall repairs and maintenance service (88%), a rise of 2% since 2016.



A higher percentage of residents were satisfied with the last repair (90% - 2% higher).

CRHA's residents are also highly satisfied with some aspects of the repairs service; with high ratings for reporting the repair, the attitude of the workers and their ability to minimise dirt and mess (92% to 96%).

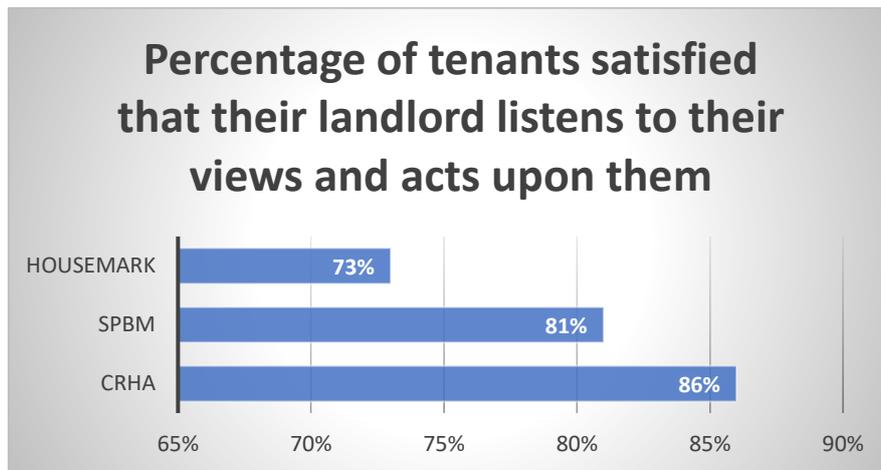
Residents awarded slightly lower ratings for the time taken before the work started, the overall quality of the work, being able to make an appointment and the speed of completion of the work (84% to 88%).

Satisfaction with many aspects of the service has increased since 2016 (from between 1% to 7% higher).

Communication and information

Encouragingly the majority of residents (96%) feel that CRHA keeps them informed about things that might affect them as a resident and a high percentage of residents also feel that CRHA gives them the opportunity to make their views known (92%).

A high percentage also felt that CRHA listens to residents' views and acts upon them (86%). Residents are more satisfied with communication in 2018 compared with two years ago (3% to 8% higher). Half of the residents said that they would like to receive updates about repairs and rent accounts via SMS/test message (48%).



Internet use



Four-fifths of residents regularly use the internet (81%). The greatest use was for social media such as Facebook or Twitter (73%), while more than half use it for online shopping, banking or news and information (from 57% to 65%).

Online services from CRHA residents are likely to use

CRHA asked Acuity to obtain feedback from residents on how likely they may to access CRHA's services online.

A high percentage of residents would use CRHA's new online service when it is available to report a repair (82%), access rent accounts (58%), update household and contact details (56%) or to report a complaint (52%).

Recommending CRHA

Residents were asked to assess the likelihood of them recommending CRHA to family or friends.

Almost three-quarters of residents are very loyal and happy to promote CRHA to friends and family and are “promoters” (81% - 8% higher than in 2016).

Around one in six residents are passive (14%) and could be persuaded one way or the other, while very few are detractors and are likely to be negative about CRHA (5%).

See page 8 for more information on CRHA’s Net Promoter Score.

Affordability

Just over half of residents are in employment (55%) while a quarter of residents are retired (25%), with one in ten having a long term illness or disability (9%). Few residents are unemployed (3%).

Around one in five residents are struggling to meet the costs of utility bills (22%) and household bills (17%), much higher than those finding debt repayments (12%) or rent and service charges (10%) hard to pay.



Further analysis

Change in the last two years

In addition to the very high ratings, CRHA takes considerable pride in the fact that we continue to build on the very high ratings found in 2016, with the vast majority of measures in the service increasing over the last two years.

Satisfaction with the listening to views saw the greatest increase (8% higher); with many higher ratings for customer service (being kept informed of progress (7% higher), dealing with enquiry in a reasonable time (6% higher) and final outcome (7% higher).

Individual aspects of the repairs service were also rated higher (time taken before work started (7% higher), overall quality of the work (6% higher)).

The 2018 survey revealed increases in satisfaction with the value for money of the rent (5% higher), communications (being kept informed (3% higher) and opportunities to make views known (4% higher)) and more residents believe that CRHA will act on the survey findings (7% higher).

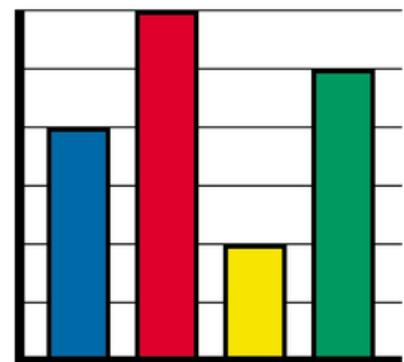
More residents also feel that CRHA provides an effective and efficient service (5% higher) and it is the one expected of a landlord (6% higher). The survey also found many areas where satisfaction remained at similar levels (2% lower to 2% higher) compared with the previous survey in 2016.

Encouragingly more residents in 2018 felt that their heating system keeps their home warm (4% higher), felt that their system provided value for money (1% higher) and said that they could afford to run the heating system (3% higher).

Comparison with other landlords

When compared with HouseMark’s averages for residents, CRHA’s ratings are all top quartile (6% to 13% higher).

A more valid comparison with SPBM benchmarking landlords revealed that CRHA ratings are all above the median ratings (3% to 8%). In fact, four ratings were top quartile (overall services, neighbourhood, value for money of the rent and listening to views); while the remaining three services (quality of the home, value for money of service charge and the repairs service) are second quartile.



Satisfaction at management level

CRHA gathers some information by management areas based on the former old district council boundaries. Some differences are found when the results from residents are analysed at these management levels.

Overall residents in Carrick, Caradon, Restormel and Kerrier were often more satisfied than those in the Isles of Scilly, North Cornwall and Penwith.

Analysis by key strands of diversity

Throughout the report, satisfaction with different services was analysed by the key strands of diversity. There was some evidence to suggest that families and younger residents are less satisfied.

Key driver analysis

Key driver analysis reveals the importance of trust, the quality of the home and delivering an effective and efficient services, in addition to the repairs service on overall satisfaction.

Areas of dissatisfaction



The survey did not find any areas of high dissatisfaction among residents. However, there were a few instances where close to one in ten residents were dissatisfied. These included the value for money of the service charge, customer service (specifically being kept informed and being dealt with in a reasonable time) and aspects of the repairs service (specifically being told when workers would call, time taken before the work started and speed of completion).

Net Promoter Score

CRHA asked Acuity to assess the extent to which residents' expectations were being met by way of asking a 'net promoter' question on the likelihood of the resident recommending CRHA to family or friends.

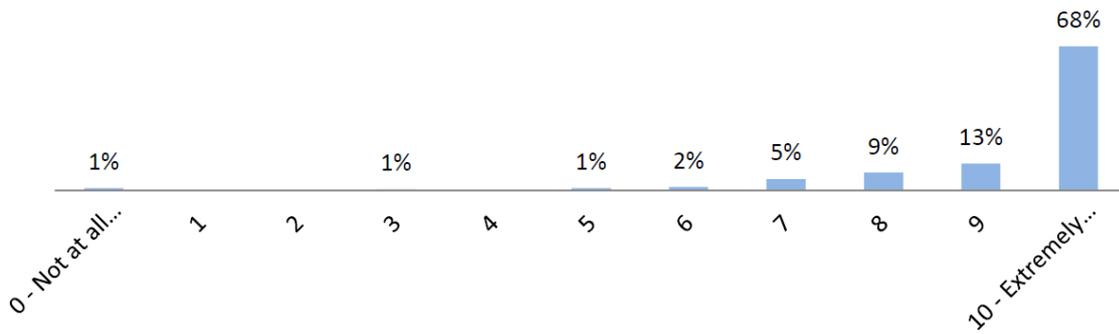
This type of question is drawn from private sector surveys as providing a useful insight into the general attitude of residents towards their landlord and particularly the extent to which they feel engaged as a 'customer'.

The Net Promoter Score, or NPS[®], is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors.

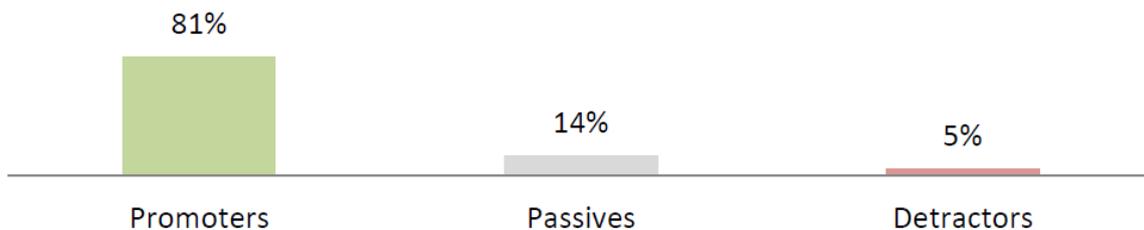
By asking one simple question, 'How likely is it that you would recommend your landlord to friends or family?' it is possible to then track these groups and get a clear measure of an organisation's performance through the eyes of residents.

Residents respond on a 0-to-10 point rating scale and are categorised as follows:

- Promoters (score 9-10) are loyal enthusiasts who will promote and support the landlord, increasing their reputation.
- Passives (score 7-8) are satisfied but unenthusiastic residents who can easily become detractors depending on circumstances.
- Detractors (score 0-6) are unhappy customers who can damage your organisation and hold back development and growth through negative word-of-mouth.



According to the NPS, 81% of residents are very loyal and happy to promote CRHA to friends and family and are “promoters”. 5% of residents are “detractors”, who are likely to have negative views about CRHA and 14% are currently “passive” and could be persuaded one way or the other.



The NPS is calculated by taking the percentage of customers who are Promoters and subtracting the percentage who are Detractors. The result is known as the Net Promoter Score (it is not a percentage).

The Net Promoter Score for CRHA is 76. This is 14 higher than the in 2016 NPS of 62.

In order to be of use to CRHA, the Net Promoter score needs to be put into context.

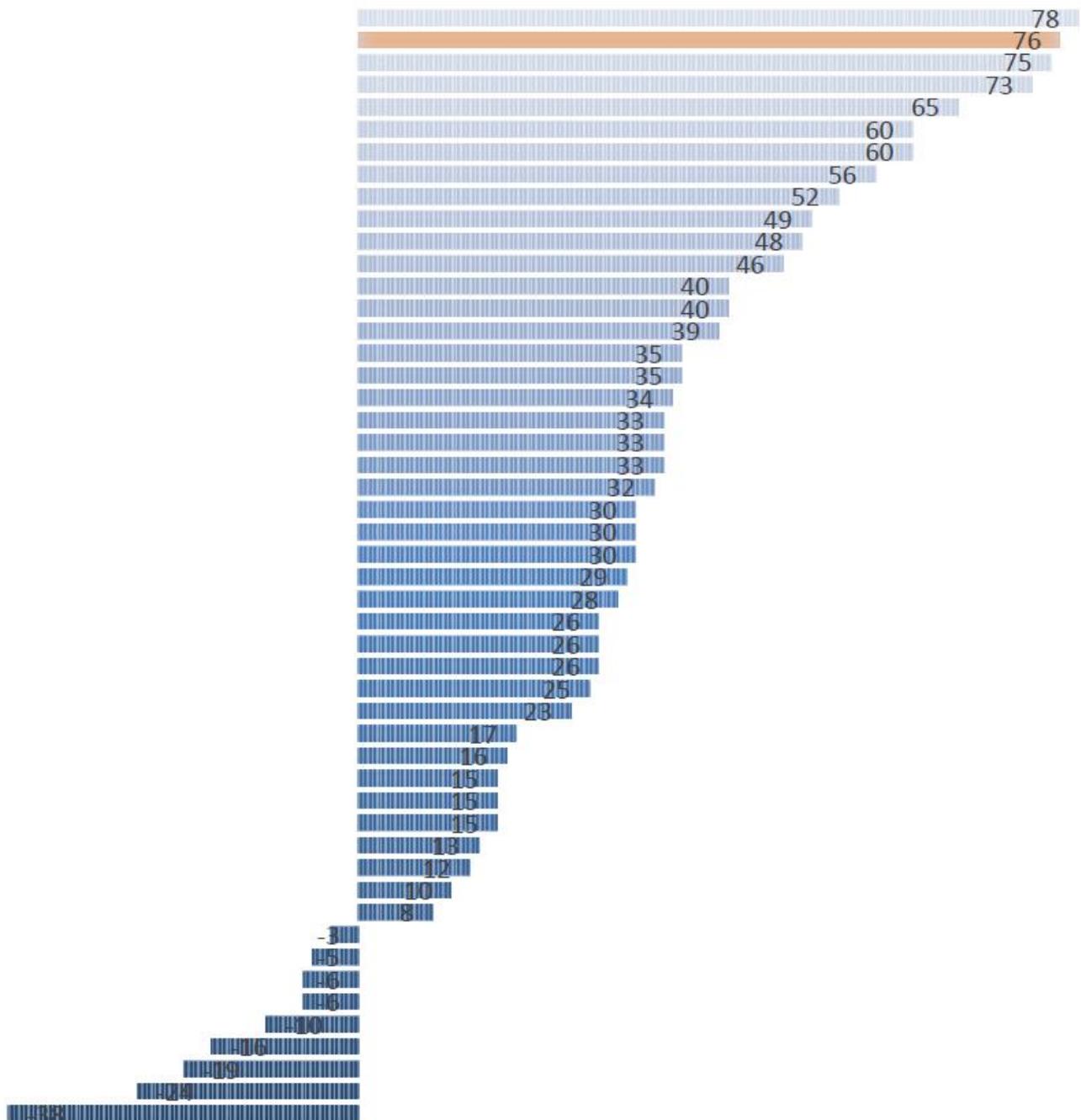
In the commercial sector it is reported that companies with the most efficient growth operate with an NPS of 50 to 80.

The average company often has an NPS of only 5 to 10 – in other words their Promoters barely outnumber their Detractors.

Many companies have negative NPS scores – which means that they are creating more Detractors than Promoters.

The chart below gives a comparison with landlords who have used Acuity in the last three years. CRHA has a very strong performance, even when compared to other small HAs – with the second highest score recorded.

- Small HA
- Small HA
- Small HA
- Non social landlord
- LSVT
- Small HA (London)
- District Council
- Welsh Council
- Council
- Small HA
- Cornwall Rual HA
- Small HA
- Small HA
- Small HA
- LSVT
- District Council
- LSVT
- Small HA
- London Borough
- Small HA
- LSVT
- Welsh HA
- LSVT
- Small HA
- HA
- LSVT
- Welsh LSVT
- ALMO
- London Borough
- Small HA
- Small HA
- LSVT
- LSVT
- Small HA
- HA (London)
- Small HA (London)
- Small HA
- LSVT
- Small HA
- LSVT
- Small HA
- Welsh LSVT
- ALMO
- Small HA (London)
- Anon HA
- HA (London)



When the results are compared with HouseMark figures (82 landlords with over 1,000 properties – 2016/17 data – June 2018), the Net Promoter Scores for all residents easily falls into the upper quartile.

	All residents
CRHA	76
Upper quartile	49
Median	32
Lower Quartile	23

Conclusions

The report by Acuity on the 2016 survey raised the question whether CRHA could further improve on the already very high levels of satisfaction. The clear answer from this report is “yes”, given the number of higher ratings since two years ago.

Although the improved ratings are not matched by an even higher rating for overall services, this does not overshadow the positive results from the latest survey.

CRHA will share these excellent results with all stakeholders. We will also review the few areas highlighted in the survey where satisfaction falls below the high ratings found in the majority of service areas, or where fewer residents are very satisfied. We will particularly examine differences between management areas.

CRHA will use the survey results and open comments to inform and improve the level of services delivered for the few residents who were, on only a few occasions, not satisfied.



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