

NCHA STAR 2018



March 2018

Report prepared by
Snap Surveys

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1. INTRODUCTION

1.1. Introduction

Nottingham Community Housing Association (NCHA) commissioned Snap Surveys to carry out a resident satisfaction survey. This report contains the research findings.

1.2. STAR

STAR is a voluntary approach to tenant and resident satisfaction measurement for the social housing sector. Such an approach is essential if social housing providers are to have a means of comparing key satisfaction results – both benchmarking with others and trends over time. The primary purpose of these is to:

- Measure customer satisfaction and identify areas for improvement
- Obtain a representative picture of residents attitudes and behaviour
- Complement other methods of customer feedback
- Enable comparisons of data from different landlords and over time.

This STAR questionnaire ensures that data is collected in a reliable and consistent way, enabling a comparison of results between different landlords in order to develop benchmarking across the social housing sector.

1.3. Nottingham Community Housing Association (NCHA)

Nottingham Community Housing Association (NCHA) is one of the largest locally based housing groups in the East Midlands, managing over 9,200 homes and housing more than 20,000 tenants across the East Midlands in Nottinghamshire, Derbyshire, Lincolnshire, Leicestershire, Northamptonshire and Rutland.

1.4. Questionnaire

NCHA tailored the STAR questionnaire by adding questions from the STAR database at appropriate places throughout the survey.

1.5. Methodology and Sampling

On 12th January 2018 Snap Surveys sent paper questionnaires to 1,999 of NCHA tenants. A full reminder pack containing a new copy of the questionnaire was sent to non respondents on 2nd February. The cover letter also included a link to an online version of the survey.

The survey was closed on 5th March; having achieved an overall response rate of 33% (668 completed questionnaires - 602 paper/67 online).

The breakdown of response rate by mailing is shown in the table below.

OVERALL RESPONSE BY MAILING	Number of questionnaires returned
After first mailing	399
After second mailing	269
Total	668

1.6. Incentives

A prize draw incentive was offered, giving respondents the chance to win one of five prizes of £100 in shopping vouchers.

1.7. Analysis of Results

Throughout this report figures are generally calculated as a proportion of respondents who answered each question – that is, excluding No Reply. Not all figures add to 100%, this may be due to rounding, or because each respondent was allowed to give more than one answer to the question.

Furthermore, this analysis often reports on a combination of scores, for example the percentage of respondents who are satisfied with a given element. This involves adding together the number of people who were 'very satisfied' and 'fairly satisfied' and calculating the figure as a percentage of the number of respondents to that question. For this reason, the overall '% satisfied' score can be slightly different to the score obtained when adding together the '% very satisfied' and '% fairly satisfied' as displayed on the chart.

1.8. Structure of this Report

The main body of the report is divided into the following sections, which look at the survey results in detail:

- Satisfaction with NCHA
- The repairs service
- Listening to tenant's views
- The internet and website usage
- Demographics
- Further analysis
- Conclusions

The appendix contains a copy of the questionnaire and a set of data tabulations.

1.9. Principle contacts

The principal contacts for the survey were Louise Wheatley at NCHA and Harriet Withall at Snap Surveys.

2. SATISFACTION WITH NCHA

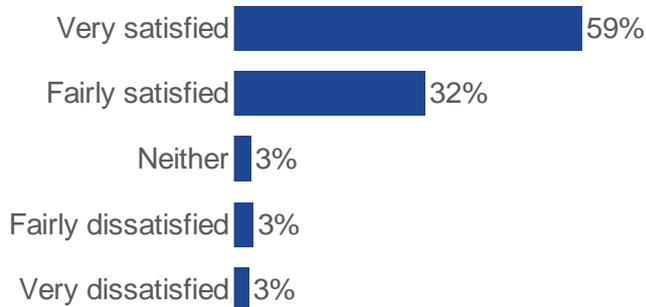
2.1. Introduction

This section looks at satisfaction with the service provided by NCHA, satisfaction with respondents' home and their rent as value for money.

2.2. Satisfaction with the services provided by NCHA

91% of respondents were very satisfied or fairly satisfied with the overall service provided by NCHA. Only 6% were dissatisfied.

Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by NCHA?



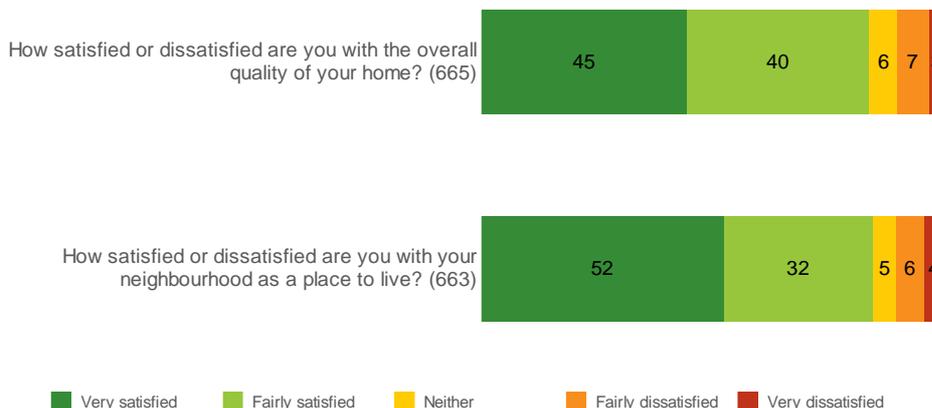
All respondents (666)

2.3. Satisfaction with Housing

Respondents were asked how satisfied they are with the overall quality of their home and their neighbourhood as a place to live. Generally the findings were positive:

- 85% were satisfied with the overall quality of their home (10% dissatisfied)
- 85% were satisfied with their neighbourhood as a place to live (10% dissatisfied)

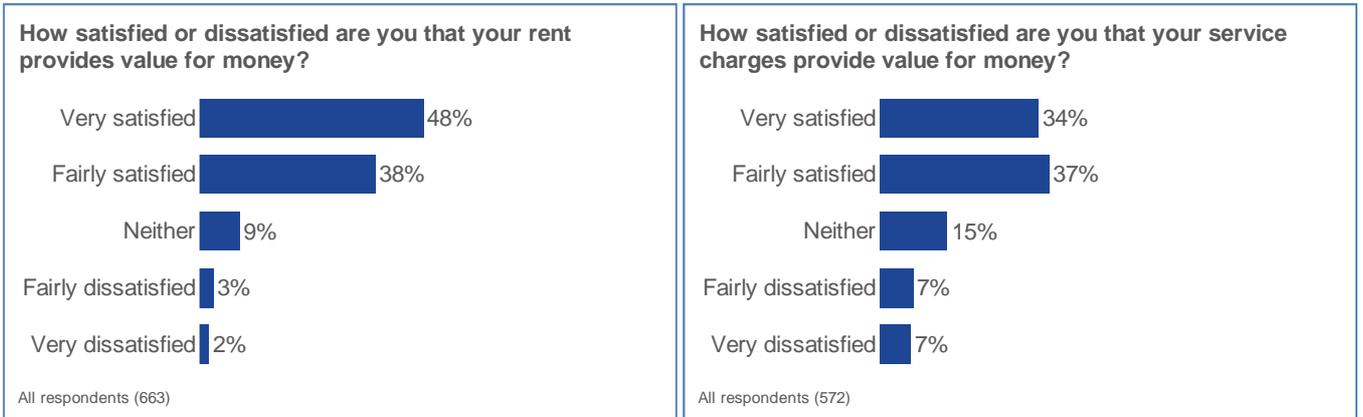
How satisfied or dissatisfied are you with the following?



Base: All respondents excluding not applicable

2.4. Satisfaction with rent and service charges

NCHA residents were then asked how satisfied they are that their rent provides value for money; the majority of respondents (86%) were satisfied, while only 5% were dissatisfied.



Results were slightly less positive when respondents were asked whether their service charges provide value for money; with 71% saying they were satisfied, and 14% saying they were dissatisfied.

3. THE REPAIRS SERVICE

3.1. Introduction

This section briefly looks at residents' satisfaction with NCHA's repairs and maintenance service.

3.2. Overall Satisfaction with the Repairs and Maintenance Service

83% of respondents were satisfied with the way NCHA deals with repairs and maintenance. 12% said they were dissatisfied and 6% were neither satisfied nor dissatisfied.



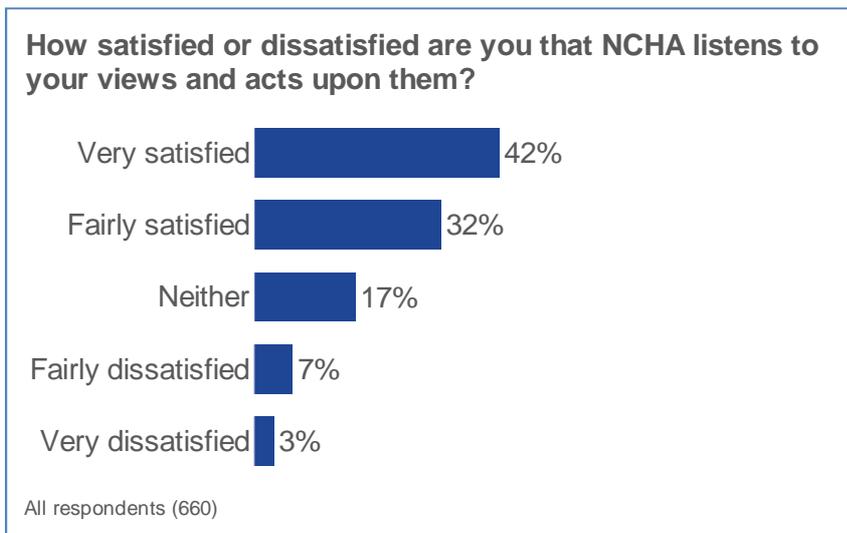
4. LISTENING TO TENANT'S VIEWS

4.1. Introduction

This section looks at whether NCHA listens to resident's views and acts upon them and satisfaction with contacting NCHA via email and phone.

4.2. Listening to views and acting upon them

Around three quarters of respondents (73%) said that they were satisfied that NCHA listens to their views and acts upon them, while 10% were dissatisfied and 17% were neither satisfied nor dissatisfied.



4.3. Email and telephone contact

Around two thirds of respondents (67%) said they were satisfied with their contact by email to the info@ncha email address, 5% were dissatisfied and 27% said they were neither satisfied nor dissatisfied.



88% of respondents said they were satisfied with their contact by telephone using the 0800 phone number, 5% were dissatisfied and 8% were neither satisfied nor dissatisfied.

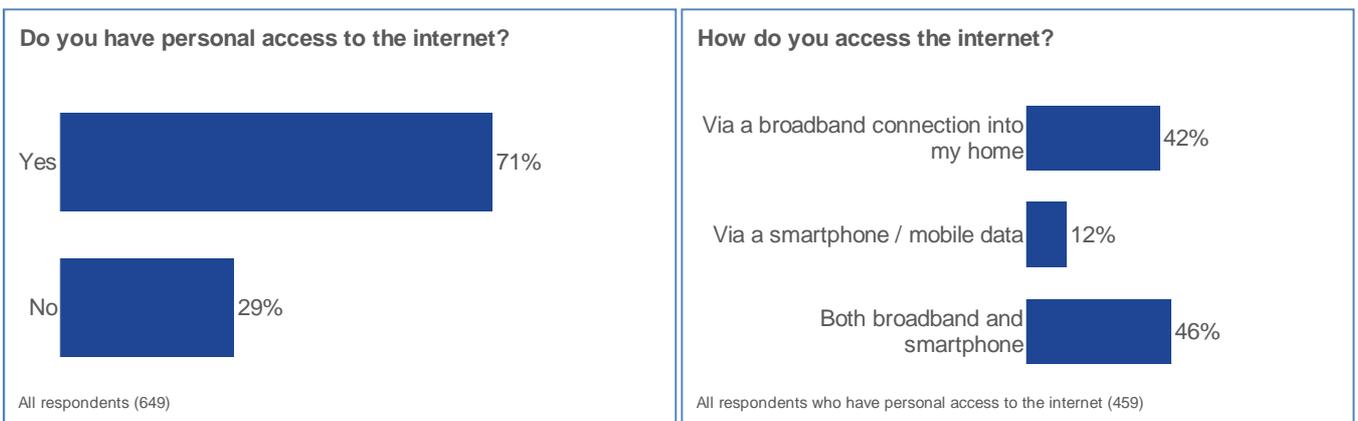
5. INTERNET ACCESS AND WEBISTE USAGE

5.1. Introduction

This section looks whether respondents have internet access, how they access the internet and what activities they use it for, use of apps and the NCHA website.

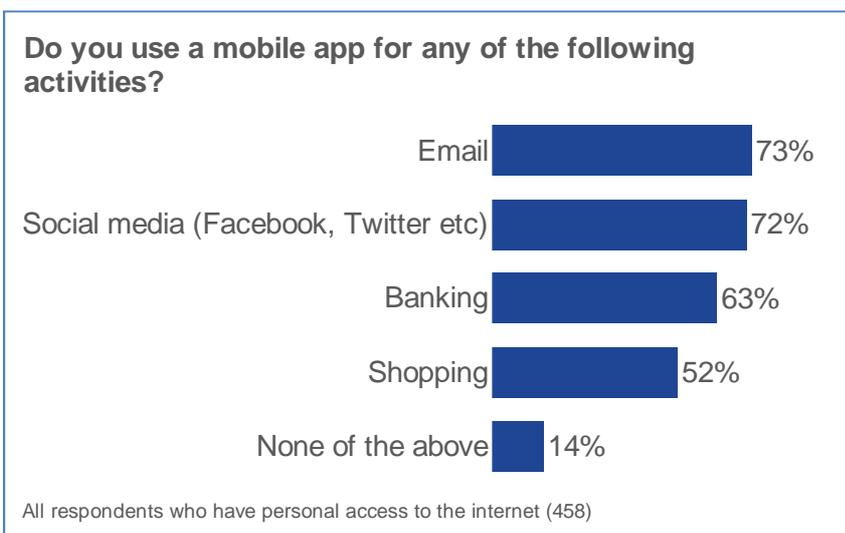
5.2. Internet access

When asked about internet access, 71% said they have personal access to the internet. Of these, 46% have access to the internet via both broadband and smartphone, 42% have access via a broadband connection at home and 12% have access via their smartphone/mobile data only.



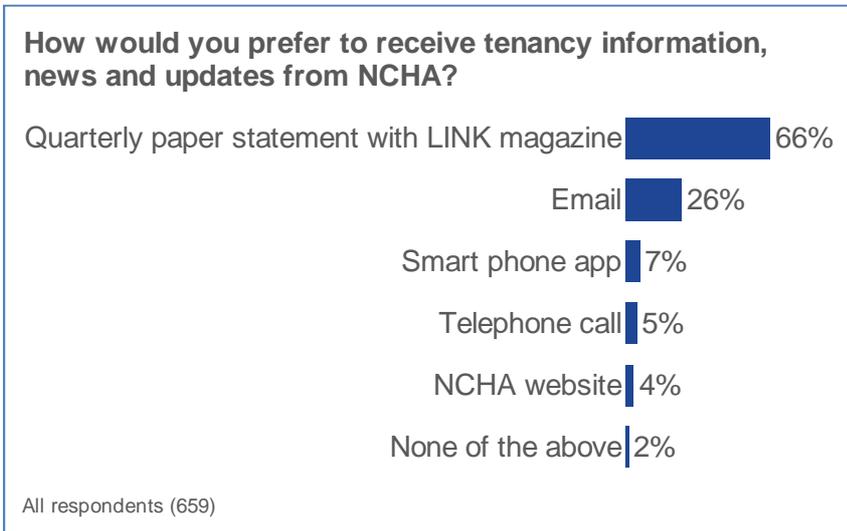
5.3. Mobile app

73% of respondents said they use a mobile app for email, 72% for Social media (Facebook, Twitter etc), 63% for banking and 52% use an app for shopping. 14% of respondents do not use a mobile app for any of the activities mentioned.



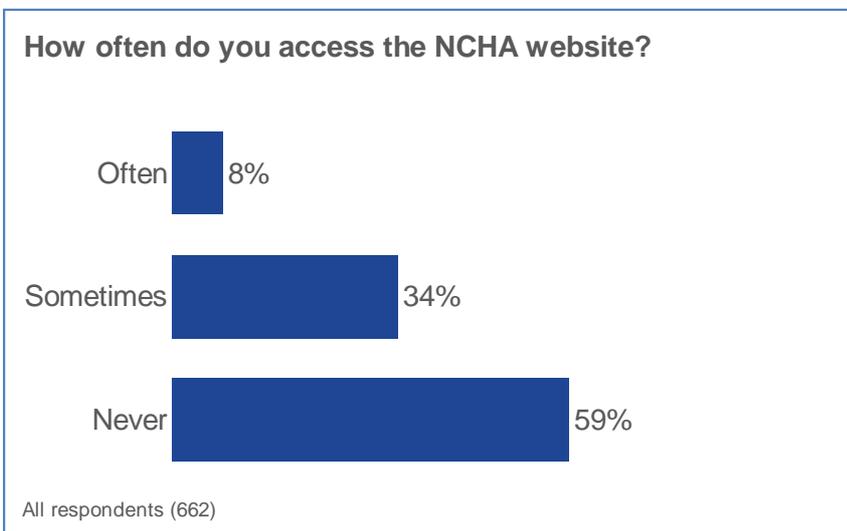
5.4. Tenancy information, news and updates

Respondents were asked how they preferred to receive tenancy information, news and updates from NCHA. Two thirds of respondents (66%) said they would prefer quarterly paper statements with LINK magazine and 26% said via email.



5.5. NCHA website

Respondents were asked how often their access the NCHA website. 8% said often access the NCHA website, 34% said sometimes and 59% said never.



Respondents who access the NCHA website were asked what they look for. 50% said maintenance and repairs information, 47% reporting a repair and 39% 'My NCHA'.

What is it you are looking for?



All respondents (266)

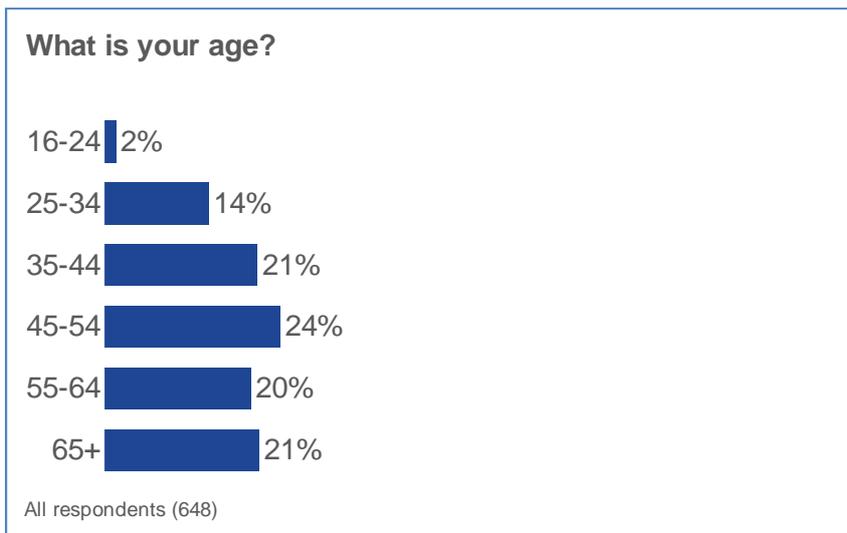
6. DEMOGRAPHICS

6.1. Introduction

This section looks at demographics (age, gender, disability, sexual orientation and ethnicity).

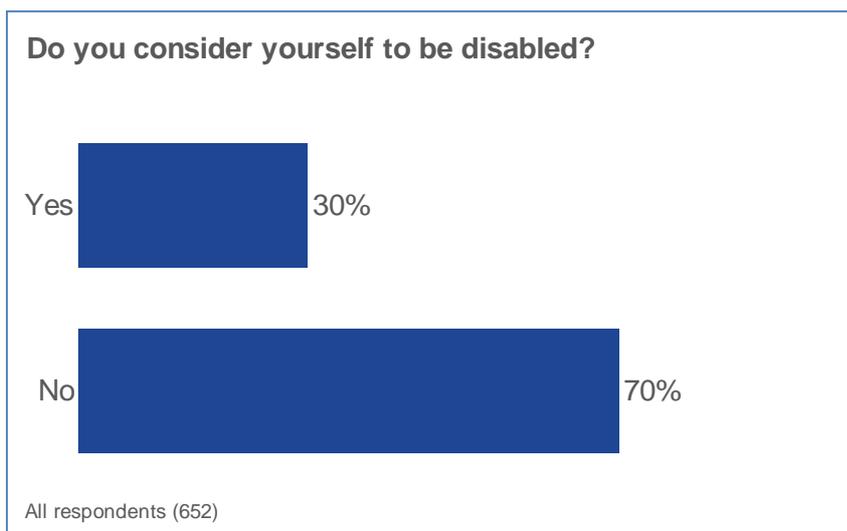
6.2. Age

The age profile of respondents can be seen below.



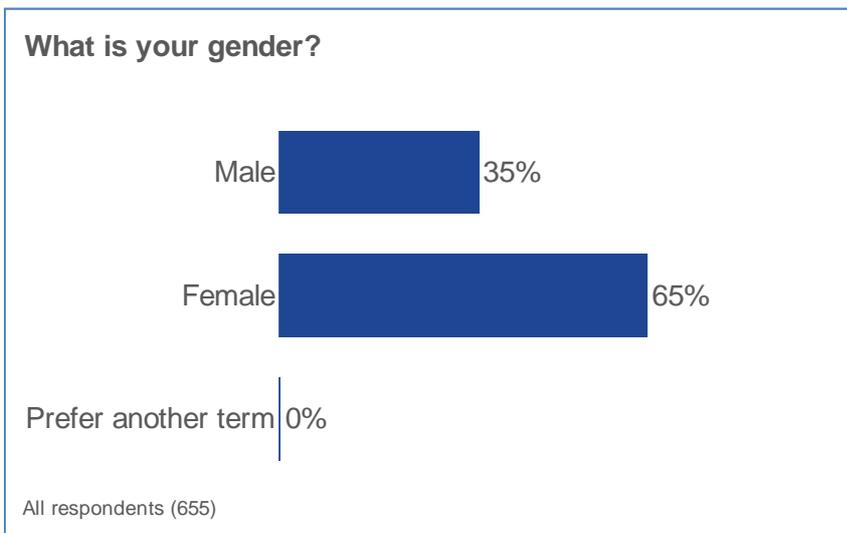
6.3. Disability

30% of respondents considered themselves to be disabled.



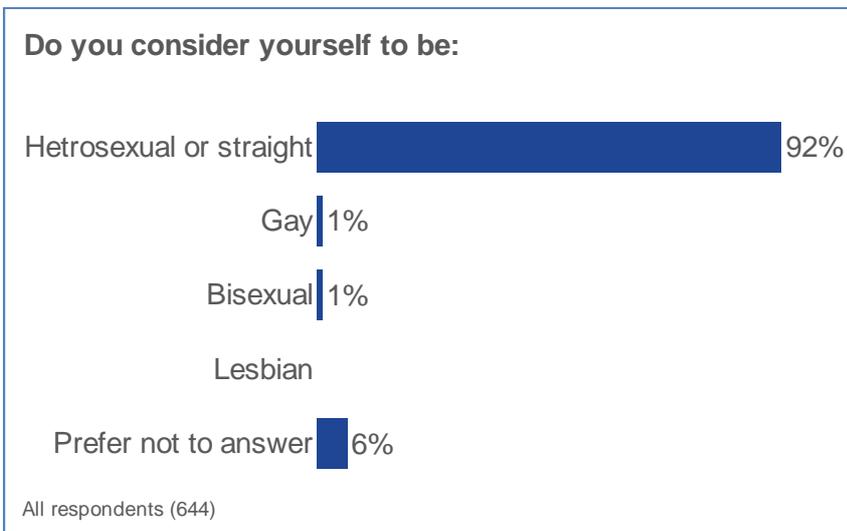
6.4. Gender

65% of respondents were female, 35% were male.



6.5. Sexual Orientation

The majority of respondents (92%) considered themselves to be heterosexual or straight. 6% preferred not to answer.



6.6. Ethnicity

80% of respondents said they were White – English / Welsh / Scottish / Northern Irish / British.

What is your ethnic group?

White - English / Welsh / Scottish / Northern Irish / British	80%
White - Any other White background	4%
Black / African / Caribbean / Black British - African	3%
Black / African / Caribbean / Black British - Caribbean	2%
Other ethnic group - Any other ethnic group	2%
Mixed / multiple ethnic groups - White and Black Caribbean	1%
Asian / Asian British - Pakistani	1%
Asian / Asian British - Bangladeshi	1%
White - Irish	1%
Asian / Asian British - Indian	1%
Asian / Asian British - Any other Asian background	1%
Black / African / Caribbean / Black British - Any other Black / African / Caribbean background	1%
Other ethnic group - Arab	1%
Mixed / multiple ethnic groups - White and Asian	
Mixed / multiple ethnic groups - Other mixed / multiple ethnic background	
Asian / Asian British - Chinese	
White - Gypsy or Irish Traveller	
Mixed / multiple ethnic groups - White and Black African	

All respondents (654)

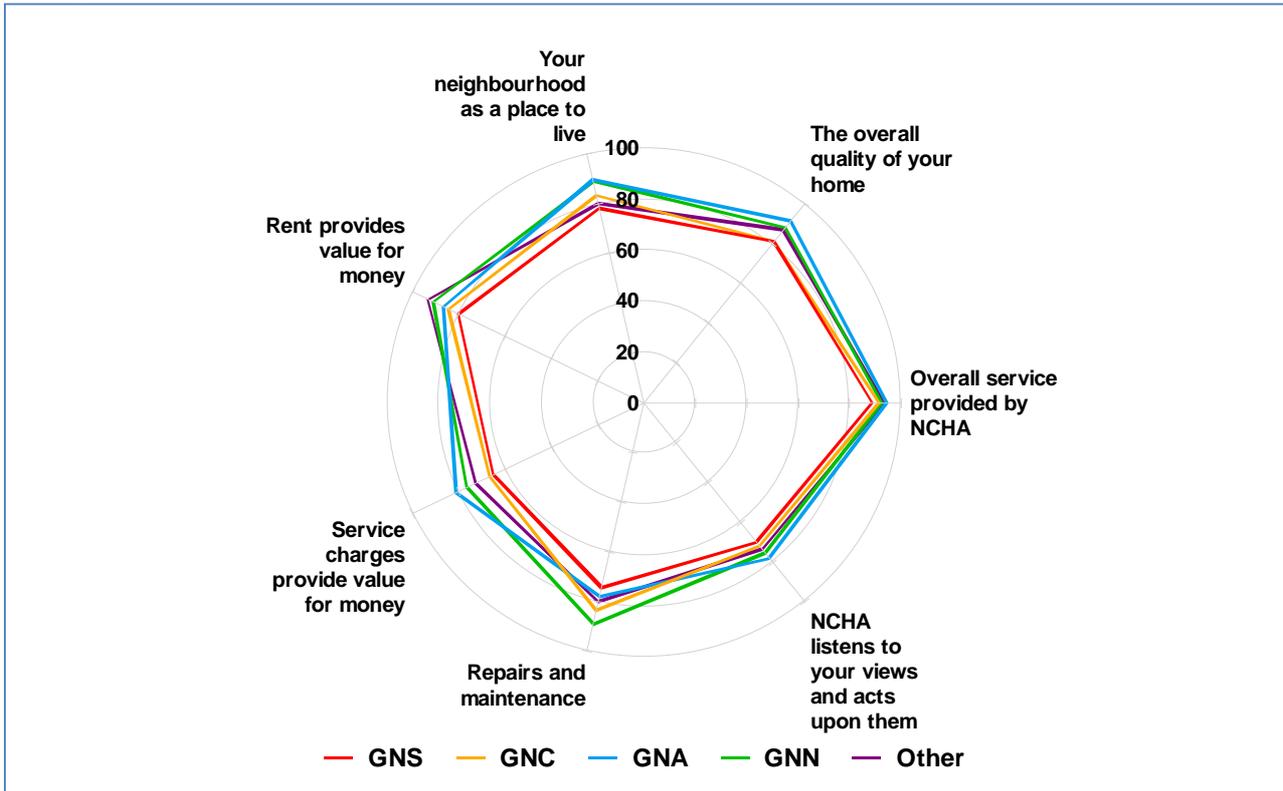
7. FURTHER ANALYSIS

7.1. Introduction

Management area data contained in the database has been merged with the survey data. The analysis below looks at how different groups have responded to the survey.

7.2. Management area

The chart below summarises the responses to these questions when looking at different management areas.



8. CONCLUSIONS

8.1. Introduction

This section looks at the most positive and most negative scores achieved by NCHA throughout the survey.

8.2. Most positive scores

The table below summarises the areas in which NCHA achieved their most positive scores:

Statement	% Satisfied
Overall services provided by NCHA	91%
Contact by telephone using the 0800 phone number	88%
Rent provides value for money	86%
Overall quality of your home	85%
Neighbourhood as a place to live	85%
The way NCHA deals with repairs and maintenance	83%

8.3. Most negative scores

The table below summarises the areas in which NCHA achieved their most negative scores:

Statement	% Dissatisfied
Service charges provide value for money	14%
The way NCHA deals with repairs and maintenance	12%
Overall quality of your home	10%
Neighbourhood as a place to live	10%
Listens to views and acts upon them	10%

8.4. Historical comparisons

The table below shows the scores achieved by NCHA in their 2009 STATUS survey, next to the comparable 2011, 2013 and 2016 scores.

6 questions were comparable with previous data, these are shown below. 2 of the 6 measures have achieved lower levels of satisfaction compared with 2016, with the greatest decrease being satisfaction that service charges provide value for money (-5%). Satisfaction that rent provides value for money has seen a slight increase (+4%).

	2009 STATUS	2011 STAR	2013 STAR	2016 STAR	2018	% change
Satisfied that rent provides value for money	78%	86%	83%	82%	86%	+4%
Satisfied with the overall service	89%	91%	89%	91%	91%	-
Satisfied with the overall quality of their home	87%	89%	87%	85%	85%	-
Satisfied with their neighbourhood as a place to live	82%	82%	85%	85%	85%	-
Satisfied that service charges provide value for money	-	76%	74%	76%	71%	-5%
Satisfied with the way NCHA deals with repairs and maintenance	-	87%	83%	84%	83%	-1%
Satisfied that NCHA listens to your views and acts upon them	-	77%	76%	73%	73%	-