

Keniston Housing Association
STAR survey 2015
Final Report

December 2015



Contents

Executive summary	3
1 The survey	7
1.1 Overview.....	7
1.2 Survey method	7
1.3 Response rate.....	7
1.4 Respondent profile	7
1.5 Statistical reliability	9
1.6 Note on 'positive' and 'negative' responses.....	9
1.7 Rounding	9
1.8 STAR Core measures	9
1.9 Performance comparisons	9
1.10 Correlation of responses.....	10
1.11 Segmentation and additional analysis	10
1.12 Respondent comments.....	10
1.13 Permissions and confidentiality	10
2 Overall satisfaction	11
3 Service priorities.....	11
4 Home and neighbourhood	13
4.1 Quality of home	13
4.2 Neighbourhood	13
5 Estate Services.....	14
6 Value for money	14
6.1 Rent	14
6.2 Service charge.....	15
7 Repairs and maintenance.....	15
7.1 Overall satisfaction	15
7.2 Last repair.....	16
8 Customer service	17
8.1 Satisfaction with contact	17
9 Communications	18
9.1 Internet access	18
9.2 Being kept informed	19
9.3 Keeping in touch	19
9.4 Being kept informed	20
9.5 Listens and acts	20
10 Advice and support	21
11 Other services	21
12 Anti-social behaviour.....	22



13	Sheltered housing services.....	22
14	Keniston Housing Association	23
15	Recommending Keniston.....	23
16	Improving services.....	26
17	Key driver analysis.....	28
17.1	Correlations.....	28
17.2	Multiple regression	29
18	Performance comparison	31
18.1	General needs housing providers (SPBM members)	31
18.2	Sheltered housing / Housing for Older People (SPBM members)	31
19	Key strands of diversity (7 core questions).....	32
19.1	Tenure.....	32
19.2	Area	32
19.3	Property Type	32
19.4	Disability and wheelchair usage	32
19.5	Ethnicity	33
19.6	Time at current address and length of tenancy.....	33
19.7	Children in the household.....	33
19.8	Age	33
19.9	Tenancy type.....	33



Executive summary

Keniston Housing Association (Keniston) commissioned Acuity to carry out a resident's satisfaction survey. All residents were included in the postal survey, which took place in September and October 2015. Of the 721 residents (in general needs and sheltered housing), 434 responded giving a response rate of 60%.

The results from the 2015 STAR survey demonstrate that the vast majority of residents are highly satisfied with the Association. Overall satisfaction with the services provided by Keniston is at an impressive 95% and reflects the high ratings awarded the quality of the home (93%), the repairs and maintenance service (93%), customer service (91%) and neighbourhood (90%).

Key findings

Overall services: The vast majority of Keniston residents are satisfied with the overall service provided by Keniston (95%).

Service Priorities: The repairs service was deemed to be the most important priority for residents with seven out of ten residents prioritising this (70%). Half of the residents also prioritised the quality of the home (48%), while round a third of residents prioritised listening to residents' views (31%), the value for money of the rent and services charge (33%), keeping residents informed (34%) and dealing with anti-social behaviour (38%).

The home: Almost as many residents are satisfied with the overall quality of the home (93%).

Value for money: A high percentage of residents are satisfied with the value for money of the rent (89%), and 84% are satisfied with the service charge.

Neighbourhood: Nine out of ten residents are satisfied with the neighbourhood as a place to live (90%).

Estate services: Around four-fifths of residents are satisfied with the cleaning of communal areas (82% internal and 80% external), while slightly more were satisfied with the grounds maintenance and the overall estate services (both 85%).

Repairs and maintenance: The vast majority of residents are satisfied with the overall repairs and maintenance service (93%) and with the last repair (90%). Keniston residents are highly satisfied with many aspects of the repairs service – with high ratings for the ease of reporting, understanding the details of the repair, being told when the workers would call, time taken before the work started, speed of completion of the work, professionalism of the contractors, the contractor doing the job expected and the quality of the work (86% to



97%). A slightly lower satisfaction rating was awarded for the repair being completed on the first visit (81%).

Customer services: Nine out of ten residents were satisfied with the overall experience last time they made contact (91%). High ratings were awarded for many aspects of the last contact (ease of contact, speaking to the right person, helpful response, friendly response and being treated fairly – 91% to 97%). Residents were slightly less impressed with being kept informed, the query being dealt with in a reasonable time and the final outcome – 82% to 85%).

Internet access: Two-thirds of residents have access to the internet (65%). Just under half of the residents who do not use the internet, do not want to (45%), while 28% lacked the confidence or skills needed and 39% mentioned costs were a factor.

Keeping in touch: Just over two-thirds of residents prefer Keniston to keep them informed by writing to them (70%), while others are happy with information in the newsletter (47%), a telephone call (33%), email (28%) or a text/SMS (26%). When residents want to get in touch themselves they are most likely to telephone (83%) or visit the office (33%).

Communication and information: A high percentage of residents felt that the Keniston keeps them informed about things that might affect them as a resident (93%) and that Keniston listens to their views and acts upon them (86%).

Advice and support: Seven out of eight residents are satisfied with the advice and support received when claiming benefits or managing their finances (87% to 88%).

Other services and dealing with issues: A high percentage of residents are satisfied with the way in which Keniston deals with general enquiries (92%); while not as many are satisfied with the way in which complaints are dealt with (82%) or the help moving home (74%).

Sheltered housing services: The vast majority of residents are satisfied with the emergency call system/warden call service, overall service from the their scheme manager or support worker, the opportunities for social involvement, the safety and security of home and the facilities at the scheme (90% to 94%).

Anti-social behaviour: Around a fifth of residents claimed to have reported anti-social behaviour to Keniston in the last 12 months (19%). Of the residents who had made a report, around two-thirds were satisfied with the way in which the complaint was dealt with overall (68%). The highest ratings were awarded for the advice provided by staff (72%) and how quickly they were interviewed (76%).

Keniston: A high percentage of residents agreed that staff were friendly and approachable, the association provides an effective and efficient service, one that is expected from a landlord and that Keniston treats residents fairly (90% to 95%). Slightly fewer residents agreed that Keniston has a good reputation in their area (87%) or trust Keniston (88%).



Recommending Keniston: The survey revealed that over two-thirds of residents are classed as promoters of Keniston (71%) and would recommend the landlord to family and friends; while 11% are detractors and would be unlikely to recommend the association. Keniston's score is higher than that found at the majority of other social landlords.

Improving services: Residents provided a wide range of comments on how Keniston could improve services, although many residents also stated that they were very happy with their home and the services they receive. A number of issues were mentioned by more than five residents – car parking, the need for improved security, improvements works (bathrooms, heating, windows), grounds maintenance, communal cleaning, help moving home, stop increasing rents, give consideration to resident mix, lifts and problems with rubbish.

Further analysis

Change over time: When the results from the 2015 survey are compared with the previous survey (2012), it is clear that in some service areas satisfaction has increased. Overall satisfaction with landlord services has increased by 2% in the last three years, most likely a result of increased satisfaction with the home, repairs service, listening to views and the value for money of the service charge (2% to 5% higher). Residents also found it easier to contact staff and were more impressed with two aspects of the handling anti-social behaviour reports (being kept informed and speed of dealing with the case).

Against this, and potentially at odds with the last comment, the 2015 survey found a fall in satisfaction with being kept informed (3% lower) and enquires being dealt with in a reasonable time (12% lower). Satisfaction with the grounds maintenance, the cleaning of communal areas and overall estates service have also fallen slightly (2% to 6% lower).

Comparison with other landlords: Keniston has a strong performance when compared with other SPBM members for general needs residents (2014/15), with many ratings in the top quartiles. Compared to other SPBM members, Keniston ratings were all above average (1% to 15% higher). Satisfaction with landlord services, quality of the home, repairs service value for money of the service charge and listening to views all are top quartile. While the value for the money of the rent and the neighbourhood fall into the second quartile.

When the ratings from sheltered housing residents are compared with SPBM member for Housing for Older People (2014/15), Keniston has a more mixed performance although all but one rating are above average (2% to 7% higher). Satisfaction with overall services, the quality of the home, repairs and maintenance and listening to views are all top quartile; while value for money of the rent and service charge all fall into the second quartile. Compared to SPBM members, the rating for the neighbourhood is below median (2% lower).



Key drivers: Key driver analysis reveals the importance of the quality of the repairs service, followed by the value for money of the rent and listening to views and acting upon them on overall satisfaction with landlord services. When a similar analysis is run for overall satisfaction with the repairs service three factors of the last repair are far more influential than any others – the way Keniston dealt with the last repair, the quality of the work and the repairs team understanding the details of the repair. In terms of overall satisfaction with the last contact receiving a helpful response and satisfaction with the final outcome were found to be key drivers.

Lower levels of satisfaction and dissatisfaction: The survey found only a couple of service areas with lower levels of satisfaction, where satisfaction drops below 80% (moving or swapping home and anti-social behaviour complaints). However both are areas renowned for the difficulty and complexity of reaching a satisfactory outcome given the normal extenuating factors that often come into play.

The survey did not find any areas of high dissatisfaction among residents. However there were a few areas where around one in ten residents are dissatisfied:

- Customer contact: query dealt with in a reasonable time (8% dissatisfied)
- Customer contact: final outcome (9% dissatisfied)
- Repair work: completed on first visit (10% dissatisfied)
- Advice: moving home (11% dissatisfied)
- Anti-social behaviour (11% to 19% dissatisfied).

Key strands of diversity: 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.

Recommendations

It is questionable whether the very high levels of satisfaction can be improved at Keniston. The results should be shared with all stakeholders; staff and management should be congratulated on the excellent performance.

It is recommended that Keniston reviews the few areas highlighted in the survey where satisfaction falls below the very high ratings found in the majority of service areas, or where fewer residents are satisfied. The open comments provide even more insight into customer satisfaction and should be used alongside the results to inform and improve the level of services delivered at Keniston for the small number of residents who were on occasions not satisfied.



1 The survey

1.1 Overview

This report provides the detailed findings of the resident satisfaction survey carried out by Acuity Research & Practice (Acuity) on behalf of Keniston Housing Association (Keniston) during September and October 2015.

1.2 Survey method

This was a postal/online census survey conducted in accordance with STAR (Survey of Tenants and Residents) guidance for measuring satisfaction in the social housing sector. The survey questionnaire was sent to all general needs, sheltered and leaseholders (see Annex I). With only one response from the small number of leaseholders the results are excluded from this report.

Residents were also offered the option of completing the questionnaire online. Acuity provided a telephone and email helpline for residents who required information or assistance in completing the questionnaire.

1.3 Response rate

434 residents responded to the survey - an overall response rate of 60.2%. 23% of responses were made online.

	Population	Responses	%
General needs	595	334	56
Sheltered housing	126	100	79
Total	721	434	60.2

1.4 Respondent profile

18% of respondents have children living in their household, while 82% indicated that they do not have children (or left the question blank). 36% of respondents said that someone living in their household is affected by a long-term illness or disability. 7% of respondents said that someone in their household uses a wheelchair.

Just over half of respondents are aged over 60 years old (52%), with just 7% of respondents under 35 years old.

Age group	%
16 - 24	2.3
25 - 34	4.6
35 - 44	11.2



45 - 54	18.1
55 - 59	8
60 - 64	9.9
65 - 74	23.2
75 - 84	12.2
85+	7.1

Over two-thirds of Keniston respondents are White British, with the remaining respondents from a wide range of different ethnic origins.

Ethnicity	%
White British	71.3
Black/Brit Caribbean	4.6
Black/Brit African	4.1
Other	2.5
White Irish	2.5
Unknown	2.5
White Other	2.1
Asian/British Indian	1.6
Chinese	1.4
Mixed Other	1.1
Asian/British Other	1.1
Mixed- White & Black Caribbean	1.1
Prefer not to say	1.1
Black/Brit Other	1.1
Asian/British Pakistani	0.5
Asian/British Bangladeshi	0.5
Mixed- White & Asian	0.5
Mixed- White & Black African	0.2



1.5 Statistical reliability

The findings have a statistical accuracy of a $\pm 3.0\%$ margin of error at the 95% confidence level ($\pm 3.5\%$ for general needs residents and $\pm 4.5\%$ for sheltered residents). This is very comfortably within the reliability level of $\pm 5\%$ recommended in the STAR guidelines. Thus Keniston can have a good deal of confidence that the findings represent the views of all of its residents. When the results from two surveys are compared it is important to note that due to margin of errors a change in the order of 6% or more is required before any differences are statistically reliable.

1.6 Note on 'positive' and 'negative' responses.

The survey measured resident satisfaction using a numeric scale of 5 to 1 and a descriptive scale of 'very satisfied' to 'very dissatisfied'. Throughout this report we have presented responses to these questions as 'positive' and 'negative'. Reference to 'positive responses' means respondents rating their satisfaction as 5 or 4 on the five-point numeric scale or respondents rating their satisfaction as 'very satisfied' or 'fairly satisfied' on the five-point descriptive scale. Reference to 'negative responses' means respondents rating their satisfaction as 1 or 2 on the five-point numeric scale or respondents rating their satisfaction as 'very dissatisfied' or 'fairly dissatisfied' on the five-point descriptive scale.

1.7 Rounding

Where results are shown as percentages they will have been rounded up or down from one decimal place to the nearest whole number and for this reason may not in all cases add up to 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together. In some parts of the report percentages may be expressed to one decimal place.

1.8 STAR Core measures

The STAR framework includes seven core measures of resident satisfaction (overall satisfaction, value for money - rents / service charges, home, neighbourhood, repairs and maintenance, and views listened to and acted on). Keniston will want to pay particular attention to the findings for these measures.

1.9 Performance comparisons

We have provided comparisons with other social housing providers using recent data from HouseMark (www.housemark.co.uk). We can provide more specific comparisons should they be required. As a member of our SPBM benchmarking service, Keniston is able to access comparisons with a wide range of other housing providers on an on-going basis.



1.10 Correlation of responses

As part of our analysis of the survey findings we have looked at the correlations between overall satisfaction and other satisfaction measures. Correlations quantify the degree to which two variables are associated and it is generally accepted that a coefficient of 0.4 or more suggests a strong association and 0.7 or higher indicates a very strong relationship. Correlation, also known as key-driver analysis may assist in establishing priorities in responding to the survey findings, although they should be treated with some caution as they do not demonstrate that one factor is the cause of another.

1.11 Segmentation and additional analysis

As part of our analysis of the survey findings we have also segmented the results by a wide range of demographic, locational and other characteristics of the survey population (Annex II). We do this to check whether or not there appears to be an association between reported levels of satisfaction and these characteristics of the survey population. We make reference to any apparent associations where appropriate.

1.12 Respondent comments

Respondents were given the opportunity to provide text responses. Residents were invited to suggest the one thing that Keniston could improve. These comments provide Keniston with additional insight into resident satisfaction (Annex III).

1.13 Permissions and confidentiality

Some 82% of residents gave permission for Keniston to see the individual answers and comments with names attributed, and of those, 83% would be happy for their landlord to contact them about any information provided in the survey.

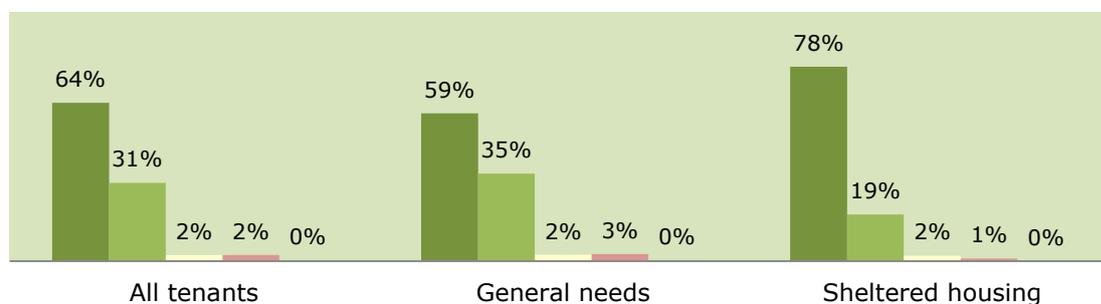


2 Overall satisfaction

95% of residents expressed a positive view (rather than a neutral or negative view) about the services provided by Keniston Housing Association, encouragingly the rating is 2% higher than the previous survey (2012). Just 3% expressed a negative view. General needs residents are marginally less satisfied with the services provided (94%) than sheltered residents (97%).

	All residents	General needs	Sheltered housing
Satisfied	95	94	97
Dissatisfied	3	3	1

■ Very satisfied
 ■ Fairly satisfied
 ■ Neither
 ■ Fairly dissatisfied
 ■ Very dissatisfied

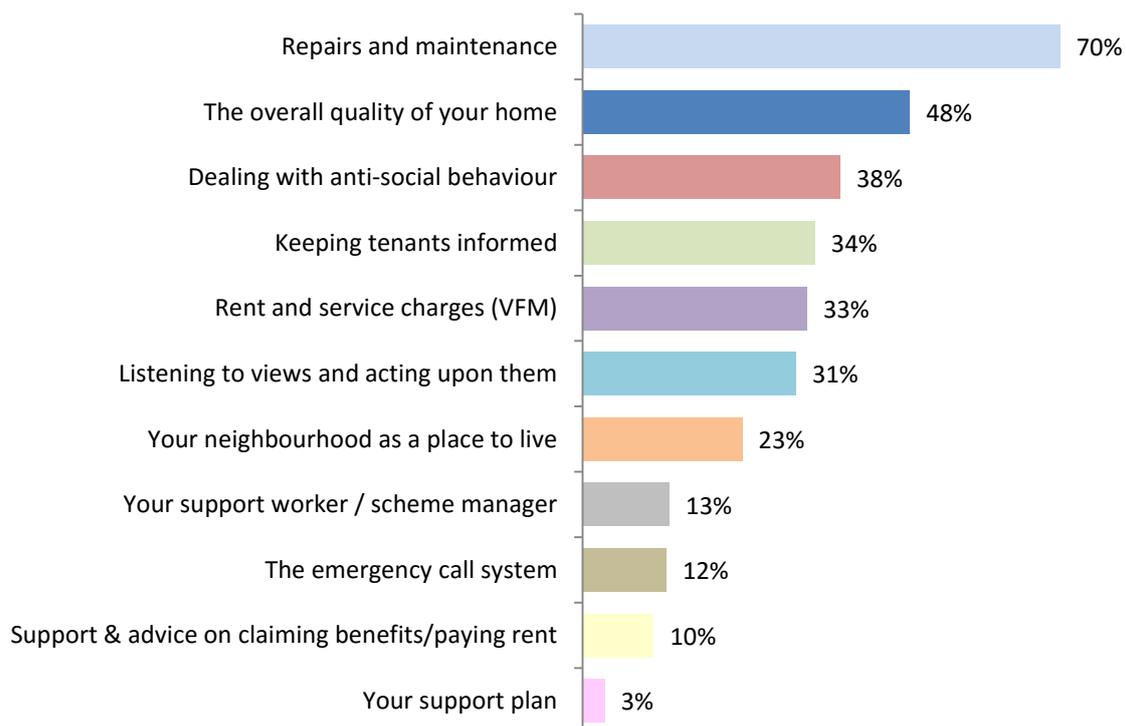


3 Service priorities

Resident satisfaction surveys provide an excellent opportunity to consult residents regarding which services they would like to see prioritised over the coming years. Residents were asked to tick to say which three services from a list of services they felt should be a priority for Keniston.

As the chart below shows, the repairs service was deemed to be the most important priority for residents – with seven out of ten residents prioritising this (70%). Half of the residents also prioritised the quality of the home (48%). Around a third of residents prioritised listening to residents' views (31%), the value for money of the rent and services charge (33%), keeping residents informed (34%) and dealing with anti-social behaviour (38%).

Just over a fifth of residents placed a priority on the neighbourhood (23%). Fewer residents attached importance to their support worker or scheme manager (13%), the emergency call system (12%), the support and advice surrounding benefits and paying rent (10%) and the support plan (3%).



The survey found that general needs residents priorities differed from sheltered housing residents. General needs residents attached more importance to the repairs service, followed by the home and dealing with anti-social behaviour, while sheltered residents also place the repairs service as the top priority, however this was followed by the support worker or scheme manager.

Option	All residents	General needs residents	Sheltered housing residents
Repairs and maintenance	70	74	54
The overall quality of your home	48	53	31
Dealing with anti-social behaviour	38	44	16
Keeping residents informed	34	33	36
Value for money for your rent (and service charges)	33	34	28
Listening to residents views and acting upon them	31	32	28
Your neighbourhood as a place to live	23	25	16
Support and advice on claiming benefits & paying rent	10	8	17
Your support worker / scheme manager			46
The emergency call system			34
Your support plan			5

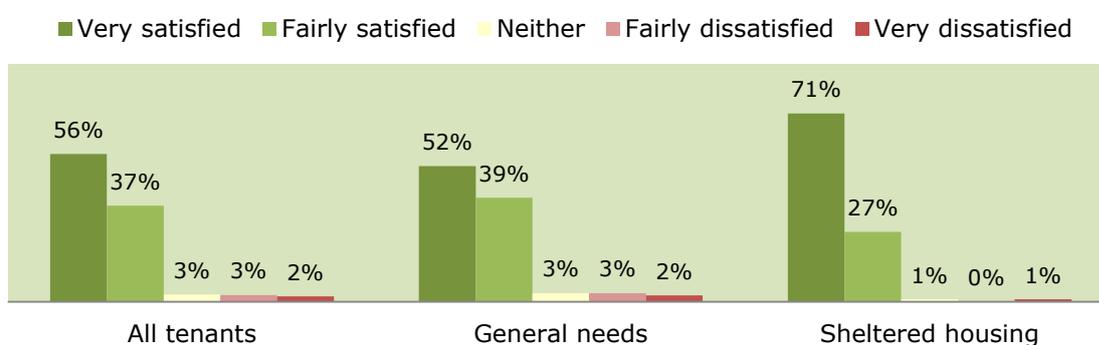


4 Home and neighbourhood

4.1 Quality of home

93% of residents expressed a positive view about the quality of their home – 3% higher than the previous survey (90% in 2012). Only 5% expressed a negative view. Sheltered housing residents rated the quality of their home (98%) higher than general needs residents (91%).

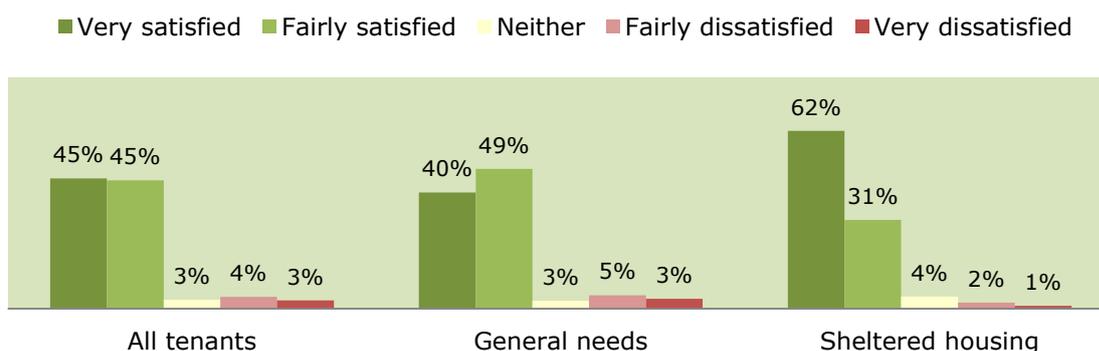
	All residents	General needs	Sheltered housing
Satisfied	93	91	98
Dissatisfied	5	6	1



4.2 Neighbourhood

90% of residents expressed a positive view about the neighbourhood in which they live (1% higher than 2012). Just 7% expressed a negative view. The survey found a small difference between general needs and sheltered residents in terms of satisfaction; and more general needs are dissatisfied with their neighbourhood (8%) compared with sheltered housing residents (3%).

	All residents	General needs	Sheltered housing
Satisfied	90	89	93
Dissatisfied	7	8	3





5 Estate Services

There were 431 responses to these questions. The figures in the table below show the number of respondents who selected each option as a percentage of those residents who chose a value between one and five. Those who selected "Not applicable" or "Don't know" are not included.

Four-fifths of residents are satisfied with the cleaning of external communal areas (80%), with slightly higher ratings for the cleaning of internal communal areas (82%), grounds maintenance (85%) and the overall estates service (85%).

The ratings are all lower than those found in the previous survey (2% to 6% lower), with the cleaning of external communal areas (5% lower) and overall estate services (6% lower) experiencing the largest falls in satisfaction.

	Neg	1	2	3	4	5	Pos
The grounds maintenance, such as grass cutting, in your area	4	1	3	11	27	58	85
The cleaning of internal communal areas	6	3	3	12	24	58	82
The cleaning of external communal areas	6	3	4	14	27	53	80
The overall estate services provided by Keniston HA	3	1	2	13	29	56	85

The table below shows the percentage of respondents who selected N/A for each option.

Unable to provide a rating	%
The grounds maintenance, such as grass cutting, in your area	2
The cleaning of internal communal areas	22
The cleaning of external communal areas	7
The overall estate services provided by YHA	1

6 Value for money

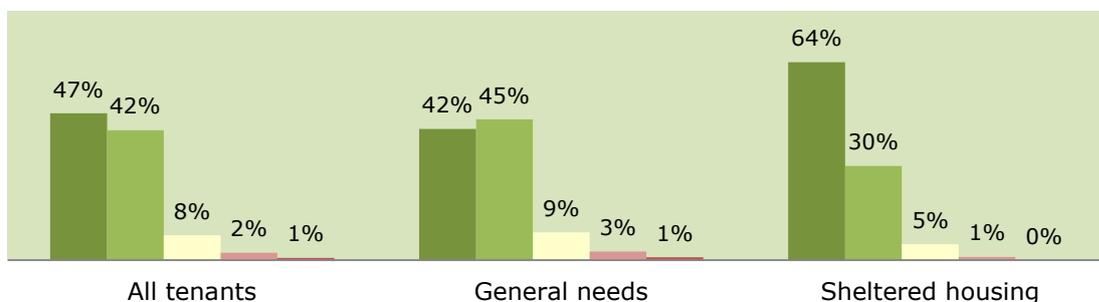
6.1 Rent

89% of residents said they are satisfied that their rent provides value for money (VFM), and only 3% expressed a negative view. The rating matched the one found in the previous survey. Sheltered housing residents are highly satisfied with their rent (94%), with just 1% dissatisfied.



	All residents	General needs	Sheltered housing
Satisfied	89	87	94
Dissatisfied	3	4	1

■ Very satisfied
 ■ Fairly satisfied
 ■ Neither
 ■ Fairly dissatisfied
 ■ Very dissatisfied

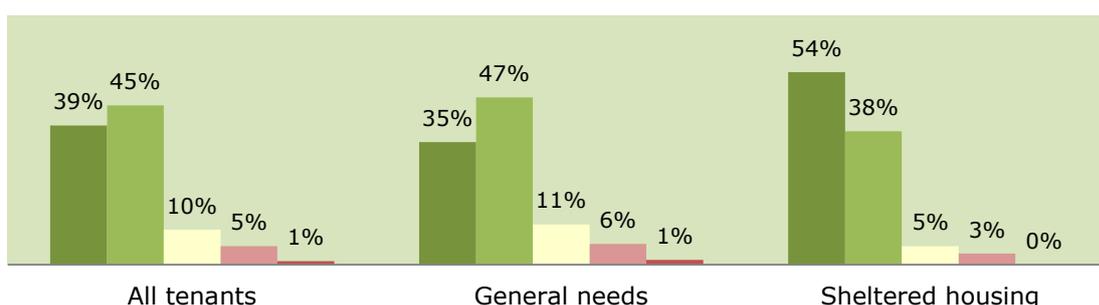


6.2 Service charge

Five out of six residents said they are satisfied that their service charge provides VFM (84%), some 5% higher than in 2012 (79%). Few residents expressed a negative view (6%). Sheltered housing residents awarded a noticeably higher rating for the value for money of the service charge (92%) compared with general needs residents (82%).

	All residents	General needs	Sheltered housing
Satisfied	84	82	92
Dissatisfied	6	7	3

■ Very satisfied
 ■ Fairly satisfied
 ■ Neither
 ■ Fairly dissatisfied
 ■ Very dissatisfied



7 Repairs and maintenance

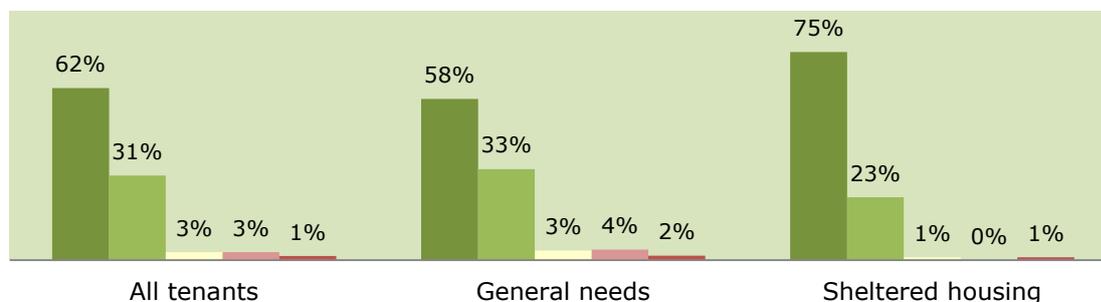
7.1 Overall satisfaction

93% of residents expressed a positive view about the repairs and maintenance service, 2% higher than in 2012. Just 4% expressed a negative view. Residents in sheltered housing awarded a higher rating for the repairs service (98%).



	All residents	General needs	Sheltered housing
Satisfied	93	91	98
Dissatisfied	4	5	1

■ Very satisfied
 ■ Fairly satisfied
 ■ Neither
 ■ Fairly dissatisfied
 ■ Very dissatisfied



7.2 Last repair

Respondents were asked to think about the last time Keniston carried out a repair to their home and rate how satisfied or dissatisfied they were with different aspects of the service.

90% of residents expressed a positive view about the last repair. 6% expressed a negative view. Satisfaction with specific aspects of the experience ranged from a high of 97% (ease of reporting the repair) to a low of 81% (being completed on the first visit). The majority of ratings fell into the high 80's or low 90's.

	Neg	1	2	3	4	5	Pos
The ease of reporting the repair	1	1	0	1	19	78	97
The repairs team understood the details of the repair	2	1	1	5	22	71	93
Being told when the workers would call	4	1	3	6	24	66	90
The time taken before work started	5	3	3	8	32	55	87
The professionalism of the contractors	4	3	2	7	24	64	88
The contractors did the job you reported	6	4	2	6	20	68	88
The speed of completion of the work	5	3	2	6	25	64	89
The repair being completed on the first visit	10	7	3	9	24	57	81
The overall quality of the work	6	4	3	7	23	64	86
The way Keniston HA dealt with your last repair overall	6	3	3	4	20	70	90



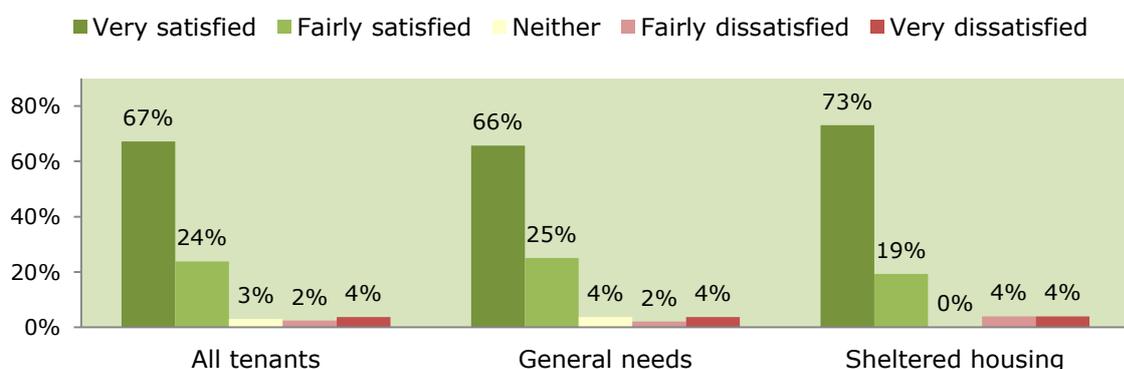
8 Customer service

Residents, who had contacted their landlord within the last 12 months (88%), were asked to rate their landlord's customer service by reference to their most recent experience.

8.1 Satisfaction with contact

91% of residents who had contacted Keniston expressed a positive view about the overall experience. Just 6% expressed a negative view. Unusually, slightly more sheltered housing residents were dissatisfied with the overall contact (8%) compared with general needs residents (6%).

	All residents	General needs	Sheltered housing
Satisfied	91	91	92
Dissatisfied	6	6	8



Satisfaction with specific aspects of the experience ranged from a high of 97% (had no difficulty in contacting Keniston) and 95% (treated fairly) to lower ratings of 82% for being kept informed of progress and satisfaction with the final outcome.

	Neg	1	2	3	4	5	Pos
I had no difficulty in contacting Keniston HA	2	1	1	1	11	87	97
I was able to speak to the right person	3	2	1	5	17	75	92
I received a helpful response	4	2	2	5	14	77	91
I received a friendly response	1	1	1	3	14	81	95
I was treated fairly	3	1	2	5	14	78	92
I was kept informed of progress	7	5	3	10	18	65	82
My enquiry was dealt with within a reasonable time	8	6	2	7	17	68	85
I was satisfied with the final outcome of my query	9	6	3	9	13	69	82



The questions asked in 2015 were different to those asked in the 2012 survey, and although there is some similarity in the question the response scales were also different making any comparison unreliable. Of the three comparable questions, satisfaction with the helpfulness of staff appears to be at a similar level (1% lower), while satisfaction with having no difficulty contact staff may have improved considerably (10% higher). Against this not as many residents felt that the enquiry was dealt with within a reasonable time in 2015 (12% lower) – however the question responses in 2012 were either yes or no).

9 Communications

9.1 Internet access

Two-thirds of Keniston residents have access to the internet (65%); either at home or outside the home. 35% of residents said that they did not have access to the internet.

Residents who do not use the internet were asked to explain why (147 residents). Just under half of residents do not want to use the internet (45%), while some 49% of residents do not have access to the internet. Costs were an issue for many residents (17% connection and 22% equipment); while some 28% lack the confidence or knowledge to use the internet. Privacy and security concerns were cited by some residents (15%).

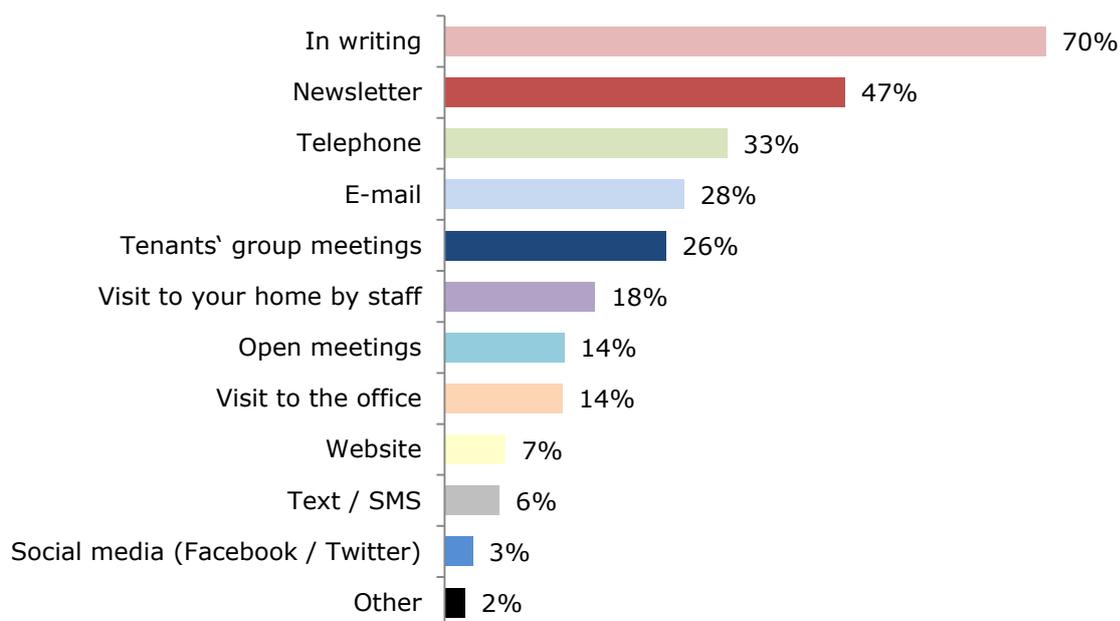
Option	%
I don't have access to the internet	49
I don't want to use the internet	45
Lack of confidence / skills	28
Equipment costs too high	22
Connection costs (e.g. broadband) too high	17
Privacy and security concerns	15
No free internet access near me	9
Physical disability	5
Other: please specify	5

The five respondents who selected the option 'Other' mentioned various other reasons including access by a family member, being too old, computer does not work and about to stop due to the expense.



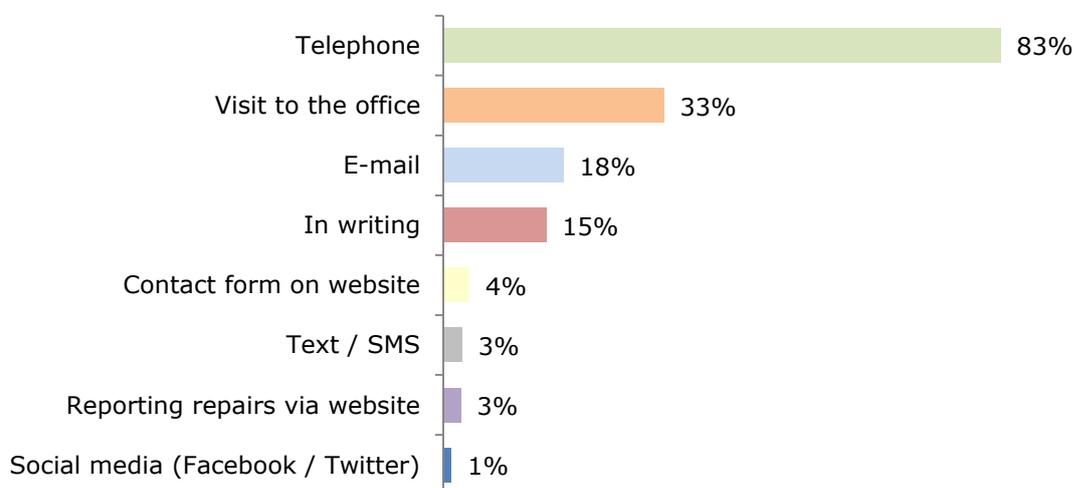
9.2 Being kept informed

Residents were asked to identify which methods they prefer Keniston to use to keep them informed. Writing is by far the most popular method for Keniston to use (70%), followed by the newsletter (47%). A third of residents are happy for Keniston to telephone (33%), with just over a quarter happy with an email (28%) or a text/SMS (26%). The other suggestions included the warden, BSL interpreter, notice board, large print and management committee meetings.



9.3 Keeping in touch

Residents were asked to identify which methods they prefer to use to contact Keniston. Telephone is by far the most popular method for residents to use (83%), followed by a visit to the office (33%). Just under a fifth of residents said that their preference would be to either email (18%) or write to Keniston (15%).



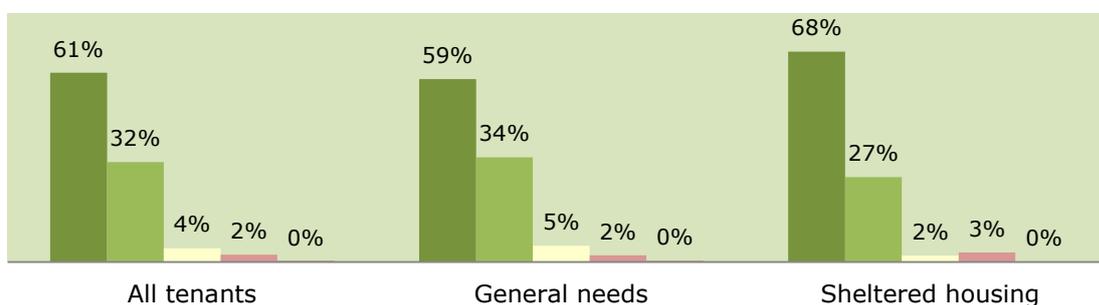


9.4 Being kept informed

A high percentage of residents are satisfied that Keniston keeps them informed about things that might affect them as a resident (93%), however the rating was 3% lower than in 2012. Very few residents are dissatisfied with being kept informed (3%).

	All residents	General needs	Sheltered housing
Satisfied	93	92	95
Dissatisfied	3	2	3

■ Very good ■ Fairly good ■ Neither ■ Fairly poor ■ Very poor

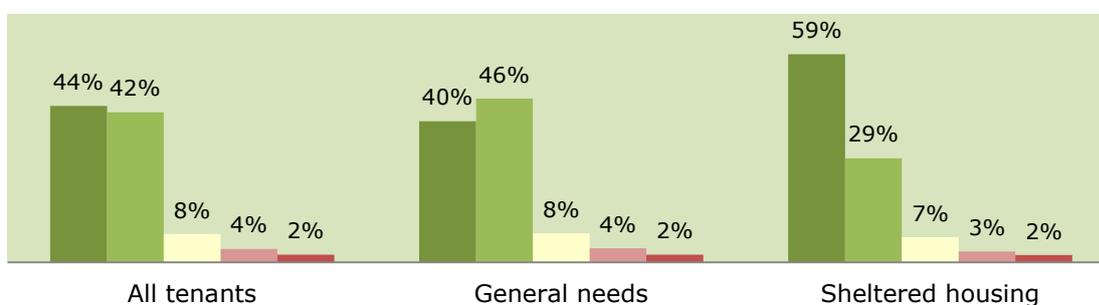


9.5 Listens and acts

The majority of residents expressed a positive view when asked if Keniston listens to residents' views and acts upon them (86%), 2% higher than three years ago (84% in 2012). Just 6% expressed a negative view about having their views listened to.

	All residents	General needs	Sheltered housing
Satisfied	86	86	88
Dissatisfied	6	6	5

■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied





10 Advice and support

Residents were asked to rate their satisfaction with the advice and support they receive from Keniston. Satisfaction with the advice and support for claiming benefits and managing finances were both high at Keniston (87% to 88%).

	Neg	1	2	3	4	5	Pos
Claiming housing benefit and other welfare benefits	3	2	1	8	27	61	88
Managing your finances / paying rent and service charges	4	2	2	9	32	55	87

The table below shows the percentage of respondents who selected N/A for each option.

Unable to provide a rating	%
Claiming housing benefit and other welfare benefits	38
Managing your finances / paying rent and service charges	35

11 Other services

Residents were asked to rate their satisfaction with their landlord's services. Satisfaction with the way in which Keniston deals with enquiries generally was higher (92%) than dealing with complaints (82%) or moving home (74%).

	Neg	1	2	3	4	5	Pos
Moving or swapping your home (transfers and exchanges)	11	5	6	15	22	53	74
Complaints	7	2	4	11	31	51	82
Your enquiries generally	2	1	2	6	28	64	92

The table below shows the percentage of respondents who selected N/A for each option.

Unable to provide a rating	%
Moving or swapping your home (transfers and exchanges)	60
Complaints	16
Your enquiries generally	2



12 Anti-social behaviour

Just under a fifth of residents said that they had reported anti-social behaviour to Keniston in the last 12 months (19%). Residents who had made a complaint were asked to rate how satisfied they were with the service. Around three quarters of residents were satisfied with how quickly they were interviewed (76%), with only slightly fewer satisfied with the advice given by staff (72%). Around two-thirds of residents were satisfied with the other measures of the service (being kept up to date, support provided by staff and the speed with which the case was dealt with).

Overall two-thirds of residents were satisfied with how their complaint was dealt with (68%), while around a fifth were left dissatisfied (19%).

Compared to the previous survey satisfaction with the support and advice provided by staff was at a similar level (2% and 3% lower), however residents are considerably more satisfied with being kept informed (9% higher) and with the speed with which the case was dealt with (10% higher).

	Neg	1	2	3	4	5	Pos
How quickly you were initially interviewed about your complaint (either in person or over the phone)	11	7	3	14	24	51	76
The advice provided by staff	11	7	5	16	22	51	72
How well were you kept up to date with what was happening throughout the case	13	8	5	19	24	45	68
The support provided by staff	15	8	7	20	21	44	65
The speed with which your case was dealt with overall	18	8	10	15	18	49	67
Way compliant was dealt with overall	19	9	9	14	22	46	68

13 Sheltered housing services

Sheltered residents were asked how satisfied/dissatisfied they were with different aspects of the service they receive. General needs residents and those who selected 'Not applicable' to the questions have been excluded from the analysis.

The figures in the table below show the number of sheltered housing residents who selected each option as a percentage of those residents who chose a value between one and five.

The vast majority of sheltered residents are highly satisfied with the services (90% to 94%), with very few sheltered residents dissatisfied (2% to 5%).



	Neg	1	2	3	4	5	Pos
The overall service provided by your scheme manager / support worker	3	2	1	2	15	80	94
The call centre / emergency call system	2	0	2	3	20	74	94
The opportunities for social involvement	5	3	1	3	19	73	92
The safety and security of your home	4	2	1	6	27	63	90
The facilities at your scheme	5	2	2	5	20	71	90

14 Keniston Housing Association

Respondents were asked to rate how strongly they agree or disagree with several statements. Residents were most likely to agree that staff were friendly and approachable (95%). The vast majority of residents agreed that Keniston provides an effective and efficient service (91%), provides the service that they expected from their landlord (91%) and treats residents fairly (90%). A high percentage of residents agreed that Keniston has a good reputation in their area (87%) and trust Keniston (88%).

	Neg	1	2	3	4	5	Pos
Keniston HA provides an effective and efficient service	1	0	1	7	29	63	91
Keniston HA treats residents fairly	3	1	2	6	25	65	90
I trust Keniston HA	3	1	2	8	23	66	88
Keniston HA is providing the service I expect from my landlord	2	0	2	7	26	65	91
Keniston HA has friendly and approachable staff	1	0	1	4	18	77	95
Keniston HA has a good reputation in my area	3	1	3	10	24	63	87

15 Recommending Keniston

Keniston included in the current survey the 'net promoter' question which looks at the likelihood of the resident to recommend Keniston 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'.

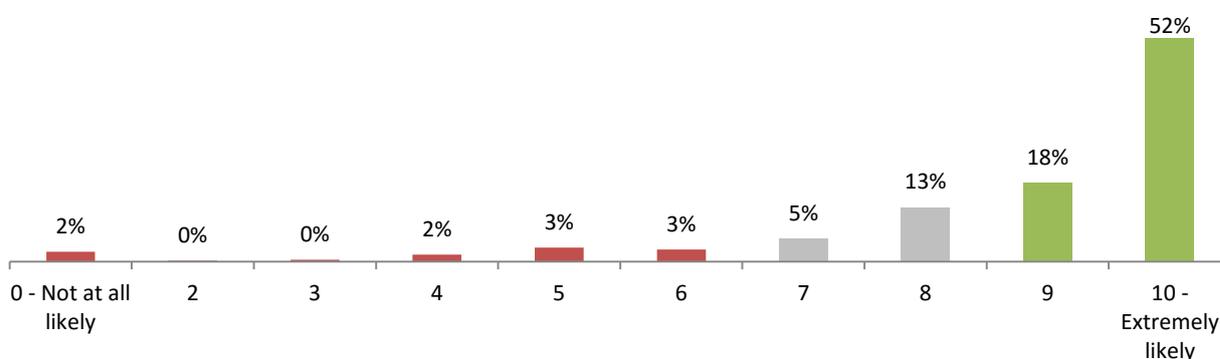
The Net Promoter Score, or NPS®, is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives and Detractors. By asking one simple question, 'How likely is it that you would recommend your Keniston STAR survey 2015



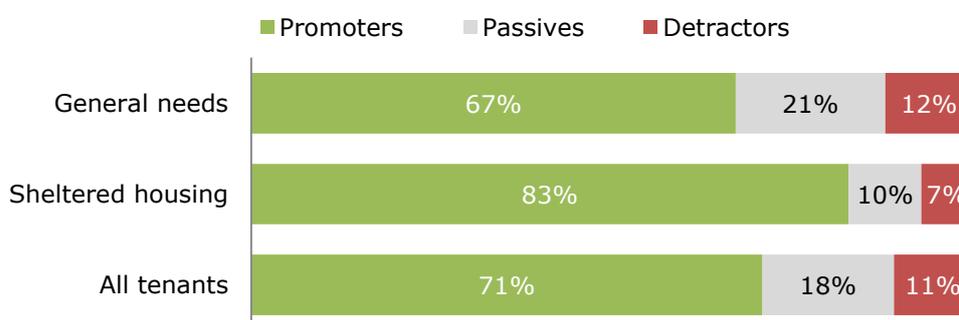
landlord to a friend or colleague?’ it is possible to then track these groups and get a clear measure of your organisation’s performance through your residents’ eyes. Residents respond on a 0-to-10 point rating scale and are categorised as follows:

- **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.

As the chart below shows, the majority of residents awarded are likely to recommend Keniston, however some were negative.



Almost three-quarters of residents are very loyal and happy to promote Keniston to friends and family and are promoters (71%). Just under a fifth of residents are passive (18%) and could be persuaded one way or the other, while one in ten residents are detractors and are likely to be negative about Keniston (11%). The survey found that there are more promoters among sheltered housing residents (83%) compared with general needs residents (67%).





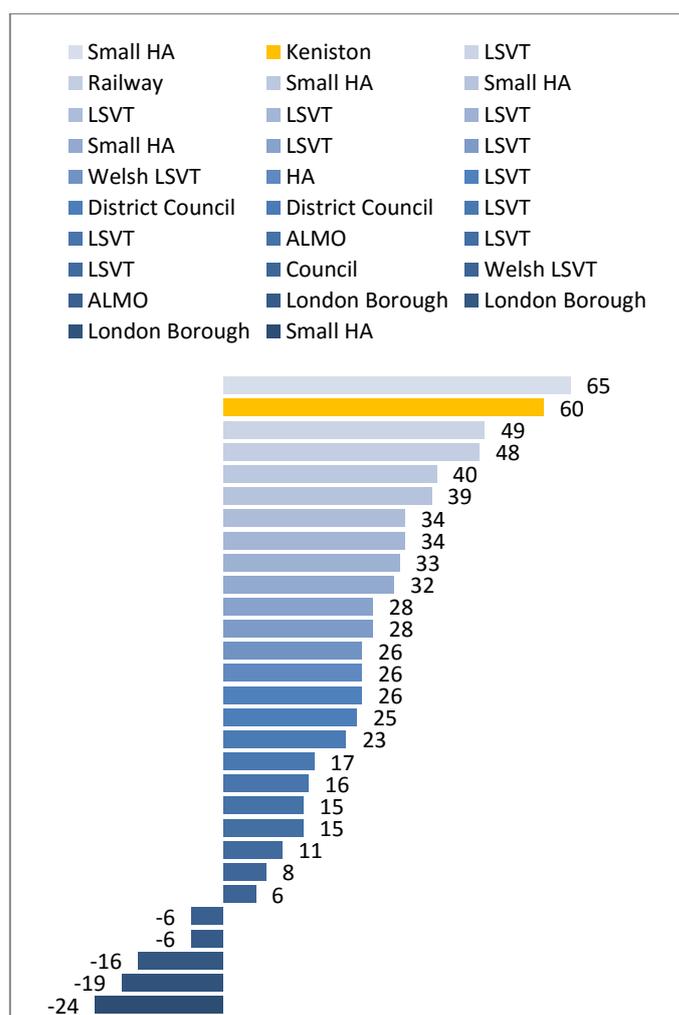
Net Promoter Score

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 Keniston is 60 for all residents (76 for sheltered and 55 for general needs tenants).

In order to be of use to the organisation, 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 stutters along at 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 and this may be a reason for low profitability and growth, no matter how much is spent to acquire new business.

When the results are compared with HouseMark figures, the Net Promoter Scores for Keniston are higher than any reported to HouseMark by landlords with more than 1,000 properties. Compared with landlords who have used Acuity in the last two years, Keniston’s rating for all tenants is the second highest.

Net promoter	General needs tenants	Sheltered housing tenants
Kenison	55	76
Upper quartile	33	50
Median	26	40
Lower Quartile	20	26
Highest	44	73
Lowest	-22	9
No. of Orgs	28	26





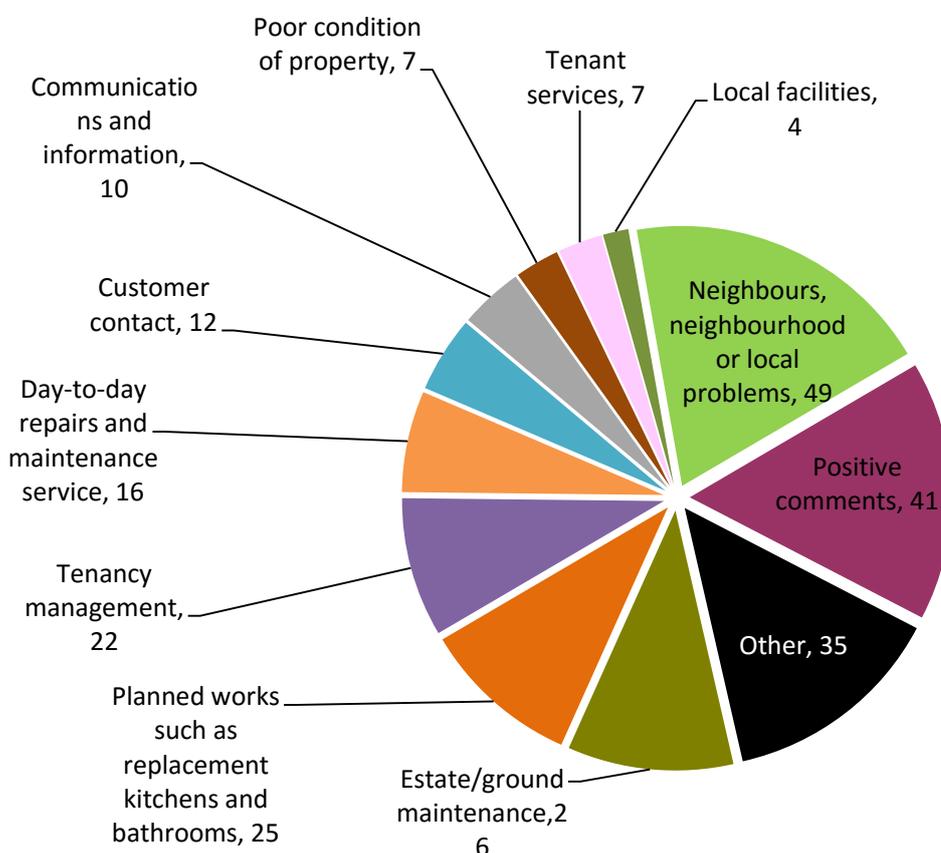
16 Improving services

Residents were asked, "If there is one thing that Keniston could improve, what would you like it to be?" Some 214 residents wrote comments in the survey about the improvements they would like to see to Keniston services and the full responses can be found in Annex III. On a positive note, a further 41 residents wrote in positive comments about the Association and said that nothing could be improved.

The two biggest areas where residents would like to see improved services are the neighbourhood/neighbours and the repairs service/property condition. Many residents would like to see improvements to the repairs and maintenance service, accounting for around one in five comments. 16 residents would like to see improvements in the day-to-day repairs service and 25 residents said that they would like to see major improvement works to their properties. Linked to this, were 7 comments about the poor condition of the property. A further fifth of residents mentioned that they would like to see improvements in their neighbourhood or neighbours (49 residents), with car parking and improved security the top two issues.

A number of residents mentioned tenancy management issues (22 residents), customer contact or communication issues (22 residents) or estate services (26 residents). 7 residents mentioned that they would like to see improvements in tenant services, while a further 4 wanted

to see improvements in local facilities. A range of other comments were mentioned by residents (35 residents), 11 of which were linked to problems with rubbish. A full breakdown of the results is given on the next page.





Neighbours, neighbourhood or local problems	
Car parking	17
Improved security, lighting needed	11
ASB	5
Standard of resident gardens	4
Dogs noise or fouling	3
Problems with neighbours, noise	3
Noise from children	3
Traffic calming needed	2
Drugs related problems	1
Planned works such as replacement kitchens and bathrooms	
Improvement works (Kitchens, bathrooms)	8
New windows	8
Central heating, better heating system	6
Doors - internal or external, porch	3
Estate and grounds maintenance	
Grounds maintenance - grass cutting/gardeners	9
Communal cleaning	8
External property maintenance/ external cleaning	5
Fences and gates	4
Tenancy management	
Want to move, transfer	7
Stop increasing rents, lower rents	6
Better resident mix, vet residents, more consideration	5
Warden service	2
Enforce tenancy agreement	1
Want to buy property	1
Day-to-day repairs and maintenance service	
Quicker repairs	4
Quality of repair work	3
Finish off repair	3
Repairs service generally	2
Improve contractors	2
Provide appointments, at the right times	1
Check repairs done, inspect work	1
Customer contact	
Better customer care, customer service	6
Complaints handling	3
Poor call handling	1
Be more understanding & honest, treat fairly	1
Problem not resolved/Enquiry not answered	1

Communications and information	
Improve communication	4
Should listen more carefully/do not seem interested	3
More events, meetings	3
Poor condition of property	
Insulation needed	3
Sound proofing	3
Damp problems	1
Tenant services	
Gardening service or cheaper service	2
Decorating service	2
Help for older residents/health issues	1
Property adaptations needed, wet rooms etc.	1
Shower	1
Local facilities	
Provide play areas for children	3
More local facilities needed (shops etc.)	1
Positive comments	
General, happy, no problems	41
Other	
Problems with rubbish collection, areas	11
Lift needed, issues, concerns	5
More energy efficient, environmental, group purchase, solar panels etc.	2
Aerial sockets, TV signal	2
BSL interpreter	2
Outside water taps	2
Pool	2
Bigger gardens	1
Fully accessible outside areas	1
Gym	1
Hand rail needed outside	1
Help in winter	1
Internet access	1
Laundry room	1
Mobile signal	1
Provide more housing for others	1



17 Key driver analysis

17.1 Correlations

Correlation is commonly used in customer satisfaction research to carry out key-driver analysis. The higher the correlation the stronger the relationship is between the responses to two questions. Correlation should be treated with some caution, however, because it does not demonstrate that one factor is the cause of another. The correlation coefficient is calculated using a standard statistical formula to quantify the degree to which two variables (the ratings) are associated, and will always be a value between -1 and +1. A large positive correlation means that two ratings 'move together' -- when one goes up, the other tends to go up. Negative correlation means the ratings move in opposite directions -- when one goes up, the other goes down.

A correlation of 1 means there is an exact linear relationship between two ratings; in other words, if every single resident gave the same rating for 'overall satisfaction' as for 'repairs and maintenance'. Similarly, a correlation of -1 would mean the exact opposite relationship. A correlation of 0 usually means the variables are not associated. It is generally accepted that a coefficient of 0.4 or more suggests a strong association.

The strongest association (0.66) is between overall satisfaction and the repairs and maintenance service. There is also a strong association between overall satisfaction and value for money and listening to views and customer service.

Core Question	Correlation
Repairs and maintenance	0.66
VFM rent	0.61
Listens and acts	0.6
VFM service charge	0.58
Customer service	0.56
Quality of home	0.51
Neighbourhood	0.4

There is a strong association between overall satisfaction and other services.

Service	Correlation
Enquiries	0.63
Complaints	0.58
Transfers and exchanges	0.48

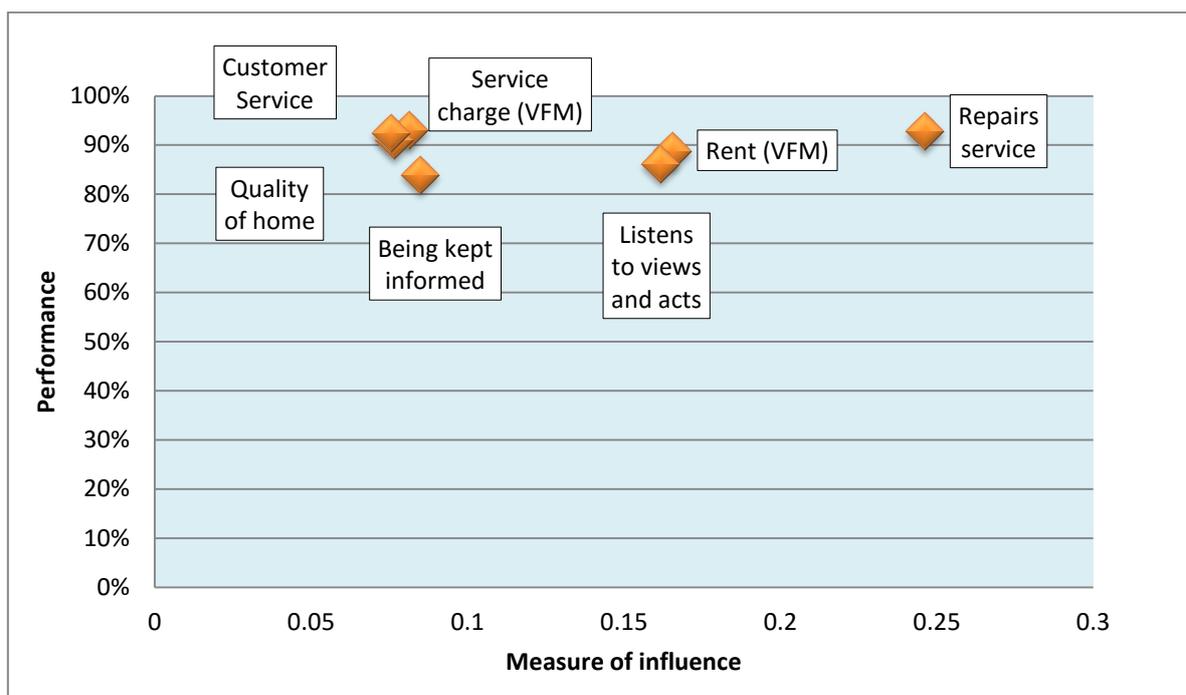


17.2 Multiple regression

Multiple regression is used to examine the relationship between the different variables (the questions asked in the survey) and to determine which elements of the service are the key drivers for customers' overall satisfaction. The benefits are that it looks at several key satisfaction questions and determine which ones have the most influence. It is useful to identify service areas in which increases in satisfaction could potentially lead to an increase in the overall satisfaction rating.

Overall satisfaction

As the chart below shows, by far the most important driver for overall satisfaction is the repairs service. Satisfaction with the value for money of the rent and listening to views are more influential than the being kept informed, value for money of the service charge, customer service and the quality of the home. Satisfaction with the neighbourhood only had a weak relationship and could be due to chance.



Satisfaction with the repairs service

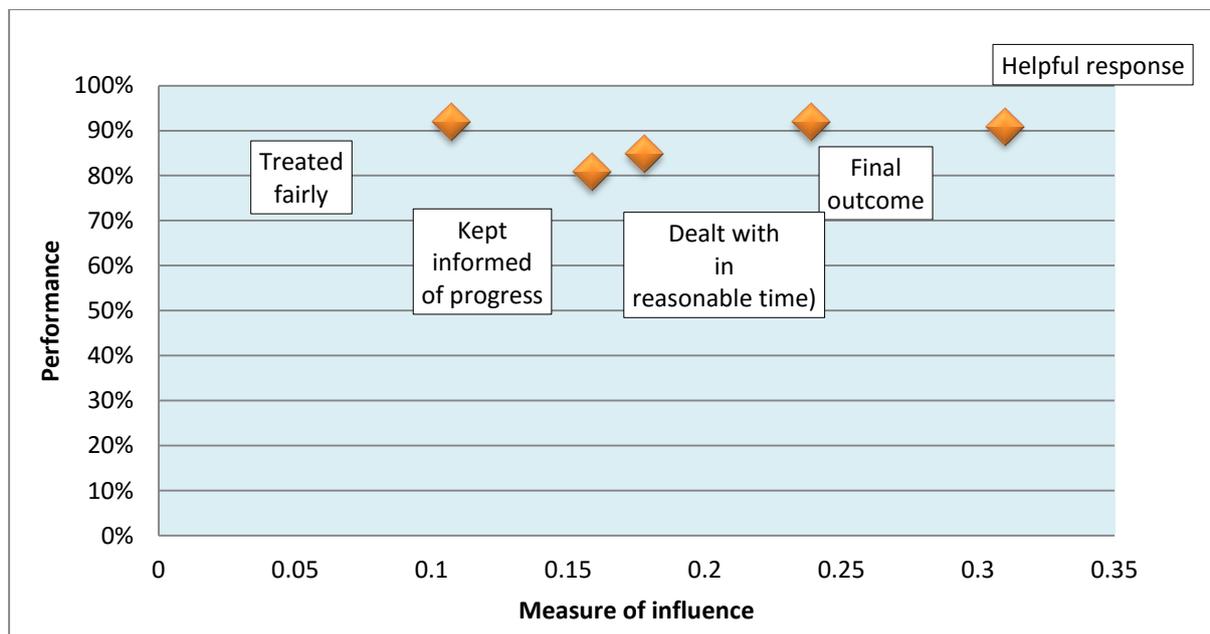
When a similar analysis is run for overall satisfaction with the repairs service three factors are far more influential than any others – the way Keniston dealt with the last repair, the quality of the work and the repairs team understanding the details of the repair.

Customer service

Key driver analysis was also used to identify aspects of customer service which are linked to the overall rating for the last time contact was made. The analysis found that receiving a helpful response and being satisfied with the final outcome have more of an influence than



the query being dealt with in a reasonable time and being kept informed of progress. Being treated fairly was also influential but to a lesser degree.



Reputation and perception

Residents who feel that Keniston provides an effective and efficient service has a strong influence on overall satisfaction with landlord services, the only other variable which had a degree of influence was trusting Keniston. Reputation, providing the service expected, treating residents fairly and having friendly and approachable staff had only a weak relationship with overall satisfaction.



18 Performance comparison

18.1 General needs housing providers (SPBM members)

The table below provides a comparison of the survey findings with the levels of satisfaction reported by SPBM for the seven STAR core measures (general needs housing only) in 2014/15. Compared to other SPBM members Keniston ratings all above average (1% to 15% higher). Satisfaction with landlords services, quality of the home, repairs service value for money of the service charge and listening to views all are top quartile. While the value for the money of the rent and the neighbourhood fall into the second quartile.

	Keniston	Lower quartile	Median	Upper quartile
Services overall	94	84	89	93
VFM rents	87	76	82	89
VFM service charge	82	60	67	80
Quality of home	91	81	87	90
Neighbourhood	89	83	88	93
Repairs & maintenance	91	78	84	89
Listening & acting	86	61	72	84

Source: SPBM benchmarking data 2014/15, All General needs providers (September 2015)

18.2 Sheltered housing / Housing for Older People (SPBM members)

The table below provides a comparison of the survey findings with the levels of satisfaction reported by SPBM members for comparison with the seven STAR core measures (Housing for Older People) in 2014/2015. This time Keniston has a more mixed performance although all but one rating are above average (2% to 7% higher). Satisfaction with the quality of the home, repairs and maintenance and listening to views are all top quartile, while landlord services, value for money of the rent and service charge all fall into the second quartile. Compared to SPBM members, the rating for the neighbourhood is below median (2% lower).

	Keniston	Lower quartile	Median	Upper quartile
Services overall	97	92	95	98
VFM rents	94	85	92	96
VFM service charge	92	80	86	95
Quality of home	98	91	96	98
Neighbourhood	93	90	95	98
Repairs & maintenance	98	89	93	96
Listening & acting	88	71	81	88

Source: SPBM benchmarking data 2014/15, All HOP providers (September 2015)



19 Key strands of diversity (7 core questions)

The survey results have been analysed by resident demographics and differences in the levels of satisfaction have been found. Many of the findings are common to those found at other landlords. Full details of the findings split by these different groups may be found in Annex II. The following differences were noted:

19.1 Tenure

Typically satisfaction surveys find that sheltered residents are far more satisfied than general needs residents, and this was the case for Keniston with the ratings some 2% to 10% higher for the seven key questions.

19.2 Area

When the survey results are split by area clear differences can be seen between the fifteen areas, however only those with over 10 respondents are included here. The highest ratings were often awarded by residents in Perryfield House and Tarling Close, although even in these two areas there were lower ratings (85% for the home in Perryfield House and 79% for listening to views in Tarling Close).

The lower ratings came from residents in Silver Court and Merrow Street. Residents in Silver Court did not award any of the highest ratings, and satisfaction with the service charge was lower than elsewhere at 79%. At Merrow Street residents awarded lower ratings for the neighbourhood (76%) and value for money (79% service charge and 81% rent). Lower than average ratings were awarded at Burnhill House, overall service (85%), rent (77%) and quality of the home (85%), while at Foxley Hall fewer residents felt that Kingston listened to their views (77%) and residents awarded one of the lowest ratings for overall services (85%). Residents at Sunningdale Court awarded a low rating for their neighbourhood (80%).

19.3 Property Type

Residents living in houses or bungalows awarded higher ratings for overall services than those in bedsits (3% higher), however residents in bedsits awarded higher ratings for the value for money, neighbourhood and repairs (3% to 10% higher).

19.4 Disability and wheelchair usage

Residents with a long-term illness or disability were less satisfied with the neighbourhood (6% lower), the repairs service (6% lower) and listening to views (7% lower) compared with residents without a disability. Residents who used a wheelchair awarded slightly lower ratings for value for money (4% lower rent and 5% lower service charge) compared with non-users.



19.5 Ethnicity

BME residents are marginally less satisfied overall, with the value for money of the rent, quality of the home and the neighbourhood (3% to 7% lower) than non-BME residents.

19.6 Time at current address and length of tenancy

Residents who have been living at their current address for under three years are more satisfied with the value for money and the neighbourhood compared with those who have lived their longer (5% to 8% higher).

Residents who have been residents for between 4 and 20 years awarded lower ratings for the rent (85% to 86%) and service charges (76% to 81%). While those with tenancies of between four and five years are less satisfied overall (89%) and awarded lower ratings for the quality of the home (84%), neighbourhood (84%) and the repairs and maintenance service (81%). New residents (88% under one year) and long-term residents (91% over 20 years) felt the most listened too.

19.7 Children in the household

Residents with children in the household almost consistently awarded lower ratings throughout compared with those without children (3% to 10% lower), with the neighbourhood the only exception.

19.8 Age

As a general rule, residents aged between 25 and 59 are the least satisfied, awarding lower ratings for value for money, quality of the home and the neighbourhood. Residents under 25 years old awarded the lowest rating for the repairs service (80%), while those over 60 years old awarded a higher rating for listening to views (89%).

19.9 Tenancy type

Secure tenants awarded the highest rating for overall services (98%) of all tenures. Residents with starter or introductory tenancies awarded higher ratings for value for money, the quality of the home and the repairs service (all 100%) compared with other residents. Assured residents awarded a much lower rating for listening to views (82%) compared with other residents (93% to 95%).



About Acuity

Acuity Research & Practice provide resident satisfaction (STAR) survey and benchmarking services, helping housing providers to improve services and engage with their residents through an understanding of satisfaction, performance and profiling data.

We focus on providing information that will inform performance improvement: positive outcomes for providers and residents, not just box-ticking. Our services are highly flexible, always carefully tailored to the requirements and budgets of our customers.

We have been providing consultancy services to the social housing sector for over 15 years. We work in partnership with HouseMark to support the benchmarking activities of smaller and specialist housing providers.

