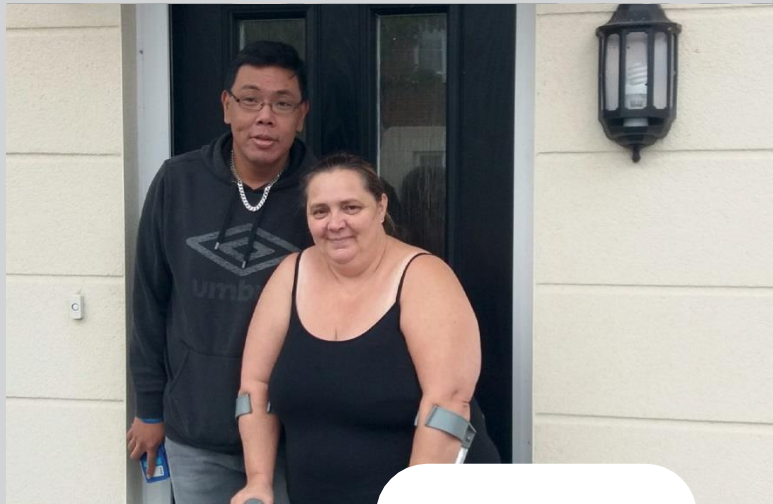


# Survey of tenants and residents 2020 report



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## Executive summary

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The satisfaction of tenants and residents (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. From 2012-2018 this survey was sent to 50% of households which impacted on the ecological validity of the results. In 2018 the survey was sent to 100% of the population which was continued in 2019. In 2020 we issued the survey to all Housing and Support Customers (6362)

In 2019 the survey was adapted to become more streamlined, removing certain redundant or intrusive questions to comply with GDPR principles. The incentive to win £100 was also 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 confidently analyse who is responding to the survey.

This year we invited all of our Housing and Support customers to take part and received 725 responses to the survey (11% response rate), signifying a 25% increase in the number of survey responses received in 2019. The sample returned for General Needs Housing (500) was large enough for a 95% confidence rate and 4% margin of error. The samples returned for Cartrefi, WHP, Leaseholders and Support customers was not sufficient to provide us with a 95% confidence rate and 5% margin of error.

As with 2019, we were able to determine the demographics of the respondents this year and found that 77% of the responses were from respondents over 45 years of age and 60% of respondents were women.

As predicted by the changes made to the survey, satisfaction appears to have dropped with most of the measures included in this survey, with overall satisfaction with Hafod dropping by 27% since 2018 to 63%. Hafod's Net Promoter Score also dropped by 43 points since 2018 to +3.89.

The top three areas of satisfaction indicated by respondents was annual gas servicing arrangements, that (the home) has proper heating, is fuel efficient and well-insulated and (the home) is in a good condition and structurally stable (which were the top three areas in 2019). The bottom three areas of satisfaction were the way Hafod deals with complaints, online services provided by Hafod and value for money of rent.

It is recommended that the 2019/2020 STAR surveys are used as an indicator of current customer perception and a baseline for future surveys rather than as a

comparison to 2018 or earlier years given the necessary changes in the survey itself and the way it was distributed in the past two years.

## Background

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Since 2012, Hafod has sent general needs housing and WHP customer's an annual perception survey (STAR or Survey of Tenant and Residents), providing insight into the customer experience over the last 12 months. The survey contains mandatory questions required by HouseMark for benchmarking purposes and information required by Welsh Government. The survey also includes some optional questions from a suite provided by HouseMark and bespoke questions designed by Hafod based on changing operational insight requirements.

It is important to recognise that while social tenants have less opportunity to switch providers this should not be used as an excuse for poor customer experience and the framework provides tenants and residents the opportunity to have their say. Over 300 landlords from across the UK use the STAR survey to record resident satisfaction. Over 30 Welsh Housing Associations and Local Authority housing departments are members of HouseMark and most of these take part in an annual benchmarking exercise that helps to compare performance between landlords.

Motivated to maintain a modern approach to capturing customer satisfaction data and ensure residents voices are heard, HouseMark underwent a review of the STAR survey in May 2019 producing a new, best practice HouseMark STAR framework for 2020. The review included a steering group of National Housing Federation (NHF), the Chartered Institute of Housing (CIH), Tpas, the National Federation of ALMOs (NFA), Association of Retained Council Housing (ARCH), Taroe Trust, and Councils with ALMOs Group (CWAG) and commissioned Acquity and TLF Research to support the review. This also included consultation with 300 landlords and 30,000 tenants and leaseholders before finalising the framework for use.

The Key features of the new HouseMark Star framework include:

- New Standardised question set for both Perception and transactional surveys (including a library of 5 core, 15 recommended and 250 optional questions)
- Reviewed response scales (Either 5 or 10 point scales, HouseMark does not recommend using 4 point scales)
- Improved valid response options (Verbal, Numeric, Emojis and Star ratings are now accepted)

- Guidance for surveying different stock types (General needs, Housing for Older People, Supported Housing, Leaseholders, Shared ownership, Market rented)
- Guidance on collection methods for both Perception and Transactional surveys (Post, telephone, online, SMS/Text, face to face and mixed methods) and the impact this can have on results
- Each Housing Association will now be given a new STAR rating for aspect such as Overall quality of the home, responsive repairs and quality of Customer Service
- Updated guidance in line with GDPR requirements

Further information on the STAR review can be found [here](#)

Hafod also underwent further improvements in its survey this year, from adopting the new framework provided by HouseMark, to reviewing our content by adding new questions and making specific, tailored surveys available to more customers across Housing and Support than ever before.

## Methodology

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In August 2020, Hafod invited all of its Housing and Support customers to take part in our STAR survey. A questionnaire was sent for each named customer, meaning households with joint tenancies received two copies of the survey to collect the views of as many customers as possible. In previous years, one survey was sent per household, limiting the breadth of responses and opinions we heard. This year this meant we had 6362 opportunities to capture our customer's perception of Hafod and its services. These 6362 customers each received tailored surveys based on their customer type and the services they receive in order to disaggregate overall findings and provide more detailed satisfaction scores among different services:

- 3366 General Needs rented (with site services) customers
- 1049 General Needs rented (without site services) customers
- 143 Cartrefi temporary tenancy customers
- 479 Welsh Housing Partnership customers
- 291 Leaseholders (who receive some service from or pay a service charge to Hafod)
- 191 Supported Housing customers where Hafod are the landlord only
- 108 Supported Housing Customers with support and meals included
- 65 Supported Housing customers who receive meals but no further support
- 104 Supported Housing Customers where Hafod also provide personal support

- 531 Floating Support Customer where Hafod is not the landlord

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 and 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.

In 2020, we continued to not offer a £100 raffle incentive to reduce the possibility of any response bias. The removal of incentive, along with the reduction of non-response follow up techniques may account for a reduced return rate in 2019 and 2020 versus previous years.

Hafod's 2020 question library consisted of 120 questions in total. Among all 10 variations, there were 41 common questions designed to provide an overall indication of customer satisfaction, including:

- One question to determine our Net Promoter Score;
- One question to determine overall satisfaction with Hafod
- Four statements to which the customer is invited to rate their satisfaction on a 5 point scale;
- 11 statements to which the customer is invited to rate their level of agreement on a 5 point scale;
- Three Questions inviting the customer to rate their satisfaction with a specific service they may have received in the last 12 months (E.g. Smart money, Anti-social behaviour etc);
- 16 questions to determine customer demographics such as age, gender, household/income type and online accessibility;
- Three open ended questions inviting customers to tell us more about the service they have received in the last 12 months;

New questions for 2020 include:

- Hafod's motto is 'Making Lives Better' would you agree or disagree that this is the case?
- Do you feel Hafod's services have become better or worse in the last 12 months?
- What three words would you use to describe Hafod?
- How would you rate the way Hafod has responded to the Covid-19 Pandemic?

- We appreciate these are difficult times for everyone in lockdown, is there anything Hafod could do to help?
- How can we improve this questionnaire next year?

Additional, tailored questions:

There were also 79 specific questions which were not common to all customers so were only used in certain surveys depending on the customer type, these questions related to:

- Service Charges/Site services
- Tenancies
- Leases
- Catering
- Homes/buildings
- Support plans
- Engagement opportunities

The full question library and 2019 / 2020 comparison can be found in appendix 1

For satisfaction questions, Very Satisfied and Satisfied answers are added together to provide a Customer Satisfaction score (CSAT) which provides the percentage of respondents who indicated satisfaction. For Agreement questions, Strongly Agree and Agree answers were added together to provide a percentage of respondents who indicated agreement with the statement made.

Customers were asked to indicate certain demographics, while encouraging multiple responses from within one household where appropriate. 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).

### **Number of responses**

By the closing date, 725 responses had been received, representing a return rate of 11.39% of the 6362 customers who were invited to respond, allowing for a confidence level of 95% and 5% margin for error overall. Of these, 501 (68.91%) responses were submitted by post and 224 (30.81%) were submitted online. This shows an increase of 275 responses since 2019, however the survey was sent to 2307 more customers in 2020 than 2019.

Service	Opportunities	Responses required	Actual returns	Percentage of returns	Valid number returned
General needs with Site Services	3366	345	407	12%	Yes
General Needs with no Site Services	1049	281	93	9%	No
Cartrefi	143	104	21	15%	No
WHP	479	213	32	7%	No
Leaseholders	291	166	50	17%	No
Landlord Only	191	128	39	20%	No
Extra Care	108	84	21	19%	No
Static	104	82	14	13%	No
Floating	531	223	37	7%	No
Meals	65	56	11	17%	No
<b>Total</b>	<b>6362</b>	<b>1714</b>	<b>725</b>	<b>11.43%</b>	

## Demographic information

The demographic information indicates that:

- 62% of responses were received from either Cardiff or Bridgend
- 77% of the responses were from respondents over 45 years of age
- 60% of respondents were women
- 90% of respondents identify as heterosexual
- 88% of respondents are (White – Welsh/English/Scottish/Northern Irish/British)
- 38% of respondents indicated that they are currently living with a disability

Household information:

- 65% of responses came from household with one sole occupant
- 34% of respondents have an income of £100-£199 per week
- Housing benefit (33%), Employment (32%) and state pension (21%) account for the top 3 income sources accounting for 86% of respondents overall.
- 15% of respondents indicated that they are currently in receipt of Universal Credit.
- Less than 1% (2 respondents) indicated that they have no source of income.

**Contact methods:**

- 64% of respondents prefer to contact Hafod over the phone



- 32% of respondents prefer to contact Hafod via e-mail.
- 15% of respondents prefer the Hafod 24/7 app (Just 1% prefer Social media)
- 29% of respondents prefer to use a PC/Laptop to access the Internet
- 20% prefer a tablet to access the internet
- 44% prefer to access the internet via a smartphone

## Results

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### Net promoter score

In 2020 the sample of 725 customers provided an NPS score of:

**3.89** (-18.62 from 2019)

**Our score has dropped from 23 to 3.89** in the last year. Net Promotor 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”.

### Overall satisfaction

Service	% Satisfaction High to Low (satisfied and very satisfied)
Whole organisation	63%
Landlord Only Support	79%
Floating Support	75%
Support Meals	75%
Cartrefi	74%
WHP	73%
Static Support	67%
General needs	63%
Extra care	60%
Leaseholder	27%

**63%** of General Needs respondents stated they were either Very Satisfied or Satisfied with the overall service provided by Hafod. This has fallen by **11%** since 2019.

### Perception Questions: Agree/Disagree (All services)

Top 3	2020	2019
I understand my tenancy agreement	92%	89%
I understand my rental charge	90%	87%
I know how to access Hafod's services	86%	90%
Bottom 3	2020	2019
Hafod listens to my views and acts upon them	55%	54%
Hafod gives me a say in how my services are provided	56%	Not asked
I feel valued by Hafod	57%	Not asked

### Perception Questions: CSAT (All services)

Top 3	2020	2019
Satisfaction with annual gas servicing	71%	84%
Property is fuel efficient and well insulated	69%	84%
Property is in good condition and is safe and secure	68%	80%
Bottom 3	2020	2019
The way Hafod deals with complaints	64%	Not asked
The online services provided by Hafod	64%	Not asked
Value for money of Rent	64%	54%

### Biggest changes since 2019

Increase – Top 3	2020	2019
I can afford my rent	83%	76%
I understand my rental charge	90%	87%
I understand my tenancy agreement	92%	89%
Decrease – Bottom 3	2020	2019

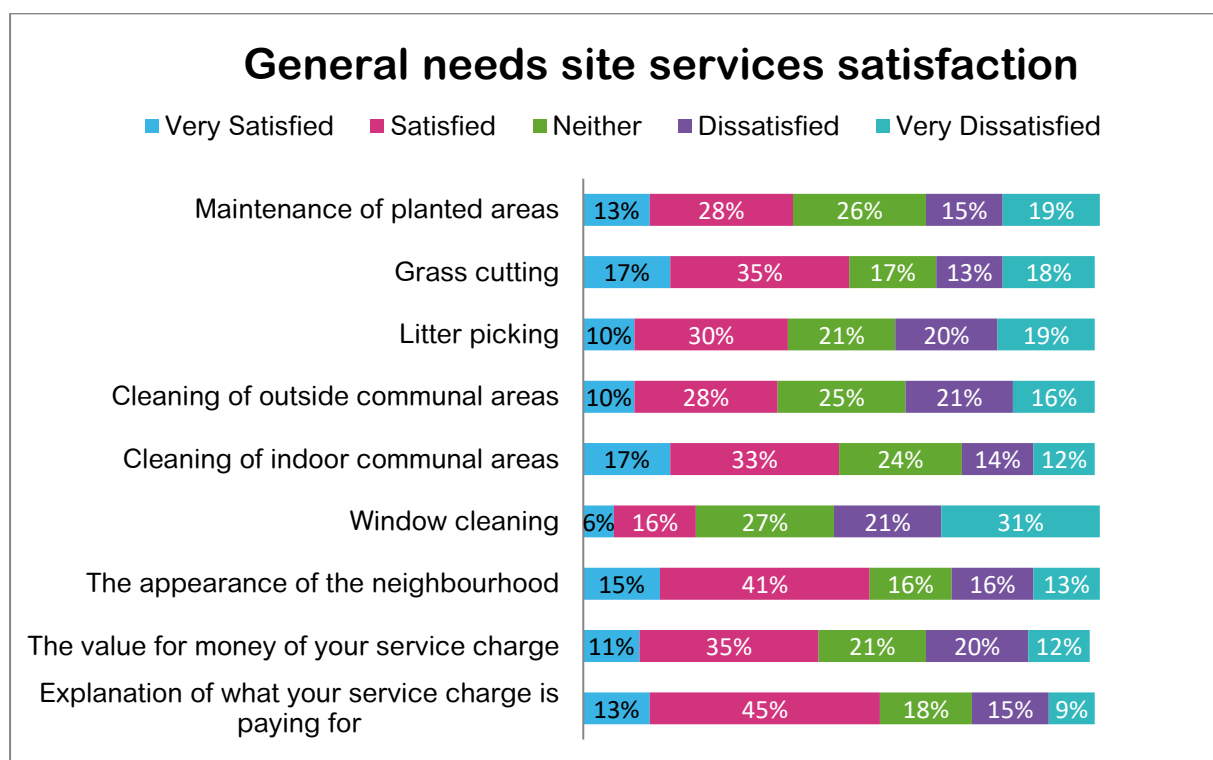
Hafod is easy to deal with	68%	85%
The home has proper heating and is well insulated	69%	84%
Annual gas servicing arrangements	71%	84%

## Satisfaction: General needs and leaseholders

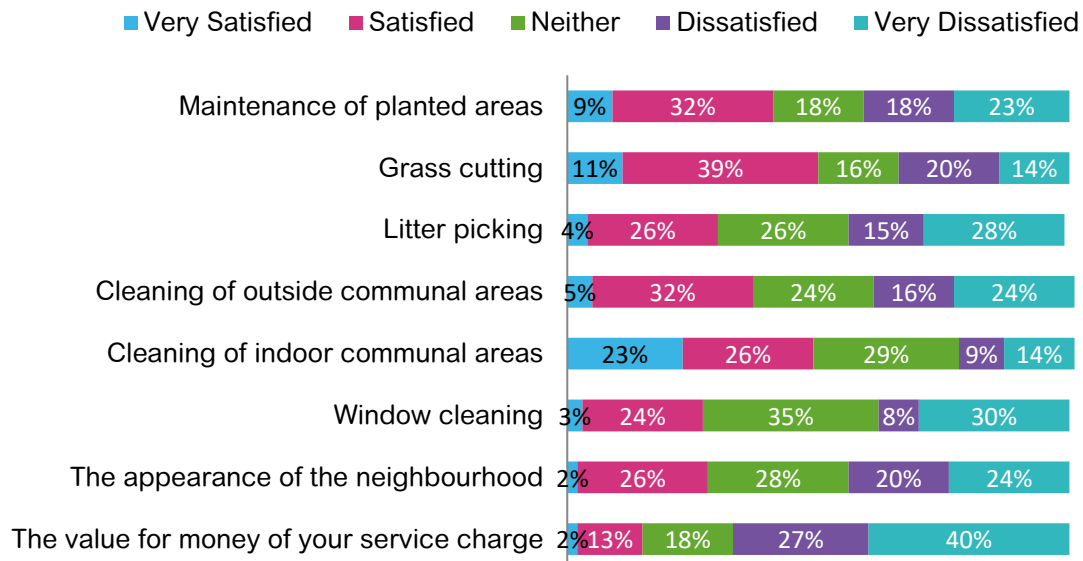
### Site services

Of those customers who receive site services (General needs and Leaseholders). Customers were most satisfied with the explanation they receive about what their service charges pay for (58%), the appearance of their neighbourhood (53%) and the grass cutting service (52%).

Respondents were least satisfied with window cleaning (23%), cleaning of outside communal areas (38%) and litter picking (39%).



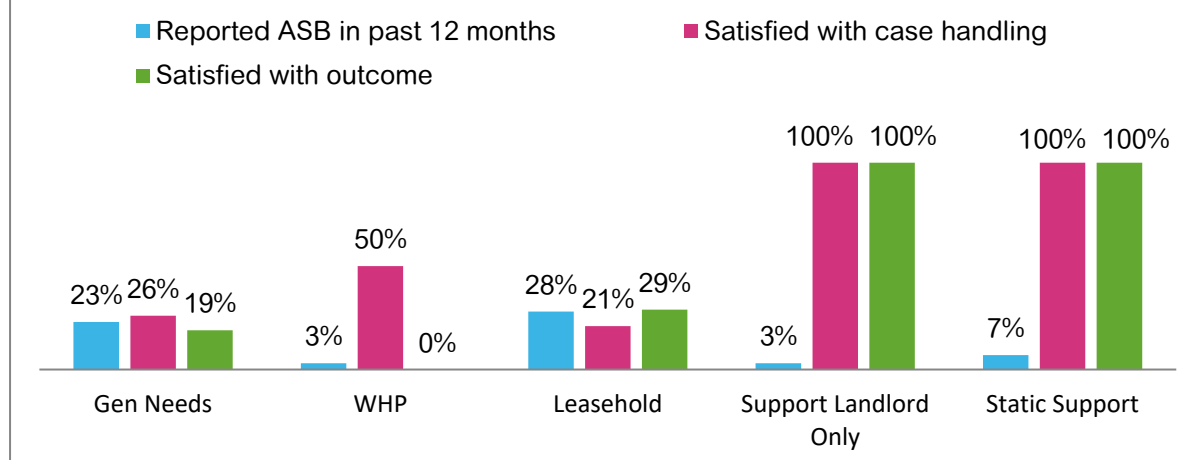
## Leaseholder site services satisfaction



## Anti-social behaviour service

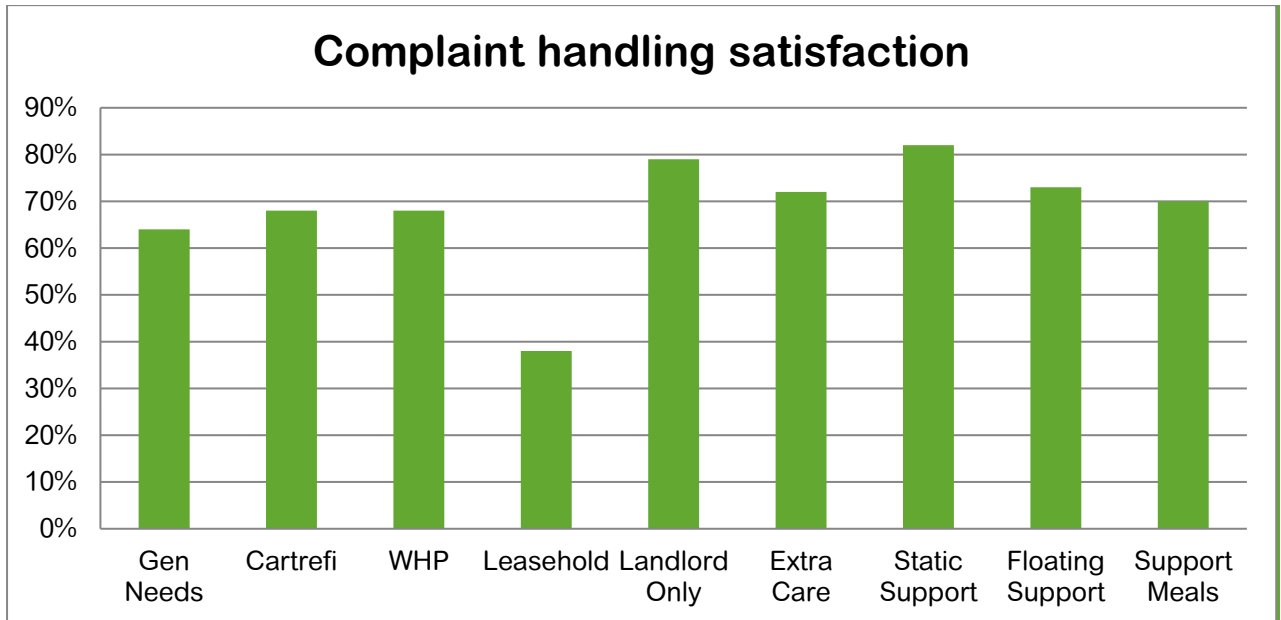
23% of General Needs and 28% of Leaseholder respondents indicated that they had reported ASB in the last 12 months. Of these, 26% of General Needs customers and 21% of leaseholders were satisfied with the way the case was handled and 19% of General Needs customers and 29% of Leaseholders were satisfied with the outcome of the case.

## Anti-social behaviour



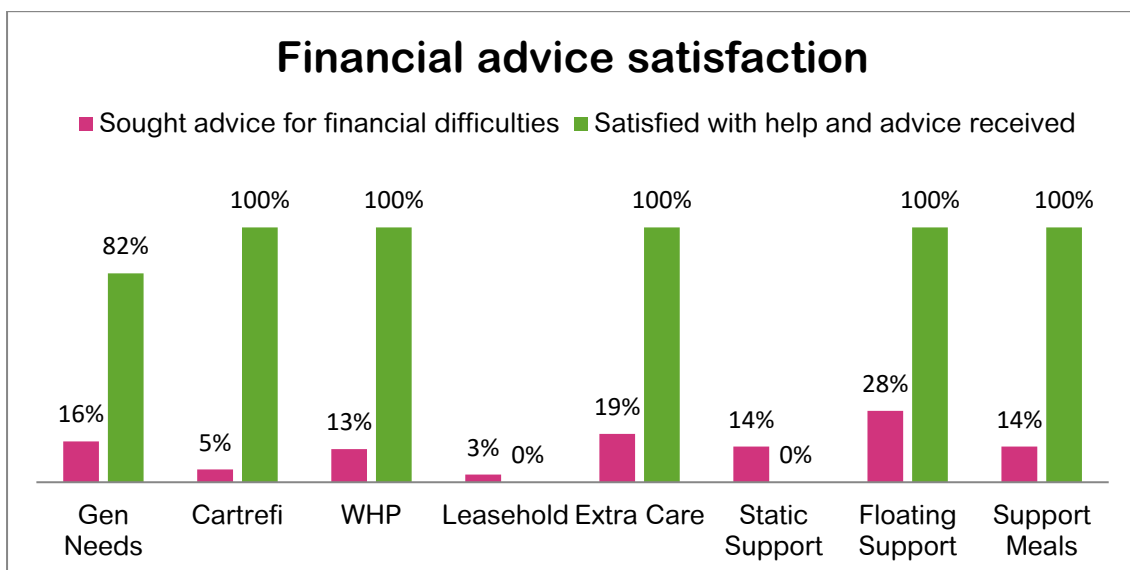
## Complaints service

64% of all respondents indicated that they were satisfied with the way a complaint they made was handled.



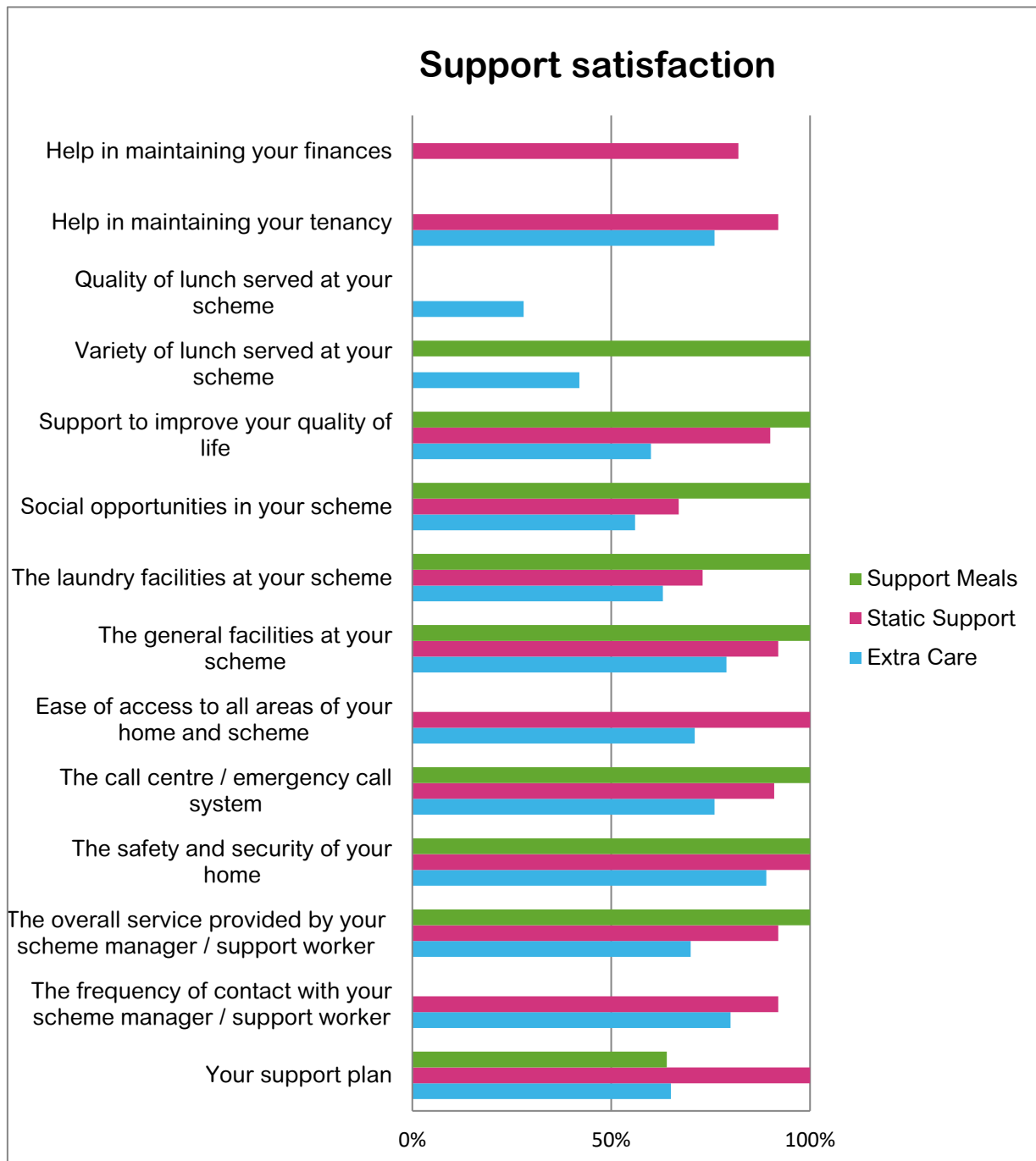
## Financial advice

15% of respondents indicated that they had sought help and advice from Hafod because they have faced financial difficulties which meant they had problems paying their rent in the last 12 months. Of these, 86% were satisfied with the service they received.



## Support satisfaction

71% of respondents who receive a support service felt they were able to be involved in decisions made about the service they receive and 85% felt that they are helped to stay healthy and active.



Full responses (for all services) to all questions are available in Appendix 2]

## Qualitative feedback

The 2020 survey asked customers to provide three words to describe Hafod. 345 answers were completed (48% of total). The top five words were:

Word	Frequency
Helpful	62
Friendly	40
Efficient	33
Reliable	31
Caring	30

All the responses are represented visually in the word cloud below:



Further free text questions are summarised below. Full results are detailed in appendix 3. The comments were split into positive and negative themes, below is a summary of the positive and negative for each question asked.

**Positive feedback:**

Question	Response	Summary
<b>How can we improve this questionnaire next year?</b>	60 (8%)	General acknowledgement that the questionnaire was suitable and pleased it provides an opportunity for customers to feedback.
<b>We appreciate these times are difficult for everyone in lockdown, is there anything Hafod can do to help?</b>	28 (4%)	Most stated they did not need further assistance and praised contacts received from colleagues.
<b>Is there anything else you would like to bring to Hafod's attention?</b>	15 (2%)	General praise for Hafod and a few for the service provided by individual colleagues.

**Negative feedback:**

Question	Response	Summary
<b>How can we improve this questionnaire next year?</b>	40 (5%)	Common themes around <ul style="list-style-type: none"> <li>- No point completing as nothing changes</li> <li>- Too long / difficult to understand</li> <li>- Offended by demographic questions</li> </ul>
<b>We appreciate these times are difficult for everyone in lockdown, is there anything Hafod can do to help?</b>	40 (5%)	Lack of communication was a big theme, in terms of support during the pandemic and not being able to get hold of someone. Several ASB related comments.
<b>Is there anything else you would like to bring to Hafod's attention?</b>	40 (5%)	Some lack of communication but largely around ASB issues.

Aside from the above some free text questions have been used to highlight work required at their home or to request a service. These requests, along with neighbourhood issues raised within the responses, has been provided to Customer Services who have logged all requests on QL for the relevant service area to action.



## Analysis and actions

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As this report has set out, there are a number of areas where there have been significant changes in customer perception, perhaps most noticeably drops in both overall satisfaction with services and the Associations Net Promoter Score (NPS).

Whilst there are a number of contributing factors to consider such as disruptions to services caused by the Coronavirus pandemic and changes to the STAR survey distribution and analysis process post 2019, it is no less of an opportunity to guide our services and demonstrate improvement in future years.

### Key trends

On analysis of the data by the Transformation Team, the largest areas of dissatisfaction can be themed in three key areas identified through trends in customers' perceptions. These are:

- Customer engagement
- Estate services
- Complaints handling

These are detailed below including investigative and/or remedial actions that are either underway or planned.

### Customer engagement

There were a number of questions asked in this year's STAR survey relating to the way that customers perceive their relationship with Hafod and their involvement in the design of services. These statements are displayed below, along with the 2020 result and where applicable, the 2019 result for comparison.

Statement	Agree or strongly agree	
	2020 result	2019 result
Hafod gives me say in how services are managed	56%	Not asked
Hafod listens to my views and acts on them	55%	54%
I feel valued by Hafod	57%	Not asked

The results for these statements suggest a proportion of customers do not feel engaged with services or service design. There are a series of related changes, either on-going or planned which should impact upon these perceptions, these are detailed below:

- **Coaching model:** Hafod’s shift towards a coaching model continues as does development of the customer charter, both should help to strengthen customer relationships and embed a customer led culture.
- **Customer feedback:** a project is underway as part of the transformation program which aims to reimagine the way customer feedback is collected, analyzed and utilized, with a focus on a robust and new ways of working to inform future changes to services.
- **Measuring what matters:** as well as adapting the way feedback is utilized, the measuring what matters project aims to redesign Hafod’s performance framework. As part of this it will embed customer feedback within key performance indicators, helping the organization to better understand customer perception and experience and ensure feedback is considered regularly at operational and strategic levels.

In addition to the above projects, standard documentation within the Transformation program and the centralized change log include references and checked relating to customer engagement. The Customer Engagement Team has oversight of the program to ensure that customers remain a core consideration for all changes the Association makes to services.

## Estate services

The second trend surrounds estate services offered to Hafod’s housing tenants. As the table below shows, satisfaction with the quality of services has increased from 2019, but still remains low in relative terms. Value of money and understanding of service charges have both reduced.

Statement	Agree or strongly agree	
	2020 result	2019 result
Quality of estate services	51%	39%
Explanation of what your service charge is paying for	58%	70%
Value for Money of your service charge	43%	54%

Estate services are an area where lower satisfaction levels have persisted over a number of years. To combat this, a project was launched late last year that is ongoing, which has the following aims:

- Gain efficiencies in the administration of service charges through the better utilization of systems and redesigning of processes.

- Review the services offered and costs through consultation with customers to ensure value for money

Successful completion of the above should not only help to ensure value for money, but improve services whilst strengthening understanding and communication regarding estate services.

## Complaints handling

The final trend relates to how Hafod handles complaints, including those about services and anti-social behavior (ASB) complaints involving other residents. The table below shows the relevant results for 2020 and where and where applicable, the 2019 result for comparison.

Statement	Agree or strongly agree	
	2020 result	2019 result
The way Hafod deals with complaints	64%	Not asked
Overall, how satisfied or dissatisfied are you with the way your anti-social behaviour complaint was dealt with?	27%	29%
Overall, how satisfied or dissatisfied are you with the final outcome of your anti-social behaviour complaint?	21%	22%

Satisfaction with service complaint handling appears to be reasonably high, relative to the sector (based on prior analysis through HouseMark) but perceptions still remain lower than other service areas. Satisfaction with ASB complaint handling remains low. There are two projects within the transformation program that will directly tackle these areas, detailed below:

- **Tenancy management processes:** a review of the ASB and associated processes was undertaken last year, a new process has been designed which will utilize current systems more effectively and is due to be rolled out in Q1 2021. The new process was designed based through collaboration with Neighborhood Coaches and analysis of customer data relating to ASB complaints. The new process should improve the customer journey, simplify information relating to ASB and reducing administration time for Neighbourhood Coaches so that they can focus more time on customers.
- **Complaints and no-conformance:** a project is planned for Q2 this year that will review the service complaints process within Hafod, which was decentralized in 2020. As well as focusing on management of service complaints, a greater focus will be placed on delivering changes based on

customer feedback. Instances where a service failure has been identified will follow a non-conformance process whereby corrective actions are put into place to improve services.

## 2019 comparison

Alongside the key trends set out, there were a number of individual areas where satisfaction levels have dropped in comparison to returns from 2019. These are summarized in the table below including investigative or corrective actions that are planned or underway.

Area	Metric	Agree / strongly agree		Comments and actions
		2020 result	2019 result	
Customer service	Hafod is easy to deal with	68%	85%	<ul style="list-style-type: none"> <li>Customer feedback project which will enhance the collection and use of feedback to improve services.</li> <li>Measuring what matters project which will overhaul Hafod's performance framework and place a greater focus on customer feedback throughout Hafod.</li> <li>Customer app to be redesigned or new solution delivered, improving customer experience and access to services.</li> </ul>
	The way Hafod deals with enquiries	66%	73%	
	Hafod keeps me informed about things that might affect me as a customer	72%	78%	
Repairs	The way Hafod deals with repairs and maintenance	66%	70%	<ul style="list-style-type: none"> <li>Service connect project delivered and continues to be adapted, has improved processes and communication regarding repairs.</li> <li>Compliance data project almost complete and additional project to strengthen process planned for 2021.</li> </ul>
	How satisfied or dissatisfied are you with annual gas servicing arrangements	71%	84%	

Operatio ns	Hafod provides an effective and efficient service	65%	72%	<ul style="list-style-type: none"> <li>Transformation program set for 2021 including a number of projects focused around the improvement of customer facing services such as arrears, compliance and lettings.</li> <li>Simplify to be relaunched allowing colleagues across Hafod to submit ideas for quick wins (pilot phase received over 100 ideas delivering time savings totaling over 1,700 hours)</li> </ul>
Rent	That your rent provides value for money	64%	75%	<ul style="list-style-type: none"> <li>In addition to projects surrounding operations, the affordable rent review has been completed by R&amp;I utilizing data from industry experts to help refine the way rental charges are calculated.</li> </ul>
Homes	The home) Has proper heating, is fuel efficient and well-insulated?	69%	84%	<ul style="list-style-type: none"> <li>Non urgent repairs and planned works are amongst the services most affected by Covid-19 and this must be factored into this year's results</li> <li>Decarbonisation agenda and project to begin in 2021, long term aims include improvement of homes and education for colleagues and customers.</li> </ul>

## New for 2020

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In addition to the areas above, there were questions introduced to the survey for the first time in 2020 where the data returned suggests further attention may be required.

### Planned works consultation

Customers were asked to rate the consultation received for planned works, with 32% of customers stating they were either satisfied or very satisfied. Whilst there is no data for comparison the results suggest this is an area of concern. There

are no projects currently planned which directly relate to planned works and it is therefore suggested that further investigation is conducted to gain feedback from customers and identify potential improvements.

### **Menu choices**

Customers in supported housing and extra care schemes where food is supplied were asked additional questions regarding the lunch menu provided within the scheme. When quizzed regarding the variety of lunch on offer, only 42% of customers stated they were satisfied or very satisfied, this number dropped to 28% when asked about the quality of lunch on offer. As above, there are no projects dedicated to this, therefore it is suggested further investigation is conducted.

### **Services over past 12 months**

Finally, customers were asked whether they felt Hafod's services had improved in the past 12 months with 13% of respondents suggesting services had improved, 24% suggesting they have worsened and 62% felt there had been no change. Again this question has not previously been asked and there have been a number of interruptions to services caused by Covid-19. However further consideration should be given to these perceptions.

## **Scrutiny Panel feedback**

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This report and the 'next steps' was reviewed with our Customer Scrutiny Panel on the 24<sup>th</sup> February 2021 in order to ensure we have captured and listened to the customer voice appropriately.

The Panel were asked for their feedback on the results and if they felt there were any areas of concern not already raised within the 'next steps' that they feel we should be looking at.

The Panel appreciated that Hafod has displayed a high level of transparency concerning the report and that their views have been sought prior to the report being presented to the Executive Team.

Comments from the Panel:

- “Disappointing to hear that customers didn't feel Hafod listened to their issues. Could this be due to the survey hitting customers letterboxes at a time when communication opportunities were at its lowest due to Covid? “

- “Covid has been used as an excuse by wider services outside of Hafod, it’s wearing a little thin with people. We need to push the message that services are still going ahead, but have to be done in a different way.”
- “Need to communicate to let everyone know what can/has been done? Not just online, what about another newsletter?”

When asked ... How do you find completing your star? Members responded with:

- “Form is too long and I get bored”
- “Too time consuming – suggestion of a maximum of 10 short questions”
- “I didn’t even look at mine as know it will be a chore to complete”
- “Feel that it’s not all relevant to me”

Members felt sensible priorities going forward should be:

1. **Complaints** – these should be at the top, important to see what service customers are receiving and also using these complaints to be able to stop doing things going wrong again.
2. **Listening** - customers need to be listened to and know that you are listening, by giving them regular feedback and seeing a change in the service they receive.
3. **Communication** – important to share general information to keep customers updated with what’s happening with the company. Ensure communication is suitable for everyone, not just digital.

## Summary

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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 due to the Covid-19 pandemic and the impacted this may have had on the results. Although satisfaction appears to have dropped across most services, it would be inappropriate to draw strong conclusions due to the events of the past 12 months.

Along with a reduction in overall responses, the change in methodology since 2018 has heavily impacted the nature of the responses we have received (2019 and 2020). It is recommended that the 2019 (due to change in methodology from

previous years surveys) and the 2020 surveys (due to possible impact of Covid-19) are not compared to previous years.

Over the next 12 months Hafod will continue to work to improve the overall quality of our data regarding resident demographics and profile. This will enable us to compare the demographics and profile of STAR respondents to the demographic of our overall population in order to further contextualize our data and determine how representative STAR respondents are of our overall customer base.

The analysis and actions section of the report has set out a number of trends and key areas where customer feedback suggests dissatisfaction with services. In most cases there are projects underway or planned that will seek to deliver improvements.

Members are also 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.

## References

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[https://www.housemark.co.uk/media/2551/housemark-star-features\\_final.pdf](https://www.housemark.co.uk/media/2551/housemark-star-features_final.pdf)

## Appendices:

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Appendix 1 – 2019/2020 STAR results comparison

Appendix 2 – All service responses

Appendix 3 – Qualitative feedback (positive and negative)