



# **STAR**

## **Annual Customer Satisfaction Survey**

**Report 2019**

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## Table of Contents

Executive Summary.....	<b>Error! Bookmark not defined.</b>
Methodology.....	4
Number of responses.....	5
Demographic information.....	5
Results.....	6
Net promoter score .....	6
Overall Satisfaction .....	7
Perception Questions: Satisfaction .....	7
Perception Questions : Agree/Disagree.....	7
Satisfaction with individual services. ....	8
Site services.....	8
Antisocial behaviour service .....	9
Complaints service .....	9
Smart Money service .....	10
Discussion.....	10
Appendix 1 – List of 2019 Questions .....	11
Appendix 2 - Perception question answers: .....	14
Perception:Satisfaction .....	14
Perception:Agree .....	15
Site Services .....	15
Transactional Satisfaction .....	16
Appendix 3 .....	17
Full questions answers.....	17
Appendix 4 .....	19
Neighbourhood problems.....	19
Appendix 5 .....	20
Demographic information.....	20

# Executive Summary

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The STAR survey is 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 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 received 547 responses to the survey (13.51% response rate), signifying a 48% drop in the number of survey responses received in 2018. Despite this drop, the sample was still large enough for a 95% confidence rate and 4% margin of error.

We were able to determine the demographics of the respondents this year and found that white, heterosexual women over 45 years old were the largest respondent group, accounting for 38% of the overall respondents.

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 11% since 2018 to 79%. Hafod's Net Promoter Score also dropped by 23 points since 2018 to +23.

The top 3 areas of satisfaction indicated by respondents was annual gas servicing arrangements, that (the home) has proper heating, is fuel efficient & well-insulated and (the home) is in a good condition and structurally stable. The bottom 3 areas of satisfaction were (Your home) is in an attractive & safe environment, the way Hafod deals with repairs and property maintenance and opportunities to get involved with Hafod.

The top 3 statements that respondents agreed most strongly were "I know how to access Hafod's services", "I understand my tenancy agreement" and "I understand my rental charge". The 3 statements that respondents disagreed with most strongly were "Hafod has a good reputation in my area", "I am proud of my neighbourhood" and "Hafod listens to my views and acts upon them".

It is recommended that the 2019 STAR survey is 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 this year.

# 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.

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.

# Methodology

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## Methodology

In August 2019, 4055 households (*all* of Hafod's general needs and WHP customers) were invited to complete the annual STAR survey. *N.b, between 2012 and 2017 the survey was sent to 50% of this population based on geographical location, Hafod only began sending the survey to all general needs and WHP customers in 2018.*

The questionnaire was sent via post and included a self-addressed envelope for returns and instructions on how to complete the questionnaire online. 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, no targeted non-response follow up techniques were used after the initial mailing/emailing. 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 7th August 2019 and had until the 27<sup>th</sup> September 2019 to complete and return their surveys.

In previous years, customers had been entered in to a prize draw to win £100 when they completed the survey, this year this incentive was removed 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 versus previous years.

In 2019 the survey content was reviewed and a number of questions asked in previous years were removed. STAR contains 17 core questions which are mandatory for Welsh Government, Housemark and Welsh Housing Quality Standard returns, all other questions are optional additions which help to provide an insight into customer perception, however over the years, optional questions had been added and accumulated in a suite of 233 questions. In order to comply with GDPR requirements, a screening process determined what we needed to know about our customers and what data we no

longer used. Questions which were deemed as too intrusive or no longer relevant to our needs were subsequently removed.

The resulting 2019 STAR survey included 90 questions designed to provide an indication of customer satisfaction, including:

- 1 question to determine our Net Promoter Score;
- 16 statements to which the customer is invited to rate their satisfaction on a 5 point scale;
- 22 statements to which the customer is invited to rate their level of agreement on a 5 point scale;
- 12 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);
- 12 questions to determine customer demographics such as age, gender, household/income type and online accessibility;
- 2 open ended questions inviting customers to tell us more about the service they have received in the last 12 months;

For satisfaction questions, Very Satisfied and Satisfied answers are added together to provide a CSAT score 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.

*[Full question list in appendix 1]*

In previous years, customers were asked to provide their tenancy number to determine the demographics of respondents; however this was ineffective as we were unable to determine which customer within a household had completed the questionnaire. Furthermore, the absence of anonymity may have impacted on the nature of responses provided in previous years. For this reason, in 2019 customers were asked to indicate certain demographics, while encouraging multiple responses from within one household where appropriate. By removing the tenancy number and post code from the questionnaire this year, we were able to maintain respondent anonymity (unless the customer specifically indicated they wished to be contacted after the survey).

## **Number of responses**

By the closing date, 547 responses had been received, representing a return rate of 13.51% of the 4055 households who were invited to respond, allowing for a confidence level of 95% and 3.9% margin for error. Of these, 374 (68.24%) responses were submitted by post and 174 (31.75%) were submitted online. In 2018, 936 responses were received. The decrease in responses in 2019 may be due to the removal of monetary incentive or the reduced non-response follow up techniques used.

## **Demographic information**

The demographic information indicates that:

- 62% of responses were received from either Cardiff or Bridgend
- 68% of the responses were from respondents over 45 years of age
- 69% of respondents were women
- 87% of respondents identify as heterosexual

- 91% of respondents are white
- 38% of respondents indicated that they are currently living with a disability

Household information:

- 48% of responses came from household with one sole occupant
- 34% of respondents have an income of £100-£199 per week
- Housing benefit (27%), Employment (22%) and state pension (20%) account for the top 3 income sources accounting for 67% of respondents overall.
- 11% 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:

- 73% of respondents prefer to contact Hafod over the phone
- 61% of respondents who do use social media said they do not follow Hafod on any platform.
- 3% of respondents indicated that they do not use the internet in their everyday lives at all.

This demographic information has not been previously captured in this detail in the STAR survey.

## Results

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### Results

**Note:** The 2019 STAR survey had been redesigned and several potentially high impact changes were made including: preserving respondent anonymity, removing monetary incentive and a reduction in non-response follow up techniques. Along with a reduction in overall responses, these factors may have heavily impacted the nature of the responses we did receive. In the following section we can see that many results have dropped since 2018, However It is recommended that the 2019 STAR survey results are not heavily compared to previous years and serve as a baseline for future survey results.

### Net promoter score

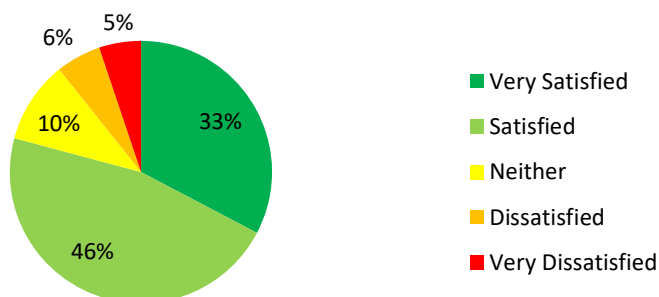
In 2019 the sample of 547 general needs and WHP customers provided an NPS score of:

23

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

## Overall Satisfaction

How satisfied are you with the service provided by Hafod?



79% of respondents stated they were either Very Satisfied or Satisfied with the overall service provided by Hafod. This has fallen by 11% since 2018.

### Perception Questions: Satisfaction

Top 3	CSAT	2018
Annual gas servicing arrangements	88%	91%
Has proper heating, is fuel efficient & well-insulated	87%	91%
Is in a good condition and structurally stable	85%	91%
Bottom 3	CSAT	2018
<i>(Your home)</i> Is in an attractive & safe environment	74%	89%
The way Hafod deals with repairs and property maintenance	72%	82%
Opportunities to get involved with Hafod	71%	77%

### Perception Questions : Agree/Disagree

Top 3	Agree/ Strongly Agree	2018
I know how to access Hafod's services	94%	93%
I understand my tenancy agreement	93%	95%
I understand my rental charge	90%	-
Bottom 3	Agree/ Strongly Agree	2018
Hafod has a good reputation in my area	70%	79%
I am proud of my neighbourhood	66%	76%
Hafod listens to my views and acts on them	57%	73%

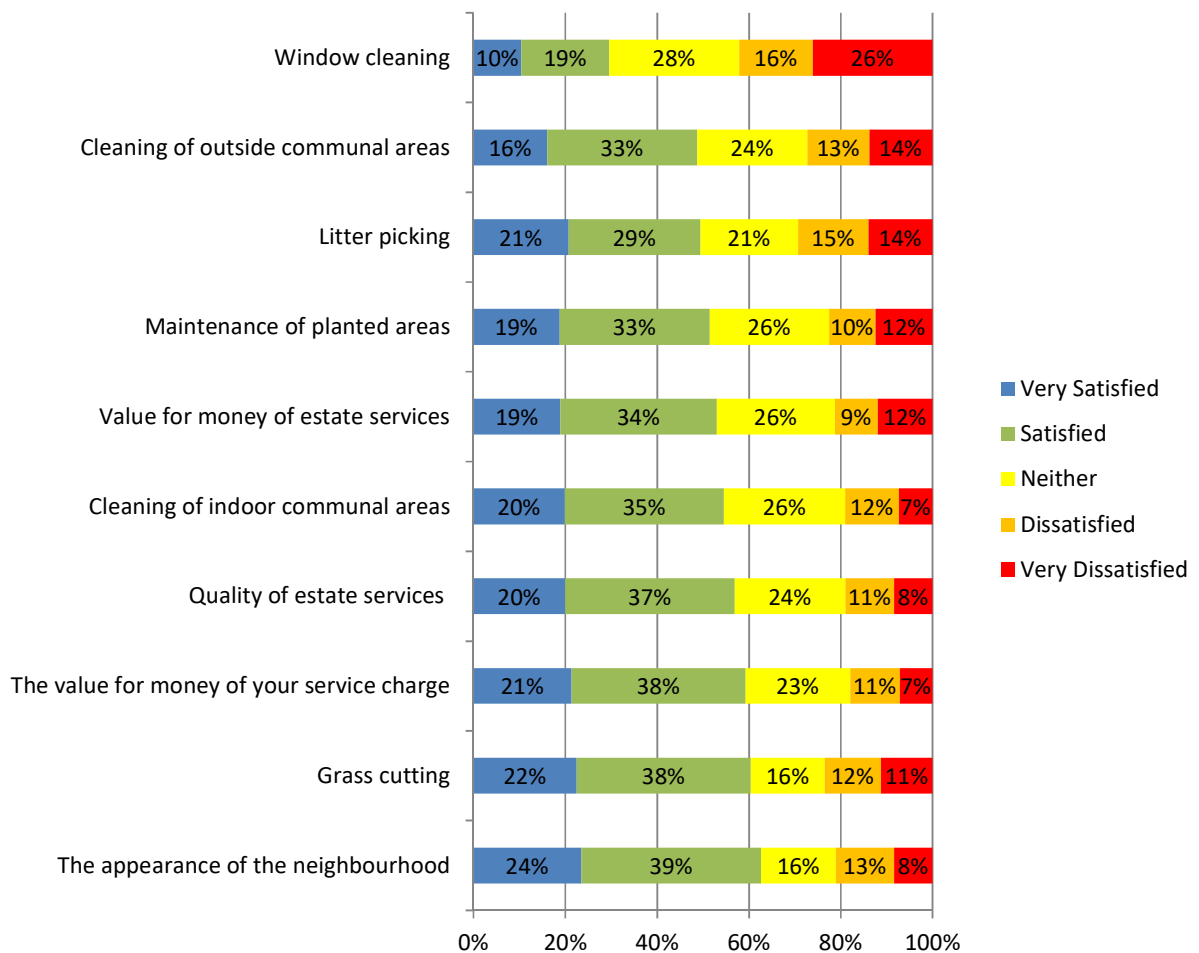
## Satisfaction: Individual services.

### Site services

Of those customers who receive site services, Customers were most satisfied with the appearance of the neighbourhood (63%), grass cutting (60%) and the value for money of their service charge (59%).

Respondents were least satisfied with window cleaning (30%), cleaning of outside communal areas (49%) and litter picking (49%).

## Satisfaction with Site Services

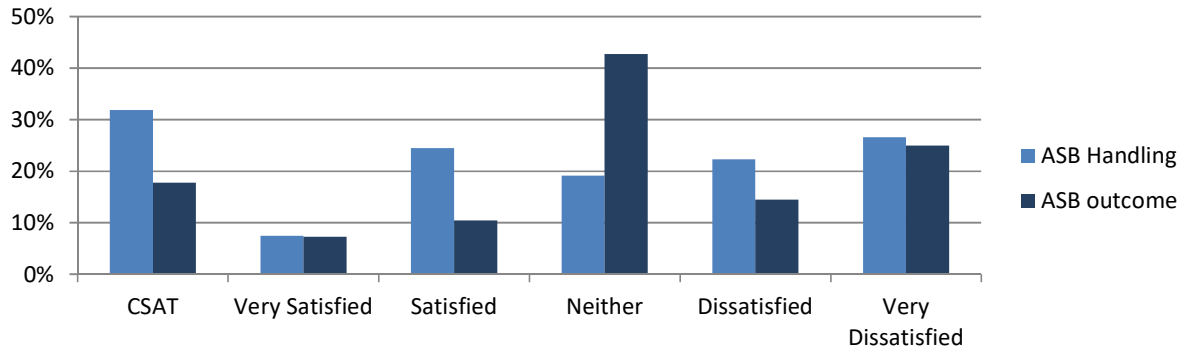




### Antisocial behaviour service

20% of respondents indicated that they had reported ASB in the last 12 months. Of these, 32% were satisfied with the way the case was handled and 18% were satisfied with the outcome of the case.

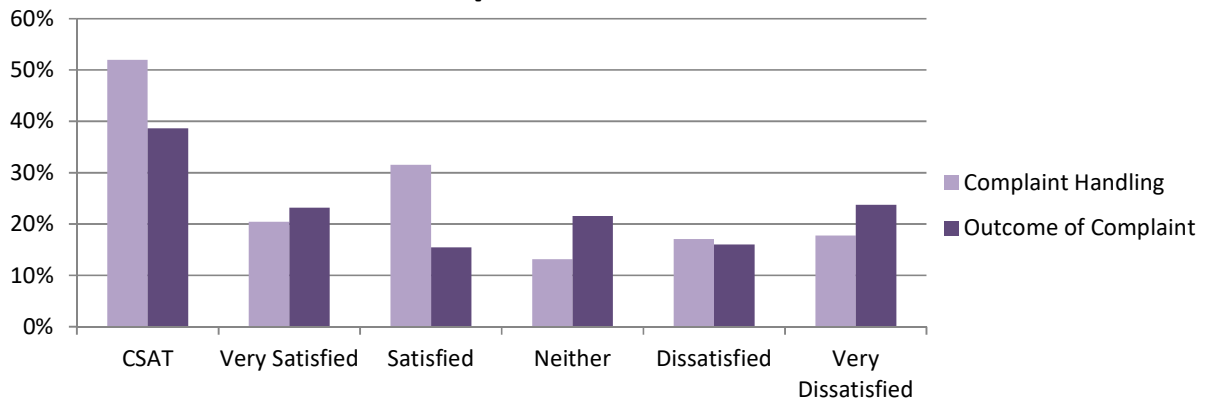
### ASB Service



### Complaints service

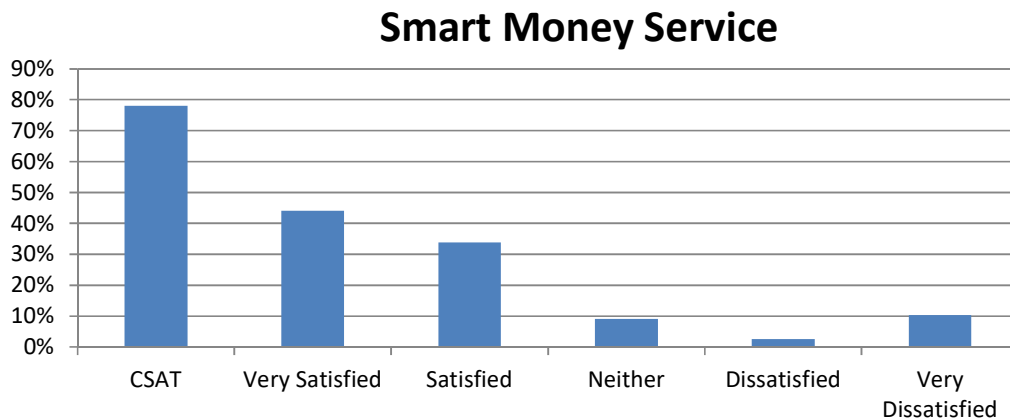
31% of respondents indicated that they had made a complaint about Hafod in the last 12 months. Of these 52% were satisfied with the way the complaint was handled and 39% were satisfied with the outcome of the complaint.

### Complaints Service



### Smart Money service

16% of respondents indicated that they had use the Smart Money Service in the last 12 months. Of these, 78% were satisfied with the service they received.



*[Full responses to all questions are available in Appendix 2]*

These results will shortly be available in Power BI in order to make further enquiries into more specific insights provided by this year's STAR survey.

## Discussion

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### Discussion

We do need to be aware of some changes in scores since last year, however **we must** be mindful of necessary substantial changes made to the methodology of this survey which may have heavily impacted on the results. Although satisfaction appears to have dropped across most services, it would be inappropriate to draw strong conclusions or apply statistical analysis to these results given the substantial changes in the way the survey was carried out this year.

Along with a reduction in overall responses, the change in methodology may have heavily impacted the nature of the responses we did receive. It is recommended that the 2019 STAR survey results are not heavily compared to previous years and serve as a baseline for future survey results.

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

# Appendix

## Appendix 1 – List of 2019 Questions

Source	Type	Question Type	Question
NPS	0-10	Perception	How likely are you to recommend Hafod to friends or family?
Housemark - Mandatory	Sat/Dissat	Perception	How satisfied are you with the overall service provided by Hafod?
	Agree/Disagree	Perception	I understand what to expect from Hafod's services
	Agree/Disagree	Perception	I know how to access Hafod's services
Housemark - Optional	Agree/Disagree	Perception	Hafod provides an effective & efficient service
Housemark - Optional	Agree/Disagree	Perception	Hafod is providing a service that I would expect from my landlord
	Agree/Disagree	Perception	I understand my rental charge
	Agree/Disagree	Perception	I understand which site services my service charge is paying for
Housemark - Optional	Agree/Disagree	Perception	Hafod has a good reputation in my area
Housemark - Optional	Agree/Disagree	Perception	Hafod has friendly & approachable staff
	Agree/Disagree	Perception	It is easy to contact Hafod
Housemark - Optional	Agree/Disagree	Perception	I trust Hafod
Housemark - Optional	Agree/Disagree	Perception	Hafod treats me fairly
Housemark - Optional	Agree/Disagree	Perception	Hafod is open about what it does
Housemark - Optional	Agree/Disagree	Perception	Hafod publishes fair and balanced information about its activities
Housemark - Optional	Agree/Disagree	Perception	Hafod provides information and advice in a timely manner which is helpful and easy to understand
	Agree/Disagree	Perception	Hafod keeps me informed about things that might affect me as a tenant
Housemark - Optional	Agree/Disagree	Perception	Hafod gives me the opportunity to make my views known
Housemark - Mandatory	Agree/Disagree	Perception	Hafod listens to my views and acts on them
	Agree/Disagree	Perception	I understand my rights as a Hafod tenant
	Agree/Disagree	Perception	I understand my tenancy agreement

	Agree/Disagree	Perception	I can afford my rent
Housemark - Optional	Agree/Disagree	Perception	I am proud of my home
Housemark - Optional	Agree/Disagree	Perception	I am proud of my neighbourhood
Housemark - Mandatory	Sat/Dissat	Perception	The overall quality of your home
Housemark - Optional	Sat/Dissat	Perception	The general condition of your home
Housemark - Mandatory	Sat/Dissat	Perception	The value for money of your rent?
Housemark - Mandatory	Sat/Dissat	Perception	The value for money of your service charge?
Housemark - Mandatory	Sat/Dissat	Perception	The way Hafod deals with repairs and property maintenance
Housemark - Optional	Sat/Dissat	Perception	Annual gas servicing arrangements
	Sat/Dissat	Perception	The way Hafod deals with enquiries
	Sat/Dissat	Perception	Opportunities to get involved with Hafod
Housemark - Mandatory	Sat/Dissat	Perception	Your neighbourhood as a place to live?
WHQS	Sat/Dissat	Perception	(The home) Is in a good condition and structurally stable?
WHQS	Sat/Dissat	Perception	(The home) Is safe & secure?
WHQS	Sat/Dissat	Perception	(The home) Has proper heating, is fuel efficient & well-insulated?
WHQS	Sat/Dissat	Perception	(The home) Has an up-to-date kitchen?
WHQS	Sat/Dissat	Perception	(The home) Has an up-to-date bathroom?
WHQS	Sat/Dissat	Perception	(The home) Is well managed?
WHQS	Sat/Dissat	Perception	(The home) Is in an attractive & safe environment?
	Yes/No	Adaptations	do you need any new aids or adaptations?
	Open	Adaptations	If Yes, please tell us of any additional aids or adaptations you may need:
	Sat/Dissat	Site Services	Window cleaning
	Sat/Dissat	Site Services	Cleaning of indoor communal areas
	Sat/Dissat	Site Services	Cleaning of outside communal areas
	Sat/Dissat	Site Services	Litter picking
	Sat/Dissat	Site Services	Grass cutting
	Sat/Dissat	Site Services	Maintenance of planted areas
	Sat/Dissat	Site Services	Quality of estate services
	Sat/Dissat	Site Services	Value for money of estate services
	Sat/Dissat	Site Services	The appearance of your neighbourhood
Housemark - Optional	No/Alittle/A lot	Neighbourhood	[Present in your neighbourhood?] Rubbish or litter
Housemark - Optional	No/Alittle/A lot	Neighbourhood	[Present in your neighbourhood?]Noisy neighbours
Housemark -	No/Alittle/A	Neighbourhood	[Present in your neighbourhood?]Problems with

Optional	lot	od	pets & animals
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Disruptive children / teenagers
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Racial or other harassment
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Drunk or rowdy behaviour
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Vandalism & graffiti
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]People damaging your property
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Drug use/drug dealing
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Abandoned or burnt out vehicles
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Other crime
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Fear of crime
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Access to local services
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]General environmental issues
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Noise from traffic
Housemark - Optional	No/Alittle/Alot	Neighbourhood	[Present in your neighbourhood?]Issues with car parking
WelshGov	Yes/No	ASB	Have you reported any anti-social behaviour in your neighbourhood to Hafod in the last 12 months?
WelshGov	Sat/Dissat	ASB	The way your case was handled
WelshGov	Sat/Dissat	ASB	The outcome of the case
Housemark - Optional	Yes/No	Complaints	Have you made a service complaint to Hafod in the last 12 months?
Housemark - Optional	Sat/Dissat	Complaints	The way your complaint was handled
Housemark - Optional	Sat/Dissat	Complaints	The outcome of the complaint
	Multiple choice	Demographic	What is your age?
	Multiple choice	Demographic	What is your gender?
	Multiple choice	Demographic	How would you describe your sexual orientation?
	Multiple choice	Demographic	Which best describes your ethnic group?
	Multiple choice	Demographic	Do you consider yourself disabled?
	Multiple choice	Household	Which best describes your household?
	Multiple	Household	What is your (and your partners) works status?

	choice		
	Multiple choice	Household	Which best describes your households total income after tax/national insurance deductions?
	Yes/No	Household	Are any members of your Household currently claiming Universal Credit?
	Yes/No	Smart Money	Have you sought help and advice from Hafod because you have faced financial difficulties which have meant you had problems paying your rent?
	Sat/Dissat	Smart Money	If "Yes" How satisfied were you with the help and advice you received?
	Multiple choice	Online	How do you prefer to contact us?
	Yes/No	Online	Do you have internet access?
	Multiple choice	Online	(If yes) how do you prefer to access the internet?
	Multiple choice	Online	If you use social media, do you follow Hafod on any of the following?
	Yes/No	Online	Are you confident that you or a member of your household would be able to apply for benefits online if necessary?
	Open	Online	If no, why not?
	Open	Misc	Please use this space to tell us more about any of your answers or to give us feedback on anything else thats is not addressed in this survey
	Open	Misc	What difference has Hafod made to you?

## Appendix 2 - Perception question full answers:

	Score	2018	Difference
Net Promoter Score	23	46	-23
<b>Perception: satisfaction</b>	<b>CSAT</b>	<b>2018</b>	<b>Difference</b>
Overall Satisfaction	79%	90%	-11%
Annual gas servicing arrangements	88%	91%	-3%
Has proper heating, is fuel efficient & well-insulated	87%	91%	-5%
Is in a good condition and structurally stable	85%	91%	-6%
Is well managed	82%	91%	-9%
The overall quality of your home	82%	90%	-7%
The general condition of your home	82%	88%	-6%
Is safe & secure	82%	93%	-11%
Has an up-to-date kitchen	79%	84%	-5%
Overall Satisfaction	79%	90%	-11%
The value for money of your rent	79%	83%	-4%
Has an up-to-date bathroom	79%	84%	-5%
The way Hafod deals with enquiries	76%	87%	-10%
Your neighbourhood as a place to live	74%	87%	-12%

Is in an attractive & safe environment	74%	89%	-15%
The way Hafod deals with repairs and property maintenance	72%	82%	-10%
Opportunities to get involved with Hafod	71%	77%	-6%

### Perception: Agree

Perception: Agree	AG	2018	Difference
I know how to access Hafod's services	94%	93%	0%
I understand my tenancy agreement	93%	95%	-2%
I understand my rental charge	90%	-	-
It is easy to contact Hafod	87%	94%	-7%
I am proud of my home	87%	88%	-2%
I understand my rights as a Hafod tenant	87%	91%	-4%
I understand what to expect from Hafod's services	86%	88%	-3%
Hafod has friendly & approachable staff	86%	91%	-5%
I can afford my rent	83%	82%	1%
Hafod keeps me informed about things that might affect me as a tenant	82%	86%	-4%
Hafod publishes fair and balanced information about its activities	79%	87%	-8%
Hafod provides information and advice in a timely manner which is helpful and easy to understand	79%	87%	-8%
Hafod treats me	78%	85%	-7%
Hafod is providing a service that I would expect from my landlord	78%	87%	-9%
I trust Hafod	77%	85%	-7%
Hafod gives me the opportunity to make my views known	76%	81%	-4%
Hafod provides an effective & efficient service	75%	85%	-10%
Hafod is open about what it does	75%	84%	-9%
I understand which site services my service charge is paying for	75%	-	-
Hafod has a good reputation in my area	70%	79%	-9%
I am proud of my neighbourhood	66%	76%	-10%
Hafod listens to my views and acts on them	57%	73%	-15%

### Site Services

Site Services	2019	2018	Difference
The appearance of the neighbourhood	63%	75%	-12%
Grass cutting	60%	50%	11%
The value for money of your service charge	59%	67%	-8%
Quality of estate services	57%	70%	-13%
Cleaning of indoor communal areas	55%	23%	32%
Value for money of estate services	53%	66%	-13%
Maintenance of planted areas	51%	33%	18%
Litter picking	49%	36%	13%
Cleaning of outside communal areas	49%	30%	19%
Window cleaning	30%	17%	13%

## Transactional Satisfaction

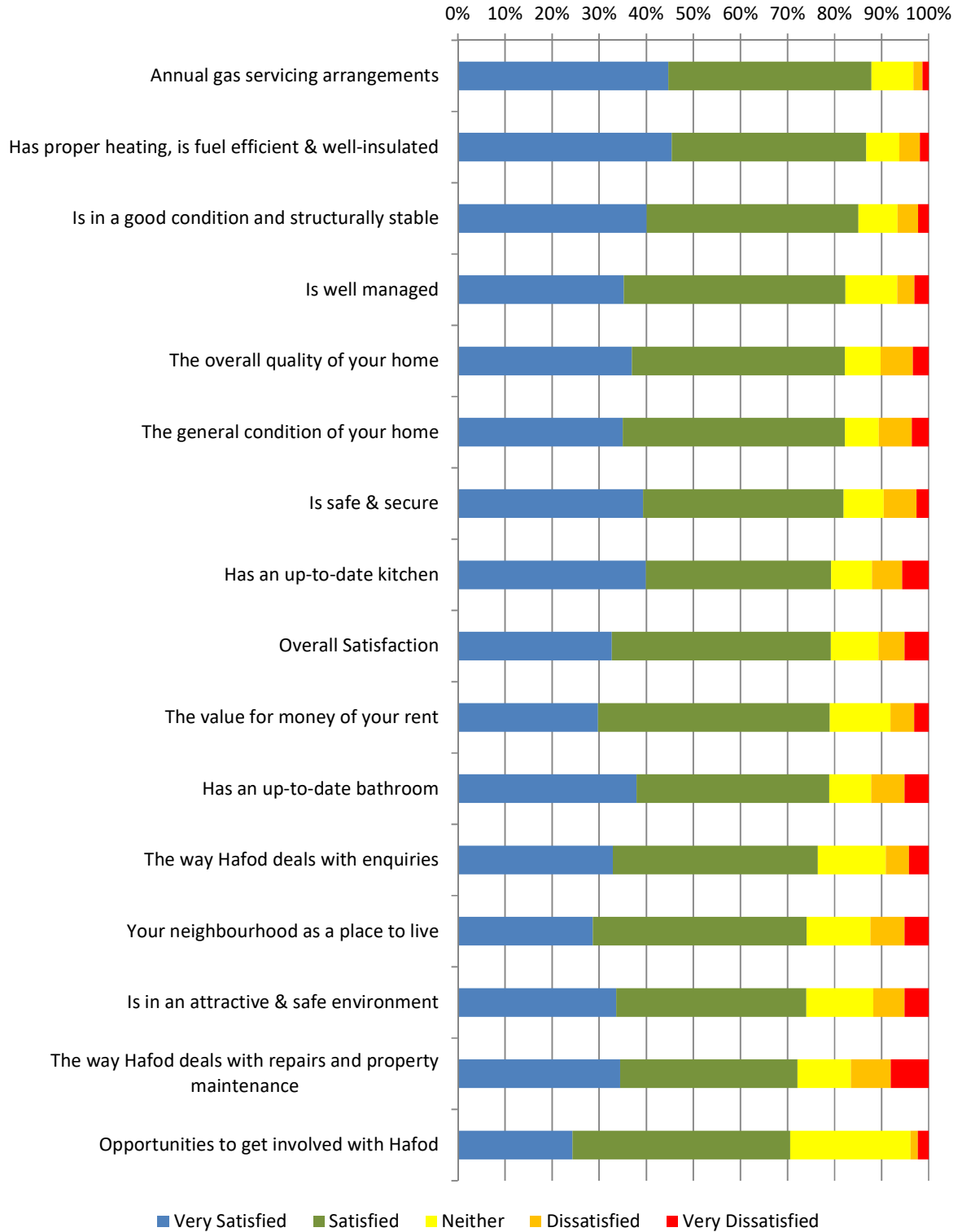
Transactional	2019%	2018%	Difference
ASB Case Handling	32%	-	-
ASB Case outcome	18%	-	-
Complaints handling	52%	-	-
Complaints outcome	39%	-	-
Smart Money	78%	85%	-7%



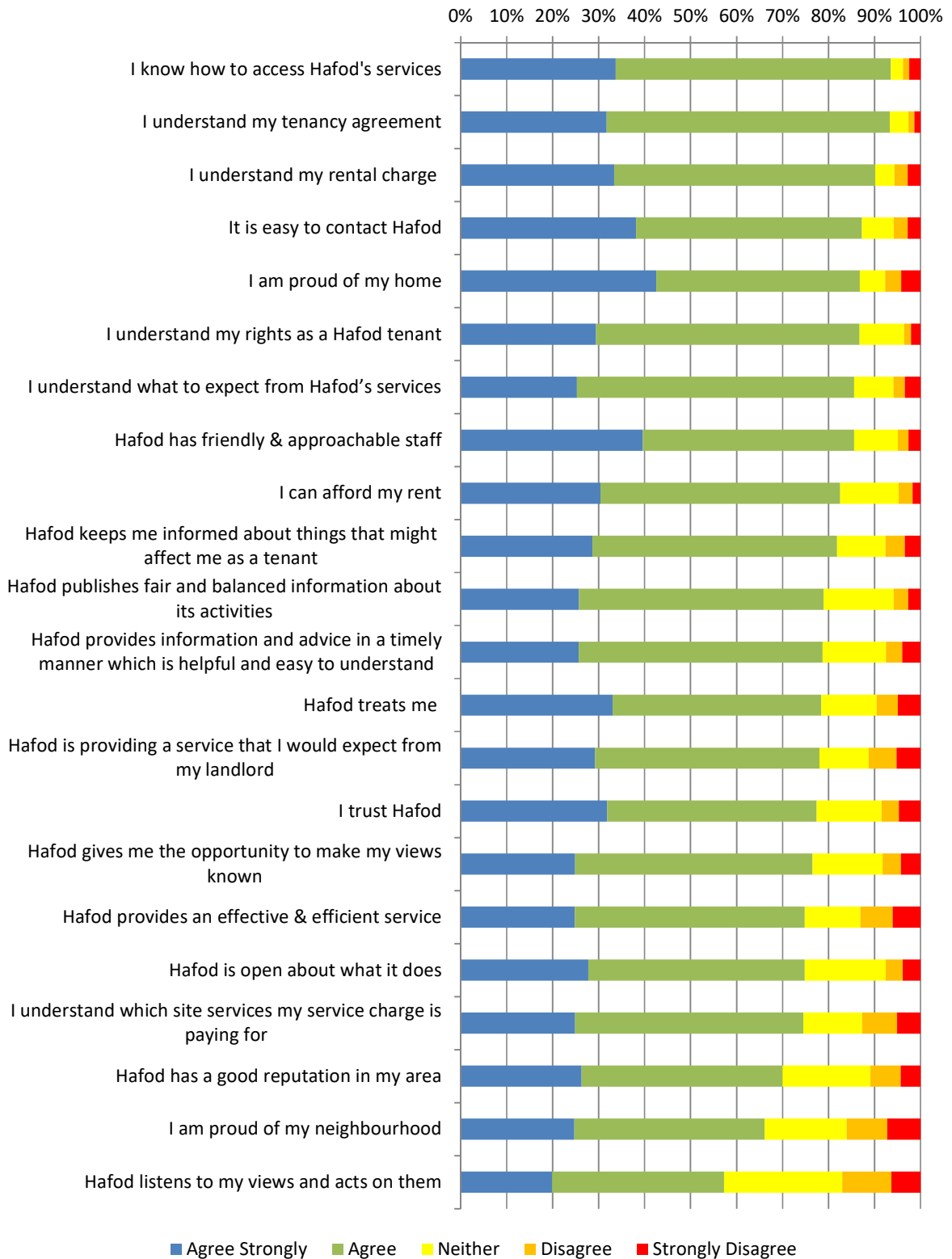
## Appendix 3

### Full questions answers

#### Perception: Satisfaction

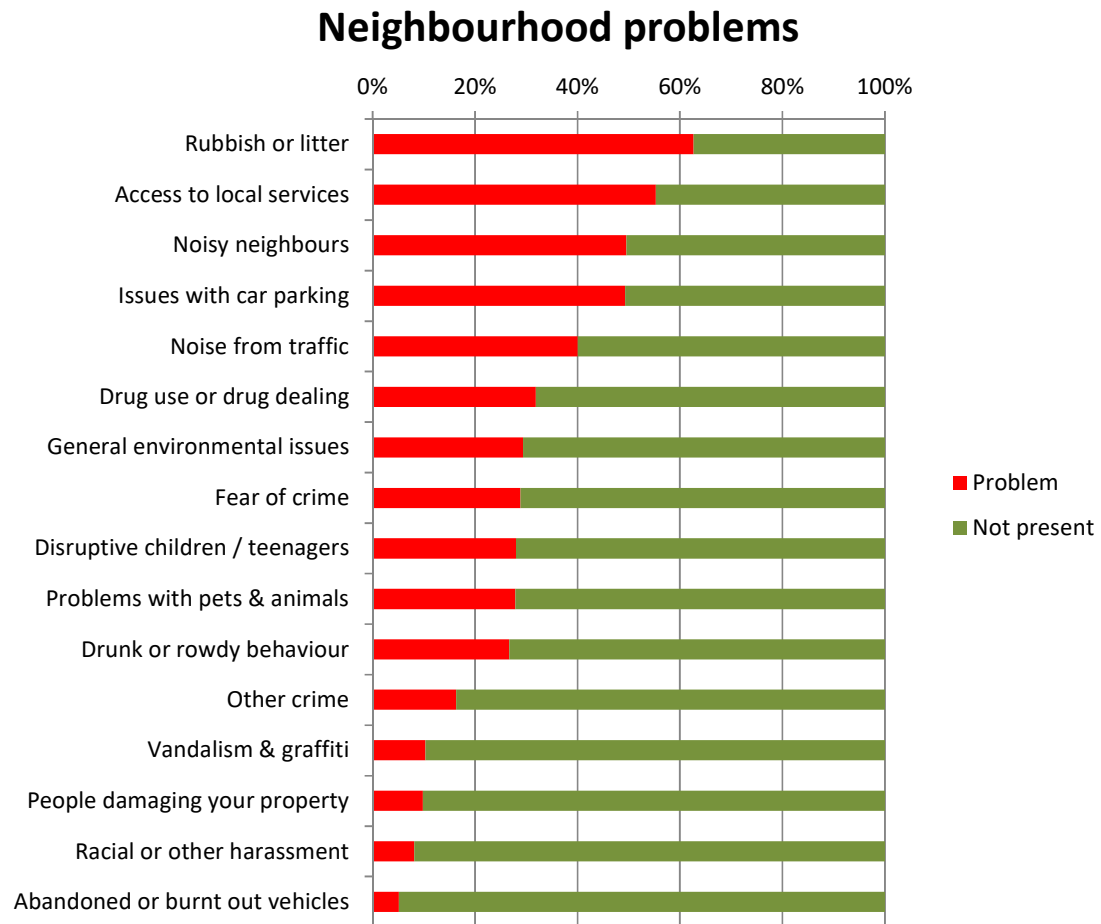


## Perception: Agree



## Appendix 4

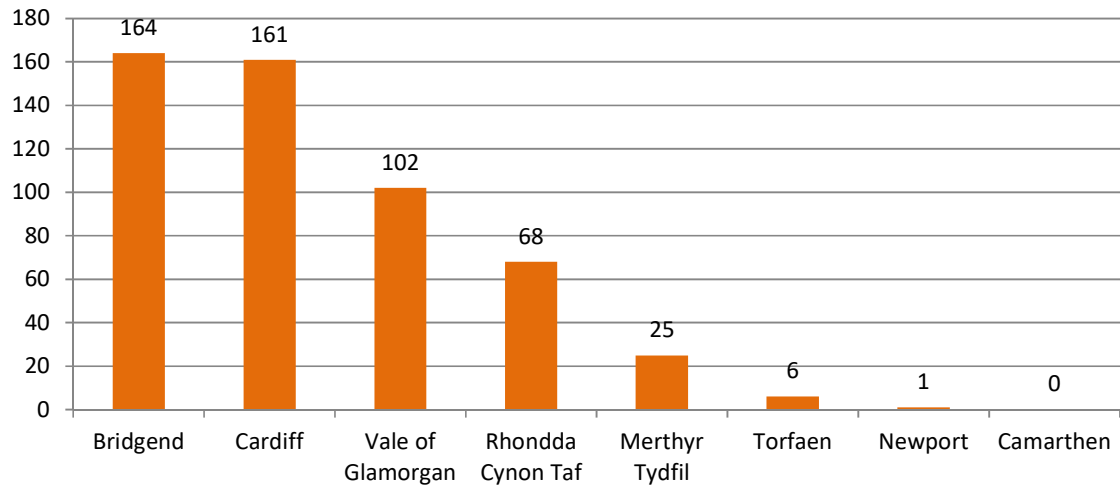
### Neighbourhood problems



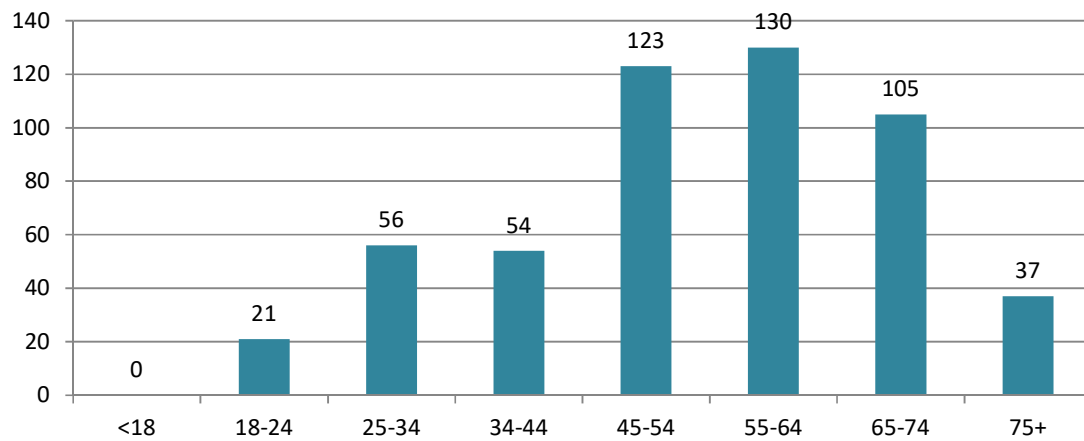
## Appendix 5

### Demographic information.

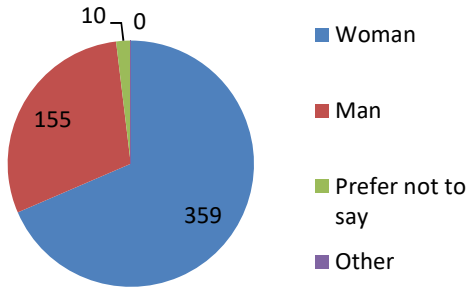
#### Location of respondents



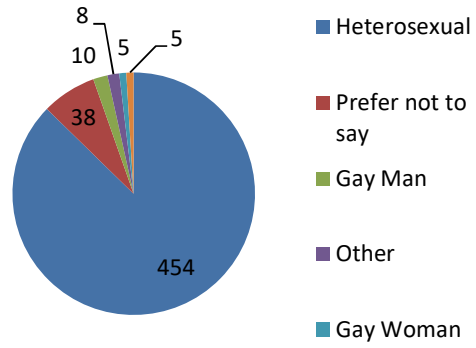
#### Age of Respondents



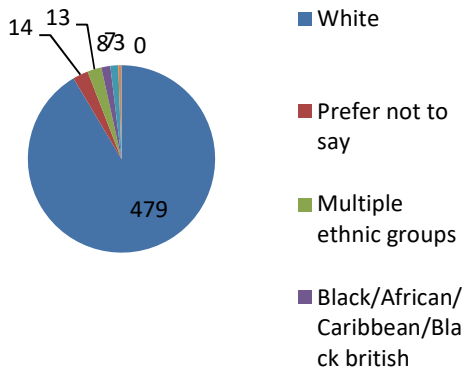
## Gender



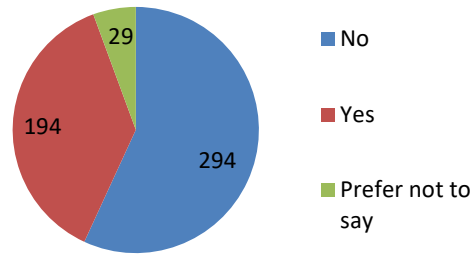
## Sexual Orientation



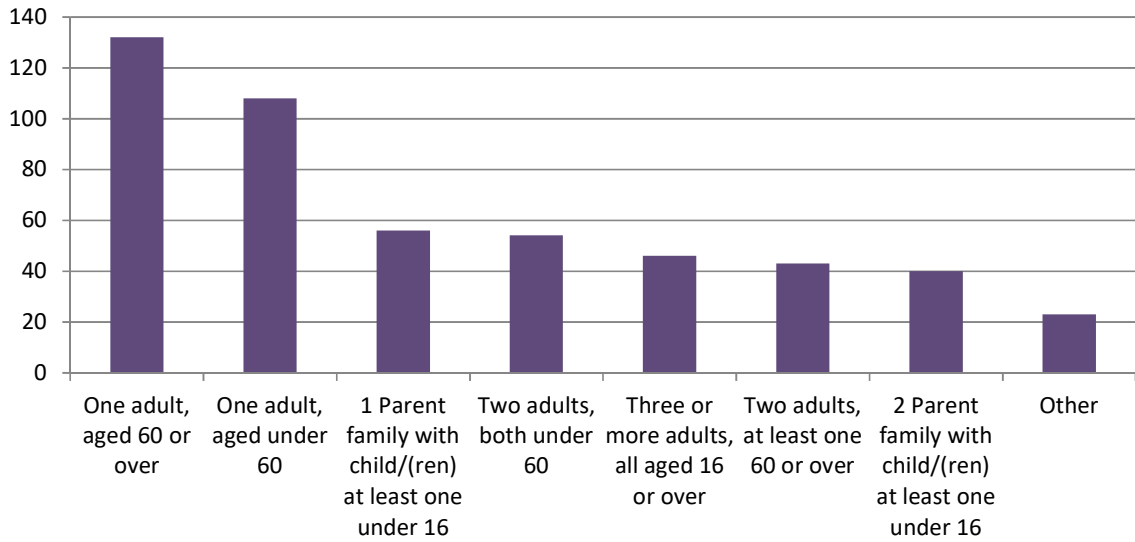
## Ethnicity



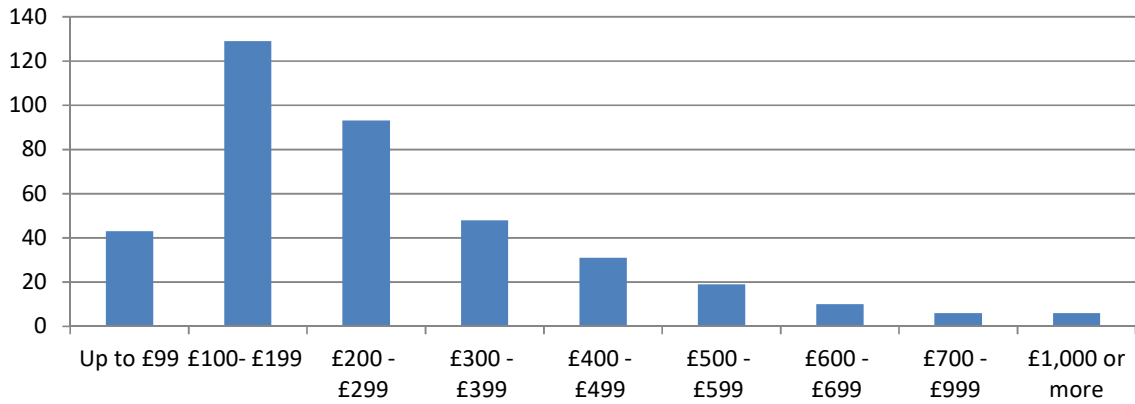
## Disability Status



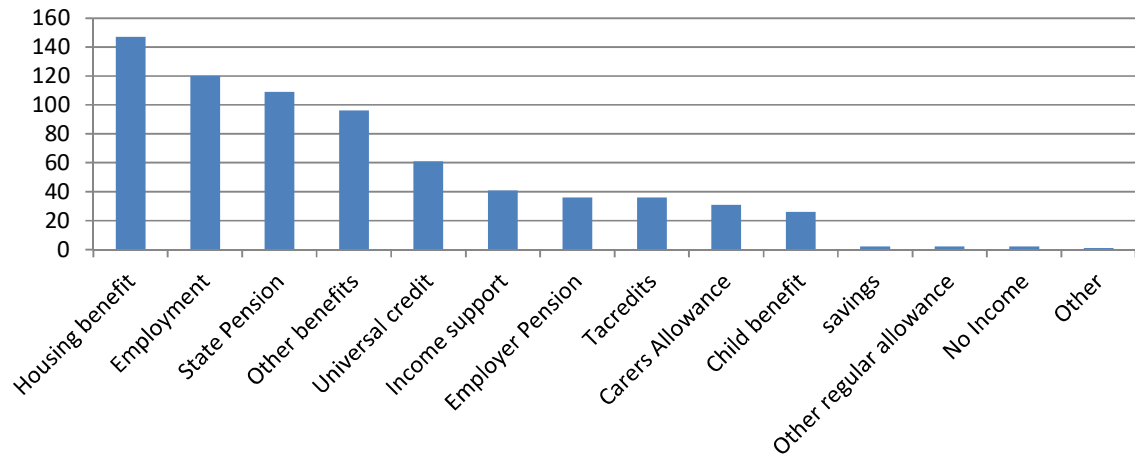
## Household type



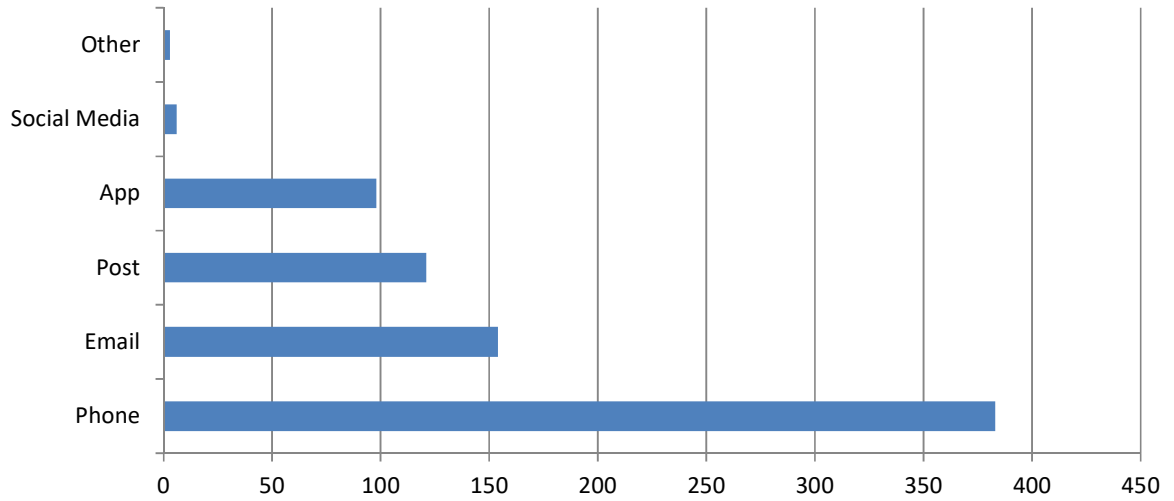
## Weekly Income



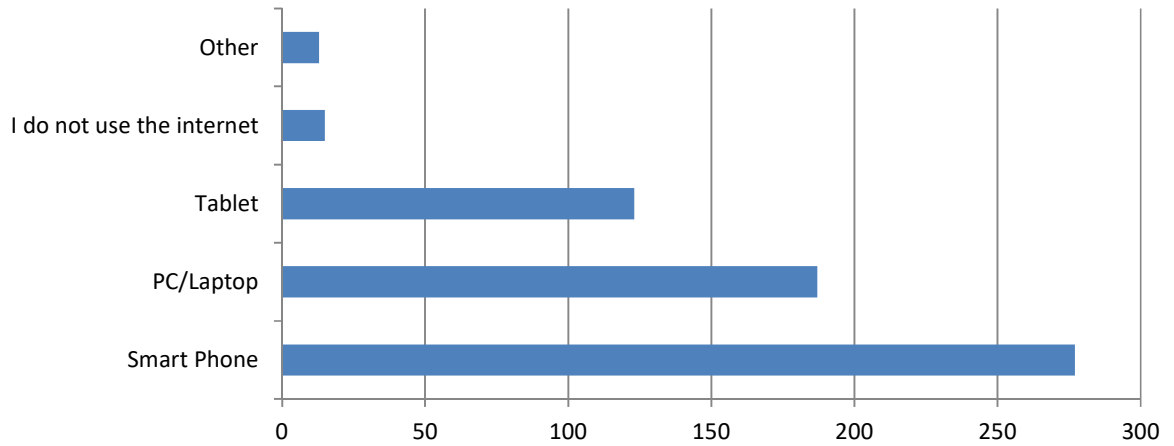
## Income Source



## Preferred contact method



## Preferred device



## Do you follow Hafod on Social Media?

