

Presentation of:

Survey of Tenants and Residents (STAR) 2023

Chris Davies – Customer Experience Manager

E-mail – chris.davies@hafod.org.uk



Making Lives Better



Executive Summary

The 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.

In 2023 (as in 2021), our focus for STAR has been the 12 core questions set by Welsh Government.

The survey was undertaken by Acuity, who specialise in undertaking satisfaction surveys / customer research for the social housing sector. Acuity 9through the course of their exercise contacted over 450 customers via the telephone and the remaining customers were issued the survey via email. We also promoted the survey on our own web-site and social media pages and colleagues were also tasked with promoting the survey during conversations with customers.

We invited our General Needs, WHP & Retirement Scheme Housing customers to take part and received 688 responses to the survey.
(14% response rate, based on 4805 properties)

The survey was issued to 5577 individuals
(to include joint contract holders, so the return rate based on people issued the survey was 12%)

The sample returned for General Needs Housing (606) was large enough for a 95% confidence rate and 4% margin of error.

The samples returned for WHP and Retirement Scheme customers were not sufficient to provide us with a confidence interval of less than 20%, rendering the returns invalid. As such, the focus of this report will be the feedback received from General Needs Customers.

(an explanation of the confidence interval / level can be found on slide 9)

Tenure	Customer population	Number of surveys returned	Confidence interval with a 95% confidence rate	Valid response rate to allow for a 5% confidence interval
General Needs	4767	606 (13% return)	5%	Yes
WHP	581	63 (11% return)	20%	No
Retirement Scheme & Extra Care	229	19 (8% return)	20%	No

STAR 2023 Results



**Overall
Satisfaction**

69%



**Net promoter
score**

8.62
(2021 = 7.62)

Overall satisfaction has increased from **67%** in 2021 to **69%** in 2023

Our Net Promoter score has increased from 7.62 **to 8.62** since 2021. 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”.

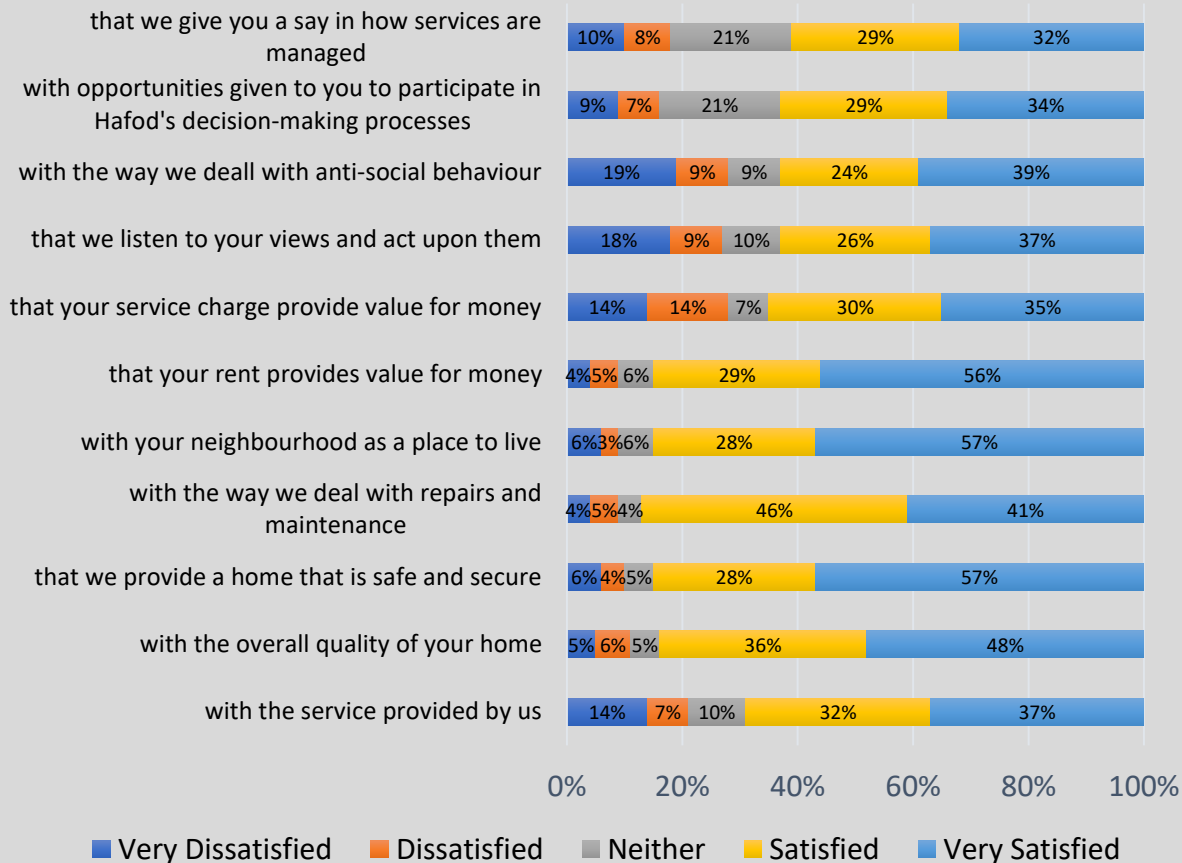
STAR Question	2023	2021	2020
How satisfied are you:			
with the service provided by us	69%	67%	63%
with the overall quality of your home	84%	75%	67%
with the way we deal with repairs and maintenance	87%	62%	66%
with your neighbourhood as a place to live	85%	70%	75%
that your rent provides value for money	85%	71%	65%
that your service charge provides value for money	65%	48%	46%
that we listen to your views and act upon them	63%	50%	51%
that we provide a home that is safe and secure	85%	72%	68%
with the way we deal with anti-social behaviour	63%	43%	26%
with the opportunities given to you to participate in our decision making process	63%	54%	Not asked
That we give you a say in how services are managed	61%	50%	Not asked
To what extent do you agree with the following:			
I trust Hafod	69%	64%	67%

Qualitative feedback

Customers were invited to provide feedback to a number of supplementary questions within the survey. Which were:

- **What is the main reason for your answer when it comes to overall satisfaction?** – A total of **599** comments were received (**285** negative & **314** positive). Common themes (which are the same for both negative and positive) include – Communication, repairs, property condition, speed of response / action.
- **If you are not satisfied with either the quality or safety of your home please can you explain the reason why?** – A total of **178** comments were received, the majority were negative. Common themes include – Damp issues & general repair issues
- **If you are not satisfied with how Hafod deals with repairs and maintenance, please could you explain the reason why?** – A total of **289** comments were received, the majority were negative. Common themes include – Time taken to respond to repair requests, repairs not being completed and poor communication about repair requests.
- **If you are not satisfied with the way Hafod listens to your views and acts upon them, how could Hafod improve?** – A total of **208** comments were received, the majority were negative. Common themes include – Poor communication, lack of action and customers requesting we actually, Listen!
- **If Hafod could do ONE thing to improve its services, what would you like it to be?** – A total of **625** comments were received. While some customers reported there is nothing they would like to see change. The majority of customers provided suggestions. Common themes include – Better communication, listen and respond better and improve response times for service requests.

How satisfied are you:



I trust Hafod

