

Rosebery Voice

Spring Survey 2021 Final Report

Summary

Together with Tenants

Rosebery was an early adopter of this National Housing Federation (NHF) initiative to create a stronger relationship between housing associations and residents. Housing associations that adopt the Together with Tenants charter sign up to six commitments, including the following.

Voice and influence

The focus of this commitment is that we will regularly seek and value the views of residents and will use this information to inform decisions. Every individual resident will feel listened to by their housing association on the issues that matter to them and can speak without fear.

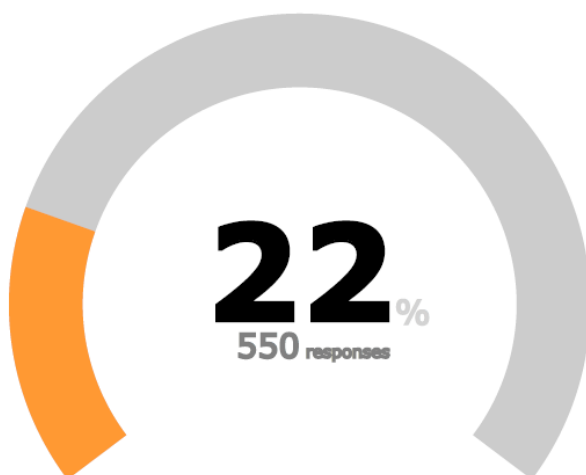
Rosebery is fully aligned with Together with Tenants and supports this core commitment to provide accessible routes for residents to offer their views on the services that are delivered by Rosebery. For this reason, we have decided to re-brand the Sounding Board, a method used for capturing resident feedback launched in October 2019. Now known as **Rosebery Voice**, it will provide an interactive, engaging and informal way for all Rosebery residents to make their voices heard.

Rosebery Voice

Every quarter we will ask residents to participate in the Rosebery Voice survey. These surveys will always include a suite of 'tracker' questions which will allow us to monitor how well we are doing and where improvements need to be made over time. We will also ask a number of 'topical' questions. These will primarily be used to help us understand key service issues and plan for change. These will vary depending on what the key issue is at the time of each survey. The topical questions for this survey focused on Estate Services, involving communal cleaning and ground maintenance.

Response Rate

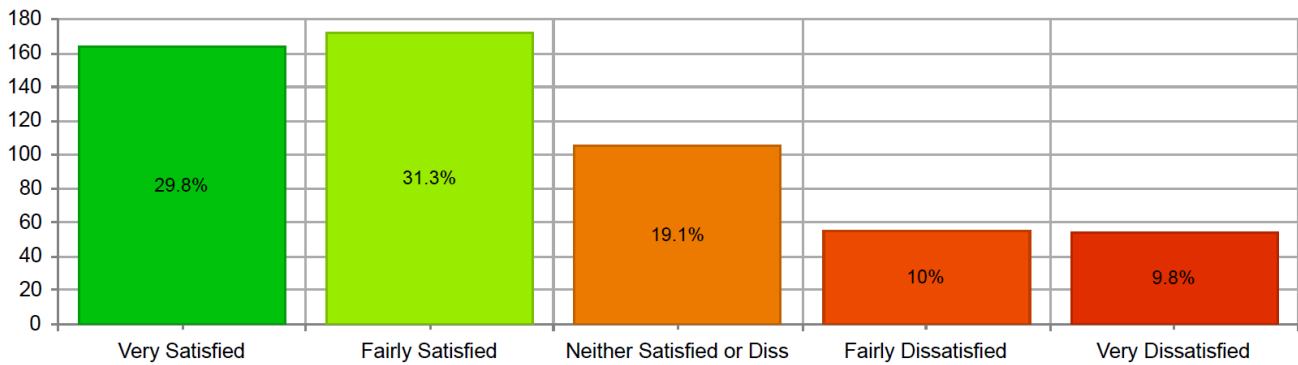
All to date



Response Rate

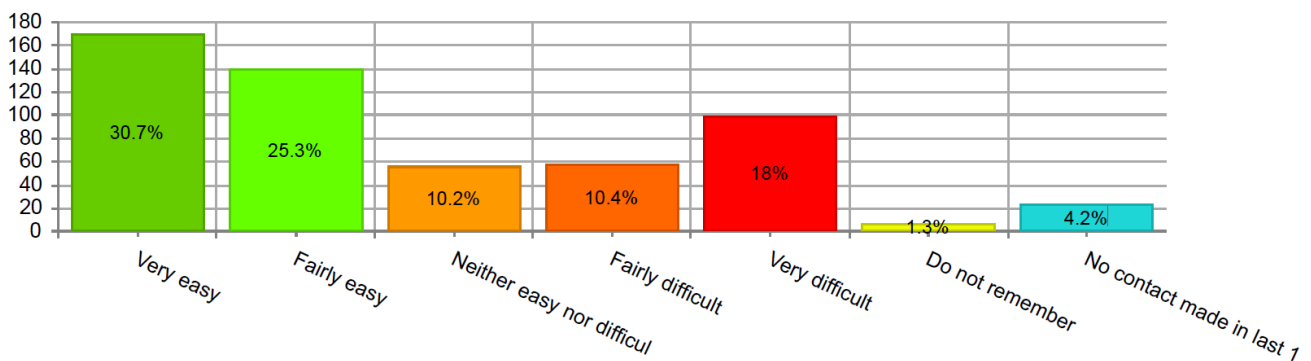
The survey was sent digitally to 2470 tenants of Rosebery HA. It was sent a total of 3 times over the period 26th May to 10th June 2021. 550 responses were received, giving a response rate of 22%. 1460 tenants did not have any digital means of communication. 2 tenants were unable to complete the survey electronically, and these were completed by telephone.

In general, how satisfied or dissatisfied are you with the way we keep you informed about our services?



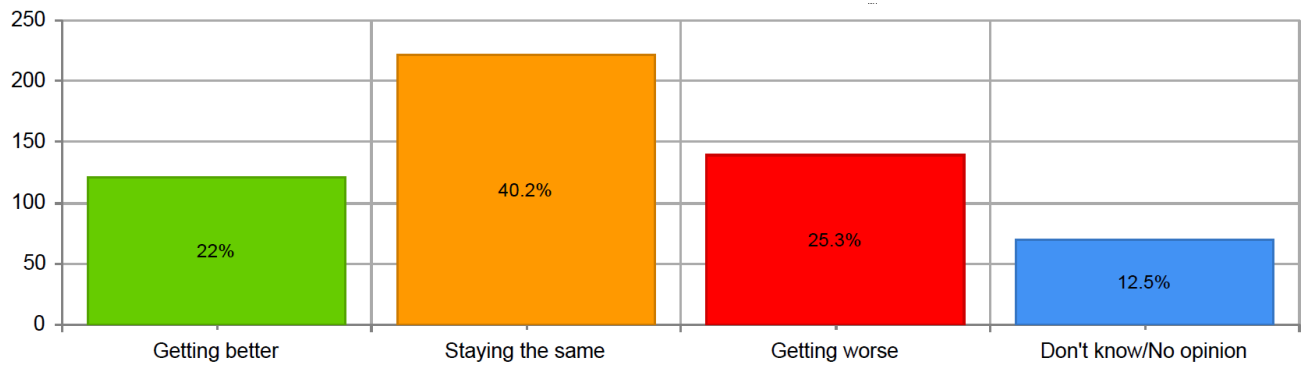
Very Satisfied	164
Fairly Satisfied	172
Neither Satisfied or Dissatisfied	105
Fairly Dissatisfied	55
Very Dissatisfied	54
Totals	550

When you last contacted Rosebery, how easy was it to find someone who could deal with your enquiry?



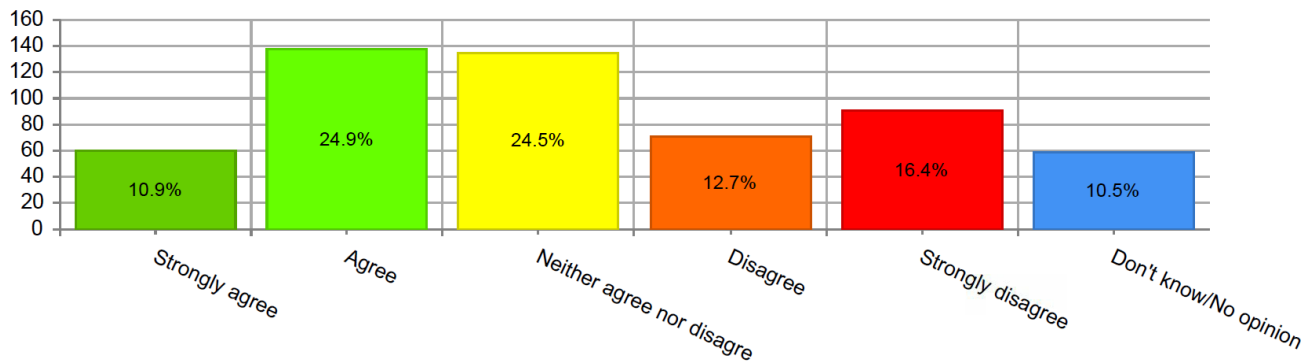
Very easy	169
Fairly easy	139
Neither easy nor difficult	56
Fairly difficult	57
Very difficult	99
Do not remember	7
No contact made in last 12 months	23
Totals	550

In general, do you think Rosebery's service is getting better, staying the same or getting worse?



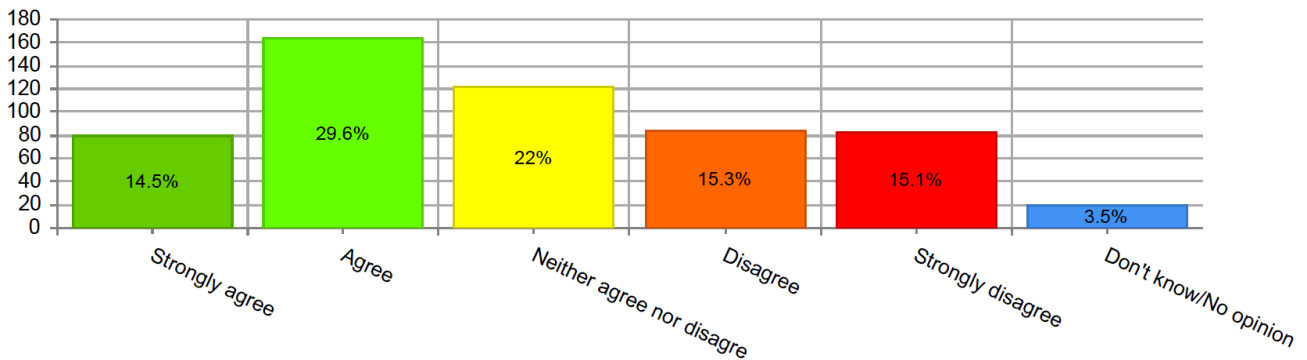
Getting better	121
Staying the same	221
Getting worse	139
Don't know/No opinion	69
Totals	550

My landlord listens to resident's views and acts on them.



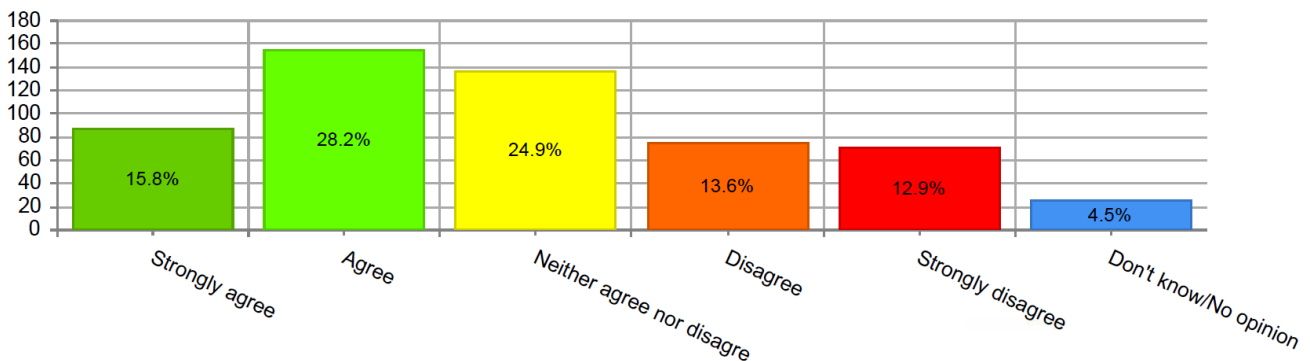
Strongly agree	60
Agree	137
Neither agree nor disagree	135
Disagree	70
Strongly disagree	90
Don't know/No opinion	58
Totals	550

Rosebery's services represent high quality.



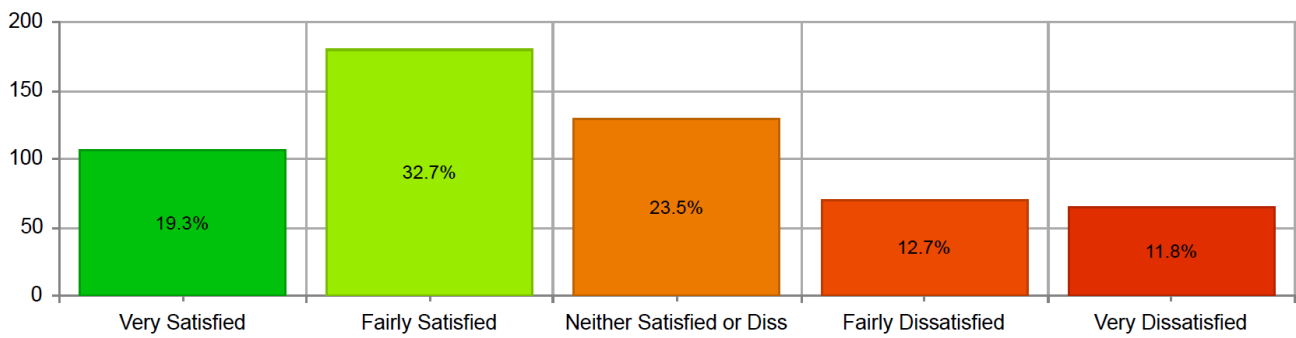
Strongly agree	80
Agree	163
Neither agree nor disagree	121
Disagree	84
Strongly disagree	83
Don't know/No opinion	19
Totals	550

Rosebery's services represent value for money.



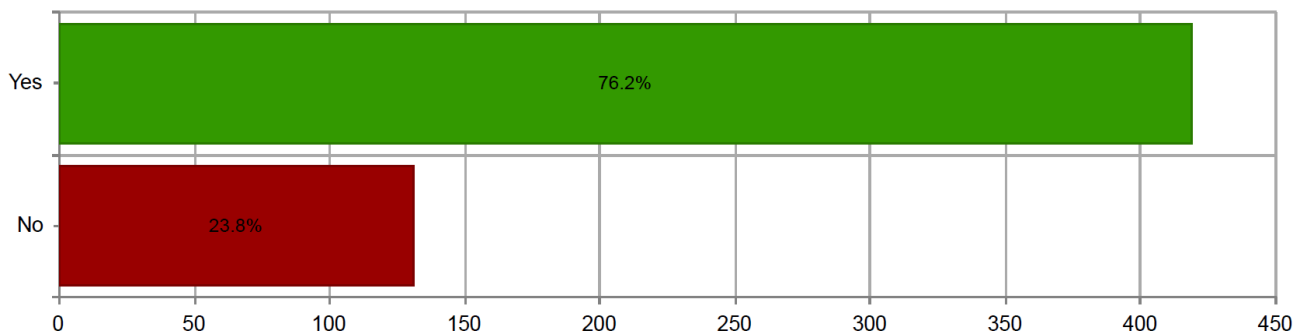
Strongly agree	87
Agree	155
Neither agree nor disagree	137
Disagree	75
Strongly disagree	71
Don't know/No opinion	25
Totals	550

How satisfied are you with the current estate services?



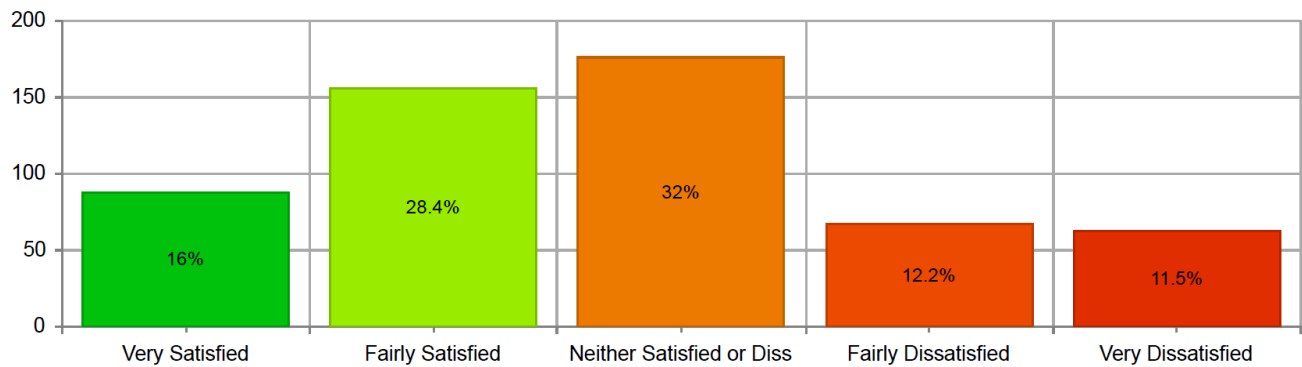
Very Satisfied	106
Fairly Satisfied	180
Neither Satisfied or Dissatisfied	129
Fairly Dissatisfied	70
Very Dissatisfied	65
Totals	550

Do you feel the current estate operatives carry out their tasks in a clean and tidy manner?



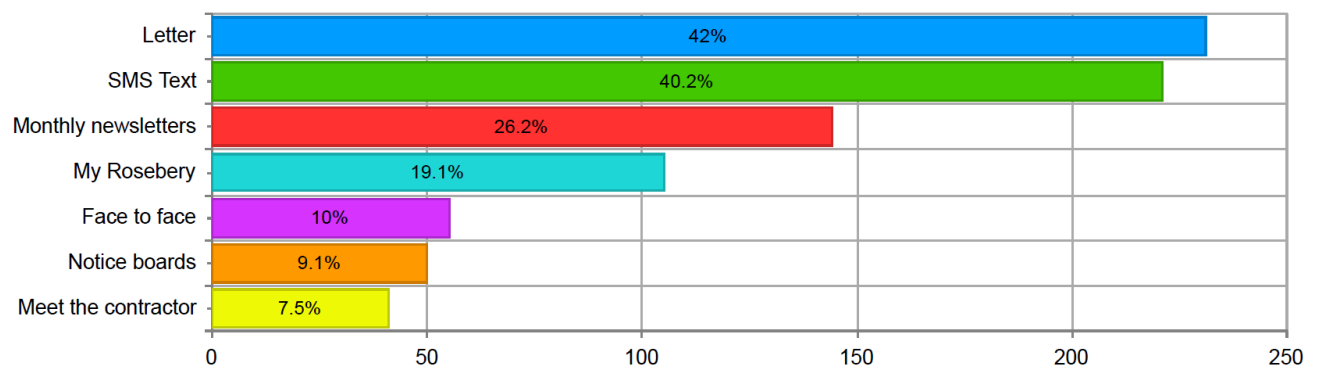
Yes	419
No	131
Totals	550

How satisfied are with the level of communication relative to the estate service provided?

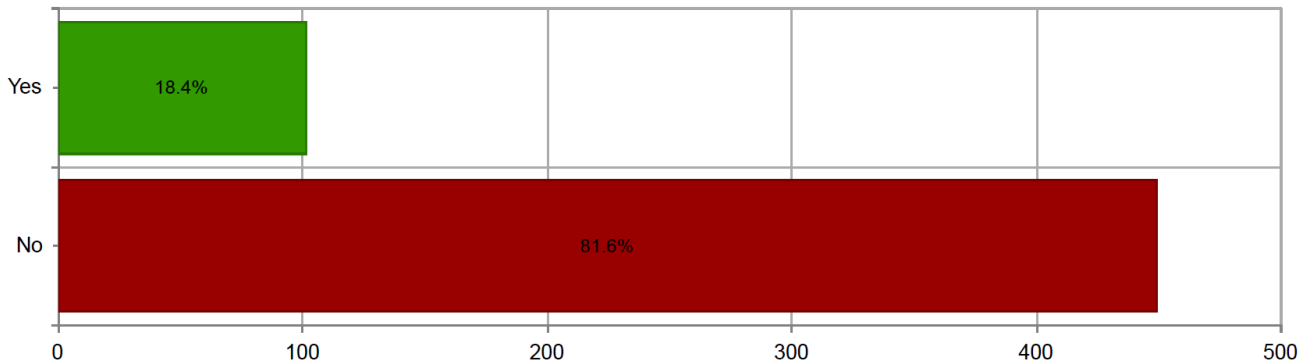


Very Satisfied	88
Fairly Satisfied	156
Neither Satisfied or Dissatisfied	176
Fairly Dissatisfied	67
Very Dissatisfied	63
Totals	550

What media channel would be preferable to provide more information about your services?



Would you be interested in being an estate champion?



Yes	101
No	449
Totals	550

Conclusions

Initial Findings

Overall, we are very pleased with the number of responses that we received for our first **Rosebery Voice** survey. Our expectations were exceeded when compared to the previous 'Sounding Board' surveys where we received an average response rate of around 10%. The fact that we received 550 responses, representing 22% of those surveyed, is an excellent achievement and offers us a good insight in to how residents feel about our services and where we need to improve.

We believe that one of the reasons for the higher response rate is that, for the first time, we offered participants the opportunity to give their feedback via SMS Text as well as email. We also allowed participants to contact us and complete the survey over the telephone if they did not have a compatible device to use SMS Text. The 'ease and effort' of responding via SMS Text possibly encouraged more residents to take part.

Due to the significant increase in responses for this survey, we will not be making any comparisons to the last quarterly survey completed in Winter 2020. The data sample then was less than half of what we received from this Rosebery Voice survey and comparing them would lead to distortions in the results.

However, it is anticipated that the survey findings will assist Rosebery by:

- Providing immediate customer opinions in relation to our performance and overall service delivery standard
- Providing insight into comparative opinions between customer groups; and Providing a benchmark of results from which to compare.

Key Statistics – customer tracker questions

Overall, the majority of respondents (61%), are satisfied with the way Rosebery keeps them informed about the services they receive. This is encouraging.

However, 19.1% were neither satisfied or dissatisfied. This is higher than we would have expected to see so further analysis will be carried out to fully understand why respondents offered a neutral response.

When asked 'When you last contacted Rosebery, how easy it was to find someone who could deal with your enquiry?', the majority (56%), rated this service attribute as either 'very easy or fairly easy. We were disappointed to note that 18% found it very difficult. These responses will also be analysed in more detail, so we have a full understanding what the issues were for those residents reporting difficulty and see how we can improve.

When asked, 'In general, do you think Rosebery's service is getting better, staying the same or getting worse?' the majority (62%) of respondents said we are either getting better or staying the same. This is positive given the challenges we have faced over the past year to provide a 'business as usual' service, with all staff working remotely as a result of the COVID-19 pandemic. There were though 25.3% of respondents who stated that we are getting worse and 12.5% don't know or did not have an opinion.

There was a mixed response to the statement, 'My landlord listens to resident's views and acts on them.' Overall:

- 35.8% stated that they either 'strongly agree or agree'
- 29.1% stated that they 'strongly disagree or disagree'
- 24.5% offering a neutral response and
- a further 10.5% stated they don't know/no opinion.

Over the coming months we plan to do more work in this area, by reaching out to local residents in their communities through 'pop-up' community events. This will enable us to hear residents' views directly on how they can influence decisions made on the services we provide.

Estate Services – topical questions

These questions focused on the delivery of our Estate Services covering:

- **Communal cleaning:** de-littering our open spaces and cleaning internal hallways and stairwells
- **Ground maintenance:** grass cutting and shrubbery pruning

The reason why this service area was chosen is that our 'Virtual Scrutiny Panel' are due to carry out a service review of this area. It was felt that the feedback provided would be a useful source of data, to gauge customer satisfaction with the existing service.

- Over half (52%) of respondents said they were very or fairly satisfied with the current estate service.
- 23.5% stated that they were neither satisfied or dissatisfied
- 11.8% were very dissatisfied

The number of respondents indicating dissatisfaction is low but the figure for neither satisfied or dissatisfied is higher than we would expect to see. Work to analyse this feedback in more detail will take place to 'unpack' the reasons for the neutral and negative responses and to establish if there are any key themes that we need to address.

When asked 'Do you feel the current estate operatives carry out their tasks in a clean and tidy manner?', the majority of respondents (76.2%) said 'Yes'.

An area, where an early improvement plan will be required relates to the question asked on, 'How satisfied are you with the level of communications relative to the estate service that is provided?'

- Less than half of all respondents (44.4%), were very satisfied or fairly satisfied
- More than half (55.6%) offered neither satisfied or dissatisfied.

Observations and Considerations

Overall, Rosebery believes the results were positive, with the feedback received across the customer satisfaction 'tracker questions' rated favorably.

We feel that the feedback provided is a good starting point. However, further work is required to fully understand the reasons for the high percentage of 'neither satisfied or dissatisfied' responses received so we can 'pinpoint' the reasons for these neutral responses and see whether there are any key themes/trends that we need to address.

We plan to contact respondents, either to request if they would be interested in attending a specific 'focus Group' to discuss their issues in more detail or willing to offer additional feedback on a 'one to one' basis. Our aim will be to complete this work by the end of July and report what actions will be taken in September.