



Resident Scrutiny Panel

14 April 2011

Report for Decision

RESIDENT SATISFACTION DATA INQUIRY

SUMMARY SHEET

Summary / Introduction:

The Resident Scrutiny Panel looks at lots of data regarding Resident Satisfaction. We wanted to make sure that we understood where the data comes from, how many residents it represents and how accurate the data is.

Conclusions:

Response rates from Residents to the various methods of gathering Satisfaction data were very low.

The telephone survey we commissioned increased the response rates from Westlea Residents from 23% to 63% and from OCHA Residents from 8.6% to 46%.

Status survey questions were very general and didn't gather local information that could be used to improve situations for our Residents.

Recommendation(s):

1. GreenSquare uses telephone surveys to gather Satisfaction data for responsive repairs twice a year, for a two week period, to back up the other methods of gathering the data.
2. GreenSquare uses telephone survey methods to gather satisfaction data regarding ASB, Complaints and New homes. These are areas where statistical accuracy is more of a concern.
3. The Group moves away from benchmarking the status survey results, with a group of Residents involved to ensure the survey questions are designed to help improve services locally.

List of Appendices:

1. Summary of all current methods of gathering Resident Satisfaction data.
2. Results of the pilot telephone survey

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1 **Reasons for Inquiry**

- 1.1. The Resident Scrutiny Panel looks at lots of data regarding Resident Satisfaction, for example the Balanced Scorecard and the Status Survey results. We wanted to make sure that we understood where the data comes from, how many residents it represents and how accurate the data is. We felt we could not function well as a Scrutiny Panel using this data, if we were not sure it represented all the GreenSquare Residents, so we decided to hold an inquiry into the gathering of Resident Satisfaction data at GreenSquare.

2. **Methodology**

- 2.1 Interviewed Clare Marchment, Jen Eastman, Anna Kelly, Celia Fletcher, Claire Holloway, Julianne Britton. *Report attached Appendix 1.*
- 2.2 Commissioned a two week telephone survey to check Resident Satisfaction with recent responsive repairs. This was instead of the usual method of checking using a postage paid reply card. *Report attached Appendix 2.*
- 2.3 Discussed the matter in four Resident Scrutiny Panel meetings.

3. **Findings**

- 3.1 We found that GreenSquare as a Group goes to a lot of trouble and expense to check that Residents are satisfied with the services it provides. We felt that unfortunately the response level from Residents to the various methods of gathering Satisfaction data was very low. This is especially true for the responsive repairs service.
- 3.2 The telephone survey we commissioned increased the response rates from Westlea Residents from 23% to 63% and from OCHA Residents from 8.6% to 46%. The OCHA survey took longer due to the difference between the questions used. Some OCHA residents found the repairs survey questions difficult to understand. In future ideally the same questions should be used across the group.
- 3.3 In addition we noted that the questions asked to Residents in the Status survey were very general and didn't gather specific information that could be used on a local level to improve situations for groups of Residents. We understand this is because GreenSquare uses the results to benchmark against other Housing Associations.

4. **Benefits**

- 4.1 We feel that telephone surveys will help the Group be sure it is delivering the best services to Residents and that it's Resident Satisfaction data is truly representative. With higher response rates the Group and the Residents can have greater confidence in the results.

4.2 We feel that if the Status survey questions were designed to gather more local information and data, the results would enable to Group to target services better at a local level and improve Resident Satisfaction. Residents may also be more inclined to reply to the Status survey, if the questions were more locally based and they felt it may have an impact on the services they receive.

5. **Costs**

5.1 This inquiry has taken six months to carry out and has taken approximately 30 hours of Panel member's time. We would estimate it has taken approximately 10 hours of staff time to answer our questions and gather data for us.

5.2 The pilot telephone survey cost £782 which has come from the Resident Scrutiny Panel consultant fund. If the questions asked had been uniform across the Group this would have cost less.

5.3 To implement our recommendations the Group would incur higher costs to carry out telephone surveys. Appendix 2 contains an estimate of costs involved in changing over to a telephone survey for ALL responsive repairs surveys throughout the year. We are only suggesting using it twice a year which should cost approx £1560 based on our pilot. We feel this additional expense is worthwhile to improve confidence in the statistics provided.

6 **The Future**

6.1 The Resident Scrutiny Panel would like to be informed if the Group decides to carry out our recommendations and would like to see the data gathered if so. If the Group decides it is able to alter the questions in the Status Surveys we would like to be involved in the consultation with residents about new wording.

7 **Acknowledgements**

7.1 Thanks to Jen Eastman and the staff of the market research survey team who carried out the telephone survey pilot. Thanks also to Clare Marchment, Jen Eastman, Anna Kelly, Celia Fletcher, Claire Holloway and Julianne Britton for their time and the information they provided.

8 **Recommendation**

8.1 Members are asked to: -

8.2 We suggest that GreenSquare considers using telephone surveys as a means of gathering Satisfaction data for responsive repairs. We realise this is a more expensive method but we feel it gives a better

level of response and would recommend using it twice a year, for a two week period, to back up the other methods of gathering the data.

- 8.3 We suggest GreenSquare uses telephone survey methods to gather satisfaction data regarding ASB, Complaints and New homes rather than paper based methods. These are areas where statistical accuracy is more of a concern.
- 8.4 We would like to see, when possible, that the Group moves away from benchmarking the status survey results and is able to alter the questions asked to Residents. We would suggest a group of Residents is involved at this point, to ensure the survey questions are designed to gather the most useful information to help improve services to Residents at a local level.