

ORWELL CUSTOMER SATISFACTION SURVEY REPORT 2021



Image created from 20000 words from survey comments.

July 2021

Executive Summary

In 2021, a survey was sent to all residents who receive a housing, care, or estate service provided by Orwell. The survey was carried out from May to June with an extended deadline to maximise responses.

The previous survey was last carried out in 2017 and all residents were surveyed.

Key findings

Altogether **34.3%** of tenants responded to the survey and high levels of satisfaction with homes and services have been demonstrated with the following key findings:

General Needs and Housing for Older People (Alms-houses, Sheltered & Extra Care)

- **78%** are satisfied with the 'service overall' provided by Orwell
- **74%** are satisfied with the quality of their homes
- **77%** are satisfied that Orwell provides a home that is healthy, safe & secure
- **74%** are satisfied with the repairs and maintenance service
- **74%** feel their rent & service charges provides value for money
- **74%** are satisfied their neighbourhood is a safe & secure place to live

Care and Support

- **83%** are satisfied the overall care and support service provided by Orwell

Please note:

All results are inclusive of 'neither' or 'no opinion' unless otherwise stated.

There has been a significant rise this year in customers choosing the 'neither'/'no opinion' options which has significantly impacted the results compared to previous satisfaction levels reported.

Executive Summary Table 1

Key indicators 2021 - Comparison of key findings for all tenures
(% tenants very or fairly satisfied)

Key comparison of findings for all tenant groups (% tenants very or fairly satisfied)	Combined General Needs & Older People	General Needs	Housing for Older People (HFOP)	Supported*	Shared Owners**
Overall service provided by Orwell	78%	77%	84%	77%	28%
Quality of home	74%	73%	81%	85%	72%
Healthy, safe & secure home provided	77%	76%	83%	88%	89%
Repairs and maintenance	74%	74%	78%	68%	n/a
Value for money of rent & service charge	74%	73%	81%	59%	44%
Listening to tenants' views	64%	65%	61%	59%	29%
Given opportunity to get involved	58%	58%	57%	55%	36%
Neighbourhood: healthy, safe & secure to place to live	74%	73%	78%	81%	83%
Overall Estate Services	64%	62%	73%	70%	73%

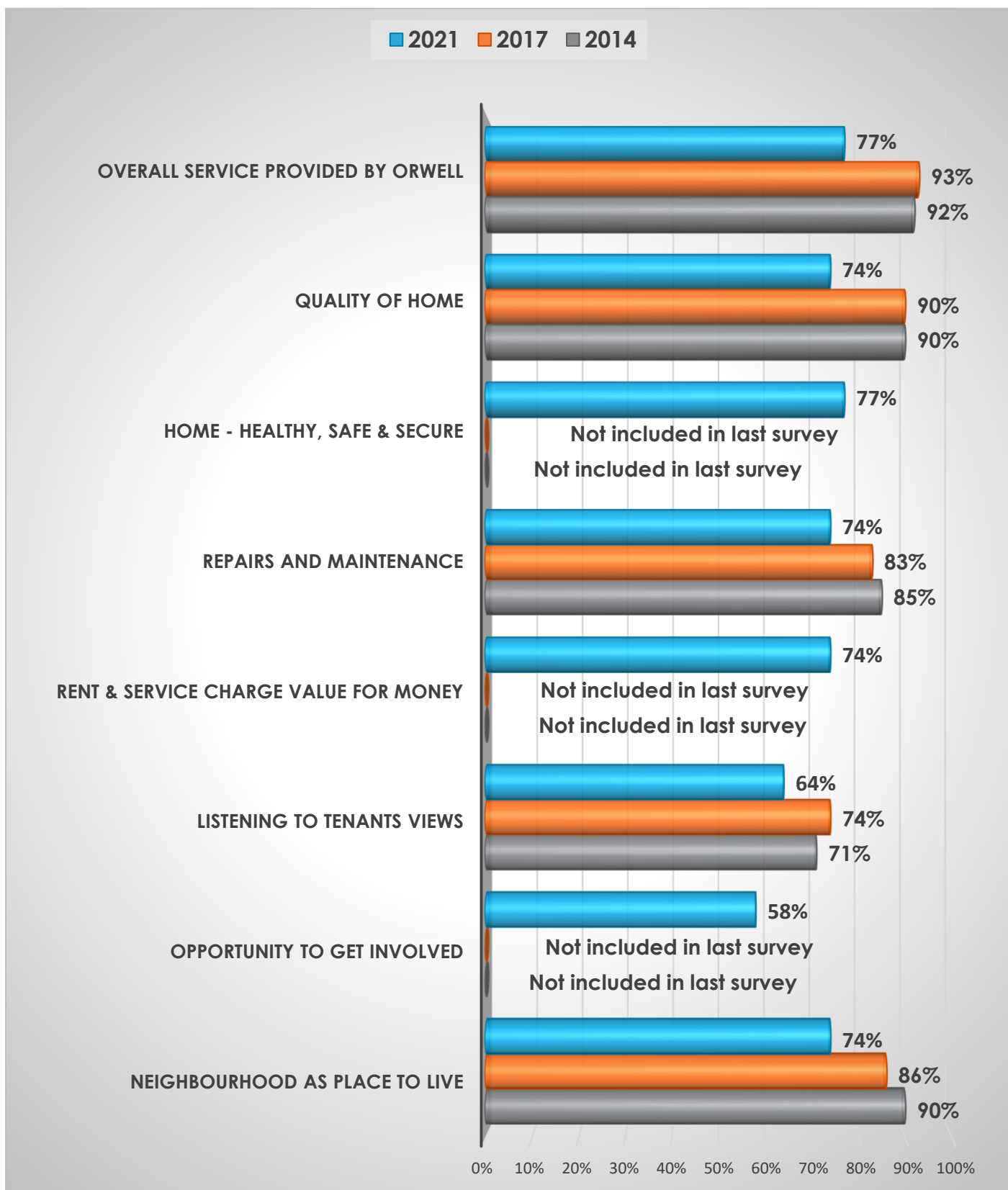
* Refers to condition of shared facilities in Supported & Temporary Supported Housing accommodation and only 5 responses were received from TSH; the majority of responses were received from our Supported LD Services.

** Shared Ownership information includes Leasehold for Older People and only 16 customers responded to the survey.

Executive Summary – Chart 1

Key indicators – General Needs and Housing for Older People

(% tenants very or fairly satisfied)



Contents

1. Introduction	6
1.1 Aims of the Customer Satisfaction Survey	6
1.2 How the results are presented	6
1.3 Survey methodology	6
1.4 Fieldwork	6
1.5 Incentives	6
1.6 Response rates	7
1.7 Accuracy	7
1.8 Survey design	7
1.9 Notes to figures	7
2. Orwell Customer Satisfaction Ratings	8
2.1 Housing Services	8
2.2 Estate Services	9
3. Care and Support Services	10
3.1 Housing for Older Persons Services	10
3.2 Supported Services	11
4. Equality and Diversity – Customer Demographic	12
4.1 Satisfaction analysis by Gender	12
4.2 Satisfaction analysis by Ethnicity – White British	13
4.3 Satisfaction analysis by Ethnicity – Other Ethnicities	13
4.4 Satisfaction analysis by Mobility	14
4.5 Satisfaction analysis by Disability	14
4.6 Satisfaction by Age	15
5. Comparison with previous surveys	15
5.1 Satisfaction with overall services 2014 – 2017	15
6. Survey Response Channels	16
6.1 Survey Response Channel - Overall	16
6.2 Response Channel, by Property Category	16
6.3 Response Channel, by Age	17
6.4 By Local Authority	18
7. General findings	19
7.1 Comments received	19
7.2 Additional Services	19

1. Introduction

Orwell previously used a customer satisfaction survey format devised by Housemark that allowed landlords to compare and improve their service delivery areas. Orwell ended Housemark membership in 2020 and therefore this survey was created using a set of questions agreed with all the service delivery areas concerned.

1.1 Aims of the survey

To determine current customer satisfaction with their homes and the services that Orwell provides.

To provide information for satisfaction measures and insight on the quality of homes, repairs, safety, engagement, and neighbourhood management as per the Charter for Social Housing Residents: Social Housing White Paper.

Compare current performance with previous surveys in 2017 & 2014.

1.2 How the results are presented

The report presents the findings of the survey for all residents: General Needs, Housing for Older Persons (Extra Care, Sheltered & Alms-houses), Supported (Temporary & Learning Disability) and Shared Ownership (includes Leasehold for the Older People).

The results are analysed by comparison to the previous surveys in 2014 & 2017.

The protected characteristics in terms of Equality and Diversity.

1.3 Survey methodology

For the first time a variety of channels were used in order to gain responses from a wider community. Postal (including an accessible designed format), email, text & phone methodologies were adopted. Customers received a tailored survey (including questions on the services they receive) to ensure the most accurate feedback.

1.4 Fieldwork

The survey took place over a six-week period in May and June 2021.

The postal survey was sent week commencing 24th May 2021 to customers without an email address, which consisted of a copy of the survey, a covering letter, and a reply-paid envelope.

An electronic version of the survey was sent as a link (using Survey Monkey software) to customers with email addresses.

After two weeks a text reminder was sent, including a link, to customers' mobile phone contacts and the Customer Services team started phone surveys targeted at non responders.

After a further two weeks a second text reminder was sent to customers who had not responded. Promotion of the survey was also carried out via social media/email and Orwell's website. The closing date was extended to 30th June 2021 to encourage further responses.

1.5 Incentives

Incentives were used to boost the response rate. Surveys were drawn at random from those returned and three lucky winners won shopping vouchers of £100.

1.6 Response rates

The percentage of responses received was as follows:

Property Type	Survey Period 2021	Survey period 2017	Survey period 2014
General Needs	35%	38%	38%
Older Persons (for 2021 includes Care/Support only customers)	38%	70%	59%
Shared Ownership	14%	44%	33%
Supported	29%	38%	20%

1.7 Accuracy

As all residents were surveyed the response rate covers the amount that would be needed for accurate sample.

1.8 Survey design

Twelve types of survey were created for specific client groups and the services they receive: General Needs, Older Persons, Shared Ownership, Supported & Care & Support only (not landlord services). The accessible versions of the survey included smiley faces and pictorial images to aid understanding and completion.

1.9 Notes to figures

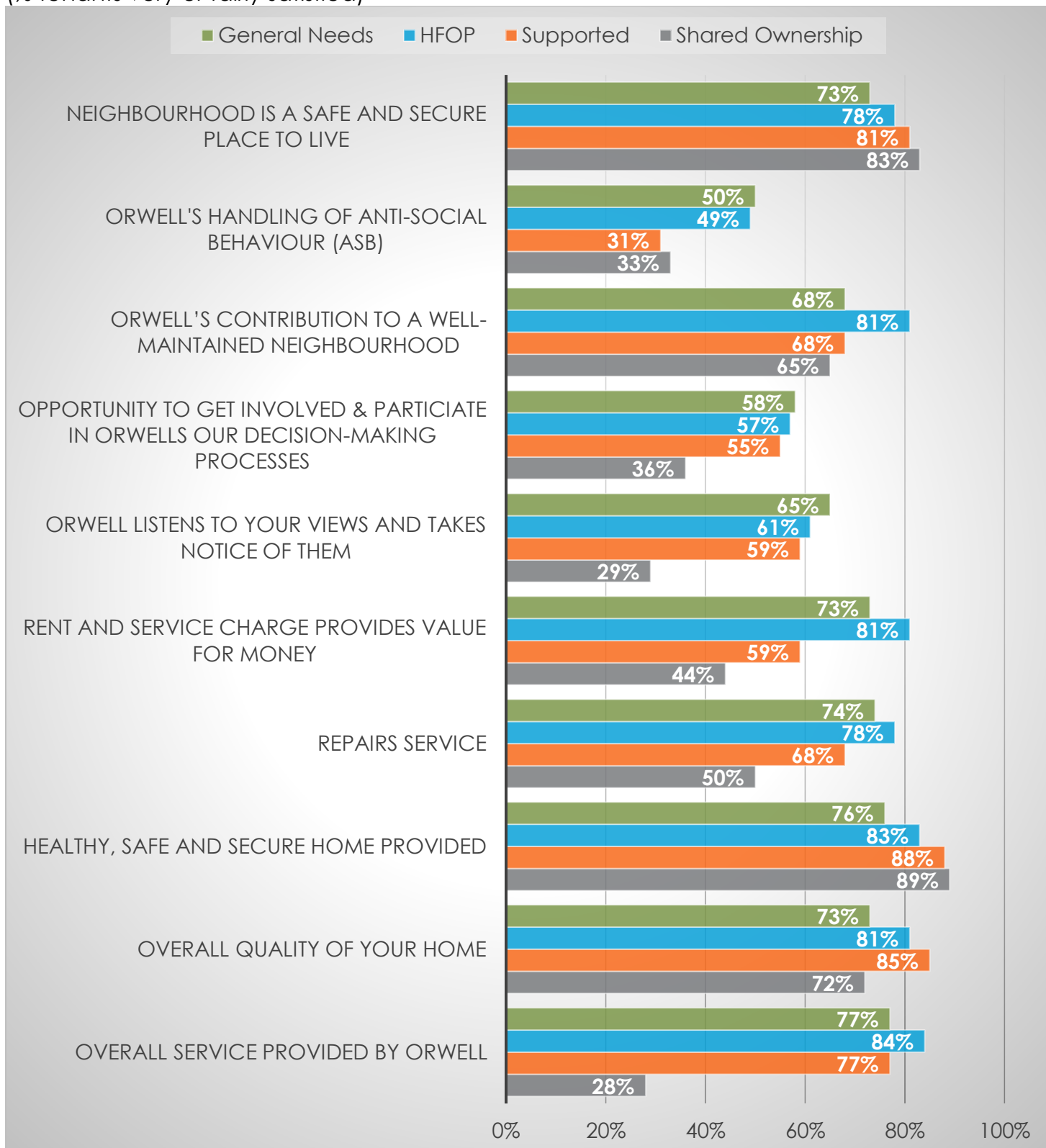
Throughout the report the vast majority of results are shown as percentages. The figures are rounded up or down to the nearest whole number so they may not total exactly 100%. A caution has been highlighted where the response sample has been low.

There have been a low number of responses from Temporary Supported Housing, as highlighted on page 3, and from Shared Ownership residents.

2. Orwell Customer Satisfaction Ratings

2.1 Housing Services

(% tenants very or fairly satisfied)



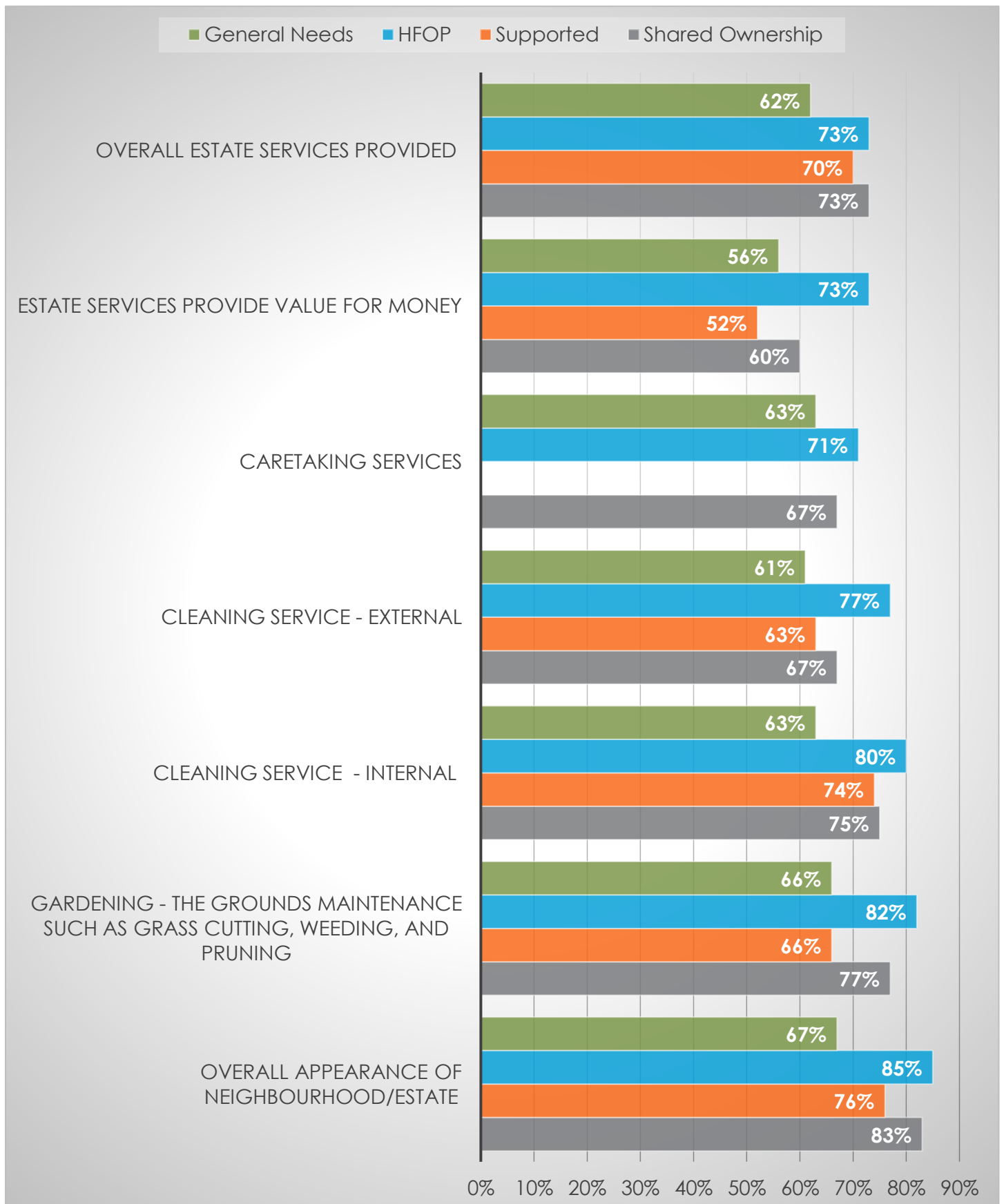
Please note:

Orwell's Handling of ASB - this is a perception-based question as it refers to the previous 12 months and if they had contacted Orwell about ASB – which is open to their interpretation.

Repairs Service question – this is also based on whether a Repair had been completed in the previous 12 months.

2.2 Estate Services

(% tenants very or fairly satisfied)

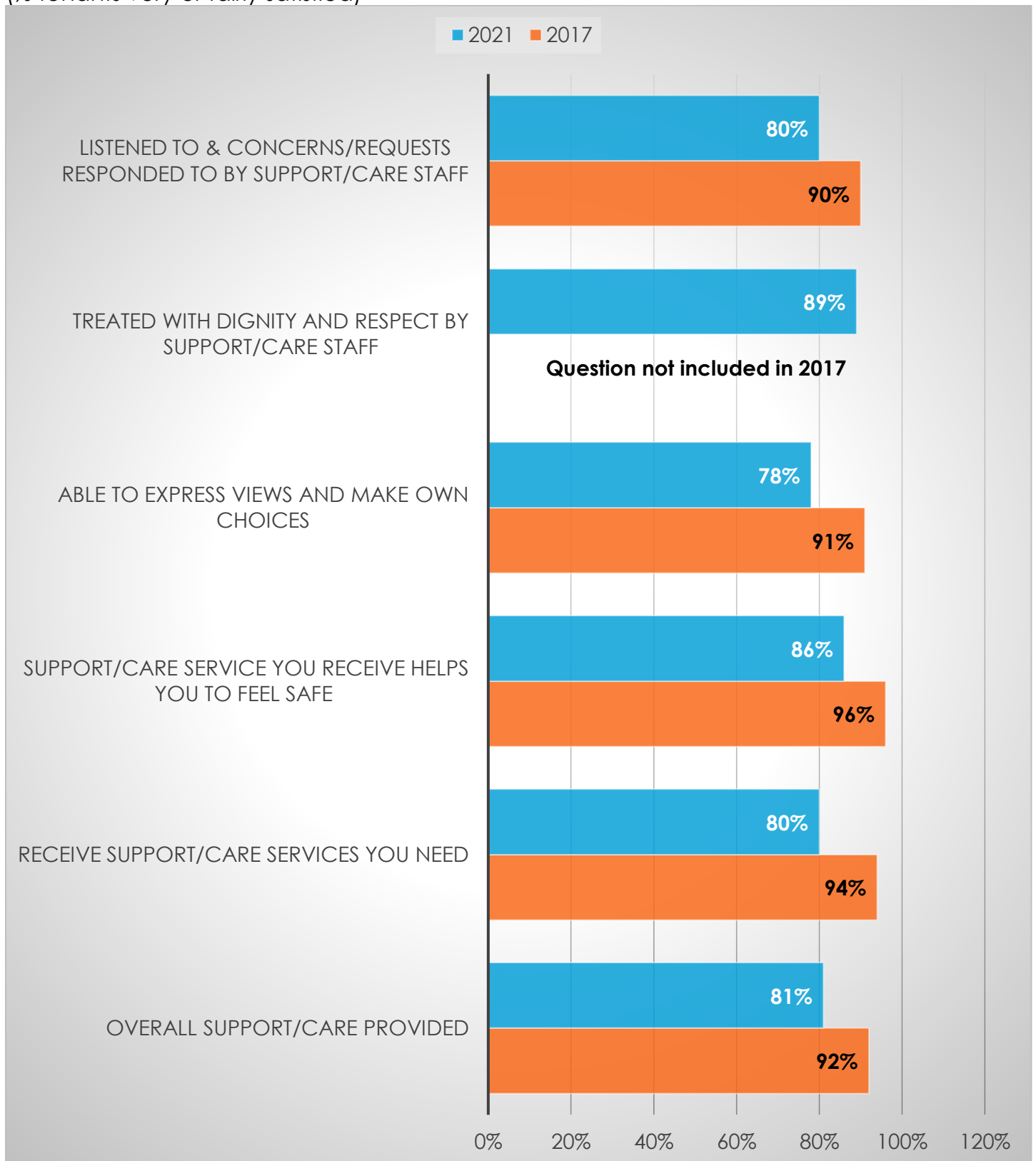


3. Care and Support Services

(A separate report will be presented with a breakdown of services)

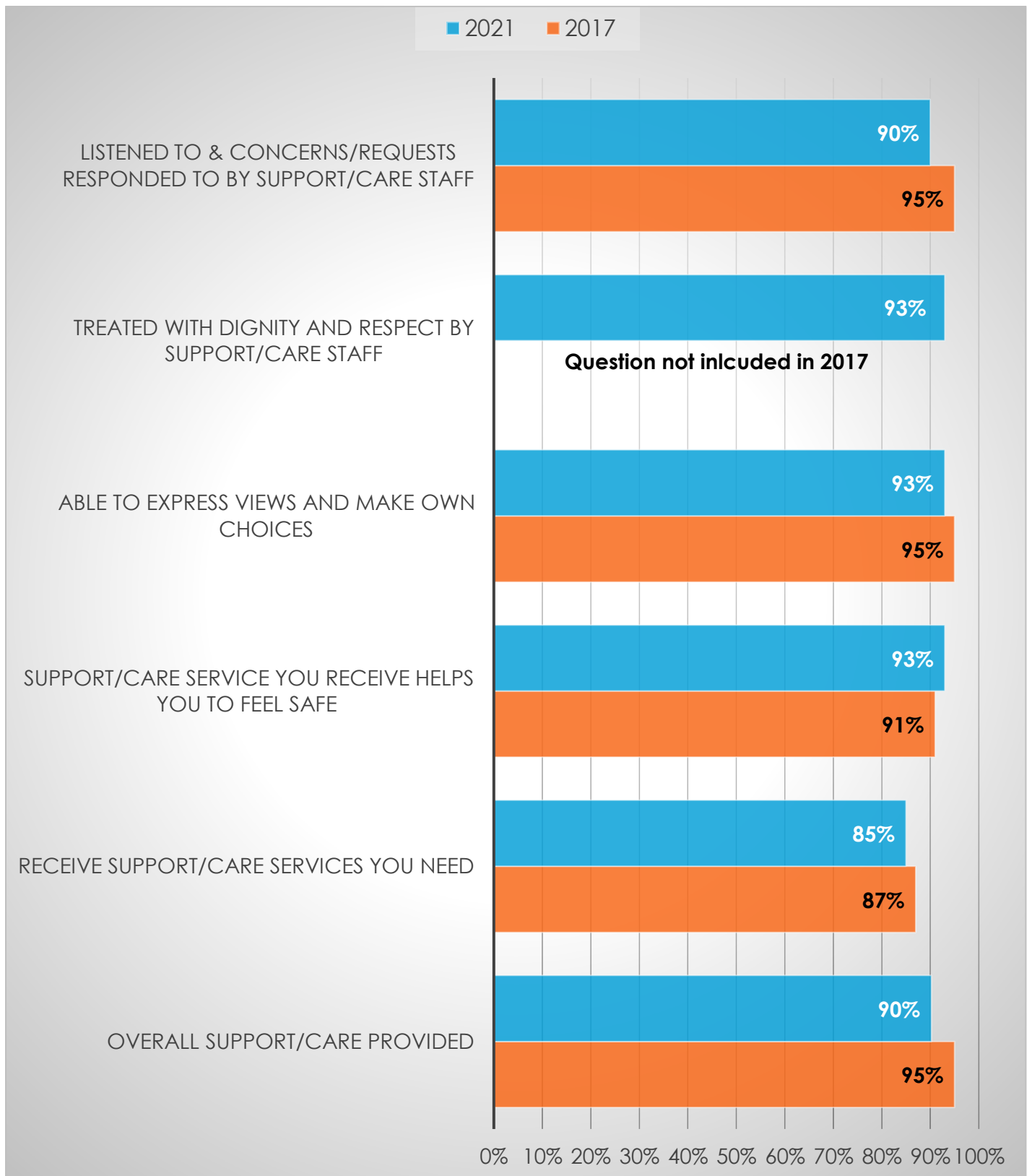
3.1 Housing for Older Persons Services

(% tenants very or fairly satisfied)



3.2 Supported Housing Services

(% tenants very or fairly satisfied)



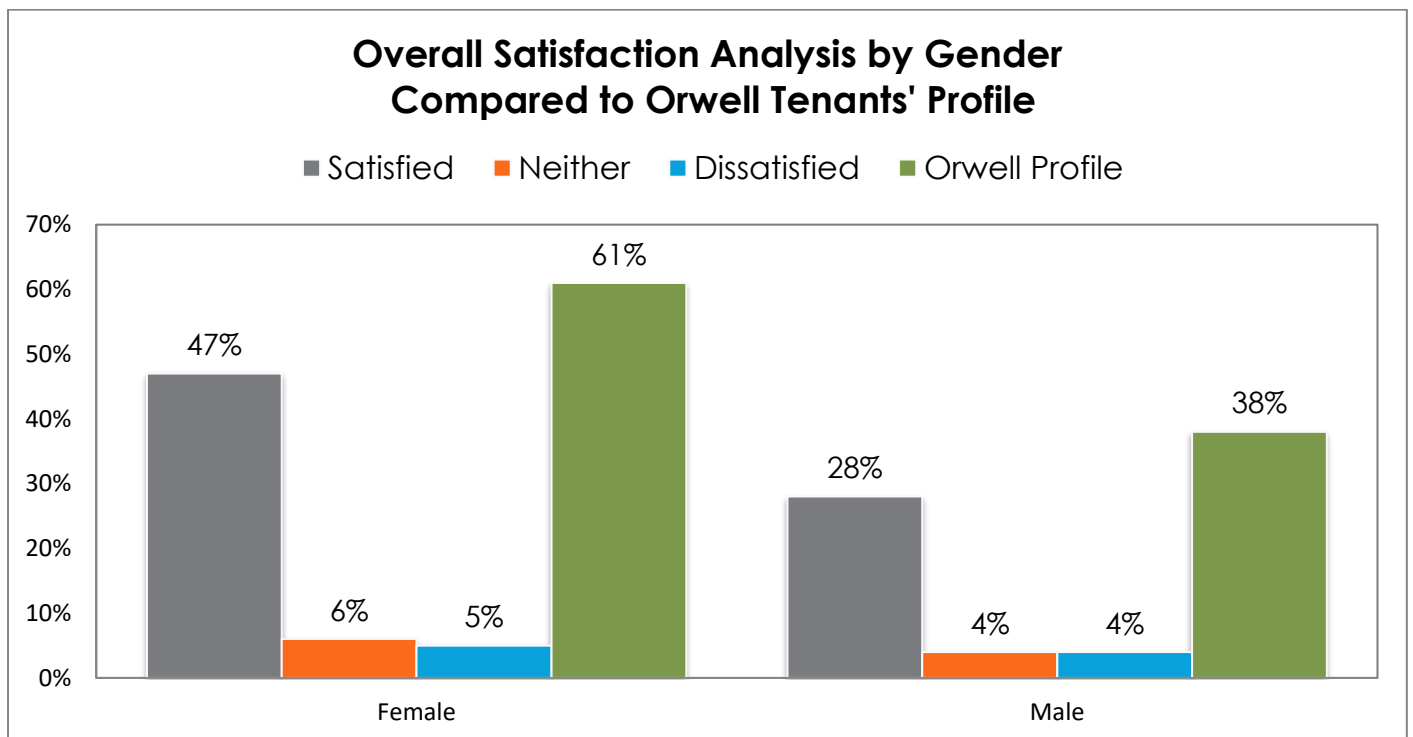
4. Equality and Diversity – Customer Demographics

All surveys returned with overall satisfaction with services from Orwell:

- No. of surveys returned Satisfied - 955
- No of surveys returned Neither - 139
- No. of surveys returned Dissatisfied - 137
- Question not answered - 110

4.1 Satisfaction analysis by Gender

The graph below shows 47% of female were satisfied compared to 61% of females recorded in our database/survey information.

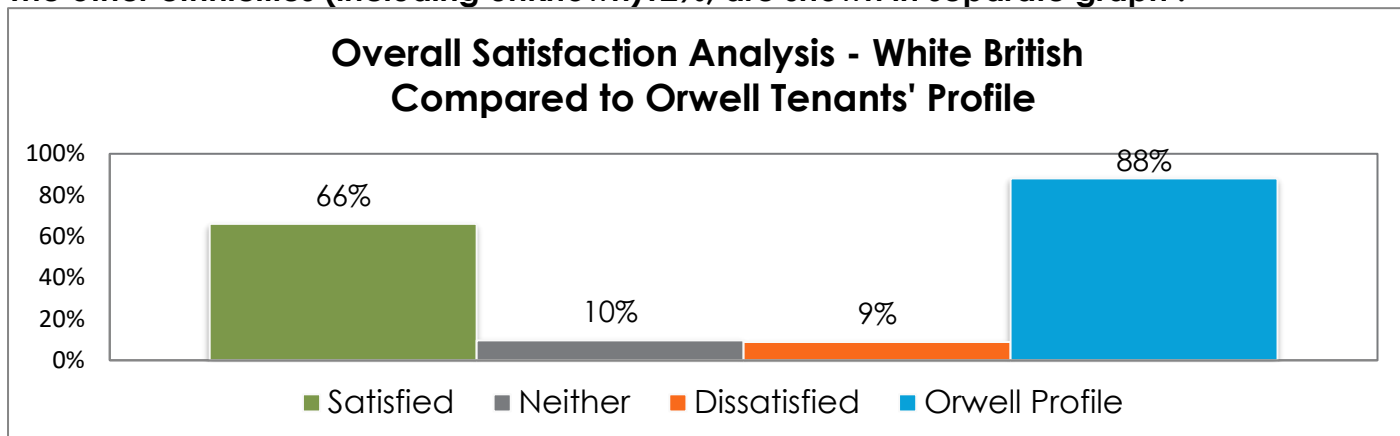


Note: Orwell Tenants' profile excludes Household member information.

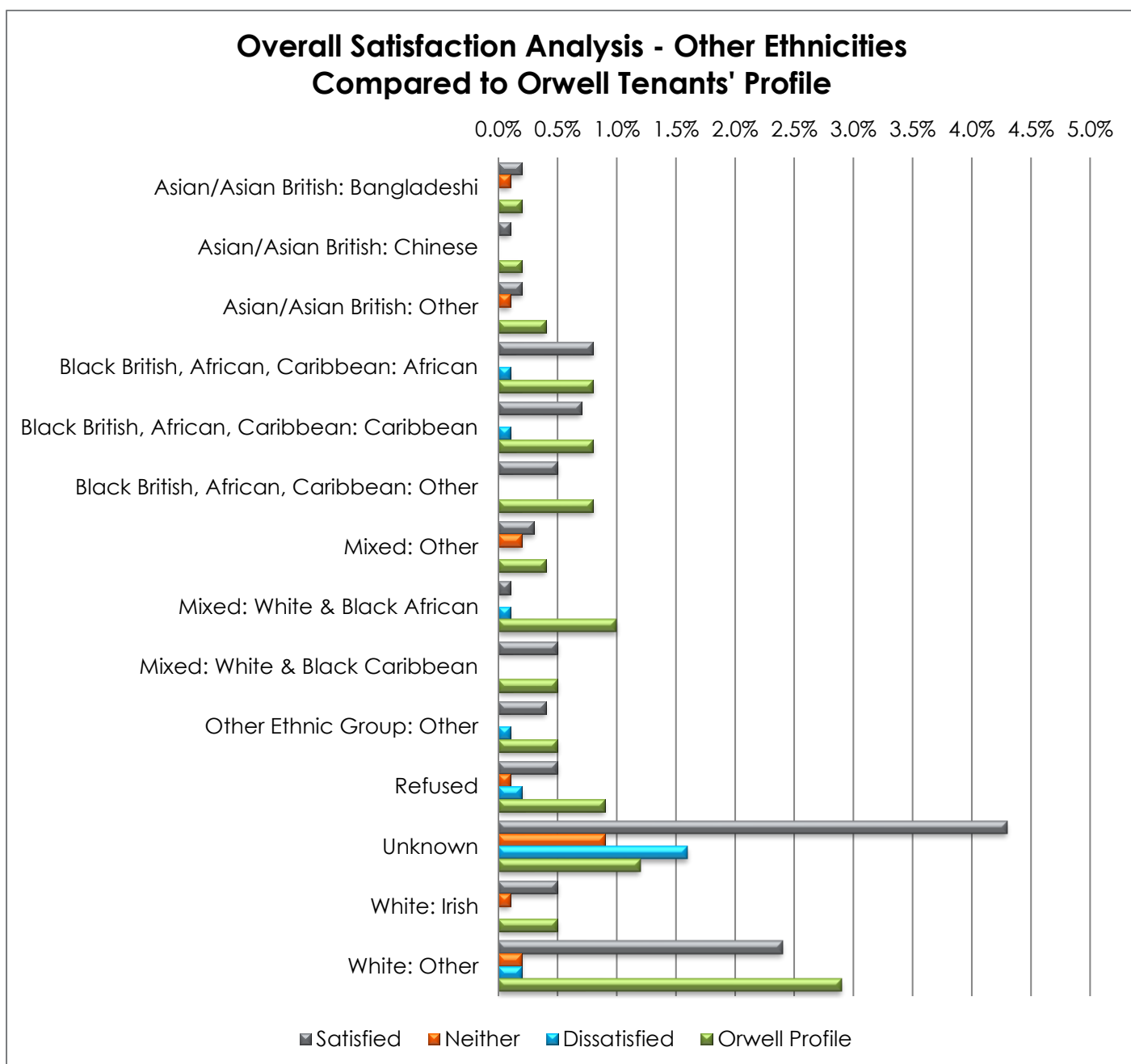
4.2 Satisfaction analysis by Ethnicity

Please note: White British ethnic origin is separated, as the Orwell profile totals 88%.

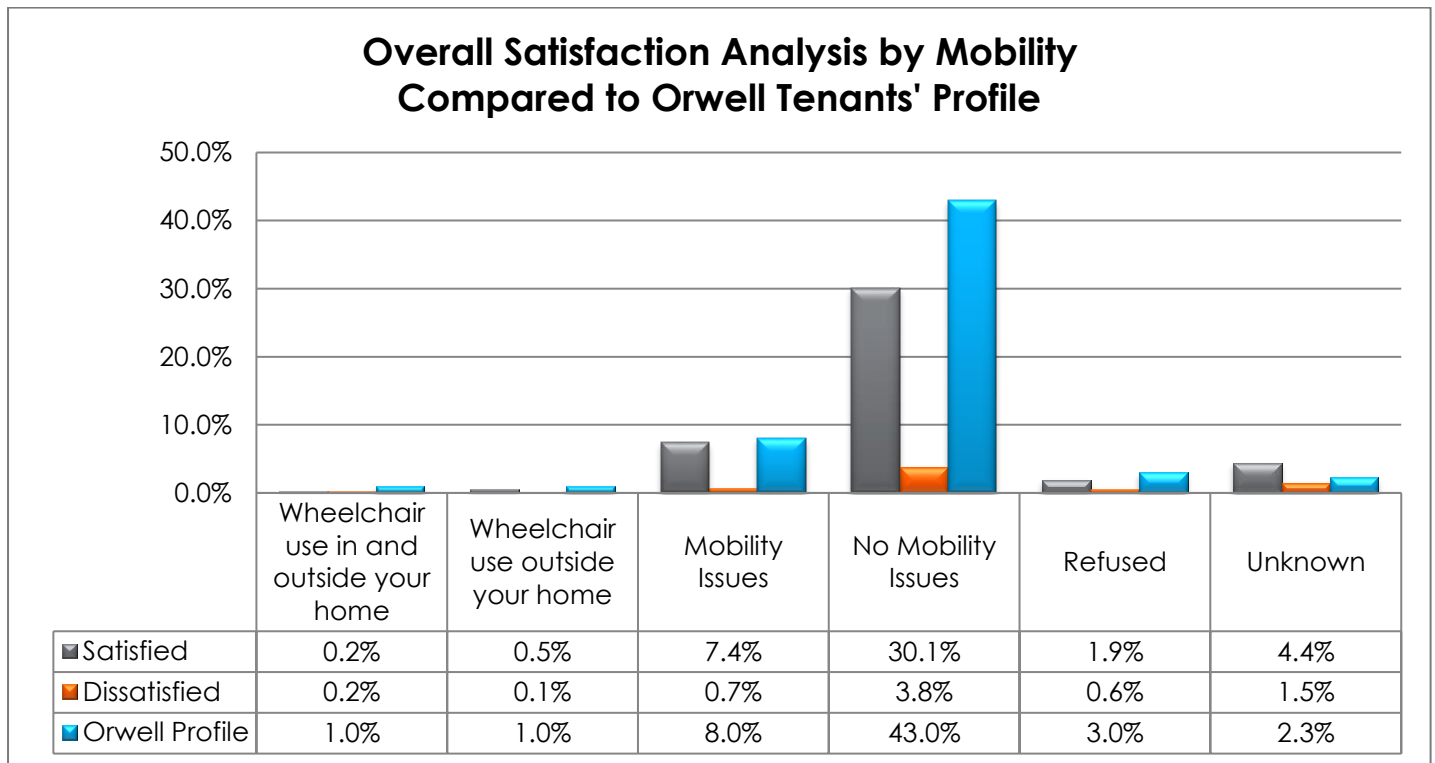
The other ethnicities (including unknown)12%, are shown in separate graph .



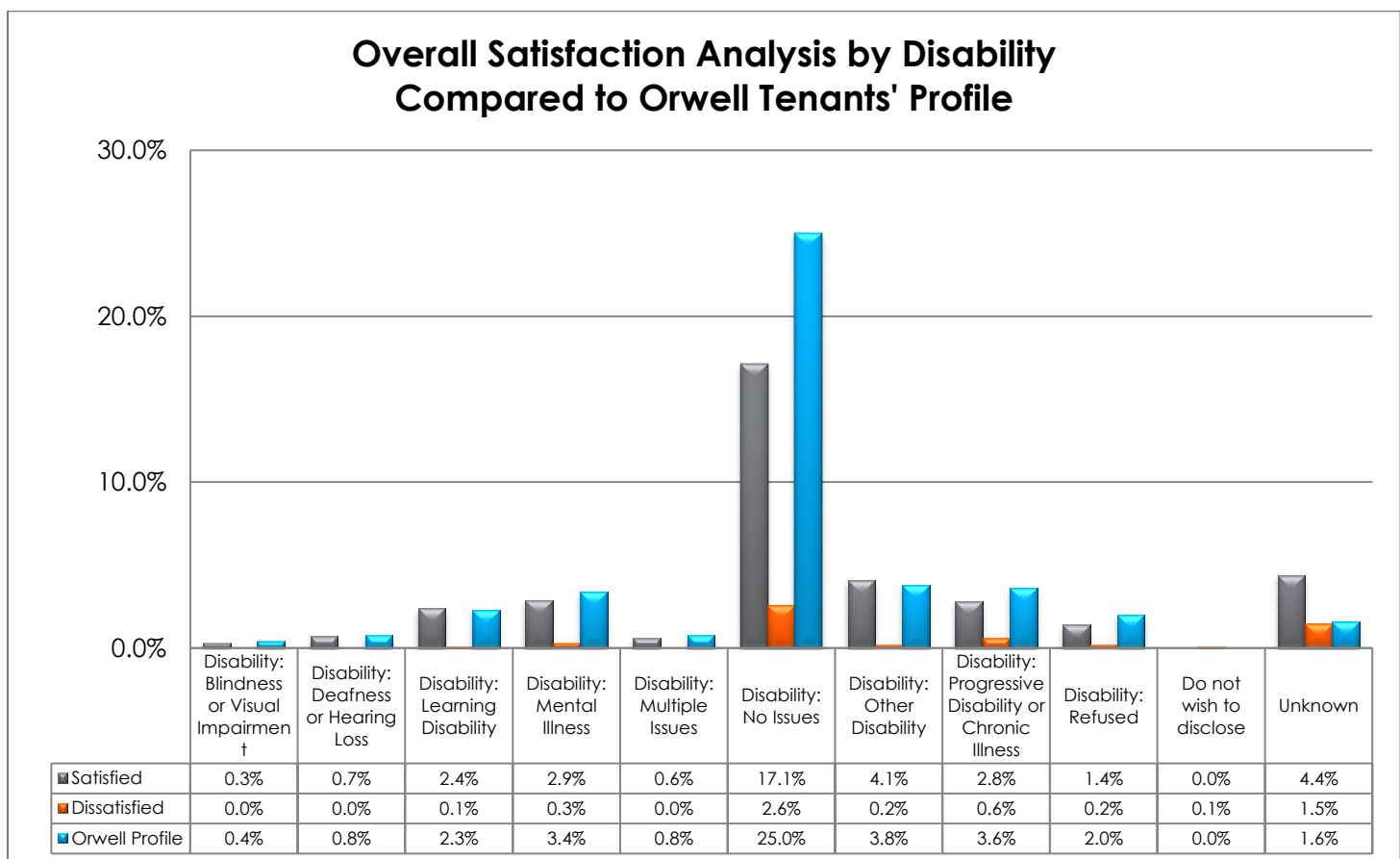
4.3 Satisfaction analysis by Ethnicity (continued)



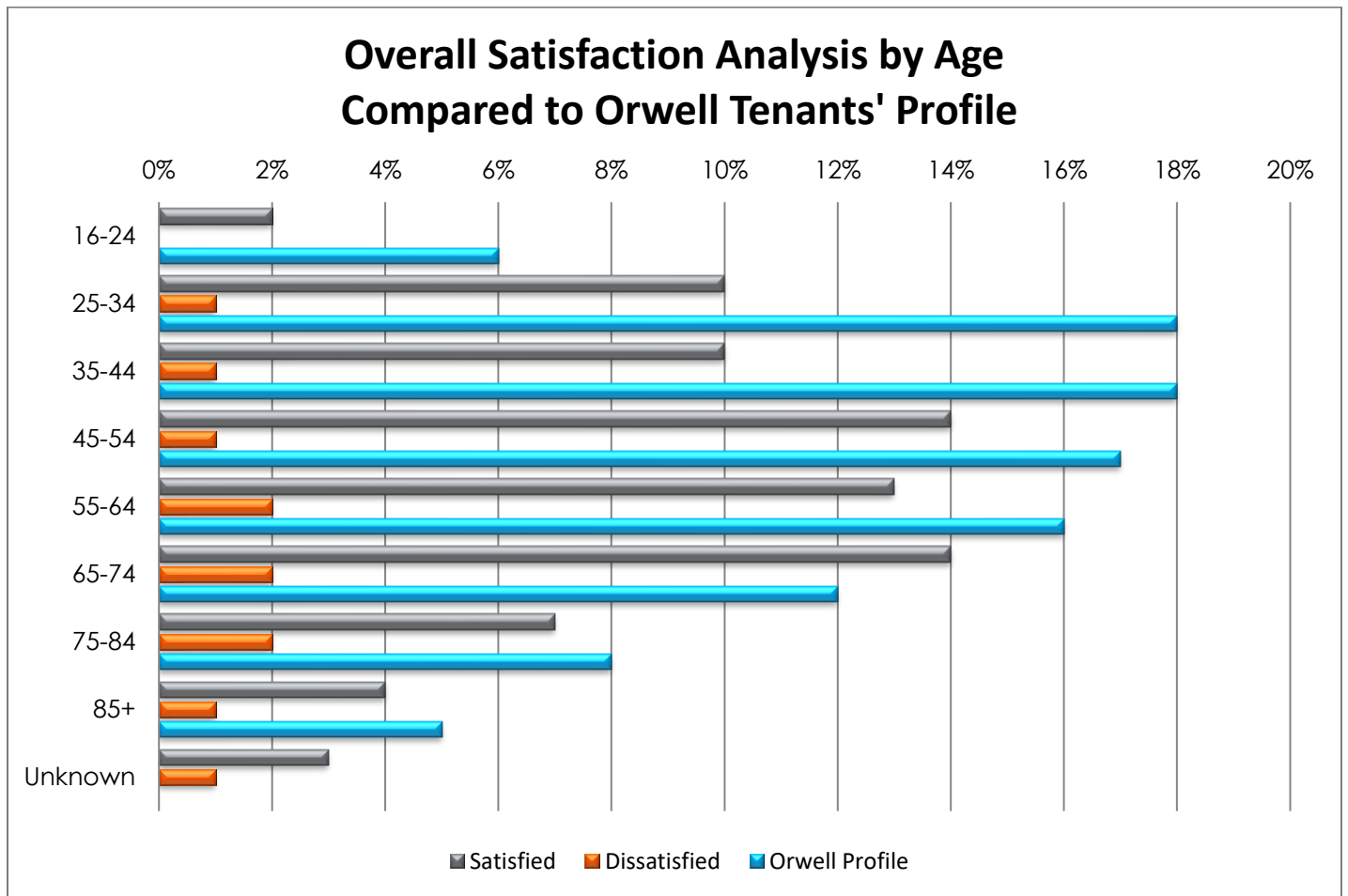
4.4 Satisfaction analysis by Mobility



4.5 Satisfaction analysis by Disability



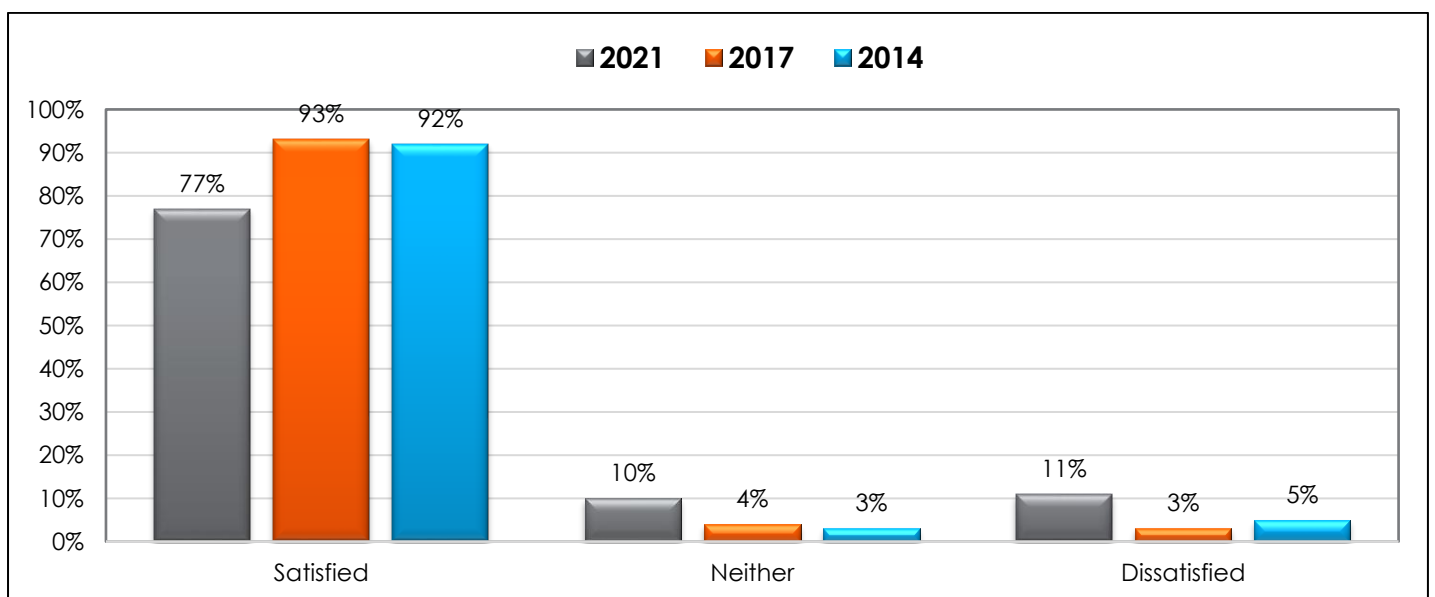
4.6 Satisfaction by Age



5. Comparison with previous surveys

(Combined data for General Needs and Older Persons)

5.1 Satisfaction with overall services 2014 – 2017

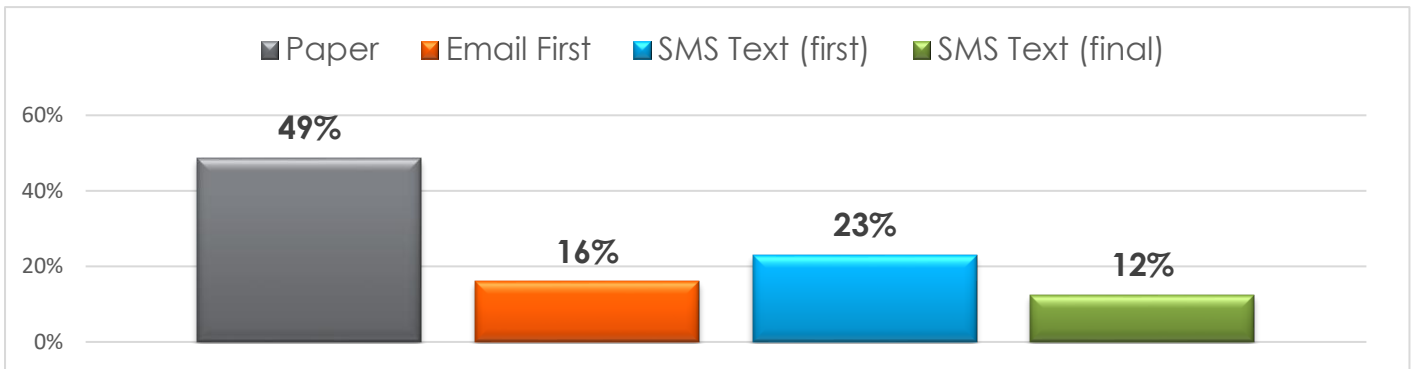


6. Survey Response Channels

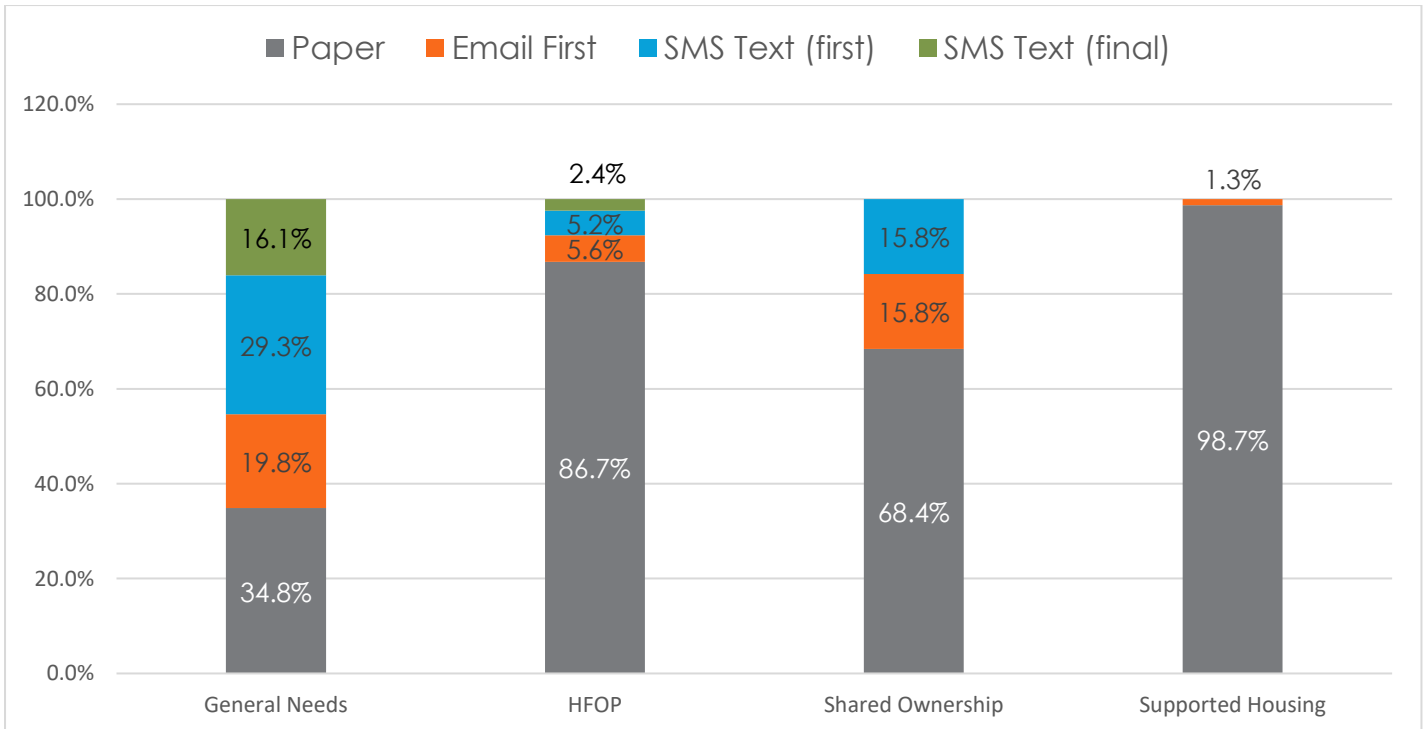
For the first time a variety of channels were used to engage a widespread response. Previous Postal campaigns always shown a higher responses from Housing For Older persons, which may have not have been representative for overall satisfaction levels, as 71% of Orwell’s properties are General Needs.

6.1 Survey Response Channel - Overall

It is clear from the chart below that although the postal method gained nearly 50% of the responses (which also included the accessible version) the second most popular response method was SMS text. The response was immediate, and the first text link brought over 300 responses.

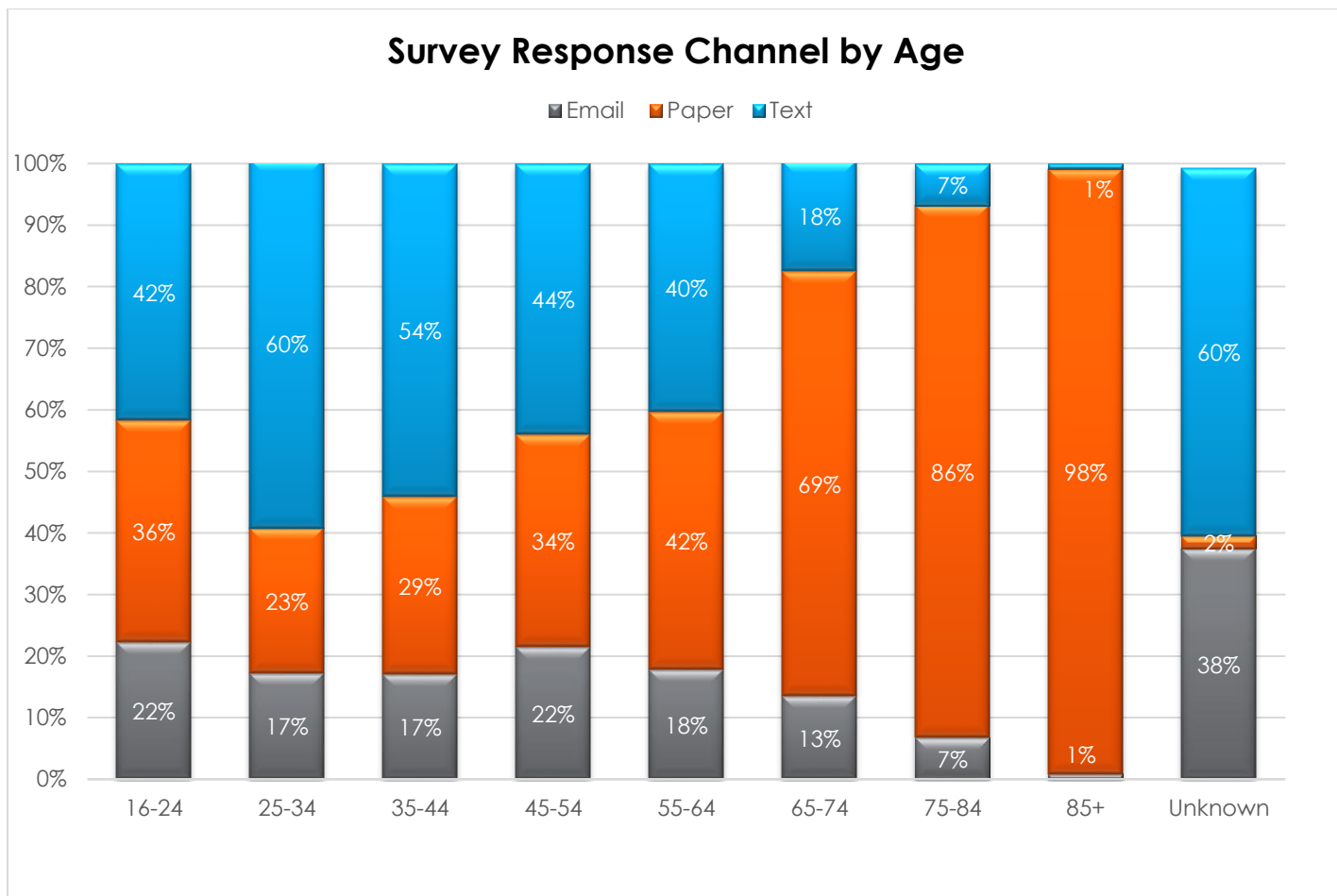


6.2 Response Channel, by Property Category



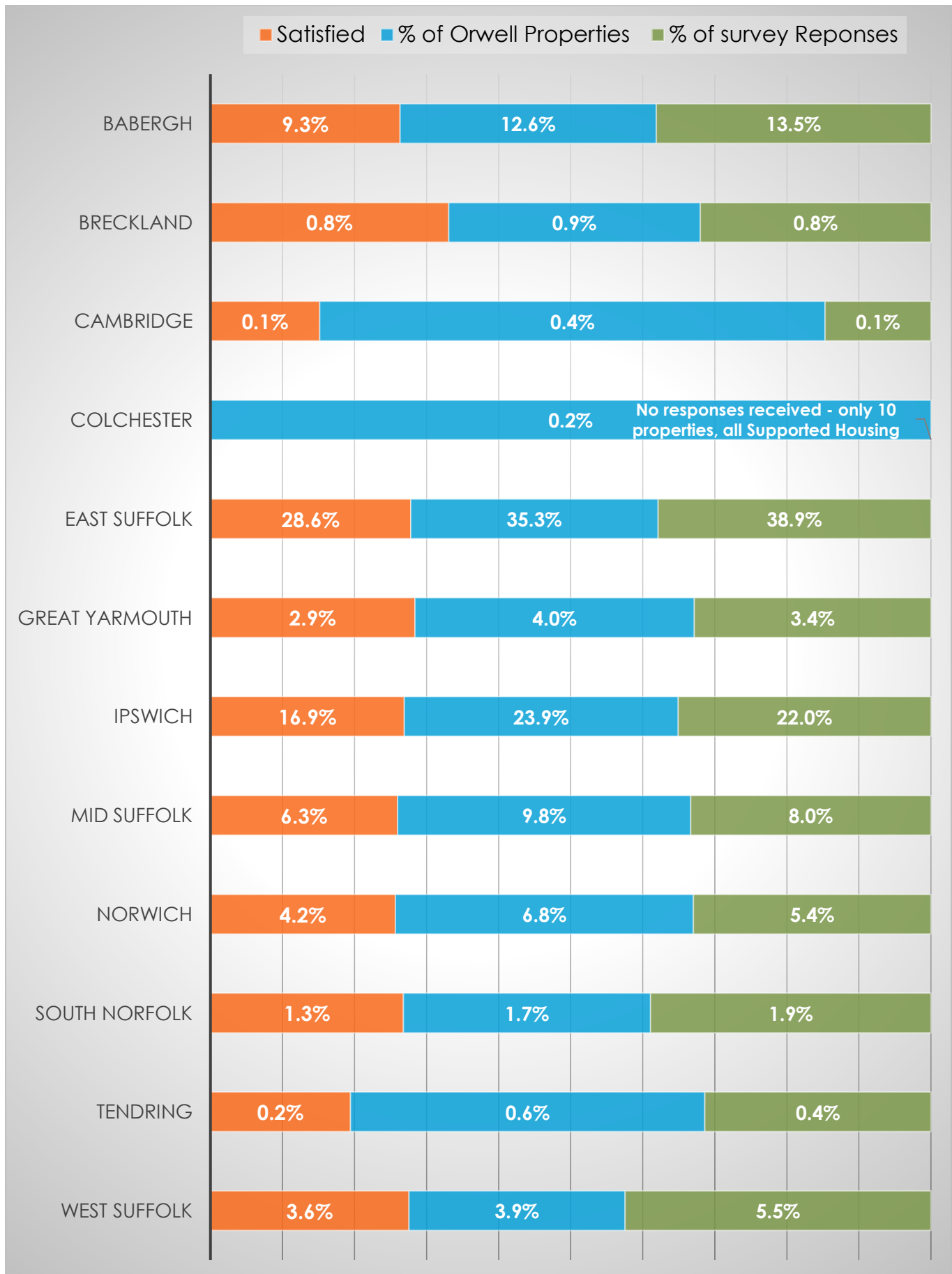
Please note Supported (Learning Disability only) Housing were not included in text survey links.

6.3 Survey Response Channel by Age



- Highest responses from 25 – 34 age group, were via text survey.
- As per previously campaigns, the over 65 age group responded well to the Paper version of the survey.

6.4 By Local Authority



7. General findings

Overall, the highest survey responses (48%) were received from residents aged 45 to 74 and 58% were received from females and 36% which is in alignment to the Orwell profile. In General Needs properties, the highest response was received from residents aged 45 to 54 and in Housing for Older Persons, from the 65 to 74 age group.

Geographically (by local authority) survey responses aligned to the percentage of Orwell properties in the area. However, a greater response was received from Babergh (13.5%) compared to the profile (12.6%) and East Suffolk (38.9%) compared to the (35.3%) percentage of Orwell properties in the area.

7.1 Comments received

In addition to customers completing the survey, an opportunity to give further comments was made available. 390 surveys of 1341 completed included comments.

All of the comments have been tracked and monitored by the Customer Services Team to ensure customers receive an acknowledgement and/or response where required.

Comments received compared to previous years:

Year	Total	Positive	Negative	Request/Info	Suggestion
2021	390 (29%)	88	83	164	55
2017	581 (17%)	85	336	140	20
2014	175 (16%)	52	54	32	37

7.2 Additional Services

Customers were also asked if they would be interested in receiving additional (paid) services from Orwell. There was a significant interest.

The number of customers interested in services:

375 - Painting Services

276 - Carpet/Specialist Cleaning

277 - Bin Cleaning

123 - Care Services

191 - Assistive Technology

96 - Suggestions for Other Services that Orwell could provide

Interested customers will be contacted with further information.

Customers were also asked if they would like to use an App to pay rent, report a repair etc. An overwhelming 80% would like this to be available.

End of report