

## **INTRODUCTION**

This report provides the results of an independent customer satisfaction survey of residents affected by improvements to their homes, undertaken as part of the Islington HRA PFI R1 Project, which were completed during the period October to December 2006. The survey was undertaken for United House Ltd (UH) from September to November 2006 by LM Research & Marketing Consultancy Ltd (LM).

## **SUMMARY**

This ninth survey achieved a response rate of 39%; prior surveys achieved over 50%. The tenant response rate was 41%; however, the leaseholder response rate dipped to 36%. Despite additional repeated contact attempts which delayed the compilation and issue of this report, it was not possible to obtain any more respondents from the properties completed in this period.

The reporting of performance scores has been changed, in this report, at the specific request of Homes for Islington (Hfi), to give the proportions of residents satisfied/dissatisfied as per the standard used in Hfi/Kwest Research reports.

84% of residents were satisfied and 16% dissatisfied, overall, with the improvements to their home, with a mean question score of 72%. This shows an increase in the proportion satisfied, by comparison with properties completed between July and September 2006. This increase in satisfaction is exhibited by both tenants and leaseholders.

The increase in residents' satisfaction, overall, with the improvements has been achieved despite a small decrease in residents' satisfaction with the attention to detail in the improvements. Thus, improvements in the 'standard of work' have remained as residents' highest priority for further improvement.

76% of residents were satisfied and 24% dissatisfied, overall, with the service provided, with a mean question score of 66%. This shows a small increase in the proportion satisfied, by comparison with properties completed between July and September 2006. No improvement in satisfaction was exhibited by tenants, although the proportion of satisfied leaseholders increased.

The increase in residents' satisfaction, overall, with the service provided has been influenced by a general increase in residents' satisfaction with protection, cleanliness and tidyness during the improvements, information, security precautions, problem complaint handling and, particularly, time commitments kept. However, 'communications' and 'customer care' remain amongst residents' highest priorities for further improvement.

During successive surveys, LM has found that leaseholders have been less willing, generally, than tenants, to take part in the survey. Although special measures will be taken in future surveys to target the leaseholder response rate, if the proportion of leaseholders in the population to be surveyed declines, it is likely that the leaseholder response rate will become more volatile. In addition, as the number of leaseholders responding declines, the level of confidence, that the reported result represents all leaseholders in the population, will also decline.

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## **1 BACKGROUND**

There were no changes to the survey questions or the survey methodology during this survey period.

Note: Surveys, of residents whose properties are completed after 1<sup>st</sup> January 2007, are being undertaken using a survey script based upon that used by Kwest Research in its routine customer surveys for Homes for Islington (Hfi).

## **2 THIS SURVEY**

### **2.1 Population**

The population to be surveyed consisted of the 386 properties that were completed between 1<sup>st</sup> October and 31<sup>st</sup> December 2006:

- October 100
- November 162
- December 124

100% [100%] of properties were first completions and 0% [0%] had undergone rework as part of a backlog programme (voids excluded).

### **2.2 Sampling**

The target sample rate remained at 100% rate, so that lessons could be learned with the maximum level of confidence. No inducements were nor will be offered.

### **2.3 Questionnaire**

The current questionnaire script was used for all surveys. A copy of the survey specification, Rev 5, was attached to the January to March 2006 report.

### **2.4 Methodology**

LM attempted to contact each resident, by telephone (mobile or landline). Calls were made every day, until a successful response was obtained - or the resident indicated that they did not want to participate.

### **2.5 Data Analysis**

Resident responses were captured on a database and, upon completion of each batch of surveys, the database was returned to United House for analysis. Analysis was undertaken during late-March.

The database and analysis can be inspected at United House's premises in Swanley.

### **2.6 Score Breakdown in Graphs**

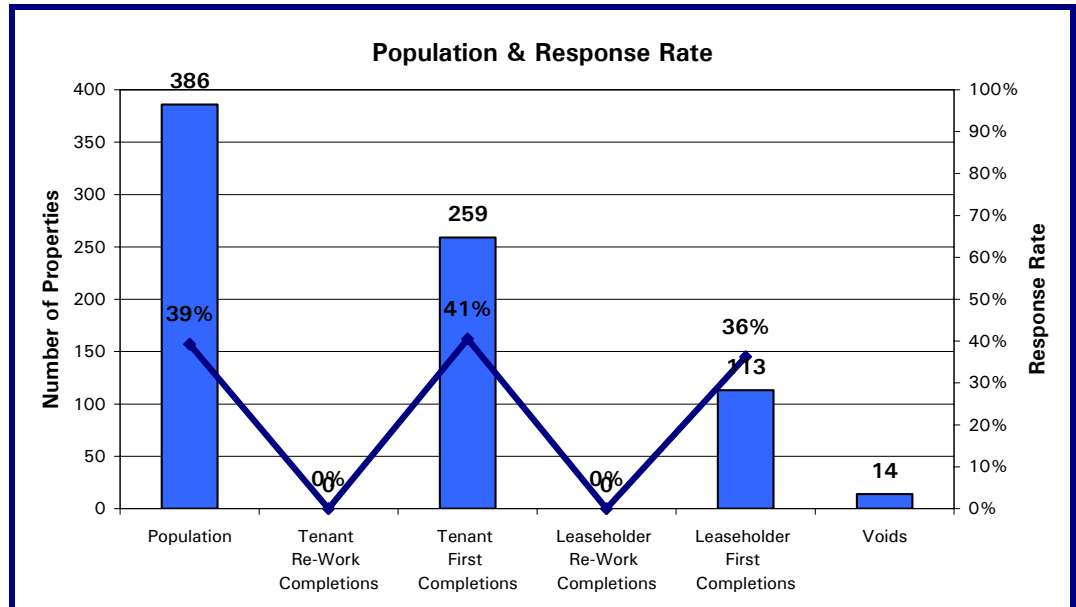
The graphing of performance scores has been changed, at the specific request of Hfl. Graphs now show the proportions 'satisfied' in green, or 'dissatisfied' in red. Identification of scores as satisfied/dissatisfied is as per the standard Hfl/Kwest Research reports.

### 3 SURVEY AND PERFORMANCE RESULTS

#### 3.1 Overall Survey Response

The initial population to be surveyed consisted of 386 properties, as described in Section 2.1, 'Population' above.

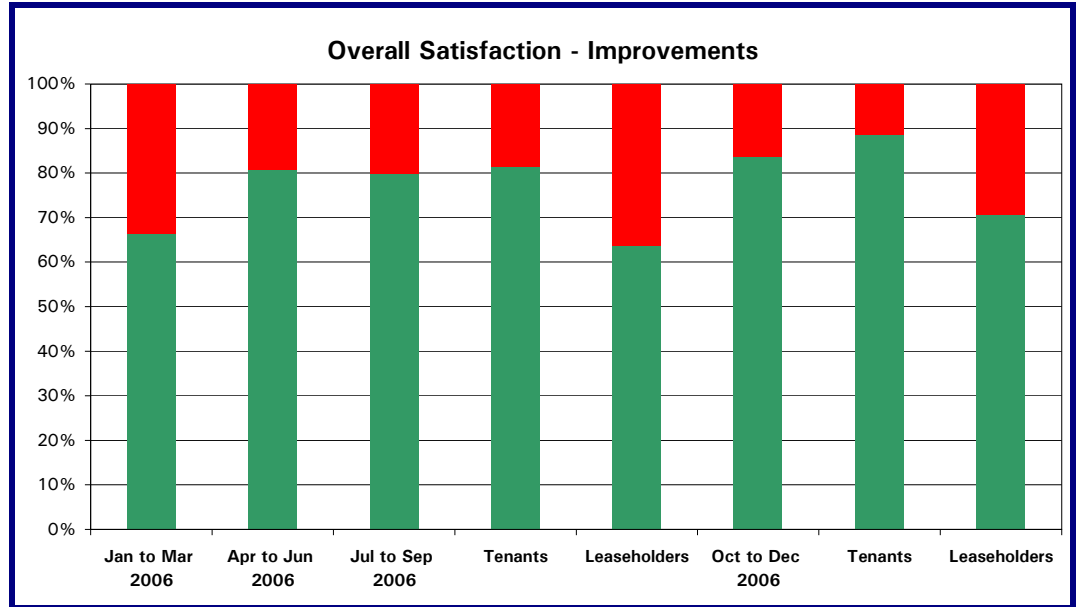
- 259 properties were occupied by tenants and 113 by leaseholders, 67% and 29% of properties, respectively.
- 14 properties were voids, 4% of properties.
- All other residents had valid contact information; thus, all remaining properties could be surveyed; equivalent to a general survey rate of 96% [97%].
- 226 residents could not be contacted or did not want to participate in the survey.
- 146 residents provided valid survey responses, equivalent to a general response rate of 39% [50%].
- 105 tenants and 41 leaseholders provided valid survey responses, equivalent to response rates of 41% [53%] and 36% [31%], respectively.
- There were not any re-work properties in the population.



### 3.2 Overall Performance

#### 3.2.1 Improvements

84% [80%] of residents were 'satisfied', overall, with the improvements to their home, against 16% [20%] who were 'dissatisfied'; giving a mean question score of 72% [70%].

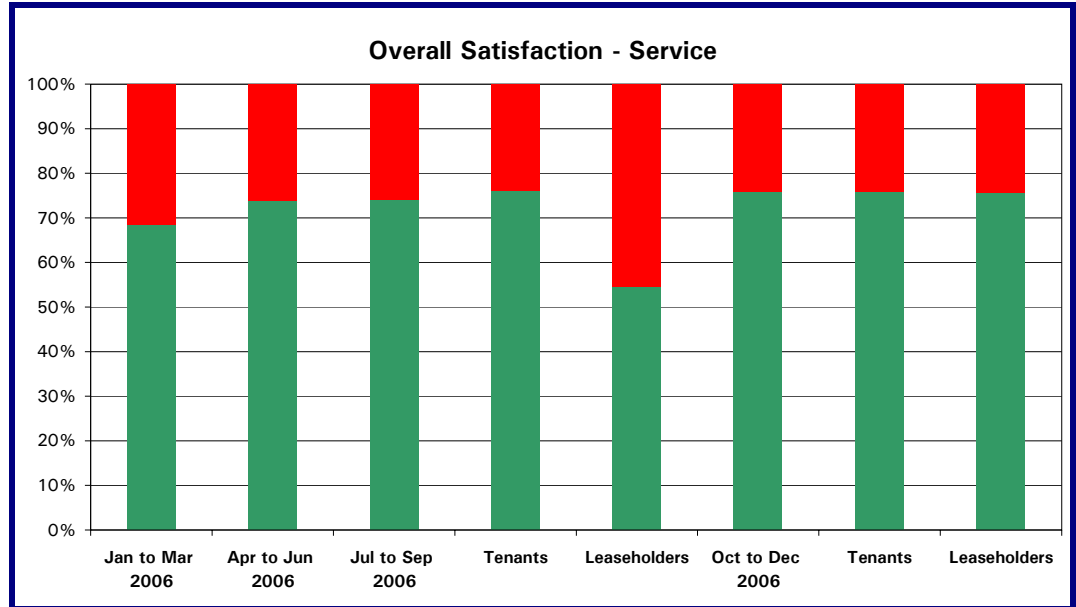


89% [82%] of tenants were 'satisfied', overall, with the improvements to their home; giving a mean question score of 76% [71%].

14% [18%] of residents provided comments. The greatest driver of their dissatisfaction with the improvement works, at 33%, was the lack of attention to detail. Other factors included: the resident would have preferred other/more work/products to be done/used, at 24%, etc.

**3.2.2 Service**

76% [74%] of residents were 'satisfied', overall, with the service provided by United House's staff, against 24% [26%], who were 'dissatisfied'; giving a mean question score of 66% [66%].



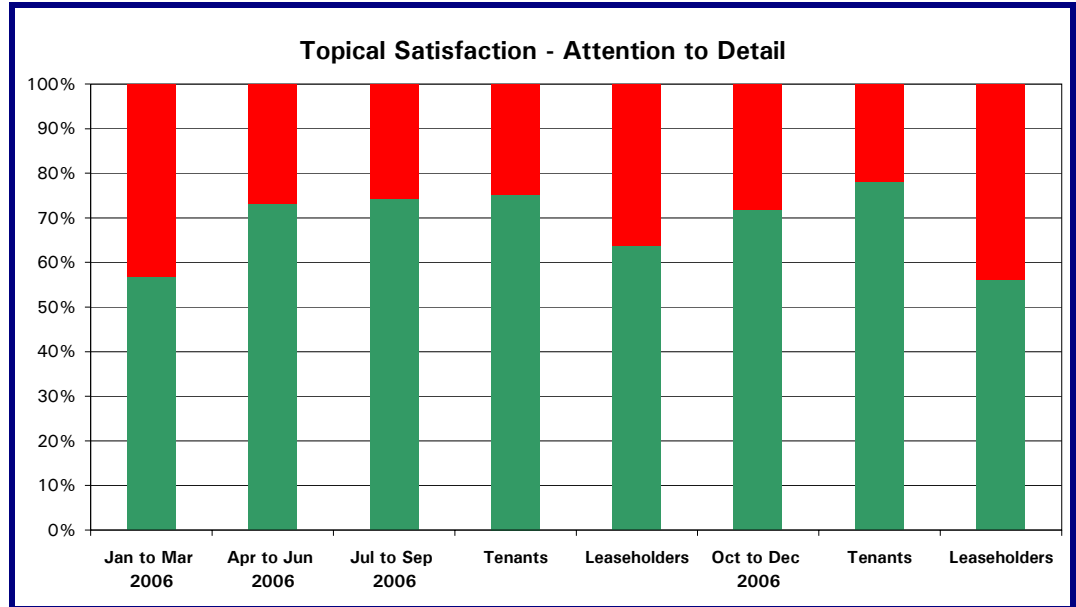
76% [74%] of first completion tenants were 'satisfied', overall, with the service provided; giving a mean question score of 68% [66%].

28% [22%] of respondents provided comments. The greatest driver of their dissatisfaction with the service provided, at 77%, was the standard of problem/complaint handling.

### 3.3 Individual Aspect Performance

#### 3.3.1 Attention to Detail

In assessing the improvements to their home, 72% [74%] of residents assessed the attention to detail as 'good', against 26% [27%] who assessed the attention to detail as 'poor'; giving a mean question score of 65% [66%].



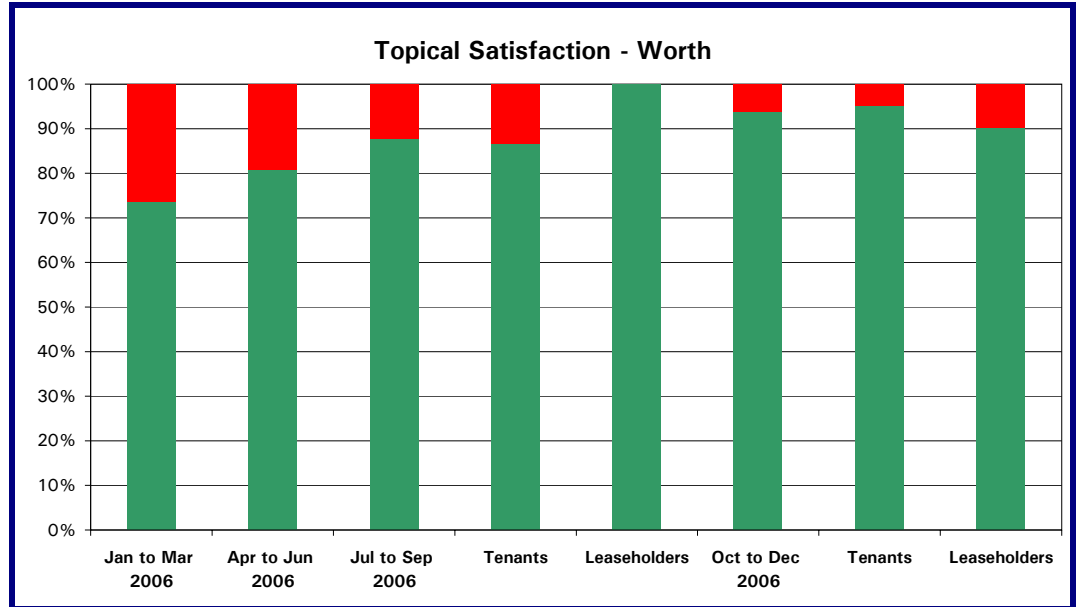
78% [74%] of tenants were satisfied with the attention to detail; giving a mean question score of 68% [66%].

28% [23%] of respondents provided comments. The greatest driver of their dissatisfaction was [a lack of] attention to detail, at 61%. Other factors included: electrical sockets in the wrong place, leaks, and kitchen units that did not fit, all at 10%.

Comments given at the end of the survey concerning the 'standard of work', in Section 3.4, 'Improvement Priorities', below, indicate that, *in residents' opinion, this continues to be the most important aspect for further improvement.*

**3.3.2 Worth**

Taking into account the disruption, 94% [87%] of residents considered that the improvements were 'worthwhile', against 6% [13%] who considered that they were 'not worthwhile'; giving a mean question score of 84% [81%].

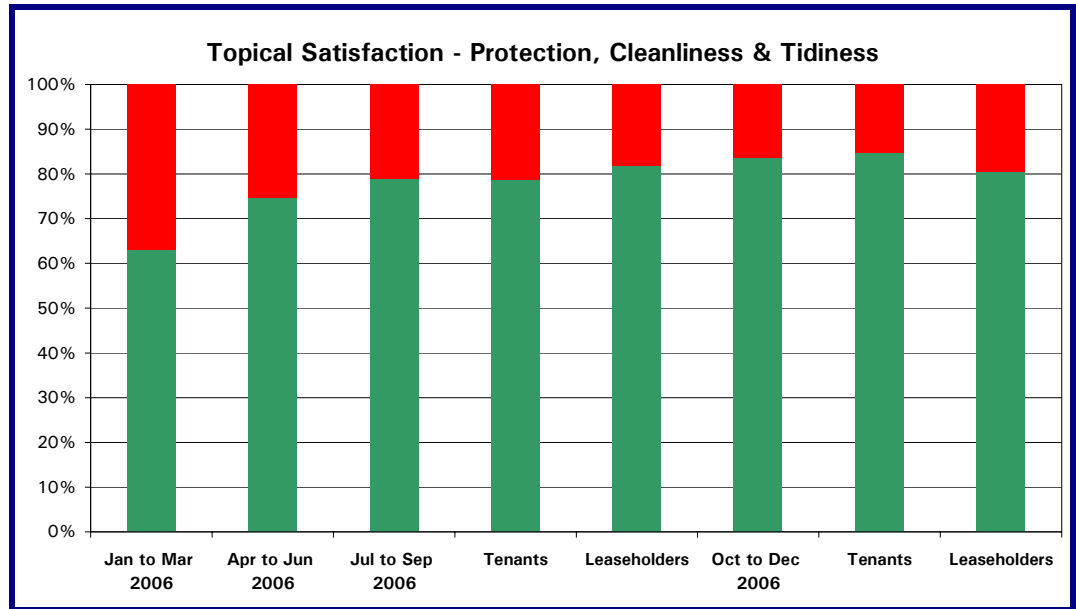


95% [87%] of tenants considered that the improvements were 'worthwhile'; giving a mean question score of 86% [81%].

5% [12%] of respondents provided comments. The greatest driver of their dissatisfaction with the value of the improvement works, at 57%, was, for leaseholders, either the cost of the work or that they thought the work was not necessary.

### 3.3.3 Protection, Cleanliness & Tidyness

In assessing the care taken to ensure that resident's belongings were protected, and the work carried out in a clean and tidy manner, 84% [79%] of residents were 'satisfied', against 16% [21%] who were 'dissatisfied'; giving a mean question score of 71% [74%].



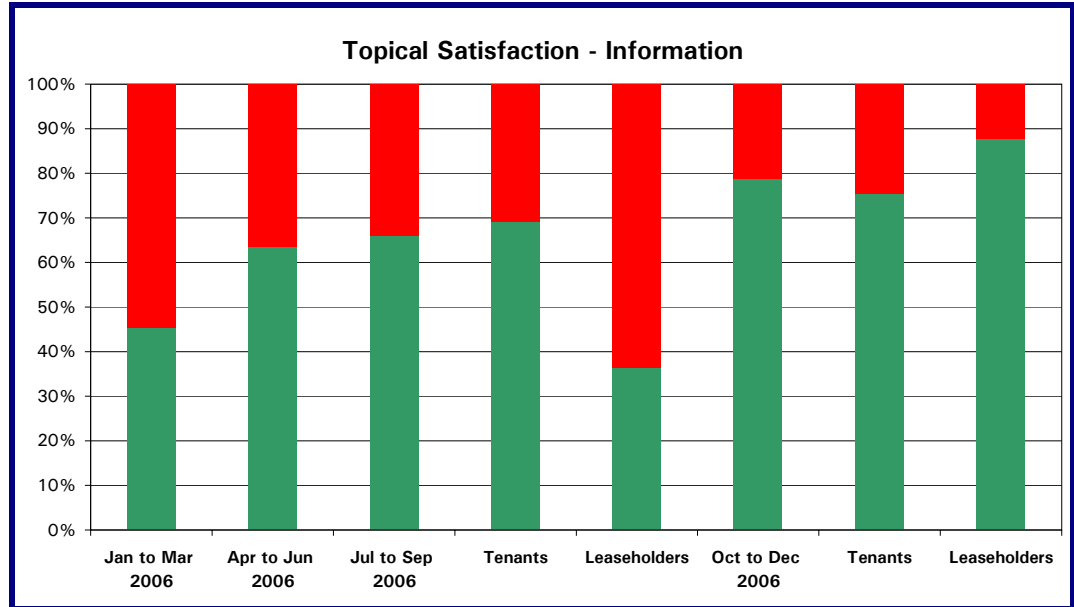
85% [79%] of tenants were 'satisfied' that their belongings were protected, and the work carried out in a clean and tidy manner; giving a mean question score of 73% [74%].

13% [17%] of respondents provided comments. The greatest drivers of their dissatisfaction were the amount of dirt and dust created and the lack of cleaning up, at 47%, and damage caused to property, at 26%.

Comments given at the end of the survey concerning 'cleaning/tidyness', in Section 3.4, 'Improvement Priorities', below, indicate that, in residents' opinion, this aspect continues amongst the lowest priorities for further improvement. This contrasts with mid-2005, where almost 50% of resident comments about priorities for improvement, concerned cleaning/tidyness.

### 3.3.4 Information

In assessing the way in which they were kept informed prior to and during the improvements, 79% [66%] of residents were 'satisfied', against 21% [34%] who were 'dissatisfied'; giving a mean question score of 65% [64%].



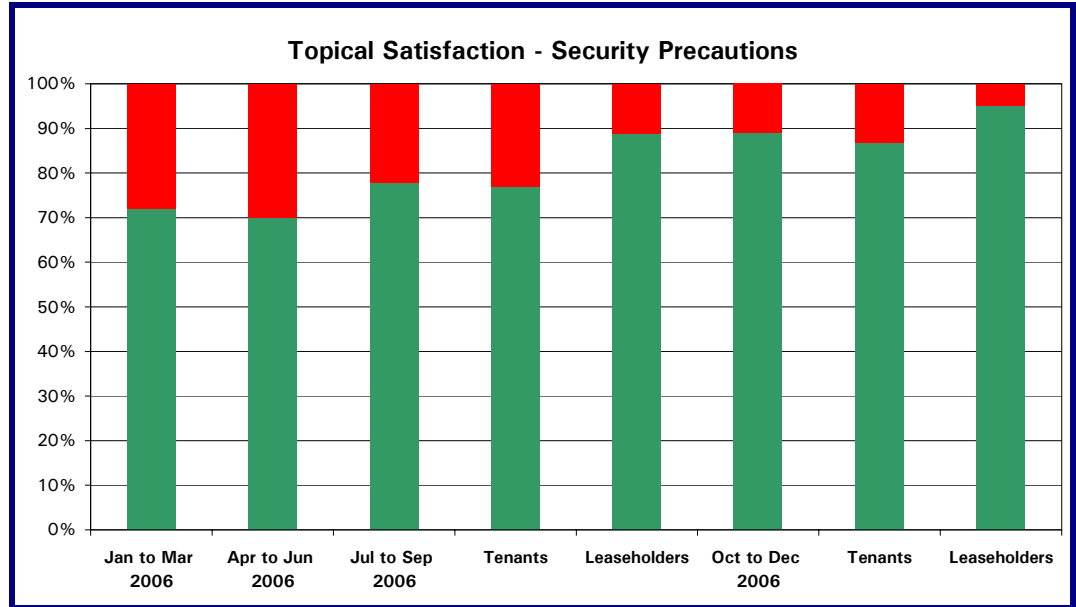
75% [67%] of tenants were 'satisfied' that they were kept informed prior to and during the improvements; giving a mean question score of 65% [66%].

21% [36%] of respondents provided comments. The greatest drivers of their dissatisfaction were: a lack of adequate liaison and communication during the course of the work, at 47%, and a lack of information about the work, provided before it started, at 43%.

Comments given at the end of the survey concerning 'communications', in Section 3.4, 'Improvement Priorities', below, indicate that, *in residents' opinion, this remains one of the most important aspects that must be improved.*

### 3.3.5 Security Precautions

In assessing the security precautions taken (for example, that workers showed their identification, doors were kept latched, keys were kept securely, etc), 89% [78%] of residents were 'satisfied', against 11% [22%] who were 'dissatisfied'; giving a mean question score of 70% [68%].

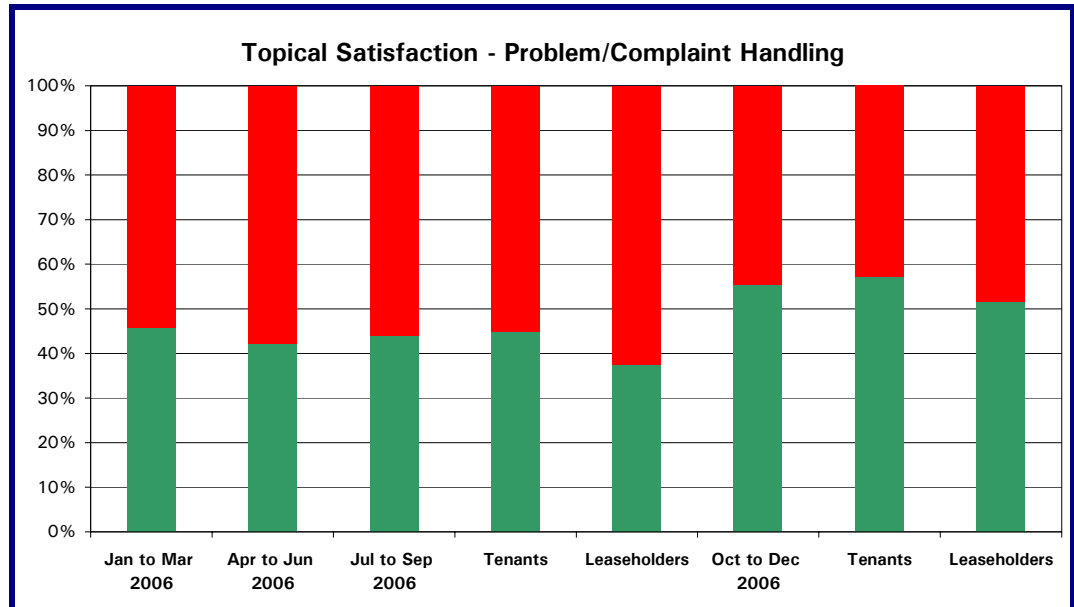


87% [77%] of tenants were 'satisfied' with the security precautions taken; giving a mean question score of 70% [68%].

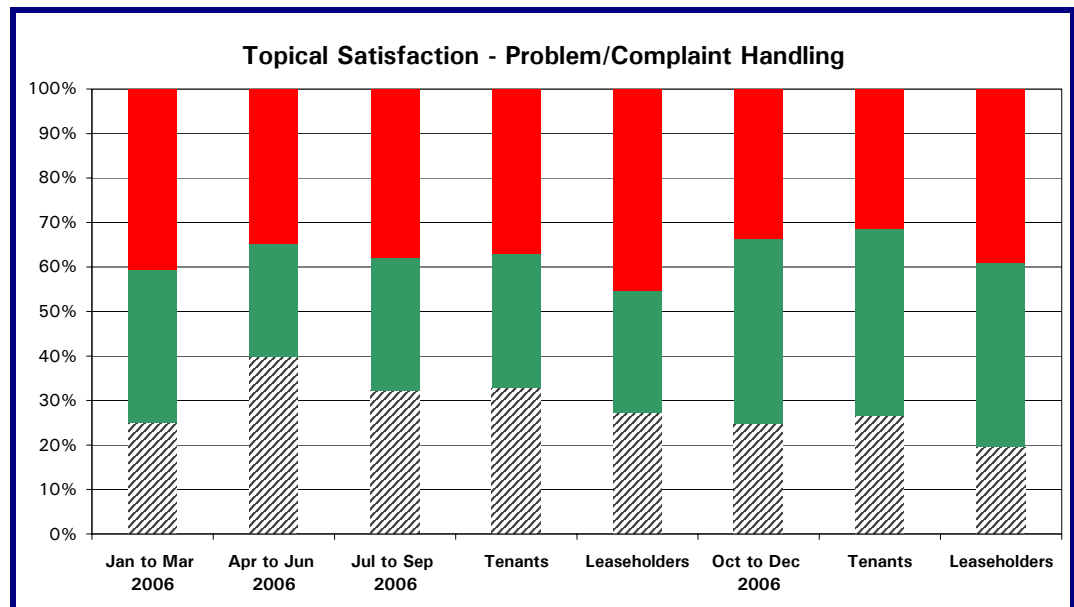
2% [15%] of respondents provided comments. The greatest drivers of their dissatisfaction with security were that keys were not returned, at 67%. In contrast to prior surveys, no comments were received about scaffolding.

3.3.6 Problem/Complaint Handling

When asked whether they had had a problem or complaint, 25% [32%] of residents indicated that they had not had a problem or complaint. In assessing the way in which any problems or complaints were handled, 55% [44%] were 'satisfied', against 45% [56%] who were 'dissatisfied'; giving a mean question score of 59% [52%].



If the proportion of residents who did *not* have a problem or complaint is taken into account, different proportions result.



Here, 66% [62%] of residents either did not have a problem or complaint or were 'satisfied' with the way that it was handled; against 34% [38%] who did have a problem or complaint and were 'dissatisfied' with the way that it was handled.

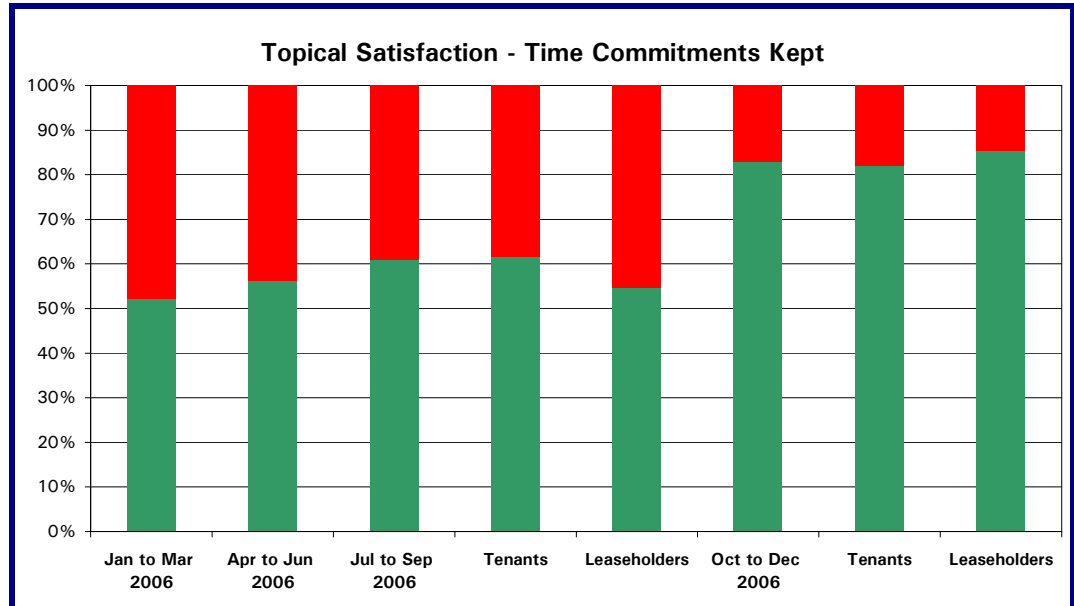
16% [26%] of respondents, who had a problem or complaint, provided comments. The greatest drivers of their dissatisfaction were their difficulty in getting actions to resolve problems implemented, at 61%, and difficulty in getting staff to respond initially to their problems, at 39%.

**Customer Satisfaction Survey**  
*October to December 2006*  
*C124, Islington HRA PFI R1 Project*

Although this question still generates a significant number of comments and there is always room for improvement, comments given at the end of the survey concerning 'problem/complaint handling', in Section 3.4, 'Improvement Priorities', below, indicate that, in residents' opinion, this aspect is now amongst the lower priorities for further improvement.

### 3.3.7 Time Commitments Kept

In assessing that time commitments made (for example, that the work started and finished on time that appointments were kept, that follow-on decorative work and inspections were completed promptly, etc), 83% [61%] of residents were 'satisfied' that time commitments were kept, against 17% [39%] who were 'dissatisfied'; giving a mean question score of 67% [61%].



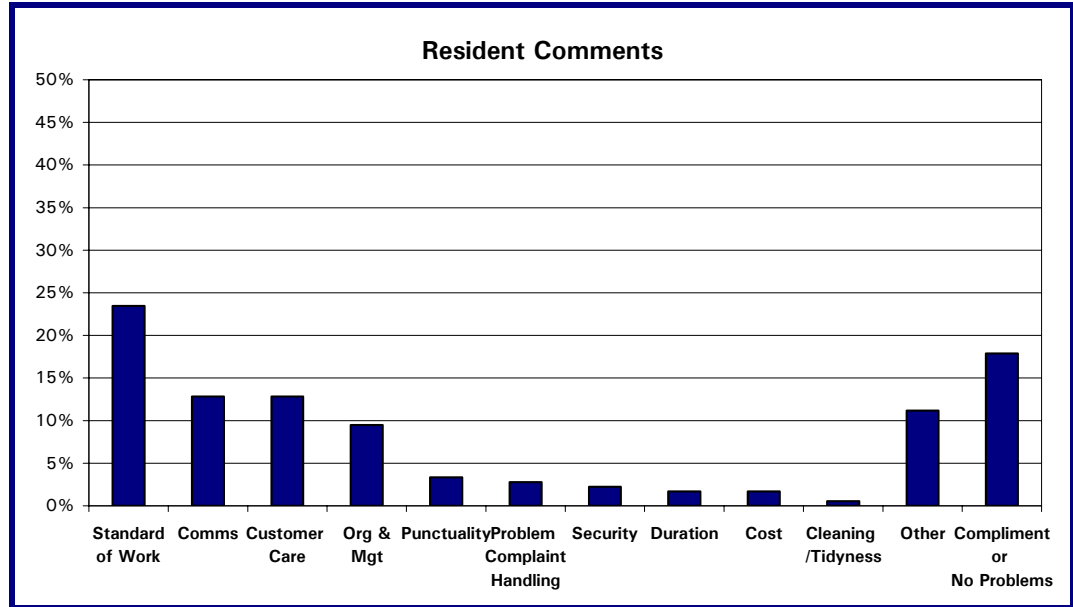
82% [62%] of first completion tenants were satisfied that that time commitments were kept; giving a mean question score of 67% [62%].

6% [18%] of respondents provided comments. The greatest drivers of their dissatisfaction with the keeping of time commitments were that: at the time of the survey, residents considered that the work was not finished (usually that they were waiting for final painting to be completed), at 56%, and that the work took longer than they expected, at 44%.

Comments given at the end of the survey concerning the 'duration' of the work, in Section 3.4, 'Improvement Priorities', below, indicate that, in residents' opinion, this aspect is now amongst the lower priorities for further improvement.

**3.4 Improvement Priorities**

At the end of the survey, every resident was asked for “the two most important things ... to improve?”, 35% [43%] of residents provided comments. 179 comments were received.



The highest priority issues for improvement were:

- ‘Standard of work’, at 23% [23%], remains the most important topic for improvement. This is described in more detail in Section 3.3.1, ‘Attention to Detail’, above.
- ‘Communications’ between people, not just hard information provided, at 13% [16%]. This is described in more detail in Section 3.3.4, ‘Information’, above.
- General ‘customer care’, at 13% [6%], has returned as an issue for improvement.

‘Duration’, ie the overall time taken for the improvements, at 2% [9%], has dropped significantly as an issue of concern.

11% [5%] of comments received concerned other issues, which ranged from a lack of choice in design (new issue) to the unavailability of decanting. Only one comment of “everything” was received.

18% [23%] of comments received specifically indicated that there were no particular items that required improvement or provided a compliment, for example: “No complaints great job done by friendly helpful & efficient staff”, “Can't think of anything off-hand”, “Nothing to complain about - they did a great job and I'm very happy”, etc.

#### **4 HFI OVERALL PERFORMANCE BREAKDOWN**

Note, step change in quarter and 12 month period results caused by the change to Hfi/Kwest Research reporting method.

##### ***Quarter Period***

Overall % satisfaction rating for all residents (tenants and leaseholders) with improvements to their homes	84%
Overall % satisfaction rating for all residents (tenants and leaseholders) satisfied with service provided by United House	76%

##### ***Prior 12 months***

Overall % satisfaction rating for all residents (tenants and leaseholders) with improvements to their homes	80%
Overall % satisfaction rating for all residents (tenants and leaseholders) satisfied with service provided by United House	75%

##### ***Quarter Period***

	Tenants Satisfied with Improvements	Leaseholders Satisfied with Improvements	Tenants Satisfied with Service	Leaseholders Satisfied with Service
Tenants in backlog properties	Not applicable		Not applicable	
Leaseholders in backlog properties		Not applicable		Not applicable
Tenants not in backlog properties	89%		76%	
Leaseholders not in backlog properties		71%		76%

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Rev 1, 4<sup>th</sup> April 2007.