
Housing 21 TSM Report – Home Ownership

2023 Report

October 2023

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Introduction

Housing 21 is a leading provider of retirement living and extra care housing for older people of modest means. Housing 21 operates in 240 local authority areas, managing over 23,300 properties and providing over 48,000 hours of social care each week.

Acuity has been commissioned to undertake, independent satisfaction surveys of different groups of Housing 21's residents, including extra care, shared ownership, Walsall PPP and the properties transferring from Clarion, to collect data on their opinions of, and attitudes towards, their landlord and the services provided. This report covers the results from the shared owners across all of Housing 21's properties, with separate reports for the other groups.

The survey was designed using the new Tenant Satisfaction Measures from the Regulator of Social Housing, which became mandatory in April 2023 and will be reported for the first time in 2024.

Housing 21 provides retirement and extra care housing on both a rented and shared ownership basis. This survey is part of a series carried out by Acuity and covers those who have purchased their property. The survey was conducted as a census of 1,228 homeowners and was primarily conducted by post, but residents were also given the opportunity to complete the questionnaire online if they wished.

At the close of the survey 789 responses were received making the response rate of 64%, which is excellent and a little higher than expected. Of the 789 responses, 724 were by post with 65 online. Using a census approach allowed all those who wished to, the opportunity to respond to the survey and comment on the services they receive from Housing 21. The results have been checked against the characteristics of the residents to ensure representativeness and some weighting has been applied.

The report includes the results from all the questions in the survey together with comments from the open-ended questions, an assessment of the national context, benchmarking information and a breakdown of results by scheme, and different resident characteristics. The survey is confidential, and the results are sent back to Housing 21 anonymised.

The aim of this survey is to provide data on residents' satisfaction, which will allow Housing 21 to:

- Provide information on the homeowners' perceptions of current services
- Compare the results against previous surveys from 2021 and 2022
- Compare the results with other landlords (where appropriate)
- Inform decisions regarding future service development
- Report to the regulator from April 2024 onwards.

For the overall results, Acuity, Housemark and the Regulator of Social Housing recommend that landlords with under 2,500 properties achieve a sampling error of at least $\pm 5\%$ at the 95% confidence level. For Housing 21, 789 responses were received from the homeowners, and this response is high enough to conclude that the findings are accurate to within $\pm 2.1\%$. This is well within the guideline figure, so Housing 21 can be confident that the results represent the views of all their homeowners and will give good insight into what works well and not so well to help target areas for improvement.



79%

Overall Satisfaction

The key metrics from the survey are shown on the page opposite and generally shows good levels of satisfaction for the home and the services provided.

There are 79% of homeowners satisfied with the overall services provided by Housing 21, with even higher satisfaction for the upkeep of the communal areas (87%), the provision of a safe home (84%) and how residents are treated fairly and with respect (81%).

However, some measures fall below 70% satisfied, these include the way Housing 21 listens to its residents' views and acts upon them (69%), how they deal with anti-social behaviour and the positive contribution they make to the neighbourhood (62%), whilst just 33% are satisfied with the way complaints are handled.

Key Metrics Summary 2023



79% Well maintained home



69% Listens & Acts



84% Safe home



76% Keeps you informed



87% Communal areas clean & well maintained



81% Treats fairly & with respect



62% Positive contribution to neighbourhood



33% Complaints handling



68% Anti-social behaviour



78% Housing management team

When considering the results, it is important that the national context and external factors should also be taken into account. For example:

- Cost of Living Crisis
- Government & Political Changes
- Uncertainty about the Future
- Brexit and the economy

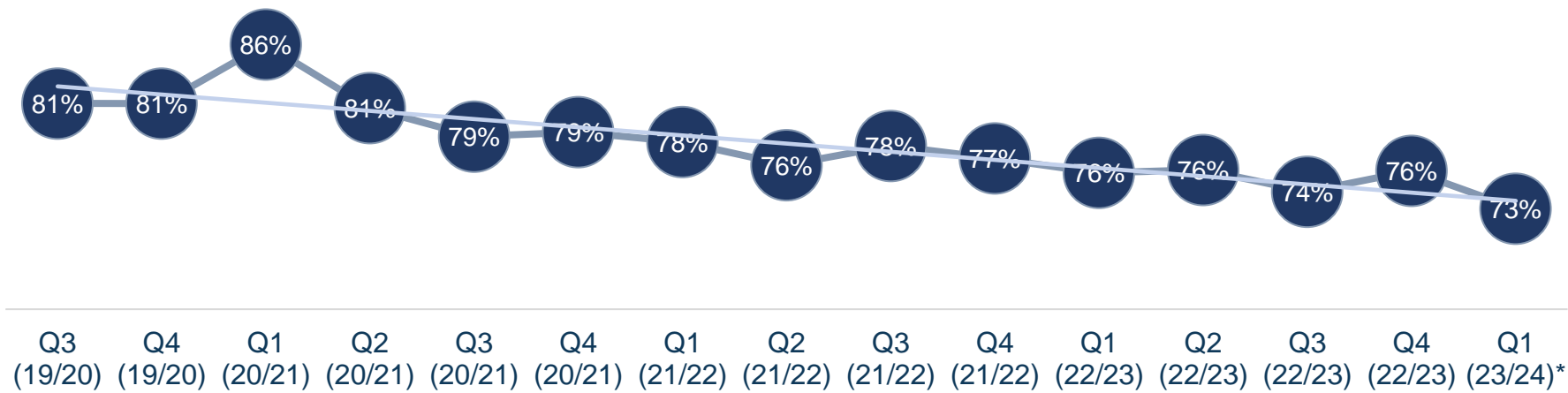
Satisfaction is based on perception rather than specific values so can be affected by these factors and how positive people feel about their lives. Factors such as the pandemic also altered the way social landlords operate, perhaps making them less accessible and responsive.

The top graph demonstrates how overall satisfaction has changed over time for Acuity's clients (tracker only). The trendline is downward over the last few years. The lower chart shows the results from Housemark members with a peak in 2015/16 but a slow decline since, this starting even before the disruption caused by the COVID-19 pandemic.

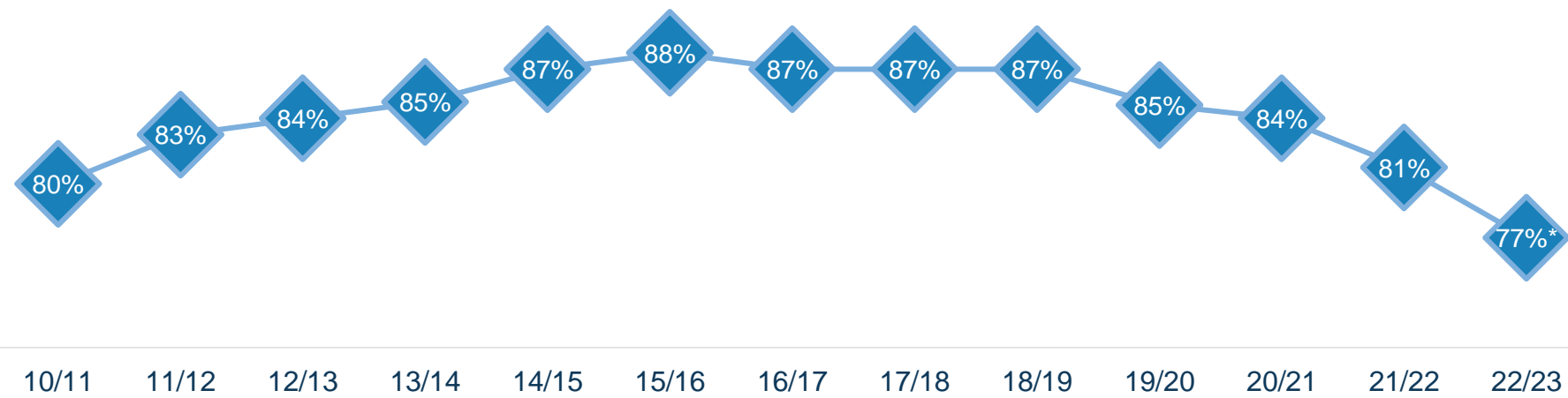
It should be noted that the results are primarily for LCRA residents rather than LCHO, but the important issue is the general trend of satisfaction over the last few years.

National Context

Overall Services (Acuity Clients)



Satisfaction with services provided (NHF/Housemark median - general needs)



*LCRA only onwards



Overall Satisfaction





Tenants were asked, “Taking everything into account, how satisfied or dissatisfied are you with the service provided by Housing 21?” This is the key metric in any tenant perception survey.

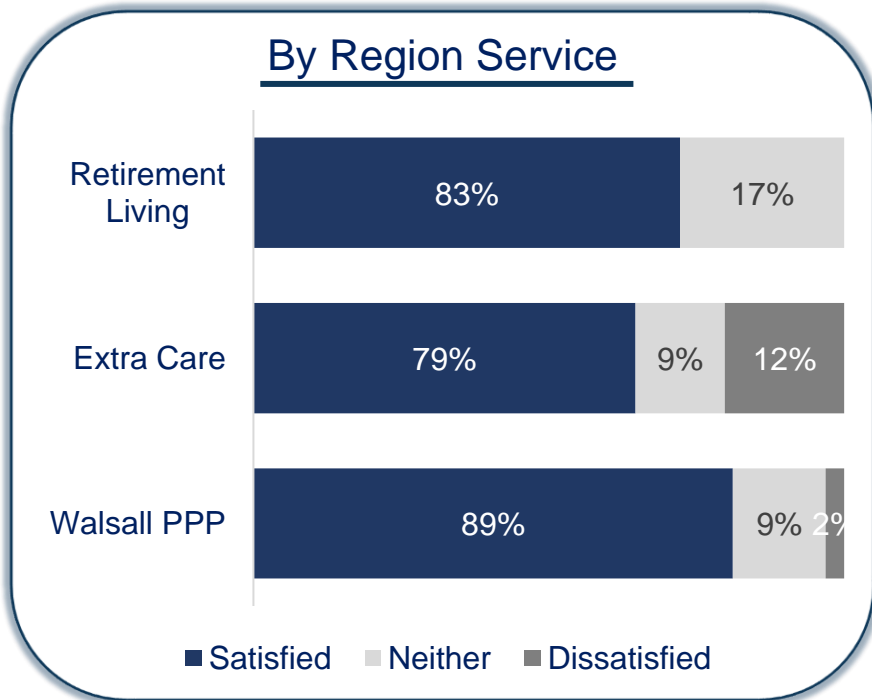
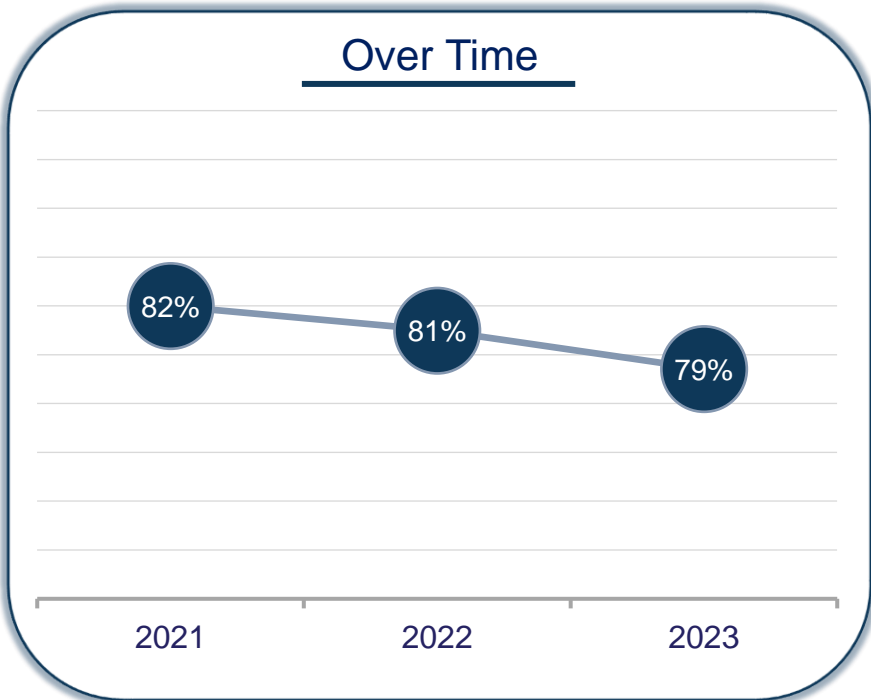
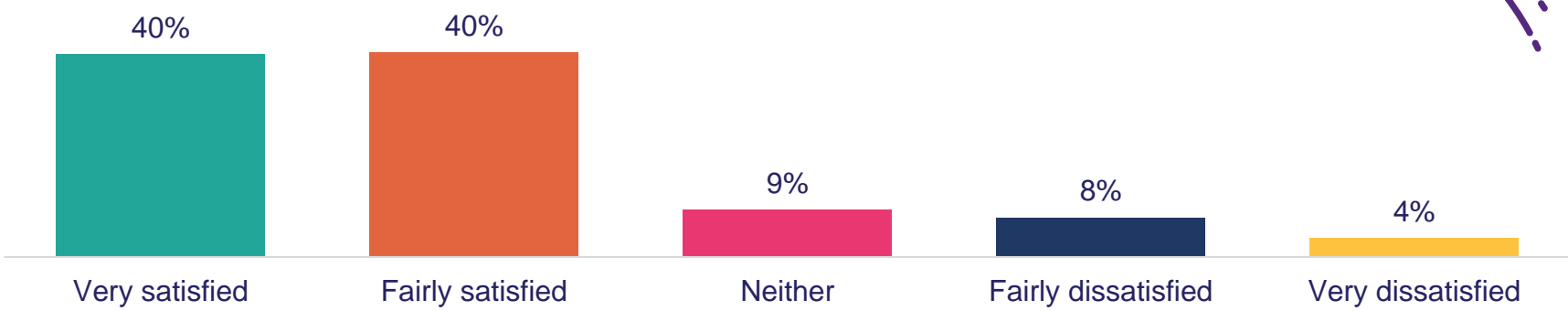
Eight out of ten homeowners (79%) are satisfied, with similar numbers very satisfied as fairly satisfied (40%) – the difference in adding these together caused by the rounding of results.

Just 11% of homeowners are dissatisfied with the overall services provided and a further 9% are neither satisfied nor dissatisfied.

Housing 21 completed similar surveys in 2021 and 2022 and the chart shows that satisfaction among the homeowners has fallen a little during this time, from 82% in 2021 to 81% in 2022 and down a further 2% to 79% in 2023.

The homeowners fall into three distinct groups, those in retirement living accommodation, extra care and those within the Walsall PPP schemes. Of these satisfaction does vary a little with 89% satisfied with the overall service in Walsall PPP, 83% with the retirement living residents and 79% for those in extra care accommodation.

Overall Satisfaction





Keeping Properties in Good Repair



Keeping Properties in Good Repair

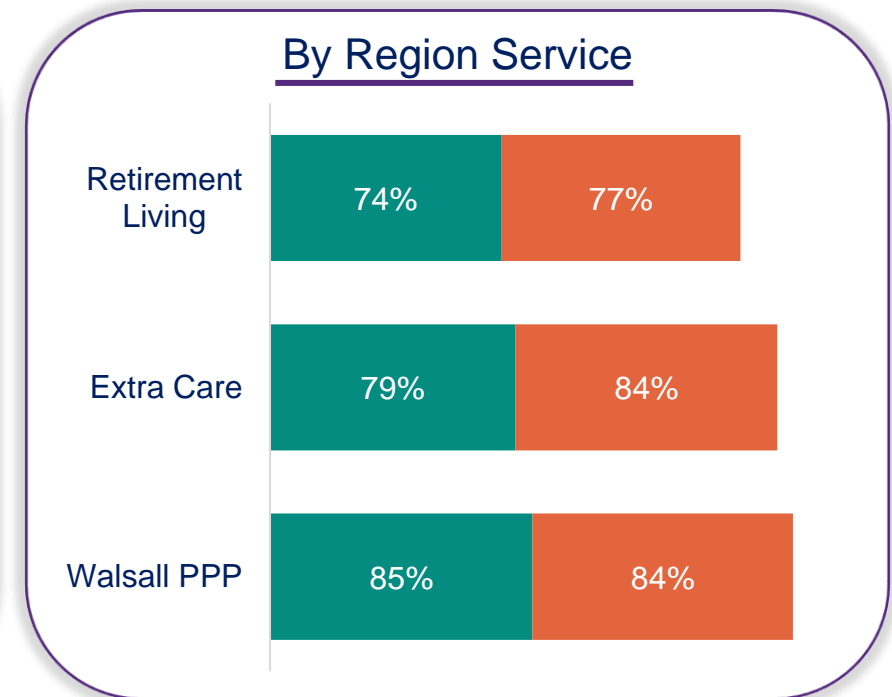
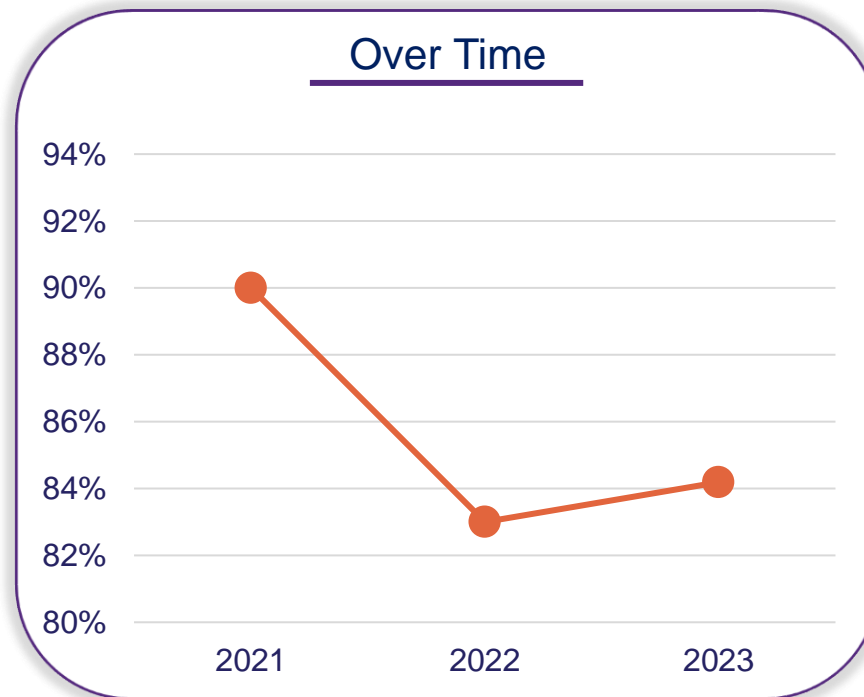
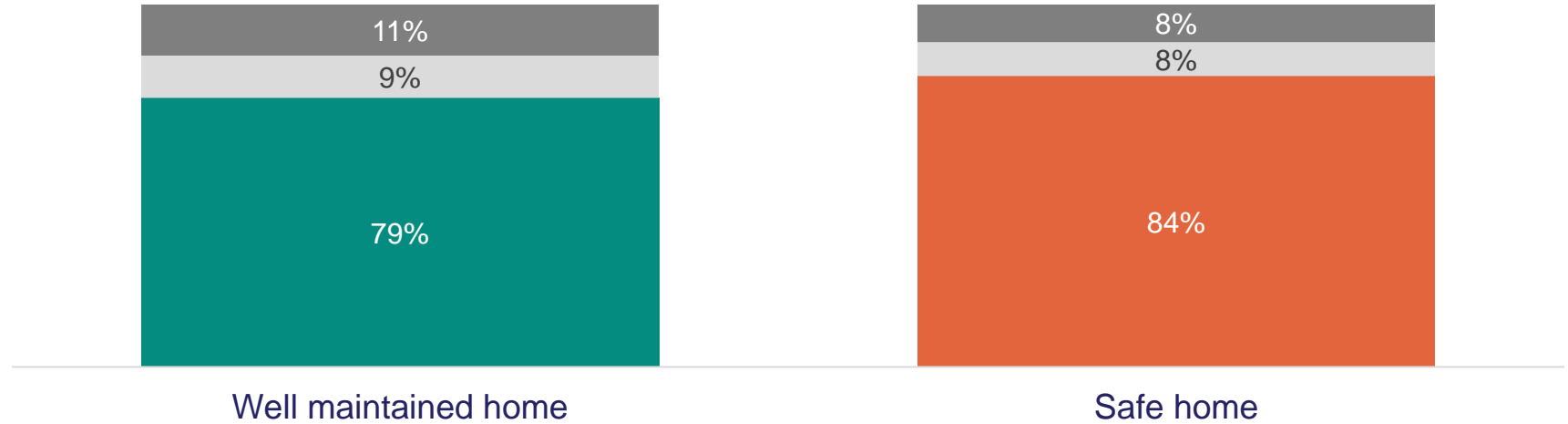
The TSM questions now include two about the home, whether it is well-maintained and safe.

For the homeowners with Housing 21, 79% feel their home is well maintained with more (84%) who feel it is safe.

The safety question has been used before and this shows that satisfaction fell from 90% in 2021 to 83% in 2022 but is up marginally in 2023 to 84%.

Again, those in the Walsall PPP properties are the most satisfied with the maintenance of their home (85%) compared with 74% in the retirement living schemes and this group are equally happy with their home's safety as those in the extra care homes, again the retirement living residents being the least satisfied.

As the repairs service is different for homeowners than tenants and limited to communal repairs, the TSM questions about the repairs service don't apply here.





Responsible Neighbourhood Management



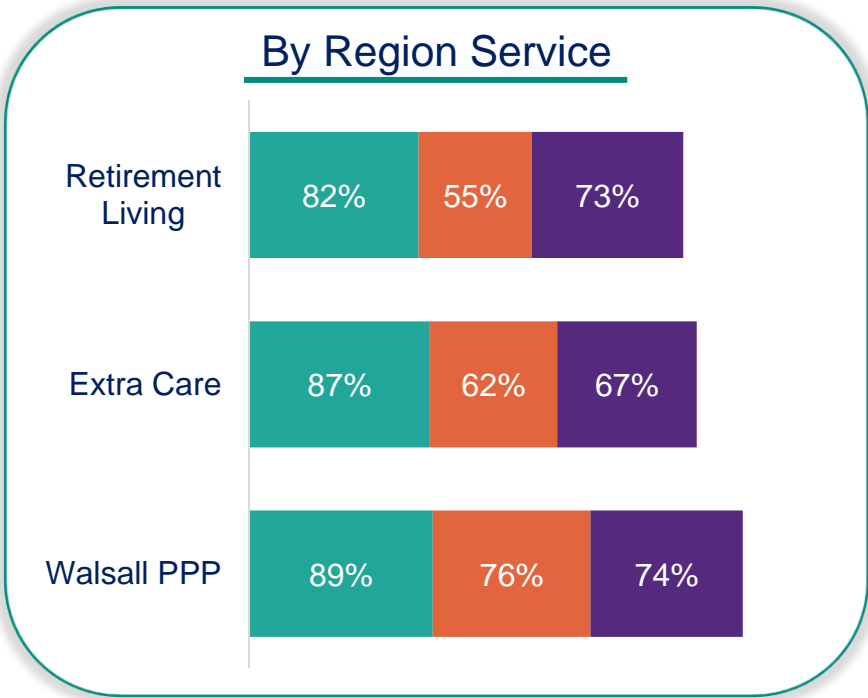
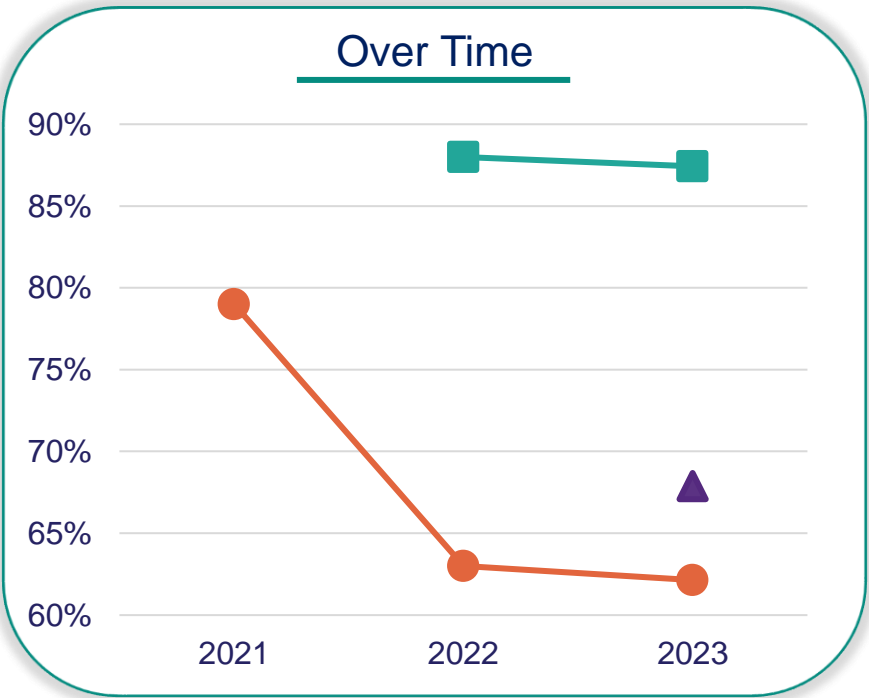
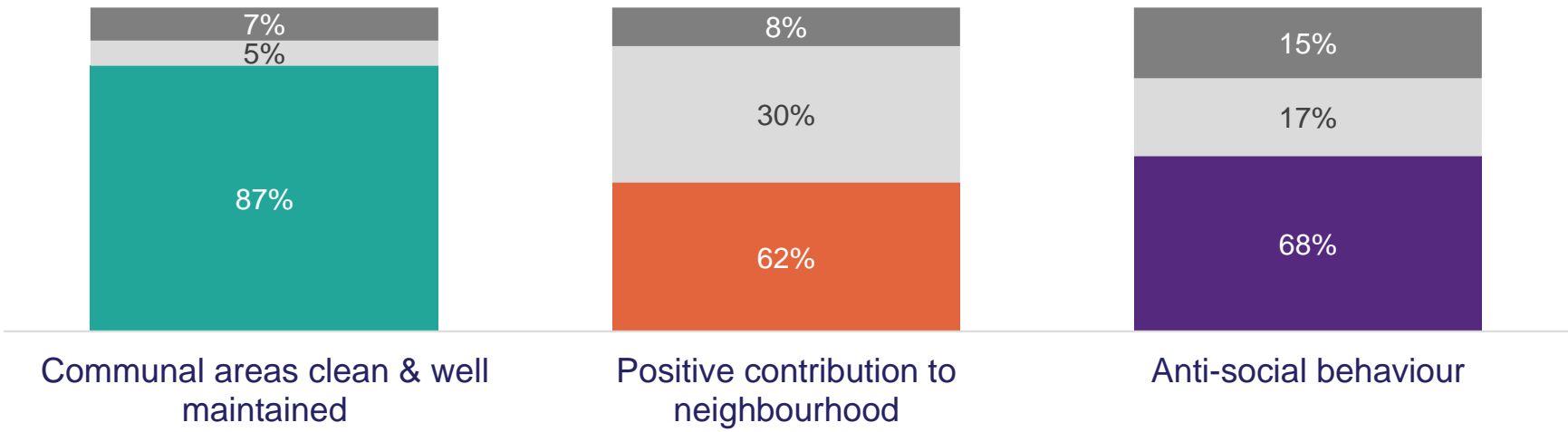
Responsible Neighbourhood Management

There are 94% of homeowners who say they live in a building with communal areas that Housing 21 is responsible for maintaining; 4% said they don't and 1% don't know. Of these residents 87% are satisfied that Housing 21 keeps their communal areas clean and well maintained and just 7% are dissatisfied.

A little under two-thirds of residents are satisfied that Housing 21 makes a positive contribution to their neighbourhood, just 8% are dissatisfied but 30% gave a neither one nor the other answer, perhaps because they are unaware of the contribution Housing 21 makes.

Over two-thirds of residents (68%) are satisfied with the way Housing 21 deals with instances of anti-social behaviour; 15% are dissatisfied and 17% neither satisfied nor dissatisfied.

Again, Walsall PPP residents have the highest satisfaction against these measures with retirement living residents the least, apart from the handling of ASB, where slightly fewer extra care residents are satisfied.





Respectful & Helpful Engagement



Three-quarters of homeowners are satisfied with how they are kept informed about things that matter to them (76%), although fewer are satisfied that Housing 21 listens to their views and acts upon them (69%). Satisfaction with keeping residents informed fell in 2022 but has increased by 14% in 2023.

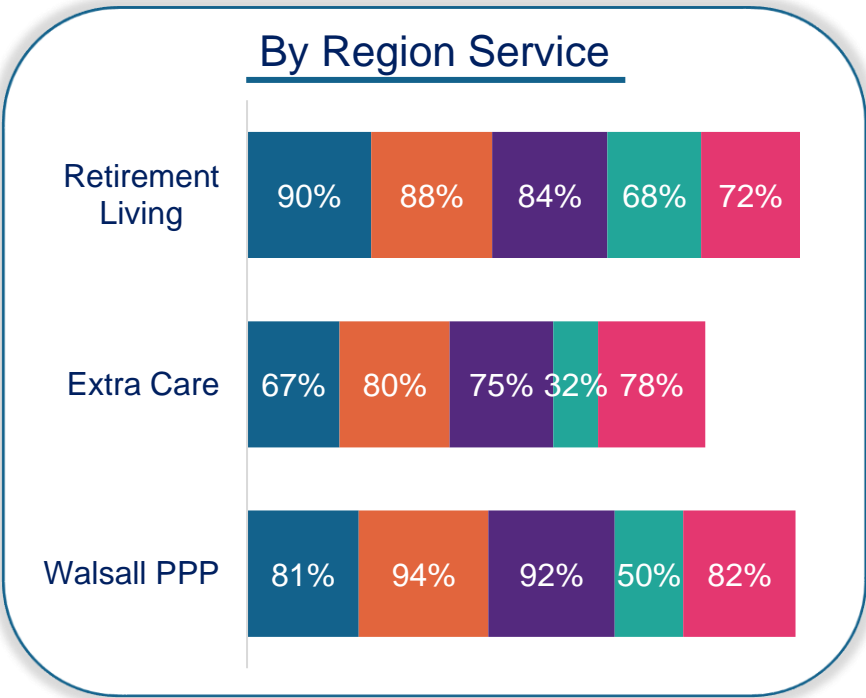
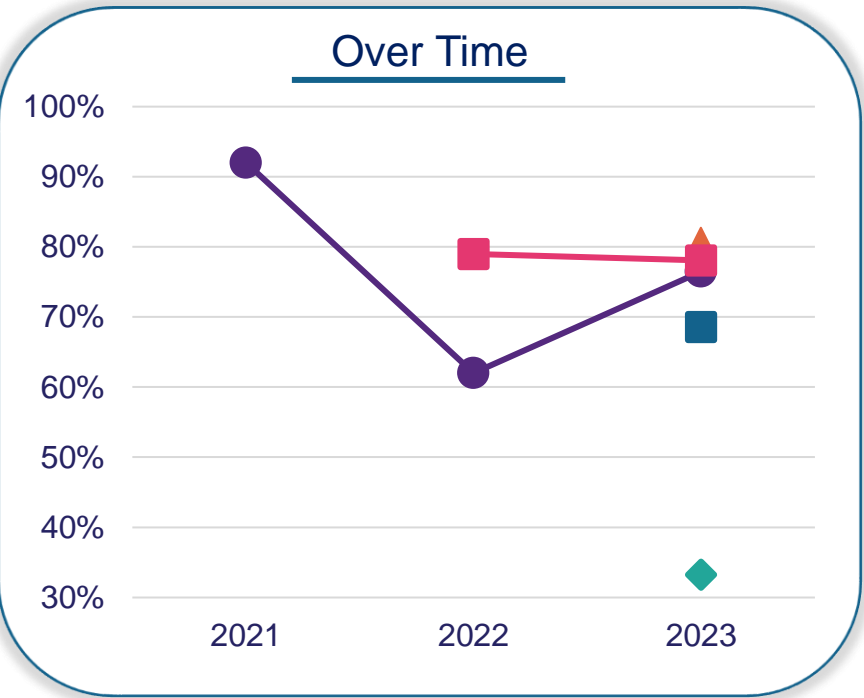
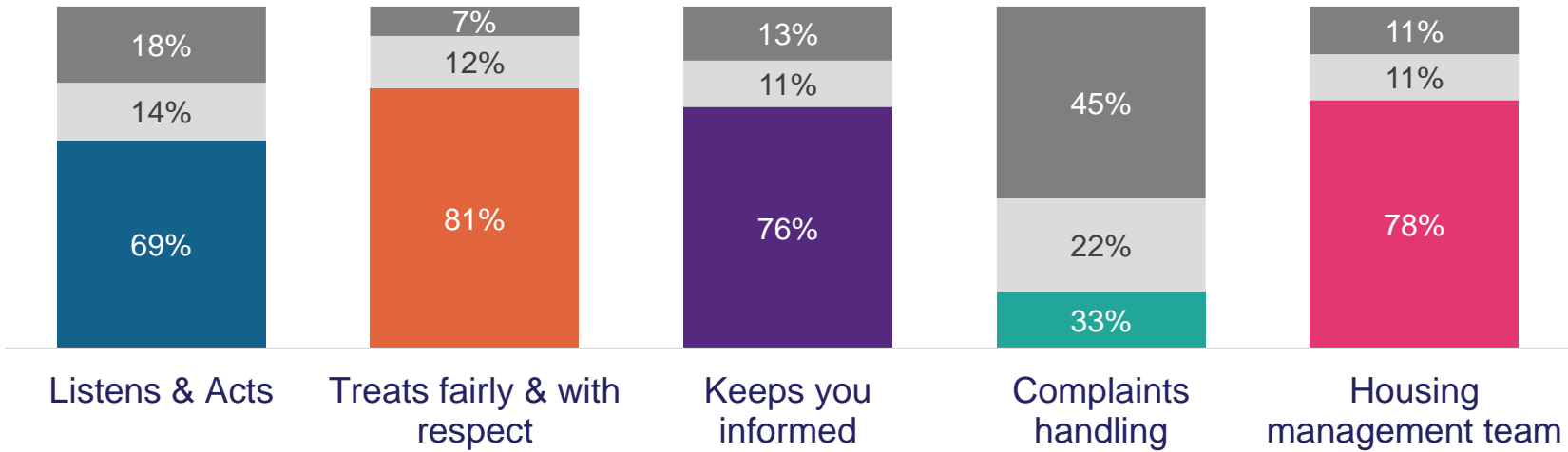
Eight out of ten homeowners agree that they are treated fairly and with respect (81%), just 7% disagree.

A quarter of homeowners (25%) said they had made a complaint to Housing 21 in the last 12 months, although it is not clear whether these are service requests yet to be fully actioned or genuine complaints following a failure of service. Nevertheless, of these just 33% are satisfied with the way complaints are handled, with more dissatisfied (45%).

Satisfaction with the housing management team at the schemes is good (78%), just 11% being dissatisfied.

There is a little more mixed picture with these measures in terms of service type, and whilst the Walsall PPP homeowners are again very satisfied it is those in retirement living homes who are the most satisfied with how their views are listened to and how their complaints are handled.

Respectful & Helpful Engagement





Likes & Improvements



Comments – Likes about the service provided

The homeowners were asked what one thing do they like about the services provided by Housing 21, and 546 left comments.

A third of these cite the attitude of the staff with 13% saying they feel safe and secure. Other things the homeowners like are the resident activities, the alarm system, the cleaning of the communal areas and the good overall service.

The following page includes some of these comments in full and give a flavour of how residents feel about their homes, scheme and the services they receive.

The full text of these comments is included on the Acuity dashboard and within the accompanying data files and will help Housing 21 better understand what residents like and what issues may need some improvement.

However, these comments generally reflect the high levels of satisfaction shown throughout the report.



Number of respondents: 546

Like About the Service – Example Comments

Positive comments – attitude of the staff	Positive comments – feel safe & secure	Scheme/estate	Other
<p><i>“All the staff are kind , professional and respectful.”</i></p> <p><i>“We love living here, its nice and clean and all the staff are very helpful and friendly. Just like being in a hotel.”</i></p> <p><i>“The staff - who are both friendly and unobtrusive. The fact that the continuing staff are apparently happy in their work with Housing 21 speaks well of your organizations relationship with them and is therefore reassuring to tenants.”</i></p> <p><i>“The care team is brilliant! I broke my leg last September and unexpectedly found myself in need of help for maintaining a high level of cleanliness and order in my bungalow the care team provided it. They are empathetic, non-patronising and practical.”</i></p> <p><i>“Friendly and approachable staff will help with problems if they can.”</i></p> <p><i>“Friendly community feeling with friendly staff.”</i></p>	<p><i>“I feel safe here.”</i></p> <p><i>“Security, enabling your apartment is safe and secure when leaving overnight or stays away.”</i></p> <p><i>“I think the experience of living here gives me a sense of security and also like the idea that if I don't feel like cooking a meal there is always food available.”</i></p> <p><i>“Independence yet with a safety net if needed.”</i></p> <p><i>“A safe place where friends and neighbours may meet together and talk and chat in company.”</i></p> <p><i>“The provision of a safe, secure, and comfortable home free from the stress and worry of maintenance of buildings, etc.”</i></p> <p><i>“I feel safe in my home, and I get a call every morning to make sure that I'm ok.”</i></p> <p><i>“I feel that it is a secure, safe, well kept and clean environment. This is helped by on site managers who are also easily approachable and open to any minor problems I might have.”</i></p>	<p><i>“On site restaurant and a few social activities provided.”</i></p> <p><i>“The grounds are always kept reasonably tidy.”</i></p> <p><i>“We like all services provided by H21 which creates a feeling of community. The cafe, social events, music groups and book club etc.”</i></p> <p><i>“The social events, helping us to make new friends.”</i></p> <p><i>“They make a real effort when we have a day for the residents, be it a Christmas party, or the coronation etc.”</i></p> <p><i>“Interior of property excellently looked after by complex cleaners.”</i></p> <p><i>“The communal areas are always kept very clean and welcoming.”</i></p> <p><i>“The entertainment and activities.”</i></p> <p><i>“We have a lovely garden and now a gardening club with money to buy plants. We had a jumble sale for the money.”</i></p>	<p><i>“The great help provided by the Housing Officer at Mitchison Court and the office staff.”</i></p> <p><i>“Hard working local management and cleaning staff.”</i></p> <p><i>“The satisfaction of having a private dwelling within a community with a social aspect. Occasional events are arranged.”</i></p> <p><i>“The flats are very well appointed and are a pleasure to occupy.”</i></p> <p><i>“Feel safe in my home and got my own private space.”</i></p> <p><i>“That they check on me each day via the intercom and ask how I am feeling.”</i></p> <p><i>“Property is well insulated.”</i></p> <p><i>“Comfortable & well located.”</i></p> <p><i>“Reassurance of staff on site 24/7.”</i></p> <p><i>“Apartments are spacious and easy to maintain.”</i></p>

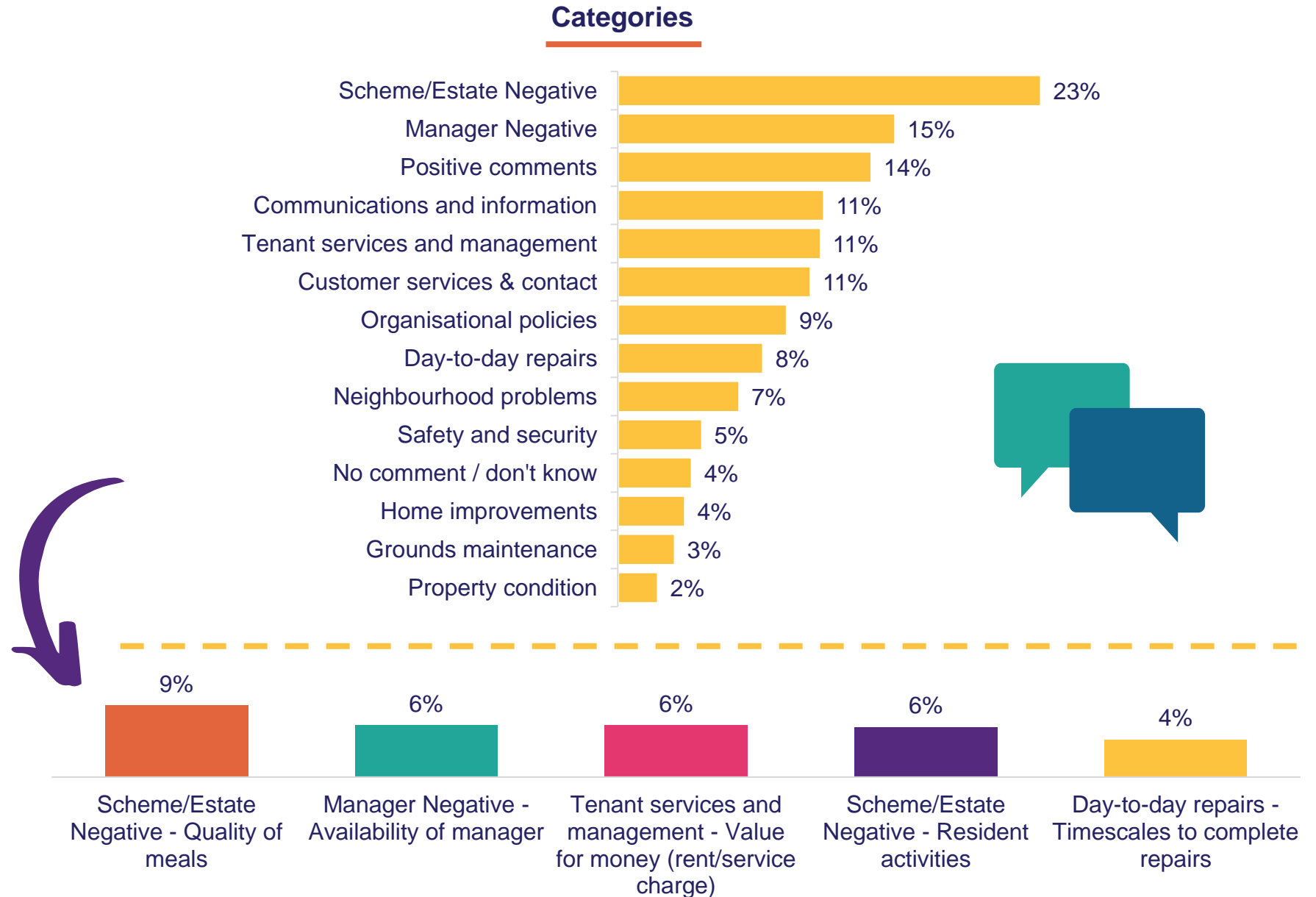
Improvement Suggestions

The homeowners were asked if there was one thing Housing 21 could do to improve its services, what would they like it to be, and 539 gave comments.

There are 15% of the comments positive about the current service and 4% had no suggestions, perhaps also feeling no improvements are needed.

However, 23% of the comments focus on the scheme with 15% about the scheme manager, with communication and customer service also mentioned. In particular, some have issues with the meals provided, the availability of the scheme manager and the value for money of the service charges

Again, these comments will help Housing 21 target areas for improvement and a selection of the comments is shown overleaf.



Number of respondents: 539

Improvements to Service – Example Comments

Scheme/estate	Scheme manager	Communications & information	Homeowner services
<p><i>"A couple of a coach trips a year just for a day."</i></p> <p><i>"I do miss the one hour per week of chair-based exercise that was previously available in the lounge. In winter it is particularly beneficial - no need to brave bad weather. Could this be reinstated?"</i></p> <p><i>"Provide a reliable Bistro service, 365 days a year."</i></p> <p><i>"Have cafe open later and weekends."</i></p> <p><i>"The canteen food is not of a good standard, in fact it (the restaurant) is closed at present which is an inconvenience to users of this facility."</i></p> <p><i>"They need to consider the people who can't cook and can't afford the meals offered by outside caterers. They should offer a service seven days a week at a reasonable price."</i></p> <p><i>"A problem - the Bistro is closing down, so no food. This company i.e. losing money. Will anyone take over I wonder?"</i></p>	<p><i>"1. Employ a full-time manager not just temps now and again with no stability. 2. Employ a chef as restaurant now shut."</i></p> <p><i>"Perhaps someone being available on site at weekends."</i></p> <p><i>"Better cover at weekends and bank holidays."</i></p> <p><i>"Have management in office 9am-5pm Mon-Fri, which was one of the main reasons why we moved here to feel safe. This has not been the case for months. Also been told restaurant closing which is a vital facility for us."</i></p> <p><i>"Employ a separate full-time court manager who is available five days a week and is there at all specified times of daily work, and who genuinely cares about leaseholders, their welfare, concerns, safety, and problems."</i></p> <p><i>"Only have cover till 3pm in the building not til 5pm not same at end of the phone for 2 hours need someone on the premises."</i></p>	<p><i>"Better communication to residents."</i></p> <p><i>"H21 could improve the induction programme for new residents."</i></p> <p><i>"Be open and honest when residents request specific information. Do not ignore residents when difficult questions arise by hoping they will just go away."</i></p> <p><i>"Improve Communications including Undertake inductions for new residents rather than just letting them get on with it. Explain the features of Thermostat & Appello and demonstrate how to use them (for existing and new residents). When there is information of which residents should be aware, do not rely on notice boards and small gatherings but put in place systems that take into account the different needs and capabilities of the various residents."</i></p> <p><i>"Take into consideration the people who wish to live independently and are shared ownership. We have very little notice of our views."</i></p>	<p><i>"Services offered to be more affordable. Bistro facility has been closed for 3 months. it is part of the contract with housing 21. Shame on you."</i></p> <p><i>"Look at the service charge, as the utility bills have dropped in price so should the service charge also the selling process, why has it got to be a RICS surveyor and not an ordinary estate agent they both give the same valuation, but RICS cost a fortune."</i></p> <p><i>"Try to keep the bills down."</i></p> <p><i>"Make a more energetic effort to replace the advertised services which are missing for considerable periods of time."</i></p> <p><i>"They could manage their costs better, which would limit our very high service charges."</i></p> <p><i>"Stop putting up charges so much. Its making life very difficult living here."</i></p> <p><i>"Ensure that the service charge is value for money at the moment it is extremely expensive."</i></p>



Trends

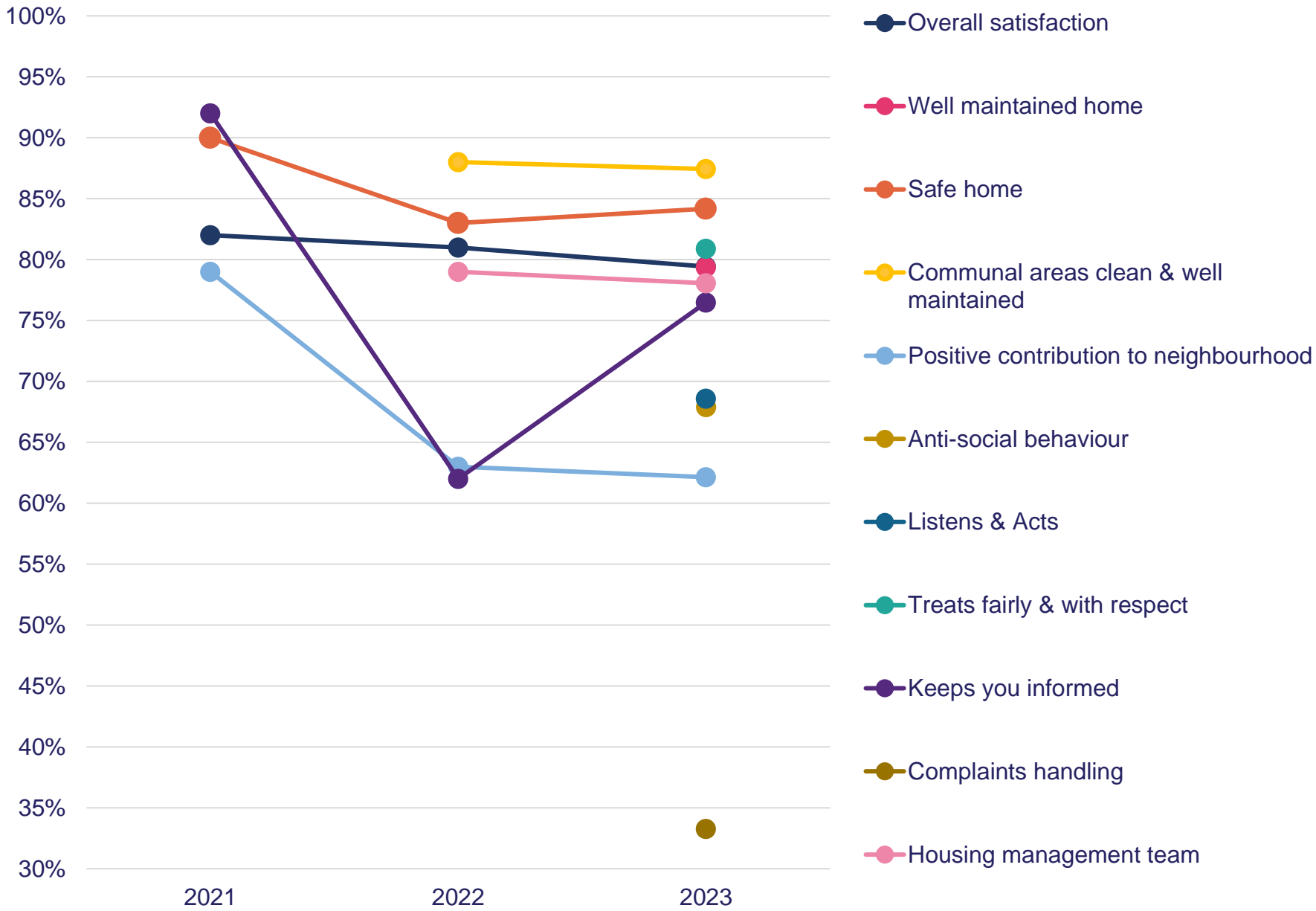


Trend Over Time

The chart opposite shows the changes in satisfaction over the last couple of years and generally there has been little change since last year apart from the way Housing 21 keeps homeowners informed, which has increased by 14%.

Satisfaction with the positive contribution to the neighbourhood provided by Housing 21 fell from 79% in 2021 to 63% in 2022 but has steadied just falling 1% in 2023.

Apart from being kept informed no measure has changed significantly, all below the margin of error of the survey.



Year on Year Change

The table opposite shows the results from the last two surveys in a different format and highlights that apart from keeping homeowners informed, there has basically been no real change between 2022 and 2023.

Given the operating environment, this must be seen as positive, and the homeowners seem to be responding to the general consistent level of service that Housing 21 provides.

	2022	2023	Change
Overall satisfaction	81%	79%	-2%
Well maintained home	--	79%	
Safe home	83%	84%	1%
Communal areas clean & well maintained	88%	87%	-1%
Positive contribution to neighbourhood	63%	62%	-1%
Anti-social behaviour	--	68%	
Listens & Acts	--	69%	
Keeps you informed	62%	76%	14%
Treats fairly & with respect	--	81%	
Complaints handling	--	33%	
Housing management team	79%	78%	-1%



Understanding Satisfaction



Satisfaction & Dissatisfaction

The charts opposite shows the range of both the satisfaction and dissatisfaction with the services provided by Housing 21 to their homeowners.

Similar surveys of social housing residents show that homeowners tend to be far less satisfied than their tenant counterparts and whilst this is true to a point with Housing 21, these results are very positive and, as is shown below, compare well with other providers of LCHO homes.

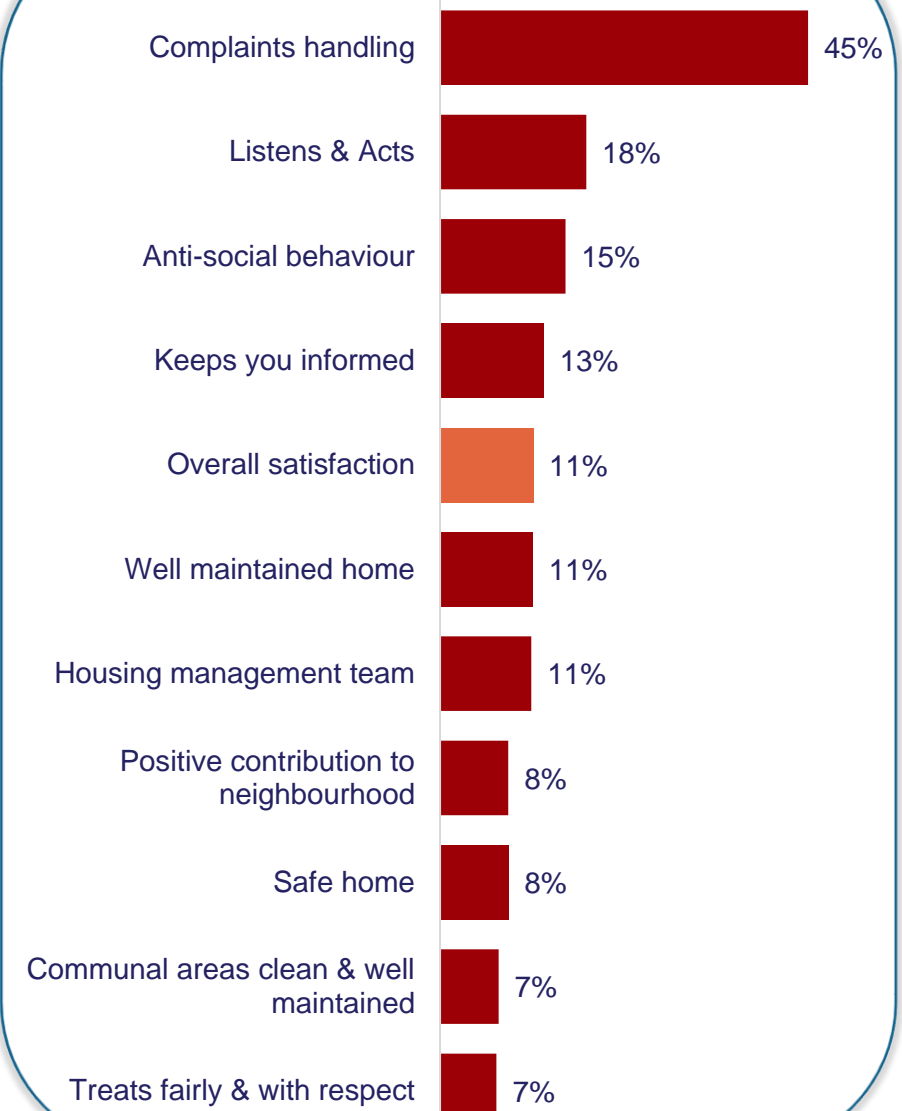
Around eight out of ten homeowners are satisfied with the overall services provided by Housing 21, with even higher satisfaction for the upkeep of the communal areas, the provision of a safe home and how residents are treated fairly and with respect.

Dissatisfaction is correspondingly relatively low, just 11% overall, the one exception being for the way complaints are handled where more (45%) are dissatisfied than satisfied (33%).

Satisfaction with measures



Dissatisfaction with measures



Key Driver Analysis

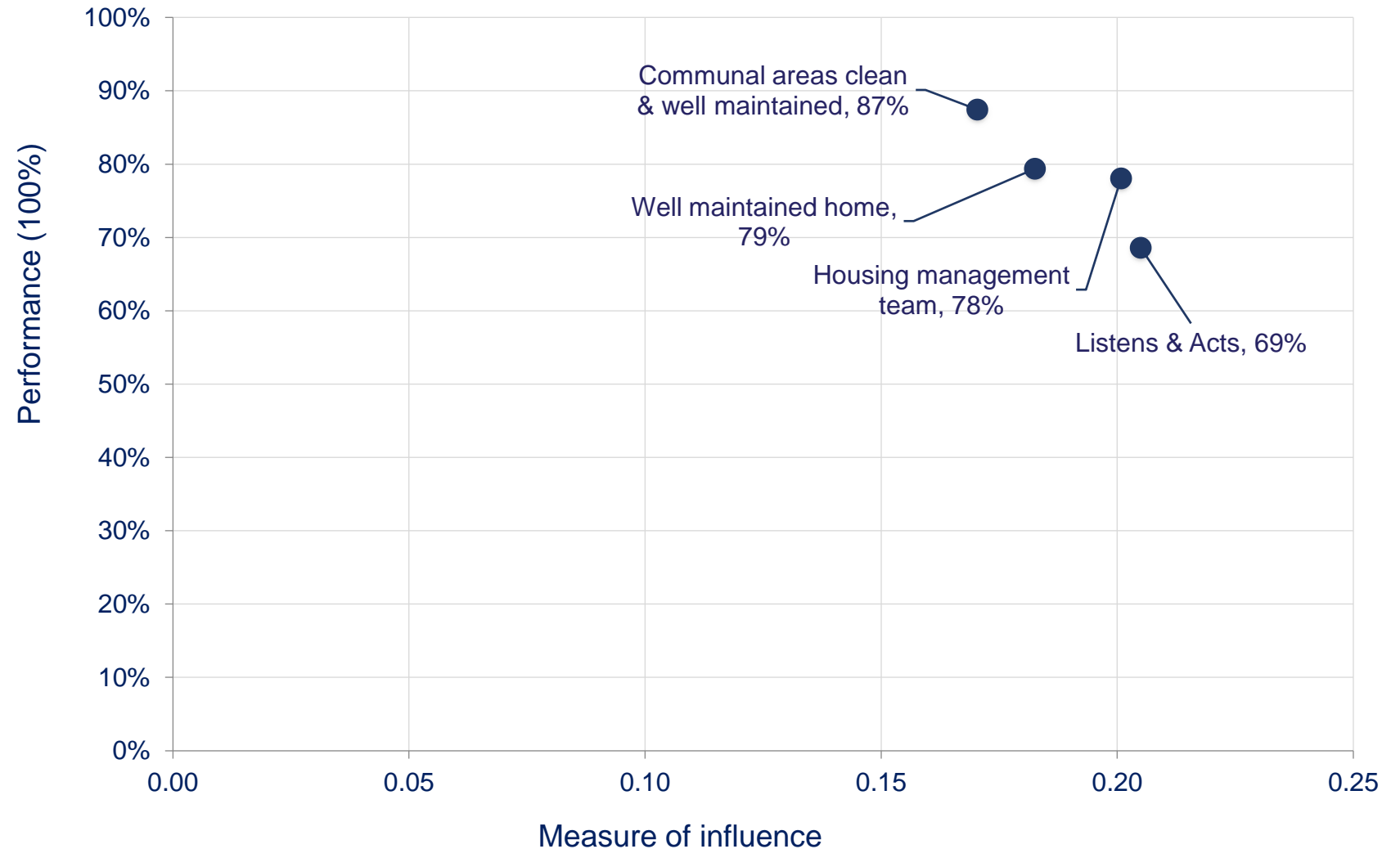
Key driver analysis is used to examine the relationship between the different variables (the questions asked in the survey) and determine which elements of the service are the key drivers for tenants' overall satisfaction.

All landlords produce unique patterns in terms of influence and for the Housing 21 homeowners the most important driver for satisfaction with the overall services is that Housing 21 listens to their views and acts upon them, followed by the performance of the housing management team at the schemes, providing a well-maintained home and the upkeep of the communal areas.

None of the remaining measures show any significant influence on overall satisfaction.

The implication of this analysis is that if improvements around the most influential measures can be achieved, it is more likely to lead to increased satisfaction with the overall services provided.

Key Driver Analysis – Overall Satisfaction



Benchmarking

Acuity has been monitoring the results from clients who have been using the new TSM questions over the past year, so it is possible to compare individual results against the quartile positions from these landlords.

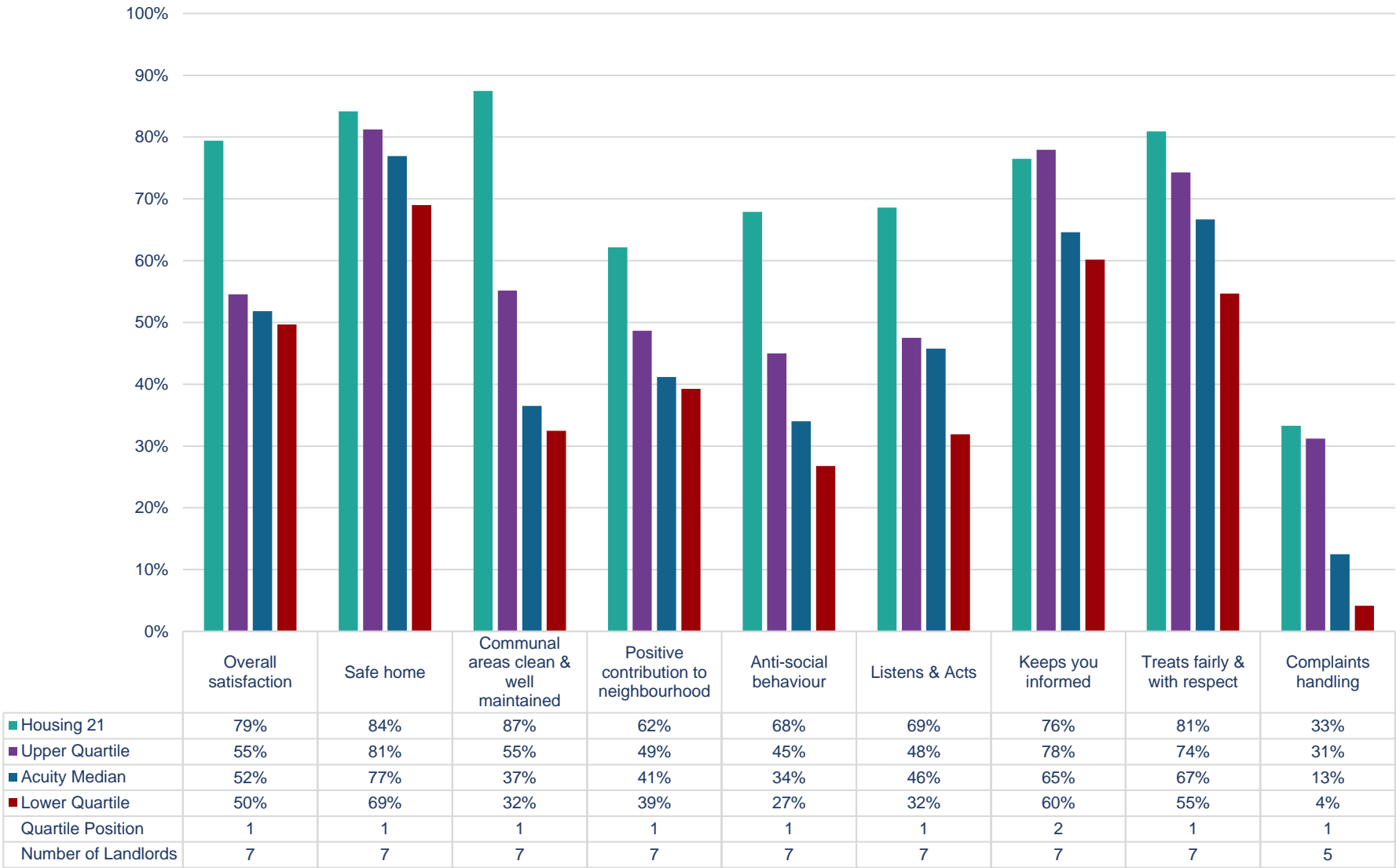
Shown opposite is the benchmarking information from those landlords with LCHO properties during Q1 2023/24.

This shows that the results from the Housing 21 homeowners compare very well against this group, being in the top quartile for all measures except the keeping residents informed, which is second quartile.

It should be noted that currently there are only seven landlords in this cohort, and most will be more general needs than at Housing 21, but it does help to provide context to the results.

From next year, landlords will be submitting their TSM data to the Regulator and publishing results to their residents so a greater range of benchmarks will become available so it will be possible to chose more accurate peer groups to closely match the characteristics of the Housing 21 homeowners.

Acuity Clients – Q1 23/24 - LCHO



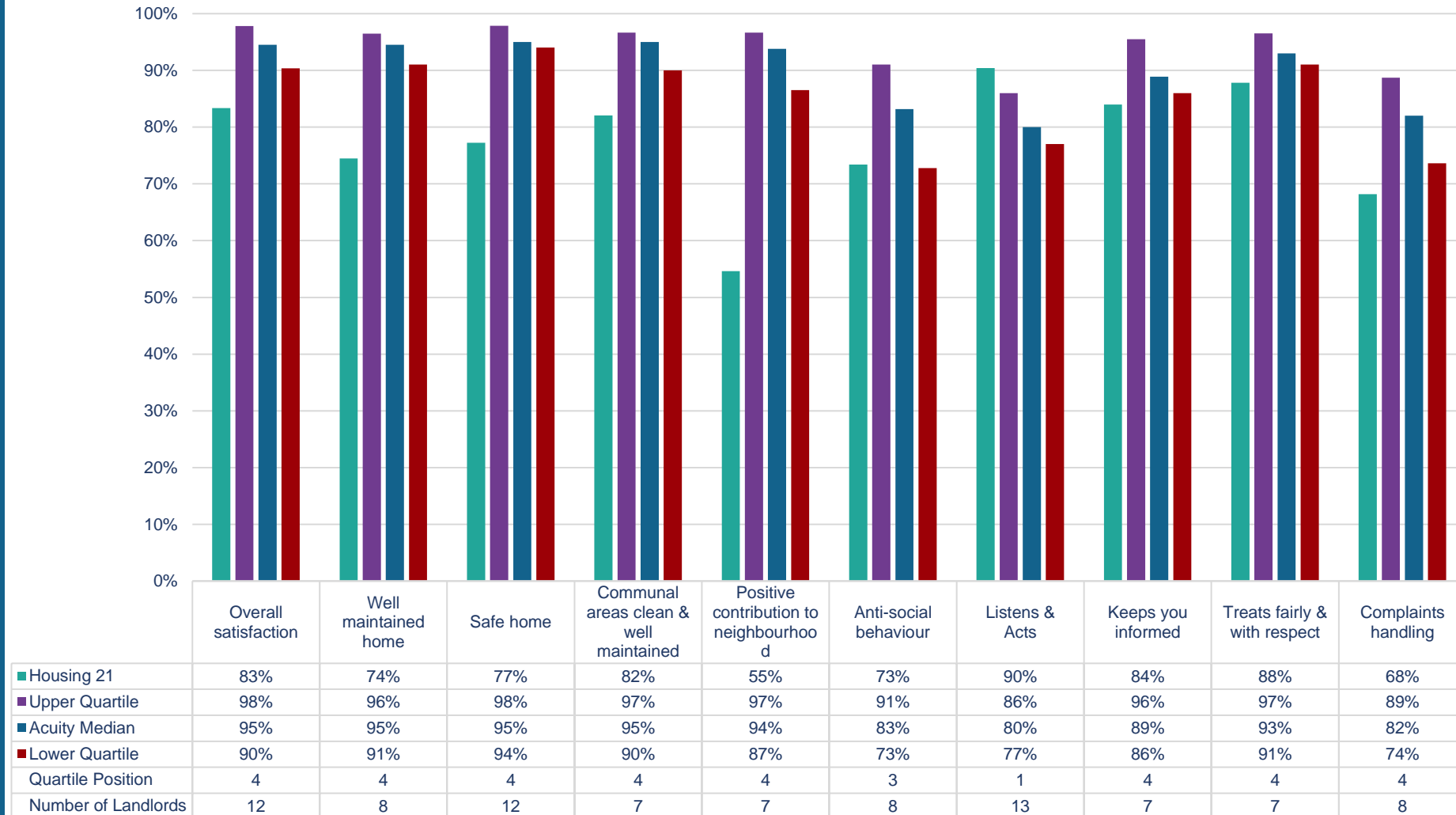
Benchmarking

The next four pages show a different range of benchmarks to try and more accurately reflect the particular services provided by Housing 21.

This page shows the results from Acuity's Housing for Older People benchmarking club, although these will predominantly be tenants and all from small landlords and as stated above, homeowners tend to show lower levels of satisfaction.

Despite this caveat, the results from the Housing 21 homeowners don't compare as well being below the medians on all measures apart from the way they listen to residents' views and act upon them. Eight of the ten measures fall into the lower quartile from what is a generally high performing group.

Acuity HfOP Benchmarking Club – 2022/23



Benchmarking

This page shows comparisons with landlords who subscribe to Housemark but again restricted to HfOP accommodation, although again most will be tenants rather than homeowners, but some will be from larger or nationally based landlords.

The comparisons of the Housing 21 results fare a little better against this group with six measures above the medians, listening to residents' views and handling complaints being in the top quartile; satisfaction with the overall services falls into the second quartile.

The numbers of landlords in the cohort is larger but again care needs to be taken when reviewing these benchmarks as the characteristics do not directly match those of the Housing 21 homeowners.

Housemark HfOP – 2022/23

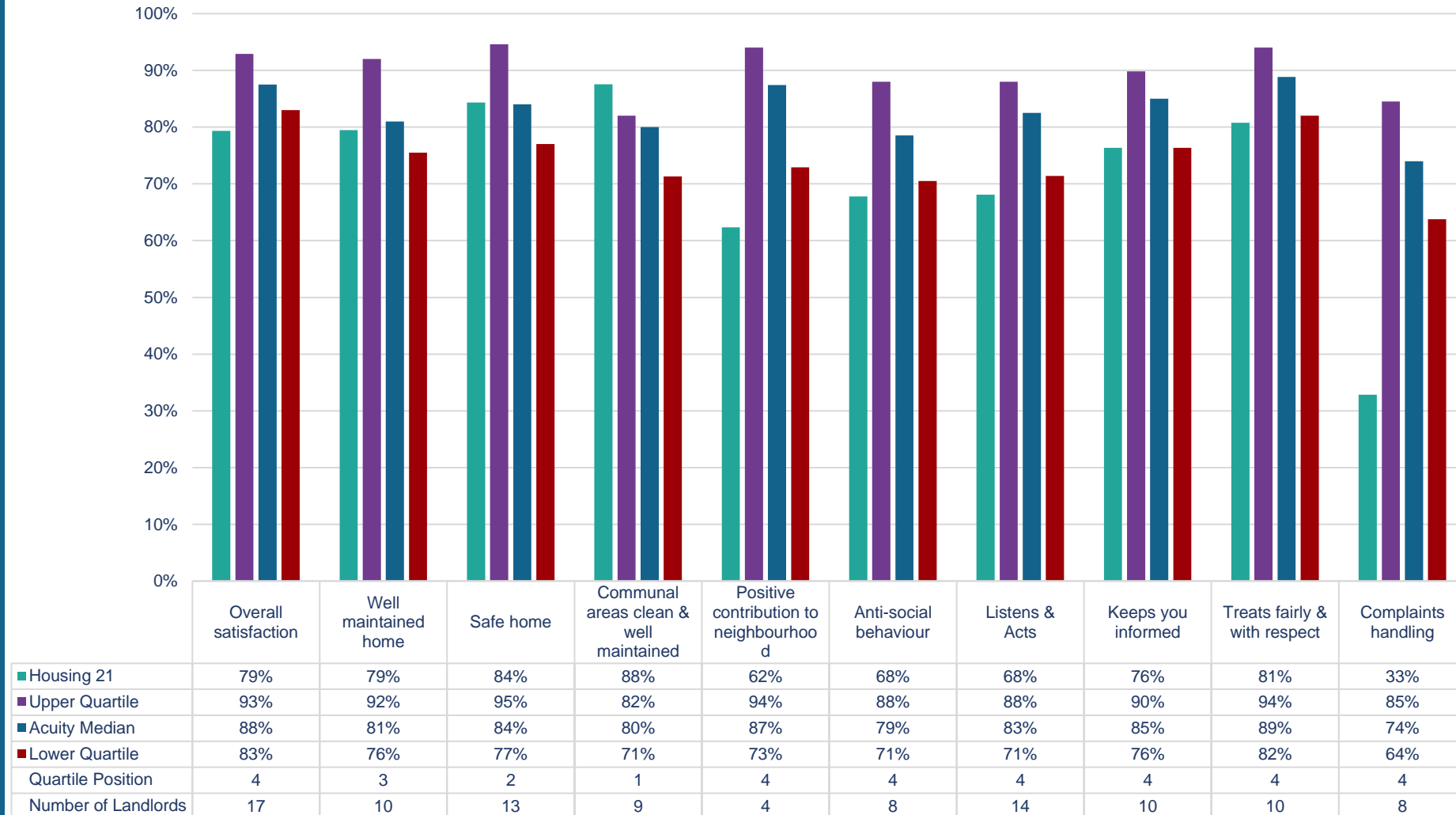


Benchmarking

Acuity Supported Benchmarking Club – 2022/23

The next two pages include benchmarks against supported housing providers, although again, most will be of tenants rather than homeowners but will often deliver similar types of support services to those of Housing 21.

This shows the results from Acuity's supported housing benchmarking club and whilst most results from Housing 21 fall below the group medians, the upkeep of the communal areas is in the top quartile and providing a safe home is in the second quartile.



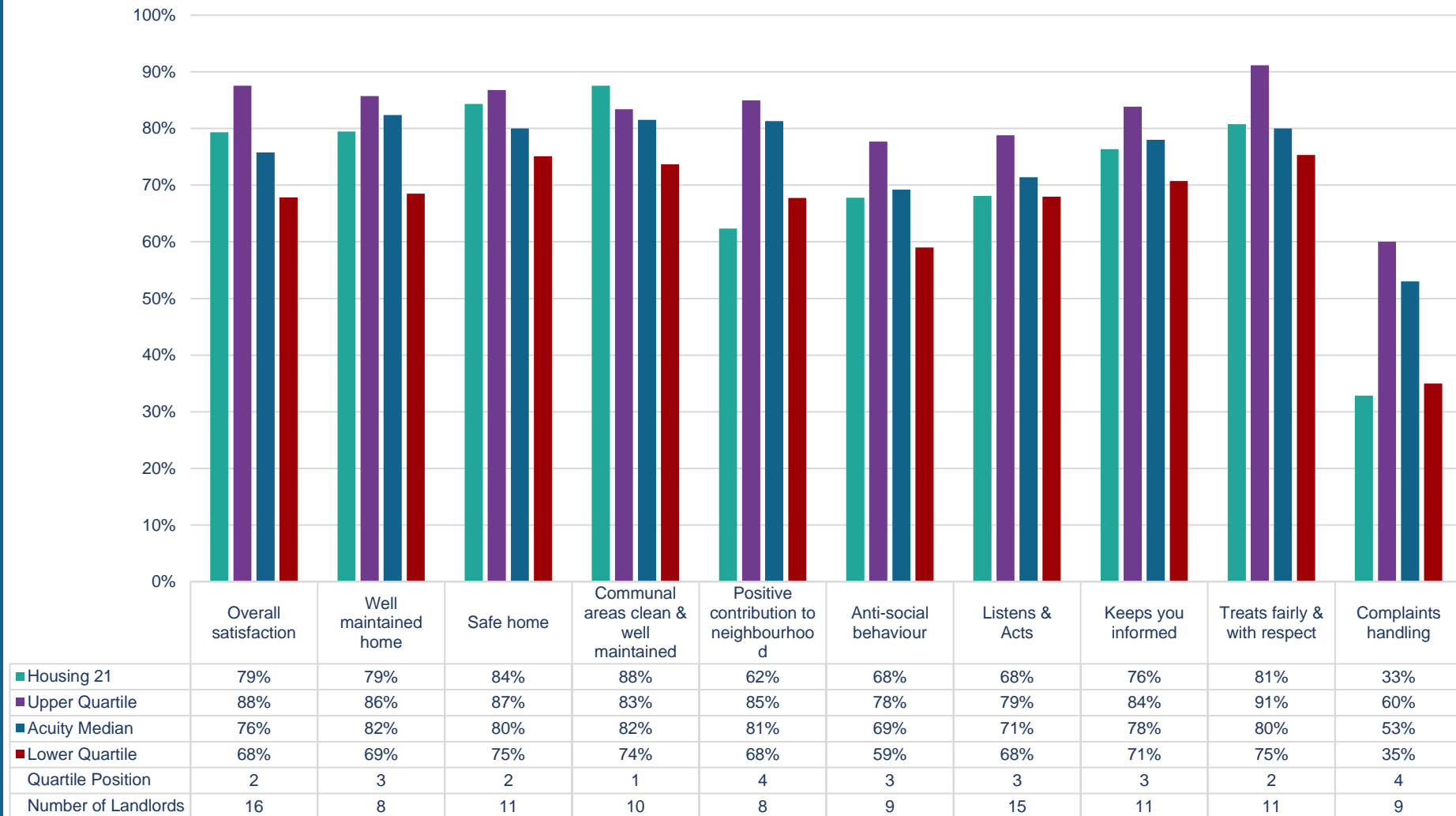
Benchmarking

Finally, in terms of benchmarking information, Housing 21 homeowners' results are compared with Housemark's supported housing quartile ranges.

This shows a more mixed picture with four measures above the medians, including the overall services and two in the lower quartile, the contribution to the neighbourhood and the handling of complaints.

This report contains a range of benchmarks to compare the Housing 21 homeowner results against, but none accurately match the particular characteristics of Housing 21, so some care is needed when interpreting the figures. Next year, far more information will become available, but this does, at least, help to set a context in which Housing 21 works.

Housemark Supported – 2022/23



Subgroup Breakdown

As shown on the following pages, the results have been split down by various subgroups based on the scheme where residents live, their age and work status.

This section rounds up these different responses and attempts to summarise some conclusions from them.

- **Region service** – The results have been split into three main groups, retirement living, extra care and Walsall PPP. Those in this last group tend to be the most satisfied, 89% with the overall services in Walsall compared with 83% from the retirement living and 79% from the extra care homeowners. Retirement living homeowners are the least satisfied with their homes with those in extra care the least satisfied with being informed and treated with respect, although the differences are relatively small between these groups.
- **Extra care region**– Of the extra care regions, those in the north tend to be the most satisfied and those in the central and London regions the least, just 70% of those in London being satisfied overall.
- **Age** – Similar surveys of social housing providers often show that satisfaction increases with age. However, as Housing 21 primarily provides housing for older people, the pattern of satisfaction is a little different, although the oldest homeowners (85 and over) do tend to be the most satisfied. However, this factor is not as strong as with other social housing landlords.
- **Length of tenancy**– Those new to Housing 21 are generally a little more satisfied than those of longer tenancies. Perhaps this is because those purchasing initially are delighted to move into their new home but as they experience more issues satisfaction tends to tail off a little. However, again, the differences are relatively small.
- **Work status** – When asked about their work status, perhaps as expected, very few residents are still in work of any kind, the bulk being retired or classed as permanently sick or disabled, with some classed as ‘other’. The pattern of satisfaction between these groups is quite mixed which suggests this factor is not unduly influential in terms of satisfaction.
- **Disability** – When asked, the majority of homeowners say they had some sort of long-term illness or disability, although many say they are retired. However, there is virtually no difference in satisfaction between these groups.
- **Response method** – Whilst the vast majority of homeowners responded to this survey by post, some took the opportunity to complete the survey online. Other surveys have shown that the method of response does affect the satisfaction levels with postal responses generally more satisfied than those using the online method. This is often put down to the age of those responding to each method, younger residents often choosing to respond online, and these are generally less satisfied. There is some evidence with Housing 21 to support this, but with the different age profile this is not as strong as with other landlords.

Region Service

The results from the Housing 21 homeowner survey have been split by type of service into three, retirement living, extra care and those at the Walsall PPP. The retirement living group consists of those in the north and south regions, as does the extra care group together with those in the central and London areas. There are just 18 in the retirement living group compared with 717 extra care and 54 in the Walsall PPP.

What this shows is that those in the Walsall PPP properties are generally the most satisfied, with 89% satisfied with the overall service provided by Housing 21. In fact, they are the most satisfied with all but three of the measures in the survey, including with their housing management team.

The least satisfied overall are those in the extra care homes, although the retirement living residents are the least satisfied with their home, the upkeep of the communal areas and the housing management team.

However, the differences between the three groups are relatively small.



	Retirement Living	Extra Care	Walsall PPP
Overall satisfaction	83%	79%	89%
Well maintained home	74%	79%	85%
Safe home	77%	84%	84%
Communal areas clean & well maintained	82%	87%	89%
Positive contribution to neighbourhood	55%	62%	76%
Anti-social behaviour	73%	67%	74%
Listens & Acts	90%	67%	81%
Keeps you informed	84%	75%	92%
Treats fairly & with respect	88%	80%	94%
Complaints handling	68%	32%	50%
Housing management team	72%	78%	82%

Base: Retirement Living = 18, Extra Care = 717, Walsall PPP = 54

Extra Care - Region

The extra care properties are spread over four main areas, as shown, with also small numbers in the ex-Clarion properties. Again, these regions are shown against the properties in Walsall PPP and, as before, this group tends to be the most satisfied.

Of the extra care groups specifically, those in the north regions tend to be the most satisfied whilst those in the central region and London are the least.



	Extra Care Central	Extra Care London	Extra Care North	Extra Care South	Walsall PPP
Overall satisfaction	77%	70%	81%	78%	89%
Well maintained home	76%	70%	81%	81%	85%
Safe home	81%	100%	84%	87%	84%
Communal areas clean & well maintained	87%	78%	86%	90%	89%
Positive contribution to neighbourhood	56%	57%	65%	62%	76%
Anti-social behaviour	63%	80%	69%	70%	74%
Listens & Acts	65%	50%	71%	66%	81%
Keeps you informed	74%	70%	75%	78%	92%
Treats fairly & with respect	75%	78%	81%	84%	94%
Complaints handling	33%	0%	34%	33%	50%
Housing management team	78%	80%	78%	77%	82%

Base: Ex-Clarion = 2, Extra Care Central = 224, Extra Care London = 10, Extra Care North = 313, Extra Care South = 168, Walsall PPP = 54

Age

It is often shown in surveys of this type with other social landlords that satisfaction increases with age. Housing 21 provides housing for older people, so the age profile of its residents is quite different from other providers.

There is still some evidence to support this general theory with those aged 85 and over being the most satisfied across the different measures in the survey and those under 75 the least satisfied.

However, the difference between the age groups is relatively small, suggesting the age factor is not as strong as with other social landlords who have a much wider age profile.



	60 - 64	65 - 74	75 - 84	85+
Overall satisfaction	85%	76%	78%	82%
Well maintained home	68%	73%	79%	83%
Safe home	85%	80%	80%	88%
Communal areas clean & well maintained	83%	86%	86%	89%
Positive contribution to neighbourhood	61%	59%	62%	63%
Anti-social behaviour	66%	66%	66%	70%
Listens & Acts	60%	71%	68%	70%
Keeps you informed	74%	76%	74%	79%
Treats fairly & with respect	70%	81%	80%	83%
Complaints handling	46%	29%	38%	30%
Housing management team	64%	74%	79%	80%

Base: 45 – 54 = 1, 55 – 59 = 5, 60 – 64 = 20, 65 – 74 = 119, 75 – 84 = 258, 85+ = 380

Length of Tenancy

The majority of homeowners responding to the survey have been with Housing 21 between 1 and 3 years and they are generally very happy with the services they receive, 83% being satisfied with the overall service.

Whilst there is no clear pattern based on the length of tenancy, those with Housing 21 the longest tend to be a little less satisfied, 74% overall.

Again, the differences are relatively small, and this suggests that the length of time with Housing 21 is also not a major factor in determining satisfaction.



	< 1 year	1 - 3 years	4 - 5 years	6 - 10 years	11 - 20 years
Overall satisfaction	77%	83%	78%	76%	74%
Well maintained home	79%	82%	77%	78%	74%
Safe home	89%	84%	84%	85%	78%
Communal areas clean & well maintained	91%	89%	85%	83%	91%
Positive contribution to neighbourhood	72%	65%	54%	60%	56%
Anti-social behaviour	67%	69%	67%	67%	66%
Listens & Acts	64%	70%	66%	66%	75%
Keeps you informed	82%	78%	71%	75%	73%
Treats fairly & with respect	86%	81%	78%	80%	84%
Complaints handling	0%	34%	37%	37%	35%
Housing management team	84%	78%	77%	76%	77%

Base: <1 year = 57, 1 – 3 years = 386, 4 – 5 years = 94, 6 – 10 years = 118, 11 – 20 years = 64

Work Status

When asked about their work status, perhaps not surprisingly given the type of accommodation and age profile of the homeowners, very few are still in employment of any kind. The main groups are those who are retired with 50 saying they are permanently sick or disabled, whilst a few gave an 'other' response.

The retired homeowners are the most satisfied with the overall services (81%), just a little more than those permanently sick and disabled (78%), whilst just 63% of the other group are satisfied.

However, as shown, the picture is quite mixed with no particular pattern developing based on work status.



	Permanently sick or disabled	Retired	Other
Overall satisfaction	78%	81%	63%
Well maintained home	84%	80%	88%
Safe home	90%	85%	89%
Communal areas clean & well maintained	91%	88%	94%
Positive contribution to neighbourhood	64%	63%	57%
Anti-social behaviour	60%	69%	73%
Listens & Acts	75%	70%	65%
Keeps you informed	83%	77%	87%
Treats fairly & with respect	87%	81%	75%
Complaints handling	82%	32%	52%
Housing management team	80%	79%	64%

Base: Employee in full time work (30+ hours per week) = 9, Employee in part time work (less than 30 hours per week) = 5, Full time carer = 6, Permanently sick or disabled = 50, Retired = 588, Other = 17

Disability/Long-Term Health Condition

	Yes	No
Overall satisfaction	81%	80%
Well maintained home	81%	81%
Safe home	86%	85%
Communal areas clean & well maintained	88%	89%
Positive contribution to neighbourhood	62%	62%
Anti-social behaviour	69%	69%
Listens & Acts	70%	68%
Keeps you informed	77%	79%
Treats fairly & with respect	81%	84%
Complaints handling	39%	21%
Housing management team	80%	78%

The homeowners were also asked if they had a long-term illness or disability and the majority said they had, 478 against 197 who said they hadn't.

In terms of satisfaction among these two groups there is virtually no difference so, again, this does not seem to affect the way these residents feel about Housing 21.



Base: Yes = 478, No = 197

The survey of homeowners for Housing 21 was primarily carried out by post but all these residents were also given the opportunity to follow a link to complete the survey online. At the close of the survey 65 had used the online method with 724 opting to send back a postal questionnaire.

In other similar surveys, the method of survey has often shown quite a difference with postal responses generally recording higher satisfaction than from those using the online method.

This is considered to be linked to the age issue where older residents are more likely to use the postal method and these are generally shown to be more satisfied.

With Housing 21 there is some evidence for this, although the age profile is quite different from many other social housing landlords. However, when checking on the responders a few more of the over 75s chose to use the postal method than online so, perhaps, supporting this theory.

The differences between the two are again relatively small so this is not as influential as with some other landlords.



Response Method

	Postal	Online
Overall satisfaction	80%	76%
Well maintained home	80%	71%
Safe home	84%	85%
Communal areas clean & well maintained	88%	82%
Positive contribution to neighbourhood	62%	58%
Anti-social behaviour	68%	65%
Listens & Acts	70%	52%
Keeps you informed	77%	70%
Treats fairly & with respect	81%	79%
Complaints handling	33%	38%
Housing management team	78%	77%

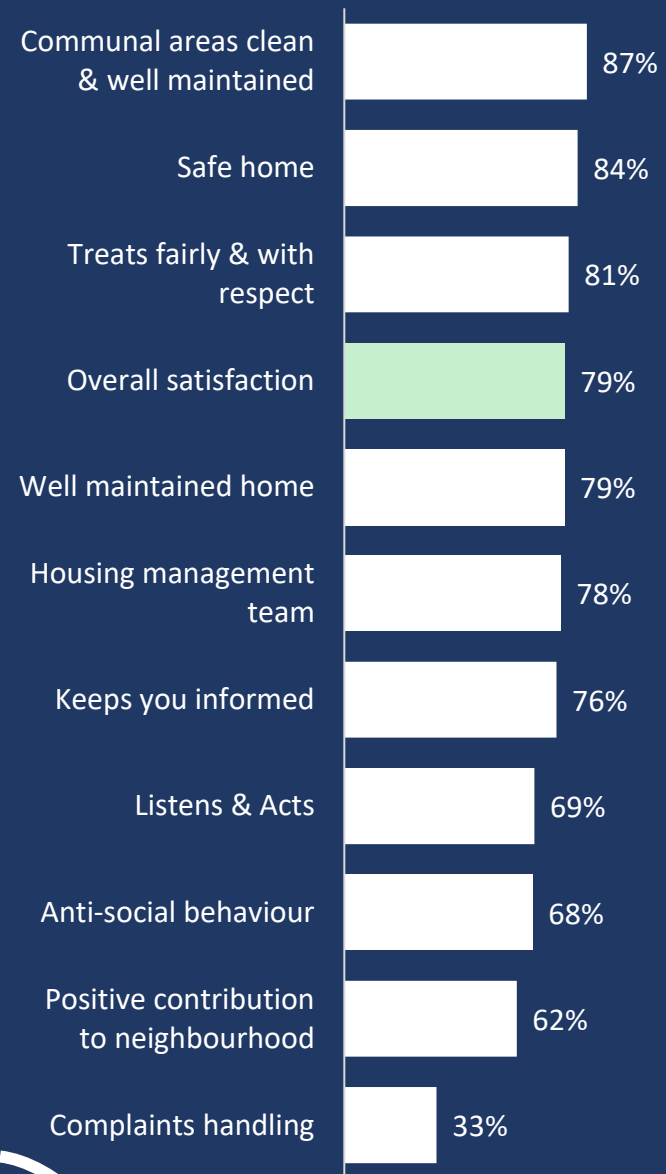
Base: Postal = 724, Online = 65



Conclusion



Satisfaction 2023



Conclusion

- This survey is part of a series carried out by Acuity for Housing 21 with a number of different groups of their residents and each group is reported separately. This particular survey was a census of all of Housing 21’s homeowners, giving every resident the opportunity to comment about the services they have received so far. At the close of the survey, 789 residents had responded which is an excellent response and gives confidence that the results do represent the views of all homeowners.
- Eight out of ten homeowners are satisfied with the overall service provided by Housing 21, whilst the highest level of satisfaction is for upkeep of the communal areas, followed by the provision of a safe home. At the other end of the scale, is the way Housing 21 contributes to the neighbourhood and handles complaints.
- Satisfaction compares well with other homeowners who have used the TSM questions, although most of these are in general needs properties, and less well against other supported housing providers. However, the benchmarking opportunities are currently limited and while this gives some context it will not be until next year when more accurate comparisons can be drawn.
- When asked about what they like about the services provided, the attitude of the staff received the most praise whilst many said they feel safe and secure in their homes.
- However, when asked about what could be improved, residents mostly referred to the scheme in terms of the upkeep of the scheme and activities. It does appear than in some of the schemes the restaurants are not currently open, and this is causing some concern. The value for money of the service charges is also a concern to some given the current pressure on household finances.
- When looking at the different breakdowns of results, those in the Walsall PP are generally more satisfied than those in retirement living and extra care accommodation, there is limited evidence to show that satisfaction increases with age and those responding by post are a little more satisfied than those using the online method, but the other factors don’t seem to unduly affect the levels of satisfaction.

Recommendations

Housing 21 have three guiding principles, 21, Better and Experience. They are committed to providing a forward-thinking 21st century service, striving for continuous improvement and providing a great experience for their residents.

This survey will help to test this particular group of residents' experiences against these principles and will help target areas where Housing 21 can improve.

The responses and comments from this group of homeowners will help Housing 21 better understand the issues affecting them and the recommendations opposite should help Housing 21 target areas where some improvement may be necessary.



How complaints are dealt with

Satisfaction with the way complaints are handled stands out from the other measures with just 33% satisfied and more (45%) dissatisfied. This does only affect a limited number of residents, with just 25% saying they had reported a complaint, and it is also not clear if these are genuine complaints where there has been a failure of service or service requests which have yet to be fully actioned. However, despite this caveat, Housing 21 needs to ensure that residents know how and when to complain and what to expect in terms of standards of service. It is recommended that these complaints are monitored closely, and a review of the process is carried out to ensure the highest quality of service is being delivered.



Communications and listening to views

How Housing 21 listens to the homeowners' views and acts upon them is the key driver for satisfaction and 18% are dissatisfied with this aspect of service. When asked about improvements to service communications features in a number of comments, the homeowners wanting better communication generally and some suggesting the induction for new owners be improved so they know about the workings of the schemes. This seems a sensible suggestion so could be followed up but the general feeling among some is that they want better and more timely information about things that matter to them.



Meal services

When asked about improvements to service, a number of homeowners mention the provision of meals at the schemes. It is clear that the café/restaurants are very popular, and some cite these as a key reason for moving into the schemes. However, a few comments suggest that in some of the schemes these facilities are currently closed and for others they would like to see these in operation at weekends and evenings. It is difficult to find the right people to effectively run these services, but they are vitally important to some so Housing 21 should do what they can to get these facilities open where they are currently not available and to look at the opening hours of those that are. Some homeowners even say that the lack of such facilities is affecting the value for money of the charges they pay so this should be seen as a matter of urgency.

This research project was carried out to conform with ISO20252:2019 and the MRS Code of Conduct.

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