

Housing@21

Care Survey

Annual Report 2025/26

August 2026

Prepared by: Acuity Research & Practice



Acuity
intelligence. insight. improvement.

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Housing 21 is a leading not-for-profit provider of Retirement Living and Extra Care for older people of modest means. They currently provide care to 2,478 residents across 78 schemes. Acuity has been commissioned to undertake annual, independent satisfaction surveys of the residents of Housing 21 to collect data on their opinions of, and attitudes towards, their landlord and the services provided.

In 2025-26, Housing 21 commissioned Acuity to carry out a Care Satisfaction survey of all its Extra Care residents who receive a care component in an Extra Care scheme. The purpose of the survey is to provide quality data to help improve the service provision, either together with Housing 21 accommodation or delivered separately. The survey was designed based on the question sets used when Acuity has successfully carried out similar surveys previously, with the addition of three new questions, focusing on the introduction of their Birdie Digital System. Housing 21 undertook a census approach of their Extra Care residents. The residents had the option to complete the survey online by scanning a QR code on the cover letter. Alternatively, they had the option to complete and return the survey themselves or get help from someone else.

This report presents an analysis of the results based on the 1,348 completed interviews for 2025-26, plus a further two incomplete. Of these, 950 were completed online, with the remaining 400 by post. This is a response rate of 54%. All responses have been treated with the strictest confidence and have been reported to Housing 21 on an anonymous basis.

This survey aims to provide data on residents' satisfaction, which will allow Housing 21 to:

- Produce data on care service satisfaction across all housing management and support service provision
- To inform key performance indicators monitored by Local Authorities and the Care Quality Commission
- To achieve results that enable Housing 21 to set a benchmark for future annual surveys and against comparators
- To identify areas for service improvement and monitor progress by comparing to previous survey results

For the overall results, Acuity, and the regulator for social housing recommend that landlords with under 10,000 properties achieve a sampling error of at least $\pm 4\%$ at the 95% confidence level. For Housing 21, 1,350 responses were received, and this response is high enough to conclude that the findings are accurate to within $\pm 1.9\%$, so well within the required margin and giving good accuracy of results.

Most figures throughout the report show the results as percentages. The percentages are rounded up or down from one decimal place to the nearest whole number, and for this reason, may not in all cases add up to 100%. Rounding can also cause percentages described in the supporting text to differ from the percentages in the charts by 1% when two percentages are added together.

96% Overall satisfaction



In 2025-26, 96% of residents are satisfied with the overall service provided by Housing 21. There is an even higher level of satisfaction for residents satisfied with the statement 'I feel safe', and residents satisfied that their carers treat them with respect; both measures scored 98% this year.

Only three of the measures in previous surveys received satisfaction outside of the 90% range. These are time changes communicated (85%), activities & hobbies (86%), and involved in changes (89%).

All the new measures related to the Birdie Digital System scored relatively low in comparison, with family members finding it easy to access details having the highest satisfaction (76%).

As will be shown throughout this report, satisfaction has increased for seven of the measures since the previous survey in 2024-25, while the others have remained the same.

Key metrics



98%

Safe



94%

Listened to



93%

Independent



86%

Activities and hobbies



98%

Treat with respect



95%

Get the time needed



96%

Get help when needed



96%

Preferences/trained



95%

Care plan meets needs



89%

Involved in changes



85%

Time changes communicated



93%

Communication suits me

Birdie Digital System



76%

Easy to access details (Family)



59%

Easy to access details (Resident)



61%

System improved service



Overall satisfaction

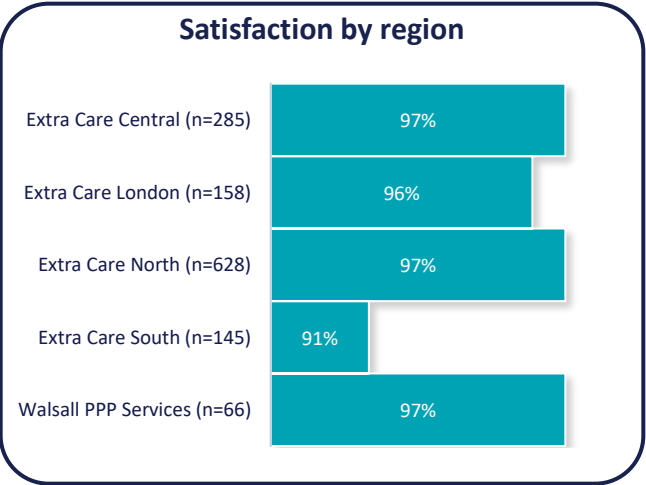
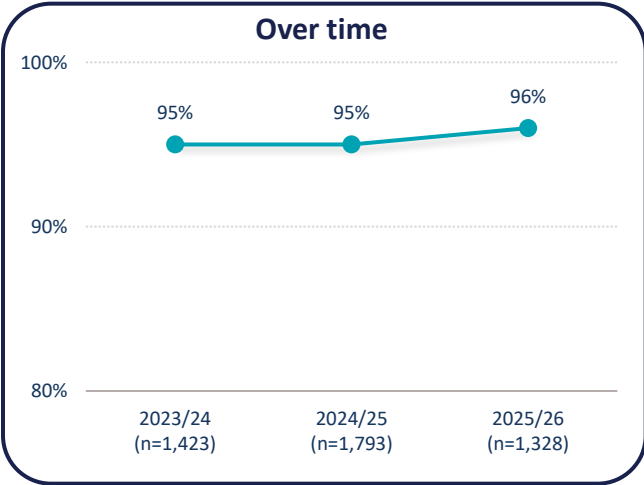
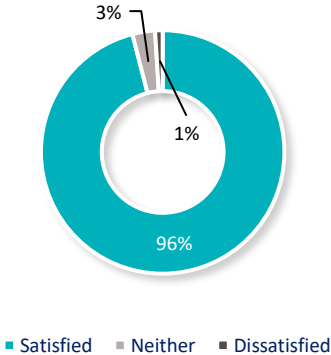
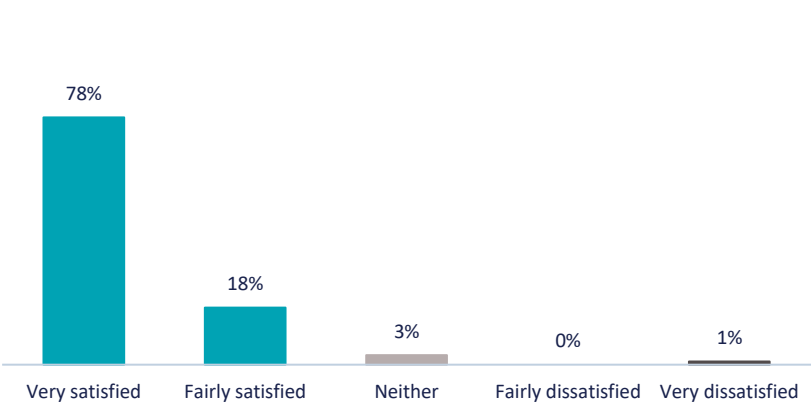
Overall satisfaction

Residents were asked, “How satisfied or dissatisfied are you with the care service provided by Housing 21?” Capturing overall satisfaction is the key metric in any resident perception survey.

A high 96% of residents are satisfied overall this year, with more very satisfied (78%) than fairly satisfied (18%). Just 1% of residents are dissatisfied, with the remaining 3% neither satisfied nor dissatisfied.

Compared with the previous survey, satisfaction has risen by 1p.p, while dissatisfaction remained the same, demonstrating the impressive work carried out by Housing 21 and its staff.

The bottom right chart shows the ratings split across the five regions in which Housing 21 provides care. Of these areas, residents in EC Central, North, and the Walsall PPP Services are the most satisfied (97% each), while those in EC South are the least satisfied (91%).





Wellbeing

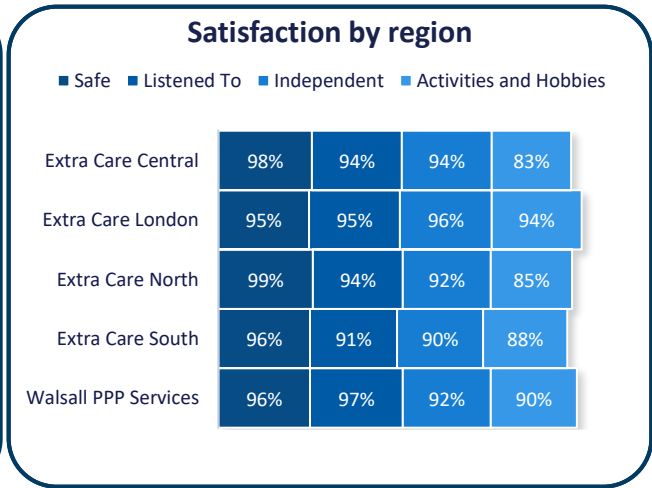
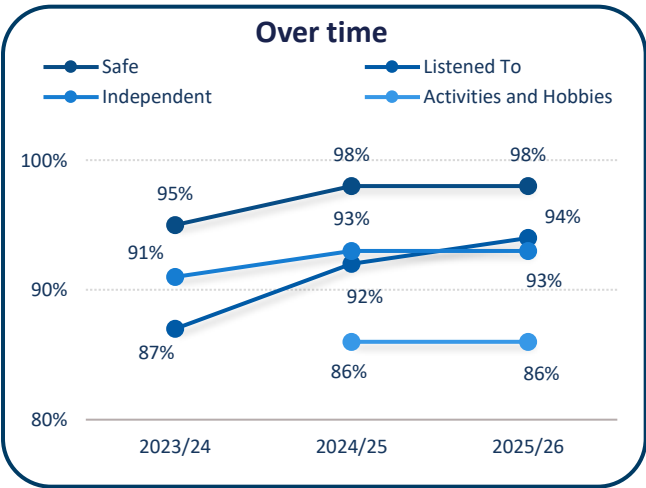
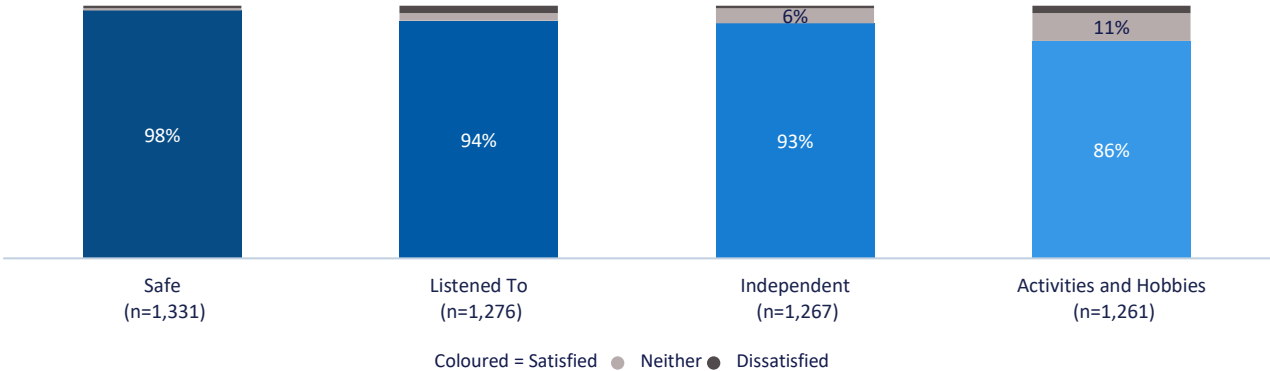
Almost all residents agree that they feel safe (98%), with only 1% dissatisfied and another 1% neither satisfied nor dissatisfied. Satisfaction with this statement has remained the same since last year, demonstrating again that Housing 21 places the safety of their extra care residents with the highest importance.

Some 93% of residents said that they are encouraged to be independent. A similar number are satisfied they are listened to (94%). The latter has increased by 2p.p since the 2024-25 survey, while the score for independent remains the same.

Fewer residents are satisfied that they are encouraged to take part in activities and hobbies (86%). However, this has seen a slight increase (by less than 1p.p). This measure has the highest neutral response of measures outside of the Birdie Digital System (11%).

In terms of the region, EC North residents are the most satisfied with feeling safe, Walsall PP Services with being listened to, and EC London with both being independent and with activities and hobbies.

Wellbeing





Care

Most of the services that Housing 21 provides to residents centre around their individual care needs. The residents were once again asked to rate how satisfied they are with each statement.

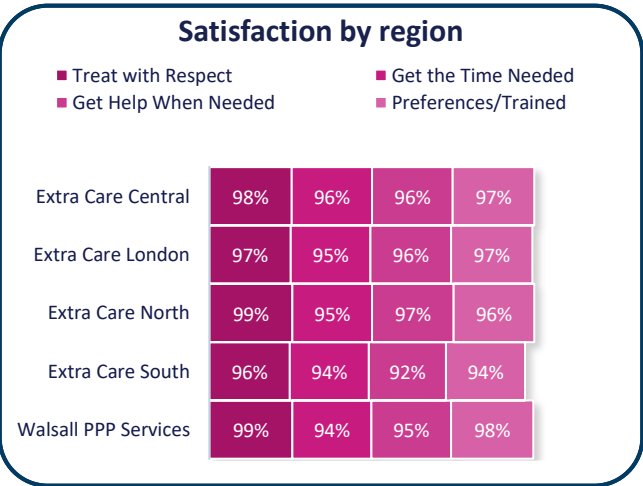
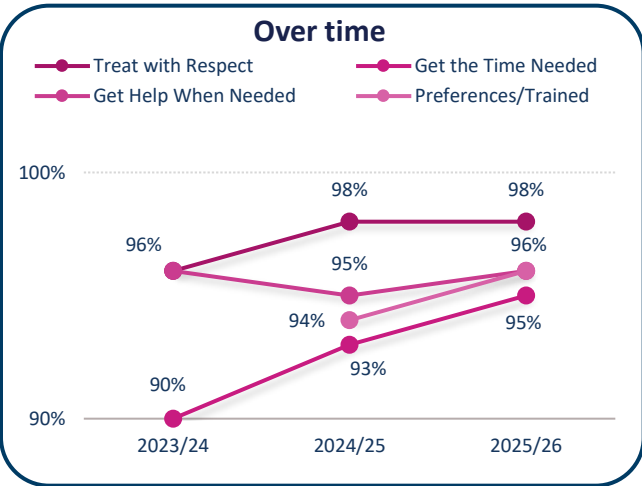
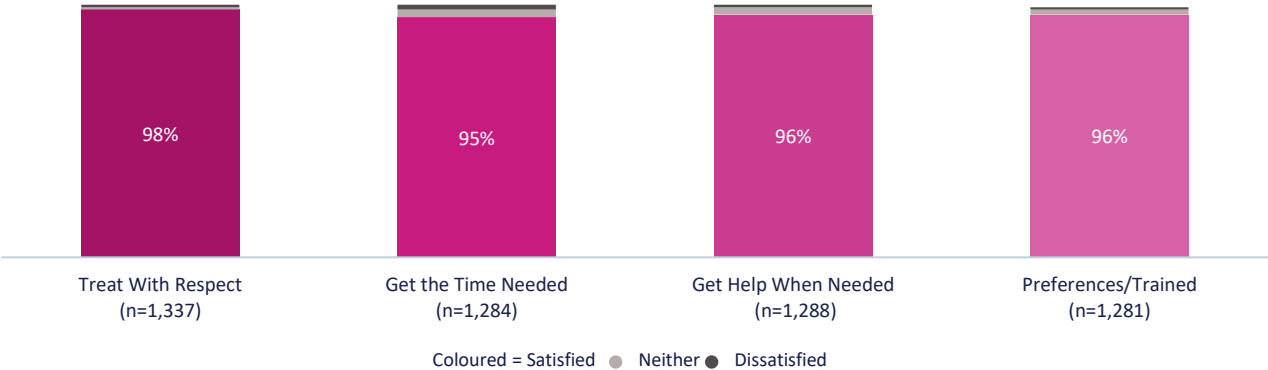
Nearly all the residents surveyed this year are satisfied that they are treated with respect by their carers (98%); this has remained the same since last year and is the joint highest score for this year.

A similar number of residents are satisfied they get help when needed, and in an emergency (96%). This is 1p.p higher than last year.

Some 95% of residents are satisfied that they get the time needed from their carers, which is a 2p.p increase since the last survey. Slightly more residents are satisfied that their carers know their preferences and are trained to meet the needs in their care (96%). This measure has seen the highest increase of any measure during this period (up 3p.p).

Residents receiving care in EC South are the least satisfied with all four statements, while the other regions all score consistently high.

Care





Communication

Communication

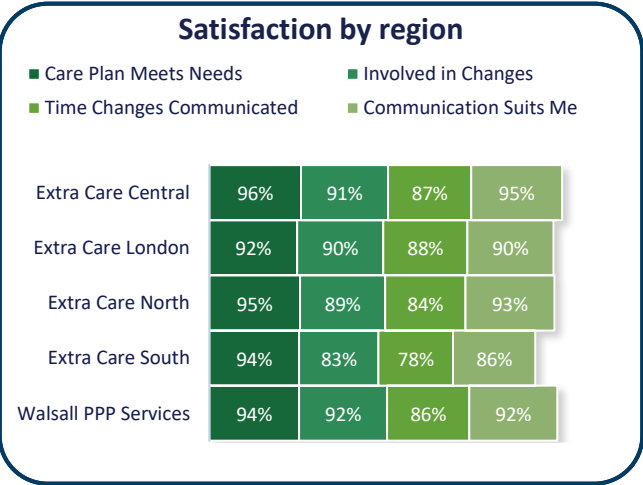
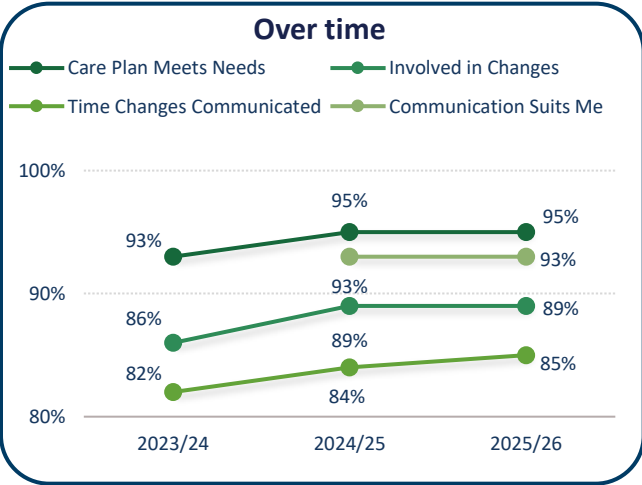
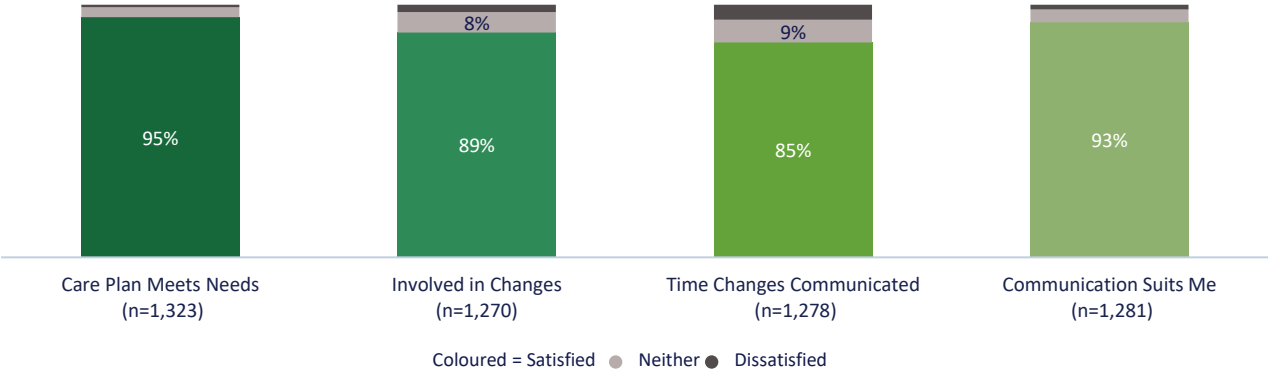
Some 95% of residents are satisfied that their care plan meets their needs (95%), remaining the same as in the last survey.

Nine in 10 residents (89%) are satisfied that they are involved in any changes to their care plan. While 3% are dissatisfied, a further 8% are neither satisfied nor dissatisfied.

More residents are satisfied they are communicated with in a way that suits them (93%).

Six out of seven residents are satisfied that any changes to the times they receive their care is communicated with them (85%). Some 6% of residents surveyed this year are dissatisfied with this measure, while 9% are neither satisfied nor dissatisfied.

There is a mixture in satisfaction for residents between regions, with EC North scoring the highest for the care plan meeting needs, but the second lowest for being involved in changes.





Birdie Digital System

This is the first survey that has included specific questions on the Birdie Digital System.

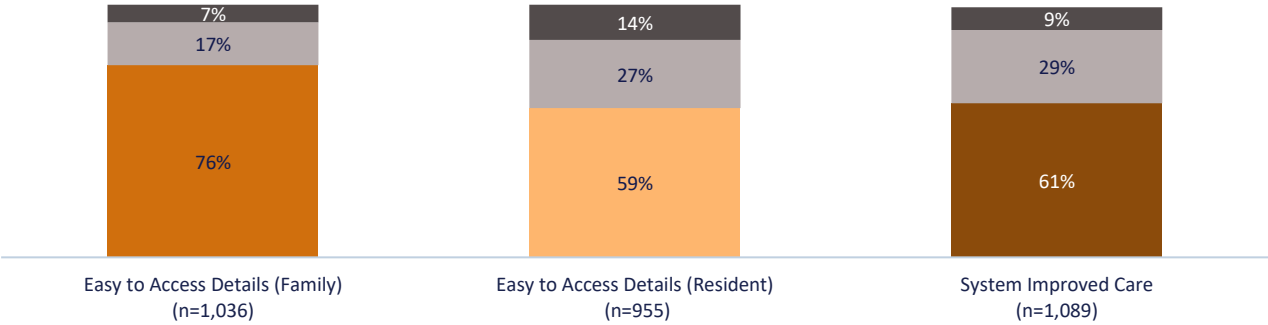
Family members finding it easy to access details on the app had the highest satisfaction(76%), while residents finding it easy had the lowest (59%). Just under two-thirds (61%) say that it has improved care.

Satisfaction with these measures is considerably lower compared to the other metrics. However, dissatisfaction is also relatively low, with only residents finding it easy to access details scoring higher than 10% (14%).

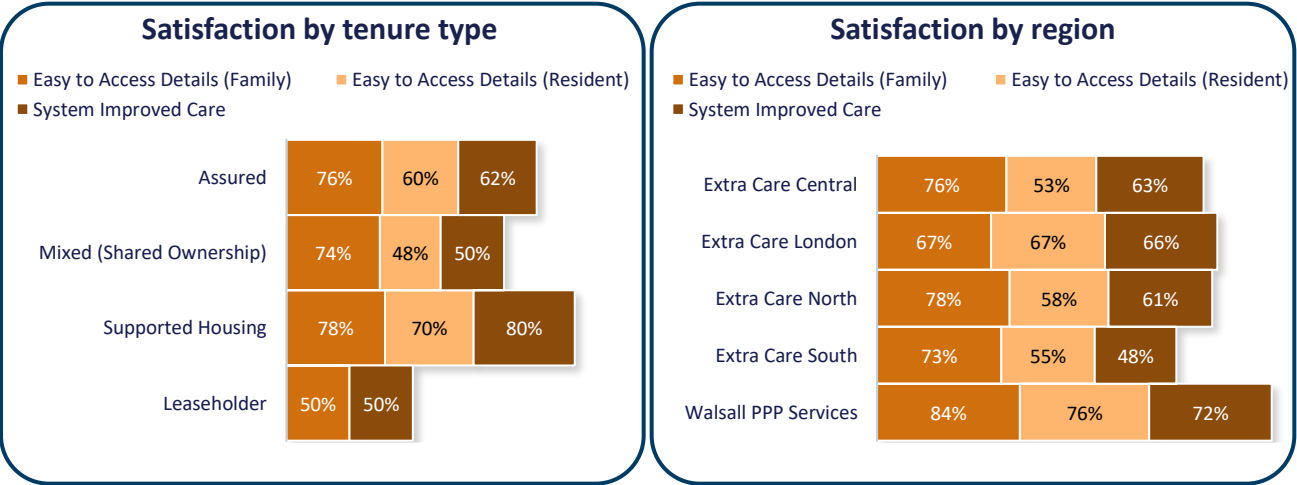
For each measure, being neither satisfied nor dissatisfied scored the highest. The highest score is for the system improving care (29%), followed by residents finding it easy to access details (27%), and family members finding it easy (17%). These high neutral responses suggest that respondents may not be fully aware of the system or how it works.

Residents from Walsall PPP Services are the most satisfied with the system, as are those in supported housing.

Birdie Digital System



Coloured = Satisfied Grey = Neither Dark Grey = Dissatisfied



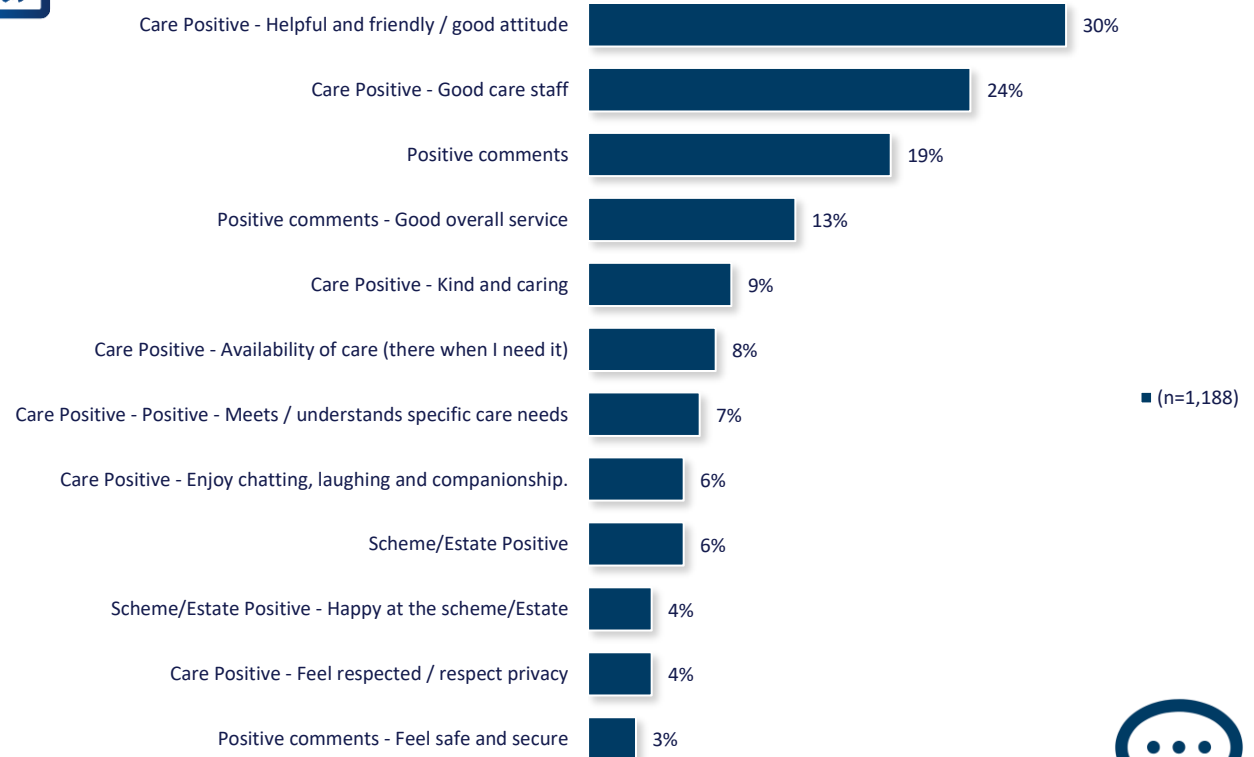


Likes and improvements

Positive comments about care

The residents were asked what they liked about their care service, and 1,188 residents gave comments; the subject of these is shown opposite.

The survey responses reveal a strong overall satisfaction with the care services provided, highlighting the friendliness, respect, and helpfulness of the staff. Many residents appreciate the personal connections formed with caregivers, noting that these interactions significantly enhance their wellbeing and mental health. Key themes include the importance of timely assistance, the ability to maintain independence, and the responsiveness of staff to individual needs.



Positive comments about care - Example comments

Good attitude

“The nurses and carers are very respectful, always asking if there is anything besides medication that they can help with. The office staff are welcoming, friendly and have made me feel very welcome.”

“The care service is very reliable and my needs are met. I am very satisfied about the care the staff provides. The staff and the senior team are very helpful whenever I need clarity on things.”

“The carers are friendly and very helpful. Nothing is too much trouble for them.”

Caring staff

“Two daily visits, any help required carried out in a friendly manner. Carers are all very helpful and friendly without exception.”

“I feel very happy and content and safe, in a friendly, caring facility. The best time I've had since I've been ill. Thank you.”

“A smile each morning. Treat me kind very caring. Leave me feeling very happy. Ready to start my day.”

Availability

“I like my morning check calls and I know there is someone available should the need arise and this gives me comfort.”

“There's always someone there available when or if I should need them which has already happened. The carers themselves are very kind, reassuring and very helpful.”

“I can lead a normal independent life. Help is available when needed and I meet many helpful carers.”

Companionship

“Friendly carers and you love your companionship.”

“The most thing I like so much is when you are a little beat low cast down you get the carers talking to you and you either have a little joke and laugh about the situation, or you just get all advice as to what to do from the carers.”

“The staff treat me like a normal person. I feel as though they are my friends.”

Residents were also asked if any areas of their care service could be improved, and 895 residents gave comments.

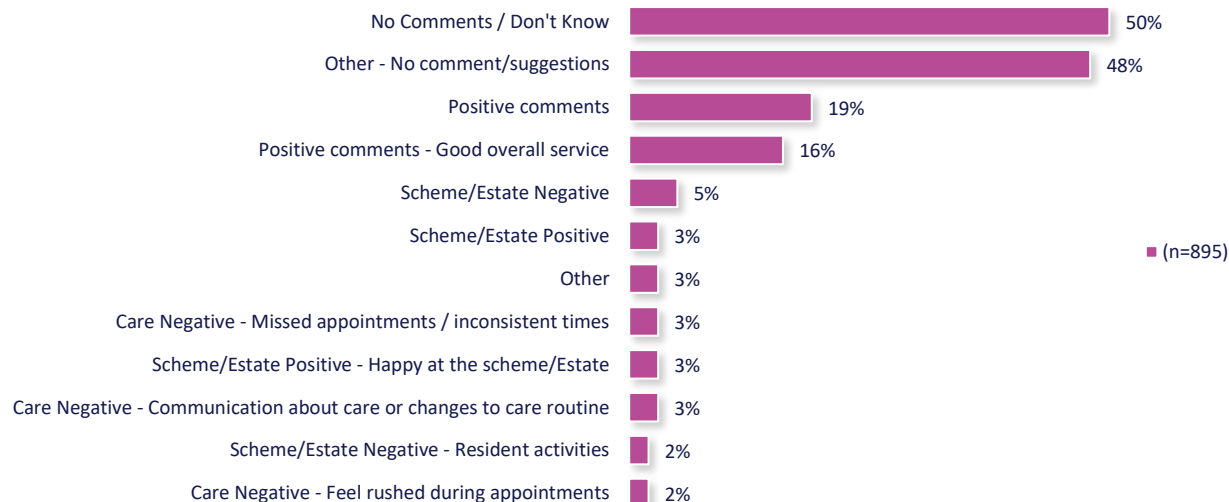
Half of the residents said that they did not have comments, or did not know how services could improve, while 48% generally offered no comments or suggestions, possibly because they were satisfied with the care provided.

Of the more negative responses, a quarter of tenants who answered mentioned Care Negative, mainly because of missed appointment times and communication about care or changes to their care routine.

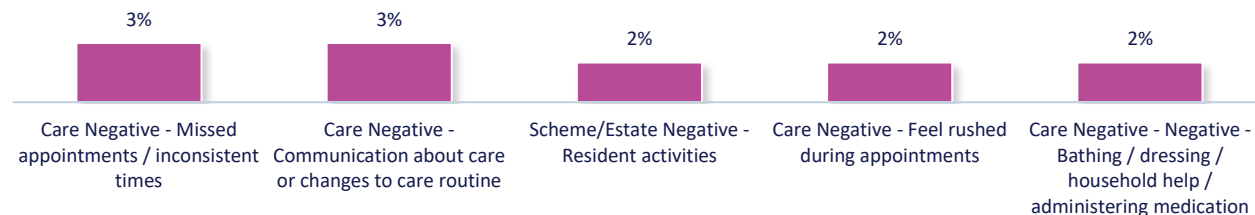
Areas for improvement include the need for better communication regarding call times and changes, increased staffing to ensure continuity and adequate time for care, and enhanced training for carers, particularly in empathy and dementia care. It is also important to try to keep appointment times on track and consistent as much as possible.

Improvement suggestions

Categories



Top five improvements



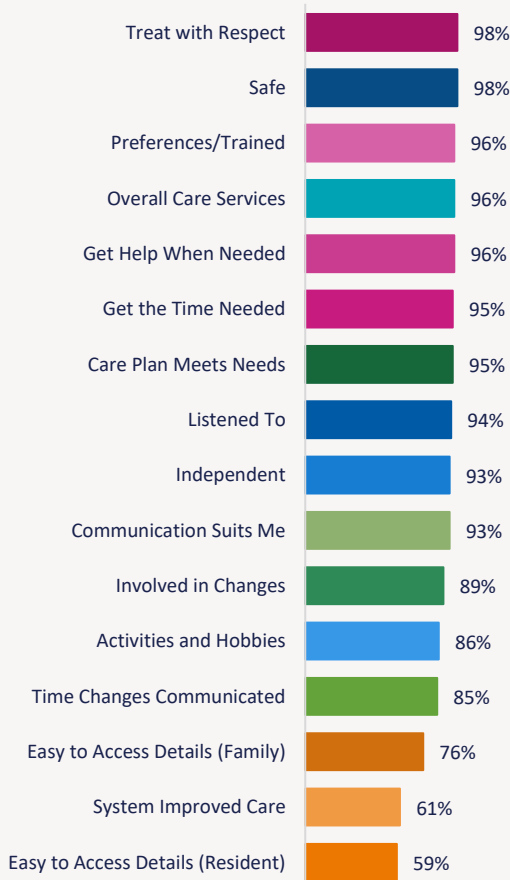
Improvement suggestions - Example comments

Birdie Digital System	Communication	Activities	Missed appointments
“Birdie - times are fixed; however, I do not always receive confirmation if the time has changed without my knowledge, and I then get concerned that my fall may have been missed. Not all staff seem to know how to use Birdie.” “No one has explained the Birdie system to me or checked I can use it.” “The Birdie Digital System has taken away the personal touch and made the care team staff clock watch and introduced a poor level of attention to detail.”	“Communication with residents who have memory problems, keeping them informed about activities, notices are not remembered, They miss events.” “Communication of any changes to be a little quicker would be appreciated.” “The communication between office and care staff could be improved with more care staff available throughout the day.”	“Only by a major change of policy as at present no off site activity is available.” “Possible entertainments manager to involve for more activities.” “I'd like to have more activities such as a minibus to take us out.” “It's ok but I wish there were more activities.”	“I would like more consistency with care times.” “Carers not fulfilling the time allocated to me because of staff shortages.” “Beneficial if the 24-hour notice be made flexible especially for short visits in the middle of the day. Visitors arrive too late to fill the allotted time.”



Summary

Satisfaction with measures



Summary

The survey in 2025-26 was completed by just over half of residents who receive some component of care provided by Housing 21. Some of the questions asked are comparable to previous survey questions; however, others have been used for the first time and will provide an important baseline for Housing 21 moving forward.

Overall, the survey shows high levels of satisfaction with the services provided by Housing 21. Almost all the residents surveyed are satisfied with the overall care service provided by Housing 21 (96%), while just 1% are dissatisfied. This ranks among the highest-performing metrics in this survey. Satisfaction is highest for carers treating residents with respect, and residents feeling that they are safe (both 98%).

Satisfaction is lowest for the new measures related to the Birdie Digital System. This is broken down by family members finding it easy to access details (76%), the system improving the level of care (61%), and residents finding it easy to access details (59%).

No metrics this year (other than the new Birdie Digital System ones) have dissatisfaction levels above 6%. Again, demonstrating how residents are highly satisfied with the service they receive from Housing 21.

The survey included two open-ended questions allowing residents to expand on their answers. Most comments provided are positive and reflect on the high scores that have been achieved. Of the improvement suggestions, residents mentioned the need for an improvement to the care level and a need for a review. Others have concerns about missed appointments/inconsistent times; this could be the reason why the times changes communicated measure was, again, the lowest performing measure of those that were in the 2024-25 survey.

Compared with the previous survey, which was carried out in 2024-25, satisfaction has either improved or remained the same in most comparable measures. Overall satisfaction has increased by 1p.p since 2024-25. In terms of dissatisfaction, no measure increased by more than 1p.p.

This report has also analysed the ratings by several different subgroups. This demonstrates that residents in EC South are the least satisfied compared to residents receiving care in the other regions, replacing EC London, who were the least satisfied in the previous survey.

Recommendations

Housing 21 aims to provide a consistently excellent service and great experience for all the people they serve.

The survey reveals many areas of very good performance, but it has also highlighted some areas where improvements could be made.

The comments made by residents give insight into what they are most concerned about and will help Housing 21 target services that may need some improvement.

Shown opposite are some recommendations that Housing 21 may wish to follow up on to help improve satisfaction in the future.

Birdie Digital System

Housing 21 introduced its new Birdie Digital System after a successful pilot launch during the 2023/24 financial year to transform the way they deliver care using a digitalised system. This is the first survey that has included specific questions on the digital system, and satisfaction seems to be mixed. Family members finding it easy to access details on the app scored the highest (76%), and residents finding it easy the lowest (59%), while just under two-thirds (61%) say that it has improved care. For each measure, being neither satisfied nor dissatisfied scored the highest. This suggests that respondents may not be fully aware of the system or its benefits.

Comments highlight that some residents would like to be shown how to use it; others say that they don't know what it is or what it's for. There have also been comments from residents saying that they don't like the system as it has removed elements of care staff interaction with the residents.

Housing 21 should consider a promotional campaign for the Birdie Digital System to increase awareness of the benefits to its residents, while also holding training sessions with residents on how to use it.

Providing Activities

Improvement suggestions included calls for more activities, both onsite and the option to do activities away from the care home if they wanted to. This is evidenced as well by satisfaction for hobbies and activities being one of the lowest scorers at 86%, despite a 1p.p increase from the previous survey. Outside of the Birdie Digital System questions, this measure has one of the highest numbers of neutral responses (11%), indicating that residents may not be aware of the activities available to them.

This was included as a recommendation in the previous survey, and it was suggested then that Housing 21 and care staff could use focus groups to ask residents about activities. Housing 21 may wish to try other methods, including a regular 'What's on' leaflet delivered to each resident, or using the Birdie app so that family members can also see what activities are available and encourage participation.



Demographics

As shown on the following pages, the results have also been split down into various subgroups based on tenure, business stream, the area where residents live, their age, length of tenancy, and response method.

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

Region - As shown throughout this report, there has been an apparent difference in residents' views depending on which region they are receiving care in. Residents in Walsall PPP Services are the most satisfied with most measures collected this year, including overall satisfaction (97%) and being treated with respect (99%). They also have the highest satisfaction with the new measures related to the Birdie Digital System, although these drop down to below 90%. EC South residents are the least satisfied with 11 of the questions, including overall satisfaction, although this is still above 90% (91%). The lowest satisfaction is for the Birdie Digital System improving the level of care (48%).

Tenure - When satisfaction is crossed by tenure, residents in Supported Housing are the most satisfied overall (100%), followed by Assured residents (96%). Residents in Shared Ownership housing are the least satisfied overall (94%) and with 11 of the remaining measures. This is a marked difference from the last survey, as residents in Shared Ownership housing were the most satisfied last time, so Housing 21 may wish to investigate why this has changed this year.

Assistance - When satisfaction is split by the assistance residents received, if any, when completing the surveys. Residents who received assistance from a friend or family, a volunteer, or other employee are generally more satisfied with the overall service than those who did not receive assistance. Residents who noted they had received assistance from someone and selected volunteer scored lower than the other assistance categories, and this included scoring the lowest for all the new Birdie Digital System measures. However, they did score very high for overall satisfaction (99%). Those who selected yes for assistance and chose other had the highest overall satisfaction (100%) and led in six other measures.

Response method – Satisfaction is broken down by how residents responded to the survey; online or by post. Residents who completed the survey online are consistently the least satisfied; this is the case for eight of the measures collected this year. Residents who completed the postal survey are the most satisfied with eight of the measures. For overall service, satisfaction is the same for postal as it is for online (96%).

Region

Residents in Walsall PPP Services are the most satisfied with most measures collected this year, including overall satisfaction (97%) and being treated with respect (99%). They also have the highest satisfaction with the new measures related to the Birdie Digital System, although these drop down to below 90%. It should also be noted that there are fewer responses from Walsall PPP Services residents compared to the other regions (67 responses, with the next lowest being EC South with 146).

EC South residents are the least satisfied with 11 of the questions, including overall satisfaction, although this is still above 90% (91%). The lowest satisfaction is for the Birdie Digital System improving the level of care (48%).

	All Residents	Extra Care Central	Extra Care London	Extra Care North	Extra Care South	Walsall PPP Services
Overall Care Services	96%	97%	96%	97%	91%	97%
Safe	98%	98%	95%	99%	96%	96%
Listened To	94%	94%	95%	94%	91%	97%
Independent	93%	94%	96%	92%	90%	92%
Activities and Hobbies	86%	83%	94%	85%	88%	90%
Treat with Respect	98%	98%	97%	99%	96%	99%
Get the Time Needed	95%	96%	95%	95%	94%	94%
Get Help When Needed	96%	96%	96%	97%	92%	95%
Preferences/Trained	96%	97%	97%	96%	94%	98%
Care Plan Meets Needs	95%	96%	92%	95%	94%	94%
Involved in Changes	89%	91%	90%	89%	83%	92%
Time Changes Communicated	85%	87%	88%	84%	78%	86%
Communication Suits Me	92%	95%	90%	93%	86%	92%
Easy to Access Details (Family)	76%	76%	67%	78%	73%	84%
Easy to Access Details (Resident)	59%	53%	67%	58%	55%	76%
System Improved Care	61%	63%	66%	61%	48%	72%

Tenure

When satisfaction is crossed by tenure, residents in Supported Housing are the most satisfied overall (100%), followed by Assured residents (96%).

Residents in Shared Ownership housing are the least satisfied overall (94%) and with 11 of the remaining measures.

This is a marked difference from the last survey, as residents in Shared Ownership housing were the most satisfied last time, so Housing 21 may wish to investigate why this has changed this year.

	All Residents	Assured	Mixed (Shared Ownership)	Supported Housing	Leaseholder
Overall Care Services	96%	96%	94%	100%	100% *
Safe	98%	98%	97%	100%	100% *
Listened To	94%	94%	92%	86%	100% *
Independent	93%	94%	87%	93%	100% *
Activities and Hobbies	86%	88%	76%	64%	67% *
Treat with Respect	98%	98%	99%	93%	100% *
Get the Time Needed	95%	95%	97%	100%	100% *
Get Help When Needed	96%	97%	91%	93%	100% *
Preferences/Trained	96%	97%	92%	100%	100% *
Care Plan Meets Needs	95%	95%	95%	100%	100% *
Involved in Changes	89%	90%	86%	93%	100% *
Time Changes Communicated	85%	85%	78%	93%	67% *
Communication Suits Me	92%	93%	90%	93%	100% *
Easy to Access Details (Family)	76%	76%	74%	78% *	50% *
Easy to Access Details (Resident)	59%	60%	48%	70%	0% *
System Improved Care	61%	62%	50%	80%	50% *

*Results not available due to low responses (less than 10)

Survey assistance

This table looks at the levels of satisfaction split by the assistance residents received, if any, when completing the surveys.

Satisfaction is split by the assistance residents received, if any, when completing the surveys. Residents who received assistance from a friend or family member, a volunteer, or another employee are generally more satisfied with the overall service than those who did not receive assistance.

Residents who noted they had received assistance from someone, and selected volunteer scored lower than the other assistance categories, and this included scoring the lowest for all the new Birdie Digital System measures. However, they did score very high for overall satisfaction (99%).

Those who selected other had the highest overall satisfaction (100%) and led in six other measures.

	All Residents	No	Yes - friend or family	Yes - Housing 21 Carer	Yes - volunteer	Yes - other employee	Yes - other
Overall Care Services	96%	94%	97%	95%	99%	98%	100%
Safe	98%	97%	98%	98%	97%	99%	98%
Listened To	94%	92%	95%	91%	96%	94%	98%
Independent	93%	92%	90%	97%	98%	97%	90%
Activities and Hobbies	86%	84%	84%	88%	95%	90%	83%
Treat with Respect	98%	98%	98%	97%	98%	98%	100%
Get the Time Needed	95%	94%	95%	95%	99%	98%	96%
Get Help When Needed	96%	95%	95%	96%	97%	98%	96%
Preferences/Trained	96%	95%	96%	97%	97%	98%	100%
Care Plan Meets Needs	95%	94%	96%	95%	92%	95%	98%
Involved in Changes	89%	89%	90%	86%	91%	91%	85%
Time Changes Communicated	85%	83%	87%	79%	88%	89%	89%
Communication Suits Me	92%	90%	94%	93%	92%	94%	94%
Easy to Access Details (Family)	76%	79%	81%	67%	56%	78%	76%
Easy to Access Details (Resident)	58%	72%	51%	52%	38%	59%	66%
System Improved Care	61%	66%	59%	59%	51%	66%	64%

Response method

Satisfaction is broken down by how residents responded to the survey: online or by post. Residents who completed the survey online are consistently the least satisfied; this is the case for eight of the measures collected this year.

Residents who completed the postal survey are the most satisfied with eight of the measures.

For overall service, satisfaction was the same for postal as it was for online (96%).

	All Residents	Online	Postal
Overall Care Services	96%	96%	96%
Safe	98%	98%	98%
Listened To	94%	94%	93%
Independent	93%	93%	94%
Activities and Hobbies	86%	87%	86%
Treat with Respect	98%	98%	98%
Get the Time Needed	95%	95%	96%
Get Help When Needed	96%	95%	98%
Preferences/Trained	96%	96%	97%
Care Plan Meets Needs	95%	95%	94%
Involved in Changes	89%	89%	91%
Time Changes Communicated	85%	85%	85%
Communication Suits Me	93%	92%	94%
Easy to Access Details (Family)	76%	75%	79%
Easy to Access Details (Resident)	59%	59%	59%
System Improved Care	61%	60%	66%



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

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