

Housing@21

Rowan Croft Care Survey Report August 2026

Prepared by: Acuity Research & Practice



100%
Overall satisfaction 

Acuity was commissioned to undertake independent satisfaction surveys of Housing 21's care residents to collect data on their opinions of, and attitudes towards, their landlord and the services provided.

A survey questionnaire was sent to all residents. The survey was primarily conducted by post, but residents were also given the opportunity to complete the questionnaire online if they wished.

Responses 14

Key metrics



100%

Safe



100%

Listened to



78%

Independent



70%

Activities and hobbies



100%

Treat with respect



100%

Get the time needed



100%

Get help when needed



100%

Preferences/trained



100%

Care plan meets needs



100%

Involved in changes



90%

Time changes communicated



100%

Communication suits me

Birdie Digital System



100%

Easy to access details (Family)



67%

Easy to access details (Resident)



63%

System improved service

Year-on-year change – Rowan Croft

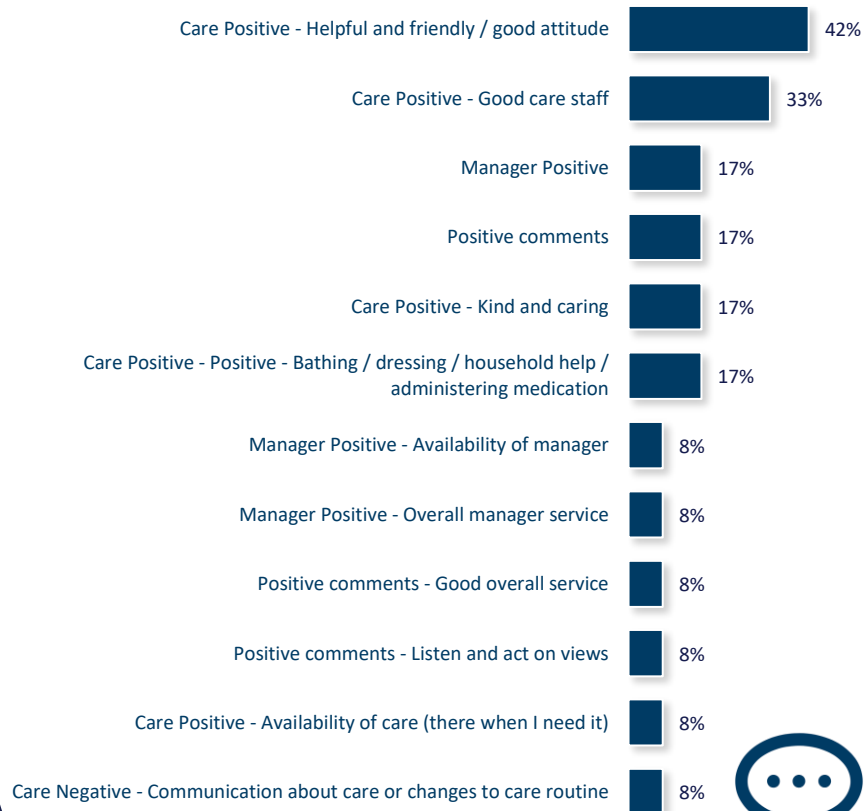
The table on this page compares results for this particular scheme by year, to see how perceptions have changed since 2024-25.

Results from the previous year (2024-25) will not be available where responses did not meet the minimum requirement of 10 responses.

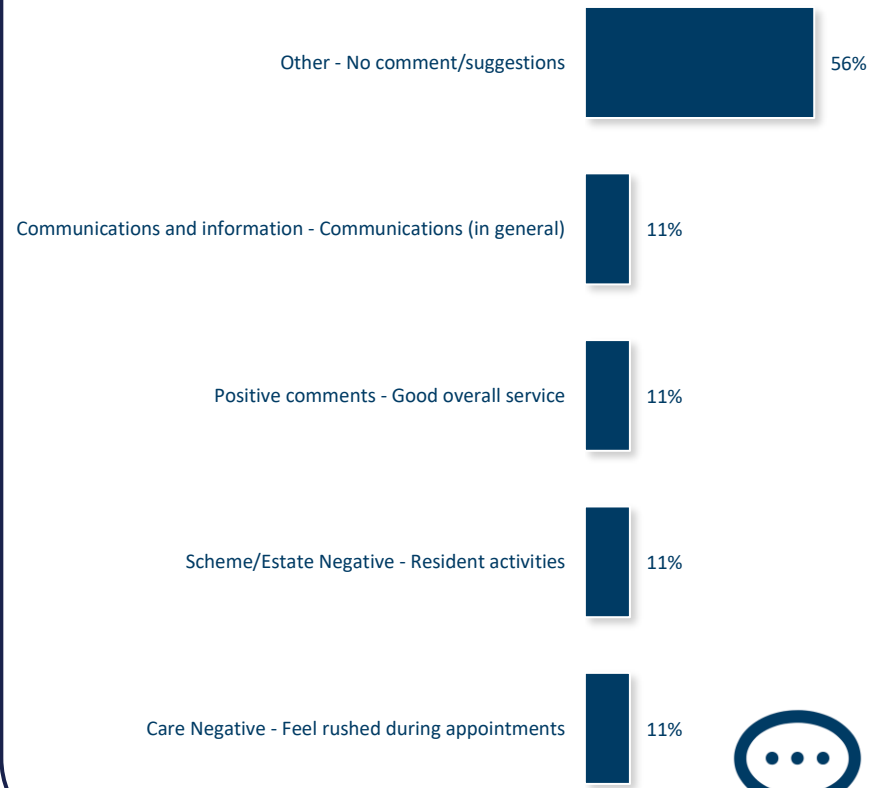
Please note that the last three questions in the table were introduced in 2025-26, and therefore no comparison with 2024-25 is available.

	2024/25	2025/26
Overall Care Services	86%	100% (+14)
Safe	100%	100% (0)
Listened To	100% *	100% (0)
Independent	100% *	78% (-22) *
Activities and Hobbies	100% *	70% (-30)
Treat with Respect	100%	100% (0)
Get the Time Needed	100% *	100% (0) *
Get Help When Needed	89% *	100% (+11)
Preferences/Trained	100% *	100% (0)
Care Plan Meets Needs	92%	100% (+8)
Involved in Changes	89% *	100% (+11)
Time Changes Communicated	100%	90% (-10)
Communication Suits Me	100%	100% (0)
Easy to Access Details (Family)	-	100% (-) *
Easy to Access Details (Resident)	-	67% (-) *
System Improved Care	-	63% (-) *

What do you like about your care service?



Are there any areas of your care service that could be improved?



Benchmark - Housing 21

The chart to the left shows your scheme in comparison to the overall results for Housing 21, allowing you to benchmark against all other participating schemes combined.

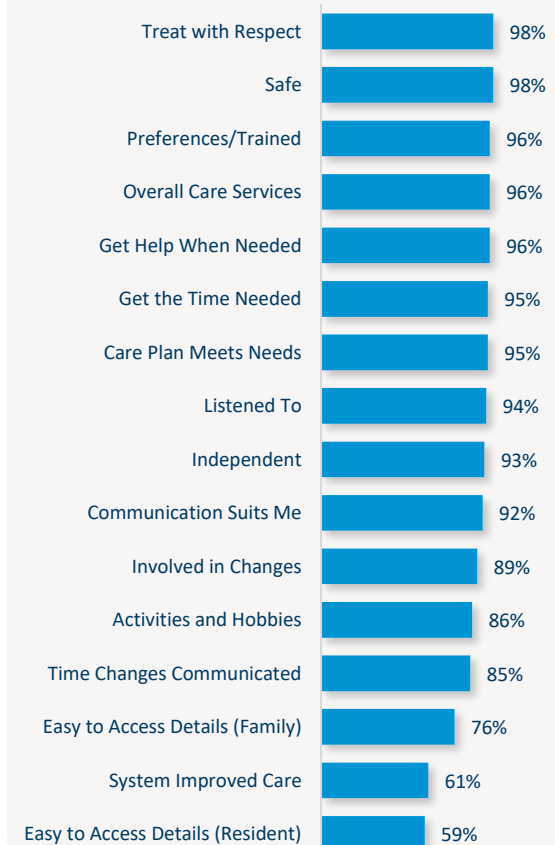
When considering Housing 21's care service as a whole, the chart on the right shows satisfaction for all residents that took part in the survey this year. Satisfaction is high, with 96% satisfied with the overall care services provided.

Overall, the majority of measures scored above 90%, with the exception of being involved in changes (89%), activities and hobbies (86%), communication of time changes (85%), and the three Birdie Digital System questions (easy for family to access details at 76%, the system improved care at 61%, and easy for residents to access details at 59%).

Rowan Croft



Housing 21 Extra Care Overall





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

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