



KINGSTON  
CHURCHES  
HOUSING  
ASSOCIATION

# Kingston Churches Housing Association

2019 Tenant Satisfaction Survey  
Survey report

August 2019



# **Customer survey 2019**

**Prepared for: Kingston Churches Housing Association**

**by: Acuity**

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**Produced by Acuity**

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## Executive Summary

Kingston Churches Housing Association (KCHA) commissioned Acuity to carry out a tenant satisfaction survey. All tenants were included in the postal survey, which took place during June and July 2019. The results from the survey are very positive and satisfaction has increased since the previous surveys in 2009, 2012 and 2016 and they generally compare well with other landlords. The survey recorded many high ratings including satisfaction with the neighbourhood as a place to live (94%), ease of contacting KCHA (92%), how the tenants are kept informed (90%) and the value for money of the rent (89%) – all of which are reflected in the finding that 86% of tenants are satisfied with the services provided by Kingston Churches Housing Association.

### Key findings

#### Overall satisfaction

A high percentage of tenants are satisfied with the services provided by KCHA (86%), with Housing for Older People tenants more satisfied (89%) than the general needs (84%) and Intermediate tenants (83%), although it should be noted that there are very few Intermediate tenants.

#### The home

The majority of KCHA's tenants are satisfied with the overall quality of their home (88%); Housing for Older People tenants (95%) have higher satisfaction than general needs (84%) and Intermediate tenants (83%). Satisfaction is up 2% since 2016.

#### Value for money

Nine out of ten tenants are satisfied with the value for money of their rent (89%) with all Intermediate tenants satisfied and 93% of Housing for Older People tenants.

#### The neighbourhood

Over nine out of ten tenants are satisfied with the neighbourhood as a place to live (94%), with again Housing for Older People (100%) tenants more satisfied than the general needs tenants (88%). Most (92%) feel safe in their home and their neighbourhood (96%)

#### Suggestions for improvement

There were 95 comments giving suggestions on possible improvements to the service, although 11% of these said they are happy with things as they are.

Tenancy management accounts for 16% of comments, also 16% of tenants mentioned

possible improvement works to the home and improvements to the repairs service is suggested by 12%, with quicker repairs and better quality of work the main concern. Improving the condition of the property is suggested by 8%.

#### Perceptions of Kingston Churches Housing Association

A high percentage of tenants find staff friendly and approachable (88%) while 83% feel the service is effective and efficient and 82% say it is the service they would expect. Slightly fewer say they trust KCHA (80%) and 69% think the Association has a good reputation in the area

#### Day-to-day repairs and maintenance service

A good 81% are satisfied with the repairs and maintenance service, this has increased by 4% since 2016, although only half the Intermediate tenants are satisfied. Housing for Older People tenants (82%) are marginally less satisfied than general needs tenants (83%).

Satisfaction with the different aspects of their last repairs is also high with between 78% and 96% satisfied, the highest rating being for the ease of reporting a repair and the lowest for the workers getting it 'right first time'. Overall satisfaction with the last completed repairs is 83%.

#### Communication and information

Nine out of ten tenants (90%) are satisfied that KCHA keep them informed about things that might affect them. However, fewer are satisfied with the opportunities to make views known (77%) and that it listens to their views and acts upon them (69%) – however, just 12% are dissatisfied but 19% are neither satisfied nor

dissatisfied.

### Intermediate and Housing for Older People housing schemes

As indicated above, the Housing for Older People are generally more satisfied with the services they receive than the general needs tenants and particularly the Intermediate tenants. This is in line with other similar surveys which show that this group is often more satisfied.

### Further analysis

Throughout the survey high levels of satisfaction are found and the findings are an endorsement of the commitment of Kingston Churches Housing Association and its staff.

However, slightly lower levels of satisfaction are also found particularly related to communication issues with the opportunities to make views known and listening to views and acting upon them among the lower ratings.

### Net Promoter Score

Over a half of tenants are very loyal and happy to promote Kingston Churches Housing Association to friends and family and are promoters (55%). However, 21% of tenants are detractors who are likely to have negative views about the organisation and another 24% are currently passive and could be persuaded one way or the other. The net promoter score for KCHA is 35 which compares well with other social housing providers.

### Comparison with other landlords

It is possible to compare performance with other social landlords and for this report all the tenures are compared with the latest HouseMark figures. For all tenants, KCHA is in the top quartile for the neighbourhood and the value of the rent, second quartile for the home and repairs service and just into the third quartile overall and with listening to views.

The neighbourhood is also top quartile for general needs tenants but third quartile overall, with the quality of the home and listening to views.

The Housing for Older People compare better,

they are top quartile for the home, neighbourhood and value of the rent, second quartile on the overall service and repairs but lower quartile on listening to views.

### Subgroups

It has been possible to look at the results of the survey from a variety of perspectives based on area, scheme, tenancy length, age and gender.

In terms of the areas, generally those in Wimbledon are the most satisfied and New Malden the least. Although on overall satisfaction, those in Kingston are the most satisfied (91%). Wimbledon tenants are the most satisfied with their home (95%), the neighbourhood (100%) and the value of the rent (95%). However, with the repairs service those in Kingston are the most satisfied (88%), compared with just 71% in New Malden.

Of the different schemes, those in Westbury Road, Kincha Lodge and Thornton Lodge tended to be more satisfied than those in Torrington and Broughton House.

Those with tenancies less than a year tend to be very satisfied, but there are few of these. Satisfaction varies across the different service measures but those of 6 to 10 years are, perhaps, the least satisfied.

There are very few tenants under 25 years old but they tend to be happy with the services they receive. Of the older tenants those aged 60 or over are generally more satisfied than the 25 to 59 year olds.

Female tenants are more satisfied overall (85%) compared to 82% of male tenants. They are also more likely to be satisfied with their home and neighbourhood and aspects of contacting KCHA. They are also more satisfied with the repairs service but male tenants are more satisfied with how their views are taken into account.

### Recommendations

The survey found very few areas where it could be said that there was a problem and for KCHA the main challenge will be continuing to maintain the high levels of satisfaction. Satisfaction is generally increasing and the ratings compare

well but are still below other social housing landlords on overall satisfaction and listening to views.

**Communication** – The lowest satisfaction is for listening to views and acting upon them (69%) although this is clearly improving but does not compare that well with other social landlords. Whilst 90% feel they are kept well informed about things that affect them as tenants only 77% are satisfied with the opportunities to make their views known. Suggestions for improvement emphasise the need to listen more to tenants' needs and have more direct contact.

**Property improvements** – Satisfaction with the home is high (88%) but satisfaction with the repairs service is at 81% so quite a bit lower than many of the other services delivered. Comments about repairs, the condition of the property and the need for improvements add to a quarter of comments made. Of those suggestions, tenants want repairs done quicker

and to a better quality, some said better heating was needed and others felt the general condition of their property was poor. More checks to properties are needed to ascertain the extent of these concerns, whether a few or more of a widespread problem. It is appreciated that property improvement is expensive but if targeted correctly is likely to lead to higher satisfaction.

**Housing management** – The key driver analysis emphasised the importance of how the staff delivered the service, that they are friendly and approachable and operate effectively and efficiently. A number of comments suggesting improvements focused on tenancy management issues, although no one thing stood out. It is not entirely clear from these comments what exactly should be done so it is suggested that further work is undertaken with the tenants to come up with a plan to improve the housing management services generally.

## Contents

1. Introduction.....	1
2. Overall satisfaction with services .....	3
3. Quality of the home .....	6
4. Value for money .....	8
5. Neighbourhood .....	10
6. Customer contact.....	13
7. Repairs and maintenance service.....	16
8. Communications .....	20
9. The internet.....	24
10. Other services .....	25
11. Sheltered services .....	28
12. Perceptions of service .....	29
13. Recommending Kingston Churches Housing Association .....	30
14. Like, dislike and improvements .....	32
15. Advice and support .....	35
16. Lifestyle and well-being.....	36
17. Background information.....	37
18. Understanding overall satisfaction .....	38
19. Comparison with other landlords .....	41
20. Conclusion.....	43

# 1. Introduction

Acuity was commissioned to undertake an independent survey of Kingston Churches Housing Association's tenants to collect data on their opinions and attitudes towards their landlord and the services provided. The survey was designed using HouseMark's STAR questions for tenant satisfaction surveys.

## Aim of the survey

The aim of this survey is to provide data on tenant satisfaction, which will allow Kingston Churches Housing Association to:

- Provide an up-to-date picture of tenants' satisfaction with their homes and with the services provided by the Association
- Analyse satisfaction by tenant diversity and specific subgroups
- Compare the current performance against the previous surveys undertaken in 2009, 2012 and 2016.
- Compare the performance of KCHA as a landlord with that of other social landlords who have undertaken STAR surveys
- Inform decisions regarding future service development.

## About STAR

In July 2010, HouseMark launched STAR – a set of questions designed to measure tenant satisfaction in the housing sector.

The STAR approach ensures social housing providers remain equipped with the means of comparing key satisfaction results with other landlords and also provides a framework for trend analysis.

Undertaking STAR surveys is just one of many different methods of involvement which landlords are able to use to engage with their tenants as part of a wider and coordinated customer engagement strategy.

## Sampling frame and fieldwork

### Sampling

Kingston Churches Housing Association decided to undertake a census of its general needs,

Housing for Older People and Intermediate tenants.

### Fieldwork

The survey took place over a six-week period, with two full mailings.

Acuity carried out the administration of the first mailout, which was sent out on the 8<sup>th</sup> of July 2019. This consisted of a copy of the questionnaire, a covering letter written by Kingston Churches Housing Association and a reply-paid envelope. All questionnaires were returned to Acuity.

On the 22<sup>nd</sup> of July a reminder letter was sent and then on the 5<sup>th</sup> of August a final reminder comprising a full survey pack was sent to all tenants who had not responded. The survey closed on the 23<sup>rd</sup> of August, when the final questionnaires were sent for data entry.

## Questionnaire design

The questionnaire comprised 35 questions on eight pages. A copy of the questionnaire can be found in the accompanying files.

## Response rates

The overall response from all tenants combined was 54.4% - which is a little higher than anticipated. At the end of the survey 148 of the 271 questionnaires sent out were returned. The response rate from general needs (49%) and HfOP tenants (68%) was higher than from the intermediate tenants (43%). The response is similar to some responses seen lately at similar social landlords.

## Accuracy

For the overall results, Acuity and HouseMark recommend that surveys of under 1,000 population achieve a sampling error of at least  $\pm 5\%$  at the 95% confidence level. This means

that, for example, if 35% of tenants answered ‘Yes’ to a particular question, there are 95 chances out of 100 that the correct figure for all tenants – including those who did not respond – would be between 30% and 40%.

For Kingston Churches Housing Association tenants, when the data is analysed for all tenants, 148 responses were achieved. This response is high enough to conclude that any figures quoted at this level are accurate to within  $\pm 5.4\%$ , which is close to the recommended guidelines (see Figure 1.1).

The raw data has been checked to take into account any differences between the responding tenants and the total tenant population, based on the area populations.

### Presenting the findings

This report focuses on the key findings of the survey and the results are analysed by:

- Tenure and area
- Tenancy length, age and gender
- Comparison with previous surveys, and
- Comparison with the results from other landlords.

### Notes to figures

Throughout this report, the figures show the results as percentages and base numbers are also shown where appropriate.

#### Rounding

The vast majority of 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. In some parts of the report percentages may be expressed to one decimal place.

#### Excluding ‘don’t know’ and ‘no opinion’

In general, in line with the convention for satisfaction surveys, only valid responses to questions have been included and all non-valid responses (for example, where a response to a question has not been stated) have been excluded. Responses such as ‘no opinion’, ‘can’t remember’ or ‘don’t know’ (where these are possible responses to questions) are also excluded from the base in this report. Where these results are excluded this is noted in the written comments and charts.

### Acknowledgements

Our thanks go firstly to the tenants of Kingston Churches Housing Association who took part in the survey. We would also like to thank the staff of Kingston Churches Housing Association for their assistance with the project, and our particular thanks go to Rosscoe Brown for his help throughout the project.

Figure 1.1 Survey sampling, response and reliability

Client group	Number of tenants	Sample size	Completed surveys	Response rate	Sampling error (%)
General needs	169	169	82	49%	$\pm 7.8\%$
Housing for Older People	88	88	60	68%	$\pm 7.1\%$
Intermediate	14	14	6	43%	$\pm 30.2\%$
<b>Total</b>	<b>271</b>	<b>271</b>	<b>148</b>	<b>54.4%</b>	<b><math>\pm 5.4\%</math></b>

## 2. Overall satisfaction with services

This chapter examines the overall rating for Kingston Churches Housing Association’s (KCHA) services and is often seen as the headline figure in the survey. The ratings have also been compared with the previous surveys undertaken in 2009, 2012 and 2016. Chapter 18 explores the differences in the relationship between the overall rating and individual ratings in an attempt to understand what is driving overall satisfaction at Kingston Churches Housing Association.

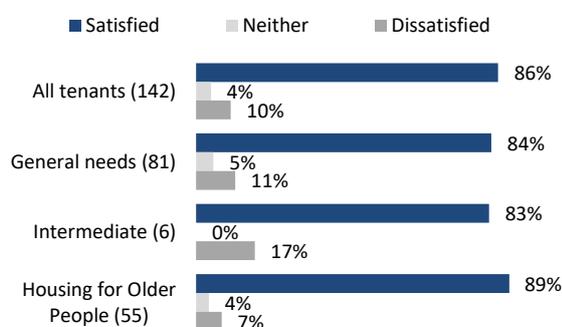
### 2.1 Landlord services

The vast majority of Kingston Churches Housing Association’s tenants are satisfied with the services provided by the Association (86%).

Tenants were asked, ‘Taking everything into account, how satisfied or dissatisfied are you with the services provided by KCHA?’ Nearly half the tenants said they are ‘very satisfied’ with the services provided (44%), a little more than those ‘fairly satisfied’ (42%). Only a few tenants are dissatisfied (10%), while a further 4% are undecided (neither satisfied nor dissatisfied).

There is very little difference in satisfaction overall between the different tenure groups with the Housing for Older People tenants marginally more satisfied (89%) than the general needs (86%) and Intermediate tenants (83%); it should be noted, however, that there are very few Intermediate tenants so results can fluctuate widely. Slightly more general needs tenants are dissatisfied with the service (11%) compared with 7% Housing for Older People and 17% Intermediate.

Figure 2.1: Satisfaction with services provided by KCHA by tenure



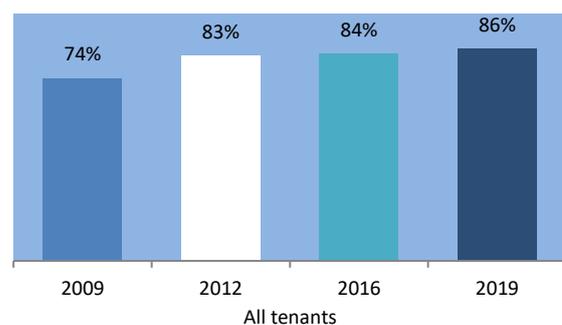
#### Change over time

Kingston Churches Housing Association carried

out satisfaction surveys in 2009, 2012 and 2016 so it is possible to compare the results with those previous surveys.

The rating for overall services from the current survey is 86%, this is up 2% from the previous survey in 2016 and has been steadily increasing since 2009.

Figure 2.2: Change in satisfaction with services over time



Note: With sampling errors of around ±5.4% in each of the previous surveys a change of 10% or more is required to be statistically significant.

#### Further analysis

Kingston Churches Housing Association asked that, apart from the above tenure split, the results are analysed by further subgroups. These include the different areas where KCHA operates, the schemes, tenancy length, age range and gender.

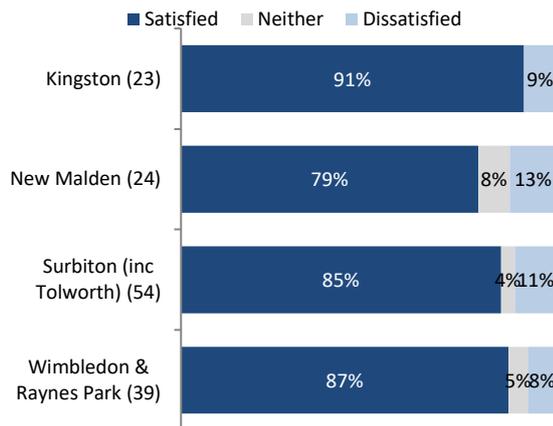
#### Area analysis

The results have been further split by the areas where the Association operates. There are six areas identified but Chessington and Worcester Park only received one response so have been excluded from this analysis. However, the results from all the areas are included in the accompanying data files.

Below shows that the results are a little varied

across the areas. The highest rating is from those in Kingston (91%) and there is also high satisfaction from the tenants of Wimbledon & Raynes Park (87%) and Surbiton (85%). However, satisfaction is lower in New Malden (79%) where 13% of tenants are dissatisfied with the services provided.

Figure 2.3: Satisfaction with overall services by area

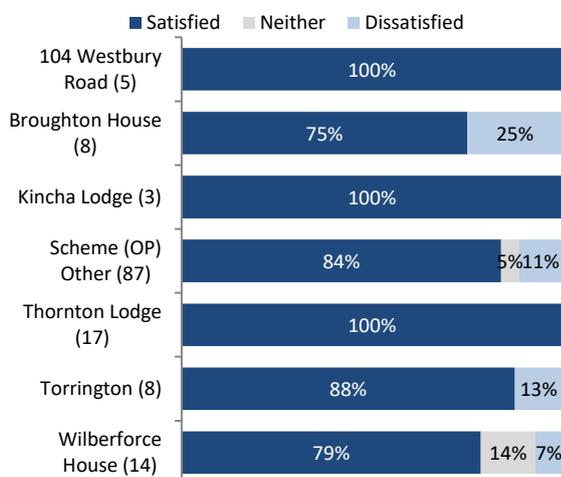


### Scheme analysis

As well as the area, the results are also split by the schemes operated by KCHA. There are seven schemes and whilst all are included, responses from some, as shown below, are limited so care should be taken particularly where there are less than 10 responses.

Satisfaction is highest in Kincha Lodge and Torrington (both 100%) and lowest in Broughton House (75%).

Figure 2.4: Satisfaction with services by scheme

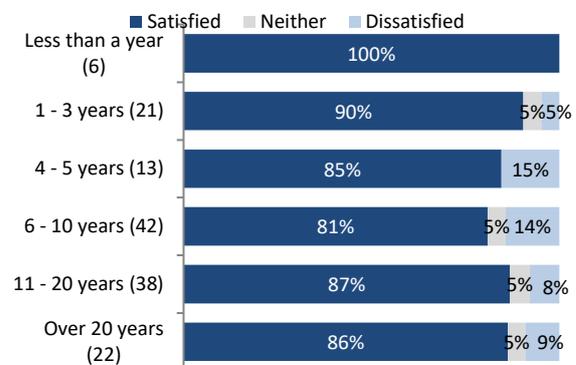


### Tenancy length

The most common length of tenancy is between 6 and 10 years with 42 of those responding to this question falling into this group, although 60 residents have been with KCHA for longer than 10 years.

The most satisfied are those who have been tenants of KCHA for less than a year (100%) and those of 1 to 3 years (90%). The least are those of 6 to 10 years (81%) with 14% dissatisfied.

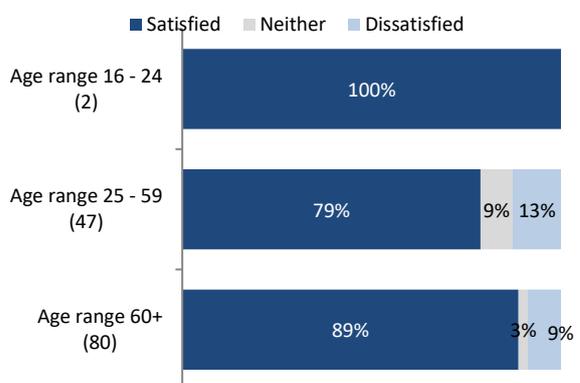
Figure 2.5: Satisfaction with services by tenancy length



### Age range

The majority of KCHA's tenants are in the 60+ age range (80 responses) and only 2 tenants responding to the question are in the 16 to 24 age range. In terms of satisfaction, despite the low numbers, all in the youngest age group are satisfied with the services provided with the older tenants next (89%) and the least satisfied being in the 25 to 59 age range (79%).

Figure 2.6: Satisfaction with services by age range



## Gender

There are almost twice as many female tenants (80) as male tenants (44) who responded to the survey, although a further 18 didn't give an answer so have been excluded from this section.

The female residents are a little more satisfied (85%) compared to 82% male, with 11% dissatisfied from both genders.

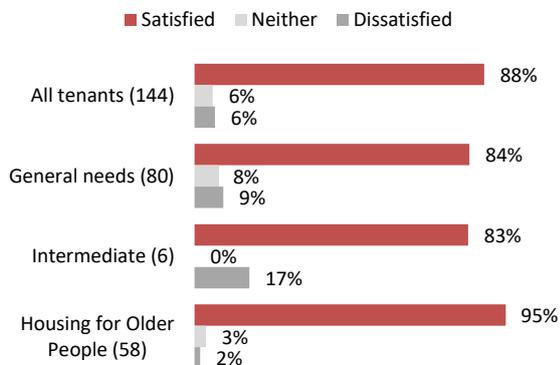
### 3. Quality of the home

This chapter looks at the results from the survey based on the views of all Kingston Churches Housing Association’s tenants about satisfaction with their home. Landlords are required to ensure that tenants’ homes meet the Decent Homes Standard and continue to maintain their homes to at least this standard.

Around nine out of ten of Kingston Churches Housing Association’s tenants are satisfied with the overall quality of the home (88%), although fewer are ‘very satisfied’ (40%) than ‘fairly satisfied’ (48%). Just 6% of tenants are dissatisfied with their home while the same number said they are neither satisfied nor dissatisfied with the quality of their home.

As the chart below demonstrates, Housing for Older People housing tenants (95%), rate their home higher than general needs and Intermediate tenants 84% and 83% respectively. Only 2% of Housing for Older People tenants are dissatisfied with their home, 9% general needs and 17% Intermediate.

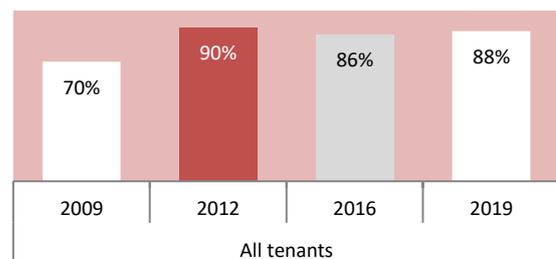
Figure 3.1: Satisfaction with the quality of the home by tenure



#### Change over time

Satisfaction with the home has been consistently high over the past few years although it started from quite a low point in 2009 (70%). The current rating of 88% satisfied is 2% higher than that of 2016 but is 2% below the 2012 rating. Dissatisfaction is low at 6% down from 10% in 2016.

Figure 3.2: Change in satisfaction with the quality of the home over time



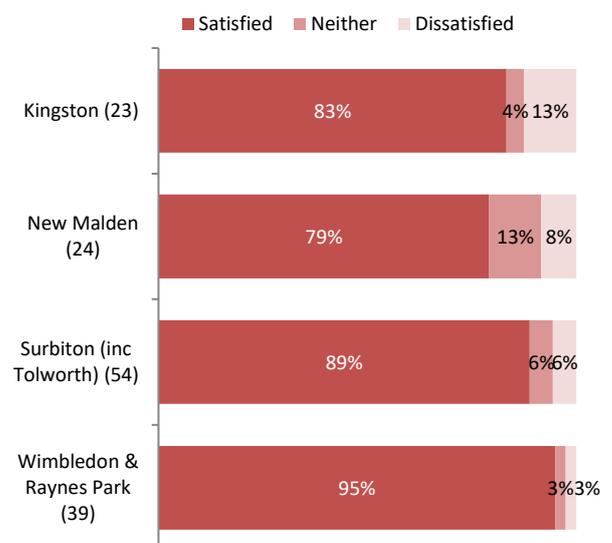
#### Further analysis

This section shows satisfaction with the quality of the home by area, scheme, tenancy length, age range and gender.

#### Area analysis

Satisfaction with the quality of the home is highest in Wimbledon & Raynes Park where 95% of tenants are satisfied. There is also high satisfaction in Surbiton (89%) but it is lower in Kingston (83%) and particularly New Malden (79%). However, the most dissatisfaction is in Kingston (13%).

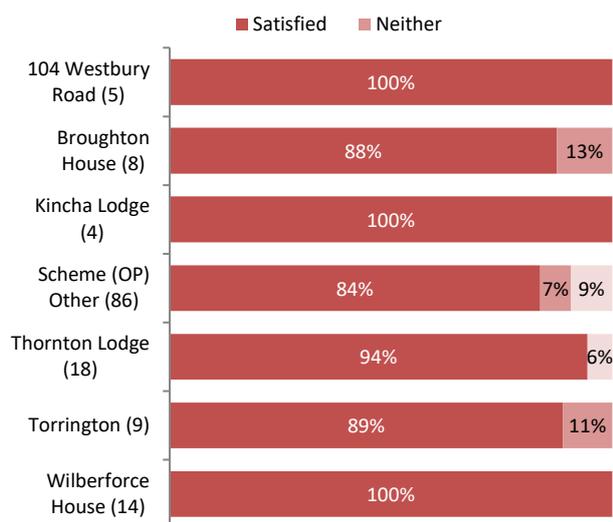
Figure 3.3: Satisfaction with the home by area.



### Scheme analysis

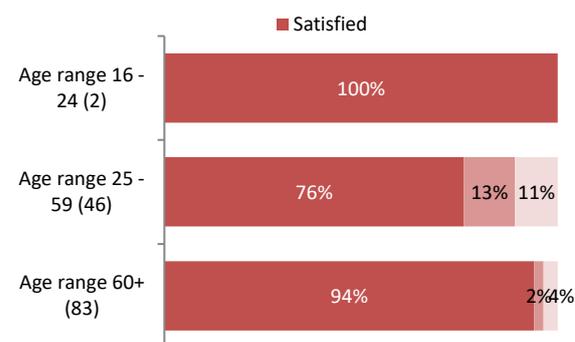
When looking at the different schemes, all tenants at Westbury Road, Kincha Lodge and Wilberforce House are satisfied with their home. The least satisfied are those in the 'other' schemes (84%).

Figure 3.4: Satisfaction with home by scheme



the youngest age group satisfied with their home, the older tenants next (94%) and the least satisfied being in the 25 to 59 age range (76%). Dissatisfaction with the home is low, just 11% in the 25 to 59 age range and 4% of the over 60s.

Figure 3.6: Satisfaction with the home by age range



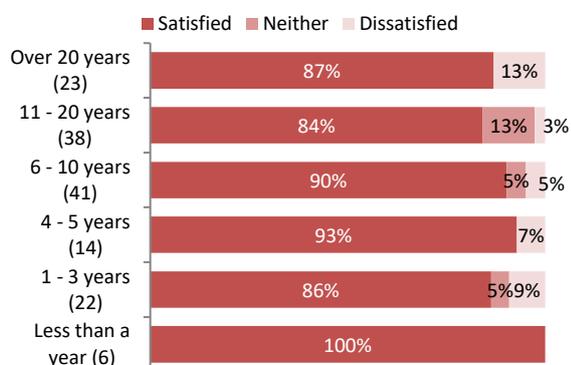
### Gender

Satisfaction with the home is highest among the female tenants (90%) with 84% male tenants satisfied.

### Tenancy length

The most satisfied are those who have been tenants of KCHA for less than a year (100%), although there are few of these. Next most satisfied is the tenants of 4 to 5 years (93%) and 6 to 10 years (90%). The least satisfied with their home are those of 11 to 20 years tenancy.

Figure 3.5: Satisfaction with the home by tenancy length



### Age range

In terms of satisfaction with the home there is a similar pattern to overall satisfaction with all in

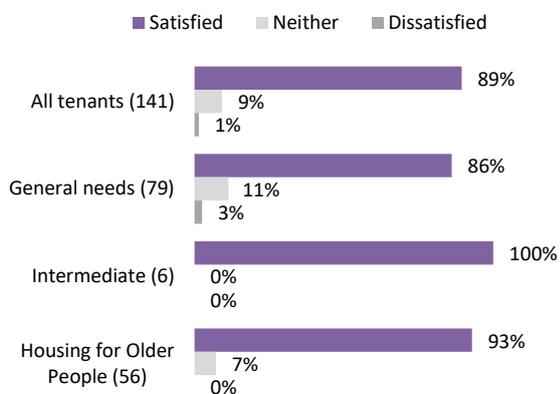
## 4. Value for money

More than ever before, landlords are required to deliver a comprehensive approach to achieving value for money in meeting their objectives, taking into account the interests of and commitments to stakeholders. This means managing their resources economically, efficiently and effectively to provide quality services and homes, and planning for and delivering year-on-year improvements in value for money.

Nine out of ten tenants are satisfied with the value for money represented by their rent (89%). Very few tenants are dissatisfied (1%), whilst 9% are neither satisfied nor dissatisfied.

Housing for Older People tenants are more satisfied with the value for money of their rent (93%), than the general needs tenants where 86% are satisfied. However, all Intermediate tenants are satisfied with their rent, despite but there are few of them. Dissatisfaction with the rent is very low, no Housing for Older People or Intermediate tenants are dissatisfied and just 3% general needs.

Figure 4.1: Satisfaction with value for money of the rent by tenure

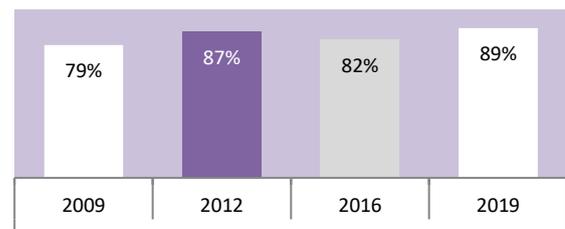


### Change over time

Satisfaction with the value for money of the rent is now at its highest point for the last ten years having increased 7% since the last survey in 2016. Satisfaction is now 10% higher than the rating given in 2009.

Given the current economic climate this is a very good result, although the recent rent reduction could also be a factor.

Figure 4.2: Change in satisfaction with value for money of the rent over time



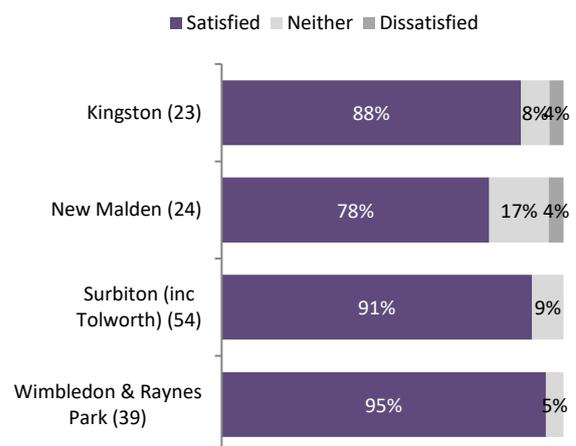
### Further analysis

This section shows satisfaction with the value for money of the rent and service charge by area, scheme, tenancy length, age range and gender.

### Area analysis

Satisfaction with the value for money of the rent is, again, highest in Wimbledon and Raynes Park (95%) although it is also high in Surbiton (91%). New Malden has the lowest satisfaction with their rent (78%) with 88% satisfied in Kingston.

Figure 4.3: Satisfaction with value for money by area.

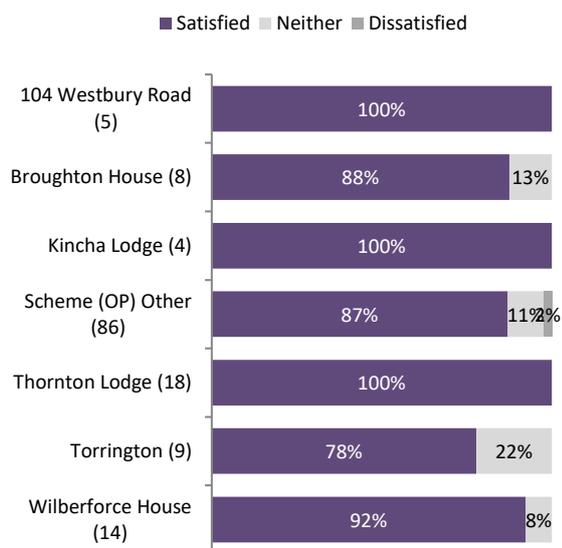


### Scheme analysis

All the tenants in Westbury Road and Kincha Lodge are again satisfied with their rent, as are

all at Thornton Lodge. There is also high satisfaction at Wilberforce House (92%), Broughton House (88%) and the 'other' schemes (87%) but it is a little lower in Torrington (78%), although none are dissatisfied.

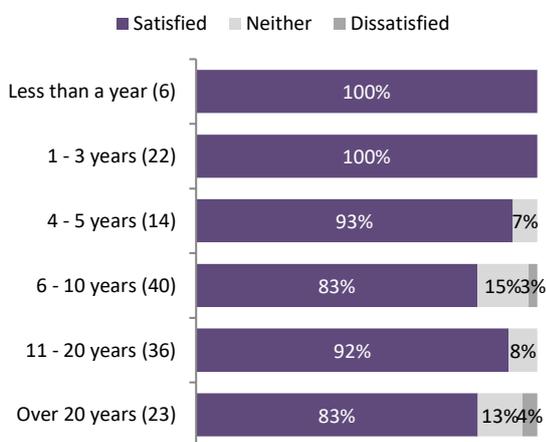
Figure 4.4: Satisfaction with value for money by scheme



### Tenancy length

All the tenants who have been with KCHA for less than a year and between 1 and 3 years are satisfied with the value for money of the rent they pay. Satisfaction is also high for those of 4 to 5 years (93%) and 11 to 20 years (92%) but a little less so for 6 to 10 years and over 20 years (both 83%).

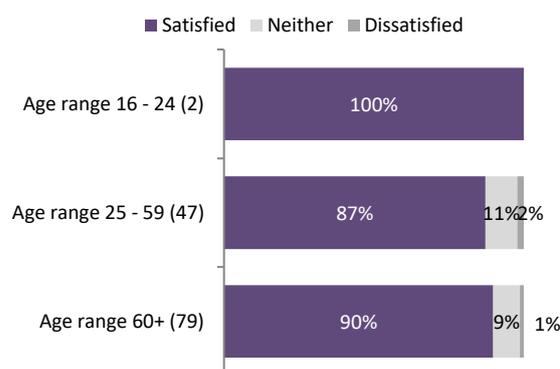
Figure 4.5: Satisfaction with value for money by tenancy length



### Age range

Once again, all the under 25 year olds are satisfied with their rent with 90% of those aged 60 or over and 87% of the 25 to 59 age range also satisfied.

Figure 4.6: Satisfaction with value for money by age range



### Gender

Satisfaction with the value of the rent is very similar between the genders with 89% of female tenants satisfied with their rent compared with 88% for the male tenants.

## 5. Neighbourhood

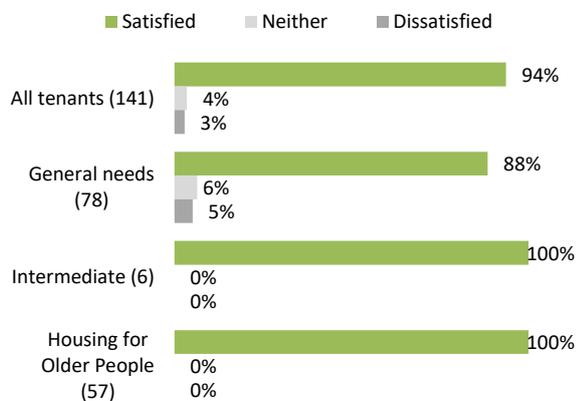
This chapter examines tenants' views of their neighbourhood, in terms of whether it is a good place to live and how safe they feel there. Kingston Churches Housing Association is committed to providing a safe and attractive environment by building and strengthening communities and working in partnership to improve neighbourhoods.

### 5.1 Neighbourhood as a place to live

Over nine out of ten tenants are satisfied with the neighbourhood as a place to live (94%), with nearly two thirds of tenants 'very satisfied' (61%). Very few tenants are dissatisfied with their neighbourhood (3%), while a further 4% are neither satisfied nor dissatisfied.

Again, more Housing for Older People tenants are satisfied with their neighbourhood (100%) compared with general needs tenants (88%), although all Intermediate tenants are also satisfied. Just 5% of general needs tenants are dissatisfied with their neighbourhood

Figure 5.1: Satisfaction with the neighbourhood as a place to live by tenure

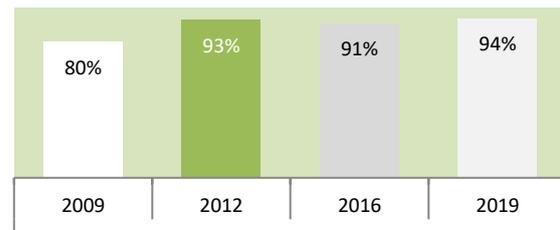


#### Change over time

As with the other measures, satisfaction with the neighbourhood among the tenants of Kingston Churches Housing Association is high (94%).

The satisfaction level in 2009 was only 80% but this has risen in more recent times and has increased by 3% since 2016 to the current level.

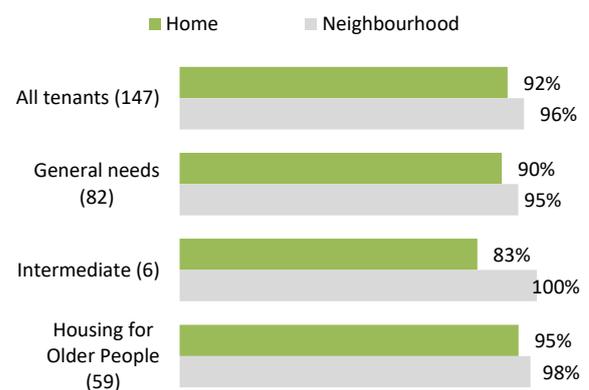
Figure 5.2: Change in satisfaction with the neighbourhood over time



### 5.2 Feeling safe and secure

Tenants were asked if they feel safe and secure both in their home and the neighbourhood where they live. Overall, 92% of tenants feel safe in their home, and slightly more feel safe in their neighbourhood (96%). There is little difference between the tenure groups with 90% of general needs and 95% Housing for Older People tenants feeling safe in their home, although only 83% of Intermediate tenants feel safe. With the neighbourhood, all Intermediate tenants feel safe as do 98% of Housing for Older People and 95% of general needs tenants.

Figure 5.3: Feeling safe and secure by tenure



#### Reasons for not feeling safe

Those who said that they did not feel safe in their home or neighbourhood were asked why. A total of 25 tenants gave their comments and issues around the communal doors are of most

concern, either that these don't lock properly or they are being left open for unauthorised people to get in.

Other problems affecting their safety are difficult neighbours and some crime with break ins in the area and drug related issues. One person referred to experiencing racism and one had an issue with the warden.

### Further analysis

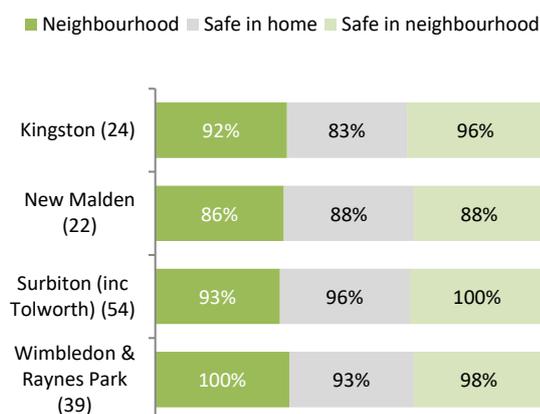
This section shows satisfaction with the neighbourhood and how safe tenants feel by area, scheme, tenancy length, age range and gender.

### Area analysis

Satisfaction with the neighbourhood is highest in Wimbledon & Raynes Park where all are satisfied. Tenants Surbiton (93%) and Kingston (92%) are also very satisfied but those in New Malden (86%) are a little less so.

Between 88% and 100% feel safe in their neighbourhoods but fewer feel safe in their homes 83% to 96%.

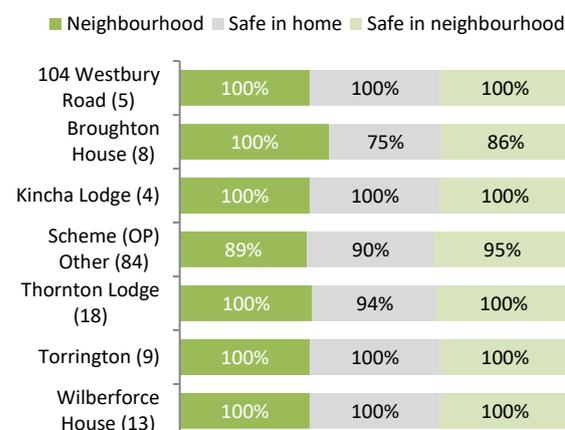
Figure 5.4: Satisfaction with neighbourhood and feeling safe by area.



### Scheme analysis

All the tenants are satisfied in their schemes apart from the 'other' schemes (89%). All feel safe in their homes and neighbourhood at Westbury Road, Kincha Lodge, Torrington and Wilberforce House. Just 75% feel safe in their homes at Broughton House.

Figure 5.5: Satisfaction with neighbourhood and feeling safe by scheme.



### Tenancy length

All the those with tenancies of 5 years or less are satisfied with the neighbourhood and feel safe in their neighbourhood. Those of 11 to 20 years tenancy length are the least satisfied with their neighbourhood (83%) and feel less safe there (91%); those of 4 to 5 years feel the least safe in their home.

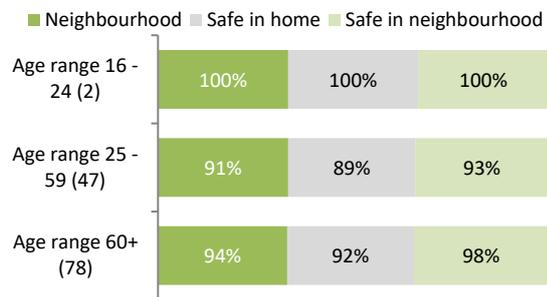
Figure 5.6: Satisfaction with neighbourhood and feeling safe by tenancy length



### Age range

Satisfaction with the neighbourhood is highest among the younger tenants (100%) and all feel safe in their home and neighbourhood. Satisfaction is also high with the other age groups, the 25 to 60 years olds slightly less satisfied than the older group.

Figure 5.7: Satisfaction with neighbourhood and feeling safe by age range



### Gender

Satisfaction with the neighbourhood is very similar between the genders with 95% of female tenants and 93% male tenants satisfied. Male tenants feel a little safer in their home, 95% (female 88%) but less in their neighbourhood, 93% (female 98%).

## 6. Customer contact

Providing excellent customer service is a fundamental part of a landlord’s services to ensure a positive relationship with its tenants. This chapter examines how staff deal with the various queries and enquiries raised by tenants.

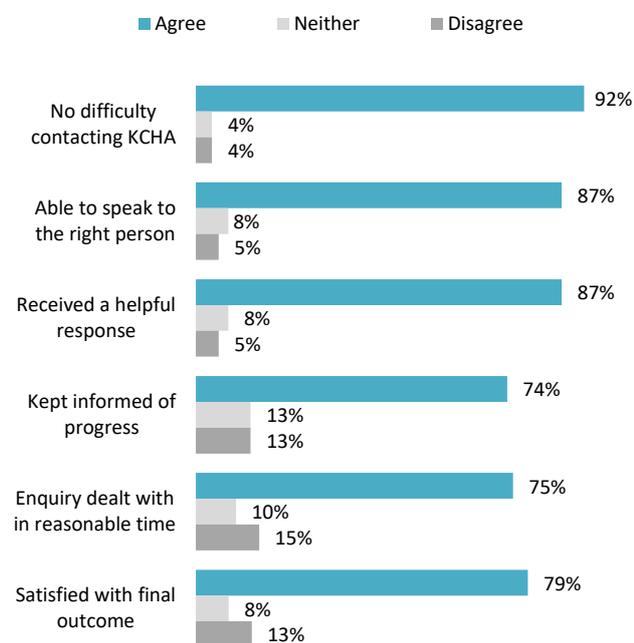
### 6.1 Customer service

The residents were asked to say if they agree or disagree with a number of statements about the contact they have had with KCHA.

Nearly all the tenants said they had no difficulty contacting KCHA (92%) and 87% said they had a helpful response. Also, the vast majority spoke to the right person (87%), although fewer felt their enquiry was dealt with in a reasonable time (75%).

Fewer residents felt they were kept informed of progress with their enquiry (74%) and overall, 79% were satisfied with the final outcome of their enquiry.

Figure 6.1: Satisfaction with contacting KCHA

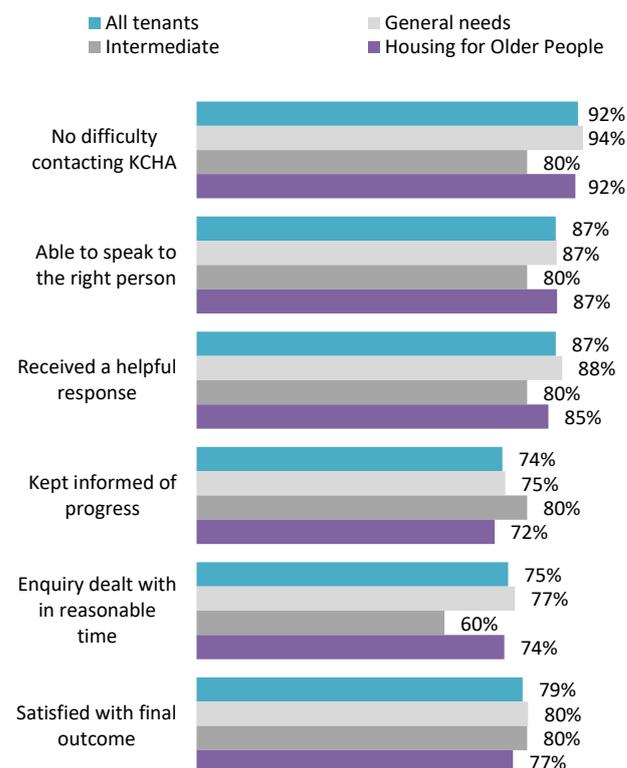


#### Tenure

On this occasion it is the general needs tenants who are generally more satisfied with their aspects of contacting KCHA than the Intermediate and Housing for Older People

tenants; 94% said they had no difficulty contacting KCHA compared to 80% Intermediate and 92% Housing for Older People. In addition, 87% said they were able to speak to the right person and 88% had a helpful response. Dealing with the enquiry in a reasonable time received the lowest rating, 75% overall but just 60% of Intermediate tenants. However, general needs and Intermediate tenants have the same rating for the final outcome of the enquiry (80%), with 77% of Housing for Older people tenants.

Figure 6.2: Satisfaction with contacting KCHA by tenure



### 6.2 Overall customer experience

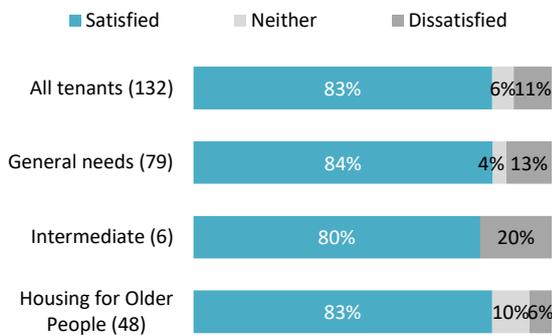
The tenants were asked to think about the last time they contacted KCHA and, taking everything into account, rate how satisfied or dissatisfied they were with the overall

experience.

Six out of seven tenants (83%) were satisfied with the experience of their last contact with 51% 'very' satisfied and 33% 'fairly' satisfied. Just 11% were left dissatisfied and a further 6% neither satisfied nor dissatisfied.

There is little difference between the tenures with the general needs tenants marginally more satisfied (84%) than Intermediate (80%) and Housing for Older People tenants (83%). Dissatisfaction across the tenures ranged from 6% to 20% with between none and 10% neither satisfied nor dissatisfied.

Figure 6.3: Overall customer experience by tenure



### Further analysis

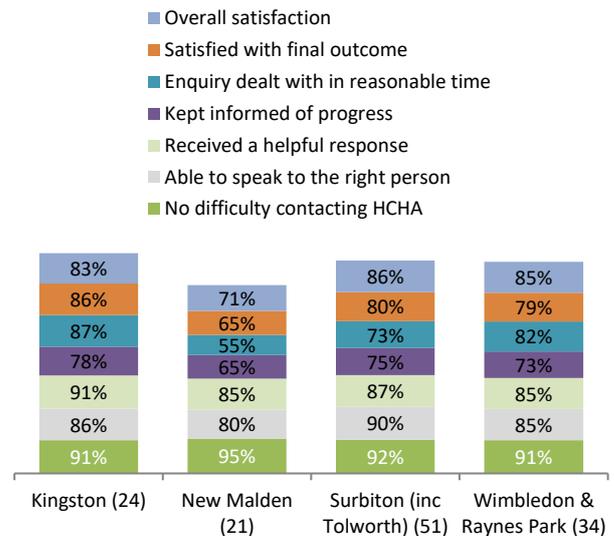
This section shows satisfaction with contacting KCHA by area, scheme, tenancy length, age range and gender.

### Area analysis

Taken over all the aspects of contacting KCHA, the tenants of Kingston are a little more satisfied than the other three areas. They had the most satisfaction with the final outcome of their contact (86%), the helpful response (91%), being kept informed of progress (78% and the enquiry being dealt with in a reasonable time (87%).

However, in terms of satisfaction with the overall experience of contacting KCHA, it is those in Surbiton who are the most satisfied (86%) and just 71% in New Malden.

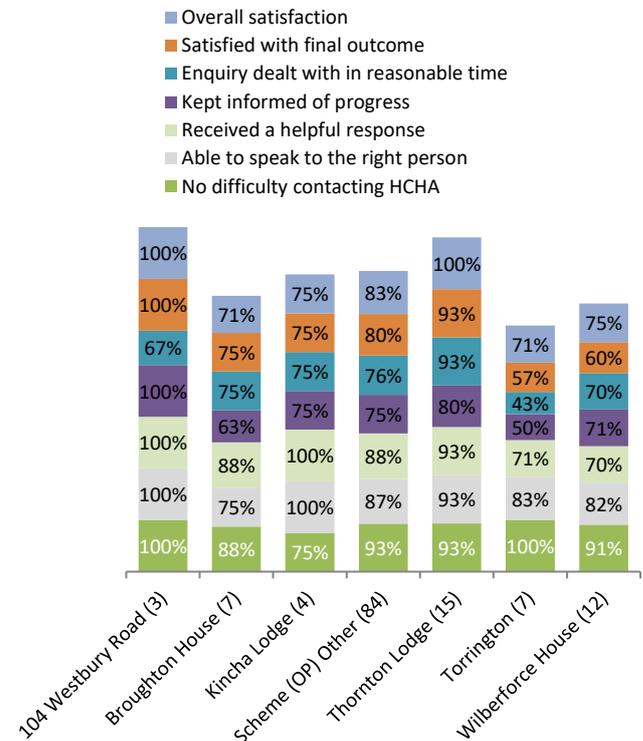
Figure 6.5: Satisfaction with contact by area.



### Scheme analysis

When looking at the different schemes those in Westbury Road and Thornton Lodge are the most satisfied with the different aspects of contacting KCHA. At both these schemes all tenants were left satisfied with the overall experience of contacting the Association.

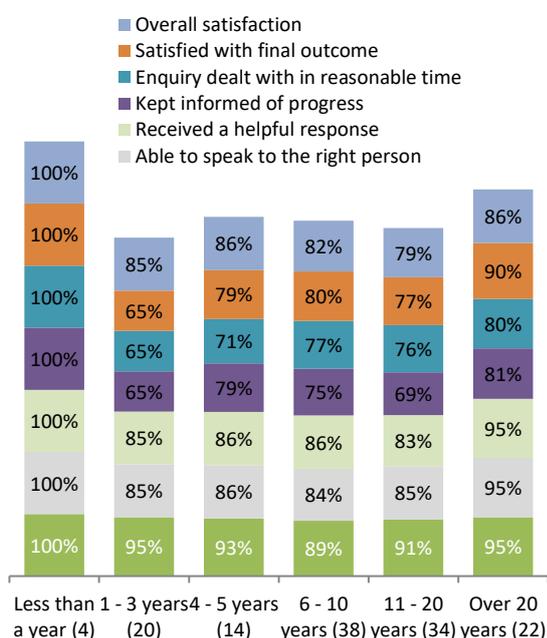
Figure 6.5: Satisfaction with contact by scheme.



### Tenancy length

Those with tenancies of less than a year are the most satisfied with the different aspects of contacting the Association, in fact they are all satisfied with each aspect including the overall contact experience. The next most satisfied are those of 20 years or longer and the least 1 to 3 years, although on the overall experience the least satisfied are those of 11 to 20 years tenancy.

Figure 6.6: Satisfaction with contact by tenancy length

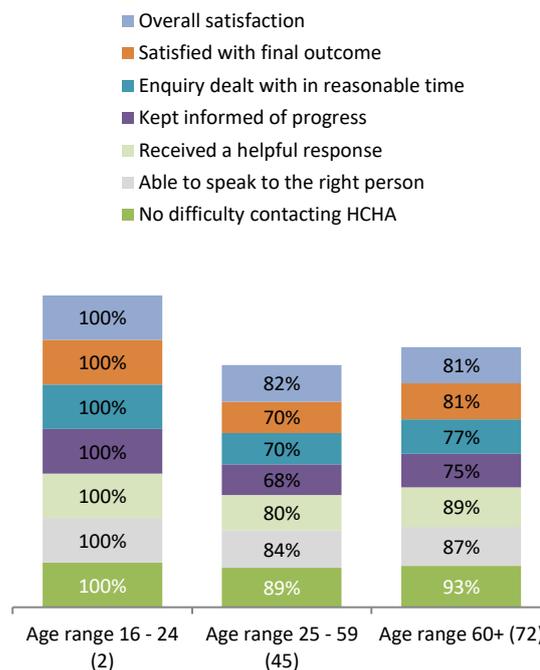


### Age range

All the younger age group were satisfied with the aspects of their last contact, although there are only 2 responses so this should be viewed with some caution.

The other age groups are fairly similar although the older group is more satisfied with the final outcome of their contact (81%), compared to 70% of the 25 to 59 year olds; 81% and 82% respectively were satisfied with the overall customer experience.

Figure 6.7: Satisfaction with contact by age range



### Gender

Female tenants are generally a little more satisfied with their last contact with KCHA, 83% are satisfied with the final outcome of their enquiry (66% male), although with the overall customer experience (81% of male and female tenants were satisfied).

## 7. Repairs and maintenance service

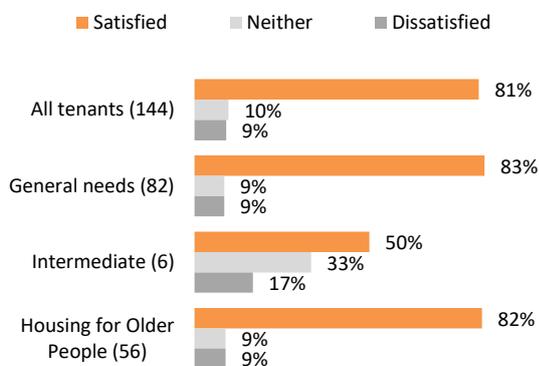
Tenant surveys almost universally find that satisfaction with the repairs and maintenance service is the most important factor in determining overall satisfaction with the landlord. This chapter looks at satisfaction with this key service at Kingston Churches Housing Association and reports any differences in satisfaction between the subgroups in the survey.

### 7.1 Satisfaction with repairs

The 2019 survey found that around eight out of ten tenants are satisfied with the repairs and maintenance service (81%). More are 'very satisfied' (43%) than 'fairly satisfied' (38%). However, 9% of tenants are dissatisfied whilst 10% are neutral when it comes to rating the repairs service.

As Figure 7.1 below shows, Kingston Churches Housing Association's repairs service is rated very similar by the Housing for Older People tenants (82%) and general needs tenants (83%) but only 50% of Intermediate tenants are satisfied with 17% dissatisfied and 33% neither satisfied nor dissatisfied.

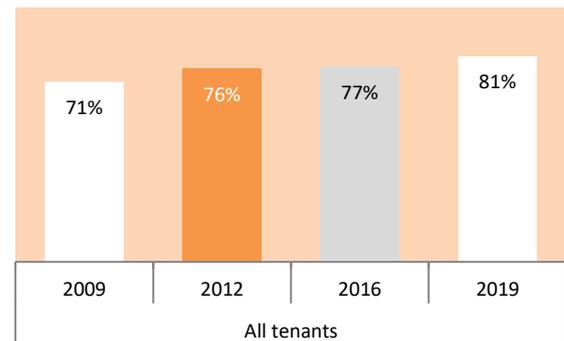
Figure 7.1: Satisfaction with the repairs and maintenance service by tenure



#### Change over time

Satisfaction with the repairs and maintenance service has been steadily increasing since these surveys began with 71% satisfied with the service in 2009, rising to 76% in 2012, 77% in 2016 and up a further 4% in the current survey to 81%.

Figure 7.2: Change in satisfaction with the repairs and maintenance service over time



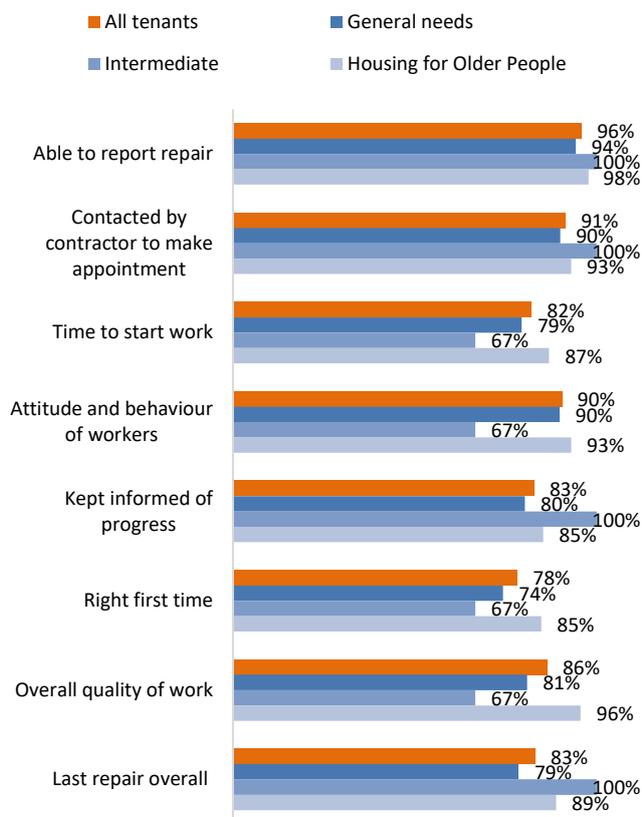
### 7.2 Aspects of last repair

Satisfaction with all aspects of the last repair is high with between 78% and 96% satisfied with each element, the highest is for being able to report the repair and the lowest for doing the work 'right first time' (78%).

It is a mixed picture with the different tenures with the Housing Older for Older People generally more satisfied with their last repair than the other two tenures, which are very similar overall.

In terms of overall satisfaction with the last repair 83% of tenants are satisfied with 8% dissatisfied and 9% neither satisfied nor dissatisfied. All Intermediate tenants were satisfied with their last repair as were 89% of Housing for Older People and 79% of general needs tenants.

Figure 7.3: Satisfaction with the last repair by tenure



### Further analysis

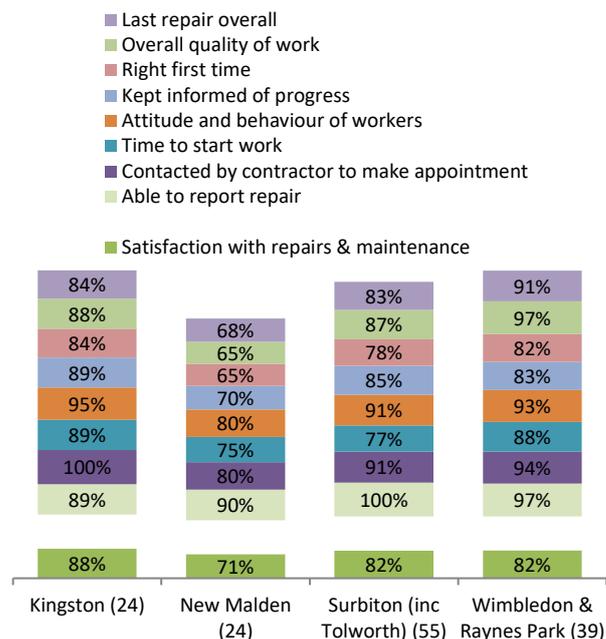
This section shows satisfaction with repairs and maintenance by area, scheme, tenancy length, age range and gender.

### Area analysis

Satisfaction with repairs is generally similar in Kingston and Wimbledon & Raynes Park, although Kingston have the most satisfied with the overall service 88%, compared to 82% in Wimbledon but for satisfaction with the last repairs those in Wimbledon are more satisfied, 91% compare to 84% in Kingston. All in Kingston are happy with being able to report a repair.

The least satisfied are, again, those in New Malden. Just 71% are satisfied with the overall service and 68% with the last completed repair. Also, here, only two thirds (65%) are satisfied with the quality of work and getting it right first time.

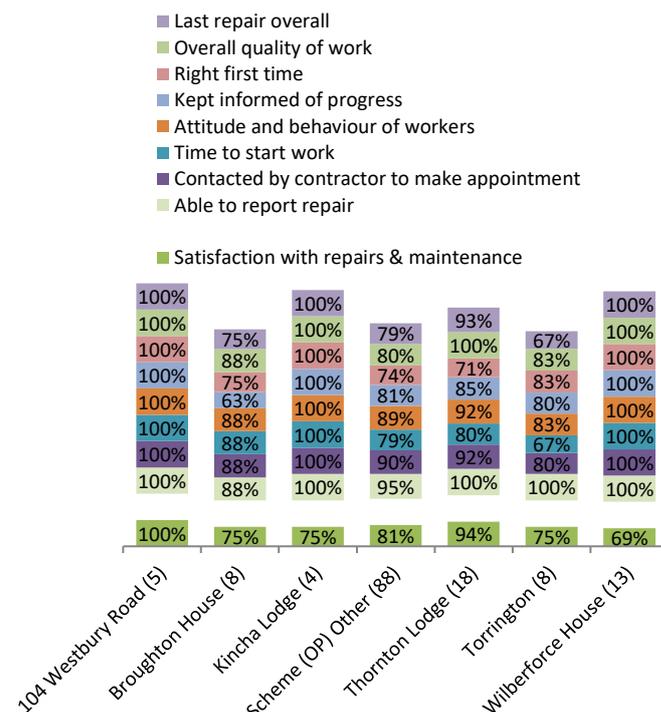
Figure 7.4: Satisfaction with repairs by area.



### Scheme analysis

All tenants in Westbury Road are satisfied with all aspects of the service and all in Wilberforce House with the last repair, although just 69% with the overall service. Satisfaction is lowest in Torrington where 67% were satisfied with the last repair.

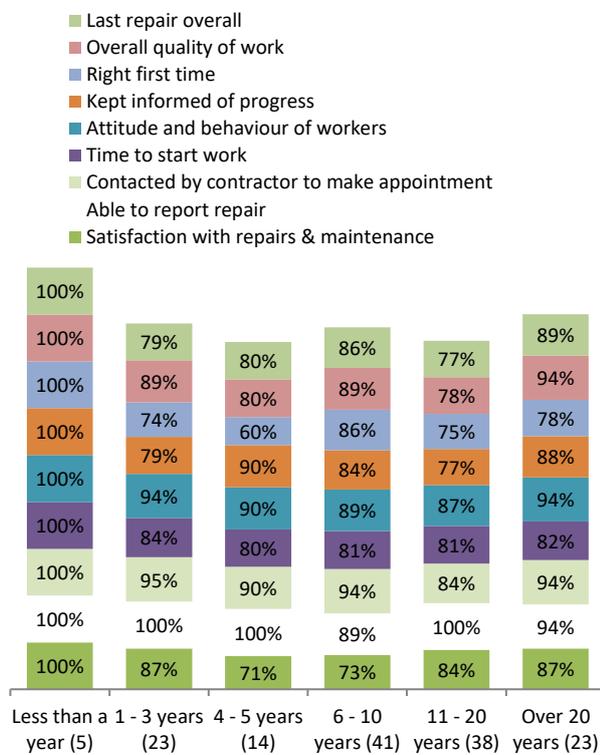
Figure 7.5: Satisfaction with repairs by scheme.



### Tenancy length

Those with tenancies of under a year are the most satisfied with the different aspects of the repairs service, all are satisfied overall and with the different aspects of their last repair,. The longer standing tenants are also satisfied with 87% overall and 89% with their last repair. The least satisfied generally and particularly with their last repair overall (77%) are those of 11 to 20 years, although those of 4 to 5 years tenancy length are the least satisfied with the overall service (71%).

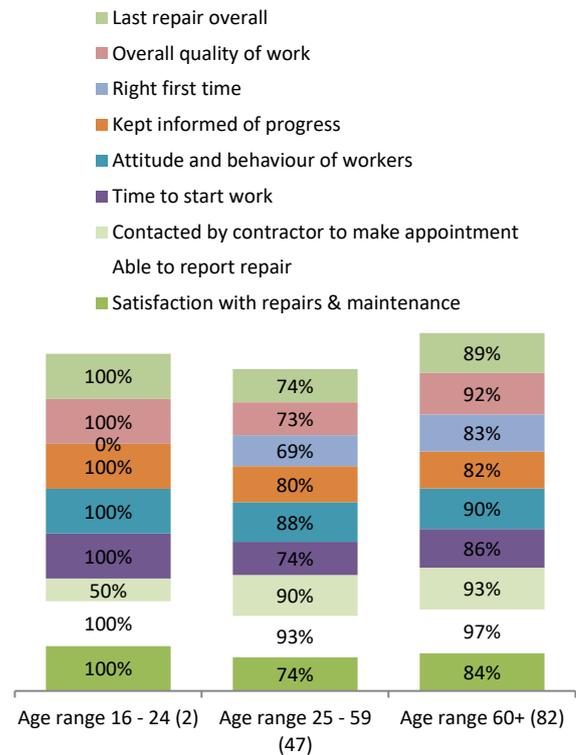
Figure 7.6: Satisfaction with repairs by tenancy length



### Age range

All the younger age group are satisfied with the aspects of their last repair and with the repairs and maintenance service overall, except for right first time (0%) and making appointments (50%), although there are only 2 responses so this should be viewed with some caution. The other age groups are similar, although the older group is more satisfied with the overall service (84%), compared to 74% of the 25 to 59 year olds.

Figure 7.7: Satisfaction with repairs by age range



### Gender

Female tenants are generally a little more satisfied with the repairs, 83% are satisfied with the overall repairs service (75% male) and 85% were satisfied with their last completed repair (78% male).

### 7.3 What can KCHA do to improve its repairs service?

The tenants were asked to say how they thought KCHA could improve the repairs service. A total of 45 comments were received and 14 of these are positive, suggesting that no improvements are currently needed.

The table below shows the other suggestions and the most common is about communal repairs rather than the service to the home. Some mention lift repairs needed and general upkeep of internal and external communal areas. Also, grounds maintenance, litter etc are an issue for some.

Of the other suggestions, some felt KCHA should deal with outstanding repairs and

improve the quality of work. The full list of comments are included in the accompanying data files.

Comment	No
External/communal maintenance poor	6
Deal with outstanding repairs	5
Grounds maintenance - grass cutting/ shrub beds	3
Improve repairs generally	3
Poor quality of repair work	3
Litter & rubbish, fly-tipping, collection & storage	1
Improve communal cleaning	1
Quicker repairs	1
Check repairs done, inspect work	1
Get repair right first time/finish repair	1
Treat residents/belongings /homes with respect	1
Keep residents informed of progress	1
Reporting repair	1
Needs internal decoration	1
Fire safety/gas/electrical tests	1
Provide a decorating service/handyman service/window cleaning	1
Total	45

## 8. Communications

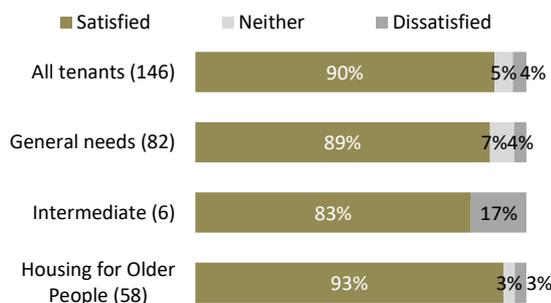
Social landlords have put a lot of time and resources into ensuring that they have effective and clear communication channels in place, and that information given out to tenants is clear and easy to understand. Kingston Churches Housing Association offers a wide range of information leaflets and channels of communication, using a variety of traditional methods and online. This chapter examines the views of Kingston Churches Housing Association’s tenants in this often, key area and notes any differences among tenants.

### 8.1 Kept informed

Nine out of ten tenants feel that Kingston Churches Housing Association is good at keeping them informed about things that might affect them as a tenant (90%); 58% of tenants are ‘very satisfied’ and 33% ‘fairly satisfied’. Few tenants are dissatisfied that KCHA keeps them informed (4%), while 5% are neutral (neither satisfied nor dissatisfied).

As Figure 8.1 below shows, not as many Intermediate tenants (83%) feel that Kingston Churches Housing Association is good at keeping them informed as Housing for Older People (93%) or general needs tenants (89%).

Figure 8.1: Kept informed about things that might affect tenants by tenure

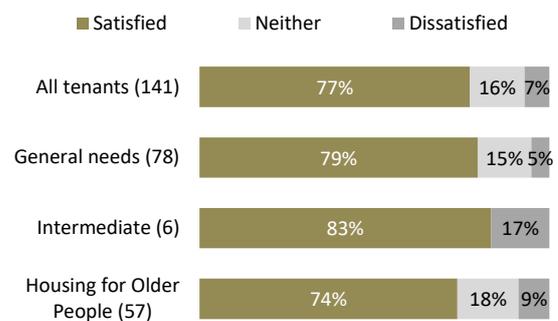


### 8.2 KCHA gives opportunities to make views known

Just below four out of five tenants (77%) are satisfied that KCHA gives the tenants opportunities to make their views known. Of these 47% are ‘very satisfied’ and 31% ‘fairly satisfied’. Few tenants said that they are dissatisfied with the opportunities (7%), while 16% are neutral (neither satisfied nor dissatisfied).

This time, the Intermediate tenants are highly satisfied that their views are known (83%), with Housing for Older People tenants (74%) a little less satisfied than general needs tenants (79%). More Intermediate tenants are dissatisfied with their opportunities (17%).

Figure 8.2: Satisfaction that KCHA gives opportunities to make views known by tenure



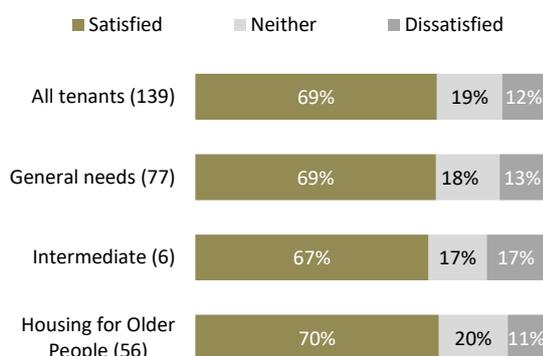
### 8.3 Listens to views and acts upon them

Over two thirds of tenants feel that KCHA listens to their views and acts upon them (69%), with more being ‘very satisfied’ (39%) than ‘fairly satisfied’ (30%).

While some tenants are neither satisfied nor dissatisfied (19%), there are 12% of tenants who are actually dissatisfied with how Kingston Churches Housing Association listens to their views and acts upon them.

There is very little difference between the tenures on whether they feel KCHA listens to their views and acts upon them. Housing for Older People tenants are marginally more satisfied (70%) than general needs (69%) or Intermediate tenants (67%).

Figure 8.3: Listens to views and acts upon them by tenure

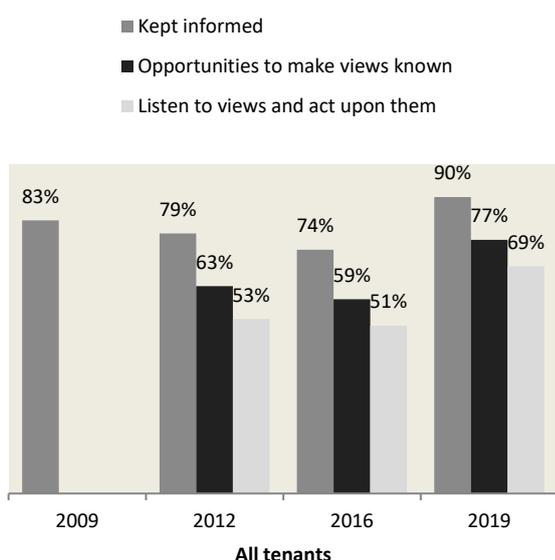


### Change over time

Satisfaction with the different aspects of communication have been steadily increasing over the years and is now at the highest point since these particular surveys began.

Satisfaction with being kept informed has gone from 79% in 2012 to 90% currently, opportunities to make views known from 63% to 77% and listen to views from 53% to 69%.

Figure 8.4: Change in satisfaction with communications over time



### Further analysis

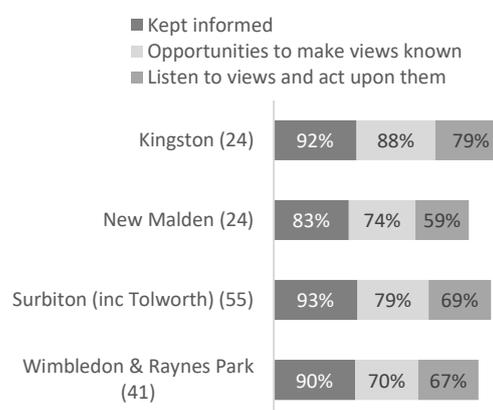
This section shows satisfaction with communication and information by area, scheme, tenancy length, age range and gender.

### Area analysis

The tenants of Kingston tend to be the most satisfied with the different aspects of communication, 92% are satisfied with how they are kept informed, 88% with the opportunities to make views known and 79% that KCHA listens to their views and acts upon them. However, those in Surbiton are marginally more satisfied with being kept informed (93%).

The least satisfied on being kept informed and listening to views are those in New Malden (83% and 59% respectively) whilst those in Wimbledon are least satisfied with the opportunities to make views known (70%).

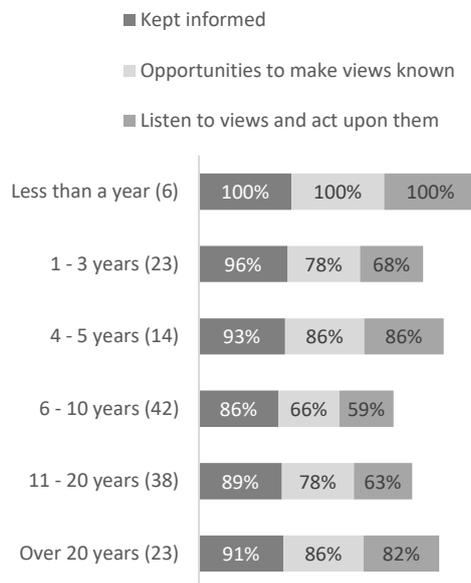
Figure 8.5: Satisfaction with communication by area.



### Tenancy length

All of the tenants who have been with KCHA for less than a year are satisfied with each aspect of communication. Of the other tenancy lengths, those of 1 to 3 years are the most satisfied with how they are kept informed, those of 4 to 5 years and over 20 years with the opportunities to make views known (86%) and 4 to 5 years also are the most satisfied that KCHA listens to their views and acts upon them. Those of 6 to 10 are generally the least satisfied.

Figure 8.6: Satisfaction with communication by tenancy length

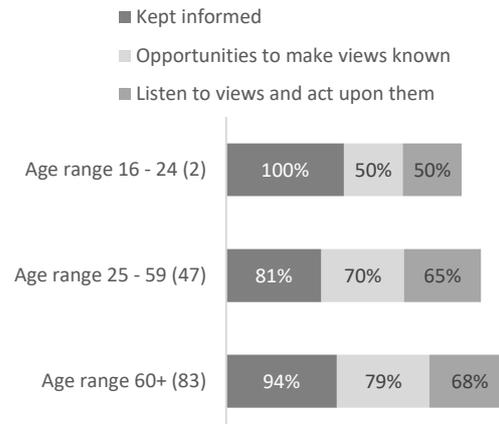


### Age range

All the younger age group are satisfied with the being kept informed but only half are satisfied with their opportunities to make views known and how KCHA listens to their views, although there are only 2 responses so this should be viewed with some caution.

The older age group are more satisfied than the 25 to 59 group on all the aspects, 94% on being kept informed (81% 25-59), 79% on opportunities to make views known (70% 25–59) and 68% with listen to views and act upon them (65% 25-59)

Figure 8.7: Satisfaction with communication by age range



### Gender

Male tenants are generally a little more satisfied with communications, 91% are satisfied with how they are kept informed (88% female) and 70% are satisfied that KCHA listens to their views and acts upon them (65% female). However, female tenants are a little more satisfied with the opportunities to make views known 75% (74% male).

## 8.4 Newsletter and website

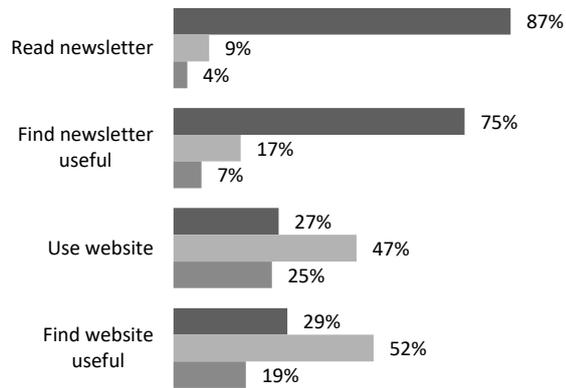
The tenants were asked about their use of the newsletter and the KCHA website.

Most tenants (87%) said they read the newsletter and of these 75% find it useful, although 7% don't find it useful and 17% are undecided.

There are far fewer tenants using the website, just 27% said they use it and 29% find it useful; 19% don't find it useful and 52% are undecided, presumably because they don't use it at all or infrequently.

It does suggest that more needs to be done to promote the use of the website so more tenants can benefit from the online services.

Figure 8.8: Newsletter and website



they were interested in finding out more about getting involved in how KCHA is run. A total of 26 tenants said they would be interested and the names and address have been passed to KCHA to follow up.

Finally, in this section, the tenants were asked if

## 9. The internet

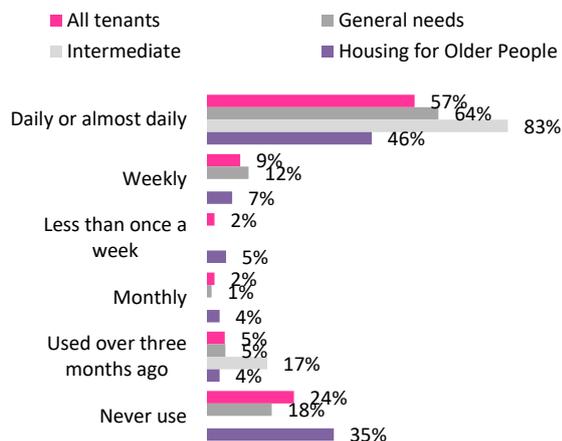
The internet is becoming more and more vital to the delivery of services so KCHA wanted to know more about its use to help plan services for the future.

### 9.1 Internet use

Over half the tenants (57%) use the internet on a daily, or almost daily basis, with a further 9% using it weekly. However, a quarter of tenants (24%) say that they never use it.

Usage is highest among the Intermediate tenants (83%) and lowest with the Housing for Older People tenants (46%) where 35% say they never use it.

Figure 9.1: Internet use by tenure



### 9.2 Reasons for use

The most common use of the internet is for sending or receiving emails (60%) with news and information and online shopping the use for about half the tenants. Finding out sports or leisure information is the least most popular (23%).

Figure 9.2: Reasons for use

Email	60%
News & information	51%
Online shopping	46%
Social media	39%
Booking holidays or travel	31%
Other	29%
Sports or leisure information	23%

### 9.3 If don't use, why?

There are 34 tenants who said they don't use the internet and the reasons for not doing so are shown below. The most common reason is not having access (47%) with a similar number saying they just do not want to use it.

A lack of confidence or skills affect over a third of tenants (38%) and a quarter (24%) have concerns about privacy or security. Costs of either equipment or connects are less of a concern.

Figure 9.3: Reasons for not use internet

Don't have access	47%
Don't want to use it	47%
Lack of confidence/skills	38%
Other	38%
Privacy & security concerns	24%
Connection costs	15%
Equipment costs too high	12%
No free internet near	6%
Physical disability	3%

# 10. Other services

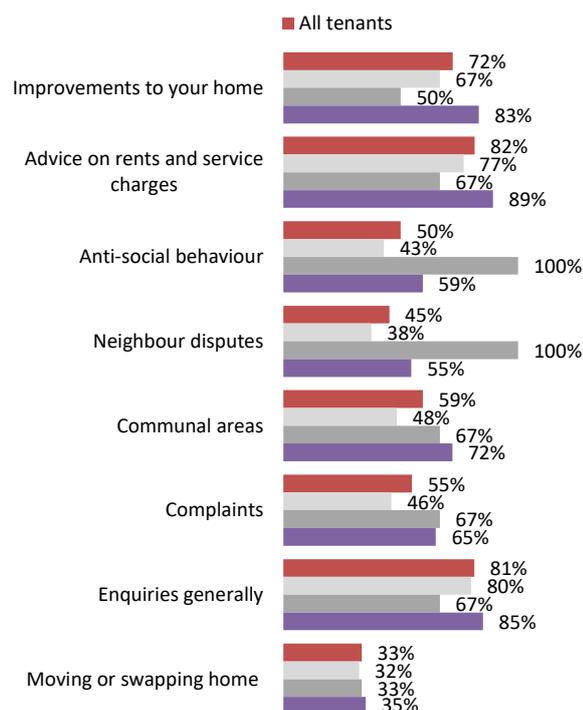
Providing advice and support is a vital service for those tenants who rely on their landlord. This chapter examines tenants' satisfaction in these key areas.

## 10.1 Other services

Over eight out of ten tenants are satisfied with how KCHA gives advice on rents and service charges (82%) and deals with enquiries generally and 72% are satisfied with the improvements to their home undertaken by KCHA. However, satisfaction is lower on how neighbour disputes (45%) and anti-social behaviour (50%) are dealt with by KCHA, and particularly moving home (33%), although only 20% are dissatisfied with the remainder neutral.

Intermediate tenants are the most satisfied with all satisfied with how KCHA deals with neighbour disputes and ASB. The least satisfied are general needs tenants, just 38% are satisfied with how neighbour disputes are handled, 43% with anti-social behaviour, 32% with help moving home and 46% with how complaints are handled.

Figure 10.1: Satisfaction with other services provided by KCHA



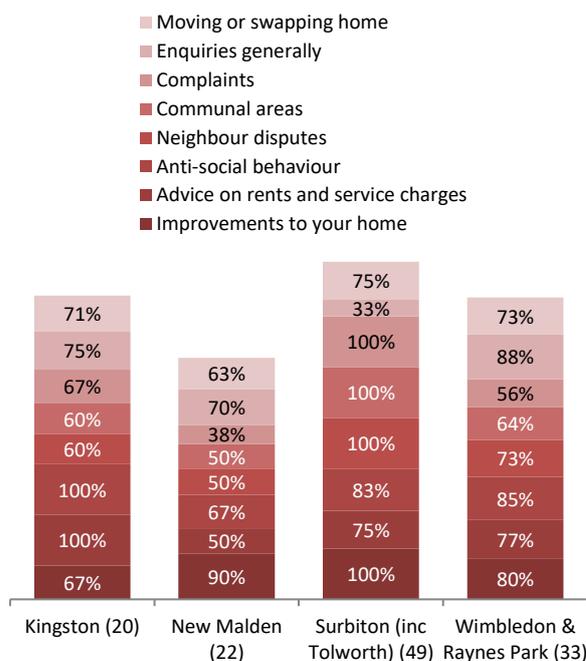
### Further analysis

This section shows satisfaction with the other services provided by KCHA by area, scheme, tenancy length, age range and gender.

### Area analysis

Tenants in Surbiton are generally the most satisfied with the other services and New Malden the least. Advice on moving home has the least satisfaction across the schemes with neighbour disputes and dealing with anti-social behaviour.

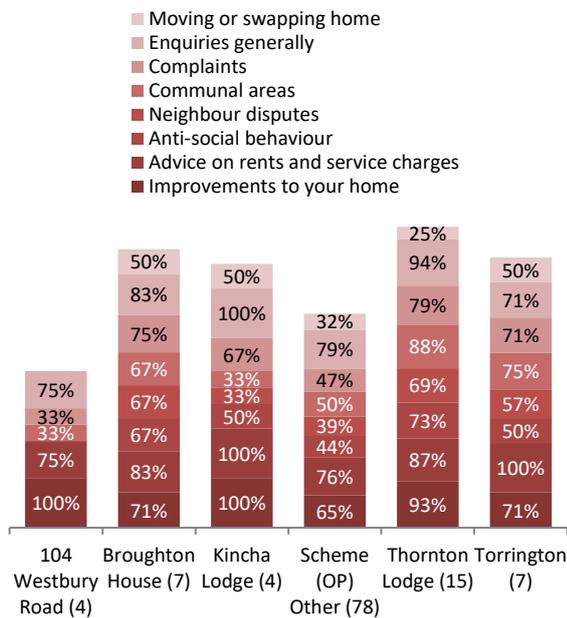
Figure 10.2: Satisfaction with other services by area.



### Scheme analysis

Tenants in Thornton Lodge are generally the most satisfied with the other services provided by KCHA. None of the tenants at Westbury Road are satisfied with how neighbour disputes, ASB or moving home are dealt with, although all are satisfied with improvements to their homes.

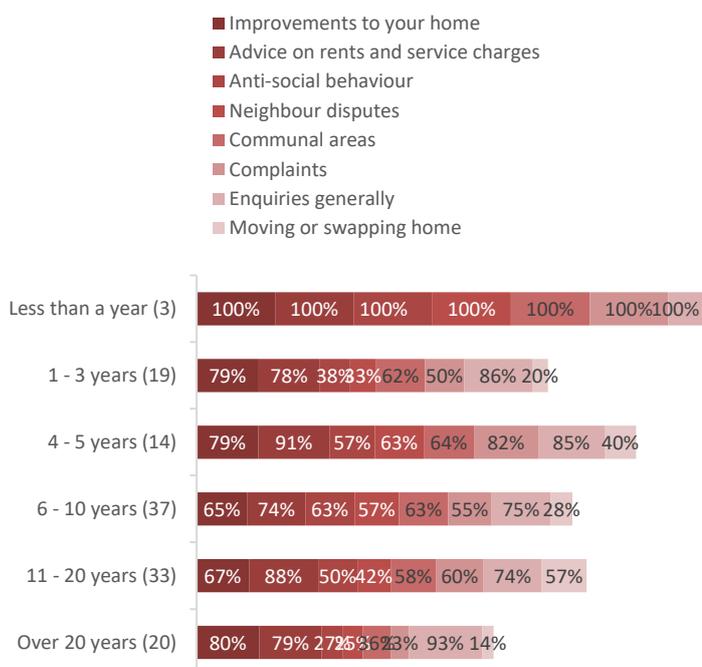
Figure 10.3: Satisfaction with other services by scheme.



### Tenancy length

The new tenants, less than a year, tend to be the most satisfied with the other services provided by KCHA, with those of over 20 years the least

Figure 10.4: Satisfaction with other service by tenancy length

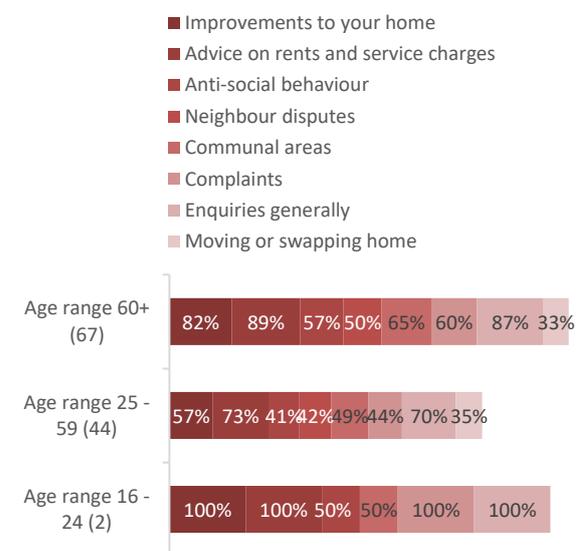


### Age range

All the younger age group are satisfied with improvements, advice on rents, complaints and enquiries but none on neighbour disputes and moving home, but only 2 in this group answered these questions.

Of the other age groups, the older group is generally more satisfied than the 25 to 59 age group.

Figure 10.5 Satisfaction with other services by age range



### Gender

On the other services provided by KCHA there is very little between the genders; on improvements, advice on rents, enquiries and moving home the female tenants are a little more satisfied, just 3% to 5% more, but on the other services, male tenants are more satisfied, 12% more on how complaints are dealt with.

## 10.2 Most important services

The tenants were asked which do they consider to be the three most important services that KCHA delivers.

The table below shows that repairs and maintenance is by far the most important with 81% of tenants listing this in their top three. Perhaps linked to this is the quality of the home which is the second most popular with half the tenants (52%) choosing this and then the value for money offered by the rent (38%).

A third of tenants consider their neighbourhood (33%) as important and that the Association listens to their views (31%). However, fewer are concerned about how ASB is dealt with, perhaps as it affects few, and the support and advice offered.

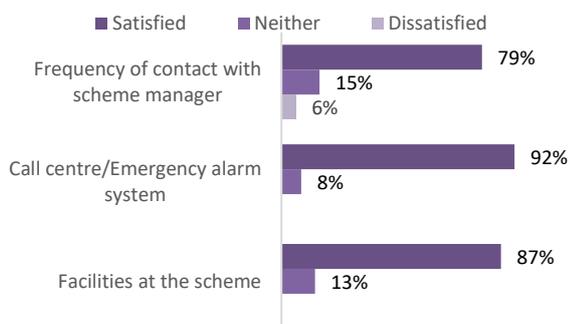
Repairs and maintenance	81%
Overall quality of the home	52%
Value of the rent	39%
Neighbourhood	33%
Listening to views	31%
Keeping tenants informed	24%
Dealing with ASB	18%
Support and advice	14%
Other	2%

# 11. Sheltered services

Housing for Older People tenants were asked how satisfied they are with their scheme and various aspects of the services they receive including the emergency call system, facilities at the scheme and the support received. This chapter examines the views of the Housing for Older People tenants in these key areas.

Satisfaction with the services provided is high with Housing for Older People tenants, 92% are satisfied with the emergency call system and 87% with the facilities at their scheme, although fewer are satisfied with the frequency of contact with their scheme manager. There is very little dissatisfaction, just 6% with the frequency of contact, none for the other services.

Figure 11.1: Housing for Older People tenants' satisfaction with on-site services



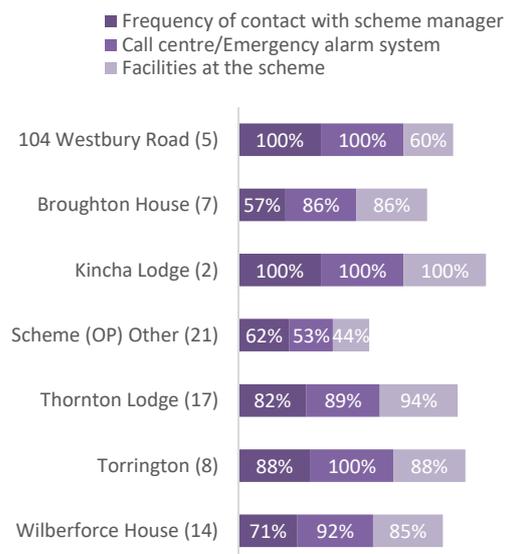
## Scheme analysis

When looking at the individual schemes, only a few tenants from each responded to this question so the accuracy of the results is affected.

However, all tenants at Kincha Lodge are satisfied with the services provided at their scheme. All at Westbury Road are satisfied with the frequency of contact and the emergency call system but 60% are satisfied with the facilities there.

Least satisfaction is shown by those in the 'other' schemes with 62% satisfied with the contact, 53% with the call system and 44% the facilities.

Figure 11.2: Housing for Older People tenants' satisfaction with on-site services by scheme



## 12. Perceptions of service

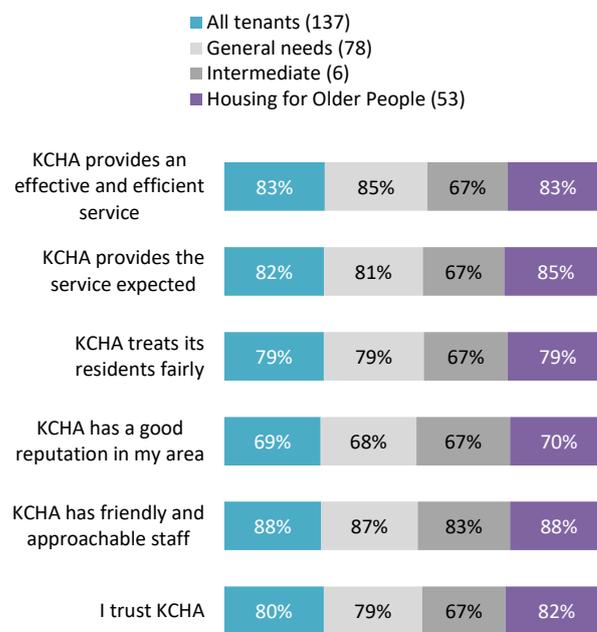
How tenants perceive the different services is important so they were asked to say whether they agreed with a series of statements about the services, KCHA’s reputation and how it treats its tenants.

Satisfaction is clearly high and generally tenants are pleased with the services they receive. The highest satisfaction is for the staff with 88% agreeing that they are friendly and approachable.

In fact, at least 79% of tenants are satisfied with all these aspects of service, apart from the reputation of the Association in the area (69%), and very few are dissatisfied – 80% say they trust KCHA.

There is little difference between the different tenures with the Association receiving high ratings from most; the Intermediate tenants are, perhaps, a little less satisfied with between 67% and 83% satisfied on these seven services, Housing for Older People satisfaction is between 70% and 88% and general needs between 68% and 87%.

Figure 12.1: Perceptions of service by tenure



# 13. Recommending Kingston Churches Housing Association

Kingston Churches Housing Association have chosen to assess the extent to which tenants' expectations are being met by way of asking a 'net promoter' question on the likelihood of the tenant to recommend Kingston Churches Housing Association to family or friends. This type of question is drawn from private sector surveys as providing a useful insight into the general attitude of tenants towards their landlord and particularly the extent to which they feel engaged as a 'customer'.

The Net Promoter Score, or NPS®, is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors.

By asking one simple question, 'How likely is it that you would recommend KCHA to friends or family?' it is possible to track these groups and get a clear measure of your organisation's performance through your tenants' eyes. Tenants respond on a 0-to-10 point rating scale and are categorised as follows:

**Promoters** (score 9-10) are loyal enthusiasts who will promote and support the landlord, increasing their reputation.

**Passives** (score 7-8) are satisfied but unenthusiastic tenants who can easily become detractors depending on circumstances.

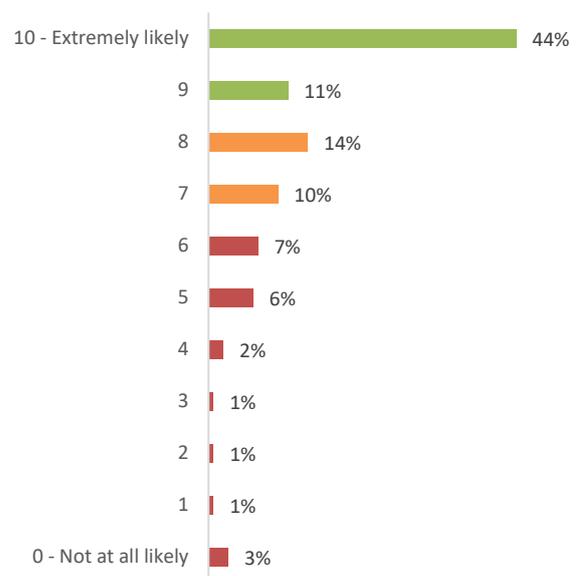
**Detractors** (score 0-6) are unhappy customers who can damage your organisation and hold back development and growth through negative word-of-mouth.

Below half the tenants (44%) gave the highest rating of 10 whilst 3% gave the lowest rating (0).

According to the NPS®, 55% of tenants are very loyal and happy to promote Kingston Churches Housing Association to friends and family and are promoters.

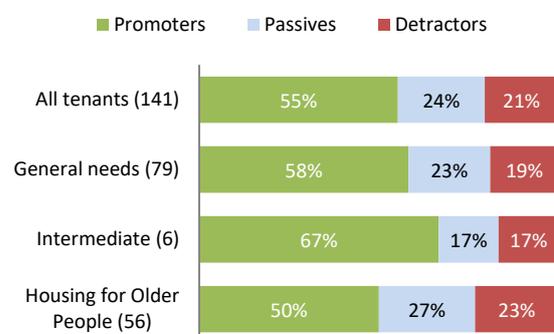
Figure 13.2 shows that a fifth of tenants are detractors (21%), who are likely to have negative views about the organisation and another 24% are currently passive and could be persuaded one way or the other.

Figure 13.1: Net Promoter scores for all tenants



There are more promoters in the Intermediate housing (67%) than Housing for Older People housing (50%) and general needs (58%); Housing for Older People have the most detractors (23%).

Figure 13.2: Net Promoter by tenure



### Net Promoter Score

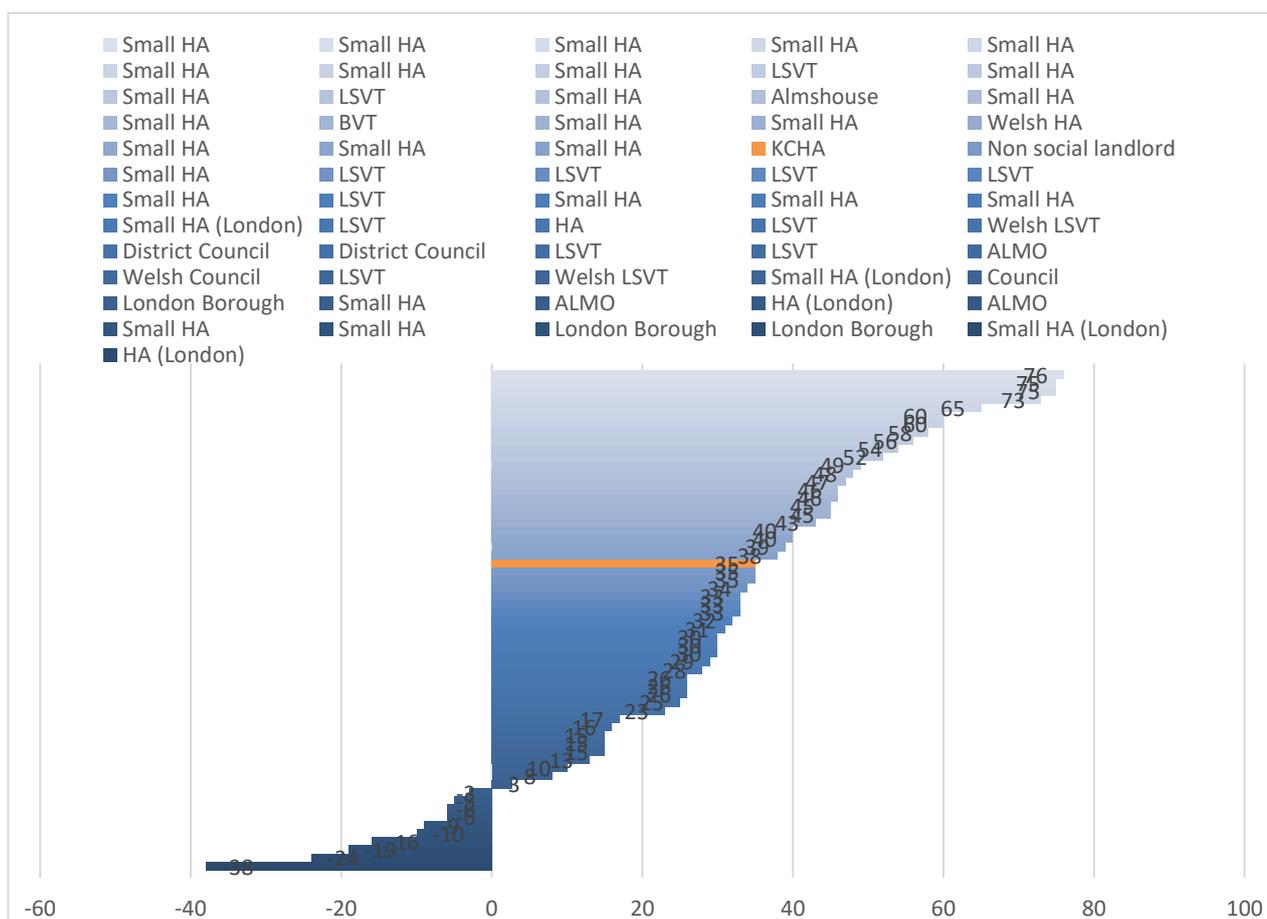
The NPS® is calculated by taking the percentage of customers who are Promoters and

subtracting the percentage who are Detractors. The result is known as the net promoter score and it is not a percentage. The net promoter score for Kingston Churches Housing Association is 35. For general needs tenants it is 39, Intermediate 50 and Housing for Older People 27.

In order to be of use to the organisation, the Net Promoter score needs to be put into context. In the commercial sector it is reported that companies with the most efficient growth operate with an NPS® of 50 to 80. The average company often has an NPS of only 5 to 10 – in other words their Promoters barely outnumber their Detractors.

Many companies have negative NPS scores – which means that they are creating more or Detracts than Promoters. Figure 13.3 shows how the Association compares with a number of other organisations who have used the NPS.

Figure 13.3: HouseMark Net Promoter (all tenants)



in the last two years.

It is also possible to compare the net promoter score from KCHA with the HouseMark averages. Below shows a comparison with the 17/18 scores, which are currently the latest available, but it shows that KCHA scores well and is in the second quartile for all its tenants, also second quartile for general needs tenants but lower quartile for the Housing for Older People tenants.

Figure 13.4: HouseMark Net Promoter

Net promoter	All tenants	General needs	Housing for older people
KCHA	35	39	27
Upper quartile	48	48	50
Median	33	35	37
Lower Quartile	23	25	31
No. of Orgs	88	33	8

## 14. Like, dislike and improvements

Tenant satisfaction surveys provide an excellent and timely opportunity to consult tenants and gain their suggestions for improvements to service. Kingston Churches Housing Association took this opportunity to consult with its tenants.

### 14.1 Like about KCHA

The tenants were asked what they like about being a tenant of KCHA. 101 tenants left a total of 138 comments, which included 4 negative comments, and the most common reason was that the tenants are generally happy with no problems. Many like their home and its location while 13 said they have a good efficient service and it represents good value for money.

The staff also get a lot of praise, being helpful and a number of tenants like their gardens and their neighbourhood.

Figure 14.1: What do you like about being a KCHA tenant?

Comment	No
General, happy, no problems	20
Like home, good condition	14
Good efficient service, well managed	13
Staff - approachable, easy to contact	11
Good, fair value for money	11
Good location	11
Staff - helpful, solve queries	10
Staff in general	8
Neighbourhood	6
Garden	5
Lived here a long time	5
Repairs service	4
Neighbours	4
Specially adapted or suits needs	4
Staff - caring	2
Listen to us	2
Keep us informed	2
Cleaning & maintenance are good	1
Repairs - good workmen/contractors, arrive on time	1
<b>Total</b>	<b>134</b>

### 14.2 Dislike about KCHA

70 comments were received about what tenants' dislike about being a KCHA tenants, which is about a half of those saying what they like about it. In addition, 23 positive comments were included.

Of the issues raised, there is a mixed response with 13% mentioning the repairs service, a further 7% improvement works needed and 16% about the poor condition of their property. However, communication and information account for 14% of the comments and customer contact a further 6%.

Figure 14.2: What do you dislike about being a KCHA tenant?

<b>Neighbours or local problems - 14%</b>	
Problems with neighbours, noise	7
Car parking	2
ASB	1
<b>Local facilities - 1%</b>	
Need / improve local transport	1
<b>Estate and grounds maintenance - 6%</b>	
Lifts (keep in good repair)	2
Estate/services	1
Maintenance/decoration of communal areas	1
<b>Day-to-day repairs - 13%</b>	
Quicker repairs	3
Repairs service generally	1
Provide appointments, at the right times, tell us when, be on time	1
Quality of repair work	1
Some repairs not covered/rechargeable	1
Replace not repair	1
Deem repair work as not important/high priority	1
<b>Improvement works - 7%</b>	
Improvement works (Kitchens, bathrooms)	3
Central heating, better heating system	2
<b>Poor condition of property - 16%</b>	

Poor property condition/maintenance	6
Damp problems, better ventilation	3
Sound proofing	1
Carry out fire safety check	1
<b>Customer contact - 6%</b>	
Opportunity to provide feedback	2
Be more understanding & honest, treat fairly	1
Did not call /email back	1
<b>Communications and information - 14%</b>	
Improve communication	5
Views not acted upon/no feedback	3
Should listen more carefully/do not seem interested	2
<b>Tenant services and management - 13%</b>	
Poor warden/housing officer	2
Rent issues, rent statements	2
Poor services generally	1
Better tenant mix, vet tenants	1
Enforce tenancy agreement	1
Want to buy property	1
Need more room	1
<b>Other codes - 10%</b>	
Other	3
Problems with rubbish collection, areas, skips, need wheelie bins	1
Bedroom tax	1
Issues around building more homes generally	1
Pets policy	1
<b>Total</b>	<b>70</b>

### 14.3 What could be improved?

There were 95 comments giving suggestions on possible improvements to the service, although 11% of these said they are happy with things as they are and a further 6% don't know what to suggest.

Tenancy management accounts for 16% of comments with no one issue prominent. 16% of tenants mentioned possible improvement works with better heating an issue for 3 tenants.

Improvements to the repairs service is suggested by 12% with quicker repairs and better quality of work the main concern. Improvements to the general poor condition of the property is suggested by 8%.

Figure 14.3: What could KCHA do to improve its services?

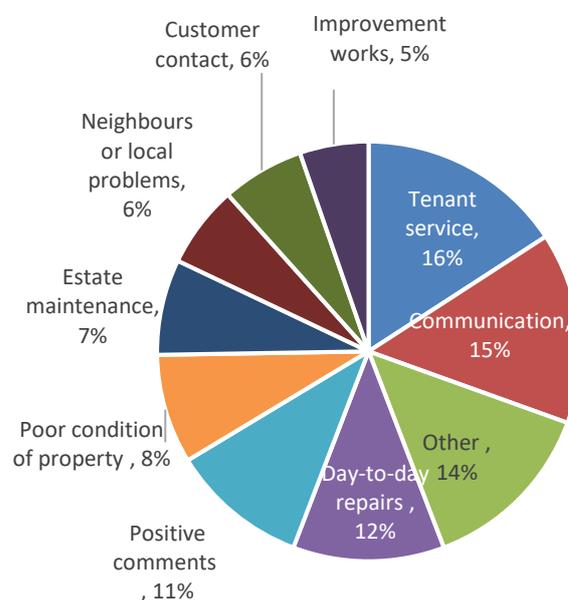


Figure 14.4 below shows more detail of the comments made and the full text is available in the accompanying data tables.

Figure 14.4: Suggestions for improvement

<b>Neighbours or local problems - 6%</b>	
Problems with neighbours, noise	3
Car parking	2
Litter, graffiti, vandalism	1
<b>Estate and grounds maintenance - 7%</b>	
Maintenance/decoration of communal areas	2
Lifts (keep in good repair)	2
Estate/services	1
Paths and driveways	1
Grounds maintenance - grass cutting/gardeners	1
<b>Day-to-day repairs - 12%</b>	
Quicker repairs	3
Quality of repair work	3
Repairs service generally	2
Provide appointments, at the right times, tell us when, be on time	1
Improve contractors	1
Right first time	1
<b>Improvement works - 5%</b>	
Central heating, better heating system	3

Improvement works (Kitchens, bathrooms)	2
<b>Poor condition of property - 8%</b>	
Inspect property	3
Poor property condition/maintenance	1
External property maintenance	1
Damp problems, better ventilation	1
Need internal decoration	1
Need better property security	1
<b>Customer contact - 6%</b>	
Complaints/issues not followed up or dealt with	2
Complaints handling	1
Did not call /email back	1
Not taken seriously	1
Problem not resolved/Enquiry not answered	1
<b>Communications and information - 15%</b>	
Should listen more carefully/do not seem interested	5
Improve communication	3
Visit us	2
Views not acted upon/no feedback	2
More events, meetings	1
More concerned with budgets than customers	1
<b>Tenant services and management - 16%</b>	
Improve computer/technology support/help with digital shift	2
Enforce tenancy agreement	2
Want to buy property	2
Gardening service or cheaper service	1
Property adaptations needed, wet rooms etc.	1
Resident activities	1
Poor warden/housing officer	1
Want to move, transfer	1
Better tenant mix, vet tenants	1
Warden service	1
Rent issues, rent statements	1
Need more room	1
<b>Positive comments - 11%</b>	
General, happy, no problems	7
Good efficient service, well managed	1
Staff in general	1
Lived here a long time	1
<b>Other - 14%</b>	
Don't know	6

Other	2
Improve website	1
Issues with benefits/struggling to manage	1
Issues around building more homes generally	1
Help for disabled residents	1
Negative comment	1
<b>Total</b>	<b>95</b>

## 15. Advice and support

KCHA provides advice and support on a number of different subjects so wanted to know if the tenants would like to receive that advice and also if they are struggling with their household finances.

### 15.1 Further information

Figure 15.1 below shows that a number of tenants are interested in receiving further information about the different subjects listed.

The most common request is for help moving or swapping they home 27 tenants mentioned this. Next is to get the benefits they may be entitled to (22), and 9 tenants said they would like help meeting household or utility bills.

This gives the Association a good opportunity to follow up on this to provide the help and advice needed.

Figure 15.1: Requests for information

Information needed	No
Managing household expenses/help with budgeting	7
Meeting costs of household/utility bills	9
Making sure you receive the benefits you may be entitled to	22
Help getting back to work or training	6
Ensuring personal possessions are insured	8
Help moving or swapping home	27
Moving to a smaller home	5

### 15.2 Meeting bills

It is, perhaps, encouraging that the vast majority of tenants say they are not struggling to meet their household bills.

Of the different types of commitments, the most are concerned about their utility bills

with 18 tenants saying they struggle to meet them. Other household bills are a struggle for 15 tenants but 13 said they struggle with the rent and just 7 with loan or debt repayments.

A number of tenants chose not to say, between 23 and 30.

Figure 15.2: Struggling to meet bills

	Yes	No	Prefer not to say
Struggle to pay rent or service charge	13	68	23
Struggle to meet the cost of household bills	15	84	33
Struggle to meet the cost of utility bills	18	81	33
Struggle to meet the cost of loan/debt repayments	7	85	30

### 15.3 Access to accounts

The tenants were also asked if they had different accounts. There are 129 (out of 147 responses) tenants who said they have a bank or building society, 95 have a facility to pay bills by standing order, 50 a savings account and 41 have house insurance.

Figure 15.3: Access to accounts

Account	No
Bank or building society	129
Facility to pay bills by standing order	95
A saving account	50
House insurance	41

## 16. Lifestyle and well-being

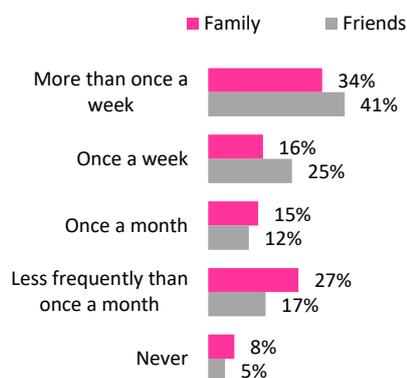
Kingston Churches Housing Association are committed to supporting their tenants in their lifestyles so included some questions within the survey to find out more about them, specifically about their contact with friends and family as well as the potential for further support services.

### 16.1 Seeing family and friends

Around a third of tenants see their family (34%) and more, their friends (41%) more than once a week, with a further 16% and 25% respectively seeing the family and friends once a week. Only 8% said they never see their family and 5% their friends with 42% and 29% respectively either once a month or less frequently.

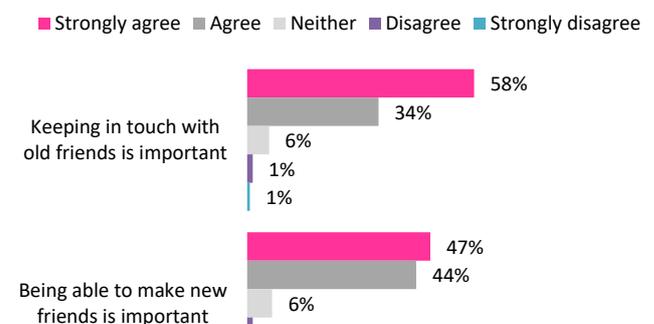
The Intermediate tenants are more likely to see their family more than once a week with 40% seeing them compared with 26% Housing for Older People and 39% of the general needs tenants; none said they never see their family. Housing for Older People tenants are more likely to see friends once a week (43%) compared to 40% Intermediate and 39% general needs.

Figure 16.1: Seeing family and friends



All Intermediate tenants agreed that it is important to keep in touch with old friends and making new friends. Of the other tenures, more Housing for Older People tenants (95%) feel keeping in touch with old friends is important compared to 90% general needs. However, it is more general needs tenants who feel making new friends is important (92%) compared with Housing for Older People tenants (88%).

Figure 16.2: Importance of contact



### 16.2 Importance of contact

Nine out of ten tenants (92%) agreed that keeping in touch with old friends is important, 58% strongly agree. Just 2% disagree with the statement.

In terms of being able to make new friends being important, slightly fewer agreed (91%), but just 3% disagreed.

## 17. Background information

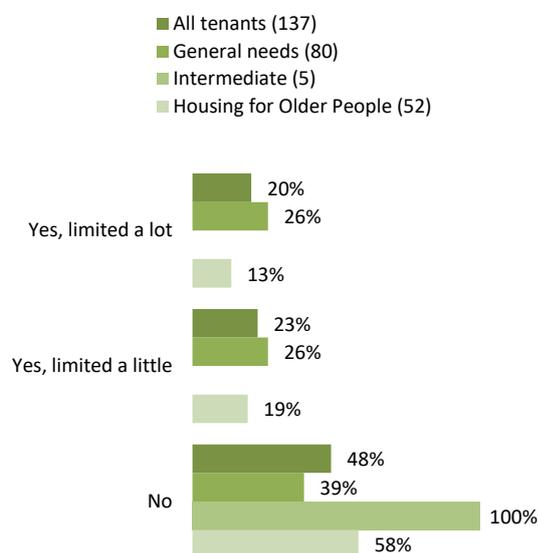
Following on from the main satisfaction questions, KCHA wanted to find out a little more about the tenants' personal circumstances

The tenants were asked how many people are living in the household. Of those responding 81 said one, 26 said 2, 6 said three, 9 said four and 4 have over 4 in their household. The average household size is 1.65.

The tenants were asked if there was any member of the household whose day-to-day activities are limited because of a health problem which has lasted, or expected to last at least 12 months.

As shown in Figure 17.1 below, less than half the tenants (43%) said they are limited, 20% a lot and 23% a little. Perhaps a little strangely, it is the general needs tenants who are more likely to experience problems with 49% limited compared with 33% Housing for Older People and no Intermediate tenants.

Figure 17.1: Limited by health problem



Finally, a small number of tenants use a wheelchair (4%), with 5% of general needs and 4% Housing for Older People tenants using one; no Intermediate tenants use a wheelchair.

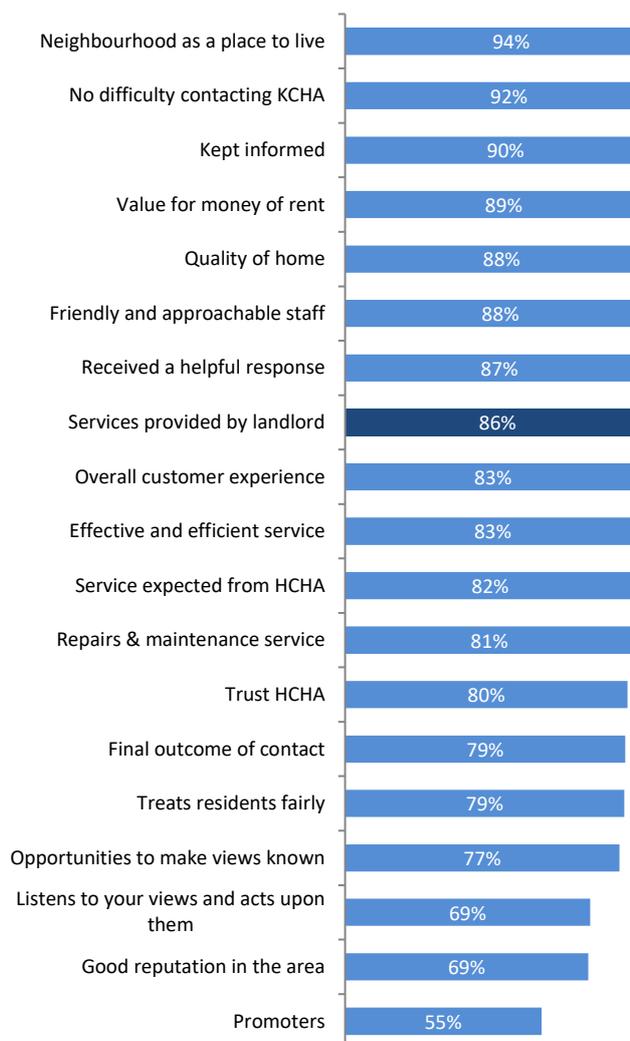
## 18. Understanding overall satisfaction

The overall rating for Kingston Churches Housing Association’s services was examined in Section 2 in this report: this rating is often seen as the headline figure in the survey. This section now explores the differences in the relationship between the overall rating and individual ratings in an attempt to understand what is driving overall satisfaction at KCHA.

### 18.1 Key services

The majority of KCHA’s tenants are satisfied with the overall rating for landlord services 86%. A number of measures have received ratings of 90% or more with the neighbourhood the highest at 94%, the ease of contacting KCHA next at 92% and being kept informed (90%).

Figure 18.1: Satisfaction with key services for all tenants



Also rated highly is the value for money of the

rent (89%), the quality of the home (88%), the friendly and approachable staff (88%) and receiving a helpful response (87%).

### 18.2 Lower levels of satisfaction

As demonstrated above, throughout the survey high levels of satisfaction are found and the findings are an endorsement of the commitment of KCHA and its staff.

Inevitably, the survey found some areas with lower satisfaction and for KCHA this can be taken to be where satisfaction falls below 80%, although there are few of these.

These include listening to views and acting upon and the reputation of the Association (both 69%).

### 18.3 Dissatisfaction levels

Sometimes, where satisfaction is lower than in other areas, the remaining tenants can be split between those who fall into the ‘neither satisfied nor dissatisfied’ middle ground and those who are actually dissatisfied. The difference between these two groups of tenants is important – as it can signal areas where tenants do not have strong opinions or, more worryingly, areas where a high percentage of tenants are actually dissatisfied.

The survey found a few areas with slightly higher levels of dissatisfaction. However, just a few have more than one in ten dissatisfied, and these are worth looking at more closely:

- Final outcome of contact (13% dissatisfied)
- Listening to views and acting upon them (12% dissatisfied)
- Overall customer experience (11% dissatisfied)
- Overall services (10% dissatisfied)

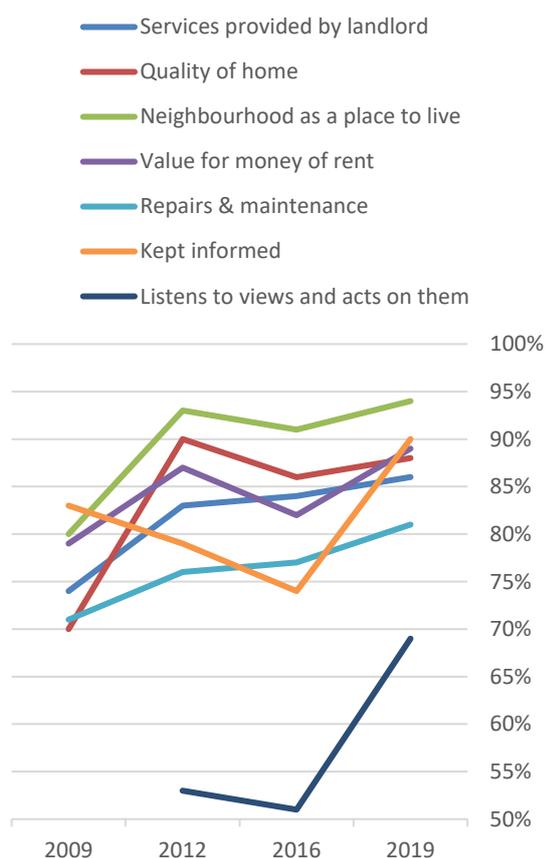
- Repairs and maintenance service (9% dissatisfied)

### 18.4 Changes in satisfaction levels

KCHA carried out similar satisfaction surveys in 2009, 2012 and 2016. Figure 18.2 shows that satisfaction has been steadily increasing over the years.

Overall satisfaction is up 2% from 84% in 2016, repairs is up 4%, value for money of the rent is up 3%, being kept informed is up 16% and listening to views is up 18%. The next chapter shows how the current ratings compare with other social landlords

Figure 18.2: Change in satisfaction over the last three surveys



### 18.5 General needs, Housing for Older People and Intermediate tenants

The Housing for Older People tenants tend to be the most satisfied with the services received,

on overall satisfaction they are 5% more satisfied than general needs tenants and 6% more than the Intermediate tenants.

However, they are 1% less satisfied than general needs tenants with the repairs service (Intermediate 33% less) and on satisfaction that their views are listened to and acted upon, 70% are satisfied compared with 69% general needs and 67% Intermediate.

The Intermediate tenants are generally the least satisfied of the different tenure groups.

### 18.6 Key driver analysis

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

Key driver analysis is useful to identify service areas in which increases in satisfaction could potentially lead to an increase in the overall satisfaction rating. Tenants who did not have an opinion are excluded from this analysis.

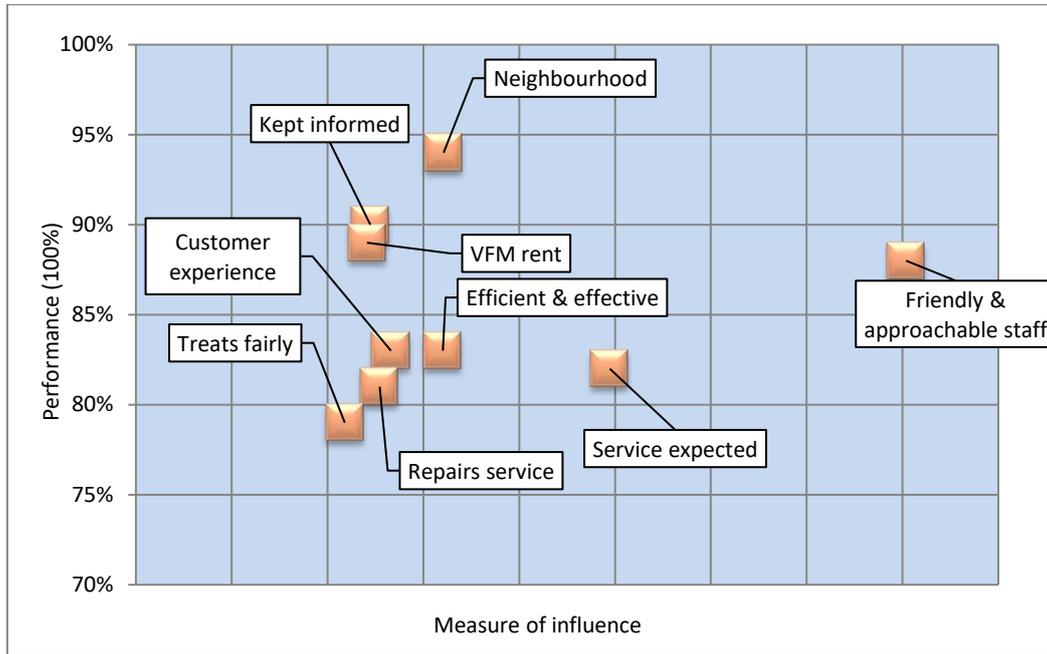
#### Overall satisfaction

As Figure 18.3 shows, the most important driver for tenants is that the staff are friendly and approachable, with KCHA delivering what is expected next in terms of influence. Providing an effective and efficient service is also of important as is satisfaction with the neighbourhood.

Of some importance but less than the above is that the rent provides value for money and the repairs service.

Overall, these findings, perhaps, suggest that it is the way the service is delivered that matters most rather than the service itself. Satisfaction in these areas is already good and generally improving so KCHA needs to concentrate on maintaining this improvement in service quality.

Figure 18.3: Key driver analysis – overall satisfaction and key services



## 19. Comparison with other landlords

Undertaking a STAR survey, based on a widely used standard question set, helps landlords to benchmark the satisfaction of their tenants against other landlords with similar characteristics, such as size, type and location. It provides a broader dimension than internal targets may offer, assisting both the landlord and any tenant scrutiny panel in assessing performance levels and areas of improvement. Note: the current figures from HouseMark reflect those landlords who have posted their results and should not be taken to be representative of any national averages.

Landlords who subscribe to HouseMark are able to upload and benchmark their STAR results as they did for STATUS surveys. The results from the Kingston Churches Housing Association survey have been compared against HouseMark’s data tables for 2017/18 (as released in March 2019) for all landlords (England and Wales). Currently the comparison is only available for the 7 core questions, although KCHA didn’t ask the question about service charges so it has been excluded here.

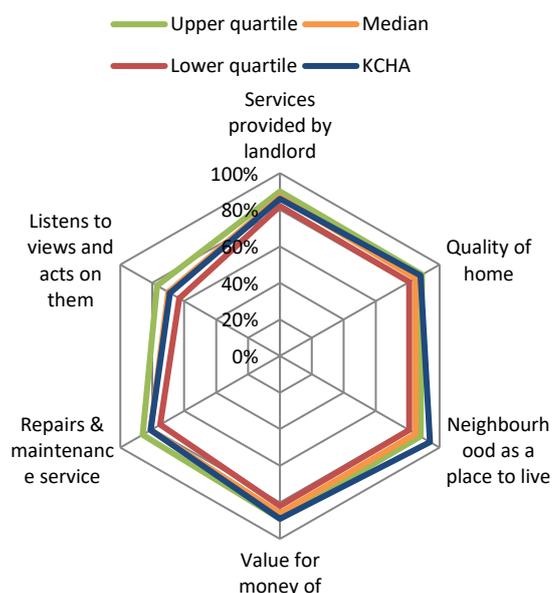
**All tenants** - The comparison reveals that the overall level of satisfaction at KCHA for all tenants (general needs and Housing for Older People) is 86% and is 1% below the HouseMark median (87%) and the rating places KCHA in the third quartile.

The levels of tenant satisfaction found at KCHA for the home, neighbourhood and value of the rent are all above the current HouseMark averages and of the main services benchmarked the ratings place the Association in the top quartile for these services.

Satisfaction with repairs is around the median so is in the second quartile whilst satisfaction that views are listened to and acted upon is 1% below the HouseMark median and falls into the third quartile.

As shown above the results are generally higher than previously and could be seen as promising and this section shows that in the context of other providers the results are very good.

Figure 19.1: HouseMark key STAR comparison for all tenants (HouseMark 2017/18 – March 2019)



	KCHA	Upper quartile %	Median %	Lower quartile %
Service provided by landlord	86%	90%	87%	82%
Quality of home	88%	89%	85%	81%
Neighbourhood	94%	88%	85%	81%
Value for money of rent	89%	89%	86%	82%
Repairs & maintenance	81%	86%	81%	75%
Listening to views and acting upon them	69%	77%	70%	63%

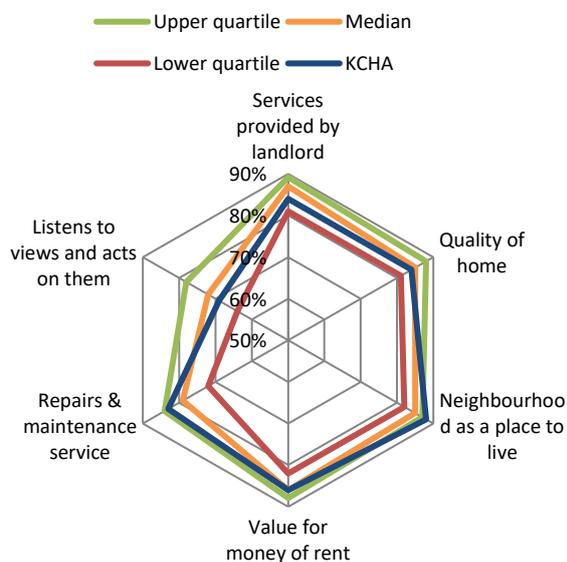
Key	Upper Quartile	Above median	Below median	Lower quartile

**General needs** – It is also possible to compare results with the HouseMark data split between general needs and Housing for Older People tenants. This section looks at the general needs results and shows that on overall satisfaction 84% of KCHA’s general needs tenants are

satisfied with the services provided which is 3% below the national median (87%) and falls into the third quartile.

The KCHA results for satisfaction with the neighbourhood is top quartile, whilst satisfaction with the rent and repairs are second quartile and the home and listening to views third quartile.

Figure 19.2: HouseMark key STAR comparison for general needs tenants (HouseMark 2017/18 – March 2019)

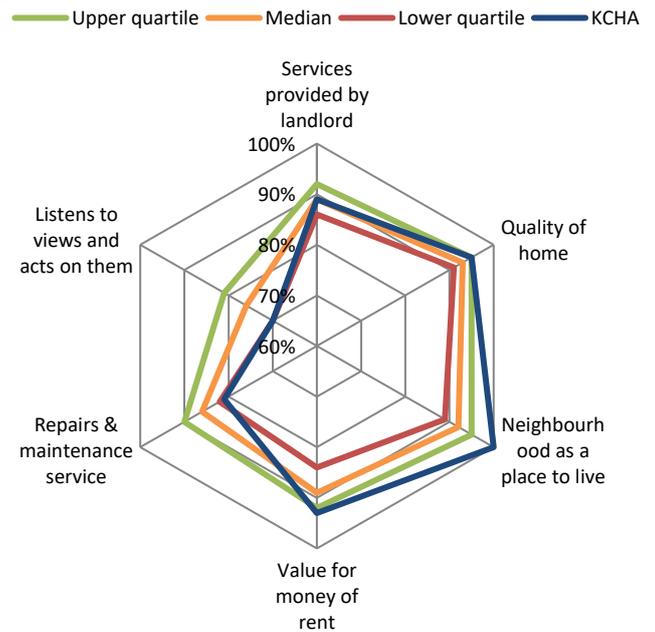


	KCHA	Upper quartile %	Median %	Lower quartile %
Service provided by landlord	84%	89%	87%	81%
Quality of home	84%	88%	85%	81%
Neighbourhood	88%	87%	85%	82%
Value for money of rent	86%	88%	86%	82%
Repairs & maintenance	83%	84%	79%	72%
Listening to views and acting upon them	69%	78%	72%	64%

Key	Upper Quartile	Above median	Below median	Lower quartile
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People tenants is high and when compared with the HouseMark figures it shows that KCHA is in the top or second quartile for all measures, except listening to views and acting upon them which is third quartile and the repairs service which is lower quartile.

Figure 19.3: HouseMark key STAR comparison for HOP (HouseMark 2017/18 – March 2019)



	KCHA	Upper quartile %	Median %	Lower quartile %
Service provided by landlord	89%	92%	89%	86%
Quality of home	95%	95%	93%	91%
Neighbourhood	100%	95%	92%	89%
Value for money of rent	93%	92%	89%	84%
Repairs & maintenance	81%	90%	86%	82%
Listening to views and acting upon them	70%	81%	76%	70%

Key	Upper Quartile	Above median	Below median	Lower quartile
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### Housing for Older People – The level of satisfaction at KCHA for Housing for Older

## 20. Conclusion

The results from the 2019 STAR survey are very positive. There is high satisfaction with a number of aspects of service including the neighbourhood as a place to live (94%), the quality of the home (88%), and the value for money of the rent (89%) – all of which are reflected in the finding that 86% of tenants are satisfied with the overall services provided by Kingston Churches Housing Association.

Kingston Churches Housing Association carried out previous surveys in 2009, 2012 and 2016 and it has been possible to compare the results over time. Satisfaction has generally gone up with significant increases in some areas.

### Key driver analysis

Key driver analysis reveals the strong influence of how the service is delivered, with the biggest influence being how the staff are friendly and approachable and how KCHA delivers what is promised, also influential is the neighbourhood and the repairs service

When looking at the comments made about possible improvements to service, surprisingly, there are very few about the repairs service or condition of the home, although a number would like some improvements to their home, but they tend to focus on service and management issues, which to some extent backs up the findings of the key driver analysis.

### General needs, Housing for Older People and Intermediate tenants

KCHA has a range of tenures offering general needs and Housing for Older People accommodation and a few in Intermediate housing. The Housing for Older People tenants tend to be the most satisfied with the Intermediate tenants the least, although it should be remembered that there are few of these.

There are 11% more Housing for Older People tenants satisfied than general needs tenants with their home and 13% more with their neighbourhood, however, there are 8% fewer promoters.

### Subgroups

It has been possible to look at the results of the survey from a variety of perspectives based on area, scheme, tenancy length, age and gender.

KCHA has a operates in six main areas but two only had one respondent in each so were excluded, in addition the results were examined by the six schemes that KCHA manage. In terms of the areas, generally those in Wimbledon are the most satisfied and New Malden the least. Although on overall satisfaction, those in Kingston are the most satisfied (91%). Wimbledon tenants are the most satisfied with their home (95%), the neighbourhood (100%) and the value of the rent (95%). However, with the repairs service those in Kingston are the most satisfied (88%), compared with just 71% in New Malden.

Of the different schemes, those in Westbury Road, Kincha Lodge and Thornton Lodge tended to be more satisfied than those in Torrington and Broughton House.

When looking at tenancy length those with tenancies less than a year tend to be very satisfied, but there are few of these. While satisfaction varies across the different service measures those of 6 to 10 years are, perhaps, the least satisfied.

There are very few tenants under 25 years old but they tend to be happy with the services they receive. Of the older tenants those aged 60 or over are generally more satisfied than the 25 to 59 year olds.

Female tenants are more satisfied overall (85%) compared to 82% of male tenants. They are also more likely to be satisfied with their home and neighbourhood and aspects of contacting KCHA. They are also more satisfied with the repairs service but male tenants are more satisfied with how their views are taken into account.

### Recommendations

The survey found very few areas where it could be said that there was a problem and for KCHA

the main challenge will be continuing to maintain the high levels of satisfaction. Satisfaction is generally increasing and the ratings compare well but are still below other social housing landlords on overall satisfaction and listening to views.

**Communication** – The lowest satisfaction is for listening to views and acting upon them (69%) although this is 18% higher than in 2016 so is clearly improving but does not compare that well with other social landlords. Whilst 90% feel they are kept well informed about things that affect them as tenants only 77% are satisfied with the opportunities to make their views known. The comments about improvements emphasise the need to listen more to tenants' needs and have more direct contact through visits or meetings, where possible, and to give better feedback on issues.

**Property improvements** – Whilst satisfaction with the home is high (88%) satisfaction with the repairs service is at 81% so quite a bit lower than many of the other services delivered. Whilst mentioned above that the comments made to suggest improvements did not focus on repairs as much as for some landlords if you add in the comments about the condition of the property and the need for

improvements it does add to a quarter of comments made. Of those suggestions, tenants want repairs done quicker and to a better quality, some said better heating was needed and others felt the general condition of their property was poor. Perhaps the Association needs to check properties more frequently to ascertain the extent of these concerns, whether a few or more of a widespread problem. It is appreciated that property improvement is expensive but if targeted correctly is likely to lead to higher satisfaction.

**Housing management** – The key driver analysis emphasised the importance of how the staff delivered the service, that they are friendly and approachable and operate effectively and efficiently. A number of comments suggesting improvements focused on tenancy management issues, although no one thing stood out. It seems that better enforcement of tenancy issues, untidy gardens etc and general improvements in service are needed. It is not entirely clear from these comments what exactly should be done so it is suggested that further work is undertaken with the tenants to come up with a plan to improve the housing management services generally.