

Alpha Housing STAR survey January 2023

January 2023



IFF Research

Methodology

19th Jan
2023

30th Jan
2023

Fieldwork dates



275

were completed
by telephone

In January 2023, Alpha commissioned IFF Research to undertake another wave of fieldwork capturing tenant satisfaction with the services provided.

The aim of the survey was to;

- Contact a robust sample of customers, achieving HouseMark's minimum +/-5% confidence interval for providers of Alpha's size.
- Trend performance with the previous wave of fieldwork conducted in 2021 across core Housemark metrics
- Capture baseline data on some of the new TSM measures
- Gather feedback on a range of key service areas including the sheltered housing specific aspects of Alpha's provision.

The survey questions were designed in collaboration with Alpha, using STAR and TSM wording and formatting to allow for benchmarking of results against other providers.

Executive Summary

Almost nine in ten customers (87%) are satisfied with the service provided by Alpha. This is comparably high when looking at the average across the providers that IFF partner with. However, there has been a gradual decline since 2018/19, when satisfaction was at 96%, in line with sector trends.

Easy, seamless service provision is driving satisfaction.

Slow or poor repairs are most commonly mentioned as cause for dissatisfaction, followed by issues with ASB. The latter has increased in terms of the volume of comments compared to 2020/21, where ASB featured towards the bottom of the list of concerns.

A similar pattern is apparent for recommendation where 49% of customers are promoters but the proportion of detractors has increased from 10% to 15% since 2018/19.

Following a dip in 2020/21, satisfaction with repairs and maintenance has improved (75% to 79%). Although still performing at a high level, quality of home has shown some decline from 96% satisfied in 2018/19 to 92% this wave.

Almost nine in ten (88%) of customers believe that Alpha treats them fairly, with 87% being satisfied that Alpha Housing keeps them informed, which is indicative of a strong relationship with customers. Listens and acts has shown improved performance since 2020/21 (76% to 80%).

Satisfaction with neighbourhood scores highest achieving 96% satisfaction.

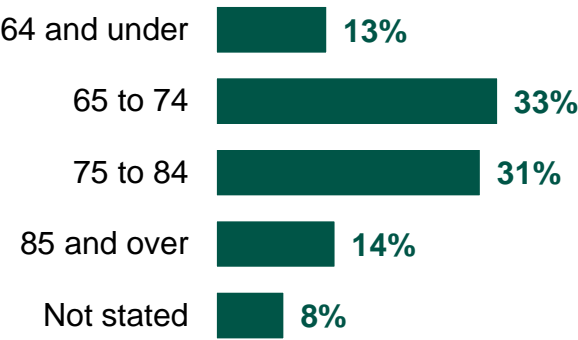
Satisfaction with cleanliness of communal areas remains high at 87%.

Interior repairs and maintenance (89%) and exterior repairs (84%) are also performing well.

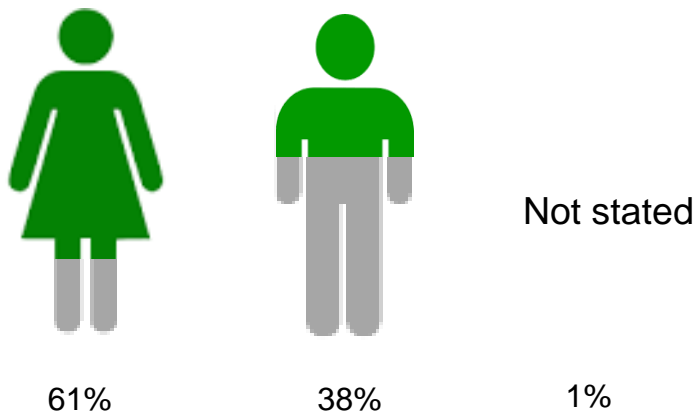
When reviewing customers within sheltered schemes separately; overall satisfaction is high, with most key measures scoring above 90%. The exception to this being facilities within schemes, which scored 86% satisfaction.

Respondent Profile

Age



Gender



(Base=275)



Tenure Type

Sheltered	87%
Non-Sheltered	13%



Number in household

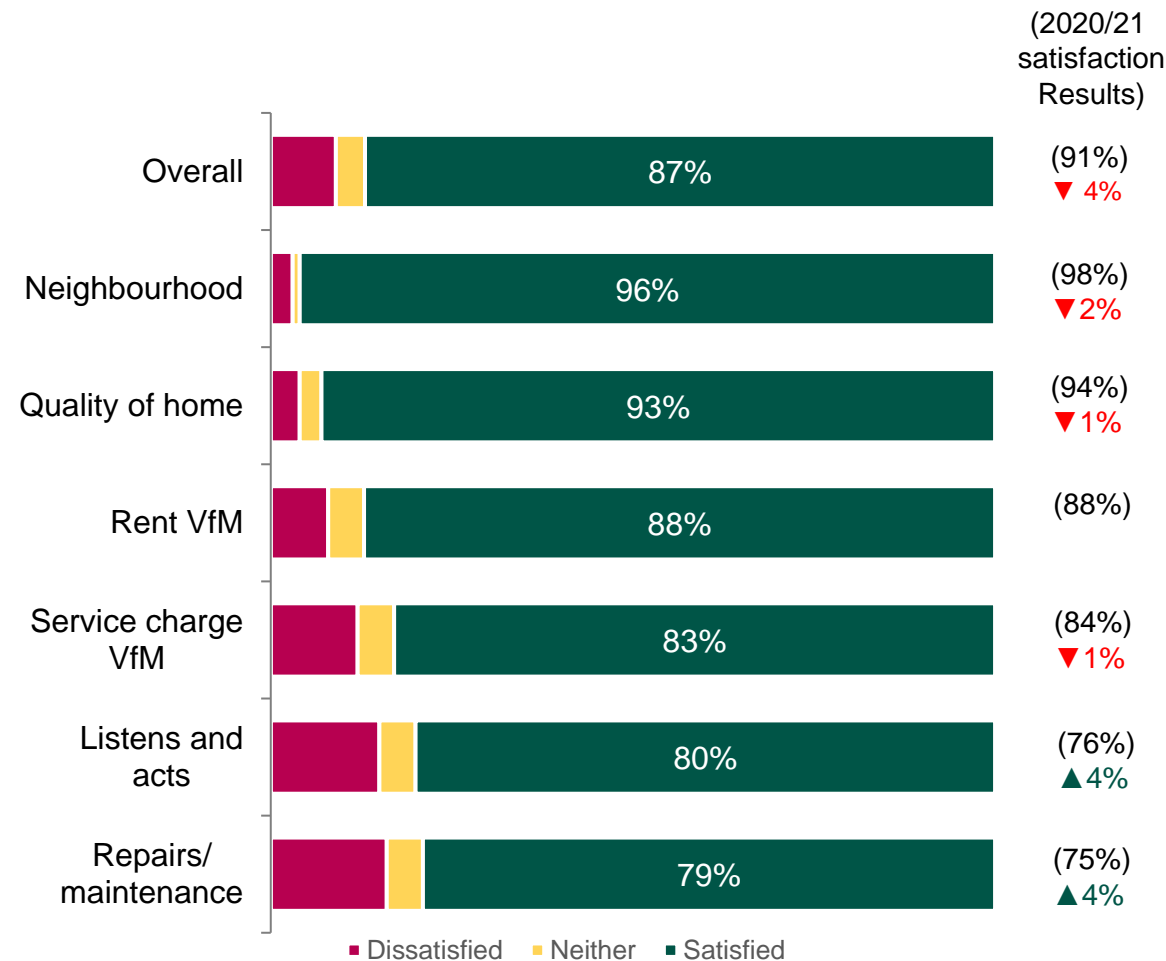
1	85%
2	14%
Not stated	1%

Core service satisfaction

Across the seven STAR questions, almost nine in ten customers are satisfied with Alpha's performance. This is broadly in line with 2020/21 results.

- Overall satisfaction dropped slightly from 91% in 2020/21 to 87% for 2022/23.
- Satisfaction with the repairs and maintenance service has increased from 75% to 79%
- Listening to views and acting upon them has also shown an uplift this wave (76% to 80%)

Q41 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Alpha Housing? (base=274) Q21 How satisfied or dissatisfied are you with your neighbourhood as a place to live? (base=275) Q20 How satisfied or dissatisfied are you with the overall quality of your home? (base=275) Q22 How satisfied or dissatisfied are you that your rent provides value for money? (base=264)

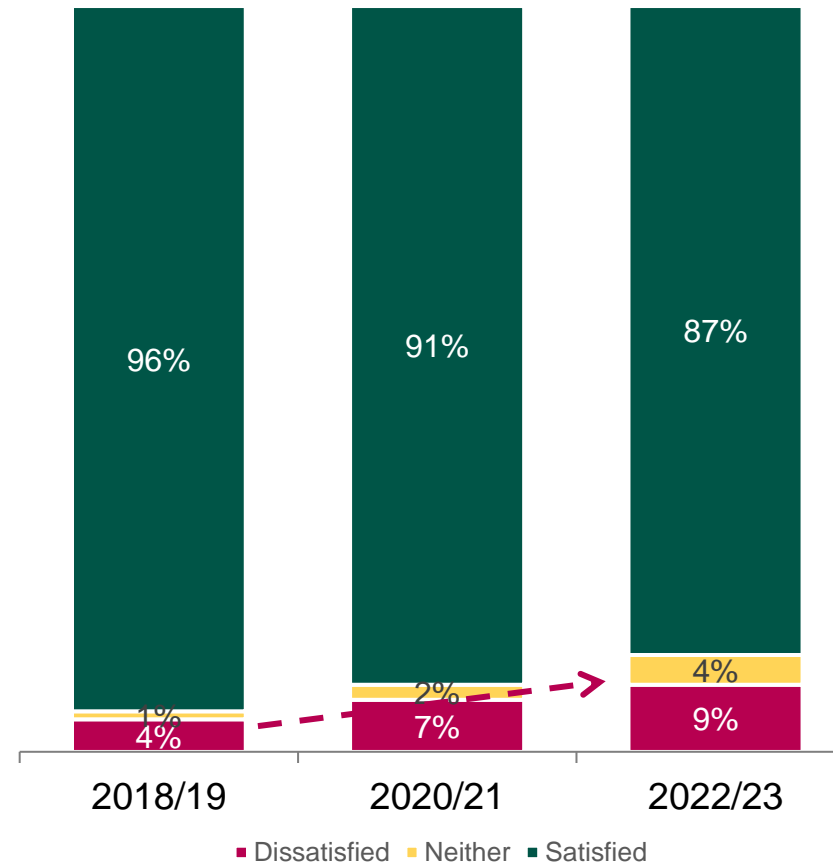


Q23 How satisfied or dissatisfied are you that your service charges provide value for money? (base=255) Q25 How satisfied or dissatisfied are you that Alpha Housing listens to resident's views and acts on them? (base=259) Q24 Generally, how satisfied or dissatisfied are you with the way Alpha Housing deals with repairs and maintenance? (base = 268)

Overall satisfaction

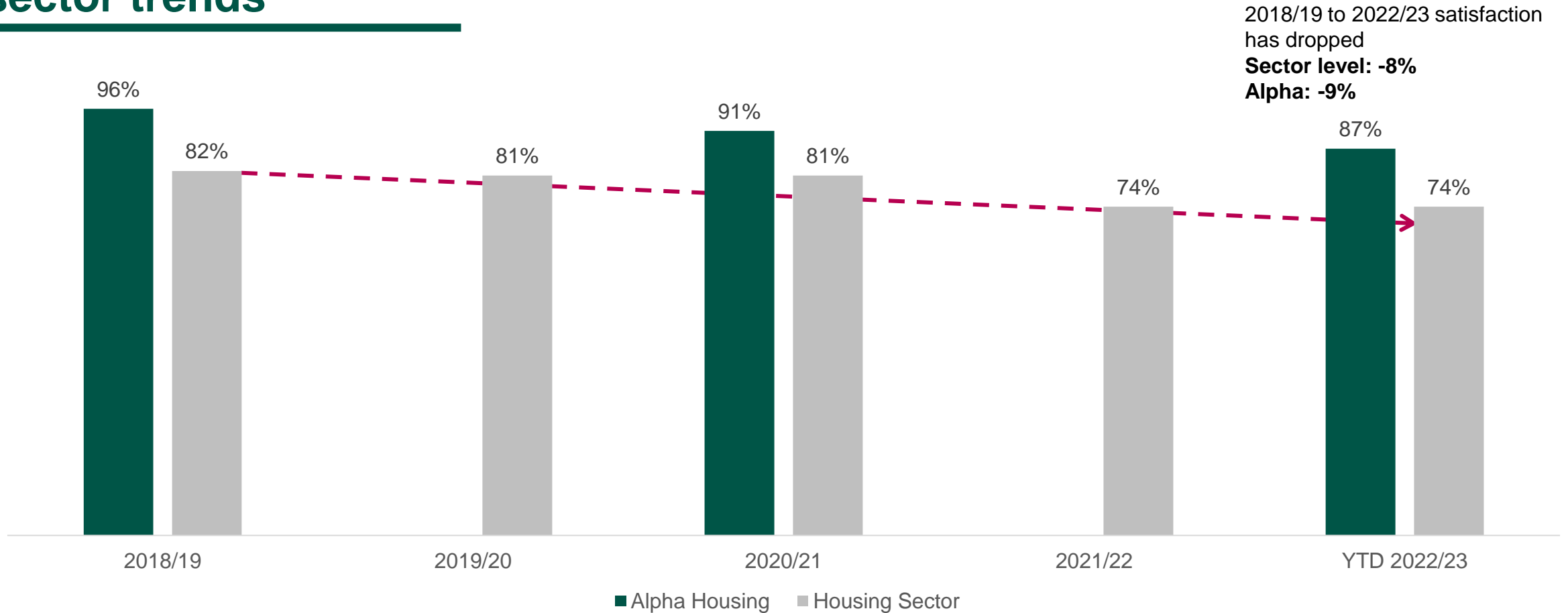
Overall satisfaction remains high, with almost nine in ten customers stating that they are satisfied with the service provided by Alpha. However, over time there has been a gradual decline, which follows the overall UK trends for social housing providers.

- Since 2018/19 satisfaction has fallen from 96% to 87%
- Over the same time period dissatisfaction has doubled (4% to 9%)

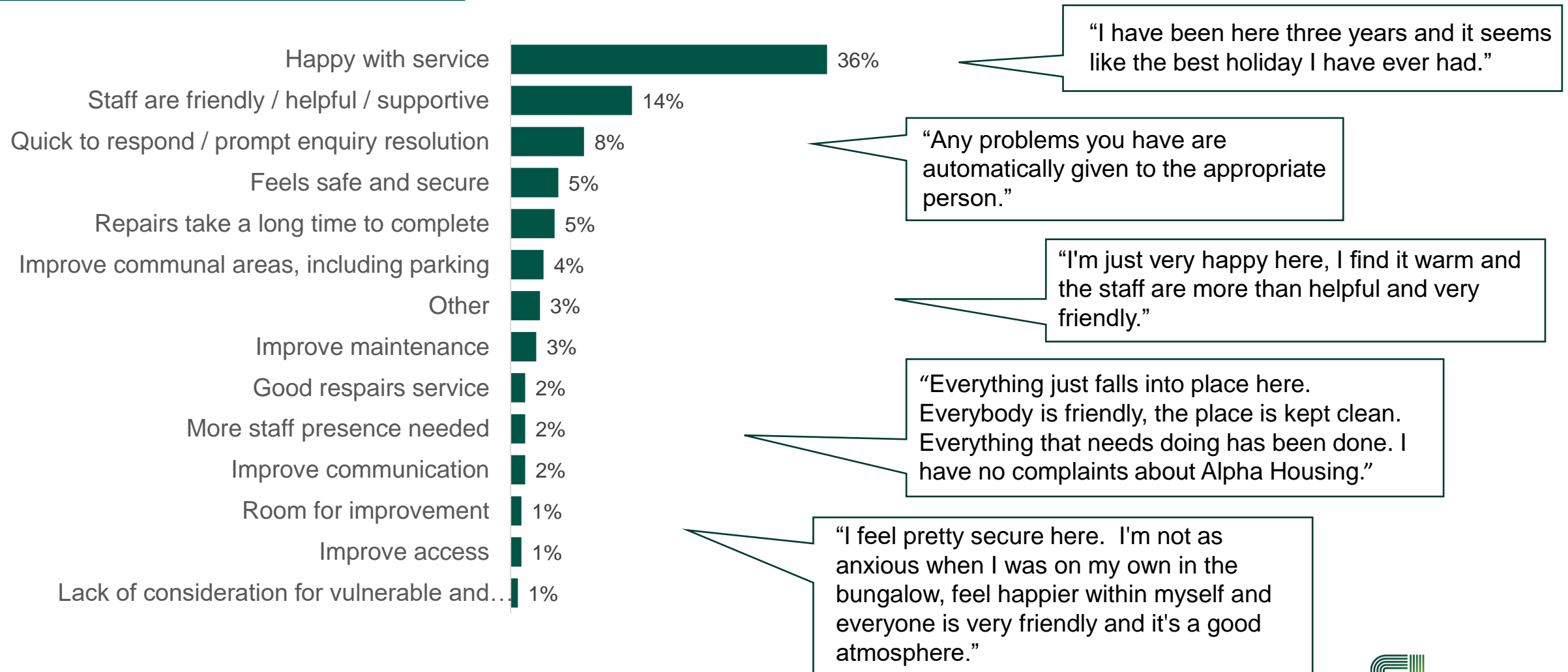


Q41 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Alpha Housing? (base=274)

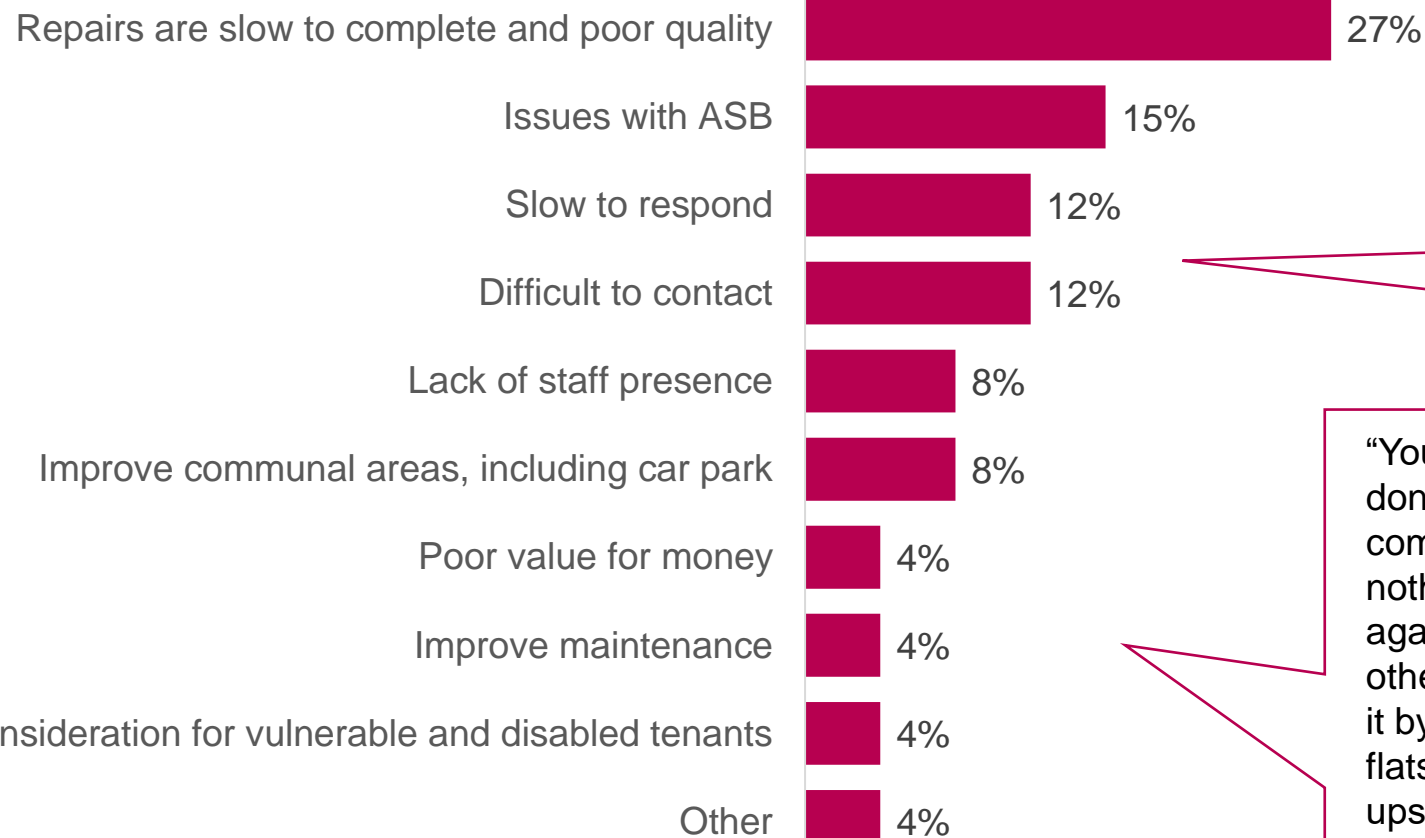
Overall satisfaction sector trends: the decrease in overall satisfaction among Alpha customers, is in line with the overall housing sector trends



The most commonly cited reasons for satisfaction is the service being easy, along with supportive staff that elevate the experience.



The majority of negative comments relate to repairs issues followed by ASB issues.

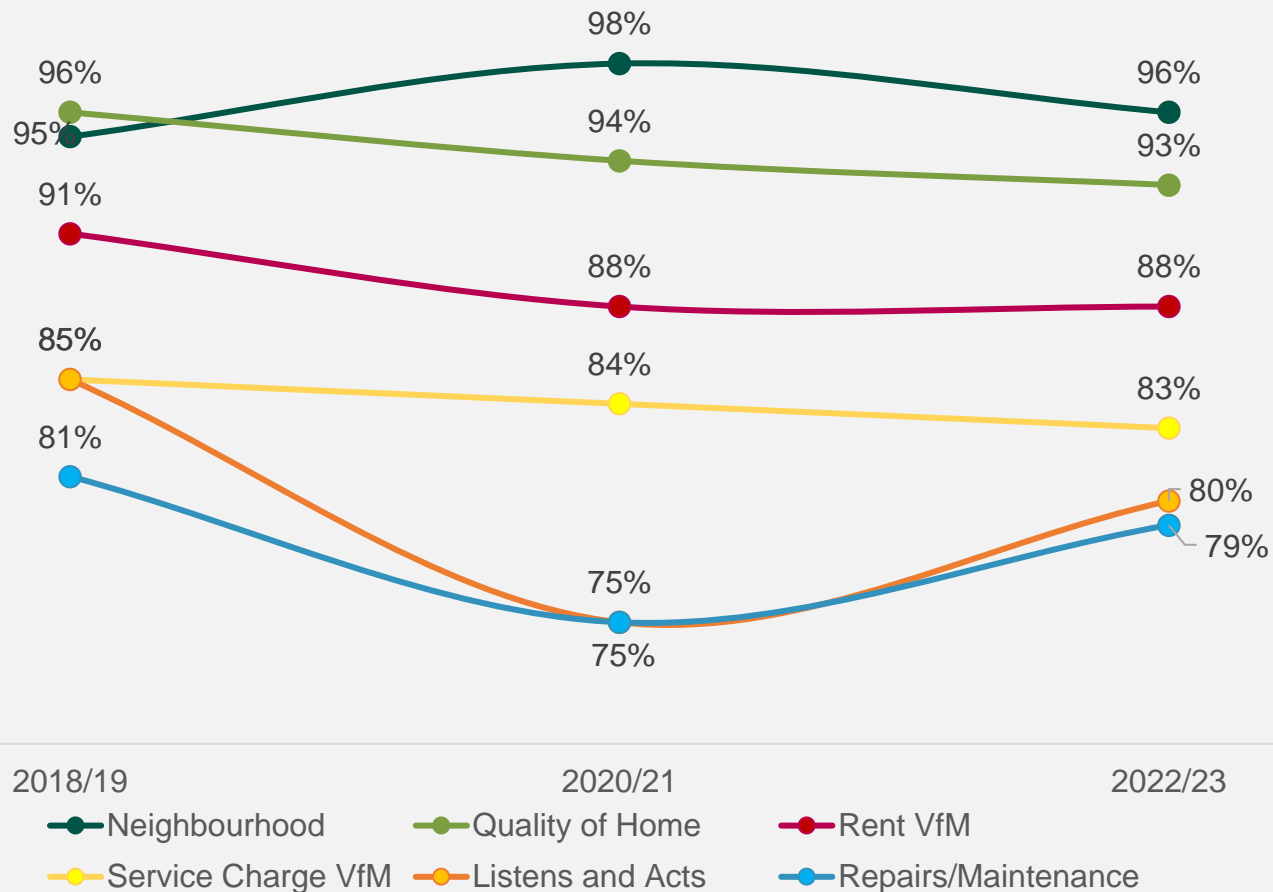


"You are told if you report repairs you are told it is cosmetic. I feel I am paying for repairs, and it should be done. I feel that I'm being fobbed off with what I want to hear. My gas boiler broke down and it took 3 weeks to fix it."

"I have a neighbour that does nothing but cause trouble, however Alpha Housing does nothing about it."

"You could ask half a dozen times before anything gets done. The grounds are a disgrace - we have complained about dog-dirt countless times, and nothing has been done. We have asked about repairs again and again - one washing machine works and the other goes funny halfway through, and you have to do it by hand. There's only 2 washing machines and 31 flats and one doesn't work! They don't listen, the higher ups won't talk to you, it's like talking to a brick wall."

Core STAR trends

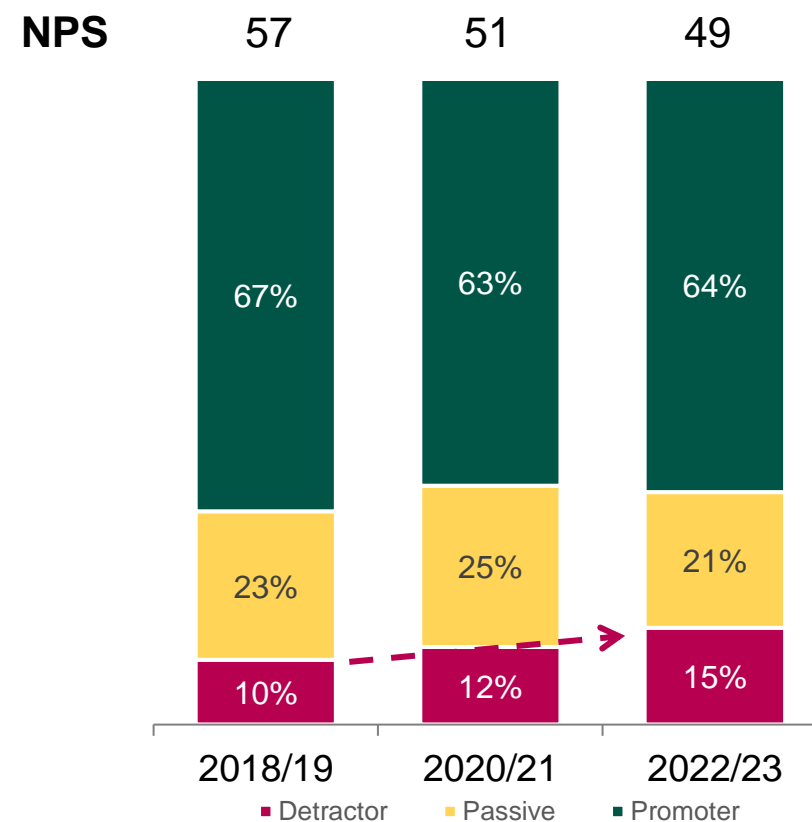


- There has been a marginal decline of 2% each fieldwork period in satisfaction with the Quality of Home provided by Alpha Housing
- Listens and Acts and Repairs and Maintenance have both shown recovery following a dip last wave.

Net Promoter Score

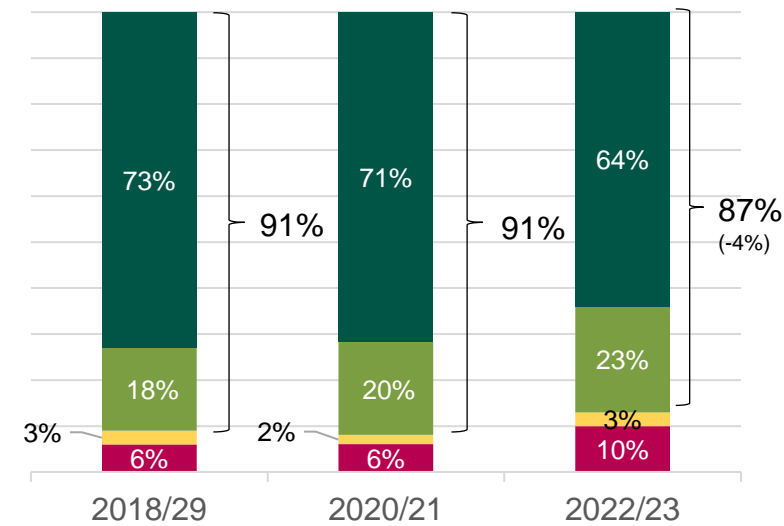
Overall the net likelihood of people recommending Alpha since 2020/21 has remained comparable.

- The proportion of promoters has increased by 1% to 64% and the proportion of detractors has increased by 3%
- This has caused a slight drop for the NPS 51 down to 49 since 2020/21
- Mirroring satisfaction trends there has been a gradual increase in the proportion of detractors since 2018/19



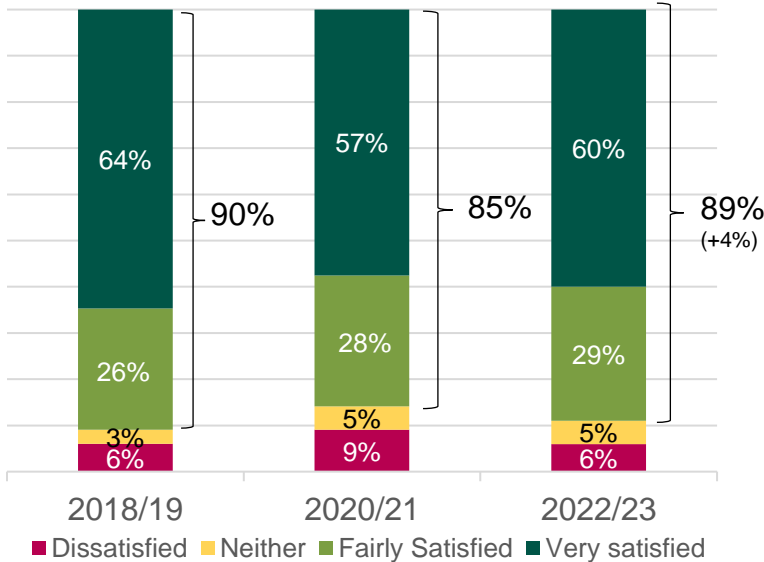
Q28 How likely would you be to recommend Alpha Housing to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? (Base=275)

Communal areas



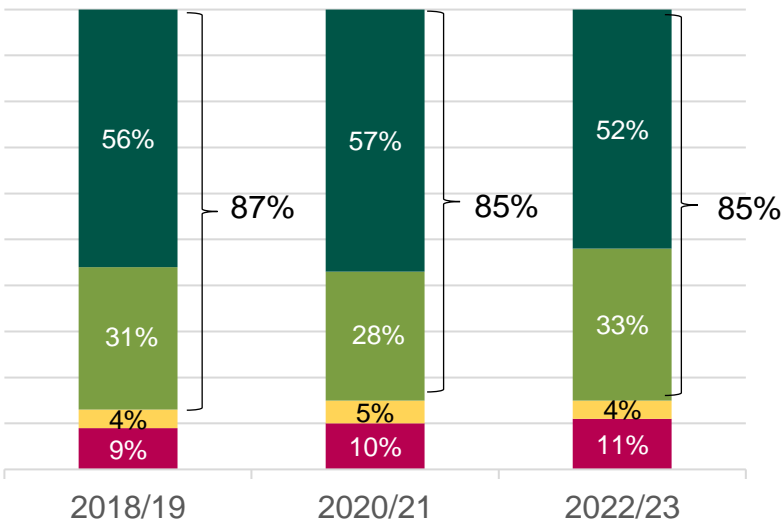
Q36 How satisfied or dissatisfied are you with the cleaning and upkeep of communal areas? (Base=270)

Cleaning and upkeep of communal areas:
Overall satisfaction has decreased by 4% to 87% since 2021. There has been a notable decline in the proportion of tenants who were very satisfied (71% to 64%).



Q38 How satisfied or dissatisfied are you with the repairs to communal areas? (Base=243)

Repairs to communal areas:
Satisfaction for repairs within communal areas remains high at 89%, this shows an increase from 85% in 2020/21.



Q37 How satisfied or dissatisfied are you with the external building repairs and maintenance? (Base=267)

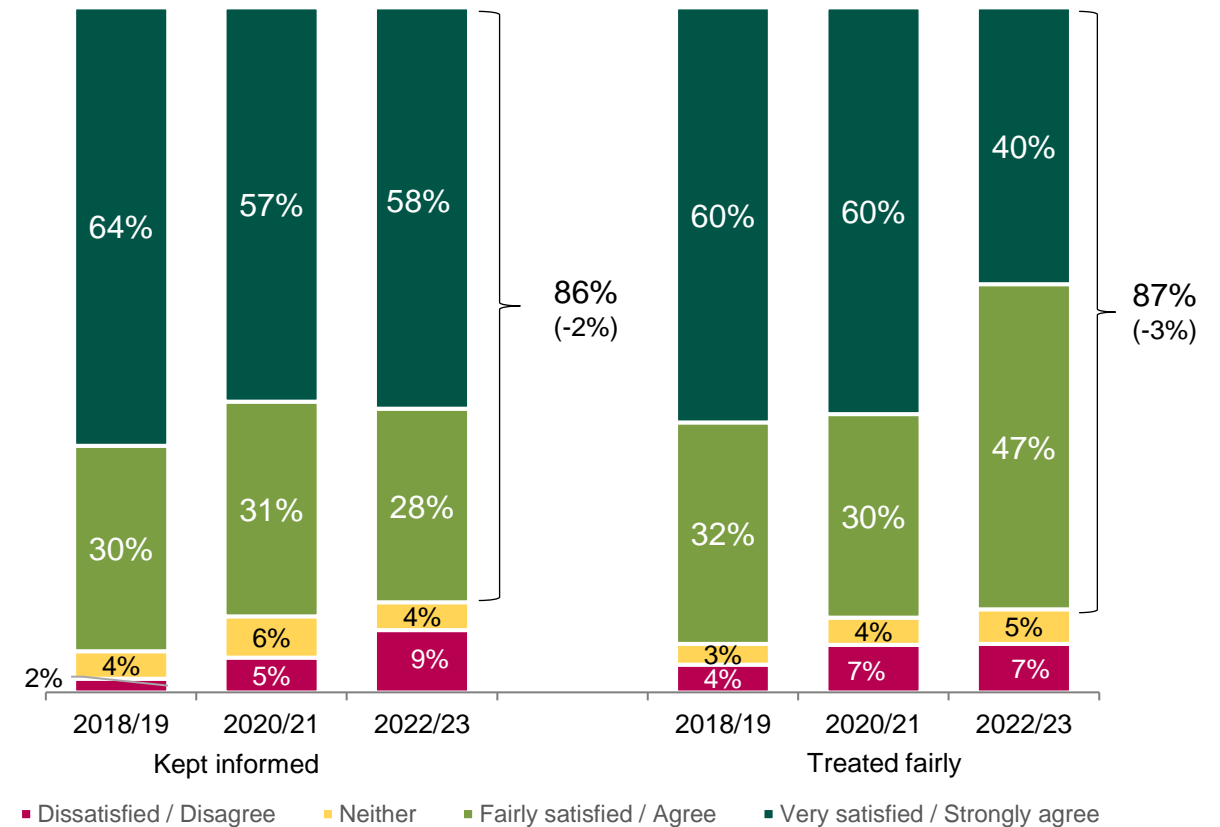
External building repairs:
External repairs satisfaction has remained unchanged at 85%. Within this measure there has been a slight shift from very satisfied to fairly satisfied of 5%.

Tenant and landlord relationship

Overall satisfaction with being kept informed by Alpha still scores highly 86% although this has slipped back by 2% since 2020/21.

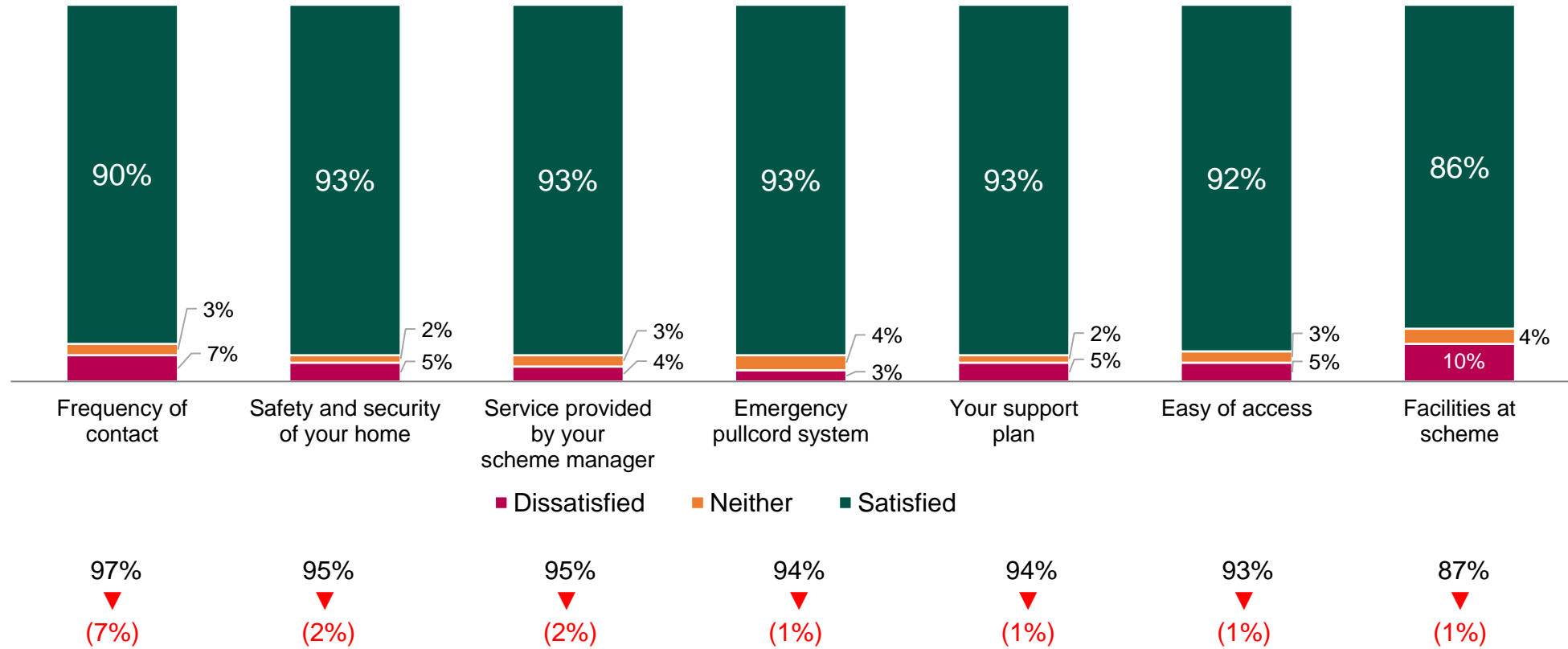
- This has gradually declined since 2018/19 where 94% of tenants were satisfied with being kept informed about things that mattered to them

Most Alpha customers believe that they are treated fairly with 87% stating they agree or strongly agree. This score is down 5% since 2018/19.

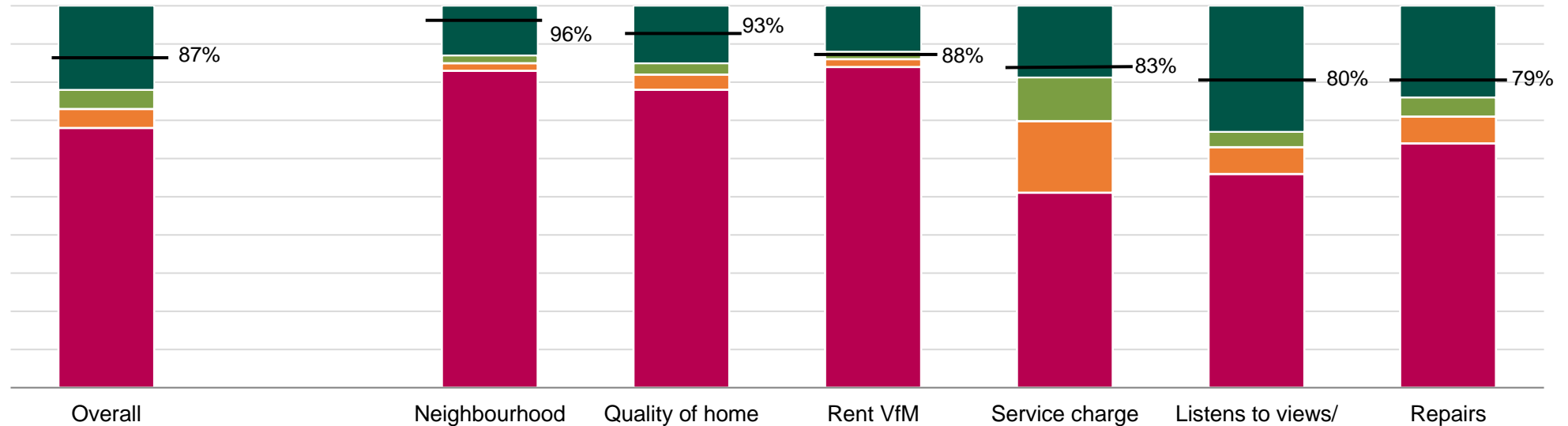


Q26 How satisfied or dissatisfied are you that Alpha Housing keeps you informed about things that matter to you? (base=270)
Q27 To what extent do you agree or disagree with the following, "Alpha Housing treats me fairly and with respect"? (base=270)

Sheltered homes



Benchmark data 2022/23: Alpha Housing scores in the top quartile in 6 of the 7 measures

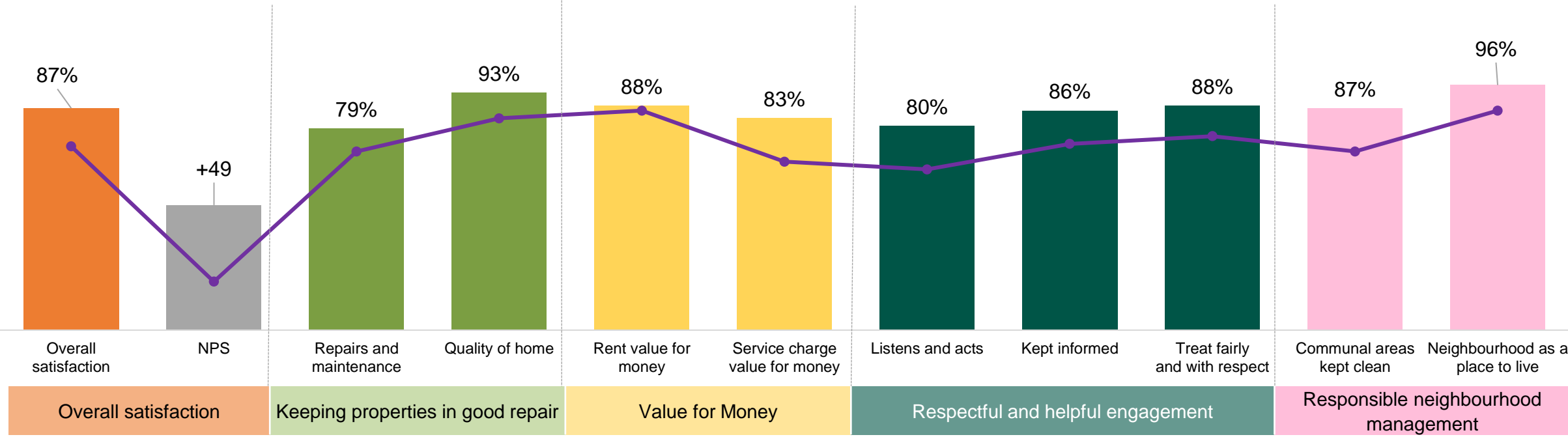


Top quartile	79% - 100%		88% - 100%	86% - 100%	89% - 100%	82% - 100%	69% - 100%	77% - 100%
2nd quartile	74% - 78%		86% - 87%	83% - 85%	87% - 88%	69% - 81%	64% - 68%	72% - 76%
3rd quartile	69% - 73%		84% - 85%	79% - 82%	85% - 86%	50% - 68%	57% - 63%	66% - 71%
4th quartile	1% - 68%		1% - 83%	1% - 78%	1% - 84%	1% - 49%	1% - 56%	1% - 65%
Alpha score	87%		96%	93%	88%	83%	80%	79%
Clients using question	31		17	15	17	9	23	43
Times asked	12,200		4,629	4,269	4,819	1,664	25,716	37,793

Comparable CSAT/Perception questions used by clients between 1/10/2022 and 31/12/2022

Benchmarking

Bench- mark average	72%	+19	70%	83%	86%	66%	63%	73%	76%	70%	86%
Alpha Housing Rank	1 out of 31	1 out of 13	1 out of 14	1 out of 15	6 out of 17	2 out of 9	1 out of 30	1 out of 24	1 out of 23	2 out of 24	1 out of 17



Selection of those benchmarked

Sanctuary



Metropolitan
Thames Valley



McCarthy & Stone



Conclusion



Strong results

Overall satisfaction remains high 87%. With strong results when benchmarked against other organisations. Alpha Housing ranked 1st amongst comparators in 8 of the 10 measures.

There has been a gradual decrease since 2018/19, with ASB now featuring more notably as a cause of dissatisfaction.



Relationships

Alpha has good relations with customers in comparison to other providers we partner with, 88% believing that they are treated fairly. Whilst 87% are satisfied that Alpha keep them informed, although both have dropped over time.

Conversely listens and acts has improved from 76% to 80%.



Areas for improvement

Relatively, repairs and maintenance (79%) is a lower scoring area, although there has been an improvement this wave.

Customers mention having to put more effort in to get issues resolved – more certainty around next steps and what to expect will improve this and also improve levels of trust.

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