



Pathways
Resident Satisfaction Survey
August 2018



Resident satisfaction survey 2018

**Prepared for: Pathways
by: Acuity Research & Practice
Ltd
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Executive Summary

Pathways commissioned Acuity Research & Practice to carry out a resident satisfaction survey to satisfaction with their homes and associated services. All 251 of Pathways residents were included in the postal survey, which took place during June and July 2018 and achieved a response rate of 56%.

Key findings

Overall Services

A total of 71% of residents are satisfied with the services provided by Pathways. When considering responses at scheme level, overall satisfaction scores of 100% were achieved at three out of the eighteen schemes (Josiah Forster, Norwood Road, and Pilgrims Lodge). Levels of satisfaction also reached above 80% in one scheme and above 75% in four other schemes.

Most important services

From a list of twelve options, residents stated their three most important priorities. The findings suggest that repairs and maintenance ranks as the most important service to Pathways residents (21%), followed by the quality of the flat (15%), and [jointly in third position] value for money of the rent and service charges (14%), and the housing officer (14%).

Home and Neighbourhood

To understand perceptions of the home and neighbourhood, residents were asked how satisfied or dissatisfied they were with the eight measures. Of these, the highest levels of satisfaction could be observed with the neighbourhood as a place to live (85%), followed by the overall quality of the home (84%) and value for money of the rent (80%). At scheme level, several were awarded top marks (100%) for aspects of the home, scheme and neighbourhood. These included (in rank order) Pilgrims Lodge (eight measures), Castlebar Park (six measures), and Esther Doe (four measures).

Value for Money

A total of 80% of residents were satisfied with the value for money (VFM) of their rent, whilst a lower percentage of residents were satisfied with the value for money of the service charge (65%). At scheme level, four achieved 100% ratings for both value for money of the rent and the service charge (Castlebar Park, Esther Doe, and Pilgrims Lodge).

Customer service

A total of 29% of residents awarded a top score (10 out of 10) for the ease of dealing with Pathways, whilst a total of 40% scored 9 or 10 out of 10. A further 24% had high levels of satisfaction (scoring 7 or 8).

Repairs and Maintenance

A total of 66% of residents were satisfied with the repairs and maintenance service. At scheme level, 100% of residents in two schemes were satisfied with the repairs and maintenance service (Norwood Road and Pilgrims Lodge). High ratings were also found at Taylor Court (82%) and Dean Court (79%).

Communication and Information

A relatively high percentage of residents were satisfied that Pathways keeps them informed about things that might affect them as a resident (74%), whilst a lower amount of satisfaction was seen for Pathways listening to views and acts upon them (50%). Further to this, 124 residents indicated they were interested in finding out how Pathways is run, and suggested that residents groups may be the most popular method to achieve this.

Activities and Events

58% of residents stated that they take part in the organised activities compared to 42% who do not. Of those who are involved, a total of 27% of residents stated they were satisfied with the variety of activities and events, whilst satisfaction with costs was slightly higher at 36%, and satisfaction with the frequency of activities and events was 32%.



Perceptions

In response to being asked whether they agreed or disagreed with eight statements about how Pathways performs its duties as a landlord, residents were most likely to agree that staff were friendly and approachable (77%), that Pathways provides an efficient and effective service (65%), that they provide the service they expect from their landlord (65%), and they treat their residents fairly (65%).

Recommending Pathways

A total of 47% of residents are very loyal and happy to promote Pathways to friends and family and are promoters. A further 19% are passive and could be persuaded one way or the other, while a further 34% are detractors and are likely to be negative about Pathways.

Improving services

A total of 76 comments were received from residents which were thematically coded. The three most frequent issues arising related to repairs and maintenance (19%), communication and information (19%), and tenant services and management (16%).

Further analysis

Low levels of satisfaction and areas of dissatisfaction

The lowest level of satisfaction was seen for 'listening to views and acting upon them' (50%). Conversely, levels of dissatisfaction were also highest with 'listening to views and acting upon them' (25%). Relatively high levels of dissatisfaction were also seen for repairs and maintenance (22%), and overall services (18%).

Key Driver Analysis Correlations

The strongest associations for Pathways are between overall satisfaction and the repairs and maintenance service, quality of the home, and listening to views and acting upon them.

Landlord comparisons

The survey results reveal that the overall level of satisfaction at Pathways (71%) is 22% lower than the SPBM average rating (93%)

and places Pathways in the lower quartile. When compared against HouseMark's ratings for landlords with over 1,000 units, Pathways also ranks in the lower quartile.

Conclusions

The results from the 2018 STAR survey reveal a reasonably high level of resident satisfaction with Pathways, whereby of the 14 satisfaction measures assessed in the survey, three were above 80% (satisfaction with the neighbourhood as a place to live, 85%; satisfaction with quality of the home, 84%; and value for money of the rent, 80%). Overall satisfaction, however, was lower at 71%.

Based on the findings of the report, the findings suggest that Pathways should consider priorities for improvement as focussing upon the repairs and maintenance service, and communication / information with tenants, particularly around the concept of listening to views and acting upon them.