

2021 Communications Survey

Feedback Report

In order to help shape the future direction of our tenant communications, and following discussions with the Melville Board in December, we carried out a survey of tenants in March 2021. The survey sought the views of tenants on things like preferred communication methods, our tenant newsletter Voice, the Melville website and on the possible development of a new Melville mobile app. The survey also gave tenants the option of opting out of receiving Voice in hard copy in future.

Responses

The survey was shared predominantly through digital channels including:

- On Facebook
- On Melville's website
- By SMS
- By Email

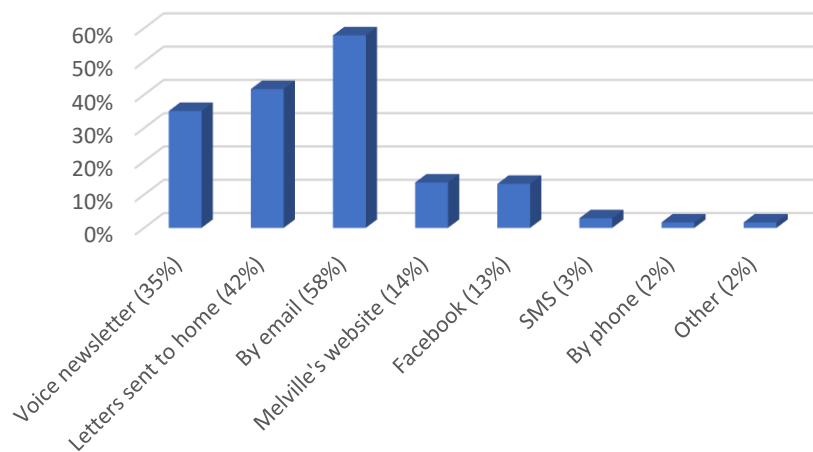
Tenants were encouraged to complete the digital survey form available on the SurveyMonkey website however a paper copy was also available on request and this was promoted through a small article in the Spring issue of Voice.

We had an excellent response with 243 survey forms returned. The vast majority of these (95%) came through the SMS link. Given the largely digital focus of the survey it was not surprising that all responses were returned digitally, and the findings should be viewed with this in mind.

Findings

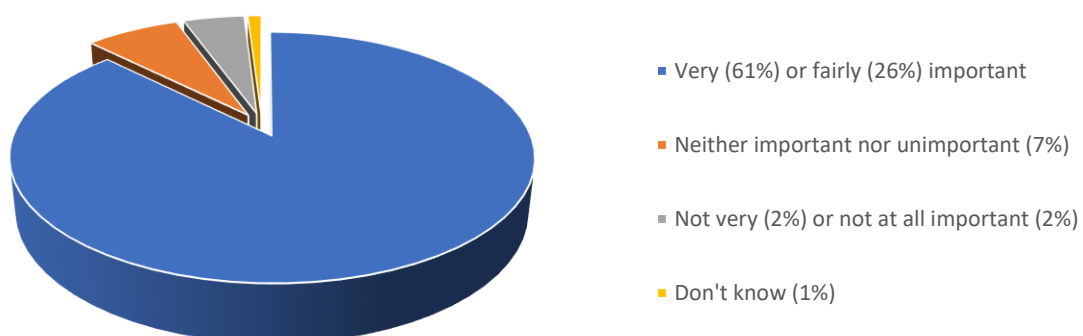
How would you prefer Melville to keep you informed?

The majority of those responding wished to be kept informed by email (58%). Letters and Voice were the next most popular options.



How important do you think it is that Melville continues to produce a tenant newsletter?

87% of those that replied said that Melville should continue to produce a tenant newsletter and that it should be available in paper for those that need it.



Comments:

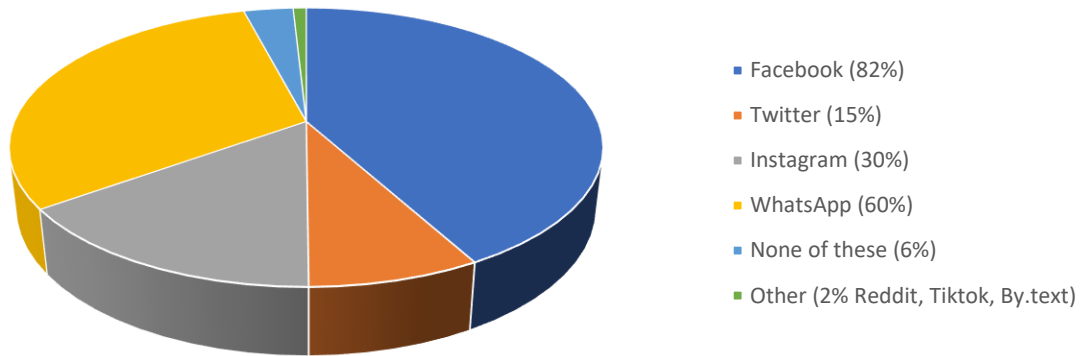
- It's very reassuring for older people to be communicated with as they often feel isolated
- It's good for elderly people who might not have technology. It might encourage them to engage in community activities. It's also nice for them to be able to have additional information to read.
- It's better on paper for some people
- Must not assume everyone has t'internet
- Important that you keep tenants in touch with what's happening
- As my mum has dementia it's nice that she can read things that's going on within the community
- We should be able to opt into either paper or digital format. This would meet the needs of all tenants and reduce waste (2 tenants)

115 tenants requested we remove them from the Voice mailing list, opting to receive it electronically instead. This will save Melville around £800 per year, primarily in postage costs.

Going forward we will look at ways of producing an enhanced digital version, offering a better reading experience than a basic pdf version.

Social media

When quizzed on which social media they currently use, Facebook was the most popular choice, followed by whatsapp and then Instagram.

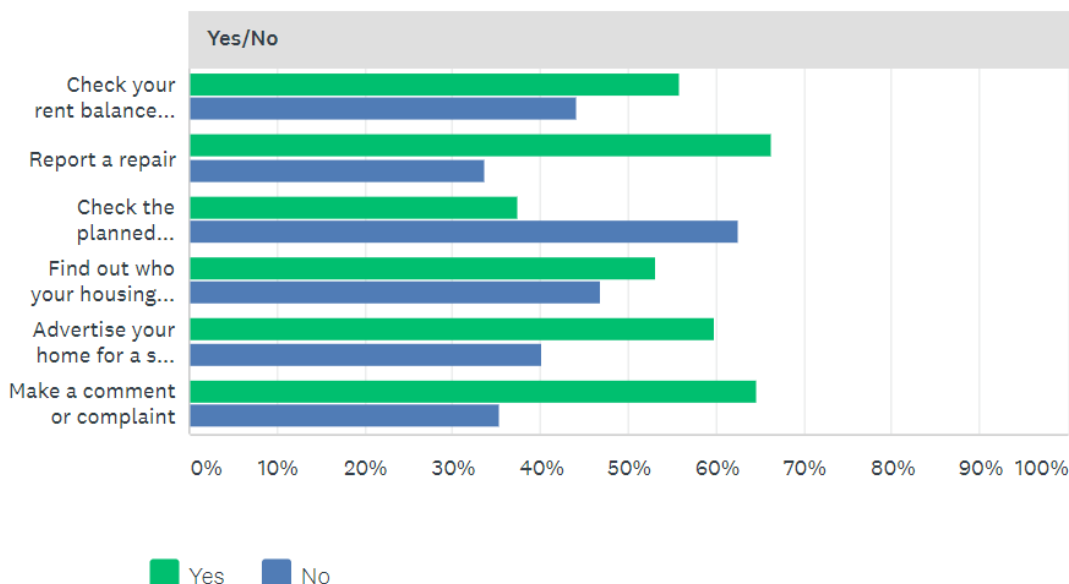


Website and Mobile App

58% of those that responded have visited Melville's website in the past 12 months.

There was good awareness of the services available through the website however this could be improved across the board.

Are you aware that through Melville's website you can....?

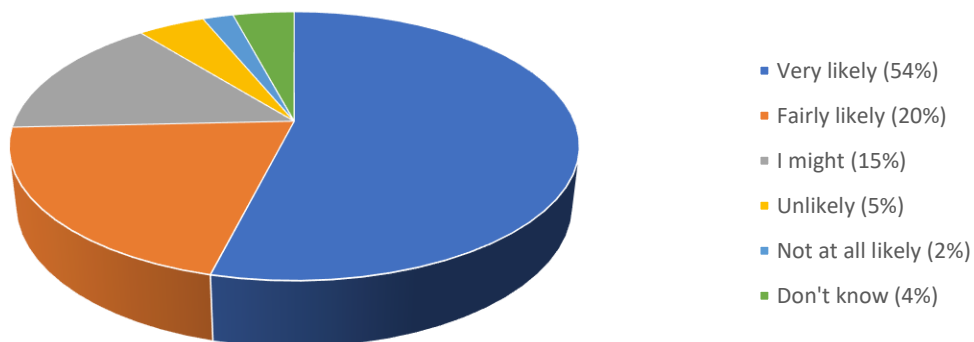


Suggestions

- I'm really happy with the site, everything i need is there
- Online/live chat with a team member (raised by 3 tenants)
- Check when work is scheduled ie. when new kitchen will be installed (mentioned by 2 tenants)
- A list of houses owned by Melville by area, street and max occupancy would be good. I am on transfer list and would like to check areas I may be offered (mentioned by 2 tenants)
- The site is very good already
- Speak to someone else rather than your housing officer
- I now know I can access the web site to find certain things. I will now use this more often
- Would be really cool to have a wee article every month about Garden gorillas and other social action groups in the local community. Volunteer opportunities. Training and employability services available.
- Advise on condition of property, get help with garden
- Check the status of a repair (mentioned by 2 tenants)

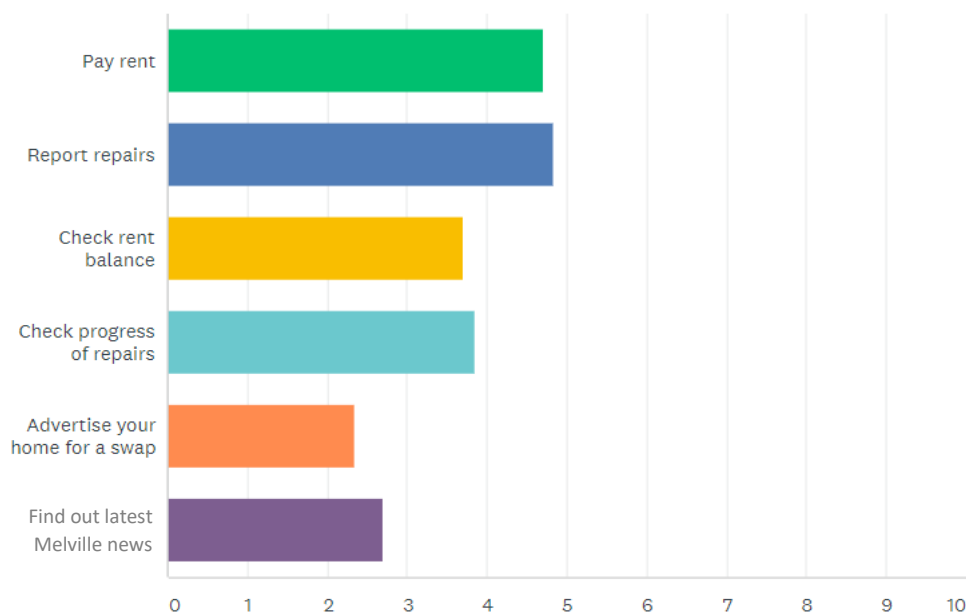
How likely are you to use a mobile app?

Three quarters of those who responded said they were likely, or very likely, to use a mobile app, should Melville develop one.



What would you like to be able to do on an app?

The types of services tenants would like to see available through a Melville app largely mirror those currently available on the website (with the exception of checking the progress of a repair).



Anything else you'd like to see from an app?

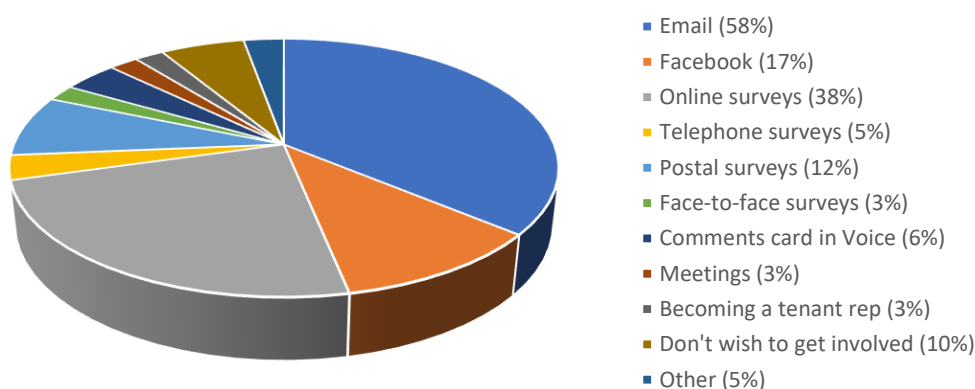
- A contact us form
- I would say home swap as priority for people who are looking to swap
- Contact housing officer (mentioned by 6 people)

- Live chat function (mentioned by 2 people)
- Provide telephone numbers and names of people in case you need to call
- Report anti social behaviour/ issues with neighbours (2 mentions)
- Report repairs and check on progress would be handy using an App (mentioned by 3 people)
- Make appointments on a 1 to 1 meet at your offices
- Check the status and points of a transfer application
- To be kept updated on property enhancements. / New developments
- Just latest news would be fine for me thanks and when rent charges change
- Give feed back through polls on condition of properties, open survey
- check rent balance
- Pay bills, discuss issues.
- Would like how other housing associations put up how too apply for food grants etc that would be great if you could do something like that
- Tenant chat zone

Involvement

How would you prefer to get involved in Melville's decision-making processes?

Email (58%) was the preferred method by which tenants would like to be involved in decision-making. Online surveys and Facebook were the next most popular options.



Other

- Text
- We can be more involved in invites to zoom meetings which is the new way forward for now
- Online platform
- Newsletters or by phonecalls or text messages
- Telephone or postal for older people and those not on social media (mentioned by 2 tenants)

We also asked for details of anyone interested in becoming a tenant rep or a tenant Board member and will follow-up with these tenants in the near future.

Conclusions

The findings of this survey demonstrate that we need to continue employing a balanced mix of communication tools, both digital and traditional. There remains demand for a physical newsletter however cost savings can be made by gradually moving tenants across to an electronic version when requested. There is also clear support for the development of a mobile app and this should be a communication priority in the current financial year.

What the survey also demonstrates is how effective surveys carried out by SMS continue to be and we will look for other service areas to analyse in a similar fashion.

Appendix 1

The survey also asked a number of general satisfaction questions:

How satisfied or dissatisfied are you with the overall service provided by Melville Housing Association?

Satisfied or very satisfied

87%

Dissatisfied or very dissatisfied

4%

2019 Survey

89%

5%

How good or poor do you feel Melville is at keeping you informed about their services and decisions?

Good or very good

81%

Poor or very poor

2%

2019 Survey

96%

2%

How satisfied or dissatisfied are you with the opportunities given to you to participate in Melville's decision making processes?

Satisfied or very satisfied

68%

Dissatisfied or very dissatisfied

4%

2019 Survey

97%

0%

Taking account of your home and the service you receive, do you think your rent is good value for money?

Good or very good value

73%

Poor or very poor value

8%

2019 Survey

79%

5%

Overall, how satisfied or dissatisfied are you with the quality of your home?

Satisfied or very satisfied

72%

Dissatisfied or very dissatisfied

13%

2019 Survey

89%

3%

Overall, how satisfied or dissatisfied are you with Melville's management of the neighbourhood you live in?

Satisfied or very satisfied

64%

Dissatisfied or very dissatisfied

9%

2019 Survey

93%

1%