

Outcomes from Newsletter Survey

August 2022



OCHIL VIEW

— Housing Association Ltd. —

Introduction

Ochil View Housing Association carried out a survey on its Newsletters during July 2022. The purpose of this short survey was to gather feedback from tenants on how widely the Newsletters are read, what works well and what doesn't. We were also keen to hear tenants' thoughts and ideas towards future editions.

This was the first large-scale survey we have carried out using our new survey system, CX-Feedback. Using CX-Feedback should provide us with a greater response rate and, in turn, more detailed tenant feedback, which will help us shape future services.

A short, introductory message and a link to the survey was sent by text message or email to all tenants who had provided either and a reminder text/email was then issued one week later to those who had yet to respond.

Tenants were given 2 weeks to complete the survey and a £50 Amazon voucher was offered as a prize to one recipient.

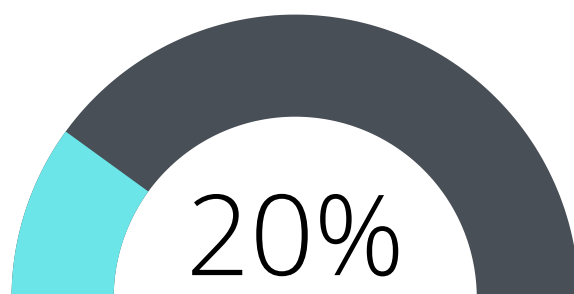


Returns

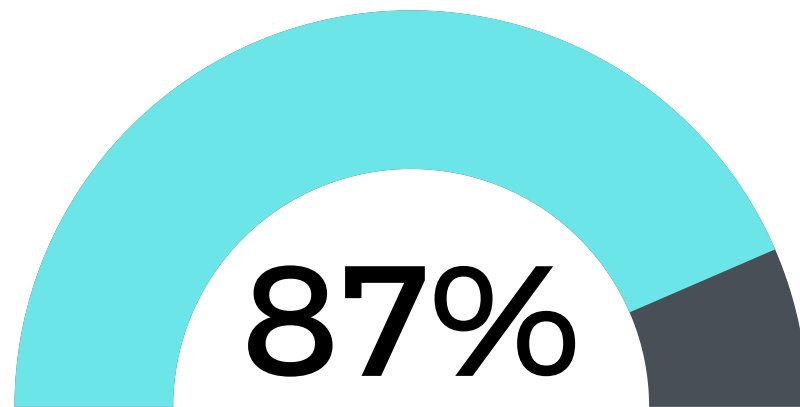
A total of 1245 links to the survey were issued to tenants, either by text or email.

We received 248 completed returns, equating to 20% of those issued.

This represents a significant increase in terms of replies, with previous survey returns generally at around 10%.



Question One: Do you read the Newsletters?



What did tenants tell us?

We are delighted that 87% of our tenants who replied read the Newsletters. We are proud of what we create and it's great to see that such a significant majority do read them.

Question Two: What do you like or dislike about the Newsletters?

**214
Comments**

What did tenants tell us?

This question was posed to those who read the Newsletters and we received some excellent feedback on what they feel works well and what doesn't with the Newsletters.

Many commented that the current Newsletters are 'informative' and 'easy to read', as well as being a useful tool for tenants to be kept updated on what is happening within the Association.

Question Three:

Is there any specific reason you don't read the Newsletter?

33
Comments

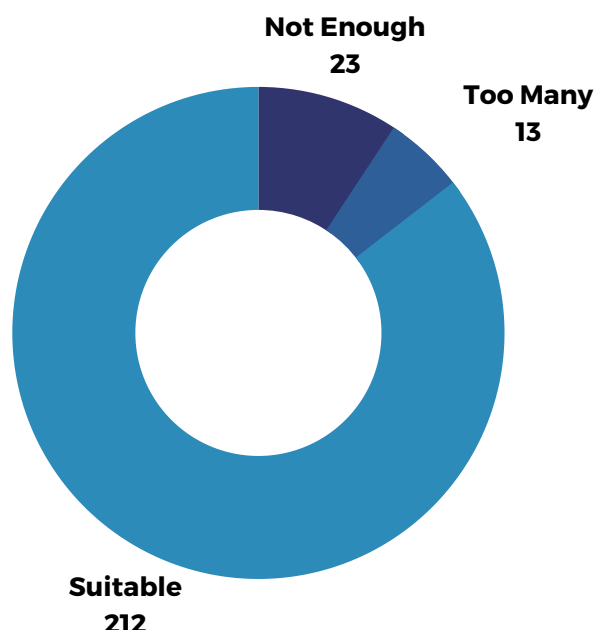
What did tenants tell us?

This question was asked to those who advised us they don't read the Newsletters.

There were a variety of responses in relation to this. Some said they didn't have the time to read the Newsletters. A small number said they didn't read anything, whilst a couple of tenants stated they simply were not interested.

Question Four:

We produce 3 Newsletters each year. Is this Suitable/Not Enough/Too Many?



What did tenants tell us?

The feedback from this question gave us an overwhelming indication that the tenants surveyed are happy with our current approach to the Newsletters.

We produce 3 each year, with each tenant receiving a Corporate edition, as well as a local Newsletter for their area.

Question Five:

Is there anything you would like to see included in future Newsletters?

81
Comments

What did tenants tell us?

Tenants largely suggested they either didn't have any comments on this, or that they were happy with the current content.

For those who did offer suggestions, there were a few who wanted to see more information on repairs and maintenance. A few commented they would like more detail on local activities and a small number stated they would like more competitions in the Newsletters.

Question Six:

Please tell us if you have any additional thoughts or comments relating to our Newsletters

78
Comments

What did tenants tell us?

We received a variety of additional comments from tenants.

Most of these were very much positive in nature, with some commenting on how useful the Newsletters are in keeping tenants informed. A couple of comments suggested not everyone is aware that we have digital versions available.

What have we learned?

We are delighted with the responses we received from tenants for this survey.

In terms of the outcomes, it has shown us that:

- Tenants are, by a considerable percentage, happy with the number of Newsletters we are producing each year
- The current format and content are also favourably met by tenants
- It would be useful for us to continue promoting the availability of digital copies for tenants
- It is important that we continue to share information around our maintenance programme, as well as useful local activities/events

Some of our favourite comments

"I like that we get both a local one for our area only and a corporate one."

"I like when they show the home improvements and I also like the photos of the staff you might speak."

"They're an absolute brilliant wee read. I'm like a kid at Christmas when they come through the door."

"It's good to keep up to date with everything on this and the competitions on it is a bonus, especially if you win!"

Thank you to everyone who took the time to complete the survey. All feedback, positive and negative, helps us continue to deliver the best possible services.