

Customer Research (Last updated June 2010)

Key Themes: Customer satisfaction and Best Value

Project No	Project Title	Partner/Contractor
	Carried forward from 2009/2010	
09/2.5	Grants Satisfaction	Millward Brown Ulster
09/2.6	Adaptations Review - Supporting Research	Research Unit
09/2.7	Community Involvement Research	Research Unit
	2010/11 Programme	
10/2.1	Continuous Tenant Omnibus Survey	Mori MRC
10/2.2	Neighbourhood Renewal Surveys	Research Unit
10/2.3	Exit Polls	Research Unit
10/2.4	Grants Customer Surveys	Research Unit

PROJECT NO 09/2.5
PROJECT TITLE Home Improvement Grants Satisfaction Survey
CLIENT Design Services

BACKGROUND

This project will undertake an evaluation of customer satisfaction with the Grants Scheme since the introduction of the Discretionary Scheme under the Housing Order (NI) 2003. It will look at the levels of satisfaction with the overall scheme, each stage of the process, aspects of the grants forms and associated literature and levels of satisfaction for individual Grants offices. Comparison of findings from similar research completed in 2005 for the Grants Scheme prior to the introduction of the discretionary scheme will be provided.

METHODOLOGY

The fieldwork for this survey will be administered using Computer Assisted Telephone Interviewing (CATI). Interviews will be held with households whose grant has been completed within the previous 12 month period. A quota sample of 100 completed cases will be achieved for each grant office.

CONTRACTOR

Millward Brown Ulster

TIMETABLE

Final draft report due December 2009.

PROGRESS REPORT

Final Report now quality assured and ready for publication

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PROJECT NO 09/2.6
PROJECT TITLE Inter-departmental Adaptations Review – Research
CLIENT Design Services

BACKGROUND

This inter-departmental review is examining key trends in housing, health and social care legislation/policy within the context of the Current economic climate and the challenges this brings. Its purpose is to review the current system of approval, resources and delivery of housing adaptations in Northern Ireland on a cross tenure basis, to maximise resources, ensure best value and equality of provision across HSC Trusts and housing providers. The Research Unit is playing an important supporting role in terms of data collection and analysis.

METHODOLOGY

Collection and analysis of secondary data.
Primary data collection on the basis of a household survey/

CONTRACTOR

Research Unit

TIMETABLE

Draft report due December 2010.

PROGRESS REPORT

Adaptations Survey subsumed as part of the Inter-departmental Review of Housing Adaptations,
Pods survey completed – 8 interviews achieved – generally satisfied but issue with coldness in winter and blocking light.
Demographic analysis complete – Chapter 1 drafted.
House Condition Survey disability data received.

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PROJECT NO 09/2.7
PROJECT TITLE Community Involvement Research
CLIENT Housing and Regeneration

BACKGROUND

The Housing Community Network (HCN) is a framework providing opportunities for tenant involvement. An initial research project undertaken by McBride International undertook an evaluation of tenant involvement opportunities and established a first baseline for the level, depth and impact of associated activities. This research was completed in June 2008. This new piece of research re-examines these issues to ascertain to what extent key measures of activity and their impact have changed and make recommendations for action.

METHODOLOGY

There are two main elements to this project:
A desk top update of UK and NI policy relevant to tenant involvement activities.
A survey distributed to local groups, District Area and Central HCN members.

CONTRACTOR

Research Unit

TIMETABLE

Draft Report June 2010

PROGRESS REPORT

Substantial progress made with literature update.
Questionnaire agreed with Housing and Regeneration – to go to Central HCN June 2010.
Fieldwork to start September 2010.

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PROJECT NO	10/2.1
PROJECT TITLE	Continuous Tenant Omnibus Survey
CLIENT	Corporate Services/Housing and Regeneration

BACKGROUND

This major survey will continue to provide extensive and up to date information on the Housing Executive's tenant population and a valuable insight into attitudes to and satisfaction levels with the Housing Executive's services. It is a vital source of information not only for guiding the development of public sector housing policy, but also for providing source information for performance statistics and quality assessments. Each quarter 25 tenants are drawn at random from each district and are led through the detailed questionnaire by the interviewer. In this way more than 3,000 tenants are interviewed each year. This year again the approach to gathering this information is being reviewed in the light of modernising services.

METHODOLOGY

In preparation for each quarter's fieldwork the Continuous Tenant Omnibus Survey Project Team carries out a random sample of Housing Executive tenants in each District. The target of 25 interviews for each District is achieved by providing the contractor with both a main and a reserve list of addresses, thus allowing for cases where tenants either have refused to participate or have been inaccessible. Tenants are sent a letter at least two weeks before interviewers call with them. Interviewers conduct the Survey using a Computer Assisted Personal Interviewing (CAPI) system. Analysis for the annual report will be based on the calendar year (Q1 – Q4 2010).

CONTRACTOR

MORI MRC

TIMETABLE

2009 key findings to Board June 2010.

PROGRESS REPORT

Key findings reported to the NIHE Board in June 2010.

District and Area profiles completed. Validation ongoing for Q1, 2010 data with Q2, 2010 in the field.

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PROJECT NO 10/2.2
PROJECT TITLE Neighbourhood Renewal Surveys
CLIENT Housing and Regeneration

BACKGROUND

This is a rolling programme of surveys undertaken in Housing Executive estates at the request of District Managers. This year it is proposed to carry out 6 surveys. They are a key source of information for Districts trying to address the complex web of problems which characterise many of these estates.

In parallel to this the Research Unit (subject to the availability of resources) is undertaking a rolling programme of surveys on 36 Neighbourhood Renewal Areas (NRA) for the Department for Social Development (DSD). Twelve NRA surveys have now been completed and it is proposed that a further 4 will be undertaken in 2010/11. These surveys provide a wealth of attitudinal information to support the DSD's NRA programme.

METHODOLOGY

Structured questionnaire and production of tabular and written reports.

CONTRACTOR

Research Unit

TIMETABLE

Ongoing programme

PROGRESS REPORT

All 8 final reports have now been submitted to the Department for Social Development. DSD have signed off final reports.

2 new surveys: Brownlow & Coalisland – Fieldwork by Millward Brown now 80% complete.

NIHE NRS Programme underway:-

- (1) Cookstown: Final report completed June 2010.
- (2) Rathgill and Gough (Armagh) to commence August 2010.
- (3) Gobnascale survey postponed.

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PROJECT NO 10/2.3

PROJECT TITLE District Office Exit Polls

CLIENT Housing and Regeneration

BACKGROUND

This survey takes the form of face to face interviews with customers calling in person at the District Office. It examines levels of customer satisfaction with the District Office Service. a new rolling programme has been agreed with Housing and Regeneration for the next three year period.

METHODOLOGY

Face-to-face interviews are conducted with customers after they have been seen at the counter.

CONTRACTOR

Research Unit

TIMETABLE

Three-year rolling programme

PROGRESS REPORT

Field work has been on hold due to other demands. However, exit polls due to resume in June/July.

	2010/11 Programme	
District	Date	Status
Collon Terrace	April 2010	Deferred until Autumn 2010
Limavady	May 2010	Fieldwork September 2010
Fermanagh	May 2010	Fieldwork September 2010
Magherafelt	June 2010	Due July/August 2010
Omagh	June 2010	Due July/August 2010
Bangor	August 2010	Fieldwork completed July 2010 report writing underway
Castlereagh	August 2010	
Newtownabbey 1	September 2010	
Lisburn Dairy Farm	October 2010	
Ballymena	November 2010	
Lisburn Antrim Street	January 2011	
Waterloo Place	February 2011	
Waterside	February 2011	

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PROJECT NO 10/2.4
PROJECT TITLE Grants Customer Surveys
CLIENT Design Services

BACKGROUND

These surveys form part of a rolling programme of telephone surveys agreed with Design and Property Services to assess levels of customer satisfaction with the grants process. An achieved sample of 100 telephone interviews for each Grants Office ensures a robust basis for analysis. This is a continuation of a rolling programme developed with Design and Property Services.

METHODOLOGY

Telephone survey with customers who have applied and received their grants and their satisfaction with the service they received at every stage of the grant process. A sample of customers will be drawn from each Grants Office and will cover all grant types.

CONTRACTOR

Research Unit

TIMETABLE

Three-year rolling programme

Grants Office	Date	Status
Craigavon	February 2010	Completed
Derry	March 2010	Report writing underway
Dundonald	April 2010	Ongoing
Omagh	May 2010	Sample requested
Fermanagh	June 2010	
Belfast	August 2010	
Lisburn	September 2010	
Newry	October 2010	
Ballyclare	November 2010	
Ballymena	December 2010	

PROGRESS REPORT

Write-up for Derry in progress. Dundonald phone calls nearing completion. Sample for Omagh requested

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