



**Community
Housing
Cymru's
Membership
Satisfaction Survey**

Thank you for taking part.

Thank you for taking part in the membership satisfaction survey, conducted by David Hedges of Cyngor Da. We had a fantastic response and are encouraged by the findings with good satisfaction levels among our members.

Overall, the findings are positive but there are a number of clear areas where we can, and will, improve on. We haven't carried out a survey like this since 2011 and, in those seven years, the organisation has seen many changes and the findings certainly reflect this.

Your feedback is invaluable and it's important we share the findings with you. We will be using them to inform our next corporate plan for 2019-22, and will be addressing a number of quick wins over the coming months.

Stuart Ropke



How we went about it.

The survey was undertaken with a mix of meetings, telephone surveys and online surveys with 35 CEOs as well as an online survey with the wider membership. This wider survey received 69 responses. 15 Chairs and Vice Chairs also took part in a round table discussion at CHC's Leadership Conference in June. We also ran a session with CHC's board at the beginning of the process.

What three words sum up CHC to you?

We asked members what three words they would use to describe CHC.

Words included:



INFLUENTIAL
PROFESSIONAL
KNOWLEDGEABLE
EFFECTIVE
COMMITTED
INFORMATIVE
LOBBYIST/ LOBBYING
PROACTIVE
SUPPORTIVE
APPROACHABLE
FRIENDLY

Are you satisfied with CHC?

63% Very Satisfied



34% Satisfied



1% Fairly Satisfied



No CEO expressed dissatisfaction

You felt CHC:

- does things which matter to members
- does well given limited resources
- is knowledgeable and informative
- offers support and training
- is proactive and representative

What would make you more satisfied?

Some felt CHC is too focused on Cardiff and South Wales.

How effective is CHC as a membership body?

In a word...

VERY

- 70% of CEOs said we are very effective
- 30% said we are effective

Many commented on CHC's lobbying and influence, its political astuteness, its improved relevance and profile and the way we are good at anticipating the impact of change, providing information and advice, while offering many opportunities to engage and network.

One voice said:



**“They are on top of key issues,
represent the sector voice,
are visible and credible”**

What do we do well at CHC?

- Lobbying/ influencing
- Communicating/Informing
- Conferences/Training
- PR and promotion of the sector
- Policy development
- Member/sector support and involvement



All members felt that we have vastly improved our communications strategy. We were also praised for our post-Grenfell support.

What do you think CHC should do to improve?

The findings from this question are constructive and include:

- Be less Cardiff-centric
- A proactive commitment to use of the Welsh language
- Greater use of technology
- Targeted, tailored communications
- Collaboration
- Review the Strategic Delivery Groups and communicate the outcomes
- Be more transparent in the representation of member views
- More clarity on the Offer to Chairs & Board members
- More thought leadership

What do you think CHC should change or stop doing?

When asked what we should change or stop doing, there were only a few responses. Suggestions included more effective member engagement across the whole of Wales, ensure Yammer is more inclusive and ensure we are providing a bilingual service to members when requested.

What should we develop that we don't already?

Suggestions included:

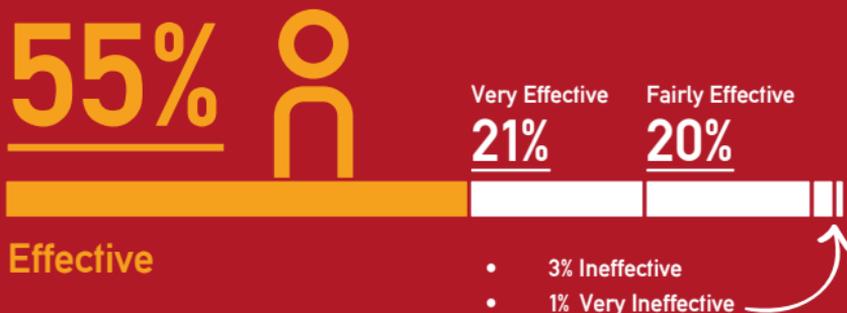
- being curious about things in other sectors and outside Wales
- more sharing of best practice and action learning
- more support on carbon neutral / renewable energy / climate change and fuel poverty
- more collaboration and lobbying with partners



Several CEOs skipped this question, or said they couldn't identify anything

How effective is CHC at engaging with you?

This question was asked of all respondents. You thought we were:



Some room for improvement:

- Many CEOs admitted engagement was a two-way street, and if engagement wasn't as good as it could be, it was as much to do with them as CHC.
- Some want more face to face contact and an improvement in the member engagement process (covering the whole of Wales).



48 respondents made positive comments complimenting CHC and its staff on the support they provide

How effective do you think CHC is at representing the sector as a whole?

You thought we were:

63%

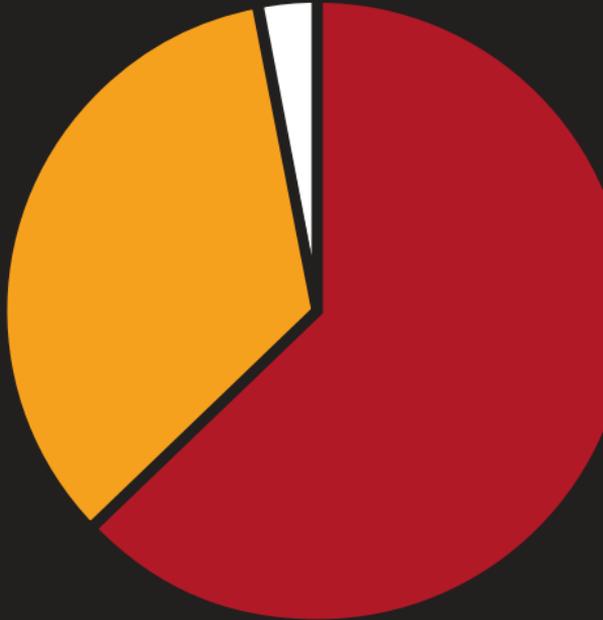
Very Effective

34%

Effective

3%

Fairly Effective



Many CEOs noted that our role means it's nearly impossible to please everyone but that we do a good job in dealing with the tensions and compromises. They commented on our impressive lobbying and influencing work, especially our work on the PAC inquiry.

How do you rate the value for money you get from CHC membership?

The majority were content and appreciate that they couldn't achieve what CHC delivers for them on their own and so the benefits exceed the costs.

CEOs referred to the success in winning and retaining capital funding, the approach on rents and the broad influence we have with key stakeholders.



How well do we understand your business?

Most respondents were very positive, saying that CHC has a good or fairly good understanding, particularly when it comes to understanding the issues faced by the sector and the diverse nature of its membership.

Are there any other organisations CHC could collaborate more with or partner with?

Many wanted to see CHC look to collaborate with a wider set of organisations in construction, health and social care, the police, prison & probation and fire services, business, arts and sports organisations, Further Education establishments and Universities.



How do you rate our openness and inclusivity?

You rated us:

65%

Good

32%

Excellent

3%

Average

A new culture of openness was apparent (for example, open board meetings and Yammer) as well as more working groups with open access and plenty of opportunities to engage.

Many referred to the ease with which they can access key staff.

How accessible is CHC?

- CEOs were asked how they rate the accessibility of CHC to them. 67% said excellent, 33% said good.
- They were also asked to rate the accessibility of CHC to their board. This was less positive and CEOs didn't feel that contact between board members and CHC was as good with 15% answering excellent, 63% good and 22% average.

And what about accessibility to staff?

While staff are regarded as accessible and responsive, many felt that the more senior the staff member, the more engaged and aware they were likely to be.

How are CEOs using or planning to use Housing Horizons in their organisation?

There was a mixed response. A number of CEOs said they weren't currently using it but several referred to the use of it by the board, corporate plans, away days and staff conferences.

Some said it was a key part of their vision and ambition and many are impressed with it as a piece of work - in particular, the demographic trends, ambition to reduce carbon emissions and the focus on community investment.

Some are using it to invest in their existing homes, prevent homelessness, promote housing as a career, using evidence-based data and listening to the younger generation of housing professionals.



How do you rate the skills, knowledge and expertise of CHC's staff?

This was another positive area.

66%

Excellent

9%

Excellent/Good

25%

Good



Special mention:

“Given the size of the team and the scope they need to cover I think their skills and knowledge is impressive”

What can we conclude from our Membership Satisfaction Survey?

Overall, this is a really positive survey with high ratings for effectiveness and satisfaction. Members feel CHC is doing well on the things that matter.

There are also some fair and constructive challenges in the findings and we will take these on board as we start to plan for our next Corporate Plan.

So what now?

There are a number of things that can't wait until our next corporate plan next April, and we have devised some quick wins which we'll be looking to address over the coming months including:

1. Launching our offer for board members in September
2. Circulating how we develop policy, what our processes are and how you can get involved
3. Reviewing our communication methods to ensure more effective, targeted communications to members.

A final word:

Thank you once again to all the respondents for your feedback and for taking the time to contribute. Your opinions are invaluable as we constantly strive to improve.

Thank You



For more
information:

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