Catered Survey Results 2019
for Catered Accommodation and Meals in Advance customers

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The survey had a total of 408 responses. 10.3% of the respondents were Meals in Advance customers (42/408), 39.7% were from James College (162/408), 30.1% were from Vanbrugh College (123/408), and finally, 19.9% were respondents from Derwent College (81/408). This amount is a slight decrease from the previous years survey, which gained 495 responses.

Which accommodation are you part of?

- James College: 39.7%
- Vanbrugh: 30.1%
- Meals in Advance: 10.3%
- Derwent College: 19.9%
On a scale of 0 to 10 how likely are you to recommend Catered Accommodation/Meals in Advance to a colleague or friend?

Within the survey we asked all respondents the question “On a scale of 0 to 10 how likely are you to recommend Catered Accommodation/Meals in Advance to a colleague or friend?”

We specifically asked this question so that we could calculate our current Net Promoter Score (NPS). If customers answer 0-6, they are considered detractors and this contributes to the NPS negatively. If customers answer 7-8 they are considered passive, this would mean they sit neutrally and contribute little to the overall NPS. In order for the customers to be active promoters of the business, they would need to score a 9 or 10. The Net Promoter Score ranges from -100 to 100, the higher the number the better.

The overall NPS for both Catered Accommodation and Meals in Advance is -11.52. 81 of the answers were promoters and 128 of people were detractors. 199 of the customers answered 7-8 which is a passive score, and therefore has no influence on the NPS.

The NPS for Meals in Advance in 2019 was -2.38, compared to -11 in the previous year, an increase of 8.62.

In the 2017/18 survey, Catered Accommodation scored -3, and the previous year’s score was -9. This year the figure has decreased and now stands at -12.57.

Individually, the colleges achieved very different marks. Vanbrugh College received the lowest mark of -14.63, a decrease on last year’s -12. Derwent College received a score of -13.58, a decrease on the 2017/18 result of 6. James College received the highest score of -10.49, which is also a decrease on their previous score of -3.
What is the main reason you chose Catered Accommodation/Meals in Advance?

The next section of the survey was designed to find out why students chose Catered Accommodation or Meals in Advance. It’s clear from the results that most respondents choose them out of convenience, suggesting that the options make it easier for students during their time at the University of York.

The second most popular reason was 'Didn't receive their 1st choice in accommodation', this is mainly due to the competition for accommodation on campus. Students also added their own reasons for choosing, these included:

- Social aspect
- Lack of other accommodation suitable
- Best value
- They were given their room through clearing
- Accommodation prices
- Peace of mind for parents

In the previous year’s survey, we had similar results with the majority of people answering 'Convenience', followed by 'Didn't get 1st choice in accommodation', and also 'Help with budgeting.'
Catered Survey Results 2019

Meals in Advance

- Convenience
- Didn’t get first choice accommodation
- Help with budgeting
- Can’t cook
- Contribution to cost from parents
- Lack of catering facilities in block

Catered Accommodation

- Convenience
- Didn’t get first choice accommodation
- Can’t cook
- Contribution to cost from parents
- Lack of catering facilities in block
- Wanted en-suite
- Social aspect
- Best Value
We asked students was Catered Accommodation your first choice? 49.8% people responded yes, 28.1% responded no and 22.1% people were happy to be in either Catered or Self-Catered Accommodation. This is a very similar figure from the previous year with over 50% of respondents answering yes and 29% respondents answering no.
If you were applying for accommodation again now, would you choose a Catered room?

We then asked students, if they were applying for accommodation again, would they choose a Catered room. 59% responded with yes, 19% people said they would be happy in either Catered or Self-Catered accommodation and 22% people said no.

At the start of the survey, 50% of respondents said they chose Catered Accommodation as their 1st choice, for this question 59% of respondents said they would choose it again. This suggests that 9% of customers opinions on Catered Accommodation have improved. In the 2017/18 survey, 59% of the answers were also positive (choosing Catered Accommodation again).
Respondents were then asked to rate the following specific service aspects; ease of initial payment into the scheme, speed of response to queries before signing up and finally speed of response to queries during. Customers were most satisfied about the ease of initial payment into the scheme, with over 78% of respondents replying satisfied or above. 40% of answers regarding response to queries were indifferent, suggesting many students did not have any queries before or during the scheme.
How satisfied are you with the following aspects of breakfast service?

The next question asked how satisfied students were with the following aspects of breakfast service; quality of food, menu variety, size of portions and opening times.

Overall, there was a positive response to the quality of food, with over 70% of respondents saying they were satisfied or very satisfied. Opening times had a slightly more negative response, with 15% of respondents saying they were unsatisfied with this aspect of the breakfast service.

The individual schemes had different answers. For Meals in Advance customers there was a significantly higher percentage of ‘indifferent’ responses. This is likely to be due to the fact that Meals in Advance customers don’t necessarily have breakfasts as part of their package. We can see that both schemes had some negative responses regarding opening times, with around 20% saying they were either unsatisfied or very unsatisfied.
A higher proportion of customers from Catered Accommodation responded with positive or negative rather than indifferent. In last year’s survey we asked students to rank the breakfast service from 1-10. The lowest scoring area was quality of food, with the average of around 6/10. As we can see that over 50% of people said they were satisfied, and 20% of people said they were very satisfied, this seems to be an increase on previous years.

**You said:** I would like to see some healthier options.

**We did:** We have added a ‘healthier choice’ to the menu icons, which indicates the meal choice with the best nutritional value.
How satisfied are you with the following aspects of dinner service?

Students were next asked the same questions regarding dinner service. Opening times had the most positive responses with almost 50% satisfied and over 25% very satisfied. Menu variety had the most negative responses with 19% unsatisfied and 5% very unsatisfied. Last year’s results had around 6.5/10 for quality of food, 6.7/10 for menu variety, 7.2/10 for size of portions and 7.5/10 for opening times.
How satisfied are you with the following service aspects?

Respondents were then asked about the following: staff efficiency, speed of service, staff friendliness and cleanliness of facilities. Respondents answered positively in all areas, but staff friendliness received the highest level of satisfaction, with over 80% saying they were satisfied or very satisfied.
If you have any specific dietary requirements, have we managed to meet your needs?

With regards to dietary requirements, we asked all respondents whether they were happy their needs were met. We excluded responses that were 'indifferent', giving us 'yes' or 'no' values to analyse.

Of the respondents that answered yes or no, 70% said we meet their needs, and 30% said we did not. In 2017/18's survey, 135 people answered yes or no. Out of those answers, 74% said their dietary requirements had been met, and 26% of people said their requirements had not been met.

You said: My diet has not been catered for effectively.
We did: We are making sure that every member of staff is aware of all ingredients in our dishes, and are able to provide guidance if asked.

You said: Meals are badly labelled.
We did: We are introducing a new labelling system which will be on the menus online, the menus within the outlets and the serving counters.
Have you noticed any themed menus?

We asked all customers if they had noticed any themed menus throughout the year. There was a very positive response with 97% of respondents saying they had noticed a themed menu.

The results were very similar from both schemes, with 97% in Catered Accommodation saying they had seen themed menus, and 95% of Meals in Advance customers agreeing.
Which of the following themed menus would appeal to you?

We then asked which of the following themed menus would appeal to you. The most popular was Italian, followed by Christmas.

![Chart showing the popularity of themed menus with Italian at 297 (72.8%) and Christmas at 267 (65.4%) being the most popular, followed by a range of other cuisines with varying popularity percentages.]

This survey was produced by Commercial Services. If you have any questions regarding the college night scheme, or would like to leave any further feedback please contact ycl-catering@york.ac.uk.