



Shire Housing Association

Owner Satisfaction Survey

December 2016

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A handwritten signature in black ink, appearing to read 'Gemma Eaton'.

Date: 09/12/2016

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Two handwritten signatures in black ink. The first signature on the left is 'Elaine MacKinnon' and the second signature on the right is 'Lorna A Shaw'.

Date: 09/12/2016

Shire Housing Association

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1. INTRODUCTION AND METHODOLOGY

Shire Housing Association commissioned Research Resource to carry out an owner customer satisfaction survey on their behalf.

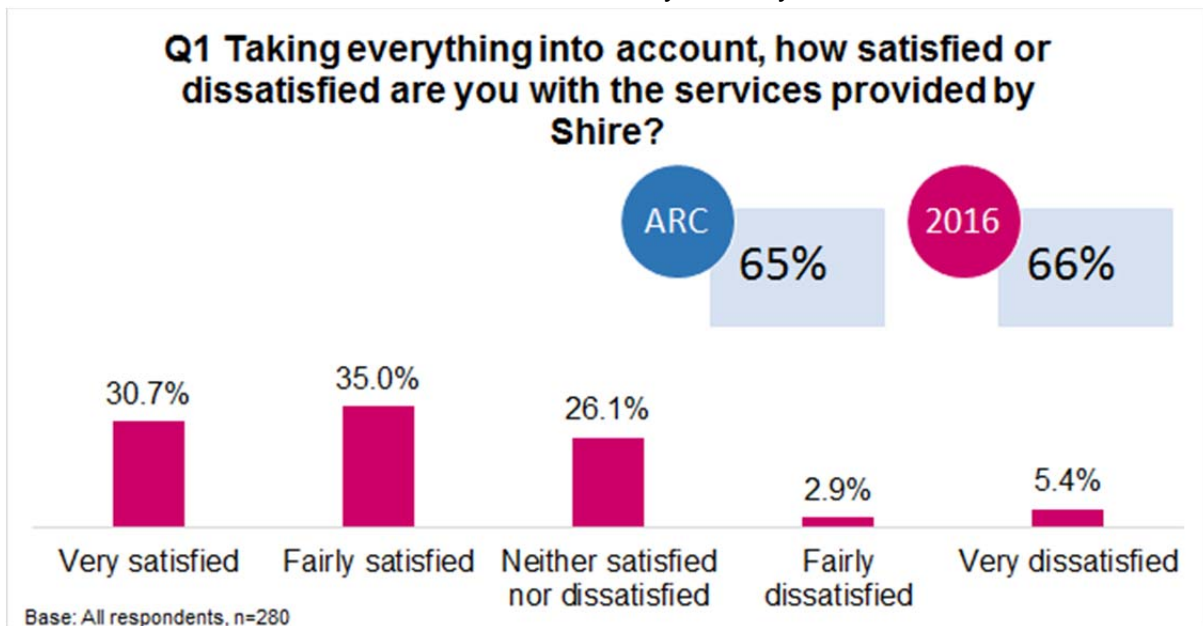
The survey was carried out utilising a face to face methodology. Interviews were carried out with the Association's owners between 14th October and 21st November 2016. A total of 280 interviews were carried out with the Association's owners, equating to a 26% response rate and providing data accurate to +/-5.03% based upon a 50% estimate at the 95% confidence level.

This summary highlights the key findings from this programme of research.

2. KEY FINDINGS SUMMARY

2.1 Overall satisfaction (Q1-2)

The survey began by asking owners how satisfied or dissatisfied they were with the services provided by Shire. As shown in the chart below, 66% of respondents said they were very or fairly satisfied in this respect, compared to 26% who were neither satisfied nor dissatisfied and 8% who were very or fairly dissatisfied.



Analysis by area revealed that owners living in Mauchline (79%) and Patna (73%) were the most likely to be very or fairly satisfied with the services provided by Shire. On the other hand respondents from Auchinleck (10%) and Catrine (57%) were the least likely to be satisfied, however this may be as a result of owners in these areas not paying service charges and therefore being unaware of the services the Association provides. Please note the small base numbers.

Q1 Taking everything into account, how satisfied or dissatisfied are you with the services provided by Shire?						
	Base	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied
CUMNOCK	25	20%	36%	44%	-	-
CRAIGENS	48	27%	42%	27%	2%	2%
MAUHLINE	29	24%	55%	21%	-	-
PATNA	41	49%	24%	24%	-	2%
AUCHINLECK	10	-	10%	90%	-	-
LOGAN	16	50%	13%	13%	13%	13%
NEW CUMNOCK	45	31%	33%	18%	4%	13%
LOGAN	1	-	-	100%	-	-
CATRINE	7	-	57%	43%	-	-
NETHERTHIRD	54	33%	33%	19%	6%	9%
DALMELLINGTON	4	25%	75%	-	-	-

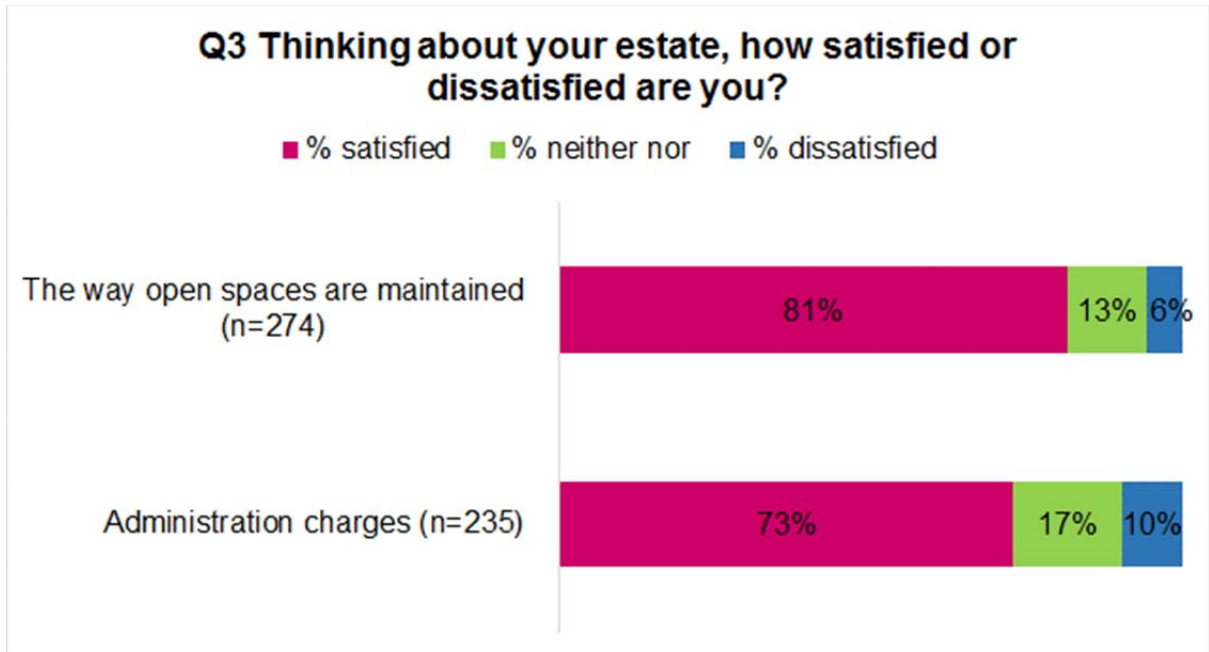
Respondents were then asked to explain why they were satisfied or dissatisfied with the service. The open ended comments to this question were coded into common themes and are listed in the table below. The main comments given were where respondents were happy with the service (42%), where respondents felt the Association keep the area nice and tidy (15%) and where respondents were unsure what the Association do in their area (15%).

Q2 Can you please explain why you say that?		
Base: All respondents, n=280	No.	%
The service is good/ no complaints	118	42.1%
They keep the area nice and tidy	42	15.0%
Not sure what they do	41	14.6%
Don't contact them	22	7.9%
I do not pay for any services	17	6.1%
They could do more in the area	15	5.4%
It is too expensive/ not value for money	10	3.6%
Just something that needs paid	7	2.5%
Other	19	6.8%
Don't know	9	3.2%

A full breakdown of open ended comments analysed by area can be found in appendix 2.

2.2 Satisfaction with the estate (Q3)

All owners were then asked their opinions about the estate in which they live in. Just over 7 in 10 respondents (73%) were very or fairly satisfied with the administration charges and 81% of respondents were satisfied with the way open spaces are maintained. Please note those who answered not applicable have been removed from analysis.



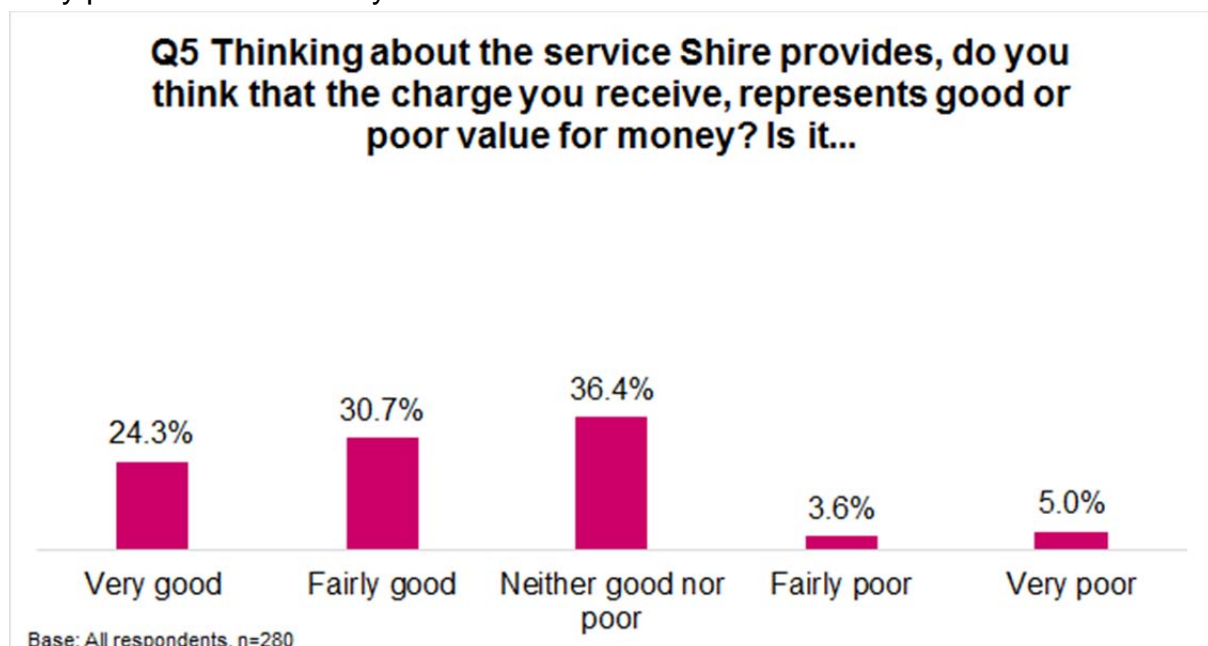
2.3 Satisfaction with Shire staff (Q4)

When asked about Association staff, 85% of owners agreed that Shire staff have the skills and knowledge to be able to respond to their query, 89% agreed that staff are helpful if they have a query and 94% of respondents agreed that Shire staff can be contacted by various means.



2.4 Value for money (Q5)

In terms of value for money, just over half of respondents (55%) were of the opinion that the charge they receive offers very or fairly good value for money, compared to 36% who felt it offers neither good nor poor value and 9% who felt it offers very or fairly poor value for money.



Analysis by area revealed that respondents living in Dalmellington (100%), Netherthird (78%) and Patna (76%) were the most likely to consider the charge they receive very or fairly good value for money. On the other hand respondents from New Cumnock were the least likely to state the charges they pay were very or fairly good value for money (38%). Respondents who said they did not pay any charges, those living in Cumnock, Auchinleck and Catrine were the most likely to state they offer neither good nor poor value for money.

Q5 Thinking about the service Shire provides, do you think that the charge you receive, represents good or poor value for money? Is it...						
	Base	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
CUMNOCK	25	-	-	100%	-	-
CRAIGENS	48	23%	44%	27%	4%	2%
MAUCHLINE	29	24%	41%	35%	-	-
PATNA	41	54%	22%	20%	-	5%
AUCHINLECK	10	-	-	100%	-	-
LOGAN	16	38%	19%	13%	13%	19%
RANKINSTON	-	-	-	-	-	-
NEW CUMNOCK	45	9%	29%	56%	4%	2%
LOGAN	1	-	-	100%	-	-
CATRINE	7	-	-	100%	-	-
NETHERTHIRD	54	33%	44%	2%	7%	13%
DALMELLINGTON	4	-	100%	-	-	-

Owners who felt the charge they receive offered fairly or very poor value for money were then asked why they say this. Their comments are listed below:

- *Think it's a bit too much.*
- *Think it's a bit dear.*
- *Pay a little too much and don't know what they do with our money.*
- *Paying for ground maintenance but no one is looking after it.*
- *Too much.*
- *Think it's too much to pay.*
- *Should be cutting tree branches down more.*
- *I don't get anything for my money.*
- *Think it's too much and I don't know what it's getting spent on.*
- *Too much and only come out to cut the space outside the front of my house once a year.*
- *Don't do anything we pay council tax for this.*
- *Nothing is done.*
- *As they don't do much for owners.*
- *The weeding is not getting done.*

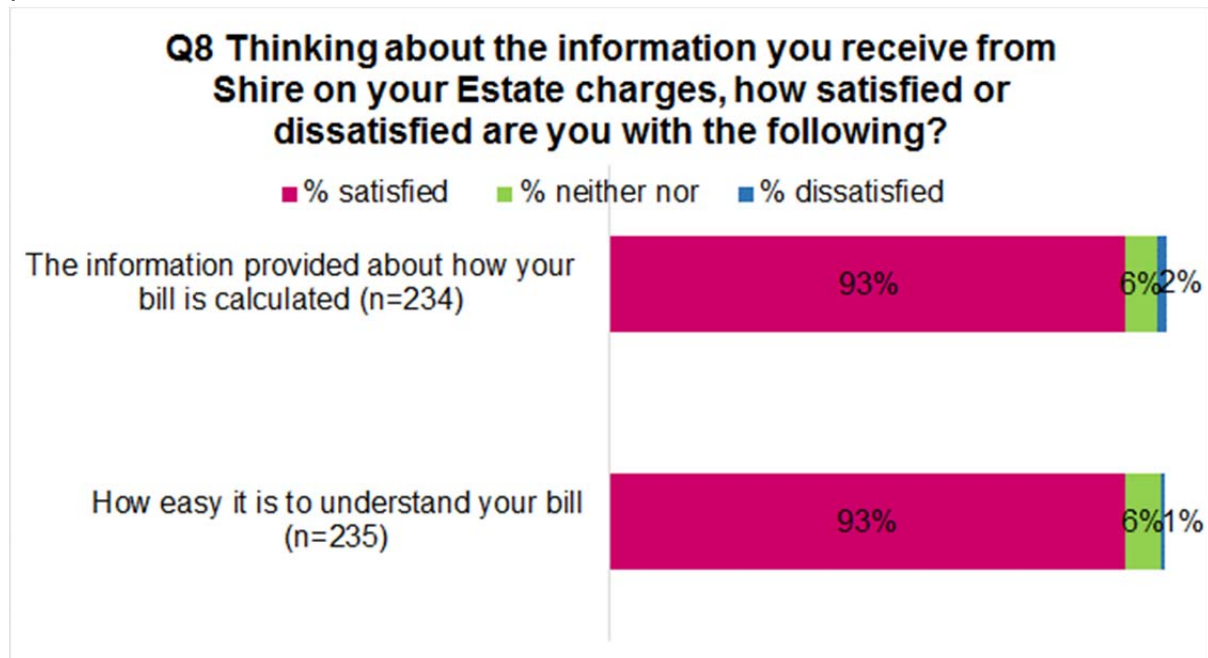
- *They don't cut the grass properly.*
- *It's expensive.*
- *I don't get services from them.*
- *I don't think I get anything for it. The lane beside the house is constantly filled with dog fouling.*
- *Nothing gets done.*
- *We don't get much done here.*
- *I feel I'm paying twice.*
- *They get as much for the administration charge as they charge for the work.*
- *The way they do grass cutting. I've had a van damaged, they would be better taking the grass away.*
- *I don't have grass but there is a grass cutting service charge on the bill.*

6% of respondents (amounting to 18 individuals) said there would be willing to pay more for an improved estate maintenance service. When asked what they would be willing to pay for the 18 individuals provided the following comments:

- *Depends what it is.*
- *Depends what it is.*
- *Trees to be cut back.*
- *Depends what they will be doing.*
- *Depends what it is.*
- *Dog wardens and the planting of more fruit trees.*
- *It depends what it is.*
- *It depends how much it is and what it is.*
- *Depending what it is.*
- *Grass cutting at verges.*
- *Depends on what it is.*
- *It depends on what gets done.*
- *It depends what it is.*
- *I would need to see what the improvements would be.*
- *Car parking.*
- *To ensure streets are always kept clean and tidy and get gritted frequently in winter.*
- *Just the general upkeep of a high standard in the area, fences etc. maintained and street kept clean and tidy.*
- *General upkeep of the area.*

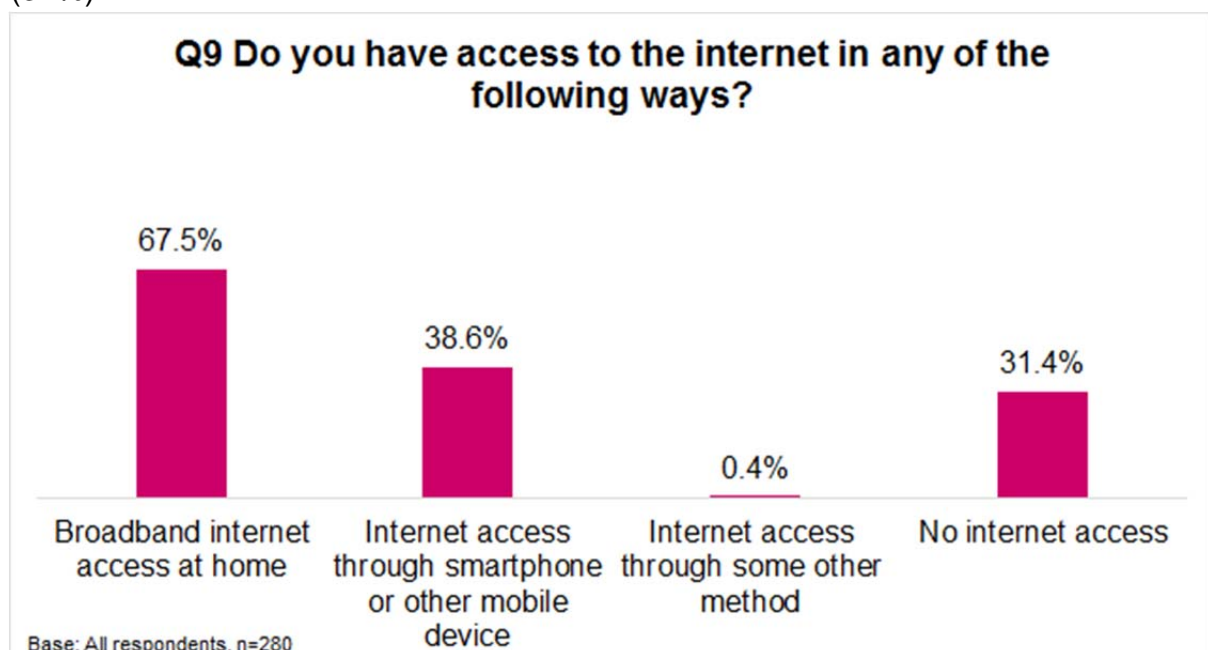
2.5 Information (Q8)

Respondents were then asked to consider how satisfied or dissatisfied they were with the information they receive from Shire on Estate charges. 93% of owners were very or fairly satisfied with how easy it is to understand their bill and the information provided about how their bill is calculated.



2.6 Internet access (Q9)

In terms of internet access, just under 7 in 10 respondents (68%) said they had internet access either through broadband at home (68%) or by a mobile device (37%).



2.7 Additional comments (Q10)

Owners were asked if they had any other comments they wished to make about the Association and its services. The vast majority of owners (93%) said they had no other comments they wished to make. The responses owners did make are listed below:

- *Don't know much about it, wife deals with it.*
- *Where is the council tax going? I am paying for stuff I don't want to.*
- *Very happy with them, been really good to us.*
- *Think it's a little too much but I am happy with it, just needs to be paid.*
- *They are really helpful if I need something done.*
- *Also when this was applied the land that the new house have been built we paid maintenance, but when they were sold all of a sudden the land didn't belong to us. They said there was a meeting approximately 2010 were all owners agreed to pay this charge. I certainly wouldn't have.*
- *Better than council.*
- *Don't see why we should pay it. I think it's a con, they are getting money from us for nothing.*
- *Happy to pay.*
- *Need something done about dog's dirt.*
- *There is rubbish that tenants have lying but you're not doing anything about it.*
- *I would rather not pay it.*
- *The woods at the back we never asked for but they expect us to get it maintained but it doesn't get done but could really do with getting done.*
- *Need to keep paying to get leaves removed because trees have not been trimmed.*
- *I wish they would remove rubbish and send letters to tenants about it.*
- *They have fenced a big grassy area off that no one can access.*
- *Not really apart from them not doing gutters.*
- *I would like the grass changed into parking outside my front door.*
- *I object to the administration charge.*

2.8 Age (Q11)

In terms of age, 3% of respondents were aged 16 to 34, 34% were aged 35 to 54, 30% were aged 55 to 64 and 34% were aged 65 and over.

Q11 Which of the following best describes your age group?		
Base: All respondents, n=280	No.	%
16-24	1	0.4%
25-34	8	2.9%
35-44	22	7.9%
45-54	72	25.7%
55-64	83	29.6%
65-74	72	25.7%
75 or over	22	7.9%

2.9 Disability status (Q12)

Just over 1 in 5 respondents (22%) said that they or someone in their household suffered from a long term health condition or disability. The most common problem was a long term illness, disease or condition, followed by a physical disability.

Q12 Do you, or anyone in your household have any of the following conditions?		
Base: All respondents, n=280	No.	%
Long term illness, disease or condition	26	9.3%
Physical disability	22	7.9%
Other condition, please write in	12	4.3%
Deafness or partial hearing loss	5	1.8%
Blindness or partial sight loss	1	0.4%
No condition	219	78.2%

2.10 First language (Q13)

Almost all respondents said their first language was English (99%). The remaining two respondents said Polish was their first language.

2.11 Ethnicity (Q14)

Almost all respondents (99%) said they were either White Scottish or White English. The remaining two respondents said they were Polish.