



# Shire Housing Association

## Owner Satisfaction Survey

October 2022

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# Shire Housing Association

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## Owner Satisfaction Survey 2022

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# 1. INTRODUCTION AND METHODOLOGY

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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 the 5<sup>th</sup> of September and the 23<sup>rd</sup> of September 2022. A total of 270 interviews were carried out with the Association's owners, equating to a 29% response rate and providing data accurate to +/-5% based upon a 50% estimate at the 95% confidence level.

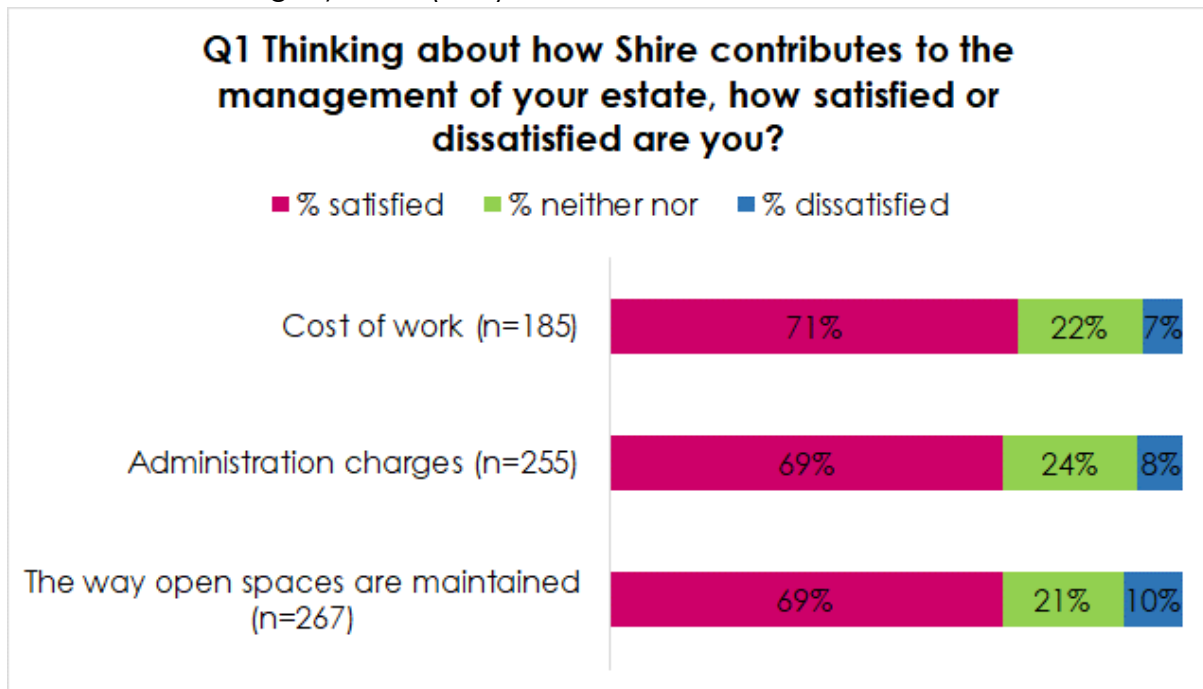
This summary highlights the key findings from this programme of research.

## 2. KEY FINDINGS SUMMARY

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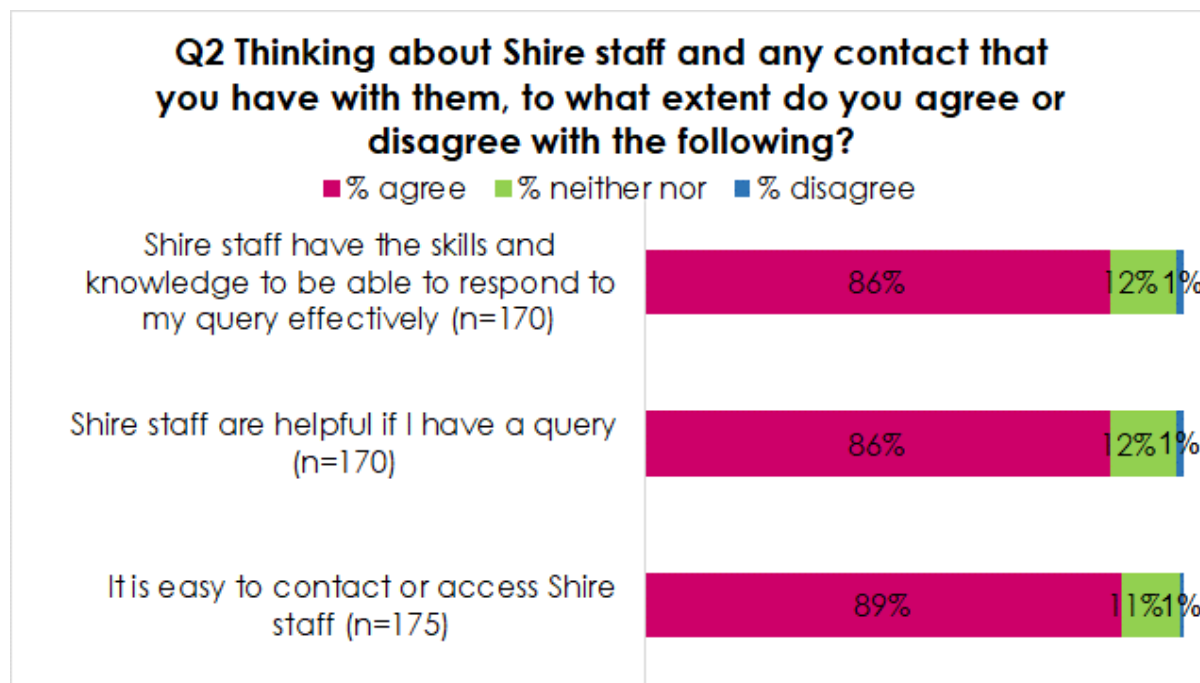
### 2.1 Satisfaction with the management of your estate (Q1)

The owners survey began by asking respondents how satisfied or dissatisfied they were with various aspects of Shire's contribution to the management of the estate. Just under 7 in 10 owners (69%) were satisfied with administration charges and the way open spaces are maintained and slightly more (71%) were satisfied with the cost of work on their estate.



## 2.2 Satisfaction with staff and contact with the Association (Q2)

Following on from this, respondents were asked for their opinions on Shire staff and customer care issues. Just under 9 in 10 owners were in agreement that staff were easy to contact (89%), that staff were helpful if they had a query (86%) and that staff have the skills and knowledge to be able to respond to their query effectively (86%).



## 2.3 Office closure during Covid (Q3)

The majority of owners were of the opinion that the office being closed due to Covid did not change how they contacted the Association because they did not need to contact them (74%) and a further 20% said they usually phoned so their contact is no different. Just 16 owners (6%) said they phoned instead of visiting and 1 respondent said they emailed instead of visiting.

Q3 Did the office being closed due to Covid change how you contacted the Association?		
Base: All respondents, n=270	No.	%
I haven't needed to contact them so it has made no difference	200	74.1%
I usually phone so my contact is no different	54	20.0%
I phoned instead of visiting	16	5.9%
I emailed instead of visiting	1	0.4%
I prefer to visit so haven't been in touch when I normally would have done	1	0.4%
Other	1	0.4%

## 2.4 Preferred contact methods (Q4)

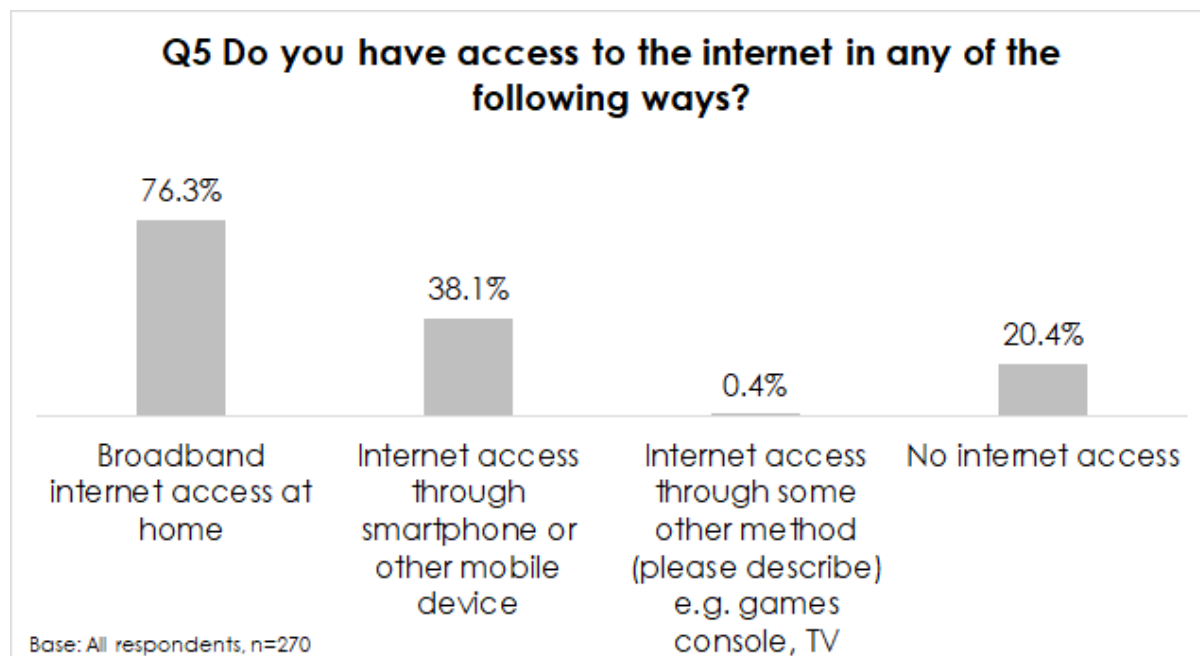
All respondents were asked to rate their top three preferences for future contact with the Association. The most popular method for contacting the Association amongst owners was by telephone (97%) and this was followed by office visits (49%), email contact (36%) and by letter (32%).

**Q4 Moving forward we are trying to determine how owners overall would prefer to have contact with the Association in the future. Please select your preference.**

Base: All respondents, n=270	Top	2nd	3rd	Overall
By telephone	83.0%	10.4%	3.3%	96.7%
Visit to the office	3.0%	28.9%	17.4%	49.3%
Email	11.1%	17.0%	7.4%	35.6%
Letter	1.1%	18.5%	12.2%	31.9%
Text message	-	3.7%	7.8%	11.5%
Via website/social media	-	3.7%	5.6%	9.3%
Visit to your home	-	1.1%	2.2%	3.3%
Other contact with staff	1.9%	0.4%	-	2.2%
None	-	16.3%	44.1%	-

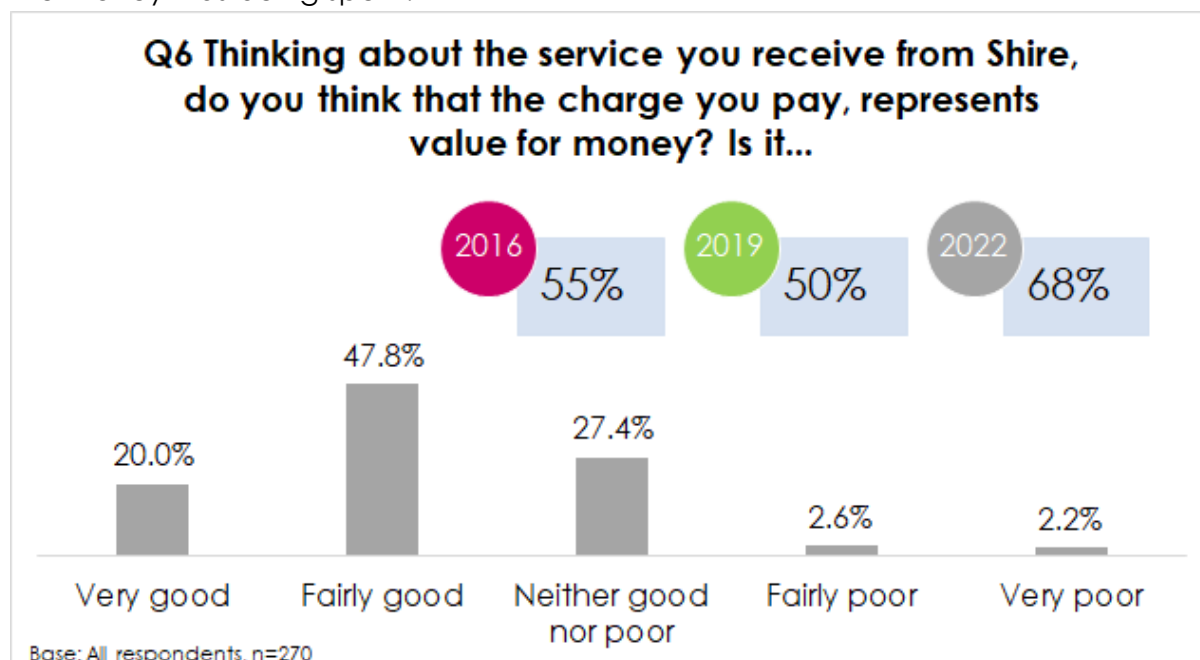
## 2.5 Internet access (Q5)

Eight in ten owners (80%) had access to the internet with 76% of all owners having broadband internet access at home and 38% having internet access through a mobile device.



## 2.6 Value for money of charges (Q6/7)

Just under 7 in 10 owners (68%) felt the charges they pay for the services received from Shire were very or fairly good value for money compared to 27% who felt it was neither good nor poor value for money and 5% who felt it represented very or fairly poor value for money. The proportion of respondents stating the charge was good value for money has increased from 55% in 2016 and 50% in 2019. Where respondents felt the charges offered poor value for money the main reasons given for feeling this way were where respondents felt that maintenance and landscaping services could be improved or where they did not see where the money was being spent.



Analysis by area is shown in the table below. All respondents living in New Cumnock were of the opinion their rent was good value for money compared to just 42% of tenants living in Netherthird.

Q6 Thinking about the service you receive from Shire, do you think that the charge you pay, represents value for money? Is it...						
	Base	Very good	Fairly good	Neither/nor	Fairly poor	Very poor
All tenants	270	20.0%	47.8%	27.4%	2.6%	2.2%
Craigens	42	45.2%	38.1%	4.8%	4.8%	7.1%
Mauchline	29	3.4%	65.5%	31.0%	-	-
Patna	52	1.9%	67.3%	30.8%	-	-
Logan	26	3.8%	46.2%	50.0%	-	-
New Cumnock	47	66.0%	34.0%	-	-	-
Netherthird	66	1.5%	40.9%	45.5%	7.6%	4.5%
Dalmellington	8	-	50.0%	50.0%	-	-

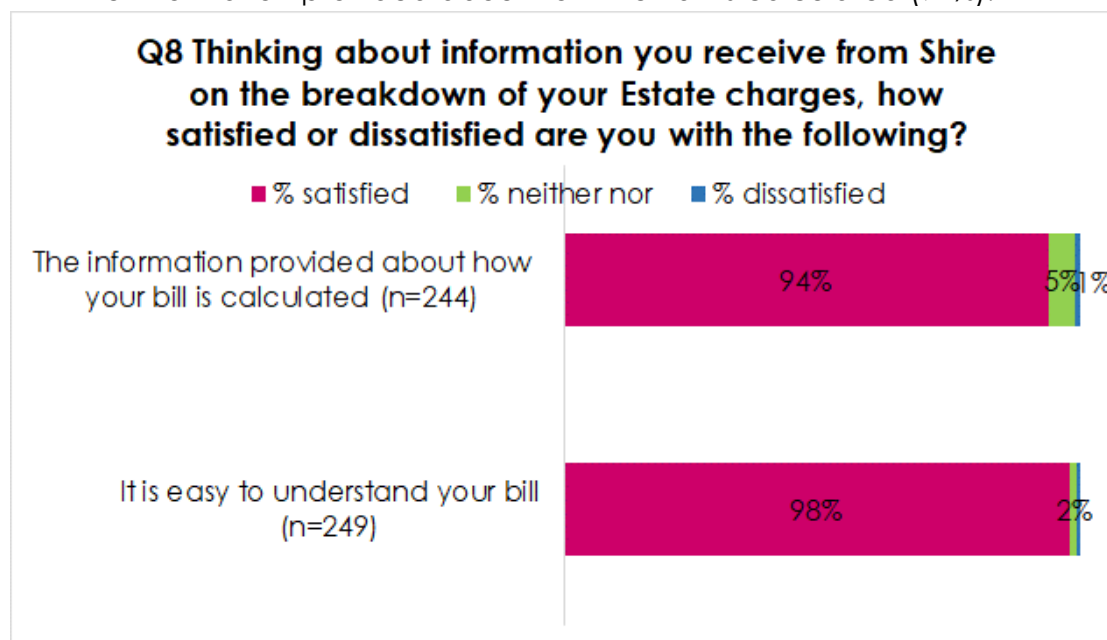


Following on from this, respondents were asked for their suggestions on what Shire could do to improve their contribution to the management of the estate. The responses have been coded thematically and show that over 4 in 10 (44%) had no suggestions or said they were happy with the service received in this respect. On the other hand, 22% suggested improvements to grass cutting and 16% suggested better or more neighbourhood maintenance in general.

<b>Do you have any suggestions on how Shire might improve their contribution to the management of your estate?</b>		
<b>Base: All respondents, n=270</b>	<b>No.</b>	<b>%</b>
None/ happy as it is	120	44.4%
Improve grass cutting service	59	21.9%
Better/ more maintenance	42	15.6%
Don't know	27	10.0%
Don't know who is responsible	11	4.1%
Need to do more cleaning	10	3.7%
Charges too high	8	3.0%
Don't see them in the area	8	3.0%
Other	7	2.6%

## 2.7 Opinions on estate charges (Q8/9)

Almost all owners were very or fairly satisfied that it is easy to understand their bill (98%) and with the information provided about how their bill is calculated (94%).



The majority of respondents (94%) said they would not be willing to pay more for an improved estate maintenance service. Only 17 respondents said they would be willing to pay more and where they were able to give suggestions of the things they would be willing to pay for these are listed below:

- *Better service for a cleaner area.*
- *Depends how much and if it is an improvement.*
- *Better service, cleaner area.*
- *Don't know really maybe lift more fly tipping.*
- *Get rid of drug dealers, more weeding.*
- *If they lifted the leaves, then yes.*
- *De weeding around edges of grass once cut to make more tidy.*
- *Window cleaning.*
- *Depends on what does it mean.*
- *Cleaning pavements.*
- *Treatment on weeds.*
- *Painting of communal fences but not sure if council is responsible for this.*
- *If it were a few pounds more (x3)*
- *Don't know (x2)*

## 2.8 Investment work (Q10)

More than 1 in 5 owners (22%) would be willing, subject to costs and available grant funding, to be involved in common investment works such as re-roofing. However, the majority (62%) were not willing to be involved and 16% were unsure. Those who lived in Patna (31%) and New Cumnock (31%) were most likely to have answered yes to this question, while those living in Logan (4%) and in Dalmellington (0%) were least likely.

<b>Q10 Would you be willing, subject costs and any available grant funding, to be involved in common investment works such Re-roofing or External Wall Insulation to improve your building?</b>				
	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>
Patna	52	31%	60%	10%
New Cumnock	47	30%	36%	34%
Netherthird	66	23%	70%	8%
All tenants	270	22%	62%	16%
Craigens	42	21%	57%	21%
Mauchline	29	17%	72%	10%
Logan	26	4%	81%	15%
Dalmellington	8	-	88%	13%

## 2.9 Participation opportunities (Q11)

Almost all owners (95%) were not interested in getting involved in Shire's decision making relating to owners and 4% were unsure. Just two owners said they would be willing to get involved.

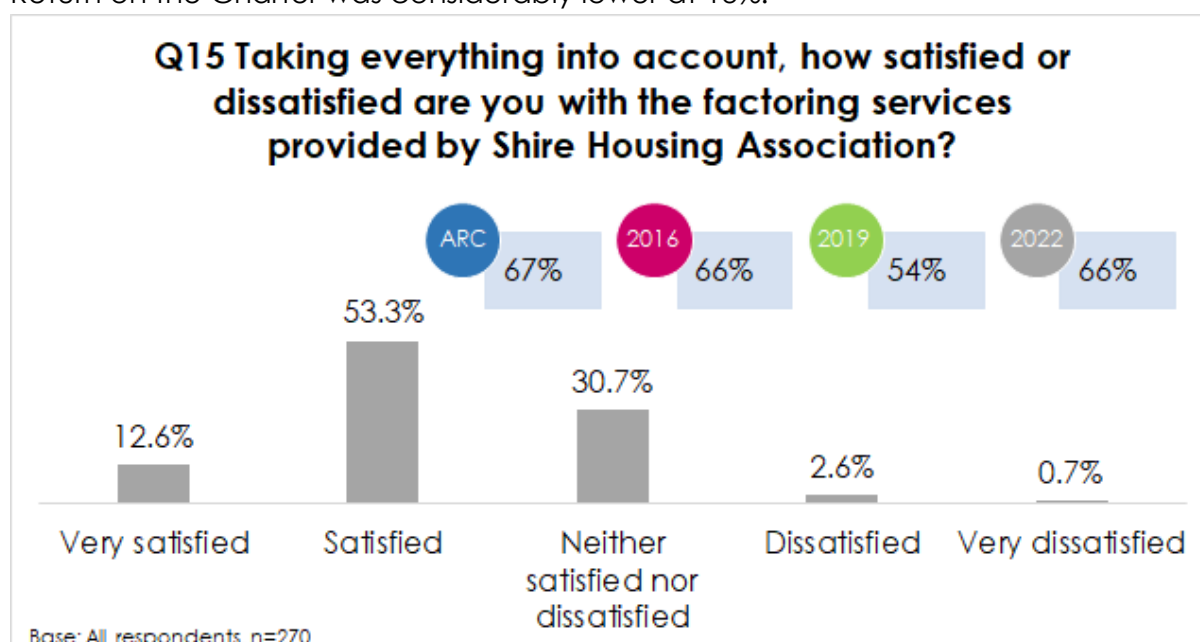
<b>Q11 Would you like to get involved in Shire's decision making relating to owners?</b>		
<b>Base: All respondents, n=270</b>	<b>No.</b>	<b>%</b>
Yes	2	0.7%
No	256	94.8%
Don't know	12	4.4%

## 2.10 Community activities (Q13/14)

Just over 1 in 5 respondents (22%) were aware of Shire's vision that residents live in communities that are vibrant and that to support this, they have a Community Co-ordinator in post to work with communities and get involved in community activities. No owners said they would like to learn more about these community activities and get more involved in their community.

## 2.11 Overall satisfaction with factoring services (Q15/16)

Two thirds of owners (66%) were either satisfied or very satisfied with the factoring service provided by Shire Housing Association, compared to 31% who were neither satisfied nor dissatisfied and 3% who were dissatisfied or very dissatisfied. Overall satisfaction has seen an increase from 54% in 2019 and is consistent with the results reported in the 2016 survey (66%) and also the Scottish average from the Annual Return on the Charter for 2021/22 (65%). The proportion of respondents who were neither satisfied nor dissatisfied has not changed significantly compared to the 2016 survey where 29% answered in this way. It should be noted however that the proportion who were neither satisfied nor dissatisfied in the Annual Return on the Charter was considerably lower at 13%.



Respondents were asked to explain why they were satisfied or dissatisfied with the factoring services provided by the Association. The top response was where owners had commented they had no issues or complaints (21%) and a further 20% said the service is good or they were happy with the service. On the other hand, 13% said they need to do more street maintenance.

Q16 Can you please explain why you say that?		
Base: All respondents, n=270	No.	%
No issues/ complaints	56	20.7%
The service is good/ happy	53	19.6%
Need to do more street maintenance	35	13.0%
Not sure what they do	31	11.5%
Need to improve grass cutting service	29	10.7%
They keep the area nice and tidy	26	9.6%
Just something that needs paid	21	7.8%
It is too expensive/ not value for money	6	2.2%
Fix potholes	1	0.4%
Don't know	19	7.0%

Respondents were asked for any additional comments on the responses they had given to the survey or about the services provided by Shire. Only nine respondents provided additional comments. These are listed below:

- *Nobody taking responsibility for excess land across from me.*
- *Garden checks should be done regularly.*
- *Regarding insulation I've had that all done.*
- *A lot of tenants keep their bins on the front of the street, and it blocks the pavement, and we need to walk around the cars to get past.*
- *Maybe get community wardens back.*
- *Should contact owners who don't do gardens.*
- *Should be clearer on the breakdown of how it's calculated.*
- *Should have inspections after grass cutting.*
- *Get tenants to tidy their gardens.*

## 2.12 Demographic information (Q18-20)

Only 4% of respondents were aged 25-34, 25% were aged 35 to 54, 59% were aged 55 to 74 and 11% were aged 75 and over.

<b>Q18 Which of the following best describes your age group?</b>		
<b>Base: All respondents, n=270</b>	<b>No.</b>	<b>%</b>
16-24	-	-
25-34	12	4.4%
35-44	26	9.6%
45-54	42	15.6%
55-64	82	30.4%
65-74	78	28.9%
75 or over	30	11.1%

Three in ten owners said either they or a member of their household had a long term illness, health problem or disability which limits their daily activities.

In terms of ethnicity, almost all respondents were White Scottish (99%).

<b>Q20 What is your ethnic group?</b>		
<b>Base: All respondents, n=270</b>	<b>No.</b>	<b>%</b>
White Scottish	267	98.9%
White English	1	0.4%
Indian, Indian Scottish or Indian British	1	0.4%
African, African Scottish or African British	1	0.4%

## **Appendix 1**

### **Survey Questionnaire**

### 3. Shire Service

Shire are responsible for providing a range of services within your estate. They are responsible for \*\*\*\*\*

#### 1. Thinking about how Shire contributes to the management of your estate, how satisfied or dissatisfied are you? (TICK ONE OPTION FOR EACH STATEMENT)

	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	Not Applicable
The way open spaces are maintained	1	2	3	4	5	6
Administration charges	1	2	3	4	5	6
Cost of work	1	2	3	4	5	6
<b>Do you have any suggestions on how Shire might improve their contribution to the management of your estate?</b>						

#### 2. Thinking about Shire staff and any contact that you have with them, to what extent do you agree or disagree with the following? (TICK ONE OPTION FOR EACH STATEMENT)

	Strongly agree	Agree	Neither nor	Disagree	Strongly disagree	Don't know
It is easy to contact or access Shire staff	1	2	3	4	5	6
Shire staff are helpful if I have a query	1	2	3	4	5	6
Shire staff have the skills and knowledge to be able to respond to my query effectively	1	2	3	4	5	6

The Association has been working in line with Scottish Government guidelines surrounding the Covid-19 pandemic over the last two years. The office was closed for much of that time to the public and staff were mainly working from home providing services. They are interested in how this has impacted on owners.

#### 3. Did the office being closed due to Covid change how you contacted the Association? (TICK ALL THAT APPLY)

I phoned instead of visiting	1
I emailed instead of visiting	2
I contacted via social media/website instead of visiting	3
I prefer to visit so haven't been in touch when I normally would have done	4
I usually phone so my contact is no different	5
I haven't needed to contact them so it has made no difference	6
Other (please specify)	7

**4. Moving forward we are trying to determine how owners overall would prefer to have contact with the Association in the future. Please select your top three methods in order of preference.**

	Top preference	2 <sup>nd</sup>	3rd
By telephone	1	1	1
Email	2	2	2
Text message	3	3	3
Via website/social media	4	4	4
Letter	5	5	5
Visit to the office	6	6	6
Visit to your home	7	7	7
Other contact with staff (please specify)	8	8	8

**5. Do you have access to the internet in any of the following ways? [INTERVIEWER: READ OUT ALL AND CODE ALL THAT APPLY]**

Broadband internet access at home	1
Internet access through smartphone or other mobile device	2
Internet access through some other method (please describe) e.g. games console, TV	3
No internet access	4

**6. Thinking about the service you receive from Shire, do you think that the charge you pay, represents value for money? Is it...**

Very good	1	Go to Q8
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	Go to Q7
Very poor	5	

**7. If you think value for money is fairly poor or very poor, could you please explain why? Shire will use your feedback to help improve the service they offer.**

**8. Thinking about information you receive from Shire on the breakdown of your Estate charges, how satisfied or dissatisfied are you with the following? (TICK ONE OPTION FOR EACH STATEMENT)**

	Very satisfied	Satisfied	Neither nor	Dissatisfied	Very dissatisfied	Don't know
It is easy to understand your bill	1	2	3	4	5	6
The information provided about how your bill is calculated	1	2	3	4	5	6

**9. Would you be willing to pay more for an improved estate maintenance service?**

Yes (what would you be willing to pay more for?)	1
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No	2

**10. Would you be willing, subject costs and any available grant funding, to be involved in common investment works such Re-roofing or External Wall Insulation to improve your building?**

Yes	1
No	2
Don't know	3

**11. Would you like to get involved in Shires decision making relating to owners?**

Yes	1	Go to Q12
No	2	Go to Q13
Don't know	3	

**12. Are you happy that we pass your contact details over to the Association in order that they can get in touch about how you can get involved? All other information will remain anonymous.**

Yes (record owner name and telephone number)	1
No	2

**13. Are you aware of Shires Vision that residents live in communities that are vibrant and to support this vision, a Community Co-Ordinator is in post to work with communities and get involved in community activities?**

Yes	1
No	2

**14. Would you like to know more about these community activities and get more involved in you community with our support? If you would then we will, with your permission share your details so that Shire can get in touch with more information. All other information will remain anonymous.**

Yes (record owner name and telephone number)	1
No	2

**15. Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by Shire Housing Association? [PLEASE TICK ONE ONLY]**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

**16. Can you please explain why you say that?**

**17. Do you have any other comments you would like to make about any of the responses you have given or regarding the services which Shire provides? PLEASE WRITE IN YOUR COMMENTS BELOW**

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**This final section of the survey is about you. This information is strictly confidential and will not be passed on to Shire . It will be used only for analysis purposes to help Shire understand the profile of their owners and ensure that all owners have equal access to all services.**

**18. Which of the following best describes your age group? [TICK ONE ONLY]**

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75 or over	7

**19. Does anyone living in this household have any long term illness, health problem or disability which limits their daily activities or the work they can do (including problems due to old age)?**

Yes	1
No	2
Prefer not to say	3

**20. What is your ethnic group?**

**A White**

Scottish	1
English	2
Welsh	3
Irish	4
Polish	5
Roma	6
Gypsy / Traveller	7
Other British	8

**B Mixed or multiple ethnic groups**

Any mixed or multiple ethnic groups, please write in:	9
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**C Asian, Scottish Asian or British Asian**

Pakistani, Pakistani Scottish or Pakistani British	10
Indian, Indian Scottish or Indian British	11
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	12

Chinese, Chinese Scottish or Chinese British	13
Other Asian, please write in:	14

**D African, Scottish African or British African**

African, African Scottish or African British	15
Other African background, please write in:	16

**E Caribbean or Black**

Caribbean, Caribbean Scottish or Caribbean British	17
Black, Black Scottish or Black British	18
Other Caribbean or Black background, please write in	19

**F Other ethnic group**

Other, please write in:	20
Prefer not to say	21

- **Thank you very much for completing the questionnaire. You will be helping Shire Housing Association improve services they deliver to you.**
- **Would you like to take a note of our website address to learn more about Research Resource and how your data is used? You can find our Privacy Information Notice at [www.researchresource.co.uk/privacy-notice](http://www.researchresource.co.uk/privacy-notice)**

## **Appendix 3**

### **Technical Report Summary**

<b>Project name</b>	<b>Shire Housing Association Owner Satisfaction Survey 2022</b>
<b>Project number</b>	<b>P1267</b>
<b>Objectives of the research</b>	The aim of the research was to seek owner's views on the services that Shire provides and how well it performs these services.
<b>Target population</b>	Shire Housing Association Owners
<b>Description of sample frame/ source and validation methods if applicable</b>	A customer database was provided by the Association containing names, addresses and phone numbers.
<b>Sampling method (probability or non probability) and quotas used</b>	A random sampling approach was used with owners selected at random for interview.
<b>Sample units drawn</b>	All owners were in scope for the research
<b>Target sample size</b>	270
<b>Achieved sample size and reasons if target not achieved</b>	270
<b>Date of fieldwork</b>	Interviews took place between the 5 <sup>th</sup> of September and the 23 <sup>rd</sup> of September 2022.
<b>Data collection method</b>	Face to face methodology.
<b>Response rate and definition and method of how calculated</b>	270 interviews from population of 941 represent a 29% response rate from owners in scope for the research.
<b>Questionnaire length</b>	10-15minutes
<b>Any incentives?</b>	None
<b>Number of interviewers</b>	5
<b>Interview/ self completion validation methods</b>	10% of field interviews have been validated by respondent recontact.
<b>Showcards or any other materials used?</b>	None
<b>Weighting procedures (if applicable)</b>	Not applicable.
<b>Estimating and imputation procedures (if applicable)</b>	Not applicable

**Reliability of findings and methods of statistical analysis if applicable**

+/-5% for owners based upon a 50% estimate at the 95% confidence level

NB If publishing any results please ensure that any conclusions or data reported are adequately supported by the data provided in this report.