Owner Satisfaction Survey 2025

Draft Survey Report

SHIRE HOUSING ASSOCIATION

November 5, 2025

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Table A – Summary of key satisfaction results

Question or item	% satisfied, good etc	% dissatisfied, poor etc
Taking everything into account, how satisfied or dissatisfied are you with the factoring service provided by Shire Housing Association?	48.0%	25.0%
Overall, how satisfied or dissatisfied are you with Shire Housing's management of items like grass cutting, shrub maintenance, tree maintenance and litter removal?	47.2%	27.8%
How good or poor do you feel your Shire Housing is at keeping you informed about their services and decisions?	56.7%	21.4%
Is billing information easy or difficult to understand?	64.7%	11.5%
Billing information clearly shows how bills are calculated?	51.6%	22.2%
Ease of contacting factor?	80.1%	3.1%
Factor listens to owners and acts on their requests?	50.9%	21.1%
Factors' staff are helpful?	67.6%	8.6%
Taking into account the management fee and other service-related charges, do you think the factoring fee you pay represents good or poor value for money?	30.6%	34.6%

Introduction

This owner satisfaction survey was carried out by Knowledge Partnership on behalf of Shire Housing Association's factoring service (Shire Housing) using an interviewer led face to face questionnaire. The survey was administered between October 2nd 2025 and October 24th 2025.

Survey sampling and survey response

The survey sampling frame comprised a stratified random sample drawn from a population comprising all accessible factored properties (848 units[1]). Face to face (door to door) interviewing took place using a proportionate sampling method whereby interviews were administered according to location. The survey response rate based on completing 252 interviews is 29.7%.

Property location

The main property locations that were surveyed are shown in table B, e.g. 12.3% of completions were with owners living in Mauchline (this compares to 12.2% of all owners living in this town).

Table B - Survey sample by town

Type	Interviews	% interviews
Craigens	44	17.5%
Dalmellington	6	2.4%
Logan	20	7.9%
Mauchline	31	12.3%
Netherthird	62	24.6%
New Cumnock	43	17.1%
Patna	46	18.3%
Total	**252**	**100.0%**

Report layout, responses and weighting

This report sets out owner feedback on the questions that were posed in the survey. For each section, figures are provided alongside the relevant commentary.

When we refer to a base as comprising 'owner responses' or 'responses' in the charts and tables, these figures relate to multiple-choice questions where the base is the total number of responses given for each question rather than the total number of owners.

The survey data is unweighted.

Comparisons

Throughout the report we have made comparisons where possible with Shire Housing's previous owner satisfaction survey (2022) and with the RSL average published by the Scottish Housing Regulator in 2025.

[1] The starting point was 938 properties of which 48 were non-resident owners living outside the area and 42 were refusals before the survey began. This left 861 owners available to contact

Rounding

Note that as a result of the way Excel deals with rounding (rounding up all data), some figures in the charts and tables contained within this report may not sum to exactly 100%.

Small data sets

To make it easier to read the Excel charts, any figures of less than 3% have been excluded from the displays.

Margin of error

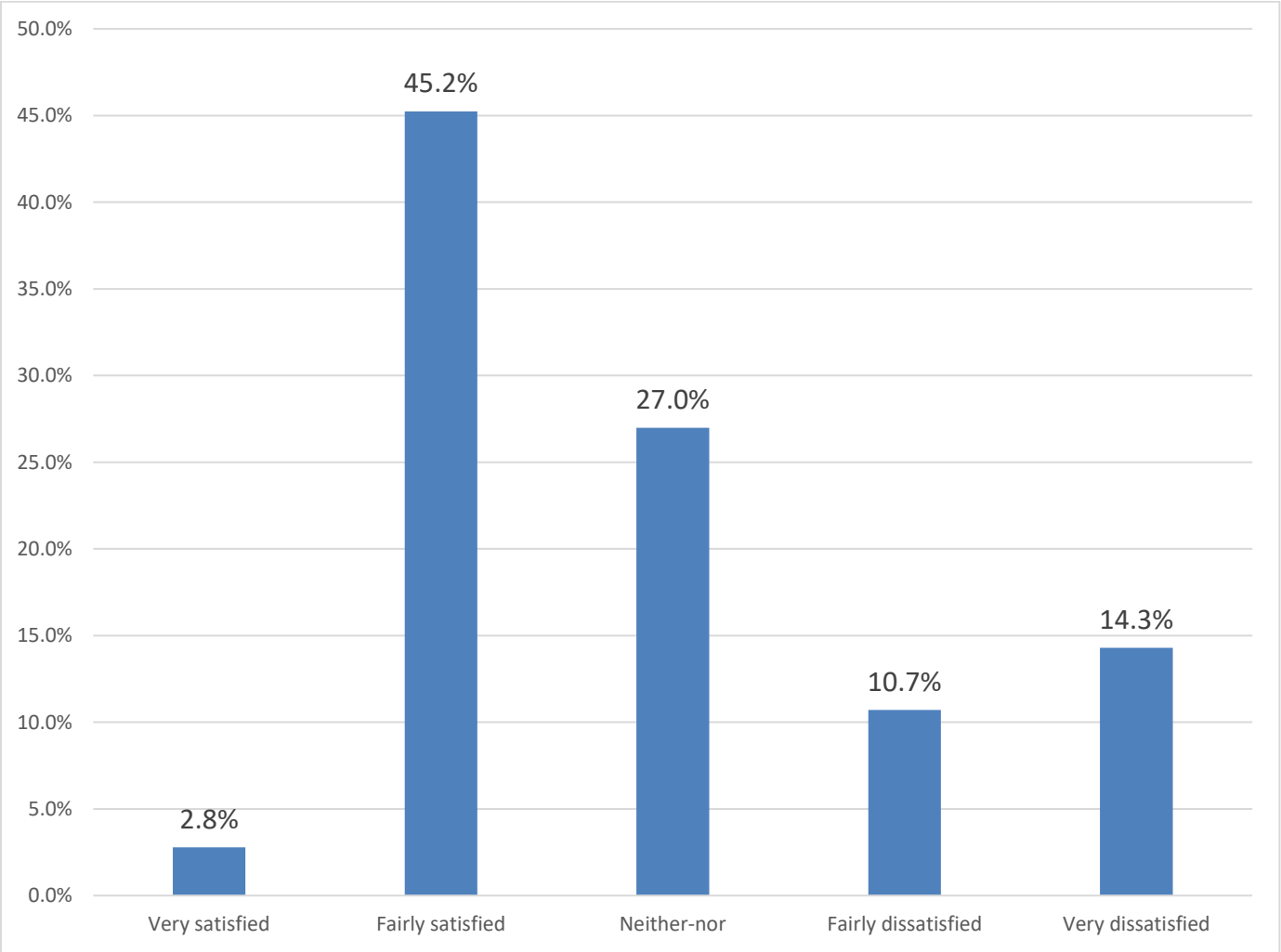
Based on an available population of 848 available properties, and a response rate of 252 completed surveys, the margin of error for the data contained in this survey is +-5.1%.

Overall owner satisfaction

Figure 1 sets out the level of owner satisfaction with the factoring service provided by Shire Housing Association (Shire Housing) and illustrates that 48.0% of owners are satisfied in 2025. Approx. one in four owners (25.0%) are dissatisfied with Shire Housing's factoring service overall. The comparable Shire Housing satisfaction figure for 2022 was 66.0% whilst only 3.3% were dissatisfied. The Scottish social housing average satisfaction level is currently 58.0%[2].

Figure 1 –Satisfaction with the overall service provided by Shire Housing (base 252)

Q-Taking everything into account, how satisfied or dissatisfied are you with the factoring service provided by Shire Housing Association?

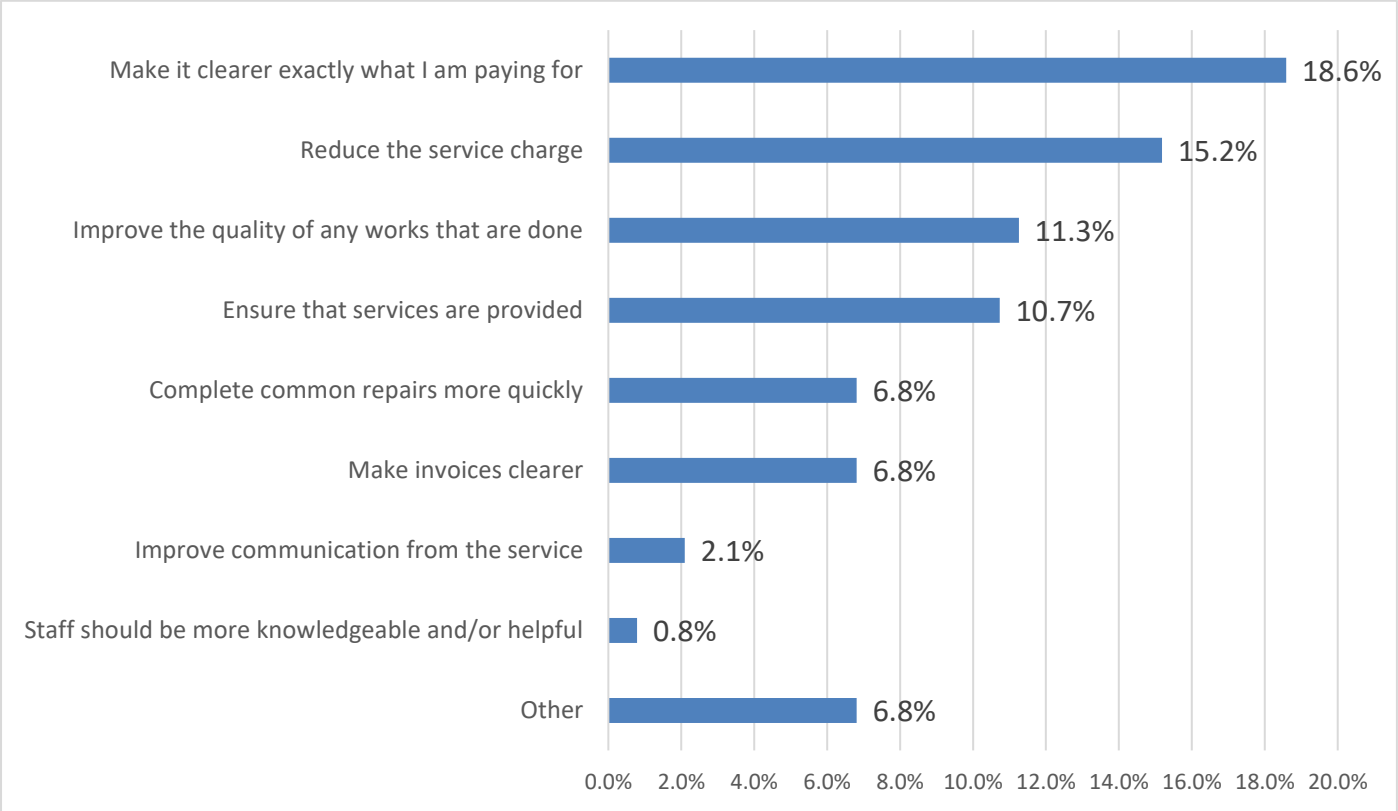


All owners were asked what their landlord could improve about its overall service. Figure 2 shows e.g. that 18.6% of owner comments related to making the scope of charges clearer whilst 15.2% were concerned with reducing the level of service charge. We observe that 7.9% of owner comments were that nothing needed improved whilst 13.1% of responses were 'don't know'.

[2] Source SHR – note that the baseline figures for this average figure vary widely from 0% satisfied to 100% satisfied and should be treated with caution

Figure 2 – Service improvements (base 382 responses from 252 owners)

Q- What if anything should Shire Housing do to improve its factoring service?



Other comments

The other comments made by owners in response to the improvement question (6.8%) are set out below and cover a range of issues.

Q- What if anything should Shire Housing do to improve its factoring service? (other/comments)

- ✓ Any works should be done more often
- ✓ Can't see the grass I pay to get cut so why am I paying this?
- ✓ Cut down trees
- ✓ Cut grass more often
- ✓ Deal with fly tipping
- ✓ Do the work more often
- ✓ Don't think I need to pay as not getting any service
- ✓ Get rid of grass and trees. They are an eyesore
- ✓ Get rid of grass; it's just a dog toilet
- ✓ I don't pay it
- ✓ I refuse to pay it
- ✓ Improve grass cutting and look at admin fee level
- ✓ Let residents do work and have no factoring charges
- ✓ Maintenance is not done often enough
- ✓ Maintenance needs to be better
- ✓ Make the grass into a car park
- ✓ Need to come out to tidy up more
- ✓ Need to do work more often. Deal with trees properly

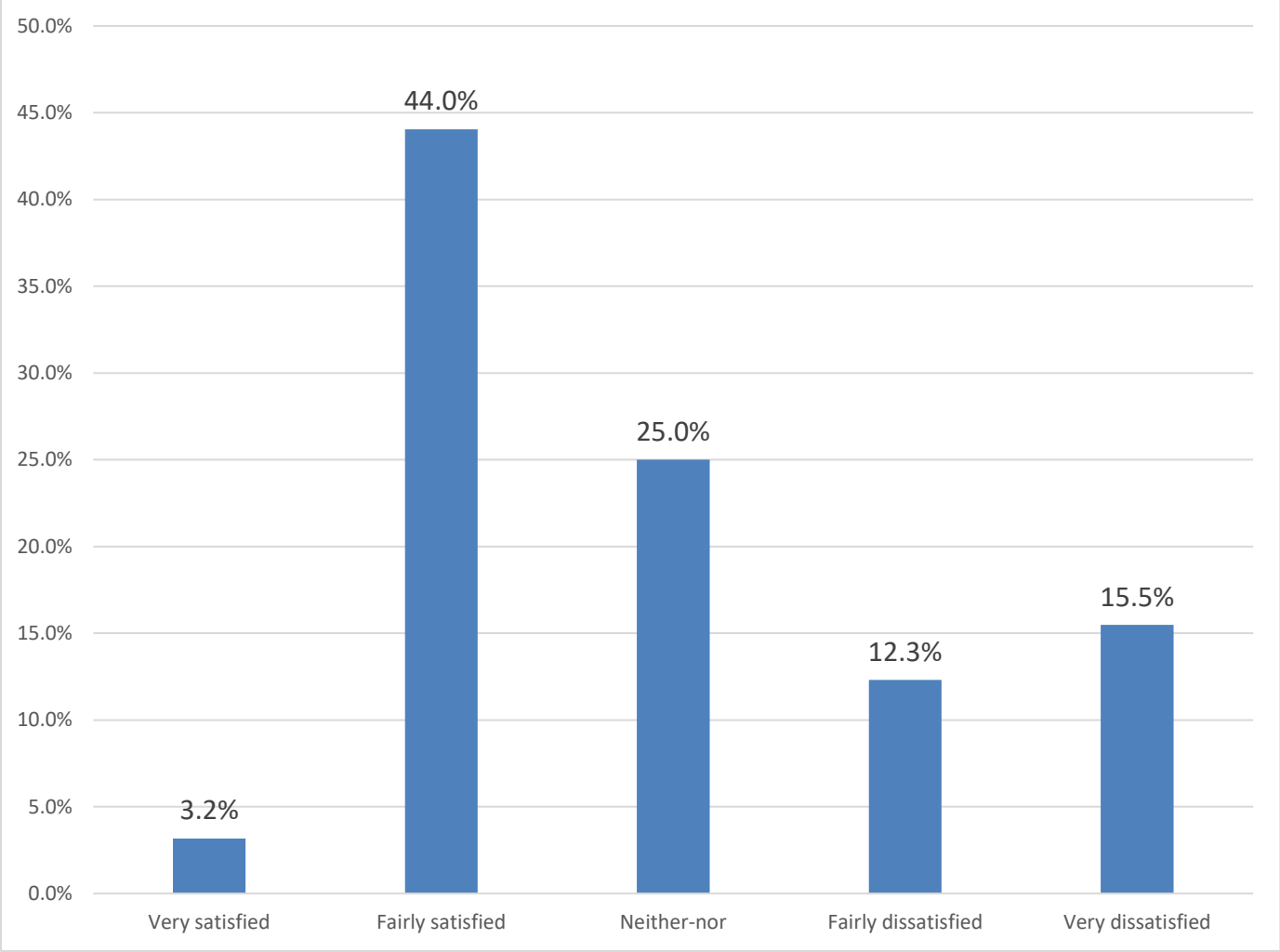
- ✓ No grass in my road to cut-what am I paying for?
- ✓ Remove litter
- ✓ Remove the grass
- ✓ Should take the cut grass away
- ✓ Sweep pavements more often
- ✓ Take more care whilst doing work. Stop house doors being covered in grass. Need to learn to use leaf blower properly
- ✓ They are not looking after the land across from me. It's just a total mess.

Landscaping services

As illustrated in figure 3, just under half of owners (47.2%) were satisfied with their factor's soft landscaping service whilst 27.8% were dissatisfied. Owners living in Dalmellington/Patna and Mauchline were the least likely to be satisfied with the soft landscaping services (25.0% satisfied and 29.1% satisfied respectively).

Figure 3 –Satisfaction with the landscaping service provided by Shire Housing (base 252)

Q-Overall, how satisfied or dissatisfied are you with Shire Housing's management of items like grass cutting, shrub maintenance, tree maintenance and litter removal?



Informing owners, engagement and staff

Table 1 shows that around six in ten owners (56.7%) say their factor is good at keeping them informed whereas 21.4% say that Shire Housing is poor on this measure.

Table 1 –Keeping owners informed (base 252)

Q- How good or poor do you feel your Shire Housing is at keeping you informed about their services and decisions?

Very good	Fairly good	Neither-nor	Fairly poor	Very poor
8.7%	48.0%	21.8%	10.3%	11.1%

Billing information

As noted in table 2, 64.7% of owners are satisfied that their billing information is easy to understand whilst 51.6% are satisfied with the information explaining how their bill is calculated.

Table 2 –Keeping owners informed (base 252)

Q - Thinking about information you receive from Shire Housing on the breakdown of your estate charges, how satisfied or dissatisfied are you with the following?

Bill question	Very satisfied	Fairly satisfies	Neither-nor	Fairly dissatisfied	Very dissatisfied	Don't know
Easy to understand	15.5%	49.2%	19.8%	9.9%	1.6%	4.0%
Information on bill calculation	13.9%	37.7%	22.2%	13.1%	9.1%	4.0%

Informing owners

Table 3 shows that owners preferred means of being kept informed by their factor are letter[3] (65.4% of all responses), email (16.0%) and newsletter (10.1%). The other comments (2 owners) made in relation to this question were:

- ✓ Telephone me, (and)
- ✓ I would be happy for them to take my phone and email details for sending information if this would cut the admin fee.

Table 3 – Preferences for being kept informed (base 306 responses from 252 owners)

When Shire Housing needs to inform you about its services or decisions, how would you prefer that they did this?

Method	% response
Letters	65.4%
Email	16.0%
Newsletters	10.1%
Text message	5.2%
Website	2.3%
Other	0.7%
Social media (including Facebook)	0.3%

[3] We noted during the survey preparation that the Association only has access to correspondence addresses for owners

Contacting the factor

Telephone (73.5%) is owners' preferred means of contacting their factor; 18.5% would also prefer email.

Table 4 – Making contact with the factor (base 306 responses from 252 owners)

When you need to get in touch with Shire Housing to request a service or ask for advice, how do you prefer to do this?

Method	% response
Phone	73.5%
Email	18.5%
Text message	3.5%
Website form	1.7%
Other (don't know and 'don't contact them')	2.8%

Contact with Shire Housing

Excluding 'don't know' responses, table 5 shows that 80.1% of owners agree that it is easy to contact their factor whilst 50.9% are satisfied that their factor listens to them and acts on their requests (21.1% disagree).

Table 5 – Contact with Shire Housing and listening to owners (base 191 and 175 – excludes 'don't know)

Q - How easy is it for you to contact Shire Housing? [and] Overall, how satisfied or dissatisfied are you that Shire Housing listens to you and acts on your requests?

Contact	Very easy	Fairly easy	Neither-nor	Fairly difficult	Very difficult
Ease of contact	29.3%	50.8%	16.8%	2.6%	0.5%
	Very satisfied	Fairly satisfied	Neither-nor	Fairly dissatisfied	Very dissatisfied
Listening and acting	8.6%	42.3%	28.0%	8.0%	13.1%

Shire Housing staff

As illustrated in table 6, approx. two thirds of owners (67.6%) describe staff as helpful whilst 8.6% say staff are unhelpful.

Table 6– Shire staffing (base 173 excludes 'don't know')

Q - How helpful are Shire Housing's staff?

Very helpful	Fairly helpful	Neither-nor	Fairly unhelpful	Very unhelpful
15.6%	52.0%	23.7%	4.6%	4.0%

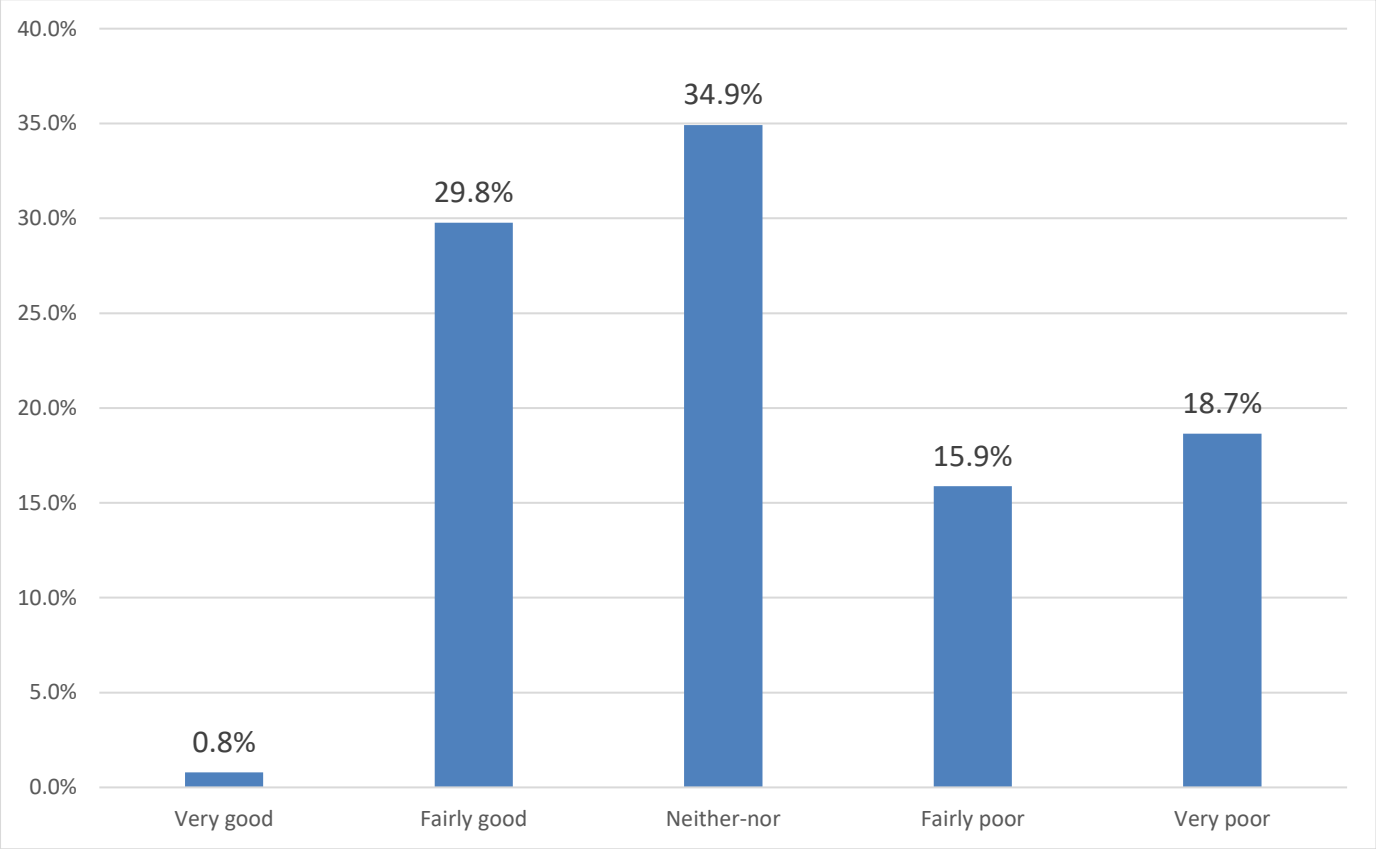
All owners were asked if they were aware that the Shire Housing employs a Community Co-ordinator to work with communities and get involved in community activities. In response to this enquiry, 24.2% of owners said they were aware of this role whilst 75.8% were not (22.0% were aware of this role in 2022). Awareness in 2025 is highest in the Cumnock area and New Cumnock.

Charges and value for money

Around three in ten owners (30.6%) say that factoring fees are good value for money whereas a similar proportion (34.6%) say that charges are poor value (and 34.9% responded 'neither good nor poor'). In 2022, 67.7% of owners agreed that charges were value for money whilst only 5.0% said that charges were poor value.

Figure 4 –Value for money of service (base 252)

Q- Taking into account the management fee and other service related charges, do you think the factoring fee you pay represents good or poor value for money?



Additional payments and investment

Table 7 shows that around one in ten owners (7.5%) would be willing to pay more for an improved estate maintenance service whilst twice that proportion (15.1%) would be willing to be involved in common investment works subject to certain considerations.

Table 7 – Payment and investments (base 252)

Question	Yes	No	Don't know
Would you be willing to pay more for an improved estate maintenance service?	7.5%	83.7%	8.7%
Would you be willing to be involved - subject costs and any available grant funding - in common investment works such re-roofing or external wall Insulation to improve your building?	15.1%	59.5%	25.4%

Final comments

All owners were asked if there was anything they wanted to add about Shire Housing's factoring service and the feedback from this enquiry is provided below. Our of 252 owners, 125 (49.6%) made a comment with several of these suggesting that the owner had experienced very little contact with their factor (33.6%), and others pointing to some lack of awareness of what charges covered in terms of the factoring service provided.

Table 8 – Final comments

Q - Is there anything you want to add that you have not told us about, e.g. any comments about the staff team or services of Shire Housing?

Owner comment
Admin fee is too high
Admin fee seems a bit high (50% of annual fee £22.20). Need to make sure that grass cutting comes right into cul-de-sac. Would be interested to know how much interest they take in landlords as opposed to owner-occupiers
Better breakdown of what we are paying for
Better breakdown or where it is I am paying to be maintained as we already pay council tax
Cut down and maintain bushes better. It's disgraceful
Dint know why I need to pay factoring fee when I do everything by myself
Do away with the factor
Don't contact them
Don't contact them and already pay council tax
Don't ever contact them and don't really know what the bills cover when they come in
Don't have any contact with them
Don't have any contact, we just pay it
Don't have much contact
Don't have much contact with them
Don't have much contact with them and sometimes I don't know what I am paying for
Don't really know what they do
Don't see why I need to pay for it and don't really know what they even do
Don't contact them
Don't contact them
Don't contact them
Don't contact them for anything
Don't contact them for much
Don't contact them much
Don't contact them much
Don't contact them much
Don't contact them much and need more information on the invoice
Don't contact them or see them out in the area doing anything
Don't contact them.
Don't have a lot of contact
Don't have a lot of information about the grants you mentioned
Don't have any contact with them really
Don't have much contact with them
Don't know why I'm paying factory fee, don't see much getting done
Don't know why I'm paying this while I'm paying my council tax too
Everything's going up and we already pay council tax
Factoring fee needs to be reduced; don't know why I need to pay it when nothing gets done

Owner comment
Grass areas only serve as dog toilets
Have problems paying bills; it’s an issue for people who don't have banking apps
I don’t contact them and don’t really know what I am paying for
I don’t contact them and don't see why we should be paying for it
I don’t contact them. I just pay the bill when I get it but not sure what we really are paying for
I don’t even know what they do and why we need to pay this. I don't want their letters
I don’t pay it (factoring charge)
I don’t see why I need to pay when I pay council tax
I don’t think it’s value for money
I just pay it
I just pay it and it keeps the area tidy
I just pay it as it keeps the area nice
I just pay it but I don’t really know why as I don’t really know what they do
I just pay it but not too sure what they do
I just pay it, but don’t have much contact with them
I never contact them
I never contact them; just pay this bill they send
I pay council tax so don’t know why I need to pay this
I pay it to keep the area tidy
I refuse to pay it
If they could just do a bit better with the weeding
It keeps the area nice but it’s just another bill to pay
It keeps the place tidy
Just make the invoices a bit clearer; we already pay council tax so unsure why we pay this as well sometimes
Just make the bills a bit clearer
Maintenance needs to be better
Maintenance needs to be better e.g. place needs weeded
Maintenance needs to be better quality
Make invoices clearer
Make it a bit clearer what parts of the area I am paying for
Make the charge cheaper
More workers are needed to carry out job more efficiently
Need more communication from them
Need more maintenance of the hedges in the area
Need to edge all the grass
Need to make it easier for the elderly to pay their bill. A lot can't use present system
Never contact them
Never contact them and we already pay council tax so don’t know why we pay this
Never contact them but invoices should be clearer
Never contact them, just pay it
Never had a bill since moved in
No complaints
No complaints
No contact really
No contact with them
No contact with them and they also need to make the invoices clearer
No contact with them at all and do everything myself
No I don't contact them

Owner comment
No, don’t deal with them
Not a lot of contact
Not good for owners
Not had much contact with them
Not had much if any contact with them
Parking problems. Have to park on road sometimes making my insurance null and void
Pay for management fee and don't know what it’s for; don't see much getting done
Poor services really
Services need to be better
Services need to be of better quality
Still waiting for proper recycling bins
The area is kept nice, but I don’t contact them
The area is kept tidy
The area is well kept and we just pay it
The bills could be a bit clearer
The charge has increased and the invoices aren't that clear to what it actually covers
The staff are helpful but I don’t get in touch often
There could be a better breakdown on the bill
They come and cut the grass but weeding could be better on the streets
They could be clearer on the bills they send out
They keep the area tidy
They keep the area tidy
They keep the area tidy
Trees are in danger of damaging our property with their gardening service
We already pay council tax so don’t know why we need to pay this
We just pay it and the area is kept tidy
We just pay it; it keeps the area nice
We pay council tax so unsure sometimes what it is actually for
When I have contacted them in the past and have to say they were really helpful
Would be better if the invoice was a bit clearer and stated what actual bits of the area we are paying for
Would like more information on the grants
Would like them to pay more attention to our area
Would need more information about estate work
Would need more information about the grant to agree
Would need more information on grants before deciding
Would need more information on the external work and the improved estate maintenance before agreeing to it
Would need more information on the external work as I could maybe get it cheaper myself
Would need more information on the grants so I can decided
Would need to give better information on the grants for work
Would need to know more about the re-roofing or external wall Insulation
Wouldn't be happy if it was to go up as everything is getting too dear now