



New Gorbals Housing Association

Owner Satisfaction Survey

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New Gorbals Housing Association

Owner Satisfaction Survey 2018

Contents

1.	EXECUTIVE SUMMARY	4
2.	INTRODUCTION, OBJECTIVES AND METHODOLOGY	6
2.1	Introduction	6
2.2	Background and objectives	6
2.3	Research method and response rates	6
2.4	Interviewing and Quality Control	6
2.5	Survey Analysis and Reporting	6
2.6	Report Structure	7
3.	OVERALL SATISFACTION	8
3.1	Satisfaction with the factoring services provided by New Gorbals (Q1/2)	8
4.	COMMON REPAIRS AND MAINTENANCE	10
4.1	Satisfaction with common repairs and maintenance (Q3/4)	10
5.	CONTACT WITH NEW GORBALS STAFF	13
5.1	Satisfaction with staff contact (Q5)	13
6.	VALUE FOR MONEY AND FACTORING BILLS	14
6.1	Value for money (Q6/7)	14
6.2	Information received on factoring charges (Q8)	16
6.3	Payment methods (Q8/9)	17
7.	FURTHER COMMENTS	18
7.1	Further comments	18
	THE ASSOCIATION'S FACTORING SERVICE	20
	APPENDIX 1: QUESTIONNAIRE	
	APPENDIX 2: TECHNICAL REPORT SUMMARY	

1. EXECUTIVE SUMMARY

INTRODUCTION

- New Gorbals Housing Association commissioned Research Resource to carry out an owner satisfaction survey on their behalf.
- A total of 310 interviews were carried out with New Gorbals Housing Association's factored owners in order to assess satisfaction with the Association and the services it provides.
- The survey was undertaken utilising a telephone methodology.
- 310 interviews provides data accurate to +/-5% for owners.
- This provides robust data upon which the Association can be confident about making decisions.
- This executive summary highlights the key findings from this programme of research.

OVERALL SATISFACTION

Scottish Housing Regulator indicator (Owners only)			
	2014	2018	Scottish Average
Q1 Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by New Gorbals Housing Association? (% very/ fairly satisfied)	70%	75%	66%

KEY FINDINGS

- Overall, 75% of factored owners stated that they were satisfied with the factoring services provided by New Gorbals Housing Association. This is significantly higher than the national average. The main reasons given for dissatisfaction were about the factoring charges being too high, keeping increasing or that they are not perceived to be good value for money for the services received.
- Owners were generally satisfied with communal maintenance and repairs, most so with regard to administration of common buildings insurance claims (91% satisfied), and repairs to internal communal areas (83% satisfied). 81% were satisfied with external building repairs and maintenance and 81% were satisfied with back court maintenance. Satisfaction was lower with regard to the close cleaning service (68% satisfied).

- Owners were satisfied that New Gorbals staff can be contacted by various means (94% satisfied). Moreover, there has been a significant improvement in satisfaction with how staff respond to queries with 92% satisfied that staff are helpful if they have a query (up from 83% in 2014) and 91% satisfied that New Gorbals staff have the skills and knowledge to be able to respond to their queries effectively (up from 76% in 2014).
- Almost two thirds of owners (63%) stated that they believe the charges they pay to New Gorbals are good value for money. This has increased significantly from 46% in 2014. The main reason given where respondents perceived their charges to be poor value for money was that charges were simply too expensive and/ or keep rising.
- Information provided about the charges is positive with 91% satisfied that their bills are easy to understand, increasing significantly from 81% in 2014.
- With regard to the information provided on the bill reflecting the deed of conditions, 88% were satisfied in this respect. Again, this has significantly increased from 66% in 2014.
- Over nine out of ten owners (97%) stated that they were satisfied with the range of payment methods provided.

2. INTRODUCTION, OBJECTIVES AND METHODOLOGY

2.1 Introduction

This report represents and discusses the findings to emerge from New Gorbals Housing Association's Owner Satisfaction Survey 2018.

2.2 Background and objectives

The aim of the research was to seek owners' view on the services that New Gorbals provides and how well it performs these services and to help identify areas where the service can be improved. Specifically the research was designed to provide customers views on the following:

- Overall satisfaction with factoring services
- Satisfaction with communal repairs and maintenance;
- Feedback on customer care;
- Perception of value for money, understanding of bills and payment methods.

There was also a desire to compare results to the Association's previous owner satisfaction survey carried out in 2014 in order to assess how satisfaction with the services provided have changed.

2.3 Research method and response rates

The survey was carried out utilising a telephone survey methodology. A total of 310 interviews were completed with owners between 20th August and 21st September 2018.

A total of 310 interviews provides data accurate to +/-5% (based upon a 50% estimate at the 95% level of confidence). This provides the Association with data upon which they can have confidence making decisions.

2.4 Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced telephone researchers, operating from our in house telephone interviewing suite. Interviews were carried out in line with the Market Research Society Code of Conduct and in line with our ISO20252 accredited policies and procedures. All interviewers are highly experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities.

2.5 Survey Analysis and Reporting

Survey data has been analysed and reported on in a number of ways. Data has been analysed by area code, as agreed with New Gorbals. This reflects where the owner has an ex GHA property, an ex Scottish Homes property or a New Build property.

Where any particular trends or issues are found for any one key group, this is detailed in the survey report.

For satisfaction or rating scale questions, not all percentages sum to 100% due to rounding.

A number of open questions were asked in the survey allowing respondents to explain the reasons for the responses they gave. For analysis purposes these have been grouped up into common themes. For these questions, the percentages may round to more than 100%. This is due to the fact that multiple responses may have been given.

2.6 Report Structure

This document details the key findings to emerge from the survey, addressing the key findings of the survey for New Gorbals Housing Association.

CHAPTER 4.	OVERALL SATISFACTION
CHAPTER 5.	COMMON REPAIRS AND MAINTENANCE
CHAPTER 6.	CONTACT WITH STAFF
CHAPTER 7.	VALUE FOR MONEY AND FACTORING BILLS
CHAPTER 8.	FURTHER COMMENTS

APPENDIX 1: QUESTIONNAIRE

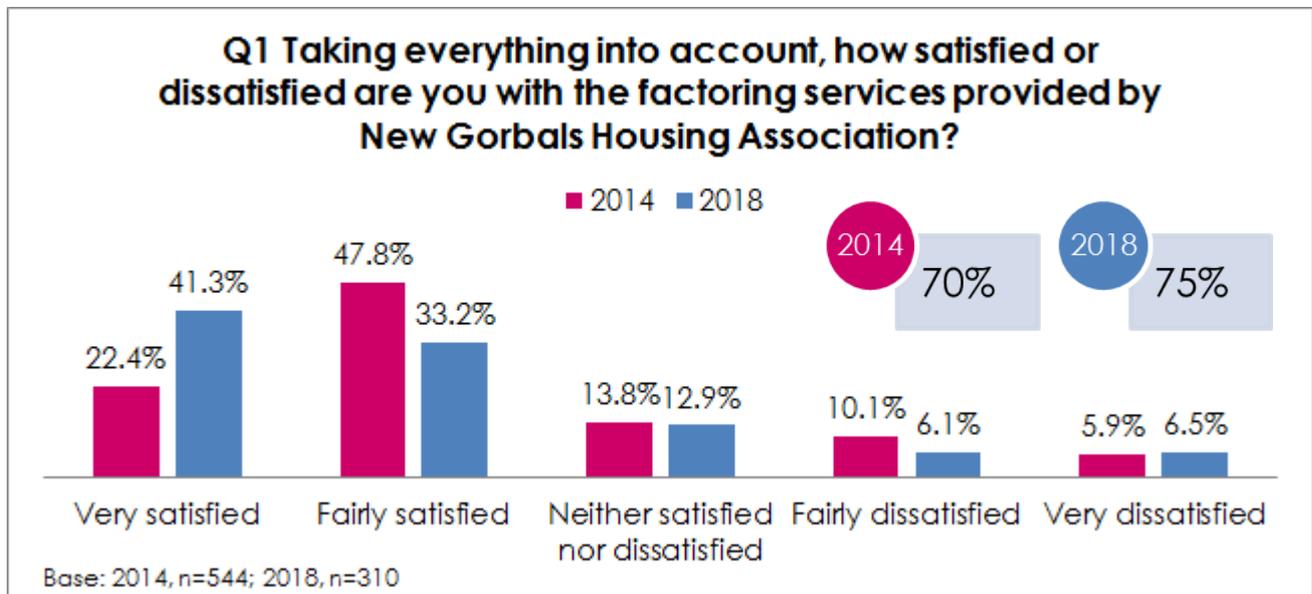
APPENDIX 2: TECHNICAL REPORT SUMMARY

3. OVERALL SATISFACTION

3.1 Satisfaction with the factoring services provided by New Gorbals (Q1/2)

The survey opened by asking owners how satisfied or dissatisfied they were with the factoring services provided by New Gorbals Housing Association. Three quarters of owners (75%) stated that they were very or fairly satisfied with the factoring services the Association provides compared to 13% who were very or fairly dissatisfied and 13% who were neither satisfied nor dissatisfied.

This is a very positive change compared to 2014 when 70% of owners surveyed were either very or fairly satisfied with the factoring services provided by New Gorbals Housing Association.



Those who said they were fairly dissatisfied or very dissatisfied with the factoring services provided (n=39) were asked to provide their reasons for feeling this way. This shows that the most common reasons given for dissatisfaction related to the belief that service is poor or owners are not getting what they are paying for (9 out of 39 who were dissatisfied) and the amount/ expense of factoring charge (8 out of 39 who were dissatisfied).

Q2 If you said that you were		
Base: Respondents who fairly dissatisfied or very dissatisfied with the overall factoring service, n=39	No	%
Service is poor/ not getting what we are paying for	9	23%
The amount or expense of factoring charges that are being paid	8	21%
Close cleaning	6	15%
Buildings being run down/ not maintained	6	15%
Communication between owners and Association poor/ owners not listened to	5	13%
Back courts not well kept	2	5%
Parking issues	2	5%
Rubbish being left	2	5%

Analysis by stock type indicates that owners living in ex GHA stock were slightly less likely to be satisfied (71% satisfied) with the factoring services provided by the Association than those living in new build properties (75% satisfied) and those living in ex Scottish Homes properties (75%).

Q1 Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by New Gorbals Housing Association? By stock type				
	All respondents	New Build	Ex GHA	Ex Scottish Homes
Base	310	157	56	97
% satisfied	75%	75%	71%	75%
% dissatisfied	13%	10%	18%	13%

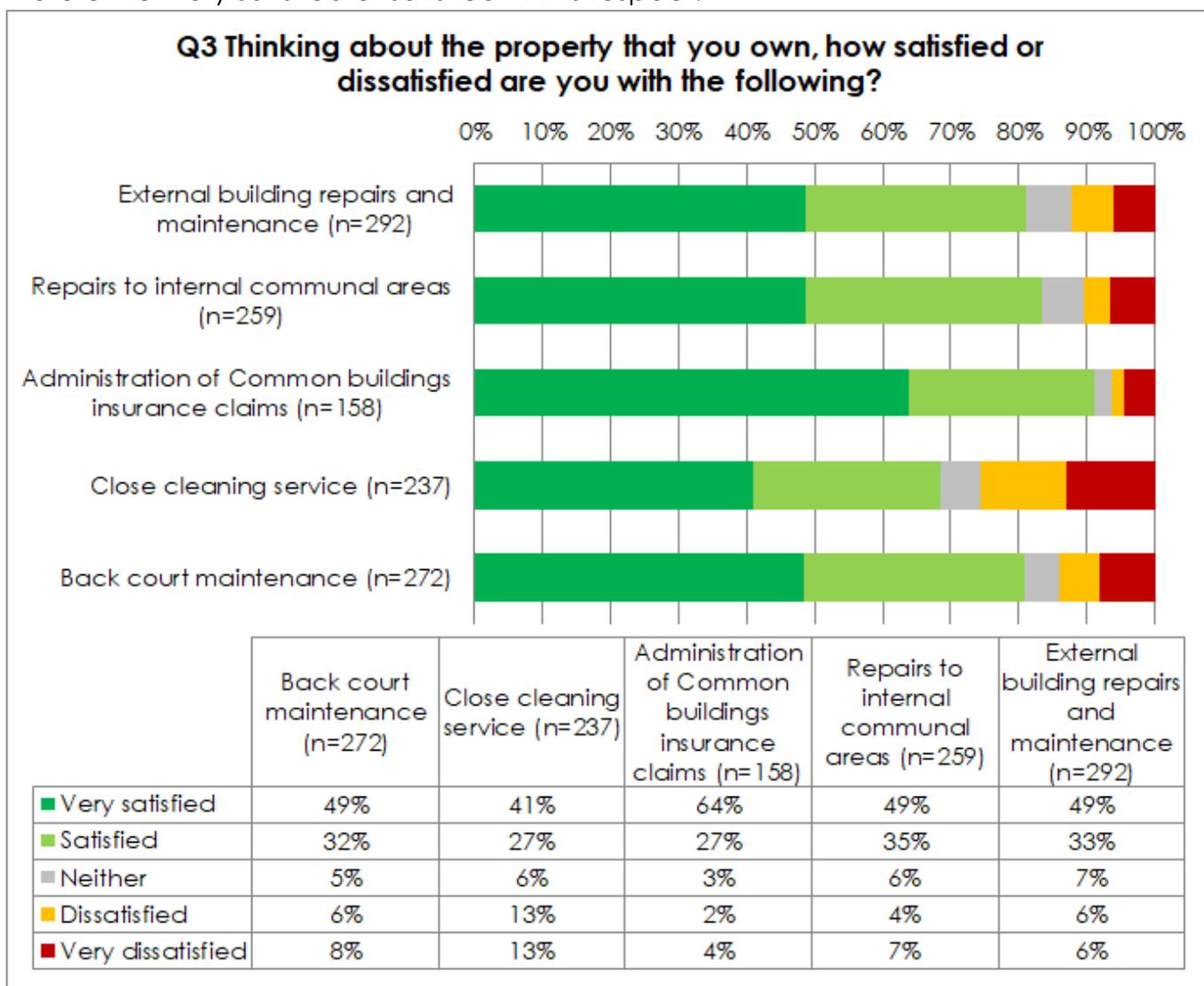
4. COMMON REPAIRS AND MAINTENANCE

4.1 Satisfaction with common repairs and maintenance (Q3/4)

Respondents were asked, thinking of the property that they own, how satisfied or dissatisfied they were with a variety of aspects of issues relating to common repairs and maintenance. As shown in the chart below, owners were most likely to be satisfied with:

- Administration of building insurance claims (91%)
- External building repairs and maintenance instructed by New Gorbals (83%).

Least satisfactory was the close cleaning service where 68% of owners stated that they were either very satisfied or satisfied in this respect.



When this is compared to owner satisfaction levels in 2014, where comparison can be drawn, there have been significant improvements in satisfaction. The greatest increase can be seen with satisfaction with the administration of common buildings insurance claims, where satisfaction has risen dramatically from 51% in 2014 to 91% in 2018.

Q3 Thinking about the property that you own, how satisfied or dissatisfied are you with the following?			
	% satisfied 2014	% satisfied 2018	Change
External building repairs and maintenance (roof, stonework, gutters etc) instructed by New Gorbals HA	75%	81%	6%
Repairs to internal communal areas (close doors, walls, stair lighting etc) instructed by New Gorbals HA	72%	83%	11%
Administration of Common buildings insurance claims	51%	91%	40%
Close cleaning service	-	68%	-
Back court maintenance	-	81%	-

Analysis by stock type indicates that owners living in ex Scottish Homes stock were most likely to be satisfied with external and internal building repairs and also administration of building insurance claims. Ex GHA owners were least likely to be satisfied with the close cleaning service and also back court maintenance.

Q3 Thinking about the property that you own, how satisfied or dissatisfied are you with the following? By stock type				
Stock type		New Build	Ex GHA	Ex Scottish Homes
Base		157	56	97
External building repairs and maintenance (roof, stonework, gutters etc) instructed by New Gorbals HA	% satisfied	76%	75%	93%
	% dissatisfied	15%	15%	7%
Repairs to internal communal areas (close doors, walls, stair lighting etc) instructed by New Gorbals HA	% satisfied	83%	78%	87%
	% dissatisfied	12%	14%	6%
Administration of Common buildings insurance claims	% satisfied	91%	91%	93%
	% dissatisfied	8%	4%	3%
Close cleaning service	% satisfied	77%	52%	65%
	% dissatisfied	18%	38%	30%
Back court maintenance	% satisfied	84%	77%	78%
	% dissatisfied	10%	21%	17%

Where owners were not satisfied with any of these aspects, they were asked to explain why. The common themes are noted below for each aspect:

External building repairs and maintenance

- Gutters – need cleaned/ fixed/ replaced/ water from gutters is causing damage to walls
- Painting required
- Building is dirty
- Nothing gets done

Internal communal repairs

- Looks grubby/ run down
- Nothing gets done
- Broken lighting/ lighting poor
- Carpets need renewed
- Locks need replaced with good quality locks
- Landings need painted

Administration of building insurance claims

- Excess is too high
- Attempted claims – waste of time

Close cleaning

- Rubbish being left around in bags after cleaning
- Clean is too quick/ slap dash
- Not being done properly
- Close smells
- Don't notice it being done
- Don't brush first, only use a mop

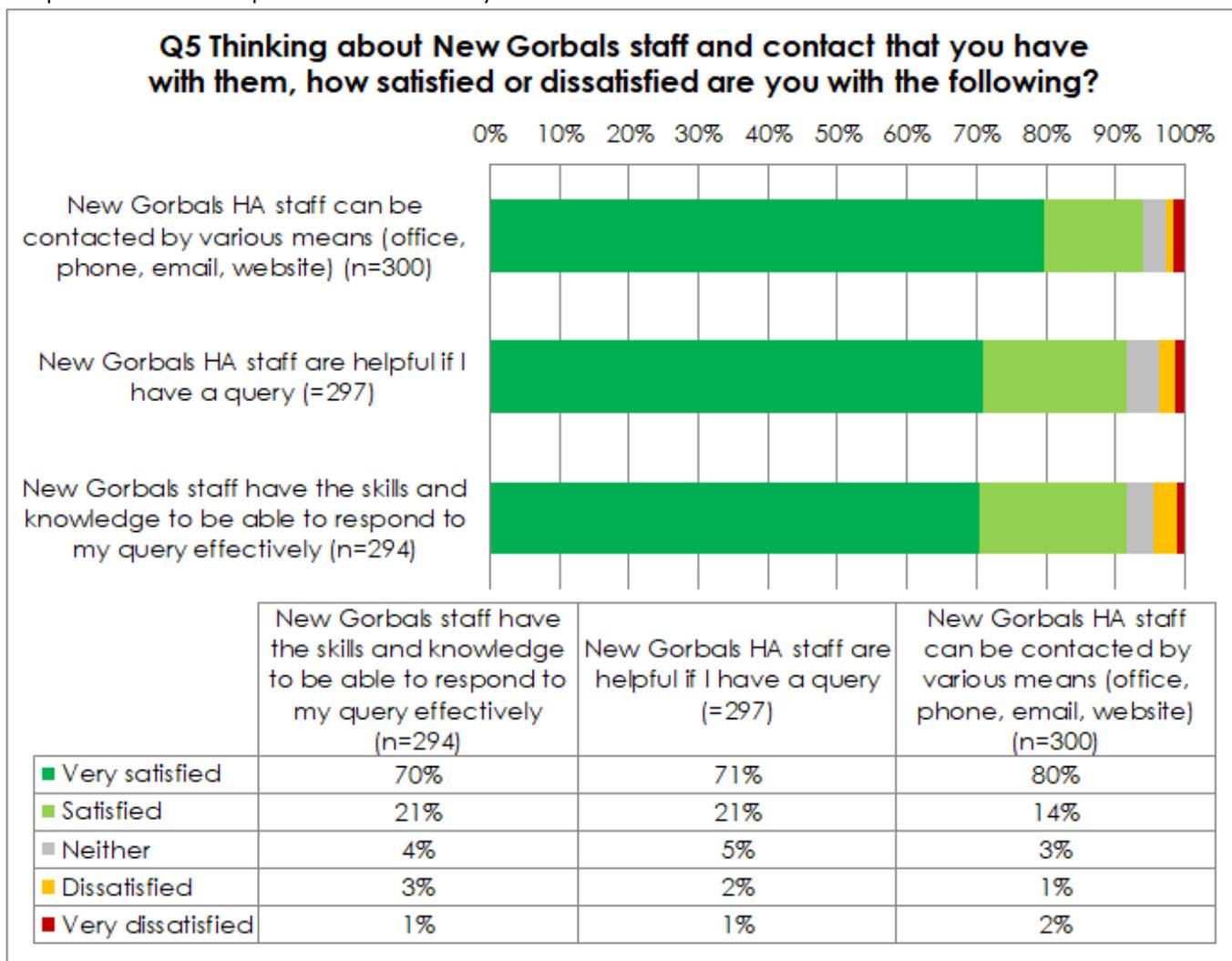
Back court maintenance

- Back court in poor condition
- Messy and needs a clean
- Nothing is being done
- Rubbish lying about
- Bulk items left lying about
- Back court a mess with bikes, prams, children's toys
- Landscape maintenance required e.g. trim trees, bushes, fix slabs

5. CONTACT WITH NEW GORBALS STAFF

5.1 Satisfaction with staff contact (Q5)

Satisfaction with staff contact was high with over 9 out of 10 respondents (94%) stating that they are satisfied that New Gorbals staff can be contacted by various means. 92% were satisfied that New Gorbals staff were helpful if they have a query and 91% were satisfied that New Gorbals staff have the skills and knowledge to be able to respond to their queries effectively.



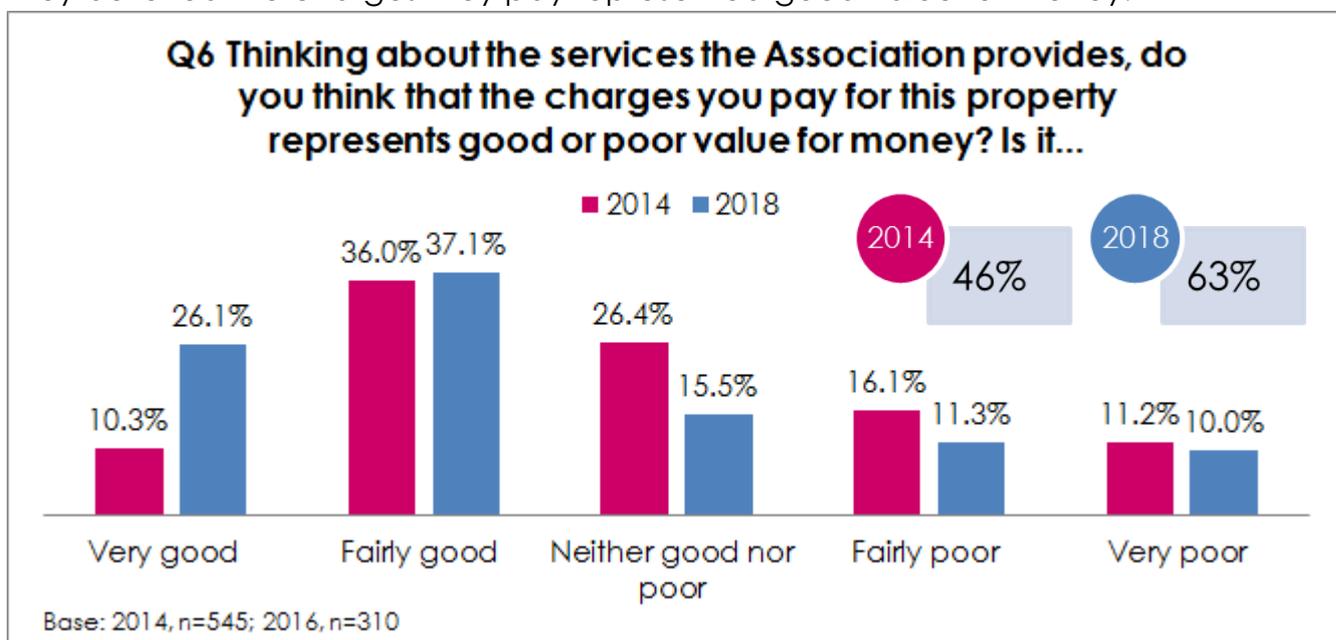
Compared to 2014, there has been a significant improvement in satisfaction with owner contact with New Gorbals staff, most so with respect to staff skills and knowledge in being able to respond to their query effectively, which has increased from 76% to 91%.

Q5 Thinking about New Gorbals staff and contact that you have with them, how satisfied or dissatisfied are you with the following?			
	% satisfied 2014	% satisfied 2018	Change
New Gorbals HA staff can be contacted by various means (office, phone, email, website)	91%	94%	3%
New Gorbals HA staff are helpful if I have a query	83%	92%	9%
New Gorbals staff have the skills and knowledge to be able to respond to my query effectively	76%	91%	15%

6. VALUE FOR MONEY AND FACTORING BILLS

6.1 Value for money (Q6/7)

Just under two thirds of owners who responded (63%) were of the opinion that the charges they pay for their property represent very or fairly good value for money, compared to 21% who said their charges represented very or fairly poor value for money. This is a positive change compared to 2014 when 46% of owners said that they believed the charges they pay represented good value for money.



When asked to explain why they believed factoring charges to be poor value for money, the most common responses given were that they were too expensive or keep rising (46 out of 114 who felt their rent was poor value for money). The next most common response related to poor value for money for the services received e.g. close cleaning, maintenance (38 out of 114 who felt their rent was poor value for money).

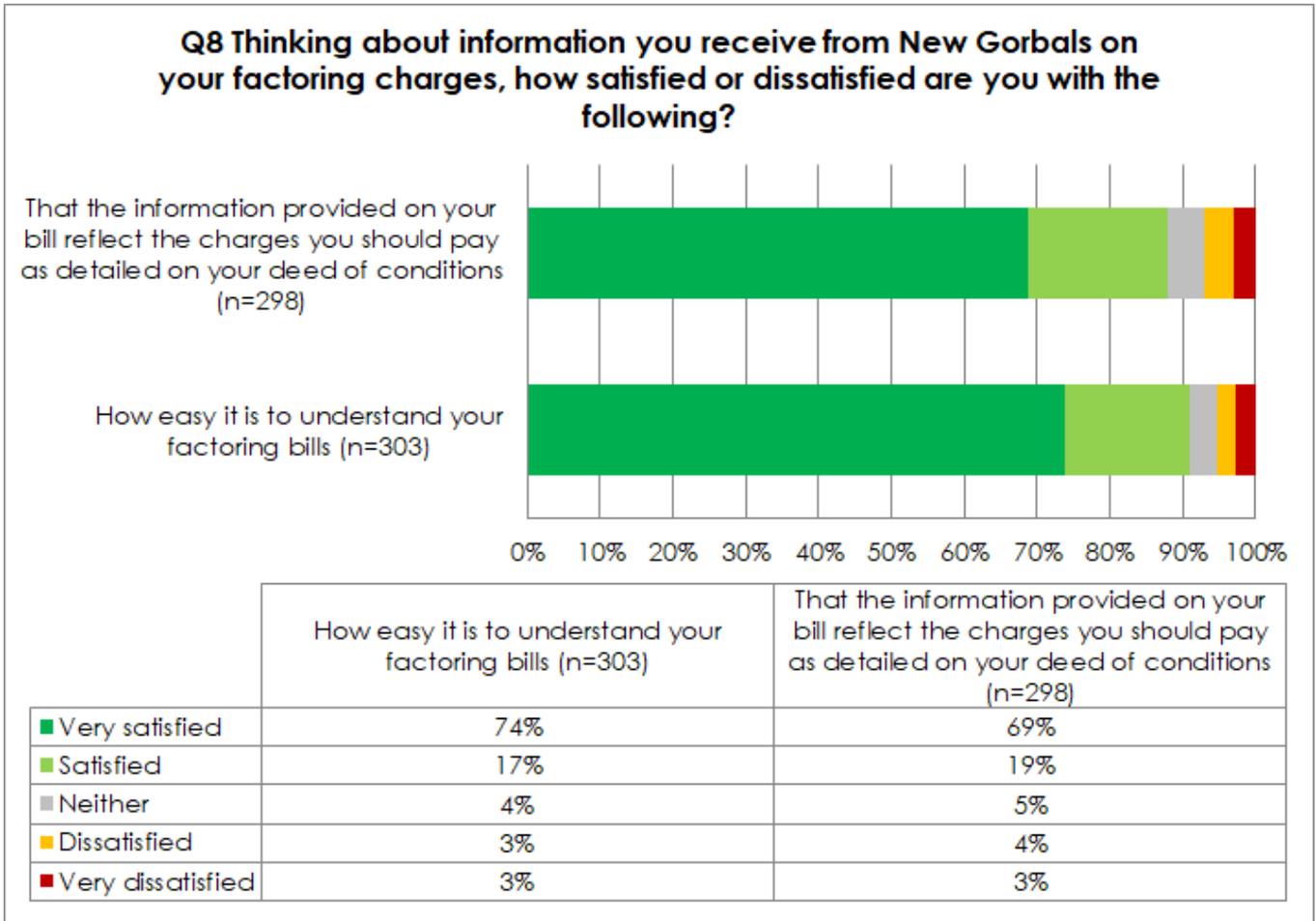
Q7 Can you explain why you do not think the charges you pay are good value for money?		
Base: Respondents who felt their rent did not represent good value for money, n=114	No	%
It is too expensive/ keeps increasing	46	40%
Poor services we receive/ service could be improved	38	33%
Don't know/ nothing to compare it to	19	17%
Should be more clarity/ consultation in what we are paying for	8	7%
It is high compared to others	2	2%
No other option	1	1%

Comparison of perception of value for money by stock type shows that owners living in ex GHA stock were most likely to rate value for money as good (70%) whereas those in new build stock were least likely to rate value for money as good (59%).

Q6 Thinking about the services the Association provides, do you think that the charges you pay for this property represents good or poor value for money? Is it...			
	New build	Ex GHA	Ex Scottish Homes
	157	56	97
Very good	24%	34%	26%
Fairly good	35%	36%	41%
Neither good nor poor	19%	11%	13%
Fairly poor	14%	9%	8%
Very poor	9%	11%	11%
% good value	59%	70%	67%
% poor value	23%	20%	20%

6.2 Information received on factoring charges (Q8)

Owners were then asked to think about the information received from New Gorbals on their factoring charges. As shown below, 91% were satisfied with how easy it is to understand their factoring bills and 88%, were satisfied that the information provided on their bill reflect the charges they should pay as detailed on their deed of conditions.

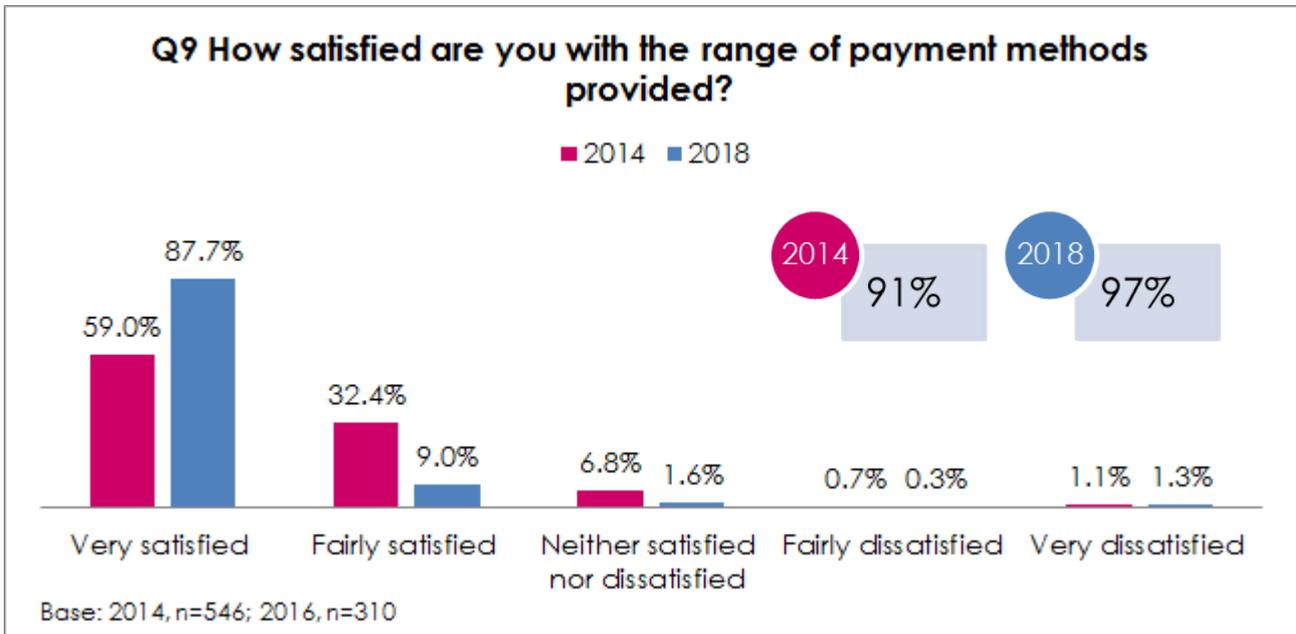


This is a very significant and positive change in satisfaction compared to 2014 in relation to billing of factoring charges.

Q8 Thinking about information you receive from New Gorbals on your factoring charges, how satisfied or dissatisfied are you with the following?			
	% satisfied 2014	% satisfied 2018	Change
How easy is it to understand your factoring bills	81%	91%	10%
That the information provided on your bill reflect the charges you should pay as detailed on your deed of conditions	66%	88%	22%

6.3 Payment methods (Q8/9)

Over nine in ten owners (97%) were satisfied with the range of payment methods provided compared to just 2% who were dissatisfied. This has increased from 91% satisfaction in 2014.



When asked if there were any other methods by which they would like to pay their factoring charges very few respondents made further comment in relation to different methods. The answers given were:

- Online/ internet banking (3 respondents)
- Pay over the counter/ card at the office (3 respondents)
- Direct debit (2 respondents)
- Standing Order (2 respondents)
- Weekly with a card just like electrical/ gas (1 respondent)
- By cash (1 respondent)
- American Express (1 respondent)

7. FURTHER COMMENTS

7.1 Further comments

Finally, owners were asked if they had any other comments they would like to make about the responses they had given or regarding the services the Association provides. These have been grouped into common themes. Just under half of respondents took the opportunity to make a comment. The most common comments related to:

- Happy with the service (28%)
- Billing information/ costs (15%)
- Estates issues e.g. parking, security, condition of the estate (19%)
- Property issues/ maintenance required (11%)
- Improve communication/ accessibility of office hours/ email or electronic communications (11%)

Appendix 1

Survey Questionnaire

"Hello, my name is [STATE NAME]. I'm calling on behalf of Research Resource who have been asked by the New Gorbals Housing Association to interview their factored owners about the services they provide. Would you be able to spare just a few minutes to answer some questions?"

[IF WILLING TO PARTICIPATE...]

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at New Gorbals Housing Association will know what answers you have given without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. Can I confirm that you are happy to take part in the survey?

The Association's Factoring Service

1. Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by New Gorbals Housing Association? [PLEASE CIRCLE ONE ONLY]

Very satisfied	1	Go to Q3
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	Go to Q2
Very dissatisfied	5	

2. If you said that you are dissatisfied or very dissatisfied, please can you explain why?

3. Thinking about the property that you own, how satisfied or dissatisfied are you with the following? If you do not know or this is not relevant please just say and I will move on to the next question. (CIRCLE ONE OPTION FOR EACH STATEMENT)

	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	Not Applicable
External building repairs and maintenance (roof, stonework, gutters etc) instructed by New Gorbals HA	1	2	3	4	5	6
Repairs to internal communal areas (close doors, walls, stair lighting etc) instructed by New Gorbals HA	1	2	3	4	5	6
Administration of Common buildings insurance claims	1	2	3	4	5	6
Close cleaning service	1	2	3	4	5	6
Back court maintenance	1	2	3	4	5	6

4. [IF NOT SATISFIED WITH ANY OF THE ABOVE] Why are you not satisfied with..... (ASK FOR EACH ASPECT NOT SATISFIED AT Q3)

	Reason for dissatisfaction
External building repairs and maintenance (roof, stonework, gutters etc) instructed by New Gorbals HA	
Repairs to internal communal areas (close doors, walls, stair lighting etc) instructed by New Gorbals HA	
Administration of Common buildings insurance claims	
Close cleaning service	
Back court maintenance	

5. Thinking about New Gorbals staff and any contact that you have with them, how satisfied or dissatisfied are you with the following? (CIRCLE ONE OPTION FOR EACH STATEMENT)

	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	Don't know
New Gorbals HA staff can be contacted by various means (office, phone, email, website)	1	2	3	4	5	6
New Gorbals HA staff are helpful if I have a query	1	2	3	4	5	6
New Gorbals staff have the skills and knowledge to be able to respond to my query effectively	1	2	3	4	5	6

6. Thinking about the services the Association provides, do you think that the charges you pay for this property represents good or poor value for money? Is it...

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

7. Please can you explain why you do not think the charges you pay are good value for money?

8. Thinking about information you receive from New Gorbals on your factoring charges, how satisfied or dissatisfied are you with the following? (CIRCLE ONE OPTION FOR EACH STATEMENT)

	Very satisfied	Satisfied	Neither	Dissatisfied	Very dissatisfied	Don't know
How easy it is to understand your factoring bills	1	2	3	4	5	6
That the information provided on your bill reflect the charges you should pay as detailed on your deed of conditions	1	2	3	4	5	6

9. How satisfied are you with the range of payment methods provided?

Very satisfied	1	Go to Q10
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	

10. Is there any other way you would like to pay your bill?

11. Do you have any other comments you would like to make about any of the responses you have given or regarding the services which the Association provides? PROBE FULLY AND WRITE IN COMMENTS BELOW

Thank you very much for taking the time to complete this questionnaire. Your views will help shape the services provided by New Gorbals Housing Association for its owners.

Appendix 2

Technical Report Summary

TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P978
Project name	New Gorbals Owner Satisfaction Survey
Objectives of the research	The aim of the research was to seek owners' views on the services that New Gorbals provides and how well it performs these services and to help identify areas where the service can be improved.
Target group	Owner of the Association
Target sample size	The aim was to achieve interviews with 320 of the Association's tenants.
Achieved sample size	A total of 310 tenant interviews were achieved.
Date of fieldwork	Interviewing took place between the 20 th August and 21 st September 2018.
Sampling method	Interviews spread across organisation stock.
Data collection method	Telephone survey, carried out by Research Resource trained and experienced interviewers.
Response rate and definition and method of how calculated	44% (310 interviews from a population of 700)
Any incentives?	No
Number of interviewers	8 interviewers were working on this.
Interview validation methods	10% of each interviewers work was back checked to ensure that interviews have been completed accurately and in line with ISO 20252 standards.
Showcards or any other materials used?	Not applicable
Weighting procedures	Not applicable
Estimating and imputation procedures	Not applicable
Reliability of findings	Data accurate overall to +/-5% for owners