



New Gorbals Housing Association

Owner Satisfaction Survey

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New Gorbals Housing Association

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1. EXECUTIVE SUMMARY

INTRODUCTION

- New Gorbals Housing Association commissioned Research Resource to carry out an owner satisfaction survey on their behalf.
- 211 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.
- 211 interviews provide data accurate to +/-5.4% 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	2021	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%	74%	65%

KEY FINDINGS

- Just under three quarters of owners (74%) 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. The main reasons given for dissatisfaction were about the area being messy or problems with litter or bins and regarding a lack of communication from the Association.
- Just under half of owners said they preferred to New Gorbals to use letters to keep them informed about services generally and 45% preferred to be kept informed via newsletters. A further 33% of owners preferred the Association to keep them informed via email.

- In terms of participation activities, owners were most likely to be aware of joining resident groups (46%), the Association's Management Committee (43%) and participating in focus groups (28%). On the other hand 45% were not aware of any participation activities.
- Just under 7 in 10 owners (69%) were not interested in any participation activities. On the other hand, 16% were aware they could join a resident group, 11% were aware they can take part in repairs satisfaction surveys or mini surveys and 10% were aware they can participate in occasional focus groups.
- The vast majority of owners (83%) believed New Gorbals does enough to get residents involved.
- Over 8 in 10 respondents (84%) were very or fairly satisfied with the Association's contribution to the management of the neighbourhood they live in compared to 10% who were neither satisfied nor dissatisfied and 7% who were very or fairly dissatisfied.
- The vast majority of owners were aware of their responsibilities as an owner under their Deed of Condition (94%).
- Over 6 in 10 owners said the factoring charge for their home represented very good or good value for money compared to 20% who said it was neither good nor poor value and 18% said it was very poor or poor value for money.
- Just under 7 in 10 respondents (69%) were either very or fairly satisfied with New Gorbals during the covid pandemic over the last year, 22% who were neither satisfied nor dissatisfied and 9% were very or fairly dissatisfied.

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 2021.

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 and 2018 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 211 interviews were completed with owners between the 7th of August and the 27th of August 2021.

211 interviews provides data accurate to +/-5.4% (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. 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

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 because 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.

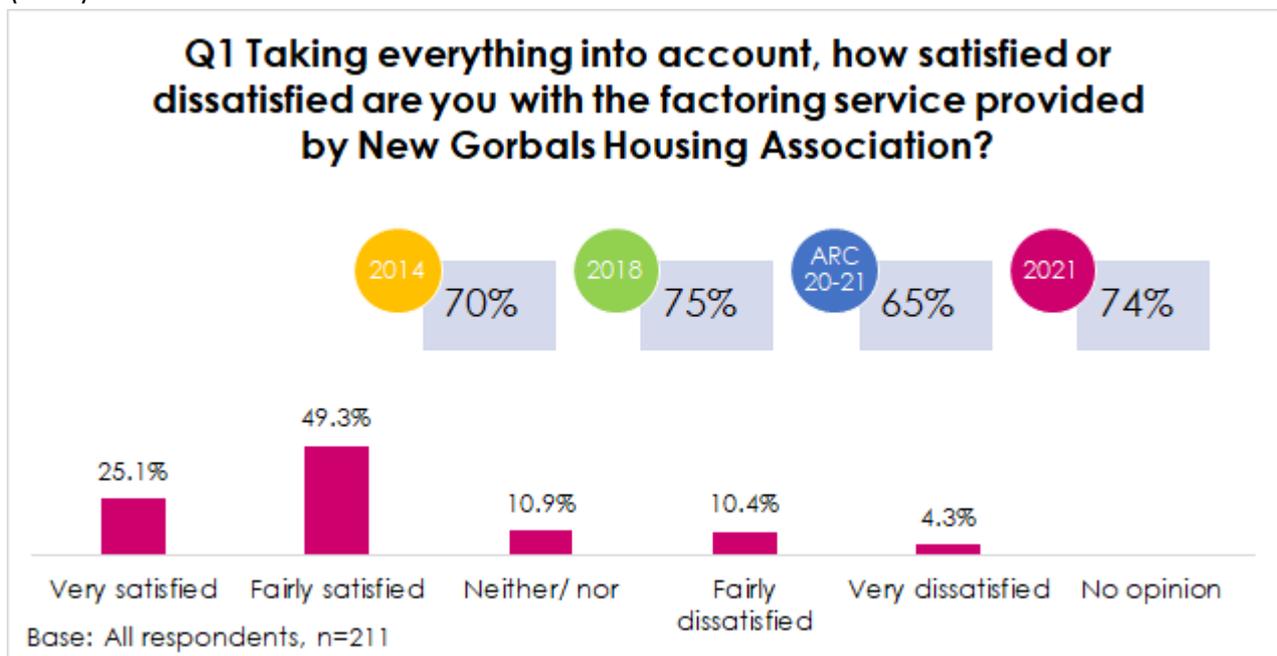
- CHAPTER 3. OVERALL SATISFACTION
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3. OVERALL SATISFACTION

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

The survey opened by asking owners how satisfied or dissatisfied they were with the factoring services provided by New Gorbals Housing Association. Just under three quarters of owners (74%) 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 figure of 74% compares very favourably with the Scottish average of 65% owners satisfaction with the factoring services provided by Registered Social Landlords across the country.

Overall satisfaction has remained consistent with the figure reported in the 2018 survey (75%).



Those who said they were fairly dissatisfied or very dissatisfied with the factoring services provided (n=54) 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 area is messy or problems with litter or bins (11 out of 54 who were dissatisfied) and regarding a lack of communication from the Association (11 out of 54 who were dissatisfied).

Q1b Can you please explain why you are not satisfied with the overall service provided?		
Base: Respondents who fairly dissatisfied or very dissatisfied with the overall factoring service, n=54	No.	%
Area is messy/ problems with litter/ bins	11	20.4%
Lack of communication	11	20.4%
Lack of service/ action taken	10	18.5%
Poor value for money	9	16.7%
Repairs not being undertaken	8	14.8%
Close or stair cleaning not being done/ poor standard	6	11.1%
Landscaping improvements required	5	9.3%
Problems with vermin	2	3.7%
Don't have much interaction with them	2	3.7%
Other	6	11.1%

4. INFORMATION AND PARTICIPATION

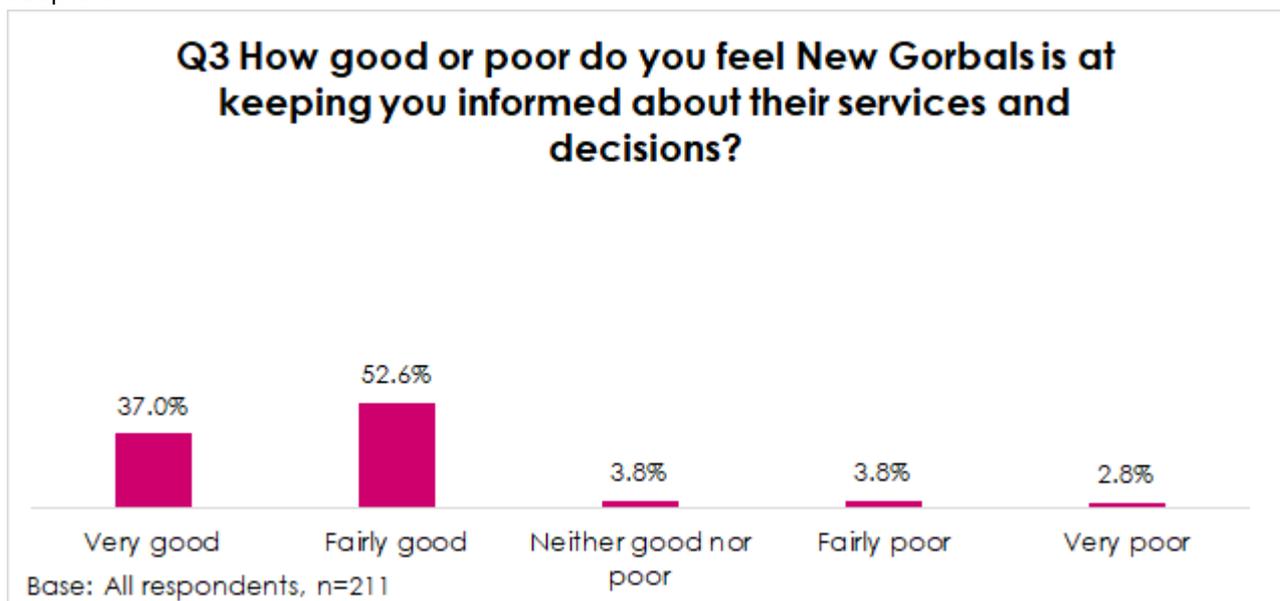
4.1 Preferred method of being kept informed (Q2)

Just under half of owners said they preferred to New Gorbals to use letters to keep them informed about services generally and 45% preferred to be kept informed via newsletters. A further 33% of owners preferred the Association to keep them informed via email. It is interesting to note that more owners (33%) prefer to be kept informed via email than tenants (19%).

Q2 New Gorbals uses a number of ways to keep residents informed. Which method(s) do you prefer New Gorbals to use to keep you informed about services generally? ALL THAT APPLY		
Base: All respondents, n=211	No.	%
Letter	101	47.9%
Newsletter	94	44.5%
Email	71	33.6%
Text message	14	6.6%
Social media	8	3.8%
Website	4	1.9%
Phone	1	0.5%
None	2	0.9%

4.2 Keeping owners informed (Q3)

Nine in ten owners were of the opinion New Gorbals was very or fairly good at keeping them informed about their services and decisions (90%) compared to 4% who said they were neither good nor poor and 7% who said they were very or fairly poor in this respect.



4.3 Preferred method of communicating with New Gorbals HA (Q4)

In terms of their preferred method of communicating with New Gorbals, over 7 in 10 owners (74%) said they would prefer to telephone the Association and 36% would prefer to email.

Q4 How would you prefer to communicate with New Gorbals Housing Association?		
Base: All respondents, n=211	No.	%
Telephone	156	73.9%
Email	75	35.5%
Text message	6	2.8%
Letter	4	1.9%
Facetime	2	0.9%
Social media	1	0.5%
Face to face	1	0.5%

4.4 Participation opportunities (Q5)

Owners were asked about their awareness of various activities they can take part in to participate in the Association's decision-making processes. Owners were most likely to be aware of joining resident groups (46%), the Association's Management Committee (43%) and participating in focus groups (28%). On the other hand 45% were not aware of any participation activities.

Just under 7 in 10 owners (69%) were not interested in any participation activities. On the other hand, 16% were aware they could join a resident group, 11% were aware they can take part in repairs satisfaction surveys or mini surveys and 10% were aware they can participate in occasional focus groups.

Q5 New Gorbals provide a range of ways in which residents can participate in their decision-making processes. Which are you (a) aware of; (b) interested in?		
Base: All respondents, n=211	% aware	% interested in
Joining a resident group	46.4%	15.6%
Joining the Association's Management Committee	43.1%	10.4%
Participating in occasional focus groups	27.5%	9.5%
Via the website	20.4%	9.0%
Via social media (Facebook and Twitter)	18.0%	4.3%
Repairs satisfaction surveys/ mini satisfaction surveys	17.5%	11.4%
Close meetings, if requested	13.3%	5.7%
Used to be involved	0.5%	-
Refused	0.5%	0.5%
In writing	-	0.9%
Via telephone	-	0.5%
AGM	-	0.5%
None	44.5%	68.7%

4.5 Reasons for not becoming more involved (Q6/7)

The main reasons for not wanting to become more involved in the Association's decision-making activities were where they were simply not interested (39%), due to work commitments (20%) or because of health or disability issues (15%).

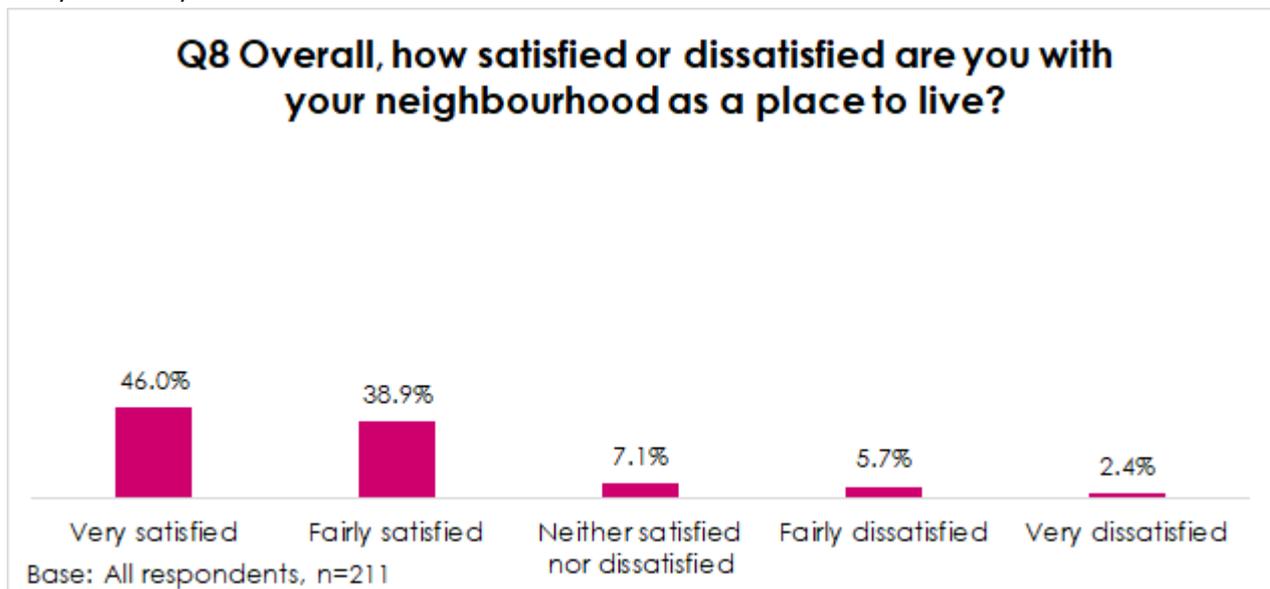
Q6 What, if anything, stops you becoming more involved with the Association? [INTERVIEWER: DO NOT PROMPT]		
Base: All respondents, n=211	No.	%
Not interested	83	39.3%
Work commitments	42	19.9%
Health / disability issues	32	15.2%
Not aware of any meetings/ opportunities to participate	16	7.6%
Happy with things as they are	14	6.6%
Don't think I have anything to contribute	5	2.4%
I would like to become involved	5	2.4%
Do not know how to get involved, although I would like to	3	1.4%
Don't think they listen anyway	3	1.4%
Childcare commitments	2	0.9%
Lack confidence in speaking up	2	0.9%
Don't understand enough about the work of the Association	1	0.5%
Other family commitments e.g. carer for family member	1	0.5%
Other – please specify	7	3.3%
Nothing, I am already involved	15	7.1%

The vast majority of owners (83%) believed New Gorbals does enough to get residents involved.

5. THE NEIGHBOURHOOD

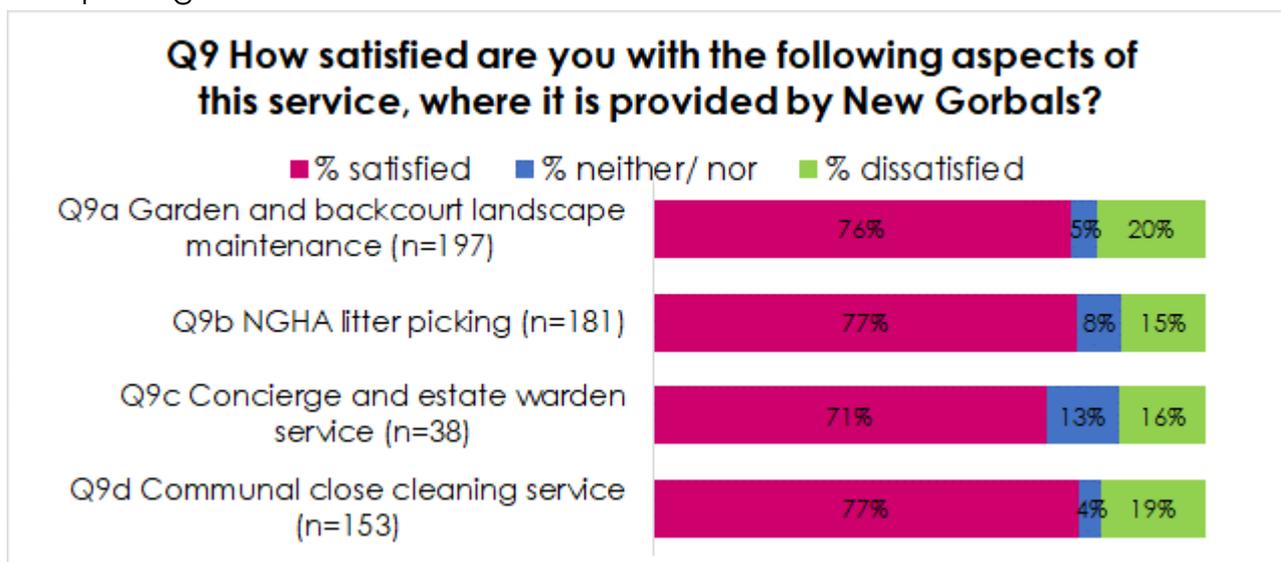
5.1 Satisfaction with neighbourhood as a place to live (Q8)

Over 8 in 10 respondents (85%) were satisfied with their neighbourhood as a place to live in compared to 7% who were neither satisfied nor dissatisfied and 8% who were very or fairly dissatisfied.



5.2 Satisfaction with estate services (Q9/10)

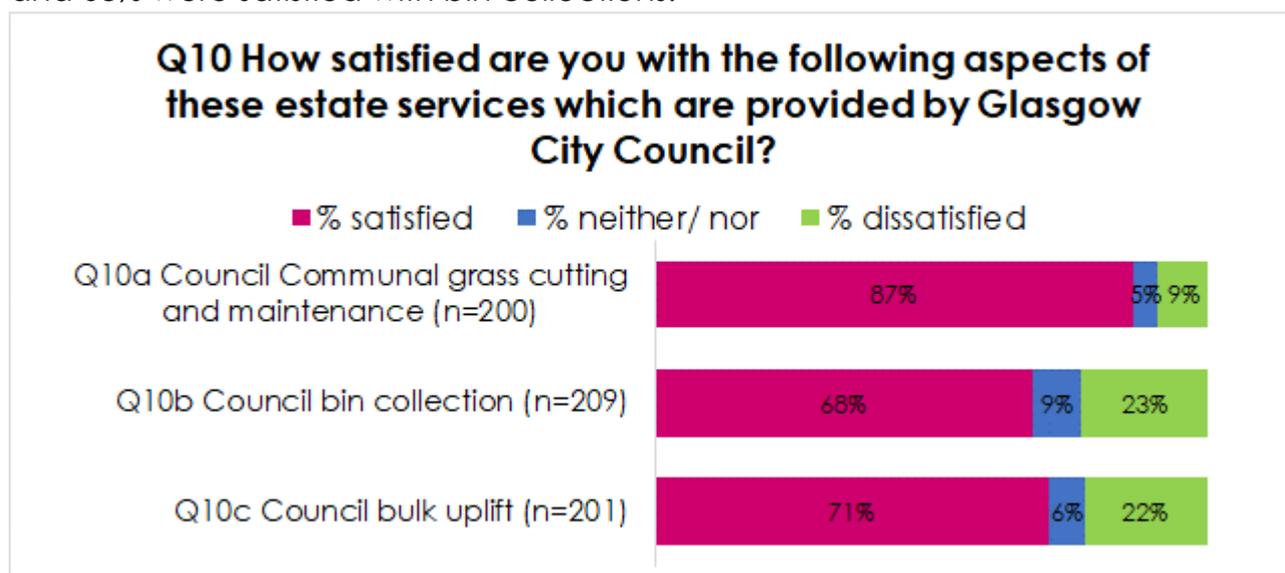
Owners were asked to state what extent they were satisfied or dissatisfied with various estate services provided by New Gorbals. Satisfaction ranged from 71% with regards to concierge and estate warden service to 77% for communal close cleaning service and litter picking.



The main reasons for being dissatisfied with any of these services was where owners spoke about issues with litter and rubbish (38%, 26 owners) and this was followed by close cleaning or stair cleaning being carried out to a poor standard (28%, 19 owners).

Q9f If dissatisfied with any of the above, please tell us why?		
Base: Not satisfied with maintenance services, n=69	No.	%
Issues with litter and rubbish	26	37.7%
Close cleaning/ stair cleaning poor standard	19	27.5%
Improvement needed to services/ poor value for money	14	20.3%
Landscaping not of a good standard e.g. weeds	12	17.4%
Back courts are a mess	11	15.9%
Repairs needed	2	2.9%
Other	3	4.3%

Following on from this, owners were asked how satisfied or dissatisfied they were estate services provided by Glasgow City Council. Just under 9 in 10 were satisfied with communal grass cutting and maintenance (87%), 71% were satisfied with bulk uplift and 68% were satisfied with bin collections.

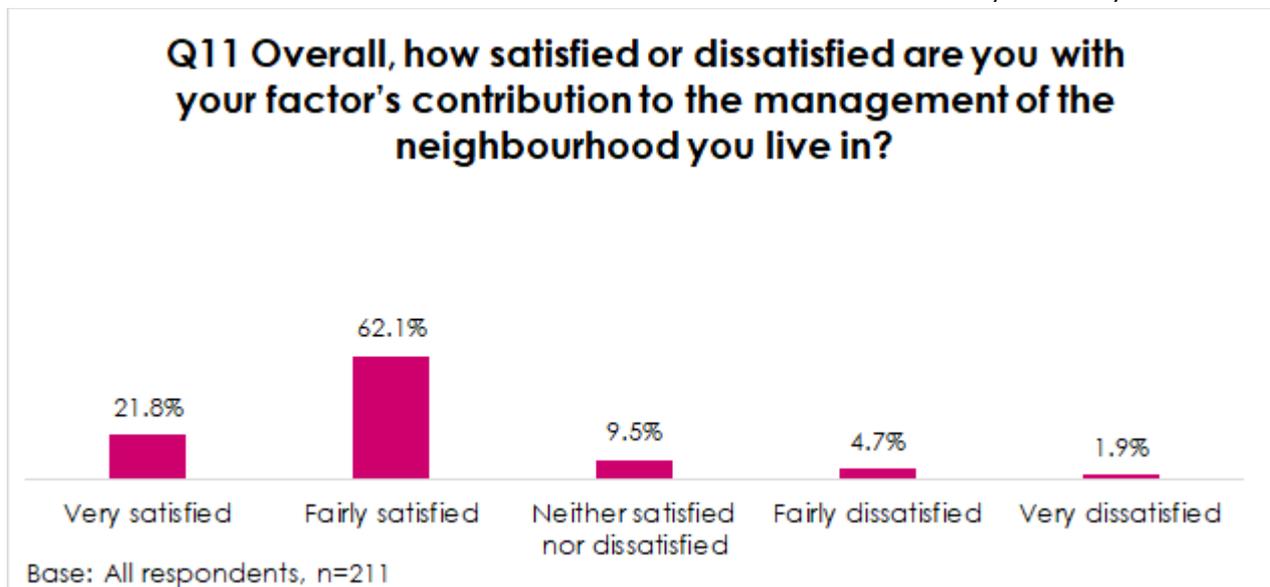


Of those who were not satisfied with any of these services, over half (54%, 37 owners) mentioned issues with bin collections and a further 38%, 26 owners spoke about fly tipping.

Q10d If dissatisfied with any of the above, please tell us why?		
Base: Not satisfied with council estate services, n=68	No.	%
Issues with bin collections e.g. not frequent enough/ being missed/ don't know when will be picked up	37	54.4%
Fly tipping/ bulky items being left	26	38.2%
Grass cutting not done enough/ leave a mess behind/ other landscaping issues	9	13.2%
Need more street sweepers/ problems with litter	7	10.3%
General dissatisfaction	5	7.4%
Back courts/ bin areas are a mess	3	4.4%
Other	3	4.4%

5.3 Satisfaction with New Gorbals's contribution to the management of the neighbourhood (Q11)

Over 8 in 10 respondents (84%) were very or fairly satisfied with the Association's contribution to the management of the neighbourhood they live in compared to 10% who were neither satisfied nor dissatisfied and 7% who were very or fairly dissatisfied.



Where owners were not satisfied, 29%, 10 owners said the area was untidy or had issues with rubbish. A further 21%, 7 individuals spoke about wanting to see more estate inspections.

Q11b Can you explain how your satisfaction with your landlord's contribution to the management of the neighbourhood could be improved?		
Base: Gave an opinion. n=34		
	No.	%
Area is dirty/ untidy/ issues with rubbish	10	29.4%
Estate inspections/ walkabouts/ more of a presence in local area	7	20.6%
Poor service for what we pay	6	17.6%
Lack of communication/ need to listen to our views/ consult with us	3	8.8%
Parking issues	2	5.9%
Don't know	2	5.9%
Other	5	14.7%

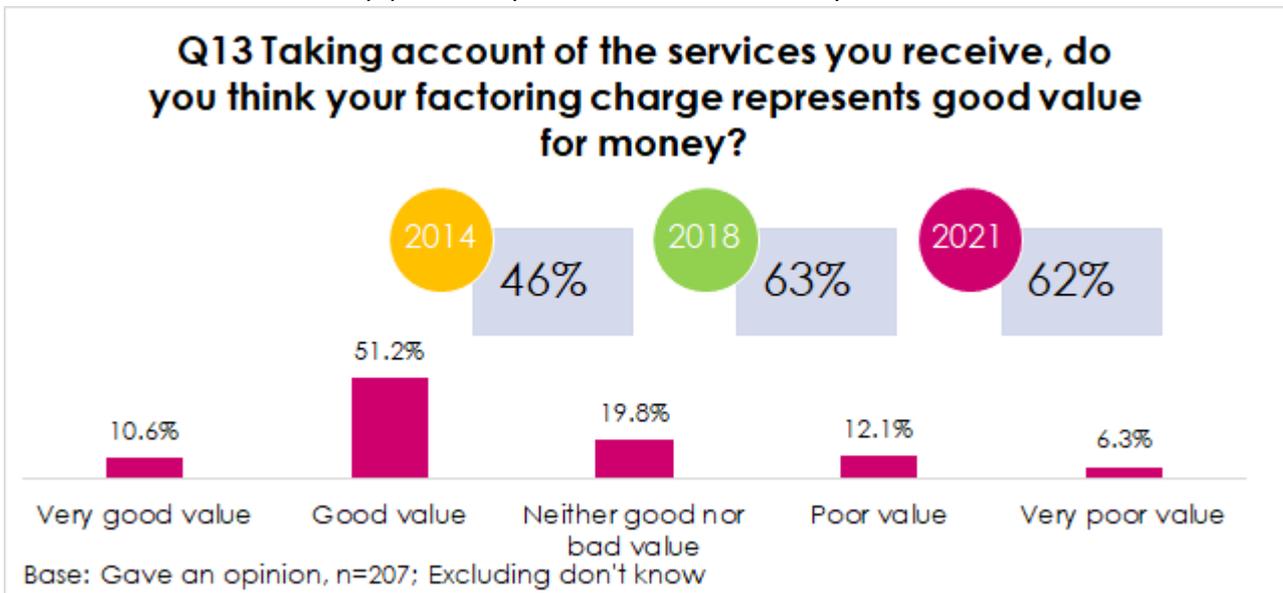
6. VALUE FOR MONEY

6.1 Owner responsibilities (Q12)

The vast majority of owners were aware of their responsibilities as an owner under their Deed of Condition (94%).

6.2 Factoring charge value for money (Q13)

Over 6 in 10 owners said the factoring charge for their home represented very good or good value for money compared to 20% who said it was neither good nor poor value and 18% said it was very poor or poor value for money.



7. SHAPING THE FUTURE

7.1 What do New Gorbals do best? (Q14)

The questionnaire included an open-ended question which asked owners what they believe their factor does best. Just under one in four respondents were unsure and could not give a response. On the other hand, 17% commented on good landscaping or upkeep of the area, 9% mentioned good customer service and 8% mentioned good communication.

Q14 Thinking about the overall service provided by New Gorbals, what do you think they do best?		
Base: All respondents, n=211	No.	%
Don't know	50	23.7%
Good landscaping/ upkeep of the area	36	17.1%
Everything/ they do a good job/ good services	23	10.9%
Good customer service	18	8.5%
Other - negative comment e.g. expensive/ poor service	18	8.5%
Good communication	16	7.6%
Common repairs are good	10	4.7%
No comment/ nothing	8	3.8%
Close cleaning has improved/ is good	7	3.3%
Properties well maintained	6	2.8%
Good value for money/ rent not too expensive	6	2.8%
They are fine/ ok	6	2.8%
Nothing to compare it to	3	1.4%
Sending out bills/ taking money	3	1.4%
Deal with complaints quickly	2	0.9%
Good concierge service	2	0.9%
Other <ul style="list-style-type: none"> • Provides peace of mind • Keep everything operating . and communal building insurance • Meetings they hold for owners to go along too • They are great at supporting the owners • Building insurance linked in with factoring charges and the communication. • They include people - all the different forums and consultations residents can get involved in is really good. They have a great vandalism policy whereas vandalism is dealt with very quickly. Also, staff get back to you very quickly. • They are very visible in the area. • They clean out empty houses to allow for a quick turnover. 	8	3.8%

7.2 What could New Gorbals do to improve their overall service (Q15)

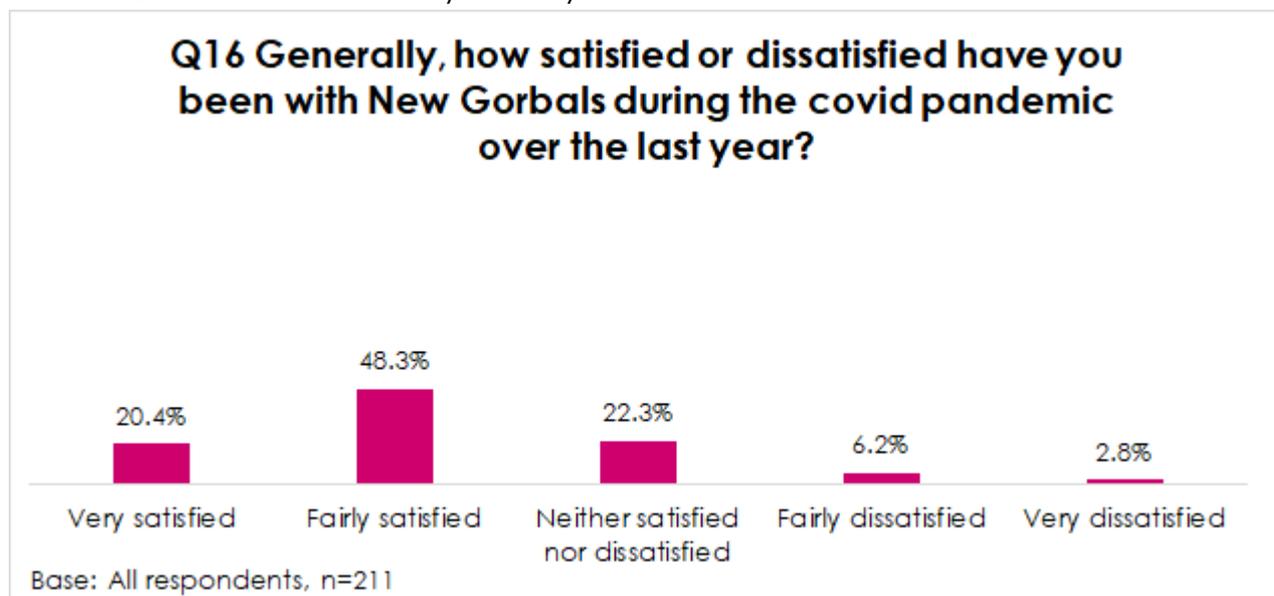
In terms of what could be improved, 23% of respondents were unsure and a further 15% said there was no improvements required. On the other hand, 10% mentioned improvements to ground maintenance, landscaping or the general upkeep of the area and 9% would like to see improvements to communication.

Q15 And if there was one thing that New Gorbals could do to improve their overall service, what would it be?		
Base: All respondents, n=211	No.	%
Don't know	48	22.7%
None/ nothing/ no improvements needed	32	15.2%
Ground maintenance/ upkeep of the area/ landscaping	22	10.4%
Communication	18	8.5%
Bin collections/ bulk uplifts/ rubbish and litter	14	6.6%
Bills are expensive	14	6.6%
Close cleaning/ stair cleaning	11	5.2%
Common/ building repairs	8	3.8%
Listen to owners' views/ more consultation	7	3.3%
Parking improvements	7	3.3%
Estate inspections	5	2.4%
Staff/ customer service improvements	5	2.4%
Clean up back courts	4	1.9%
Try and get residents to keep the place tidy/ put their bins back	4	1.9%
Deal with dog fouling	3	1.4%
They are ok/ fine	3	1.4%
It's a good service/ happy with factor	1	0.5%
Other	20	9.5%

8. COVID PANDEMIC

8.1 Satisfaction with New Gorbals during the pandemic (Q16/17)

Just under 7 in 10 respondents (69%) were either very or fairly satisfied with New Gorbals during the covid pandemic over the last year, 22% who were neither satisfied nor dissatisfied and 9% were very or fairly dissatisfied.



When asked why they feel this way, 21% said the Association was great or did their best, 15% said the Association kept them informed (15%) and 12% said services were kept going or that they saw no change to services during this time. On the other hand, 10% said the area was poorly maintained or services were not undertaken and a further 10% said they never saw or heard from the Association.

Q17 Can you explain why you say that?		
Base: All respondents, n=211	No.	%
They were great/ did their best/ supportive/ very happy	45	21.3%
Kept us informed/ good communication	31	14.7%
Kept services going/ no change to services	26	12.3%
Area was poorly maintained/ services not being done/ repairs not carried out/ slow response	22	10.4%
Never saw them/ heard from them/ not a lot of communication	20	9.5%
It was fine/ ok	16	7.6%
Didn't have many dealings with them/ didn't use services	15	7.1%
Improvements needed to customer service/ would have liked to have heard from them more	14	6.6%
Good customer service	7	3.3%
Don't know/ none	17	8.1%
Other	7	3.3%

8.2 Being kept informed during the pandemic and improvements (Q18/19)

Over 8 in 10 respondents said they felt New Gorbals has kept them informed of the changes to services available due to covid 19 (83%). Just over 1 in 10 respondents (14%) said there were things that New Gorbals could have done better during this time. Their comments are listed below:

- *Need better staff, or more staff. Communicate more. Respond to owners better.*
- *I feel they could have done more in the way of repairs during the pandemic and kept the maintenance up.*
- *Answered their phones.*
- *Kept us informed more.*
- *Answer phone.*
- *Respond to issues I have.*
- *More emails being sent during the pandemic.*
- *Car parking facilities for disabled*
- *More communication, improvements to the landscaping and bin collection.*
- *A letter to let me know what was happening.*
- *How are elderly kept informed if no internet access?*
- *Open the office.*
- *More communication and information on what we are expected to pay for.*
- *Open their office*
- *They could have kept on top of the repairs and maintenance. Just the general upkeep of the place has not been met.*
- *Making sure people could contact them.*
- *More maintenance to the communal areas and close cleaning as we still paid for it throughout the pandemic.*
- *Over Christmas and New year have a skeleton staff for security if something goes wrong.*
- *Got people out doing the outside work.*
- *Upkeep the estate better.*
- *Weeded the estate.*
- *More communication and maintenance to the area.*
- *They could have come round and inspected the repairs as most repairs were for the outside of the building - so no covid risk to anyone.*
- *They could have made it easier to get through to them.*
- *Better communication - they could have been in contact more often.*
- *More communication.*
- *Let people know they are there, not just play an answering machine or a call centre where you feel that you've just woken someone up out a sleep. Show a bit of care - get the feel back into the community.*
- *More access to their office could have been helpful for people.*

- *Maybe not be as quick to give residents another number to call - try and resolve issues at first point of contact.*
- *Maybe they could have tried to visit older residents to make sure that they were alright.*

9. HOUSEHOLD INFORMATION

9.1 Age (Q20)

In terms of the age profile of owner occupiers, just 2% were aged under 35, 33% were aged 35-54, 39% were aged 55-74 and 26% were aged 75 and over.

Q20 What age are you?		
Base: All respondents, n=211	No.	%
16-24	0	0.0%
25-34	4	1.9%
35-44	33	15.6%
45-54	37	17.5%
55-64	41	19.4%
65-74	42	19.9%
75+	54	25.6%

9.2 Household composition (Q21)

In terms of household composition, 39% of owners lived alone and a further 34% lived with one other adult.

Q21 Which of these describes your household composition?		
Base: All respondents, n=211	No.	%
Single adult	104	49.3%
Two adults	73	34.6%
Three or more adults, 16 or over	15	7.1%
1 parent family with 1 child under 16	1	0.5%
1 parent family with 2 children under 16	0	0.0%
1 parent family with 3 or more children under 16	1	0.5%
2 parent family with 1 child under 16	6	2.8%
2 parent family with 2 children under 16	10	4.7%
2 parent family with 3 or more children under 16	0	0.0%
Other	1	0.5%

9.3 Working status (Q22)

Over 4 in 10 respondents were in paid employment (43%) and 47% were retired.

Q22 Occupation status		
Base: All respondents, n=400	Q22a Owner	Q22b Partner
Full time paid work (35 or more hours more week)	37.9%	23.7%
Part time paid work (less than 35 hours per week but more than 16 hours per week)	4.3%	0.9%
Part time paid work (less than 16 hours per week)	0.5%	-
Full time education	-	-
Government training programme	-	-
Unemployed	2.8%	0.5%
Long term sick / disabled	4.7%	0.5%
Looking after family	0.9%	2.4%
Retired	46.9%	16.6%
Other – specify	1.9%	1.4%
No partner	-	54.0%

9.4 Health and disability (Q23)

The vast majority said neither they or any other member of their family had a long-term health condition or disability (67%).

Q23 Do you, or anyone in your household have any of the following conditions which have lasted, or are expected to last, at least 12 months? [CODE ALL THAT APPLY]		
Base: All respondents, n=211	No.	%
Physical disability	45	21.3%
Long term illness, disease or condition	29	13.7%
Deafness or partial hearing loss	4	1.9%
Developmental disorder (for example, Autistic Spectrum Disorder or Asperger's Syndrome)	4	1.9%
Blindness or partial sight loss	3	1.4%
Learning disability (for example Down's Syndrome)	1	0.5%
Learning difficulty (for example dyslexia)	1	0.5%
Mental health condition	1	0.5%
Other condition, please write in	2	0.9%
No condition	141	66.8%

9.5 Ethnicity (Q24)

Eight in ten owners were White Scottish and a further 12% were White British.

Q24 What is your ethnic group?		
Base: All respondents, n=211	No.	%
White Scottish	169	80.1%
White Other British	25	11.8%
White Irish	6	2.8%
White Gypsy/ Traveller	-	-
White Polish	1	0.5%
Other white ethnic group	-	-
Any mixed or multiple ethnic groups	1	0.5%
Pakistani, Pakistani Scottish or Pakistani British	3	1.4%
Indian, Indian Scottish or Indian British	2	0.9%
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-
Chinese, Chinese Scottish or Chinese British	-	-
Other	1	0.5%
African, African Scottish or African British	1	0.5%
Other	-	-
Caribbean, Caribbean Scottish or Caribbean British	-	-
Black, Black Scottish or Black British	-	-
Other	-	-
Arab, Arab Scottish or Arab British	-	-
Other	2	0.9%

Appendix 1

Survey Questionnaire

Project number	P1175
Project name	New Gorbals Housing Association Owner Satisfaction Survey 2021

INTRODUCTION (Read out) 'Hello, my name is _____. I am undertaking a survey for **New Gorbals Housing Association** to find out owners' views on the service they receive. The survey also asks a few questions about you and your household. This information is only used to create an overall picture of the profile of owners housed by the Association and will help them develop services to meet those needs. The survey will take about 15 minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at **New Gorbals** 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. Calls will be recorded for quality control purposes. Can I confirm that you are happy to take part in the survey?

INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE IN THE RESEARCH SIGN BELOW AND RECORD RESPONDENT RRID AND SURNAME ACCURATELY- ENSURE RRID MATCHES SAMPLE DATABASE
INTERVIEWER DECLARATION:

I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent consented to participate in the research.

Overall satisfaction

1. Taking everything into account, how satisfied or dissatisfied are you with the factoring service provided by New Gorbals Housing Association?

Very satisfied	1	Go to Q2
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q1b
Fairly dissatisfied	4	
Very dissatisfied	5	
No opinion	6	Go to Q2
Q1b Can you please explain why you are not satisfied with the overall service provided?		

Information and Participation

2. New Gorbals uses a number of ways to keep residents informed. Which method(s) do you prefer New Gorbals to use to keep you informed about services generally? ALL THAT APPLY

Email	1
Social media	2
Text message	3
Website	4
Newsletter	5
Letter	6
Other (please specify)	7

3. How good or poor do you feel New Gorbals is at keeping you informed about their services and decisions?

Very good	1	Go to Q4
Fairly good	2	
Neither good nor poor	3	Go to Q3b
Fairly poor	4	
Very poor	5	
Q3b – If not good, can you explain how New Gorbals could improve how they keep you informed about their services and decisions? [CODES 3, 4, 5]		

4. How would you prefer to communicate with New Gorbals Housing Association?

Email	1
Social media	2
Text message	3
WhatsApp	4
Facetime	5
Telephone	6
Other (please specify)	7

- 5. New Gorbals provide a range of ways in which residents can participate in their decision-making processes. A) Can you tell me firstly if you were aware of these ways in which you could get involved? B) Then, can you tell me which methods would you prefer New Gorbals to use to consult with you about issues that may affect you? (as many that apply)**

	Aware	Prefer
Via the website	1	1
Via social media (Facebook and Twitter)	2	2
Repairs satisfaction surveys/ mini satisfaction surveys	3	3
Joining the Association's Management Committee	4	4
Joining a resident group	5	5
Participating in occasional focus groups	6	6
Close meetings, if requested	7	7
Other (please advise)	8	8
None	9	9

- 6. What, if anything, stops you becoming more involved with the Association? [INTERVIEWER: DO NOT PROMPT]**

Childcare commitments	1
Work commitments	2
Health / disability issues	3
Not interested	4
Don't think I have anything to contribute	5
Do not know how to get involved, although I would like to	6
Lack confidence in speaking up	7
Don't understand enough about the work of the Association	8
Not aware of any meetings/ opportunities to participate	9
Don't think they listen anyway	10
Happy with things as they are	11
Other – please specify	12
Nothing, I am already involved	13

- 7. Do you think New Gorbals does enough to get residents involved?**

Yes	1
No	2

The Neighbourhood

- 8. Overall, how satisfied or dissatisfied are you with your neighbourhood as a place to live? [INTERVIEWER NOTE: Neighbourhood is defined as the street in which the owner lives and the immediate surrounding area.]**

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

9. New Gorbals provide an estate management service. How satisfied are you with the following aspects of this service, where it is provided by New Gorbals?

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied	Don't know/ NA
Garden and backcourt landscape maintenance	1	2	3	4	5	6
NGHA litter picking	1	2	3	4	5	6
Concierge and estate warden service	1	2	3	4	5	6
Communal close cleaning service	1	2	3	4	5	6
If dissatisfied with any of the above, please tell us why?						

10. How satisfied are you with the following aspects of these estate services which are provided by Glasgow City Council?

	Very Satisfied	Fairly Satisfied	Neither / Nor	Fairly Dissatisfied	Very Dissatisfied	Don't know/ NA
Council Communal grass cutting and maintenance	1	2	3	4	5	6
Council bin collection	1	2	3	4	5	6
Council bulk uplift	1	2	3	4	5	6
If dissatisfied with any of the above, please tell us why?						

11. Overall, how satisfied or dissatisfied are you with your factor's contribution to the management of the neighbourhood you live in?

Very satisfied	1	Go to Q12
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q11b
Fairly dissatisfied	4	
Very dissatisfied	5	

Q11b Can you explain how your satisfaction with your landlord's contribution to the management of the neighbourhood could be improved?

Value for money

12. Are you aware of your responsibilities as an owner under your Deed of Condition?

Yes	1
No	2

13. Taking account of the services you receive, do you think your factoring charge represents good value for money?

Very good value	1
Good value	2
Neither good nor bad value	3
Poor value	4
Very poor value	5
Don't know	6

Shaping the future

14. Thinking about the overall service provided by New Gorbals, what do you think they do best?

15. And if there was one thing that New Gorbals could do to improve their overall service, what would it be?

Covid Pandemic

16. Generally, how satisfied or dissatisfied have you been with New Gorbals during the covid pandemic over the last year?

Very satisfied	1	Go to Q17
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	

17. Can you explain why you say that?

18. Do you feel New Gorbals have kept you informed of the changes to services available due to Covid 19?

Yes	1	Go to Q19
No	2	

19. Is there anything that New Gorbals could have done better during this time?

Yes (please explain)	1	Go to Q20
No	2	

YOU AND YOUR HOUSEHOLD

Finally, I'd like to ask you some questions about your household. This information is strictly confidential and will not be passed onto the Association with any reference to your address or name. This information is only used to create an overall picture of the type of residents who live in the area.

20. What age are you?

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

21. Which of these describes your household composition?

Single adult	1
Two adults	2
Three or more adults, 16 or over	3
1 parent family with 1 child under 16	4
1 parent family with 2 children under 16	5
1 parent family with 3 or more children under 16	6
2 parent family with 1 child under 16	7
2 parent family with 2 children under 16	8
2 parent family with 3 or more children under 16	9
Other (please specify)	10

22. How would you describe the occupational status of you and your partner/spouse at present?

	You	Partner
Full time paid work (35 or more hours more week)	1	1
Part time paid work (less than 35 hours per week but more than 16 hours per week)	2	2
Part time paid work (less than 16 hours per week)	3	3
Full time education	4	4
Government training programme	5	5
Unemployed	6	6
Long term sick / disabled	7	7
Looking after family	8	8
Retired	9	9
Other – specify	10	10
No partner		11

23. Do you, or anyone in your household have any of the following conditions which have lasted, or are expected to last, at least 12 months? [CODE ALL THAT APPLY]

Deafness or partial hearing loss	1
Blindness or partial sight loss	2
Learning disability (for example Down's Syndrome)	3
Learning difficulty (for example dyslexia)	4
Developmental disorder (for example, Autistic Spectrum Disorder or Asperger's Syndrome)	5
Physical disability	6
Mental health condition	7
Long term illness, disease or condition	8
Other condition, please write in	9
No condition	10

24. What is your ethnic group?

WHITE	
White Scottish	1
White Other British	2
White Irish	3
White Gypsy/ Traveller	4
White Polish	5
Other white ethnic group	6
MIXED OR MULTIPLE ETHNIC GROUPS	
Any mixed or multiple ethnic groups	7
ASIAN, ASIAN SCOTTISH OR ASIAN BRITISH	
Pakistani, Pakistani Scottish or Pakistani British	8
Indian, Indian Scottish or Indian British	9
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	10
Chinese, Chinese Scottish or Chinese British	11
Other	12

AFRICAN,	
African, African Scottish or African British	13
Other	14
CARIBBEAN OR BLACK	
Caribbean, Caribbean Scottish or Caribbean British	15
Black, Black Scottish or Black British	16
Other	17
OTHER ETHNIC GROUP	
Arab, Arab Scottish or Arab British	18
Other	19

25. Do you have any other comments you wish to make about New Gorbals and the services it provides?

Yes (please write in)	1
No	2

- **Thank you very much for completing the questionnaire.**
- **Would you like to take a note of our website where you will see our privacy notice which will tell you more about how we use the information you provide?**

Appendix 2

Technical Report Summary

TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P1175
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 maximise the response rate from the Association's factored owners.
Achieved sample size	A total of 211 owner interviews were achieved.
Date of fieldwork	Interviewing took place between the 7 th and 27 th of August 2021.
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	36% (211 interviews from a population of 584)
Any incentives?	No
Number of interviewers	8 interviewers were working on this.
Interview validation methods	10% of each interviewer's work validated by remote listening 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 +/-5.4% for owners