



ABERTAY HOUSING ASSOCIATION  
OWNER SATISFACTION SURVEY 2013

Survey Report

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# Abertay Housing – Owner Satisfaction Survey

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## A. Background

Abertay Housing Association was established in 1997 from a stock transfer of properties formerly owned by Scottish Homes. Abertay Housing serves the needs of 1773 tenants of which 283 are sheltered tenants. Abertay Housing's stock is distributed throughout Dundee with the largest settlement (approx. 60%) located in the Fintry area.

The Association also provides estate management services to 2125 factored and non-factored owners. These owners live in a range of property types located across the City of Dundee. In most cases, owners reside within estates where Abertay Housing also rent properties to tenants

The Scottish Social Housing Charter has placed an obligation on landlords to survey owners who receive estate management services and submit the results to the Scottish Housing Regulator. They have produced an indicator from which we will be measured. This has been set by the Regulator and was included in the Survey.

## B. Objectives

- To measure resident satisfaction with Abertay Housings factoring services and submit the results to the Scottish Housing Regulator.
- To identify areas for service improvement, including benchmarking survey results against other landlords where appropriate.

## C. Survey Method

The Association issued a postal questionnaire to all factored and non- factored owners in late August 2013 with a freepost envelope provided. A link was also provided so residents could complete the survey on-line if they wished. The survey could also be accessed and completed via the link on Abertay's website.

The overall survey response return was 12% (263 in total). This compares to a response return of 234 from an owner survey carried out in 2010 by Knowledge Partnership, Research & Consultancy.

## D. Survey sample

The achieved survey sample of 263 responses is analysed at tables 1 and 2. Table 1 gives a breakdown of factored and non-factored owners in comparison to the factored and non-factored population. This table demonstrates that a good response was received from factored owners

<b>Table 1</b>	Number of respondents	Percentage sample	No. in population	Percentage of population which responded
Factored	83	31%	319	26%
Non factored	176	66%	1844	9%
Anonymous	4	3%		

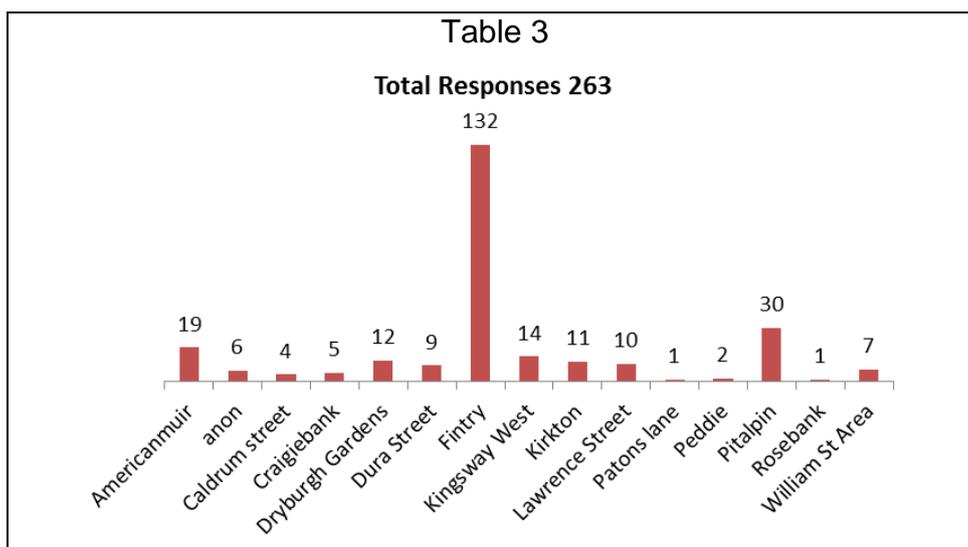
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Tables 2 and 3 show the number of respondents broken down by area or scheme. This shows for example that Pitalpin and Americanmuir areas had a greater return than their owner population and Fintry area had a lesser return.

<b>Table 2</b> Area/scheme	No of respondents	Percentage sample	Percentage of owner population
Americanmuir	19	7.2%	3.7%
Caldrum Street	4	1.5%	1.1%
Craigiebank	5	1.9%	9.7%
Dryburgh	12	4.6%	1.9%
Dura Street	9	3.4%	2.6%
Fintry	132	50.2%	58.0%
Kingsway West	14	5.3%	4.8%
Kingoodie	0	0%	1.3%
Kirkton	11	4.2%	3.5%
Lawrence street	10	3.8%	1.7%
Patons Lane	1	0.4%	0.3%
Peddie Street	2	0.8%	0.6%
Pitalpin	30	11.4%	8.5%
Rosebank	1	0.4%	0.2%
William Street	7	2.7%	2.3%
Anonymous	6	Total 263	2.3%
			0%

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### E. Satisfaction with factoring services

The following question was asked first in the newsletter. It is a Charter Indicator set by the Scottish Housing Regulator which the Association is required to report as part of the Annual Charter Returns.

**Table 4**

Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by Abertay Housing Association.		
Answer Options	Response Percent	Response Count
Very satisfied	14.9%	37
Fairly satisfied	29.7%	74
Neither satisfied nor dissatisfied	24.5%	61
Fairly dissatisfied	16.1%	40
Very dissatisfied	14.9%	37
Comments		99
<b><i>answered question</i></b>		<b>249</b>
<b><i>skipped question</i></b>		<b>14</b>

Overall 44.6% of owners were either very or fairly satisfied with the Associations factoring services. 31% were fairly or very dissatisfied. Table 5 gives a breakdown between factored and non-factored tenants.

- 46% of factored and 41% of non-factored owners are either very or fairly satisfied.
- 27% of factored and 32% of non-factored owners are either fairly or very dissatisfied.

This question was not asked in the 2010 survey, however the 2010 Report concluded that on average 48% of owners were satisfied with the service they received in areas relating to estates, day to day repairs and open space maintenance.

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**Table 5 shows the satisfaction level broken down by area/scheme and then by factored and non-factored.**

<b>Table 5</b> Area/Scheme	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	No answer	Grand Total
Americanmuir	3	6	3	4	3		19
Anonymous	1	1	1		2	1	6
Caldrum Street	1		1		1	1	4
Craigiebank		1	1		1	2	5
DryburghGardens	2	8	1	1			12
Dura Street		2	2	3	2		9
Fintry	19	33	34	23	17	6	132
Kingsway West	1	3	4	2	3	1	14
Kirkton	1	5	2	2	1		11
Lawrence Street	1	2	3	1	2	1	10
Patons Lane		1					1
Peddie		1				1	2
Pitalpin	7	9	7	3	3	1	30
Rosebank		1					1
William St Area	1	1	2	1	2		7
<b>Grand Total</b>	<b>37</b>	<b>74</b>	<b>61</b>	<b>40</b>	<b>37</b>	<b>14</b>	<b>263</b>
Factored	11	27	16	14	13	2	83
Non factored	26	46	45	26	21	12	176
anonymous		1			3		4
<b>Grand Total</b>	<b>37</b>	<b>74</b>	<b>61</b>	<b>40</b>	<b>37</b>	<b>14</b>	<b>263</b>

## Abertay Housing – Owner Satisfaction Survey

The highest level of dissatisfaction was recorded in the Fintry area with 30% being dissatisfied. The main issues from comments made seem to be poor landscaping/maintenance with regard to trees and/or grass cutting. Also, the poor condition of bins and roads in the area was a concern. A few owners felt that they were already paying Council Tax and should not have to pay Abertays service charge.

### F. Informing Owners

Owners were asked for their opinion on how good or poor Abertay Housing was at keeping them informed about their services and decisions. Table 6 shows that on average 47% felt that Abertay was good at keeping owners informed about their services and decisions, however this falls to 41% when asked about things that might affect them as a resident. 34% of owners felt that Abertay was fairly or very poor at keeping tenants informed about services and decisions. This rises to 37% with things that might affect them.

Table 6. How good or poor do you feel Abertay is at keeping you informed about:						
Answer Options	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Response Count
Their services and decisions	31	85	45	35	48	244
Things that might affect you as a resident	23	64	47	32	47	213
<i>answered question</i>						<b>250</b>
<i>skipped question</i>						<b>13</b>

Although there is a 3% improvement generally, it is recognised that Abertay need to review current practice and look for new ways to inform owners of impending works which might affect them, including making better use of the Abertay website.

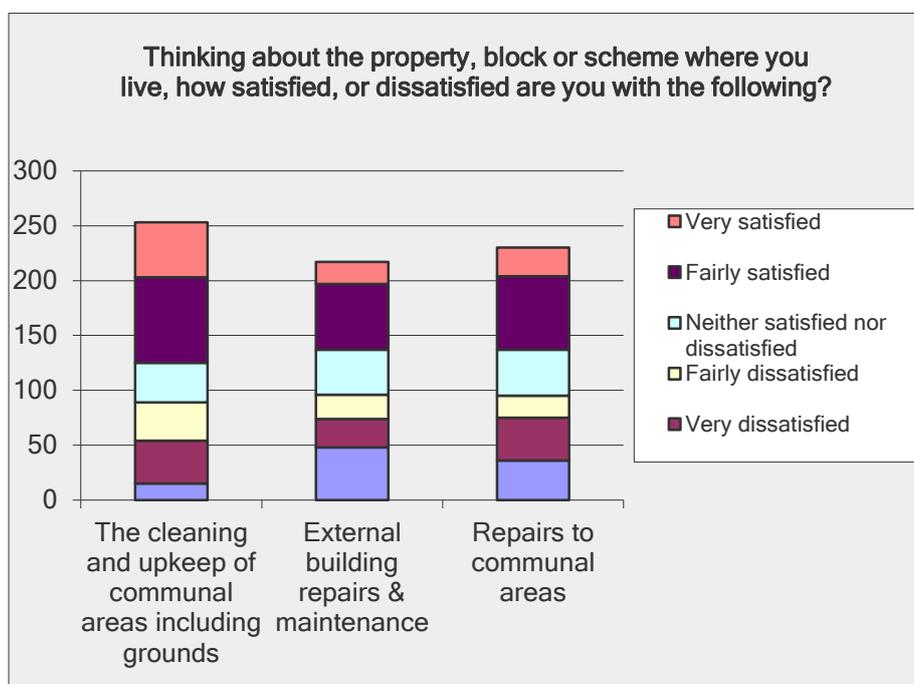
### G. Neighbourhood and Estate

Table 7 and table 8 focus on three issues regarding the cleanliness of communal areas, external repairs to communal areas and buildings and maintenance.

Table 7 Thinking about the property, block or scheme where you live, how satisfied, or dissatisfied are you with the following?							
Answer Options	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable	Response Count
The cleaning and upkeep of communal areas including grounds	50	78	36	35	39	15	253
External building repairs & maintenance	20	60	41	22	26	48	217
Repairs to communal areas	26	67	42	20	39	36	230
<i>answered question</i>							<b>258</b>
<i>skipped question</i>							<b>5</b>

## Abertay Housing – Owner Satisfaction Survey

In the 2010 survey, 39% of factored owners said they were satisfied with the cleaning and upkeep of landings, stairs and bins of communal areas. In comparison the 2013 survey shows a satisfaction level of 54% an improvement in this area. 43% of owners were satisfied with the external repairs and maintenance in comparison to 47% in 2013, a further slight improvement. However 59% were satisfied with repairs to communal areas in 2010 in comparison to only 48% satisfaction in 2013.



**Table 8**

### H. Understanding the Service charges

Approximately 58% of owners felt that the service charge was easy to understand but over 22% were dissatisfied (see table 9). Some of the comments made included the following:

- Don't know what they are paying for.
- Felt that as a council tax payer they are paying twice for landscaping etc.
- A lack of clarification with the charge

Table 9. How easy is it to understand your service charge statement?		
Answer Options	Response Percent	Response Count
Very satisfied	20.2%	51
Fairly satisfied	37.9%	96
Neither satisfied nor dissatisfied	19.4%	49
Fairly dissatisfied	7.5%	19
Very dissatisfied	15.0%	38
<i>answered question</i>		<b>253</b>
<i>skipped question</i>		<b>10</b>

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Comments made in the 2010 survey include the same dissatisfaction, citing a lack of clarification in what is included in bills and the need for better communication with owners including more information about the services provided.

### **I. Conclusions**

The survey results show that Abertay is achieving a fair level of customer satisfaction with the factoring services provided. However it has been noted that in some areas, satisfaction has fallen and in some instances recommendations made in the survey completed in 2010 are still an issue with some owners

### **J. Areas for improvement**

On balance 31% of owners were dissatisfied with the service they received from Abertay, an increase from 27% dissatisfaction in 2010. In light of this finding and the wider feedback from the survey (see Appendix I), the following recommendations are made for improving Abertay Housing's service.

- Ensuring that close, landings, stairs and bin areas are kept clean and tidy by introducing a procedure with monitor for regular estate/close visits. This should also include overgrown gardens etc.
- Addressing parking issues with owners in Americanmuir, Dryburgh, Peddie Street and Pitalpin areas.
- Improving communications with owners with clearer information on charges raised, including a breakdown of costs where possible.
- Improving awareness of Abertay's open space maintenance services. By making better use of Abertay's website.
- Addressing owners concerns with antisocial behaviour, litter, dog fouling and playing of football on grassy areas. Carrying out regular estate walkabouts with residents should address residents' concerns and improve satisfaction levels. This would also highlight any external repairs required which may not have been completed.
- Improve raising awareness of issues which might affect owners. Consider new ways of informing owners. One way would be to enhance Abertay's website with more information for owners,
- Ensuring regular maintenance of trees and shrubs so that they do not become overgrown. This was previously recorded as a strength in the Satisfaction Survey completed in 2010.
- Considering installing a metal fence around the duck pond at Kingsway West to enhance the area and minimise vandalism.

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### Appendix I Comments

Americanmuir	Craigiebank
Garages being used for storage rather than cars	Residents at kinnordy/craigie avenue not cutting hedges
Don't understand breakdown of charges	Painterwork not supervised
Increasing problem with parking (indiscriminate)	Hedges overgrown
Large overgrown trees	Flowerbeds look neglected
Fintry	Dryburgh
Communal lighting not working	Lack of resident meetings
Overgrown trees	Parking problems
Antisocial behaviour complaints not resolved	Common repairs need explanation/clarification
Grass cuttings – leaving a mess as not collected	Dura Street
Poor condition of pavements and potholes	Leaves and litter after grass cut
Children using grassy areas as playparks	Poor cleaning standard of closes
Bills too high	Kingsway West
Don't understand the charge	Inaccurate billing
Disagree with the charge	Long delays in fixing lighting
Lack of estate supervision	Motorbikes cutting over grassy areas
Broken fences, footpaths, broken glass etc.	Duck pond a disgrace
Gardens not maintained by residents	Long delay to repair outside leak
Repairs reported but not carried out	
Kirkton	Lawrence Street

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Charge excessive	Garden maintenance costs increased
Overgrown trees	Inadequate cleaning of close
Children playing football on grassy areas (no signs)	Some residents not maintaining their homes
Contractors not clearing up after themselves	Peddie Street
Pitalpin	Inadequate parking at No. 48-54
Poor lighting in the area	William Street
Overhanging trees	Like a rundown housing scheme
Potholes in roads	Lack of explanation with costs charged
Website unsatisfactory	Survey a waste of money
Lack of parking spaces	Landscaping charges excessive
Dogs mess	
Patons Lane/Step Row	Rosebank
No comments	No comments
Caldrum Street	
No comments	