



ABERTAY HOUSING ASSOCIATION
OWNER SATISFACTION SURVEY 2016

Survey Report

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A. Background

Abertay Housing Association provides estate management services to 2151 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 Abertays 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 August 2016 with a freepost envelope provided. A link was also provided so residents could complete the survey on-line if they wished. The survey could be accessed via a link on Abertay's website.

The overall survey response return was 12% (258 in total). The same response rate was achieved in 2013 when 263 returns were received using the same methods.

D. Survey sample

The survey sample of 258 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.

Table 1	Number of respondents	No. in population	Percentage of population which responded
Factored	78	616	12.6%
Non factored	180	1535	11.7%
Total	258	2151	12%

This table demonstrates that response levels were fairly even between factored and non-factored owners.

Table 2 shows the number of respondents broken down by area or scheme. This shows for example that Pitalpin and Dryburgh areas had a greater return than their owner population and Craigiebank area had a lesser return

Table 2 Area/scheme	No of respondents factored	No of respondents Non-factored	Total No. of responders	Percentage sample	Percentage of owner population (2151)
Americanmuir	6	5	11	4.3%	3.7%
Caldrum Street	n/a	4	4	1.6%	1.1%
Craigiebank	7	4	11	4.3%	9.7%
Dryburgh	13	n/a	13	5.0%	1.9%
Dura Street	2	5	7	2.7%	2.6%
Fintry	31	85	116	45%	58%
Kingsway West	8	6	14	5.4%	.8%
Kingoodie	n/a	0	0	0%	1.3%
Kirkton	0	10	10	3.8%	3.5%
Lawrence street	1	6	7	2.7%	1.7%
Patons Lane	n/a	2	2	0.8%	0.3%
Peddie Street	0	0	0	0%	0.6%
Pitalpin	n/a	32	32	12.4%	8.5%
Rosebank	n/a	n/a	0	0%	0.2%
William Street	4	7	11	4.3%	2.3%
Anonymous	6	Total 78	258 Anon 22	Anon 7.7%	

E. Satisfaction with factoring services

The following question was asked first in the factored and non-factored survey. 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.

Factored response as follows:

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	18.7%	14
Fairly satisfied	37.3%	28
Neither satisfied nor dissatisfied	24.0%	18
Fairly dissatisfied	8.0%	6
Very dissatisfied	12.0%	9
Comments		20
	<i>answered question</i>	75
	<i>skipped question</i>	3

56% of factored owners are either very or fairly satisfied with the Association's factoring services

Non-factored as follows:

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	17.0%	28
Fairly satisfied	32.1%	53
Neither satisfied nor dissatisfied	26.7%	44
Fairly dissatisfied	9.7%	16
Very dissatisfied	14.5%	24
Any comments?		48
	<i>answered question</i>	165
	<i>skipped question</i>	15

49% of non-factored owners are either very or fairly satisfied with the Associations factoring services.

Total satisfaction or dissatisfaction with factoring services is as follows:

Answer option	Response Count	Response Percent
Very satisfied	42	17.5%
Fairly satisfied	81	33.7%
Neither satisfied nor dissatisfied	62	25.8%
Fairly dissatisfied	22	9.2%
Very dissatisfied	33	13.8%
Total	240	100%

Overall 51% of owners were either very or fairly satisfied with the Associations factoring services. This compares favourably with the last survey carried out in 2013 in which the satisfaction level was recorded as 44.6%. Dissatisfaction has reduced from 31% to 23% overall.

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. On average 56% felt that Abertay was good at keeping owners informed about their services and decisions, this compares favourably to the survey held in 2013 which recorded a lower satisfaction level at 47%.

Their service & decisions	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Response count
Factored	26	64	28	23	27	168
Non Factored	17	28	12	4	13	74
Total	43 (18%)	92 (38%)	40 (16%)	27 (11%)	40 (17%)	242

Things that might affect you as a resident	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Response count
Factored	13	25	12	7	10	67
Non Factored	18	52	19	27	25	141
Total	31(15%)	77 (37%)	31 (15%)	34 (16%)	35 (17%)	208

When residents were asked about things that might affect them as a resident, 52% of owners felt we were very or fairly good. This was a notable improvement from the previous survey which recorded 41%.

G. Neighbourhood & Estate (factored owners)

The table below focused on issues relating to repairs and the cleanliness of the communal areas. The following was asked:

Thinking about 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 & upkeep of communal areas	21 (27%)	25 (33%)	8 (10%)	8 (10%)	13 17%	2 3%	77
The standard of repair of the common parts	14 20%	20 28%	13 18%	10 14%	7 10%	7 10%	71
That your views are taken into consideration when deciding work needed	4 5%	23 33%	11 16%	6 9%	17 25%	8 12%	69

Overall 60% of factored owners were either very or fairly satisfied with the cleaning and upkeep of communal areas, this compares favourably with 54% recorded in 2013. A very slight improvement with 48% satisfied with the standard of repairs compared to 47% in 2013. However when asked if they felt their views were taken into consideration when deciding work needed, the satisfaction level dropped to 38%.

Open space maintenance (non-factored)

The following was asked: How satisfied or dissatisfied are you with the standard of open space maintenance provided in your estate? The following satisfaction levels were received:

Very satisfied	24.6%	17
Fairly satisfied	26.1%	18
Neither satisfied nor dissatisfied	11.6%	8
fairly dissatisfied	4.3%	3
Very dissatisfied	14.5%	10
not applicable	18.8%	13

Overall 50% were satisfied with the standard of maintenance with 19% dissatisfaction recorded.

The following question was also asked:

In relation to open space maintenance, (grass cutting etc.) how aware are you of the geographical area you contribute towards? The response highlighted that almost 25% are not aware and that 17% of responders are only fairly aware.

H. Understanding the charges

The last survey held in 2013 identified 22% dissatisfaction with the invoices received, some of the comments included, lack of clarification with the charge and not knowing what they were paying for. In light of the feedback, the invoicing was reviewed and improvements made. The following question was asked again in the factored and non-factored surveys: **“How satisfied or dissatisfied are you with the information provided on your invoice”?**

The following responses indicate that 62% are either very or fairly satisfied with the information provided (an improvement from 58% in 2013). Dissatisfaction has dropped to 19%:

Answer options	Very satisfied	Fairly satisfied	Neither satisfied/nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Response count
Factored owners	22	22	15	7	8	74
Non-factored owners	39	67	32	16	14	168
Total	61 (25%)	89 (37%)	47 (19%)	23 (10%)	22 (9%)	242

Factored and non-factored owners were then asked: *If you had a query in relation to an invoice how satisfied or dissatisfied were you with the response received?*

Answer options	Very satisfied	Fairly satisfied	Neither satisfied/nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable	Response count
Factored owners	17	18	8	3	10	- 13	56
Non-factored owners	22	39	21	6	15	- 52	103
Total	39 (25%)	57 (36%)	29 (18%)	9 (6%)	25 16%	- 65 29%	159

The above responses indicate that overall 61% were satisfied with the response received and 22% were either very or fairly dissatisfied. 65 responses indicated that they did not have a query in relation to invoices they received.

I. Communication & walkabouts

Both factored and non-factored owners were asked which form of communication they would prefer that Abertay use and the following responses were received in order of preference:

By letter	49%	Our website	24%
By phone	11%	Email	10%
Text	5%	Facebook	1%

Factored residents were asked if they were aware of our estate walkabouts and 83% indicated that they are aware of them and of those 8% had attended them.

J. Conclusions

The survey results show that Abertay is achieving an improved level of customer satisfaction with the factoring services.

Overall 51% of factored and non-factored owners were either very or fairly satisfied with the Associations factoring services. This compares favourably with the last survey carried out in 2013 in which the satisfaction level was recorded as 44.6%. Dissatisfaction has reduced from 31% to 23% overall.

Other improvements in satisfaction are:	in 2013	2016
• Keeping owners advised of our services & decisions.	47%	56%
• Things that might affect you as a resident.	41%	52%
• The cleaning & upkeep of communal areas.	54%	60%
• The standard of repair of the common parts	47%	48%
• Satisfaction or dissatisfaction with The information provided on your invoice	58%	62%

K. Areas for Improvement

Owners were asked: *how satisfied or dissatisfied are you with the standard of open space maintenance provided in your estate?* Overall 50% were satisfied, however 19% were dissatisfied. Comments made seem to be around the quality of cut, weeds in paths, overgrown trees and leaves not collected. If not already in place, the Maintenance Team should consider introducing regular quality assurance checking of Contractors work.

Non-factored owners were asked *if they were aware of the geographical area they contribute towards?* The response highlighted that almost 25% are not aware and that 17% of responders are only fairly aware. Abertay should look at ways of improving owner awareness in this area.

Although there has been a reduction in dissatisfaction with owners understanding the service charge, they were then asked *if they had a query in relation to an invoice how satisfied or dissatisfied they were with the response received*. The survey identified that 22% of owners were dissatisfied. Comments in Appendix 1 should be analysed closely with a view to reviewing and improving communication methods.

When owners were asked *if they felt their views were taken into consideration when deciding work needed*, only 38% of responders felt that we did. Comments suggest that some owners feel there is little or no consultation beforehand and they only become aware of work done when receiving the invoice. A few have also commented on the poor quality of work and their views were not considered after completion. This is another area where communication methods should be reviewed and possibly improved. The vast majority of responders have provided up to date contact details including email addresses. These should be recorded for future reference, which would assist and enhance our communication with owners.