

Owner Satisfaction Survey 2022

Final Survey Report

EAST LOTHIAN HOUSING ASSOCIATION

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TABLE A - SUMMARY OF KEY SATISFACTION RESULTS FROM OWNER SATISFACTION SURVEY 2022

<u>Measure</u>	<u>% owners very and fairly satisfied 2022 (15 cases)</u>	<u>% owners very and fairly dissatisfied 2022 (15 cases)</u>
<u>Method</u>	<u>Telephone and online</u>	<u>Telephone and online</u>
Factoring service overall (indicator)	11.1%	77.8%
Service charges	11.1%	66.6%
Condition of common open space areas	40.0%	30.0%
Billing information	66.7%	20.0%
Information on elha's services	46.7%	26.7%
Property repairs and common improvement information	33.4%	33.3%
Contact - How helpful the staff were	53.3%	20.0%
Contact - How quickly elha dealt with your enquiry	46.7%	33.3%
Contact - How knowledgeable the staff were	46.7%	26.7%
Contact - How easy was it to contact the right person to help you	46.6%	26.6%
Contact - How quickly elha called you back if they were not able to help straight away	35.7%	35.7%
Contact - Average	45.8%	28.4%

Introduction

This owner satisfaction survey was carried out by Knowledge Partnership on behalf of East Lothian Housing Association (elha) using a mixed survey methodology, comprising a telephone interview, email survey, and postal invitation to owners to complete the survey electronically (using a QR code) or by appointment (telephone survey). The survey was administered between November 29th 2022 and December 10th 2022.

Survey sampling and survey response

The survey sampling frame comprised a list of forty owners some of whom received a factoring charge and/or paid a service charge to elha. Five of the forty owners had a 100% stake in their property whilst thirty five owners owned between 25% and 50% of their home in conjunction with elha.

Contact details for the forty owners were somewhat variable. Thirty owners had a phone contact (and 12 of these owners were interviewed by phone). Twelve also had an email address (and 3 completed the survey using an email invite). Ten other owners only had a postal address for contact purposes and these owners (plus one that had not responded to the phone or email invite) were issued with a letter inviting them to take part in the survey either online or by requesting a call back (none of these owners responded to this invitation).

Accordingly, the survey response rate based on completing fifteen interviews with forty possible owner contacts is 37.5% which is slightly higher than the average for this type of customer survey. We would observe that there was a fairly high level of refusal for the telephone part of the survey i.e. eight out of twenty nine owners¹ (27.6%) refused to participate when contacted.

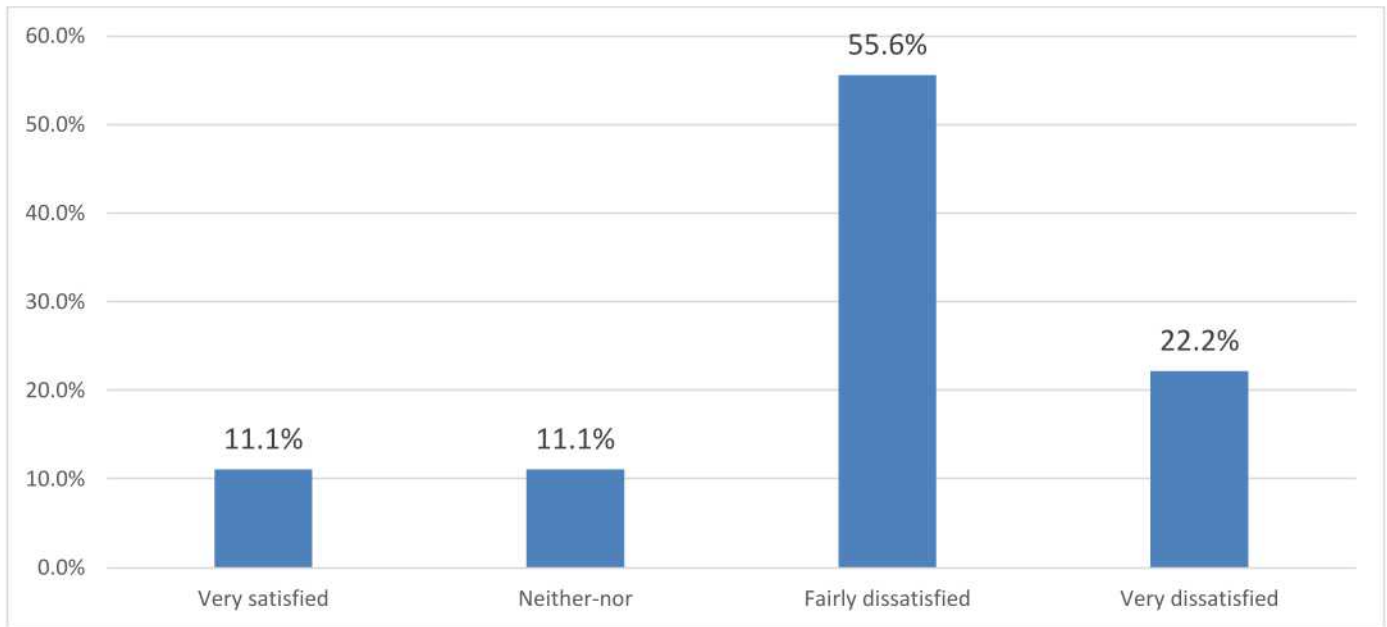
¹ One phone number was reported as invalid

Owner feedback

Figure 1 sets out the level of owner satisfaction with the factoring service provided by East Lothian Housing Association (elha) and illustrates that 11.1% of owners are satisfied in 2022 whilst 77.8% are dissatisfied. Note this feedback is based only on those surveyed owners who receive a factoring service from elha i.e. 9 owners rather than 15.

Figure 1 –Satisfaction with the factoring service provided by elha (base 9)

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



Improving the factoring service

All owners who provided an answer to figure 1 were asked what might improve the factoring service provide by elha. This feedback is set out in table 1.

Table 1: service improvements (base 9)

Q - What if anything should elha do to improve the factoring service it provides?

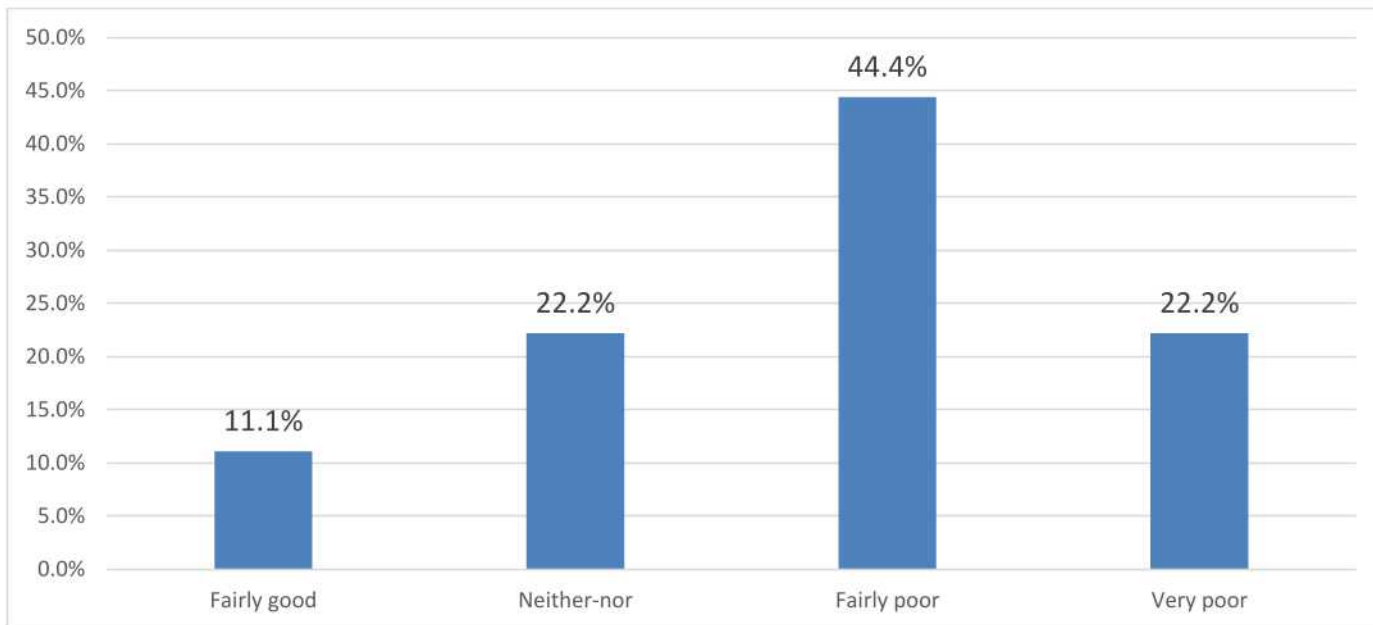
<u>Comment</u>
Communication - takes them a long time to get things fixed. Don't do things in a timely manner. They were not interested in helping out with a recent roof repair meaning I had to pay for most of it.
Customer service needs to be improved. Repairs should be completed timelier. Carpark usage should be structured so that an individual tenant doesn't use multiple parking spaces.
Customer service needs to be improved. Shared ownership residents have been previously told that they are responsible for repairs. Repairs need to be improved particularly with regards to communal areas.
Exterior of the buildings should be painted more. Haven't been painted for two or three years. Woodwork has been painted but not the actual outside of the walls.
Issue with cost of insurance for building; it seems very high.
Not good value for money. What do I ACTUALLY get?
Repairs should be done faster. Ground maintenance should be improved. Residents should be fined for dumping.
Service does not seem to cover a lot of things.
Should be helping out owners more when things go wrong and paying for more of the upkeep of the home given they own 25% of it.

Value for money

Considering just those owners who pay a service charge for factoring their views on value for money are presented in figure 2. This shows that 11.1% of owners rate value for money as good whilst 66.6% say ‘poor’.

Figure 2 –Satisfaction with the factoring charges (base 9)

Q- Taking everything into account, is the service charge that elha issues for its factoring service good or poor value for money?



Common areas

Owners’ views on the condition of common, open space areas is set out in table 2, i.e., 40.0% are satisfied with this matter whilst 30.0% are dissatisfied. Note that only those owners paying a service charge for open space maintenance were invited to answer this question.

Table 2 – Common areas (base 10)

Q- Overall, how satisfied or dissatisfied are you with the condition of the common open space areas near your property?

<u>Very satisfied</u>	<u>Fairly satisfied</u>	<u>Neither-nor</u>	<u>Fairly dissatisfied</u>	<u>Very dissatisfied</u>	<u>No opinion</u>
10.0%	30.0%	20.0%	20.0%	10.0%	10.0%

As to what owners thought might be improved about the condition of common, open space areas the feedback supplied is set out in table 3.

Table 3 – Common area improvements (base 7)

Q - Is there anything that elha could do to improve the condition of common, open space areas near your property?

<u>Improvements</u>
Areas of car park need fixing as it's a trip hazard. The common areas are only in a good condition because the neighbours maintain them that way.
Communal area to hang out laundry.
Grounds maintenance should be improved. I am having to maintain it.
Maintain them better.

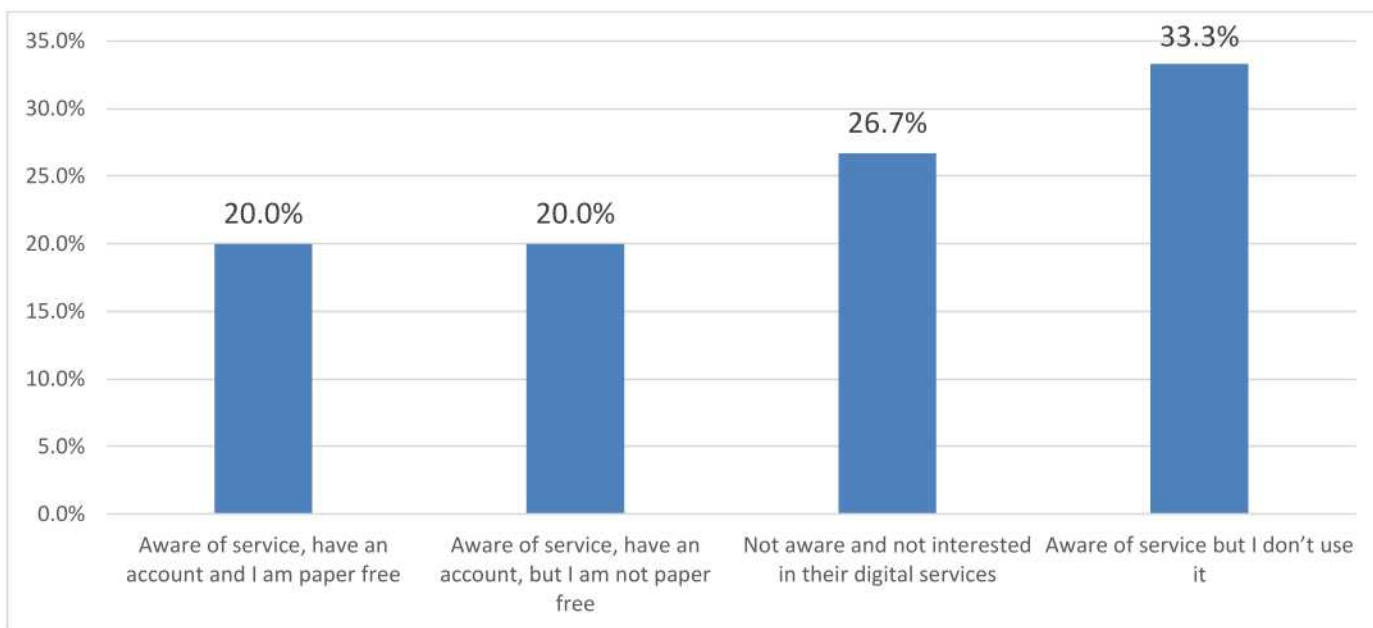
Improvements
Most of it is kept tidy by residents.
Outside stair is badly effected by bird droppings and never gets cleaned. Garden car park area is not maintained by anyone and is overgrown with weeds.
Put up resident only parking signs.

Digital services

Owners awareness and take up of elha’s digital services are set out in figure 3 e.g., 20,0% of owners have taken up the service whilst 33.3% are aware of the service but are not currently using it.

Figure 3 –Digital services (base 15)

Q- In terms of the digital services elha provides for sharing owners i.e. 'My Home', which of the following best describes your awareness and use of these digital services?



Information

As illustrated in table 4, owners are mostly satisfied with the information they receive regarding their bills (66.7% satisfied). Owners are least satisfied with the information provided by elha regarding property repairs, common area improvements etc. (33.4%)

Table 4 – Information provision by elha (base 15)

Q - How satisfied or dissatisfied are you with the following types of information you receive from elha?

Information type	Very satisfied	Fairly satisfied	Neither-nor	Fairly dissatisfied	Very dissatisfied	Don't know
Information regarding your bills	6.7%	60.0%	6.7%	20.0%	-	6.7%
Information about the range of services and activities of elha	-	46.7%	-	26.7%	-	26.7%
Information regarding property repairs, common area improvements etc.	6.7%	26.7%	13.3%	13.3%	20.0%	20.0%

Improving information provision

Owners were asked if they could suggest any improvements to the elements of information provision set out in table 4. Where owners were able to suggest an improvement, these are as follows:

Q - What if anything should elha do to improve information about property repairs and common area improvements?

- ✓ Better communication on these improvements – haven't received any information about this.
- ✓ Communicate more effectively, digitally via email would be more beneficial.
- ✓ It's not clear what is covered and what isn't.
- ✓ More information about when repairs will take place.
- ✓ Needs to be more proactive in notifying service users of repairs. Better sense of urgency when it comes to critical repairs.

Q - What if anything should elha do to improve information about the invoices it sends?

- ✓ Communicate more effectively, digitally via email would be more beneficial (same answer as above)
- ✓ Provide more information about the breakdown of the costs.

Q - What if anything should elha do to improve the information it provides on its range of services?

- ✓ Communicate more effectively, digitally via email would be more beneficial (same as above).
- ✓ Should be advertised more; I am unaware of the dissemination of this material.
- ✓ Make owners more aware of these services.
- ✓ Don't think the whole world has gone digital so shouldn't force it on owners either.

Complaints

Most owners (73.3%) are aware of how to make a complaint if they needed to; 26.7% are not aware.

Contact with elha

Table 5 shows that on average 45.8% of owners have been satisfied and 28.4% dissatisfied with their last elha contact. Helpfulness of staff generates the highest satisfaction (53.3%), and call backs the lowest (35.7%).

Table 5 – Most recent contact with elha (base 15)

Q- Thinking about your most recent contact with elha, how satisfied or dissatisfied were you with the following?

<u>Area profile</u>	<u>Very satisfied</u>	<u>Fairly satisfied</u>	<u>Neither-nor</u>	<u>Fairly dissatisfied</u>	<u>Very dissatisfied</u>	<u>No opinion</u>
How helpful the staff were	20.0%	33.3%	6.7%	13.3%	6.7%	20.0%
How quickly elha dealt with your enquiry?	26.7%	20.0%	-	13.3%	20.0%	20.0%
How knowledgeable the staff were	20.0%	26.7%	-	20.0%	6.7%	26.7%
How easy was it to contact the right person to help you	13.3%	33.3%	6.7%	13.3%	13.3%	20.0%
How quickly elha called you back if they were not able to help straight away	14.3%	21.4%	-	14.3%	21.4%	28.6%
Average	18.9%	26.9%	2.7%	14.8%	13.6%	23.1%

Final comments

Owners were asked during the survey if they had any comments to make about elha's service and the results of this enquiry are set out in table 6. Five owners made a comment whilst the others said they had nothing to add.

Table 6 – Service comments (base 5)

Q- Are there any other comments you want to make about elha's service?

<u>Comment</u>
I was advised that my property had a private parking space outside my house, but it is not marked private therefore anyone uses it. But ELHA passed the buck and would not help in any way! They should not allow people to park mobile homes in the parking area.
Factoring service is poor value for money.
Repair service charges breakdown: the insurance cost is very high; could get much cheaper elsewhere.
Some of the block have rented properties and the workmen they had out recently were very rude and left a mess.
Frustrated when I have to interact with ELHA. It is very difficult and stressful.