

# Owner Satisfaction Survey 2022

## Survey Report

**KNOWES HOUSING ASSOCIATION**

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Authored by: Alan Kennedy, Knowledge Partnership

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

<u>ARC indicator number</u>	<u>Measure</u>	<u>% Owners very and fairly satisfied 2019</u>	<u>% Owners very and fairly satisfied 2022</u>	<u>Social housing average since April 2020<sup>1</sup></u>
<u>Indicator</u>	<u>Survey method</u>	<u>Face to face</u>	<u>Face to face</u>	<u>Mixed methods</u>
Indicator 29	Satisfaction with factoring service	71.0%	<b>73.8%</b>	62.0%
	Charges are good value for money	56.0%	<b>60.4%</b>	-
	Condition of open spaces	-	<b>74.5%</b>	-
	Contact – ease of contacting the right person	-	<b>85.5%</b>	-
	Contact – staff being helpful	-	<b>83.5%</b>	-
	Contact – staff knowledge	-	<b>81.4%</b>	-
	Contact – staff returning calls	-	<b>79.5%</b>	-
	Contact – speed of dealing with enquiry	-	<b>78.7%</b>	-
	Clarity of invoicing	-	<b>79.7%</b>	-

<sup>1</sup> Based on a sample of approx. 33,785 owners surveyed across sixty landlords since April 2020 - weighted average providing an estimate of the lockdown effect across the sector.

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## Executive Summary

This owner satisfaction survey was carried out by Knowledge Partnership on behalf of Knowes Housing Association (Knowes Housing) using an interviewer led face to face and telephone questionnaire. The survey was administered between January 20<sup>th</sup> 2022, and February 14<sup>th</sup> 2022, and by the end of the survey period 149 owners had completed a survey, representing 35.7% of all available owners.

### Comparisons

We provide here a summary of the 2022 survey. We have set out the full survey results in the body of the report, and also made comparisons with the Association's 2019 owner survey, and with the Scottish Housing Regulator data published in October 2021 (for indicator 29). Note that in the case of Regulator data, we have only looked at surveys completed since the start of lockdown (April 2020) so that the information used is comparable to the context of Knowes Housing's 2022 survey.

### Key findings

- Taking everything into account, 73.8% of Knowes Housing's owners are satisfied with services overall in 2022, whilst 16.8% are dissatisfied. In 2019, 71.0% of owners were satisfied overall. The social rented housing sector average for owner satisfaction (landlord surveys completed since April 2020) is 62.0%.
- In relation to the condition of open spaces, 74.5% of owners are satisfied on this measure whilst 15.5% are dissatisfied. There is no equivalent measure available from the 2019 survey.
- Approx. six in ten owners (60.4%) agree that factoring charges represent good value for money. Almost one in five (16.2%) disagree that this is the case. In 2019, 56.0% of owners said that charges represented value for money.
- Most owners (86.6%) would know how to make a complaint to Knowes if they were dissatisfied with any aspect the factoring service.
- On average, 81.9% of owners were satisfied with their most recent contact with the Association whilst 7.1% were dissatisfied. Owner satisfaction with contact ranges from 85.5% for ease of contacting the right person through to 78.7% for how quickly staff dealt with an owner's enquiry.
- Approx. eight in ten owners (79.9%) were satisfied with the clarity of information contained in the quarterly invoice although satisfaction levels vary somewhat by age e.g. 58.4% for owners aged 16 to 34 compared to 85.0% for owners aged 65 plus.
- More than six in ten owners (63.1%) are satisfied with how Knowes has provided its services during Coronavirus lockdown; 10.1% are dissatisfied on this measure.
- Most owners (81.2%) are confident using an Internet enabled device (14.8% do not use these devices).

### Conclusions

The 2022 owner satisfaction survey indicates that the majority of owners (73.8%) are satisfied with the overall factoring service they receive from the Association. In addition, around eight in ten owners are satisfied with key elements of staff contact.

## Possible areas for further investigation

Whilst the majority of owners have expressed satisfaction with the factoring service they receive from Knowes Housing, a minority have identified some dissatisfaction and based on the owner feedback in these and other areas, we would propose the following as having potential for further investigation.

- Ensuring that services paid for are provided, and clarifying the scope, fairness, and applicability of charges
- Making charges clearer
- Improving shrub maintenance and grass cutting
- Addressing dog fouling
- Speeding up enquiry handling
- Looking at the formats for the quarterly invoices provided to younger owners
- Reviewing close cleaning options and service delivery
  
- Improving common repairs i.e. quality and inspections.

## **Introduction**

This owner satisfaction survey was carried out by Knowledge Partnership on behalf of Knowes Housing Association (Knowes Housing) using an interviewer led face to face and telephone questionnaire. The survey was administered between January 20<sup>th</sup> 2022 and February 14<sup>th</sup> 2022. By the end of the survey period 149 owners had completed a survey, representing 35.7% of all available owners<sup>2</sup>.

### **Survey sampling and responses**

The survey sampling frame comprised the population of all 453 owner properties. Face to face and telephone interviewing took place using a proportionate sampling method whereby interviews were administered according to property build date and respondent age.

Table B shows the number of completed surveys by the property build date and compares these against the age profile of the owner stock. This shows for example that 68.5% of surveys were completed with owners living in units built between 1953 and 1955 compared to 73.5% of these units in the total owner stock.

Table B – Survey sample by property build date (base 149)

<u>Property build date</u>	<u>Surveys</u>	<u>Percent</u>	<u>Property build date</u>	<u>Stock</u>	<u>Percent</u>
1953 to 1955	102	68.5%	1953 to 1955	330	73.5%
1956 onwards	47	31.5%	1956 onwards	119	26.5%
<b>Totals</b>	<b>149</b>	<b>100.0%</b>	<b>Totals</b>	<b>449</b>	<b>100.0%</b>

Table C presented below provides a breakdown of owner surveys age. This illustrates that a range of owner age groups took part in the survey for example, 8.1% of those responding were aged 16 to 34 years of age, 15.4% were aged 35 to 44 years etc.

Table C –Survey sample by age group (base 149)

<u>Owner age</u>	<u>Percent</u>	<u>Owner age</u>	<u>Percent</u>
16 to 34	8.1%	65 plus	26.8%
35 to 44	15.4%	Rather not say	4.0%
45 to 54	24.2%	<b>Total</b>	<b>100.0%</b>
55 to 64	21.5%		

Data weighting and report layout

The data presented in this report is un-weighted. Weighting can be applied if required following discussion with the Association. This report sets out owner feedback on the questions that were posed in the survey. For each section, figures are provided alongside the relevant commentary.

Comparisons

Throughout the report we have made comparisons where possible with the Association’s previous owner satisfaction survey (2019). We would note that the 2022 survey fieldwork was carried out at a time when factoring services had been, and in some cases continued to be, constrained by Coronavirus and this situation is likely to have had a bearing on the survey results for 2022.

Small data sets

To make it easier to read the Excel charts, any figures less than 2% have been excluded from the chart displays.

Margin of error

Based on population of 453 households, and a response rate of 149 completed surveys, the margin of error for the data contained in this survey is +/-6.5%.

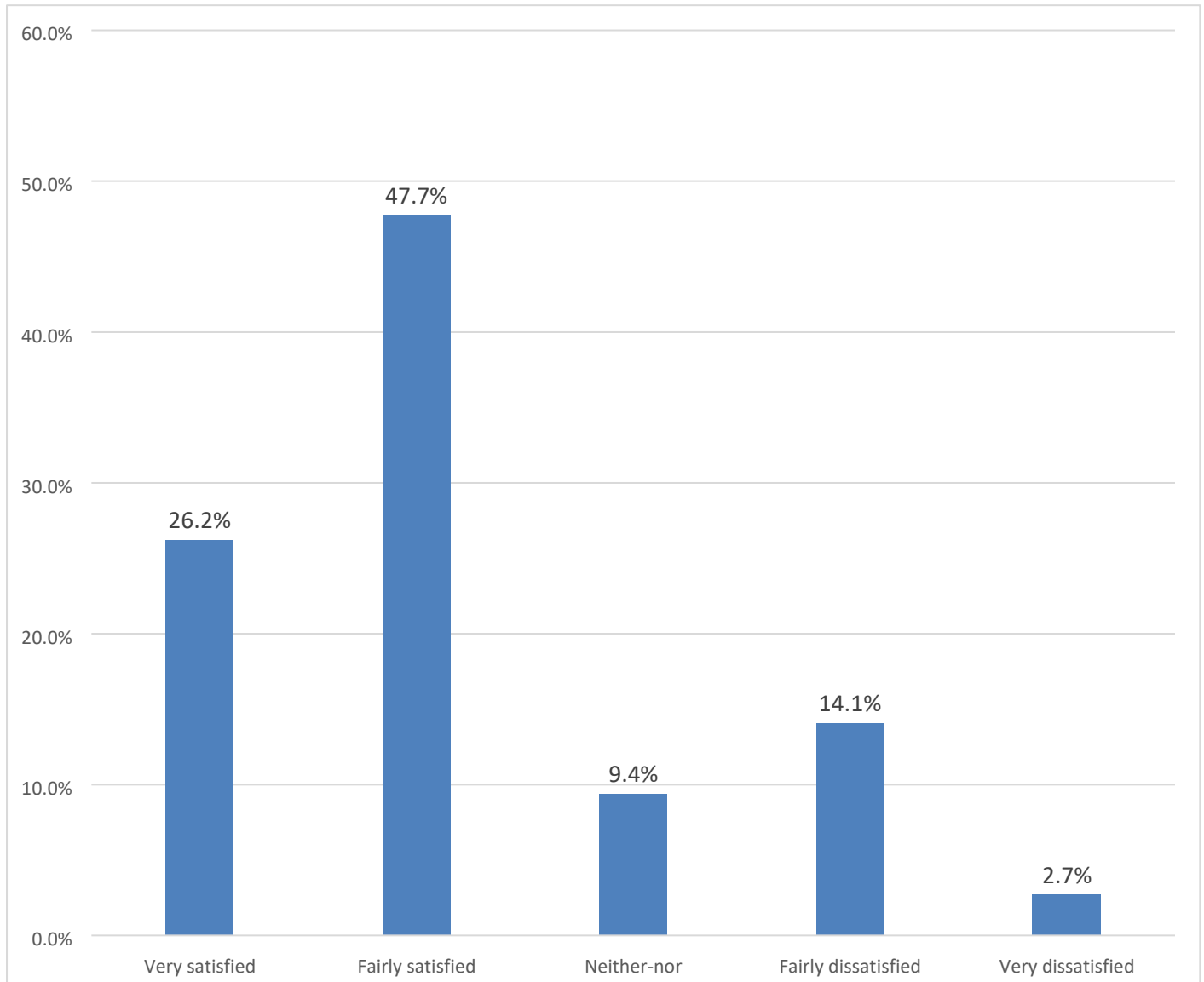
<sup>2</sup> 34 owners declined to be interviewed following the circulation of the warmup letter and a further 2 were unavailable as a result of Covid 19; this left an available sample of 417 owner households

## Overall owner satisfaction

Figure 1 sets out the level of owner satisfaction with the factoring service provided by Knowes Housing Association (Knowes Housing) and illustrates that 73.8% of owners are satisfied in 2022. Approx. one in five owners (16.8%) are dissatisfied with the Association's service overall. The comparable Knowes Housing satisfaction figure for 2019 was 71.0% whilst the social rented sector (weighted average) since April 2020 was 62.0%.

Figure 1 –Satisfaction with the overall service provided by Knowes Housing Association (base 149)

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



### Improving the factoring service

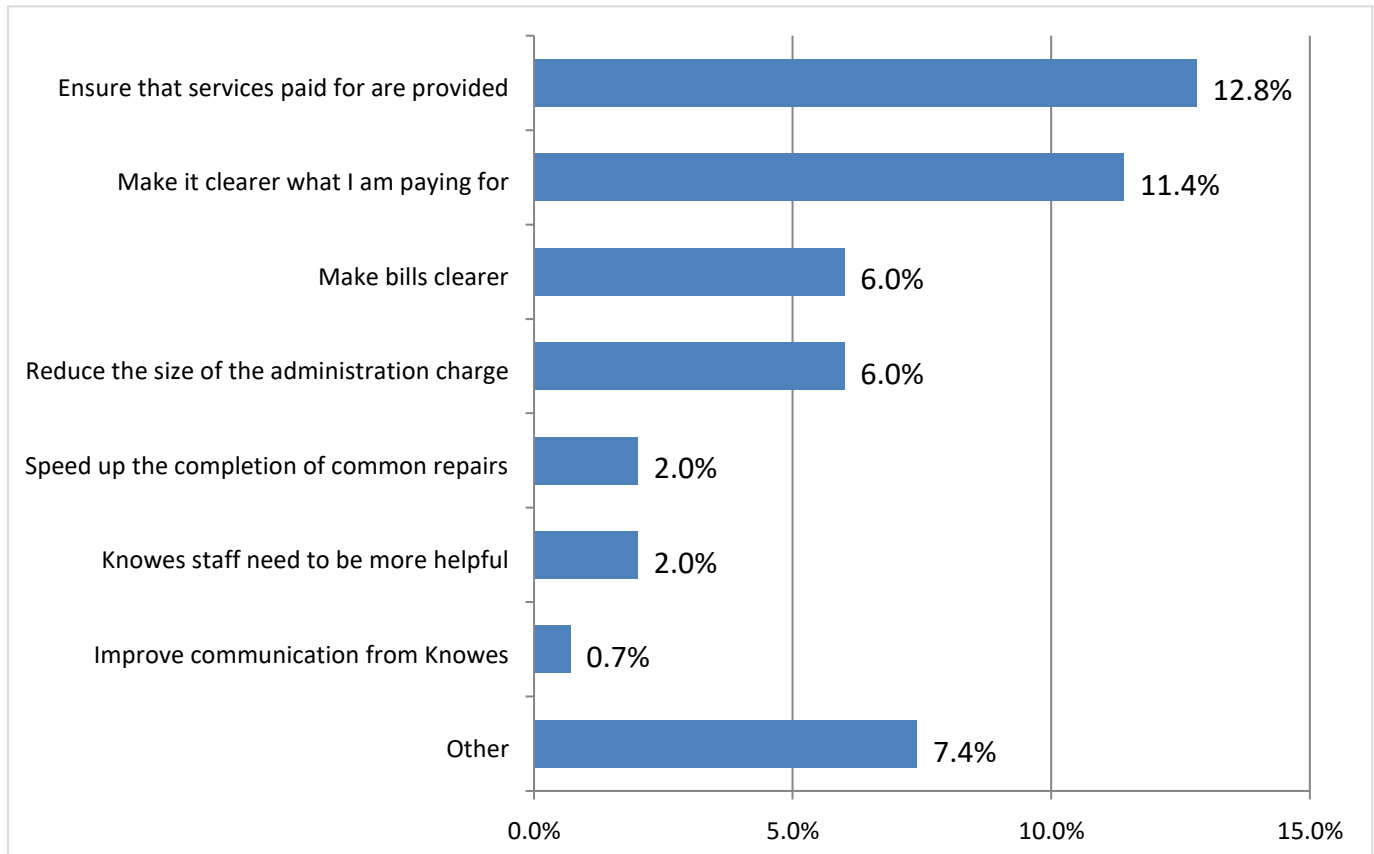
All owners were asked what would improve the factoring service overall and the results of this enquiry are set out in figure 2. The two main improvement items are:

- Ensuring that services paid for are provided (12.8% of all owners)
- Making charges clearer (11.4%).

Both improvements could be considered as communication and value for money issues. Note that 55.0% of owners said that nothing needed to be improved about the factoring service.

Figure 2 –Improving the factoring service (base 149)

Q- What if anything should Knowes do to improve its overall factoring service?



Other/comments

Just under one in ten tenants (7.4%) made a comment or suggested another improvement to the factoring service.

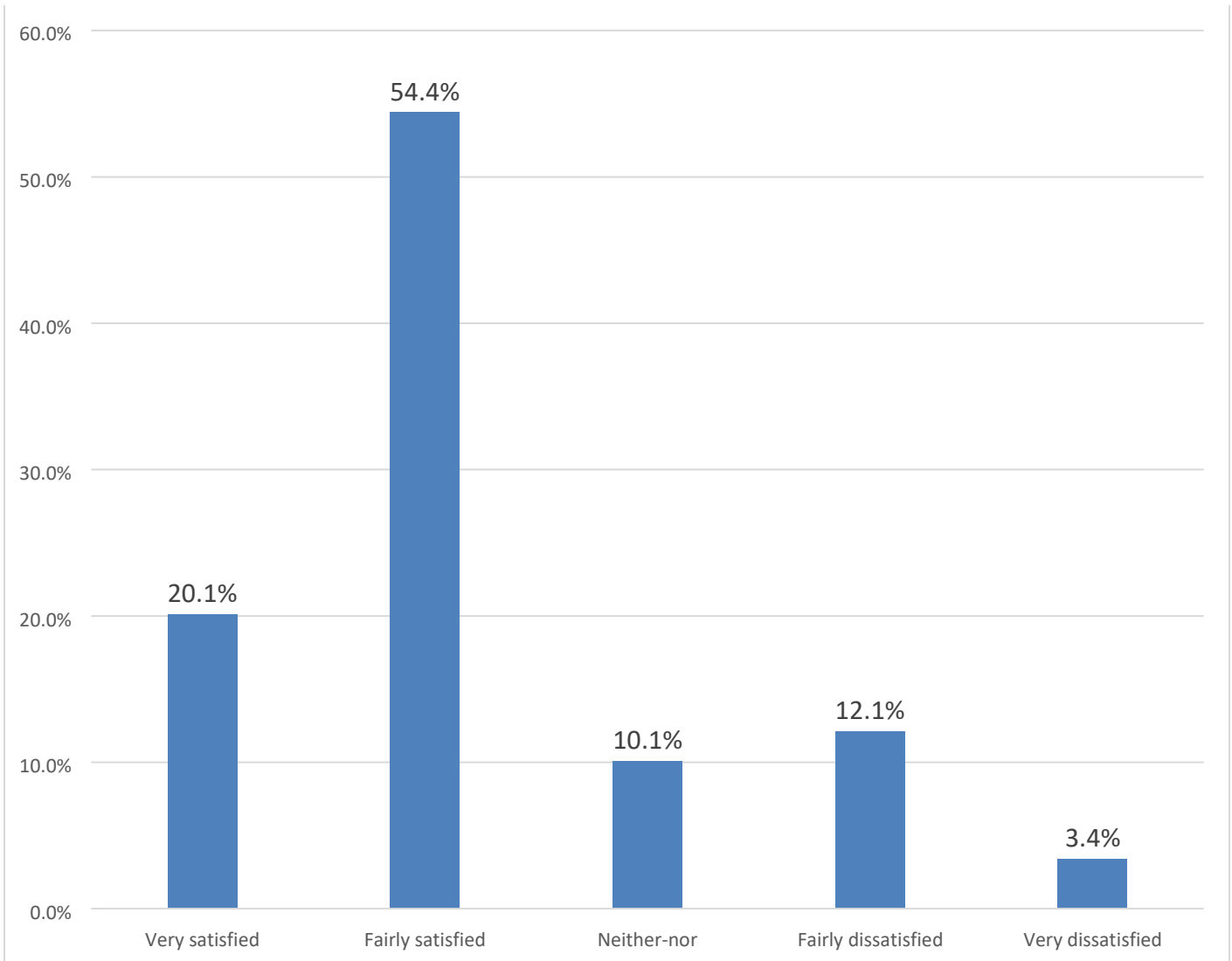
**Open spaces**

Overall owner satisfaction with the condition of open spaces is set out in figure 3 and reveals that 74.5% of owners are satisfied with this situation whilst 15.5% are dissatisfied in 2022. There was no equivalent question asked in 2019.

Figure 3 –Satisfaction with housing quality overall (base 149)

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





Open space improvements

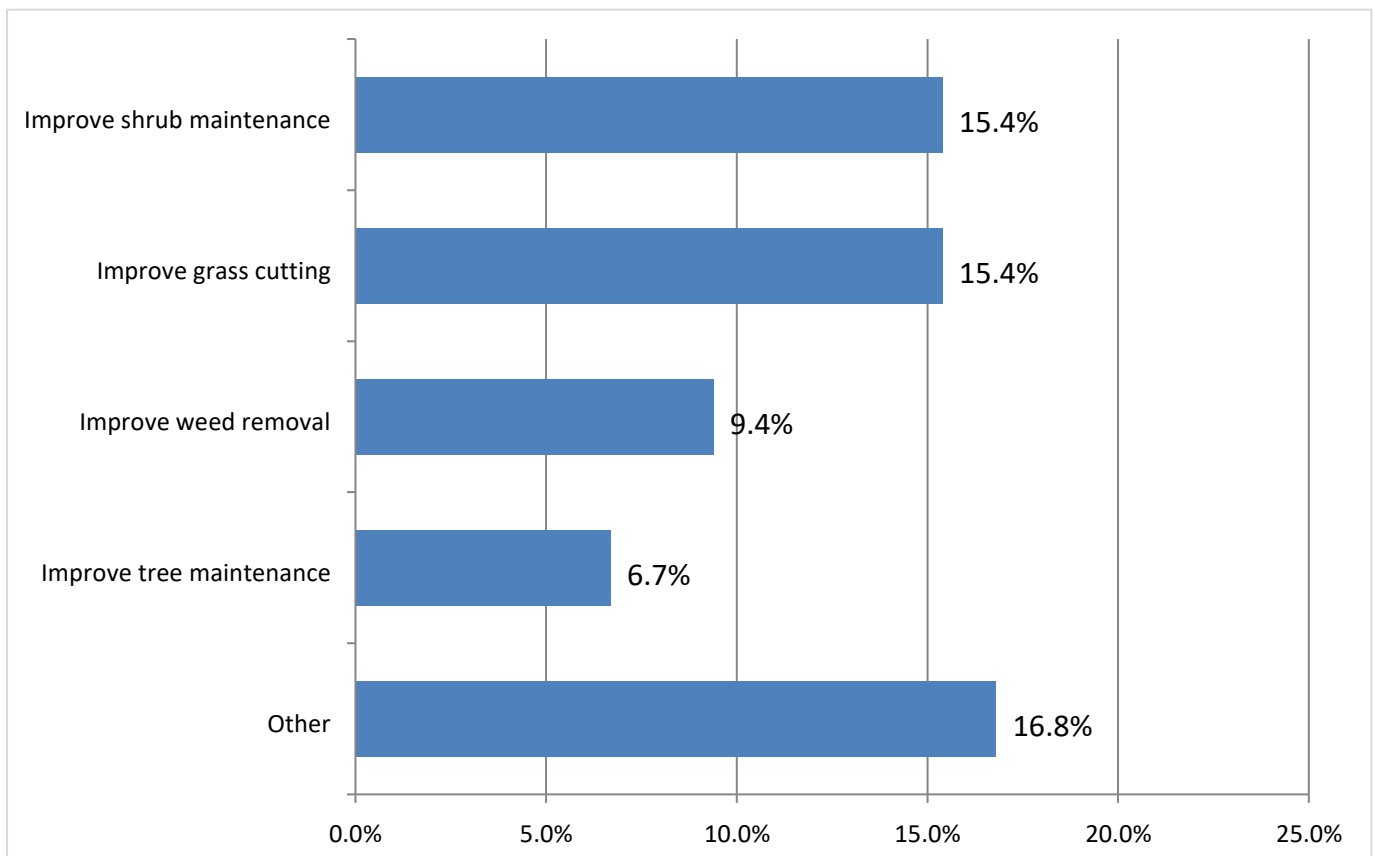
All owners were asked what improvements were needed to improve the condition of open spaces. As illustrated (figure 4), the two main improvements requested by owners were:

1. Improve shrub maintenance (15.4% of all owners)
2. Improve grass cutting (15.4%).

In 2022, approx. five in ten owners (54.4%) said that nothing needed to be improved about the condition of open spaces.

Figure 4 – Improving open spaces (base 149)

*Q- What if anything should Knowes do to improve the condition of open space areas?*



Open space comments/other

The list of other improvements set out in figure 4 (16.8%) are provided below and include several references to tackling dog fouling.

*Q- What if anything should Knowes do to improve the condition of open space areas? (comments)*

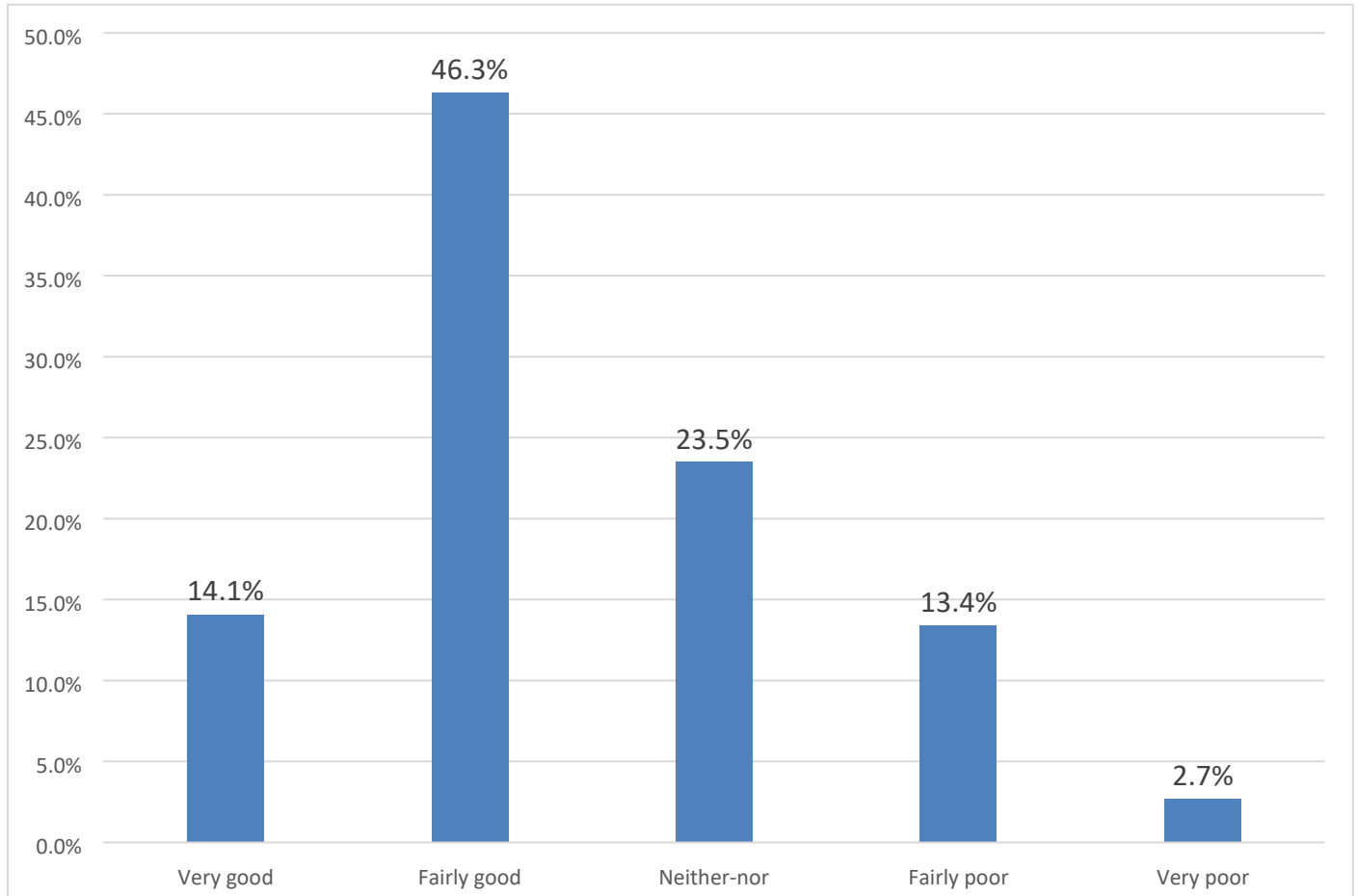
- Better cleaning of communal areas.
- Better uplift of rubbish.
- Deal with dog fouling.
- Explain what the landscape charges are.
- Improve back courts.
- Need a grit bin.
- Paths improved

## Charges

Taking everything into account, 60.4% of owners agree that the charges made for the factoring service are good value for money whilst 16.1% say that charges are poor value. In 2019, 56.0% of owners said that factoring charges were good value whilst 22.0% said these charges were poor value.

Figure 5 – Satisfaction with charges made (base 149)

*Q- Taking into account the factoring services Knowes provides, do you think that the service represents good or poor value for money. Is it...??*



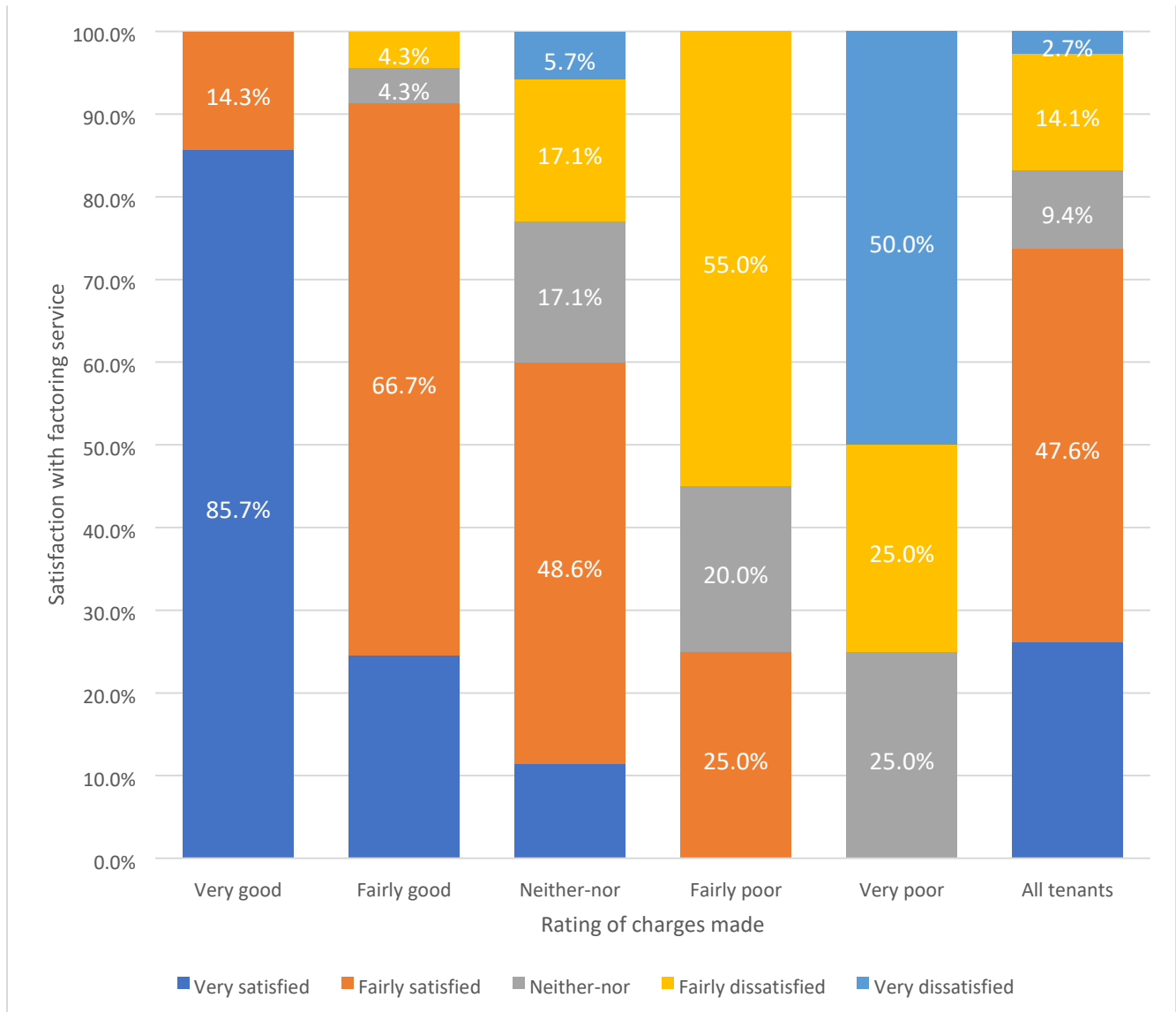
### Charges and overall satisfaction

Figure 6 compares owners' ratings of service charges to their satisfaction with factoring services overall. This figure illustrates a clear association between having a positive view of service charges and having a positive view of the factoring service overall. For example, where an owner rates service charges as very good, 100.0% of these owners are satisfied with the factoring service. Conversely, where the owner views charges as very poor, none of these owners are satisfied with the factoring service; in fact, 50.0% are very dissatisfied with the service.

This analysis links back to the main areas for service improvement i.e. value for money and the communications around service scope and charges.

Figure 6 – Comparing factoring charges and satisfaction with the factoring service (base 149)

Q- Taking into account the factoring services Knowes provides, do you think that the service represents good or poor value for money. Is it...? V satisfaction with factoring service



## Complaints, contact and information

### Complaints

In 2022, most owners (86.6%) would know how to make a complaint to Knowes if they were dissatisfied with any aspect the factoring service; 13.4% are not aware of how to make a complaint. There is no comparable data from 2019.

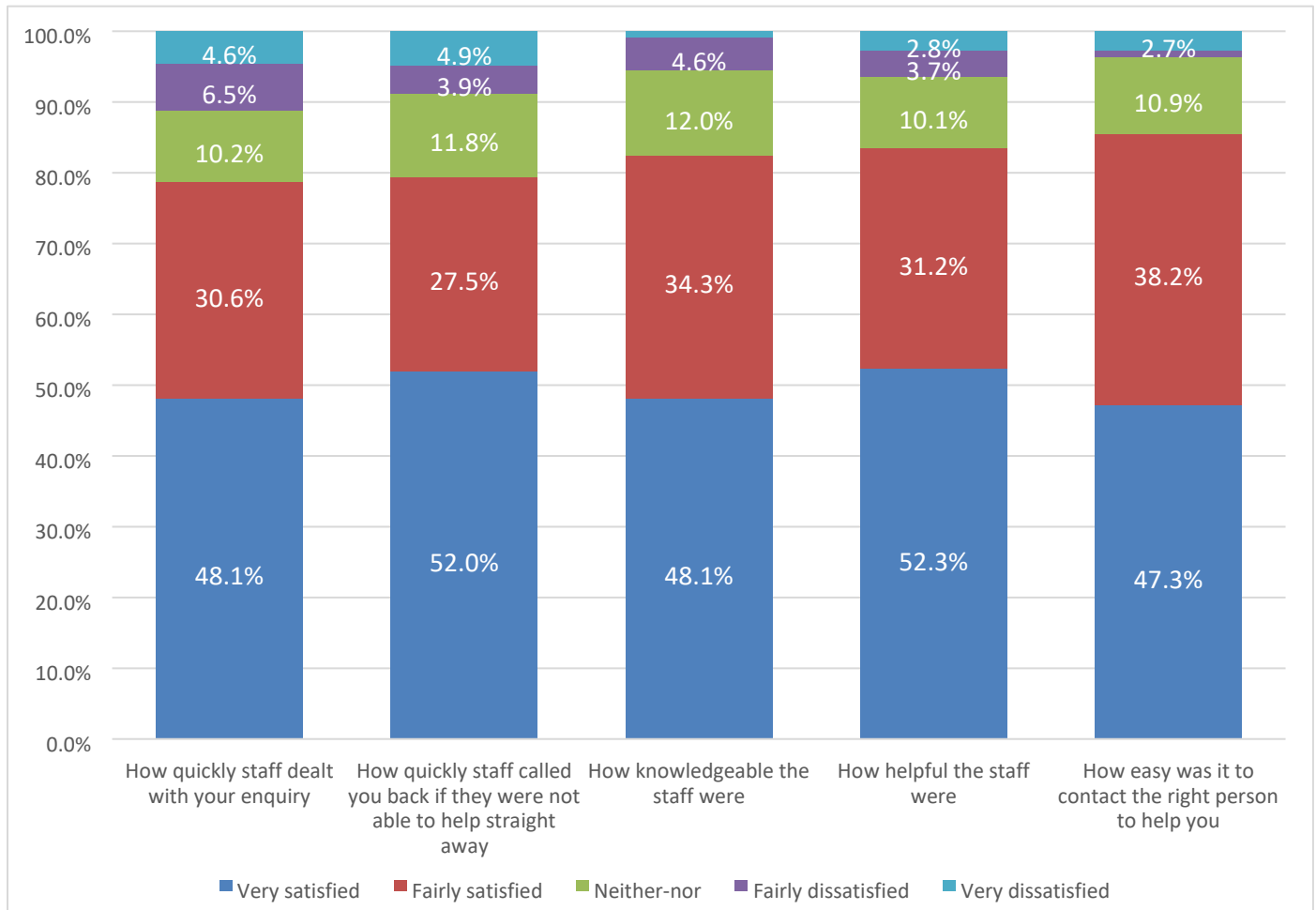
### Contact

Just under one in three owners (32.9%) had contacted their factor during the last 12 months.

Satisfaction with contacting Knowes is set out in figure 7 and shows that across five contact elements, more than 75% of owners were satisfied with this activity e.g. 85.5% were satisfied with ease of contacting the right person. The lowest area of satisfaction on contact is how quickly staff dealt with an enquiry (78.7% satisfied and 11.1% dissatisfied).

Figure 7 – Contacting Knowes (base approx. 109 – excludes ‘don’t know’ responses<sup>2</sup>)

Q- How good or poor do you feel Knowes Housing Association is at keeping you informed about their services and decisions?



<sup>2</sup> Don't knows comprise principally owners who have not made contact in the last year

Quarterly invoices

Owners were asked if they were satisfied or dissatisfied the clarity of information contained in the quarterly invoice. The results for this enquiry are set out in table 1 and show that 79.9% of owners are satisfied on this measure whilst 7.4% are dissatisfied.

Table 1 – Clarity of invoicing (base 149)

*Q- How satisfied or dissatisfied are you with the clarity of information contained in the quarterly invoice you receive from Knowes?*

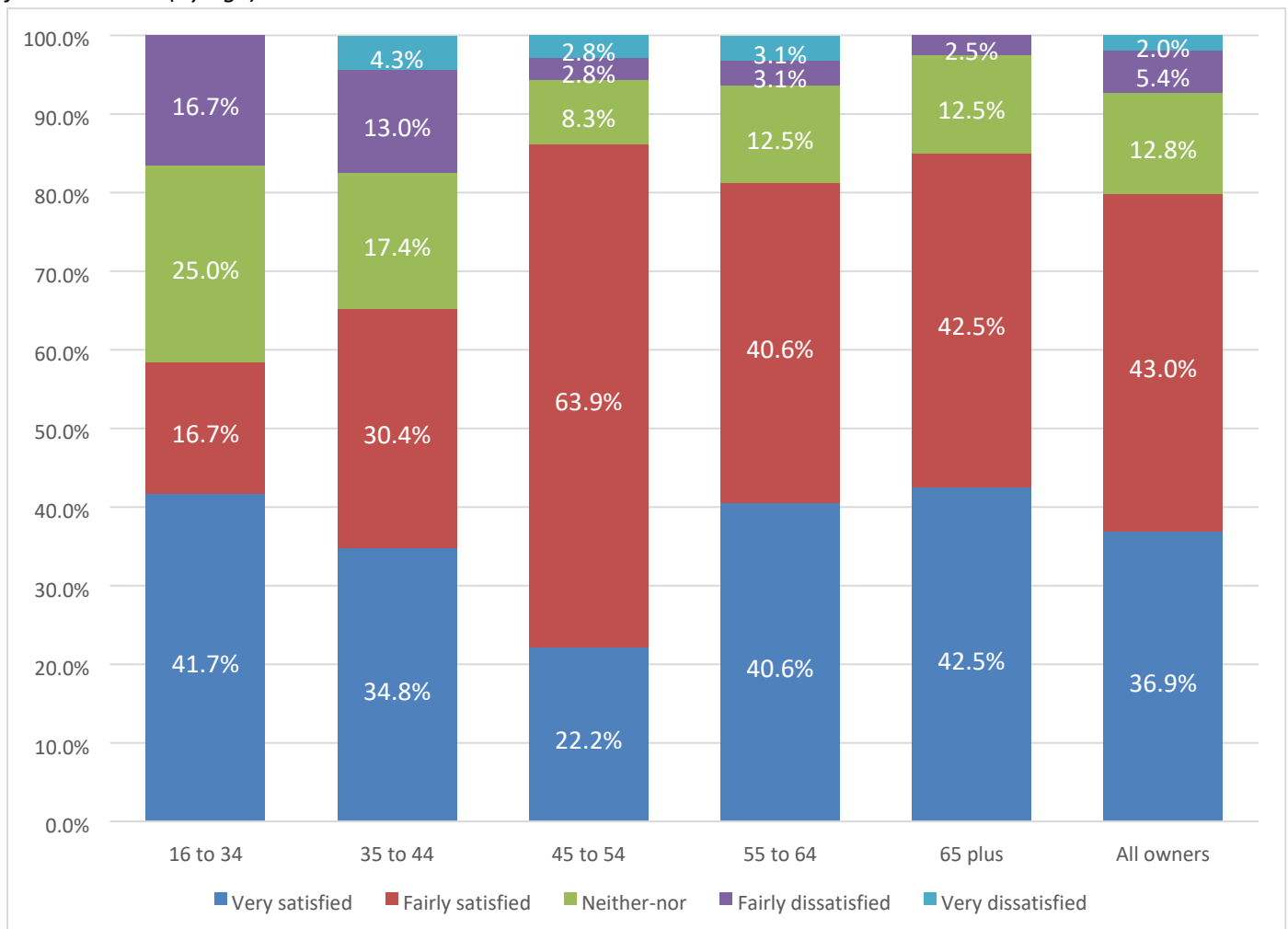
<u>Very satisfied</u>	<u>Fairly satisfied</u>	<u>Neither-nor</u>	<u>Fairly dissatisfied</u>	<u>Very dissatisfied</u>
36.9%	43.0%	12.8%	5.4%	2.0%

Age analysis

Figure 8 illustrates satisfaction with invoicing information by owner age and suggest that younger residents are less satisfied on this measure than older ones, perhaps indicating a need for more digital formats for the delivery of quarterly invoicing information?

Figure 8 – Clarity of invoicing (base 149)

*Q- How satisfied or dissatisfied are you with the clarity of information contained in the quarterly invoice you receive from Knowes? (By age)*

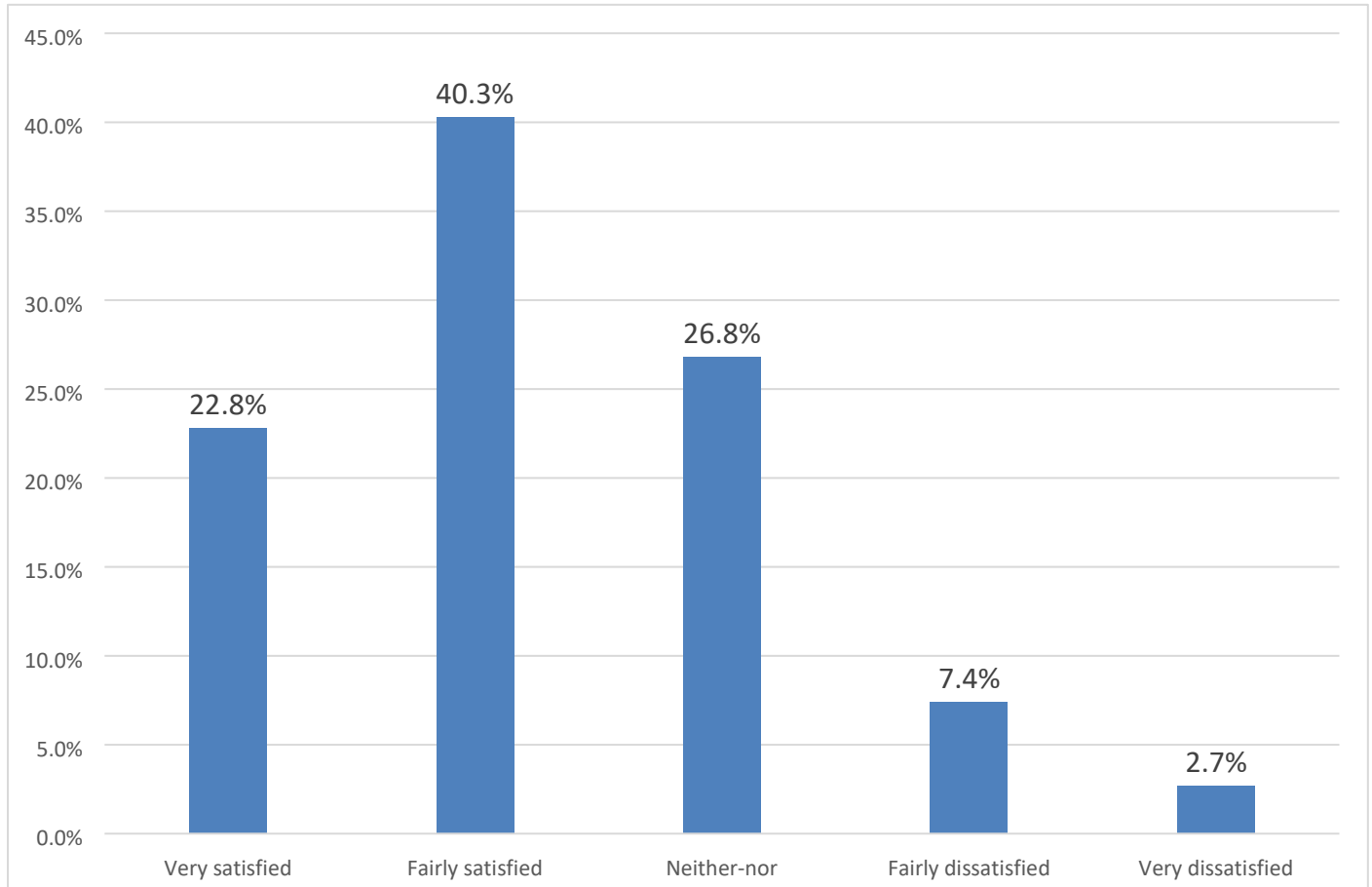


## Coronavirus, post lockdown and digitisation

Owners were asked to say how satisfied or dissatisfied they were with the provision of Knowes' factoring services during lockdown. The results of this enquiry are shown in figure 9 and indicate that 63.1% of owners are satisfied on this measure whilst 10.1% are dissatisfied.

**Figure 9 – Lockdown service provision (base 149)**

*Q- Overall, how satisfied or dissatisfied are you with how Knowes has provided its services during Coronavirus lockdown?*



### Covid handling and impact on overall satisfaction

Table 2 illustrates how owners' perception of the provision of factoring services during lockdown has influenced their overall rating of the service i.e. where their view of service provision during lockdown was positive, 89.4% of the time, these owners were satisfied with the Association's factoring service.

**Table 2 – Covid impact on factoring indicator (base 149)**

*Q- Overall, how satisfied or dissatisfied are you with how Knowes has provided its services during Coronavirus lockdown? V. factoring satisfaction overall (indicator)*

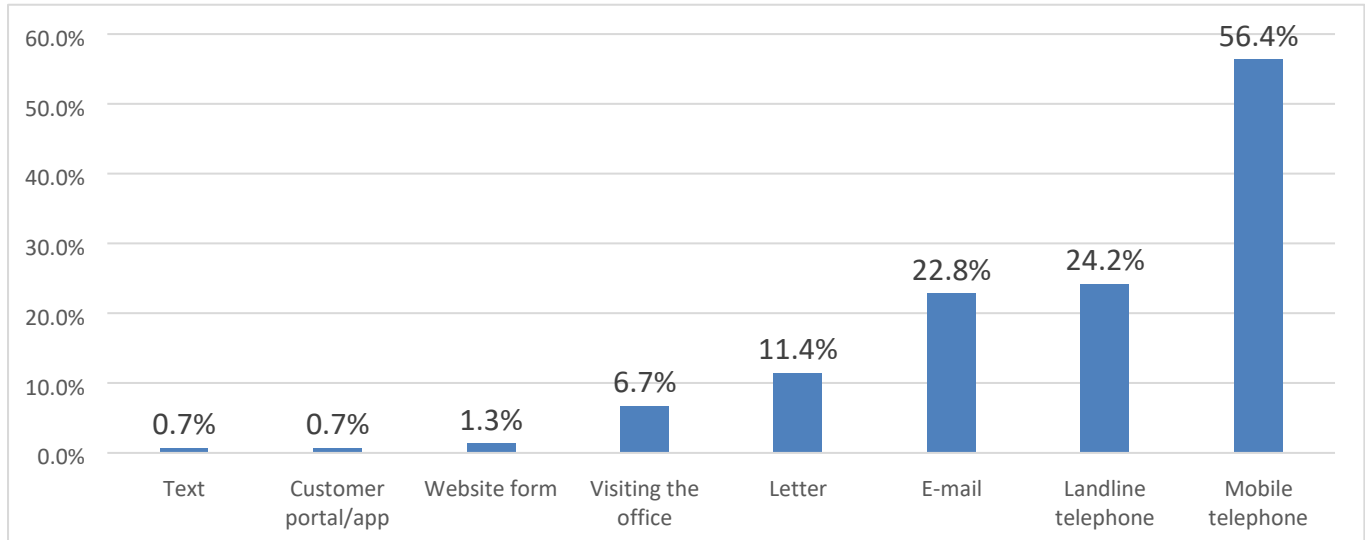
<u>Covid 19 feedback</u>	Satisfied with service delivery during lockdown	Neutral	Dissatisfied with service delivery during lockdown	All owners
Factoring service satisfaction overall	89.4%	47.5%	46.7%	73.8%

Post lockdown contact method

Owners were asked for their preferred ways of contacting Knowes Housing in the future and as shown in figure 10 mobile phones (56.4%), landline phones (24.2%), and email (22.8%) are the contact methods preferred by most owners.

Figure 10– Future contact post lockdown (base 149)

*Q- What would be your preferred ways of contacting Knowes Housing in the future?*



Online service delivery

As illustrated in table 3, most owners (81.2%) are using a using a computer, smart-phone or tablet to some degree (14.8% do not use these devices). The proportions using the internet are the same i.e., 81.2% are using this service to some extent.

Table 3 – Owners’ digital readiness (base 149)

*Q- Knowes Housing is delivering more and more of its services online. How comfortable would you say you are using a computer, smart phone or tablet, and also using the Internet?*

<u>Device</u>	<u>Very comfortable</u>	<u>I get by OK</u>	<u>I need help</u>	<u>I do not use</u>
Using a computer, smartphone or tablet	56.4%	24.8%	4.0%	14.8%
Using the Internet	56.4%	24.8%	4.0%	14.8%

**Final comments**

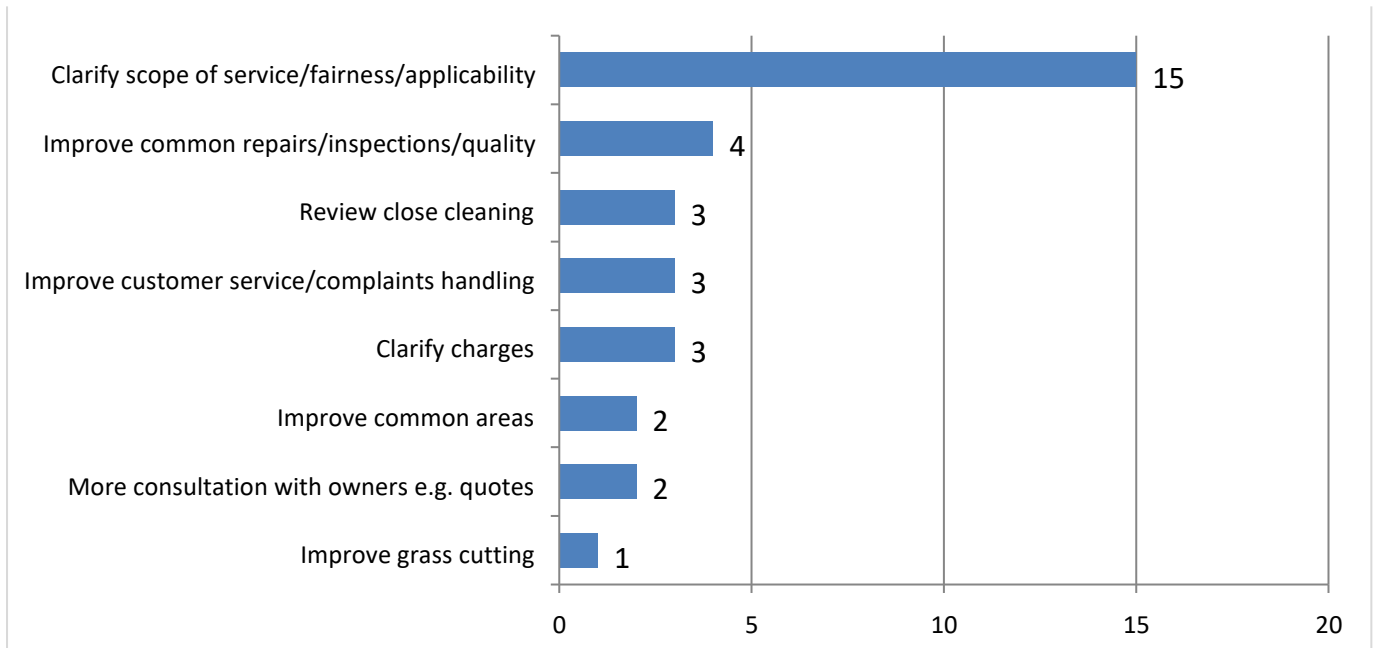
At the end of the questionnaire, owners were asked if they had any comments to make about Knowes’ factoring service and 30 owners made a comment (20.1%), with most of these comments being suggested improvements e.g. clarification of charges made (table 4).

Figure 11 provides a summary of the comments made e.g. 15 of the comments made related to the scope of services, charges made etc.



Figure 11– Service improvements (base 30)<sup>3</sup>

Q- Is there anything you want to add about Knowes including any changes you feel should be made to its factoring services?



Comments

Owner comments have been redacted to protect the identity of individuals.

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<sup>3</sup> Counts