

**MI Housing Services Ltd**  
Consultants/Interviewers

**OWNER SATISFACTION SURVEY**

**FINAL REPORT**

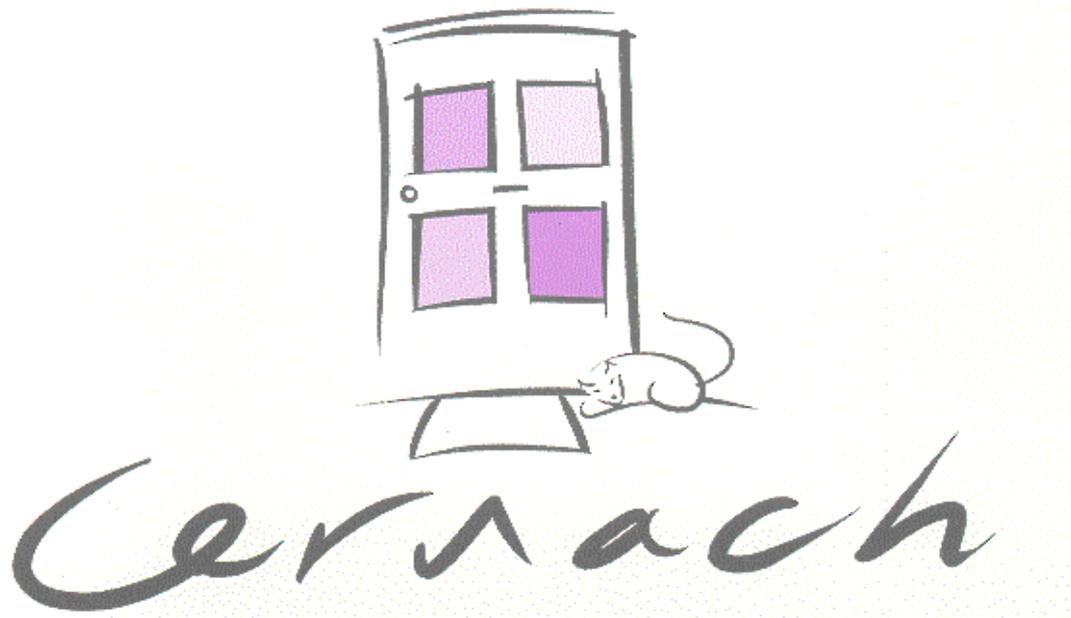
**AUGUST 2015**

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# EXECUTIVE SUMMARY

## 1 INTRODUCTION

MI Housing Services Ltd carried out face to face survey of Cernach Housing Association owners during August 2015. The survey was designed to enable the association to seek the views of its factored owners on the overall satisfaction with services provided.

The scope of the survey, analysis and the evaluation of results are contained within a full evaluative report. The following however, contains a summary of the key findings.

- **83%** are satisfied with the overall factoring service provided by Cernach  
**(Indicator 33)**
- **83%** satisfied with Cernach keeping them informed about service and decisions
- **80%** of owners knew how to make a complaint
- **5%** of owners had a common repair in the last 12 months
- **67%** satisfied with the repairs or maintenance service over last 12 months
- **65%** are satisfied with the management of their neighbourhood they live in
- **51%** of owners felt the factoring fee for their property represents good value for money

## 1. INTRODUCTION

Scottish Housing Regulator requires that Associations must have systems in place to check the quality of product and delivery of service to its customers. Against this background 'MI HS' was commissioned in August 2015 to carry out a formal Residential Owner Satisfaction Survey for Cernach Housing Association.

In addition to establishing the views of owners on the quality of their housing, the Management Committee, were eager to establish the views of owner, on the full range of services provided. The main subject areas covered by the survey are:

Overall Service	Communication
Repairs & Maintenance	Factoring fee
Neighbourhood Management	

The survey was designed to measure customer satisfaction, test Cernach's strengths and weaknesses, and to provide suitable benchmarks for future measurement of performance.

### Sample

Owners' were surveyed from 108 factored residential properties. The sample covered all Cernach housing stock areas. All housing stock consisted of tenement flats and houses.

### Fieldwork

'Management Information' using trained interviewers undertook all fieldwork. All interviewers were comprehensively briefed prior to project implementation. Quality control procedures during and after completion of fieldwork include:

- \* Fieldwork supervision
- \* Full manual and computer editing of all questions

Interviewing was conducted face to face during August 2015.

65 successful interviews from 108 addresses of tenants

Interviewers made a total of 2/3 calls at addresses to obtain survey data on different days of the week including weekends, before abandoning it as unproductive.

The survey achieved a response rate of **60%** of Cernach owners.

### Tables and Figures

Percentages have been rounded to the nearest whole number and for this reason may not add exactly to 100 in all cases.

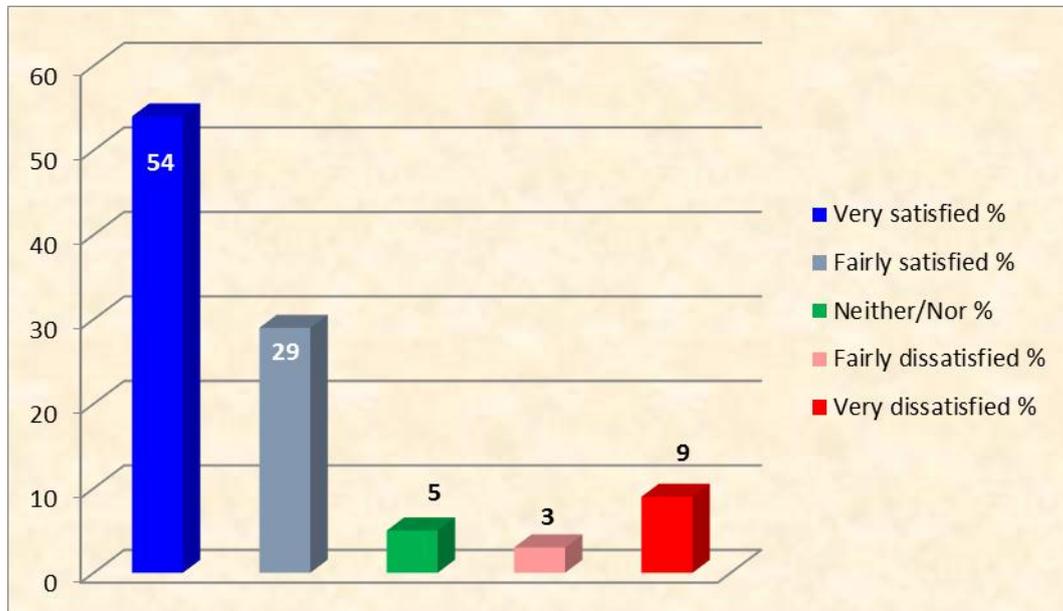
### Analysis and Reporting

'Management Information' using computer facilities and comprehensive validation checks of the survey data conducted the analysis of questionnaire returns. In addition to meeting proposed requirements a full copy of raw data (SPSS software package) is available to Cernach Housing Association.

## 2 FACTORING SERVICE

Q1 *Taking everything into account, how satisfied or dissatisfied are you with the overall FACTORING service provided by the association?* (Base: 65) **(Indicator 33)**

**Chart 1** Level of satisfaction with Factoring Service

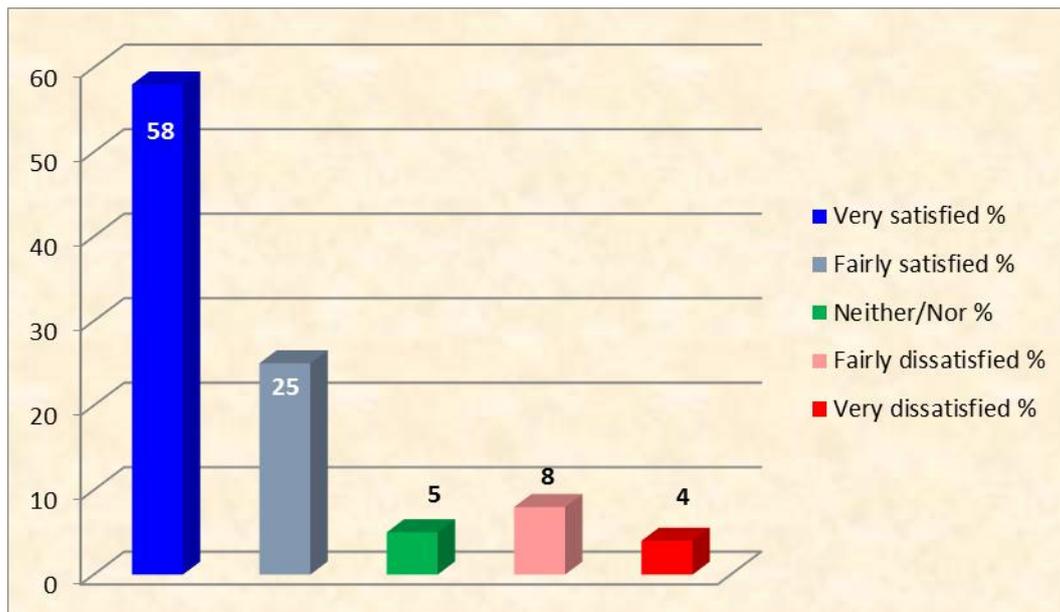


The vast majority of respondents, **83%** (54 owners), were either very satisfied or satisfied with the overall factoring service from Cernach. Of these 54% (35) were very satisfied and 29% (19) were fairly satisfied. In comparison, **12%** (8 owners) of respondents said they were dissatisfied with the overall service and **5%** (3 owners) said they neither satisfied nor dissatisfied with the service and **0.0%** (0) did not know or had no opinion.

### 3 KEEPING OWNERS INFORMED

**Q2** *How satisfied or dissatisfied do you feel that the association is at keeping you informed about their services and decisions?* (Base: 65)

**Chart 2** Level of satisfaction with being kept informed



**83%** (54 owners) of respondents said they were either fairly satisfied (25%) or very satisfied (58%) with being kept informed about Cernach’s service and decisions and **5%** (3 owners) said they were neither satisfied nor dissatisfied whereas, **12%** (8 owners) said they were fairly dissatisfied with being kept informed. (Percentage figure rounded to nearest whole number)

**Q3** *Do you know HOW to make a complaint about the association if you are not happy?* (Base: 65)

Eight in ten respondents 80% (52 owners) knew how to make a complaint if they were not satisfied with services whereas, 20% (13 owners) did not.

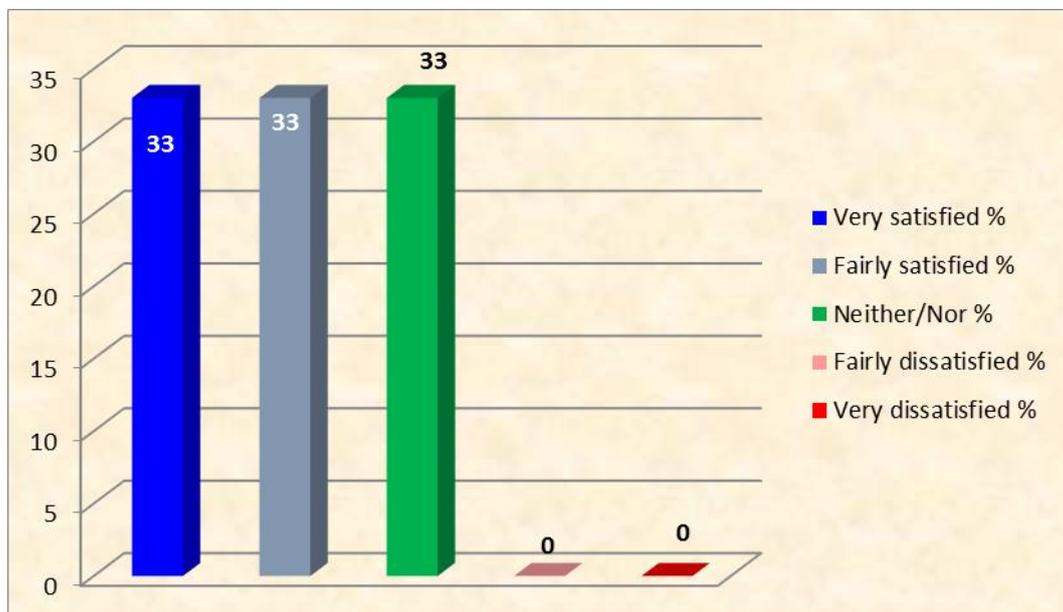
#### 4 COMMON REPAIR AND MAINTENANCE

Q4 *Have you had a common repair in the last 12 months?* (Base: 65)

More than nine in ten respondents 95% (62 owners) have not requested a repair in the last 12 months whereas, 5% (3 owners) have.

Q5 *Thinking about the LAST time you had common repairs carried out, how satisfied or dissatisfied were you with the common repair service provided by the association?* (Base: 3)

Chart 3 Level of satisfaction with common repairs service

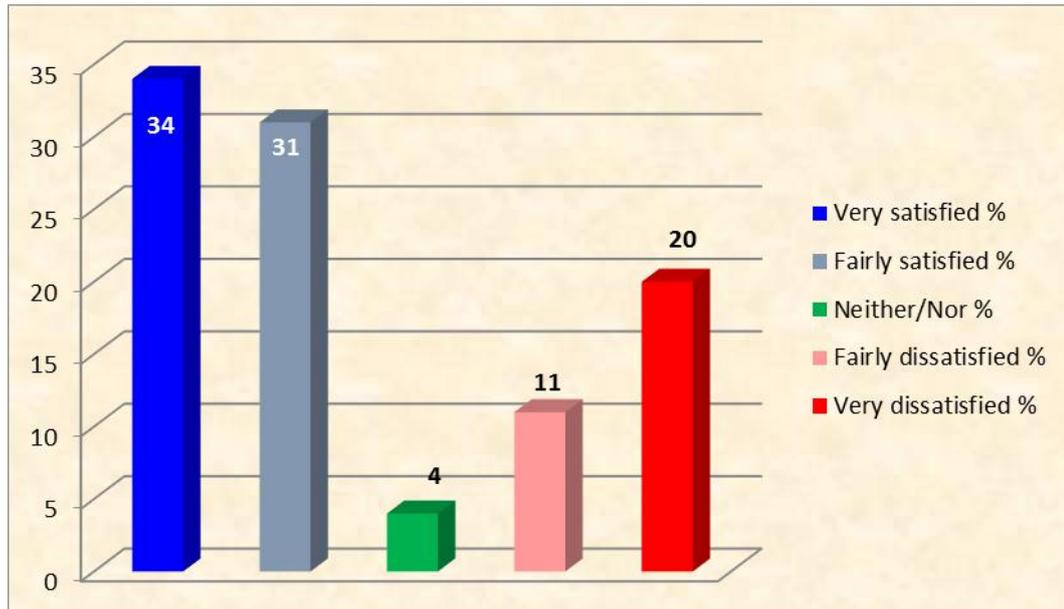


Two-thirds of respondents 67% (2 owners) were fairly satisfied with the common repairs service whereas, 33% (1 owner) was neither satisfied nor dissatisfied.

## 5 NEIGHBOURHOOD

**Q6** *Overall, how satisfied or dissatisfied are you with association's management of the neighbourhood you live in?* (Base: 65)

**Chart 4** Level of satisfaction with management of neighbourhood

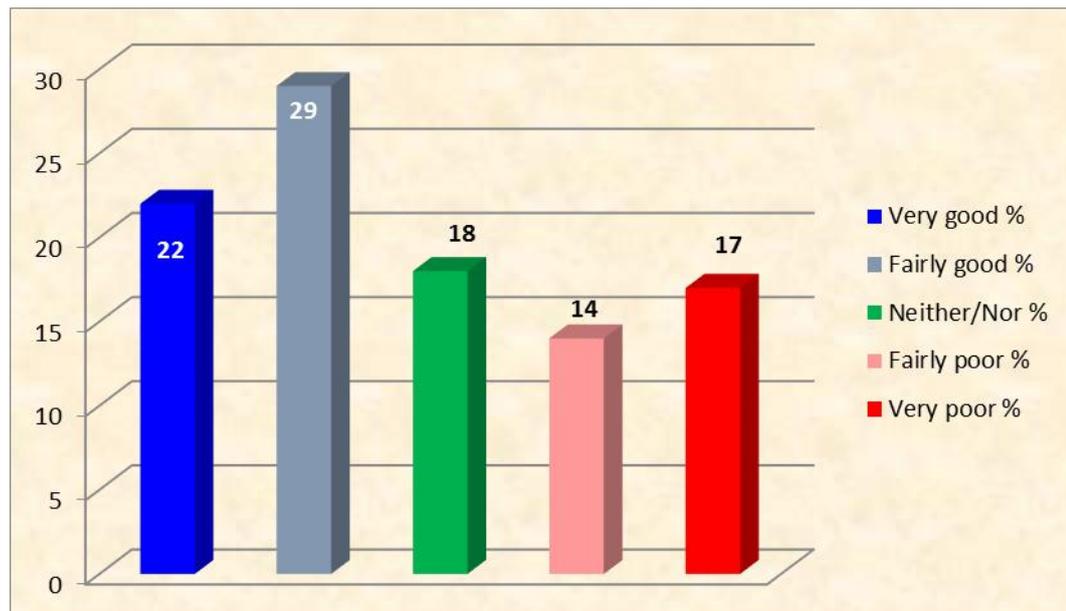


**65%** (42 owners) of respondents said they were either fairly satisfied (31%) or very satisfied (34%) with the way Cernach's management of the neighbourhood they live in and **4%** (3 owners) said they were neither satisfied nor dissatisfied whereas, **31%** (20 owners) said they were either fairly dissatisfied (11%) or very dissatisfied (20%) with the management of their neighbourhood. (Percentage figure rounded to nearest whole number)

## 6 FACTORING FEE VALUE FOR MONEY

Q7 *To what extent do you think that the FACTORING FEE for this property represents good or poor value for money?* (Base: 65)

Chart 5 Factoring Fee Value for Money



**51%** (33 owners) of respondents said the rent charge was either fairly good (29%) or very good (22%) value for money, **18%** (12 owners) were neither good nor poor. In contrast, **31%** (20 owners) of respondents thought the rent charge at present was either fairly poor (14%) or very poor (17%).

Q8 *Can the Association contact you for further information?* (Base: 65)

Almost all of respondents 91% (59 owners) confirmed it was alright for Cernach to contact them and 9% (6) did not want Cernach to contact them for further information.



## **APPENDIX 1            SURVEY METHOD**

### **Sample**

Owners' were surveyed from 108 owner occupier properties. The sample covered all Cernach housing stock areas. All housing stock consisted of tenement flats and houses.

### **Fieldwork**

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The survey achieved a response rate of **60%** of Cernach owners.

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