

Home Owner Satisfaction Survey

December 2019

Summary Report

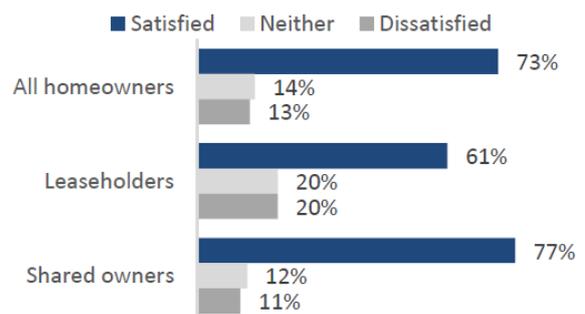
In 2019 Cottsway commissioned Acuity Research & Practice to carry out an independent survey of our leaseholders and shared owners to assess how satisfied you are with the services we provide. The survey was based on a standard question set widely used in the UK housing sector and enables us to compare our results with other landlords. A telephone survey of Cottsway homeowners (shared owners and leaseholders) took place during October and November 2019 – thank you to everyone who took the time to respond.

This summary report provides you with an overview of the results and sets out the actions we plan to take in response to your feedback.

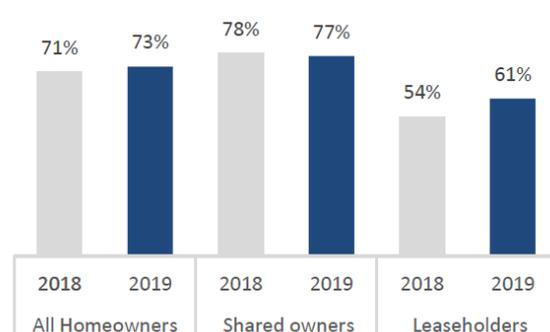
Overall satisfaction with services

Overall 73% of Cottsway’s homeowners are satisfied with the services provided by Cottsway. This is a 2% increase when compared with 2018, a result of the increase in satisfaction among leaseholders (7% higher) rather than shared owners (1% lower). When looking at this in more detail almost a third of homeowners stated they are “very” satisfied (30%) while more are “fairly” satisfied (43%).

Overall satisfaction



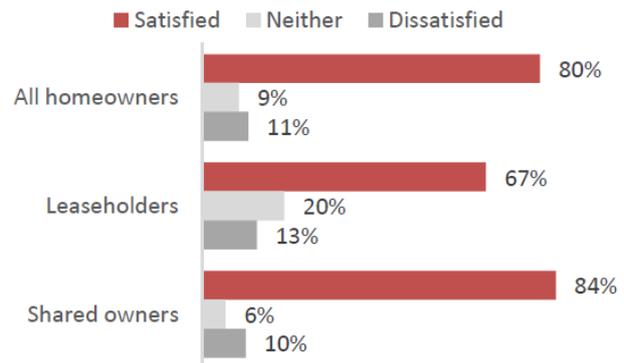
Comparison between 2018 and 2019



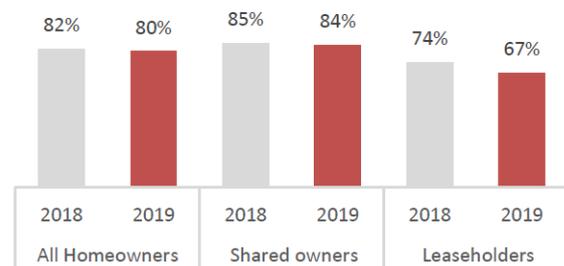
Quality of the home

Four out of five of Cottsway’s homeowners are satisfied with the quality of their home (80%) with a similar split between “very” (43%) and “fairly” (37%) satisfied. A higher percentage of shared owners are satisfied with the quality of their home (84%) compared with leaseholders (67%). Satisfaction with the quality of the home has fallen slightly over the past year (2% lower) as leaseholders are 7% less satisfied.

Satisfaction with quality of the home



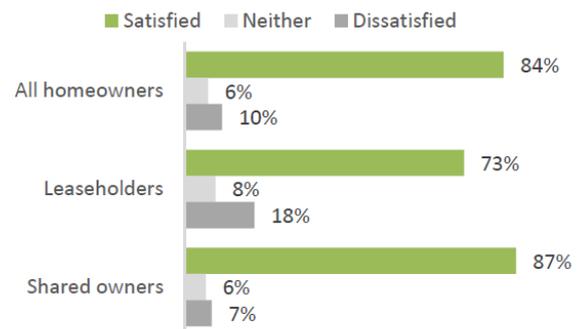
Comparison between 2018 and 2019



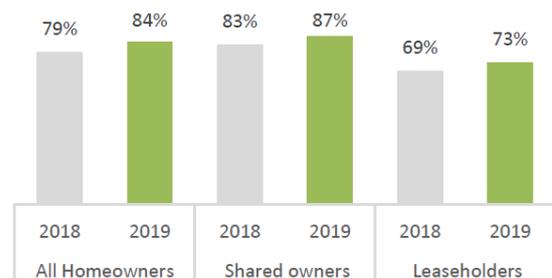
Neighbourhood

Five out of six homeowners are satisfied with their neighbourhood (84%) with one in ten (10%) dissatisfied. Shared owners gave a far higher rating for their neighbourhood (87%) compared with leaseholders (73%). Satisfaction with the neighbourhood is now 5% higher than a year ago with both shared owners and leaseholders awarding a rating 4% higher than in 2018.

Satisfaction with the neighbourhood



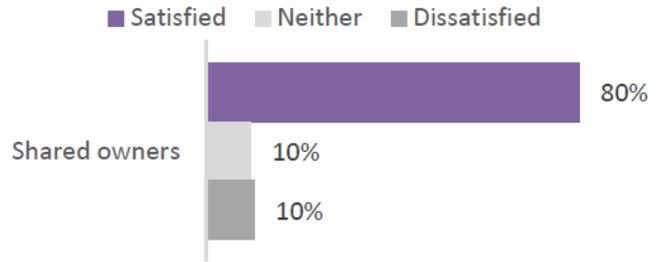
Comparison between 2018 and 2019



Value for money of the rent (shared owners)

Four out of five shared owners are satisfied with the value for money (VfM) of their rent (80%), the same as in 2018. One in ten (10%) are dissatisfied and a further 10% are “neither satisfied or dissatisfied”.

Satisfaction with VfM of the rent



Value for money of the service charge

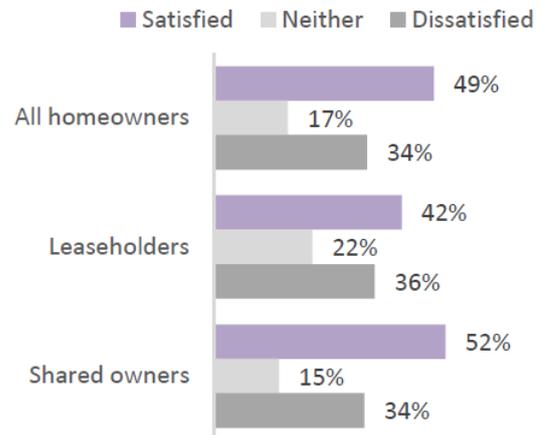
Half of homeowners are satisfied with the value for money of the service charge (49%) with 22% of homeowners being “very” satisfied.

A third of homeowners are dissatisfied (34%) and 17% are neither “satisfied or dissatisfied”.

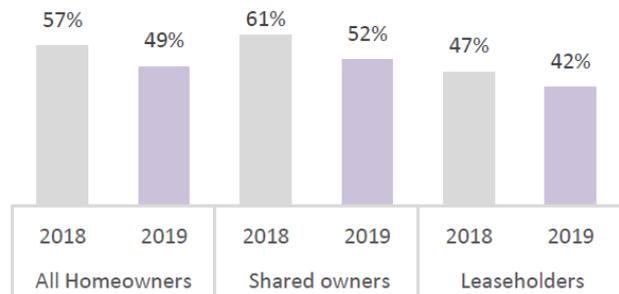
Shared owners are more satisfied with the service charge (52%) than leaseholders (42%).

Satisfaction with value for money of the rent has fallen by 8% since 2018 with shared owners reporting 9% lower satisfaction and leaseholders 5% lower satisfaction.

Satisfaction with VfM of service charge



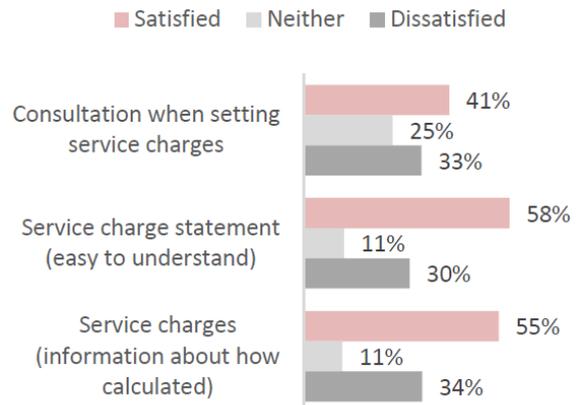
Comparison between 2018 and 2019



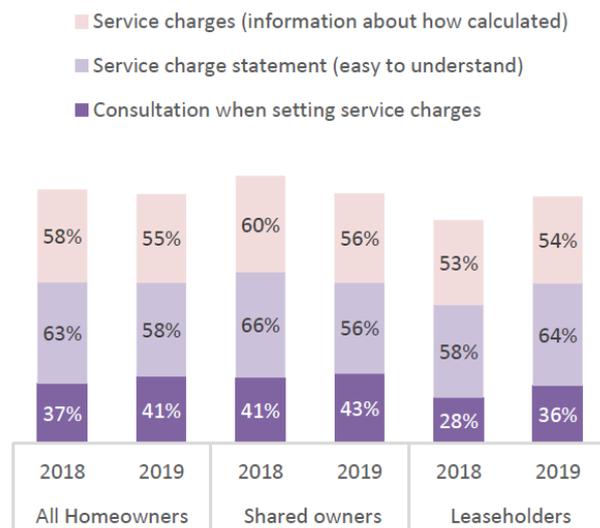
Service charge consultation

Over half of homeowners said they found the service charge statements easy to understand (58%) and are satisfied with how the charges are calculated (55%). However, far fewer homeowners are satisfied with the consultation when setting service charges (41%). A considerable number of homeowners are dissatisfied across these areas (30% to 34%).

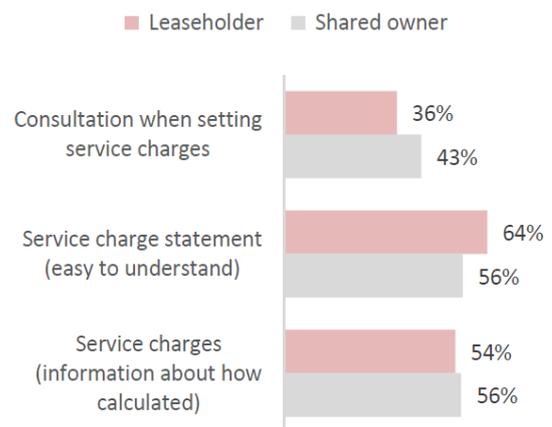
Satisfaction with service charge consultation (homeowners)



Comparison between 2018 and 2019



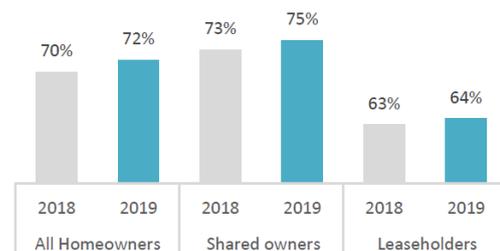
Satisfaction with consultation by ownership type



Customer service

Satisfaction with customer service has increased to 72% overall. This is 2% higher than the previous survey with higher ratings for both shared owners (75%) and leaseholders (64%).

Comparison between 2018 and 2019

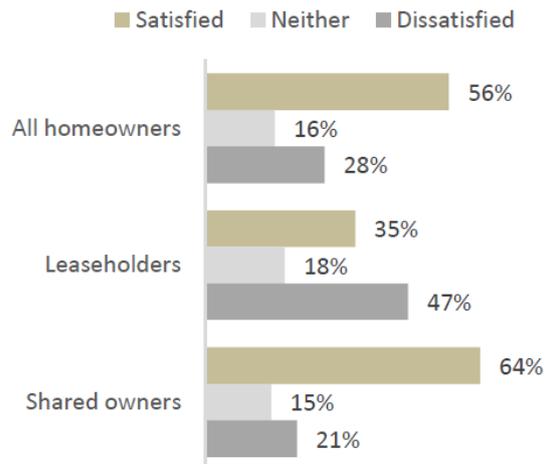


Listening to views

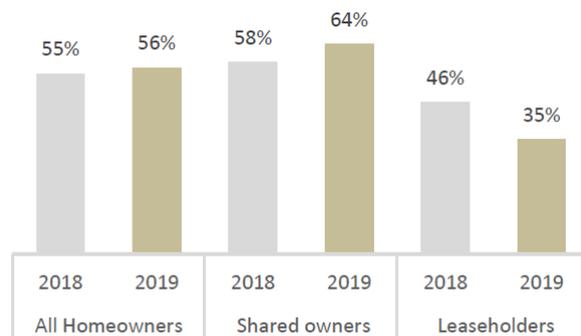
Homeowners were asked whether they felt that Cottsway listens to their views and acts upon them. Just over half of all homeowners feel that Cottsway listens to their views and acts upon them (56%) although over a quarter of homeowners would disagree (28% dissatisfied). A high percentage of shared owners felt that Cottsway listened (64%) compared with leaseholders (35%).

Overall satisfaction with listening to views is 1% higher when compared to the 2018 survey. However this hides a very different picture amongst the two groups with satisfaction among shared owners increasing by 6% but falling by 11% for leaseholders.

Satisfaction with listening to views



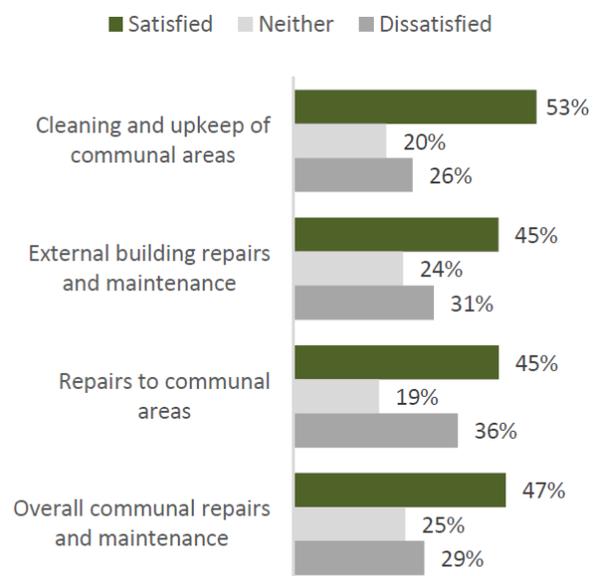
Comparison between 2018 and 2019



Property repairs and maintenance

Overall 53% of homeowners are satisfied with the cleaning and upkeep of communal areas and 26% are dissatisfied. Just under half of homeowners are satisfied with the repairs to communal areas (45%), the external building repairs and maintenance (45%) and repairs to communal areas (47%).

Satisfaction with estate services

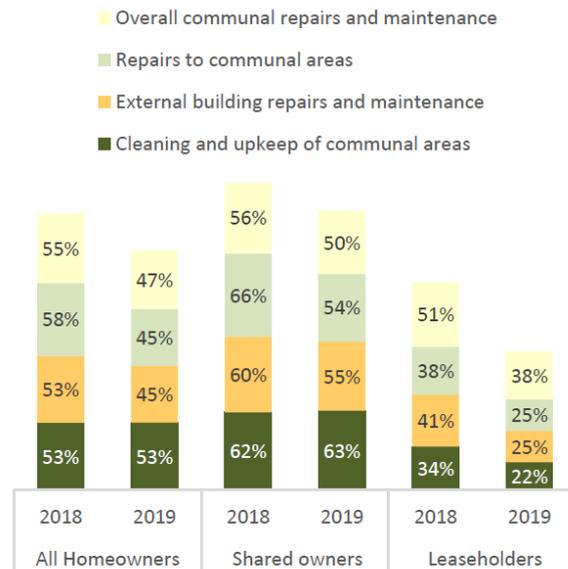


Property repairs and maintenance Change over time

Satisfaction with the cleaning and upkeep of communal areas is at the same level as last year though other aspects of the service received lower scores (8% to 13% lower).

Shared owners are far more satisfied (50% to 63%) than leaseholders in those areas (22% to 38%) higher.

Comparison between 2018 and 2019

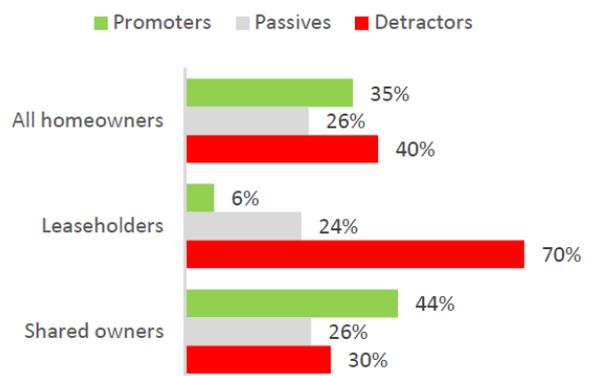


Recommending Cottsway

The survey included a “Net Promoter Score” (NPS) question which looks at the likelihood of the homeowner to recommend Cottsway to family and friends. Responses are on a scale from 0 to 10 and are divided into promoters (score 9-10), passives (score 7-8) and detractors (score 0-6).

Results shows a third of homeowners are happy to promote Cottsway (35%), this is 3% higher than in 2018. A quarter are passive (26%) and 40% are detractors who feel negative about Cottsway – this is 5% higher than in 2018.

Net Promoter breakdown



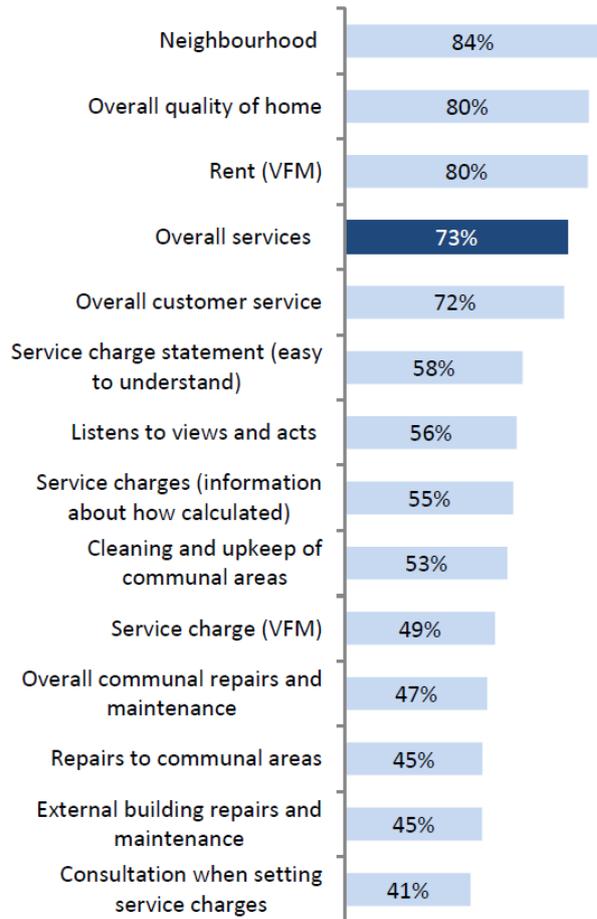
NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters (though is not a percentage itself). The overall NPS for Cottsway’s homeowners is -5 with leaseholders scoring -64 and shared owners +14.

Satisfaction with key services for all homeowners

The majority of homeowners are satisfied with the overall services (73%) though the overall rating is lower than for the quality of the home, rent and neighbourhood (80% to 84%) and is close to the rating for customer service (72%).

The chart opposite shows the full range of results for both leaseholders and shared owners combined and highlights where satisfaction is particularly low, including service charges (VfM and consultation) and repairs.

Satisfaction levels for all services

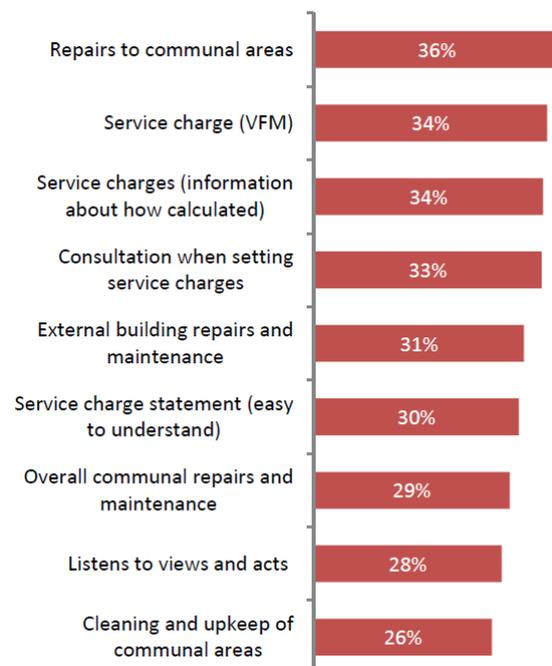


Dissatisfaction with key services for all homeowners

Where satisfaction is found to be low for a particular service it's useful to look at how many people are actually dissatisfied, rather than being "neither satisfied or dissatisfied" (neutral).

This chart shows where levels of dissatisfaction are high with 26% to 36% reporting dissatisfaction.

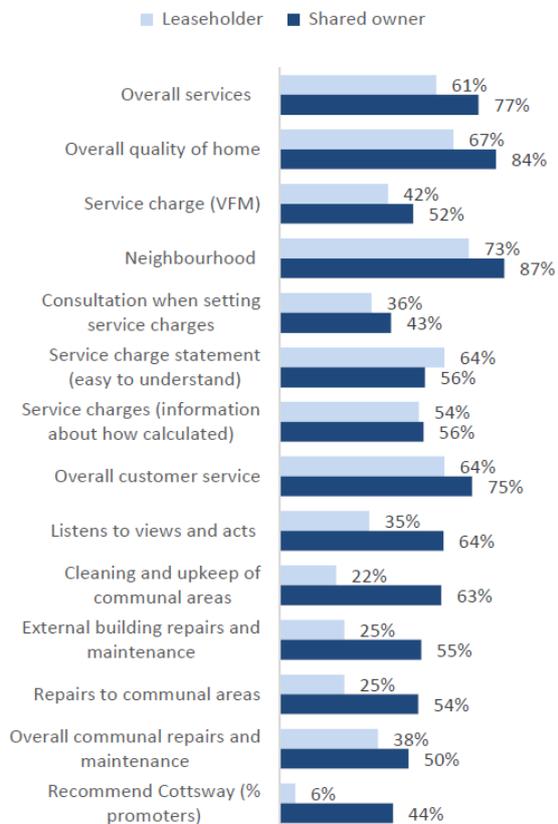
Dissatisfaction levels for all services



Results for shared owners compared with leaseholders

Leaseholders are almost consistently less satisfied with all services when compared to shared owners (11% to 41% lower). The only exception is with ease of understanding the service charge statement.

Comparison between shared owner and leaseholder satisfaction



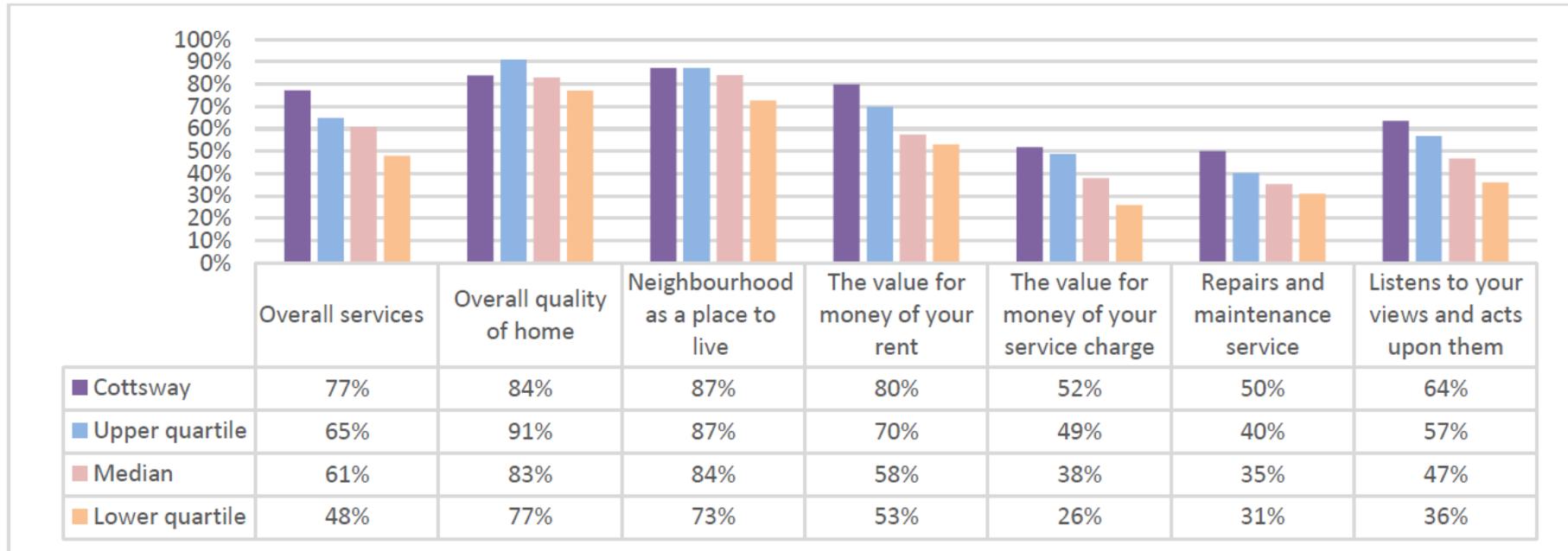
The techy bit

- The phone survey was carried out by Acuity, an independent research agency
- The survey took place in October and November 2019
- The survey was made up of 14 questions
- 39% of Cottsway's homeowners were interviewed
- Results are accurate to $\pm 5.8\%$.

Client group	Number of homeowners	Completed surveys	Response rate	Sampling error (%)
Leaseholders	122	51	42%	$\pm 10.5\%$
Shared owners	369	123	34%	$\pm 7.1\%$
All homeowners	491	174	39%	$\pm 5.8\%$

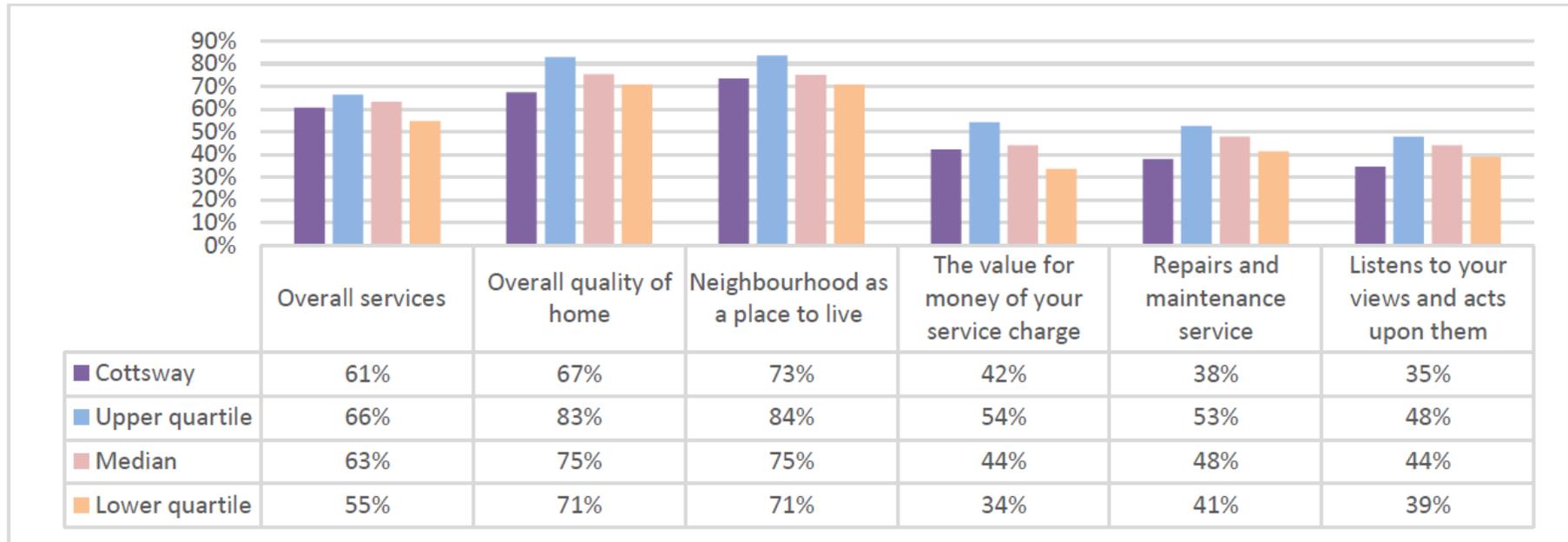
Comparing Cottsway to other landlords

Comparison with shared owners at other landlords (HouseMark)



When Cottsway's shared owners' results are compared to the views of shared owners at other landlords we can see that satisfaction with overall services is 16% higher than the average. Other strong areas of performance are found in the value for money of the rent and service charges, the repairs service and listening to views – these are all in the top quartile. Satisfaction with the quality of the home is just above average. These results show that Cottsway's shared owners are generally very satisfied with the services they receive.

Comparison with leaseholders at other landlords (HouseMark)



When Cottsway’s leaseholders’ results are compared to the views of leaseholders at other landlords we can see that satisfaction with overall service, the neighbourhood and value for money of the service charge are all 2% lower than the average and fall into the third quartile. Weaker performance is seen in the quality of the home, repairs service and listening to views which are all in the bottom quartile. This shows us that Cottsway’s leaseholders are much less satisfied than many other leaseholders and identifies areas we need to investigate and improve.

Progress update with the 2018 Action Plan

Following the 2018 survey we identified a number of actions to take in 2019 to improve our service to shared owners and leaseholders. Some are complete and the remainder will be completed in 2020/21.

- Write to all homeowners with the results of the survey – this was completed in May 2019.
- Carry out another satisfaction survey in 2019 – this was completed in Autumn 2019.
- Send out information on staircasing to shared owners – this was completed in January 2019 with another letter scheduled for February 2020.
- Use the results to benchmark with other housing providers – this is complete and shows us that leaseholders are far less satisfied with our services.
- Include more information relevant to leaseholders and shared owners in the corporate communications plan – this is in place and more news and topical information are available on our website and in Homepage.

Still to do:

- Review and improve the service charge consultation process – this will be completed in 2020/21.
- Investigate why satisfaction with communal cleaning is low and look to improve the service provided – this will be completed this year as part of the procurement of the new cleaning service.
- Investigate why satisfaction with communal repairs is low and look to improve the service provided – this will be completed in 2020/21.
- Gain a better understanding of leaseholder dissatisfaction – this will be completed in 2020/21.

Contact

If you would like any further information on the results of the survey or want to take part in improving the services we provide please contact us on 01993 890000 or communities@cottsway.co.uk