



New Gorbals Housing Association

Owner Satisfaction Survey

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New Gorbals Housing Association

Owner Satisfaction Survey 2024

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1. EXECUTIVE SUMMARY

INTRODUCTION

- New Gorbals Housing Association commissioned Research Resource to carry out an owner satisfaction survey on their behalf.
- 252 interviews were carried out with New Gorbals Housing Association's factored owners in order to assess satisfaction with the Association and the services it provides.
- The survey was undertaken utilising a mixed methodology with face to face interviews carried out with resident owners and telephone interviews with non resident owners.
- 252 interviews provide data accurate to +/-5.47% for owners.
- This provides robust data upon which the Association can be confident about making decisions.
- This executive summary highlights the key findings from this programme of research.

OVERALL SATISFACTION

Scottish Housing Regulator indicator (Owners only)					
	2014	2018	2021	2024	Scottish Average
Q1 Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by New Gorbals Housing Association? (% very/ fairly satisfied)	70%	75%	74%	87%	59.5%

KEY FINDINGS

- Just under nine in ten owners (87%) stated that they were very or fairly satisfied with the factoring services the Association provides compared to 5% who were very or fairly dissatisfied and 8% who were neither satisfied nor dissatisfied. Satisfaction has increased in this respect from 74% in 2021. Overall satisfaction is significantly higher than the Scottish average as reported in the 2023/24 ARC which is 59.5%. The main reasons given for dissatisfaction were where respondents felt they were not receiving value for money or where they felt there was a lack of service.

- Almost all owners (96%) said it is very or fairly easy to communicate with New Gorbals Housing Association. On the other hand, 2% said it was neither easy nor difficult and 2% said it was fairly difficult.
- In terms of satisfaction with the finance service provided by New Gorbals Housing Association, 97% said they were very or fairly satisfied in this respect compared to 2% who were neither satisfied nor dissatisfied and less than 1% who were dissatisfied.
- The vast majority (94%) said they find it very or fairly easy to understand the information on their factors invoice or statement.
- The vast majority of owners (83%) who were able to form an opinion were satisfied with the repairs and communal maintenance service provided by New Gorbals Housing Association.
- Over 8 in 10 owners said the factoring charge for their home represented very good or good value for money (81%) compared to 14% who said it was neither good nor poor value and 5% said it was very poor or poor value for money.

2. INTRODUCTION, OBJECTIVES AND METHODOLOGY

2.1 Introduction

This report represents and discusses the findings to emerge from New Gorbals Housing Association's Owner Satisfaction Survey 2024.

2.2 Background and objectives

The aim of the research was to seek owners' view on the services that New Gorbals provides and how well it performs these services and to help identify areas where the service can be improved. Specifically the research was designed to provide customers views on the following:

- Overall satisfaction with factoring services
- Satisfaction with communal repairs and maintenance;
- Feedback on customer care;
- Perception of value for money, understanding of bills and payment methods.

There was also a desire to compare results to the Association's previous owner satisfaction survey carried out in 2014, 2018 and in 2021 in order to assess how satisfaction with the services provided have changed.

2.3 Research method and response rates

The survey was carried out utilising a mixed methodology using face to face for resident owners and augmenting that with telephone to boost the response rate. For non resident owners a telephone methodology was used. A total of 252 interviews were completed with owners between the 23rd of July and the 22nd of August 2024.

252 interviews provides data accurate to +/-5.72% (based upon a 50% estimate at the 95% level of confidence). This provides the Association with data upon which they can have confidence making decisions.

2.4 Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced telephone researchers. Interviews were carried out in line with the Market Research Society Code of Conduct and in line with our ISO20252 accredited policies and procedures. All interviewers are highly experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities.

2.5 Survey Analysis and Reporting

For satisfaction or rating scale questions, not all percentages sum to 100% due to rounding.

A number of open questions were asked in the survey allowing respondents to explain the reasons for the responses they gave. For analysis purposes these have been grouped up into common themes. For these questions, the percentages may round to more than 100%. This is because multiple responses may have been given.

2.6 Report Structure

This document details the key finding to emerge from the survey, addressing the key findings of the survey for New Gorbals Housing Association.

CHAPTER 3. KEY FINDINGS

CHAPTER 9. HOUSEHOLD INFORMATION

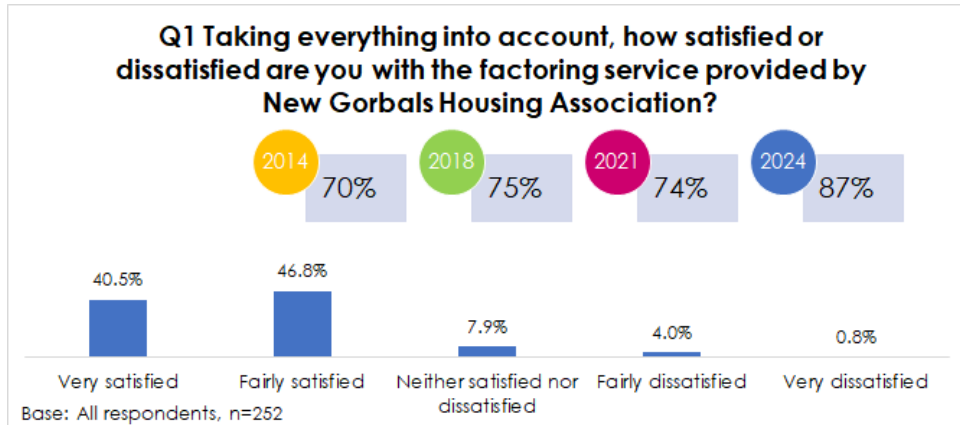
APPENDIX 1: QUESTIONNAIRE

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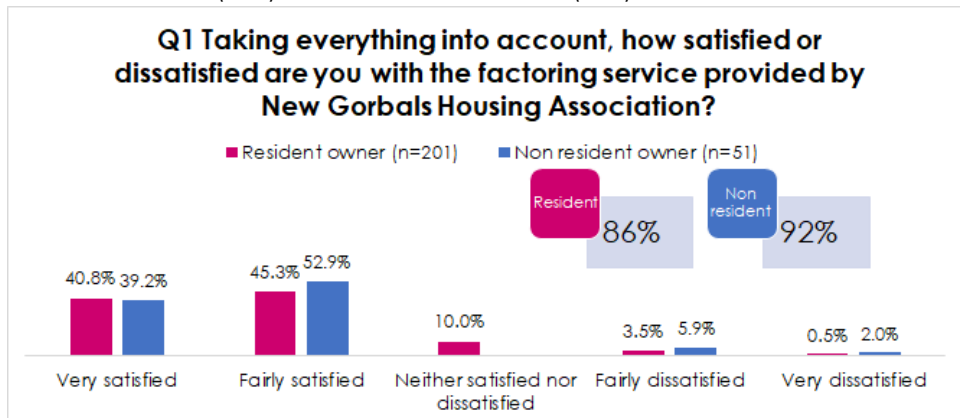
3. KEY FINDINGS

3.1 Satisfaction with the factoring services provided by New Gorbals (Q1/2)

The survey opened by asking owners how satisfied or dissatisfied they were with the factoring services provided by New Gorbals Housing Association. Just under nine in ten owners (87%) stated that they were very or fairly satisfied with the factoring services the Association provides compared to 5% who were very or fairly dissatisfied and 8% who were neither satisfied nor dissatisfied. Overall satisfaction with the factoring service has increased from 74% in 2021 and is higher than the Scottish average reported in the 2023/24 ARC of 59.5%.



Analysis by owner type reveals that resident owners were less likely to be satisfied with the overall service (86%) than non-resident owners (92%).



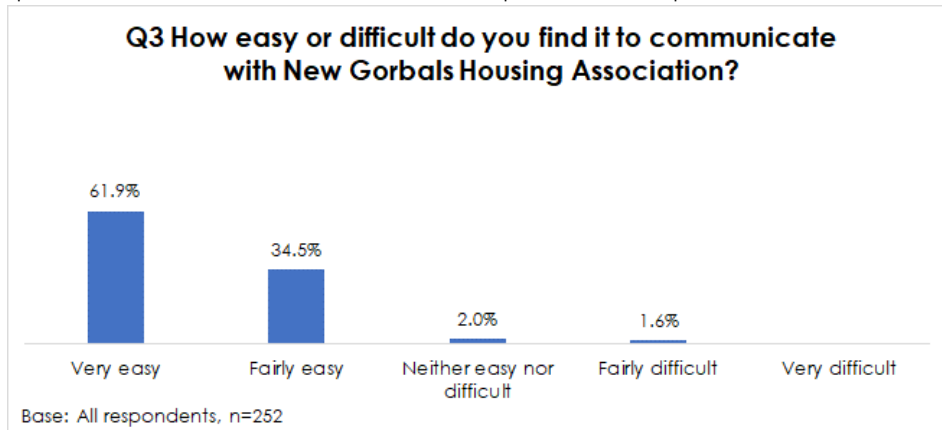
Those who said they were fairly dissatisfied or very dissatisfied with the factoring services provided (n=32) were asked to provide their reasons for feeling this way. This shows that the most common reasons given for dissatisfaction related to the belief that the service offers poor value for money (41%) or where respondents said there was a lack of service or actions taken.

Q2 Can you please explain why you are not satisfied with the factoring service provided by New Gorbals Housing Association?		
Base: Respondents who fairly dissatisfied or very dissatisfied with the overall factoring service, n=32	No.	%
Poor value for money	13	40.6%
Lack of service/ action taken	10	31.3%
Lack of communication	5	15.6%
Repairs not being undertaken	3	9.4%
Don't have much interaction with them	3	9.4%
Other	2	6.3%
Area is messy/ problems with litter/ bins	1	3.1%
Close or stair cleaning not being done/ poor standard	1	3.1%
Landscaping improvements required	1	3.1%

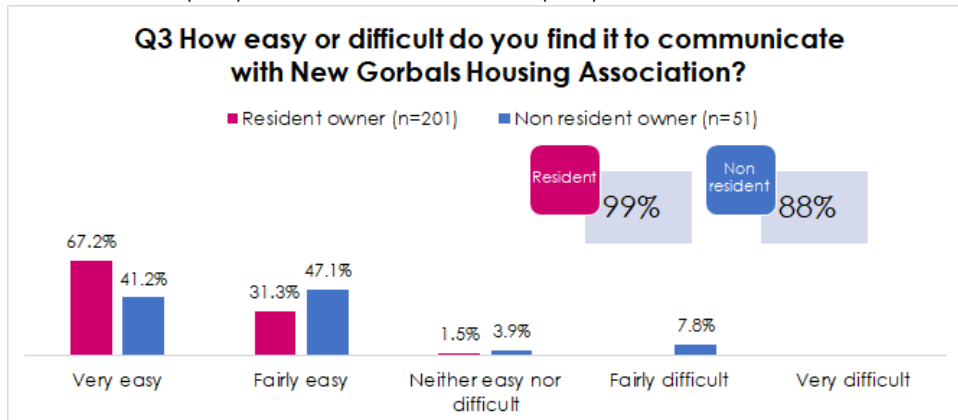
4. INFORMATION AND PARTICIPATION

4.1 Ease of communication with the Association (Q3/4)

Almost all owners (96%) said it is very or fairly easy to communicate with New Gorbals Housing Association. On the other hand, 2% said it was neither easy nor difficult and 2% said it was fairly difficult. The nine owners who said they did not find it easy to communicate with the Association were asked to explain why they felt this way. These individuals spoke about difficulty getting through to them by telephone or where they spoke about a lack of communication or response to their queries.



Almost all resident owners said they found it very or fairly easy to communicate with the Association (99%) than non-resident owners (88%).



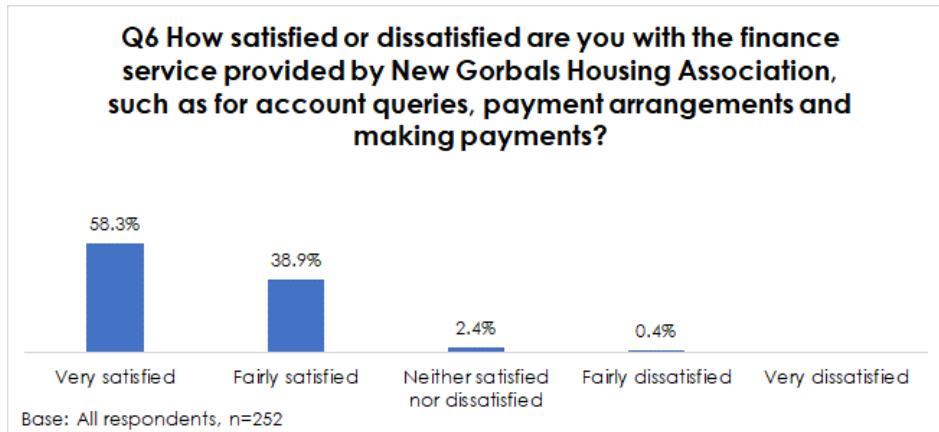
4.2 Preferred method of being kept informed (Q5)

Just under three quarters (73%) would prefer to contact New Gorbals by telephone in the future, 49% would prefer to contact them via email and 11% would prefer to visit the office.

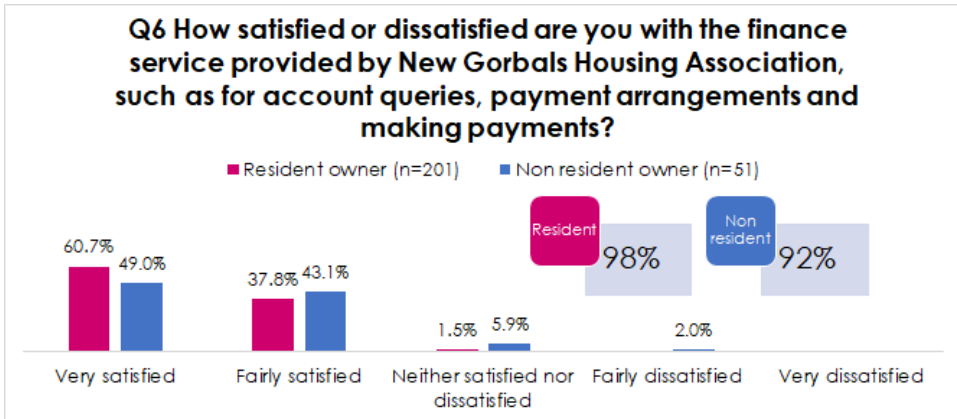
Q5 How would you prefer to be able to contact New Gorbals in the future?		
Base: All respondents, n=252	No.	%
By telephone	183	72.6%
Email	124	49.2%
Visit to office	28	11.1%
Via website	14	5.6%
Letter	6	2.4%
WhatsApp	3	1.2%
Text message	2	0.8%
Web chat	2	0.8%

4.3 Satisfaction with the finance service (Q6/7)

All respondents were asked how satisfied or dissatisfied they were with the finance service provided by New Gorbals Housing Association, such as for account queries, payment arrangements and making payments. Almost all respondents (97%) were either very or fairly satisfied in this respect compared to 2% who were neither satisfied nor dissatisfied and less than 1% who were dissatisfied.



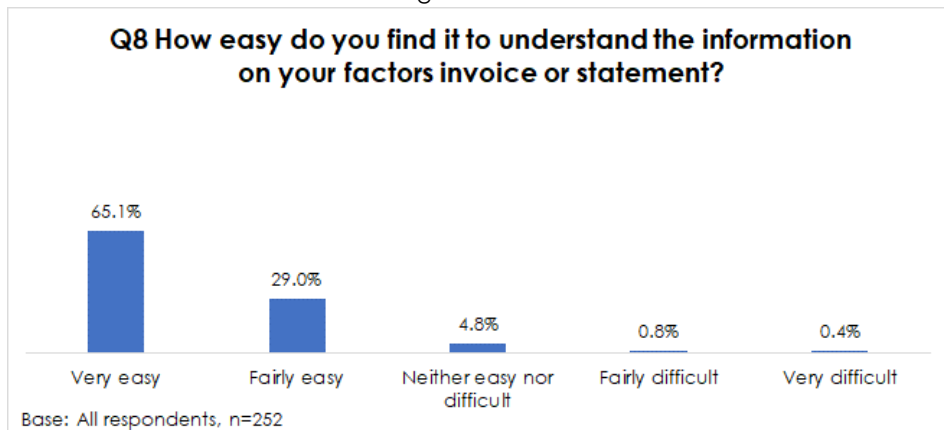
Almost all resident owners were satisfied with the finance service provided by the Association (98%) compared to 92% of non resident owners.



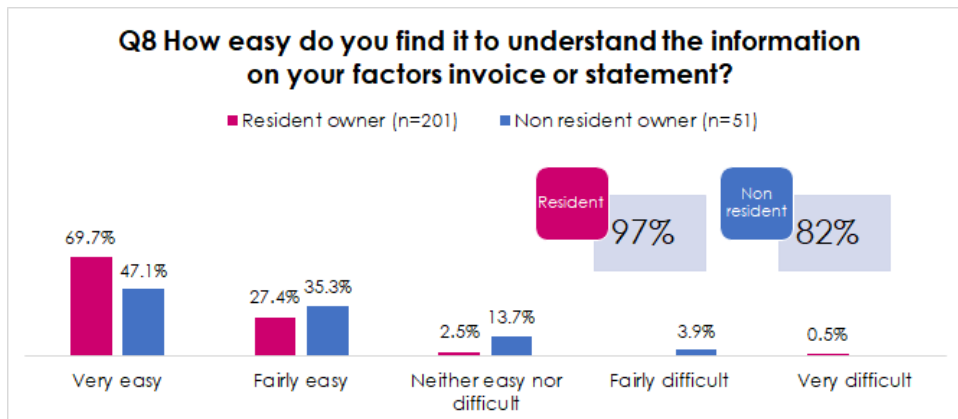
Of the 7 owners who were not satisfied, 3 said they had not used it and the remaining 4 had experienced problems with the service such as saying it was not easy to use, or where they had problems trying to make payments.

4.4 Ease of understanding factors invoice (Q8/9)

More than 9 in 10 respondents (94%) said they found it very or fairly easy to understand the information on their factors invoice or statement compared to 5% who said it was neither easy nor difficult and 1% who said it was very or fairly difficult. A total of 15 respondents said they did not find it easy to understand the information on their factors invoice and this was generally where they found bills to be confusing and that they did not have a clear breakdown of charges.

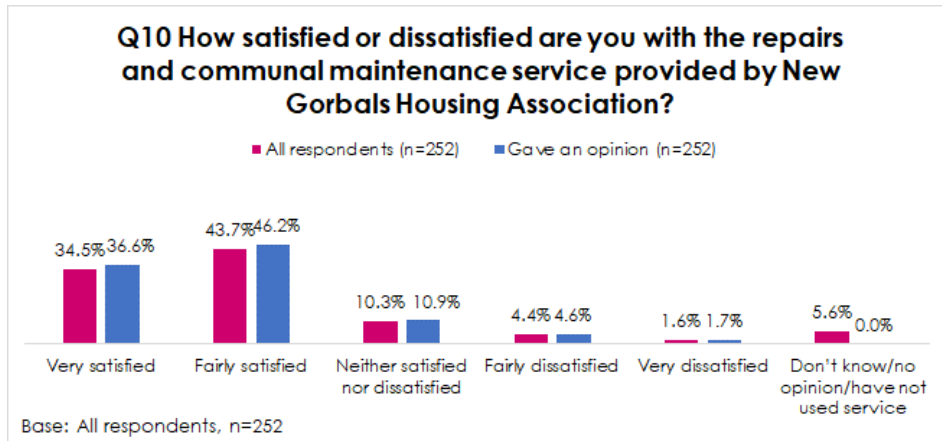


Resident owners were more likely to say the factors invoice or statement was easy to understand (97%) than non-resident owners (82%).

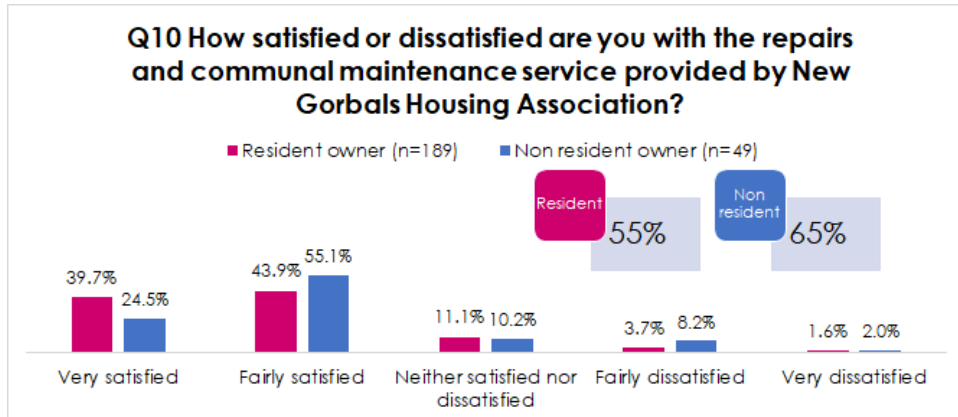


4.5 Satisfaction with repairs and communal maintenance service (Q10/11)

Just under 8 in 10 owners (78%) were either very or fairly satisfied with the repairs and communal maintenance service provided by the Association. On the other hand, 10% were neither satisfied nor dissatisfied, 6% were either very or fairly dissatisfied in this respect and 6% said they had no opinion or had not used the service. Satisfaction increases to 83% if this question was recalculated to exclude those who had no opinion on the service.



Just under two thirds of non resident owners (65%) who gave an opinion were satisfied with the repairs and communal maintenance service compared to 55% of resident owners.

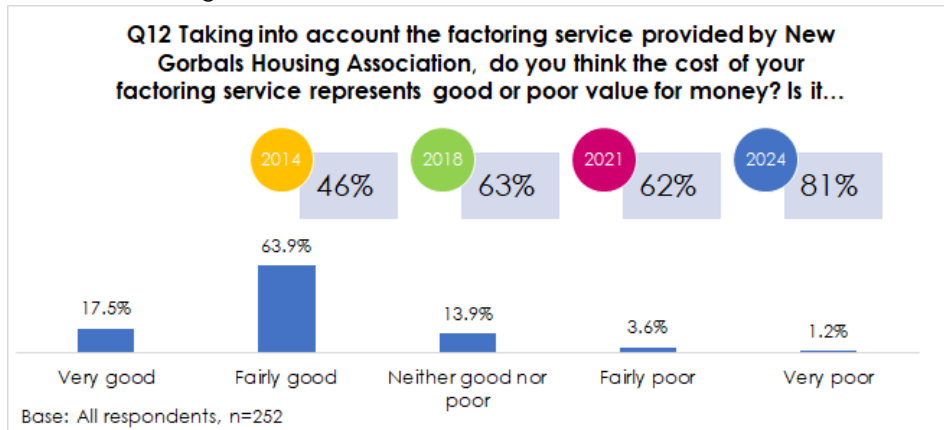


Where respondents were not satisfied with the repairs and communal maintenance service they were asked to explain why they felt this way. The open ended comments have been coded thematically and reveal that of the 41 respondents who were not satisfied, 16 (39%) said this was due to a lack of service from the Association and 7 said this was due to repairs not being completed.

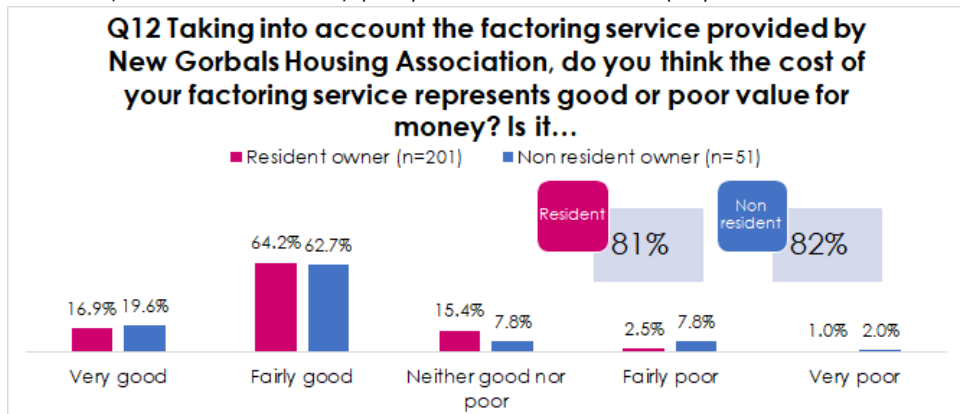
Q11 Can you please explain why you were not satisfied with the repairs and communal maintenance service provided by New Gorbals Housing Association?		
Base: Respondents, n=41	No.	%
Lack of service/ action taken	16	39.0%
Repairs not being completed	7	17.1%
Close or stair cleaning not being done/ poor standard	6	14.6%
Landscaping improvements required	6	14.6%
Poor value for money	4	9.8%
Lift always breaking down	3	7.3%
Other	1	2.4%

4.6 Value for money of factoring charge (Q12/13)

Over 8 in 10 owners said the factoring charge for their home represented very good or good value for money (81%) compared to 14% who said it was neither good nor poor value and 5% said it was very poor or poor value for money. The proportion of respondents who said the cost of their factoring charge was good value for money has increased to its highest value to date and is an increase from 62% in 2021.



The proportion of owners who said the cost of the factoring service represents good value for money was consistent for resident (81%) and non resident owners (82%). Non resident owners however had a higher proportion of respondents stating the factoring cost was poor value for money (10%) than resident owners (4%).



The main reasons for not considering the factoring service good value for money were where owners believed the factoring costs were too expensive or that they keep increasing (34%) or where they said the costs offered poor value for the services provided (34%).

Q13 Can you please explain why you do not think that your factoring service costs represents value for money?		
Base: Respondents, n=47	No.	%
It is expensive/ keeps increasing	16	34.0%
Poor value for services provided	16	34.0%
Just a bill that needs paid	4	8.5%
Don't know	4	8.5%
Other	3	6.4%
Don't do much	2	4.3%
Nothing to compare it with	2	4.3%

5. HOUSEHOLD INFORMATION

5.1 Household composition (Q17)

In terms of household composition, a third of owners (33%) lived alone and a further 44% lived with one other adult.

Q17 How would you describe the composition of your household?		
Base: All respondents, n=252	No.	%
Single adult	82	32.5%
Two adults	110	43.7%
Three or more adults, 16 or over	13	5.2%
1 parent family with 1 child under 16	3	1.2%
1 parent family with 2 children under 16	4	1.6%
1 parent family with 3 or more children under 16	-	-
2 parent family with 1 child under 16	14	5.6%
2 parent family with 2 children under 16	16	6.3%
2 parent family with 3 or more children under 16	3	1.2%
Other (please specify)	7	2.8%

5.2 Age (Q18)

In terms of the age profile of owner occupiers, 15% were aged under 35, 42% were aged 35-54, 33% were aged 55-74 and 6% were aged 75 and over.

Q18 What is your age group?		
Base: All respondents, n=252	No.	%
16-24	2	0.8%
25-34	36	14.3%
35-44	57	22.6%
45-54	49	19.4%
55-64	50	19.8%
65-74	32	12.7%
75-84	14	5.6%
85+	2	0.8%
Prefer not to say	10	4.0%

5.3 Disability (Q19)

Over one in ten owners (12%) considered themselves to have a disability.

5.4 Working status (Q20)

Seven in ten respondents were in paid employment (70%) and 21% were retired.

Q20 Which of the following best describes your economic status?		
Base: All respondents, n=252	No.	%
Full time paid work (35 or more hours more week)	160	63.5%
Part time paid work (less than 35 hours per week but more than 16 hours per week)	14	5.6%
Part time paid work (less than 16 hours per week)	2	0.8%
Unemployed/Seeking Work	2	0.8%
Unemployed/Not seeking work	1	0.4%
Not working due to health condition	8	3.2%
Looking after home/ family	3	1.2%
Carer	-	-
Retired	54	21.4%
In further/ higher education	-	-
Other (please write in below)	8	3.2%

5.5 Ethnicity (Q21)

Three in four owners were White Scottish (75%).

Q21 What is your ethnic group?		
Base: All respondents, n=252	No.	%
White Scottish	189	75.0%
White English	10	4.0%
White Welsh	1	0.4%
White Irish	1	0.4%
White Other British	3	1.2%
White Polish	5	2.0%
White Gypsy / Traveller	-	-
White Roma	-	-
Any mixed or multiple ethnic groups, please write in:	1	0.4%
Pakistani, Scottish Pakistani or British Pakistani	10	4.0%
Indian, Scottish Indian or British Indian	12	4.8%
Bangladeshi, Scottish Bangladeshi or British Bangladeshi	-	-
Chinese, Scottish Chinese or British Chinese	4	1.6%
Other Asian background, please write in:	-	-
African, Scottish African or British African	1	0.4%
Other African background, please write in	-	-
Caribbean, Caribbean Scottish or Caribbean British	-	-
Black, Black Scottish or Black British	-	-
Other Caribbean or Black background, please write in	-	-
Other, please write in	15	6.0%

Appendix 1
Survey Questionnaire

Overall satisfaction

RRID:

1. [Indicator 29] Taking everything into account, how satisfied or dissatisfied are you with the factoring service provided by New Gorbals Housing Association?

Very satisfied	1	Go to Q3
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q2
Fairly dissatisfied	4	
Very dissatisfied	5	

2. Can you please explain why you are not satisfied with the factoring service provided by New Gorbals Housing Association?

3. How easy or difficult do you find it to communicate with New Gorbals Housing Association?

Very easy	1	Go to Q5
Fairly easy	2	
Neither easy nor difficult	3	Go to Q4
Fairly difficult	4	
Very difficult	5	

4. Can you please explain why you do not think it is easy to communicate with New Gorbals Housing Association?

5. How would you prefer to be able to contact New Gorbals in the future? **ALL THAT APPLY**

By telephone	1
Email	2
Via website	3
Text message	4
Web chat	5
WhatsApp	6
Video calls – Near Me/ Zoom/ Teams	7
Visit to office	8

Commented [GC1]: Can this be top three ranked?

Could we ask an additional question after this one, the same as Q4 of TSS - Going forward what is the best way for NFHA to keep all owners informed about services? Rank 3 from same table as TSS

Commented [LS2R1]: See TSS re ranking, happy to add additional question

Commented [GC3R1]: Noted, leave framing of question as is and please add Q4 from TSS

Staff visit to your home	9
Other contact with staff (please specify)	10

6. How satisfied or dissatisfied are you with the finance service provided by New Gorbals Housing Association, such as for account queries, payment arrangements and making payments?

Very satisfied	1	Go to Q8
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q7
Fairly dissatisfied	4	
Very dissatisfied	5	

7. Can you please explain why you are not satisfied with the finance service provided by New Gorbals Housing Association?

8. How easy do you find it to understand the information on your factors invoice or statement?

Very easy	1	Go to Q10
Fairly easy	2	
Neither easy nor difficult	3	Go to Q9
Fairly difficult	4	
Very difficult	5	

9. Can you please explain why you do not think it is easy to understand the factors invoice or statement?

10. How satisfied or dissatisfied are you with the repairs and communal maintenance service provided by New Gorbals Housing Association?

Very satisfied	1	Go to Q12
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q11
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know/no opinion/have not used service	6	Go to Q12

11. Can you please explain why you were not satisfied with the repairs and communal maintenance service provided by New Gorbals Housing Association?

12. Taking into account the factoring service provided by New Gorbals Housing Association, do you think the cost of your factoring service represents good or poor value for money? Is it...

Very good	1	Go to Q14
Fairly good	2	
Neither good nor poor	3	Go to Q13
Fairly poor	4	
Very poor	5	

13. Can you please explain why you do not think that your factoring service costs represents value for money?

Final comments

14. Can I remind you that everything you have said is completely anonymous and confidential. New Gorbals HA will not know anything you have said unless you give us permission to share. Do you have any outstanding issues or areas of dissatisfaction which you feel New Gorbals has not dealt with and you would like us to take back to them so that they can contact you about these?

Yes	1	Go to Q15
No	2	Go to Q17

15. If yes, please can you explain what the issues you have are?

16. Can you confirm that you are happy for us to pass over a note of your issue to NGHHA in order that someone can get in touch with you to discuss this further?

Yes, wish NGHHA to contact	1
No, would rather not be contacted about this	2

About you and your household

The final questions are about you and your household. Please be assured that the questions are completely confidential and will not be passed onto New Gorbals with any reference to your name and address. This information is only used to create an overall picture of the type of residents housed by New Gorbals.

Can I remind you that you do not have to answer anything you do not want to. If you would prefer not to answer any question, please just say and I will move on to the next one.

17. How would you describe the composition of your household?

Single adult	1
Two adults	2
Three or more adults, 16 or over	3
1 parent family with 1 child under 16	4
1 parent family with 2 children under 16	5
1 parent family with 3 or more children under 16	6
2 parent family with 1 child under 16	7
2 parent family with 2 children under 16	8
2 parent family with 3 or more children under 16	9
Other – specify	10

18. What is your age group?

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85+	8
Prefer not to say	9

19. Do you consider yourself to have a disability?

Yes	1
No	2

20. Which of the following best describes your economic status? [ONE ONLY]

Full time employment (more than 35 hrs pw)	1
Part time employment (16-34 hrs pw)	2
Part time employment (under 16 hrs pw)	3
Unemployed/Seeking Work	4
Unemployed/Not seeking work	5
Not working due to health condition	6
Looking after home/ family	7
Carer	8
Retired	9
In further/ higher education	10
Other (please write in below)	11

Commented [GC4]: Could there be another question about households, like do you have a caring responsibility within your household eg. Someone elderly, with a disability, other?

Commented [LS5R4]: We could? However, I thought we were focusing on the satisfaction survey and variables which we will use to analyse satisfaction and understand differences between groups which may be meaningful? Do you think this is going to have an impact on satisfaction or service delivery? I wonder if perhaps the more appropriate question is economic status, which could include carer? There may be differences between those, for example, who are in FT employment vs retired vs others?

Commented [GC6R4]: Agreed, can we add in economic status and have the carer responsibility in to that

21. What is your ethnic group? Choose ONE section from A-F, then tick ONE box which best describes your ethnic group or background.

A White

Scottish	1
English	2
Welsh	3
Irish	4
Other British	5
Polish	6
Gypsy / Traveller	7
Roma	8

B Mixed or multiple ethnic groups

Any mixed or multiple ethnic groups, please write in:	9
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C Asian

Pakistani, Scottish Pakistani or British Pakistani	10
Indian, Scottish Indian or British Indian	11
Bangladeshi, Scottish Bangladeshi or British Bangladeshi	12
Chinese, Scottish Chinese or British Chinese	13
Other Asian background, please write in:	14

D African

African, Scottish African or British African	15
Other African background, please write in	16

E Caribbean or Black

Caribbean, Caribbean Scottish or Caribbean British	17
Black, Black Scottish or Black British	18
Other Caribbean or Black background, please write in	19

F Other ethnic group

Other, please write in	20
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22. Thinking about your own needs and circumstances, can you think of any way that the Association could improve on its existing services; or provide new services to you? Your own needs or circumstances could be related to: your age, being a parent or pregnant, your race/ethnic background, having a medical condition or disability, being married or in civil partnership, your gender, your sexual orientation.

Yes (please describe)	1	Ask Q23
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No	2	Thank and close
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23. All that you have said is completely anonymous and confidential. Would you like me to pass back your note of how the Association could help you with a note of your name and address so that they can consider this and get back to you? All your other answers will remain confidential and anonymous.

Yes (record name)	1
No	2

- Thank you very much for completing the questionnaire.
- Would you like to take a note of our web address where you will be able to find out more about Research Resource and how we use the information you give us?

THANK AND CLOSE

Appendix 2

Technical Report Summary

TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P1430
Project name	New Gorbals Owners Satisfaction Survey 2024
Objectives of the research	The aim of the research was to seek owners' views on the services that New Gorbals provides and how well it performs these services and to help identify areas where the service can be improved.
Target population	Owners of the Association
Description of sample frame/ source and validation methods if applicable	A database was provided by New Gorbals HA containing 1776 owner names, addresses and phone numbers.
Sampling method (probability or non probability) and quotas used	N/A. Quota based approach was undertaken to ensure a rough pro rata spread of interviews across the stock was achieved.
Sample units drawn	All were in scope for the research.
Target sample size	The aim was to achieve a 14 percent response rate from the Association's 1776 owners.
Achieved sample size	A total of 252 interviews were achieved.
Date of fieldwork	Interviewing took place between the 19 th of July and the 16 th of August 2024
Sampling method	Interviews spread across organisation stock.
Data collection method	The survey was carried out utilising a mixed methodology using face to face for resident owners and augmenting that with telephone to boost the response rate. For non resident owners a telephone methodology was used.
Response rate and definition and method of how calculated	14% (252 interviews from a population of 1776)
Questionnaire length	c. 10-15 minutes
Any incentives?	No
Number of interviewers	7 interviewers were working on this.
Interview validation methods	10% of each interviewer's work was validated by respondent recontact to ensure that interviews have been completed accurately and in line with ISO 20252 standards.
Showcards or any other materials used?	Not applicable.
Weighting procedures	Not applicable.

Estimating and imputation procedures	Not applicable
Reliability of findings and methods of statistical analysis if applicable	+/-5.72% for owners based upon a 50% estimate at the 95% confidence level

NB If publishing any results please ensure that any conclusions or data reported are adequately supported by the data provided in this report.