

Owner Satisfaction Survey 2024

Survey Report

KNOWES HOUSING ASSOCIATION

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TABLE A - SUMMARY OF KEY SATISFACTION RESULTS FROM OWNER SATISFACTION SURVEY 2024

<u>ARC indicator number</u>	<u>Measure</u>	<u>% Owners very and fairly satisfied 2022</u>	<u>% Owners very and fairly satisfied 2024</u>
<u>Indicator</u>	<u>Survey method</u>	<u>Face to face</u>	<u>Mixed methods</u>
Indicator 29	Satisfaction with factoring service	73.8%	60.6%
	Charges are good value for money	60.4%	50.8%
	Condition of open spaces	74.5%	59.1%
	Clarity of invoicing	79.7%	67.4%
	Neighbourhood management	-	56.9%
	Know how to complain	-	67.9%
	Easy to contact factor	-	78.0%
	Agree/no strong view on closing at 12pm Friday	-	93.2%
	Agree/no strong view on 4-day week	-	87.9%

Executive Summary

This owner satisfaction survey was carried out by Knowledge Partnership on behalf of Knowes Housing Association (Knowes Housing) using an interviewer led telephone questionnaire, supported by an online and postal survey. The survey was administered between August 5th 2024 and September 2nd 2024. By the end of the survey period 132 owners had completed a survey representing 25.0% of all available owners.

Key findings

- Taking everything into account, 60.6% of Knowes Housing's factored owners are satisfied with the factoring service provided in 2024. Approx. one in ten owners (13.6%) are dissatisfied with factoring service overall and around one in four (25.8%) are neither satisfied nor dissatisfied. During the 2022 survey, 73.8% of owners were satisfied on this measure.
- In relation to the condition of open spaces, 59.1% of owners are satisfied in 2024 whilst 31.8% are dissatisfied. In 2022, 74.5% of owners were satisfied with the condition of open spaces.
- Almost six in ten owners (56.9%) were satisfied with Knowes Housing's contribution to neighbourhood management whereas 17.7% were dissatisfied. There was no comparable question asked in 2022.
- In 2024, approx. half of owners (50.8%) agree that the charges made for the factoring service are good value for money whilst 21.2% say that charges are poor value. In 2022, 60.4% of owners agreed that the charges made for the factoring service were good value for money.
- Owners were asked if they were satisfied or dissatisfied the clarity of information contained in the quarterly invoice. The results for this enquiry show that in 2024, 67.4% of owners are satisfied on this measure whilst 13.6% are dissatisfied. In 2022, 79.7% were satisfied with the clarity of information.
- Most owners (67.9%) would know how to make a complaint to Knowes Housing if they were dissatisfied with any aspect the factoring service; 32.1% are not aware of how to make a complaint.
- Almost eight in ten owners (78.0%) agree that their factor is easy to contact and do business with whilst 9.0% disagree this is the case.
- Most owners prefer to contact their factor by phone (63.4% of all contact preferences expressed by owners is for a mobile or landline phones). Also relevant to owners as a contact method is email (13.4% of expressed preferences) and office visits (8.7%). Two other preferences mentioned by two owners were a live chat function and via WhatsApp.
- Owners' preferred means of being consulted by their factor are using online surveys (44.7% of all preferences were for this method), postal surveys (24.7%), phone surveys (15.3%) and text surveys (4.7%).
- Approx. fifteen percent of owners (15.2%) have used Knowes Housing's customer portal/app in the last 6 months (84.8% have not). Analysis shows that the main reason for owners to use the portal/app is to pay their bills (47.8% of all uses) and to access statements/check balances etc. (29.2%). For the eight in ten owners (84.8%) that do not access services via the customer portal/app, the reasons for this mainly comprise not being aware of the portal/app (31.0% of all non-use) and not having a requirement e.g. because the level of contact with Knowes Housing is very limited (25.4%).
- During the last 12 months, most owners (90.8%) have not visited Knowes' local office.
- Owners were asked for their views on possible changes to office opening hours and the results for these two questions show that 93.2% either agree or have no strong view on the proposal to close at midday on a Friday, whilst 87.9% either agree or have no strong view on the office moving to a four-day week.

Conclusions

The 2024 owner satisfaction survey indicates that most owners (60.6%) are satisfied with the overall factoring service they receive from Knowes Housing. A small number of owners made complimentary comments about the service e.g.

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Possible areas for further investigation

Whilst most 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.

- Landscaping and open space maintenance e.g. 31.8% of owners said they were dissatisfied with the condition of open spaces. Three of the main improvement items associated with this topic would be grass cutting, maintenance of trees, and improved weeding and shrub maintenance. Some owners also referred to a need to 'clean up' the local area.
- Charging levels and the clarity of charges and what the service covers e.g. 21.1% of owners said that factoring charges were not good value for money. Analysis shows that there is a strong association between feeling that charges are good value for money and having a positive rating of the factoring service overall.
- Whilst not having a regular need to contact their factor was one of the main reasons why owners had not used the customer portal/app, there may scope to increase awareness of this facility with owners given that 31.0% of the time, owners said they were not aware of the portal/app.
- There appears to be wide support amongst owners for the office to close at midday on a Friday (93.2% agree to this or have no strong view). In addition, 87.9% either agree or have no strong view on the office moving to a four-day week.

Introduction

This owner satisfaction survey was carried out by Knowledge Partnership on behalf of Knowes Housing Association (Knowes Housing) using an interviewer led telephone questionnaire, supported by an online and postal survey¹. The survey was administered between August 5th 2024 and September 2nd 2024. By the end of the survey period 132 owners had completed a survey representing 25.0% of all available owners².

Survey method and responses

Factored owners had to be contacted using three different methods namely telephone (telephone survey), email (online survey) and post (postal survey). Our proposal had been to survey all owners by telephone but because there was not 100% telephone coverage, we used online/email and postal surveys to engage these other customers in the survey. The number of responses by survey method is shown below.

Table B – Survey method and response (base 132)

<u>Method</u>	<u>Responses</u>	<u>Sample size</u>	<u>Response rate</u>
Telephone	87	439	19.8%
Online	43	258	16.6%
Postal	2	44	4.5%
Totals	132	528	25.0%

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 (2022).

Small data sets

To make it easier to read the Excel charts, any figures less than 3% have been excluded from the chart displays.

Margin of error

Based on population of 528 households, and a response rate of 132 completed surveys, the margin of error for the data contained in this survey is +-5.8%.

¹ Online and postal was used for owners without a phone contact or where a phone number continually rang out after 3 attempts.

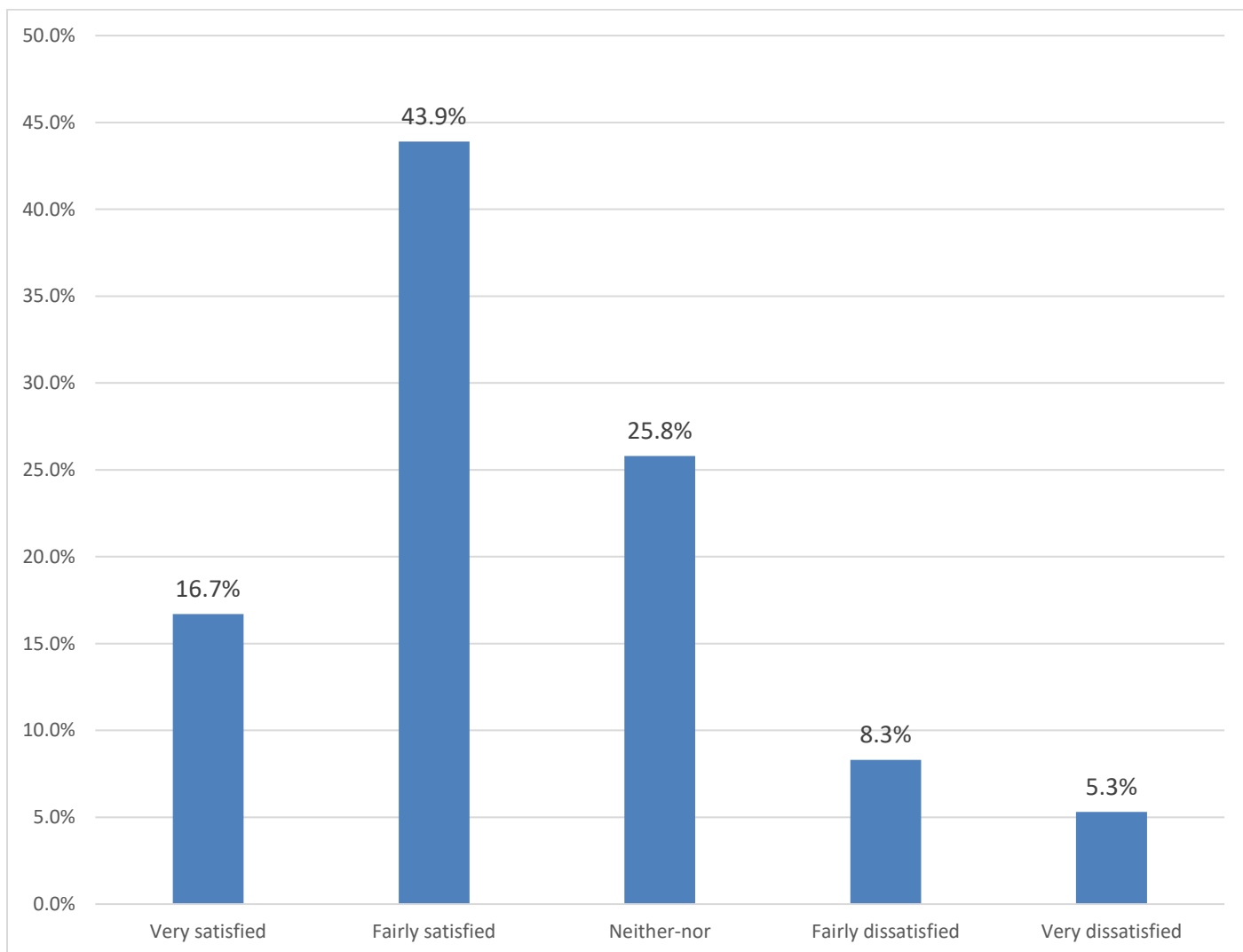
² Base 528 excludes duplicate properties and refusals following warm up letter

Overall satisfaction with factoring service

Figure 1 sets out the level of owner satisfaction with the factoring service provided by Knowes Housing Association (Knowes Housing) and illustrates that 60.6% of owners are satisfied in 2024. Approx. one in ten owners (13.6%) are dissatisfied with the factoring service overall and around one in four (25.8%) are neither satisfied nor dissatisfied. During the 2022 survey, 73.8% of owners were satisfied whilst approx. one in five (16.8%) were dissatisfied. Compared to 2022 we observe a fairly large increase in the proportion of owners who said they were neither satisfied nor dissatisfied. This 'neither-nor' proportion is consistent across all three survey methods.

Figure 1 –Satisfaction with the factoring provided by Knowes Housing Association (base 132)

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



Comments on the factoring service

All owners were asked to comment on the factoring service including making any suggestions for improvement.

Most owners (53.4%) had nothing to add in relation to this question. A further 5.3% made a positive comment, e.g.

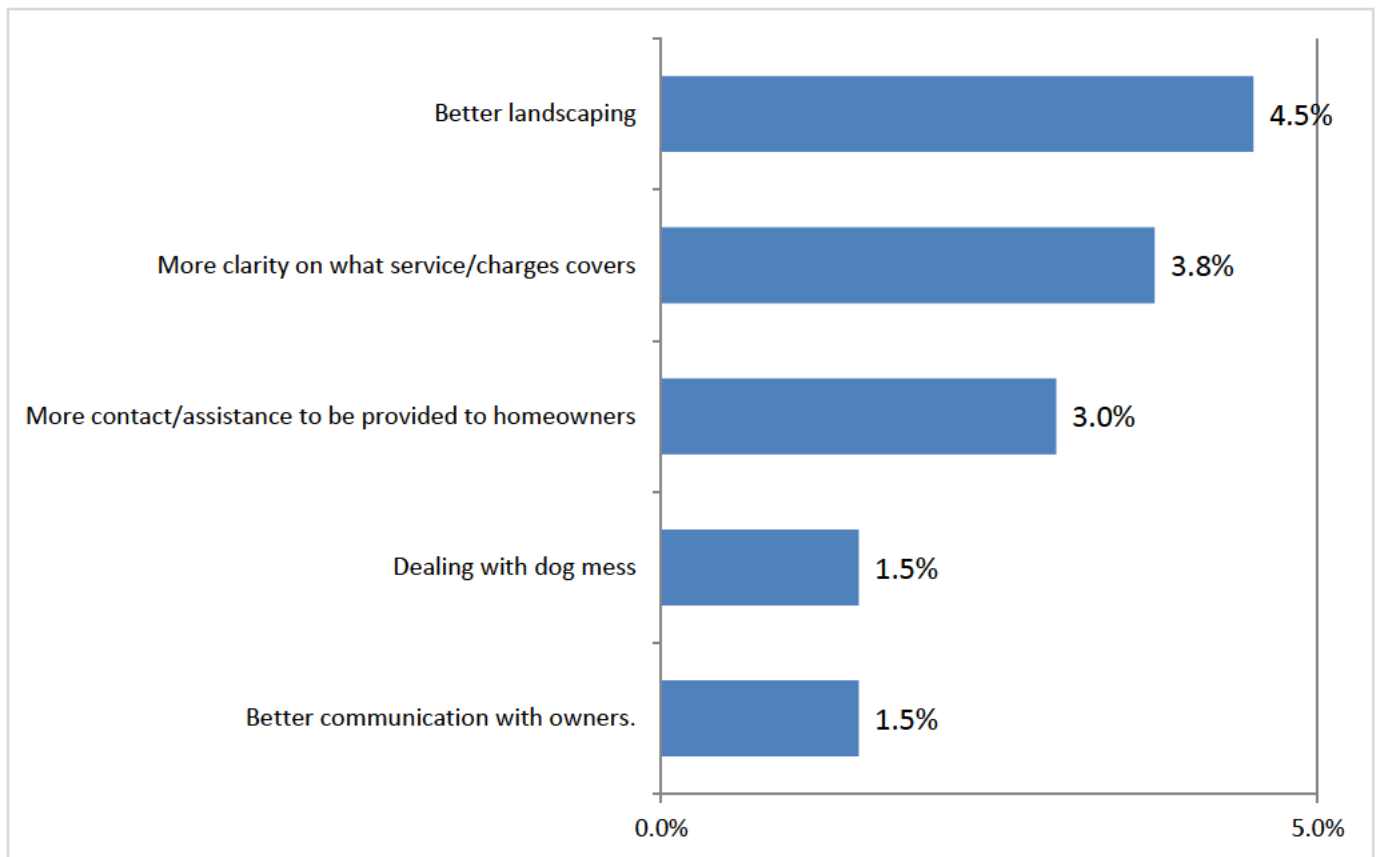
- [Redacted comment]
- [Redacted comment]
- [Redacted comment]
- [Redacted comment]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

In relation to the owner comments made that related to improving the factoring service, the top five themes are set out in figure 2 e.g. better landscaping (4.5% of all comments made), more clarity on service charges (3.8%) and more contact/assistance to be provide to homeowners (3.0%).

Figure 2 –Improving the factoring service (base 133 owner comments)

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



Considering the top 3 items set out in figure 2, an illustration of the comments made were as follows:

Better landscaping

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

More clarity on service charges

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

More contact/assistance to be provide to homeowners

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

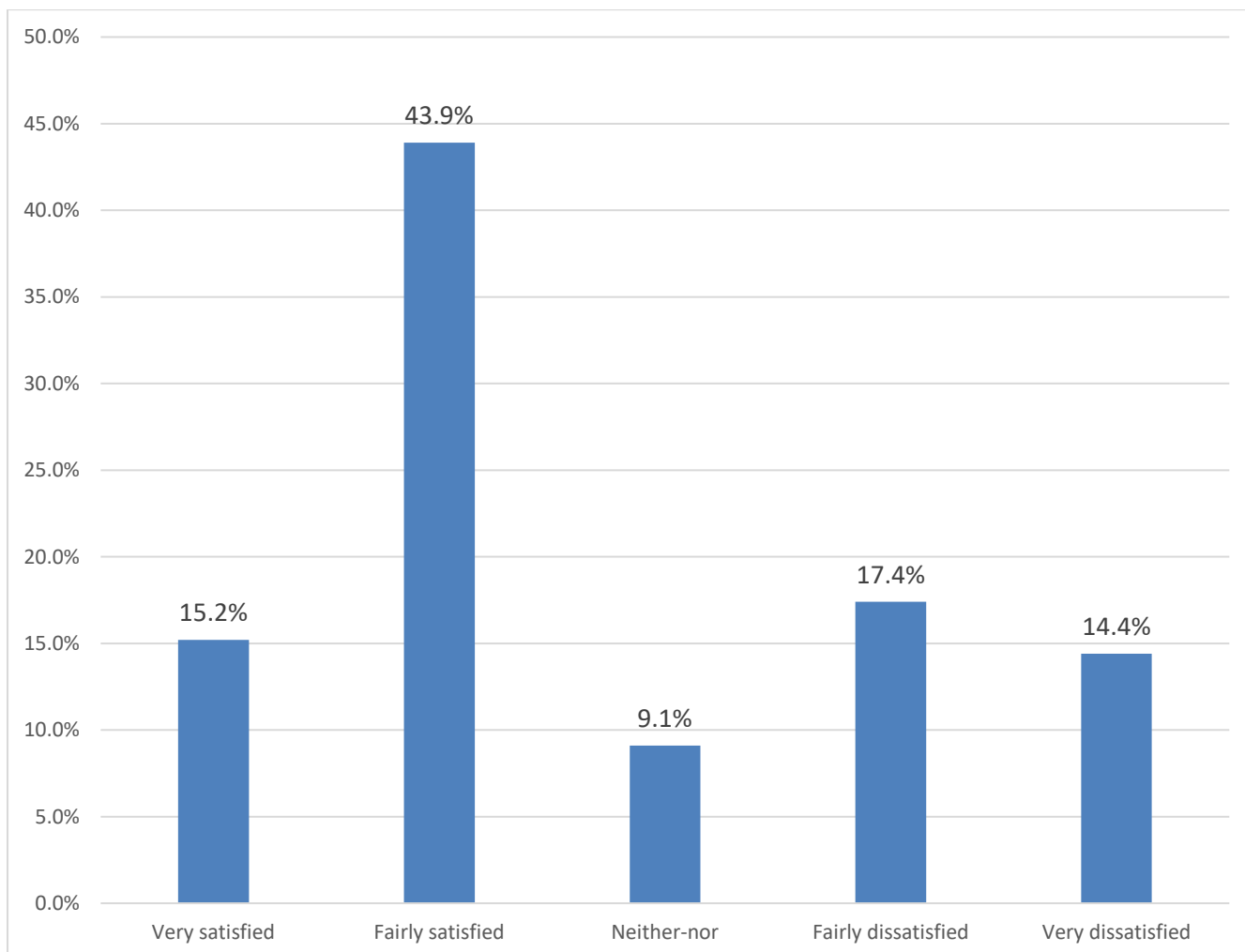
[Redacted]

Open spaces

Overall owner satisfaction with the condition of open spaces is set out in figure 3 and reveals that 59.1% of owners are satisfied on this measure whilst 31.8% are dissatisfied in 2024. In 2022, 74.5% of owners were satisfied whilst 15.5% were dissatisfied.

Figure 3 –Satisfaction with housing quality overall (base 132)

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



Open space improvements

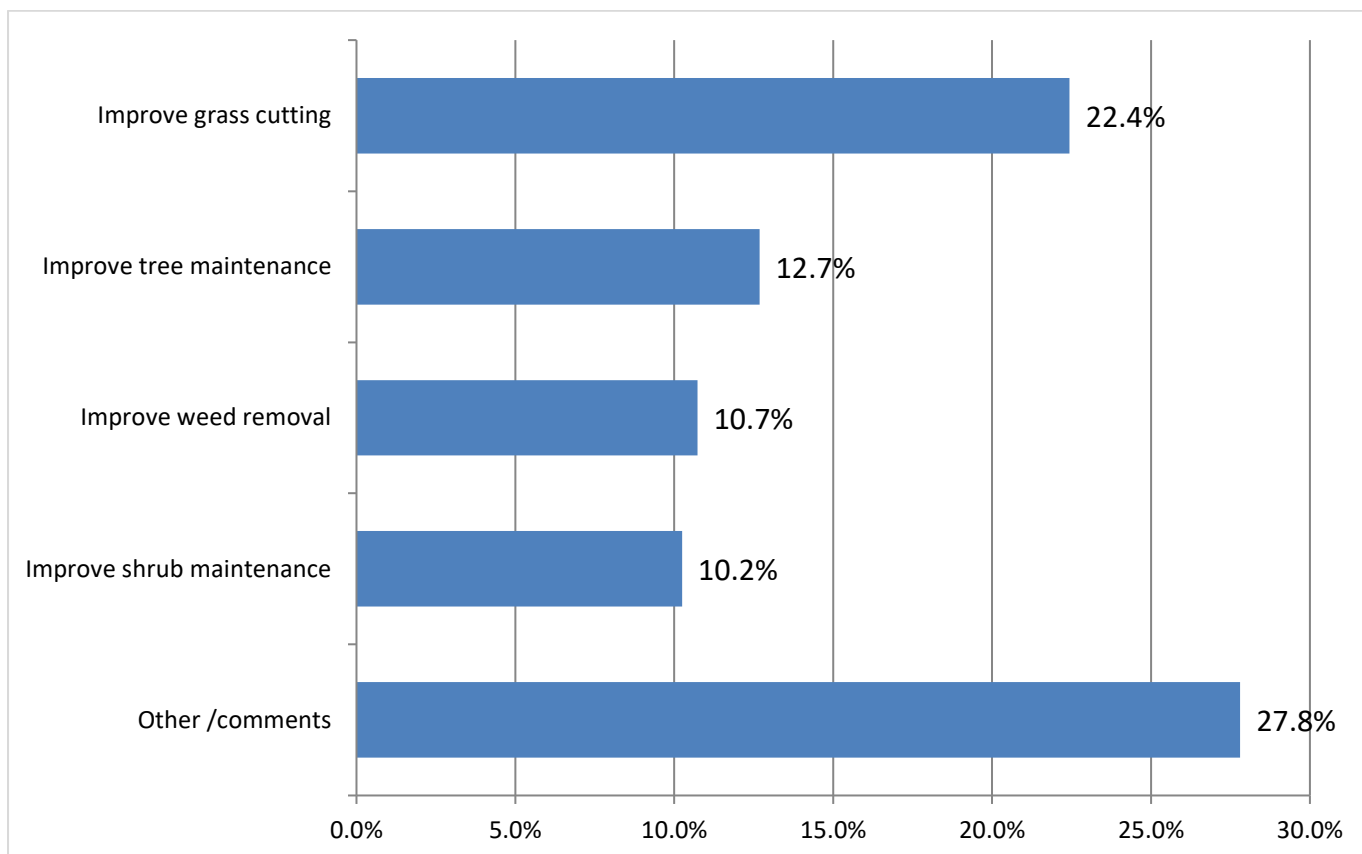
All owners were asked what improvements were needed to improve the condition of open spaces. As illustrated (figure 4), the two main improvements requested by owners were:

1. Improve grass cutting (22.4% of all comments made by owners)
2. Improve tree maintenance (12.7%).

In 2024, approx. one in fourteen owner responses (6.8%) were that nothing needed to be improved about condition of open spaces (9.3% of responses were 'don't know').

Figure 4 – Improving open spaces (base 205 owner comments)

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



Open space comments/other

The main list of other improvements/comments set out in figure 4 (27.8%) are summarised in table 1 and particularly refer to the need to clean/tidy up the area (14.8% of all owner comments), provide more facilities for children (11.5%), deal with dog mess (9.8%) and better maintain hedges and bushes. The full list of comments made on this topic are set out in annex 1.

Table 1 – open space area comments (base 61 comments, made by 56 owners)

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

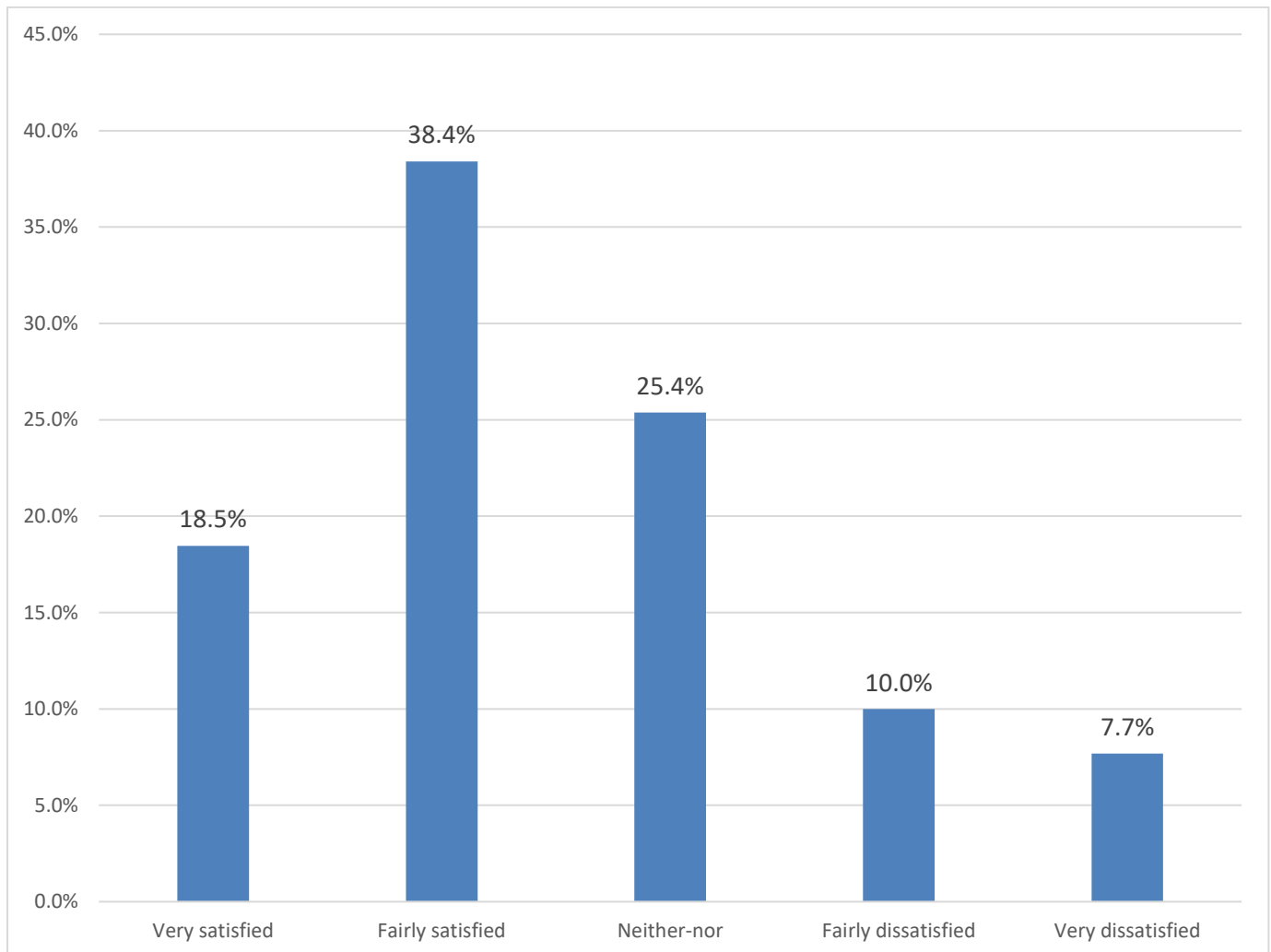
Improvement item	% all improvements
Cleanliness of area/tidiness	14.8%
Facilities for children	11.5%
Dog mess	9.8%
Hedges/bushes	9.8%
Grass cutting	8.2%
Litter	8.2%
Parking	6.6%
Bin bays/bins	4.9%
Paths	4.9%

Neighbourhood management

As set out in figure 5, almost six in ten owners (56.9%) were satisfied with Knowes' contribution to neighbourhood management whereas 17.7% were dissatisfied. There was no comparable question asked in 2022.

Figure 5 –Satisfaction with neighbourhood management (base 130)

Overall, how satisfied or dissatisfied are you with Knowes' contribution to the management of the neighbourhood you live in?

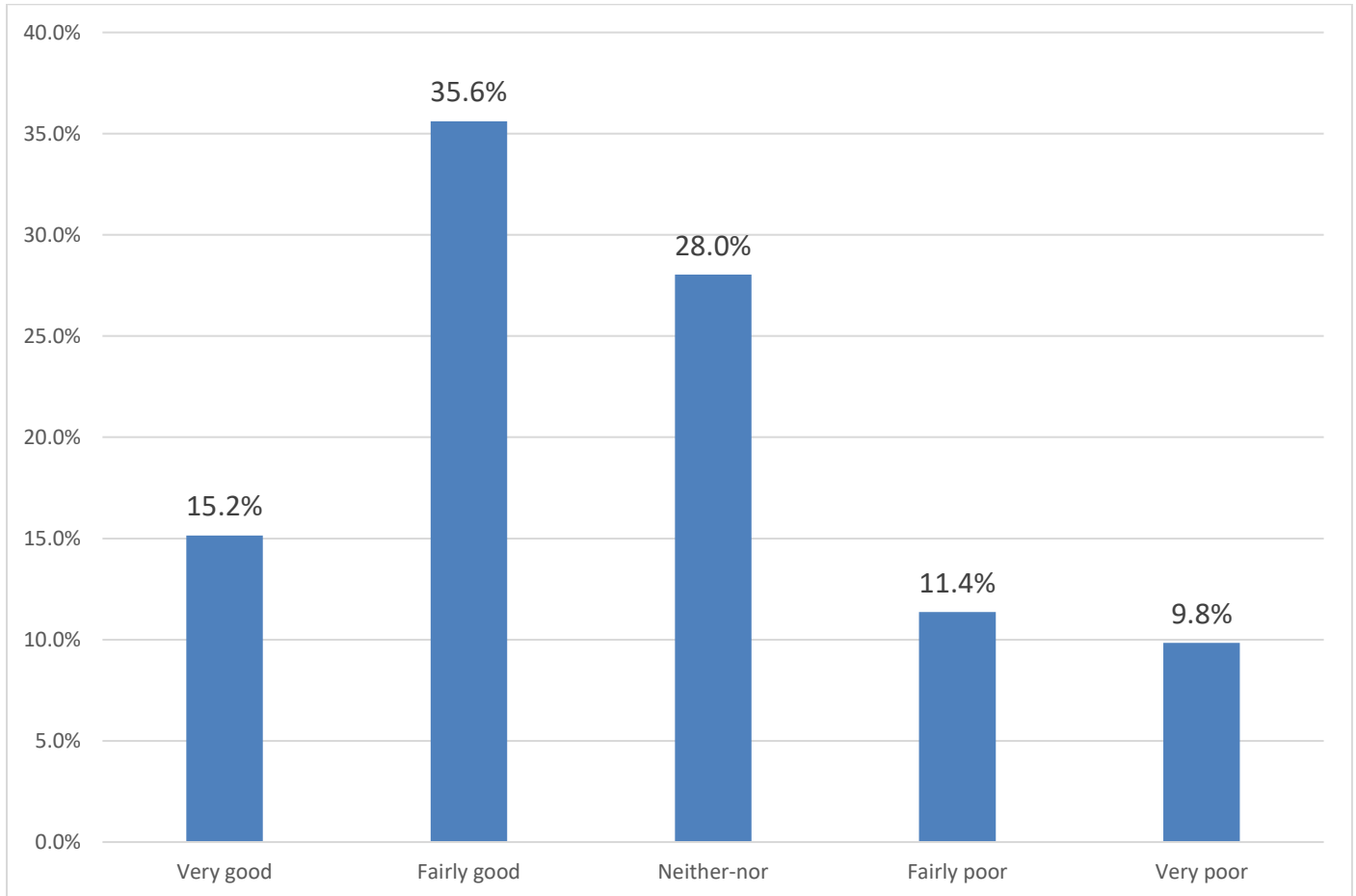


Charges

Taking everything into account, 50.8% of owners in 2024 agree that the charges made for the factoring service are good value for money whilst 21.2% say that charges are poor value. In 2022, 60.4% of owners agreed that the charges made for the factoring service were good value for money whilst 16.1% said that charges were poor value.

Figure 6 – 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...??

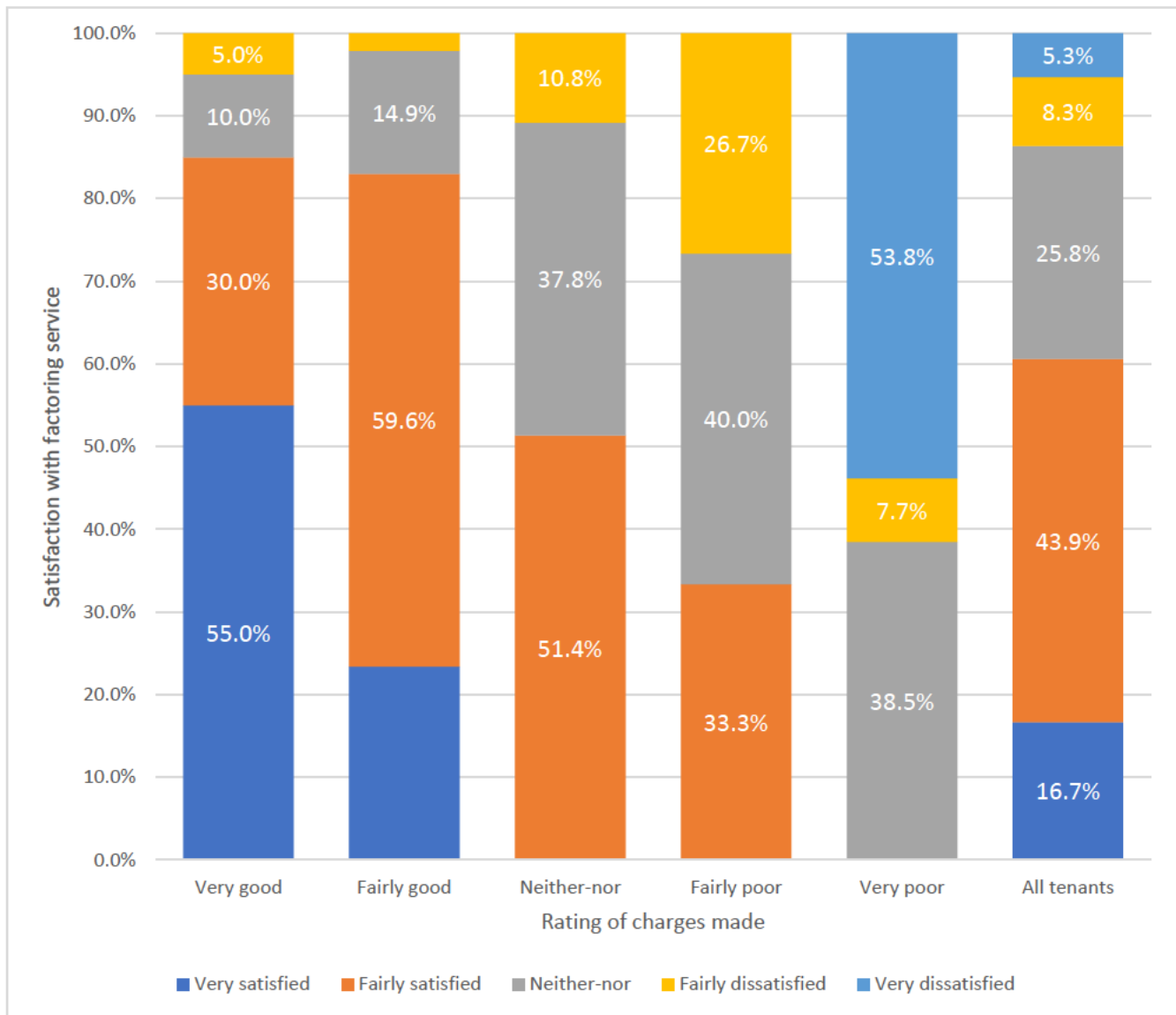


Charges and overall satisfaction

Figure 7 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, 85.0% of these owners are satisfied with the factoring service. Conversely, where the owner views charges as fairly poor, only one in three of these owners (33.3%) are satisfied with the factoring service.

Figure 7 – Comparing factoring charges and satisfaction with the factoring service (base 132)

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, information and contact

Complaints

In 2024, most owners (67.9%) would know how to make a complaint to Knowes if they were dissatisfied with any aspect the factoring service; 32.1% are not aware of how to make a complaint.

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 2 and show that in 2024, 67.4% of owners are satisfied on this measure whilst 13.6% are dissatisfied. In 2022, 79.7% were satisfied on this measure whilst 7.4% were dissatisfied.

Table 2 – Clarity of invoicing (base 132)

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

<u>Year</u>	<u>Very satisfied</u>	<u>Fairly satisfied</u>	<u>Neither-nor</u>	<u>Fairly dissatisfied</u>	<u>Very dissatisfied</u>
2024	29.5%	37.9%	18.9%	6.8%	6.8%
2022	36.9%	43.0%	12.8%	5.4%	2.0%

Contacting Knowes

Table 3 shows that most owners (78.0%) agree that their factor is easy to contact and do business with whilst 9.0% disagree this is the case.

Table 3 – Contact with Knowes (base 132)

Q- To what extent do you agree or disagree that Knowes Housing is easy to contact and do business with?

<u>Agree strongly</u>	<u>Agree</u>	<u>Neither-nor</u>	<u>Disagree</u>	<u>Disagree strongly</u>
34.1%	43.9%	12.9%	4.5%	4.5%

As illustrated in table 4, most owners prefer to contact their factor by phone (63.4% of all contact preferences expressed by owners is for a mobile or landline phones). Also relevant to owners as a contact method is email (13.4% of expressed preferences) and interestingly office visits (8.7%). Two other preferences mentioned by two owners were a live chat function and via WhatsApp.

Table 4 – Contact preferences (base 172 preferences)

Q - When you need to get in touch with your factor, how do you prefer to do this?

<u>Contact Method</u>	<u>Preference</u>	<u>Contact Method</u>	<u>Preference</u>
Mobile telephone	50.0%	Text	1.7%
Email	19.8%	Customer Portal or App	1.7%
Landline telephone	13.4%	Website form	1.7%
Visiting the office	8.7%	Letter	0.6%

Customer portal/app

Table 5 indicates that approx. fifteen percent of owners (15.2%) have used Knowes Housing's customer portal/app in the last 6 months (84.8% have not). Table 6 shows that the main reasons for owners to use the portal/app is to pay their bills (47.8% of all uses) and to access statements/check balances etc. (29.2%).

Table 5 – Use of customer portal/app (base 132)

Q - During the last 6 months, have you used the customer app or website portal?

<u>Yes</u>	<u>No</u>
15.2%	84.8%

Table 6 – Portal/app services accessed (base 20 users; 24 use types)

Q - What do you use the portal/app for?

<u>Service</u>	<u>% use</u>	<u>Service</u>	<u>% use</u>
To pay my bills	47.8%	To send feedback to the Association	4.2%
To access my statements/check balances etc.	29.2%	Other e.g., general contact	16.7%
Report a common repair	4.2%		

Reasons not to use the portal/app

For the eight in ten owners (84.8%) that do not access services via the customer portal/app, the reasons for this are set out in table 7. These mainly comprise not being aware of the portal/app (31.0% of all non-use) and not having a requirement e.g. because the level of contact with Knowes is very limited (25.4%).

Table 7 – Portal/app non-use reasons (base 112 non-users; 126 reasons not to use)

Q - As you don't use the portal/app why is that?

<u>Reason</u>	<u>% reasons</u>	<u>Reason</u>	<u>% reasons</u>
Not aware they had an app/portal	31.0%	Don't have internet access e.g. lack device, too costly etc.	8.7%
Don't need to use it	25.4%	Prefer to email	7.1%
Prefer to visit/phone office	12.7%	Aware of app/portal but don't know how to use it	1.6%
Don't like using internet/apps e.g. security concerns	9.5%	Other/comment	4.0%

Consulting with owners

As set out in figure 7, owners' preferred means of being consulted by their factor are using online surveys (44.7% of all preferences were for this method), postal surveys (24.7%), phone surveys (15.3%) and text surveys (4.7%).

Figure 8 – Owner consultation preferences (base 170 preferences)

Q - When the Knowes Housing needs to ask for your opinion on something e.g. on new policies, or changes to its services, how do you prefer to be asked?

