



Right to Shared Ownership Consultation

October 2019

Background



Commissioned by:

Claire Stone, Executive Director of Customer Experience

Rationale:

At the recent Conservative Party Conference, the Housing Secretary announced plans to give housing association tenants the opportunity to become 'shared-owners'. We are consulting with residents who rent a home from Accent to find out if they think it is a good idea and whether they would be interested, if eligible.

Background



Sample size:

1,795 residents living in General Needs accommodation were invited to take part in this consultation, including members of the Accent 500 where appropriate. The demography of the sample population broadly reflects the demography of the wider customer population.

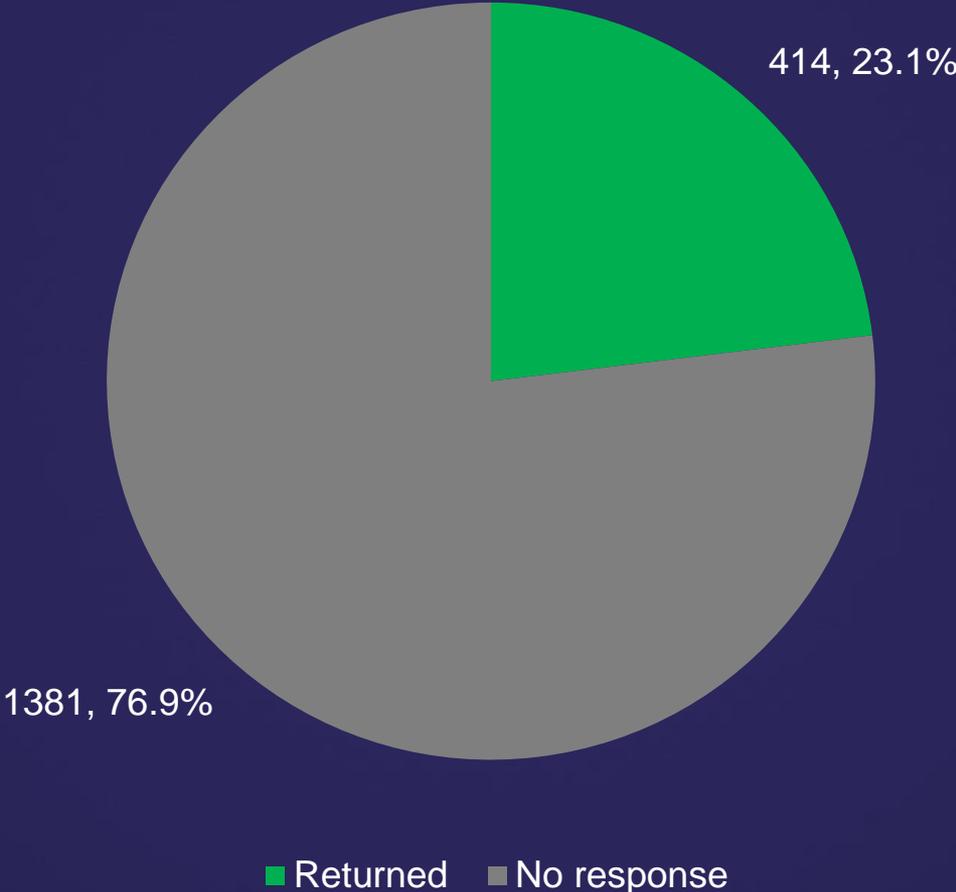
The survey was carried out exclusively by email. The consultation was open for one week and yielded 414 responses (23.1%) with a margin of error of $\pm 4.8\%$.

Notes:

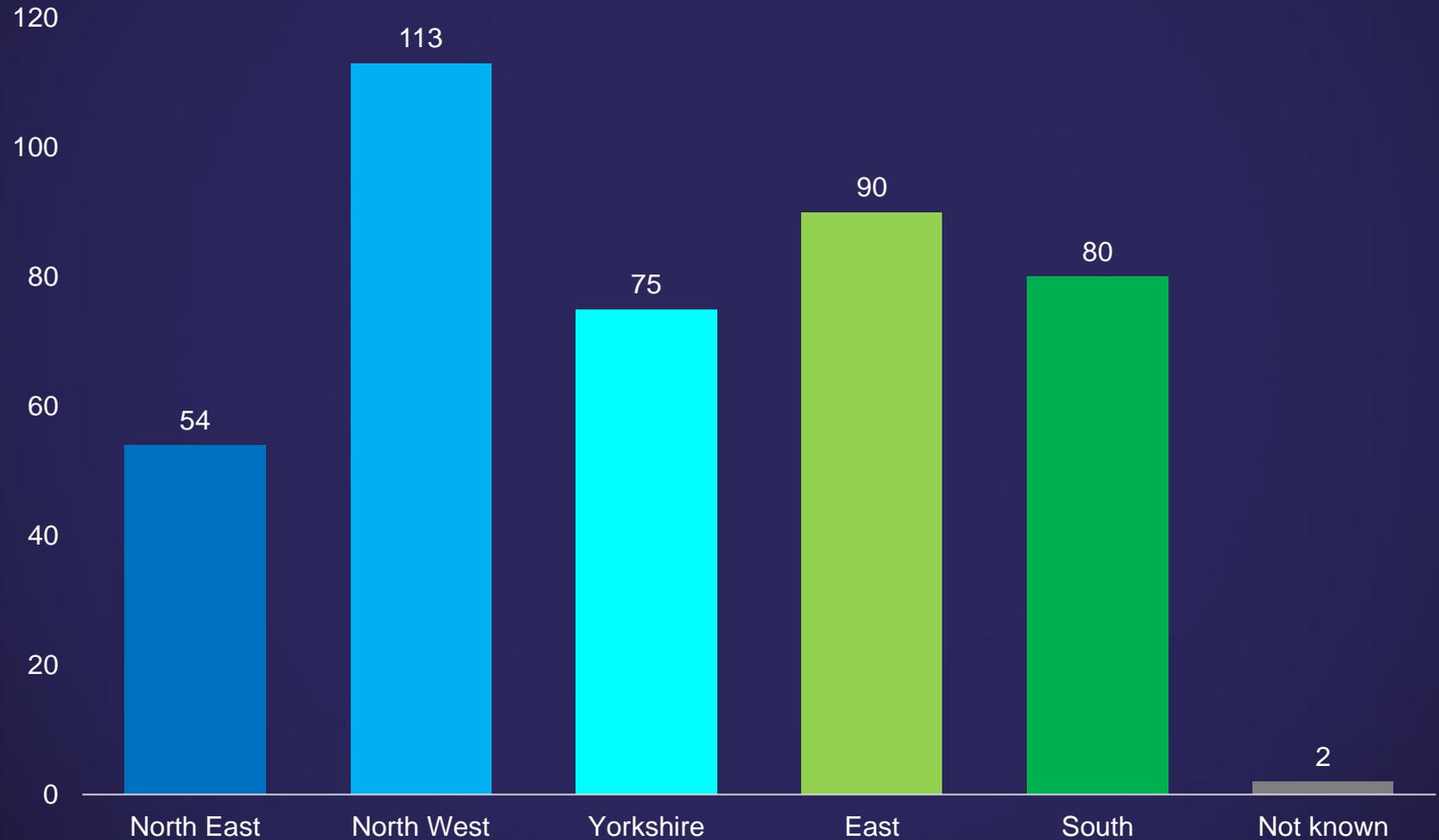
Customers were given the option of 'Not sure' for each question. 'Not sure' responses have been disregarded in this analysis.

Customers were presented with different questions depending on how they responded to previous questions, which is why there are different numbers of respondents for each question.

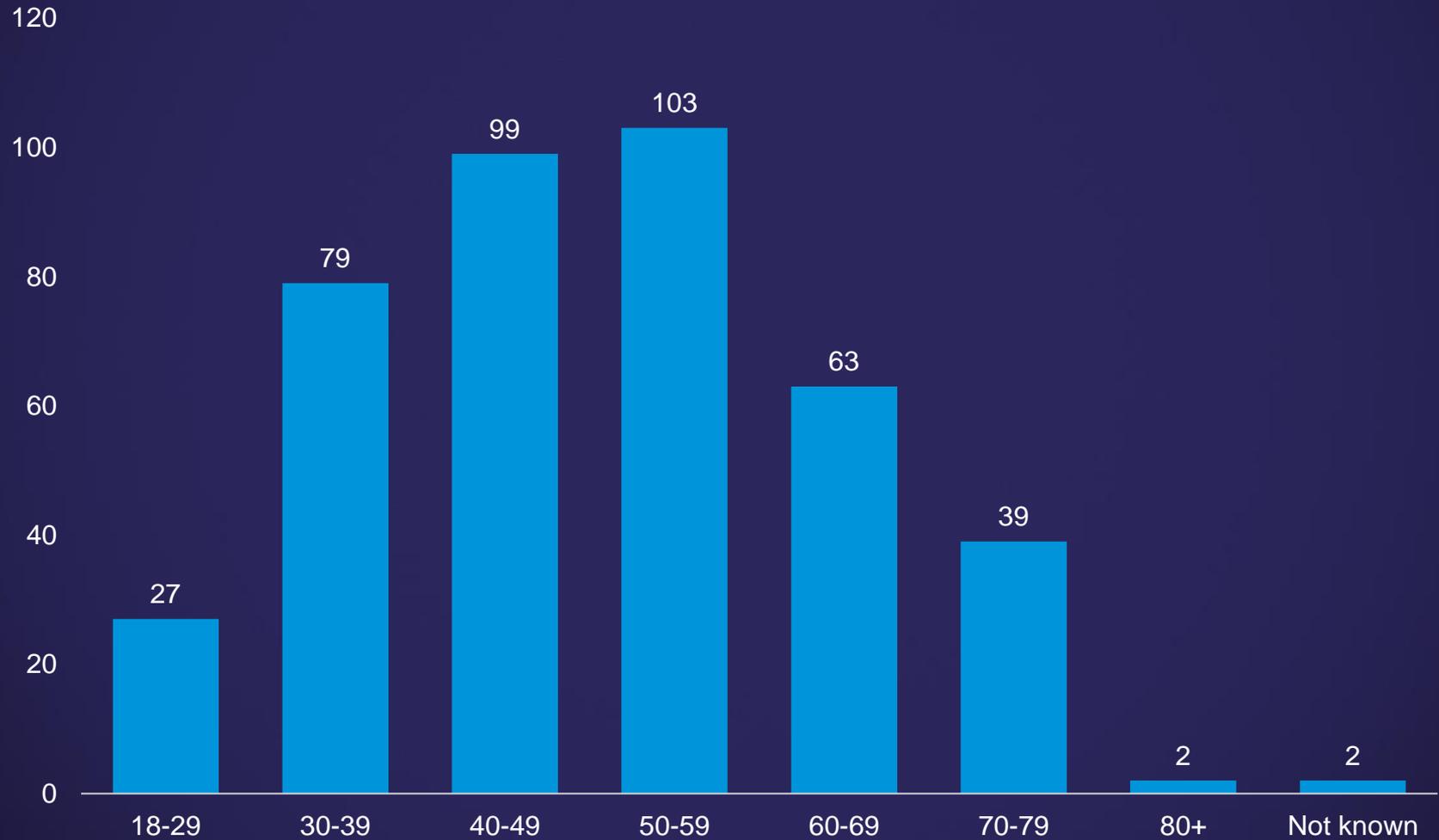
Responses



Responses by Region



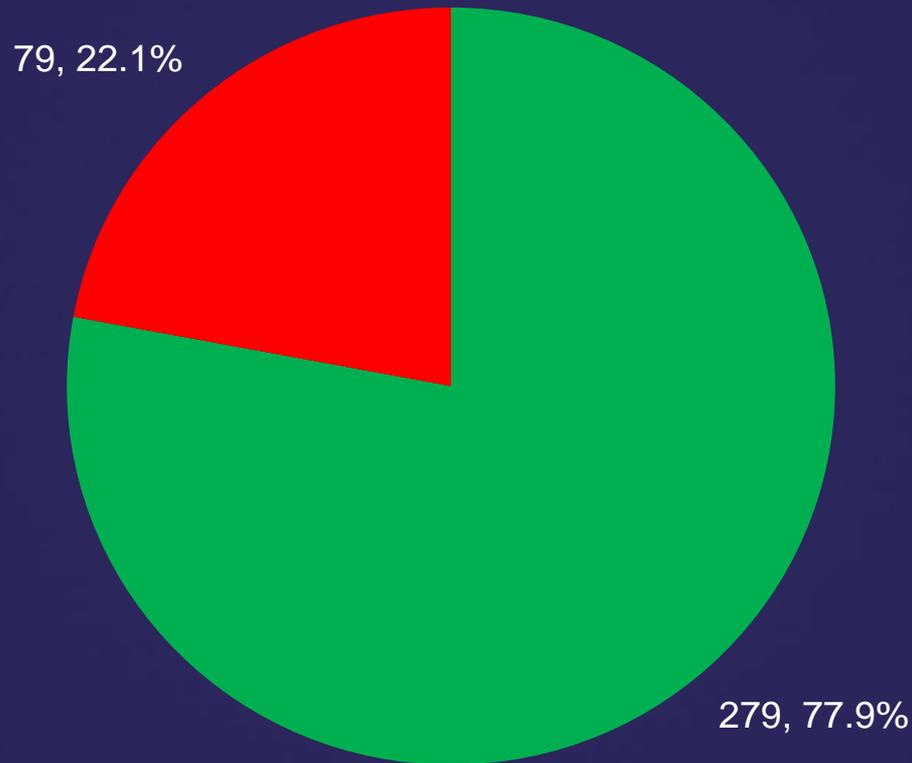
Responses by Age Band



Responses by Household Type



Should Accent allow residents to purchase shares in the homes they currently rent from us?



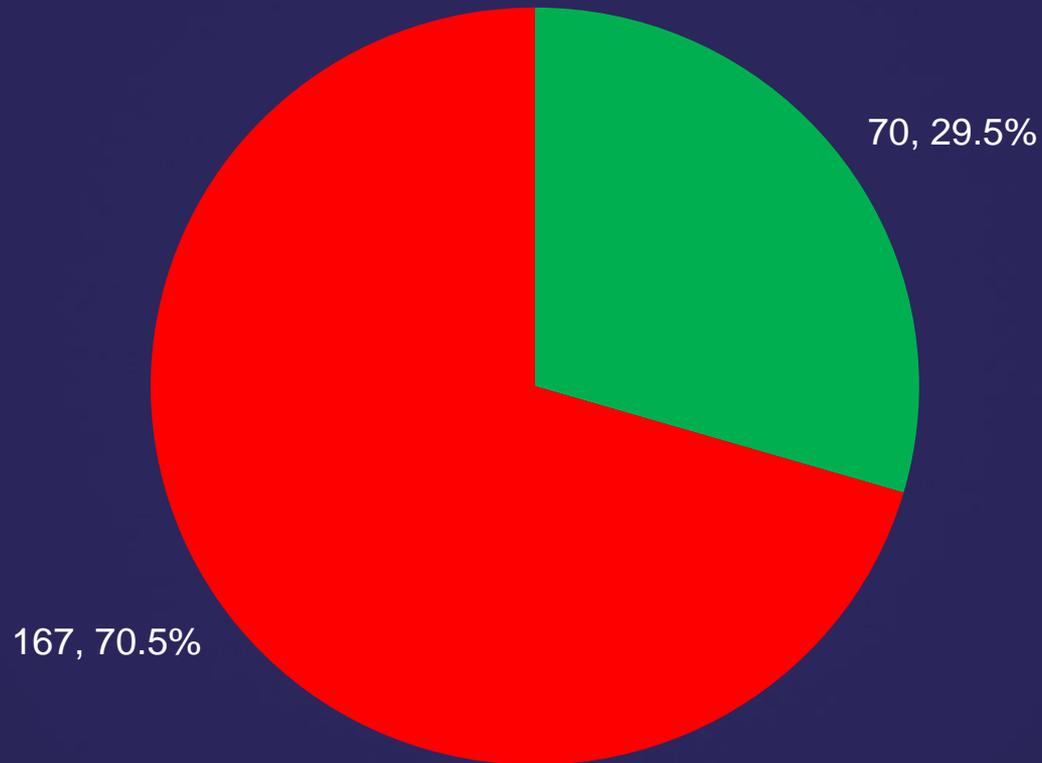
■ Yes ■ No

Should Accent allow residents to purchase shares in the homes they currently rent from us?



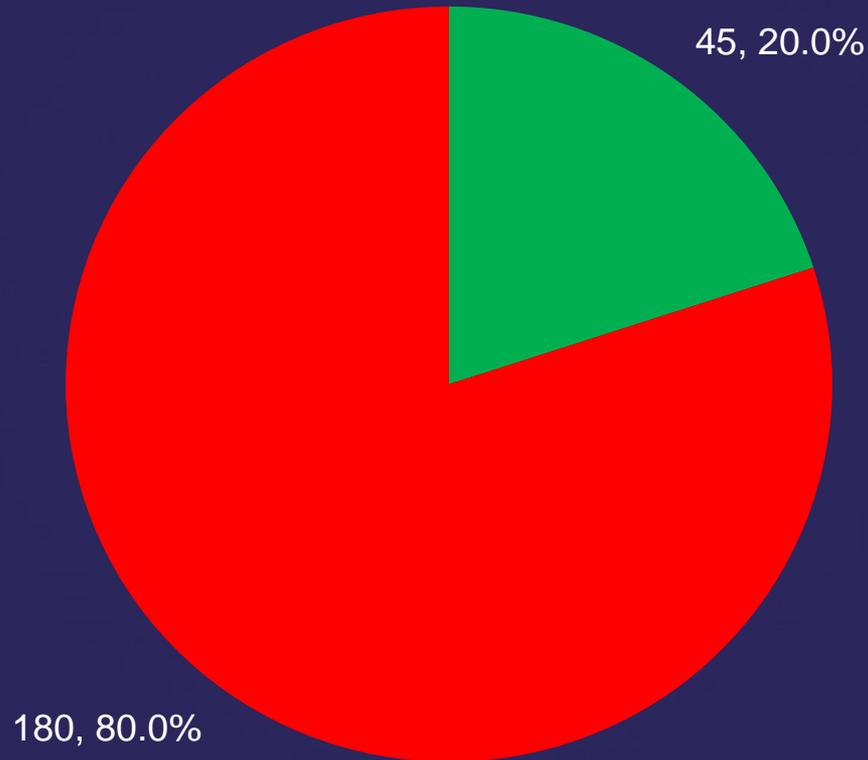
	Yes	No	Yes %	No %
18-29	23	1	95.8%	4.2%
30-39	71	3	95.9%	4.1%
40-49	69	14	83.1%	16.9%
50-59	66	25	72.5%	27.5%
60-69	34	17	66.7%	33.3%
70-79	14	18	43.8%	56.3%
80+	1	0	100.0%	0.0%

Should Accent limit the number of residents we allow to purchase shares in their homes?



■ Yes ■ No

Should Accent limit the 'right to shared-ownership' to residents in particular areas (for instance, where housing demand not so high)?



■ Yes ■ No

Should Accent limit the ‘right to shared-ownership’ to residents in particular areas (for instance, where housing demand not so high)?



	Yes	No	Yes %	No %
North East	5	20	20.0%	80.0%
North West	16	40	28.6%	71.4%
Yorkshire	11	35	23.9%	76.1%
East	7	46	13.2%	86.8%
South	6	38	13.6%	86.4%

Would you be interested in buying shares in the home you currently rent?



Would you be interested in buying shares in the home you currently rent?



	Yes	No	Yes %	No %
18-29	17	4	81.0%	19.0%
30-39	53	12	81.5%	18.5%
40-49	61	24	71.8%	28.2%
50-59	38	46	45.2%	54.8%
60-69	24	31	43.6%	56.4%
70-79	4	29	12.1%	87.9%
80+	1	0	100.0%	0.0%

Would you be interested in buying shares in the home you currently rent?



	Yes	No	Yes %	No %
North East	23	23	50.0%	50.0%
North West	50	46	52.1%	47.9%
Yorkshire	37	25	59.7%	40.3%
East	53	22	70.7%	29.3%
South	35	30	53.8%	46.2%

Would you be interested in buying shares in the home you currently rent?



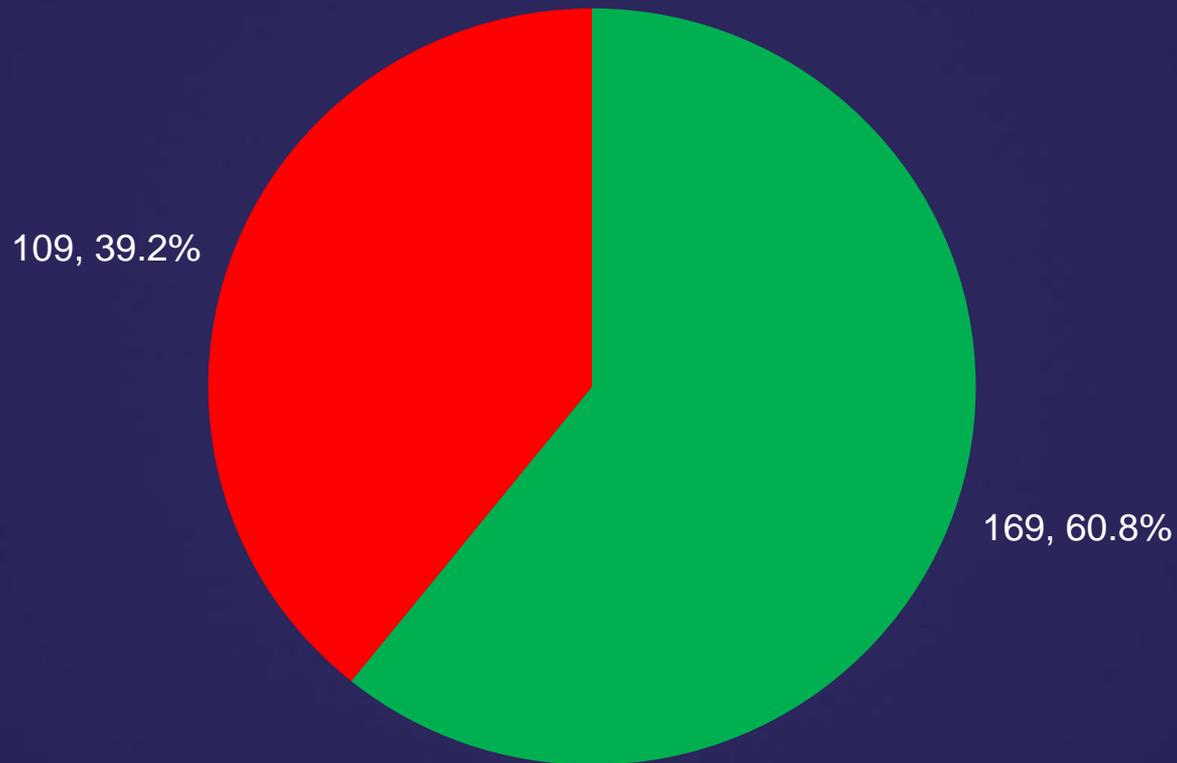
	Yes	No	Yes %	No %
Flat	71	81	46.7%	53.3%
Bungalow	5	10	33.3%	66.7%
House	122	55	68.9%	31.1%

Would this still be the case, if you were responsible for all your own repairs and improvements?



■ Yes ■ No

Would you be able to afford to buy shares in the home you currently rent?



■ Yes ■ No

Would you be able to afford to buy shares in the home you currently rent?



	Yes	No	Yes %	No %
North East	17	17	50.0%	50.0%
North West	45	35	56.3%	43.8%
Yorkshire	41	11	78.8%	21.2%
East	33	19	63.5%	36.5%
South	32	26	55.2%	44.8%

Would you be able to afford to buy shares in the home you currently rent?



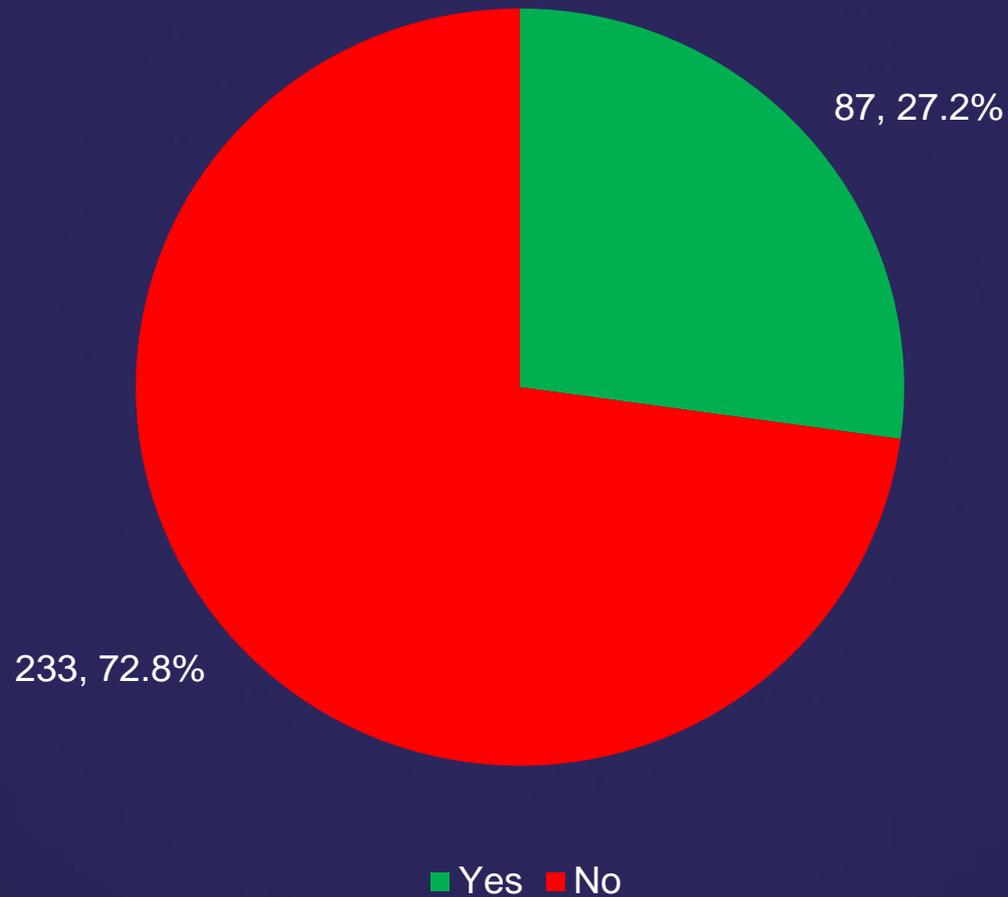
	Yes	No	Yes %	No %
In receipt of Housing Benefit / Universal Credit	62	65	48.8%	51.2%
Not in receipt of Housing Benefit / Universal Credit	107	44	70.9%	29.1%

Would you be able to afford to buy shares in the home you currently rent?



	Yes	No	Yes %	No %
£0 - £10,000	21	15	58.3%	41.7%
£10,000 - £20,000	61	49	55.5%	44.5%
£20,000 - £30,000	70	29	70.7%	29.3%
£30,000 - £40,000	13	12	52.0%	48.0%
£40,000 - £50,000	2	2	50.0%	50.0%
£50,000 - £60,000	1	1	50.0%	50.0%

Would you be interested in buying shares in a property other than the one you currently live in?



Would you be interested in buying shares in a property other than the one you currently live in?



	Yes	No	Yes %	No %
18-29	10	7	58.8%	41.2%
30-39	27	27	50.0%	50.0%
40-49	19	53	26.4%	73.6%
50-59	20	68	22.7%	77.3%
60-69	11	38	22.4%	77.6%
70-79	0	38	0.0%	100.0%
80+	0	1	0.0%	100.0%

Would you be interested in buying shares in a property other than the one you currently live in?



	Yes	No	Yes %	No %
North East	5	33	13.2%	86.8%
North West	13	76	14.6%	85.4%
Yorkshire	24	40	37.5%	62.5%
East	23	50	31.5%	68.5%
South	22	33	40.0%	60.0%

Do you have any other comments about these proposals?



I think if people could buy shares in the home they rent, they would look after it more and the quality of the house would improve. Also, the association would have less cost in repairs and could invest more in other properties.

Although I would not be able to consider shared-ownership (I am 71 and too old to obtain a mortgage) I am in favour of the scheme as it would provide people the opportunity to get a foot on the housing ladder. My only concern is that it would lead to a shortage of social housing if there was no future plans to build more homes.

Concerned that if this goes ahead not enough houses will be built to replace the ones in shared-ownership. It will mean not enough low cost housing and already lack of housing is major issue. Also many may do it when they cannot really afford it and they may not have enough money to do repairs so housing conditions may suffer.

Shared-ownership is great but to do this compulsory downsizing must be considered along with it, as down my street alone many of the 3-bed houses have single people or couples living in them as their children have grown up and moved out.

Do you have any other comments about these proposals?



I think there should be expectations first before agreeing to allow someone to have the right to shared-ownership of the property. For instance, living in flats, I think if someone can't go by the tenancy agreements already then they should be declined.

My biggest concern is in regard to the amount of homes available for rent for social housing if people have the opportunity to buy theirs. I would be okay with this if another property was made available for social housing so there was no reduction in the number of properties available for renting.

I would prefer to buy my home outright. I love it here and have spent a lot of money in the property, saving Accent quite a lot of work also.

When new developments are built then a number of those houses should be made available for shared-ownership rather than existing rented properties.

Do you have any other comments about these proposals?



Could be good for young people, but looks like Accent will have no responsibilities for any repairs, renewals etc. This would put a lot of people off as they do not like unknown costs.

What happens if people who have brought shares don't keep up with repairs and safety? This would have to be monitored very closely and could create a big cost to Accent.

Maybe offer this depending on the amount of time the residents have been in the property and the improvements they have already made to it.

Long term renters have paid all their lives into costs of their properties with no chance of ever getting on the property ladder and should be able to get something back. I have probably paid for the property I'm in twice over in 30 years and should be able to at least own half of it.

Conclusions



- More than $\frac{3}{4}$ of respondents felt that Accent should allow residents to purchase shares in the homes they currently rent from us. Younger respondents were more inclined to agree, with 96% of respondents under the age of 40 agreeing with this proposal.
- 30% of respondents agreed that Accent should limit the number of residents it allows to purchase shares in their homes, with many expressing concern about the depletion of social housing stock.
- 20% of respondents agreed that the 'right to shared-ownership' should be limited to particular areas. There was some regional variation, with 25% of respondents in the North agreeing with this suggestion compared to 13% of respondents in the East and South.
- 58% respondents would be interested in buying shares in the property they currently rent, but there were some variances in the type customers that this would appeal to and the types of properties they would be interested in buying shares in.

Conclusions



- 50% of respondents in the North East would be interested in buying shares in the property they currently rent, compared to 71% in the East.
- 50% of respondents over the age of 40 would be interested in buying shares in the property they currently rent compared to 81% under the age of 40.
- 47% of respondents who live in flats would be interested in buying shares in the property they currently rent compared to 69% of respondents who live in houses.
- There is little correlation between respondents' income and their inclination to buy shares in their properties.
- Respondents who are interested in buying shares in their properties are largely undeterred by taking on repairs responsibilities.
- 61% respondents think they would be able to afford shares in their properties, but there were some variances in the type customers that would be able to afford this opportunity.

Conclusions



- 50% of respondents in the North East think they would be able to afford to buy shares in their properties compared to 79% in Yorkshire.
- 49% of respondents who are claiming Housing Benefit or Universal Credit think they would be able to afford to buy shares in their properties.
- 58% of respondents with annual incomes of less than £10,000 think they would be able to afford to buy shares in their properties.
- 27% of respondents would be interested in purchasing shares in a property other than the one they currently live in.
- 22% of respondents in the North are would be interested in shared-ownership opportunities generally, compared to 35% of respondents in the East and South.
- 20% of respondents over the age of 40 are interested in shared-ownership opportunities generally, compared to 52% under the age of 40.