



22 October 2020

Summary of feedback from the recently conducted survey among members and non-members of the Cowies Hill Estate

Introduction

An opinion audit survey was recently sent out by the board to gauge opinions regarding the CHE after a year of operation. The objective was to receive feedback from members as to what they felt positive about and enjoyed as well as to assess any areas of concern or which could be improved.

We also set out to understand the opinions of non-members regarding the estate and the reason why they had not seen fit to sign up.

We were most gratified to receive a more than 50% response rate from members (over 230 individuals) which, for a survey of this nature, is considered very good and demonstrates high interest and commitment.

The findings of the survey were most useful and will certainly help us steer the estate in the direction desired by the members which is fortunately pretty much identical to the board's vision

As expected, the response rate was much less from non-members (slightly less than 10%), but there was certainly some worthwhile learning even from this limited sample.

What follows is a summary of the key points to emerge. A very detailed highly textured report which includes all aspects raised is available to anyone who might like to read it.

MEMBERS SURVEY

The most interesting and encouraging aspect of the surveys is the huge support and enthusiasm for the CHE among members. Among a number of other questions, members were asked to rate the CHE across 14 attributes on a 5-point scale and the overall average was 4.12. Having conducted many such surveys in the commercial sector, this is by far the highest I have ever encountered (the previous highest was 3.7 for one of the Grindrod Companies)!

Perhaps the most appropriate way to summarise the surveys is to set out the SWOT analysis generated from the surveys. These are verbatim from members. If there appear to be some contradictions, it's because different people may feel differently about the same point/issues.





Strengths

- Sense of security
- Sense of community
- Quick response time from ARO's
- Seeing the vehicles patrolling all the time
- Good branding *
- Good value for money
- Blue Security
- Large number of cameras
- Signs and fences make the estate look smart *
- Anticipated increase in property values
- Friendly, professional and helpful ARO's
- Good control of finances

*Prior to recent developments which we are working on!

Weaknesses

- Urgent need for new members
- Too much noise on the app.
- Roads in bad shape
- Litter
- M13 risk
- CHE management could respond better to the app.
- Communication needs improvement
- Neighbourhood Watch (NHW) apathy
- Blue not up to scratch
- Speeding
- Play equipment for children
- Macdonald, Morewood, Raleigh, Dudley and Springside vulnerable
- Short of cameras in certain areas
- App is erratic
- Foot traffic control
- Follow up after major incidents
- People selling stuff on the estate
- Lack of an estate manager
- Third vehicle as originally promised
- The cameras are perceived not to be working optimally
- No monthly summary of incidents and activity (now addressed)





Opportunities

- Get new members
- Clean up area/ bins etc.
- Barrier along M13
- Improve communication
- Improve the app.
- More community meetings
- Address East Cowies Hill (ECH) where the uptake is poor.
- Walking or bike trails
- Provide regular crime stat information
- Address condition of the roads
- Appoint an estate manager
- Conversions from Blue armed response clients to the CHE (in progress)
- Tea garden/ club house
- Service provider directory
- Pedestrian control
- Better utilise OMR (Josiah Gumede)
- Radios for NHW
- Incentivise new members/ introductory offers (in progress)
- Removal of invasive alien plants.
- Look at neighbouring organisations to bring on board
- Dedicated sales people
- Leverage added value to members like the insurance example.
- Celebrate our first birthday and in so-doing flag non-members (balloons on members gates?)
- Testimonials from happy members
- PBO status (Section 18A tax exemption) (in progress)
- Address speeding

Threats

- Sudden loss of membership base
- Inability to garner new members
- The economic situation in the country takes a massive downward turn
- The crime situation escalates dramatically
- Blue Security's business deteriorates badly

Without going into all the 14 ratings areas in this summary, it is particularly encouraging to receive ratings of 4.18 for "value for money" and 4.14 for "I feel safe on the estate" from members!





Prioritised action points

Now that we have the information we needed, it's obviously important to list what we intend to do about it:

- Concerted Membership Drive including crossovers from Blue armed response Clients to the CHE. This is a significant opportunity.
- Litter/clean-ups
- M13 barrier
- Macdonald and surrounding streets tech up-grade
- Include camera points in a number of areas (Josiah Gumede, Woodside and Norfolk in particular)
- Appoint an estate manager
- Demonstrate camera efficiency to members
- Achieve PBO (Section 18A) tax relief status
- Provide more detailed on-going crime stats

NON-MEMBER SURVEY

Although the sample size is limited, it is clear that the major impediment in this sector is affordability and we are making every effort to assist where possible in this regard.

Virtually all respondents spoke very highly of the CHE and what has been achieved, but simply did not have the means to afford membership in these very difficult times.

The ratings were not surprisingly somewhat lower than for members but an average of 3.56 on a 5 point scale is still considered to be pretty good.

Non-member action points

- Follow-up on the individuals who were very positive and find a way of getting them on board
- Make sure that the non-members are exposed to how positive the members are.
- Make a plausible case to Blue clients who enjoy an armed response service but as yet have not crossed over to the CHE. (in progress)
- Launch a membership offensive in East Cowies Hill (ECH)

OVERALL SUMMARY AND CONCLUSION

This whole exercise has been most useful and revealing, especially from the point of view of the strong support of the members which bodes well going forward.

We request that our members consider helping with the recruitment of members in their streets. Perhaps appoint street captains. We would also appreciate contact details of individuals in your street who are not members so we can also follow up.





We sincerely thank those of you who took the time to respond to the survey. Your commitment is deeply appreciated.

CHE Better together.

Regards,

A handwritten signature in purple ink that reads "John Charter". The signature is written in a cursive style.

John Charter

Chairman of Cowies Hill Estate communications sub-committee

