

Shared ownership

scrutiny review



Purpose



The Customer Scrutiny panel (CSP) investigated the low satisfaction levels among shared owners with the aim of identifying areas for improvement in service delivery, communication, and financial transparency.

Review Focus



- Tenant Satisfaction Measure (TSM) survey results.
- Customer survey and feedback.
- Discussions with colleagues and the homeownership group.
- National findings from the Housing Ombudsman report.
- Customer insights and experiences.

Key findings



Affordable Access

Shared ownership opens doors to home ownership and eases shortages.

Service Confusion

Owners struggle to understand rent charges and face surprise costs.

Financial Strain

Rising rents and unclear fees block buying more shares.

Poor Communication

Patchy follow-up leaves owners feeling unsupported.

Unmet Expectations

Early optimism fades amid financial and service issues.

Sector-Wide Issues

Many challenges mirror national housing trends.

Recommendations and actions



The CSP made 21 recommendations focused on improving:

Communication

Create a dedicated website area, video guides, named contacts.

Transparency

Provide financial info packs, clearer service charge breakdowns.

Customer Support

Provide training for staff, regular home checks, accessible materials.

Learning from National Insights

Teams should understand and apply Housing Ombudsman recommendations.

We also recommend



Enhancing accessibility and navigation of shared ownership information.

Focusing on service improvements rather than changing the product itself, which is outside Citizen's control.

The impact so far...



Management response included clarification of shared ownership responsibilities and funding models.

The review has led to a clearer understanding of shared owners' needs and expectations, guiding targeted improvements.

Get involved

Want to support Scrutiny reviews? Contact Citizen Customer Engagement at engagement@citizenhousing.org.uk

