

CSP Shared Ownership scrutiny review - Survey coverage

Methodology

Telephone and digital surveys carried out using CX-Feedback.
All customers were phoned once. Anyone who did not complete a telephone survey was sent the survey by email to complete it online.

Survey Population

Customers who moved into their shared ownership home between August 2022 and July 2025 (past three years at the time the survey was carried out), excluding Older People Scheme customers.

Blended Approach

Sent invites:	111	Completed surveys:	47	42% response rate
		Telephone:	27	(57%)
		Email:	20	(43%)

Statistical Validity of Results

Confidence level:	95%
Margin of error:	11%

We can be confident that the results from this survey are statistically valid, and that we can draw conclusions and make recommendations from them

Number of shared owner households:	384	5.3% of stock
All Rooftop residential households:	7259	

Shared owners comprise 5.3% of all households, most of whom (85%) started their tenancy with Rooftop in the past 10 years (325 of the 384 since September 2015).

Gender of Respondents

Male:	17	36%
Female:	30	64%

Age Group

16-24:	2	4%
25-34:	11	23%
35-44:	17	36%
45-54:	10	21%
55-64:	7	15%

Ethnic Group

White British:	25	53%
White Other:	1	2%
Asian/Asian British/Indian:	1	2%
Mixed Other:	1	2%
Not Known or Refused:	19	40%

Area

Gloucester:	11	23%
Bishop's Cleeve:	8	17%
Evesham and villages:	8	17%
Pershore and villages:	7	15%
Worcester and villages:	5	11%
Malvern:	3	6%
Redditch:	3	6%
Cheltenham:	2	4%

What is Shared Ownership?

It's an affordable way to get onto the property ladder

Shared Ownership can be a fantastic way to get your foot on the property ladder if you can't afford to buy a home on the open market.

You can buy between 10% and 75% of the home (dependent on the lease) with the option to buy more shares at a time that's right for you. You will pay a monthly rent on the remaining share. Your home will be yours and you will have all the rights and responsibilities of being a home owner.

Do you have any questions?

Why not visit our Shared Ownership [FAQs page](#), call 0800 085 2499 or email generalenquiries@bromford.co.uk. Alternatively here are some pages other visitors have found useful:

- [Four steps to buying a Shared Ownership home](#)
- [What do we mean when we talk about local area connection?](#)
- [How much could you afford to borrow with Shared Ownership?](#)
- [Buying with Bromford](#)

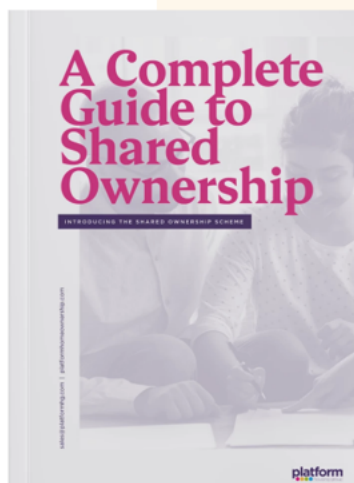
How does Shared Ownership work?

Here is an example of Shared Ownership price breakdown based on a house value of £165,000 with a 40% share.

The good news here is you only pay a deposit on the percentage you are buying e.g. 25%, 50% or 75%...and so you'll need a much smaller deposit, than if you were buying 100% of the property.

There are also extra costs when buying a home. This includes solicitors' fees and mortgage arrangement fees and typically costs about £1,000.





A Complete Guide to Shared Ownership

Download the latest Shared Ownership Guide and discover everything you need to know about the fastest growing home ownership scheme in the UK, including how Shared Ownership works, the benefits and who is eligible for the scheme.

[Download Shared Ownership Guide](#)

New Sales Enquires

Our Sales Consultants are available: Monday - Friday | 9am - 5pm.
At all other times, please leave a message.

When calling Platform, press Option 2 followed by Option 2.

0333 200 7304

To speak to our Sales Consultants

Staircasing & Resales Enquiries

Our Staircasing & Resale advisors are available: Monday - Friday | 9am to 5pm.
At all other times, please leave a message.

When calling Platform, press Option 2 followed by Option 3.