

COMMUNITY CHARGE CONTRIBUTIONS

'How to encourage all owners to pay the Community Contribution'

21/06/16 – Final Summary Report

Working Group Members

Bill Ahern, Tim Bye, Owen McGuigan, Simon Pilkington (Chair), Keith Rawlings & George Sweeney.

The working group was formed for the purpose of encouraging the non-paying owners to contribute to the maintenance and development of the PDR via payment of the 'Community Contribution' (CC) recommended by the PDR Owners Association (APPDR).

This encompassed a full review of any options and actions that could encourage all owners to pay the Community Contribution, e.g.

- more information on the work that is being done with Councils to ensure PDR owners derive maximum value from payment of Council taxes,
- better promotion of the benefits derived from use of the Community Contribution fund for PDR Maintenance Programme
- Listing of payers or non-payers
- financial incentives / penalties, any legal options.

Liaise with Neighbour on views / ideas / involvement from Commercial organisations.

Seek views of owners via questionnaire / email.

Process

As a working group we have liaised with, Condo / Independent Villa Owner representatives, Blueshift/Neighbour and sought feedback from fellow owners and we believe that we have undertaken a considered review of what we perceived to be a potentially viable option or action for the sole purpose of encouraging owners to contribute to Community Contribution Maintenance Programme. Some of the key areas that have been covered include:

- Social Events / Activities
- Onsite benefits / incentives and penalties
- Offsite benefits / incentives
- Golf Club measures
- Understanding owners reasons for not contributing and how these can be addressed if valid
- Understanding the breakdown of owners across PDR, residents, nationality, companies, etc. and how this relates to payees and non-payees and how these findings can then be addressed
- How to achieve effective communication and identifying key working links.
 - Owners Association
 - Working Groups
 - Neighbour
 - Condo/Independent Villa Owner Reps
- Requirement for a PDR wide owners contact database to enable direct contact with non-payers
- Seeking owner interaction, canvassing ideas / feedback and keeping owners updated

Findings – Reasons owners provided for not contributing

These are just a few of the reasons we have been provided with as to why owners have not contributed to the CC to date, all of which can be easily addressed and dismissed as valid reasons.

- **Camera's should be doing the maintenance as I pay my taxes**, the Camera's are now doing more work at PDR than they have ever before, but the resort security and the fly control will not be addressed by the Camera, these two items make up the majority of the CC budget that all owners should be contributing too
- **Lack of Transparency**, this may have been the case with Beltico, but the Owners Association is working with Neighbour to monitor and control the maintenance programme, and the budget & individual cost items were published prior to works commencing. The owners association actually controls the majority of the budget and will only release funds on completion of the works. The works can be seen by all owners when at PDR
- **Don't like being forced to pay**, the payment is completely voluntary and no one is being forced to pay those owners that have contributed to date have done so as they realise that as owners we need to contribute to the upkeep of PDR, but it seems there are owners that are happy for others to pay whilst they get to benefit from the results with no input on their behalf
- **Not aware of the CC scheme**, this is simply due to communication and need for a complete owner contact database which has been underway for some time now.
- **Dis-trust of past Beltico regime**, this is understandable point of view, however the owners association and this working group have been working closely with Neighbour on the CC and have found them to be very open, amenable and considerate of all our input, they are aware more than most that they do not wish to be compared to the past regime's operation and will continue to work with owners to ensure that trust can continue to be built
- **Not many in my Condo have paid so why should I**, only by more owners contributing in your Condo will this statement become invalid, so why not make the first step towards higher contributions and thus address the situation
- **Want to see the maintenance programme in action before contributing**, the maintenance programme has been in operation now since the 1st March and the feedback from owners that have witnessed first-hand has been very positive, so hopefully owners that gave this as their reason can now make their contribution.

PDR Community Contributions – Working Group Recommendations

Given the discussion & review process that we have undertaken, our recommendations that we believe are key to the success of encouraging owners to contribute to the Community Charge Scheme are:

- **Highlight the benefits of the Community Contribution Programme** (Owners Association & Neighbour communication to owners)
 - Property Values, Owner and Guest enjoyment at PDR, Good Publicity from guests staying PDR and publishing reviews on sites such as TripAdvisor, and improved potential Rental Income
- **Regular updates to all owners of the PDR Maintenance works in action/completed** (with before & after photos via e-mail, Facebook pages, YourPDR website) of both:
 - The CC programme of contracted works
 - The works undertaken by the local councils
- **Regular updates to all owners of the Community Contributions collected** (via fliers, e-mail, Facebook pages, YourPDR website)
- **Publish the lists of paying owners** (by Aldeia/Condo) produce monthly/bi-monthly lists of owners contributing to the CC to be posted on noticeboards in the Clubhouse and on the YourPDR website
- **Condominium's & Villa Owner Group discussions** to be undertaken about the possibility of including the CC into their future budgets (with owners not wishing to pay can have the ability to opt out), some Condo/Aldeia have already paid via their condo administrator
- **Non-Payer Communication**
 - Owners Association to contact those owners who have not paid
 - Continue to enlist the help of the Condo / Villa Owner Group representatives to personally approach those non-paying owners in their Condo / Aldeia
- **Offsite incentives and benefits** (with local trades / suppliers / services) to be offered to those owners paying into the Community Contribution scheme
 - Owners Association & Neighbour can offer these independently
- **Discount Cards** for the commercial entities at PDR to be issued (by Neighbour) to those owners that contribute to the Community Contribution scheme
- **Social Events / Activities** (offered by the Owners Association & Neighbour)
 - Events for CC paying owners only
 - Events free for CC paying owners, and fees applicable for non CC paying owners
- **PDR Security** maintain 24 hour presence for owners peace of mind as this has been raised a concern primarily by Portuguese owners
- **Property Managers & Condo Administrators** (Owners Association & Neighbour Liaison) to provide them with updates on the community contribution and why owners should contribute as they can then forward this information to their owners to encourage further contributions and can be utilised to forward future updates until such a time as an accurate owner contact database can be formulated and beyond if required.

We acknowledge that this report will reviewed at the upcoming Condominium & Independent Villa Owner representatives group meeting on the 26th July at which point any queries can be raised and discussed. The final review to then be undertaken by the Owners Association Management Committee where all comments can be considered to ensure that informed decisions can be made as to the best way forward.