

# Voices of Home: Our Tenants' Perspective Rent Setting 2024/25

Rent Setting Consultation

## ABSTRACT

Voices of Home: Rent Setting 2024/25 highlights diverse tenant perspectives at Bield. This concise report, driven by transparency and collaboration, explores financial challenges and investment priorities. Through a comprehensive survey, it captures key insights, emphasizing Bield's commitment to inclusivity and community-driven decision-making.

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## **Foreword**

*I am delighted to present "Voices of Home: Our Tenants' Perspective on Rent Setting 2024/25." This report reflects our commitment to transparency and collaboration.*

*The insights gathered from your responses to the survey play a crucial role in guiding the decisions we make, particularly in matters as significant as rent setting.*

*Tenant, concerns, and suggestions provide us with a clear understanding of the diverse needs across our community.*

*As you delve into the pages of this report, you will discover a wealth of information reflecting the rich tapestry of our tenant community. The breakdown of responses by gender, ethnicity, and disability, along with insights from various developments, paints a vivid picture of the unique voices that make up Bield.*

*The challenges posed by rising living costs are not taken lightly, and your views on the proposed rent increase aligning with the Consumer Price Index (CPI) are invaluable.*

*I would like to express my sincere gratitude to each tenant who participated in this survey. Your time and input are invaluable, contributing to the foundation of an even stronger and more vibrant Bield community.*

*Thank you for your ongoing trust and partnership. Together, we are creating a home that resonates with the true spirit of community, where every voice is heard, and every perspective matters.*



**Tracey Howatt**  
**Director Customer Experience**

# **Voices of Home: Our Tenants' Perspective Rent Setting 2024/25**

## **Introduction**

At Bield, we are dedicated to transparency in our rent setting process, and value the opinions and insights of our tenants.

As part of our commitment to inclusivity and openness, we initiated a comprehensive consultation process in preparation for the upcoming rent setting for the financial year beginning 1 April 2024.

To gather a holistic understanding of our tenants' perspectives, we employed a multichannel approach. This included the distribution of an online survey, emailed to tenants with email addresses, featured on our website, promoted through our social media channels.

Additionally, we ensured inclusivity by sending a printed version of the survey to each tenant. The survey was also available in a number of community languages.

This report serves as an overview of our tenants' voices, providing valuable insights gained through the consultation survey.

It aims to shed light on the collaborative approach of rent setting, demonstrating our proactive efforts to involve and consider the thoughts of our tenant community.

We would like to extend a thank you to all tenants who took their time to complete and return the survey.

## **Respondents**

In total, we received 341 responses from our tenants. (8% return rate). Of these, 49% (164) were completed online by our tenants or their representatives, while 49% (162) responses were received through the returned paper surveys.

A profile of responses by each development is shown on the following pages.

## **Gender**

Breaking down the responses by gender, we found 59% (190) were female, while 36% (124) were male, and 3% (9) respondents opted not to disclose their gender.

Of those who answered, 97% were the same gender as when they were born, 0.5% were not the same gender as when they were born, and 2.5% preferred not to answer.

## **Ethnicity**

Our tenants that responded had reported the following ethnicities:

- Scottish 73% (248)
- British 16% (53)
- English 4% (12)
- Welsh 1% (2)
- Prefer not to say 2% (5)

## **Disabilities**

A significant aspect of our tenant community is the prevalence of disability.

64% (205) of respondents reported having a disability.

Among the reported disabilities, the following were identified as prevalent within our community:

- Arthritis, especially osteoarthritis
- Cancer
- COPD
- Diabetes
- Limited mobility or mobility problems
- Visual impairments

We will share this information across Bield to help with planning services, as well as reaching out to support organisations.

## Responses by Development

Abercorn Court	8
Abercrombie Court	2
Allan Park House	2
Almondell Court	9
Anderson Court	2
Archibald Russell Court	
Armadale Court	1
Ashgrove Court	1
Baldwin Court	6
Balgowan Court	2
Birch Cottages	3
Blackfaulds Court	
Bonnethill Gardens	4
Brae Court	1
Brahead Gardens	3
Bridge Court	10
Brookwell Gardens	
Broomfield Gardens	2
Camperdown Court	
Campie Court	1
Campsie Gardens	
Carlow Court	1
Carnegie Court	
Carntyne Gardens	

Carron Court	1
Carwood Court	2
Castlebank Gardens	1
Castlebrae Glebe	
Chalybeate Court	1
Church Court	3
Clyde Court	
Coxton Gardens	1
Craigengar Park	6
Crosshill Gardens	
Dalriada Grove	1
Dean Court	2
Dickson Court	
Donaldson Court	
Douglasfield	2
Dundas Court	
Eamont Lodge Court	4
East Stewart Gardens	2
Elderslie Court	1
Emily Court	1
Fairbairn Court	1
Fife Court	5
Fleming Place	2
Foley Court	
Fountain Quay	4

Gillie Court	1
Gladstone Court	3
Glebe / Warrick Court	2
Glen Affric Avenue	1
Glenafeoch Gardens	
Glenfinnan Gardens	2
Glenspean Street	2
Glenview Court	5
Gordon Court	9
Grantsbank	3
Greenacre Court	
Greenlawn Court	2
Halmyre Street	1
Hawkslaw Gardens	
Highcrofts	1
Hill Court	
Hillcrest Court	1
Holmes Gardens	3
Houston Court	5
Inchkeith Court	4
Inglefield Court	6
Isaac Mackie House	4
Jamaica Court	1
John Connolly Court	3
Johnny Moat Place	

Kingsburn Court	2
Kintail Gardens	1
Kirkland Avenue	2
Kirkton Court	
Lammermoor Gardens	3
Langvout	
Loch Laidon Court	1
Lomondgate	1
Lynn Court	1
MacCallum Court	1
Mackie Gardens	
Malory House	4
Manderson Court	1
Mansewood Court	1
Mackenzie Court	2
Marshall Court	2
Maxwell Court	10
McCormack Gardens	1
McKelvie Road	1
Menzies Court	2
Milton Court	5
Miners Terrace	2
Moorfoot Court	1
Mossie Court	6
Mountfair Place	3
Mungo Park Court	2

Oakbank	3
Oakburn Gardens	
Ochilview Court	1
Pearce Street	1
Pentland View Court	2
Pitarlie Road	2
Prieston Road	
Priorwood Court	2
Quayside Court	2
Queen Elizabeth Court	
Rannoch Court	
Restondene	3
Robertson Court	2
Rockwell Gardens	
Rosehall Walk	1
Rothesay Court	3
Rowan Gardens	
Saunders Court	2
South Loch Park	
Southfield Court	
Southport	3
Springfield Gardens	5
St Andrews Court	4
St Andrews Way	
Stewart Court	1
Stirling Court	1

Strathallan Court	2
Strathmartine Court	3
Tambowie Crescent	
Tay Court	1
The Butts	
The Croft	
The Knowe	1
The Walled Gardens	1
Thornhill court	
Torosay Court	9
Turnbull Court	12
Tweedlie Court	
Valley Court	
Waverly Court	17
Westland Court	2
Westport	13
Wheatley Gardens	1
Whitehill Lodge	3

## Rent setting views

We asked respondents if they had noticed the recent rise in general costs of living as measured by the Consumer Price Index (CPI).

Yes	91% (302)
No	8% (26)
Other	1% (3)

We asked if the proposed increase, aligning with CPI in September 2023, seemed reasonable

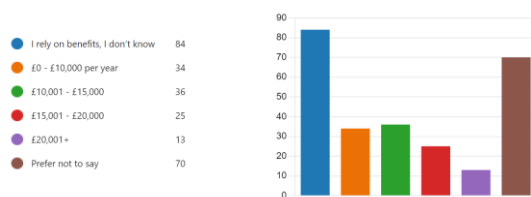
Yes	46% (146)
No	48% (153)

## How are tenants managing?

Annual income levels

Figure 1 shows a third of respondents (33%) rely on benefits, while around 13% have an income of less than £10,000 per year.

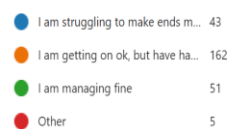
Figure 1 Income Profile of Respondents



Your situation

Figure 2 shows that almost two thirds of respondents have had to cut costs financially. A further sixth of respondents reported they are struggling to make ends meet.

Figure 2 Profile of how tenants are managing



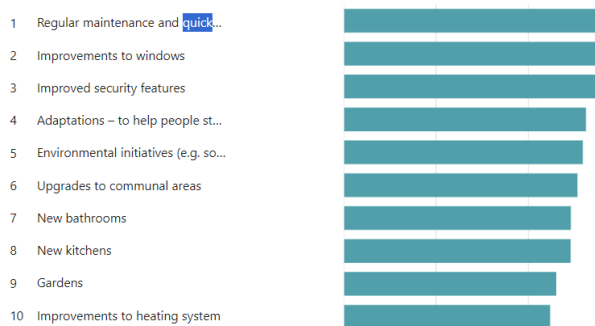


## Tenant priorities

Tenants ranked their priorities for investment.

The top suggestions were regular maintenance and quick repair service and improvement to windows.

This was followed by improved security features and adaptations.



## Equality questions

Some tenants had some concerns that questions related to equality was unrelated to rent setting.

We want to clarify that, by law, we are required to collect equality information. This is because minority groups have historically discriminated against, and collecting explicit data on the profile of our tenants helps us to understand how changes impact differently on different groups and

ensures that we are not inadvertently discriminating against people with protected characteristics.

However, we understand that not everyone may feel comfortable sharing this information.

Our goal is to make every survey interaction as meaningful as possible. While we recognise and respect the choice of those who prefer not to share equality information, we believe in the value of understanding the diverse needs of our community. Tenant input helps us tailor our services more effectively.

Rest assured, tenant privacy is of utmost importance to us. We simply aim to make the most of our interaction with tenants, ensuring our services are inclusive and responsive to the needs of all our tenants.

## **Conclusion**

The Voices of Home: Our Tenants' Perspective Rent Setting 2024/25 report reflects Bield's unwavering commitment to transparency, inclusivity, and responsiveness in the rent-setting process. The comprehensive consultation process, involving both online and offline channels, exemplifies our dedication to capturing the diverse voices of our tenant community.

The response rate of 339 tenants provides a robust foundation for understanding their perspectives on rent setting. We appreciate the active participation of our tenants, as their insights are invaluable in shaping the collaborative approach we take in this crucial aspect of our services.

The demographic breakdowns highlight the diversity within our tenant community, with considerations for gender, ethnicity, and disabilities. We are committed to using this information to better plan

and tailor our services, ensuring they meet the unique needs of each development.

The survey's findings regarding the recent rise in the cost of living and opinions on the proposed rent increase align with our goal of keeping tenant concerns at the forefront of decision-making.

Recognising the financial landscape, we acknowledge that a significant portion of our tenants, may face challenges with the proposed rent increase. The affordability analysis presented in Table 1 underscores the need for ongoing consideration and potential adjustments to ensure rents remain within reasonable and sustainable limits for our diverse tenant group.

Lastly, we emphasise the importance of equality-related questions in our survey, clarifying that they are essential for legal compliance and ensuring fair treatment for all.

We respect the choices of those who choose not to disclose this information while emphasising our commitment to understanding and addressing the diverse needs of our community.

Moving forward, Bield remains dedicated to fostering open communication, understanding tenant priorities, and incorporating their feedback into our decision-making processes.

We extend our sincere gratitude to all tenants who participated in the survey, contributing to a more inclusive and tenant-centric approach to rent setting.