

# Voices of Home: Our Tenants' Perspective Rent Setting 2025/26

Rent Setting Consultation

## ABSTRACT

Voices of Home: Rent Setting 2025/26 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.

## Zhan McIntyre (Policy and Customer Standards)

Head of Policy and Customer Standards

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## **Foreword**

*I am delighted to present "Voices of Home: Our Tenants' Perspective on Rent Setting 2025/26." This report reflects our commitment to transparency and collaboration.*

*The insights gathered from your survey responses play a pivotal role in shaping the decisions we make, particularly when it comes to rent setting.*

*Your concerns, ideas, and suggestions provide us with a deeper understanding of the diverse needs of you, our tenants.*

*Within this report, you will find a detailed picture of tenant views on the proposals, investment*

*priorities, and your views on value for money.*

*I want to sincerely thank each tenant who participated in this survey. Your time and input are invaluable, helping us to build a stronger, more inclusive, and dynamic community.*

*Thank you for your continued trust and partnership.*

*Together, we can ensure that tenants' voices remain central to the decisions we make and services we provide.*



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

# **Voices of Home: Our Tenants' Perspective Rent Setting 2025/26**

## **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 2025.

To gather a holistic understanding of our tenants' perspectives, we employed a multichannel approach. This included distributing an online survey via email to tenants, featuring the survey on our website, and promoting it through our social media channels.

To ensure inclusivity, a printed version of the survey was made available with the distribution of the Winter Newsletter and calendar.

This report provides an overview of our tenants' voices, highlighting the valuable insights gained through the consultation survey.

It demonstrates our collaborative approach to rent setting and our proactive efforts to involve and consider the thoughts of our tenant community.

We would like to extend our heartfelt thanks to all the tenants who took their time to complete and return the survey, as well as our team of Local Managers who assisted with this process.

## **Respondents**

In total, we received 415 responses from our tenants. (10% return rate).

Of these, 66% (c. 215) were completed online by our tenants or their representatives, while around 33% (c.200) responses were received through the returned paper surveys.

A detailed breakdown of responses by development is shown on the following pages.

## Responses by Development

Abercorn Court	1
Abercrombie Court	2
Allan Park House	5
Almondell Court	2
Anderson Court	14
Archibald Russell Court	0
Armadale Court	0
Ashgrove Court	2
Baldwin Court	4
Balgowan Court	0
Birch Cottages	2
Blackfaulds Court	0
Bonnethill Gardens	0
Brae Court	2
Brahead Gardens	4
Bridge Court	1
Brookwell Gardens	0
Broomfield Gardens	0
Camperdown Court	0
Campie Court	2
Campsie Gardens	2
Carlow Court	1
Carnegie Court	4
Carntyne Gardens	2
Carron Court	3

Carwood Court	1
Castlebank Gardens	3
Castlebrae Glebe	0
Chalybeate Court	2
Charleston Court	1
Church Court	4
Clyde Court	1
Coxton Gardens	0
Craigengar Park	3
Crosshill Gardens	7
Dalriada Grove	0
Dean Court	6
Dickson Court	0
Donaldson Court	0
Douglasfield	0
Dundas Court	0
Eamont Lodge Court	1
East Stewart Gardens	0
Elderslie Court	0
Emily Court	0
Fairbairn Court	3
Fife Court	4
Fleming Place	3
Foley Court	0
Fountain Quay	2

Gillie Court	6
Gladstone Court	2
Glebe / Warrick Court	1
Glen Affric Avenue	1
Glenafeoch Gardens	2
Glenfinnan Gardens	1
Glenspean Street	0
Glenview Court	6
Gordon Court	1
Grantsbank	4
Greenacre Court	4
Greenlawn Court	0
Halmyre Street	1
Hawkslaw Gardens	0
Highcrofts	1
Hill Court	0
Hillcrest Court	3
Holmes Gardens	0
Houston Court	0
Inchkeith Court	2
Inglefield Court	0
Isaac Mackie House	3
Jamaica Court	0
John Connolly Court	2
Johnny Moat Place	2

Kingsburn Court	5
Kintail Gardens	0
Kirkland Avenue	1
Kirkton Court	2
Lammermoor Gardens	0
Langvout	0
Loch Laidon Court	0
Lomondgate	1
Lynn Court	0
MacCallum Court	1
Mackie Gardens	1
Malory House	2
Manderson Court	7
Mansewood Court	4
Mackenzie Court	1
Marshall Court	2
Maxwell Court	1
McCormack Gardens	0
McKelvie Road	1
Menzies Court	1
Milton Court	4
Miners Terrace	0
Moorfoot Court	1
Mossie Court	2
Mountfair Place	1
Mungo Park Court	2

Oakbank	1
Oakburn Gardens	13
Ochilview Court	1
Pearce Street	1
Pentland View Court	1
Pitarlie Road	0
Prieston Road	1
Priorwood Court	4
Quayside Court	3
Queen Elizabeth Court	0
Rannoch Court	1
Restondene	3
Robertson Court	2
Rockwell Gardens	0
Rosehall Walk	2
Rothesay Court	0
Rowan Gardens	3
Saunders Court	5
Shiell Court	4
South Loch Park	3
Southfield Court	1
Southport	0
Springfield Gardens	5
St Andrews Court	20
St Andrews Way	2
Stewart Court	2

Stirling Court	0
Strathallan Court	16
Strathmartine Court	0
Tambowie Crescent	0
Tay Court	0
The Butts	3
The Croft	0
The Knowe	1
The Walled Gardens	0
Thornhill court	1
Thorntree Street	0
Torosay Court	5
Turnbull Court	2
Tweedlie Court	0
Valley Court	2
Waverly Court	3
Westland Court	6
Westport	2
Wheatley Gardens	0
Whitehill Lodge	0

## Rent setting views

We asked respondents which rent increase option they would be most comfortable with.

This was based on maintaining existing services or accelerating the investment programme.

Service remain the same (4.5%)      69.3% (288)

Some acceleration to investment programme (5.0%)      25.6% (106)

Around 5% did not express a preference.

## How are tenants managing?

Your situation

Almost two thirds 242 (58%) of respondents reported cutting costs financially, with a further 37 (9%) stating they are struggling to make ends meet. Figure 1 provides a

breakdown of how tenants are managing their finances.

Figure 1 Profile of how tenants are managing

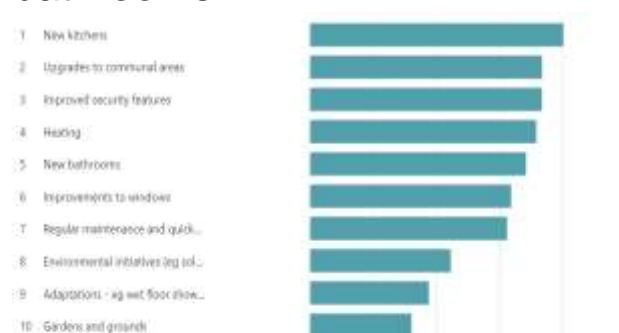


## Tenant priorities

When ranking priorities for investment, tenants highlighted the following as their top three suggestions:

- new kitchens
- upgrades to communal areas
- improved security features

These were closely followed by calls for improvements to heating systems and new bathrooms.





## **Value for money**

We asked tenants to select the statements that best represent value for money in terms of rent. The most popular responses were

- We believe in balancing affordable costs with well-maintained homes and services that improve our quality of life and wellbeing
- Our rent should be invested in maintaining and improving our homes, while ensuring sustainability and long-term affordability for all tenants.

We will reflect on this feedback as we develop proposals to take to the Partnership Forum for agreement.

## **Housing Related Benefit Eligibility**

We asked tenants if they were eligible for housing-related benefits, and if so, whether these benefits were paid directly to Bield or directly to themselves.

- 31% of respondents receive full housing-related benefits
- 24% receive partial housing-related benefits
- 40% are not receiving housing-related benefits.

We recognise that many tenants are not in receipt of housing-related benefits, and this is an important consideration for our Board. While we offer a range of services not typically provided by other social housing providers, we acknowledge that our rents are at the higher end of the sector.

We remain committed to reviewing and reducing costs to maintain affordable rents. Additionally, we will continue offering benefit health checks to ensure tenants receive all the support they may be entitled to.

However, the growing pressure on self-funders should be taken into consideration during forward planning

## **Conclusion**

The Voices of Home: Our Tenants' Perspective Rent Setting 2025/26 report reflects Bield's unwavering commitment to transparency, inclusivity, and responsiveness. The consultation process – using both online and offline channels – exemplifies our dedication to capturing the diverse voices of our tenant community.

The response rate of 415 tenants provides a foundation for understanding tenant perspectives on rent setting. We appreciate the active participation of our tenants, as their feedback is

vital to shaping our approach to this critical aspect of service delivery. We also are grateful to our Local Managers who were vital in assisting with this process.

Looking ahead, Bield remains committed to fostering open communication, understanding tenant priorities, and incorporating feedback into our decision-making processes.

Thank you to all tenants who participated in the survey. Together, we are continuing to build an inclusive tenant-centric approach to rent setting.