



## **Customer Satisfaction Survey**

### **Full Report 2025/2026**

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#### **Abstract**

This report presents the findings from Bield's 2025/2026 Customer Satisfaction Survey, capturing tenant views across key service areas including overall satisfaction, communication, tenant involvement, housing quality, repairs, neighbourhood management, and value for money. It also includes feedback on specific services such as Bield Response 24 and the Customer Contact Centre.

The survey offers valuable insights into tenant experiences and expectations, highlighting both strengths and areas for improvement. These findings will guide our ongoing efforts to enhance service delivery, strengthen tenant engagement, and support independent living.

As a strategic tool, this report ensures that tenant voices remain central to how we plan, deliver, and improve our services.

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## **Foreword**

Welcome to the Bield Tenant Satisfaction Report for 2025/26. This year, we adopted a more inclusive and streamlined approach to gathering tenant feedback by issuing the survey to all live tenancies during August and September. This reflects our ongoing commitment to listening to tenants and ensuring their voices shape the services we provide.

Engaging with all tenants simultaneously allowed us to capture a broader and more representative picture of satisfaction across our communities. This supports our strategic aim of placing tenants at the heart of everything we do, helping us identify areas for improvement and celebrate what is working well.

The insights presented in this report are based on a statistically significant sample, giving us confidence in the reliability of the findings. We are grateful to every tenant who took the time to share their views, and we extend our thanks to Area and Local Housing Managers for their support throughout the process. We also appreciate the family members, friends, and carers who assisted tenants in completing the survey, their help was invaluable in ensuring we heard from as many voices as possible.

Together, we continue to build a service that reflects the needs and aspirations of our tenants.

Tracey Howatt | Chief Operating Officer

## **Introduction**

Bield's Customer Satisfaction Survey is a vital tool for listening to and learning from our tenants. While it fulfils our regulatory obligations under the Scottish Housing Regulator's framework, its purpose extends far beyond compliance. The survey is designed to give tenants a meaningful voice in shaping the services they receive.

This year's survey focused on the areas that matter most to our tenants, including communication, repairs, neighbourhood management, tenant involvement, and the quality of their homes. It also explored satisfaction with specific services such as Bield Response 24 and our Customer Contact Centre.

We received 481 individual comments and pieces of feedback, all of which have been reviewed and shared with the relevant Heads of Service. Notably, there was a marked increase in compliments this year, reflecting the dedication and hard work of our teams.

The feedback gathered provides a clearer understanding of tenant priorities and helps us identify where improvements can be made. It also reinforces our commitment to delivering services that promote independence, dignity, and wellbeing across all our developments.

## Returns Profile

During August and September 2025, satisfaction surveys were issued to all live tenancies across Bield developments. The table below outlines the number of responses received per development, alongside the total number of tenancies.

Development	Returns	No: Tenancies	Development	Returns	No: Tenancies
Abercorn Court	14	24	Elderslie Court	5	22
Abercrombie Court	7	14	Emily Court	7	29
Allan Park House	8	27	Fairbairn Court	15	19
Almondell Court	13	29	Fife Court	16	30
Almondvale Gardens	18	22	Fleming Place	8	35
Anderson Court,	5	25	Foley Court	24	30
Armada Court	14	28	Fountain Quay	12	29
Ashgrove Court	9	32	Gillie Court	12	22
Baldwin Court	9	35	Gladstone Court	7	32
Balgowan Court	16	35	Glebe/Warrick Court	21	25
Birch Cottages	3	12	Glen Affric Avenue	9	10
Blackfaulds Court	9	32	Glenafeoch Gardens	3	17
Bonnethill Gardens	23	44	Glenfinnan Gardens	4	33
Brae Court	21	34	Glenspean Street	6	28
Braehead Gardens	12	25	Glenview Court	22	48
Bridge Court	17	45	Gordon Court	26	56
Brookwell Court	13	31	Grants Bank	18	22
Broomfield Gardens	9	20	Greenacre Court	19	27
Camperdown Court	20	27	Greenlawn Court	18	47
Campie Court	2	12	Halmyre Street	12	31
Campsie Gardens	9	28	Hawkslaw Gardens	3	12
Carlow Court	7	35	Highcrofts	12	23
Carnegie Court	5	26	Hillcrest Court	49	64
Carntyne Gardens	20	36	Holmes Gardens	16	29
Carron Court	16	29	Houston Court	12	30
Carwood Court	12	28	Inchkeith Court	17	42
Castlebank Gardens	27	44	Inglefield Court	30	66
Castlebrae Glebe	10	11	Isaac Mackie House	10	18
Chalybeate Court	10	24	Jamaica Court	20	29
Charleston	5	24	John Connolly Court	12	21
Church Court	18	47	Johnny Moat Place	7	27
Clyde Court	12	27	Kingsburn Court	16	47
Coxton Gardens	16	33	Kintail Gardens	12	32
Craigengar Park	20	39	Kirkland Avenue	3	8
Crosshill Gardens	11	42	Kirkton Court	14	29
Dalriada Grove	12	26	Lammermoor Gardens	25	43
Dean Court	7	22	Langvout Court	15	25
Donaldson Court	29	60	Loch Laidon Court	11	34
Dickson Court	11	29	Lomondgate	3	11
Douglasfield	16	49	Lynn Court	13	42
Dundas Court	14	36	MacCallum Court	2	15
Eamont Lodge Court	5	32	Mackenzie Court	13	24
East Stewart Gardens	12	27	Mackie Gardens	7	12

Development	Returns	No: Tenancies	Development	Returns	No: Tenancies
Malory House	6	30	Rowan Gardens	11	11
Manderson Court	20	49	Saunders Court	11	34
Mansewood Court	23	31	Shiell Court	13	35
Marshall Court	27	39	South Loch Park	13	15
Maxwell Court	12	28	Southfield Court	7	28
McCormack Gardens	15	28	Southport	8	18
McKelvie Road	6	8	Springfield Gardens	16	39
Menzies Court	7	10	St Andrews Court	27	31
Milton Court	7	27	St Andrews Way	3	12
Miners Terrace	4	16	Stewart Court	12	35
Moorfoot Court	18	25	Stirling Court	9	41
Mossie Court	17	37	Strathallan Court	32	49
Mountfair Place	9	11	Strathmartine Court	22	28
Mungo Park Court	5	39	Tambowie/oakburn	0	6
Oakbank	12	33	Tay Court	9	31
Oakburn Gardens	18	26	The Butts	11	29
Ochilview Court	20	36	The Croft	5	26
Pearce Street	0	27	The Knowe	6	20
Pentland View Court	16	32	Thornhill Court	11	48
Pitairlie Road	3	23	Torosay Court	24	29
Prieston Road	3	10	Turnbull Court	9	45
Priorwood Court	9	32	Tweedlie Court	0	6
Quayside Court	17	36	Valley Court	13	17
Queen Elizabeth Court	26	40	Waverley court	24	29
Rannoch Court	37	46	Westland Court	7	37
Restondene	25	26	Westport	21	30
Robertson Court	17	36	Wheatley Gardens	15	25
Rockwell Gardens	7	34	Whitehill Lodge	10	27
Rothsay Court	12	36	<b>Total</b>	<b>1800</b>	<b>4237</b>

In total, **1,880 responses** were received from **4,237 tenancies**, resulting in a **44% response rate**, an increase of 5 percentage points compared to the 2024/25 survey. The breakdown of response rates by service type is as follows:

#### Response Rates by Service Type

- **Retirement Housing** – 46% (↑ 3 percentage points from last year)
- **Retirement Housing with Meals** – 42% (↑ 3 percentage points)
- **Retirement Housing Plus** – 49% (↑ 13 percentage points)
- **Housing with Care (West Lothian)** – 56% (↑ 15 percentage points)
- **Amenity and General Needs** – 28% (↑ 12 percentage points)

These figures provide insight into engagement levels across our service types. The highest response rates were recorded in Retirement Housing Plus and Housing with Care services in West Lothian, indicating strong engagement in our staffed services. In contrast, Amenity and General Needs housing had the lowest return rate. Given the nature of these tenancies, tenants may be less likely to engage through formal surveys. This will be a focus area for next year, with targeted efforts to encourage greater participation.

This report presents customer satisfaction levels across key areas of our business. The data collected will inform service improvements across Bield and support our reporting obligations to the Scottish Housing Regulator as part of the Annual Return on the Charter (ARC).

## Section 1 – Overall Satisfaction

### Overall Service Satisfaction

**Question:** *Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Bield?*

- **Result (Very/Fairly Satisfied):** 84.0%
- **Baseline (2024/25):** 84.9%
- **Target:** 87%

#### **Breakdown:**

- Very satisfied: 48.4% (↑ from 47.2%)
- Fairly satisfied: 35.6% (↓ from 37.7%)
- Neither satisfied nor dissatisfied: 5.7% (↑ from 6.6%)
- Fairly dissatisfied: 5.0% (↑ from 3.7%)
- Very dissatisfied: 4.4% (↑ from 3.4%)
- Don't know: 0.9% (↓ from 1.5%)

Customer satisfaction remains strong, with 84.0% of respondents reporting they are either *very* or *fairly satisfied* with Bield's service. While this represents a slight decrease of 0.9 percentage points from last year, the increase in *very satisfied* responses suggests a positive shift in stronger satisfaction levels.

However, the rise in dissatisfaction (from 7.1% to 9.4%) and neutral responses indicates areas where further improvement may be needed, particularly among those who are only *fairly satisfied* or *undecided*.

### Perception of Service Over Time

**Question:** *Over the last 12 months, how would you describe the overall service Bield provides to you?*

#### **Breakdown:**

- Services have improved: 26.6%
- Services have stayed somewhat the same: 63.0%
- Services have deteriorated: 10.4%

This newly introduced question provides a strong initial benchmark, with nearly 90% of respondents indicating that services have either improved or remained consistent. The 26.6% who reported improvements is a promising sign of progress.

However, the 10.4% who feel services have deteriorated warrant closer attention. Understanding their concerns will be key to identifying areas for targeted improvement and maintaining overall satisfaction.

## Section 2 – Communication

### Keeping Tenants Informed

**Question:** *How good or poor do you feel Bield is at keeping you informed about the services we provide and the decisions we make?*

- **Result – very and fairly good:** 77.3%
- **Baseline:** 79.3%
- **Target – very and fairly good:** 80%

#### **Breakdown:**

- Very good: 41.6% (↑ from 40.0%)
- Fairly good: 35.7% (↓ from 39.3%)
- Neither / nor: 12.3% (↑ from 10.2%)
- Fairly poor: 6.2% (↑ from 5.8%)
- Very poor: 4.2% (↓ from 4.6%)

Customer perception of how well Bield keeps tenants informed stands at 77.3%, a decrease of 2 percentage points from last year's result of 79.3%. While *very good* responses increased slightly, *fairly good* responses declined, suggesting a shift in perception among some tenants.

The rise in neutral and negative responses indicates areas where further engagement or clarity may be beneficial.

### Preferred Communication Method

**Question:** *What is your primary preference for Bield to communicate with you?*

#### **Top Preferences:**

- Postal mail: 45.4% (↓ from 58.5%)
- Email: 25.5% (↑ from 24.2%)
- Mobile phone call: 12.0% (↑ from 9.9%)
- Landline phone call: 7.3% (↓ from 9.8%)
- Text message: 6.5% (↓ from 14.4%)
- My Bield Portal: 3.3% (↓ from 5.7%)

Postal mail remains the most preferred method of communication, followed by email. Digital and phone-based methods show lower levels of preference, indicating that traditional formats continue to resonate most with tenants.

### Customer Contact Centre Experience

**Question:** *Have you used the services provided by our Customer Contact Centre in the last 12 months?*

- **Yes:** 563 respondents
- **No:** 1,317 respondents

**Follow-up Question:** *If yes, how satisfied were you with the service you received?*

- **Result (Very/Fairly Satisfied):** 87.7%
- **Target:** 80%

#### **Breakdown:**

- Very satisfied: 53.6%
- Fairly satisfied: 34.1%
- Fairly dissatisfied: 6.4%
- Very dissatisfied: 5.9%

This newly introduced question shows strong satisfaction with the Customer Contact Centre, with 87.7% of users reporting positive experiences. While the majority expressed satisfaction, the 12.3% who were dissatisfied present an opportunity for targeted service improvements.

## Section 3 – Getting Involved

### Interest in Participation

**Question:** *Would you be interested in getting involved in any of these groups, or suggesting a new one?*

#### **Breakdown:**

- Yes: 10.6%
- Already involved: 2.5%
- No: 85.6%
- Suggested a different way to be involved: 1.3%

While overall interest in participation remains low, it is encouraging to see that 10.6% of tenants expressed a desire to get involved in tenant groups or suggest new ways to participate. This shows a positive level of engagement and potential for future involvement.

### Satisfaction with Opportunities to Participate

**Question:** *How satisfied or dissatisfied are you with opportunities given to you to participate in Bield's decision-making processes?*

- **Result – very or fairly satisfied:** 58.9%
- **Baseline:** 62.9%
- **Target – very and fairly satisfied:** 65%

#### **Breakdown:**

- Very satisfied: 25.9% (↓ from 26.4%)
- Fairly satisfied: 33.1% (↓ from 36.5%)
- Neither / nor: 33.4% (↑ from 26%)
- Fairly dissatisfied: 3.9% (↓ from 6.9%)
- Very dissatisfied: 3.8% (↓ from 4.2%)

This year's satisfaction result stands at 58.9%, reflecting a 4 percentage point decrease from last year. While *very satisfied* responses have decreased slightly, the rise in *neutral*

responses suggests a shift in sentiment among some tenants. The levels of dissatisfaction have improved by 3.4%.

The high rate of *neither satisfied nor dissatisfied* responses may reflect a wider sense of disengagement. This aligns with participation feedback, where a sizeable proportion of tenants indicated no interest in getting involved. The overlap between these groups suggests that those who feel disconnected from service improvements may also be less inclined to engage in shaping them.

This insight presents an opportunity to strengthen communication around the value of tenant participation and how it can influence service delivery. By demonstrating the impact of tenant feedback and involvement, Bield may be able to re-engage those who currently feel indifferent and improve overall satisfaction in future years.

## Section 4 – Your Home & Community

### Support for Informed Decision-Making

**Question:** *To what extent do you agree with the following: “Bield supports me to make informed decisions about the services I receive”?*

- **Result – strongly agree or agree:** 80.9%
- **Baseline:** 64.3%
- **Target – strongly agree or agree:** 75%

#### **Breakdown:**

- Strongly agree: 20.1% (↓ from 27.4%)
- Agree: 60.3% (↑ from 37.0%)
- Disagree: 15.4% (↑ from 5.7%)
- Strongly disagree: 4.2% (↑ from 2.1%)

This year’s result shows a significant improvement, with 80.9% of respondents agreeing that Bield supports them in making informed decisions, a 16.6 percentage point increase from last year. This suggests that recent efforts to improve communication and transparency are having a positive impact.

### Support for Independent Living

**Question:** *To what extent do you agree with the following: “The services and support I receive from Bield help me to live as independently as possible”?*

- **Result – strongly agree or agree:** 88.6%
- **Baseline:** 86.2%
- **Target – strongly agree or agree:** 87%

#### **Breakdown:**

- Strongly agree: 36.0% (↓ from 46.5%)
- Agree: 52.7% (↑ from 39.7%)
- Disagree: 8.1% (↑ from 2.7%)
- Strongly disagree: 3.2% (↑ from 0.8%)

Confidence in Bield’s support for independent living remains high, with 88.6% of tenants agreeing that the services help them live independently. This marks a 2.4 percentage point increase from last year and reinforces the importance of maintaining and enhancing person-centred support.

### Satisfaction with Home Quality

**Question:** *Overall, how satisfied or dissatisfied are you with the quality of your home?*

- **Result – very or fairly satisfied:** 86.4%
- **Baseline:** 89.4%
- **Target – very and fairly satisfied:** 90%

#### **Breakdown:**

- Very satisfied: 51.5% (↑ from 50.3%)
- Fairly satisfied: 34.9% (↓ from 39.1%)
- Neither / nor: 7.4% (↑ from 5.7%)
- Fairly dissatisfied: 4.2% (↓ from 3.5%)
- Very dissatisfied: 2% (↑ from 1.4%)

Satisfaction with home quality remains high, though it has declined by 3 percentage points from last year. The increase in neutral responses may indicate growing uncertainty or disengagement regarding housing standards. Continued monitoring and tenant engagement will be key to addressing this shift.

### Repairs Satisfaction

**Question:** *Have you had any repairs carried out in your property in the last 12 months?*

- **Yes:** 1179 respondents
- **No:** 701 respondents

**Follow-up Question:** *Thinking about the last time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by Bield?*

- **Result – very or fairly satisfied:** 83.9%
- **Baseline:** 84.3%
- **Target – very and fairly satisfied:** 88%

#### **Breakdown:**

- Very satisfied: 54.8% (↓ from 55.4%)
- Fairly satisfied: 29.1% (↑ from 28.9%)
- Neither / nor: 6.5% (↑ from 5.2%)
- Fairly dissatisfied: 5.8% (↑ from 5.0%)
- Very dissatisfied: 3.8% (↓ from 5.5%)

Satisfaction with the repairs service remains high at 83.9%, though it has declined slightly by 0.4 percentage points compared to last year. The proportion of *very satisfied* responses remains stable, while there is a slight increase in neutral and dissatisfied responses.

This suggests that while the service continues to perform well overall, there may be emerging areas where tenant expectations are not being fully met. Continued monitoring and engagement will help ensure the repairs service remains responsive and effective.

### **Neighbourhood Management**

**Question:** *Overall, how satisfied or dissatisfied are you with Bield's contribution to the management of the neighbourhood you live in?*

- **Result – very or fairly satisfied:** 66.7%
- **Baseline:** 85.2%
- **Target – very and fairly satisfied:** 86%

#### **Breakdown:**

- Very satisfied: 35.5% (↓ from 50.0%)
- Fairly satisfied: 31.1% (↓ from 35.2%)
- Neither / nor: 25.8% (↑ from 9.8%)
- Fairly dissatisfied: 3.7% (↑ from 3.0%)
- Very dissatisfied: 3.8% (↑ from 2.0%)

Satisfaction with neighbourhood management has declined significantly, dropping by 18.6 percentage points compared to last year. This is accompanied by a sharp rise in neutral

responses, which may reflect uncertainty or confusion about what the question refers to. Several tenants contacted us to express confusion about the wording, which may have influenced the results. This feedback will be formally shared with the Scottish Housing Regulator to support improvements in future survey design. However, it is important not to attribute the decline solely to wording issues, the result may also reflect genuine concerns or unmet expectations in how neighbourhoods are managed. Further exploration is recommended to better understand tenant experiences in this area.

### **Value for Money**

**Question:** *Taking into account the accommodation and the services Bield provides, to what extent do you think that the rent and service charge for your property represents good or poor value for money?*

- **Result – very or fairly satisfied:** 69.1%
- **Baseline:** 71.2%
- **Target – very and fairly satisfied:** 75%

#### **Breakdown:**

- Very satisfied: 26.5% (↑ from 26.1%)
- Fairly satisfied: 42.6% (↓ from 45.1%)
- Neither / nor: 18.3% (↑ from 16.5%)
- Fairly dissatisfied: 8.1% (↓ from 8.2%)
- Very dissatisfied: 4.5% (↑ from 4.1%)

This year's result shows a decline of 2.1 percentage points in satisfaction with value for money. While the majority of tenants continue to view the cost of accommodation and services positively, the increase in neutral responses suggests growing uncertainty. This shift is likely influenced by wider economic pressures, including the rising cost of living. To maintain trust and transparency, it will be important to continue communicating clearly about how rent and service charges relate to service delivery. The Board is encouraged to consider this feedback when reviewing charges for 2026/27.

## Complaints Handling

**Question:** *Have you made a formal complaint in the last 12 months?*

- **Yes:** 198 respondents
- **No:** 1,682 respondents

**Follow-up Question:** *If yes, how satisfied were you with how Bield handled your complaint?*

- **Result – very or fairly satisfied:** 42.4%
- **Target – very and fairly satisfied:** 65%

### **Breakdown:**

- Very satisfied: 18.7%
- Fairly satisfied: 23.7%
- Fairly dissatisfied: 19.2%
- Very dissatisfied: 38.4%

This newly introduced question highlights a key area of concern. Of the 198 tenants who made a formal complaint, only 42.4% were satisfied with how it was handled, well below the target of 65%. Notably, 38.4% reported being very dissatisfied, indicating a significant gap in tenant confidence. It is also important to note that tenants may not necessarily be dissatisfied with the complaint handling process itself, but rather with the outcome of their complaint.

A review of our housing management system revealed that 82% of these complaints had not been formally logged, suggesting a breakdown in internal processes. To address this, Bield should roll out refreshed complaint handling training for all staff and recirculate the complaints policy and procedure. These steps aim to improve consistency, accountability, and tenant trust.

Additionally, it is recommended that we review our neighbourhood disputes procedure and how these cases are formally recorded in the housing management system. At present, the procedure and the logging process are not widely understood, and tenants often confuse neighbourhood disputes with formal complaints.

## **Section 5 – Bield Response 24**

### Service Experience with BR24

**Question:** *Have you used the services provided by BR24 in the last 12 months?*

- **Yes:** 624 respondents
- **No:** 1,256 respondents

**Follow-up Question:** *If yes, how would you rate the overall service you received?*

- **Result – very or fairly satisfied:** 90.1%
- **Baseline:** 88.0%
- **Target – very and fairly satisfied:** 85%

### **Breakdown:**

- Very satisfied: 60.9% (↑ from 57.9%)
- Fairly satisfied: 29.2% (↓ from 29.9%)
- Fairly dissatisfied: 4.6% (↑ from 2.9%)
- Very dissatisfied: 5.3% (↑ from 1.9%)

Satisfaction with BR24 services remains strong, with 90.1% of respondents reporting they were either *very* or *fairly satisfied*. This marks a 2.1 percentage point increase from last year and exceeds the target of 85%.

The rise in *very satisfied* responses reflects growing confidence in the quality and reliability of BR24. While dissatisfaction levels have increased slightly, the overall result is highly positive and reinforces the importance of maintaining high standards in emergency and support services.

**Note:** Sections 6 and 7 of the survey focused on open-ended tenant feedback and personal information. Due to the sensitive nature of these responses, they have not been included in this report. However, all feedback has been reviewed and shared with relevant departments, and personal data has been handled in accordance with our data protection policies.

## Section 8 - Equality Insights

### Age Profile

**Question:** *What is your age group?*

#### 1. Breakdown:

- 50–54: 0.9%
- 55–59: 2.7%
- 60–64: 9.5%
- 65–69: 13.7%
- 70–79: 33.9%
- 80–84: 15.8%
- 85+: 19.8%
- Prefer not to say: 3.7%

The majority of respondents are aged 70 and over, reflecting the predominantly older demographic of Bield tenants. Only 13.1% of respondents are under 70, with a small proportion preferring not to disclose their age.

### Religion or Belief

**Question:** *What is your religion or belief, if any?*

#### Breakdown:

- Church of Scotland: 39.8%
- No religion: 27.0%
- Roman Catholic: 14.1%
- Other Christian: 7.4%
- Prefer not to say: 11.1%
- Other faiths (Buddhist, Jewish, Spiritualist): <1% each

The largest proportion of respondents identified with the Church of Scotland, followed by those with no religious affiliation and Roman Catholic. A notable number preferred not to disclose their beliefs, highlighting the importance of respecting privacy and fostering an inclusive environment.

### Marital or Civil Partnership Status

**Question:** *What is your current marital or civil partnership status?*

#### Breakdown:

- Widowed: 37.5%
- Single: 25.7%
- Divorced/Separated: 17.2%
- Married: 11.4%
- Civil Partnership: 0.2%
- Prefer not to say: 8.0%

Most respondents reported being widowed, single, or divorced/separated, which may indicate a higher risk of social isolation. This insight reinforces the importance of community-building and emotional wellbeing support across developments.

### Disability or Long-Term Health Condition

**Question:** *Do you consider yourself to have a disability or long-term health condition?*

- **Yes:** 79%
- **No:** 21%

With a growing proportion of respondents, up from 72% last year on reporting a disability or long-term health condition, it is clear that services must be both accessible and tailored to individual needs to ensure inclusion and equity.

## **Types of Conditions Reported**

**Question:** *If you answered "Yes", which of the following apply to you? (Multiple selections allowed)*

### **Breakdown:**

- Physical disability: 73.1%
- Long-term illness/condition: 35.7%
- Hearing impairment: 22.2%
- Mental health condition: 22.0%
- Visual impairment: 13.3%
- Cognitive impairment: 9.2%
- Learning disability/difficulty: 2.7% each
- Developmental disorder: 0.7%
- Prefer not to say: 5.3%

Many tenants reported multiple conditions, reflecting the complex and overlapping nature

## **Conclusion**

### **Strengths to Build On**

This year's survey results reaffirm Bield's strong performance in several key areas. Overall satisfaction remains high at 84%, with a growing proportion of tenants reporting they are very satisfied. Confidence in Bield's support for independent living continues to grow, with 88.6% of respondents agreeing that the services provided help them live independently. Satisfaction with Bield Response 24 and the Customer Contact Centre also remains strong, at 90.1% and 87.7% respectively, reflecting the reliability and responsiveness of these services. Additionally, 80.9% of tenants feel supported in making informed decisions about the services they receive, a significant improvement from last year and a testament to enhanced communication and transparency.

### **Key Challenges**

While the survey results highlight many areas of strength, several challenges have emerged that require focused attention. Satisfaction with neighbourhood management declined significantly to 66.7%, and feedback suggests that confusion around the wording of this question may have contributed to the drop. This issue will be formally fed back to the Scottish Housing Regulator to support future improvements in survey design and clarity. However, it is important not to draw on this confusion as the sole explanation for the decline. The result may also reflect genuine concerns or unmet expectations in how neighbourhoods are managed, and further exploration is warranted.

Complaint handling also remains a concern, with only 42.4% of tenants satisfied with how their complaints were managed. A review revealed that a considerable proportion of complaints had not been formally logged, indicating a gap in internal processes. To address this, a refresh of complaint handling training should be rolled out to all staff, alongside a recirculation of the complaints policy and procedure. These steps aim to build confidence in the reporting system and ensure that tenant concerns are properly acknowledged and resolved.

of health challenges. These insights underscore the importance of tailored support that addresses both physical and mental wellbeing.

## **Equality Insights Summary**

The data indicates a predominantly older tenant population, with higher levels of disability and long-term health conditions. Coupled with the fact that over 80% of respondents are single, widowed, or divorced/separated, there is a strong suggestion that social isolation may be a significant challenge. These findings highlight the need for an inclusive, tailored approach that supports both physical health and emotional wellbeing.

To manage tenant expectations and improve clarity across the organisation, we recommend reviewing the neighbourhood dispute procedure to ensure all disputes are formally logged in the housing management system. Currently, staff are not recording these cases, and tenants often confuse them with formal complaints. Establishing a consistent approach to logging both complaints and disputes will ensure concerns are properly tracked and addressed, while supporting accurate reporting and resolution.

## **Tenant Involvement**

Tenant involvement, while often perceived as low, showed encouraging signs this year. With 10.6% of tenants expressing interest in getting involved, there is clear potential for growth. However, satisfaction with opportunities to participate in decision-making fell to 58.9%. To address this, we recommend making tenant engagement central to how we deliver all services and strengthening the visibility of the Tenant Engagement Team among tenants and local staff. Increasing awareness of Bield's engagement and participation opportunities, particularly through the Connect Strategy will help build stronger relationships and create more meaningful involvement.

## **Value for Money**

Perceptions of value for money declined to 69.1%, likely influenced by wider economic pressures. It is recommended that the Board take this decline into consideration when approving the final decision on rent and service charges for 2026/2027. Ensuring transparency and alignment between service delivery and cost will be key to maintaining tenant trust and satisfaction.

## **Acting on Feedback**

In addition to the quantitative data, the survey generated 481 individual comments and pieces of feedback. These qualitative insights have been shared with the relevant departments, who have been asked to identify feedback that can be addressed promptly. This approach ensures that tenant voices are not only heard but acted upon in a timely and transparent manner. We will evidence this through a "You Said, We Did" document, which will be published in due course.

## **Opportunities for Growth**

The increase in neutral responses across multiple areas suggests a need to re-engage tenants who may feel uncertain or disconnected from their housing experience. Improving internal processes, particularly around complaint handling and dispute resolution, will be key to restoring confidence and ensuring that tenant concerns are properly acknowledged. It is recommended that formal logging of neighbourhood disputes be reintroduced to clarify expectations and improve transparency.

Tenant involvement also presents a valuable opportunity. With 10.6% of tenants expressing interest in participating, there is a clear appetite for engagement. This interest should be nurtured through greater visibility of the Tenant Engagement Team and clearer communication about Bield's participation offerings, especially those outlined in the Connect Strategy. By demonstrating the impact of tenant feedback and creating accessible pathways for involvement, Bield can foster a stronger culture of collaboration and shared ownership.

## **Vision for the Future**

Looking ahead, Bield remains committed to delivering high-quality, personalised approach that empower tenants to live independently and with dignity. Our strategic focus will include enhancing transparency in communication, strengthening neighbourhood management, and improving the

value-for-money proposition through clearer service-charge explanations. We will continue to build inclusive communities that support both physical and emotional wellbeing, ensuring that every tenant feels heard, respected, and supported.

## **Final Conclusion**

The 2025/26 Customer Satisfaction Survey offers a comprehensive and candid reflection of tenant experiences across Bield's services. While the results highlight many areas of strength, they also reveal important challenges and opportunities for improvement. By acting on these insights, enhancing complaint and dispute handling, promoting tenant engagement, and maintaining transparency around service costs, Bield can continue to evolve in ways that reflect the needs and aspirations of its tenants.

Our commitment to listening and learning remains unwavering. Through collaboration, responsiveness, and a shared vision for inclusive service delivery, we will ensure that Bield continues to be a place where tenants feel supported, respected, and empowered.