



# Tenant Satisfaction Survey Cumulative Report: Insights and Trends

Quarter 4 2024/25

## ABSTRACT

Welcome to the overview of tenant satisfaction results for quarter 4 of 2024/25

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## Foreword

As part of our commitment to continuously improve our services and better serve our tenants, we are implementing a new approach to our satisfaction surveys. We now conduct a rolling programme of surveys with our tenants, enabling us to promptly identify and address local issues that matter most to our tenants.

Our decision to transition to rolling programme of satisfaction surveys stems for our strategy to put tenants at the heart of everything we do.

By regularly gathering feedback from our tenants, we aim to gain a deeper understanding of their needs and preferences, allowing us to tailor our services accordingly.

We recognise the importance of transparency and accountability, which is why we have committed to sharing cumulative survey results on a quarterly basis. It's essential to note that these results are intended for **informational purposes only**.

We will provide a comprehensive report once we have accumulated a statistically significant sample size, ensuring the accuracy and reliability of the data presented.

We would like to thank all the tenants who took the time to complete the survey, and the local managers who assisted with this.

Tracey Howatt | Director  
Customer Experience

## **Introduction**

In compliance with the requirements of the Scottish Housing Regulator, we conduct satisfaction surveys to gauge tenant perceptions of our services.

Beyond regulatory obligations, these surveys serve as a valuable tool for us to engage with our tenants and gain insights into their experience and expectations.

Considering both regulatory requirements and our commitment to tenant-focused service delivery, we have designed our survey to encompass a range of questions aimed at capturing holistic view of tenant satisfaction.

By actively listening to our tenants and acting on feedback, we strive to continuously enhance our services and strengthen our relationship with our tenants.

## Quarter 4 results

During Quarter 4 2024/25, tenants at the following developments were offered the satisfaction survey to complete.

Chalybeate court	Wheatley Gardens	Waverley Court
Crosshill Gardens	Dundas Court	Bridge Court
Rowan gardens	Birch Cottage	Castlebank Court
Armada Court	Dalriada Grove	Coxton Gardens
Carwood court	Foley Court	Eamont Lodge Court
Highcrofts	Fountain Quay	Elderslie Court
Menzies Court	Lynn court	Glenspean Street
Glebe/Warrick court	MacCallum Court	Houston Court
Valley court	Marshall court	Oakbank
Tweedlie Court	McKelvie Court	Pearce Street
Jamaica Court	Rothsay Court	The Croft
Kintail Gardens	Torosay Court	Westland Court

This represents around 1093 tenants. We received 485 responses, which is a response rate of 44%. All tables within this report below show satisfaction of the sample. We will continue to survey tenants and report each quarter, working towards a full population survey before the Annual Return on the Charter is due in 2025.

## General satisfaction

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

**Sample – very and fairly satisfied: 84.5 %**

Baseline – very and fairly satisfied: 80.3%

Target – very and fairly satisfied: 84.2%

	Number	%
<b>Very satisfied</b>	238	49.07%
<b>Fairly satisfied</b>	172	35.46%
<b>Neither / nor</b>	25	5.15%
<b>Fairly dissatisfied</b>	21	4.33%
<b>Very dissatisfied</b>	21	4.33%
<b>Don't know</b>	8	1.65%

The general satisfaction rate is marginally below the baseline, and slightly exceeds the target.

## Keeping tenants informed

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

**Sample – very and fairly good: 74.6%**

Baseline – very and fairly good: 77.9%

Target – very and fairly good:

	Number	%
<b>Very good</b>	198	40.82%
<b>Fairly good</b>	164	33.81%
<b>Neither / nor</b>	51	10.52%
<b>Fairly poor</b>	30	6.19%
<b>Very poor</b>	28	5.77%
<b>Don't know</b>	14	2.89%

For this sample, the results are slightly below than the baseline survey.

## Communication Preferences

How would you prefer Bield to communicate with you?

Tenants were invited to select as many as relevant. Postal mail and in-person meetings are the preferred methods of communication.

	Number	%
<b>Postal mail</b>	260	58.56%
<b>In person meetings</b>	216	48.65%
<b>Email</b>	97	21.85%
<b>Phone</b>	102	22.97%
<b>My Bield Portal</b>	16	3.60%
<b>Text message</b>	70	15.77%

It is suggested that we continue using mail and in-person meetings as primary communication methods.

## Tenant Engagement and Participation

How satisfied are you with opportunities given to you to participate in Bield's decision-making processes?

**Sample: very or fairly satisfied: 57.1%**

Baseline: very or fairly satisfied: 57.4%

Target: very or fairly satisfied: 60%

	Number	%
<b>Very satisfied</b>	132	27.22%
<b>Fairly satisfied</b>	145	29.90%
<b>Neither / nor</b>	109	22.47%
<b>Fairly dissatisfied</b>	34	7.01%
<b>Very Dissatisfied</b>	23	4.74%
<b>Don't know</b>	42	8.66%

Satisfaction with tenant engagement and participation is marginally above baseline measurements but falls short of the target. To address this, we will continue with our new tenant engagement and participation strategy, which includes organising new tenant engagement groups that our tenants have identified, Scrutiny group, Sustainability Group, tenant Led inspections and Communicating through our Tenant insight Network.

## Quality of homes

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

**Sample: very or fairly satisfied: 88.5%**

Baseline: very or fairly satisfied: 84.4%

Target: very or fairly satisfied: ??%

	Number	%
<b>Very satisfied</b>	257	52.99%
<b>Fairly satisfied</b>	172	35.46%
<b>Neither / nor</b>	28	5.77%
<b>Fairly dissatisfied</b>	18	3.71%
<b>Very dissatisfied</b>	7	1.44%
<b>Don't know</b>	3	0.62%

Satisfaction with quality of homes has improved from the baseline.

It is suggested maintaining current standards and continue to address any issues promptly to keep satisfaction high.

Additionally, we can use positive feedback as a benchmark to further improve the quality of our homes.

## Repairs

Around 485 out of tenants had repairs in the last 12 months.

Thinking about the last time you had repairs carried out, how satisfied were you with the service provided by Bield.

While the majority of tenants are satisfied with the repairs service, the sample falls below the baseline and target.

**Sample: very or fairly satisfied: 69.3%**

Baseline: very or fairly satisfied: 81.5%

Target: very or fairly satisfied: 88.0%

<b>9</b>	Environmental initiatives
<b>10</b>	Wifi in common areas

	Number	%
<b>Very satisfied</b>	33	6.80%
<b>Fairly satisfied</b>	23	4.74%
<b>Neither / nor</b>	23	4.74%
<b>Fairly dissatisfied</b>	33	6.80%
<b>Very dissatisfied</b>	23	4.74%
<b>Don't know</b>	70	14.43%

It is suggested that we review and streamline the repair process and execution to reduce delays and improve quality.

### Tenant spending priorities

Tenants were asked to prioritise where to invest money

Tenants Investment priorities	
<b>1</b>	Improvements to Heating Systems
<b>2</b>	Improvements to windows and doors
<b>3</b>	New bathrooms
<b>4</b>	New kitchens
<b>5</b>	Improved security features
<b>6</b>	Adaptations
<b>7</b>	Upgrades communal areas
<b>8</b>	Gardens



## Satisfaction with Property Elements (% of respondents)

	Size	Condition	Energy Efficiency	Layout	Storage Space	Communal Areas	Gardens / Grounds	Parking
<b>Excellent</b>	37.53%	28.54%	32.48%	36.71%	32.00%	36.79%	36.79%	17.71%
<b>Good</b>	41.93%	50.95%	38.00%	44.94%	36.00%	38.48%	36.13%	29.81%
<b>Average</b>	15.09%	15.64%	17.41%	12.66%	20.42%	15.22%	17.86%	18.79%
<b>Poor</b>	5.45%	4.44%	8.28%	4.43%	11.16%	6.13%	11.97%	16.63%

Excellent or good	79.5%	79.5%	70.5%	81.6%	68.0%	75.3%	66.8%	47.5%
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## Satisfaction with repair process (% of respondents)

	Reporting	Helpfulness of staff	System for arranging repairs	Tradesperson showed ID	Approach	Length of time to carry out repair	Quality of repair	Right first time	Knew contractor was coming	Leaving home clean and tidy	Level of disturbance
<b>Very satisfied</b>	65%	74%	56%	49%	55%	47%	48%	47%	50%	56%	47%
<b>Fairly satisfied</b>	23%	15%	26%	21%	28%	27%	29%	21%	22%	26%	30%
<b>Neither / nor</b>	4%	4%	8%	11%	5%	9%	7%	10%	8%	6%	8%
<b>Fairly dissatisfied</b>	1%	1%	3%	4%	2%	5%	5%	6%	6%	2%	3%
<b>Very dissatisfied</b>	2%	2%	2%	4%	2%	5%	4%	7%	6%	2%	3%
<b>Don't know</b>	6%	4%	6%	10%	8%	8%	7%	8%	8%	7%	8%
<b>Satisfied</b>	<b>78%</b>	<b>89%</b>	<b>82%</b>	<b>70%</b>	<b>83%</b>	<b>74%</b>	<b>77%</b>	<b>68%</b>	<b>72%</b>	<b>82%</b>	<b>77%</b>

- The property element most of the sample were least satisfied with is parking & Gardens/Grounds.
- Satisfaction levels for various aspects of the repair process vary but are generally high.
- Some areas may benefit from attention (eg Right first time, Knowing when a contractor is attending, tradesperson showing ID).

## Satisfaction with management of neighbourhood

How satisfied are you with Management of Neighbourhood by Bield?

**Sample: very or fairly satisfied: 79.2%**

Baseline: very or fairly satisfied: 83.4%

Target: very or fairly satisfied: ??%

	Number	%
<b>Very satisfied</b>	228	47.01%
<b>Fairly satisfied</b>	156	32.16%
<b>Neither / nor</b>	50	10.31%
<b>Fairly dissatisfied</b>	15	3.09%
<b>Very dissatisfied</b>	11	2.27%
<b>Don't know</b>	25	5.15%

## Value for money

Taking everything into account do you think services provided by Bield are value for money? Is it....

**Sample: very or fairly good: 66.6%**

Baseline: very or fairly satisfied: 76.2%

Target: very or fairly satisfied: 82%

	Number	%
<b>Very good</b>	123	25.36%
<b>Fairly good</b>	200	41.24%
<b>Neither / nor</b>	79	16.29%
<b>Fairly poor</b>	40	8.25%
<b>Very poor</b>	24	4.95%
<b>Don't know</b>	19	3.92%

## Difference Bield Makes

Tenants were asked to indicate what difference living in a Bield home has made to their life.

### Helps you live independently

Sample: strongly agree or agree: 84.8%

	Number	%
<b>Strongly agree</b>	228	48.20%
<b>Agree</b>	173	36.58%
<b>Neither / nor</b>	48	10.15%
<b>Disagree</b>	12	2.54%
<b>Strongly disagree</b>	7	1.48%
<b>Don't know</b>	5	1.06%

### Improves your quality of life

Sample: strongly agree or agree: 78.7%

	Number	%
<b>Strongly agree</b>	179	40.50%
<b>Agree</b>	169	38.24%
<b>Neither / nor</b>	68	15.38%
<b>Disagree</b>	14	3.17%
<b>Strongly disagree</b>	6	1.36%
<b>Don't know</b>	6	1.36%

### Safe and secure

Sample: strongly agree or agree: 80.5%

	Number	%
<b>Strongly agree</b>	203	46.14%
<b>Agree</b>	151	34.32%
<b>Neither / nor</b>	60	13.64%
<b>Disagree</b>	11	2.50%
<b>Strongly disagree</b>	7	1.59%

### Improved financial circumstances

Sample: strongly agree or disagree: %

	Number	%
<b>Strongly agree</b>	103	23.68%
<b>Agree</b>	124	28.51%
<b>Neither / nor</b>	146	33.56%
<b>Disagree</b>	38	8.74%
<b>Strongly disagree</b>	19	4.37%
<b>Don't know</b>	5	1.15%

### Improves your physical health

Sample: strongly agree or disagree: 52.2%

	Number	%
<b>Strongly agree</b>	103	23.68%
<b>Agree</b>	124	28.51%
<b>Neither / nor</b>	146	33.56%
<b>Disagree</b>	38	8.74%
<b>Strongly disagree</b>	19	4.37%
<b>Don't know</b>	5	1.15%

### Peace of mind

Sample: strongly agree or agree: 74.1%

	Number	%
<b>Strongly agree</b>	168	37.17%
<b>Agree</b>	167	36.95%
<b>Neither / nor</b>	82	18.14%

<b>Disagree</b>	21	4.65%
<b>Strongly disagree</b>	9	1.99%
<b>Don't know</b>	5	1.11%

<b>6. Good Neighbours</b>
<b>7. Comfort</b>
<b>8. Social life</b>
<b>9. Financial security</b>
<b>10. Accessibility</b>

## Challenges

Tenants were asked to describe their biggest challenges and what they consider important in their living environment. Understanding these priorities will help us tailor services to better meet tenants needs.

<b>Issue</b>
<b>1. Mobility Issues</b>
<b>2. Health Problems</b>
<b>3. Mental Health</b>
<b>4. Loneliness</b>
<b>5. Financial Worries</b>
<b>6. Accessibility</b>
<b>7. Noise</b>
<b>8. Safety &amp; Security</b>
<b>9. Vision Problems</b>
<b>10. Independence</b>

## What is important

<b>Important</b>
<b>1. Safety &amp; Security</b>
<b>2. Peace of mind</b>
<b>3. Friendship</b>
<b>4. Independence</b>
<b>5. Community</b>

## How can Bield help?

Tenants were asked how Bield could better support them.

<b>Topic</b>
<b>1. Befriending service</b>
<b>2. Social Activities</b>
<b>3. Adaptations</b>
<b>4. Better communication</b>
<b>5. Improve security</b>
<b>6. DIY assistance</b>
<b>7. Staff assistance</b>
<b>8. Affordability</b>
<b>9. Improve repairs</b>
<b>10. More Laundry facilities</b>

## Internet access

A significant portion of respondents have internet access, which impacts how they engage with services and social activities.

	Yes	No
Internet Access	(57%)	(43%)

**Common reason for not accessing the internet:** Lack of knowledge, no device, cost.

**Common online activities:** Socialising with friends and family, online banking, online shopping.

**Smart speaker ownership:** respondents (40%), mainly used for listening to music and setting alarms.

Around 12.5% of **tenants** had another piece of **smart tech**.

## BR24

When was the last time you used BR24? (around 5 responses)

When was last time you used BR24	No	%
3 months or less	128	28.32%
3 - 6 months	53	11.73
6 - 9 months	26	5.75%
9 - 12 months	76	16.81%
Never	169	37.39%

A few respondents noted they didn't have an alarm.

Tenants were asked how satisfied they were with BR24.

BR24 Satisfaction	No	%
Very satisfied	186	44.60%
Fairly satisfied	100	23.98%
Neither nor	29	6.95%
Fairly dissatisfied	6	1.44%
Very dissatisfied	6	1.44%
N/A	90	21.58%

Overall satisfaction: 69% of respondents very or fairly satisfied with the service.

Perceived impact on safety and independence: 94% feel safer and more independent

Overall happiness with BR24: 96% are happy with the service.

	Yes	No
Safer and independent	404	26
Overall, happy with BR24	397	18

## Antisocial Behaviour

The survey addressed experiences and satisfaction with how antisocial behaviour is handled.

Around 75% of respondents reported no antisocial behaviour. That means around 2/3 out of 10 tenants experience antisocial behaviour.

Of those who had experienced antisocial behaviour, we asked how satisfied they were without this was handled.

ASB Satisfaction	No	%
Very satisfied	15	13.16%
Fairly satisfied	38	33.33%
Neither nor	16	14.04%
Fairly dissatisfied	15	13.16%
Very dissatisfied	21	18.42%
N/A	9	7.89%

Improvements are needed in handling antisocial behaviour to increase tenant satisfaction.

## Equality

The survey collected data on disability and sexual orientation among tenants.

### Disability

Respondents were asked if they had a disability

	Number	%
Yes	337	80%
No	84	20%

**Common issues:** mobility, heart problems, arthritis, dementia, Parkinson's, cancer, copd, ms, Blindness

**Core morbidities:** several tenants reported multiple health issues.

### Sexual orientation

Tenants were asked to share their sexual orientation.

	Number	%
Straight	428	95.54%
Gay	1	0.22%
Bisexual	1	0.22%
Prefer not to say	18	4.02%

Gender identity: 99% reported being the same gender as assigned at birth.

## Conclusion

The Quarter 4 2024/25 Tenant Satisfaction Survey offers invaluable insights into tenants' experiences, providing a clear roadmap for enhancing Bield's services and strengthening its relationship with the community. While tenants expressed high levels of satisfaction with core aspects such as overall service quality (84.5%) and the condition of their homes (88.5%), the survey also revealed critical areas where focused efforts can lead to significant improvements.

### Strengths to Build On:

The high satisfaction rates regarding general service quality and the quality of homes underscore Bield's success in creating a supportive and well-maintained living environment. These results demonstrate tenants' appreciation for efforts to provide safe, secure, and comfortable housing, reinforcing Bield's reputation as a trusted provider. Furthermore, tenants' sense of safety and independence reflects the organization's strong commitment to improving quality of life through thoughtful service delivery.

### Key Challenges:

Several areas require renewed attention and targeted interventions. Satisfaction with the repairs process, though generally positive, highlights the need for streamlined operations and improved communication. Similarly, lower satisfaction with value for money and tenant engagement indicates an opportunity to enhance transparency, affordability, and participatory processes. Social isolation, digital accessibility, and the handling of antisocial behaviour emerged as significant areas where improvements could greatly benefit tenants' day-to-day experiences.

### Opportunities for Growth:

Bield is well-positioned to address these challenges through strategic actions that reflect tenants' priorities. Increasing social activities can foster a greater sense of community and mitigate feelings of loneliness. Enhanced digital literacy programs and access to affordable devices will help tenants stay connected, access essential services, and participate more fully in modern life. Strengthening processes for reporting and resolving antisocial behaviour will create a safer and more harmonious living environment.

**Vision for the Future:**

By focusing on these areas, Bield can not only improve current satisfaction levels but also set a new benchmark for excellence in tenant services. Greater collaboration with tenants, both in decision-making and in tailoring services, will foster a deeper sense of trust and community engagement. Investing in innovative solutions for repairs, maintenance, and digital inclusion will further solidify Bield's position as a forward-thinking housing provider.

Through sustained efforts, Bield can ensure that its services continue to evolve in alignment with tenants' changing needs. This commitment to progress will not only enhance the quality of life for tenants but also contribute to a stronger, more inclusive community where every tenant feels valued, supported, and empowered.

**Conclusion:**

As Bield integrates these insights and improvements into its strategic approach, it has the opportunity to create a transformative impact on its tenants' lives. By prioritizing safety, accessibility, financial stability, and social connections, Bield can establish a living environment where tenants

thrive—emotionally, socially, and physically. This vision of tenant-centred care will guide the organization toward even higher levels of satisfaction and trust, solidifying its role as a leader in providing exceptional housing solutions.

This expanded summary provides a more holistic view and establishes a forward-looking narrative to inspire actionable change.