



# CRAIGDALE HOUSING ASSOCIATION

**Prepared by:**

**Research Resource**

**Contact:** Lorna Shaw

**Tel:** 0141 641 6410

**E-mail:**

Lorna.shaw@researchresource.co.uk

**Prepared for:**

**Craigdale Housing Association**

**Contact:** Samantha Morton

**Tel:** 0141 634 6473

**E-mail:**

samantha@craigdaleha.co.uk



# Craidgale Housing Association

## Rent Consultation 2022/23

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Report written by: William Easton



Date: 14/1/2022

Report reviewed by: Elaine MacKinnon



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## EXECUTIVE SUMMARY

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### INTRODUCTION

- This report summarises the findings to emerge from Craigdale Housing Associations 2022/23 rent consultation.
- The survey was undertaken by a telephone methodology.
- A total of 70 interviews were completed with a random sample of Craigdale tenants.

### KEY FINDINGS

- When asked about the proposed rent consultation, it was explained to tenants that Craigdale has proposed two options. **The proposal is to:**

#### **INCREASE RENT BY 4.1%**

This increase means that efficiencies will need to be realised across the business

#### **OPTION 2: INCREASE RENT BY 5.2%**

We will continue to deliver current services and maybe able to offer additional services should the rate of inflation stabilise.

Just over 5 in 10 (51%) tenants agreed with the proposed option 1 compared with 38% who said option 2.

- Those who did not agree with the proposal generally felt this way due to the fact that they feel they are too high or unaffordable or that they do not believe that the increase can be justified with the current level of service.
- 61% said that they recall receiving the Association's letter and leaflet which included information on the Rent Review Consultation to help them understand the proposals that Craigdale were making to increase the rent and what the impact would be for tenants.
- In terms of affordability of rent payments, 51% of respondents stated they find their rent payments fairly easy to afford, 37% stated that they were just about affordable and 11% stated that they were difficult to afford.
- Four in 10 respondents (47%) receive full housing benefit, 19% have their full housing costs covered by the housing element of Universal Credit, 9% receive partial housing benefit or have partial housing costs covered by the housing element of Universal Credit and 26% of tenants do not receive any assistance with their rent payments.

# 1. BACKGROUND AND METHODOLOGY

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## 1.1. Introduction

This report represents and discusses the findings to emerge from Craigdale Housing Association's 2022/23 rent consultation.

## 1.2. Background and objectives

Craigdale Housing have a statutory obligation to consult on the Association's rent increase.

Research Resource were commissioned to carry out a survey-based rent consultation with tenants in order to gain an understanding of tenant views of the proposed rent increase.

The survey was undertaken utilising a telephone methodology with all tenants provided with the opportunity to participate in the survey. A copy of the questionnaire used is available in appendix 1 of this report.

## 1.3. Methodology and response rate

A random and representative sample of 70 tenants were interviewed by telephone by Research Resource's trained and experienced interviewers.

## 1.4. Survey Analysis and Reporting

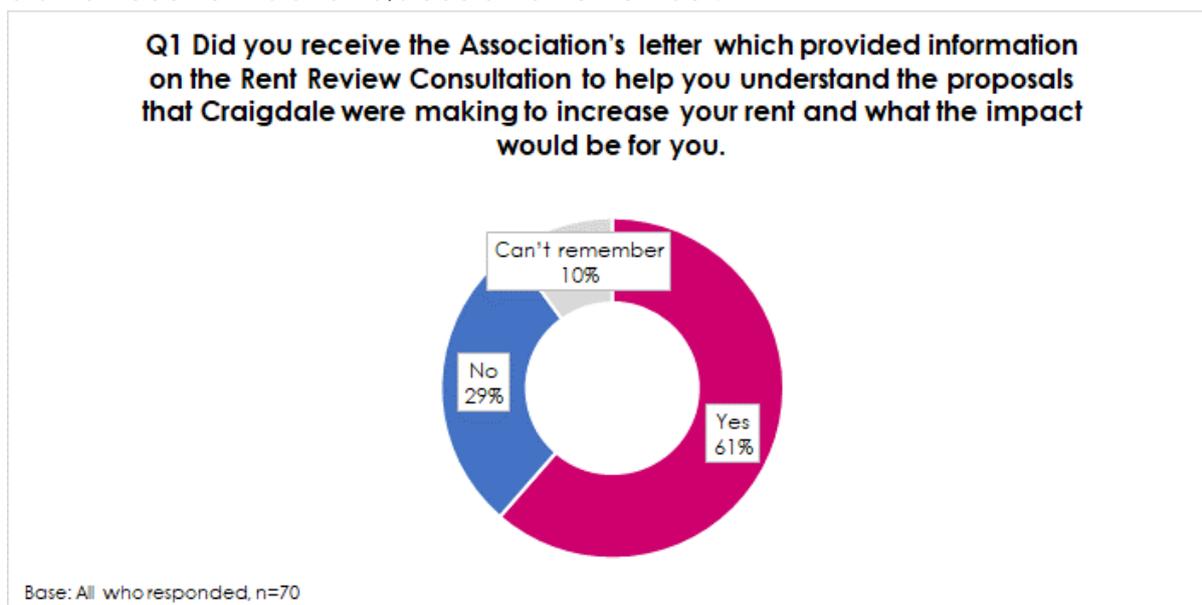
When reporting the data in this document, in general, percentages in tables have been rounded to the nearest whole number. Responses greater than 0% but less than 0.5% are shown as 0% and responses between 0.5% and less than 1% are rounded to 1%. Columns may not add to 100% because of rounding or where multiple responses to a question are possible.

The total number of respondents to each question is shown either as 'Base' or 'n=xxx' in the tables or charts. Where the base or 'n' is less than the total number of respondents, this is because respondents may be 'routed' past some questions if they are not applicable, or because respondents may have opted not to answer the question.

## 2. KEY FINDINGS

### 2.1 Information on rent consultation (Q1)

Just over six in ten respondents (61%) stated that they recalled receiving the Association's letter and leaflet which provided information on the Rent Review Consultation to help them understand the proposals that Craighdale are making to increase their rent and about the impact this would be for them. 29% stated they did not receive this and 10% could not remember.



### 2.2 Rent increase proposal (Q2)

It was explained to tenants the proposed two options:

#### **OPTION 1: INCREASE RENT BY 4.1%**

This increase means that efficiencies will need to be realised across the business

THE SMALLEST RENT INCREASE WOULD GO UP BY £2.66 PER WEEK

THE GREATEST (7 APT) RENT INCREASE WOULD GO UP BY £4.17 PER WEEK

#### **OPTION 2: INCREASE RENT BY 5.2%**

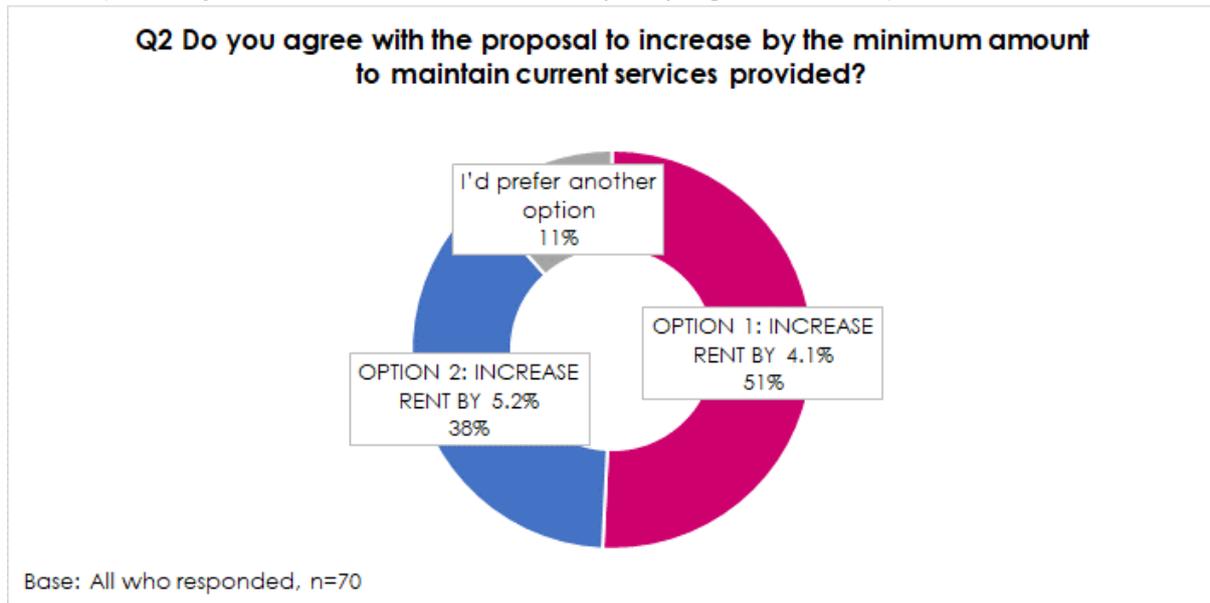
We will continue to deliver current services and maybe able to offer additional services should the rate of inflation stabilise.

THE SMALLEST RENT INCREASE WOULD GO UP BY £3.38 PER WEEK

THE GREATEST (7 APT) RENT INCREASE WOULD GO UP BY £5.28 PER WEEK

## RENT CONSULTATION

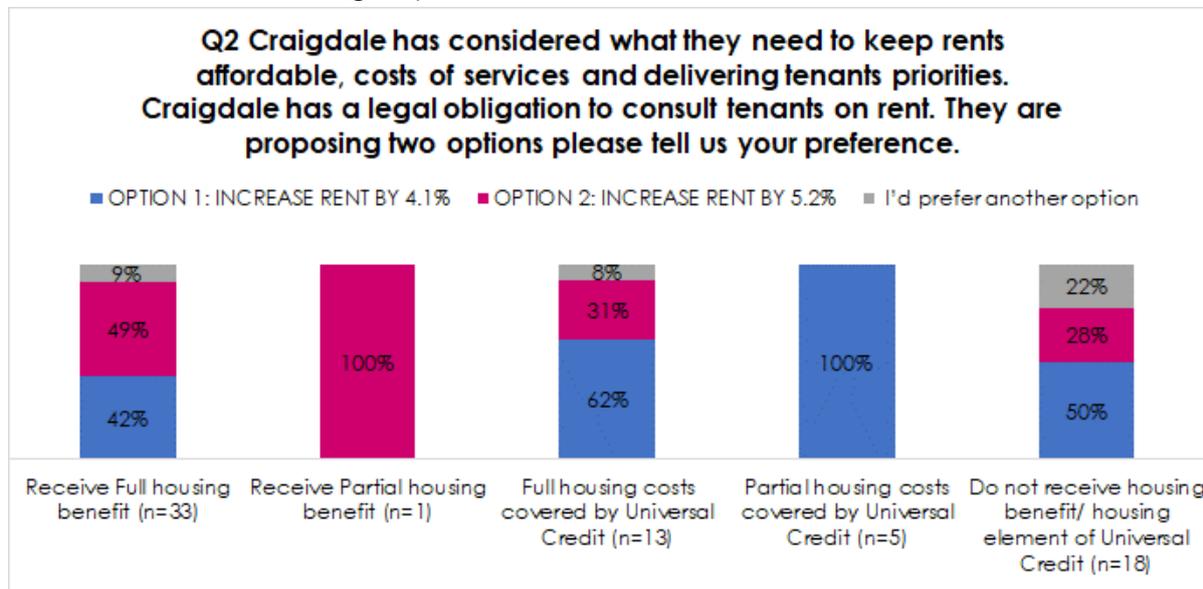
Following on from this explanation, tenants were asked which proposed option they would prefer, just over half of the tenants (51%) agreed with option 1.



The 'other' options tenants said they would prefer were as follows:

- *We get these proposals every year and I'm sure the last one was if choosing the higher option the rent would freeze for the next couple of years so I don't have a lot of faith in these proposals as I think you'll just do as you wish.*
- *I get my rent paid so it doesn't affect me so I would rather not make a choice if it effects other people.*
- *Rent freeze is the only option I want.*
- *I would choose option 2 if there was more information on the additional services they might be able to offer.*
- *I find option 1 still too high an increase.*
- *My rent gets paid so I would rather not choose either option.*
- *My rent get paid for me so I don't know which option I would prefer.*
- *I don't see the point of these consultations as they always go with the highest percentage no matter what we say.*

Analysis by receipt of financial assistance in paying rent reveals that tenants who received full housing costs covered by Universal Credit and partial housing costs covered by Universal Credit were likely to agree with option 1. On the other hand, those who received full and partial housing benefit were likely to agree with option 2. Please take care when reading these results due to the small base numbers associated with certain groups.



### 2.3 Comments on rent increase (Q3)

Those who did not agree with the rent proposal were asked to explain their reasons for feeling this way. The comments made by tenants who provided comments are listed below and in general these are where tenants feel that rents should not be increased due to the fact that they feel they are too high or unaffordable or that they do not believe that the increase can be justified with the current level of service.

#### Rent is too high/ unaffordable

- *Considering the climate right now and the fuel increases, everything is getting more difficult to afford so I'm for as low an increase as possible.*
- *Everything is going up so it is getting a bit worrying as there is no year the rents stay the same.*
- *I am surprised that the rents are going up due the climate and I'm surprised they are even considering a rent increase this year.*
- *I feel this is a big increase.*
- *I feel this is higher than inflation and I don't think their services are good to reflect an increase.*
- *I find the lowest option still too high of an increase as I'm struggling with the*

cost of living now.

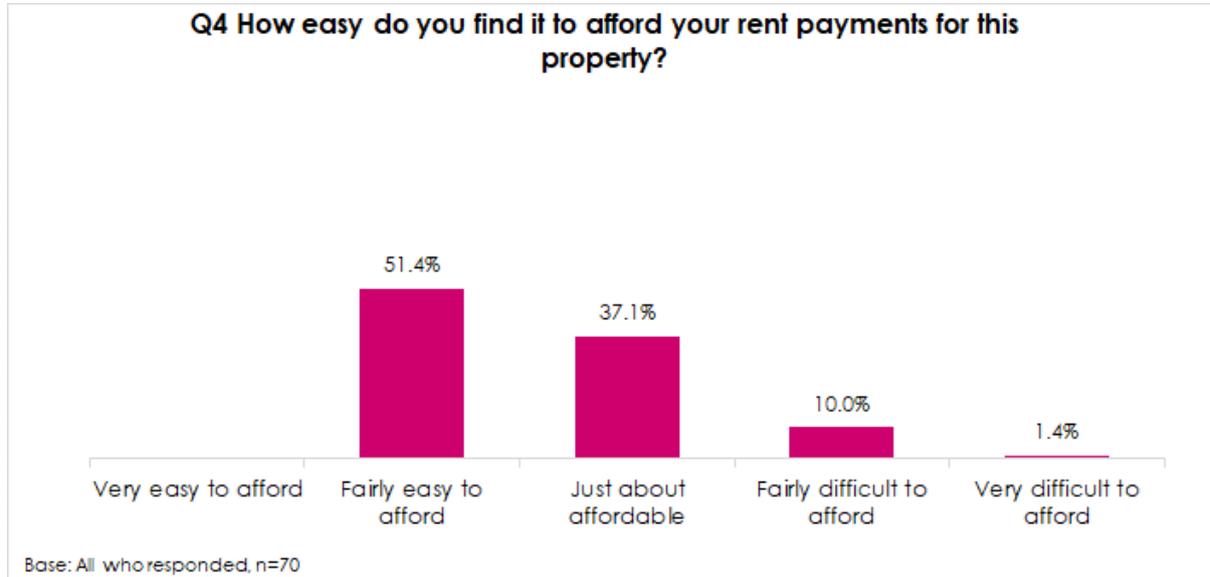
- *I live on my own, I pay full rent and I'm struggling as it is. My wage does not go up to meet any extra charges so my food and heating is reduced which is already having an impact on my life and health.*
- *I struggle with the increasing costs as my wage is not increasing.*
- *I'd rather it didn't go up at all as I struggle financially as it is.*
- *I'm struggling to afford the rent payments as they are and I'm in rent arrears so I'd rather it didn't go up.*
- *It should be a rent freeze this year due the current climate.*
- *It's too high but there's nothing I can do about it.*
- *Option 1 is still a very large increase as my wage just covers my monthly rent.*
- *The rent goes up every year but people's incomes are not increasing to meet the increases but I don't think that is being considered .*
- *The rents are going up but wages are not going up.*
- *When are they going to stop putting rents up every year? I'm not working right now and I'm very concerned as to how I will be able to afford the rent for this one bed apartment when I go back to work. The rents are not affordable for people paying full rent which means people will not want to get back to work.*

#### Poor value for services provided

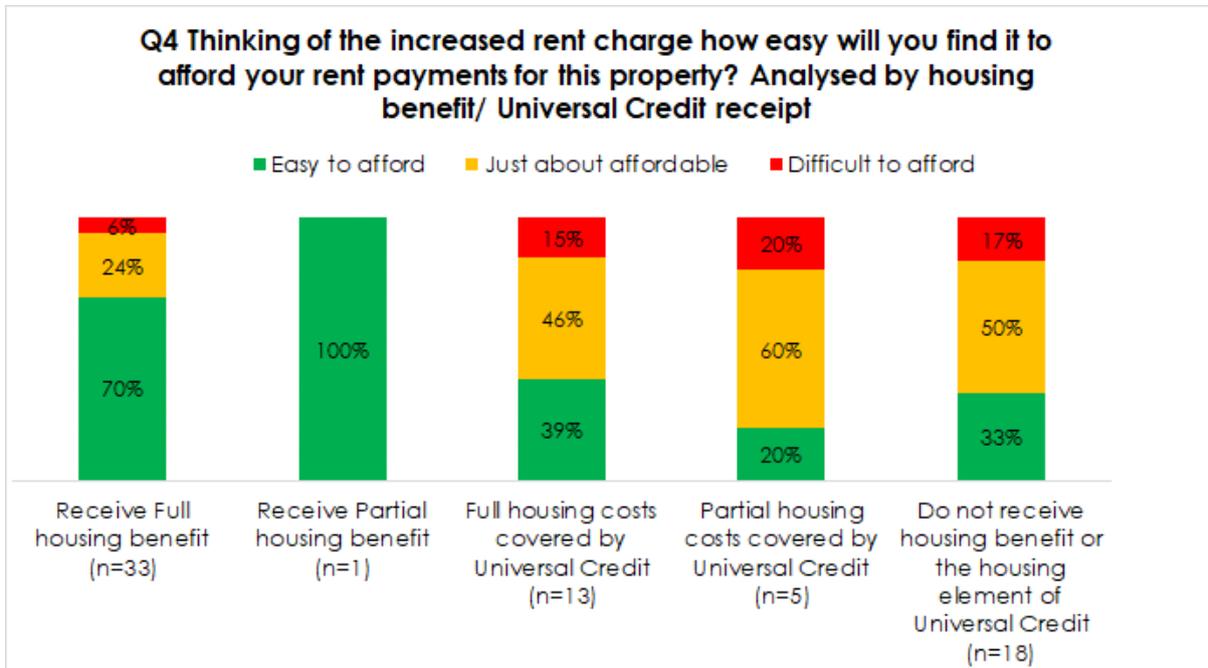
- *As long as more services are provided with the number of waste bins provided and they've not been emptied since before Christmas which is not acceptable.*
- *I have chosen option 2 in hope that the service will not deteriorate as I have been waiting on a boiler for several years now.*
- *It's going up every year and still waiting on major works to be done.*
- *It's important to keep the current services as they are.*
- *The services are not great and this property badly needs a lot of upgrades so I'm not happy to pay any more as I don't see the services improve in the past rent increases.*
- *They are a fabulous organisation and I trust them.*
- *They have not been doing any grounds maintenance for the last few years and we are paying for this service so where is this money going?*
- *This means the service will stay the same or hopefully get better.*

## 2.4 Affordability of rent payments (Q4)

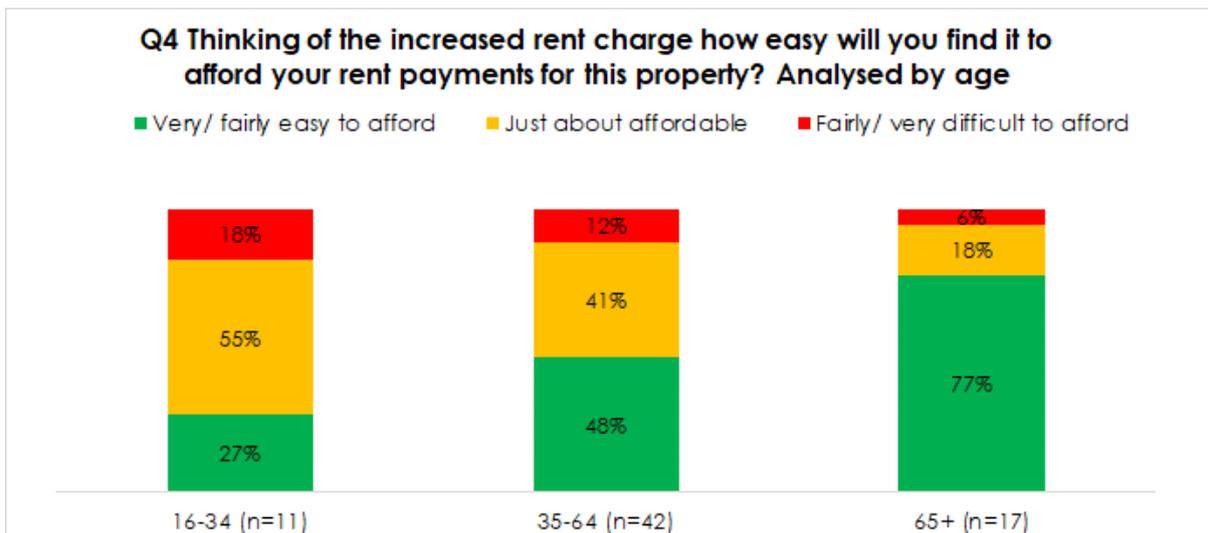
Just over half of the respondents (51%) said that they find their rent was fairly easy to afford, 37% said it is just about affordable and 11% said it is very or fairly difficult to afford.



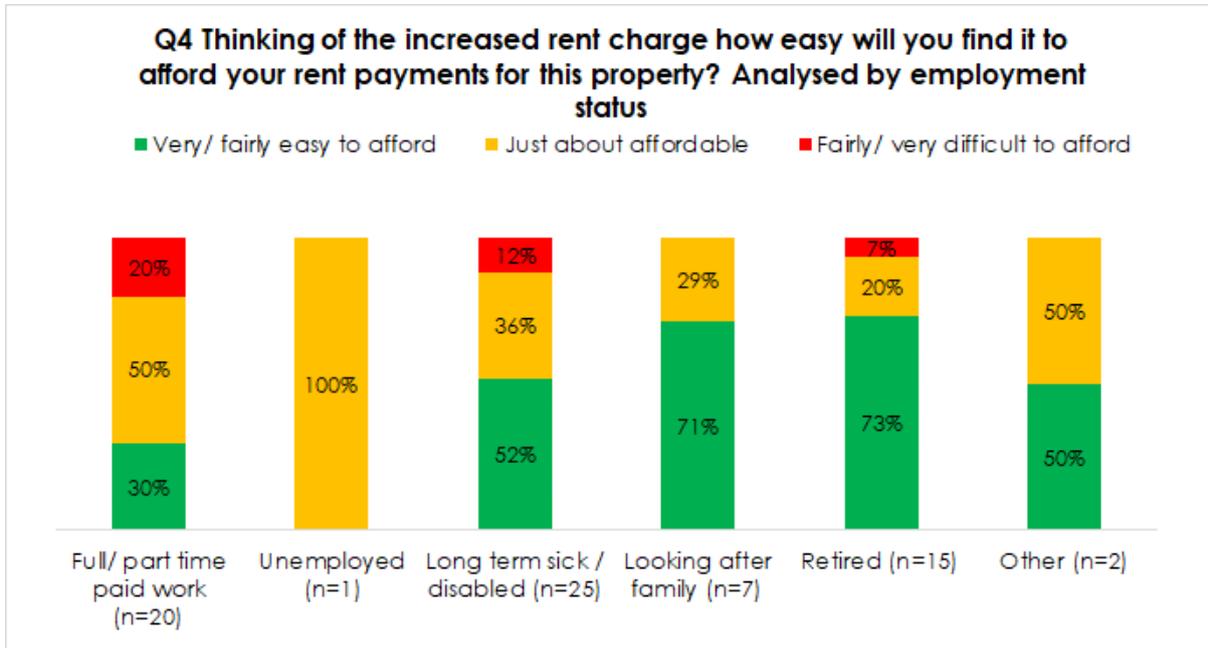
Those who received full or partial housing benefit were most likely to find it easy to afford the rent charge while those who paid full rent or had partial housing costs covered by universal Credit were most likely to say they would find this difficult to afford.



Analysis by age reveals that those aged 65+ were most likely to find the increase in rent easy to afford (77%) and those aged 16-34 were most likely to find the increase difficult to afford (18%).

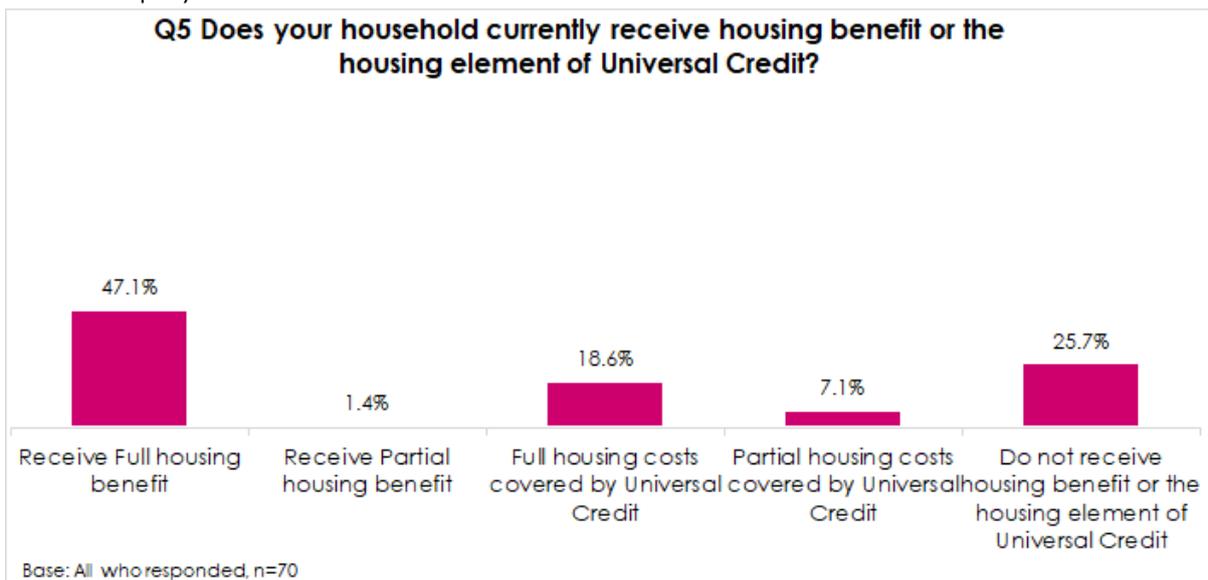


Tenants who were retired (73%) or looking after family (71%) were most likely to afford their rent payments after the rent increase and those who were in employment (30%) were least likely.



### 2.5 Benefit Receipt (Q5)

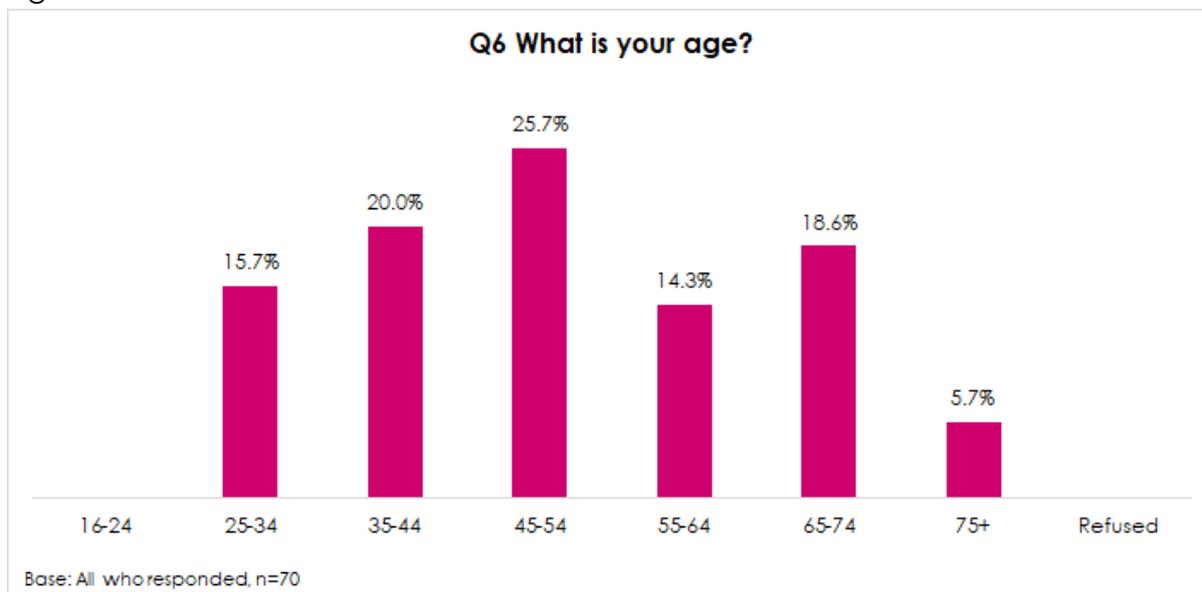
Just under 7 in 10 respondents (66%) receive either full housing benefit or have their full housing costs covered by the housing element of Universal Credit, 9% receive partial housing benefit or have partial housing costs covered by the housing element of Universal Credit and 26% of tenants do not receive any assistance with their rent payments.



### 3. HOUSEHOLD DETAILS

#### 3.1 Age (Q6)

16% of respondents were aged 16-34, 60% were aged between 35-64, 24% were aged 65 and over.



#### 3.2 Household composition (Q7/8)

As shown below, just over four in ten respondents (43%) live in a single person household. A further 17% of households comprised 2 adults, 17% were 1 parent families, 12% 2 parent families and 6% were 3 or more adult households.

Q8 How would you describe the composition of your household?		
Base: Gave a response, n=70	No.	%
One adult under 60	16	22.9%
One adult aged 60 or over	14	20.0%
Two adults both under 60	4	5.7%
Two adults both over 60	5	7.1%
Two adults, at least one 60 or over	3	4.3%
Three or more adults, 16 or over	4	5.7%
1 parent family with 1 child under 16	5	7.1%
1 parent family with 2 children under 16	5	7.1%
1 parent family with 3 or more children under 16	2	2.9%
2 parent family with 1 child under 16	2	2.9%
2 parent family with 2 children under 16	3	4.3%
2 parent family with 3 or more children under 16	3	4.3%
Other	4	5.7%

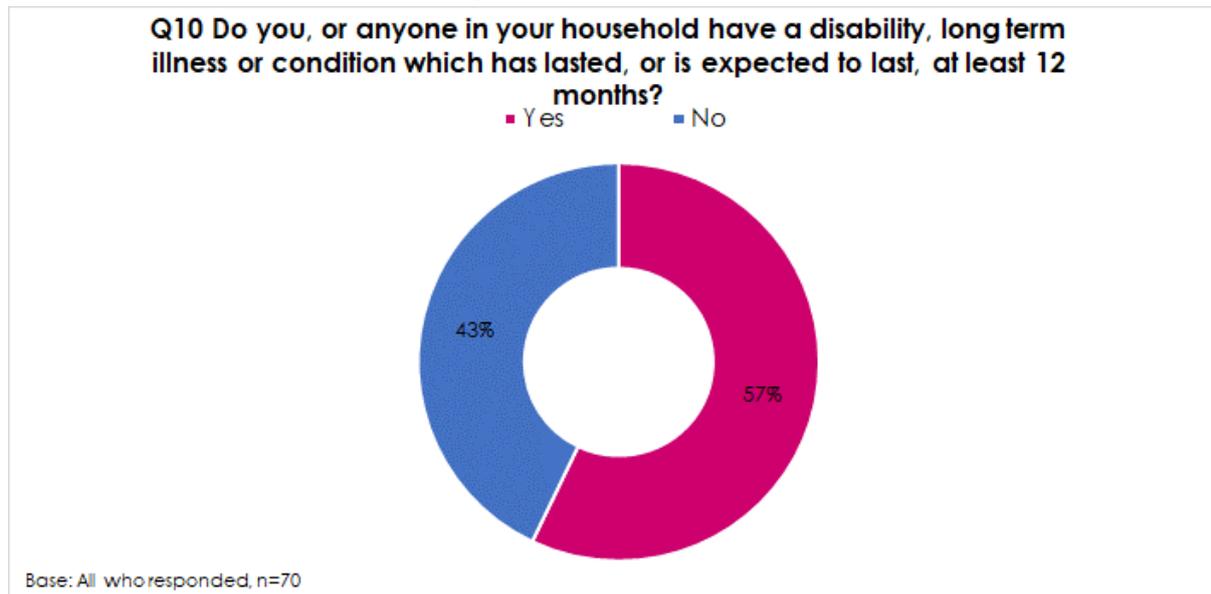
### 3.3 Occupational status (Q9)

29% of respondents were in full time or part time paid work, 36% were long term sick or disabled, 21% were retired, 1% were unemployed and 10% were at home looking after the family.

<b>Q9 Which of the following best describes your occupational status? [SELECT ONE]</b>		
<b>Base: Gave a response, n=70</b>	<b>No.</b>	<b>%</b>
Full time paid work (35 or more hours more week)	16	22.9%
Part time paid work (less than 35 hours per week, more than 16 hours per week)	4	5.7%
Full time education	1	1.4%
Unemployed and seeking work	1	1.4%
Long term sick / disabled	25	35.7%
Looking after family	7	10.0%
Retired	15	21.4%
Other (please specify)	1	1.4%

### 3.4 Disability (Q10)

Just under 6 in 10 respondents (57%) said that they or someone in their household has a disability, long term illness or condition that has lasted, or is expected to last, at least 12 months.





**Appendix 1**

**Survey Questionnaire**



Project number	P1004
Project name	Craigdale Housing Association Rent Review Consultation Survey 2022/23

**INTRODUCTION (Read out)** 'Hello, my name is \_\_\_\_\_. I am undertaking a survey for **Craigdale Housing Association** to find out tenants' views on the rent options for 2022/2023. The survey also asks a few questions about you and your household. This information is only used to create an overall picture of the profile of tenants housed by the Association and will only be used for analysis purposes. The survey will take about **5** minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at Craigdale will know your individual answers without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. This interview will be recorded for quality monitoring and training purposes. Can I confirm that you are happy to take part in the survey?

**INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE IN THE RESEARCH RECORD SURNAME AND RRID BELOW - ENSURE RRID MATCHES SAMPLE DATABASE.**

INTERVIEWER RECORD FROM DATABASE:

RRID:
SURNAME

**INTERVIEWER DECLARATION:**

*I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent consented to participate in the research.*

**Rent Consultation**

- Did you receive the Association's letter which provided information on the Rent Review Consultation to help you understand the proposals that Craigdale were making to increase your rent and what the impact would be for you.**

Yes	1
No	2
Can't remember	3

RENT CONSULTATION

2. Craigdale has considered what they need to keep rents affordable, costs of services and delivering tenants priorities. Craigdale has a legal obligation to consult tenants on rent. They are proposing two options please tell us your preference.

<p><b>OPTION 1: INCREASE RENT BY 4.1%</b> This increase means that efficiencies will need to be realised across the business</p> <p>THE SMALLEST RENT INCREASE WOULD <u>GO UP BY £2.66 PER WEEK</u> THE GREATEST (7 APT) RENT INCREASE WOULD <u>GO UP BY £4.17 PER WEEK</u></p>	1
<p><b>OPTION 2: INCREASE RENT BY 5.2%</b> We will continue to deliver current services and maybe able to offer additional services should the rate of inflation stabilise.</p> <p>THE SMALLEST RENT INCREASE WOULD <u>GO UP BY £3.38 PER WEEK</u> THE GREATEST (7 APT) RENT INCREASE WOULD <u>GO UP BY £5.28 PER WEEK</u></p>	2
<p><b>[SPONTANEOUS RESPONSE ONLY] I'd prefer another option (please describe)</b></p>	3

3. Do you have any comments you would like to make about the rent proposals?

4. How easy do you find it to afford your rent payments for this property?

Very easy to afford	1
Fairly easy to afford	2
Just about affordable	3
Fairly difficult to afford	4
Very difficult to afford	5

5. Does your household currently receive housing benefit or the housing element of Universal Credit?

Receive Full housing benefit	1
Receive Partial housing benefit	2
Full housing costs covered by Universal Credit	3
Partial housing costs covered by Universal Credit	4

Do not receive housing benefit or the housing element of Universal Credit	5
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### About You and Your Household

Finally, I'd like to ask some questions about you and your household. Please be assured that these questions are completely confidential and they will only be used for analysis purposes to see if there are differences in the views between different residents.

#### 6. What is your age?

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7
Refused	8

#### 7. How many people usually live in this house?

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#### 8. How would you describe the composition of your household?

One adult under 60	1
One adult aged 60 or over	2
Two adults both under 60	3
Two adults both over 60	4
Two adults, at least one 60 or over	5
Three or more adults, 16 or over	6
1 parent family with 1 child under 16	7
1 parent family with 2 children under 16	8
1 parent family with 3 or more children under 16	9
2 parent family with 1 child under 16	10
2 parent family with 2 children under 16	11
2 parent family with 3 or more children under 16	12
Other (please specify)	13

#### 9. Which of the following best describes your occupational status? [SELECT ONE]

Full time paid work (35 or more hours more week)	1
Part time paid work (less than 35 hours per week, more than 16 hours per week)	2
Part time paid work (less than 16 hours per week)	3
Full time education	4
Government training programme	5
Unemployed and seeking work	6

RENT CONSULTATION

Unemployed and not seeking work	7
Long term sick / disabled	8
Looking after family	9
Retired	10
Other (please specify)	11

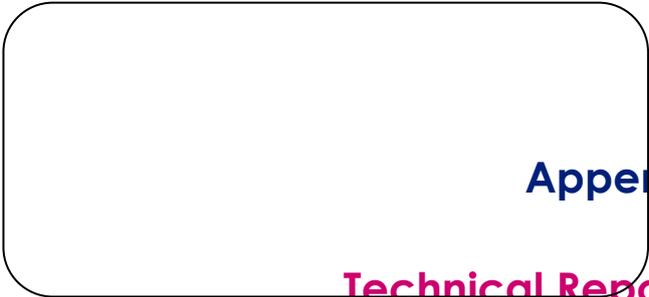
**10. Do you, or anyone in your household have a disability, long term illness or condition which has lasted, or is expected to last, at least 12 months? [CODE ALL THAT APPLY]**

Yes	1
No	2

**WHAT HAPPENS NEXT?**

We will collect your views and the Craigdale Management Committee will use these to help inform the rent setting strategy for 2022/23, also taking into account wider considerations such as rent affordability for people and inflation.

- **Thank you very much for completing the questionnaire.**
- **For more information about Research Resource, the interviewing process and how we use your data and our Privacy Notice please go to our website [www.researchresource.co.uk](http://www.researchresource.co.uk)**



**Appendix 2**

**Technical Report Summary**



## TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project name	Craigdale Housing Association Rent Consultation
Project number	P1004
Objectives of the research	To carry out a rent consultation with tenants in order to gain a robust and representative response on tenant views on your proposed rent increase.
Target group	Craigdale Housing Association Tenants
Target sample size	To maximise the response
Achieved sample size	70 by telephone
Date of fieldwork	Telephone fieldwork 6/1/2022 to 12/1/2022
Sampling method	A total of 70 telephone interviews which were carried out with a representative sample of Craigdale tenants.
Data collection method	Telephone
Response rate and definition and method of how calculated	18% - 70 respondents, from a tenant base of 400
Any incentives?	None
Number of interviewers	1
Interview validation methods	Remote listening
Showcards or any other materials used?	Not applicable
Weighting procedures	Not applicable
Estimating and imputation procedures	Not applicable
Reliability of findings	The achieved level of accuracy was +/-6.7% (based upon a 50% estimate at the 95% level of confidence).